



Memorandum

TO: Mayor Allen Joines and Members of the City Council
FROM: A. Paul Norby, Director of Planning and Development Services
DATE: November 11, 2017
SUBJECT: South Suburban Area Plan Update

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Planning staff made a presentation and answered questions on the *South Suburban Area Plan Update* at the October 10, 2017 meeting of the Community Development/Housing/General Government Committee. After its discussion, the Committee recommended the draft area plan to full Council with two land use modifications.

The first modification replaces proposed land use recommendations for office and mixed-use development on the west side of Sides Road with recommendations for single-family land use consistent with current zoning. The second change replaces a recommendation for office or low-density attached residential development at the southeast corner of West Clemmons and Old Salisbury Roads with a recommendation for office or low-intensity commercial development. The specific area plan language and map changes recommended by the Committee are attached to this memo.

Both the Planning Board- and CD/H/GG Committee-recommended versions of the area plan are being forwarded to the full Council for a public hearing at its November 6, 2017 meeting.

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City Council: Mayor Allen Joines; Vivian H. Burke, Mayor Pro Tempore, Northeast Ward; Denise D. Adams, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; John C. Larson, South Ward; Jeff MacIntosh, Northwest Ward; Derwin L. Montgomery, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity

County Commissioners: David R. Plyler, Chairman; Don Martin, Vice Chair, Fleming El-Amin; Ted Kaplan; Richard V. Linville; Gloria D. Whisenhunt; Everette Witherspoon; County Manager: Dudley Watts, Jr.

City-County Planning Board: Arnold G. King, Chair; Allan Younger, Vice-Chair; George M. Bryan, Jr.; Melynda Dunigan; Jason Grubbs; Tommy Hicks; Clarence R. Lambe, Jr.; Chris Leak; Brenda J. Smith

A. Change Sides Road Area to Single-Family Residential.

1. Revise and replace Figure 9 in Table of Contents (p. 5).

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2. Remove reference to Office Uses along Sides Road in Land Use Recommendations (p. 28).

***LAND USE RECOMMENDATIONS**

OFFICE

Office uses typically have few negative impacts on adjacent land uses and can provide services to area residents, making them an appropriate transitional use between residential uses and more intense uses. The only significant concentration of office uses within the planning area is located south of Silas Creek Parkway between Forsyth Tech and Ebert Street. Larger-scale office development is recommended for:

- The Peters Creek and Oliver's Crossing Activity Centers.
- ~~Sites on the west side of Sides Road.~~

Smaller-scale office developments exist along Brewer Street north of West Clemmons Road and at the southwest corner of South Main Street and Cassell Street. New small-scale office development is recommended for:

- The West Clemmons Road/Old Salisbury Road Activity Center.
- The southwest corner of South Main Street and Cassell Street.

3. Remove Special Land Use Condition Area *h. for Sides Road and accompanying Figure 9 and reletter accordingly (pp. 43-44).

~~***h. Sides Road between Peters Creek Parkway and West Clemmons Road**~~

~~This approximately 14-acre site, composed of 12 different properties, is located on the east side of Peters Creek Parkway extending north from its intersection with Sides Road to just south of the City water tank property (see Map 6 on page XX). The site is generally recommended for office use. However, if the 14 acres were to be comprehensively assembled and if Sides Road was rerouted to remove an unsafe s-curve, a comprehensive mixed-use development with the following land use and design standards (see Figure 9 on page XX for development concept) may be proposed:~~

