<table>
<thead>
<tr>
<th>DATE:</th>
<th>April 26, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>TO:</td>
<td>The Honorable Mayor and City Council</td>
</tr>
<tr>
<td>FROM:</td>
<td>Chris Murphy, AICP/CZO, Director of Planning and Development Services</td>
</tr>
</tbody>
</table>

**COUNCIL ACTION REQUEST:**

Request for Public Hearing on zoning petition of Stratford 285, LLC

**SUMMARY OF INFORMATION:**

Public hearing and consideration of zoning petition of Stratford 285, LLC from HB to PB: property is located at the southeast intersection of South Stratford Road and Oakwood Drive. (Zoning Docket W-3570)

**PLANNING BOARD ACTION:**

- **MOTION ON PETITION:** APPROVAL
- **FOR:** UNANIMOUS
- **AGAINST:** NONE
- **SITE PLAN ACTION:** NOT REQUIRED
AN ORDINANCE AMENDING THE WINSTON-SALEM CITY ZONING ORDINANCE AND THE OFFICIAL ZONING MAP OF THE CITY OF WINSTON-SALEM, N.C.

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 HB to PB the zoning classification of the following described property:

PINs 6825-14-4601 and 6825-14-2565

Section 2. This ordinance shall become effective upon adoption.
## CITY-COUNTY PLANNING BOARD
### STAFF REPORT

### PETITION INFORMATION

<table>
<thead>
<tr>
<th>Docket</th>
<th>W-3570</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>Yolanda Price</td>
</tr>
<tr>
<td>Petitioner(s)</td>
<td>John-Lewis Godfrey/Hubbard Commercial LLC</td>
</tr>
<tr>
<td>Owner(s)</td>
<td>Same</td>
</tr>
<tr>
<td>Subject Property</td>
<td>PINs 6825-14-2565 and 6825-14-4601</td>
</tr>
<tr>
<td>Address</td>
<td>285 South Stratford Road and 289 South Stratford Road</td>
</tr>
<tr>
<td>Type of Request</td>
<td>General Use Rezoning</td>
</tr>
<tr>
<td>Proposal</td>
<td>The petitioner is requesting to amend the Official Zoning Map for the subject property from HB (Highway Business) to PB (Pedestrian Business).</td>
</tr>
</tbody>
</table>

**NOTE:** General, Special Use Limited, and Special Use zoning were discussed with the petitioner(s), who decided to pursue the rezoning as presented. With a General Use request, all uses in the district must be considered.

<table>
<thead>
<tr>
<th>Neighborhood Contact/Meeting</th>
<th>A summary of the petitioner’s neighborhood outreach is attached.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoning District Purpose Statement</td>
<td>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.</td>
</tr>
<tr>
<td>Rezoning Consideration from Section 3.2.19 A 16</td>
<td><strong>Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</strong> Yes, the site is located within the Urban Growth Management Area (GMA 2) and is located along a major thoroughfare. The site is served by sidewalks, public utilities, and is located near many commercial developments.</td>
</tr>
</tbody>
</table>

### GENERAL SITE INFORMATION

<table>
<thead>
<tr>
<th>Location</th>
<th>Southeast intersection of Oakwood Drive and South Stratford Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jurisdiction</td>
<td>Winston-Salem</td>
</tr>
<tr>
<td>Ward(s)</td>
<td>Southwest</td>
</tr>
<tr>
<td>Ward(s) July 2023</td>
<td>Southwest</td>
</tr>
</tbody>
</table>
### Site Acreage

| ± .55 acres |

### Current Land Use

The site has two existing commercial buildings currently on it.

### Surrounding Property Zoning and Use

<table>
<thead>
<tr>
<th>Direction</th>
<th>Zoning District</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>GB</td>
<td>Shopping Center</td>
</tr>
<tr>
<td>South</td>
<td>PB-L and RM18</td>
<td>Offices and Apartments</td>
</tr>
<tr>
<td>East</td>
<td>HB</td>
<td>Retail and Offices</td>
</tr>
<tr>
<td>West</td>
<td>GB</td>
<td>Retail and Offices</td>
</tr>
</tbody>
</table>

### 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 South Stratford Road.

### Physical Characteristics

This flat site is currently developed with an existing parking area and two commercial buildings.

### Proximity to Water and Sewer

The site has access to public water and sewer.

### 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

This site is currently developed with a pair of commercial buildings surrounded by parking area. The site has access to public water and sewer and no stormwater issues exist on-site. No significant development constraints exist.

### 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-3491</td>
<td>LB to PB-L</td>
<td>Approved 09/07/2021</td>
<td>South</td>
<td>0.35</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>Major Thoroughfare</td>
<td>291 feet</td>
<td>17,500</td>
<td>38,100</td>
</tr>
<tr>
<td>Oakwood Drive</td>
<td>Local Street</td>
<td>33 feet</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Proposed Access Point(s)

Since this is a General Use request, the exact location of future access points is unknown. The site does have public road frontage and has current access to both South Stratford Road and Oakwood Drive.

