

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

<b>PETITION INFORMATION</b>	
<b>Docket</b>	W-3509
<b>Staff</b>	<a href="#">Samuel Hunter</a>
<b>Petitioner(s)</b>	Gateway Sustainability Village, LLC
<b>Owner(s)</b>	Same
<b>Subject Property</b>	PIN 6835-20-5450.000
<b>Address</b>	408 W. Salem Avenue
<b>Type of Request</b>	Special Use rezoning from MU-S to PB-S
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property <b>from</b> MU-S (Mixed Use – Special Use) <b>to</b> PB-S (Pedestrian Business – Special Use). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> <li>Residential Building, Multi-Family; Arts and Crafts Studio; Food or Drug Store; Furniture and Home Furnishings Store; Micro-Brewery or Micro-Distillery; Restaurant (without drive-through service); Urban Agriculture; Retail Store; Bed and Breakfast; Hotel or Motel; Special Events Center; Recreation Services, Indoor; Recreation Services, Outdoor; Offices; Services, A; and Services, B</li> </ul>
<b>Neighborhood Contact/Meeting</b>	A summary of the petitioner’s neighborhood outreach is attached.
<b>Zoning District Purpose Statement</b>	The PB District is primarily intended to accommodate office, retail, service, institutional, and high-density residential uses which customarily serve community and convenience business needs of smaller communities and urban nodes in the city and county. The district is intended to encourage the development of attractive, identifiable small towns, and to accommodate the pattern of building in the business concentrations surrounding the central core of Winston-Salem, and the central core of other municipalities in the County. The district should demonstrate pedestrian oriented design through elements such as buildings pulled up to the street, on-street parking, street trees, covered arcades, awnings, storefront display windows, public/private outdoor spaces, wide sidewalks, and building entrances facing the street. This district is intended for application in GMAs 1, 2 and 3.
<b>Rezoning Consideration from Section 3.2.15 A 13</b>	<b>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</b>
	Yes, the proposed uses and site plan are consistent with the PB district purpose statement. The site is located within GMA 2 and situated within an established urban neighborhood.
<b>GENERAL SITE INFORMATION</b>	
<b>Location</b>	East side of S. Broad Street and south side of W. Salem Avenue, north of YWCA Way
<b>Jurisdiction</b>	Winston-Salem
<b>Ward(s)</b>	South

<b>Site Acreage</b>	± 2.83 acres					
<b>Current Land Use</b>	The site is currently developed with an existing, unoccupied one-story structure.					
<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>			<b>Use</b>	
	North	LI			Offices	
	East	MU-S			Offices and multifamily residential	
	South	MU-S			Offices and Recreation Services, Indoor	
	West	HB			Internet sweepstakes	
<b>Rezoning Consideration from Section 3.2.15 A 13</b>	<b>Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?</b>					
	The proposed uses are compatible with similar uses permitted on the adjacent properties.					
<b>Physical Characteristics</b>	The developed site includes areas of overgrown vegetation and has a gentle slope downward towards Salem Creek. The southern portion of the site is within a floodplain.					
<b>Proximity to Water and Sewer</b>	The site has access to public utilities from W. Salem Avenue.					
<b>Stormwater/ Drainage</b>	There are no known stormwater issues at this location.					
<b>Watershed and Overlay Districts</b>	The site is not located within a water supply watershed or an overlay district.					
<b>Analysis of General Site Information</b>	The subject property includes an existing structure fronting on W. Salem Avenue. The southern portion of the site has some overgrown vegetation and a gentle slope towards Salem Creek. The site has adequate access to public utilities from W. Salem Avenue and is not located within a watershed.					
<b>RELEVANT ZONING HISTORIES</b>						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3372	Site Plan Amendment	Approved 08/06/2018	West of site	23.67	Approval	Approval
W-2958	Site Plan Amendment	Approved 10/07/2007	West of site	17.82	Approval	Approval
W-2923	Site Plan Amendment	Approved 04/16/2007	East of site	23.67	Approval	Approval
W-2736	HB, GI, IP, and LI to MU-S	Approved 12/06/2004	Included subject property	2.83	Approval	Approval
<b>SITE ACCESS AND TRANSPORTATION INFORMATION</b>						

Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D
W. Salem Avenue	Minor Thoroughfare	99.30	9,500	15,800
S. Broad St.	Minor Thoroughfare	168.50	6,800	13,800
<b>Proposed Access Point(s)</b>	The request proposes one access from S. Broad Street and another from W. Salem Avenue.			
<b>Planned Road Improvements</b>	The proposed site plan shows an internal private street with access from S. Broad Street. The proposed street connects to the adjacent property to the east.			
<b>Trip Generation - Existing/Proposed</b>	<p><u>Existing Zoning: MU-S</u> 24,000 sf /1000 x 44.32 (specialty retail center trip generation rate) = 1,063.68 trips per day</p> <p><u>Proposed Zoning: PB-S</u> 7,283 sf /1000 x 11.34 trips per peak hour = 82.58 trips per peak hour</p>			
<b>Sidewalks</b>	Sidewalks are located on both sides of all adjacent public streets. The proposed development includes internal sidewalks, crosswalks, and connections to S. Broad Street and the Salem Creek Greenway.			
<b>Transit</b>	WSTA Route 85 stops at the intersection of W. Salem Avenue and S. Broad Street.			
<b>Connectivity</b>	The request proposes an internal street connection to the existing parking lot to the east.			
<b>Transportation Impact Analysis (TIA)</b>	A TIA is not required.			
<b>Analysis of Site Access and Transportation Information</b>	The request proposes access from S. Broad Street and W. Salem Avenue. The <i>Comprehensive Transportation Plan</i> recommends enhancing W. Salem Avenue and S. Broad Street to accommodate additional traffic and pedestrian activity.			
<b>SITE PLAN COMPLIANCE WITH UDO REQUIREMENTS</b>				
<b>Building Square Footage</b>	<b>Square Footage</b>		<b>Placement on Site</b>	
	7,283		Fronting on W. Salem Avenue	
<b>Parking</b>	<b>Required</b>	<b>Proposed</b>	<b>Layout</b>	
	54	61	90-degree head-in	
<b>Building Height</b>	<b>Maximum</b>		<b>Proposed</b>	
	60 feet		One story	
<b>Impervious Coverage</b>	<b>Maximum</b>		<b>Proposed</b>	
	N/A		40.11 percent	
<b>UDO Sections Relevant to Subject Request</b>	<ul style="list-style-type: none"> <li>Section 4.6.6: Pedestrian Business District</li> </ul>			
	<b>(A) Legacy 2030 policies:</b>		Yes	

<b>Complies with Section 3.2.11</b>	<b>(B) Environmental Ordinance</b>	Yes
	<b>(C) Subdivision Regulations</b>	N/A
<b>Analysis of Site Plan Compliance with UDO Requirements</b>	The proposed site plan shows the reuse of an existing building fronting on W. Salem Avenue. Sidewalk connections are shown on S. Broad Street and to the Salem Creek Greenway. Three hotel/motel units are proposed along the Salem Creek Greenway with vegetative screening along the eastern and southern property lines.	
<b>CONFORMITY TO PLANS AND PLANNING ISSUES</b>		
<b>Legacy 2030 Growth Management Area</b>	Growth Management Area 2 – Urban Neighborhoods	
<b>Relevant Legacy 2030 Recommendations</b>	<ul style="list-style-type: none"> <li>• Encourage residential and nonresidential infill development/redevelopment rather than greenfield development.</li> <li>• Encourage reuse of vacant and underutilized commercial and industrial sites.</li> <li>• Develop compact, pedestrian-oriented neighborhoods that contain a mixture of residential and commercial buildings, public spaces and amenities, and offer a variety of transportation options.</li> <li>• Focus higher-intensity, quality mixed-use development in activity centers, growth corridors, and town centers.</li> <li>• Encourage quality infill development on both vacant land and redeveloped sites with an emphasis on conforming to the neighborhood’s existing character and scale.</li> <li>• Promote a pedestrian-friendly orientation for new development and redevelopment and reduce the visual dominance of parking areas.</li> </ul>	
<b>Relevant Area Plan(s)</b>	<i>South Central Area Plan Update (2014)</i>	
<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>• Commercial development should be concentrated in designated areas and not be allowed to take the form of strip development along major roads in the planning area.</li> <li>• The mix, type, and design of development should facilitate walking and bicycling where feasible.</li> <li>• The revitalization of older/underutilized commercial and industrial sites and buildings is to be encouraged.</li> <li>• Rezone land for business/mixed-use development in a manner consistent with the recommended Proposed Land Use Plan.</li> </ul>	
<b>Site Located Along Growth Corridor?</b>	The site is not located along a growth corridor.	