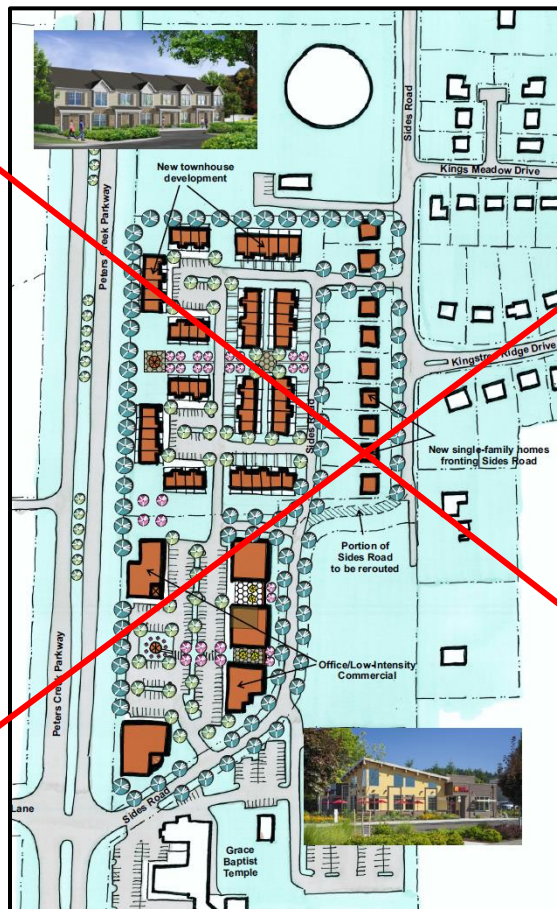
- ~~Individual office or low-intensity commercial uses could occur on the southernmost 4 acres closest to the intersection of Sides Road with Peters Creek Parkway.~~
 - ~~The northernmost 9 acres of the site should be developed with a mixture of single-family residences along the frontage of the west side of Sides Road across from the Kingtree neighborhood. The proposed development would transition to low-density attached residences (up to 8 dwelling units per acre) to the west behind the single-family detached residences.~~
 - ~~A City park may also be incorporated as a component of a mixed-use development here.~~
 - ~~A realignment of Sides Road would need to be designed in a more circuitous fashion to connect Peters Creek Parkway and the Kingtree neighborhood without encouraging cut-through traffic.~~
 - ~~The development may be phased so that the residential portion of the site could be constructed prior to the low-intensity office/commercial portion, provided that the realignment of Sides Road is completely constructed.~~
 - ~~The development is not recommended to be phased to allow construction of low-intensity commercial uses prior to construction of the residential portion of the development.~~
 - ~~No direct vehicular access connection shall be allowed from the site to Peters Creek Parkway.~~
 - ~~Nonresidential buildings should be designed with the pedestrian in mind and should include architecturally interesting features such as transparent doors and windows, varied roof designs, and building articulation to create a vibrant streetscape.~~

- ~~Parking areas should be designed as smaller areas and should be attractively landscaped.~~
- ~~Restaurants should add outdoor eating areas to add variety and interest to the streetscape.~~
- ~~Monument signage should be used to reduce the impact of signage on the appearance of the site.~~
- ~~Residential buildings should be oriented to the street and should include doors, windows, balconies, and other design features that enhance visual interest.~~
- ~~Sidewalks should connect all buildings on-site with each other and the surrounding area.~~

***h. i. Southeast Corner of Silas Creek Parkway and Ebert Road**

Four single-family residences located at the southeast corner of Silas Creek Parkway and Ebert Road, currently zoned RS-9, may be suitable to be rezoned to a low-intensity office zoning district. Any rezoning request should follow the Guidelines for Converting Existing Homes to Office or Commercial Uses that can be found in **Appendix C** on **page XX**.

~~Figure 9: Redevelopment Concept for Sides Road~~



B. Change Properties on the Southeast Corner of West Clemmons-ville Road/Old Salisbury Road Activity Center to Office/Low-Intensity Commercial.

- 1. Add reference to the West Clemmons-ville Road/Old Salisbury Road Activity Center in Office/Low-Intensity Commercial Uses in Land Use Recommendations (p. 28).**

OFFICE/LOW-INTENSITY COMMERCIAL

This land use category includes all office uses as well as commercial uses listed in **Table 8**. Land uses allowed in the Neighborhood Business (NB) District in the Winston-Salem/Forsyth County *Unified Development Ordinances (UDO)* would be appropriate in areas designated for office/low-intensity commercial use. This plan recommends one area for new office/low intensity commercial and the conversion of some existing residential structures into office/low intensity commercial land use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority of the plan; however, at certain locations it may be difficult to retain the existing single-family use on a specific property. Office/low-intensity commercial is recommended at the following location:

- The West Clemmons-ville Road/Old Salisbury Road Activity Center.
- South Main Street between Cornell Boulevard to the north and Southview Drive to the south.

