January 4, 2021

Windsor Holdings, LLC
526 S Stratford Road
Winston-Salem, NC 27103

Re: Zoning Petition W-3457

Dear Petitioner:

The attached report of the Planning Board to the City Council is sent to you at the request of the Council Members. You will be notified by the City Clerk’s Office of the date on which the Council will hear this petition.

Sincerely,

Aaron King
Director of Planning and Development Services

pc: City Clerk’s Office, P.O. Box 2511, Winston-Salem, NC 27102
## ACTION REQUEST FORM

**DATE:** January 4, 2021  
**TO:** The Honorable Mayor and City Council  
**FROM:** Aaron King, Director of Planning and Development Services

### COUNCIL ACTION REQUEST:

Request for Public Hearing on Zoning Petition of Windsor Holdings, LLC

### SUMMARY OF INFORMATION:

Public hearing and consideration of zoning petition of Windsor Holdings, LLC from PB to GB-L (Academic Biomedical Research Facility; Academic Medical Center; Access Easement, Private Off-Site; Adult Day Care Center; Arts and Crafts Studio; Banking and Financial Services; Bed and Breakfast; Boarding or Rooming House; Building Contractors, General; 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; Combined Use; Family Group Home B; Family Group Home C; Food or Drug Store; Funeral Home; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Habilitation Facility A; Habilitation Facility B; Habilitation Facility C; Hospital or Health Center; Hotel or Motel; Institutional Vocational Training Facility; Life Care Community; Library, Public; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Nursing Care Institution; Offices; Park and Shuttle Lot; Parking, Commercial; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Residential Building, Duplex; Residential Building, Multifamily; Residential Building, Townhouse; Residential Building, Twin Home; Restaurant (without drive-through service); Retail Store; School, Private; School, Public; School, Vocational or Professional; Services, A; Services, B; Shelter for Homeless; Shopping Center; Shopping Center, Small; Special Events Center; Stadium, Coliseum, or Exhibition Building; Storage Services, Retail; Swimming Pool, Private; Terminal, Bus or Taxi; Testing and Research Lab; Theater, Indoor; Transmission Tower; Urban Agriculture; Utilities; Veterinary Services; and Warehousing) property is located on the west side of South Stratford Road, south of Knollwood Street (Zoning Docket W-3457)

### PLANNING BOARD ACTION:

**MOTION ON PETITION:** APPROVAL  
**FOR:** UNANIMOUS  
**AGAINST:** NONE
BE IT ORDAINED by the City Council of the City of Winston-Salem as follows:

Section 1. The Winston-Salem City Zoning Ordinance and the Official Zoning Map of the City of Winston-Salem, N.C. are hereby amended by changing from PB to GB-L (Academic Biomedical Research Facility; Academic Medical Center; Access Easement, Private Off-Site; Adult Day Care Center; Arts and Crafts Studio; Banking and Financial Services; Bed and Breakfast; Boarding or Rooming House; Building Contractors, General; 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; Combined Use; Family Group Home B; Family Group Home C; Food or Drug Store; Funeral Home; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Habilitation Facility A; Habilitation Facility B; Habilitation Facility C; Hospital or Health Center; Hotel or Motel; Institutional Vocational Training Facility; Life Care Community; Library, Public; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Nursing Care Institution; Offices; Park and Shuttle Lot; Parking, Commercial; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Residential Building, Duplex; Residential Building, Multifamily; Residential Building, Townhouse; Residential Building, Twin Home; Restaurant (without drive-through service); Retail Store; School, Private; School, Public; School, Vocational or Professional; Services, A; Services, B; Shelter for Homeless; Shopping Center; Shopping Center, Small; Special Events Center; Stadium, Coliseum, or Exhibition Building; Storage Services, Retail; Swimming Pool, Private; Terminal, Bus or Taxi; Testing and Research Lab; Theater, Indoor; Transmission
Tower; Urban Agriculture; Utilities; Veterinary Services; and Warehousing) the zoning classification of the following described property:

PIN 6815-93-5621

Section 2. This Ordinance is adopted after approval of the Special Use Limited District Permit issued by the City Council the ______ day of __________________, 20___ to Windsor Holdings, LLC.

