



DOCKET #: W2681a

PROPOSED ZONING:
CB

EXISTING ZONING:
PB, GB, and GO

PETITIONER:
City of Winston-Salem for
property owned
by Multiple Owners

SCALE: 1" represents 400'

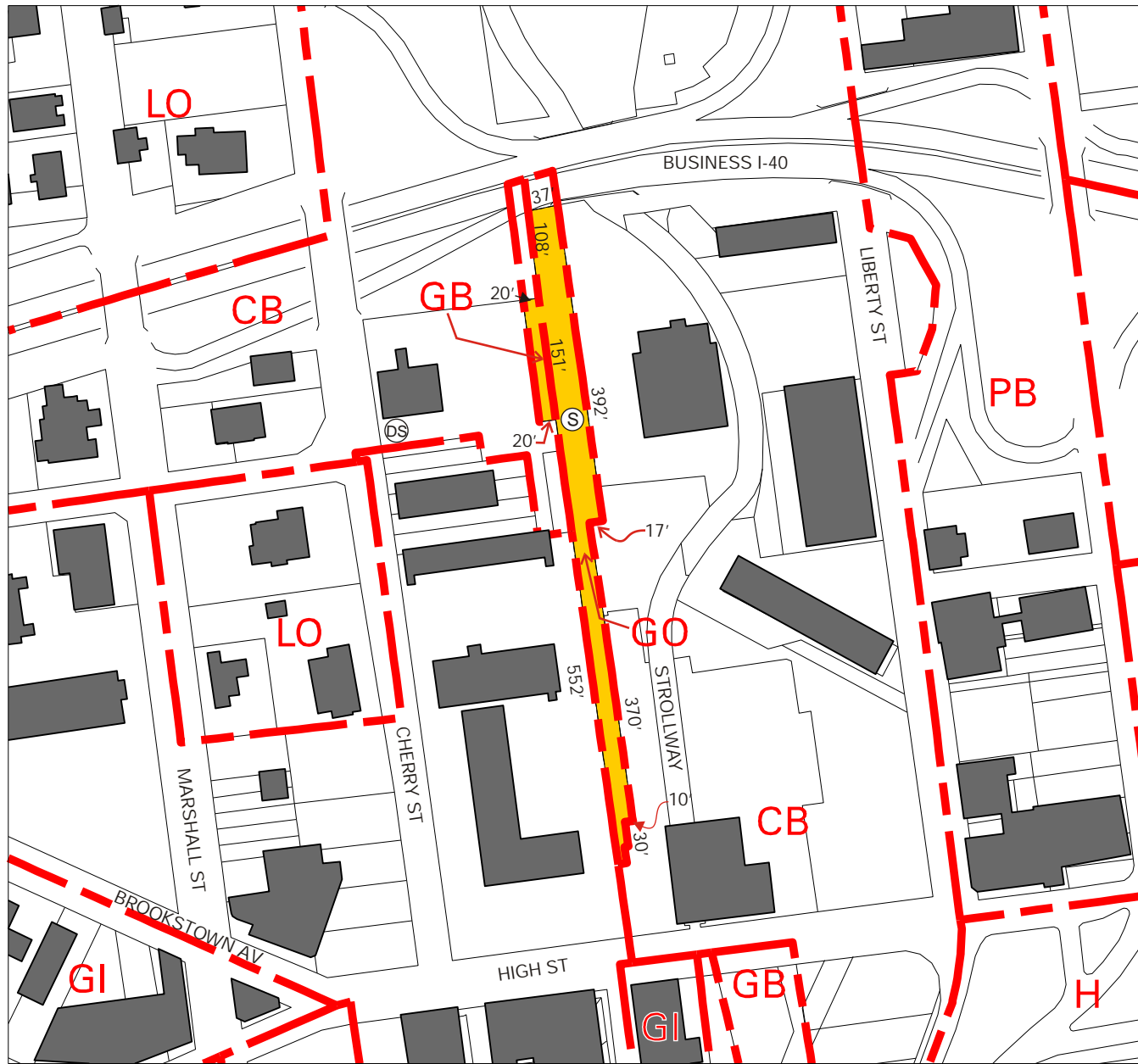
STAFF: Douglas

GMA: 1

ACRE(S): 3.34

MAP(S): 624854, 630854





DOCKET #: W2681b

PROPOSED ZONING:
CB

EXISTING ZONING:
PB, GB, and GO

PETITIONER:
City of Winston-Salem for
property owned
by Multiple Owners

SCALE: 1" represents 200'

STAFF: Douglas

GMA: 1

ACRE(S): 0.49

MAP(S): 630854



DRAFT ZONING STAFF REPORT

DOCKET # W-2681 (a) and (b)
STAFF: Aldea C. Douglas

Petitioner(s): City of Winston-Salem
Ownership: City of Winston-Salem, First Presbyterian Church, Forsyth County, John C. Ranson, J Gilmour Lake, Integon Home Office Building, Winston-Salem Downtown Center

REQUEST

From: PB, GB, GO
To: CB

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

NOTE: This is a general use zoning petition; therefore, ALL uses permitted in the above requested district should be considered.

