January 13, 2005

Bryce A. Stuart, Manager
City of Winston-Salem
P. O. Box 2511
Winston-Salem, NC  27102

RE:    ZONING MAP AMENDMENT W-2744

Dear Mr. Stuart:

    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, AICP
Director of Planning

pc: City Secretary’s Office, P.O. Box 2511, Winston-Salem, NC  27102
# ACTION REQUEST FORM

**DATE:** January 13, 2005  
**TO:** The Honorable Mayor and City Council  
**FROM:** A. Paul Norby, AICP, Director of Planning

## COUNCIL ACTION REQUEST:

Request for Public Hearing on zoning map amendment of the City of Winston-Salem

## SUMMARY OF INFORMATION:

Zoning map amendment of the City of Winston-Salem from County LI-S (Arts and Crafts Studio; Building Materials Supply; Wholesale Trade, A; Wholesale Trade, B; Banking and Financial Services; Building Contractors, General; Medical or Dental Laboratory; Medical and Surgical Offices; Motor Vehicle, Rental and Leasing; Non-Store Retailer; Offices, Miscellaneous; Professional Office; Services, Business A; Services, Business B; Storage Services, Retail; Testing and Research Lab; Warehousing; Recreation Services, Public; Academic Medical Center; Adult Day Care Center; Child Care, Drop-In; Child Care, Sick Children; Child Day Care Center; College or University; Government Offices; Hospital or Health Center; Police or Fire Station; Post Office; Postal Processing Facility; Schools, Vocational or Professional; Manufacturing A; Manufacturing B; Broadcast Studio; Helistop; Park and Shuttle Lot; Parking, Commercial; Transmission Tower - TWO PHASE) to City LI-S (Arts and Crafts Studio; Building Materials Supply; Wholesale Trade, A; Wholesale Trade, B; Banking and Financial Services; Building Contractors, General; Medical or Dental Laboratory; Medical and Surgical Offices; Motor Vehicle, Rental and Leasing; Non-Store Retailer; Offices, Miscellaneous; Professional Office; Services, Business A; Services, Business B; Storage Services, Retail; Testing and Research Lab; Warehousing; Recreation Services, Public; Academic Medical Center; Adult Day Care Center; Child Care, Drop-In; Child Care, Sick Children; Child Day Care Center; College or University; Government Offices; Hospital or Health Center; Police or Fire Station; Post Office; Postal Processing Facility; Schools, Vocational or Professional; Manufacturing A; Manufacturing B; Broadcast Studio; Helistop; Park and Shuttle Lot; Parking, Commercial; Transmission Tower - TWO PHASE): property is located on north and south sides of Temple School Road (Zoning Docket W-2744).

## PLANNING BOARD ACTION:

**MOTION ON PETITION:** APPROVAL  
**FOR:** UNANIMOUS  
**AGAINST:** NONE  
**SITE PLAN ACTION:** CONFORMS
CITY ORDINANCE - SPECIAL USE

Zoning Petition of the City of Winston-Salem,
Docket W-2744

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 County LI-S (Arts and
Crafts Studio; Building Materials Supply; Wholesale Trade, A; Wholesale Trade, B; Banking
and Financial Services; Building Contractors, General; Medical or Dental Laboratory; Medical
and Surgical Offices; Motor Vehicle, Rental and Leasing; Non-Store Retailer; Offices,
Miscellaneous; Professional Office; Services, Business A; Services, Business B; Storage
Services, Retail; Testing and Research Lab; Warehousing; Recreation Services, Public;
Academic Medical Center; Adult Day Care Center; Child Care, Drop-In; Child Care, Sick
Children; Child Day Care Center; College or University; Government Offices; Hospital or
Health Center; Police or Fire Station; Post Office; Postal Processing Facility; Schools,
Vocational or Professional; Manufacturing A; Manufacturing B; Broadcast Studio; Helistop;
Park and Shuttle Lot; Parking, Commercial; and Transmission Tower - TWO PHASE) to City
LI-S (Arts and Crafts Studio; Building Materials Supply; Wholesale Trade, A; Wholesale Trade,
B; Banking and Financial Services; Building Contractors, General; Medical or Dental
Laboratory; Medical and Surgical Offices; Motor Vehicle, Rental and Leasing; Non-Store
Retailer; Offices, Miscellaneous; Professional Office; Services, Business A; Services, Business
B; Storage Services, Retail; Testing and Research Lab; Warehousing; Recreation Services,
Public; Academic Medical Center; Adult Day Care Center; Child Care, Drop-In; Child Care,
Sick Children; Child Day Care Center; College or University; Government Offices; Hospital or Health Center; Police or Fire Station; Post Office; Postal Processing Facility; Schools, Vocational or Professional; Manufacturing A; Manufacturing B; Broadcast Studio; Helistop; Park and Shuttle Lot; Parking, Commercial; and Transmission Tower - TWO PHASE) the zoning classification of the following described property:

