DOCKET #: W3078

PROPOSED ZONING: GB-L

EXISTING ZONING: HB

PETITIONER: Piedmont Federal Savings and Loan for property owned by Same

SCALE: 1" represents 300'

STAFF: Roberts

GMA: 2

ACRES: 1.87

NEAREST BLDG: 30' southeast

MAP(S): 618854
September 22, 2010

Piedmont Federal Savings and Loan Association
c/o Michael L. Hanson, COO
16 West Third Street
Winston-Salem, NC  27101

RE:    ZONING MAP AMENDMENT W-3078

Dear Mr. Hanson:

    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

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

DATE: September 22, 2010
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 Piedmont Federal Savings and Loan Association

SUMMARY OF INFORMATION:

Zoning map amendment of Piedmont Federal Savings and Loan Association from HB to GB-L [Residential Building, Townhouse; Residential Building, Multifamily; Boarding or Rooming House; Combined Use; Family Group Home B; Family Group Home C; Fraternity or Sorority; Life Care Community; Arts and Crafts Studio; Building Materials Supply; Convenience Store; Food or Drug Store; Fuel Dealer; Furniture and Home Furnishings Store; Motorcycle Dealer; Nursery, Lawn and Garden Supply Store, Retail; Outdoor Display Retail; Restaurant (without drive-through service); Restaurant (with drive-through service); Retail Store; Shopping Center; Wholesale Trade A; Banking and Financial Services; Bed and Breakfast; Building Contractors, General; Car Wash; Funeral Home; Hotel or Motel; Kennel, Indoor; Motor Vehicle, Rental and Leasing; Motor Vehicle, Repair and Maintenance; Motor Vehicle, Body or Paint Shop; Motor Vehicle, Storage Yard; Offices; Services A; Services B; Storage Services, Retail; Testing and Research Lab; Veterinary Services; Warehousing; Recreation Services, Indoor; Recreation Services, Outdoor; Recreation Facility, Public; Swimming Pool, Private; Theater, Indoor; Academic Biomedical Research Facility; Academic Medical Center; Adult Day Care Center; Animal Shelter, Public; Cemetery; 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; Correctional Institution; Dirt Storage; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Group Care Facility B; Habilitation Facility C; Hospital or Health Center; Institutional Vocational Training Facility; Landfill, Construction & Demolition; Landfill, Land Clearing/Inert Debris; Library, Public; Museum or Art Gallery; Nursing Care Institution; Police or Fire Station; School, Private; School, Public; School, Vocational or Professional; Shelter for Homeless; Stadium, Coliseum, or Exhibition Bldg; Manufacturing A; Borrow Site; Access Easement, Private Off-Site; Helistop; Park and Shuttle Lot; Parking, Commercial; Terminal, Bus or Taxi; Transmission Tower; and Utilities]: property is located on the southeast side of Stratford Road at Stratford Court (Zoning Docket W-3078).

PLANNING BOARD ACTION:

MOTION ON PETITION: APPROVAL.
FOR: UNANIMOUS
AGAINST: NONE
SITE PLAN ACTION: NOT REQUIRED
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 GB-L.
Group Care Facility A; Group Care Facility B; Habilitation Facility C; Hospital or Health Center; Institutional Vocational Training Facility; Landfill, Construction & Demolition; Landfill, Land Clearing/Inert Debris; Library, Public; Museum or Art Gallery; Nursing Care Institution; Police or Fire Station; School, Private; School, Public; School, Vocational or Professional; Shelter for Homeless; Stadium, Coliseum, or Exhibition Bldg; Manufacturing A; Borrow Site; Access Easement, Private Off-Site; Helistop; Park and Shuttle Lot; Parking, Commercial; Terminal, Bus or Taxi; Transmission Tower; and Utilities] the zoning classification of the following described property:

PIN #6825-25-0146

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 Piedmont Federal Savings and Loan Association.

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 Piedmont Federal Savings and Loan Association. 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.
The City Council of the City of Winston-Salem issues a Special Use Limited District Permit for the zoning petition of Piedmont Federal Savings and Loan Association, (Zoning Docket W-3078). The site shall be developed in accordance with the conditions approved by the Board and the following uses: Residential Building, Townhouse; Residential Building, Multifamily; Boarding or Rooming House; Combined Use; Family Group Home B; Family Group Home C; Fraternity or Sorority; Life Care Community; Arts and Crafts Studio; Building Materials Supply; Convenience Store; Food or Drug Store; Fuel Dealer; Furniture and Home Furnishings Store; Motorcycle Dealer; Nursery, Lawn and Garden Supply Store, Retail; Outdoor Display Retail; Restaurant (without drive-through service); Restaurant (with drive-through service); Retail Store; Shopping Center; Wholesale Trade A; Banking and Financial Services; Bed and Breakfast; Building Contractors, General; Car Wash; Funeral Home; Hotel or Motel; Kennel, Indoor; Motor Vehicle, Rental and Leasing; Motor Vehicle, Repair and Maintenance; Motor Vehicle, Body or Paint Shop; Motor Vehicle, Storage Yard; Offices; Services A; Services B; Storage Services, Retail; Testing and Research Lab; Veterinary Services; Warehousing; Recreation Services, Indoor; Recreation Services, Outdoor; Recreation Facility, Public; Swimming Pool, Private; Theater, Indoor; Academic Biomedical Research Facility; Academic Medical Center; Adult Day Care Center; Animal Shelter, Public; Cemetery; 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; Correctional Institution; Dirt Storage; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Group Care Facility B; Habilitation Facility C; Hospital or Health Center; Institutional Vocational Training Facility; Landfill, Construction &
Demolition; Landfill, Land Clearing/Inert Debris; Library, Public; Museum or Art Gallery; Nursing Care Institution; Police or Fire Station; School, Private; School, Public; School, Vocational or Professional; Shelter for Homeless; Stadium, Coliseum, or Exhibition Bldg; Manufacturing A; Borrow Site; Access Easement, Private Off-Site; Helistop; Park and Shuttle Lot; Parking, Commercial; Terminal, Bus or Taxi; 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 condition be met:

