CITY-COUNTY PLANNING BOARD STAFF REPORT

	PETITION INFORMATION				
Docket #	W-3346				
Staff	Gary Roberts, Jr. AICP				
Petitioner(s)	Marketplace Mall, LLC				
Owner(s)	Same				
Subject Property	Portion of PIN# 6824-97-1002				
Address	2101 Peters Creek Parkway				
Type of Request	Special use limited rezoning from HB to GB-L				
Proposal	The petitioner is requesting to amend the Official Zoning Maps for the subject property from HB (Highway Business) to GB-L (General				
	Business – special use limited). The petitioner is requesting the following				
	uses:				
	Residential Building, Duplex; Residential Building, Townhouse; Residential Building, Twin Home, Besidential Building, Multifemily.				
	Residential Building, Twin Home; Residential Building, Multifamily; Boarding or Rooming House; Combined Use; Family Group Home				
	B; Family Group Home C; Fraternity or Sorority; Life Care				
	Community; Urban Agriculture; Arts and Crafts Studio; Building				
	Materials Supply; Convenience Store; Food or Drug Store; Furniture				
	and Home Furnishings Store; Micro-Brewery or Micro-Distillery;				
	Motorcycle Dealer; Nursery, Lawn and Garden Supply Store, Retail;				
	Outdoor Display Retail; Restaurant (without drive-through service);				
	Restaurant (with drive-through service); Retail Store; Shopping				
	Center; Shopping Center, Small; Wholesale Trade A; Banking and				
	Financial Services; Bed and Breakfast; Car Wash; Entertainment				
	Facility, Large; Funeral Home; Hotel or Motel; Kennel, Indoor;				
	Motor Vehicle, Rental and Leasing; Motor Vehicle, Repair and				
	Maintenance; Motor Vehicle, Body or Paint Shop; Motor Vehicle,				
	Storage Yard; Offices; Services, A; Services, B; Storage Services,				
	Retail; Testing and Research Lab; Veterinary Services; Warehousing;				
	Recreation Services, Indoor; Recreation Services, Outdoor;				
	Recreation Facility, Public; Swimming Pool, Private; Theater,				
	Indoor; Academic Biomedical Research Facility; Academic Medical				
	Center; Adult Day Care Center; Animal Shelter, Public; Cemetery;				
	Child Care, Drop-In; Child Care Institution; Child Care, Sick				
	Children; Child Day Care Center; Church or Religious Institution,				
	Community; Church or Religious Institution, Neighborhood; Club or				
	Lodge; College or University; Government Offices, Neighborhood				
	Organization, or Post Office; Group Care Facility A; Group Care				
	Facility B; Habilitation Facility A; Habilitation Facility B;				
	Habilitation Facility C; Hospital or Health Center; Institutional				
	Vocational Training Facility; Library, Public; Museum or Art Gallery; Nursing Care Institution; Police or Fire Station; School,				
	Private; School, Public; School, Vocational or Professional; Special				
	Events Center; Stadium, Coliseum or Exhibition Building;				
	_				
	Manufacturing A; Access Easement, Private Off-Site; Helistop; Park				

