



DOCKET #: W2573

PROPOSED ZONING:
HB

EXISTING ZONING:
LI

PETITIONER:
Risco Company

SCALE: 1" represents 200'

STAFF: Galloway

GMA: 3

ACRE(S): 0.98

MAP(S): 600846



August 21, 2002

Risco Company
c/o William Freeman
1010 Kent Mews Court
Winston-Salem, NC 27104

RE: ZONING MAP AMENDMENT W-2573

Dear Mr. Freeman:

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: August 21, 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 Risco Company from LI to HB: property is located on the north side of Hanes Mall Boulevard east of Jonestown Road (Zoning Docket W-2573).

SUMMARY OF INFORMATION:

Zoning map amendment of Risco Company from LI to HB: property is located on the north side of Hanes Mall Boulevard east of Jonestown Road (Zoning Docket W-2573).

PLANNING BOARD ACTION:

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

CITY ORDINANCE - GENERAL USE

Zoning Petition of Risco Company, Docket W-2573

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 3904, Tax Lot 110

Section 2. This ordinance shall become effective upon adoption.

ZONING STAFF REPORT

DOCKET # W-2573
STAFF: Suzy Gallaway

Petitioner(s): Risco Company
Ownership: Same

REQUEST

From: LI
To: HB

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: 0.98 acre

LOCATION

Street: North side of Hanes Mall Boulevard east of Jonestown Road
Jurisdiction: City of Winston-Salem
Ward: Southwest

PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Site is vacant.

Adjacent Uses:

North - Hwy. 421
East - Vacant Lot, zoned LI; further east Southern Community Bank, zoned GB
South - Single Family Residence, zoned RS-9
West - Waffle House, zoned HB

GENERAL AREA

Character/Maintenance: Well-maintained mixture of uses
Development Pace: Rapid

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

Impact on Existing Features: Site is vacant.

Topography: There is an approximate change in elevation of 9' on the subject property (from an approximate elevation of 859' in the southwest down to 850' in the northeast).

Vegetation/habitat: The subject property is mostly vegetated.

Watershed: Site does not lie within the boundaries of a water supply watershed.

TRANSPORTATION

Direct Access to Site: Char-Lou Ln; Jonestown Rd; Hanes Mall Blvd; US 421

Street Classification: Char-Lou Lane - Local Road; Jonestown Road - Major Thoroughfare; Hanes Mall Boulevard - Major Thoroughfare; US 421 - Freeway

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

Hanes Mall Blvd between Jonestown Road and Westgate Center Drive = 15,000 / 16,100

US 421 between Jonestown Road and I-40 = 44,300 (1995 Count) / 95,900

Transit: Route 43 along Jonestown and Kester Mill Roads

HISTORY

Relevant Zoning Cases:

1. W-2351; GB-S (Shopping Center) to Site Plan Amendment; approved December 6, 1999; north side of Hanes Mall Boulevard west of Westgate Center Drive; 26.15 acres; Planning Board and staff recommended approval.
2. W-2256; RM-18 and GB-S (Shopping Center) to GB-S (Shopping Center); approved November 5, 1998; north side of Hanes Mall Boulevard west of Westgate Center Drive; 26.15 acres; Planning Board and staff recommended approval.
3. W-2275; RS-9 and HB-S to GB-S (Shopping Center); approved December 7, 1998; northeast side of Hanes Mall Boulevard and on the southeast side of US 421/I-40 interchange; 2.16 acres; Planning Board and staff recommended approval.
4. W-2247; RS-9 to HB-S (Multiple business uses); approved October 5, 1998; northeast side of Hanes Mall Boulevard, east of the intersection of Hanes Mall Boulevard and interstate 40; 1.27 acres; Planning Board and staff recommended approval.

CONFORMITY TO PLANS

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

Relevant Comprehensive Plan Recommendation(s): *Legacy* calls for focused retail development,

interconnections between adjacent commercial uses and site design features that promote pedestrian as well as automobile access

Area Plan/Development Guide: *South Stratford Road Development Guide* (adopted in 1989)

Relevant Development Guide Recommendation(s): Page 17 of the *South Stratford Road Development Guide* identifies the subject property as part of the Hanes Mall/South Stratford Road Activity Center. This area is to be the focus for intense commercial, office, residential and light industrial land uses.

ANALYSIS

The request is to rezone just under one acre from LI to HB. Prior to the adoption of the UDO the land in this area was zoned I-2. Upon adoption of the UDO, I-2 zoning was converted to either GB or LI. This site was vacant at the time and was converted to LI. Most of Hanes Mall Boulevard as well as Jonestown Road in this area is comprised of commercial uses, rather than industrial uses. There is also a great deal of general use zoning in the area, with special use further south along Hanes Mall Boulevard, away from the Jonestown Road intersection. There is also special use zoning further north on Jonestown Road, across Highway 421. The area surrounding the 421/Jonestown Road/Hanes Mall Boulevard intersection is almost entirely HB general use zoning.

Staff analyzed two major concerns related to general use zoning, which were off-premise signage or billboards, and the interconnectivity recommended in *Legacy*. Upon consultation with the Inspections Division it was determined that a billboard or other off-premise sign would not be allowed at this location because it is within an adopted view corridor. Because the properties on both sides of the subject site are already developed, there is virtually no opportunity to establish vehicular connections between the sites.

Because the request is consistent with the area plan regarding land uses and very little could be gained through special use zoning, staff recommends approval.

FINDINGS

1. The request is to rezone just under one acre from LI to HB.
2. Prior to the adoption of the UDO the land in this area was zoned I-2, land was converted to GB or LI with the UDO adoption.
3. The area surrounding the 421/Jonestown Road/Hanes Mall Boulevard intersection is almost entirely general use zoning.
4. Billboards or other off-premise signs would not be allowed at this location because it is along a view corridor.
5. The request is consistent with the area plan.

STAFF RECOMMENDATION

Zoning: **APPROVAL**.

PUBLIC HEARING

FOR: None

AGAINST: None

WORK SESSION

MOTION: Arnold King moved approval of the zoning map amendment.

SECOND: Jimmy Norwood

VOTE:

FOR: Avant, Bost, Clark, Folan, King, Norwood

AGAINST: None

EXCUSED: None

A. Paul Norby, AICP
Director of Planning