Section 3. The City Council hereby directs the issuance of a Special Use Limited District Permit pursuant to the Zoning Ordinance of the Unified Development Ordinances for a development to be located on the property described in section one above. Said Special Use Limited District Permit with conditions is attached hereto and incorporated herein.

Section 4. This Ordinance shall be effective from and after its adoption.
The City Council of the City of Winston-Salem issues a Special Use Limited District Permit for the zoning petition of Windsor Holdings, LLC, (Zoning Docket W-3457). The site shall be developed in accordance with the conditions approved by the Board and the following uses:

(Academic Biomedical Research Facility; Academic Medical Center; Access Easement, Private Off-Site; Adult Day Care Center; Arts and Crafts Studio; Banking and Financial Services; Bed and Breakfast; Boarding or Rooming House; Building Contractors, General; 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; Combined Use; Family Group Home B; Family Group Home C; Food or Drug Store; Funeral Home; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Habilitation Facility A; Habilitation Facility B; Habilitation Facility C; Hospital or Health Center; Hotel or Motel; Institutional Vocational Training Facility; Life Care Community; Library, Public; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Nursing Care Institution; Offices; Park and Shuttle Lot; Parking, Commercial; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Residential Building, Duplex; Residential Building, Multifamily; Residential Building, Townhouse; Residential Building, Twin Home; Restaurant (without drive-through service); Retail Store; School, Private; School, Public; School, Vocational or Professional; Services, A; Services, B; Shelter for Homeless; Shopping Center; Shopping Center, Small; Special Events Center; Stadium, Coliseum, or Exhibition Building; Storage Services, Retail; Swimming Pool, Private; Terminal, Bus or Taxi; Testing and Research Lab; Theater, Indoor; Transmission Tower; Urban Agriculture; Utilities; Veterinary Services; and Warehousing), approved by the Winston-Salem City Council the _____ day of _____________________, 20____ and signed,
provided the property is developed in accordance with requirements of the GB-L zoning district of the Zoning Ordinance of the *Unified Development Ordinances*, the Erosion Control Ordinance, and other applicable laws.
## CITY-COUNTY PLANNING BOARD  
### STAFF REPORT

### PETITION INFORMATION

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Docket</td>
<td>W-3457</td>
</tr>
<tr>
<td>Staff</td>
<td>Gary Roberts, Jr., AICP</td>
</tr>
<tr>
<td>Petitioner(s)</td>
<td>Windsor Holdings, LLC</td>
</tr>
<tr>
<td>Owner(s)</td>
<td>Same</td>
</tr>
<tr>
<td>Subject Property</td>
<td>PIN 6815-93-5621</td>
</tr>
<tr>
<td>Address</td>
<td>526 South Stratford Road</td>
</tr>
<tr>
<td>Type of Request</td>
<td>Special Use Limited rezoning from PB to GB-L</td>
</tr>
<tr>
<td>Proposal</td>
<td>The petitioner is requesting to amend the Official Zoning Map for the subject property from PB (Pedestrian Business) to GB-L (General Business – Special Use Limited). The petitioner is requesting the following uses:</td>
</tr>
<tr>
<td></td>
<td>• Academic Biomedical Research Facility; Academic Medical Center; Access Easement, Private Off-Site; Adult Day Care Center; Arts and Crafts Studio; Banking and Financial Services; Bed and Breakfast; Boarding or Rooming House; Building Contractors, General; 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; Combined Use; Family Group Home B; Family Group Home C; Food or Drug Store; Funeral Home; Furniture and Home Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Habilitation Facility A; Habilitation Facility B; Habilitation Facility C; Hospital or Health Center; Hotel or Motel; Institutional Vocational Training Facility; Life Care Community; Library, Public; Micro-Brewery or Micro-Distillery; Museum or Art Gallery; Nursing Care Institution; Offices; Park and Shuttle Lot; Parking, Commercial; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Residential Building, Duplex; Residential Building, Multifamily; Residential Building, Townhouse; Residential Building, Twin Home; Restaurant (without drive-through service); Retail Store; School, Private; School, Public; School, Vocational or Professional; Services, A; Services, B; Shelter for Homeless; Shopping Center; Shopping Center, Small; Special Events Center; Stadium, Coliseum, or Exhibition Building; Storage Services, Retail; Swimming Pool, Private; Terminal, Bus or Taxi; Testing and Research Lab; Theater, Indoor; Transmission Tower; Urban Agriculture; Utilities; Veterinary Services; and Warehousing</td>
</tr>
<tr>
<td>Neighborhood Contact/Meeting</td>
<td>A summary of the petitioner’s neighborhood outreach is attached.</td>
</tr>
<tr>
<td>Zoning District Purpose Statement</td>
<td>The GB District is primarily intended to accommodate a wide range of retail, service, and office, and high density residential uses located along thoroughfares in areas which have developed with minimal front setbacks. The district is not intended to encourage or accommodate strip commercial development. The district would accommodate destination retail and service uses, characterized by either a larger single business use or the consolidation of numerous uses in a building or planned development, with consolidated access. This district is intended for application in GMAs 1, 2 and 3 and Metro Activity Centers</td>
</tr>
</tbody>
</table>
| Rezoning Consideration from Section 3.2.15 A 13 | Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?
Yes. The site is located along a major thoroughfare within GMA 2, and it is nearly surrounded by GB and HB zoning. |

