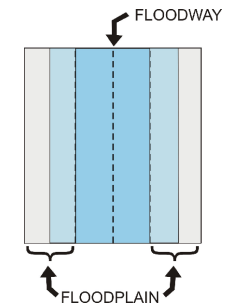


DOCKET #: W3190
 (Continued from July 11, 2013)

PROPOSED ZONING:
 GB-L (Two Phase)

EXISTING ZONING:
 LI, RS9, RS7, and HB

PETITIONER:
 700 South Stratford LLC for
 property owned by Same



SCALE: 1" represents 500'

STAFF: Roberts

GMA: 2

ACRES: 26.58

**NEAREST
 BLDG:** 2' east

MAP(S): 612850, 618850



**CITY-COUNTY PLANNING BOARD
DRAFT STAFF REPORT**

PETITION INFORMATION	
Docket #	W-3190
Staff	Gary Roberts, Jr. AICP
Petitioner(s)	700 South Stratford Llc
Owner(s)	Same
Subject Property	PIN #6815-72-4872
Address	700 South Stratford Road
Type of Request	Special use limited rezoning from RS7, RS9, HB, and LI to GB-L
Proposal	<p>The petitioner is requesting to amend the Official Zoning Maps for the subject property from RS7 (Residential, Single Family district; 7,000 sf minimum lot size), RS9 (Residential, Single Family district; 9,000 sf minimum lot size), HB (Highway Business district), and LI (Limited Industrial district) to GB-L (General Business – special use limited district). The petitioner is requesting the following uses:</p> <ul style="list-style-type: none"> • Academic Biomedical Research Facility; Academic Medical Center; Arts and Crafts Studio; Banking and Financial Services; Building Contractors, General; Building Materials Supply; Car Wash; Child Care, Drop-In; Church or Religious Institution, Community; Church or Religious Institution, Neighborhood; Club or Lodge; College or University; Convenience Store; Food or Drug Store; Funeral Home; Furniture and Home; Furnishings Store; Government Offices, Neighborhood Organization, or Post Office; Hospital or Health Center; Hotel or Motel; Institutional Vocational Training Facility; Kennel, Indoor; Library, Public; Manufacturing A; Motorcycle Dealer; Museum or Art Gallery; Nursery, Lawn and Garden Supply Store, Retail; Offices; Park and Shuttle Lot; Parking, Commercial; Police or Fire Station; Recreation Facility, Public; Recreation Services, Indoor; Recreation Services, Outdoor; Restaurant (with drive-through service); Restaurant (without drive-through service); Retail Store; School, Vocational or Professional; Services A; Services B; Shopping Center; Shopping Center, Small; Testing and Research Lab; Theater, Indoor; Utilities; Veterinary Services; Warehousing; Wholesale Trade A; Child Care Institution; Child Care, Sick Children; Child Day Care Center; School, Private; School, Public; and Transmission Tower.
Continuance History	The request was continued from the July 11, 2013 Planning Board meeting to the August 8 meeting at the request of the petitioner in order to convert the request from a special use two-phase request to a special use limited request.
Neighborhood Contact/Meeting	A neighborhood meeting was held on Wednesday, June 26 to discuss the proposed rezoning with the adjacent neighbors along Ricks Drive, Mill Street, Seaman Street, and Mission Road. According to the petitioner, the meeting was well attended and the neighbors were supportive of the rezoning.

