



DOCKET #: W2709

PROPOSED ZONING:
PB

EXISTING ZONING:
LI

PETITIONER:
Goler AME Zion Church
for property owned by Same

SCALE: 1" represents 200'

STAFF: Roberts

GMA: 1

ACRE(S): 0.71

MAP(S): 630858



July 23, 2004

Goler Memorial AME Zion Church
c/o Seth O. Lartey, Pastor
650 Patterson Avenue
Winston-Salem, NC 27101

RE: ZONING MAP AMENDMENT W-2709

Dear Rev. Lartey:

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 City 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
Evon Smith, 600 N. Chestnut Street, Winston-Salem, NC 27101

**ACTION REQUEST FORM
REVISED**

DATE: July 23, 2004
TO: The Honorable Mayor and City Council
FROM: A. Paul Norby, AICP, Director of Planning

BOARD ACTION REQUEST:

Request for Public Hearing on Zoning Petition 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 on the northeast corner of Sixth Street and Chestnut Street (W-2709).

PLANNING BOARD ACTION:

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

CITY ORDINANCE - GENERAL USE

Zoning Petition of Goler Memorial AME
Zion Church, Docket W-2709

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 0016 Tax Lots 101, 102, 103A, 103B, 104, 105, 201 and 202

Section 2. This ordinance shall become effective upon adoption.

ZONING STAFF REPORT

DOCKET # W-2709
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: 0.71 acre.

LOCATION:

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

PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Entire site is currently a parking lot.

Adjacent Uses:

North-	Parking lots zoned LI.
East-	Parking lots and undeveloped property zoned LI.
South-	Parking lots zoned LI.
West-	Former Brown and Williamson tobacco building zoned PB.
Northwest-	Parking lots zoned LI.
Northeast-	Parking lots and Goler Memorial AME Zion Church zoned LI.

GENERAL AREA

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

Development Pace: Slow, however, various small to large scale private redevelopment activities are currently under way.

HISTORY

Relevant Zoning Cases:

1. W-2694; LI to PB-S (Residential Building, Multifamily); approved June 7, 2004; south side of Seventh Street west of Chestnut Street; 0.62 acre; Planning Board and staff recommended approval.
2. W-2674; LI to PB; approved March 1, 2004; northwest corner of Sixth Street and Chestnut Street, across Chestnut Street from current site; 1.76 acres; Planning Board and staff recommended approval.
3. W-2654; LI to PB; approved November 3, 2003; northeast corner of Trade Street and Eighth Street; 1.25 acres; Planning Board and staff recommended approval.
4. 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.

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

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

Topography: Moderate slope downward toward the southwestern section of the site.

Streams: No streams are on or near the subject property.

Vegetation/habitat: A small amount of vegetation is present in the southeastern section of the property.

Environmental Resources Beyond The Site: No impact determined with general use request.

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

TRANSPORTATION

Direct Access to Site: Sixth Street; Chestnut Street.

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

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

Sixth Street between Chestnut Street and Patterson Avenue = 1,200/12,700

Sidewalks: Existing on both sides of 7th and Chestnut Streets, North side of 6th Street.

Transit: None.

Bicycle Route: None.

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 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.

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

Relevant Development Guide Recommendation(s): In the *Downtown Plan*, this site is in the Goler/Depot Street Renaissance Mixed Use Area. For Mixed Use Areas, the plan recommends that existing buildings, vacant lots, and surface parking areas be adaptively reused or developed for smaller scale shops, offices, markets and/or residential use.

Other (including plans of other agencies): The *Goler-Depot Street Renaissance Strategic Development Plan* prepared by a consultant for the Goler-Depot Street Community Development Corporation (Goler-Depot CDC) designates this site as part of the "Church Square Initiative." The text of the plan states "(a) new, mixed use loft building will be constructed on the corner of Sixth and Chestnut Streets adjacent to the Brown & Williamson Building."

COMMUNITY DEVELOPMENT

Certified Area/Name: Liberty-Patterson Redevelopment Area.

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

Redevelopment Recommendation(s): This site was shown as existing industrial land use on the Existing Conditions Map of the Redevelopment Plan. The site is in the Proposed Land Use Change Area indicated on the Proposed Land Use Map, but no change from the existing industrial use was recommended because in 2000, the site was not identified for acquisition by the City or its non-profit redevelopment partner, the Goler-Depot Community Development Corporation, (CDC).

ANALYSIS

The subject request is to rezone a 0.71 acre parcel located on the northeast corner of Sixth Street and Chestnut Street from LI to PB. The site is currently undeveloped with the exception of some off-street parking areas.

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.

The site is located within the Liberty-Patterson Redevelopment Area, certified in 2000, which recommends no change from the existing industrial classification. The reason for the recommendation is that at the time of certification, the site was not identified for acquisition by the City or its non-profit redevelopment partner, the Goler-Depot CDC. Note: an amendment to said redevelopment plan will be processed, should the subject request be approved. Shortly after said certification, and based upon further discussions with the Goler-Depot CDC, the *Downtown Plan* was adopted in 2002. The subject property is situated within the Goler/Depot Street Renaissance Mixed Use Area. Recommendations include the adaptive reuse of existing

buildings, vacant lots, and surface parking areas for smaller scale shops, offices, markets and/or residences. The subject property is also located within the area defined by the Goler-Depot CDC's Draft Strategic Development Plan. This plan, which encompasses a multi block area, designates this site as part of the "Church Square Initiative." Specifically, it recommends that a new, mixed use loft building be constructed on the subject property.

Clearly, the proposed PB district with its mixture of uses and more urban setback and dimensional requirements, is not only more reflective of the emerging development pattern, but is more consistent with the above mentioned public and private plans than the existing LI zoning. Staff views the subject request as being more conducive to the positive redevelopment of the surrounding area. However, as noted in the most recent case submitted by the petitioner, W-2674, staff would prefer to see future petitions associated with the Goler-Depot CDC's Draft Strategic Development Plan submitted comprehensively within a single special use request rather than in a more fragmented manner. This would issue a more orderly redevelopment of this key area in downtown Winston-Salem.

FINDINGS

1. *Legacy* recommends providing a large and varied mix of housing in and near downtown and encourages mixed use developments at densities that generate high levels of pedestrian activity.
2. The Goler/Depot Street Renaissance Mixed Use Area, of the *Downtown Plan*, recommends the adaptive reuse of existing buildings, vacant lots, and surface parking areas for smaller scale shops, offices, markets and/or residences.
3. The Goler-Depot CDC's Draft Strategic Development Plan designates this site as part of the "Church Square Initiative" and specifically recommends the construction of a new, mixed use, loft building on the subject property.
4. The greater mixture of uses and more flexible building setbacks, permitted within the proposed PB district are more consistent with *Legacy*, the *Downtown Plan* and the Goler-Depot Community Development Corporation's Draft Strategic Development Plan than the current LI zoning.

STAFF RECOMMENDATION

Zoning: **APPROVAL**

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION - July 8, 2004

MOTION: Clarence Lambe moved to continue the work session until the Planning Board's work session on July 22, 2004 to allow time for the redevelopment plan amendment to be adopted.

SECOND: Paul Mullican

VOTE:

FOR: Clark, Eickmeyer, Folan, King, Lambe, Mullican, Norwood, Smith

AGAINST: None

EXCUSED: None

WORK SESSION - July 22, 2004

MOTION: Carol Eickmeyer moved approval of the zoning map amendment.

SECOND: Paul Mullican

VOTE:

FOR: Unanimous

AGAINST: None

A. Paul Norby, AICP
Director of Planning