

ACTION REQUEST FORM

DATE: May 22, 2015
TO: The Honorable Mayor and City Council
FROM: A. Paul Norby, Director of Planning and Development Services

COUNCIL ACTION REQUEST:

Request for Public Hearing on Zoning Text Amendment proposed by City-County Planning and Development Services staff

SUMMARY OF INFORMATION:

A UDO Text Amendment proposed by City-County Planning and Development Services staff to revise Chapter B of the *Unified Development Ordinances* to amend view corridor regulations which govern the placement of off-premises signs on designated highway corridors (UDO-258).

PLANNING BOARD ACTION:

MOTION ON PETITION: APPROVAL
FOR: UNANIMOUS
AGAINST: NONE
SITE PLAN ACTION: NOT REQUIRED

STAFF REPORT

DOCKET # UDO-258

STAFF: [Kirk Ericson](#)

REQUEST

This text amendment is proposed by Planning and Development Services staff to revise chapter B of the *Unified Development Ordinances* (UDO) to amend view corridor regulations which govern the placement of off-premises signs on designated highway corridors.

BACKGROUND

The UDO contains regulations for both on-premises and off-premises signs (commonly known as billboards). One aspect of off-premises sign regulation is the establishment of view corridors, specially identified areas where new billboards are prohibited adjacent to major interstates and highways in Winston-Salem and Forsyth County. There are currently 13 view corridor sections identified in the UDO. View corridors currently exist along parts of US 52, I-40, Business 40, and the proposed Northern Beltway. These view corridors promote a more attractive image to visitors traveling to or through the city and county on these roads, and that important scenic views are preserved.

Three major highway construction projects are either currently underway or will soon be starting in Winston-Salem and Forsyth County: Construction has recently started on the eastern leg of the northern beltway (construction is scheduled to be completed in 2018); the Salem Creek Connector to US 52 is currently under construction and is scheduled to be completed in 2016; and, Business 40 through Downtown will be reconstructed in the near future. Construction of a new bridge at Peters Creek Parkway over Business 40 (scheduled to start in 2016) will be part of the Business 40 improvement process. Staff believes the view corridor regulations in the UDO should be adjusted to ensure that the aesthetic benefits of such corridors extend throughout the entirety of these highway improvement areas.

ANALYSIS

Planning staff recommends filling in the gaps which exist along view corridors in the Downtown area to include the entirety of the area. The Downtown area has expanded since the view corridor regulations were originally adopted over 20 years ago. Downtown has expanded eastward and southward as part of the Wake Forest Innovation Quarter redevelopment project and the expansion of the Winston-Salem State campus. Staff recommends extending the current view corridors on US 52 and Business 40 to protect the view of these areas from the impact of new billboards. Staff also recommends extending the current view corridor on Business 40 westward to Peters Creek Parkway. As proposed, the Downtown view corridors will exist on Business 40 from Peters Creek Parkway on the west to the Winston-Salem State University area/US 158 on the east, on the west side of US 52 from 16th Street on the north to Mock Street on the south, and on the east side of US 52 from Business 40 on the north to Mock Street on the south. This will ensure that views of Downtown Winston-Salem will be protected along both of these transportation corridors.

Staff also recommends clarifying language relating to the Northern Beltway in the view corridor regulations. Currently, the eastern leg of the Northern Beltway is referred to as the “Northeast Connector” in the UDO. This ordinance language needs to be revised to the correct terminology (Northern Beltway) to make sure that we can properly enforce the view corridor regulations on this highway when it is constructed.

In addition to the text changes described above, this amendment also includes a change to the official view corridor map referenced in Table B.3.7 and on file in the Planning and Development Services office (**Appendix A**). This map will be modified to fill in the missing segments described above along Business 40 and US 52, and to extend the line delineating the Northern Beltway to its currently proposed southern terminus of the eastern leg at I-74/US 311.

Planning staff believes the proposed text amendment will help promote an attractive aesthetic environment along these new or improved major highways in Winston-Salem and Forsyth County by preventing the construction of new billboards along identified view corridors.

RECOMMENDATION

APPROVAL

**CITY-COUNTY PLANNING BOARD
PUBLIC HEARING
MINUTES FOR UDO-258
MAY 14, 2015**

Kirk Ericson presented the staff report.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

During discussion by the Planning Board, the following points were made:

This only applies to new signs.

