DOCKET #: W3097

PROPOSED ZONING:
CI

EXISTING ZONING:
LI, CI, and CB

PETITIONER:
PTRP Holdings LLC et al
for property owned by Same

SCALE: 1" represents 600'

STAFF: Roberts

GMA: 1

ACRES: 50.1

NEAREST BLDG: 12' east

MAP(S): 630854
April 20, 2011

PTRP Holdings, LLC; WFU Health Sciences;
Idealliance; and BRF Deck I, LLC
C/o Doug Stimmel
601 N. Trade Street, Suite 200
Winston-Salem, NC 27101

RE: ZONING MAP AMENDMENT W-3097

Dear Mr. Stimmel:

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:** April 20, 2011  
**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 PTRP Holdings, LLC; WFU Health Sciences; Idealliance; and BRF Deck I, LLC

**SUMMARY OF INFORMATION:**

Zoning map amendment of PTRP Holdings, LLC; WFU Health Sciences; Idealliance; and BRF Deck I, LLC from LI, CI, and CB to CI: property is located on the west side of US 52 between Third Street and Stadium Drive (Zoning Docket W-3097).

**PLANNING BOARD ACTION:**

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

Zoning Petition of PTRP Holdings, LLC; WFU Health Sciences; Idealliance; and BRF Deck I, LLC, Docket W-3097

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 LI, Cl, and CB to CI the zoning classification of the following described property:

PIN #s 6835-35-3692, 5331, 5657, 7219, and 9322; 6835-44-9929; 6835-45-8700 and 9888; 6835-46-0022, 1125, 1767, 5767, 6381, and 8021; 6835-54-2986; 6835-55-0782 and 1972

Section 2. This ordinance shall become effective upon adoption.
### CITY-COUNTY PLANNING BOARD
**STAFF REPORT**

<table>
<thead>
<tr>
<th>PETITION INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Docket #</strong></td>
</tr>
<tr>
<td><strong>Staff</strong></td>
</tr>
<tr>
<td><strong>Petitioner(s)</strong></td>
</tr>
<tr>
<td><strong>Owner(s)</strong></td>
</tr>
<tr>
<td><strong>Subject Property</strong></td>
</tr>
<tr>
<td><strong>Address</strong></td>
</tr>
<tr>
<td><strong>Type of Request</strong></td>
</tr>
<tr>
<td><strong>Proposal</strong></td>
</tr>
</tbody>
</table>

**NOTE:** 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.

<table>
<thead>
<tr>
<th>Neighborhood Contact/Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petitioner indicated on the application that no neighborhood/community meeting had been held as of that date.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zoning District Purpose Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>The CI District is intended to accommodate biomedical, technological, scientific, and other public and private research uses within Growth Management Area 1 (City/Town Centers). The district is also intended to accommodate a pedestrian oriented mixture of uses such as office, retail, residential and light manufacturing to support the primary research function of the district. The district encourages innovation by offering flexibility in design and layout requirements in an urban context. Development in the CI District should incorporate pedestrian oriented design elements such as facade articulation, sidewalks, open space plazas, entrances facing the street, windows, awnings, and structured parking.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(R)(1) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</td>
</tr>
<tr>
<td>While there is no site plan associated with this general use request which would demonstrate the level of “...pedestrian oriented mixture of uses...”, the site is located within GMA 1.</td>
</tr>
</tbody>
</table>

