



DOCKET #: W2724

PROPOSED ZONING:
GO

EXISTING ZONING:
LO

PETITIONER:
Gardner Webb University
for property owned
by Martha B. Hauser

SCALE: 1" represents 200'

STAFF: Marchant

GMA: 2

ACRE(S): 1.11

MAP(S): 612850



DRAFT ZONING STAFF REPORT

DOCKET # W-2724
STAFF: Marchant

Petitioner(s): Gardner Webb University
Ownership: Martha B. Hauser

REQUEST

From: LO (Limited Office)
To: GO (General Office)

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: 1.11 acres

LOCATION:

Street: Northeast corner of Maplewood Avenue and Bethesda Road
Jurisdiction: City of Winston-Salem
Ward: Southwest Ward

PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Two one-story buildings are located on the site.

Adjacent Uses:

- North – Well-maintained single family residential.
- East – Offices (zoned LO)
- South – Offices (zoned LO)
- Southwest – Medical Offices (zoned GO)
- West – A church with a single family residential structure that appears to be used for church purposes. (zoned HB)

GENERAL AREA

Character/Maintenance: The general area is a mix of well-kept office and residential uses. In this area, Bethesda Road is a rough divider between more intense office and commercial uses on the west side and less intense office and residential uses on the east side.

Development Pace: Moderate

HISTORY

Relevant Zoning Cases:

1. W-2339; LO to GO-S (Medical and Surgical Offices; Offices, Miscellaneous; Professional Office; and Services, Personal); approved October 4, 1999; Northeast Corner of Hawthorne Road and Brigham Street; 0.38 acre; Planning Board and staff recommended approval.
2. W-1923; R-4 to R-1-S (Parking Areas); approved August 15, 1994; North side of Maplewood Avenue, across from Bolton Street; 0.20 acres; Planning Board and staff recommended approval.
3. W-1177; R-4 to B-3-S (Multiple Use and Two Phase); approved July 2, 1984; South side of Hawthorne Road across from Bethesda Road; 11.41 acres; Planning Board and staff recommended approval.

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

Impact on Existing Features: Because it is a general use petition, the impact of this proposal to the site's existing physical features cannot be determined at this time.

Topography: The subject property experiences an overall elevation change of approximately 14 feet, rising from 876 feet in the southeastern section of the site up to about 890 feet in the northwest corner of the site.

Streams: No streams are located on the subject property.

Vegetation/habitat: No significant vegetation is present on the subject property.

Environmental Resources Beyond The Site: Because it is a general use petition, this proposal's impact to environmental resources beyond the site cannot be determined at this time.

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

TRANSPORTATION

Direct Access to Site: Maplewood Avenue; Bethesda Road

Street Classification: Maplewood Avenue – Collector; Bethesda Road – Minor Thoroughfare

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

Bethesda Road between Birchwood Drive and Hawthorne Road = 6,600 / 15,600

Planned Road Improvements: None

Traffic Impact Study recommended: No

Sidewalks: East side of Bethesda Road, north side of Maplewood Avenue

Transit: Route 20 along Bethesda Road

CONFORMITY TO PLANS

GMP Area (*Legacy*): GMA 2, Urban Neighborhoods

Relevant Comprehensive Plan Recommendation(s): For the Urban Neighborhoods, *Legacy* recommends quality infill development; greater residential densities where appropriate;

neighborhood retail and community services; historic preservation, rehabilitation and reuse of existing structures; convenient commercial services to support neighborhood needs; and protection of residential areas from inappropriate commercial and industrial encroachment. Area Plan/Development Guide: *Ardmore Area Plan* (adopted in 1985)

Relevant Development Guide Recommendation(s): The *Ardmore Area Plan* recommends that the subject property remain as an office use (subject property was used as an office prior to 1985). The encroachment of non-residential land use on adjacent residential use is noted as an issue in the area plan. No expansion of office land use is recommended near the site of this rezoning petition.

ANALYSIS

This petition is to rezone 1.11 acres of land on the northeast corner of the intersection of Maplewood Avenue and Bethesda Road from LO to GO. Two one-story office structures are currently located on this site.

This property is located in the *Ardmore Area Plan*, which recommends this site to remain as an office use. The Plan does not differentiate between the types and scale of office uses. Additionally, the Plan discusses the encroachment of nonresidential uses into residential areas.

When examining the zoning map in this general area, it is evident that Bethesda Road is a dividing line between more intense commercial and office uses to the west and less intense office and residential uses to the east. This dividing line has not yet been crossed. In the area east of Bethesda Road, south of Birchwood Drive, north of Hawthorne Road, and west of Bolton Street, only one property is zoned anything but LO, LO-S, or RS-9. This 0.38 acre site, located on the northeast corner of Hawthorne Street and Brigham Street, is zoned GO-S (Medical and Surgical Offices; Offices, Miscellaneous; Professional Office; and Services, Personal), thereby limiting its potential uses.

Table 1: Uses Allowed in GO and Not Allowed in LO (City of Winston-Salem)	
Fraternity or Sorority	Z
Health Services, Miscellaneous	Z
Medical or Dental Laboratory	Z
Services, Business A	Z
Services, Personal	Z
Academic Medical Center	Z
Child Care (Drop-In)	Z
Church or Religious Institution, Community	Z
Club or Lodge	Z
College or University	Z
Hospital or Health Center	Z
Institutional Vocational Training Facility	Z
Nursing Care Institution	Z
Post Office	Z
School, Vocational or Professional	Z
Broadcast Studio	Z
Helistop	A

Z = Permit From Zoning Officer; A = Board of Adjustment Special Use Permit

Table 1 identifies uses that are allowed in the GO district, but not allowed in the LO district. Perhaps the other major difference between these two districts concerns the maximum height allowed for structures. The maximum height is 40 feet in the LO district and 60 feet in the GO district, if adjacent property is zoned RS, RM, YR, AG, or H. Otherwise, the maximum height allowed in the GO district is unlimited.

Given the size of the subject property and the additional setback requirements between GO and RS-9 zoning, a dramatic physical redevelopment of this particular site is unlikely.

However, this area remains a viable location for less intense office uses and the rezoning of the subject property from LO to GO may set a precedent for more intense office uses east of Bethesda Road. The neighborhood to the north of the subject property and to the east of this larger area could potentially experience the encroachment of these more intense office uses.

The Unified Development Ordinances specifically states that LO “standards are designed so this district may serve as a transition between residential districts and commercial districts.” The existing LO zoning on the subject property accomplishes this objective – an objective that cannot be guaranteed under this general use request. One potential option is for a GO-S petition, which would be used to limit uses, as well as to attach a site plan showing how the property development would relate to its neighboring residential properties to the north.

FINDINGS

1. The Ardmore Area Plan recommends this property for Office use. It also discusses the encroachment of nonresidential uses into residential areas and the consequences of this encroachment.
2. Bethesda Road has been a successful dividing line between more intense commercial and offices uses to the west and less intense office and residential uses to the east.
3. Approving this general use request may not create dramatic changes on this particular site, but it could potentially set a precedent for more intense office uses east of Bethesda Road that further encroach on existing residential neighborhoods.
4. The existing LO zoning successfully serves as a transition between residential neighborhoods and more intense uses, as is its intended purpose.

STAFF RECOMMENDATION

Zoning: **DENIAL**, as submitted.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Jerry Clark moved withdrawal of the zoning map amendment.

SECOND: Dara Folan

VOTE:

FOR: Clark, Eickmeyer, Folan, Glenn, King, Lambe, Mullican, Norwood, Smith

AGAINST: None

EXCUSED: None

A. Paul Norby, AICP
Director of Planning