

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3462
Staff	Samuel Hunter
Petitioner(s)	James Strader and James W. Strader Revocable Trust
Owner(s)	Same
Subject Property	PIN 6824-71-9387
Address	2701 Peters Creek Parkway
Type of Request	Special Use Rezoning from HB-S to HB-S
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from HB-S (Highway Business- Special Use) to HB-S (Highway Business- Special Use). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> • Restaurant (with drive-through service); Retail Store; Furniture and Home Furnishings Store; Offices; and Storage Services, Retail <p>NOTE: General, Special Use Limited, and Special Use district zoning were discussed with the petitioner(s), who decided to pursue the rezoning as presented.</p>
Neighborhood Contact/Meeting	The petitioner’s neighborhood outreach summary is attached.
Zoning District Purpose Statement	The HB District is primarily intended to accommodate retail service and distributive uses. The district is established to provide locations for establishments which require high visibility and good road access, or which cater primarily to passing motorists. However, the district is not intended to encourage or accommodate strip commercial development. Developments in this district generally have substantial front setbacks. This district is intended for application in GMAs 2, 3, and 4.
Rezoning Consideration from Section 3.2.15 A 13	<p>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</p> <p>The proposal illustrates a high-visibility auto-oriented commercial development with adequate access from Brewer Road. The site is located in Growth Management Area 3.</p>
GENERAL SITE INFORMATION	
Location	Southeast corner of Peters Creek Parkway and Brewer Road
Jurisdiction	Winston-Salem
Ward(s)	South
Site Acreage	± 1.16 acres
Current Land Use	Furniture and Home Furnishings Store

Surrounding Property Zoning and Use	Direction	Zoning District	Use			
	North	IP	Parkland High School			
	South	HB-S	Food or Drug Store			
	East	RM18	Park Place Townhomes			
	West	HB-S	Convenience Store			
Rezoning Consideration from Section 3.2.15 A 13	Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?					
	The proposed use is compatible with the surrounding commercial and high-density residential developments.					
Physical Characteristics	The site is already developed with two existing buildings on a relatively flat parcel.					
Proximity to Water and Sewer	Public water and sewer are available in the right-of-way for Brewer Road. The proposed development will connect to existing utility lines.					
Stormwater/ Drainage	The proposed development is exempt from stormwater provisions because it would reduce the amount of impervious surface area(s) on the site.					
Watershed and Overlay Districts	This site is not located in a water supply watershed.					
Analysis of General Site Information	This site is currently developed with two existing structures and access to utilities. No additional stormwater management is required.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-2194	RM18 and HB-S to HB-S	Approval 12/14/97	South	9.51	Approval	Approval
W-2347	HB-S to HB-S	Approval 13/31/99	Subject site	1.11	Approval	Approval
W-2426	HB-S to HB-S	Approval 10/31/00	Subject site	1.11	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D		
Peters Creek Parkway	Expressway	± 207 feet	31,000	73,400		
Brewer Road	Minor Thoroughfare	± 256 feet	6,400	13,800		
Cliff Street	Local Street	± 154 feet	N/A	N/A		
Proposed Access Point(s)	The proposed site plan shows continued use of one of the existing access points from Brewer Road for right-in/right-out traffic, closing the other. Full access from Brewer Road is provided at the intersection with Cliff Street.					
Planned Road Improvements	WSDOT will require an extension of the existing median on Brewer Road past the westernmost driveway on the subject property by 20 feet,					

	and the petitioner will be required to close the easternmost existing driveway. No other road improvements are proposed.		
Trip Generation - Existing/Proposed	<p><u>Existing Zoning:</u> HB-S 8,190 sf/ 1000 x 5.06 (Furniture Store trip rate) = 41.44 trips</p> <p><u>Proposed Zoning:</u> HB-S 2,225 sf / 1000 x 496.12 (restaurant w/ drive thru) = 1,104 trips</p>		
Sidewalks	Sidewalks are proposed along the entire frontage of Peters Creek Parkway and Brewer Road with pedestrian connections to the proposed building.		
Transit	WSTA Route 83 travels along Peters Creek Parkway, with a southbound stop at the southwest corner of the intersection with Brewer Road (across Peters Creek Parkway from the subject property). A northbound stop is located along the Parkland High School frontage of Peters Creek Parkway, approximately 400 feet north of the subject property.		
Connectivity	The site is part of a larger, connected development, with internal connections extending south.		
Transportation Impact Analysis (TIA)	A TIA is not required for this proposal.		
Analysis of Site Access and Transportation Information	The site has adequate access to Brewer Road and Cliff Street without causing traffic clustering, and the site is served by transit. Sidewalks will be installed along the Brewer Road and Peters Creek Parkway frontages with pedestrian connections to and from the proposed building.		
SITE PLAN COMPLIANCE WITH UDO REQUIREMENTS			
Building Square Footage	Square Footage		Placement on Site
	2,225 square feet		Centrally located in the northern portion of the site
Parking	Required	Proposed	Layout
	23 spaces (Starbucks only)	36 spaces	90-degree head-in parking along Peters Creek Parkway, with some angled parking
Building Height	Maximum		Proposed
	60 feet		One story
Impervious Coverage	Maximum		Proposed
	85 percent		74.32 percent
UDO Sections Relevant to Subject Request	<ul style="list-style-type: none"> Section 4.6.9: HB Highway Business District 		
Complies with Section 3.2.11	(A) Legacy 2030 policies:	Yes	
	(B) Environmental Ord.	Yes	
	(C) Subdivision Regulations	N/A	
Analysis of Site Plan Compliance with UDO Requirements	The proposed site plan includes a one-story drive-through restaurant and shows the landscaping, parking, and vehicular and pedestrian connections required by the UDO.		

