



DOCKET #: W2847

PROPOSED ZONING:
PB

EXISTING ZONING:
LI

PETITIONER:
Brown Rogers Dixon
Company for property
owned by same

SCALE: 1" represents 200'

STAFF: King

GMA: 1

ACRE(S): 1.22

MAP(S): 630858



April 19, 2006

Brown Rogers Dixson Company
c/o Ronald A. Dixson, President
P. O. Box 2111
Winston-Salem, NC 27101

RE: ZONING MAP AMENDMENT W-2847

Dear Mr. Dixson:

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, AICP
Director of Planning

pc: City Secretary's Office, P.O. Box 2511, Winston-Salem, NC 27102
Thomas T. Crumpler or Scott T. Horn, Allman Spry Leggett & Crumpler, PA, 380
Knollwood Street, Suite 700, Winston-Salem, NC 27103

ACTION REQUEST FORM

DATE: April 19, 2006
TO: The Honorable Mayor and City Council
FROM: A. Paul Norby, AICP, Director of Planning

COUNCIL ACTION REQUEST:

Request for Public Hearing on Zoning Map Amendment of Brown Rogers
Dixson Company

SUMMARY OF INFORMATION:

Zoning Map Amendment of Brown Rogers Dixson Company from LI to PB:
property is located on the southeast corner of Main Street and Seventh Street
(Zoning Docket W-2847).

PLANNING BOARD ACTION:

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

CITY ORDINANCE - GENERAL USE

Zoning Petition of Brown Rogers Dixson Company,
Docket W-2847

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 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 LI to PB the zoning classification of the following described property:

Tax Block 14, Tax Lot 301

Section 2. This ordinance shall become effective upon adoption.

**CITY-COUNTY PLANNING BOARD STAFF
STAFF REPORT FOR: Docket # W-2847
April 13, 2006**

PETITION INFORMATION			
Docket #	W-2847		
Staff	Aaron King		
Petitioner(s)	Brown Rogers Dixson Company		
Owner(s)	Same		
Subject Property	Tax Lot 301, Tax Block 14		
Type of Request	General use rezoning from LI to PB		
Proposal	<p>The petitioner is requesting to amend the Official Zoning Maps for the subject property from LI (Limited Industrial) to PB (Pedestrian Business).</p> <p>NOTE: Both general 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>		
Zoning District Purpose Statement	<p>The PB District is primarily intended to accommodate office, retail, service, institutional and high density residential uses which customarily serve community and convenience business needs of smaller communities and urban nodes in the city and county. The district is intended to encourage the development of attractive, identifiable small towns, and to accommodate the pattern of building in the business concentrations surrounding the central core of Winston-Salem, and the central core of other municipalities in the County. This district is intended for application in Growth Management Areas 2 and 3.</p>		
Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(S)	<p>(S)(1) - Is the proposal consistent with the purpose statement(s) of the requested zoning district(s)?</p> <p>The PB district statement mentions accommodating “the pattern of building in the business concentrations surrounding the central core of Winston-Salem.” The subject request is consistent with this statement as the property is located on the periphery of downtown Winston-Salem.</p>		
GENERAL SITE INFORMATION			
Location	Southeast corner of Main Street and Seventh Street		
Jurisdiction	City of Winston-Salem		
Ward(s)	East		
Site Acreage	Approximately ± 1.22 acres		
Current Land Use	Existing industrial building		
Surrounding Property Zoning and Use	Direction	Zoning District	Use
	North	LI	Industrial building
	East	PB-S	Commercial building
	South	LI	Parking lot
	West	CB	Commercial building

Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(S)	(S)(2) - Is/are the use(s) permitted under the proposed classification/request compatible with uses permitted on other properties in the vicinity?			
	Yes, the subject property is adjacent to PB-S zoning to the east and CB zoning to the west.			
Physical Characteristics	The subject property slopes down from west (+/- 928 ft.) to the east (+/- 906 ft.).			
Proximity to Water and Sewer	The subject property has access to public water and public sanitary sewer.			
Stormwater/ Drainage	No known issues.			
Watershed and Overlay Districts	The subject property is not located within a water supply watershed.			
Historic, Natural Heritage and/or Farmland Inventories	The subject property is listed in the National Register of Historic Places as part of the P.H. Hanes Knitting Company complex. This particular building is historically known as the Knitting Building and was built in 1920-1921. One of the most architecturally refined industrial buildings in Winston-Salem, the Knitting Building displays Beaux-Arts style details unusual among the city's industrial buildings. Staff believes the proposed PB zoning is appropriate for this particular site, as the building is well-suited to adaptive reuse.			
Analysis of General Site Information	The subject property is located in an area that is composed of established commercial and industrial operations on the northeast periphery of downtown Winston-Salem. Development in this area has been slow in recent years, however, various small to large scale private redevelopment activities are currently under way. The site poses no development constraints.			
SITE ACCESS AND TRANSPORTATION INFORMATION				
Street Name	Classification	Frontage	ADT Count	Capacity/LOS D
Main Street	Major Thoroughfare	231 feet	3,189	16,100
Seventh Street	Minor Thoroughfare	203 feet	428	16,100
Proposed Access Point(s)	The subject property has public road frontage on Main Street and Seventh Street.			
Planned Road Improvements	The Thoroughfare Plan recognizes both streets as adequate.			
Trip Generation - Existing/Proposed	<u>Existing Zoning: LI</u> No trip generation number available for general use zoning <u>Proposed Zoning: PB</u> No trip generation numbers available for general use zoning			
Sidewalks	Sidewalks exist along Seventh Street and Main Street.			
Transit	Multiple transit routes run within the vicinity of the subject property.			