### GENERAL SITE INFORMATION

| Location | West side of South Stratford Road, south of Knollwood Street |
| Jurisdiction | Winston-Salem |
| Ward(s) | Southwest |
| Site Acreage | ± .54 acre |
| Current Land Use | Windsor Jewelers is currently located on the site. |

<table>
<thead>
<tr>
<th>Surrounding Property Zoning and Use</th>
<th>Direction</th>
<th>Zoning District</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>RS9</td>
<td>Single-family homes</td>
<td></td>
</tr>
<tr>
<td>East</td>
<td>GB</td>
<td>Commercial parking for Stratford Oaks</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>HB</td>
<td>Multiple businesses across South Stratford Road</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>HB</td>
<td>Bank</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rezoning Consideration from Section 3.2.15 A 13</th>
<th>Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The proposed list of uses is compatible with the broad mixture of uses permitted on the adjacent GB and HB properties and less compatible with the uses permitted on the adjacent RS9 properties.</td>
<td></td>
</tr>
</tbody>
</table>

| Physical Characteristics | The site is fully developed and generally flat. |
| Proximity to Water and Sewer | Public water and sewer lines are located beneath South Stratford Road. |
| Stormwater/Drainage | No known issues. |
| Watershed and Overlay Districts | The site is not located within a water supply watershed. |
| Analysis of General Site Information | Existing conditions offer no constraints to the rezoning and potential redevelopment of this property. |
## RELEVANT ZONING HISTORIES

<table>
<thead>
<tr>
<th>Case</th>
<th>Request</th>
<th>Decision &amp; Date</th>
<th>Direction from Site</th>
<th>Acreage</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>W-2903</td>
<td>HB to PB</td>
<td>Approved 1/3/2007</td>
<td>Subject property</td>
<td>.54</td>
<td>Approval</td>
</tr>
</tbody>
</table>

## SITE ACCESS AND TRANSPORTATION INFORMATION

<table>
<thead>
<tr>
<th>Street Name</th>
<th>Classification</th>
<th>Frontage</th>
<th>Average Daily Trip Count</th>
<th>Capacity at Level of Service D</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Stratford Road</td>
<td>Boulevard</td>
<td>128 feet</td>
<td>22,000</td>
<td>38,100</td>
</tr>
</tbody>
</table>

**Proposed Access Point(s):** Because this is a Special Use Limited request without a site plan or access conditions, proposed access points are unknown. However, the site currently has primary access from South Stratford Road.