CONFORMITY TO PLANS AND PLANNING ISSUES	
Legacy 2030 Growth Management Area	Growth Management Area 3- Suburban Neighborhoods
Relevant Legacy 2030 Recommendations	<ul style="list-style-type: none"> • Promote new, convenient, commercial and business services to support neighborhood needs • Support the improvement and redevelopment of older commercial sites
Relevant Area Plan(s)	<i>South Suburban Area Plan Update (2017)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> • Site recommended for commercial development • Reuse vacant buildings and redevelop existing undeveloped and underutilized sites, where possible
Site Located Along Growth Corridor?	The site is located along the Peters Creek Parkway Growth Corridor.
Site Located within Activity Center?	This site is not located within an Activity Center.
Comprehensive Transportation Plan Information	The <i>Comprehensive Transportation Plan</i> recommends a three-lane cross-section for Brewer Road, with sidewalks on both sides of the street. The plan also recommends a six-lane cross-section for Peters Creek Parkway, with a landscaped median, wide outside lanes to accommodate cyclists, and sidewalks on both sides of the street.
Addressing	The proposed new address will be 1611 Brewer Road per MapForsyth.
Rezoning Consideration from Section 3.2.15 A 13	Have changing conditions substantially affected the area in the petition?
	No
	Is the requested action in conformance with Legacy 2030?
	Yes
Analysis of Conformity to Plans and Planning Issues	<p>The proposal would rezone a commercially zoned parcel to add uses that were not approved in the previous rezoning associated with the site (W-2426).</p> <p>The <i>South Suburban Area Plan Update</i> recommends commercial development and the reuse of vacant buildings, as well as the redevelopment of existing undeveloped and underutilized sites. The site is also located along the Peters Creek Parkway Growth Corridor. The proposal follows the recommendations of <i>Legacy</i> and the area plan and is compatible with its surroundings.</p>

CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The proposal is consistent with the <i>South Suburban Area Plan Update and Legacy</i> .	The proposed development will create a significant increase in the expected traffic to and from this site.
The site is adjacent to other commercial and high intensity developments.	
Brewer Road is a minor thoroughfare with the ability to accommodate the expected traffic.	
SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL	
<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"> • <u>PRIOR TO ISSUANCE OF GRADING PERMITS:</u> <ol style="list-style-type: none"> a. The developer shall obtain a driveway permit from the City of Winston-Salem; additional improvements may be required prior to issuance of the driveway permit(s). Required improvements include: <ul style="list-style-type: none"> • Closure of the existing middle driveway on Brewer Road; • Installation of a 3-foot-wide median on Brewer Road from its intersection with Peters Creek Parkway to a point 20 feet beyond the easternmost edge of the western driveway into the site; • Installation of a heavy-duty concrete apron at the western driveway entrance, extending from the edge of pavement on Brewer Road to the right-of-way line; and • Installation of sidewalks along Brewer Road and Peters Creek Parkway. • <u>PRIOR TO ISSUANCE OF BUILDING PERMITS:</u> <ol style="list-style-type: none"> a. The developer shall record a negative access easement along the entire frontage of Peters Creek Parkway. • <u>PRIOR TO ISSUANCE OF A CERTIFICATE OF OCCUPANCY:</u> <ol style="list-style-type: none"> a. All required improvements of the City of Winston-Salem driveway permit shall be completed. 	

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-3462
MARCH 11, 2020**

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: Jason Grubbs

VOTE:

FOR: Melynda Dunigan, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the zoning petition.

SECOND: Jason Grubbs

VOTE:

FOR: Melynda Dunigan, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

Aaron King
Director of Planning and Development Services