

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

<b>PETITION INFORMATION</b>	
<b>Docket</b>	W-3556
<b>Staff</b>	<a href="#">Kelly Bennett</a>
<b>Petitioner(s)</b>	ACG 1010 Northwest Blvd, LLC
<b>Owner(s)</b>	Same
<b>Subject Property</b>	PIN 6825-79-7070
<b>Address</b>	1010 West Northwest Boulevard
<b>Type of Request</b>	Special Use Limited Rezoning
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property <b>from</b> GI (General Industrial) <b>to</b> GB-L (General Business – Limited). The petitioner is requesting the following uses: Academic Biomedical Research Facility; Arts and Craft Studio; Church or Religious Institution, Neighborhood; Club or Lodge; Combined Use; Food or Drug Store; Furniture or Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Institutional Vocational Training Facility; Museum or Art Gallery; Nursery, Lawn and Garden Supply Store, Retail; Offices; Parking, Commercial; Recreation Services, Indoor; Restaurant (Without Drive-Through Service); Retail Store; School, Vocational or Professional; Services A; Services B; Shopping Center, Small; Storage Services, Retail; Terminal, Bus or Taxi; Testing and Research Lab; Theater, Indoor; Urban Agriculture; Veterinary Services; Warehousing; Wholesale Trade A; and Residential Building, Multifamily.</p> <p><b>NOTE:</b> General, Special Use Limited, and Special Use zoning were discussed with the petitioner(s), who decided to pursue the rezoning as presented. With a General Use request, all uses in the district must be considered.</p>
<b>Neighborhood Contact/Meeting</b>	A summary of the petitioner’s neighborhood outreach is attached.
<b>Zoning District Purpose Statement</b>	The GB District is primarily intended to accommodate a wide range of retail, service, office, and high-density residential uses located along thoroughfares in areas which have developed with minimal front setbacks. The district is not intended to encourage or accommodate strip commercial development. The district would accommodate destination retail and service uses, characterized by either a larger single business use or the consolidation of numerous uses in a building or planned development, with consolidated access. This district is intended for application in GMAs 1, 2 and 3 and Metro Activity Centers.

<b>Rezoning Consideration from Section 3.2.19 A 16</b>	<b>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</b>					
	Yes, the proposed rezoning is within a pedestrian-oriented environment and is surrounded by a mixture of complementary uses. The area is also well-served by sidewalks and transit and is located within the Urban Neighborhoods Growth Management Area (GMA 2).					
<b>GENERAL SITE INFORMATION</b>						
<b>Location</b>	Southwest corner of West Northwest Boulevard and Bridge Street					
<b>Jurisdiction</b>	Winston-Salem					
<b>Ward(s)</b>	Northwest					
<b>Ward(s) July 2023</b>	Northwest					
<b>Site Acreage</b>	± 0.83 acre					
<b>Current Land Use</b>	The site is currently developed with a vacant one-story building that was formerly used as offices.					
<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>			<b>Use</b>	
	North	GI			Building contractor	
	South	GI			Building contractor	
	East	GI and GB-L			Restaurants and veterinary office	
	West	GI			Offices and auto repair	
<b>Rezoning Consideration from Section 3.2.19 A 16</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 GB-L is generally compatible with the surrounding zoning districts and uses.					
<b>Physical Characteristics</b>	The developed site slopes gently to the south. The majority of the site is located within the 100-year regulatory floodplain of Peters Creek.					
<b>Proximity to Water and Sewer</b>	The subject property has access to public water and sewer from the surrounding streets.					
<b>Stormwater/ Drainage</b>	No known stormwater or drainage issues exist on site.					
<b>Watershed and Overlay Districts</b>	The site is not located within a water supply watershed or overlay district.					
<b>Analysis of General Site Information</b>	Development of this property may be constrained by the large amount of designated floodplain on the site. Otherwise, this site is appropriate for redevelopment with a variety of uses.					
<b>RELEVANT ZONING HISTORIES</b>						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3374	GI to GB-L	Approved 8/6/2018	West	2.86	Approval	Approval
W-3291	GI and GB-L to GB-L	Approved 3/14/2016	East	0.5	Approval	Approval
W3159	GI to GB-L	Approved 12/3/2012	East	1.21	Approval	Approval

