



**DOCKET #:** W3063

**PROPOSED ZONING:**  
GO

**EXISTING ZONING:**  
GI

**PETITIONER:**  
Experiment in Self-Reliance Inc.  
for property owned by  
R.J. Reynolds Tobacco Company

**SCALE:** 1" represents 400'

**STAFF:** Reed

**GMA:** 2

**ACRES:** 3.2

**NEAREST  
BLDG:** 130' west

**MAP(S):** 624870



April 21, 2010

Experiment in Self-Reliance, Inc.  
c/o Twana Wellman-Roebuck  
1550 University Court  
Winston-Salem, NC 27101

RE: ZONING MAP AMENDMENT W-3063

Dear Ms. Wellman-Roebuck:

The attached report of the Planning Board to the City Council is sent to you at the request of the Council Members. You will be notified by the City Secretary's Office of the date on which the Council will hear this petition.

Sincerely,

A. Paul Norby, FAICP  
Director of Planning

pc: City Secretary's Office, P.O. Box 2511, Winston-Salem, NC 27102  
R.J. Reynolds Inc., c/o Gil Teague, 401 Main Street, Winston-Salem, NC 27102

**ACTION REQUEST FORM**

**DATE:** April 21, 2010  
**TO:** The Honorable Mayor and City Council  
**FROM:** A. Paul Norby, FAICP, Director of Planning

**COUNCIL ACTION REQUEST:**

Request for Public Hearing on Zoning Petition of Experiment in Self-Reliance, Inc. for property owned by R.J. Reynolds Inc.

**SUMMARY OF INFORMATION:**

Zoning Petition of Experiment in Self-Reliance, Inc. for property owned by R.J. Reynolds Inc. from GI to GO: property is located on the northwest corner of Reynolds Boulevard and Indiana Avenue (Zoning Docket W-3063).

**PLANNING BOARD ACTION:**

**MOTION ON PETITION:** APPROVAL  
**FOR:** UNANIMOUS  
**AGAINST:** NONE  
**EXCUSED:** DARRYL LITTLE, LYNNE MITCHELL  
**SITE PLAN ACTION:** NOT REQUIRED

CITY ORDINANCE - GENERAL USE

Zoning Petition of Experiment in Self-Reliance, Inc. for  
property owned by R.J. Reynolds Inc., Docket W-3063

AN ORDINANCE AMENDING THE WINSTON-SALEM  
CITY ZONING ORDINANCE AND THE  
OFFICIAL ZONING MAP OF THE CITY OF  
WINSTON-SALEM, N.C.

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BE IT ORDAINED by the City Council 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 GI to GO the zoning classification of the following described property:

BEGINNING at an iron pin set located in the intersection of the southern right-of-way line of Southern Railroad and the west right-of-way line of Reynolds Boulevard (SR 4001); also being the southeast corner of Tax PIN 6837-01-4081; thence with the west right-of-way of Reynolds Boulevard south 86° 42' 20" west 404.50 feet to an iron pin set; thence on a new line north 24° 18' 02" west 463.61 feet to an iron pin set; thence north 50° 29' 09" east 151.90 feet to an iron pin set in the south right-of-way line of Southern Railroad; thence with the right-of-way of Southern Railroad south 43° 54' 39" east 688.40 feet, the point and place of BEGINNING, and containing 3.20624 acres, more or less, according to a survey dated March 9, 2010 prepared for Experiment in Self Reliance by Thomas A. Riccio (L-2815) and being designated as Drawing No. 10038. Reference is hereby made to said survey for a more particular description.

The above-described property being a portion of Tax Lots 007N and 007X of Tax Block 3439 of the Forsyth County Tax Maps as they existing on March 9, 2010.

Section 2. This ordinance shall become effective upon adoption.

**CITY-COUNTY PLANNING BOARD  
STAFF REPORT**

<b>PETITION INFORMATION</b>			
<b>Docket #</b>	W-3063		
<b>Staff</b>	<a href="#">David Reed</a>		
<b>Petitioner(s)</b>	Experiment in Self-Reliance, Inc.		
<b>Owner(s)</b>	R.J. Reynolds Tobacco Company		
<b>Subject Property</b>	portion of PIN #6837-01-4081		
<b>Type of Request</b>	General Use Rezoning		
<b>Proposal</b>	<p>The petitioner is requesting to amend the Official Zoning Maps for the subject property <b>from</b> GI (General Industrial) <b>to</b> GO (General Office).</p> <p><b>NOTE:</b> Both general, special use limited, and special use district zoning were discussed with the petitioner(s) who decided to pursue the rezoning as presented. With a General use, all uses in the District must be considered.</p>		
<b>Zoning District Purpose Statement</b>	The GO District is primarily intended to accommodate high intensity office uses and supporting services. The district is established to provide locations for employment within Growth Management Areas 1 and 2, Metro Activity Centers, and Growth Management Area 3 with access to thoroughfares.		
<b>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</b>	<b>(R)(1) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</b>		
	Yes. The site is in GMA 2 and at the intersection of two major thoroughfares.		
<b>GENERAL SITE INFORMATION</b>			
<b>Location</b>	Northwest corner of Reynolds Boulevard and Indiana Avenue		
<b>Jurisdiction</b>	City of Winston-Salem		
<b>Ward(s)</b>	North Ward		
<b>Site Acreage</b>	± 3.2 acres		
<b>Current Land Use</b>	Vacant land		
<b>Surrounding Property Zoning and Use</b>	<b>Direction</b>	<b>Zoning District</b>	<b>Use</b>
	North	LI	RJ Reynolds facility
	East	LI	Office and Hanes Hosiery Community Center
	South	IP	Cemetery
	West	GI	RJ Reynolds facility
<b>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</b>	<b>(R)(2) - Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?</b>		
	Yes, the site is located in an area with a variety of zoning districts and land uses.		