Building signage is not impacted by this amendment.

MOTION: Clarence Lambe moved approval of the text amendment.

SECOND: Allan Younger

VOTE:

FOR: George Bryan, Melynda Dunigan, Tommy Hicks, Arnold King, Clarence Lambe,
Darryl Little, Brenda Smith, Allan Younger

AGAINST: None

EXCUSED: None

A. Paul Norby, FAICP
Director of Planning and Development Services

UDO-258
AN ORDINANCE REVISING
CHAPTER B OF THE *UNIFIED DEVELOPMENT ORDINANCES*
TO AMEND OFF-PREMISES SIGN REGULATIONS (VIEW CORRIDORS)

Be it ordained by the City Council of the City of Winston-Salem, North Carolina, that the *Unified Development Ordinances (UDO)* is hereby amended as follows:

Section 1. Chapter B - Zoning Ordinance, Article II - Zoning Districts, Official Zoning Maps and Uses is amended as follows:

Chapter B – Zoning Ordinance
Article II – Zoning Districts, Official Zoning Maps and Uses

3-2 Sign Regulations

3-2.1 SIGN REGULATIONS (W)

(J) Off-Premises Freestanding Signs

- (1) Zoning Districts. Freestanding signs (off-premises) are permitted only in the HB, LI, GI, and CI zoning districts and only along designated roads which are not identified as view corridors listed in Section B.3-2.1(J)(2) and exist along designated roads as per Section B.3-2.1(J)(3).
- (2) View Corridors. No off-premises sign shall be permitted in any view corridor as described in Table B.3.7 and shown on the View Corridor Map located in the office of the Planning Board.

Table
B.3.7
View
Corridors

| Designation | Location |
|-------------|---|
| 1. "A" | The north side of Business 40 from <u>Peters Creek Parkway</u> Broad Street on the west to Cameron Avenue on the east |
| 2. "B" | The south side of Business 40 from <u>Peters Creek Parkway</u> Cherry Street on the west to <u>US 52</u> Salem Avenue on the east |
| 3. "C" | The west side of US 52 from 16th Street on the north to the Southern Railroad line on the south |
| 4. "D" | The west side of US 52 from the Southern Railroad line on the north to <u>Mock Street</u> Stadium Drive on the south |
| 5. "E" | The east side of US 52 from <u>Business 40</u> I-40 on the north to <u>Mock Street</u> Stadium Drive on the south |
| 6. "F" | The south side of Business 40 from US 52 on the west to US158 (Reidsville Road) on the east |

| | |
|---------|---|
| 7. "G" | Both sides of I-40 from Jonestown Road on the west to the City zoned jurisdiction on the east |
| 8. "H" | Both sides of US 311 from I-40 on the west to the Forsyth County line on the east |
| 9. "I" | Both sides of US 311 connector from Business 40 on the north to I-40 on the south |
| 10. "J" | Both sides of the Northern Beltway from Stratford Road (US 158) on the south to US 52 on the north |
| 11. "K" | Both sides of the Northeast connector <u>Northern Beltway</u> from US 52 on the west to the eastern <u>southern</u> terminus of the connector <u>beltway</u> on the east |
| 12. "L" | Both sides of I-40 in the unincorporated area of Forsyth County |
| 13. "M" | Both sides of US 421 from I-40 on the east to the Winston-Salem City limits on the west |

3-2.1 SIGN REGULATIONS (F)

(C) Off-Premises Ground Signs

- (1) Zoning Districts. Ground signs (off-premises) are permitted only in the districts as shown in Table B.3.6 and only along designated roads which are not identified as view corridors listed in Section B.3-2.1(C)(2).
- (2) View Corridors. No off-premises sign shall be permitted in any view corridor as described in Table B.3.7 and shown on the View Corridor Map located in the office of the Planning Board.

