

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3642
Staff	Ellie Levina
Petitioner(s)	SCG-Summit Station, LLC
Owner(s)	Same
Subject Property	PIN 6804-59-6901
Address	125 Jonestown Road
Type of Request	Special Use Limited District Rezoning
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from LB-S (Limited Business – Special Use) to LB-L (Limited Business – Limited Use). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> Arts and Crafts Studio; Banking and Financial Services; Child Care, Drop-In; Child Day Care Center; Food or Drug Store; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Kennel, Indoor; Library, Public; Limited Campus Uses; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Nursery, Lawn and Garden Supply Store, Retail; Offices; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Restaurant (without drive-through service); Retail Store; School, Vocational or Professional Services, A; Shopping Center; Shopping Center, Small; Special Events Center <p>NOTE: General, Special Use Limited, and Special Use zoning were discussed with the petitioner(s), who decided to pursue the rezoning as presented.</p>
Neighborhood Contact/Meeting	A summary of the petitioner’s neighborhood outreach is attached.
Zoning District Purpose Statement	<p>The LB District is primarily intended to accommodate moderately intense neighborhood shopping and service centers close to residential areas. The district is established to provide locations for businesses which serve nearby neighborhoods, including smaller business locations up to ten (10) acres in size in rural areas. The district is typically located near the intersection of a collector street or thoroughfare in areas which are otherwise developed with residences. Standards are designed so that this district, in some instances, may serve as a transition between residential districts and other commercial districts. This district is intended for application in GMAs 2, 3, 4, and 5.</p>

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 proposal is consistent with the purpose statement of the proposed district and the requested limited use rezoning would allow increased flexibility in reusing an established shopping center.		
GENERAL SITE INFORMATION			
Location	Northeast intersection of Jonestown Road and Frandale Drive		
Jurisdiction	City of Winston-Salem		
Ward(s)	Southwest		
Site Acreage	± 4.03 acres		
Current Land Use	Shopping Center		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	LO	Banking and financial services
	South	LB-S and RS9	Offices and single-family homes
	West	LB-S, RS9, and LO-S	Offices; services, A; retail store; and transmission tower
	East	LO-S and RS9	Offices and single-family homes
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 proposed uses are generally compatible with the uses permitted on the adjacent commercial properties.		
Physical Characteristics	The site contains an existing 37,143sf shopping center building with associated parking.		
Proximity to Water and Sewer	The site has access to public sewer and water.		
Stormwater/ Drainage	There are no known stormwater/drainage issues on the site.		
Watershed and Overlay Districts	The site is not located within a watershed or overlay district.		
Analysis of General Site Information	The subject request involves 4.03 acres of land located at the northeast intersection of Jonestown Road and Frandale Drive. The site is developed with an existing 37,143-square-foot shopping center and associated parking. The site is surrounded by a mixture of commercial development and single-family homes.		

RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3561	LB-S to HB-S	Approved 02/06/2023	South	1.53	Approval	Approval
W-2764	LO-S to Site Plan Amendment	Approved 05/02/2005	East	9.32	Approval	Approval
W-2568	RS9 & LB-S to LB-S	Approved 09/03/2002	South	1.16	Approval	Approval
W-1447	R-4 to B-3-S (LB-S)	08/03/1987 Approved	Subject Property	4.03	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name		Classification	Street Maintenance	Frontage	Average Daily Trip Count	Capacity at Level of Service D
Jonestown Road		Major Thoroughfare	NCDOT	571'	20,500	31,700
Frandale Drive		Local Street	WSDOT	331'	N/A	N/A
Proposed Road Improvements		No road improvements are proposed as a part of this request.				
Trip Generation - Existing/Proposed		<u>Existing Zoning: LB-S</u> 37,143-sf / 1,000-sf x 42.94 (Shopping Center Trip Generation Rate) = 1,595 Trips per Day <u>Proposed Zoning: LB-L</u> As no site plan was provided with this request, staff cannot estimate any potential change in estimated trip generation if the site was redeveloped.				
Sidewalks		There are no sidewalks along either the site's frontage along Jonestown Road or Frandale Drive.				
Transit		WSTA Route 81 stops directly in front of the site along Jonestown Road. .				
Connectivity		The site currently has two driveway access points along Jonestown Road and an additional internal cross connection to the bank property to the north that ultimately outlets to Country Club Road.				

