



**DOCKET #:** W2623

**PROPOSED ZONING:**  
PB

**EXISTING ZONING:**  
GB

**PETITIONER:**  
Beau Dancy

**SCALE:** 1" represents 200'

**STAFF:** Gallaway

**GMA:** 1

**ACRE(S):** 1.12

**MAP(S):** 630850, 630854



## **DRAFT ZONING STAFF REPORT**

**DOCKET #** W-2623  
**STAFF:** Suzy Gallaway

Petitioner(s): Beau Dancy  
Ownership: Same

### **REQUEST**

From: GB (General Business)  
To: PB (Pedestrian Business)

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: 1.12 acres

### **LOCATION:**

Street: Southeast corner of Brookstown Avenue and Marshall Street  
Jurisdiction: City of Winston-Salem  
Ward: South

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

Existing Structures on Site: Site is developed as a parking lot.

Adjacent Uses:

- North- Commercial Buildings, zoned GB and GI
- East- Commercial Buildings, zoned GB and GI
- South and Southwest- Residential Buildings, zoned RM-12
- West- Building being redeveloped for residential use, zoned GB
- Northwest- Commercial Buildings, zoned GI

### **GENERAL AREA**

Character/Maintenance: Surrounding area in process of being redeveloped. Area is a mixture of existing well-maintained housing and commercial properties as well as properties being redeveloped for both housing and commercial uses.

Development Pace: Moderate

## **PHYSICAL FEATURES/ENVIRONMENTAL REVIEW**

Impact on Existing Features: Site is already developed as a parking lot, other development would not further impact the site.

Topography: There is an approximate change in elevation on the subject property of 24 feet (from an approximate elevation of 846 feet in the northeast down to an approximate elevation of 822 feet in the southwest).

Vegetation/habitat: There is no existing vegetation on the subject property.

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

## **TRANSPORTATION**

Direct Access to Site: Brookstown Avenue; Marshall Street; Wachovia Street

Street Classification: Brookstown Avenue – Minor Thoroughfare; Marshall Street – Minor Thoroughfare; Wachovia Street – Local Road

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

Brookstown Avenue between Marshall Street and Liberty Street = 1,900/14,600

Marshall Street between Wachovia Street and Brookstown Avenue = 3,400/12,700

Sidewalks: Existing on both sides of Wachovia and Marshall Streets and both sides of Brookstown Avenue

## **HISTORY**

Relevant Zoning Cases:

1. W-2383; HB and LI to PB-S (Museum or Art Gallery); approved May 1, 2000; east side of Marshall Street and west side of Old Salem Road at Walnut Street; 4.71 acres; Planning Board and staff recommended approval.
2. W-2262; LI to GB; approved October 5, 1998; east side of Marshall Street between Academy Street and Walnut Street; 1.16 acres; Planning Board and staff recommended approval.
3. W-2192; GI to GB; approved December 15, 1997; southeast and southwest corners of Wachovia Street and Marshall Street; 3.76 acres; Planning Board and staff recommended approval.

## **CONFORMITY TO PLANS**

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

Relevant Comprehensive Plan Recommendation(s): For the Center City area, *Legacy* recommends: Create a livable, well designed and aesthetically appealing downtown area; attract a variety of businesses that add to the vitality of downtown and provide a range of

employment opportunities; provide a large and varied mix of housing in and near downtown; and, encourage mixed use developments at densities that generate high levels of pedestrian activity.

Area Plan/Development Guide: Draft *South Central Winston-Salem Area Plan* (adopted by CCPB October 2002, pending consideration by the City Council

Relevant Development Guide Recommendation(s): The Draft *South Central Area Plan* recognizes the northern portion of this site as existing commercial. The southern portion is recommended for commercial land use. The site is in the Brookstown/Marshall Neighborhood Activity Center (NAC). The purpose of NACs is to provide compact pedestrian oriented, neighborhood business areas that provide needed services within walking distance of residential areas. The particular focus of the Brookstown/Marshall NAC is to serve as a tourist/visitor area, in addition to serving the surrounding residential uses.

## **COMMUNITY DEVELOPMENT**

Certified Area/Name: South Marshall Redevelopment Area

Certification: Blighted, November 8, 1984

Redevelopment Recommendation(s): This site was not identified for acquisition as part of the Redevelopment Plan, nor was any specific reuse shown for this site in the Redevelopment Plan. The site was zoned for heavy industrial use (I-3) in 1984 when the Area was certified.

## **HISTORIC RESOURCES REVIEW**

Known Historic Resources: None on site, but adjacent properties do feature historic resources

Comments: As indicated above, no resources exist on the site, but to the east is Brookstown Mill, which is listed on the National Register of Historic Places and is a Local Historic Landmark. To the west is the former Indera Mills, also listed on the National Register. North of the property is the triangular-shaped Fries Mill Transformer Station, also a part of the Brookstown Mill complex. While the rezoning request is general use, it is extremely important that the subject property blend in terms of use and design. Historic Resources staff is available to assist the petitioner with any questions, issues related to the historic character of the overall Brookstown area.

## **ANALYSIS**

The current request is to rezone 1.12 acres from GB to PB. GB and PB are both intended for urban areas. GB allows some uses considered to be intense, such as Outdoor Display Retail that PB does not. GB requires a front setback of 20 feet and a side street setback of 20 feet. PB does not require any setbacks, which allows buildings to be located close to the street more in keeping with the urban character of the area.

This is an area that has undergone significant redevelopment recently. Over the years it has transformed from a heavy industrial area to an area of both commercial and residential uses. PB zoning will not hinder redevelopment for the site. The PB setback requirements will allow for development consistent with the surrounding properties.

There is a pending text amendment (UDO-98), recommended for approval by the Planning Board and scheduled for the May 5, 2003 City Council Public Hearing. Said text amendment allows building heights in the PB District in GMA 1 to be higher than 60 feet with certain provisions. This site could be developed subject to the text amendment if both are approved. Staff believes that the pending text amendment will facilitate appropriate development in conjunction with the proposed PB zoning.

As the request is for Pedestrian Business, staff feels this meets Legacy recommendations to "...provide a large and varied mix of housing in and near downtown; and, encourage mixed use developments at densities that generate high levels of pedestrian activity." The request is also consistent with the draft *South Central Area Plan*.

### **FINDINGS**

1. The current request is to rezone 1.12 acres from GB to PB.
2. GB and PB are both intended for urban areas.
3. PB does not require building setbacks adjacent to non-residential zoning districts.
4. The PB setback requirements will allow for development consistent with surrounding properties.
5. Request is consistent with *Legacy*.

### **STAFF RECOMMENDATION**

Zoning: **APPROVAL**.