

STAFF REPORT

DOCKET # UDO-284
STAFF: [Aaron King](#)

REQUEST

An ordinance amendment proposed by Planning and Development Services staff revising Chapter B of the *Unified Development Ordinances* to establish building material requirements for the use Retail Store.

BACKGROUND

Currently the UDO has no restrictions on building siding materials for the use Retail Store (under 75,000 square feet). Over the past several years, Planning staff has observed that some new retail buildings are being constructed with metal siding. In the vast majority of retail developments, more attractive exterior materials are used; however, there have been a few over the last several years where the retailer decided to have metal siding. In those cases, the retail buildings are located in close proximity to existing residential neighborhoods and the metal siding has a negative aesthetic impact on the surrounding area. Staff believes that there are many suitable siding materials for retail buildings other than metal siding.

Staff has reviewed requests for retail buildings over the past few years in which the property was commercially zoned and no rezoning was required. Without any design standards in the UDO, these properties were allowed to choose the siding material of their choice; often metal siding. Planning staff reached out to developers on several occasions to encourage the use of a masonry product rather than metal siding. Each time, staff was told that until metal siding was prohibited, they would continue to use said material.

ANALYSIS

The subject text amendment would establish a list of allowed siding materials for the use Retail Store. Staff believes the materials included provide a range of alternatives without the allowance of metal siding. The list of approved materials should help to mitigate the negative aesthetic impacts that occur when metal-sided retail buildings locate in close proximity to residential areas. Staff notes that the UDO does currently have a requirement that “big box” stores meet certain design criteria. This text amendment would provide a standard that would regulate retail stores that fall below the big box standard of 75,000 square feet.

RECOMMENDATION

APPROVAL

UDO-284
AN ORDINANCE REVISING
CHAPTER B OF THE *UNIFIED DEVELOPMENT ORDINANCES*
TO ESTABLISH BUILDING MATERIAL REQUIREMENTS
FOR THE USE RETAIL STORE

Be it ordained by the City Council of the City of Winston-Salem, North Carolina, that the *Unified Development Ordinances* is hereby amended as follows:

Section 1. Chapter B, Article II of the *UDO* is amended as follows:

Chapter B - Zoning Ordinance
Article II – Zoning Districts, Official Zoning Maps, and
Uses

2-5 USE CONDITIONS

2-5.66 RETAIL STORE

(B) Building Materials

(1) A Retail Store with a total building square footage of 74,999 square feet or less shall meet the following standards:

(a) Allowed Siding Materials. Only the following building siding materials shall be allowed:

Brick and brick veneer;

Stone, stone veneer, and cultured stone;

Precast concrete panels provided they are textured and contain architectural detailing;

Concrete Masonry Units (CMU) provided they are split face and textured;

Fiber Cement Siding (Hardie Board);

Glass;

Stucco with architectural detailing; and

NOTE: Items to be deleted are indicated with a ~~strikeout~~; items to be added are indicated with an underscore.
UDO-284 February 2018

Wood.

Section 2. This ordinance shall be effective upon adoption.