### Trip Generation - Existing/Proposed

- **Existing Zoning – HB**
  - 688 sf Convenience Market Building/1000 sf x 362.2 (trip rate) = 249.2 trips per day.
  - 8,334 sf Office Building/1000 sf x 11.01 (trip rate) = 91.8 trips per day.
<table>
<thead>
<tr>
<th>Sidewalks</th>
<th>Sidewalks currently exist on both side of South Stratford Road and Oakwood Drive.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit</td>
<td>WSTA Routes 103 and 95 both serve Thruway Shopping Center, located directly across South Stratford Road from the subject property.</td>
</tr>
<tr>
<td>Analysis of Site Access and Transportation Information</td>
<td>Since this is a general use request, it is difficult to estimate any impacts to the transportation network. However, the current site has multiple access points on South Stratford Road and Oakwood Drive and future trip generation should be comparable to what could be expected under existing HB zoning.</td>
</tr>
</tbody>
</table>

### CONFORMITY TO PLANS AND PLANNING ISSUES

<table>
<thead>
<tr>
<th>Legacy 2030 Growth Management Area</th>
<th>Growth Management Area 2 – Urban Neighborhoods</th>
</tr>
</thead>
</table>
| Relevant Legacy 2030 Recommendations | • Encourage reuse of vacant and underutilized commercial and industrial sites.  
• Promote new, convenient, commercial, and business services to support neighborhood needs. |
| Relevant Area Plan(s) | Southwest Winston-Salem Area Plan Update (2016) |
| Area Plan Recommendations | • The property is shown on the Proposed Land Use Map for Mixed-Use Development  
• The property is within the boundaries of the Thruway Activity Center. Recommendations for this area include making sure new development and redevelopment here has a pedestrian orientation. |
| Site Located Along Growth Corridor? | The site is not located along a growth corridor. |
| Site Located within Activity Center? | The site is located within the Thruway Activity Center. |
| Comprehensive Transportation Plan Information | The 2045 CTP recommends this portion of South Stratford Road be updated to modern standards. These updates could include revising lane and shoulder width, intersection improvements, realignments, and complete street accommodations. |
| Rezoning Consideration from Section 3.2.19 A 16 | Have changing conditions substantially affected the area in the petition?  
No  
Is the requested action in conformance with Legacy 2030? |
Analysis of Conformity to Plans and Planning Issues

The request is consistent with the recommendations of Legacy and the Southwest Winston-Salem Area Plan Update.

This request would revitalize an underutilized commercial site and provide opportunities for business services that cater to the needs of the local community. This site is easily accessible to surrounding neighborhoods.

CONCLUSIONS TO ASSIST WITH RECOMMENDATION

<table>
<thead>
<tr>
<th>Positive Aspects of Proposal</th>
<th>Negative Aspects of Proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>The request would encourage redevelopment and reuse of an existing commercial site.</td>
<td>As this is a General Use request, the actual uses and design proposed for the site are not known at this time.</td>
</tr>
<tr>
<td>The request is consistent with the area plan and Legacy recommendations to allow a mixture of land uses in the serviceable land area.</td>
<td></td>
</tr>
<tr>
<td>The site has no significant development constraints.</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.
Marc Allred 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, Salvador Patiño, Brenda Smith
  AGAINST: None
  EXCUSED: None

MOTION: Clarence Lambe recommended approval of the ordinance amendment.
SECOND: Jason Grubbs
VOTE:
  FOR: George Bryan, Walter Farabee, Jason Grubbs, Clarence Lambe, Chris Leak, Salvador Patiño, Brenda Smith
  AGAINST: None
  EXCUSED: None

Chris Murphy, AICP/CZO
Director of Planning and Development Services
DOCKET #: W-3570

PROPOSED ZONING: PB

EXISTING ZONING: HB

PETITIONER: Stratford 285, LLC

SCALE: 1" represents 200'

STAFF: Price

GMA: 2

ACRES: 0.55

NEAREST BLDG: 22' northeast

MAP(S): 6825.03
Southwest Winston-Salem Area Plan Update, 2016

(Proposed land uses shown are generalized. See area plan for specific recommendations.)

