

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3516
Staff	Amy McBride
Petitioner(s)	3934 Winston Salem, LLC
Owner(s)	Same
Subject Property	PIN 6804-76-0458 and 6804-76-0643
Address	3934 Oxford Station Way
Type of Request	Special Use rezoning from GB-S to GB-S
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from GB-S to GB-S. The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> • Hotel or Motel; Arts and Crafts Studio; Convenience Store; Food or Drug Store; Furniture and Home Furnishings Store; Nursery, Lawn and Garden Supply Store, Retail; Restaurant (without drive-through service); Banking and Financial Services; Offices; Services, A; Services, B; Testing and Research Lab; and Recreation Services, Indoor
Neighborhood Contact/Meeting	A summary of the petitioner’s neighborhood outreach is attached.
Zoning District Purpose Statement	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.
Rezoning Consideration from Section 3.2.19 A 16	<p>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</p> <p>The request is consistent with the GB district purpose statement in that the site is located within GMA 3 and has good road access.</p>
GENERAL SITE INFORMATION	
Location	North of Hanes Mall Boulevard, west of Oxford Station Lane at the western terminus of Oxford Station Way
Jurisdiction	Winston-Salem
Ward(s)	Southwest
Site Acreage	± 2.16 acres
Current Land Use	Both parcels are currently undeveloped.

Surrounding Property Zoning and Use	Direction	Zoning District	Use			
	North	GB-S	NCDOT right-of-way for Interstate 40			
	East	GB-S	Retail, restaurant, and hotel uses			
	South	GB-S	Undeveloped land			
	West	GB-S	NCDOT right-of-way for Interstate 40			
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?					
	The proposed Hotel or Motel use is compatible with the other retail and business uses in the general area.					
Physical Characteristics	A large portion of the site has been previously cleared and was used as fill dirt storage during development of the adjoining commercial properties. The northern parcel remains wooded, with a gentle rise in grade from south to north.					
Proximity to Water and Sewer	Public water and sewer can be accessed from Oxford Station Way.					
Stormwater/ Drainage	The proposed development will utilize an underground stormwater management system.					
Watershed and Overlay Districts	The site is not located within a water supply watershed.					
Analysis of General Site Information	The site has no apparent restrictions and appears to be suitable for the proposed development within the GB district.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3204	GB-S to GB-S (Two Phase)	Approved 11/4/2013	Directly east	21.59	Approval	Approval
W-3107	GB-S Site Plan Amendment	Approved 8/15/2011	Subject property	2.14	Approval	Approval
W-2670	RM18 to GB-S	Approved 2/2/2004	Southeast	31.51	Approval	Approval
W-2430	GB-S Site Plan Amendment	Approved 11/6/2000	Subject property	2.13	Approval	Approval
W-2275	RS9 & HB-S to GB-S	Approved 12/7/1998	Subject property	2.13	Approval	Approval
W-2247	RS9 to HB-S	Approved 10/5/1998	Included subject property	1.27	Approval	Approval

SITE ACCESS AND TRANSPORTATION INFORMATION				
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D
Hanes Mall Boulevard	Boulevard	None (accessed via Oxford Station Lane and Old English Court)	16,000	38,100
Oxford Station Way	Private Road	45 feet (stub)	N/A	N/A
Proposed Access Point(s)	The site plan proposes one access point from Oxford Station Way. An internal connection to property to the south is proposed for future development of the adjoining vacant parcel and possible access to Hanes Mall Boulevard.			
Planned Road Improvements	No road improvements are proposed at this time.			
Trip Generation - Existing/Proposed	<p>The site is currently undeveloped; therefore, no trips are generated. The existing GB-S zoning will not change. This petition is to add the use Hotel or Motel to the list of currently approved uses. If the site is developed as hotel use the trip generation would be calculated as follows:</p> <p><u>Existing Zoning: GB-S</u> 108 rooms x 4.9 (all-suites hotel rate) =529.2 trips per day</p>			
Sidewalks	The adjacent GB-S development includes private streets with existing sidewalks that will provide a connection from the proposed hotel to the existing commercial businesses.			
Transit	Public transit is not available in this area.			
Connectivity	A stub connection is proposed to the south for future development of the adjoining vacant parcel.			
Transportation Impact Analysis (TIA)	A TIA is not required.			
Analysis of Site Access and Transportation Information	The proposed site plan shows one point of access utilizing an existing private street. The site has no direct access onto Hanes Mall Boulevard but can access that thoroughfare utilizing an internal private street network. The request poses no transportation-related issues.			
SITE PLAN COMPLIANCE WITH UDO REQUIREMENTS				
Building Square Footage	Square Footage		Placement on Site	
	72,538		Central to the parcels	
Parking	Required	Proposed		Layout
	76	104		90-degree head-in