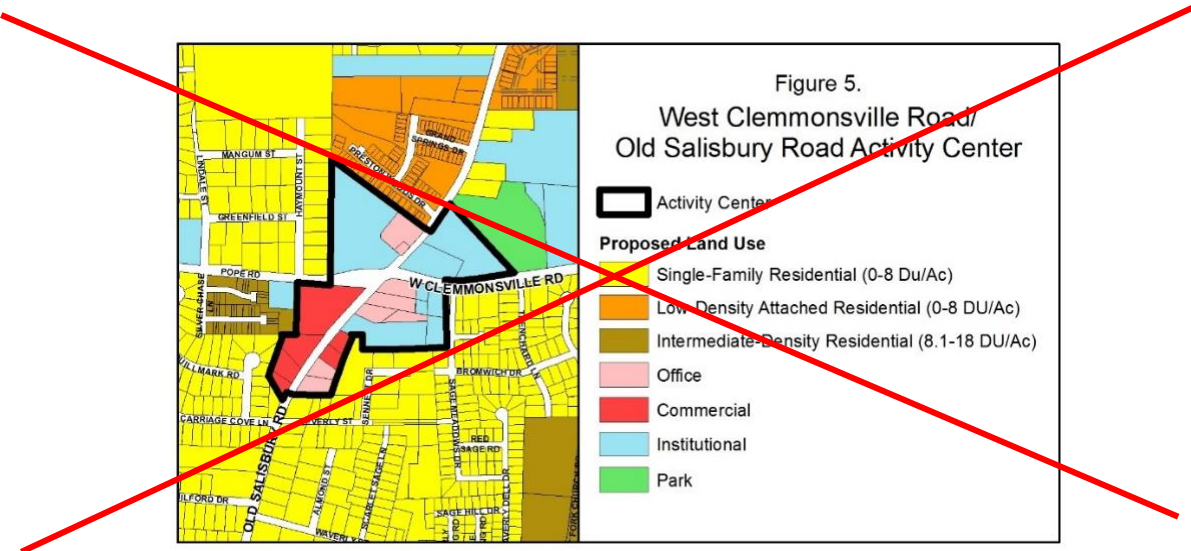
- 2. Revise Activity Center language to allow Office/Low-Intensity Commercial Uses and revise Figure 5. accordingly (p. 33).**

West Clemmons-ville Road/Old Salisbury Road Activity Center

The West Clemmons-ville Road/Old Salisbury Road Activity Center contains approximately 28 acres and is located at the intersection of West Clemmons-ville Road with Old Salisbury Road (see **Figure 5** on **page XX**). This activity center serves the western section of the planning area. It is currently developed with a convenience store and gas station, a couple of restaurants, three churches, and a few single-family residences.

New development in this activity center should include:

- Installation of bufferyards, street yards, and parking area plantings where feasible,
- Buildings should be placed close to the street with parking located to the side or rear of the buildings.
- Pedestrian-oriented connections between uses.
- ~~Office or low-density attached residential development on the vacant land located at the southeast corner of the intersection of Old Salisbury Road with West Clemmons-ville Road.~~
- Office or low-intensity commercial development on the vacant land located at the southeast corner of the intersection of Old Salisbury Road with West Clemmons-ville Road. Development here should give special consideration to building materials and architecture, and site design, to ensure compatibility with nearby residential and institutional land uses.
- Existing residential structures in the activity center are recommended for conversion to office uses, or replacement with a new structures. *Guidelines for Converting Existing Homes to Office or Commercial Uses* can be found in **Appendix C** on **page XX**.



Insert revised Figure 5 into plan