Zoning District Purpose Statement	The GB District is primarily intended to accommodate a wide range of retail, service, and office uses located along thoroughfares in areas which have developed with minimal front setbacks. However, the district is not intended to encourage or accommodate strip commercial development. The district would accommodate destination retail and service uses, characterized by either a larger single business use or the consolidation of numerous uses in a building or planned development, with consolidated access. This district is intended for application in GMAs (Growth Management Areas) 1 (City/Town Centers), 2 (Urban Neighborhoods), and 3 (Suburban Neighborhoods) and Metro Activity Centers.		
Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)	(R)(1) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?		
	Yes, the site is located within GMA 2, along a thoroughfare in an area which includes a mixture of uses and zoning.		
GENERAL SITE INFORMATION			
Location	Northeast corner of Stratford Road and Ricks Drive		
Jurisdiction	City of Winston-Salem		
Ward(s)	Southwest		
Site Acreage	± 26.58 acres		
Current Land Use	Currently located on site is the former Hanesbrands textile plant and retail outlet (now vacated). The combined square footage of the multiple buildings is approximately 526,483.		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	RS12	Single family homes across US 421/Business 40
	East	RS9 & HB	Single family homes and a restaurant
	South	HB, LO, & RS9	Single family homes, offices and a restaurant across Stratford Road and the railroad
	West	LI, RS7, PB, & HB	Single family homes and some business uses
Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)	(R)(2) - Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?		
	The proposed nonresidential uses are compatible with the uses permitted on the adjacent PB, LI, and HB zoned properties and less compatible with the uses permitted on the adjacent properties which are zoned single family residential.		
Physical Characteristics	A majority of the site is developed and has a gentle to steep slope downward toward the northern portion of the site where a stream begins.		

Proximity to Water and Sewer	Public water and sewer are available.			
Stormwater/ Drainage	A stormwater study will be required.			
Watershed and Overlay Districts	The site is not located within a water supply watershed.			
Historic, Natural Heritage and/or Farmland Inventories	<p>The subject property is located in the Hanestown neighborhood, which began to be developed in 1910 around the P.H. Hanes Knitting Company's spinning plant on Stratford Road. In 1900, brothers P.H. and J.W. Hanes sold their tobacco business to R.J. Reynolds and invested in the textile industry, forming the P.H. Hanes Knitting Company and the Hanes Hosiery Mills Company. Hanestown developed into a classic model of a textile mill village; by 1954, Hanestown included 168 residences, a store, a recreation center, a school and auditorium, and three churches. Hanes began selling houses to private individuals in 1954 at a cost of \$2,600 to \$6,000. In 1957, Hanestown was annexed into Winston-Salem. Most Hanestown dwellings have been altered by the replacement of windows, porch elements, roofs, and the application of artificial siding. Commercial tenants now occupy many of the houses, and a fair amount of historic building stock has been lost to infill commercial and residential development. Because Hanestown has undergone dramatic physical changes during the 20th century and no longer possesses a high degree of original architectural integrity, Historic Resources staff does not recommend that historic preservation conditions be placed on the rezoning.</p>			
Analysis of General Site Information	<p>The site includes no regulatory floodplains, steep slopes, or watersheds. However, due to the level of soil and groundwater contamination, the North Carolina Department of Environment and Natural Resources (DENR) has classified the subject property as a Brownfield site. The developer is currently working with DENR on a remediation plan and agreement.</p>			
SITE ACCESS AND TRANSPORTATION INFORMATION				
Street Name	Classification	Frontage	ADT Count	Capacity/LOS D
Stratford Road	Boulevard	1,034'	21,000	38,100
Ricks Drive	Collector Street	569'	NA	NA
Thurston Street	Local street	536'	NA	NA
Mill Street	Local street	135'	NA	NA
Seaman Street	Local street	136'	NA	NA
Proposed Access Point(s)	<p>While the proposed special use limited request includes no site plan defining access points, there are several conditions which define a new signalized intersection at Stratford Road and a new right-in access onto Stratford Road.</p>			
Planned Road Improvements	<p>The <i>Comprehensive Transportation Improvement Plan</i> recommends a four lane section for Stratford Road with a raised center median, wide outside lanes and sidewalks.</p>			

