



DOCKET #: W2991

PROPOSED ZONING:
PB

EXISTING ZONING:
LI

PETITIONER:
R.J. Reynolds Inc. for
property owned by Same

SCALE: 1" represents 200'

STAFF: Reed

GMA: 1

ACRES: 1.48

**NEAREST
BLDG:** 1'

MAP(S): 630858

F

August 20, 2008

R. J. Reynolds Tobacco Company
c/o George Brevard
P. O. Box 2959
Winston-Salem, NC 27102

RE: ZONING MAP AMENDMENT W-2991

Dear Mr. Brevard:

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
Scott T. Horn, 380 Knollwood Street, Suite 700, Winston-Salem, NC 27103

ACTION REQUEST FORM

DATE: August 20, 2008
TO: The Honorable Mayor and City Council
FROM: A. Paul Norby, FAICP, Director of Planning

COUNCIL ACTION REQUEST:

Request for Public Hearing on zoning map amendment of R.J. Reynolds, Inc.

SUMMARY OF INFORMATION:

Zoning map amendment of R.J. Reynolds, Inc. from LI to PB: property is located on the northeast corner of Main Street and Sixth Street (Zoning Docket W-2991).

PLANNING BOARD ACTION:

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

CITY ORDINANCE - GENERAL USE

Zoning Petition of R.J. Reynolds, Inc., Docket W-2991

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:

PIN #6835-28-5219.00

Section 2. This ordinance shall become effective upon adoption.

**CITY-COUNTY PLANNING BOARD
STAFF REPORT**

PETITION INFORMATION	
Docket #	W-2991
Staff	David Reed
Petitioner(s)	R.J. Reynolds Inc.
Owner(s)	Same
Subject Property	PIN# 6835-28-5219
Type of Request	General Use Zoning
Proposal	<ul style="list-style-type: none"> The petitioner is requesting to amend the Official Zoning Maps for the subject property from LI (Limited Industrial) to PB (Pedestrian Business). <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	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. The district should demonstrate pedestrian oriented design through elements such as buildings pulled up to the street, on-street parking, street trees, covered arcades, awnings, storefront display windows, public/private outdoor spaces, wide sidewalks, and building entrances facing the street. This district is intended for application in Growth Management Areas 1, 2 and 3.
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>Yes, the site is located in GMA 1.</p>
GENERAL SITE INFORMATION	
Location	Northeast corner of Main Street and Sixth Street.
Jurisdiction	City of Winston-Salem
Ward(s)	East
Site Acreage	Approximately ± 1.48 acres.
Current Land Use	Industrial building and parking lot.

Surrounding Property Zoning and Use	Direction	Zoning District	Use	
	North	PB	Residential Condos under construction	
	East	PB	Residential Condos	
	South	CI	Parking Lot	
	West	CB	Parking Lot	
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 site is located in an area that contains a mixture of residential and commercial uses.			
Physical Characteristics	The site's topography is relatively flat and contains no streams or wetlands.			
Proximity to Water and Sewer	The site 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. The building located on the site was historically known as the Mill Building and was built in 1928. It was constructed on the site of the original (1901) Hanes plant. The building features concrete, brick, and steel construction with pilastered bays and a corbelled cornice. Attached to the north end of the building is a three-story power plant with the original smokestack. The smokestack has been truncated and the white accent brick reads only “. K . Co.,” although it originally read “P . H . H . K . Co.” According to the National Register nomination, little deterioration is evident in the Mill Building and its overall integrity is good. As such, 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 suitable for development under the PB zoning classification.			
SITE ACCESS AND TRANSPORTATION INFORMATION				
Street Name	Classification	Frontage	ADT Count	Capacity/LOS D
Main Street	Major Thoroughfare	+/- 199 feet	2,783	16,100
Proposed Access Point(s)	Since this is a general use rezoning request, the exact location of access points is unknown. The site does have public road frontage on Main Street.			

Planned Road Improvements	The Thoroughfare Plan recognizes this portion of Main Street as adequate.					
Trip Generation - Existing/Proposed	<p><u>Existing Zoning: LI</u> No trip generation numbers available for general use LI zoning.</p> <p><u>Proposed Zoning: PB</u> No trip generation numbers available for general use PB zoning.</p>					
Sidewalks	Sidewalks exist along Main and 6 th Streets.					
Transit	Multiple transit routes run along Main Street.					
Traffic Impact Study (TIS)	Not required					
Analysis of Site Access and Transportation Information	The site is located in downtown Winston-Salem and has access to an extensive sidewalk network. Transit routes also run along Main Street.					
CONFORMITY TO PLANS AND PLANNING ISSUES						
Legacy GMA	GMA 1 (City/Town Centers)					
Relevant Legacy Recommendations	Revitalize and concentrate development in downtowns and existing commercial centers, maximizing the density in these areas rather than promoting growth at the suburban fringe.					
Relevant Area Plan(s)	<i>Downtown Plan</i>					
Area Plan Recommendations	Attract additional young people, particularly young professionals in the 20-35 age group, to live, work and play in downtown Winston-Salem.					
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 Legacy?					
Yes.						
Analysis of Conformity to Plans and Planning Issues	Staff has supported several rezonings from LI to PB in this area and views this request as consistent with those approved rezonings.					
RELEVANT ZONING HISTORIES						
Case	Request	Decision & Date	Direction from Site	Acreage	Recommendation	
					Staff	CCPB
W-2950	LI to PB	Approved 10/1/07	North	0.18	Approval	Approval
W-2892	LI to PB	Approved 11/6/06	Southeast	1.8	Approval	Approval
W-2879	LI to PB-S	Approved 9/5/06	North	0.38	Approval	Approval

UDO Sections Relevant to Subject Request	<ul style="list-style-type: none"> Section 2-1.3(F) PB District 	
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 consistent with the recommendations of <i>Legacy</i> and the <i>Downtown Plan</i> .		The specific use of the property is unknown.
The PB district offers more flexible building setbacks which is more suitable in an urban setting.		
The request is consistent with other PB zonings approved in the 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, Lynne Mitchell, Paul Mullican, Brenda Smith

AGAINST: None

EXCUSED: None

A. Paul Norby, FAICP
Director of Planning