CITY-COUNTY PLANNING BOARD  
STAFF REPORT

<table>
<thead>
<tr>
<th>PETITION INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Docket #</td>
</tr>
<tr>
<td>Staff</td>
</tr>
<tr>
<td>Petitioner(s)</td>
</tr>
<tr>
<td>Owner(s)</td>
</tr>
<tr>
<td>Subject Property</td>
</tr>
<tr>
<td>Address</td>
</tr>
<tr>
<td>Type of Request</td>
</tr>
<tr>
<td>Proposal</td>
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</tbody>
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<table>
<thead>
<tr>
<th>GENERAL SITE INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
</tr>
<tr>
<td>Jurisdiction</td>
</tr>
<tr>
<td>Ward(s)</td>
</tr>
<tr>
<td>Site Acreage</td>
</tr>
<tr>
<td>Current Land Use</td>
</tr>
<tr>
<td>Surrounding Property Zoning and Use</td>
</tr>
<tr>
<td>Direction</td>
</tr>
<tr>
<td>North</td>
</tr>
<tr>
<td>East</td>
</tr>
<tr>
<td>South</td>
</tr>
<tr>
<td>West</td>
</tr>
<tr>
<td>Physical Characteristics</td>
</tr>
<tr>
<td>Proximity to Water and Sewer</td>
</tr>
<tr>
<td>Stormwater/Drainage</td>
</tr>
<tr>
<td>Watershed and Overlay Districts</td>
</tr>
<tr>
<td>Analysis of General Site Information</td>
</tr>
<tr>
<td>Street Name</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>I-40</td>
</tr>
<tr>
<td>Oxford Station Way</td>
</tr>
<tr>
<td>Hanes Mall Boulevard</td>
</tr>
</tbody>
</table>

**Proposed Access Point(s)**
The site will have two driveways onto Oxford Station Way. This private street connects directly to Oxford Station Lane which has a right-in, right-out and left-over access point onto Hanes Mall Boulevard across from Fox Trot Court. Off site, the eastern portion of Oxford Station Way connects to Old English Court which has a signalized intersection with Hanes Mall Boulevard.

**Planned Road Improvements**
Hanes Mall Boulevard has been improved to a multilane, median divided facility with right deceleration lanes, left turn lanes, and sidewalks.

**Trip Generation - Existing/Proposed**
See comments below in the Analysis of Site Access and Transportation Information section.

**Sidewalks**
Sidewalks are currently located along Hanes Mall Boulevard. The overall GB-S Two Phase zoned site, includes private streets with sidewalks which will provide a connection from the proposed restaurant to Hanes Mall Boulevard.

**Transit**
Route 43 runs along Hanes Mall Boulevard.

**Connectivity**
The overall first phase site plan includes connectivity with the adjacent GB-S zoned properties to the east and west.

**Traffic Impact Study (TIS)**
The required Transportation Impact Study has been submitted and reviewed by WSDOT staff (see comments below).

**Analysis of Site Access and Transportation Information**
In 2006, improvements to Hanes Mall Boulevard (including replacement of the adjacent bridge over I-40) were completed. At that time, two access points, which serve the overall GB-S Two Phase zoned site were established to provide access to Hanes Mall Boulevard.

An updated Traffic Impact Study was prepared for the entire 21.59 acre GB-S Two Phase zoned site. The existing lane configurations put in place during said Hanes Mall Boulevard widening project, are sufficient to handle traffic generated by the proposed development. The updated study was compared with the original TIS and both show approximately equal trip generation and Level of Service in the build-out year. The overall site, when built out, will generate approximately 13,964 new trips and the signalized intersection for Hanes Mall Boulevard and Old English Court will operate at an acceptable Level of Service C during peak periods.
**CONFORMITY TO PLANS AND PLANNING ISSUES**

<table>
<thead>
<tr>
<th>Legacy GMA</th>
<th>Growth Management Area 3- Suburban Neighborhoods</th>
</tr>
</thead>
</table>
| **Relevant Legacy Recommendations** | • Require sufficient, but not excessive parking, while protecting adjacent land uses, surrounding neighborhoods and the environment. Provide incentives to reduce on-site parking, promote active forms of transportation, and minimize environmental impacts.  
  • Promote a pedestrian-friendly orientation for new development and redevelopment and reduce the visual dominance of parking areas. |
| **Relevant Area Plan(s)**      | *Southwest Suburban Area Plan (2009)*             |
| **Area Plan Recommendations**  | • The *Southwest Suburban Area Plan* recommends the subject property for mixed-use development.  
  • This area (The Hanes Mall Retail/Residential Mixed-Use Area) is proposed for a mix of multifamily use and retail uses. This area currently consists primarily of big-box commercial development, strip centers and outparcel development and contains a large amount of surface parking. As development pressures mount in future decades, these surface parking lots could be redeveloped as vertically-oriented, mixed-use developments incorporating multifamily residential and structured parking. Redevelopment here should incorporate pedestrian-scaled architectural detailing such as awnings and allow for visual connections between the inside and outside of buildings. |
| **Site Located Along Growth Corridor?** | The site is not located along a growth corridor. |
| **Site Located within Activity Center?** | The site is not located within an activity center. |
| **Addressing**                 | There are no addressing or street naming concerns. |
| **Analysis of Conformity to Plans and Planning Issues** | The site is part of a larger 21.59 acre GB-S Two Phase site which was rezoned in 2013. This rezoning divided the site into six parcels ranging in size from .5 acre to 9.6 acres and included the access points, internal circulation, and external connections. The subject request represents the fifth final development plan within this area and the proposed use is a 45,000 square foot retail store.  
  
