

**CITY OF HIGH POINT  
PLANNING AND DEVELOPMENT DEPARTMENT**

**STAFF REPORT  
STREET RENAMING REQUEST 11-01  
October 25, 2011**

| <b>Request</b>  |   |
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| <p><b>Applicant:</b><br/>City of High Point</p>   | <p><b>Proposal:</b></p> <ol style="list-style-type: none"> <li>1. Rename W. Bellevue Drive to Belle Avenue.</li> <li>2. Rename a portion of E. Bellevue Drive to Old Winston Road.</li> <li>3. Rename a portion of E. Bellevue Drive to Bellevue Drive (“East” prefix removed).</li> <li>4. Rename a portion of Old Winston Road to Northside Court.</li> </ol> |
| <p><b>Number of Properties Affected:</b><br/><u>Use type:</u> 40 residential, 3 non-residential and 1 undeveloped.</p> <p><u>Impact per roadway:</u><br/>W. Bellevue Drive - 8 parcels<br/>E. Bellevue Drive - 26 parcels<br/>Old Winston Road - 10 parcels</p> | <p><b>Length of Street Affected:</b><br/><u>W. Bellevue Drive</u> - Approximately 800 lf.<br/><u>E. Bellevue Drove</u> - Approximately 1,900 lf.<br/><u>Old Winston Road</u> - Approximately 750 lf.</p> <hr/> <p><b>Effective Date if Approved:</b><br/>January 1, 2012</p>  |

**Background Information**

In 2004, High Point voters approved a bond referendum for various infrastructure projects throughout the City of High Point. One of those projects was the realignment and improvement of Old Winston Road. Old Winston Road was initially built in the 1920’s as a two-lane roadway with 11-foot wide lanes and no sidewalks. Over the past 30 years vehicular and pedestrian traffic volumes have steadily increased on Old Winston Road due to the growth of commercial development along N. Main Street near the Wal-Mart Super Center and the extension of W. Hartley Drive to N. Main Street. Local traffic from surrounding residential subdivisions, two elementary schools and a regional park/sports stadium have also added to vehicular and pedestrian traffic volumes upon this roadway. The improvements to Old Winston Road are intended as a modernization and safety project, and include wider travel lanes that meet current traffic safety standards, a center turn lane, various intersection improvements, curbing and gutters on both sides and sidewalks.

One of the intersections being improved is on the northern segment of Old Winston Road at E. Bellevue Drive. Traffic traveling north on Old Winston Road to N. Main Street must stop at a 4-way intersection at E. Bellevue Drive, then turn left to go to N. Main Street. Because Old Winston Road is the primary traffic corridor, it has been realigned to eliminate this 4-way stop and curves to connect directly to N. Main Street. This realignment is triggering the need to rename some of the roadways in this area.

The City’s Development Ordinance notes that when a street name change request is initiated by City Council, the Planning & Zoning Commission or a City Department, no petition is required. In addition, when a change is initiated due to public safety or emergency service delivery issues, the

request may proceed directly to public hearing at the next scheduled Planning and Zoning Commission meeting provided proper notification and advertisement requirements are met.

In August 2011, staff invited owners whose property abuts the roadways proposed to be renamed to an informal public drop-in session at Greenwood Hills Wesleyan Church at the intersection of N. Main Street and W. Bellevue Drive. The intent of the session was to provide information regarding the proposed changes and to invite input and comments. The notice also included a map outlining the proposed changes and it encouraged anyone with concerns that could not make the public drop-in session to submit comments to the Planning and Development Department. Two property owners attended, one from W. Bellevue Drive noted that she has lived there 45 years and would like the name to remain the same. The second was a property owner off Old Winston Road; he stated that the name Old Winston Road has more character than the proposed name of Northside Court.

A second mailing (public hearing notice) was sent on October 11, 2011 notifying these same property owners of the Planning and Zoning Commission public hearing regarding this proposal. The mailing list was based upon ownership information from the Guilford County Tax records. Where tax records noted a different mailing address than that of the property, staff assumed the property was being rented and staff also sent a letter addressed "Occupant" to that specific mailing address.

