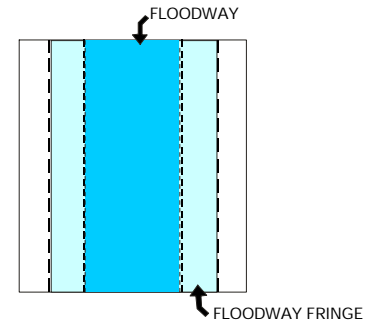


DOCKET #: W2474

PROPOSED ZONING:
PB-S (Museum or Art Gallery)

EXISTING ZONING:
LI

PETITIONER:
Old Salem, Inc.



SCALE: 1" represents 200'

STAFF: Roberts

GMA: 2

ACRE(S): 0.53

MAP(S): 630850



May 23, 2001

Old Salem, Inc.
c/o John C. Larson
P.O. Box F, Salem Station
Winston-Salem, NC 27108

RE: ZONING MAP AMENDMENT W-2474

Dear Mr. Larson:

The attached report of the Planning Board to the Board of Aldermen is sent to you at the request of the Aldermen. You will be notified by the City Secretary's Office of the date on which the Aldermen 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
George Scott Wallace, 807 S. Marshall Street, Winston-Salem, NC 27108

ACTION REQUEST FORM

DATE: May 23, 2001
TO: The Honorable Mayor and Board of Aldermen
FROM: A. Paul Norby, AICP, Director of Planning

BOARD ACTION REQUEST:

Request for Public Hearing on Zoning Petition of Old Salem, Inc., for property owned by Bruce E. Wallace Estate.

SUMMARY OF INFORMATION:

Zoning map amendment of Old Salem, Inc. for property owned by the Bruce E. Wallace Estate from LI to PB-S (Museum or Art Gallery): property is located on the east side of Marshall Street north of Salem Avenue (Zoning Docket W-2474).

PLANNING BOARD ACTION:

MOTION ON PETITION: APPROVAL
FOR: UNANIMOUS
AGAINST: NONE
SITE PLAN ACTION: CONFORMS

CITY ORDINANCE - SPECIAL USE

Zoning Petition of Old Salem, Inc., for property owned by the Bruce E. Wallace Estate.
Docket W-2474

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 Board of Aldermen 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 LI to PB-S Pedestrian Business District (Museum or Art Gallery) the zoning classification of the following described property:

Tax Block: 0575, Tax Lot: 004A, 005, 006, 007, 101C, & 103E

Section 2. This Ordinance is adopted after approval of the site plan entitled Old Salem, Inc. and identified as Attachment "A" of the Special Use District Permit issued by the Board of Aldermen the _____ day of _____, to Old Salem, Inc..

Section 3. The Board of Aldermen 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 Old Salem, Inc. 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 Board of Aldermen

of the City of Winston-Salem

The Board of Aldermen 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 Old Salem, Inc., (Zoning Docket W-2474). 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 PB-S Pedestrian Business District (Museum or Art Gallery), approved by the Winston-Salem Board of Aldermen the _____ day of _____, 20____" and signed, provided the property is developed in accordance with requirements of the PB-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:

C PRIOR TO THE ISSUANCE OF GRADING PERMITS

- a. Developer shall have a storm water management study submitted for review by the Public Works Department of the City of Winston-Salem. If required, an engineered storm water management plan shall be submitted and approved by the Public Works Department of the City of Winston-Salem.

C PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS

- a. All required storm water management devices shall be installed.

C OTHER REQUIREMENTS

- a. One (1) freestanding monument sign with a maximum height of eight (8) feet shall be permitted at the main entrance off Old Salem By-pass, and two (2) monument signs with a maximum height of five (5) feet shall be allowed at the two entrances off Marshall Street.

ZONING STAFF REPORT

DOCKET # W-2474
STAFF: Gary Roberts

Petitioner(s): Old Salem, Inc.
Ownership: Bruce E. Wallace Estate

REQUEST

From: LI Limited Industrial District
To: PB-S Pedestrian Business District (Museum or Art Gallery)

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

Acreage: 0.53 acre

LOCATION

Street: East side of Marshall Street north of Salem Avenue.
Jurisdiction: City of Winston-Salem.
Ward: South.

SITE PLAN

Proposed Use: Museum or Art Gallery.
Square Footage: 36,500 square feet total; Heritage Center - 25,500 square feet; Student Center - 10,000 square feet; Tour Office - 1,000 square feet.
Building Height: Single story.
Parking: Required: 122 spaces; proposed 142 spaces plus 23 bus spaces.
Bufferyard Requirements: None.
Vehicular Use Landscaping Standards Requirements: UDO standards apply.

PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Stratford Metal Finishing, Inc. building.

Adjacent Uses:

North -	Vacant lot used for parking, zoned PB-S.
East -	Vacant area zoned PB-S. Further east is Old Salem, zoned H.
South -	The Bread Box, zoned PB-S.
West -	Across Marshall Street is the Coca-Cola Bottling Company facility zoned LI.

GENERAL AREA

Character/Maintenance: The area is characterized by a mix of industrial, institutional and residential uses in good maintenance.

Development Pace: Slow.

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

Impact on Existing Features: Petition involves the removal of the existing structure.

Topography: Gradual slope downward away from Marshall Street.