Trip Generation - Existing/Proposed	<p><u>Existing Zoning: LI and RS9 zoned portions only</u> 526,483sf / 1,000 x 3.82 (Manufacturing Trip Rate) = 2,011 Trips per Day + 2.8± acres x 43,560 / 9,000 = 13 units x 9.57 (Single Family Residential Trip Rate) = 124 Trips per Day = 2,135 Total Trips per Day</p> <p><u>Proposed Zoning: GB-L</u> The submitted Transportation Impact Analysis estimates 7,744 Trips per Day based upon a possible 125,000 square feet of office space and 180,000 square feet of retail space.</p>
Sidewalks	<p>Sidewalks are currently located along Stratford Road and Ricks Drive. Conditions for new sidewalks (with a planting strip) along Stratford Road and along one side of any new internal streets are recommended.</p>
Transit	<p>Routes 19 and 20 run along Stratford Road.</p>
Connectivity	<p>WSDOT staff recommend a cross access connection be provided to the restaurant site located directly east of the site.</p>
Traffic Impact Study (TIS)	<p>A Transportation Impact Analysis was submitted (see summary comments below).</p>
Analysis of Site Access and Transportation Information	<p>The site has over 1,000 feet of frontage on Stratford Road. In light of the anticipated amount of new development associated with this request, the petitioner prepared a Transportation Impact Analysis which has been reviewed by NCDOT and WSDOT. The report states “In conclusion, this study has reviewed the impacts of both background traffic and this development traffic, and has determined that there will be adequate capacity to accommodate future traffic.... Turn lane improvements are recommended at the existing Stratford Road/Bethesda/Ricks Drive intersection as well as the proposed Access “A” intersection.” An additional travel lane and sidewalk with planting strip will also be installed along the entire frontage of Stratford Road.</p> <p>WSDOT staff held a neighborhood meeting on July 30th to discuss potential changes to Ricks Drive. The response was generally favorable to the preferred configuration which would modify Ricks Drive to right-in, right-out access at Stratford Road along with a westbound left turn lane to Bethesda Road from Stratford Road. In lieu of full access at Ricks Drive, traffic would be able to circulate through the site to a new north/south street with signalized access onto Stratford Road.</p> <p>While the petition does not include a site plan, the request includes conditions that would provide good interconnectivity within the large site and to adjacent properties. Specifically, a north/south connector street from Stratford Road to Hanestown Lane along with east/west public or private street connections from said north/south street to Harvey Street and Thurston Street. From a pedestrian standpoint, the request would offer the opportunity to have a wide array of uses, i.e. office, retail, and institutional, within walking distance of the existing homes in Hanestown. The site also has access to multiple bus lines which run along Stratford Road.</p>

CONFORMITY TO PLANS AND PLANNING ISSUES	
Legacy GMA	Growth Management Area 2 - Urban Neighborhoods
Relevant Legacy Recommendations	<ul style="list-style-type: none"> • Reuse of vacant and underutilized commercial and industrial sites. • Redevelopment and reuse of existing sites and buildings that is compatible and complementary with the surrounding area. • Pedestrian-friendly orientation for new development and redevelopment and reducing the visual dominance of parking areas. • Quality designs so that infill does not negatively impact surrounding development.
Relevant Area Plan(s)	<i>Southwest Winston-Salem Area Plan (2009)</i>
Area Plan Recommendations	<ul style="list-style-type: none"> • The site is part of the Hanestown/Hanesbrands Mixed-Use Area identified in the Area Plan. The Area Plan recommends that if this site is redeveloped under the LI district, the recommended development is an office/industrial park that does not have potential negative impacts on the neighborhood. As a preferred redevelopment Strategy, the Plan recommends a mixed-use redevelopment of the site to include a mixture of residential, office, retail, institutional and open space uses using the MU-S special use district. Retail/commercial uses fronting on South Stratford Road should extend no further north than Harvey Street to protect adjacent neighborhoods. The mixed-use development should be pedestrian-friendly and have a variety of housing choices. Parking should be located internally, or in a parking deck, be visually unobtrusive and pedestrian-friendly. Development should be integrated physically and functionally with the adjacent Hanestown Mill Village. New commercial buildings should be designed to mimic the traditional “main street” development. Open space can take a variety of forms, should be centrally located and open to the public. Commercial traffic should access/exit off South Stratford Road only. A right-in and right-out secondary entrance should be considered off South Stratford Road.
Addressing	Without an overall site plan in place, each individual building will be initially assigned an address based on the current street names, but when more buildings are completed, the internal street network will be required to be assigned street names and the addresses for the existing buildings will be required to change.
Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)	(R)(3) - Have changing conditions substantially affected the area in the petition?
	No
	(R)(4) - Is the requested action in conformance with Legacy?
	Yes
Analysis of Conformity to Plans and	The proposed rezoning to GB-L would permit the former Hanesbrands textile site to be redeveloped into a multi-use destination site. At 26.58 acres, the site is comparable in size to Thruway Shopping Center and the

