

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket	W-3501
Staff	Bryan D. Wilson
Petitioner(s)	Premier Park OPP NC, LLC
Owner(s)	Same
Subject Property	PIN 6846-01-3539
Address	2285 Premier Park Lane
Type of Request	Special Use Limited rezoning from LO to PB-L
Proposal	<p>The petitioner is requesting to amend the Official Zoning Map for the subject property from LO (Limited Office) to PB-L (Pedestrian Business - Limited Use). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> Residential Building, Single Family; Planned Residential Development; Cottage Court; Residential Building, Duplex; Residential Building, Townhouse; Residential Building, Multifamily; Residential Building, Twin Home; Combined Use; Family Group Home B; Urban Agriculture; Arts and Crafts Studio; Food or Drug Store; Furniture and Home Furnishings Store; Restaurant (without drive-through service); Retail Store; Banking and Financial Services; Bed and Breakfast; Funeral Home; Hotel or Motel; Offices; Services, A; Testing and Research Lab; Veterinary Services; Recreation Services, Indoor; Recreation Facility, Public; Adult Day Care Center; Adult Day Care Home; Child Care, Drop-In; Child Day Care Center; Child Day Care, Large Home; Child Day Care, Small Home; Child Care, Sick Children; Church or Religious Institution, Community; Church or Religious Institution, Neighborhood; College or University; Limited Campus Uses; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Habilitation Facility A; Habilitation Facility B; Habilitation Facility C; Hospice and Palliative Care; 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; Park and Shuttle Lot; and Utilities
Neighborhood Contact/Meeting	<p>An outreach summary was received from the agent representing the petitioner. The agent states the following:</p> <p><i>On October 4, 2021, we mailed 32 letters to property owners within a 500 ft radius of the property parcel # 6846-01-3539.000 site informing them of the proposed rezoning and asking them to contact us by October 22 if they had any questions or concerns to express. As of 11/2/2021, we received 2 letters returned to us as "undeliverable." We have not received any phone calls or letters responding, providing feedback, or notifying us of</i></p>

	<p><i>objections to the proposed list of uses provided as part of this proposed rezoning.</i></p> <p><i>Thank you,</i></p> <p><i>Brad Klosterman /AICP, LEED AP ND, Senior Broker Commercial Realty Advisors, LLC</i></p>		
Zoning District Purpose Statement	<p>The PB District is primarily intended to accommodate office, retail, service, institutional, and high-density residential uses which customarily serve community and convenience business needs of smaller communities and urban nodes in the city and county. The district is intended to encourage the development of attractive, identifiable small towns, and to accommodate the pattern of building in the business concentrations surrounding the central core of Winston-Salem, and the central core of other municipalities in the County. The district should demonstrate pedestrian oriented design through elements such as buildings pulled up to the street, on-street parking, street trees, covered arcades, awnings, storefront display windows, public/private outdoor spaces, wide sidewalks, and building entrances facing the street. This district is intended for application in Growth Management Areas 1, 2 and 3.</p>		
Rezoning Consideration from Section 3.2.15 A 13	<p>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</p> <p>Yes, the site is served by sidewalks and is located within the Urban Neighborhoods Growth Management Area (GMA 2). The site is within the New Walkertown/Fourteenth Street Activity Center.</p>		
GENERAL SITE INFORMATION			
Location	West side of East Fourteenth Street, north of New Walkertown Road		
Jurisdiction	Winston-Salem		
Ward(s)	East		
Site Acreage	± 4.01 acres		
Current Land Use	The site currently contains three office suite buildings.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	RS9	Vacant land
	East	HB-S	Medical offices (Aegis Family Health Center)
	South	RS9	Vacant land and single-family homes
	West	RS9	Vacant land
Rezoning Consideration from Section 3.2.15 A 13	<p>Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?</p> <p>Yes, the proposed low-intensity business uses effectively serve as a transition between the existing higher-intensity uses within the activity center and the surrounding residentially zoned properties.</p>		

