

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3675
Staff	Bryan D. Wilson
Petitioner(s)	Sprout Ventures, LLC
Owner(s)	Same
Subject Property	PIN 6835-05-6140
Address	671 Brookstown Avenue
Type of Request	General Use Rezoning
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property <u>from</u> LI (Limited Industrial) to PB (Pedestrian Business).</p> <p>NOTE: 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>
Neighborhood Contact/Meeting	A summary of the petitioner’s neighborhood outreach is attached.
Zoning District Purpose Statement	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.
Rezoning Consideration from Section 3.2.19 A 16	Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?
	Yes, the site is within GMA 2 along a street served by sidewalks. The site is within walking distance to downtown Winston-Salem.
GENERAL SITE INFORMATION	
Location	The site is located along the east side of Brookstown Avenue, south of Shallowford Street and north of High Street.
Jurisdiction	Winston-Salem
Ward(s)	Northwest

Site Acreage	± 0.23 Acres					
Current Land Use	Building Contractors, General					
Surrounding Property Zoning and Use	Direction	Zoning District	Use			
	North	LI & RSQ	Building contractors, general and the Holly Avenue neighborhood			
	West	LI	Furniture and home furnishings store.			
	South	LI	Wholesale trade A			
	East	LI & RSQ	Wholesale trade, A and the Holly Avenue neighborhood			
Rezoning Consideration from Section 3.2.19 A 16	Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?					
	Yes, the site is located in GMA 2, fronts along a collector street with sidewalks, and is situated in a mixed-use area with an array of commercial, light industrial, and residential uses.					
Physical Characteristics	The site is developed with an approximately 4,900 square-foot commercial building. The site is almost entirely flat.					
Proximity to Water and Sewer	Public water and sewer are available from Brookstown Avenue.					
Stormwater/ Drainage	As this request does not include a site plan, staff cannot determine any potential impacts from redevelopment of the site. There are no known existing drainage issues on this site.					
Watershed and Overlay Districts	The subject property is not located within a water supply watershed.					
Analysis of General Site Information	The site is developed with an approximately 4,900 square-foot commercial building which occupies almost the entire lot. The site has direct access to public utilities in Brookstown Avenue.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3610	From GI to PB	Approved; 4-15-2024	Southeast	0.72	Approval	Approval
W-3604	From LI to PB	Approved; 1-22-2024	Northwest	0.68	Approval	Approval
W-2970	From GB & GI to PB	Approved; 3-3-2008	Southeast	5.83	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D	
Brookstown Avenue	Collector Street	WSDOT	60 feet	2,900	13,800	

Proposed Access Point(s)	Potential future access points are unknown at this time. The site is currently access via shared parking areas on the north and south sides of the existing building.
Trip Generation - Existing/Proposed	<p><u>Existing Zoning: LI</u></p> <p>4,900 SF/ 1,000 x 11.57 (single tenant office building trip rate) = 57 trips per day</p> <p><u>Proposed Zoning: PB</u></p> <p>As this is a General Use Rezoning request, a specific use has not been designated. Therefore, an estimated trip generation cannot be generated.</p>
Sidewalks	Sidewalks exist on both sides of this section of Brookstown Avenue.
Transit	Multiple WSTA routes stop at the West First Street and Shady Lane intersection bus stop less than 1/8 mile from the site.
Analysis of Site Access and Transportation Information	The site is currently developed with a single commercial building. Access to the property is from Brookstown Avenue. The site has excellent access to sidewalks and transit. No changes to the site access or adjacent roadways are anticipated as part of this request.
CONFORMITY TO PLANS AND PLANNING ISSUES	
Forward 2045 Growth Management Area	Growth Management Area 2 - Urban Neighborhoods
Relevant Forward 2045 Recommendations	<ul style="list-style-type: none"> • Capitalize on our community’s industrial legacy by redeveloping vacant and underused industrial buildings and sites into new uses. • Create pedestrian-oriented places that prioritize safety and convenience over fast automobile access.
Relevant Area Plan(s)	<i>Downtown Winston-Salem Plan (2023)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> • The <i>Downtown Winston-Salem Plan (2023)</i> proposed land use map recommends mixed use development for the site. • Support the improvement and redevelopment of older commercial and industrial sites.
Site Located Along Growth Corridor?	No.
Site Located within Activity Center?	No.

Rezoning Consideration from Section 3.2.19 A 16	Have changing conditions substantially affected the area in the petition?
	Yes. The area to the west of the site near Truist Stadium has seen significant redevelopment in recent years. Additionally, there have been several rezonings from industrial districts to the PB district including the Salem Mill Works building that was adaptively reused.
	Is the requested action in conformance with <i>Forward 2045</i>?
	Yes. The site is in GMA 2, is situated in an established commercial and light industrial area and has access to public utilities and multimodal transit.
Analysis of Conformity to Plans and Planning Issues	<p>The request is to rezone a developed 0.23-acre site from LI to PB to align the existing structure to current setback standards and to allow for future site reuse flexibility. The recommendation is consistent with the recommendations of <i>Forward 2045</i> and the Downtown Winston-Salem Plan for promoting mixed-use redevelopment at appropriate locations.</p> <p>The site is in GMA2 and is served by a robust sidewalk network and transit opportunities. The mixed-use, walkable nature of this area is appropriate for the requested PB district.</p>
CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The request provides an opportunity to redevelop an existing, older industrial site in GMA 2.	Some of the underlying allowed uses in the PB district could generate significant traffic.
The site is well-served by sidewalks and access to public transit.	
The request is consistent with the recommendations of <i>Forward 2045</i> and the <i>Downtown Winston-Salem Plan</i> .	

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-3675
FEBRUARY 12, 2026**

Bryan Wilson presented the staff report.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Walter Farabee recommended that the Planning Board find that the request is consistent with the comprehensive plan.

SECOND: Salvador Patiño

VOTE:

FOR: Walter Farabee, Jason Grubbs, Clarence Lambe, Salvador Patiño, Dixon Pitt, Lindsey Schwab, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Walter Farabee recommended approval of the zoning amendment.

SECOND: Salvador Patiño

VOTE:

FOR: Walter Farabee, Jason Grubbs, Clarence Lambe, Salvador Patiño, Dixon Pitt, Lindsey Schwab, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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