Analysis of Site Access and Transportation Information	The site is accessed via a major thoroughfare and is served by a nearby WSTA transit stop. Staff does not anticipate any additional transportation impacts resulting from this rezoning request.
Complies with Section 3.2.11	(A) <i>Legacy 2030 policies:</i> Yes
	(B) <i>Environmental Ord.</i> Yes
	(C) <i>Subdivision Regulations</i> N/A
CONFORMITY TO PLANS AND PLANNING ISSUES	
Forward 2045 Growth Management Area	Growth Management Area 3 – Suburban Neighborhood
Relevant Forward 2045 Recommendations	<ul style="list-style-type: none"> • Prioritize low-intensity commercial or moderate-density residential as transitions between single-family residential and larger commercial areas. • Continue to encourage the reuse or redevelopment of existing vacant or underutilized buildings and properties as an alternative to greenfield development.
Relevant Area Plan(s)	<i>West Suburban Area Plan Update (2018)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> • The Proposed Land Use Map recommends commercial uses for the subject property. • Rezone land for commercial development to provide goods and services near where people live and work.
Site Located Along Growth Corridor?	The site is not located along a Growth Corridor.
Site Located within Activity Center?	The site is not located within an Activity Center.
Comprehensive Transportation Plan Information	The <i>2045 Comprehensive Transportation Plan</i> recommends dedicated bike lanes and sidewalks along both sides of this section of Jonestown Road.
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	<p>The request is to rezone an approximately 4.03-acre site from LB-S to LB-L to add additional commercial uses not included in the original 1987 rezoning (W-1447). The petitioner has worked with staff to limit the requested uses to only lower intensity uses consistent with the character of the existing shopping center development. The petitioner is requesting the addition of the following uses to the original LB-S zoning: Banking and Financial Services; Child Care, Drop-In; Child Day Care Center; Government Offices, Neighborhood Organization, or Post Office; Library, Public; Limited Campus Uses; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; School, Vocational or Professional; Shopping Center; Shopping Center, Small; and Special Events Center. The requested LB-L district provides greater redevelopment flexibility than the current LB-S designation, which ties the site to its 1987 site plan in perpetuity.</p> <p>The LB district accommodates moderately intense neighborhood shopping and service centers which are compatible with the nearby residential development pattern. The <i>West Suburban Area Plan Update</i> (2018) recommends commercial development for this site, and calls for rezoning land for commercial development to provide goods and services near where people live and work. This request is consistent with the general recommendations of <i>Forward 2045</i> to encourage the redevelopment and reuse of underutilized commercial properties.</p>
CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
<p>The request is consistent with the recommendations of both <i>Forward 2045</i> and the <i>West Suburban Area Plan Update</i>.</p> <p>The request would allow for an array of land uses that are generally neighborhood-serving and compatible with nearby residential development patterns.</p> <p>The request would allow for the flexible reuse of an existing shopping center located close to Country Club Road, a designated Growth Corridor.</p>	<p>The proposed additional uses could potentially generate additional traffic along Jonestown Road, although the road does have excess capacity.</p>
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>OTHER REQUIREMENTS:</u> <ol style="list-style-type: none"> a. The site shall be limited to one freestanding sign along Jonestown Road. 	

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-3642 MARCH 13, 2025

Bryan Wilson 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: Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak,
Salvador Patiño, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the zoning amendment.

SECOND: Jason Grubbs

VOTE:

FOR: Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak,
Salvador Patiño, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

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