

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION			
Docket	W-3560		
Staff	Marc Allred		
Petitioner(s)	LKSD Investments Inc		
Owner(s)	Same		
Subject Property	PIN 6826-65-7825		
Address	720 Coliseum Drive		
Type of Request	General Use Rezoning		
Proposal	The petitioner is requesting to amend the Official Zoning Map for the subject property from HB (Highway Business) and HB-S (Highway Business – Special Use) to HB (Highway Business).		
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	<p>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</p> <p>Yes, the site is located within GMA 2 and is located along a major thoroughfare.</p>		
GENERAL SITE INFORMATION			
Location	Southeast corner of the intersection of Coliseum Drive and Pilgrim Court.		
Jurisdiction	Winston-Salem		
Ward(s)	Northwest		
Ward(s) July 2023	Northwest		
Site Acreage	± 6.01 acres		
Current Land Use	The site is developed with two commercial buildings containing a mix of offices and retail stores.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	HB and RM8	Offices and apartments
	South	LO and LB-L	Offices
	East	LO	Offices
	West	LO-S	Offices

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 commercial uses are compatible with the commercially-zoned properties along this section of Coliseum Drive.					
Physical Characteristics	This site is currently developed with an existing parking area and two commercial buildings. The site is generally flat with a low point in the north-central portion of the existing parking area.					
Proximity to Water and Sewer	The site has access to public water from Pilgrim Court. Public sewer is available along both frontages and internal to the site.					
Stormwater/ Drainage	Staff is not aware of any existing stormwater issues at this location.					
Watershed and Overlay Districts	The site is not located within a water supply watershed.					
Analysis of General Site Information	The site currently has dual zoning, with the southwestern portion zoned HB-S and the balance of the property zoned HB. Two commercial buildings currently exist on site containing a total of 80,217 square feet of space. The remainder of the site consists of a parking area and a 22,680 square-foot undeveloped area. The site does not appear to have any development constraints such as steep slopes, watersheds, or designated floodplains.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3220	LO to LB-L	7/7/2014	Southeast	1.32	Approval	Approval
W-2103	HB-S to HB-S	11/4/1996	Current Site	2.30	Approval	Approval
W-1458	R-1 & R-2 to B-3-S	7/15/87	Current Site	2.25	Approval	Approval
SITE ACCESS AND TRANSPORTATION INFORMATION						
Street Name	Classification	Frontage	Average Daily Trip Count	Capacity at Level of Service D		
Coliseum Drive	Major Thoroughfare	606 feet	9,200	27,500		
Pilgrim Court	Collector	360 feet	N/A	N/A		
Coliseum Plaza Court	Private Street	381 feet	N/A	N/A		
Proposed Access Point(s)	Because this is a General Use request with no site plan or access conditions, the exact location of future access points is unknown. The site currently has five access points to public streets and one internal cross access point to an adjacent property.					

Trip Generation - Existing/Proposed	<p><u>Existing Zoning: HB-S & HB</u> 80,217 sf single tenant office buildings/1000 x 11.57 = 928.11 trips per day</p> <p><u>Proposed Zoning: HB</u> Trip generation is unavailable for the proposed General Use request as it does not include a site plan.</p>
Sidewalks	Sidewalks exist along this section of Pilgrim Court and the northern side of the frontage along Coliseum Drive. There are no sidewalks along the southern section of Coliseum Drive.
Transit	WSTA Route 88 stops at the northeastern intersection of Coliseum Drive and Pilgrim Court just north of the site.
Transportation Impact Analysis (TIA)	A TIA is not required of this request.
Analysis of Site Access and Transportation Information	<p>The site has frontage along Coliseum Drive, which is a major thoroughfare. A transit stop is available at the intersection of Coliseum Drive and Pilgrim Court across the street from the site. A crosswalk does not currently exist at the intersection.</p> <p>Sidewalks exist on Pilgrim Court along the frontage of the site and on the north side of Coliseum Drive. There is no sidewalk along the southern side of this section of Coliseum Drive along the property frontage. The site is located within an area that is well served by a major thoroughfare with ample capacity. The parcel has excellent visibility and street access for any potential commercial uses.</p>
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"> • Encourage reuse of vacant and underutilized commercial and industrial sites. • Encourage redevelopment and reuse of existing sites and buildings that is compatible and complementary with the surrounding area.
Relevant Area Plan(s)	<i>Northwest Winston-Salem Area Plan Update (2017)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> • The Proposed Land Use Map recommends a mixture of uses for this site. • The area plan recommends the creation of new commercial opportunities and the improvement of existing commercial areas that blend with existing development and do not infringe on nearby neighborhoods.

	<ul style="list-style-type: none"> This site is part of a larger 25.5-acre area that contains several office buildings, a partially vacant retail and office center, and several single-family residential homes. This location may be suitable for redevelopment with a mix of retail, office, and residential uses that take on an urban form.
Site Located Along Growth Corridor?	The site is located along the Coliseum Drive Growth Corridor.
Site Located within Activity Center?	The site is not located within an activity center.
Rezoning Consideration from Section 3.2.19 A 16	Have changing conditions substantially affected the area in the petition?
	Yes. The surrounding area has developed as an office/commercial area since this property was last rezoned.
	Is the requested action in conformance with <i>Legacy 2030</i>?
	Yes
Analysis of Conformity to Plans and Planning Issues	<p>This request would rezone approximately 6.01 acres on the south side of Coliseum Drive, east of Pilgrim Court from HB-S and HB to HB. The site currently has dual zoning with the southwestern portion zoned HB-S and the northeastern portion zoned HB.</p> <p>When this property was last rezoned in 1987, it was adjacent to residentially-zoned property. As such, an HB-S transition area was required to help ease the transition between the General Use portion of the site and the residential area to the south. Since that time, these residential properties have been rezoned to commercial and office districts (LB-L, LO, and LO-S). Given the current uses and zoning of adjacent properties, staff believes the Special Use transition zone is no longer needed.</p> <p>The <i>Northwest Winston-Salem Area Plan Update</i> recommends a mixture of uses for the site. The area plan recommendation anticipated the eventual reduction in the need for large areas of strictly commercial and office park developments. The addition of the requested uses would allow for greater development flexibility in line with the area plan recommendation. The proposed rezoning would allow for uses that are consistent with the existing commercial zoning pattern further east along Coliseum Drive.</p> <p>The proposed rezoning is consistent with the recommendations of <i>Legacy</i> in that it would allow for the redevelopment of an underutilized commercial site that is compatible with the surrounding area. Staff is supportive of this request.</p>

CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The request would encourage redevelopment and reuse of an existing commercial site.	The Highway Business district is intended to cater primarily to motorists. The site is located within GMA 2 where multimodal land uses and zoning districts should be considered.
The request is consistent with the area plan and <i>Legacy</i> recommendations to allow a mixture of land uses in the serviceable land area.	
The proposed HB district would not directly impact any residentially zoned properties.	

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-3560 JANUARY 12, 2023

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

AGAINST: None

EXCUSED: None

MOTION: Clarence Lambe recommended approval of the ordinance amendment with the new conditions.

SECOND: Jason Grubbs

VOTE:

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

AGAINST: None

EXCUSED: None

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