Table
B.3.7
View
Corridors

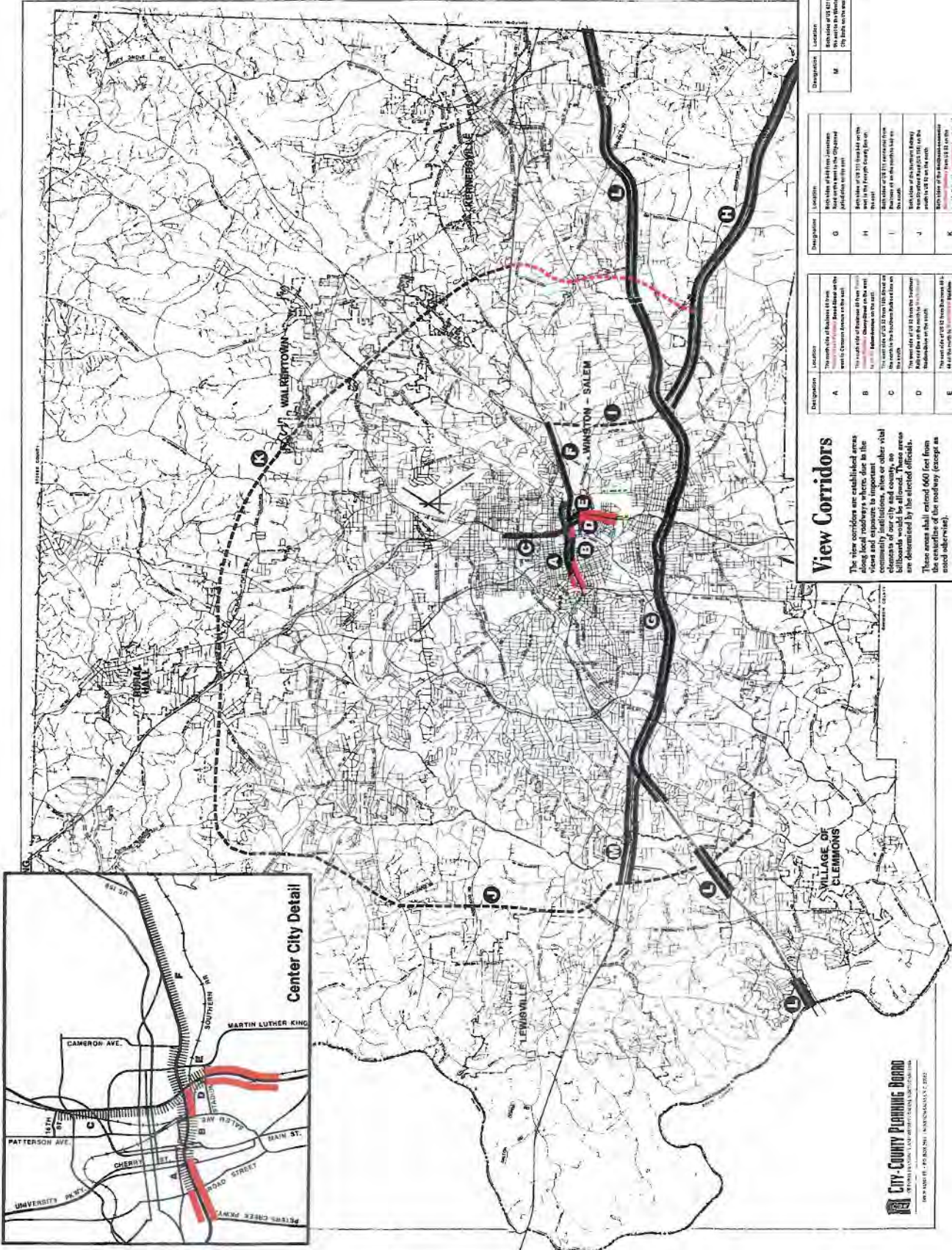
| Designation | Location |
|-------------|---|
| 1. "A" | The north side of Business 40 from <u>Peters Creek Parkway</u> Broad Street on the west to Cameron Avenue on the east |
| 2. "B" | The south side of Business 40 from <u>Peters Creek Parkway</u> Cherry Street on the west to <u>US 52</u> Salem Avenue on the east |
| 3. "C" | The west side of US 52 from 16th Street on the north to the Southern Railroad line on the south |
| 4. "D" | The west side of US 52 from the Southern Railroad line on the north to <u>Mock Street</u> Stadium Drive on the south |
| 5. "E" | The east side of US 52 from <u>Business 40</u> I-40 on the north to <u>Mock Street</u> Stadium Drive on the south |
| 6. "F" | The south side of Business 40 from US 52 on the west to US158 (Reidsville Road) on the east |
| 7. "G" | Both sides of I-40 from Jonestown Road on the west to the City zoned jurisdiction on the east |
| 8. "H" | Both sides of US 311 from I-40 on the west to the Forsyth County line on the east |