**Trip Generation - Existing/Proposed:** Staff is unable to estimate the existing or proposed trip generation because there is no site plan.

**Sidewalks:** Sidewalk is located along South Stratford Road.

**Transit:** WSTA Route 103 runs along South Stratford Road.

**Connectivity:** The rear parking area of the site connects to the adjacent properties to the west and east.

**Analysis of Site Access and Transportation Information:** The site has frontage along South Stratford Road, which is served by transit and sidewalks. An inactive railroad runs along the opposite side of South Stratford Road.

A City driveway permit will be required for any change of use or redevelopment of the site.

## CONFORMITY TO PLANS AND PLANNING ISSUES

**Legacy 2030 Growth Management Area:** Growth Management Area 2 - Urban Neighborhoods

**Relevant Legacy 2030 Recommendations:**
- Promote well-designed development and redevelopment that creates a pleasing, healthy, livable, and sustainable community.
- Reduce the visual impact of large signs throughout the city and county.
- Ensure that the appearance of existing and new buildings, development patterns, and streetscapes contribute to the desired feel and identity of each town.

**Relevant Area Plan(s):** Southwest Winston-Salem Area Plan Update (2016)

**Area Plan Recommendations:**
- The area plan recommends commercial uses for the site.
- Commercial areas should be compact with limited access to major thoroughfares and should not promote strip development.
Site Located Along Growth Corridor? | The site is located along the South Stratford Road growth corridor, where urban form is recommended.
---|---
Site Located within Activity Center? | The site is not located within an 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 *Legacy 2030*? | Yes
---|---
Analysis of Conformity to Plans and Planning Issues | In 2007, the site was rezoned from HB to PB to allow for greater setback flexibility and a parking reduction. The proposed uses for this request are the PB uses which are also allowed in the GB district, excluding some uses that may not be practical or compatible at this location.

The GB district has a greater allowance for freestanding signage than the existing PB zoning. This request is consistent with the recommendation of the area plan and compatible with the existing commercial zonings in the general area.

<table>
<thead>
<tr>
<th>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive Aspects of Proposal</td>
<td>Negative Aspects of Proposal</td>
</tr>
<tr>
<td>The site is nearly surrounded by GB and HB properties and fronts along a growth corridor.</td>
<td>Without a Special Use request and a site plan, there is no specificity as it pertains to site design.</td>
</tr>
<tr>
<td>The proposed uses are only those allowed in both the existing and proposed districts, with some exclusions for practicality or compatibility.</td>
<td></td>
</tr>
<tr>
<td>The site is served by transit and sidewalks.</td>
<td></td>
</tr>
</tbody>
</table>

**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-3457
NOVEMBER 12, 2020

Desmond Corley presented the staff report.

Melynda asked if the petitioner would need to come into compliance with parking standards for the GB zoning district. Desmond stated that the parking standards were based on the size of the building, not the zoning district. Both districts allow for a 30 percent reduction in parking, so there would not be an issue whether it stayed PB or is changed to GB.

George asked staff if they felt there would be more rezoning cases in the future due to a desire for bigger signs, or if staff felt this was a one-time event. Desmond stated that he has not seen others come forward with the intent to rezone based on wanting larger signs. In this case, the surrounding commercial properties are similarly zoned and allow larger signs.

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, Brenda Smith
   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, Brenda Smith
AGAINST:  None
EXCUSED:  None

____________________________
Aaron King
Director of Planning and Development Services
DOCKET #: W3457

PROPOSED ZONING:
GB-L

EXISTING ZONING:
PB

PETITIONER:
Windsor Holding LLC (Windsor Jewelers)

SCALE: 1" represents 200'

STAFF: Roberts

GMA: 2

ACRES: 0.54

NEAREST BLDG: 16' west

MAP(S): 6815.04
USES ALLOWED IN THE EXISTING PB ZONING DISTRICT
City of Winston-Salem Jurisdiction

