Dear Mr. Fitzgerald:

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,

A. Paul Norby, FAICP
Director of Planning and Development Services

pc: City Secretary’s Office, P.O. Box 2511, Winston-Salem, NC 27102
Doug Stimmel, Stimmel Associates, PA, 601 North Trade St, Suite 200, Winston-Salem, NC 27101
**ACTION REQUEST FORM**

**DATE:** October 22, 2014  
**TO:** The Honorable Mayor and City Council  
**FROM:** A. Paul Norby, FAICP, Director of Planning and Development Services

**COUNCIL ACTION REQUEST:**

Request for Public Hearing on zoning petition of Quinter, Inc.

**SUMMARY OF INFORMATION:**

Zoning petition of Quinter, Inc. from HB and RS9 to GB-L (Arts and Crafts Studio; Building Materials Supply; Convenience Store; Food or Drug Store; Furniture and Home Furnishings Store; Motorcycle Dealer; Nursery, Lawn and Garden Supply Store, Retail; Restaurant (with drive-through service); Restaurant (without drive-through service); Retail Store; Shopping Center; Wholesale Trade A; Banking and Financial Services; Building Contractors, General; Car Wash; Funeral Home; Hotel or Motel; Kennel, Indoor; Offices; Services A; Services B; Storage Services, Retail; Testing and Research Lab; Veterinary Services; Warehousing; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Theater, Indoor; Academic Biomedical Research Facility; Academic Medical Center; 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; Government Offices, Neighborhood Organization, or Post Office; Hospital or Health Center; Institutional Vocational Training Facility; Library, Public; Museum or Art Gallery; Police or Fire Station; School, Private; School, Public; School, Vocational or Professional; Manufacturing A; Park and Shuttle Lot; Parking, Commercial; Transmission Tower; and Utilities): property is located on the northwest side of Stratford Road, between Ricks Drive and Mission Road (Zoning Docket W-3243).

**PLANNING BOARD ACTION:**

**MOTION ON PETITION:** APPROVAL  
**FOR:** UNANIMOUS  
**AGAINST:** NONE  
**SITE PLAN ACTION:** NOT REQUIRED
CITY ORDINANCE - SPECIAL USE LIMITED DISTRICT

Zoning Petition of Quinter, Inc., Docket W-3243

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 RS9 to GB-L
(Arts and Crafts Studio; Building Materials Supply; Convenience Store; Food or Drug Store;
Furniture and Home Furnishings Store; Motorcycle Dealer; Nursery, Lawn and Garden Supply
Store, Retail; Restaurant (with drive-through service); Restaurant (without drive-through
service); Retail Store; Shopping Center; Wholesale Trade A; Banking and Financial Services;
Building Contractors, General; Car Wash; Funeral Home; Hotel or Motel; Kennel, Indoor;
Offices; Services A; Services B; Storage Services, Retail; Testing and Research Lab; Veterinary
Services; Warehousing; Recreation Facility, Public; Recreation Services, Indoor; Recreation
Services, Outdoor; Theater, Indoor; Academic Biomedical Research Facility; Academic Medical
Center; 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; Government Offices, Neighborhood
Organization, or Post Office; Hospital or Health Center; Institutional Vocational Training
Facility; Library, Public; Museum or Art Gallery; Police or Fire Station; School, Private; School,
Public; School, Vocational or Professional; Manufacturing A; Park and Shuttle Lot; Parking,
Commercial; Transmission Tower; and Utilities) the zoning classification of the following
described property:

PIN #6815-82-0601
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 Quinter, Inc.