  The *Southwest Suburban Area Plan* identifies the site as being within the Hanes Mall Retail/Residential Mixed-Use Area. Recommendations include the incorporation of pedestrian-scaled architectural detailing such as awnings and allow for visual connections between the inside and outside of buildings. These recommendations are similar to the façade and building material requirements for Large Scale Retail Developments which are applicable whenever a single tenant would exceed 75,000 sf. |
The first phase approval of this site included conditions regarding signage and conditions which addressed the above mentioned building appearance matters. Specifically, at least 30% of the southern façade which faces Hanes Mall Boulevard, must consist of enhanced architectural materials other than block and that said façade would have recesses or projections to further minimize large expanses of blank walls. The proposed elevations comply with this condition.

There were also conditions regarding the establishment of a common landscaping theme (with respect to plant type/species) for the overall development and for lighting i.e. pole height, fixture type, and foot/candles measured along Hanes Mall Boulevard. The proposed site plan is consistent, in regard to these elements, with those of the recently approved Hobby Lobby and Residence Inn final development plans.

### 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-3204</td>
<td>GB-S Two Phase Final Development Plan (Residence Inn)</td>
<td>Approved 8-14-14</td>
<td>Directly east</td>
<td>3.42</td>
<td>Approval</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Approved</td>
</tr>
<tr>
<td>W-3204</td>
<td>GB-S to GB-S Two Phase</td>
<td>Approved 11-4-13</td>
<td>Included current site</td>
<td>21.59</td>
<td>Approval</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Approval</td>
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</table>

### Site Plan Compliance with UDO Requirements

<table>
<thead>
<tr>
<th>Building</th>
<th>Square Footage</th>
<th>Placement on Site</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45,000</td>
<td>Northwestern portion of the site</td>
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<table>
<thead>
<tr>
<th>Parking</th>
<th>Required</th>
<th>Proposed</th>
<th>Layout</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>105 spaces</td>
<td>147 spaces</td>
<td>On two sides of the building</td>
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<table>
<thead>
<tr>
<th>Building Height</th>
<th>Maximum</th>
<th>Proposed</th>
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<tbody>
<tr>
<td></td>
<td>60’</td>
<td>48’</td>
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<table>
<thead>
<tr>
<th>Impervious Coverage</th>
<th>Maximum</th>
<th>Proposed</th>
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<tbody>
<tr>
<td></td>
<td>N/A</td>
<td>52.75 %</td>
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<tr>
<th>UDO Sections Relevant to Subject Request</th>
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</thead>
<tbody>
<tr>
<td>• Chapter B, Article II, Section 2-1.3 (J) General Business district</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Complies with Chapter B, Article VII, Section 7-5.3</th>
<th>(A) Legacy policies:</th>
<th>Yes</th>
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<tbody>
<tr>
<td></td>
<td>(B) Environmental Ord.</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>(C) Subdivision Regulations</td>
<td>N/A</td>
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</table>
### Analysis of Site Plan Compliance with UDO Requirements

The proposed final development plan is for a Retail Store to be located on the northwestern portion of Parcel A which backs up to I-40. The proposed community stormwater management facility, which is also part of the subject request, is located on the southwestern portion of Parcel A and on Parcel C both which front onto Hanes Mall Boulevard. The site plan meets the requirements of the UDO and the request complies with the approved first phase conditions regarding common landscaping and lighting and it complies with the building appearance conditions.

### 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 site is already zoned GB-S.</td>
<td>The proposed retail store will result in an increase in traffic volume.</td>
</tr>
<tr>
<td>The site is part of a comprehensive development with coordinated access, stormwater management, and common lighting and landscaping.</td>
<td></td>
</tr>
</tbody>
</table>

### SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL

- **PRIOR TO THE ISSUANCE OF GRADING PERMITS:**
  a. Developer shall have a stormwater management study submitted for review by the Public Works Department of the City of Winston-Salem. If required, an engineered stormwater management plan shall be submitted and approved by the Public Works Department. Relocation or installation of any stormwater treatment device into any buffer areas, vegetation designated to remain, or close proximity to adjacent residentially zoned land shall require a Staff Change approval at minimum, and may require a Site Plan Amendment.

