DOCKET #: W2991

PROPOSED ZONING:
PB

EXISTING ZONING:
LI

PETITIONER:
R.J. Reynolds Inc. for property owned by Same

SCALE: 1" represents 200'

STAFF: Reed

GMA: 1

ACRES: 1.48

NEAREST BLDG: 1'

MAP(S): 630858
August 20, 2008

R. J. Reynolds Tobacco Company
c/o George Brevard
P. O. Box 2959
Winston-Salem, NC  27102

RE:  ZONING MAP AMENDMENT W-2991

Dear Mr. Brevard:

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
     Scott T. Horn, 380 Knollwood Street, Suite 700, Winston-Salem,  NC  27103
**ACTION REQUEST FORM**

<table>
<thead>
<tr>
<th><strong>DATE:</strong></th>
<th>August 20, 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TO:</strong></td>
<td>The Honorable Mayor and City Council</td>
</tr>
<tr>
<td><strong>FROM:</strong></td>
<td>A. Paul Norby, FAICP, Director of Planning</td>
</tr>
</tbody>
</table>

**COUNCIL ACTION REQUEST:**

Request for Public Hearing on zoning map amendment of R.J. Reynolds, Inc.

**SUMMARY OF INFORMATION:**

Zoning map amendment of R.J. Reynolds, Inc. from LI to PB: property is located on the northeast corner of Main Street and Sixth Street (Zoning Docket W-2991).

**PLANNING BOARD ACTION:**

<table>
<thead>
<tr>
<th><strong>MOTION ON PETITION:</strong></th>
<th>APPROVAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOR:</strong></td>
<td>UNANIMOUS</td>
</tr>
<tr>
<td><strong>AGAINST:</strong></td>
<td>NONE</td>
</tr>
<tr>
<td><strong>SITE PLAN ACTION:</strong></td>
<td>NOT REQUIRED</td>
</tr>
</tbody>
</table>
CITY ORDINANCE - GENERAL USE

Zoning Petition of R.J. Reynolds, Inc., Docket W-2991

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 to PB the zoning classification of the following described property:

PIN #6835-28-5219.00

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

#### STAFF REPORT

#### PETITION INFORMATION

<table>
<thead>
<tr>
<th>Docket #</th>
<th>W-2991</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>David Reed</td>
</tr>
<tr>
<td>Petitioner(s)</td>
<td>R.J. Reynolds Inc.</td>
</tr>
<tr>
<td>Owner(s)</td>
<td>Same</td>
</tr>
<tr>
<td>Subject Property</td>
<td>PIN# 6835-28-5219</td>
</tr>
<tr>
<td>Type of Request</td>
<td>General Use Zoning</td>
</tr>
</tbody>
</table>

**Proposal**

- The petitioner is requesting to amend the Official Zoning Maps for the subject property from LI (Limited Industrial) to PB (Pedestrian Business).

**NOTE:** Both general 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.

**Zoning District Purpose Statement**

The PB District is primarily intended to accommodate office, retail, service, institutional, and high density residential uses which customarily serve community and convenience business needs of smaller communities and urban nodes in the city and county. The district is intended to encourage the development of attractive, identifiable small towns, and to accommodate the pattern of building in the business concentrations surrounding the central core of Winston-Salem, and the central core of other municipalities in the County. The district should demonstrate pedestrian oriented design through elements such as buildings pulled up to the street, on-street parking, street trees, covered arcades, awnings, storefront display windows, public/private outdoor spaces, wide sidewalks, and building entrances facing the street. This district is intended for application in Growth Management Areas 1, 2 and 3.

**Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(S)**

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

Yes, the site is located in GMA 1.

#### GENERAL SITE INFORMATION

<table>
<thead>
<tr>
<th>Location</th>
<th>Northeast corner of Main Street and Sixth Street.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jurisdiction</td>
<td>City of Winston-Salem</td>
</tr>
<tr>
<td>Ward(s)</td>
<td>East</td>
</tr>
<tr>
<td>Site Acreage</td>
<td>Approximately ± 1.48 acres.</td>
</tr>
<tr>
<td>Current Land Use</td>
<td>Industrial building and parking lot.</td>
</tr>
</tbody>
</table>
### Surrounding Property Zoning and Use

<table>
<thead>
<tr>
<th>Direction</th>
<th>Zoning District</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>PB</td>
<td>Residential Condos under construction</td>
</tr>
<tr>
<td>East</td>
<td>PB</td>
<td>Residential Condos</td>
</tr>
<tr>
<td>South</td>
<td>CI</td>
<td>Parking Lot</td>
</tr>
<tr>
<td>West</td>
<td>CB</td>
<td>Parking Lot</td>
</tr>
</tbody>
</table>

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

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

Yes, the site is located in an area that contains a mixture of residential and commercial uses.

### Physical Characteristics

The site’s topography is relatively flat and contains no streams or wetlands.