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 known as Quinter, Inc. 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.
CITY - SPECIAL USE LIMITED DISTRICT PERMIT

SPECIAL USE LIMITED DISTRICT PERMIT

Issued by the City Council

of the City of Winston-Salem

The City Council of the City of Winston-Salem issues a Special Use Limited District Permit for the zoning petition of Quinter, Inc., (Zoning Docket W-3243). The site shall be developed in accordance with the conditions approved by the Board and the following uses: Arts and Crafts Studio; Building Materials Supply; Convenience Store; Food or Drug Store; Furniture and Home Furnishings Store; Motorcycle Dealer; Nursery, Lawn and Garden Supply Store; Retail; Restaurant (with drive-through service); Restaurant (without drive-through service); Retail Store; Shopping Center; Wholesale Trade A; Banking and Financial Services; Building Contractors, General; Car Wash; Funeral Home; Hotel or Motel; Kennel, Indoor; Offices; Services A; Services B; Storage Services, Retail; Testing and Research Lab; Veterinary Services; Warehousing; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Theater, Indoor; Academic Biomedical Research Facility; Academic Medical Center; 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; Government Offices, Neighborhood Organization, or Post Office; Hospital or Health Center; Institutional Vocational Training Facility; Library, Public; Museum or Art Gallery; Police or Fire Station; School, Private; School, Public; School, Vocational or Professional; Manufacturing A; Park and Shuttle Lot; Parking, Commercial; Transmission Tower; and Utilities, 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, and the following additional conditions be met:
• **OTHER REQUIREMENTS:**
  a. **Streetyard:** If required, a uniform streetyard consisting of like species of shrubs and large variety trees shall be provided along Stratford Road as provided by the adjacent Hanestown Village development.
  b. **Signage:** Existing signage shall remain for existing tenant. If a new tenant occupies the subject property, signage shall be limited to one freestanding monument sign with a maximum height of six (6) feet and a maximum copy area of thirty-six (36) square feet with removal of the existing sign.
  c. **Landscape Buffer:** A minimum fifteen (15) foot Type IV buffer with a six (6) foot opaque fence shall be provided along the adjacent residentially zoned property on the north side of the site, Pin # 6815-72-9835.
  d. **Building Setbacks:** A minimum fifty (50) foot building setback shall be provided along adjacent residentially zoned property.
### PETITION INFORMATION

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Docket #</td>
<td>W-3243</td>
</tr>
<tr>
<td>Staff</td>
<td>Gary Roberts, Jr. AICP</td>
</tr>
<tr>
<td>Petitioner(s)</td>
<td>Quinter, Inc.</td>
</tr>
<tr>
<td>Owner(s)</td>
<td>Same</td>
</tr>
<tr>
<td>Subject Property</td>
<td>PIN #6815-82-0601</td>
</tr>
<tr>
<td>Address</td>
<td>680 South Stratford Road</td>
</tr>
<tr>
<td>Type of Request</td>
<td>Special use limited rezoning from HB and RS9 to GB-L</td>
</tr>
</tbody>
</table>
| Proposal                      | The petitioner is requesting to amend the Official Zoning Maps for the subject property from HB (Highway Business district) and RS9 (Residential, Single Family district; 9,000 sf minimum lot size) to GB-L (General Business – special use limited zoning). The petitioner is requesting the following uses:  
  - Arts and Crafts Studio; Building Materials Supply; Convenience Store; Food or Drug Store; Furniture and Home Furnishings Store; Motorcycle Dealer; Nursery, Lawn and Garden Supply Store, Retail; Restaurant (with drive-through service); Restaurant (without drive-through service); Retail Store; Shopping Center; Wholesale Trade A; Banking and Financial Services; Building Contractors, General; Car Wash; Funeral Home; Hotel or Motel; Kennel, Indoor; Offices; Services A; Services B; Storage Services, Retail; Testing and Research Lab; Veterinary Services; Warehousing; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Theater, Indoor; Academic Biomedical Research Facility; Academic Medical Center; 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; Government Offices, Neighborhood Organization, or Post Office; Hospital or Health Center; Institutional Vocational Training Facility; Library, Public; Museum or Art Gallery; Police or Fire Station; School, Private; School, Public; School, Vocational or Professional; Manufacturing A; Park and Shuttle Lot; Parking, Commercial; Transmission Tower; and Utilities                                                                 |
| Neighborhood Contact/Meeting | The petitioner has scheduled a neighborhood meeting for Tuesday October 7th. Approximately 70 letters were sent to adjacent property owners within the area. |
| Zoning District Purpose Statement | 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.

### Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)

(R)(1) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?

Yes, the site is located within GMA 2, along a boulevard, and within an area which includes a mixture of uses and zoning.

### GENERAL SITE INFORMATION

<table>
<thead>
<tr>
<th>Location</th>
<th>Northwest side of Stratford Road, between Ricks Drive and Mission Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jurisdiction</td>
<td>City of Winston-Salem</td>
</tr>
<tr>
<td>Ward(s)</td>
<td>Southwest</td>
</tr>
<tr>
<td>Site Acreage</td>
<td>± .74 acre</td>
</tr>
<tr>
<td>Current Land Use</td>
<td>A restaurant with the associated parking is currently located on the property.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<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>
</tr>
<tr>
<td>East</td>
<td>HB</td>
<td>Window World</td>
</tr>
<tr>
<td>South</td>
<td>RS9</td>
<td>Single family homes across Stratford Road and the railroad</td>
</tr>
<tr>
<td>West</td>
<td>GB-L</td>
<td>Large scale retail development under construction</td>
</tr>
</tbody>
</table>

(R)(2) - Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?

The proposed mixture of commercial and institutional uses is compatible with the uses permitted on the adjacent GB-L and HB zoned properties. However, these uses are less compatible with the single family residential uses permitted on the adjacent RS9 zoned properties.

### Physical Characteristics

The developed site has a gentle slope downward toward the north.

### Proximity to Water and Sewer

Public water and sewer are available.

### Stormwater/Drainage

No known issues.

### Watershed and Overlay Districts

The site is not located within a water supply watershed.

### Analysis of General Site Information

The site is relatively narrow and is developed with a 2,454 square foot restaurant and associated parking area.
<table>
<thead>
<tr>
<th>Street Name</th>
<th>Classification</th>
<th>Frontage</th>
<th>ADT Count</th>
<th>Capacity/LOS D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stratford Road</td>
<td>Boulevard</td>
<td>63’</td>
<td>21,000</td>
<td>38,100</td>
</tr>
</tbody>
</table>

**Proposed Access Point(s)**
Because this is a special use limited request with no site plan or access conditions, the exact location of access points is unknown. The site is currently accessed from Stratford Road.

**Trip Generation - Existing/Proposed**
Existing Zoning: HB (based upon existing restaurant use)
2,454 / 1,000 \( \times 127.15 \) (High-Turnover (Sit Down) Restaurant Trip Rate)
= 312 Trips per Day

Proposed Zoning: GB-L
Staff is unable to provide an accurate trip generation because there is no site plan.

**Sidewalks**
Sidewalks are located along Stratford Road.

**Transit**
Routes 19 and 20 run along Stratford Road.

**Analysis of Site Access and Transportation Information**
Because the subject property is already zoned for commercial purposes, staff does not foresee any significant transportation impacts associated with this request. It should be noted that the potential exists for the subject property to be redeveloped (including shared access) and combined with the adjacent GB-L zoned site to the south.

**CONFORMANCE TO PLANS AND PLANNING ISSUES**

**Legacy GMA**
Growth Management Area 2 - Urban Neighborhoods

**Relevant Legacy Recommendations**
- Encourage reuse of vacant and underutilized commercial and industrial sites.
- Require sufficient, but not excessive parking, while protecting adjacent land uses, surrounding neighborhoods, and the environment.

**Relevant Area Plan(s)**
*Southwest Winston-Salem Area Plan (2009)*

**Area Plan Recommendations**
- No proposed change from the existing commercial use.

**Site Located Along a Growth Corridor?**
The site is located along the Stratford Road Growth Corridor.

**Site Located within Activity Center?**
The site is not located within an activity center.

**Applicable Rezoning Consideration from Chapter 2, Article VI, Section 6-2.1(R)**
(R)(3) - Have changing conditions substantially affected the area in the petition?
No

(R)(4) - Is the requested action in conformance with Legacy?
Yes
The majority of the subject property is zoned HB with the northern portion being zoned RS9. The *Southwest Winston-Salem Area Plan* recommends commercial use for the entire site. Therefore, the proposed GB-L request is consistent with the area plan recommendation.