### GENERAL SITE INFORMATION

<table>
<thead>
<tr>
<th>Location</th>
<th>West side of US 52 between Third Street and Stadium Drive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jurisdiction</strong></td>
<td>City of Winston-Salem</td>
</tr>
<tr>
<td><strong>Ward(s)</strong></td>
<td>East</td>
</tr>
<tr>
<td><strong>Site Acreage</strong></td>
<td>± 50.1 acres</td>
</tr>
<tr>
<td>Current Land Use</td>
<td>The site is predominantly undeveloped but does include two research buildings. In addition to being divided by US 421 the site is traversed by several public streets and rail lines.</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>LI &amp; CI</td>
</tr>
<tr>
<td>East</td>
<td>RM18 &amp; RM8</td>
</tr>
<tr>
<td>South</td>
<td>RSQ &amp; CI</td>
</tr>
<tr>
<td>West</td>
<td>CI &amp; CB</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></td>
<td>The uses permitted in the proposed CI District are compatible with the uses permitted in the adjacent CI, LI and CB Districts</td>
</tr>
<tr>
<td><strong>Physical Characteristics</strong></td>
<td>The large site has variable topography with some steep slopes located on either side of US 421/Business 40. The site generally drains downward to the southeastern section of the site where Cloverleaf Branch (aka Bath Branch) and its associated floodplain are located. A small waterfall area is located on Cloverleaf/Bath Branch between Business 40 and Stadium Drive.</td>
</tr>
<tr>
<td><strong>Proximity to Water and Sewer</strong></td>
<td>Public water and sewer are available to the site.</td>
</tr>
<tr>
<td><strong>Stormwater/DRAINAGE</strong></td>
<td>The majority of the site drains into Cloverleaf Branch.</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>Historic, Natural Heritage and/or Farmland Inventories</strong></td>
<td>A portion of the property is located in the Downtown Winston-Salem Tobacco District, which is listed on the National Register of Historic Places. Additionally, during the environmental review process for the proposed Research Parkway (renamed Research Boulevard) for the Piedmont Triad Research Park project, the C.M. Thomas Coal Trestle was identified on the site. The Trestle was determined to be individually eligible for the National Register. While the trestle has recently been removed, the petitioner has fulfilled the historical documentation provisions of the Memorandum of Agreement filed with at the North Carolina State Historic Preservation Office. Additionally, Historic Resources staff encourages the petitioner to retain and preserve any Durax pavers located on the site. The north end of the site is located directly adjacent to a Local Historic Landmark property, the S.J. Nissen Building, located at 310 East Third Street.</td>
</tr>
<tr>
<td><strong>Analysis of General Site Information</strong></td>
<td>The site includes some steep slopes, regulatory floodplain and is traversed by US 421 and several rail lines. Otherwise, the site has no apparent constraints and is suitable for development within the proposed CI District.</td>
</tr>
<tr>
<td>Street Name</td>
<td>Classification</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>US 52</td>
<td>Freeway/Expressway</td>
</tr>
<tr>
<td>US 421</td>
<td>Freeway/Expressway</td>
</tr>
<tr>
<td>Third Street</td>
<td>Minor Thoroughfare</td>
</tr>
<tr>
<td>Fogle Street</td>
<td>Local Street</td>
</tr>
<tr>
<td>Patterson Avenue</td>
<td>Proposed Minor Thoroughfare</td>
</tr>
<tr>
<td>First Street</td>
<td>Minor Thoroughfare</td>
</tr>
<tr>
<td>Chestnut Street</td>
<td>Local Street</td>
</tr>
<tr>
<td>Technology Way</td>
<td>Local Street</td>
</tr>
<tr>
<td>Salem Avenue</td>
<td>Minor Thoroughfare</td>
</tr>
<tr>
<td><strong>Proposed Access Point(s)</strong></td>
<td>Because this is a General Use request with no site plan, the exact location of access points is unknown. The site does have frontage on US 52, US 421/Business 40, Third Street, Fogle Street, Patterson Avenue, First Street, Chestnut Street, Technology Way and Salem Avenue.</td>
</tr>
<tr>
<td><strong>Planned Road Improvements</strong></td>
<td>Research Boulevard is a proposed new street which would extend through the site from Stadium Drive northward to Third Street.</td>
</tr>
<tr>
<td><strong>Trip Generation - Existing/Proposed</strong></td>
<td>No trip generation is available for the existing or proposed general usezonings which have no site plan.</td>
</tr>
<tr>
<td><strong>Sidewalks</strong></td>
<td>Sidewalks are located along Third Street, Patterson Avenue, First Street, Chestnut Street, Salem Avenue, and Technology Way.</td>
</tr>
<tr>
<td><strong>Transit</strong></td>
<td>Routes 3 and 23 run along Third Street.</td>
</tr>
<tr>
<td><strong>Analysis of Site Access and Transportation Information</strong></td>
<td>The site has good local and regional access and staff does not anticipate any negative transportation impacts from this request.</td>
</tr>
</tbody>
</table>