<table>
<thead>
<tr>
<th>Tax Block</th>
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<tr>
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<table>
<thead>
<tr>
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<th>33, 201</th>
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<td></td>
<td>201, 2</td>
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</table>

Section 2. This Ordinance is adopted after approval of the site plan entitled Dell Site at Alliance Park and identified as Attachment "A" of the Special Use District Permit issued by the City Council the ______ day of __________________, to the City of Winston-Salem.

Section 3. The City Council hereby directs the issuance of a Special Use District Permit pursuant to the Zoning Ordinance of the Unified Development Ordinances for a development to be known as Dell Site at Alliance Park. Said Special Use District Permit and site plan with associated documents are attached hereto and incorporated herein.

Section 4. This Ordinance shall be effective from and after its adoption.
CITY - SPECIAL USE DISTRICT PERMIT

SPECIAL USE DISTRICT PERMIT

Issued by the City Council
of the City of Winston-Salem

The City Council of the City of Winston-Salem issues a Special Use District Permit for the site shown on the site plan map included in this zoning petition of the City of Winston-Salem, (Zoning Docket W-2744). The site shall be developed in accordance with the plan approved by the Board and bearing the inscription: "Attachment A, Special Use District Permit for LI-S (Arts and Crafts Studio; Building Materials Supply; Wholesale Trade, A; Wholesale Trade, B; Banking and Financial Services; Building Contractors, General; Medical or Dental Laboratory; Medical and Surgical Offices; Motor Vehicle, Rental and Leasing; Non-Store Retailer; Offices, Miscellaneous; Professional Office; Services, Business A; Services, Business B; Storage Services, Retail; Testing and Research Lab; Warehousing; Recreation Services, Public; Academic Medical Center; Adult Day Care Center; Child Care, Drop-In; Child Care, Sick Children; Child Day Care Center; College or University; Government Offices; Hospital or Health Center; Police or Fire Station; Post Office; Postal Processing Facility; Schools, Vocational or Professional; Manufacturing A; Manufacturing B; Broadcast Studio; Helistop; Park and Shuttle Lot; Parking, Commercial; and Transmission Tower), approved by the Winston-Salem City Council the _____ day of _____________________, 20____" and signed, provided the property is developed in accordance with requirements of the LI-S zoning district of the Zoning Ordinance of the Unified Development Ordinances, the Erosion Control Ordinance, and other applicable laws, and the following additional conditions be met:

1. The proposed park shall conform in general with the "Draft - Design Guidelines Appendices for Business Parks in the Union Cross/Southeast Forsyth County Planning Area" in order to create a high quality business park in a campus-like setting. The park will conform with these guidelines with the following exceptions:
A. SITE BUFFERS: For clarification purposes: Developer shall install a minimum four (4) foot high berm with type IV bufferyards installed on top of all berms adjacent to residential and AG zoned property along the periphery. Berms and type IV bufferyards plantings shall not be required at such locations where existing vegetation meets or exceeds type IV buffer requirements. A berm averaging four (4) feet in height with a 50" streetyard plantings shall be installed adjacent to existing public ROW's (Temple School Road). Berms and plantings shall not be required at such locations where existing vegetation meets or exceeds the streetyard planting requirement.

B. ACCESS: Due to physical limitations of the site, a single access is the only option on a road adjacent to a minor thoroughfare. Delete this guideline.

C. COMMON OPEN SPACE: Design Guidelines shall be met provided that the area within the perimeter buffer may be counted where there is a minimum of 100' wide common open space from the property perimeter.

D. PARKING AREAS: Add - parking is allowed in the front of buildings provided that a minimum 20' streetyard is required to help screen the parking area.

E. SIGNS: Delete the following sentence: A signage plan showing proposed park identification signs and standards for building facade and free standing signs should be provided a part of the master plan for these developments.