TRANSPORTATION

Direct Access to Site: Marshall Street; Walnut Street; Old Salem Road.

Street Classification: Marshall Street - minor thoroughfare; Walnut Street - local; Old Salem Road - major thoroughfare.

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

Marshall Street between Salem Avenue and Academy Street = 4,500/16,000

Old Salem Road between Salem Avenue and Academy Street = 8,000/21,000

Planned Road Improvements: TIP# 2926 - Waughtown/South Main Street realignment will include a traffic circle at Old Salem Road, Salem Avenue and South Main Street. No negative impacts expected.

Sidewalks: Along Marshall and Walnut Streets.

HISTORY

Relevant Zoning Cases:

1. W-2383; HB and LI to PB-S (Museum or Art Gallery); approved May 1, 2000; immediately adjacent to the subject property on three sides; 4.71 acres; Planning Board and staff recommended approval.
2. W-2331; HB to PB; approved August 16, 1999; 2.37 acres; west and east sides of Poplar Street between Salem Avenue and Walnut Street; Planning Board and staff recommended approval.
3. W-2262; LI to GB; approved October 5, 1998; 1.16 acres; located north of the current site on the east side of Marshall Street north of Walnut Street; Planning Board and staff recommended approval.
4. W-2192; GI to GB; approved December 15, 1997; north of current site southwest corner of Marshall Street and Wachovia Street (old Indera Mills buildings); Planning Board and staff recommended approval.

CONFORMITY TO PLANS

GMP Area (*Legacy*): Urban Neighborhoods

Relevant Comprehensive Plan Recommendation(s): Encourage quality infill development, neighborhood retail and community services. Historic preservation, rehabilitation and reuse of existing structures should be encouraged. Use architecture, design and public art to display pride in the rich history of Forsyth County.

Area Plan/Development Guide: *Southeast Gateway Plan* (1993).

Relevant Development Guide Recommendation(s): The plan recommends a focal point of open spaces, and convenience, service and retail shops be created between Old Salem and NCSA to serve as a meeting point for visitors to Old Salem, students and visitors to NCSA, Salem Academy and College, WSSU, and surrounding neighborhoods. Features of this focal point include: Old Salem Visitors Center, Winston-Salem Visitors Center, retail shops and services, parking for retail and Old Salem, among other uses. The location of this focal point is identified in the plan as Salem Avenue and Main Street.

Thoroughfare Plan: TIP# 2926 - Waughtown/South Main Street realignment will include a traffic circle at Old Salem Road, Salem Avenue and South Main Street. No negative impacts expected.

COMMUNITY DEVELOPMENT

Certified Area/Name: South Marshall–Salem Avenue Commercial Area.

Type of Certification: Rehabilitation, Conservation & Reconditioning.

GREENWAY/RECREATION/OPEN SPACE REVIEW

Greenway Plan: Subject property is part of a larger site which adjoins the Strollway as it runs along Old Salem Road.

HISTORIC RESOURCES REVIEW

Known historic resources: Immediately adjacent to the Old Salem Historic District.

National Register of Historic Places: Immediately adjacent to the National Register District for Old Salem Local Historic Landmark.

Comments: Staff has had some concern regarding the impact of the proposed Visitor's Center on the character of this nationally significant area. While located across the street from the Old Salem Historic District, the plans for the orientation (to face the District), as well as detailing (of modern design with proposed 5'-0" high neon lettering facing the district) could negatively impact the setting and context of the area. Staff is particularly concerned, as are residents of Old Salem, with the scale and illumination of the proposed signage for the new building. Staff would request that Old Salem, Inc. consult with the Historic District Commission (HDC) and engage in active communication with residents and other institutions in the Old Salem District about the plans for the new construction and options for the design and detailing of such.

ANALYSIS

The current petition is to rezone a 0.53 acre lot on Marshall Street (currently the site of Stratford Metal Finishing Inc.) from LI to PB-S (Museum or Art Gallery). Said lot is the last piece of a larger 4.71 acre assembly of parcels, proposed as the future site for the Old Salem Visitors Center.

The subject property was not included in the original request due to an estate settlement issue. The new center is intended to take the place of the existing visitor center which is currently located on the east side of Old Salem Bypass. The proposed relocation will provide expanded opportunities for historic restoration of the former site.

Staff recommends approval of the rezoning and continues to encourage Old Salem, Inc. to consult with the HDC and Old Salem residents.

FINDINGS

1. The subject rezoning is a small portion of the Old Salem Visitors Center, the bulk of which was approved May 1, 2000. (Zoning docket W-2383)
2. *Legacy* recommends the use architecture, design and public art to display pride in the rich history of Forsyth County.
3. Staff recommends approval of the rezoning.

STAFF RECOMMENDATION

Zoning: APPROVAL.

Site Plan: Staff certifies that the site plan meets all code requirements, and recommends the following conditions: (NOTE: The following conditions were approved as part of the total site plan for the Old Salem Visitor Center.) (Zoning Docket W-2383)

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PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Powell moved approval of the zoning map amendment.

SECOND: Johnson

VOTE:

FOR: Doyle, Johnson, King, Powell, Schroeder

AGAINST: None

EXCUSED: None

A. Paul Norby, AICP
Director of Planning