Acreage: W2681a: 3.34 acres / W2681b: 0.49 acres

LOCATION:

Street: The property located at various locations adjacent to or in the Central Business Zoned District and having frontages along bordering streets as follows: Fourth St, Cherry St, Spring St., Marshall St.

Jurisdiction: City of Winston-Salem

Ward: **W-2681 (a)** Tax block 94 lots: 109-111,117,118,125,126, 301 Northwest Ward
Tax block 78 lots: 011-013, 208 East Ward
W-2681 (b) Tax block 57 lot 407 South Ward

PROPERTY SITE/IMMEDIATE AREA

All sites in proposed rezoning are surrounded by Center City type uses. All sites are adjacent to or surrounded by the Central Business Zoning District.

GENERAL AREA

Character/Maintenance: Well maintained Central Business Uses including, vacant land, commercial use, and parking lots.
Development Pace: Moderate

HISTORY

Relevant Zoning Cases:

1. W-2612; PB to CB; approved April 10, 2003; northeast corner of Spruce Street and Second Street; 0.46 acres; Planning Board and staff recommended approval.
2. W-2035; PB to CB; approved February 19, 1996; north of First Street between Cherry Street and Marshall Street; 2.27 acres; Planning Board and staff recommended approval.
3. W-2136; PB to CB; approved March 3, 1997; south side of Fourth Street and east of Spring Street; 1.42 acres; Planning Board and staff recommended approval.

DOCKET NUMBER: W2681 (a & b)

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

Impact on Existing Features: Because this is a general use petition, impacts to the properties' existing physical features cannot be determined at this time.

Topography: The subject properties located north of Business 40 are relatively small and have only slight elevation changes. These properties have elevations ranging from about 910 feet to about 934 feet. A large section of the subject property south of Business 40 is on a steep slope that quickly falls from about 884 feet along the property's western boundary down to about 850 along the property's eastern boundary. At its lowest point, in the southeastern section of the site, the elevation is about 840 feet.

Streams: No streams are on or adjacent to the subject properties.

Vegetation/habitat: No vegetation is present on the subject properties located north of Business 40. The property located south of Business 40 does have some identified concentrations of vegetation.

Floodplains: None

Wetlands: None – *Winston-Salem West* and *Winston-Salem East Quads*

TRANSPORTATION (a)

Direct Access to Site: Fourth Street; Second Street; Spring Street; Poplar Street; Marshall Street; Cherry Street

Street Classification: Fourth Street – Major Thoroughfare; Second Street – Minor Thoroughfare; Spring Street – Local Road; Poplar Street – Local Road; Marshall Street – Major Thoroughfare; Cherry Street – Major Thoroughfare

Average Daily Traffic Count/Estimated Capacity at Level of Service D (Vehicles per Day):

Fourth Street between Broad and Marshall Streets = 5,700 / 15,600

Second Street between Broad and Marshall Streets = 4,200 / 9,600

Marshall Street between Fourth and Second Streets = 9,000 / 15,600

Cherry Street between Fourth and Second Streets = 9,300 / 15,600

Planned Road Improvements: None

Traffic Impact Study recommended: No

Connectivity of street network: Excellent
Sidewalks: Existing on both sides of all streets
Transit: Downtown Lunch Line Trolley Service along Fourth and Cherry Streets
Bicycle Route: Route 6, Downtown Loop, along Fourth Street

TRANSPORTATION (b)