Physical Characteristics		The developed site gently slopes to the southwest with steep downward slopes at the western and southern property lines.				
Proximity to Water and Sewer		The subject property has access to public water and sewer.				
Stormwater/ Drainage		No known stormwater or drainage issues exist on-site.				
Watershed and Overlay Districts		The site is not located within a water supply watershed.				
Analysis of General Site Information		The developed site contains three small-scale office buildings and a parking area. The site is within GMA 2 and within the New Walkertown/Fourteenth Street Activity Center.				
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-2575	HB-S to LO	Approved 9/3/2002	Subject Property	4.78	Approval	Approval
W-2322	RS9 to HB-S	Approved 8/16/1999	Subject Property	4.78	Approval	Approval
W-2029	HB-S Site Plan Amendment	1/2/1996	Directly across Fourteenth street	7.73	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name		Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D	
East Fourteenth Street		Minor thoroughfare	507 feet	3,000	15,800	
Proposed Access Point(s)		Because this is a Special Use Limited request with no specified site plan or access conditions, the exact location of future access points is unknown. The site currently has one driveway accessing East Fourteenth Street.				
Planned Road Improvements		Because this is a Special Use Limited request with no specified site plan, no road improvements are proposed.				
Trip Generation - Existing/Proposed		<u>Existing Zoning: LO</u> 3 office buildings combined 5,352 square feet 5,352/1000 x 11.01 (general office building trip rate) = 59 trips per day <u>Proposed Zoning: PB-L</u> No trip generation is available for the proposed Special Use Limited zoning as it does not include a site plan.				
Sidewalks		Sidewalks exist along the eastern side of East Fourteenth Street.				
Transit		WSTA Route 96 stops less than one-quarter mile south at the intersection of East Fourteenth Street and New Walkertown Road.				

Analysis of Site Access and Transportation Information	The site is served by sidewalks and has adequate access to transit. While some of the proposed uses could potentially generate significant traffic, there is ample capacity along this section of East Fourteenth Street. Staff does not anticipate any negative transportation-related impacts from this request.
CONFORMITY TO PLANS AND PLANNING ISSUES	
Legacy 2030 Growth Management Area	Growth Management Area 2 - Urban 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>East-Northeast Area Plan Update</i> (2015)
Area Plan Recommendations	<ul style="list-style-type: none"> • The area plan calls for improvements of existing commercial areas that blend with exiting development and do not infringe on nearby neighborhoods. • The highest intensity mixed-use development should be located in proposed activity centers and proposed mixed-use areas. • Activity Center recommendations include strengthening the existing commercial area through public and private improvements.
Site Located Along Growth Corridor?	The site is not located along a growth corridor.
Site Located within Activity Center?	The site is within the New Walkertown/Fourteenth Street Activity Center.
Rezoning Consideration from Section 3.2.15 A 13	Have changing conditions substantially affected the area in the petition?
	No
	Is the requested action in conformance with <i>Legacy 2030</i>?
	Yes
Analysis of Conformity to Plans and Planning Issues	<p>The request is to rezone approximately 4.01 acres on the southwest side of East Fourteenth Street from Limited Office (LO) to Pedestrian Business - Limited Use (PB-L). The site has been rezoned multiple times, and a prior approved rezoning allowed for a cafeteria (restaurant without drive-thru) that did not materialize.</p> <p>The proposed request includes current office uses and additional commercial uses. The <i>East-Northeast Area Plan Update</i> recommends</p>

	<p>office uses remain at this location as a transitional use between the more intense commercial uses to the south and east and the residential neighborhoods to the north and west. While the request does not specifically follow the area plan recommendation, it does fulfill the larger goals of the area plan and <i>Legacy</i> by providing additional commercial uses within an activity center. The addition of these uses will also provide more redevelopment opportunities for a site that has remained underutilized for many years.</p> <p>Staff has worked with the petitioner to remove all automobile-related and higher-intensity uses while also ensuring flexibility for future development at this location. Staff supports the redevelopment of this site and believes it will continue to be an effective transition between intense commercial uses and adjacent residences.</p>
CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The request would allow for a more diverse array of uses that could spur the redevelopment of an underutilized site.	Some of the proposed uses could generate significant traffic.
The request is consistent with <i>Legacy 2030</i> .	
The request would assist with concentrating a mixture of uses within an activity center.	

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-3501 NOVEMBER 10, 2021

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, Clarence Lambe, Chris Leak, Mo McRae, Jack Steelman

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the zoning petition.

SECOND: Jason Grubbs

VOTE:

FOR: George Bryan, Melynda Dunigan, Jason Grubbs, Clarence Lambe, Chris Leak, Mo McRae, Jack Steelman

AGAINST: None

EXCUSED: None

Chris Murphy, AICP
Acting Director of Planning and Development Services