



NORTHWEST WINSTON-SALEM

AREA PLAN

Update

EXISTING CONDITIONS

City-County
Planning
BOARD
FORSYTH COUNTY
& WINSTON-SALEM,
NORTH CAROLINA

Preface

Under special State enabling legislation, the City-County Planning Board of Forsyth County and Winston-Salem is responsible for preparing and maintaining a comprehensive plan for Forsyth County. The *Legacy 2030 Update*, the current comprehensive plan, was adopted in 2012. Comprehensive plans take a broad, communitywide perspective for guiding growth and development. *Legacy 2030* includes chapters on local trends; growth management; land use; transportation; economic development; environmental quality and sustainability; healthy, complete, and equitable communities; community character; Downtown and the Center City; neighborhoods and towns; rural character; area plans; and key public investments.

The Planning Board prepares a series of urban and suburban area plans for the city and county in an effort to translate *Legacy 2030* into site specific recommendations. An area plan generally contains information about the plan area's existing conditions and recommendations for guiding future growth and development. Citizen participation is an important part of the area plan process, and multiple opportunities for public participation exist within the area planning process.

In 2004, the City-County Planning Board (CCPB) adopted boundaries, names, and priority rankings for seven urban area plans, a Downtown Plan, and thirteen suburban/small town area plans. *Legacy's* Growth Management Plan divides Winston-Salem and Forsyth County into five growth management areas: City Center, Urban Neighborhoods, Suburban Neighborhoods, Future Growth Area, and Rural Area. Seven plans cover the Urban Neighborhoods and Downtown as defined in *Legacy 2030*. The Center City refers to the Downtown Core of Winston-Salem and other towns in Forsyth County. Urban Neighborhoods are older neighborhoods and commercial, industrial, and institutional development built mostly before 1940 that surround the Center City of Winston-Salem. The Urban Neighborhoods Area has been divided into study areas based on geography and common features. Thirteen plans cover the Suburban Neighborhoods, Future Growth Area, and Rural Area as defined in the *Legacy 2030*. These areas have been divided into study areas based on geography and common features. Suburban Neighborhoods include a large portion of the county and most of the small towns where suburban development has occurred in recent decades. It is also the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur. Future Growth Areas do not usually have sewer or other facilities and services to support urban development. However, because of their potential to be served efficiently by sewer and other facilities and services in the future and/or their proximity to towns, major roads and other public investments, the Growth Management Plan calls for them to eventually be developed. Rural Areas are not expected to receive public sewer and are recommended to remain low density in nature.

As of 2012, all planning areas within Forsyth County have a corresponding area plan which was developed since the 2001 adoption of the original *Legacy* plan to guide future area development decisions. Area plan updates, such as this one, replace these older, existing area plans. Updated area plans provide a current picture of area conditions and an up-to-date set of future development recommendations.

Area plans follow a basic, standardized format that provides for consistent terminology, information, mapping, and land use colors for all area plans. Consistency between plans is important to city staff, the CCPB, and elected officials as they use the plans to make zoning, funding, and other decisions based on area plan recommendations.