F. SERVICE AREAS: Revised as follows: Loading docks shall be located a minimum of 100' from adjacent residential areas and screened from all public streets.

G. EXTERIOR MECHANICAL DEVICES: Add- roof mounted mechanical equipment can utilize parapet walls to meet this requirement.

2. The lot sizes, road layout, and site development elements are shown for illustrative purposes only. These items may shift and adjust to allow the developer the flexibility to accommodate a variety of long term needs, provided the design guidelines are met according to item 1 above.

3. Berming, Bufferyards, Roads, Sidewalks, Trails, & Common Open Space may be installed in phases as each lot is developed. Prior to Occupancy Permit, these items will be installed immediately adjacent to the lot that is being developed/permited.

(Conditions continued on next page.)
Design Guidelines Appendices

For

New Business Parks

INTRODUCTION

City-County Planning Board staff, guided by a Citizen Steering Committee, is preparing a land use plan for the Union Cross area in southeastern Forsyth County. Although the area retains many rural characteristics, there is considerable potential for significant development, including business park development, in the area over the next decade. The area is centrally located between Winston-Salem, Kernersville, and High Point and near the Piedmont Triad International Airport with its planned FedEx regional hub. Major roads, including I-40, US 311 (future I-74) and NC 66, provide excellent access to the area. Topography is relatively flat compared to other areas of Forsyth County with many large tracts in single ownership, site qualities that lend themselves to large scale business park development. Forsyth County has only a limited number of economic development sites with these characteristics, making them an important community resource.

The draft Union Cross/Southeast Forsyth County Area Plan identifies four large areas for development as business parks. These areas range in size from approximately 200 to 550 acres for a total of approximately 1,500 acres. Staff has prepared draft design guidelines to ensure that business parks that do develop in the Union Cross / Southeast Forsyth County Planning Area are high quality developments that support job creation and economic expansion and at the same time respect the rural character and natural environmental features of the area.

DESIGN GUIDELINES

PURPOSE: The purpose of these design guidelines is to create high-quality business parks in a campus-like setting consisting of attractive buildings, significant natural open space and formal landscaped areas. The appropriate uses in these business parks are office/warehouses, light manufacturing and assembly, scientific and research laboratories, and corporate offices.

APPLICATION: These guidelines will be used by the City-County Planning Board and its staff as a means of organizing review of master plans for business parks in the Union Cross area. The guidelines identify important design elements that should be considered and the performance characteristics they should have. Since the setting and target market for each business park will be unique, there is no single formula for creating an excellent design. Therefore, where design elements of a master plan vary from the guidelines, their appropriateness will be judged on how well they address the overall intent of the guidelines and not on strict adherence to particular guideline elements.
COMMUNITY-WIDE IMPACTS

Recommended Overall Site Size: The recommended minimum site size for business parks is 100 acres. This threshold size will focus business park development at a few appropriate locations within the planning area, allow for coordinated development and sufficient land for a campus-like setting, and provide enough space for the effective use of buffers and preservation of natural areas. Each of the four business park locations identified in the draft Union Cross/Southeast Forsyth County Area Plan has sufficient area to meet this recommended minimum site size.

Site Buffers: Site buffers consisting of existing vegetation supplemented by additional plantings and berms should be located along the periphery of the site to provide a visual screen and functional separation from public streets and adjoining residential land. The width of these buffers may vary depending on the physical characteristics of a particular site but in any case should not be less than fifty feet (50’) in width. For business parks located along scenic corridors identified in the Union Cross/Southeast Forsyth County Area Plan, required minimum buffers may be larger.

Access: Access should be on roads of at least minor thoroughfare classification, and streets in the business park should be designed to both allow access from adjacent neighborhoods but not draw traffic through local residential streets. There should be more than one major access point to avoid having only one way in and one way out. Connectivity of the street system within a business park is encouraged.

Common Open Space: A minimum of twenty (20) percent common open space consisting of streams or lakes, floodplains, wetlands and slopes greater than twenty (20) percent, and other open areas should be retained on the site. Common open space should be connected, where possible, to form a ribbon of green throughout the development. In areas where the site buffers are more than fifty feet (50’), the area in excess of fifty feet (50’) may be counted as part of the common open space requirement if it is linked to other common open space areas. An existing site resources map should be prepared by the developer as part of the site planning process showing natural and constructed site features to be included as common open space.

