



**DOCKET #:** W2674

**PROPOSED ZONING:**  
PB

**EXISTING ZONING:**  
LI

**PETITIONER:**  
Goler Memorial AME  
Zion Church for  
property owned by Same

**SCALE:** 1" represents 200'

**STAFF:** Roberts

**GMA:** 1

**ACRE(S):** 1.76

**MAP(S):** 630858



February 18, 2004

Goler Memorial A.M.E. Zion Church  
c/o Fred Phifer, Trustee  
630 N. Patterson Avenue  
Winston-Salem, NC 27101

RE: ZONING MAP AMENDMENT W-2674

Dear Mr. Phifer:

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  
Mike Davis, 600 N. Chestnut Street, Winston-Salem, NC 27101

**ACTION REQUEST FORM**

**DATE:** February 18, 2004  
**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 Goler Memorial  
AME Zion Church

**SUMMARY OF INFORMATION:**

Zoning map amendment of Goler Memorial AME Zion Church from LI to PB:  
property is located at the northwest corner of Sixth Street and Chestnut Street  
(Zoning Docket W-2674).

**PLANNING BOARD ACTION:**

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

CITY ORDINANCE - GENERAL USE

Zoning Petition of Goler Memorial AME  
Zion Church, Docket W-2674

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

Tax Block 0015, Tax Lots 102, 103, 107B, and 109B

Section 2. This ordinance shall become effective upon adoption.

## ZONING STAFF REPORT

**DOCKET #** W-2674  
**STAFF:** Gary Roberts

Petitioner(s): Goler Memorial AME Zion Church  
Ownership: Same

### **REQUEST**

From: LI Limited Industrial District  
To: PB Pedestrian Business District

Both general and special use district zoning were discussed with the applicant(s) who decided to pursue the zoning as requested.

NOTE: This is a general use zoning petition; therefore, ALL uses permitted in the above requested district should be considered.

Acreage: 1.76 acres

### **LOCATION:**

Street: Northwest corner of Sixth Street and Chestnut Street.  
Jurisdiction: City of Winston-Salem.  
Ward: East.

### **PROPERTY SITE/IMMEDIATE AREA**

Existing Structures on Site: Former Brown and Williamson tobacco building.  
Adjacent Uses:

North -	Industrial buildings and a parking lot zoned LI.
East -	Chestnut Street and parking lots zoned LI.
South -	Parking lots zoned CI.
West -	Norfolk Southern Railroad and industrial buildings zoned LI.

### **GENERAL AREA**

Character/Maintenance: Established commercial and industrial operations on the northern periphery of downtown Winston-Salem.

Development Pace: Slow however various large and small scale private redevelopment activities are anticipated in the near future.

## **PHYSICAL FEATURES/ENVIRONMENTAL REVIEW**

Impact on Existing Features: No impact determined with general use request.

Topography: Moderate slope downward from the north to the southeastern section of the property.

Vegetation/habitat: No vegetation currently exists on the subject property.

Water Supply Watershed: The subject property is not located in a water supply watershed.

## **TRANSPORTATION**

Direct Access to Site: Chestnut Street and Sixth Street.

Street Classification: Chestnut Street – Collector Street; Sixth Street – Major Thoroughfare.

Average Daily Traffic Count/Estimated Capacity at Level of Service D (Vehicles per Day):

Sixth Street between Main Street and Patterson Avenue = 2,100/12,700

Seventh Street between Main Street and Patterson Avenue = 1,500/16,100

Sidewalks: Existing on both sides of Chestnut and Seventh Streets and the north side of Sixth Street.

Transit: Routes 9 and 10 along Main Street.

## **HISTORY**

Relevant Zoning Cases:

1. W-2654; LI to PB; approved November 3, 2003; northeast corner of Trade Street and Eight Street; 1.25 acres; Planning Board and staff recommended approval.
2. W-2379; PB-S (Multiple Uses – TWO PHASE) to Final Development Plan for Residential Building, Urban; approved by the Planning Board December 13, 2001; northeast and northwest corners of Seventh Street and Chestnut Street; 0.69 acre; planning staff recommended approval.
3. W-2379; LI to PB-S (Multiple Uses- TWO PHASE); approved April 3, 2000; northeast and northwest corners of Seventh Street and Chestnut Street; 1.08 acres; Planning Board and staff recommended approval.

