



MEMORANDUM

DATE:	February 28, 2023
TO:	Amy McBride
FROM:	Jared Rogers
RE:	814 Poplar Rd / W-3568

The purpose of this memo is to provide an update on the two neighborhood outreach meetings that occurred. Both meetings were held at 845 Poplar St SW (Coca Cola Bottling Plant) located across the street from the parcel being rezoned. Signage was provided directing people of its location and time. A total of 290 letters were sent out to properties and owners located within 500' of the impacted property. Included in the 290 letters were two letters mailed to myself (one to my house and one to the subject property). Both of the letters mailed to me were received. A copy of the letter is included with this submission. Attendees at both meetings were allowed to walk around the interior of the building and most seemed to really enjoy seeing the property in its current cleaned out condition.

Meeting #1 - 2/24/23 from 4-6PM

This meeting was attended by ten (10) people. Several of the attendees were from the adjoining townhouses while a few others were local investors. From the townhouse community the comments centered around potential noise and parking issues. Noise is a relative issue and is dependent on uses and hours. Obviously our hours will be different then the previous tenant (Old Salem). I expressed to them that we are curating the uses and we always strive to be an amenity to the neighborhoods we enter and good neighbors. I explained that the rezoning is being pursued to provide more parking. Many of the people expressed frustration with the customers of Lesser Known parking in front of their properties.

Meeting #2 - 2/27/23 from 4-6PM

This meeting was attended by fifteen (15) people. Once again, several of the attendees were from the adjoining townhouses while a few others were local investors. From the townhouse community the comments centered around potential parking issues and a couple asked about the mature trees on the site. On the parking issue, I once again explained that the rezoning is being pursued to provide parking for the development.

February 16, 2023

Jared Rogers
845 Poplar St SW
Winston Salem, NC 27101

Re: 814 Poplar St SW, Winston Salem, NC 27101 (the “property”)

Dear Neighbor:

You may have noticed the property at 814 & 845 Poplar St SW (aka “the former Coca Cola Bottling Plant”) has been going through some repairs and renovations over the past several months. While the property continues to be updated and repaired, an application has been submitted with Winston Salem / Forsyth County for rezoning. The requested zoning is PB-L (pedestrian business limited) which would help ensure the long-term success of the property.

In compliance with requirements for rezoning, we are reaching out to nearby owners and tenants and inviting them to attend a Neighborhood Information Meeting. The meetings are being held on Friday February 24th and Monday February 27th from 4 PM to 6 PM at the property. At these meetings, I will make every effort to answer any questions you may have. If these dates and times are not conducive to your schedule, feel free to reach out to me directly and we can discuss it over the phone or arrange a time to meet.

Sincerely,

Jared Rogers

Jared Rogers
Salem Bottling LLC
jared@qahgroup.com
(336) 416-1550

Poplar Street / Coke Plant Rezoning

Neighborhood Outreach Meeting #1

NO.	Name	Street Address	PHONE	EMAIL
01	Lenore Shamey	709-C South Marshall St	336.416.8991	Lenore.Shamey@gmail.com
02	Steve and Dori Walk	791 S Poplar St	540-849-9261	thewalkfamily@gmail.com
03	John Steinberger	65 Park Blvd (823 S Broad)		
04	Henry + Cathy Garrett	743 S Poplar		hmgarrett@me.com
05	Doug Williams	909 S Church St		
(part studio) 06	Deliece + Fred Blanchard	784 S Marshall		blanchardd@yahoo.com
07	Jason HESS	510 Walnut st	503-410-0017	Jasonmhe5588@gmail.com
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Poplar Street / Coke Plant Rezoning

Neighborhood Outreach Meeting #2

NO.	Name	Street Address	PHONE	EMAIL
01	Tracy Adrienne Misner	727 S. Broad St	336.655.7321	Tracy@MisnerMedia.com
02	Kaky Berry	15 Walnut St	336-722-7633	ksberry@triad.rr.com
03	Laura Philpot	817 S. Poplar St.	336-817-3785	
04	Diane Nations	706 S. Marshall	336 817 3129	
05	Betty Crandall	712 S Marshall	757-652-5291	bcrandall4@triad.rr.com
06	Holly Marion	780 S. Marshall	336-407-9602	hollymarion@gmail.com
07	Robert Jones	412 West St		
08	Jelnie MargAnne Parer	450 Frost St.	336-999-7539	anv1862@twc.com
09	Tessa Gurney	724 S. Green	336 781 8532	gurney.tessa@gmail.com
10	Spriggy Parker	728 S Green St.	(336) 480-7608	info@doublecreekroad.com
11	Kirk Huske	701-c S. Marshall	336 407 9019	Kirkehuske@gmail.com
12	Marty Maxton	9805 Marshall	336-725-1400	marty@metropolisnc.com
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14	Helene Francesz	2442 Robinhood Valley Ct.	WS NY 106	
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