Planning Issues	<p>Wal-Mart store on Peters Creek Parkway.</p> <p>The <i>Southwest Winston-Salem Area Plan</i> recommends a pedestrian-friendly, mixed-use (including residential) redevelopment of the site. The plan further recommends that retail/commercial buildings should front on Stratford Road with parking located internally in order to mimic a traditional “main street”. Reducing the visual dominance of parking areas is also consistent with the recommendations of <i>Legacy</i>.</p> <p>The proposed GB-L district is much more conducive to achieving the recommendations of <i>Legacy</i> and the <i>Southwest Winston-Salem Area Plan</i> than the current zoning classifications. However, consistent with the plan, staff would prefer to see residential as one of the requested uses and that any future buildings on the corner lots along Stratford Road be pulled up to the street. In regard to residential use, it should be noted that according to DENR staff, residential development on the site would “likely result in a significantly higher assessment and/or remediation cost to achieve the Brownsfields program standard of being fully protective of public health.” A condition relating to sidewalks and street trees along any potential future internal streets is recommended.</p>
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RELEVANT ZONING HISTORIES

Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-2609	PB-S to Site Plan Amendment	Approval 4-7-03	250’ east	1.43	Denial	Denial
W-2276	PB to GB-S	Approved	Directly west	.34	Denial	Approval
W-1812	I2 and R4 to I2	Approved 4-5-93	Directly northwest	3.11	Approved	Approved

CONCLUSIONS TO ASSIST WITH RECOMMENDATION

Positive Aspects of Proposal	Negative Aspects of Proposal
The GB District is more consistent with the recommendations of the <i>Southwest Winston-Salem Area Plan</i> than the existing RS7, RS9, HB, and LI districts.	The request does not include a residential component as recommended in the area plan. The request would result in a significant increase in traffic volume.
The request is generally consistent with the development pattern of the surrounding area.	
The request would enable the redevelopment of a site which has been vacated for several years.	
The proposed transportation improvements should improve the operation of the intersection at Stratford Road and Bethesda/Ricks Drive.	

SITE-SPECIFIC RECOMMENDED CONDITIONS OF APPROVAL

The following proposed conditions are from interdepartmental review comments and are proposed in order to meet codes or established standards, or to reduce negative off-site impacts.

- **PRIOR TO THE ISSUANCE OF GRADING PERMITS:**
 - a. Developer shall have a stormwater management study submitted for review by the Public Works Department of the City of Winston-Salem. If required, an engineered stormwater management plan shall be submitted and approved by the Public Works Department.
 - b. Developer shall obtain a driveway permit from NCDOT and the City of Winston-Salem Public Works Department. Improvements required as part of the driveway permit shall include:
 - Install additional travel lane and sidewalk along entire frontage of Stratford Road. Sidewalk shall be separated from Stratford Road by a minimum 3.5' wide grass strip.
 - Dedicate additional right-of-way one (1) foot behind the new sidewalk along Stratford Road.
 - Installation of new traffic signal at the intersection of Stratford Road and the north/south street with proposed full access.
 - Main entrance roadway shall be constructed concurrent with any modifications to Ricks Drive.
 - Public cross-access easement across all internal private streets.
 - Westbound to southbound left turn lane with 250 feet of storage and a 100-foot taper and a westbound to northbound right turn lane with 100 feet of storage and a 100-foot taper at the intersection of Stratford Road and Bethesda/Ricks Drive.
 - One right-in only access shall be allowed between the Stratford/Bethesda/Ricks intersection and the north/south street with proposed full access to the site.
 - Eastbound to northbound left turn lane with 300 feet of storage and a 100-foot taper and a westbound to northbound right turn lane with 100 feet of storage and a 100-foot taper at the intersection of Stratford Road and the full access to the site.
 - North/south street driveway with full access to Stratford Road shall have three (3) lanes southbound to accommodate exiting traffic. Furthermore, the northbound movement on the driveway should free-flow at the intersection with the extension of Harvey Street. Negative access along this driveway from Stratford Road to the extension of Harvey Street.
 - Negative access along the remaining frontage of Stratford Road.
 - Sight triangle in the NE corner at the intersection of Stratford Road and Bethesda/Ricks Drive.
 - Coordinate with WSTA to provide transit accommodations along the frontage of Stratford Road.