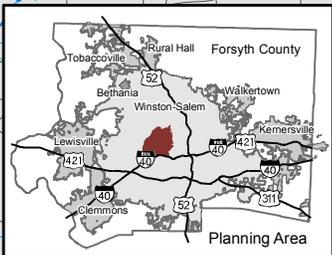
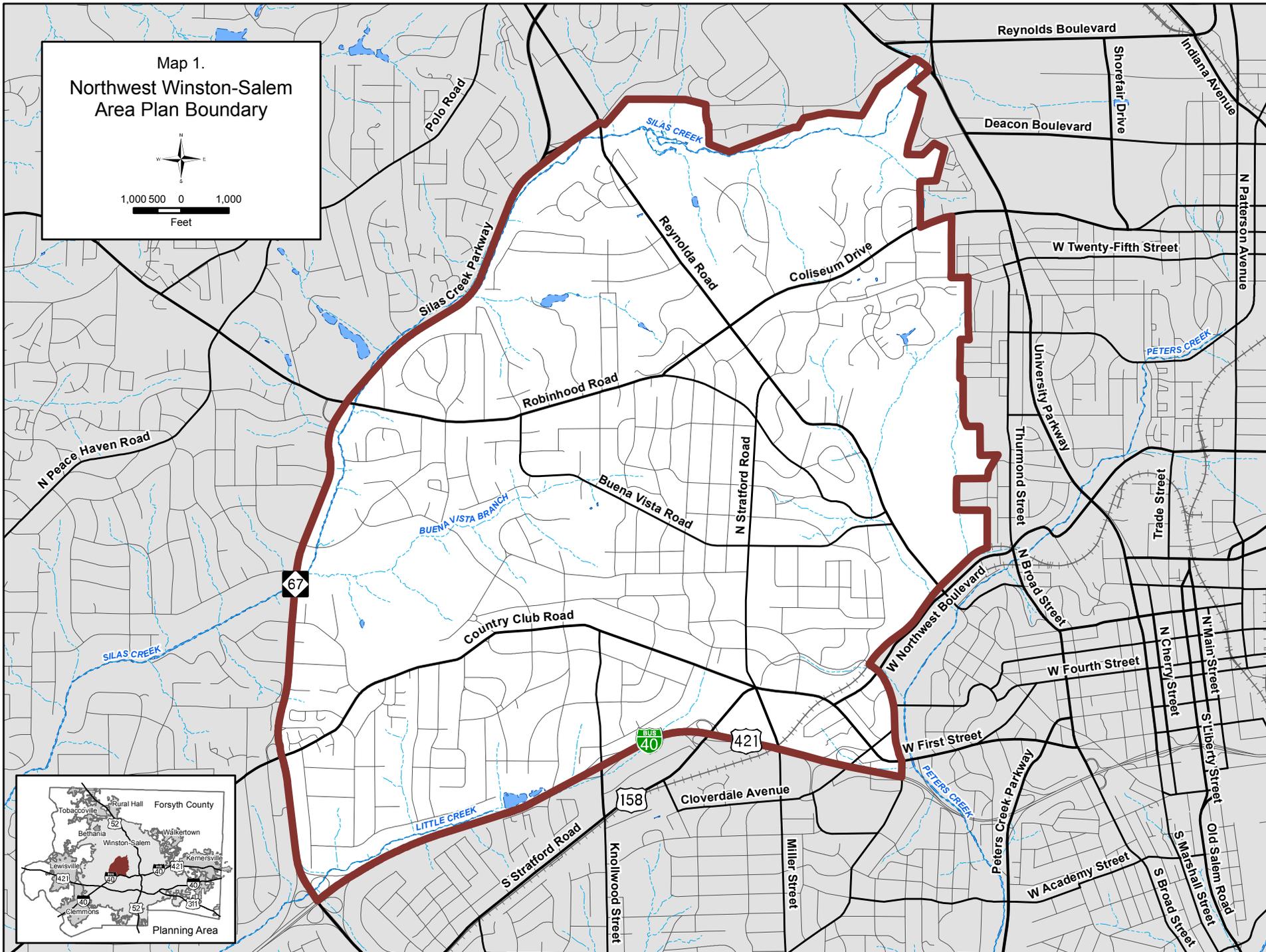
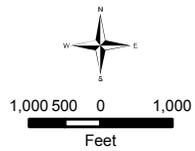
How Do Area Plans Relate To Rezoning?

Area plans convey a community vision and general goals to the Planning Board, elected officials, and other community leaders. The land use plan component does not, however, change the zoning of an area or force property owners to develop their land before they choose to do so. Area plans are simply recommendations developed using a public process to help guide future planning decisions.

Historically, elected and appointed officials follow the area plan land use recommendations in most cases. However, decision makers must also take into account current site conditions, community needs and changing circumstances, as well as other information which was not apparent during the initial area planning process. Officials give serious consideration to the recommendations of the area plans but also must take into account all current and available information to make the most informed decisions on future rezoning proposals.

To facilitate implementation of area plan recommendations, a biennial Area Plan Status Report is prepared which includes the current status of recommendations of all adopted area plans. The report includes the status of each action/project listed in the implementation table for each plan. Area plan recommendations are funded in a variety of ways including bonds, bond referendums, transportation funds, general government funds, the Motor Vehicle Tax, capital improvements, and Community Development Block Grants. Inclusion of a project in the area plan implementation table does not mean the recommended project has funding. Area plan projects are prioritized along with other projects and programs by the elected officials.

Map 1.
Northwest Winston-Salem
Area Plan Boundary



Introduction

***BOUNDARIES OF THE PLAN AREA**

The Northwest Winston-Salem Planning Area encompasses 3,881 acres. The plan area is generally bounded on the north by Reynolda Village; on the east by the Arbor Acres retirement community and the Children's Home; on the south by Business 40 and West Northwest Boulevard; and on the west by Silas Creek Parkway (see **Map 1** on **page XX**). All of the land area in the planning area is in the City of Winston-Salem, with 62 percent of the total area in the West Ward and 33 percent in the Northwest Ward, five percent in the North Ward, and less than one percent in the Southwest Ward.