<b>Site Located within Activity Center?</b>	<p>The site is located within the Southeast Gateway Activity Center. Southeast Gateway Activity Center recommendations include:</p> <ul style="list-style-type: none"> <li>• Design outdoor spaces and amenities to enliven the pedestrian environment and provide open space for shoppers, employees, and residents. Patios, plazas, and landscaped areas should be provided as amenities and may include seating, special paving, plantings, artwork, and food sales.</li> <li>• Design parking areas to be visually unobtrusive and pedestrian friendly. Locate parking behind/beside buildings.</li> </ul>
<b>Comprehensive Transportation Plan Information</b>	<p>The <i>Comprehensive Transportation Plan</i> recommends a three-lane cross-section for W. Salem Avenue and S. Broad Street with a middle turn lane and wide outside lanes with curb, gutter, and sidewalks on both sides.</p>
<b>Greenway Plan Information</b>	<p>The Salem Creek Greenway is located directly south of the site. Public usage of the Salem Creek Greenway should not be disturbed during development of the subject property.</p>
<b>Addressing</b>	<p>The site will continue to use its current address.</p>
<b>Rezoning Consideration from Section 3.2.15 A 13</b>	<b>Have changing conditions substantially affected the area in the petition?</b>
	No
	<b>Is the requested action in conformance with <i>Legacy 2030</i>?</b>
Yes	
<b>Analysis of Conformity to Plans and Planning Issues</b>	<p>This request would rezone a 2.83-acre tract from MU-S to PB-S. The request encourages a mixture of uses in GMA 2 and will accommodate a host of new pedestrian traffic in the area. The southern portion of the site is located within a floodplain.</p> <p>The previous MU-S zoning district was more intense than the proposed PB-S zoning district and could have generated more traffic than W. Salem Avenue and S. Broad Street could have accommodated. W. Salem Avenue and S. Broad Street are minor thoroughfares with ample capacity to handle the proposed trip generation.</p> <p>The <i>South Central Area Plan Update</i> recommends a mixture of uses in the Southeast Gateway Activity Center. The Activity Center is recommended to have outdoor spaces and amenities to encourage pedestrian activity, with building placement closer to the street and appealing facades. The request is consistent with <i>Legacy</i>, which recommends residential and nonresidential infill and the reuse of existing properties in urban neighborhoods.</p>
<b>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</b>	
<b>Positive Aspects of Proposal</b>	<b>Negative Aspects of Proposal</b>

The request will promote pedestrian-friendly redevelopment in the Southeast Gateway Activity Center.	The request includes private access gates and fencing on the site, which could limit public access to the site from the Salem Creek Greenway.
The request reuses an existing vacant building as recommended in the <i>South Central Area Plan Update</i> .	
The request proposes a design that facilitates walking and cycling, including access to the Salem Creek Greenway.	
<b>SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL</b>	
<p>The following conditions are proposed from interdepartmental review comments to meet established standards or to reduce negative off-site impacts:</p> <ul style="list-style-type: none"> <li>• <b><u>PRIOR TO ISSUANCE OF GRADING PERMITS:</u></b> <ol style="list-style-type: none"> <li>a. Developer shall obtain a Floodplain Development Permit and a Watershed Protection Permit from the Erosion Control Officer.</li> <li>b. Developer shall cordon off all areas shown on the site plan as stream buffer areas or undisturbed areas. These areas shall be retained and not disturbed. Vegetation in all these areas shall be protected from grading encroachment in accordance with UDO requirements.</li> <li>c. The developer shall obtain a driveway permit from the City of Winston-Salem; additional improvements may be required prior to issuance of the driveway permits.</li> </ol> </li> <li>• <b><u>PRIOR TO ISSUANCE OF CERTIFICATE(S) OF OCCUPANCY:</u></b> <ol style="list-style-type: none"> <li>a. The developer shall complete all requirements of the driveway permit(s).</li> </ol> </li> </ul>	

**STAFF RECOMMENDATION: Approval**

**NOTE:** These are **staff comments** only; the City-County Planning Board makes final recommendations, and final action is taken by the appropriate Elected Body, which may approve, deny, continue or request modification to any request. **THE APPLICANT OR REPRESENTATIVE IS STRONGLY ENCOURAGED TO ATTEND THE PUBLIC HEARINGS WHERE THE CASE WILL BE CONSIDERED BY THE PLANNING BOARD AND THE ELECTED BODY.**

---

---

**CITY-COUNTY PLANNING BOARD  
PUBLIC HEARING  
MINUTES FOR W-3509  
DECEMBER 9, 2021**

Desmond Corley presented the staff report.

**PUBLIC HEARING**

FOR: None

AGAINST: None

**WORK SESSION**

MOTION: Clarence Lambe recommended that the Planning Board find that the request is consistent with the comprehensive plan.

SECOND: Walter Farabee

VOTE:

FOR: George Bryan, Melynda Dunigan, Walter Farabee, Clarence Lambe, Chris Leak, Mo McRae, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the zoning amendment.

SECOND: Walter Farabee

VOTE:

FOR: George Bryan, Melynda Dunigan, Walter Farabee, Clarence Lambe, Chris Leak, Mo McRae, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

---

Chris Murphy, AICP  
Acting Director of Planning and Development Services