

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3694
Staff	Michelle O'Brien
Petitioner(s)	Andrea Adams Strickland
Owner(s)	Andrea Adams Strickland
Subject Property	PIN 6828-33-1228.000
Address	5455 University Parkway
Type of Request	Limited Use Rezoning
Proposal	The petitioner is requesting to amend the Official Zoning Map for the subject property from RS12 (Residential Single-Family, minimum 12,000 square foot lot size) to HB-L (Highway Business- Limited Use). The petitioner is requesting the following uses: Arts and Crafts Studio; Banking and Financial Services, Church or Religious Institution, Neighborhood; Food or Drug Store; Furniture and Home Furnishings Store; Library, Public; Government Offices, Neighborhood Organization, Post Office; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Offices; Restaurant with drive through service; Restaurant without drive through service; Retail Store; Services, A; and Shopping Center, Small. 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.
Neighborhood Contact/Meeting	A summary of the petitioner's neighborhood outreach is attached.
Zoning District Purpose Statement	The HB District is primarily intended to accommodate retail service, distributive uses, and high-density residential. The district is established to provide locations for establishments which require high visibility and good road access, or which cater primarily to passing motorists. 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 3.2.19 A 16	Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?
	Yes. The site fronts on University Parkway, a multi-lane expressway that provides high visibility and excellent access for passing motorists. Located within GMA 3, the property is also partially surrounded by HB zoning to the north and south, making the proposed rezoning compatible with the established development pattern along the corridor.

GENERAL SITE INFORMATION						
Location	Northeast intersection of University Parkway and Laura Avenue					
Jurisdiction	Winston-Salem					
Ward(s)	Northeast					
Site Acreage	0.9 acres					
Current Land Use	The site contains one single-family residential home on the property.					
Surrounding Property Zoning and Use	Direction	Zoning District			Use	
	North	HB			Food or drug store	
	South	HB-S			Banking and financial services, and restaurant without drive-through service	
	East	RS12			Single-family homes	
	West	HB			Convenience store	
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 property is surrounded by Highway Business zoning districts to the north, south and west.					
Physical Characteristics	The property contains an existing single-family home, with direct access to University Parkway. The site has a gentle downward slope toward the southwest.					
Proximity to Water and Sewer	Public water and sewer are available to the site.					
Stormwater/ Drainage	Staff does not foresee any drainage issues with the subject property.					
Watershed and Overlay Districts	The site is not located within a water supply watershed or overlay district.					
Analysis of General Site Information	The subject request involves a 0.9-acre tract of land at the northeast intersection of University Parkway and Laura Avenue. The site appears to possess no development constraints such as steep slopes, floodplains, or wetlands. It is not located within a water supply watershed. The site has access to public water and sewer and is surrounded by commercial uses on three sides.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3574	LB-L, HB-S, & RS12 to HB-S	Approved 10/2/2025	South	3.45	Approval	Approval
W-3431	HB-S to HB-S	Approved 2/3/2020	West	1.01	Approval	Approval

W-3231	RS12 to LB-S	Withdrawn 7/10/2014	Subject Property and property to the east	1.35	Denial	Withdrawn
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D	
University Parkway	Expressway	North Carolina DOT	210'	33,500	49,000	
Laura Avenue	Local Street	City of Winston- Salem	174'	N/A	N/A	
Proposed Access Point(s)	No specific access points are proposed at this time as the request does not include a site plan.					
Proposed Road Improvements	As this request is a Limited-Use rezoning without an associated site plan, no roadway improvements are proposed at this time.					
Trip Generation - Existing/Proposed	<u>Existing Zoning: RS9</u> 1 unit x 9.57 trips per unit (Single-Family Detached House) = 9.57 trips per day <u>Proposed Zoning: HB-L</u> Because there is no site plan associated this request, staff cannot estimate projected traffic volumes.					
Sidewalks	Sidewalks will be required along University Parkway.					
Transit	WSTA Routes 89 and 97 pass approximately 580 feet southwest of the site, across University Parkway.					
Connectivity	The site has frontage along an expressway.					
Analysis of Site Access and Transportation Information	The subject property is located at the northeast corner of University Parkway, an NCDOT-maintained expressway, and Laura Avenue, a local street maintained by the City of Winston-Salem. University Parkway currently carries approximately 33,500 vehicles per day and has a capacity of 49,000 vehicles per day at Level of Service D. Sidewalk improvements will be required along University Parkway, enhancing pedestrian connectivity. Additionally, WSTA Routes 89 and 97 pass approximately 580 feet southwest of the site across University Parkway, providing nearby access to public transit. Overall, the site benefits from access to existing transportation infrastructure and multimodal transportation options.					
CONFORMITY TO PLANS AND PLANNING ISSUES						
Forward 2045 Growth Management Area	Growth Management Area 3, Suburban Neighborhoods					

