

**CITY-COUNTY PLANNING BOARD
DRAFT STAFF REPORT**

PETITION INFORMATION			
Docket #	W-2836		
Staff	Desmond C. Corley		
Petitioner(s)	LRP Hotels		
Owner(s)	BPR Hotels of Hanes Mall, LLC		
Subject Property	PIN #s 6804-95-2683 and 6804-95-6619		
Address	1055 and 1010 Marriott Crossing Way		
Type of Request	Final Development Plan for property zoned GB-S Two-Phase		
Proposal	The petitioner is requesting Final Development Plan approval for a GB-S Two-Phase (General Business – Special Use) zoned site. The requested use is Hotel.		
Continuance History	The request was continued from the February 18, 2014 Planning Board meeting to the March 13, 2014 meeting.		
GENERAL SITE INFORMATION			
Location	North and south sides of Marriott Crossing Way, east of Creekshire Way		
Jurisdiction	City of Winston-Salem		
Ward(s)	Southwest Ward		
Site Acreage	± 3.1 acres		
Current Land Use	The site is currently undeveloped; however, it has been graded and improved with private street access and utilities as per the overall GB-S Two-Phase approved site plan.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	East	GB-S	Discount Tire Co.
	South	GB-S Two-Phase	Hotel
	West	RM18	Undeveloped
	North	GB-S	Undeveloped & various commercial uses
Physical Characteristics	Little Creek runs along the northern boundary of the site. The site drops off steeply in the north at Little Creek and generally slopes downward to the north and west. An existing retaining wall runs parallel to the northern boundary, where Little Creek runs through.		
Proximity to Water and Sewer	Public water and sewer are available to the site.		
Stormwater/ Drainage	The site is part of the Springhill Suites stormwater plan, and the proposed final development plan shows an existing underground stormwater storage device on the northernmost parcel.		
Watershed and Overlay Districts	The site is not located within a water supply watershed.		
Analysis of General Site Information	The site is suitable for the proposed improvements.		

SITE ACCESS AND TRANSPORTATION INFORMATION				
Street Name	Classification	Frontage	ADT Count	Capacity/LOS D
Marriott Crossing Way	Private street	± 650'	N/A	N/A
Proposed Access Point(s)	The site will have direct access onto Marriott Crossing Way.			
Planned Road Improvements	The proposed final development plan includes adding parking spaces directly onto Marriott Crossing Way, with existing sidewalks pushed back to accommodate them.			
Trip Generation - Existing/Proposed	<u>Proposed Final Development Plan:</u> 91 rooms x 8.17 (Hotel trip rate) = 743.47 trips per day			
Sidewalks	There are existing sidewalks on both parcels, as well as within the entire development containing the site. The proposed final development plan includes rearranged sidewalk paths and additional sidewalks surrounding the proposed hotel building.			
Transit	The WSTA Route 43 Westside Connector runs along Hanes Mall Boulevard approximately 287' to the north.			
Connectivity	The site is connected to the Hanes Square development to the east via Marriott Crossing Way, which becomes Hanes Square Circle.			
Traffic Impact Study (TIS)	No TIS is required.			
Analysis of Site Access and Transportation Information	<p>The site is located just off of Hanes Mall Boulevard, which is a major thoroughfare that experiences heavy use, including by a WSTA transit route. The site is well-connected within the surrounding development, including excellent pedestrian connectivity to the west.</p> <p>The new parking proposed along Marriott Crossing Way may cause problems due to cars backing into traffic. The petitioner may want to consider installing speed bumps or a similar traffic calming device to address the potential disruption.</p>			
CONFORMITY TO PLANS AND PLANNING ISSUES				
Legacy GMA	Growth Management Area 3 – Suburban Neighborhoods			
Relevant Legacy Recommendations	<ul style="list-style-type: none"> Promote economic development that is compatible with existing residential neighborhoods and other business developments. 			
Relevant Area Plan(s)	<i>Southwest Suburban Area Plan (2008)</i>			
Area Plan Recommendations	<ul style="list-style-type: none"> The area plan recommends a mixture of uses for the site. 			
Addressing	The proposed hotel building has been assigned the address 1010 Marriott Crossing Way.			