Direct Access to Site: Cherry Street; High Street; Marshall Street, Liberty Street, Business 40
Street Classification: Cherry Street – Minor Thoroughfare; High Street – Local Road; Marshall Street – Minor Thoroughfare; Liberty Street – Local Road; Business 40 - Freeway
Average Daily Traffic Count/Estimated Capacity at Level of Service D (Vehicles per Day):
Cherry Street between High Street and Business 40 = No Counts Available / 15, 600
Marshall Street between Brookstown Avenue and Business 40 = 4,000 / 12,700
Business 40 between Main/Cherry Streets and Liberty/Main Streets = 66,000 / 61,400
Planned Road Improvements: None
Traffic Impact Study recommended: No
Connectivity of street network: Excellent
Sidewalks: Strollway
Transit: Route 29 along Marshall Street
Bicycle Route: None

CONFORMITY TO PLANS

GMP Area (*Legacy*): GMA 1, City Center

Relevant Comprehensive Plan Recommendation(s): The City Center is to be the focus of development in Forsyth County with a rich mix of office, service, entertainment, retail and residential uses. Relevant plan recommendations include: provide a large and varied mix of housing in and near downtown; and, encourage mixed use developments at densities that generate high levels of pedestrian activity.

Area Plan/Development Guide: Downtown Plan and *South Central Area Plan* (SCAP)

Relevant Development Guide Recommendation(s): The PB zoned subject properties are located in two Mixed Use Major Use Areas of the Downtown Plan. The Mixed Use area encourages adaptive reuse and development of smaller scale shops, offices, grocery stores or markets and/or residential uses. Vacant lot or surface parking lots could be developed for those same type of uses as well. These Major Use Areas are located between the West End and Holly Avenue Neighborhood as well as adjacent to the Civic Plaza area and Financial District major use areas. The GB/GO zoned subject property is adjacent to the Central Business District but not in a Major Use Area. It is, however located adjacent to the Strollway which is included in the Downtown Plan.

The strip of land located south of B-40/US421 (site b) is within the boundaries of the *South Central Area Plan* (SCAP). SCAP recognizes this strip of land as vacant, but does not recommend a land use. The area south of high street is included in the Brookstown/Marshall Neighborhood Activity Center (NAC). NACs are compact, pedestrian

oriented neighborhood business areas which provide needed services within walking distance of residential areas. SCAP recommends that the focus of the Brookstown/Marshall NAC should be as a tourist/visitor center in addition to serving surrounding residential areas.

COMMUNITY DEVELOPMENT

Certified Area/Name: South Marshall III—Northern Commercial Area (strip of land south of B-40/US 421 only)

Type of Certification: Certified as a Rehabilitation, Conservation, and Reconditioning Area in 1985

Redevelopment Recommendation(s): As the South Marshall III area was certified only as a Rehabilitation, Conservation, and Reconditioning area, there are no redevelopment recommendations for the site, nor the area. The City encourages rehabilitation of residential properties in Rehab Areas by making community development loan funds available for the rehabilitation of dwellings.

HISTORIC RESOURCES REVIEW

Known Historic Resources: None of the sites have historical significance.

ANALYSIS

The current request is to rezone 13 tax lots totaling 3.83 acres from PB, GB, and GO to CB. As part of the revitalization strategies that are occurring in the downtown Winston-Salem area, staff has felt it appropriate to examine existing downtown zoning, especially the core area of downtown that is zoned *Central Business*. Pockets of other zoning districts are within this “core” area. Rezoning these pockets to *Central Business (CB)* will create a more definitive and rational boundary for the Central Business Zoning District.

The sites are located within the City Center Growth Management area. According to *Legacy* recommendations, The City Center area should be developed with the most intense urban development. CB allows for the most intense business oriented development. Rezoning of these sites to CB would make the zoning of the current request consistent with the rest of the block.

This issue was first brought to City Council in 2000 by the Planning Department as well as the Downtown Development Department. At the time, City Council felt that staff needed to address the changes to the Permitted Use Table first as well as examine boundary issues concerning the Automotive Repair Uses. These issues were addressed and the proposal was then put into the CCPB work plan for this year, 2003-2004. The Downtown Development office as well as the Downtown Winston-Salem Partnership (DWSP) is in support of the proposed amendment. Please see attached letter from DWSP Chairman, Lyons Gray.

FINDINGS

1. The current request is to rezone 13 tax lots totaling 3.83 acres from PB, GB, and GO to CB.
2. Rezoning these sites to CB will make the zoning consistent with the rest of the Central Business District.
3. The City Center area should be developed with the most intense urban development, according to Legacy recommendations.
4. The proposed rezoning is consistent with both the Downtown Plan and the South Central Area Plan.
5. Downtown Development as well as the Downtown Winston-Salem Partnership is in support of the proposed amendment.

STAFF RECOMMENDATION

Zoning: **APPROVAL**