USES ALLOWED WITH A PERMIT FROM THE ZONING OFFICER (Z)

- Academic Biomedical Research Facility
- Academic Medical Center
- Adult Day Care Home
- Arts and Crafts Studio
- Banking and Financial Services
- Bed and Breakfast
- Boarding or Rooming House
- Building Contractors, General
- Car Wash
- Child Care, Drop-In
- Child Day Care, Small Home
- Church or Religious Institution, Community
- Church or Religious Institution, Neighborhood
- Club or Lodge
- College or University
- Combined Use
- Convenience Store
- Food or Drug Store
- Funeral Home
- Furniture and Home Furnishings Store
- Government Offices, Neighborhood Organization, or Post Office
- Habilitation Facility A
- Habilitation Facility B
- Habilitation Facility C
- Hospital or Health Center
- Hotel or Motel
- Institutional Vocational Training Facility
- Library, Public
- Micro-Brewery or Micro-Distillery
- Motor Vehicle, Rental and Leasing
- Motor Vehicle, Repair and Maintenance
- Motorcycle Dealer
- Museum or Art Gallery
- Nursing Care Institution
- Offices
- Park and Shuttle Lot
- Parking, Commercial
- Police or Fire Station
- Postal Processing Facility
- Recreation Facility, Public
- Recreation Services, Indoor
- Recreation Services, Outdoor
- Residential Building, Duplex
- Residential Building, Single Family
- Residential Building, Twin Home
- Restaurant (without drive-through service)
- Retail Store
- School, Vocational or Professional Services, A
- Services, B
- Shopping Center
- Shopping Center, Small
- Special Events Center
- Stadium, Coliseum, or Exhibition Building
- Swimming Pool, Private
- Terminal, Bus or Taxi
- Testing and Research Lab
- Theater, Indoor
- Transmission Tower (see use-specific standards in UDO ClearCode)
- Urban Agriculture
- Utilities
- Veterinary Services
- Warehousing

USES ALLOWED WITH REVIEW BY THE PLANNING BOARD (P)

- Adult Day Care Center
- Child Care Institution
- Child Care, Sick Children
- Child Day Care Center
- Family Group Home B
- Family Group Home C
- Group Care Facility A
- Life Care Community
- Residential Building, Multifamily
- Residential Building, Townhouse
- School, Private
- School, Public

USES ALLOWED WITH SPECIAL USE PERMIT FROM ZONING BOARD OF ADJUSTMENT (A)

- Helistop
- Transmission Tower

USES ALLOWED WITH SPECIAL USE PERMIT FROM ELECTED BODY (E)

- Access Easement, Private Off-Site
- Shelter for Homeless
- Storage Services, Retail

SUP not required if standards of Section 5.2.2A are met
USES ALLOWED UNDER PROPOSED “SERVICES, A”

SERVICES, A. An establishment primarily engaged in providing a service(s) to business and individuals. All merchandise and rental equipment is stored inside enclosed buildings. Services A includes the following list of uses (including SIC groups and all subcategories not elsewhere listed):

- 7212 Garment Pressing and Agents for Laundries and Drycleaners
- 7215 Coin-Operated Laundries and Cleaning
- 7216 Drycleaning Plants, Except Rug
- 7217 Carpet and Upholstery Cleaning
- 722 Photographic Studios, Portrait
- 723 Beauty Shops
- 724 Barber Shops
- 725 Shoe Repair and Shoeshine Parlors
- 729 Miscellaneous Personal Services
- 733 Mailing, Reproduction, Commercial Art and Photography
- 735 Equipment Rental and Leasing (only with inside storage of equipment)
- 737 Computer Programming, Data Processing and other Computer Related Services (Except Computer Programming, 7371; Prepackaged Software, 7372; and, Computer System Design, 7373)
- 738 Miscellaneous Business Services
- 762 Electrical Repair Shops
- 763 Watch, Clock, and Jewelry Repair
- 764 Reupholstery and Furniture Repair
- 7699 Uses from SIC 7699 primarily engaged in providing repair and other services to business and individuals, that by the nature of their operation have little impact on adjoining property due to noise, odor, vibration, and/or air or water pollution. All repair items and supplies are stored in enclosed buildings. These uses include repair of small or precision equipment, such as medical, dental laboratory or drafting equipment, and the repair of personal use property such as cameras, musical instruments, and bicycles, and other services, including locksmiths and custom picture framing.
USES ALLOWED UNDER PROPOSED “SERVICES, B”

