



DOCKET #: W2559

PROPOSED ZONING:
HB

EXISTING ZONING:
LI

PETITIONER:
Page Distributing
Company, Inc.

SCALE: 1" represents 200'

STAFF: Roberts

GMA: 3

ACRE(S): 1.84

MAP(S): 624870



July 24, 2002

Page Distributing Co., Inc
c/o Bobby R. Page, President
150 Stratford Court
Winston-Salem, NC 27103

RE: ZONING MAP AMENDMENT W-2559

Dear Mr. Page:

The attached report of the Planning Board to the Board of Aldermen is sent to you at the request of the Aldermen. You will be notified by the City Secretary's Office of the date on which the Aldermen 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

ACTION REQUEST FORM

DATE: July 24, 2002
TO: The Honorable Mayor and Board of Aldermen
FROM: A. Paul Norby, AICP, Director of Planning

BOARD ACTION REQUEST:

Request for Public Hearing on zoning map amendment of Page Distributing Co., Inc

SUMMARY OF INFORMATION:

Zoning map amendment of Page Distributing Co., Inc. from LI to HB: property is located on the north side of Polo Road east of North Cherry Street (Zoning Docket W-2559).

PLANNING BOARD ACTION:

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

CITY ORDINANCE - GENERAL USE

Zoning Petition of Page Distributing Co., Inc., Docket
W-2559

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 Board of Aldermen 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 HB the zoning classification of the following described property:

Tax Block 3437, Tax Lot 25

Section 2. This ordinance shall become effective upon adoption.

ZONING STAFF REPORT

DOCKET # W-2559
STAFF: Gary Roberts

Petitioner(s): Page Distributing Company, Inc.
Ownership: Same

REQUEST

From: LI Limited Industrial District
To: HB Highway 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: 1.84 acres

LOCATION

Street: North side of Polo Road across from Dalton Street.
Jurisdiction: City of Winston-Salem.
Ward: North.

PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Two structures used for multiple commercial purposes.

Adjacent Uses:

| | |
|-------------|--|
| North - | NCDOT maintenance facility zoned LI. |
| Northeast - | Manufactured housing park zoned MH. |
| East - | Two single family residences zoned LB. |
| South - | Forest Hill Baptist Church zoned RS-9. |
| Southwest - | Undeveloped property zoned HB-S. |
| West - | Undeveloped property zoned HB. |

GENERAL AREA

Character/Maintenance: Moderately to well maintained mixture of residential, commercial and institutional properties and structures.

Development Pace: Slow.

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

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

Topography: Gentle slope downward to the south.

Vegetation/habitat: Site is virtually covered with buildings and asphalt.

Water Supply Watershed? Site is not within the boundaries of a water supply watershed.

TRANSPORTATION

Direct Access to Site: Polo Road; Cherry Street.

Street Classification: Polo Road - minor thoroughfare; Cherry Street - major thoroughfare.

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

Polo Road between Cherry Street and Indiana Avenue = 6,200/18,500;

Cherry Street between Polo Road and North Point Boulevard = 11,000/26,900;

Sidewalks: None.

Transit: Route 4, along Cherry Street.

Bike: Route 19, Baux Mountain Connector, along Polo Road.

HISTORY

Relevant Zoning Cases:

1. W-2314; LI to HB; approved June 7, 1999; east side of Polo Road, south of Indiana Avenue; 1,700 feet northeast of current site; 0.47 acre; Planning Board and staff recommended approval.
2. W-1762; I-2 and I-4 to B-3-S (Offices; Motor vehicles storage; and Warehouses, bulk storage - TWO PHASE); approved May 4, 1992; north side of McCanless Street south side of Polo Road between North Cherry Street and Dalton Street, across Polo Road from current site; 3.93 acres; Planning Board and staff recommended approval.
3. W-1121; R-7 to B-3; approved May 7, 1984; north side of Polo Road across from Dalton Street, adjacent to eastern border of current site; 0.30 acre; Planning Board and staff recommend approval.
4. W-510; R-4 to B-3; denied July 21, 1975; northwestern corner of Polo Road and Dellwood Drive, 400 feet east of current site; 1.5 acres; Planning Board and staff recommended denial.

CONFORMITY TO PLANS

GMP Area (*Legacy*): Suburban Neighborhoods (GMA 3).

Relevant Comprehensive Plan Recommendation(s): *Legacy* contains no recommendations which are particularly relevant to the subject request. However, in general, *Legacy* seeks to promote a

more balanced pattern of growth and development countywide. One of the policies to achieve this goal is to stimulate new development in slow growth areas within the Municipal Services Area. This provides jobs and makes better use of public investment in roads and other infrastructure that has already been paid for by taxpayers.

Area Plan/Development Guide: Site is not within the boundaries of an area plan or development guide.

ANALYSIS

The subject general use request is to rezone 1.84 acres located on the north side of Polo Road from LI to HB. Currently located on the site is ±19,000 square feet of various retail and service type uses which include an indoor recreation facility and a laundromat. The existing business uses are nonconforming in the LI zoning district, however the petitioner is interested in introducing a new retail/service type use which is not permitted in the LI district.

To the east of the subject property is a mixture of manufactured and site built residential uses. Forest Hill Baptist, a neighborhood scale church zoned RS-9 is located directly across Polo Road. NCDOT's maintenance facility abuts the subject property to the north and large undeveloped HB and HB-S properties lie to the west and southwest.

The site is not within the boundaries of an area plan or development guide and *Legacy* includes no recommendations which are particularly relevant to this petition. The requested HB designation would be more consistent with the existing uses of the property than the current LI. Staff would have concerns about extending either LI or HB further eastward into the established residential neighborhood particularly in light of the underutilized nature of the above mentioned HB and HB-S property located to the west and southwest. However, given the current uses of the subject property along with the surrounding zoning classifications and development patterns, staff recommends approval of the subject petition.

FINDINGS

1. *Legacy* contains no recommendations which are particularly relevant to the subject request.
2. Site is not within the boundaries of an area plan or development guide.
3. Proposed HB classification would be compatible with the current uses of the subject property and the surrounding zoning categories and development patterns.

STAFF RECOMMENDATION

Zoning: **APPROVAL**.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Philip Doyle moved approval of the zoning map amendment.

SECOND: Arnold King

VOTE:

FOR: Avant, Bost, Clark, Doyle, Folan, Kennedy-Sloan, King, Norwood, Powell

AGAINST: None

EXCUSED: None

A. Paul Norby, AICP
Director of Planning