## **CONFORMITY TO PLANS**

GMP Area (*Legacy*): City Center (GMA 1).

Relevant Comprehensive Plan Recommendation(s): For the City Center area, *Legacy* 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 provide 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.

Area Plan/Development Guide: *Downtown Plan* (2002).

Relevant Development Guide Recommendation(s): The subject property is located in the Goler/Depot Street Renaissance Area. The *Downtown Plan* proposes revitalization of the Goler Area, which will provide a more neighborhood-oriented housing environment adjacent to the downtown core.

Other: The Goler Community Development Corporation has a Draft Strategic Development Plan for this area. The first initiative of the Plan is to begin the framework for emerging housing options for the Goler Community as well as the surrounding district. This initiative is consistent with the proposed PB zoning district.

## **COMMUNITY DEVELOPMENT**

Certified Area/Name: Liberty-Patterson Redevelopment Area.

Type of Certification: Non-residential Redevelopment Area, certified January 27, 2000.

Redevelopment Recommendation(s): The subject property was noted as existing industrial and not shown for acquisition by the City of Winston-Salem. Changes in land use were only considered for a very limited area near where the City may acquire property. The subject request is not in conflict with the goals of the Redevelopment Area.

## **HISTORIC RESOURCES REVIEW**

Known Historic Resources: Yes.

Forsyth County Architectural Inventory Number/Name: #823.

National Register of Historic Place: Study List: P.H. Hanes Knitting Company.

Comments: The subject property is located within the proposed P.H. Hanes Knitting Study List area. The study area is a collection of buildings generally bounded by North Main, East Sixth, the Norfolk Southern Railroad, and East Seventh.

## **ANALYSIS**

The subject request is to rezone 1.76 acres located on the northwest corner of Sixth and Chestnut Street from LI to PB. Currently located on the subject property is a multistory, circa 1940, building which was originally one of the warehouse and shipping buildings for the P. H. Hanes Knitting Company. The structure was most recently utilized by the former Brown and Williamson Tobacco Company and is currently unoccupied with the exception of the Goler Community Development Corporation office.

The surrounding area, with access to the Norfolk Southern Railroad, has a long history of industrial and commercial activities. Many of these properties and structures have transitioned into various degrees of under use as a result of changing development patterns and economic conditions. However, the area is also showing signs of diversified reinvestment. The site is within the Goler/Depot Street Renaissance Area of the *Downtown Plan* which recommends a more neighborhood-oriented housing environment adjacent to the downtown core. The subject property is also located within the area defined by the Goler Community Development Corporation's Draft Strategic Development Plan. This plan, which encompasses a multi block

area, also emphasizes housing opportunities and envisions ±600 residential units within a variety of different housing types. Although the subject request is general use, staff would prefer to see future petitions associated with the plan to be submitted comprehensively within a special use request.

As noted in the HISTORY section, two other LI to PB and PB-S petitions have been approved in the immediate vicinity of the subject property during the last few years. The minimal to non-existent building setback and dimensional requirements of the PB district, are actually more reflective of the surrounding urban development pattern than those of the existing LI district. In addition, the possibility for the residential uses allowed in the PB District, would be more consistent with the objectives of the above mentioned public and private plans than under the current LI zoning which precludes any residential uses. The subject request should generate no negative impact on this area from a zoning standpoint and staff recommends approval.

### **FINDINGS**

1. *Legacy* recommends providing a large and varied mix of housing in and near downtown.
2. The Goler/Depot Street Renaissance Area of the *Downtown Plan* supports the development of a more neighborhood-oriented housing environment adjacent to the downtown core.
3. The purpose statement of the proposed PB district is generally more consistent with the Goler Community Development Corporation's Draft Strategic Development Plan than the current LI zoning.
4. The petition would permit a greater mixture of uses and more flexible building setbacks within an established inner city area.

### **STAFF RECOMMENDATION**

Zoning: **APPROVAL**.

### **PUBLIC HEARING**

FOR: None

AGAINST: None

### **WORK SESSION**

MOTION: Jerry Clark moved approval of the zoning map amendment.

SECOND: Carol Eickmeyer



VOTE:

FOR: Bost, Clark, Eickmeyer, Folan, Glenn, King, Lambe, Mullican, Norwood

AGAINST: None

EXCUSED: None

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A. Paul Norby, AICP  
Director of Planning