### Details of Proposal

#### **E. Bellevue Drive and W. Bellevue Drive.**

The road realignment will eliminate the contiguous connection of E. Bellevue Drive and W. Bellevue Drive that currently exists from Ingleside Drive to School Park Road. To prevent having a street name stop and then start again a block later, this street is proposed to be renamed as follows:

- W. Bellevue Drive is proposed to be renamed to Belle Avenue (*see the area highlighted in blue on exhibit map*).
- Due to the realignment of Old Winston Road to intersect with N. Main Street that portion of E. Bellevue Drive, from N. Main Street to the current intersection of Old Winston Road, will be renamed Old Winston Road (*see the area highlighted in red on the on exhibit map*).
- E. Bellevue Drive from its current intersection at Old Winston Road to School Park Road will also be renamed. The "East" prefix of this name will be removed so that the road will be known as Bellevue Drive (*see the area highlighted in green on the on exhibit map*).

#### **Old Winston Road**

The road realignment project curves Old Winston Road to intersect with N. Main Street; this will create two non-connected roadways with the same name. That portion of Old Winston Road lying northwest of the present intersection with E. Bellevue Drive (area behind the Hess Wilco and Marathon gas stations/convenience stores) is proposed to be renamed to Northside Court (*see the area highlighted in yellow on exhibit map*).

### Findings

Section 9-3-20(c) requires that the Planning and Zoning Commission, when considering the approval of a street renaming request, shall take under advisement the City's Street Name and Address Assignment Guidelines and Policies, and shall make each of the following findings:

**That the street name change is in accordance with the City’s street name guidelines and policies; staff finds**

|                   |   |
|-------------------|---|
| <b>Compliance</b> | ❖ The request to rename of these three roadways is in compliance with City guidelines and policies. |
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**That the street name change will serve the public interest by enhancing public safety, or that it will do no harm; staff finds**

|                   |  |
|-------------------|--|
| <b>Compliance</b> | <ul style="list-style-type: none"><li>❖ Having two roadways with the same name that do not connect (i.e. Old Winston Road) is a public safety problem. The renaming petition will eliminate this conflict</li><li>❖ N. Main Street has historically been the primary north - south corridor in the city. Roadways that cross N. Main Street are distinguished by “East” and “West” prefix. This realignment will eliminate the continuous connection of Bellevue Drive between Ingleside Drive and School Park Road. City policy seeks to avoid having a street name stop and restart a block latter. The renaming petition will eliminate this conflict by designating the individual non-connected segments of this roadway with their own separate names.</li></ul> |
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**That the street name change will not adversely affect property values or cause excessive economic impact to property owners or to the City; OR, that the street name change will result in an overall public good that generally cannot be measured in monetary terms, but that is found to outweigh known or perceived economic interests and costs; staff finds**

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| <b>Compliance</b> | ❖ The E. Bellevue Drive portion of this petition is the longest in length and impacts the most property owners. Only 8 parcels are impacted along W. Bellevue Drive; while 26 parcels are impacted along E. Bellevue Drive. To minimize impact this proposal recommends to only remove the “East” prefix from this roadway name. All address numbers will remain the same. The W. Bellevue Drive name will change, but the street numbers will remain the same. |
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**Recommendation**