	т					
	and Shuttle Lot; Parking, Commercial; Terminal, Bus or Taxi;					
	Transmission Tower; and Utilities					
	NOTE: Consequences and instant and anadial was district gaming work					
	NOTE: General, special use limited, and special use district zoning were					
	discussed with the petitioner(s) who decided to pursue the rezoning as					
Noighborhood	presented.					
Neighborhood Contact/Masting	See Attachment B for a summary of the petitioner's neighborhood					
Contact/Meeting	outreach efforts. The CR District is primarily intended to accommodate a wide range of					
Zoning District Purpose	The GB District is primarily intended to accommodate a wide range of					
Statement	retail, service, and office uses located along thoroughfares in areas which					
Statement	have developed with minimal front setbacks. However, the district is not intended to encourage or accommodate strip commercial development					
	intended to encourage or accommodate strip commercial development. The district would accommodate destination retail and service uses,					
			less use or the consolidation of			
	•		relopment, with consolidated			
		<u> </u>	=			
		access. This district is intended for application in GMAs 1, 2 and 3 and Metro Activity Centers.				
Applicable			ne purpose statement(s) of the			
Rezoning	requested zoni		1 1 1			
Consideration	Yes, the subject property is currently zoned for commercial use and it is					
from Chapter B,	developed with destination retail and service uses. The site is also located					
Article VI,	along an expressway and it is adjacent to other commercially zoned					
Section 6-2.1(R)	properties.		•			
	GENER	RAL SITE INFORMATIO	N			
Location	East side of Peter	ers Creek Parkway, north of	f Salisbury Ridge Road			
Jurisdiction	City of Winston-Salem					
Ward(s)	South					
Site Acreage	± 24.64 acres					
Current	Currently located on the site is the Marketplace Mall which is a 177,600					
T 1 TT	square foot, multi-tenant shopping center along with a 21,066 square foot					
Land Use	_	lti-tenant shopping center al				
	cinema and asso	lti-tenant shopping center all ociated parking areas.	long with a 21,066 square foot			
Surrounding	cinema and asso Direction	lti-tenant shopping center a ciated parking areas. Zoning District	long with a 21,066 square foot Use			
Surrounding Property Zoning	cinema and asso	lti-tenant shopping center all ociated parking areas.	Use Undeveloped property across			
Surrounding	cinema and asso Direction	lti-tenant shopping center a ciated parking areas. Zoning District	Use Undeveloped property across Salem Creek along with			
Surrounding Property Zoning	cinema and asso Direction	lti-tenant shopping center a ciated parking areas. Zoning District	Use Undeveloped property across Salem Creek along with commercial and multifamily			
Surrounding Property Zoning	cinema and asso Direction North	lti-tenant shopping center all ociated parking areas. Zoning District RMU and RS9	Use Undeveloped property across Salem Creek along with commercial and multifamily development.			
Surrounding Property Zoning	cinema and asso Direction	lti-tenant shopping center a ciated parking areas. Zoning District	Use Undeveloped property across Salem Creek along with commercial and multifamily development. Salem Creek Greenway and			
Surrounding Property Zoning	cinema and asso Direction North	lti-tenant shopping center all ociated parking areas. Zoning District RMU and RS9	Use Undeveloped property across Salem Creek along with commercial and multifamily development. Salem Creek Greenway and the Washington Park			
Surrounding Property Zoning	Direction North East	lti-tenant shopping center all ociated parking areas. Zoning District RMU and RS9 IP and RS9	Use Undeveloped property across Salem Creek along with commercial and multifamily development. Salem Creek Greenway and the Washington Park neighborhood			
Surrounding Property Zoning	cinema and asso Direction North	lti-tenant shopping center all ociated parking areas. Zoning District RMU and RS9	Use Undeveloped property across Salem Creek along with commercial and multifamily development. Salem Creek Greenway and the Washington Park neighborhood Commercial establishments			
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Surrounding Property Zoning and Use Applicable	Cinema and asso Direction North East South West (R)(2) - Is/are to	lti-tenant shopping center all ociated parking areas. Zoning District RMU and RS9 IP and RS9 HB and RS9 HB the use(s) permitted under	Use Undeveloped property across Salem Creek along with commercial and multifamily development. Salem Creek Greenway and the Washington Park neighborhood Commercial establishments and undeveloped property Commercial establishments			
Surrounding Property Zoning and Use Applicable Rezoning	Cinema and asso Direction North East South West (R)(2) - Is/are to classification/rection	Iti-tenant shopping center all ociated parking areas. Zoning District RMU and RS9 IP and RS9 HB and RS9 HB the use(s) permitted under equest compatible with us	Use Undeveloped property across Salem Creek along with commercial and multifamily development. Salem Creek Greenway and the Washington Park neighborhood Commercial establishments and undeveloped property Commercial establishments			
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Physical	• 4•		The site is developed with the Marketplace Mall and has a gentle slope				
Characte	ristics	downward toward the northwest. The northern edge of the site borders					
			Salem Creek and with the exception of a small area in the southeastern				
			portion of the site, the property is located within the regulatory floodplain of Salam Crook				
Duovimit			of Salem Creek.				
Proximity Water an		The	The site has access to public water and sewer.				
Stormwa		See (San comments regarding the Salam Creak floodulain				
Drainage		Sec	See comments regarding the Salem Creek floodplain.				
Watersho		The site is not located within a water supply watershed.					
Overlay 1			The site is not located within a water suppry watersned.				
Analysis		The site is currently developed with a large, multi-tenant shopping mall				shopping mall	
General S		and a	a theater whi	ch were constru	ucted in the	mid 1980's.	The northern
Informat	ion			ne site abuts Sa			
				buildings, are	located with	nin the flood	plain of Salem
		Cree					
~				NT ZONING			
Case	Reque	st	Decision &		Acreage		nmendation
W. 2020	IID . I		Date	from Site	770	Staff	ССРВ
W-3030	HB to I	O	Approved 5-4-2009	500' south	.73	Approval	Approval
	SITE	ACC		TRANSPORTA	ATION IN	CODMATIC	N
Street			ssification	Frontage	Average		ity at Level of
Street Name		Cia	SSIIICALIOII	TIUIIMEC	minusc	Capac	ity at Level of
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Peters	Creek	Ex	pressway	387'	Daily Trip	_	73,400
	Creek	Ex	pressway	g	Daily Trip Count	_	
Park Proposed	way	Beca	ause this is a	387'	Daily Trip Count 23,000 ited request	with no site	73,400 plan, the exact
Park	way	Beca locat	ause this is a	387' special use lim s points is unkn	Daily Trip Count 23,000 ited request own. The s	with no site	73,400
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Recommendations	Encourage reuse of vacant and underutilized commercial and				
Recommendations	industrial sites.				
Relevant Area Plan(s)	South Central Winston-Salem Area Plan Update (2014)				
Area Plan	The Proposed Land Use Map shows the subject property as an				
Recommendations	existing commercial land use.				
	 Special Land Use Conditions for this property include the following recommendations regarding the improvement of pedestrian and bicycle access: Provide a path or a sidewalk to Marketplace Mall from Salisbury Ridge Road. Build a bridge across Salem Creek to connect the extension of the Salem Creek Greenway and Market Place with the residential neighborhoods north of Salem Creek. 				
Site Located Along Growth Corridor?	The site is located along the Peters Creek Parkway Growth Corridor.				
Site Located within Activity Center?	The site is not located within an activity center.				
Greenway Plan	Currently, the entrance to the Salem Creek Greenway is located at the				
Information	northeastern end of the subject property. The petitioner has agreed to provide a fifty (50) foot wide public easement for access and maintenance of this facility. The <i>Greenway Plan Update</i> lists the Salem Creek Greenway Extension as a Tier 1 project which would connect said existing greenway to Forsyth Technical Community College. The City is in the process of identifying a consultant who will study the feasibility of this extension.				
Applicable Rezoning	(R)(3) - Have changing conditions substantially affected the area in the petition?				
Consideration	No				
from Chapter B, Article VI,	(R)(4) - Is the requested action in conformance with <i>Legacy 2030</i> ?				
Section 6-2.1(R)	Yes				
Analysis of Conformity to Plans and Planning Issues	The request is to rezone the Marketplace Mall site from HB to GB-L. The petitioners are requesting all the uses permitted in the GB district with the exception of the following uses: Fuel Dealer; Building Contractors, General; Correctional Institution; Dirt Storage; Construction & Demolition; Landfill, Land Clearing/Inert Debris; Shelter for Homeless; Borrow Site; and Adult Establishments. The most commonly noted distinctions between HB and GB are that the				
	GB district also allows for the uses of Residential Building, Multifamily and Manufacturing A and it allows for a 30% reduction in required parking.				

