DOCKET #: W3167

PROPOSED ZONING: GB

EXISTING ZONING: HB and LI

PETITIONER: Goodwill Industries of Northwest NC Inc for property owned by Same

SCALE: 1" represents 200'

STAFF: Roberts

GMA: 2

ACRES: 1.3

NEAREST BLDG: 8' northwest

MAP(S): 630846, 636846
February 20, 2013

Goodwill Industries of Northwest North Carolina, Inc.
2701 University Parkway
Winston-Salem, NC 27105

Re: Zoning Map Amendment W-3167

Dear Mr. Haymore:

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 Secretary’s Office of the date on which the Council will hear this petition.

Sincerely,

[Signature]

A. Paul Norby, FAICP
Director of Planning

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

**DATE:** February 20, 2013  
**TO:** The Honorable Mayor and City Council  
**FROM:** A. Paul Norby, FAICP, Director of Planning

### COUNCIL ACTION REQUEST:

Request for Public Hearing on zoning map amendment of Goodwill Industries of Northwest North Carolina, Inc.

### SUMMARY OF INFORMATION:

Zoning map amendment of Goodwill Industries of Northwest North Carolina, Inc. from HB & LI to GB (General Business District): property is located on the northwest corner of Waughtown Street and Haled Street (Zoning Docket W-3167).

### PLANNING BOARD ACTION:

**MOTION ON PETITION:** APPROVAL  
**FOR:** WESLEY CURTIS, ARNOLD KING, CLARENCE LAMBE, DARRYL LITTLE, BARRY LYONS, LYNNE MITCHELL, PAUL MULLICAN, BRENDA SMITH, ALLAN YOUNGER  
**AGAINST:** NONE  
**SITE PLAN ACTION:** NOT REQUIRED
CITY ORDINANCE - GENERAL USE

Zoning Petition of Goodwill Industries of Northwest North Carolina, Inc., Docket W-3167

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 and LI to GB (General Business District) the zoning classification of the following described property:

PIN #6834-67-6296

Section 2. This ordinance shall become effective upon adoption.
**PETITION INFORMATION**

<table>
<thead>
<tr>
<th>Docket #</th>
<th>W-3167</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>Gary Roberts, Jr., AICP</td>
</tr>
<tr>
<td>Petitioner(s)</td>
<td>Goodwill Industries of Northwest North Carolina Inc.</td>
</tr>
<tr>
<td>Owner(s)</td>
<td>Same</td>
</tr>
<tr>
<td>Subject Property</td>
<td>PIN #6834-67-6296</td>
</tr>
<tr>
<td>Address</td>
<td>536 Waughtown Street</td>
</tr>
<tr>
<td>Type of Request</td>
<td>General use rezoning from HB &amp; LI to GB</td>
</tr>
<tr>
<td>Proposal</td>
<td>The petitioner is requesting to amend the Official Zoning Maps for the subject property <strong>from</strong> HB (Highway Business District) and LI (Limited Industrial District) <strong>to</strong> GB (General Business District). <strong>NOTE:</strong> General, special use limited, and special use district zoning were discussed with the petitioner(s) who decided to pursue the rezoning as presented. With a general use, all uses in the District must be considered.</td>
</tr>
<tr>
<td>Neighborhood Contact/Meeting</td>
<td>The application indicates that no neighborhood meeting has been held.</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 uses located along thoroughfares in areas which have developed with minimal front setbacks. However, 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 (Growth Management Areas) 1 (City/Town Centers), 2 (Urban Neighborhoods), and 3 (Suburban Neighborhoods) and Metro Activity Centers.</td>
</tr>
<tr>
<td>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</td>
<td>(R)(I) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)? Yes, the site is located within GMA 2, adjacent to other GB zoning and it is located in an area containing a mixture of uses with minimal front setbacks.</td>
</tr>
</tbody>
</table>