Relevant Forward 2045 Recommendations	• Develop a mix of uses and services along growth corridors to support an enhanced transit, pedestrian, and bicycle network. • Prioritize development where infrastructure already exists. • Redevelop underutilized or vacant properties for housing or economic development.
Relevant Area Plan(s)	<i>North Suburban Area Plan Update (2014)</i>
Area Plan Recommendations	• The Proposed Land Use Map recommends the subject property for commercial use. • Goods and services should be available near where people live and work. • Focus commercial and industrial development in planned commercial/industrial areas and activity centers where transportation and utilities exist or are planned. • Commercial areas should be compact with limited access to major thoroughfares.
Site Located Along Growth Corridor?	The site is located along the University Parkway Growth Corridor.
Site Located within Activity Center?	The site is not located within an Activity Center.
Comprehensive Transportation Plan Information	The <i>2050 Comprehensive Transportation Plan</i> calls for University Parkway to be widened from its intersection with Cherry Street to its intersection with Patterson Avenue.
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 <i>Forward 2045</i>?
	Yes
Analysis of Conformity to Plans and Planning Issues	The proposed rezoning is generally consistent with the recommendations of <i>Forward 2045</i> and the <i>North Suburban Area Plan Update (2014)</i>. The subject property is located within Growth Management Area 3 along the University Parkway Growth Corridor. The Area Plan identifies the subject property for commercial use and recommends focusing commercial development in areas where transportation and utilities exist. The request would facilitate the redevelopment of an underutilized residential property along an established commercial corridor that is already served by public water, sewer, transit, and roadway infrastructure. Additionally, the proposed HB-L zoning would link the existing Highway Business zoning to the north and south, while ensuring compatibility with the adjacent single-family neighborhood to the east through limited use zoning conditions. Staff believes the request is generally consistent with adopted plans and policies.

CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The adopted Area Plan recommends the site for commercial uses.	As the request does not include a site plan, trip generation estimates and specific site access points cannot be evaluated at this time.
The site is located along a Growth Corridor with multimodal transportation access.	
The request accommodates new development where municipal services already exist.	
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:	
• <u>OTHER REQUIREMENTS:</u> a. A six-foot opaque fence shall be required along the eastern property line. b. No outdoor storage shall be allowed on the property. c. Uses allowed under Services, A shall be limited to the following SIC codes: i. 722: Photographic Studios, Portrait ii. 723: Beauty Shops iii. 724: Barber Shops iv. 725: Shoe Repair and Shoeshine Parlors v. 729: Miscellaneous Personal Services vi. 733: Mailing, Reproduction, Commercial Art and Photography vii. 738: Miscellaneous Business Services viii. 762: Electrical Repair Shops ix. 763: Watch, Clock, and Jewelry Repair x. 7699: Uses from SIC 7699 primarily engaged in providing repair and other services to business and individuals. d. The only uses permitted under the Shopping Center, Small designation shall be the uses specifically included in this request.	

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-3694

JULY 9, 2026

Michelle O' Brien presented the staff report.

PUBLIC HEARING

FOR: Judy Stalder, representative for the petitioner.

- Ms. Stalder provided a general overview of the proposal.

AGAINST: Judi Griffin

- Ms. Griffin stated that her primary concern was not the proposed rezoning request, but the increasing volume of traffic on Laura Avenue. She also commented on issues with the City's resident surveys and encouraged City Council to evaluate survey results by wards to better understand and address area-specific concerns and priorities. Additionally, Ms. Griffin emphasized the importance of businesses maintaining their properties in good condition.

WORK SESSION

Mr. Steelman inquired whether sidewalks would be required as part of the proposed rezoning request and, if so, whether they would connect to existing sidewalks in the area. Mr. Ericson explained that the request does not include a site plan, but sidewalks would be required to be shown on any site plan submitted for the property following rezoning.

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, Haley Gingles, 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, Haley Gingles, 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