**CONFORMITY TO PLANS AND PLANNING ISSUES**

**Legacy GMA**
Growth Management Area 1 – City/Town Centers

**Relevant Legacy Recommendations**
- Support the Downtown Research Park.
- Develop a larger and broader residential base in and near downtown.
- Create a livable, well designed and aesthetically appealing Downtown area.
- Make Downtown Winston-Salem a “vibrant downtown” by providing a safe, clean environment with high-quality public spaces, restaurants and specialty shops, and entertainment, sports and cultural events that will attract people back Downtown to work, shop and live. The “creative use of vacant land and abandoned buildings” will require redevelopment rather than greenfield development and public funds and incentives to the private market to rehabilitate centrally located urban lands.

**Relevant Area Plan(s)**
The South Central Winston-Salem Area Plan (2003) and The Downtown Plan (2007)
**Area Plan Recommendations**

- The portion of the subject property which is south of US 421 is recognized as industrial development in the *South Central Winston-Salem Area Plan*. The plan identifies the site as part of the Research/Educational Campus mixed-use opportunity area. The area should be developed as a mix of uses supporting the research park and educational campus concepts. The subject property is also part of the *Downtown Plan*, which recommends the property for research park development.

**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?

An extensive degree of site preparation has taken place on this site in the last several years.

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

Yes

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

In 2007, the CI District was amended to include a broader array of uses including office, retail, residential and light manufacturing within a pedestrian oriented context. While there is no site plan associated with this general use request, the proposed CI District allows the property to be developed in a manner which is consistent with *The South Central Winston-Salem Area Plan* and *The Downtown Plan*.

### 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-3064</td>
<td>Multiple districts to WO (Winston-Overlay)</td>
<td>Approved 7-19-10</td>
<td>200’ northwest</td>
<td>107.63</td>
<td>Approval Approval</td>
</tr>
<tr>
<td>W-3035</td>
<td>CB to CI</td>
<td>Approved 6-1-09</td>
<td>200’ northwest</td>
<td>1.15</td>
<td>Approval Approval</td>
</tr>
<tr>
<td>W-2963</td>
<td>RM18 and GI to CI</td>
<td>Approved 12-3-07</td>
<td>Directly south</td>
<td>34.7</td>
<td>Approval Approval</td>
</tr>
</tbody>
</table>

### 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 CI District allows the property to be developed in a manner which is consistent with the recommendations of <em>The South Central Winston-Salem Area Plan</em>, <em>The Downtown Plan</em>, and <em>Legacy</em>.</td>
<td>There is no site plan associated with this request.</td>
</tr>
<tr>
<td>CI zoning is compatible with the general area.</td>
<td></td>
</tr>
<tr>
<td>The request would consolidate a large multi-parcel, multi-zoned area into one zoning 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.**
CITY-COUNTY PLANNING BOARD
PUBLIC HEARING
MINUTES FOR W-3097
APRIL 14, 2011

PUBLIC HEARING
FOR: None
AGAINST: None

WORK SESSION
MOTION: Clarence Lambe moved approval of the zoning map amendment.
SECOND: Paul Mullican
VOTE:
FOR: 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
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

Uses Allowed in LI
Revised 3/17/2011
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
Solid Waste Transfer Station

USES ALLOWED WITH SPECIAL USE PERMIT FROM ELECTED BODY (E)
Access Easement, Private Off-Site
Shelter for Homeless
USES ALLOWED WITH A PERMIT FROM THE ZONING OFFICER (Z)