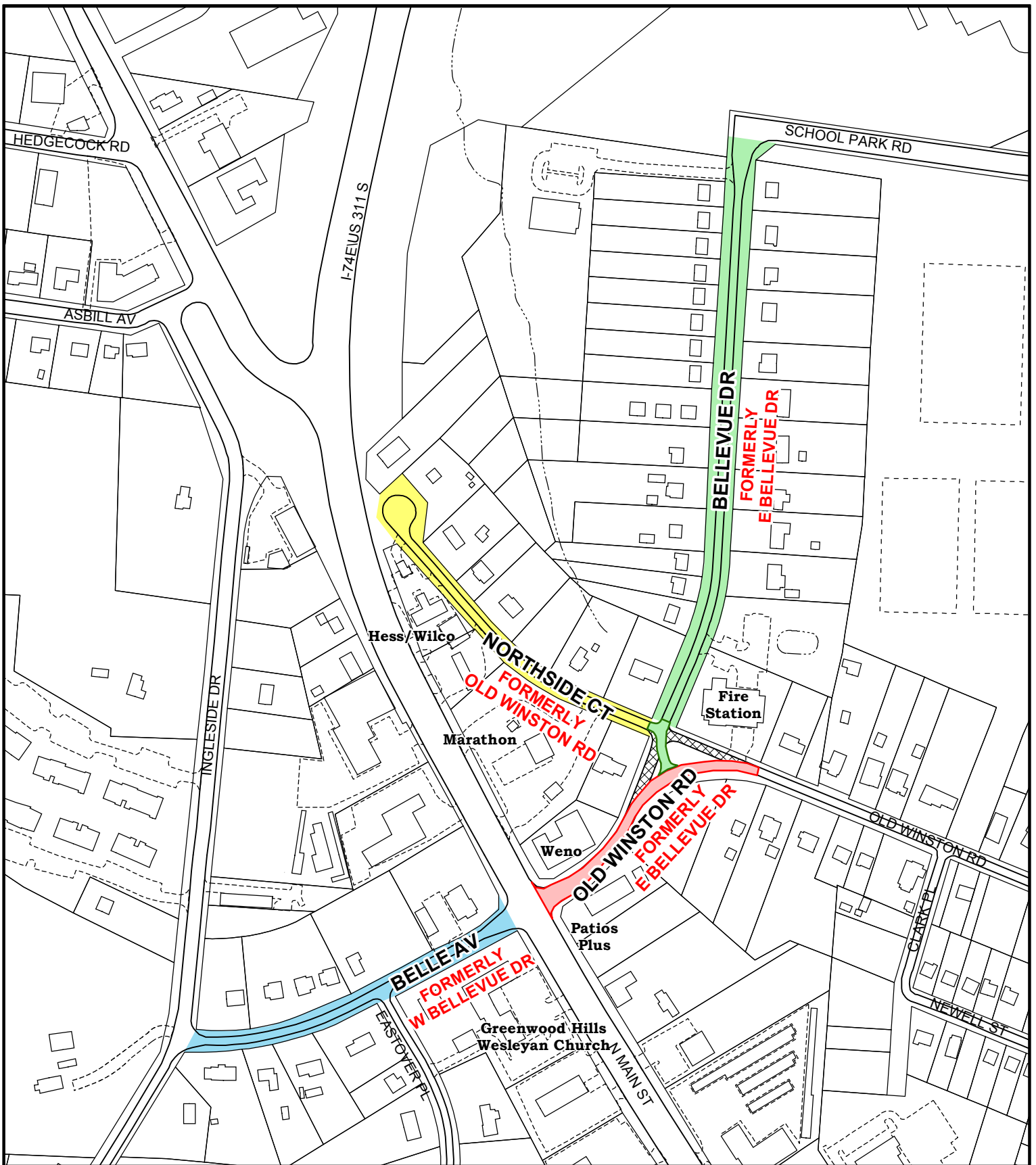
Based upon above noted findings, the Planning and Development Department recommends the following roadway renaming:

1. Rename W. Bellevue Drive to Belle Avenue.
2. Rename E. Bellevue Drive, from N. Main Street to the current intersection of Old Winston Road, to Old Winston Road.
3. Rename E. Bellevue Drive from the current intersection of Old Winston Road to School Park Road. The “East” prefix of this name will be removed so that the road will be known as Bellevue Drive.
4. Rename and readdress properties along a portion of Old Winston Road, lying northwest of the present intersection with E. Bellevue Drive, to Northside Court.

Staff recommends this change become effective on January 1, 2012.

**Report Preparation**

This report was prepared by Planning and Development Department staff member Herbert Shannon AICP, Senior Planner and reviewed by Robert Robbins AICP, Development Administrator and Lee Burnette AICP, Director.



**STREET RENAMING CASE SN11-01**

|                                  |                         |
|----------------------------------|-------------------------|
| <b>From:</b> West Bellevue Drive | <b>To:</b> Belle Avenue |
| East Bellevue Drive              | Old Winston Road        |
| East Bellevue Drive              | Bellevue Drive          |
| Old Winston Road                 | Northside Court         |

Planning & Development  
Department

City of High Point

Date: October 10, 2011



Scale: 1"=300'  
y/ba-pz/2011/pz/sn11-01.mxd