



DOCKET #: W2479

PROPOSED ZONING:
 LB-S (General
 Merchandise Store)

EXISTING ZONING:
 RS9

PETITIONER:
 H & K Investment

SCALE: 1" represents 200'

STAFF: Hughes

GMA: 3

ACRE(S): 0.37

MAP(S): 600846, 600850



June 25, 2001

Goodwill Industries of North Carolina
Attn: Billy Whitaker
2701 University Parkway
Winston-Salem, N.C. 27104

RE: ZONING MAP AMENDMENT W-2479

Dear Mr. Whitaker:

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
Nat Taylor, 3600 Country Club Road, Suite 200, Winston-Salem, NC 27104

Board of Aldermen — Action Request Form

Date: June 27, 2001

To: The City Manager

From A. Paul Norby, AICP, Director of Planning

Board Action Requested:

Zoning map amendment of Goodwill Industries for property owned by H & K Investment

Summary of Information:

Zoning map amendment of Goodwill Industries for property owned by H & K Investment from RS-9 to LB-S (General Merchandise Store): property is located on the west side of Jonestown Road south of Randall Street (Zoning Docket W-2479).

Committee Action:

Committee _____ **Action** _____

For _____ **Against** _____

Remarks:

CITY ORDINANCE - SPECIAL USE

Zoning Petition of Goodwill Industries for property owned by H & K Investment, Docket W-2479

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 RS-9 to LB-S (General Merchandise Store) the zoning classification of the following described property:

Tax Lots 54 and 55, Tax Block 3906

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

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 Good Will Industries. 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 Goodwill Industries for property owned by H & K Investment, (Zoning Docket W-2479). 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 LB-S (General Merchandise Store), 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 LB-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. Developer shall install a sidewalk along the frontage on Jonestown Road to the specifications of the Public Works Department of the City of Winston-Salem prior to the issuance of occupancy permits. Any easements or right-of-way needed by the City for the sidewalk shall also be dedicated.
- c. Developer shall install landscaping in accordance with UDO Section 3-4.
- d. Site lighting shall be located on the site side of required buffering and oriented toward the building. Fixtures will be placed a minimum of 100 feet apart and will be no higher than 25 feet above grade. Mercury lamps (metal halide types will not be permitted) with a maximum output of 7,500 lumens per light will be utilized.

C OTHER REQUIREMENTS

- a. No sign shall be permitted on this property.

ZONING STAFF REPORT

DOCKET # W-2479
STAFF: Suzy Hughes

Petitioner(s): Goodwill Industries
Ownership: H&K Investment

REQUEST

From: RS-9 Residential Single Family District; minimum lot size 9,000 sf
To: LB-S Limited Business District (General Merchandise Store)

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: Additional parking for General Merchandise Store.
Parking: 0 spaces required; 32 spaces provided.
Bufferyard Requirements: Type II bufferyard adjoining all residentially zoned land with no intervening street.
Vehicular Use Landscaping Standards Requirements: UDO standards will apply.

PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Single Family existing home.

Adjacent Uses:

- North - Dry-Cleaners zoned LO-S.
- East - Summit Square Shopping Center across Jonestown Road, and Boston Market on the southeast corner of Jonestown Road and Frandell Road, both zoned LB-S.
- South - Goodwill Store zoned LB-S.
- West - Single family dwellings 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: Single family home would be removed.

Topography: This property is fairly flat.

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

Constraints: Minor.

TRANSPORTATION

Direct Access to Site: Jonestown Road.

Street Classification: Jonestown Road - 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

$0.37 \times 43,560/9,000 = 1 \text{ unit} \times 9.57 \text{ (SF Trip Rate)} = 9 \text{ trips per day}$

Trip Generation/Proposed Zoning: LB-S

No rate available; no building square footage available to calculate trip generation

Sight Distance: Good.

Transit: Route #43 (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 (GMA 3).

Relevant Comprehensive Plan Recommendation(s): *Legacy* proposes that commercial areas be compact rather than linear in nature, with businesses interconnected and designed to be pedestrian oriented.

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

Relevant Development Guide Recommendation(s): The Jonestown/US 421 Subarea identifies this site for special use commercial projects). Rear parking is encouraged. The use of interior service roads is encouraged. Site lighting must be oriented toward the building.

ANALYSIS

The current proposal is to rezone 0.37 acre from RS-9 and LB-S (General Merchandise Store). Adjoining the site to the south is LB-S zoned land currently used for the Goodwill Store. North of the site is a vacant parcel and The Cleaners dry cleaners. A shopping center exists across Jonestown Road and another one exists approximately 250 feet south of the project site. 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 and character 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.

The site plan indicates that this site will be utilized as an accessory parking lot for Goodwill to the south. The site is to be properly landscaped to screen the parking from Jonestown Road. There will be no sign allowed on the property. No access will be allowed onto Jonestown Road from this site, all access will be through internal access to adjoining properties.

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 are recommended 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:

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 BUILDING PERMITS

- a. Fire hydrants, if required, shall be installed in accordance with the City Fire Department and a letter must be submitted from the Fire Department stating that fire hydrant locations have been established.

C PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS

- a. Developer shall install a sidewalk along the frontage on Jonestown Road to the specifications of the Public Works Department of the City of Winston-Salem prior to the issuance of occupancy permits. Any easements or right-of-way needed by the City for the sidewalk shall also be dedicated.
- c. Developer shall install landscaping in accordance with UDO Section 3-4.

- d. Site lighting shall be located on the site side of required buffering and oriented toward the building. Fixtures will be placed a minimum of 100 feet apart and will be no higher than 25 feet above grade. Mercury lamps (metal halide types will not be permitted) with a maximum output of 7,500 lumens per light will be utilized.

C OTHER REQUIREMENTS

- a. No sign shall be permitted on this property.

PUBLIC HEARING June 14, 2001

FOR: None

AGAINST: None

WORK SESSION

MOTION: Powell moved for approval.

SECOND: Doyle

VOTE:

FOR: Avant, Doyle, Johnson, King, Norwood, Powell, Schroeder, Snelgrove

AGAINST: None

EXCUSED: None

A. Paul Norby, AICP
Director of Planning