



DOCKET #: W2468
 (continued from 4/12/01
 CCPB meeting)

PROPOSED ZONING:
 LB-S (Multiple Business
 and Office Uses)

EXISTING ZONING:
 RS9

PETITIONER:
 H & K Investment

SCALE: 1" represents 200'

STAFF: Hughes

GMA: 3

ACRE(S): 0.37

MAP(S): 600846, 600850



DRAFT ZONING STAFF REPORT

DOCKET # W-2468

STAFF: Suzy Hughes

Petitioner(s): H & K Investment

Ownership: Same

CONTINUANCE HISTORY

This petition was continued from the April 12, 2001, Planning Board meeting to allow the petitioner to explore parking options.

REQUEST

From: RS-9 Residential Single Family District; minimum lot size 9,000 sf

To: LB-S Limited Business District (Arts and Crafts Studio; Retail Store, Specialty or Miscellaneous; Medical or Surgical Offices; Office, Miscellaneous; and Professional Office)

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

Acreage: 0.37 acre

LOCATION

Street: West side of Jonestown Road Between Randall Street and Southwin Drive.

Jurisdiction: City of Winston-Salem.

Ward: West.

SITE PLAN

Proposed Use: Professional Office.

Square Footage: 3,427 square feet.

Building Height: 2 stories.

Parking: 12 required; 14 proposed.

Bufferyard Requirements: 15 foot type II bufferyard along adjoining residentially zoned property.

Vehicular Use Landscaping Standards Requirements: UDO standards will apply.

PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Site is currently developed with a single family home.

Adjacent Uses:

- North - The Cleaners dry cleaning establishment zoned LB-S.
- East - Summit Square Shopping Center across Jonestown Road, and vacant restaurant building on the southeast corner of Jonestown Road and Frandell Road, both zoned LB-S.
- South - Goodwill Industries Retail store under construction zoned LB-S.
- West - Single family dwellings along the south side of Randall Street zoned RS-9.

GENERAL AREA

Character/Maintenance: The area north of US 421 and south of Country Club Road on Jonestown Road contains a mixture of commercial and office uses. A few single family dwellings remain along this segment of Jonestown, but they are heavily impacted by the growth of commercial activity and vehicular traffic at this very busy crossroads that lies between a main thoroughfare (Country Club Road) and a major highway (US 421).

Development Pace: Rapid.

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

Impact on Existing Features: Site is currently developed with a single family home.

Topography: This property is fairly flat.

Vegetation/habitat: Site is currently developed with a single family home.

Constraints: None.

TRANSPORTATION

Direct Access to Site: Jonestown Road.

Street Classification: Major thoroughfare.

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

Jonestown Road between US 421 and Country Club Road = 20,000/26,000

Trip Generation/Existing Zoning: RS-9

$0.37 \times 43,560/9000 = 1 \text{ unit} \times 9.57 \text{ trips} = 9 \text{ trips}$

Trip Generation/Proposed Zoning: LB-S

$3,427/1,000 \times 36.13 \text{ (Medical/Dental Office Trip Rate)} = 123 \text{ trips}$

Transit: Route 43 W (Westside Connector) along Jonestown Road.

HISTORY

Relevant Zoning Cases:

1. W-2378; RS-9 to LB-S (General Merchandise Store); approved April 3, 2000; west side of Jonestown Road between Randall Street and Southwin Drive; 1.28 acres; Planning Board and staff recommended approval.

2. W-2200; LB-S Limited Business District [Restaurant (without drive-through service)] and RS-9 to LB-S (Car Wash); denied January 5, 1998; southeast corner of Frandell Road and Jonestown Road; 1.14 acres; Planning Board and staff recommended denial.
3. W-2183; RS-9 to LI-S (Manufacturing B); withdrawn October 6, 1997; south side of Mar-Don Drive across from Mar-Don Hills Court; 6.45 acres; Planning Board and staff recommended denial.
4. W-1486; R-5 to B-3-S (Laundry, dry cleaning or linen supply services); approved January 4, 1998; southeast corner of Randall Avenue and Jonestown Road; 0.37 acres; Planning Board and staff recommended approval.
5. W-1447; R-4 to B-3-S (Multiple business uses); approved August 3, 1987; northeast corner of Jonestown Road and Frandell Road; 3.5 acres; Planning Board and staff recommended approval.

CONFORMITY TO PLANS

Legacy GMP Area: Suburban Neighborhoods.

Relevant Legacy Recommendation(s): This is the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur.

Area Plan/Development Guide: *Country Club/Jonestown Road Area Plan* (1985).

Relevant Development Guide Recommendation(s): The development plan identifies this site for commercial use. It also recommends consolidating commercial and office centers, limiting the number of curb cuts, protecting the area from industrial land uses, and controlling conversions of residential uses along major thoroughfares. Existing single-family homes should be buffered from more intense uses that are constructed on adjacent land.

ANALYSIS

The current proposal is to rezone 0.37 acre from RS-9 to LB-S (Arts and Crafts Studio; Retail Store, Specialty or Miscellaneous; Medical or Surgical Offices; Office, Miscellaneous; Professional Office). Adjoining the site to the south is land zoned LB-S, currently under construction. North of the site is The Cleaners dry cleaners. A shopping center exists across Jonestown Road and another one exists south of the project site. The house on the site is the last single family home on the west side of Jonestown Road. Jonestown Road is a five lane major thoroughfare.

The *Country Club/ Jonestown Area Plan* proposes commercial land uses be developed at the current site and along the remainder of the west side of Jonestown Road in a controlled transition pattern. Since adoption of the plan, there has been intensive commercial development in the surrounding area. There continues to be concern about the type of commercial development that is approved, and how the specific uses meet the goal of an orderly transition from residential to commercial land uses along Jonestown Road. The mounting traffic placed on existing streets in

this area makes consideration of new zoning and land uses even more important with regards to their potential impact on residents and existing businesses in this changing neighborhood. The area plan is very specific about the types of uses that are “permitted” in the Jonestown - US 421 area as a means of encouraging “controlled transition” to office and commercial uses. The uses proposed in the petition are among those permitted.

Staff has consistently sought rear connections, per the recommendations of the *Country Club/ Jonestown Area Plan*, between commercially developed lots on the west side of Jonestown. This has been done in an effort to reduce the traffic impact of such development. Petitioners in this case have also been requested to provide a connection in the rear of the site on both the north and south ends.

FINDINGS

1. The petition is consistent with *Legacy*.
2. The land use and zoning proposed is consistent with the *Country Club/Jonestown Area Plan*.
3. Connections for traffic flow at the rear of the site have been requested to reduce possible impacts on the traffic circulation system in the area and the adjacent residential neighborhood.
4. The petition supports the objective of a pattern of "controlled transition" to office and retail uses.

STAFF RECOMMENDATION

Zoning: **APPROVAL**.

Staff certifies that **the site plan meets all code requirements**, and recommends the following conditions:

- **PRIOR TO THE ISSUANCE OF BUILDING PERMITS**
 - a. Developer shall dedicate a new public right-of-way in fee simple to the North Carolina Department of Transportation along the entire frontage of the property on Jonestown Road.
- **PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS**
 - a. Connections to the north and south shall be constructed as shown on the site plan. Developer shall allow this drive to be connected and allow cross vehicular access to the properties to the north and south.
 - b. A sidewalk shall be installed at the back of the new right-of-way for the full length of the property in accordance with City of Winston-Salem Public Works Department.

- **OTHER REQUIREMENTS**

- a. Ground signs shall be limited to a maximum height of five (5) feet with a maximum copy area of thirty-six (36) square feet.