In consideration of the adjacent RS9 zoned properties to the north along Mission Road, the petitioner has volunteered conditions regarding building setbacks and buffering which are consistent with what was approved for the adjacent GB-L zoned site to the west. Conditions for monument signage and a consistent streetyard planting with said adjacent GB-L zoned site have also been volunteered.

### 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-3217</td>
<td>RS9 to GO-L</td>
<td>Approved 6-2-14</td>
<td>400' north</td>
<td>4.67</td>
<td>Approval</td>
</tr>
<tr>
<td>W-3190</td>
<td>RS7, RS9, HB, and LI to GB-L</td>
<td>Approved 9-3-13</td>
<td>Directly west</td>
<td>26.58</td>
<td>Approval</td>
</tr>
</tbody>
</table>

### CONCLUSIONS TO ASSIST WITH RECOMMENDATION

**Positive Aspects of Proposal**

- The site is adjacent to other GB-L zoning.
- The request is consistent with the development pattern along this side of Stratford Road.
- The request may facilitate the reuse and/or redevelopment of the site.
- The request is consistent with the purpose statement of the proposed GB district.

**Negative Aspects of Proposal**

- The request would place commercial zoning in close proximity to the Mission Road neighborhood.

### SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL

The following proposed conditions are from interdepartmental review comments and are proposed in order to meet codes or established standards, or to reduce negative off-site impacts.

- **OTHER REQUIREMENTS:**
  a. **Streetyard:** If required, a uniform streetyard consisting of like species of shrubs and large variety trees shall be provided along Stratford Road as provided by the adjacent Hanestown Village development.
  b. **Signage:** Existing signage shall remain for existing tenant. If a new tenant occupies the subject property, signage shall be limited to one freestanding monument sign with a maximum height of six (6) feet and a maximum copy area of thirty-six (36) square feet with removal of the existing sign.
  c. **Landscape Buffer:** A minimum fifteen (15) foot Type IV buffer with a six (6) foot opaque fence shall be provided along the adjacent residentially zoned property on the north side of the site, Pin # 6815-72-9835.
  d. **Building Setbacks:** A minimum fifty (50) foot building setback shall be provided along adjacent residentially zoned property.
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.
CITY-COUNTY PLANNING BOARD
PUBLIC HEARING
MINUTES FOR W-3243
OCTOBER 9, 2014

PUBLIC HEARING

FOR:  None
AGAINST:  None

WORK SESSION

MOTION:  Paul Mullican moved approval of the zoning petition.
SECOND:  Allan Younger
VOTE:
  FOR:  Unanimous
  AGAINST:  None
  EXCUSED:  None

__________________________
A. Paul Norby, FAICP
Director of Planning and Development Services
USES ALLOWED WITH A PERMIT FROM THE ZONING OFFICER (Z)
Adult Day Care Home
Child Day Care, Small Home
Church or Religious Institution, Neighborhood
Family Group Home A
Police or Fire Station
Recreation Facility, Public
Residential Building, Single Family
Swimming Pool, Private

USES ALLOWED WITH REVIEW BY THE PLANNING BOARD (P)
Church or Religious Institution, Community
Golf Course
Library, Public
Limited Campus Uses
Planned Residential Development
School, Private
School, Public
Utilities

USES ALLOWED WITH SPECIAL USE PERMIT FROM ZONING BOARD OF ADJUSTMENT (A)
Bed and Breakfast
Child Day Care, Large Home
Habilitation Facility A
Landfill, Land Clearing/Inert Debris
Manufactured Home, Class A
Park and Shuttle Lot

USES ALLOWED WITH SPECIAL USE PERMIT FROM ELECTED BODY (E)
Access Easement, Private Off-Site
Parking, Off-Site, for Multifamily or Institutional Uses
Transmission Tower
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
Electronic Sweepstakes Operation
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
EXISTING HB USES ALLOWED

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
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
Transmission Tower
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

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
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

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.