Streams/Wetland Protection: Streams and wetland areas should be protected by requiring riparian buffers to the edge of the floodway fringe for FEMA regulated streams and fifty (50) foot buffers from each side of streams and wetlands identified in the Forsyth County soil survey. Exact location and extent of streams and wetlands should be verified during preparation of the site resources map required to identify common open space elements.

Architectural Design: Architecturally unified materials should be selected and emphasized for each structure and building site. Exposed standard concrete blocks and prefabricated metal are not recommended but may be acceptable for the sides and rear of buildings if they are screened from view of external property lines and internal roadways.

Placement of Structures: All structures should be setback a minimum of 100 feet from the external property lines of the business park site. Employee parking may be located in this setback in the fifty feet (50’) closest to the building. Buildings on each building site should face interior streets and be setback a minimum of sixty feet (60’). For large buildings, a greater setback that is in proportion to their
footprint and height is encouraged in order to contribute to a campus-like setting. Buildings located on the corner of two streets shall be considered to have two front faces. Office/Warehouse buildings should be designed and placed on their lots so that views of loading docks from the street are minimized or prevented.

**Storage/Process Areas:** Businesses should meet the storage requirements of the "Manufacturing B" use in the *Unified Development Ordinances* which allows operations including storage of materials, processing fabrication or assembly of products and loading and unloading of new materials only within enclosed buildings. Storage trailers or containers should be located in designated areas and screened from public streets or from the exterior of the business park. No outdoor processes should be employed in the operation of any business in the business park as stipulated by the requirements of the "Manufacturing B" use in the *Unified Development Ordinances*. Any waste and recycling receptacles should be located within an enclosed structure.

**Operation Impacts:** Operations at the business park should not produce dust, smoke, odors, fumes, air or water pollution, noise, gases, or vibrations as required by the requirements of the "Manufacturing B" use in the *Unified Development Ordinances*. The use of hazardous materials or volatile chemicals should be in compliance with all federal, State and local requirements.

**INTERNAL DESIGN:**

**Landscaping:** Extensive landscaping should be used to:
1. Create attractive medians at major entrance streets into the park;
2. Highlight public access points to buildings;
3. Buffer loading and utility areas;
4. Break up large parking areas;
5. Provide a transition between neighboring sites;
6. Compliment building design and materials; and,
7. Provide a transition between parking areas and the office portion of a structure.

**Fences:** Perimeter and chain-link fencing is prohibited unless a special need can be demonstrated. In cases where the need is demonstrated, chain-link fencing should be as minimal as possible and its view from public streets or outside the business park should be screened by landscaping or buffering. Where it is necessary to use chain-link fencing, black, green, or earth-tone vinyl coated fencing is preferred.

**Pedestrian Circulation:** A system of greenway trails that are part of the open space component of the business park and sidewalks along one side of major streets in the business park are encouraged. At each building site, sidewalks should link visitor parking areas and front yard parking areas to the main building entrance. Sidewalks should also link building sites to greenway trails and any sidewalks along major streets in the business park development.

**Parking Areas:** Parking areas located to the side or rear of buildings are encouraged. Extensive paved areas should be avoided in favor of smaller multiple lots separated by landscaping and buildings. Parking lots adjacent to and visible from public streets should be screened from view through the use of natural topography and created earthen berms, low screen walls, and changes in elevation, landscaping, or combinations of these design techniques.
**Signs:** A signage plan showing proposed park identification signs and standards for building facade and free standing signs should be provided as part of the master plan for these developments. Park entrance signs should be a monument type not exceeding fifteen feet (15’) in height. Free standing signs should be a monument type with a maximum height of five feet (5’). For structures, no attached or wall signs should be located above the roof line.

**On-Site Lighting:** All on-site lighting should be designed, located, shielded or deflected so as not to shine into off-site structures or impair the vision of the driver of any vehicle.

**Display Areas:** No outdoor display areas should be allowed. All display areas should be located within flex-space or office buildings.

**Service Areas:** Provision for handling all truck service should be located at the rear or sides of buildings. Loading docks should be located at least 300 feet from adjacent residential areas. Where there is an intervening public street, the setback is reduced to 150 feet. Loading docks located on the side of any building should not be nearer than fifty feet (50’) from the front face of the building. Loading docks should be recessed, screened or otherwise designed to be totally buffered from adjacent properties and public roads.

**Exterior Mechanical Devices:** Air conditioners, heating, cooling, ventilating equipment, pumps and heaters and all other mechanical devices including roof mounted mechanical equipment should be screened from view from the public right-of-way. All utilities should be placed underground.