- **PRIOR TO THE ISSUANCE OF BUILDING PERMITS:**
 - a. Developer shall record a final plat in the office of the Register of Deeds showing access, utility and negative access easements.

- **PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS:**
 - a. All required improvements of the driveway permit shall be completed.
 - b. Developer shall repair any damage to City maintained streets incurred during construction and install an ADA ramps and detectable dome mats at all public street intersections.
 - c. Developer shall install common streetyard plantings (trees and shrubs) along the entire frontage of Stratford Road.
 - d. Internal Roads: Site shall contain one (1) north/south public or private street which begins on Stratford Road a minimum of 700' from the intersection of Ricks Drive / Bethesda Road / Stratford Road and connects to Hanestown Lane to the north. East/west public or private street connections from the north/south public or private street shall be provided to Harvey Street and Thurston Street. If the streets are to be private, public cross access easements across all internal private streets shall be required.

- **OTHER REQUIREMENTS:**
 - a. Newly created parcels located along Stratford Road shall be limited to one monument sign with a maximum height of six (6) feet and a maximum copy area of thirty-six (36) square feet.
 - b. Large variety street trees shall be installed along both sides of all internal streets a maximum distance of 50' apart.
 - c. A minimum 15' Type IV buffer with a six (6) foot opaque fence shall be provided along the adjacent residentially zoned properties along Seamen Street on the western side of the site and along the adjacent residentially zoned properties south of the southwest corner of Pin # 6815-73-7241 on the eastern side of the site.
 - d. Sidewalks shall be provided along one side of all internal streets.
 - e. No single tenant retail and wholesale trade building shall exceed 75,000 SF.
 - f. The rear portion of the lot north of where Thurston Street connects into the site shall be limited to the following uses: [Note: An extension of Thurston Street along its current alignment over to the eastern property line shall be needed to delineate the rear portion of the site.]

BUSINESS AND PERSONAL SERVICES

Banking and Financial Services
 Building Contractors, General
 Funeral Home
 Hotel or Motel
 Kennel, Indoor
 Offices
 Services A
 Services B
 Storage Services, Retail
 Testing and Research Lab
 Veterinary Services
 Warehousing

RECREATIONAL USES

Recreation Facility, Public
Recreation Services, Indoor
Recreation Services, Outdoor
Theater, Indoor

INSTITUTIONAL AND PUBLIC USES

Academic Biomedical Research Facility
Academic Medical Center
Child Care, Drop-In
Child Care Institution
Child Care, Sick Children
Child Day Care Center
Church or Religious Institution, Community
Church or Religious Institution, Neighborhood
Club or Lodge
College or University
Government Offices, Neighborhood Organization, or Post Office
Hospital or Health Center
Institutional Vocational Training Facility
Library, Public
Museum or Art Gallery
Police or Fire Station
School, Private
School, Public
School, Vocational or Professional

MANUFACTURING AND MINING

Manufacturing A

TRANSPORTATION AND UTILITIES

Park and Shuttle Lot
Parking, Commercial
Transmission Tower
Utilities

STAFF RECOMMENDATION: Approval

NOTE: These are **staff comments** only; final recommendations on projects are made by the City-County Planning Board, with final decisions being made by the appropriate Elected Body, who may approve, deny, table or request modification for any project. **THE APPLICANT OR REPRESENTATIVE IS STRONGLY ENCOURAGED TO ATTEND THE PUBLIC HEARINGS WHERE THE CASE WILL BE CONSIDERED BY THE PLANNING BOARD AND THE ELECTED BODY.**