| | |
|---------|--|
| 9. "I" | Both sides of US 311 connector from Business 40 on the north to I-40 on the south |
| 10. "J" | Both sides of the Northern Beltway from Stratford Road (US 158) on the south to US 52 on the north |
| 11. "K" | Both sides of the Northeast connector Northern Beltway from US 52 on the west to the eastern southern terminus of the connector beltway on the east |
| 12. "L" | Both sides of I-40 in the unincorporated area of Forsyth County |

Section 2. The View Corridor map located in the Planning Board office and referenced in UDO sections B.3-2.1(W) (J)(2) and B.3-2.1(F) (C)(2) shall be modified as follows:

- By extending the line delineating corridor section A from its current western terminus to the proposed western terminus of Peters Creek Parkway. The description for corridor section A on said map shall be modified to read as follows: "The north side of Business 40 from Peters Creek Parkway on the west to Cameron Avenue on the east".
- By extending the line delineating corridor section B from its current location to the proposed western terminus of Peters Creek Parkway and the proposed eastern terminus of US 52. The description for corridor section B on said map shall be modified to read as follows: "The south side of Business 40 from Peters Creek Parkway on the west to US 52 on the east".
- By extending the line delineating corridor section D from its current southern terminus to the proposed southern terminus of Mock Street. The description for corridor section D on said map shall be modified to read as follows: "The west side of US 52 from the Southern Railroad line on the north to Mock Street on the south".
- By extending the line delineating corridor section E from its current southern terminus to the proposed southern terminus of Mock Street. The description for corridor section D on said map shall be modified to read as follows: "The east side of US 52 from Business 40 on the north to Mock Street on the south".
- By extending the line delineating corridor section K from its current terminus to the proposed southern terminus of the eastern leg of the Northern Beltway. The description for corridor section K on said map shall be modified to read as follows: "Both sides of the Northern Beltway from US 52 on the west to the southern terminus of the beltway on the east".

Section 3. This ordinance shall be effective upon adoption.



View Corridors

The view corridors are established along local roadways where, due to the community, institutions, views or other vital landmarks, views should be maintained. The corridors are determined by the elected officials. These areas shall extend 660 feet from the surface of the roadway (except as noted otherwise).

SCALE: 1" = 1/4 MILE (SHEET 1" = 1/2 MILE)
 DRAWING DATE: 11/15/12

| Designation | Location | Description |
|-------------|---|-------------|
| A | The north side of Boulevard 15 from the intersection of Boulevard 15 and Boulevard 15 to the intersection of Boulevard 15 and Boulevard 15. | |
| B | The north side of Boulevard 15 from the intersection of Boulevard 15 and Boulevard 15 to the intersection of Boulevard 15 and Boulevard 15. | |
| C | The north side of Boulevard 15 from the intersection of Boulevard 15 and Boulevard 15 to the intersection of Boulevard 15 and Boulevard 15. | |
| D | The north side of Boulevard 15 from the intersection of Boulevard 15 and Boulevard 15 to the intersection of Boulevard 15 and Boulevard 15. | |
| E | The north side of Boulevard 15 from the intersection of Boulevard 15 and Boulevard 15 to the intersection of Boulevard 15 and Boulevard 15. | |
| F | The north side of Boulevard 15 from the intersection of Boulevard 15 and Boulevard 15 to the intersection of Boulevard 15 and Boulevard 15. | |
| G | North side of I-40 from the intersection of I-40 and I-85 to the intersection of I-40 and I-85. | |
| H | North side of I-40 from the intersection of I-40 and I-85 to the intersection of I-40 and I-85. | |
| I | North side of I-40 from the intersection of I-40 and I-85 to the intersection of I-40 and I-85. | |
| J | North side of I-40 from the intersection of I-40 and I-85 to the intersection of I-40 and I-85. | |
| K | North side of I-40 from the intersection of I-40 and I-85 to the intersection of I-40 and I-85. | |
| L | North side of I-40 from the intersection of I-40 and I-85 to the intersection of I-40 and I-85. | |