### Proximity to Water and Sewer

The site has access to public water and public sanitary sewer.

### Stormwater/Drainage

No known issues

### Watershed and Overlay Districts

The subject property is not located within a water supply watershed.

### Historic, Natural Heritage and/or Farmland Inventories

The subject property is listed in the National Register of Historic Places as part of the P.H. Hanes Knitting Company complex. The building located on the site was historically known as the Mill Building and was built in 1928. It was constructed on the site of the original (1901) Hanes plant. The building features concrete, brick, and steel construction with pilastered bays and a corbelled cornice. Attached to the north end of the building is a three-story power plant with the original smokestack. The smokestack has been truncated and the white accent brick reads only “K. Co.,” although it originally read “P. H. K. Co.” According to the National Register nomination, little deterioration is evident in the Mill Building and its overall integrity is good. As such, staff believes the proposed PB zoning is appropriate for this particular site, as the building is well-suited to adaptive reuse.

### Analysis of General Site Information

The subject property is suitable for development under the PB zoning classification.

### 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>Main Street</td>
<td>Major Thoroughfare</td>
<td>+/- 199 feet</td>
<td>2,783</td>
<td>16,100</td>
</tr>
</tbody>
</table>

Proposed Access Point(s)

Since this is a general use rezoning request, the exact location of access points is unknown. The site does have public road frontage on Main Street.
### Planned Road Improvements

The Thoroughfare Plan recognizes this portion of Main Street as adequate.

### Trip Generation - Existing/Proposed

**Existing Zoning: LI**

No trip generation numbers available for general use LI zoning.

**Proposed Zoning: PB**

No trip generation numbers available for general use PB zoning.

### Sidewalks

Sidewalks exist along Main and 6th Streets.

### Transit

Multiple transit routes run along Main Street.

### Traffic Impact Study (TIS)

Not required

### Analysis of Site Access and Transportation Information

The site is located in downtown Winston-Salem and has access to an extensive sidewalk network. Transit routes also run along Main Street.

### Conformity to Plans and Planning Issues

**Legacy GMA**

GMA 1 (City/Town Centers)

**Relevant Legacy Recommendations**

Revitalize and concentrate development in downtowns and existing commercial centers, maximizing the density in these areas rather than promoting growth at the suburban fringe.

**Relevant Area Plan(s)**

*Downtown Plan*

**Area Plan Recommendations**

Attract additional young people, particularly young professionals in the 20-35 age group, to live, work and play in downtown Winston-Salem.

**Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(S)**

(S)(3) - *Have changing conditions substantially affected the area in the petition?*

Yes.

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

Yes.

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

Staff has supported several rezonings from LI to PB in this area and views this request as consistent with those approved rezonings.

### 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>
<th>Staff</th>
<th>CCPB</th>
</tr>
</thead>
<tbody>
<tr>
<td>W-2950</td>
<td>LI to PB</td>
<td>Approved 10/1/07</td>
<td>North</td>
<td>0.18</td>
<td>Approval</td>
<td></td>
<td></td>
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<tr>
<td>W-2892</td>
<td>LI to PB</td>
<td>Approved 11/6/06</td>
<td>Southeast</td>
<td>1.8</td>
<td>Approval</td>
<td></td>
<td></td>
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<tr>
<td>W-2879</td>
<td>LI to PB-S</td>
<td>Approved 9/5/06</td>
<td>North</td>
<td>0.38</td>
<td>Approval</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UDO Sections Relevant to Subject Request</td>
<td>Section 2-1.3(F) PB District</td>
<td></td>
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<td>----------------------------------------</td>
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<tr>
<td>Complies with Chapter B, Article VII, Section 7-5.3</td>
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<tr>
<td>(A) Legacy policies:</td>
<td>Yes</td>
<td></td>
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<tr>
<td>(B) Environmental Ord.</td>
<td>NA</td>
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<tr>
<td>(C) Subdivision Regulations</td>
<td>NA</td>
<td></td>
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<tr>
<th>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</th>
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<tbody>
<tr>
<td>Positive Aspects of Proposal</td>
</tr>
<tr>
<td>The request is consistent with the recommendations of Legacy and the Downtown Plan.</td>
</tr>
<tr>
<td>The PB district offers more flexible building setbacks which is more suitable in an urban setting.</td>
</tr>
<tr>
<td>The request is consistent with other PB zonings approved in the area.</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.**

**PUBLIC HEARING**

FOR: None

AGAINST: None

**WORK SESSION**

MOTION: Paul Mullican moved approval of the zoning map amendment.
SECOND: Jerry Clark
VOTE:

FOR: Jerry Clark, Wesley Curtis, Carol Eickmeyer, Arnold King, Arthur King, Lynne Mitchell, Paul Mullican, Brenda Smith
AGAINST: None
EXCUSED: None

---

A. Paul Norby, FAICP
Director of Planning

W-2991 August 2008