Applicable Rezoning Consideration from Chapter B, 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						
Analysis of Conformity to Plans and Planning Issues	The site is part of a larger parcel that includes another hotel and is surrounded by other mixed-use development. The proposed final development plan is consistent with the <i>Southwest Suburban Area Plan's</i> recommendation for mixed-use development and is compatible with other uses in the immediate vicinity.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-2836	RM18 to GB-S Two-Phase	Approved with revised stormwater conditions 2/6/06	Same site	5.45	Approval	Approval
SITE PLAN COMPLIANCE WITH UDO REQUIREMENTS						
Building Square Footage	Square Footage		Placement on Site			
	± 57,000 total		Northeast portion of site			
Parking	Required	Proposed		Layout		
	65 spaces	88 spaces		90° head-in		
Building Height	Maximum			Proposed		
	60'			4 stories		
Impervious Coverage	Maximum			Proposed		
	Unlimited			50.6%		
UDO Sections Relevant to Subject Request	<ul style="list-style-type: none"> Chapter B, Article II, Section 2-1.3 (J) GB General Business District 					
Complies with Chapter B, Article VII, Section 7-5.3	(A) Legacy policies:			Yes		
	(B) Environmental Ord.			N/A		
	(C) Subdivision Regulations			N/A		
Analysis of Site Plan Compliance with UDO Requirements	The site plan proposes adequate parking for the new hotel building.					

CONCLUSIONS TO ASSIST WITH RECOMMENDATION	
Positive Aspects of Proposal	Negative Aspects of Proposal
The proposed final development plan is consistent with the <i>Southwest Suburban Area Plan</i> .	Streetside parking on Marriott Crossing Way may cause problems due to parked cars backing into traffic.
The proposed use is compatible with surrounding uses.	
The proposed final development plan completes development of a site whose plan was approved in 2006.	
SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL	
<p>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.</p> <ul style="list-style-type: none"> • <u>PRIOR TO ISSUANCE OF ANY PERMITS:</u> <ol style="list-style-type: none"> a. Developer shall obtain a Land Disturbing Permit. b. Developer shall obtain all necessary permits from the NC Division of the Environment and Natural Resources (DENR) and the USA Corps of Engineers. • <u>PRIOR TO ISSUANCE OF GRADING PERMITS:</u> <ol style="list-style-type: none"> a. Developer shall submit sealed drawings to the Inspections Division for any retaining wall over five feet in height. • <u>PRIOR TO ISSUANCE OF BUILDING PERMITS:</u> <ol style="list-style-type: none"> a. Any retaining wall shall be earth tone in color or shall match the color of the primary building as approved by Planning staff. • <u>OTHER REQUIREMENTS:</u> <ol style="list-style-type: none"> a. Any freestanding signage shall be limited to one monument sign with a maximum height of six (6) feet and a maximum copy area of thirty-six (36) square feet. 	

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-2836
MARCH 13, 2014**

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

During discussion by the Planning Board, the following points were made:

In response to a question by Lynne Mitchell, Luke Dickey, Stimmel Associates, 601 N. Trade Street, Suite 200, Winston-Salem, NC 27101 explained that parking is tight with this site plan. The petitioner chose to use 90 degree parking which will match the existing parking of the hotel next door. Angling the parking is a possibility. However, it may result in the loss of spaces. Although this street is used as a cut-through, it is a private drive and speed bumps might be a good traffic-calming option.

Ms. Mitchell thanked him for taking this into consideration.

MOTION: Paul Mullican moved approval of the Final Development Plan.

SECOND: Clarence Lambe

VOTE:

FOR: Arnold King, Clarence Lambe, Barry Lyons, Lynne Mitchell, Paul Mullican,
Brenda Smith, Allan Younger

AGAINST: None

EXCUSED: None

A. Paul Norby, FAICP
City-County Planning and Development Services Director