**GENERAL SITE INFORMATION**

<table>
<thead>
<tr>
<th>Location</th>
<th>Northwest corner of Waughtown Street and Haled Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jurisdiction</td>
<td>City of Winston-Salem</td>
</tr>
<tr>
<td>Ward(s)</td>
<td>Southeast</td>
</tr>
<tr>
<td>Site Acreage</td>
<td>±1.3 acres</td>
</tr>
<tr>
<td>Current Land Use</td>
<td>The site is currently undeveloped; however, an auto repair business was previously located on the site until 2012.</td>
</tr>
<tr>
<td>------------------</td>
<td>---------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Surrounding Property Zoning and Use</strong></td>
<td><strong>Direction</strong></td>
</tr>
<tr>
<td>North</td>
<td>GB</td>
</tr>
<tr>
<td>East</td>
<td>GI</td>
</tr>
<tr>
<td>South</td>
<td>LI</td>
</tr>
<tr>
<td>West</td>
<td>GB</td>
</tr>
<tr>
<td><strong>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</strong></td>
<td>(R)(2) - Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?</td>
</tr>
<tr>
<td>Yes, the proposed GB District uses are compatible with the adjacent LI, GI, and GB District uses.</td>
<td></td>
</tr>
<tr>
<td><strong>Physical Characteristics</strong></td>
<td>The site has a gentle slope downward toward the west.</td>
</tr>
<tr>
<td><strong>Proximity to Water and Sewer</strong></td>
<td>The site has access to public water and sewer.</td>
</tr>
<tr>
<td><strong>Stormwater/Drainage</strong></td>
<td>No known issues.</td>
</tr>
<tr>
<td><strong>Watershed and Overlay Districts</strong></td>
<td>The site is not located within a water supply watershed.</td>
</tr>
<tr>
<td><strong>Analysis of General Site Information</strong></td>
<td>The site includes no regulatory floodplains, steep slopes, or watersheds and appears to be suitable for development within the proposed GB district.</td>
</tr>
</tbody>
</table>

| **SITE ACCESS AND TRANSPORTATION INFORMATION** |  |
|-----------------|------------------|-----------------|-------------------|-----------------|
| **Street Name** | **Classification** | **Frontage** | **ADT Count** | **Capacity/LOS D** |
| Waughtown Street | Major Thoroughfare | 323’ | 5,300 | 26,900 |
| Haled Street    | Local Street     | 307’ | NA   | NA   |
| **Proposed Access Point(s)** | Because this is a general use request with no site plan, the exact location of access points is unknown. The vehicular access to the site is currently from both Waughtown Street and Haled Street. |
| **Trip Generation - Existing/Proposed** | No Trip Generation is available for either the existing or the proposed general use zoning districts which have no site plan. |
| **Sidewalks** | Sidewalks are located along both sides of Waughtown Street. |
| **Transit** | Route 29 runs along Sprague Street located approximately 800’ to the south. |
| **Analysis of Site Access and Transportation Information** | The site is located on a major thoroughfare which has sidewalks and staff does not anticipate any negative transportation impacts from this request. |

**CONFORMITY TO PLANS AND PLANNING ISSUES**

- **Legacy GMA** | Growth Management Area 2 – Urban Neighborhoods |
- **Relevant Legacy Recommendations** | Promote quality design so that infill does not negatively impact surrounding development. |
- Promote new, convenient commercial and business services to support neighborhood needs.

**Relevant Area Plan(s)**  
*South Central Winston-Salem Area Plan (2003)*

**Area Plan Recommendations**  
- The site is located in an area designated in the Area Plan as a Special Land Use Condition Area which could be redeveloped with commercial and other uses including multifamily use and also is a potential expansion area for the University of North Carolina School of the Arts. Comprehensive redevelopment is encouraged, not lot-by-lot conversions. Focus high traffic and intense uses along Waughtown Street. Orient buildings to the street, locating parking and service areas away from residential uses and providing landscaping along street frontages. No drive-through restaurants, mini-storage facilities, or motor vehicle repair or storage uses are recommended.

**Addressing**  
There are no addressing or street naming concerns.

(R)(3) - Have changing conditions substantially affected the area in the petition?

No

(R)(4) - Is the requested action in conformance with *Legacy*?

Yes

**Analysis of Conformity to Plans and Planning Issues**

The request is to rezone the subject property from HB and LI to GB. The site is currently undeveloped.