SERVICES, B. An establishment primarily engaged in providing services to commercial and business establishments. Operations may include large scale facilities and storage of merchandise and equipment outside enclosed buildings. Services B includes the following list of uses (including SIC groups and all subcategories not elsewhere listed):

721 Laundry, Cleaning, and Garment Services Except those listed under Services A
7312 Outdoor Advertising Services
734 Services to Dwellings and Other Buildings
735 Equipment Rental and Leasing (with outside storage of equipment)
7623 Refrigeration Service and Repair
7692 Welding Repair
7694 Armature Rewinding Shops
7699 Establishments from SIC 7699 primarily engaged in providing repair and other services to businesses and to a lesser extent, individuals, that by the nature of their operation could impact adjoining property due to noise, odor, vibration, and/or air or water pollution. Uses include repair or servicing of large or heavy machinery, such as engines and appliances, and welding, blacksmith or gunsmith shops, and septic tank or sewer cleaning services, but not to include agriculture and farm equipment, industrial truck repair, and motorcycle repair.
November 3, 2020

Re: Windsor Holding Neighborhood Outreach Summary

526 S. Stratford Road

On October 18, 2020, Windsor Holding mailed or hand delivered 46 letters to property owners in the general area surrounding area (within 500 feet) informing them of the proposed rezoning. See letter dated October 16, 2020. The letter summarized the proposed rezoning, invited any questions or concerns and provided the address, email and phone number of the owner, Rob Simon, as well as the phone number for the Planning Department. As of the time and date this summary is submitted to you, no responses of any kind have been received.

Given public health concerns, no neighborhood meeting or door-to-door communication was undertaken.
Dear Neighbors,

As owner of Windsor Jewelers, I wanted to let neighbors know that we are requesting a change in the zoning status of our property located at 526 S. Stratford Road and give you the opportunity to ask any questions or raise any concerns. Please know that no change is planned for the buildings, operations or possible uses on the property. The reason for the change is to allow us to replace our existing sign on Stratford Road with a new but significantly smaller sign that will conform to the City's sign ordinance effective in 2022.

The details may seem complicated but, in sum, the property is currently zoned PB (Pedestrian Business). The proposed new zoning is GB (General Business). Most properties along this part of Stratford Road are zoned GB or HB (Highway Business). Windsor Jewelers' current sign, under the sign ordinance effective in 2022, is too large for any of these zoning districts. PB, our current zoning, will in 2022 only permit a small sign that would be extremely hard to see on Stratford Road, likely visible from only one direction, and smaller than allowed on neighboring properties. Under GB zoning, Windsor would be allowed a sign consistent with neighboring properties but approximately half the size of the existing sign. The purpose behind the request for GB zoning is to have an appropriately visible sign on Stratford Road.

GB zoning allows more uses than PB zoning. To ensure that nothing more intense or significantly different than already allowed on the property might occur, Windsor has applied for Special Use-Limited District Zoning. This allows us to eliminate GB uses not allowed under existing PB zoning. The intent is to make permitted uses of the property as close to current PB uses as possible. Again, the intended purpose for rezoning is to allow for a moderate-sized sign than would otherwise be allowed in 2022, about half the size of the existing sign.

We are delighted to have been your neighbor for 26 years, and look forward to many more. If you have questions or concerns about the rezoning or what is intended please do not hesitate to contact me directly. Or feel free to contact the Planning Department at 336-727-8000. This would most likely be voted on by the City Council in January.

Respectfully yours,

Rob Simon
robert@windor-jewelers.com 336-721-1768