Academic Biomedical Research Facility
Academic Medical Center
Adult Day Care Home
Arts and Crafts Studio
Banking and Financial Services
Bed and Breakfast
Boarding or Rooming House
Building Contractors, General
Child Care, Drop-In
Child Day Care, Small Home
Church or Religious Institution, Community
Church or Religious Institution, Neighborhood
Club or Lodge
College or University
Combined Use
Food or Drug Store
Fraternity or Sorority
Furniture and Home Furnishings Store
Government Offices, Neighborhood Organization, or Post Office
Hospital or Health Center
Hotel or Motel
Institutional Vocational Training Facility
Library, Public
Motor Vehicle, Repair and Maintenance
Motorcycle Dealer
Museum or Art Gallery
Nursery, Lawn and Garden Supply Store, Retail
Nursing Care Institution
Offices
Park and Shuttle Lot
Parking, Commercial
Police or Fire Station
Recreation Facility, Public
Recreation Services, Indoor
Recreation Services, Outdoor
Residential Building, Multifamily
Residential Building, Single Family
Restaurant (without drive-through service)
Retail Store
School, Vocational or Professional
Services A
Services B
Shopping Center
Stadium, Coliseum, or Exhibition Building

Uses Allowed in CB

Revised 3/17/2011
Swimming Pool, Private
Terminal, Bus or Taxi
Testing and Research Lab
Theater, Indoor
Utilities
Wholesale Trade A

**USES ALLOWED WITH REVIEW BY THE PLANNING BOARD (P)**
Adult Day Care Center
Child Care, Sick Children
Child Day Care Center
Family Group Home B
Family Group Home C
Group Care Facility A
Habilitation Facility C
Life Care Community
Residential Building, Townhouse
School, Private
School, Public
Transmission Tower

**USES ALLOWED WITH SPECIAL USE PERMIT FROM ZONING BOARD OF ADJUSTMENT (A)**
Child Care Institution
Helistop
Motor Vehicle, Rental and Leasing
Postal Processing Facility

**USES ALLOWED WITH SPECIAL USE PERMIT FROM ELECTED BODY (E)**
Access Easement, Private Off-Site
Correctional Institution
Shelter for Homeless
EXISTING CI 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
Adult Day Care Center
Arts and Crafts Studio
Banking and Financial Services
Bed and Breakfast
Building Contractors, General
Building Contractors, Heavy
Building Materials Supply
Car Wash
Cemetery
Child Care, Drop-In
Child Care, Sick Children
Child Day Care Center
Church or Religious Institution, Community
Church or Religious Institution, Neighborhood
Club or Lodge
College or University
Combined Use
Convenience Store
Food or Drug Store
Fuel Dealer
Furniture and Home Furnishings Store
Government Offices, Neighborhood Organization, or Post Office
Habilitation Facility A
Habilitation Facility B
Habilitation Facility C
Hospital or Health Center
Hotel or Motel
Library, Public
Manufacturing A
Manufacturing B
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
Park and Shuttle Lot
Parking, Commercial
Police or Fire Station
Postal Processing Facility
Recreation Facility, Public
Recreation Services, Indoor
Recreation Services, Outdoor
Recycling Center
Recycling Plant
Residential Building, Multifamily
Residential Building, Townhouse
Restaurant (with drive-through service)
Restaurant (without drive-through service)
Retail Store
School, Private
School, Public
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
Swimming Pool, Private
Terminal, Bus or Taxi
Terminal, Freight
Testing and Research Lab
Theater, Indoor
Utilities
Warehousing
Wholesale Trade A
Wholesale Trade B
EXISTING CI USES ALLOWED
City of Winston-Salem Jurisdiction Only

USES ALLOWED WITH REVIEW BY THE PLANNING BOARD (P)

Correctional Institution
Heliport
Landfill, Construction and Demolition
Landfill, Land Clearing/Inert Debris
Meat Packing Plant
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