The *South Central Winston-Salem Area Plan* identifies this site as being within a Special Land Use Condition Area which could be redeveloped with a mixture of commercial and multifamily uses. Other recommendations include: comprehensive redevelopment over a lot-by-lot approach; focusing high traffic and intense uses along Waughtown Street; orienting buildings to the street, and locating parking and service areas away from residential uses. Drive-through restaurants, mini-storage facilities, and motor vehicle repair or storage uses are not recommended. The proposed GB District with its mixture of permitted uses, parking reductions and absence of building setbacks is a more suitable zoning district to achieve these goals than the existing HB and LI Districts.

As noted below in the Relevant Zoning Histories section, a 3.62 acre assemblage of LI and HB zoned property directly west of the subject property was rezoned to GB in 2012. Goodwill Industries also owns that site which is presently being developed with a new retail store, transportation storage area, and workforce development facility.

### 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-3136</td>
<td>HB &amp; LI to GB</td>
<td>Approved 5-7-12</td>
<td>Directly west</td>
<td>3.62</td>
<td>Approval</td>
</tr>
</tbody>
</table>

**W-3167 February 2013**  
3
<table>
<thead>
<tr>
<th>Positive Aspects of Proposal</th>
<th>Negative Aspects of Proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>The GB District is more consistent with the recommendations of the area plan than the existing LI and HB Districts.</td>
<td>Without a special use rezoning site plan, compliance with all area plan recommendations cannot be ensured.</td>
</tr>
<tr>
<td>The request may facilitate the reuse and/or redevelopment of the site.</td>
<td></td>
</tr>
<tr>
<td>The request is generally consistent with the development pattern of the surrounding area.</td>
<td></td>
</tr>
<tr>
<td>The request is consistent with the purpose statement of the proposed GB district.</td>
<td></td>
</tr>
</tbody>
</table>

**STAFF RECOMMENDATION:** Approval

**NOTE:** These are **staff comments** only; **final recommendations** on projects are made by the City-County Planning Board, with **final decisions** being made by the appropriate Elected Body, who may approve, deny, table or request modification for any project. **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.**
PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Clarence Lambe
SECOND: Paul Mullican
VOTE:
   FOR: Wesley Curtis, Arnold King, Clarence Lambe, Darryl Little, Barry Lyons, Lynne Mitchell, Paul Mullican, Brenda Smith, Allan Younger
   AGAINST: None
   EXCUSED: None

A. Paul Norby, FAICP
Director of Planning
DOCKET #: W3187

PROPOSED ZONING:
GB

EXISTING ZONING:
HB and LI

PETITIONER:
Goodwill Industries of Northwest NC Inc for property owned by Same

SCALE: 1" represents 300'

STAFF: Roberts

GMA: 2

ACRES: 1.3

NEAREST BLDG: 8' northwest

MAP(S): 630846, 638846
EXISTING LI USES ALLOWED
City of Winston-Salem Jurisdiction Only

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
Building Contractors, General
Building Contractors, Heavy
Building Materials Supply
Child Care, Drop-In
Church or Religious Institution, Community
Church or Religious Institution, Neighborhood
College or University
Fish Hatchery
Fuel Dealer
Government Offices, Neighborhood Organization, or Post Office
Hospital or Health Center
Kennel, Indoor
Manufacturing A
Manufacturing B
Motor Vehicle, Body or Paint Shop
Motor Vehicle, Rental and Leasing
Motor Vehicle, Repair and Maintenance
Motor Vehicle, Storage Yard
Offices
Park and Shuttle Lot
Parking, Commercial
Police or Fire Station
Postal Processing Facility
Recreation Facility, Public
Recreation Services, Indoor
Recycling Center
School, Vocational or Professional
Services A
Services B
Signs, Off-Premises
Storage Services, Retail
Terminal, Bus or Taxi
Testing and Research Lab
Utilities
EXISTING LI USES ALLOWED
City of Winston-Salem Jurisdiction Only

Warehousing
Wholesale Trade A
Wholesale Trade B

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
Transmission Tower

USES ALLOWED WITH SPECIAL USE PERMIT FROM ZONING BOARD OF ADJUSTMENT (A)
Borrow Site
Dirt Storage
Helistop
Landfill, Sanitary
Solid Waste Transfer Station