• **PRIOR TO THE ISSUANCE OF BUILDING PERMITS:**
  a. A cross access agreement shall be recorded between this site and the adjoining Towers, Inc. site (W-3076).
# CITY-COUNTY PLANNING BOARD
## STAFF REPORT

## PETITION INFORMATION

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Docket #</td>
<td>W-3078</td>
</tr>
<tr>
<td>Staff</td>
<td>Gary Roberts, Jr. AICP</td>
</tr>
<tr>
<td>Petitioner(s)</td>
<td>Piedmont Federal Savings and Loan Association</td>
</tr>
<tr>
<td>Owner(s)</td>
<td>Same</td>
</tr>
<tr>
<td>Subject Property</td>
<td>PIN #6825-25-0146</td>
</tr>
<tr>
<td>Address</td>
<td>201 South Stratford Road</td>
</tr>
<tr>
<td>Type of Request</td>
<td>General Use rezoning from HB 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) to GB-L (General Business District). The petitioner is requesting the following uses:  
• Residential Building, Townhouse; Residential Building, Multifamily; Boarding or Rooming House; Combined Use; Family Group Home B; Family Group Home C; Fraternity or Sorority; Life Care Community; Arts and Crafts Studio; Building Materials Supply; Convenience Store; Food or Drug Store; Fuel Dealer; Furniture and Home Furnishings Store; Motorcycle Dealer; Nursery, Lawn and Garden Supply Store, Retail; Outdoor Display Retail; Restaurant (without drive-through service); Restaurant (with drive-through service); Retail Store; Shopping Center; Wholesale Trade A; Banking and Financial Services; Bed and Breakfast; Building Contractors, General; Car Wash; Funeral Home; Hotel or Motel; Kennel, Indoor; Motor Vehicle, Rental and Leasing; Motor Vehicle, Repair and Maintenance; Motor Vehicle, Body or Paint Shop; Motor Vehicle, Storage Yard; Offices; Services A; Services B; Storage Services, Retail; Testing and Research Lab; Veterinary Services; Warehousing; Recreation Services, Indoor; Recreation Services, Outdoor; Recreation Facility, Public; Swimming Pool, Private; Theater, Indoor; Academic Biomedical Research Facility; Academic Medical Center; Adult Day Care Center; Animal Shelter, Public; Cemetery; 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; Correctional Institution; Dirt Storage; Government Offices, Neighborhood Organization, or Post Office; Group Care Facility A; Group Care Facility B; Habilitation Facility C; Hospital or Health Center; Institutional Vocational Training Facility; Landfill, Construction & Demolition; Landfill, Land Clearing/Inert Debris; Library, Public; Museum or Art Gallery; Nursing Care Institution; Police or Fire Station; School, Private; School, Public; School, Vocational or Professional; Shelter for Homeless; Stadium, Coliseum, or Exhibition Bldg; Manufacturing A; Borrow Site; Access Easement, Private Off-Site; Helistop; Park and Shuttle Lot; Parking, Commercial; Terminal, Bus or Taxi; Transmission Tower; and Utilities |
| Neighborhood Contact/Meeting | The Agent for the petitioner stated that contact has been made with the Ardmore Neighborhood Association. |
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 1, 2 and 3 and Metro Activity Centers.

Yes, the site is located along a Major Thoroughfare within the Growth Management Area 2, Urban Neighborhoods.

Yes, the site is adjacent to and across the street from GB and HB zoned property.

The site has been cleared and is essentially flat.

Public water and sewer are available to the site.

No known issues.

The site is not within a water supply watershed.

The site appears to have no constraints and is suitable for development within the proposed GB-L District.
### SITE ACCESS AND TRANSPORTATION INFORMATION

<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>Major Thoroughfare</td>
<td>270'</td>
<td>22,000</td>
<td>26,900</td>
</tr>
<tr>
<td>Stratford Court</td>
<td>Private Street</td>
<td>309'</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Proposed Access Point(s)**

Because this is a Special Use Limited rezoning with no site plan, the exact location of access points is unknown; however, the site does have public road frontage on Stratford Road. Both NCDOT and City DOT recommend a cross access easement between this site and W-3076.