Proposed Land Use
- Large-Lot Residential (over 5 Ac)
- Single-Family Residential (0-8 DU/AC)
- Low-Density Attached Residential (0-8 DU/AC)
- Intermediate-Density Residential (8.1-18 DU/AC)
- High-Density Residential (over 18 DU/AC)
- Office
- Office/Low-Intensity Commercial
- Commercial
- Mixed-Use Development
- Institutional
- Park
- Open space
- Utilities

Proposed Growth Corridor
- Urban/Suburban Form - Single-Family Residential
- Urban Form - Commercial/Office/Multifamily

Residential Opportunity Areas
- Intermediate-Density Residential (8.1-18 DU/AC)

Mixed-Use Areas

W-3570 Area Plan Recommendations

Case W-3570
USES ALLOWED IN THE 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
- Cottage Court
- 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 Internal

SUP not required if standards of Section 5.2.2A are met
USES ALLOWED IN THE EXISTING HB ZONING DISTRICT
City of Winston-Salem Jurisdiction

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

- Academic Biomedical Research Facility
- Academic Medical Center
- Animal Shelter, Public
- Arts and Crafts Studio
- Banking and Financial Services
- Bed and Breakfast
- Boarding or Rooming House
- Building Contractors, General
- Building Materials Supply
- Car Wash
- Cemetery
- Child Care, Drop-In
- Church or Religious Institution, Community
- Church or Religious Institution, Neighborhood
- Club or Lodge
- College or University
- Convenience Store
- Food or Drug Store
- Fuel Dealer
- Funeral Home
- Furniture and Home Furnishings Store
- Golf Course
- 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
- Kennel, Indoor
- Library, Public
- Micro-Brewery or Micro-Distillery
- Motor Vehicle, Body or Paint Shop
- Motor Vehicle, Rental and Leasing
- Motor Vehicle, Repair and Maintenance
- Motor Vehicle, Storage Yard
- Motorcycle Dealer
- Museum or Art Gallery
- Nursery, Lawn and Garden Supply Store, Retail
- Offices
- Outdoor Display Retail
- Park and Shuttle Lot
- Parking, Commercial
- Police or Fire Station
- Recreation Facility, Public
- Recreation Services, Indoor
- Recreation Services, Outdoor
- Recreational Vehicle Park
- Restaurant (with drive-through service)
- Restaurant (without drive-through service)
- Retail Store
- School, Vocational or Professional Services, A
- Services, B
- Shopping Center
- Shopping Center, Small
- Signs, Off-Premises
- Special Events Center
- Stadium, Coliseum, or Exhibition Building
- Storage Services, Retail
- Terminal, Bus or Taxi
- Testing and Research Lab
- Theater, Drive-In
- Theater, Indoor
- Transmission Tower
- Urban Agriculture
- Utilities
- Veterinary Services
- Warehousing

USES ALLOWED WITH REVIEW BY THE PLANNING BOARD (P)

- Adult Day Care Center
- Child Care, Sick Children
- Child Day Care Center
- Landfill, Construction and Demolition
- Landfill, Land Clearing/Inert Debris
- Residential Building, Multifamily
- Residential Building, Townhouse
- School, Private
- School, Public

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

- Borrow Site
- Dirt Storage
- Helistop

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

- Access Easement, Private Off-Site
- Entertainment Facility, Large
- Correctional Institution
USES ALLOWED IN THE EXISTING HB ZONING DISTRICT
City of Winston-Salem Jurisdiction

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.
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.
In our community outreach efforts, Hubbard Commercial researched all business and residential owners within a 500 ft radius. We, the managing agent for owner, created a letter to alert all owners within the 500 ft radius of our request to rezone the parcel at 289 S. Stratford Road. We provided the requested zoning to accommodate the use and our information should the owners have any questions. Additionally attached is the notice sent to all owners and the addresses for those owners.

Thank you,
Cassie Taylor
April 3, 2023

To Whom It May Concern,

We hope this notice finds you well. We are the owners of the parcel off of Oakwood Drive at 289 South Stratford Road. We have requested this parcel to be rezoned from Highway Business to Pedestrian Business to accommodate a potential use. City of Winston-Salem Planning Department requires us to notify surrounding property owners as part of the Neighborhood Outreach Disclaimer requirement. Please let us know if you have any questions or concerns about this general use rezoning.

Kind regards,

[Signature]
Cassie Taylor
Hubbard Commercial
COVINGTON FAMILY PROPERTIES INC
1638 FUNNY CIDE DRIVE
WAXHAW NC 28173

ARDMORE CLOVERDALE LLC
1243 RESTORATION DRIVE
WAXHAW NC 28173

FRC COMMERCIAL LLC
854 WEST FIFTH ST
WINSTON SALEM NC 27101

S & R Properties Of W-S Llc
2521 Bitting RD
Winston-Salem NC 27104

BREEDLOVE MICHAEL TODD
210 Spring Lake Ct
Lexington NC 27295

ARDMORE TERRACE INC
PO BOX 450233
ATLANTA GA 31145

Hurst - Davis Building LLC
2849 Silas Ridge RD
WINSTON-SALEM NC 27106

Highland Presbyterian Church Winston-salem North Carolina Presbyterian Church
2380 Cloverdale AVE
Winston-Salem NC 27103

Taylor Investment Properties LLC
110 Oakwood DR STE 530
Winston Salem NC 27103

Highland Pres Ch Usa Of Ws
200 Magnolia ST
Winston-Salem NC 27103