SITE ACCESS AND TRANSPORTATION INFORMATION				
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D
W Northwest Blvd	Major Thoroughfare	214'	8,300	11,900
Bridge St	Local Street	221'	N/A	N/A
<b>Proposed Access Point(s)</b>	Because this is a Special Use Limited rezoning request, the exact location of access points is unknown. The site is currently accessed from West Northwest Blvd and Bridge Street.			
<b>Proposed Road Improvements</b>	The <i>Comprehensive Transportation Plan</i> recommends a 60-foot two lane right-of way with shared bicycle lanes and sidewalks on both sides for this section of West Northwest Boulevard.			
<b>Trip Generation - Existing/Proposed</b>	<p><u>Existing Zoning: GI</u> Offices (previous use) 14,582 sf building/1000 x 11.01(general office building trip rate) = 161 trips per day</p> <p><u>Proposed Zoning: GB-L</u> Because this is a Special Use Limited rezoning request, staff is unable to provide an estimated trip generation calculation.</p>			
<b>Sidewalks</b>	Sidewalk exists along both sides of the West Northwest Blvd frontage; no sidewalk exists along Bridge Street.			
<b>Transit</b>	Multiple WSTA transit routes run along the surrounding streets, including Routes 85, 88, and 109.			
<b>Analysis of Site Access and Transportation Information</b>	Staff does not foresee any transportation-related issues associated with this request.			
CONFORMITY TO PLANS AND PLANNING ISSUES				
<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>• Concentrate development within the serviceable land area of Forsyth County, with the highest intensities at city/town centers, activity centers, and along growth corridors.</li> <li>• Promote land use compatibility through good design and create a healthy mix of land uses in proximity to one another. Move away from separating and buffering some land uses towards transitioning and blending those uses.</li> <li>• Stimulate redevelopment and increased economic activity on abandoned, obsolete or aging industrial sites as well as commercial areas/corridors that have become less economically attractive.</li> </ul>			
<b>Relevant Area Plan(s)</b>	<i>South Central Winston-Salem Area Plan Update (2015)</i>			

<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>• Continue to strengthen existing commercial areas through public and private improvements.</li> <li>• Focus commercial and mixed-use development in planned commercial/mixed-use areas and activity centers where transportation and utilities exist or are planned.</li> <li>• Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites.</li> </ul>
<b>Site Located Along Growth Corridor?</b>	This site is not located along a growth corridor.
<b>Site Located within Activity Center?</b>	This site is located within the West End Activity Center.
<b>Rezoning Consideration from Section 3.2.19 A 16</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 is to rezone a 0.83-acre property from GI to GB-L, which has historically been used for industrial purposes. The proposed uses are comparable to the mix of approved uses on GB-L-zoned properties.</p> <p>The site is located within the West End Activity Center as identified in the <i>South Central Winston-Salem Area Plan Update</i>. The plan recommends office land uses for this site. Staff recognizes the proposed mixture of uses as being more appropriate for this transitional area than the existing GI district. GB-L zoning is a desirable district for property within a designated activity center, due to the broad array of permitted uses, reduced building setbacks, and parking reductions. As with other similar rezonings in the area, the subject request would facilitate redevelopment and reinvestment of the subject property.</p>
<b>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</b>	
<b>Positive Aspects of Proposal</b>	<b>Negative Aspects of Proposal</b>
GB-L zoning provides more use flexibility for the property than the existing GI zoning.	The request would permit some uses which may lead to increased traffic generation in the surrounding area.
The proposed GB-L zoning district is conducive for mixed use development within an activity center.	
The request is consistent with the recommendations of <i>Legacy 2030</i> regarding infill and activity center development.	
The request is consistent with the GB district purpose statement.	

**SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL**

The following conditions are proposed from interdepartmental review comments to meet established standards or to reduce negative off-site impacts:

- **PRIOR TO THE ISSUANCE OF ANY PERMITS:**
  - a. Developer shall obtain a driveway permit from City of Winston-Salem.
  
- **PRIOR TO ISSUANCE OF CERTIFICATE(S) OF OCCUPANCY:**
  - a. The developer shall complete all requirements of the driveway permit

**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.**

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**CITY-COUNTY PLANNING BOARD  
PUBLIC HEARING  
MINUTES FOR W-3556  
DECEMBER 8, 2022**

Kelly Bennett presented the staff report.