**Planned Road Improvements**

The Comprehensive Transportation Plan identifies Stratford Road as a Boulevard and a major thoroughfare. The desired cross-section for this road includes four lanes with a divided raised median, curb & gutter, standard inside lanes, and wide outside lanes with sidewalks on both sides of the road.

**Trip Generation - Existing/Proposed**

No trip rates are available for the proposed Special Use Limited zoning.

**Sidewalks**

Sidewalks are located along Stratford Road.

**Transit**

Route 19 along Stratford Road.

**Analysis of Site Access and Transportation Information**

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**

- Encourage redevelopment and reuse of existing sites and buildings which are visually compatible with the surrounding area.
- Ensure that zoning along Urban Boulevards, other major roads and at Activity Centers support the mix, type, density and design of development that facilitates walking, bicycling and the use of public transportation.
- Revitalize and concentrate development in downtowns and existing commercial centers, maximizing the density in these areas rather than promoting growth at the suburban fringe.
- Retail and office buildings should be near the street and sidewalk. This reduces the distance pedestrians and transit users have to travel and provides direct access to buildings along the street. Locating buildings close to the street, lining the street with trees, buffering the street with parked cars, ensuring buildings have display windows at the sidewalk edge all provide an interesting walking environment where pedestrians feel a sense of activity, enclosure and safety. Parking should be located to the rear and sides or under retail and office buildings.

**Relevant Area Plan(s)**

*Southwest Winston-Salem Area Plan, 2008*
| **Area Plan Recommendations** | • The *Southwest Winston-Salem Area Plan* recommends redeveloping this site as a mixture of residential, office, retail, institutional, and open space uses. The plan recommends zoning the property MU-S, along with other properties in the area. The plan also recommends preparing a master plan for this area as a Transit Oriented Development (TOD) site in accordance with *Legacy* principles. |
| **Other Applicable Plans and Planning Issues** | Because this is a Special Use Limited rezoning request that includes all of the GB uses except Adult Establishment, the following is a list of uses which are allowed in the proposed GB-L District which are not allowed in the existing HB District: Combined Use; Manufacturing A; Nursing Care Institution; Swimming Pool, Private; Wholesale Trade A; Child Care Institution; Family Group Home B; Family Group Home C; Group Care Facility A; Group Care Facility B; Life Care Community; Shelter for Homeless; Residential Building, Multifamily; Residential Building, Townhouse; and Shelter for Homeless. |
| **Addressing** | No address number or street naming concerns. |
| **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** | While the existing HB District and the proposed GB-L Districts are very similar, there are some distinctions worth noting. As is listed above in the Other Applicable Plans and Planning Issues section, the GB District does allow some additional uses which are not allowed in HB. There is also a 30% parking requirement reduction allowed in the GB District. Finally the GB District has slightly less restrictive dimensional requirements in regard to minimum lot width, area and maximum building height. As a result of UDO 214, both districts now have zero building setback requirements when not adjacent to residentially zoned property. Considering this site’s proximity to the railroad, the *Southwest Winston-Salem Area Plan* recommends MU-S zoning in order to facilitate the development of a mixed use, Transit Oriented Development (TOD). Staff sees the proposed GB-L District as being more consistent with this goal than the existing HB District. |
| **RELEVANT ZONING HISTORIES** | There are no recent rezoning cases in the vicinity of the subject property. |
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>Request is consistent with the recommendations of Legacy.</td>
<td>Request is not consistent with the recommendations of the Southwest Area Plan.</td>
</tr>
<tr>
<td>Request is consistent with the purpose statement of the proposed GB District.</td>
<td></td>
</tr>
</tbody>
</table>

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.

- **PRIOR TO THE ISSUANCE OF BUILDING PERMITS:**
  a. A cross access agreement shall be recorded between this site and the adjoining Towers, Inc. site (W-3076).

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-3078
SEPTEMBER 9, 2010

David Reed explained that the petitioner has chosen to amend their request to GB-L to exclude the use “Adult Establishment”. All other uses allowed in the GB District would be allowed under this GB-L zoning. In addition, one condition will be added to this GB-L request.
1) A cross access agreement shall be recorded between this site and the adjoining Tower’s Inc. site (W-3076) prior to the issuance of Building Permits.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Paul Mullican moved approval of the zoning map amendment with the change to GB-L, allowing all GB District uses except Adult Establishments, and with the condition stated above.

SECOND: Arthur King

VOTE:

FOR: Wesley Curtis, Arnold King, Arthur King, Barry Lyons, Lynne Mitchell, Paul Mullican, Brenda Smith

AGAINST: None

EXCUSED: None

A. Paul Norby, FAICP
Director of Planning
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
USES ALLOWED IN THE HB ZONING DISTRICT FOR
THE CITY OF WINSTON-SALEM

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
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
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
Nursery, Lawn and Garden Supply Store, Retail
Nursing Care Institution
Offices
Outdoor Display Retail
USES ALLOWED IN THE PROPOSED GB- L ZONING DISTRICT FOR THE CITY OF WINSTON-SALEM

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
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