<b>Physical Characteristics</b>	The site is level and is currently vacant. The Southern Rail Road runs along one of the property frontages.			
<b>Proximity to Water and Sewer</b>	Public water and sewer are available.			
<b>Stormwater/ Drainage</b>	No known issues.			
<b>Watershed and Overlay Districts</b>	Site is not in a Water Supply Watershed			
<b>Analysis of General Site Information</b>	The site appears to possess no development constraints.			
<b>SITE ACCESS AND TRANSPORTATION INFORMATION</b>				
<b>Street Name</b>	<b>Classification</b>	<b>Frontage</b>	<b>ADT Count</b>	<b>Capacity/LOS D</b>
Reynolds Boulevard	Major Thoroughfare	405 feet	2,300	26,900
Indiana Avenue	Major Thoroughfare	688 feet	16,000	26,900
<b>Proposed Access Point(s)</b>	Access will likely be along Reynolds Boulevard since Southern Rail Road separates the site from Indiana Avenue.			
<b>Trip Generation - Existing/Proposed</b>	No trip generation numbers available with general use zoning.			
<b>Sidewalks</b>	The Comprehensive Transportation Plan recommends sidewalks along Indiana Avenue and Reynolds Boulevard.			
<b>Transit</b>	Route 10 runs along Indiana Avenue adjacent to the site and Route Five runs along Reynolds Boulevard west of the site.			
<b>Analysis of Site Access and Transportation Information</b>	Staff is of the opinion there is adequate transportation capacity to accommodate general office infill uses at this site.			
<b>CONFORMITY TO PLANS AND PLANNING ISSUES</b>				
<b>Legacy GMA</b>	Growth Management Area 2 (Urban Neighborhoods)			
<b>Relevant Legacy Recommendations</b>	<ul style="list-style-type: none"> <li>Increased infill development could bring new opportunity and improved quality of life for residents within the MSA, especially for neighborhoods within the city. Increased tax base, property values, jobs closer to home and increased investment and amenities in these neighborhoods are some of the potential benefits.</li> </ul>			
<b>Relevant Area Plan(s)</b>	<i>North Suburban Area Plan (2005)</i>			
<b>Area Plan Recommendations</b>	<ul style="list-style-type: none"> <li>The North Suburban Planning Area has a variety of large and smaller-scale office developments. The <i>North Suburban Area Plan</i> realizes the importance of “office park” development and seeks to preserve those unique land uses. The Plan also encourages offices, especially those of a smaller-scale, to be incorporated into mixed use developments that can facilitate their interaction with complementary commercial and residential uses. The property is shown for industrial use on the Proposed Land Use map.</li> </ul>			

<b>Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(R)</b>	<b>(R)(3) - Have changing conditions substantially affected the area in the petition?</b>					
	No.					
	<b>(R)(4) - Is the requested action in conformance with <i>Legacy</i>?</b>					
Yes.						
<b>Analysis of Conformity to Plans and Planning Issues</b>	The subject request is consistent with the general recommendations of <i>Legacy</i> and the specific recommendations of the <i>North Suburban Area Plan (NSAP)</i> in regard to office development.					
<b>RELEVANT ZONING HISTORIES</b>						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-3002	LI to HB	Approved 11/3/08	3,800 feet northwest	0.34	Approval	Approval
W-2857	LI to GI-S (Recycling Center)	Approved 6/5/06	2,100 feet northwest	1.81	Approval	Approval
<b>CONCLUSIONS TO ASSIST WITH RECOMMENDATION</b>						
<b>Positive Aspects of Proposal</b>			<b>Negative Aspects of Proposal</b>			
The request is consistent with the recommendations of <i>Legacy</i> and the <i>NSAP</i> .			The rezoning will eliminate a small parcel of General Industrial zoning.			
The site is currently surrounded by a variety of uses.						
Approval of this rezoning will encourage infill development on the site.						

**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.**

**PUBLIC HEARING**

FOR: None

AGAINST: None

**WORK SESSION**

MOTION: Clarence Lambe moved approval of the zoning map amendment.

SECOND: Paul Mullican

VOTE:

FOR: Wesley Curtis, Arnold King, Clarence Lambe, Barry Lyons, Paul Mullican

AGAINST: None

EXCUSED: Darryl Little, Lynne Mitchell

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A. Paul Norby, FAICP  
Director of Planning