USES ALLOWED WITH SPECIAL USE PERMIT FROM ELECTED BODY (E)
Access Easement, Private Off-Site
Shelter for Homeless
EXISTING HB USES ALLOWED
City of Winston-Salem Jurisdiction Only

Restaurant (with drive-through service)
Restaurant (without drive-through service)
Retail Store
School, Vocational or Professional Services
Services A
Services B
Shopping Center
Signs, Off-Premises
Stadium, Coliseum, or Exhibition Building
Storage and Salvage Yard
Storage Services, Retail
Terminal, Bus or Taxi
Testing and Research Lab
Theater, Drive-In
Theater, Indoor
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
Habilitation Facility C
Landfill, Construction and Demolition
Landfill, Land Clearing/Inert Debris
School, Private
School, Public
Transmission Tower

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
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
Correctional Institution
Food or Drug Store
Fuel Dealer
Funeral Home
Furniture and Home Furnishings Store
Golf Course
Government Offices, Neighborhood Organization, or Post Office
Hospital or Health Center
Hotel or Motel
Institutional Vocational Training Facility
Kennel, Indoor
Library, Public
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

Uses Allowed in HB

Revised 3/17/2011
USES ALLOWED WITH A PERMIT FROM THE ZONING OFFICER (Z)

Academic Biomedical Research Facility
Academic Medical Center
Adult Establishment
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
Combined Use
Convenience Store
Correctional Institution
Food or Drug Store
Fraternity or Sorority
Fuel Dealer
Funeral Home
Furniture and Home Furnishings Store
Government Offices, Neighborhood Organization, or Post Office
Hospital or Health Center
Hotel or Motel
Institutional Vocational Training Facility
Kennel, Indoor
Library, Public
Manufacturing A
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
PROPOSED GB USES ALLOWED
City of Winston-Salem Jurisdiction Only

Nursery, Lawn and Garden Supply Store, Retail
Nursing Care Institution
Offices
Outdoor Display Retail
Park and Shuttle Lot
Parking, Commercial
Police or Fire Station
Recreation Facility, Public
Recreation Services, Indoor
Recreation Services, Outdoor
Restaurant (with drive-through service)
Restaurant (without drive-through service)
Retail Store
School, Vocational or Professional
Services A
Services B
Shopping Center
Stadium, Coliseum, or Exhibition Building
Storage Services, Retail
Swimming Pool, Private
Terminal, Bus or Taxi
Testing and Research Lab
Theater, Indoor
Utilities
Veterinary Services
Warehousing
Wholesale Trade A

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
Group Care Facility B
Habilitation Facility C
Landfill, Construction and Demolition
PROPOSED GB USES ALLOWED
City of Winston-Salem Jurisdiction Only

Landfill, Land Clearing/Inert Debris
Life Care Community
Residential Building, Multifamily
Residential Building, Townhouse
School, Private
School, Public
Transmission Tower

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
Shelter for Homeless
USES ALLOWED UNDER “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 “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.
The proposed zoning map amendment from HB (Highway Business) & LI (Limited Industrial) to GB (General Business) is consistent with the Legacy Comprehensive Plan, and generally consistent with the South Central Winston-Salem Area Plan (2003) and is reasonable and in the public interest because:

1. The GB District is more consistent with the recommendations of the area plan than the existing LI and HB Districts;

2. The request may facilitate the reuse and/or redevelopment of the site;

3. The request is generally consistent with the redevelopment pattern of the surrounding area; and

4. The request is consistent with the purpose statement of the GB District.
DENIAL
STATEMENT OF CONSISTENCY WITH COMPREHENSIVE PLAN
W-3167
(GOODWILL INDUSTRIES OF NORTHWEST NORTH CAROLINA, INC.)

Although the proposed zoning map amendment from HB (Highway Business) & LI (Limited Industrial) to GB (General Business) is consistent with the Legacy Comprehensive Plan, and generally consistent with the South Central Winston-Salem Area Plan (2003), approval of the same is not reasonable and in the public interest because there is no basis upon which to ensure compliance with the area plan recommendations in the absence of a site plan.