**PUBLIC HEARING**

FOR:

Amanda Hodierno, 804 Green Valley Road, Suite 200, Greensboro, NC 27408

- As you heard from staff, this is a Limited Use General Business request so we are not here to talk about site specifics, but I will just confirm off the top that we were very transparent in our letter to our neighbors. You know we like to get the information out there per the bylaws, so we did share that multifamily is our ultimate intended use. The reason we are pursuing a GB-L request is because while my clients do own the property now, along with two buildings across the street, sometimes your first plan does not work out. We wanted a zoning district that allowed us some flexibility if our first plan is unable to be accomplished through TRC reviews. Also, we wanted to be consistent with the GB-L pockets that are already emerging along this corridor, two of which are owned by my client. My client is encouraged by the success of redevelopment in the area and wants to replicate that on this piece of property. What we have done is crafted our use conditions to match those GB-L districts that you see immediately to our east. We ended up eliminating two or three more uses based on staff suggestions as we went through the process.
- I think your staff report is pretty well on point with this and I'll be brief given the hour, but this is really about my client wanting to start to transition and turn over another building on this Corridor. They like being here and have experienced a great success in their property across the street. This site is highly desirable given its approximate location between really desirable neighborhoods. You've got Buena Vista to the west, you've got the West End to the south, and then you've got all of Downtown to the southeast with all of the entertainment, eating and employment options in that area. The viability of this corridor continuing to move into its new life as contemplated under the comp plan is very reasonable and successful and well underway. This would be the next step in that process that my clients want to continue investing in.
- We've talked about viability tonight and of creating whole communities in areas, so given all those entertainment options that we've talked about, it makes sense to add a small sort of boutique residential component here that allows people to live in the area and get to all those things that are so desirable that I have just mentioned without having to drive. All that infrastructure already exists here. We've got all the sidewalks that anyone can want,

and we've also got transit already in place for this whole area. We talk a lot about car optionality, and this is really a place where you could do that by infusing some residential here. You really can live, work, and play in a bubble and be car-optional.

- That's really what this request is all about, setting the stage to try and pursue a use like that in this location, but keeping some flexibility for the property owner to pursue other appropriate uses in this location in case the site planning and the TRC process can't support that. We know the other uses on the list are viable and a good fit because they match the districts already in place here.
- I have with me tonight, Aden Stoltzfus, he's our civil designer and engineer on this. I know we are not here to talk about specifics, but in case you do have questions of that nature, he is here, and he's been working with the TRC team on this. Should this be approved, he will be the one leading that TRC process for our ultimate site plan

#### AGAINST:

David Hayes, 1011 W Northwest Blvd, Winston-Salem, NC 27101

- I'm a small business owner and I've been in this neighborhood for 30 years.
- This is an industrial and commercial area, this is not a residential area. When I got the letter, I called and asked what is this all about. I've been here 30 years and I remember Mr. Wilmar that had the old warehouse up there, and Mr. Pleasants who had the hardware store there.
- This is ridiculous, this is a commercial area. There's property on 8<sup>th</sup> street, there's property Downtown, there's property on 2<sup>nd</sup> Street. This is not a safe area at night. I just had five catalytic converters stolen off my truck. I have windows broken constantly in my vans. We own S & L painting, the two buildings across Northwest Boulevard from this site. I want this place to grow, but this is not what I want to see here.
- They do not even have bicycle lanes on this road because it is a small road. Go look at the police reports of how many accidents they have had. There is no exit out there. If you come on the other side of the building, there is a blind spot when you go up over the hill.
- I came down here because I heard that they were going to put 72 units in. I want you to improve this area, but 72 units is ridiculous. Where are you going to park? From 4:00pm to 6:00 pm, traffic is backed up to Thurmond Street. In the morning, people are going to Reynolds School. Wiley School is also backed up.
- I asked the neighbors and they do not want this. This area is not for families, it is a commercial place.

#### **WORK SESSION**

George Bryan stated "I like to protect commercial and industrial areas because we don't have enough of these in the City, but we have seen this area changing. My only concern is safety, but otherwise I like to see the transition this area is making.

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, Walter Farabee, Clarence Lambe, Chris Leak, Salvador Patiño,  
Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the ordinance amendment.

SECOND: Walter Farabee

VOTE:

FOR: George Bryan, Walter Farabee, Clarence Lambe, Chris Leak, Salvador Patiño,  
Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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Chris Murphy, AICP/CZO  
Director of Planning and Development Services