Building Height	Maximum	Proposed
	Unlimited	Five stories
Impervious Coverage	Maximum	Proposed
	Unlimited	73 percent
UDO Sections Relevant to Subject Request	<ul style="list-style-type: none"> • Section 4.6.10: General Business District • Chapter 6: Development Standards 	
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 shows a 72,538-square foot five-story hotel at the end of Oxford Station Way. The building is centrally located on the lot and surrounded by surface parking exceeding the minimum required. As the property is located within 100 feet of Interstate 40, a 20-foot-wide Type II bufferyard is required and will be met with a combination of existing and new plant material.	
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"> • Concentrate development within the serviceable land area with the highest densities at city/town centers, activity centers and along growth corridors. • Encourage redevelopment and reuse of existing sites and buildings that is compatible and complementary with the surrounding area. 	
Relevant Area Plan(s)	<i>Southwest Suburban Area Plan Update (2014)</i>	
Area Plan Recommendations	<ul style="list-style-type: none"> • Commercial areas should be compact with limited access to major thoroughfares and should not promote strip development. • Support balanced, compatible economic development by the private and public sector in the planning area. 	
Site Located Along Growth Corridor?	The site is not along a growth corridor.	
Site Located within Activity Center?	The site is within the Hanes Mall Boulevard Activity Center.	
Addressing	The address will remain unchanged.	
Rezoning Consideration from Section 3.2.19 A 16	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 <i>Southwest Suburban Area Plan</i> recognizes this property as part of the Hanes Mall Boulevard Activity Center. The area is recommended for mixed-used development and currently consists primarily of big box commercial development, strip centers, outparcel development, and a large amount of surface parking.</p> <p>The proposed site plan is generally consistent with the recommendations of the area plan and the existing uses in the immediate vicinity. Conditions limiting signage and continuing the access easement for Oxford Station Way will ensure that the development is compatible with its surroundings.</p>
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CONCLUSIONS TO ASSIST WITH RECOMMENDATION

Positive Aspects of Proposal	Negative Aspects of Proposal
The proposed use is consistent with the surrounding area and will allow for development of the vacant parcel at the end of Oxford Station Way.	Developing the site will contribute to an increase in expected traffic in the Hanes Mall Boulevard area, as well as replacing an unimproved site with significantly more impervious surface.
The request would only add the use Hotel or Motel to the existing GB-S zoning.	
The request is consistent with the recommendations of <i>Legacy</i> and the <i>Southwest Suburban Area Plan Update</i> .	

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 ISSUANCE OF GRADING PERMITS:**
 - a. The developer shall submit a stormwater management study for review by the City of Winston-Salem. If required, an engineered stormwater management plan shall be submitted and approved. Relocation or installation of any stormwater management device into any buffer areas or existing vegetated areas designated to remain, or in close proximity to adjacent property with residential zoning, shall require a Staff Change approval at minimum and may require a Site Plan Amendment.
 - b. The developer shall record a temporary construction easement for offsite grading on PIN 6804-66-9319.

- **PRIOR TO ISSUANCE OF BUILDING PERMITS:**
 - a. The proposed building plans shall be in substantial conformance with the submitted elevations as verified by Planning staff.
 - b. Any retaining wall shall be earth tone in color or shall match the color of the primary building, as verified by Planning staff.
 - c. The developer shall record a plat in the office of the Register of Deeds. The plat shall include the continuation of the public access easement for Oxford Station Way through the subject property and connecting with the adjacent property to the south (PIN 6804-66-9319), as well as any necessary utility easements.

- **PRIOR TO ISSUANCE OF CERTIFICATE(S) OF OCCUPANCY:**

a. Buildings shall be constructed in substantial conformance with the approved building elevations as verified by Planning staff.

- **OTHER REQUIREMENTS:**

a. Freestanding signage shall be limited to one monument sign with a maximum height of six (6) feet and maximum copy area of thirty-six (36) square feet.

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-3516
MARCH 10, 2022**

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

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the ordinance amendment.

SECOND: Jason Grubbs

VOTE:

FOR: George Bryan, Melynda Dunigan, Jason Grubbs, 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