**Flex-Space and Multi-Tenant Uses:** Multi-use and "flex-space" buildings designed to accommodate a number of tenants or a single tenant with needs for office, research, assembly and storage space in the same structure are encouraged to attract "start-up" operations and entrepreneurs.
ZONING STAFF REPORT

DOCKET #  W-2744
STAFF:  Gary Roberts

Petitioner(s):  City of Winston-Salem
Ownership:  Same

REQUEST

From:  County LI-S (Arts and Crafts Studio; Building Materials Supply; Wholesale Trade, A; Wholesale Trade, B; Banking and Financial Services; Building Contractors, General; Medical or Dental Laboratory; Medical and Surgical Offices; Motor Vehicle, Rental and Leasing; Non-Store Retailer; Offices, Miscellaneous; Professional Office; Services, Business A; Services, Business B; Storage Services, Retail; Testing and Research Lab; Warehousing; Recreation Services, Public; Academic Medical Center; Adult Day Care Center; Child Care, Drop-In; Child Care, Sick Children; Child Day Care Center; College or University; Government Offices; Hospital or Health Center; Police or Fire Station; Post Office; Postal Processing Facility; Schools, Vocational or Professional; Manufacturing A; Manufacturing B; Broadcast Studio; Helistop; Park and Shuttle Lot; Parking, Commercial; and Transmission Tower - TWO PHASE)

To:  City LI-S (Arts and Crafts Studio; Building Materials Supply; Wholesale Trade, A; Wholesale Trade, B; Banking and Financial Services; Building Contractors, General; Medical or Dental Laboratory; Medical and Surgical Offices; Motor Vehicle, Rental and Leasing; Non-Store Retailer; Offices, Miscellaneous; Professional Office; Services, Business A; Services, Business B; Storage Services, Retail; Testing and Research Lab; Warehousing; Recreation Services, Public; Academic Medical Center; Adult Day Care Center; Child Care, Drop-In; Child Care, Sick Children; Child Day Care Center; College or University; Government Offices; Hospital or Health Center; Police or Fire Station; Post Office; Postal Processing Facility; Schools, Vocational or Professional; Manufacturing A; Manufacturing B; Broadcast Studio; Helistop; Park and Shuttle Lot; Parking, Commercial; and Transmission Tower - TWO PHASE)

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

Acreage: ±208.44

LOCATION:

Street: North and south sides of Temple School Road.
Jurisdiction: City of Winston-Salem. The subject area was annexed by the City of Winston-Salem on December 20, 2004.
Ward: East.
ANALYSIS

This case is under review for zoning conversion from County Zoning to City Zoning due to annexation of the subject property into the City limits of Winston-Salem on December 20, 2004.

The proposal will not change the dimensional requirements or uses for the subject property. It will reclassify the newly incorporated property from its Forsyth County zoning classification of LI-S TWO PHASE to the equivalent LI-S TWO PHASE City of Winston-Salem zoning classification.

The proposal does however, reflect a revised site plan for the property. The original site plan (2003) approved by the Board of County Commissioners was noted in the attached conditions as a conceptual layout for illustrative purposes, and that the site layout concept may change to allow flexibility for a variety of different needs, provided that the design guidelines are met. The site plan has changed from a layout featuring a street system and smaller building tracts to one which features a large footprint single building, associated loading spaces and employee parking, truck staging areas, internal circulation driveways, and reserved space for another large footprint building. Also featured on the revised site plan are exterior buffer areas, stream buffers along the northern edge of the property, stormwater retention features, and open space preservation. It appears that the revised conceptual site plan can still comply with the written design guidelines that were originally attached as conditions.

The UDO allows staff approval authority for the second phase of developments zoned LI-S which have attached conceptual site plans and conditions at the outset, as long as the second phase approval would be in general conformance with the conceptual site plan. This revised site plan should provide the basis for subsequent second phase approvals that accommodate the needs of the site for the proposed Dell facility.

STAFF RECOMMENDATION

Zoning: **APPROVAL**.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Dara Folan moved approval of the zoning map amendment, certified that the site plan meets all code requirements and recommends staff conditions.
SECOND: Carol Eickmeyer
VOTE:
   FOR: Unanimous
   AGAINST: None
   EXCUSED: None

_______________________
A. Paul Norby, AICP
Director of Planning