- **PRIOR TO THE ISSUANCE OF BUILDING PERMITS:**
  a. The proposed building shall have a minimum thirty percent (30%) enhanced architectural materials other than block (as determined by the Planning Board during final development plan review) for the south elevations. The thirty percent (30%) requirement shall have a minimum of three different exterior building treatments (other than block) such as: wood, brick, limestone, granite, other native stone, or tinted, textured concrete masonry units, or stucco. Any south facing façade, greater than one hundred (100) feet in linear length, located on Parcels A or B shall be articulated with recesses or projections, which total at least twenty-five percent (25%) of that façade. Recesses or projections shall be a minimum of two percent (2%) of the length of that façade. No uninterrupted length of any façade shall exceed seventy-five (75) horizontal feet. Planning staff shall verify the requirements of this condition have been met.
  b. The proposed building shall be in substantial conformance with the submitted elevations as shown on “Exhibit A” as verified by Planning staff.
  c. An engineered lighting plan shall be submitted to Inspections which complies with the following: (1) maximum pole height of twenty-five (25) feet; (2) full cut-off fixtures; (3) any wall packs or attached lighting shall be angled downward and away from Hanes Mall Boulevard; and (4) no more than 0.5 ft/candle along the right-of-way of Hanes Mall Boulevard. Decorative lighting (same style/fixtures) shall be installed throughout all parcels that front on Hanes Mall Boulevard.
• **PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS:**
  a. Developer shall provide landscaping around any stormwater devices which are visible from Hanes Mall Boulevard.
  b. Developer shall install common landscaping (with respect to plant type/species) which is consistent with that shown on the approved plan for Hobby Lobby.
  c. Building shall be constructed in substantial conformance with the approved building elevations approved by Planning staff.
  d. Lighting shall be installed per approved lighting plan and certified by an engineer.
  e. Oxford Station Way and Oxford Station Lane shall be constructed as shown on the site plan.

• **OTHER REQUIREMENTS:**
  a. Freestanding signage shall be limited to one sign with a maximum height of fifteen (15) feet and a maximum copy area of seventy-five (75) square feet. Such signage shall consist of no less than 75% brick or enhanced architectural materials (as determined by Planning staff) or a combination thereof.
  b. Developer shall install sidewalks on at least one side of all internal streets.
  c. The exterior colors of all buildings constructed on the property shall primarily be earth tones (as determined by Planning Board during final development plan Review). Additional colors may be allowed as accent/secondary colors.

**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-3204 (CONN’S)
NOVEMBER 13, 2014

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Clarence Lambe moved approval of the final development plan including staff recommended conditions.
SECOND: Paul Mullican
VOTE:
   FOR: Unanimous
   AGAINST: None
   EXCUSED: None

A. Paul Norby, FAICP
Director of Planning and Development Services
DOCKET #: W3204

PROPOSED ZONING:
Final Development Plan
(Retail Store)

EXISTING ZONING:
GB-S Two-Phase

PETITIONER:
Pavilion Winston-Salem LLC
for property owned by others

SCALE: 1" represents 400'

STAFF: Roberts

GMA: 3

ACRES: 4.97

NEAREST BLDG: 355' south

MAP(S): 6804.02
Southwest Suburban Area Plan, 2008

Proposed Land Use
- Agriculture / Large-Lot Residential
- Low-Density Residential
- Moderate-Density Residential
- Intermediate-Density Residential
- High-Density Residential
- 12+ du/ac (see text page 31)
- Institutional
- Park/Open Space
- Commercial Recreation
- Office
- Office/Low-Density Commercial (see text page 33)
- Office/High-Density Residential (see text page 33)
- Commercial
- Mixed-Use (see text page 34)
- Industrial
- Utilities
- Activity Centers
- Special Land Use Conditions (see text page 41)

Legend:
- 500 Feet
- 250 Feet
- 0 Feet

Case W3204

West Suburban Area Plan
Southwest Suburban Area Plan

West Suburban Area Plan
Southwest Suburban Area Plan

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

* n

Agriculture / Large-Lot Residential
Low-Density Residential
Moderate-Density Residential
up to 8 du/ac (see text page 30)
Intermediate-Density Residential
8-12 du/ac (see text page 31)
High-Density Residential
12+ du/ac (see text page 31)
Institutional
Park/Open Space
Commercial Recreation
Office
Office/Low-Density Commercial
Office/High-Density Residential
Commercial
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Industrial
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West Suburban Area Plan
Southwest Suburban Area Plan

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