DOCKET #: W2747a

PROPOSED ZONING:
NSB-S (Multiple Business Uses)

EXISTING ZONING:
NSB-S (Multiple Business Uses)

PETITIONER:
Granite/Somerset LLC for property owned by Same

SCALE: 1" represents 400'

STAFF: Roberts

GMA: 3

ACRE(S): 11.27

MAP(S): 606838
DOCKET #  W-2747a  
STAFF:  Gary Roberts  

Petitioner(s): Granite/Somerset LLC  
Ownership: Same  

REQUEST  

From: NSB-S (Restaurant Without Drive Through; Restaurant With Drive Through; Offices, Miscellaneous; Professional Office; Banking and Financial Services; Services, Business A; Services, Personal; Building Contractors, General; Building Contractors, Heavy; ABC Stores; Building Material Supply; Convenience Store; Food and Drug Store; Furniture and Home Furnishings Store; General Merchandise Store; Hardware Store; Nursery, Lawn and Garden Supply Store, Retail; Retail Store, Specialty or Miscellaneous)TWO PHASE  
To: NSB-S (Shopping Center; ABC Store; Building Material Supply; Convenience Store; Food or Drug Store; Furniture and Home Furnishings Store; General Merchandise Store; Hardware Store; Nursery; Lawn and Garden Supply Store; Restaurant Without Drive Through; Restaurant with Drive Through; Retail Store, Specialty or Miscellaneous; Banking and Financial Services; Car Wash; Offices, Miscellaneous; Professional Office; Services, Business A; and Services, Personal) TWO PHASE  

Both general and special use district zoning were discussed with the applicant(s) who decided to pursue the zoning as requested.  

Acreage: 11.27 acres  

LOCATION:  
Street: Southwest corner of Stratford Road and Somerset Drive.  
Jurisdiction: City of Winston-Salem.  
Ward: Southwest.  

SITE PLAN  

Proposed Use: Shopping center with multiple outparcels.  
Square Footage: 63,617 sf, includes 10,600 sf future expansion area within first phase.  
Building Height: One story.  
Parking: Required: 282 spaces, includes future expansion; Proposed: 282 spaces.  
Bufferyard Requirements: 15 foot type III bufferyard adjacent to RS-9.  
Vehicular Use Landscaping Standards Requirements: UDO standards apply.
PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Site is undeveloped.
Adjacent Uses:
Northeast- Mixed use development under construction on the former Hillcrest golf course site, zoned MU-S.
East- Medium scale industrial operations across Stratford Road zoned GI.
Southwest- Undeveloped property zoned RS-9.
West- City of Winston-Salem Fire Station #2 zoned RS-9.

GENERAL AREA

Character/Maintenance: Mixture of well maintained residential, public safety and industrial uses along a major thoroughfare.
Development Pace: Moderate.

HISTORY

Relevant Zoning Cases:

1. W-2747; NSB-S (Multiple Business Uses) TWO PHASE to Site Plan Amendment; approved February 2, 2005; southwest corner of Stratford Road and Somerset Drive, (current site); 11.27 acres; Planning Board and staff recommended approval.

2. W-2725; RS-9 to HB-S (Motor Vehicle Repair and Maintenance); approved October 4, 2004; west side of Stratford Road south of Somerset Drive; 0.88 acre; Planning Board and staff recommended approval.

3. W-2582; RS-9 to MU-S (Multiple Uses); approved February 3, 2003; northwest corner of Stratford Road and Somerset Drive; 161.45 acres; Planning Board and staff recommended approval.

4. W-2575; RS-9 and NSB-S (Multiple business and office uses) to RS-9; approved October 7, 2002; southeast corner of Somerset Drive and Brandywine Road; 2.84 acres; Planning Board and staff recommended approval.

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

Impact on Existing Features: The proposed development will remove the existing vegetation, require grading of the property, and place a large amount of impervious surface on the subject property. However, these impacts will not differ greatly from those that can occur under the existing approved plan.
Topography: Gentle to moderate slope upward from the southwest section of the site to the eastern section of the site.
Streams: No streams are located on the subject property.
Vegetation/habitat: The subject property is almost completely covered with mature vegetation.
Environmental Resources Beyond The Site: This site plan amendment does not appear to create additional impacts to environmental resources beyond the site.

Water Supply Watershed: The subject property is not located in a water supply watershed.

**TRANSPORTATION**

Direct Access to Site: Stratford Road; Somerset Drive
Street Classification: Stratford Road – Major Thoroughfare; Somerset Drive – Minor Thoroughfare

Average Daily Traffic Count/Estimated Capacity at Level of Service D (Vehicles per Day):
- Stratford Road between Burke Mill Road and Somerset Drive = 23,000/42,200
- Somerset Drive between Stratford Road and Ashford Drive = 2,000/11,100

Trip Generation/Existing Zoning: NBS-S
- 16,600/1,000 x 40.67 (Specialty Retail Trip Rate) = 675 Trips +
- 45,454/1,000 x 56.63 (Free Standing Discount Super Store; no trip rate available for Department Store) = 2,574 Trips +
- 8,470/1,000 x 90.06 (Pharmacy Trip Rate) = 762 Trips +
- 30,930/1,000 x 111.51 (Supermarket Trip Rate) = 3,449 Trips

“Existing” Total Trips = 7,460

Trip Generation/Proposed Zoning: NSB-S
Because the subject request proposes no change in the site plan, the proposed Trip Generation is the same as what is anticipated under the existing zoning.

Planned Road Improvements: None.
Interior Streets: Southern extension of Hillcrest Center Circle to bisect the site and intersect with a future minor thoroughfare.

Traffic Impact Study recommended: Provided.
Sidewalks: Proposed internally as well as along the extension of Hillcrest Center Circle and a portion of Somerset Drive.
Transit: Route 19 along Stratford Road.
Bicycle Route: None.