Analysis of Site Access and Transportation Information	Since this is a general use request, transportation impacts are unknown. It is likely that traffic impacts will be minimal due to the relatively small size of the property and the existing street network. Sidewalks currently exist along the adjacent street frontages in this area.					
CONFORMITY TO PLANS AND PLANNING ISSUES						
Legacy GMA	GMA 1 (City Center)					
Relevant Legacy Recommendations	<ul style="list-style-type: none"> For the City Center area, <i>Legacy</i> recommends: the creation of a livable, well designed and aesthetically appealing downtown area; attracting a variety of businesses that add to the vitality of downtown and providing a range of employment opportunities; providing a large and varied mix of housing in and near downtown; and, encouraging mixed use developments at densities that generate high levels of pedestrian activity. 					
Relevant Area Plan(s)	<i>Downtown Plan</i> , (2002)					
Area Plan Recommendations	<ul style="list-style-type: none"> The Downtown Plan proposes that continued revitalization of the Goler area will provide a more neighborhood – oriented housing environment adjacent to the downtown core. 					
Applicable Rezoning Consideration from Chapter B, Article VI, Section 6-2.1(S)	(S)(3) - Have changing conditions substantially affected the area in the petition?					
	Yes					
	(S)(4) - Is the requested action in conformance with <i>Legacy</i>?					
Yes						
Analysis of Conformity to Plans and Planning Issues	<p>The surrounding area, located on the northeastern periphery of downtown and with access to the Norfolk Southern Railroad, has a long history of industrial and commercial activity. Many of these properties and structures have languished into various degrees of under utilization as a result of changing development patterns and economic conditions. However, the area is also showing signs of diversified reinvestment. As noted in the “History” section, multiple other LI to PB and PB-S petitions have been approved in the immediate vicinity of the subject property over the last few years.</p> <p>The subject request is in conformance with <i>Legacy</i> and the <i>Downtown Plan</i>. The PB district is appropriate for this portion of Winston-Salem’s downtown. The PB district encourages having development that is pedestrian oriented and also allows for more flexibility in design with no setback requirements. The flexibility in design would be beneficial to this site by allowing more flexible building setbacks and parking requirements.</p>					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-2831	CI & LI to PB	Approved February 6, 2006	East	0.67 acres	Approval	Approval

W-2709	LI to PB	Approved August 2, 2004	East	0.71 acres	Approval	Approval
W-2694	LI to PB-S	Approved June 7, 2004	East	0.62 acres	Approval	Approval
W-2674	LI to PB	Approved March 1, 2004	East	1.76 acres	Approval	Approval
W-2654	LI to PB	Approved November 3, 2003	Northeast	1.25 acres	Approval	Approval
W-2379	LI to PB-S	Approved April 3, 2000	Northeast	1.08 acres	Approval	Approval
Complies with Chapter B, Article VII, Section 7-5.3	(A) Legacy policies:		Yes			
	(B) Environmental Ord.		NA			
	(C) Subdivision Regulations		NA			
CONCLUSIONS TO ASSIST WITH RECOMMENDATION						
Positive Aspects of Proposal			Negative Aspects of Proposal			
The request is in conformance with <i>Legacy</i> and the Downtown Plan.			General use rezoning does not ensure retention of existing structure, although staff understands that is the petitioner's intent.			
The PB district allows more flexibility in site design.						
Traffic impacts should be minimal.						
The request is consistent with other rezonings that have been recently approved in the surrounding area.						

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: Paul Mullican moved approval of the zoning map amendment.

SECOND: Jerry Clark

VOTE:

FOR: Jerry Clark, Wesley Curtis, Carol Eickmeyer, Arnold King, Arthur King, Clarence Lambe, Lynne Mitchell, Paul Mullican, Brenda Smith

AGAINST: None

EXCUSED: None

A. Paul Norby, AICP
Director of Planning