



DOCKET #: W1155

PROPOSED ZONING:
Final Development Plan

EXISTING ZONING:
GO-S (Multiple Office
Uses - TWO PHASE)

PETITIONER:
Hubbard Realty

SCALE: 1" represents 200'

STAFF: D. Reed

GMA: 3

ACRE(S): 1.32

MAP(S): 612846

ZONING STAFF REPORT

DOCKET # W-1155
STAFF: David Reed

Petitioner(s): Hubbard Realty of Winston-Salem
Ownership: Same

REQUEST

From: GO-S General Office District (Multiple Office Uses including Professional Office and Offices, Miscellaneous)
To: Final Development Plan

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

Acreage: 1.319 acres

LOCATION

Street: Southeast corner of Westbrook Plaza Drive and Westgate Center Drive intersection.
Jurisdiction: City of Winston-Salem.
Ward: Southwest.

SITE PLAN

Proposed Use: Parking Lot.
Parking: Required: (For office across street) 147; Proposed: 195 (73 off-site); Layout:
Crossing the street from the parking lot to the building is unsafe for pedestrians.
Vehicular Use Landscaping Standards Requirements: Motor Vehicle Surface Area landscaping and Thoroughfare Overlay buffers are required.

PROPERTY SITE/IMMEDIATE AREA

Existing Structures on Site: Site is currently vacant.

Adjacent Uses:

North -	Office building.
East -	Motel.
South -	I-40 right-of-way
West -	Office Building.

GENERAL AREA

Character/Maintenance: Well maintained office and motel uses.

Development Pace: Fast.

PHYSICAL FEATURES/ENVIRONMENTAL REVIEW

Impact on Existing Features: Minor.

Topography: Site slopes down slightly to the south.

Vegetation/habitat: Site has been cleared.

Constraints: Pedestrian crossings are unsafe in mid-block.

TRANSPORTATION

Direct Access to Site: Westbrook Plaza Drive

Street Classification: Westbrook Plaza Drive - not classified; I-40 - freeway.

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

Westgate Center Drive - north of Westbrook Plaza Drive - 6,723/nc (no capacity)
(WSDOT 95)

I-40 between US 421 and S. Stratford Road - 54,000/81,000

Trip Generation/Existing and Proposed Zoning: $44,083 \text{ sf}/1,000 = 44.083 \times 11.01 = 485$ trips per day.

Planned Road Improvements: None.

Sight Distance: Fair.

Sidewalks: Staff recommends sidewalks; however, a mid-block pedestrian crossing at this location would be unsafe.

Traffic Calming: No.

Transit: WSTA Route 50.

HISTORY

Relevant Zoning Cases:

1. W-1475; R1 and R-1-S (TWO PHASE to R-1-S (Multiple offices and other uses - TWO PHASE) (converted to GO-S in UDO); approved December 7, 1987; southwest corner of Westbrook Plaza Drive and Westgate Center Drive; petition was requested to add some additional uses to this property and was recommended for approval by both the Planning Board and staff.

2. W-1155; R-5 to R-1-S (Offices - TWO PHASE) (converted to GO-S in UDO); approved June 4, 1984; south of Vest Mill Road, east of Westbrook Plaza Drive, south of Westgate Center Drive (including current site), 25.7 acres; Planning Board and staff recommended approval. Most of those parcels have developed with either general office buildings or medical office buildings. Final Development Plans were approved for most of those developments by the City-County Planning Board.

CONFORMITY TO PLANS

GMP Area (*Vision 2005*): Area 3: Urban.

Relevant Comprehensive Plan Recommendation(s): Develop office, commercial, and industrial developments at planned activity nodes; adequate separation and buffering of office, commercial, and industrial land uses from residential land uses; and an improved transportation system.

Area Plan/Development Guide: This site is located in the *South Stratford Road Development Guide*. The development guide recommends office use only on this property.

ANALYSIS

Proposed is a Final Development Plan for a parking lot which would serve a proposed office building across Westbrook Plaza Drive to the northeast. The parking lot is situated on property zoned GO-S (Offices) TWO-PHASE and the final development plan is for the parking lot alone. The proposed office building will be developed on land zoned General Office (GO), however, the Inspections Office has determined that the proposed parking lot and the office building site across the street will be considered one zoning lot.

During the interdepartmental review of the proposed final development plan the City Department of Transportation staff indicated great concern about the safety of pedestrian crossings on Westbrook Plaza Drive. In discussing the potential safety problems, an acceptable solution could not be reached. Because of the design of the existing road, adequate visibility of pedestrians crossing in mid-block is not possible. Because of the distance from the intersection to the west, it is not reasonable to expect pedestrians to use crosswalks at that intersection. Finally, painting a crosswalk in mid-block would create a false sense of security for the pedestrians. The City Department of Transportation staff and the Planning staff recommend that the proposed office building site be redesigned to allow for all of the parking to be accommodated on the north side of the street. In accordance with Section 6-1.3(A)(1)(d) of the UDO which allows the Planning Board to place additional conditions to reduce impacts associated with the project (including on-site traffic flow and pedestrian safety), staff recommends the reorientation of the parking areas to ensure pedestrian safety.

If the plan is approved as submitted, staff recommends additional site plan conditions for the development, including a maximum five (5) foot high monument sign; storm water management plan; and paying two special assessment fees for this area. All other UDO provisions still apply for development of the property.

FINDINGS

1. Proposed is a Final Development Plan for a parking lot which would serve a proposed office building across Westbrook Plaza Drive to the northeast.
2. The Inspections Office has determined that the proposed parking lot and the office building site across the street will be considered one zoning lot.
3. In accordance with Section 6-1.3(A)(1)(d) of the UDO, staff recommends the reorientation of the parking areas (parking provided across the street with the office building served) to ensure pedestrian safety.
4. If the plan is approved as submitted, staff recommends additional site plan conditions for the development, including a maximum five (5) foot high monument sign; storm water management plan; and paying two special assessment fees for this area.

STAFF RECOMMENDATION

Final Development Plan: In accordance with Section 6-1.3(A)(1)(d) of the UDO, staff recommends the reorientation of the parking areas (parking provided across the street with the office building served) to ensure pedestrian safety and therefore recommends **DENIAL of the plan as submitted**. If approved, staff recommends the following conditions:

- **PRIOR TO THE ISSUANCE OF GRADING PERMITS**

- a. Developer shall have a storm water management study submitted for review by the Public Works Department of the City of Winston-Salem. If required, an engineered storm water management plan shall be submitted and approved by the Public Works Department of the City of Winston-Salem.

- **PRIOR TO THE ISSUANCE OF BUILDING PERMITS**

- a. Developer shall pay both the Stratford Road Impact fee and the special sewer assessment fee for this area to the City of Winston-Salem.

- **PRIOR TO THE ISSUANCE OF OCCUPANCY PERMITS**

- a. Any required storm water management devices shall be installed.

- **OTHER REQUIREMENTS**

- a. Developer shall be allowed one free standing sign. Said sign shall be limited to a monument type with a maximum height of five (5) feet.

[For information purposes only: The draft Legacy comprehensive plan identifies the petitioner's site as being in the Suburban Neighborhoods planning area of the Growth Management Plan. The plan supports commercial development concentrated in activity nodes with a mix of uses.]

PUBLIC HEARING

MOTION: John Bost moved approval of the final development plan with staff recommendations.

SECOND: James Rousseau

VOTE:

FOR: Bost, King, Powell, Rousseau, Snelgrove, Williams

AGAINST: Schroeder

EXCUSED: None

A. Paul Norby, AICP
Director of Planning