**CONFORMITY TO PLANS**

GMP Area (*Legacy*): Suburban Neighborhoods (GMA 3).
Relevant Comprehensive Plan Recommendation(s): *Legacy* recommends that new commercial development be clustered at activity nodes rather than stretched out along transportation corridors. The design of a site should accommodate pedestrians as well as the automobile. Most parking should be to the side or rear of a site where possible and buildings should face the street.

Relevant Development Guide Recommendation(s): The *South Stratford Road Development Guide* recommends the subject property be developed for commercial uses. The subject property is a commercial node established on the western side of South Stratford Road south of the intersection of Somerset Drive. All commercial uses must meet the following recommended design standards:
1. A minimum of 300 feet (300’) between commercial curb cuts;
2. Commercial zoning frontage not to extend longer than one-half (1/2) mile;
3. Require right-of-way dedication sufficient to create a total of 95 feet (95’) of right-of-way for Stratford Road;
4. Type A bufferyard/fence option where commercial development adjoins residential development; and
5. No off-premises signs.

Thoroughfare Plan: Other (including plans of other agencies): The Winston-Salem Urban Area Thoroughfare Plan recommends a realignment of Somerset Drive through the southern portion of the subject property to align with Kimwell Drive. This facility is proposed as a minor thoroughfare.

ANALYSIS

The subject rezoning request would simply add the use of Shopping Center to an 11.27 acre parcel located on the southwest corner of Stratford Road and Somerset Drive which is already zoned NSB-S TWO PHASE. The property was originally rezoned to B-3-S (TWO PHASE) in 1986 and was converted to NSB-S (TWO PHASE) under the UDO. Although the original approval included over 103,000 sf of retail area it did not specifically include the use of Shopping Center. This use was therefore not included in the UDO conversion nor was it included in the recently approved Site Plan Amendment for the subject property, W-2747. By adding the use of Shopping Center and car wash to the list of permitted uses, the property can still be developed in accordance with the approved site plan. Planning staff recommends approval.

FINDINGS

1. The subject NSB-S TWO PHASE to NSB-S TWO PHASE request would add the uses of Shopping Center and Car Wash to the list of permitted uses and proposes no changes to the recently approved site plan.

STAFF RECOMMENDATION

Zoning: APPROVAL.
Site Plan: Staff certifies that the site plan meets all code requirements, and recommends the following conditions:

• PRIOR TO THE ISSUANCE OF GRADING PERMITS
  a. A storm water management study which evaluates the build-out impervious surface for the entire 11.27 acre site, shall be submitted to the Public Works Department of the City of Winston-Salem for review. If required, an engineered storm water management plan shall be submitted and approved by the Public Works Department.
  b. Developer shall obtain a driveway permit from NCDOT and WSDOT; additional improvements may be required prior to issuance of driveway permit. Eastern driveway entrance onto Somerset Drive shall not be approved by WSDOT unless adequate sight distance can be demonstrated.
**PRIOR TO THE SIGNING OF PLATS**

a. On-site fire hydrant locations shall be approved in writing by the City Fire Department.

b. All documents including covenants and restrictions shall be recorded in the office of the Register of Deeds, if any.

c. All required fire hydrants shall be installed or bonded in accordance with the City Fire Department.

d. Developer shall install or financially guarantee all curb and gutter streets and minimum five (5) foot wide sidewalks as shown on the site plan to the specifications of the Winston-Salem Public Works Department and the North Carolina Department of Transportation.

e. Developer shall install or financially guarantee large variety trees as defined in UDO Section 3-4.10, within street yards, bufferyards and motor vehicle parking areas where no conflict occurs with over head utility lines.

**PRIOR TO THE ISSUANCE OF BUILDING PERMITS**

a. Developer shall record a plat in the office of the Register of Deeds.

b. Developer shall establish negative access easements along all of Stratford Road and along Somerset Drive east of Hillcrest Center Circle with the exception of the temporary private drive onto Stratford Road as shown on site plan.

c. Developer shall use the same architectural material on the rear of buildings adjacent to Somerset Drive as on the front of the building.

**PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS**

a. All road improvements shall be completed before the issuance of occupancy permits.

b. All Fire Hydrants shall be installed in accordance with the City of Winston-Salem Fire Department.

c. Sidewalks along the frontage of Somerset Drive west of Hillcrest Center Drive and along the west side of Hillcrest Center Drive shall be installed to the specifications of the Public Works Department of the City of Winston-Salem.

d. No on site lighting shall be taller than 20 feet and shall consist of cutoff type fixtures that prevent glare onto adjacent properties.

e. All pedestrian pathways/walkways, pavement markings in the parking lots, or other devices indicating pedestrian walkways as shown on the site plan shall be installed.

f. Developer shall provide a transit stop with bus shelter in accordance with UDO Section 2-1.3 (H) (3) (d) (iv).

g. Developer shall install a type I bufferyard in streetyard area shown on site plan adjacent to Somerset Drive.

h. Developer shall install the streetyards on Somerset Drive and Stratford Road by October, 2005.

**OTHER REQUIREMENTS**
a. All uses and square footages shall match those indicated in the associated Traffic Impact Study. A Site Plan Amendment will be required for any changes not in keeping with those calculations and a new TIS may need to be submitted as part of the Site Plan Amendment process.

b. All outparcels shall only have access from Hillcrest Center Circle.

c. Freestanding signage for the shopping center shall be limited to two signs with a maximum height of 12 feet and a maximum copy area of 54 square feet each. Said signs shall be located at entrances into the shopping center and shall be at least 300 feet apart. Freestanding signage for each outparcel shall be limited to one sign with a maximum height of six (6) feet and a maximum area of 36 square feet.