The request is consistent with the *South Central Winston-Salem Area Plan Update* which recommends commercial land use for the site. The northeastern portion of the subject property includes the entrance to the Salem Creek Greenway. This area is located within the floodway portion of the Salem Creek floodplain where essentially no development is allowed. The petitioner has agreed to provide an easement for access and maintenance of this existing public facility which is located in this area.

Staff recommends approval of the subject request and notes that the above mentioned parking reduction allowed in the GB district, may permit additional development and/or redevelopment to occur on the site.

CONCLUSIONS TO ASSIST WITH RECOMMENDATION

CONCLUSIONS TO ASSIST WITH RECOMMENDATION			
Positive Aspects of Proposal	Negative Aspects of Proposal		
The request is consistent with the	The requested zoning may allow for increased		
recommendations of the area plan.	development within the floodplain.		
The site has been commercially zoned and			
developed for many years.			
The site is located along a growth corridor			
and is adjacent to other commercially			
zoned and developed properties.			
The request is consistent with the purpose			
statement of the GB district.			
The site is located within GMA 2 and the			
GB district permits a 30% reduction in			
required parking.			

SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL

The following proposed conditions are from interdepartmental review comments and are proposed in order to meet codes or established standards, or to reduce negative off-site impacts.

• PRIOR TO ISSUANCE OF OCCUPANCY PERMITS:

a. Developer shall dedicate a fifty (50) foot wide public greenway easement to the City of Winston-Salem in the northeastern portion of the site where the existing Salem Creek Greenway is located. Said easement shall extend twenty-five (25) feet in width on each side of the centerline of the existing asphalt path.

STAFF RECOMMENDATION: Approval

NOTE: These are staff comments only; <u>final recommendations</u> on projects are made by the City-County Planning Board, with <u>final decisions</u> being made by the appropriate Elected Body, who may approve, deny, table or request modification for any project. 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-3346 OCTOBER 12, 2017

Aaron King presented the staff report.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: George Bryan moved approval of the zoning map amendment.

SECOND: Allan Younger

VOTE:

FOR: George Bryan, Melynda Dunigan, Jason Grubbs, Arnold King, Chris Leak, Brenda

Smith, Allan Younger AGAINST: None **EXCUSED:** None

A. Paul Norby, FAICP

Director of Planning and Development Services