RELATIONSHIP TO *LEGACY 2030

Legacy 2030, Forsyth County's comprehensive plan serves as the framework on which all area plans are built, both geographically and as a policy guide. The original *Northwest Winston-Salem Area Plan* was adopted in 2012. The *Northwest Winston-Salem Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the Northwest Winston-Salem Plan Area, taking into account changes in the area since the adoption of the original area plan.

Legacy 2030's Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan (**Map 2** on **page XX**), all of the Northwest Winston-Salem Plan Area is designated as Urban Neighborhoods, Growth Management Area (GMA) 2.

***AREA PLAN PROCESS**

Citizen participation is a critical part of the area plan process. Multiple opportunities for public participation exist in the area planning process. The steps in the development of an area plan are shown in **Figure 1**. The first step of the planning process is the assessment of current conditions and the consolidation of existing plans. A summary of this information is created and given to citizens at the plan kickoff workshop.

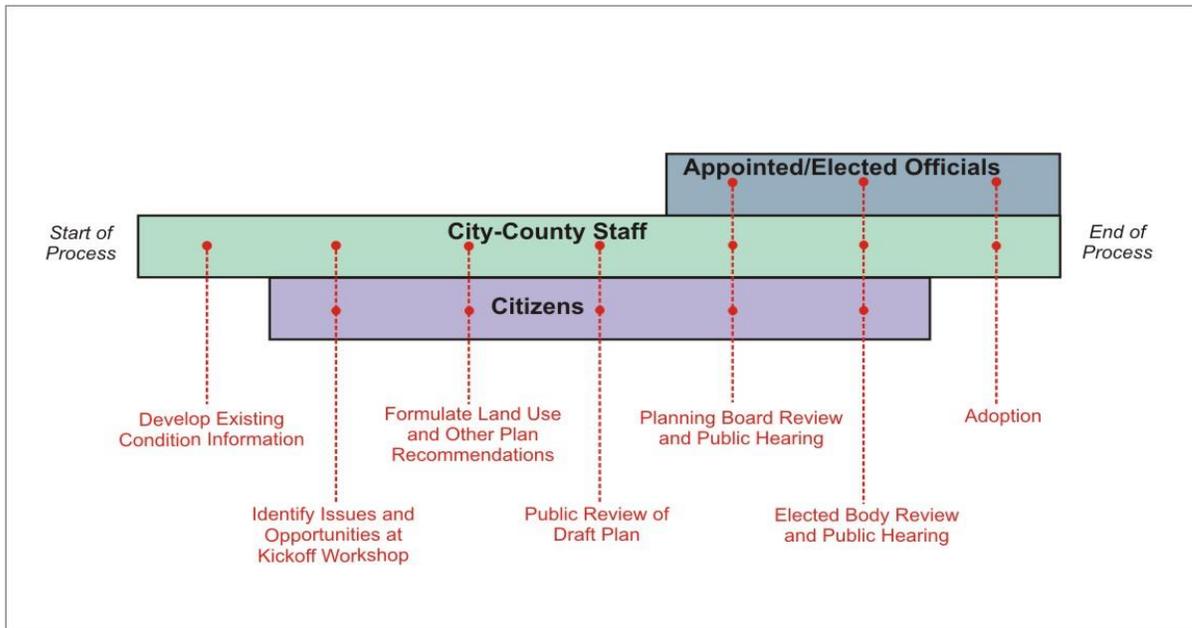
The plan kickoff workshop is the first meeting in the area planning process and is an opportunity for citizens who live and work in the area to share their comments and concerns about the area and its future with planning staff. Staff facilitates this process to help citizens document their thoughts, which provide the basis for the next step in the process.

Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in *Legacy 2030*, serve as the basis for the next step in the process: the formulation of recommendations by Planning staff. These recommendations primarily focus on proposed land use recommendations, and site specific design recommendations for corridors and activity centers. Staff works with the citizens on these recommendations to reach a consensus. Staff and citizens refine the plan recommendations at the meetings which follow the kickoff workshop. The final recommendations are then presented to the entire community for review at the concluding open house. If no consensus is reached, both sets of recommendations will be presented to the City-County Planning Board.

The Planning Board reviews the recommendations for consistency with the broad public interest and with *Legacy 2030*. The Planning Board holds a public hearing to consider the plan and make amendments, as appropriate, before recommending adoption of the plan. The document is then forwarded to the Winston-Salem City Council for consideration, amendment, and adoption after a public hearing.

The adopted plan replaces the existing adopted plan for the area and will be used on an ongoing basis by the Planning Board and City Council to guide land use, infrastructure, and public investment decisions. An implementation schedule is included in the adopted plan to outline tasks and timing needed for each recommendation. Additionally, developers and neighborhood groups may also use the plan to guide their future business and community development decisions.

Figure 1. Area Planning Process



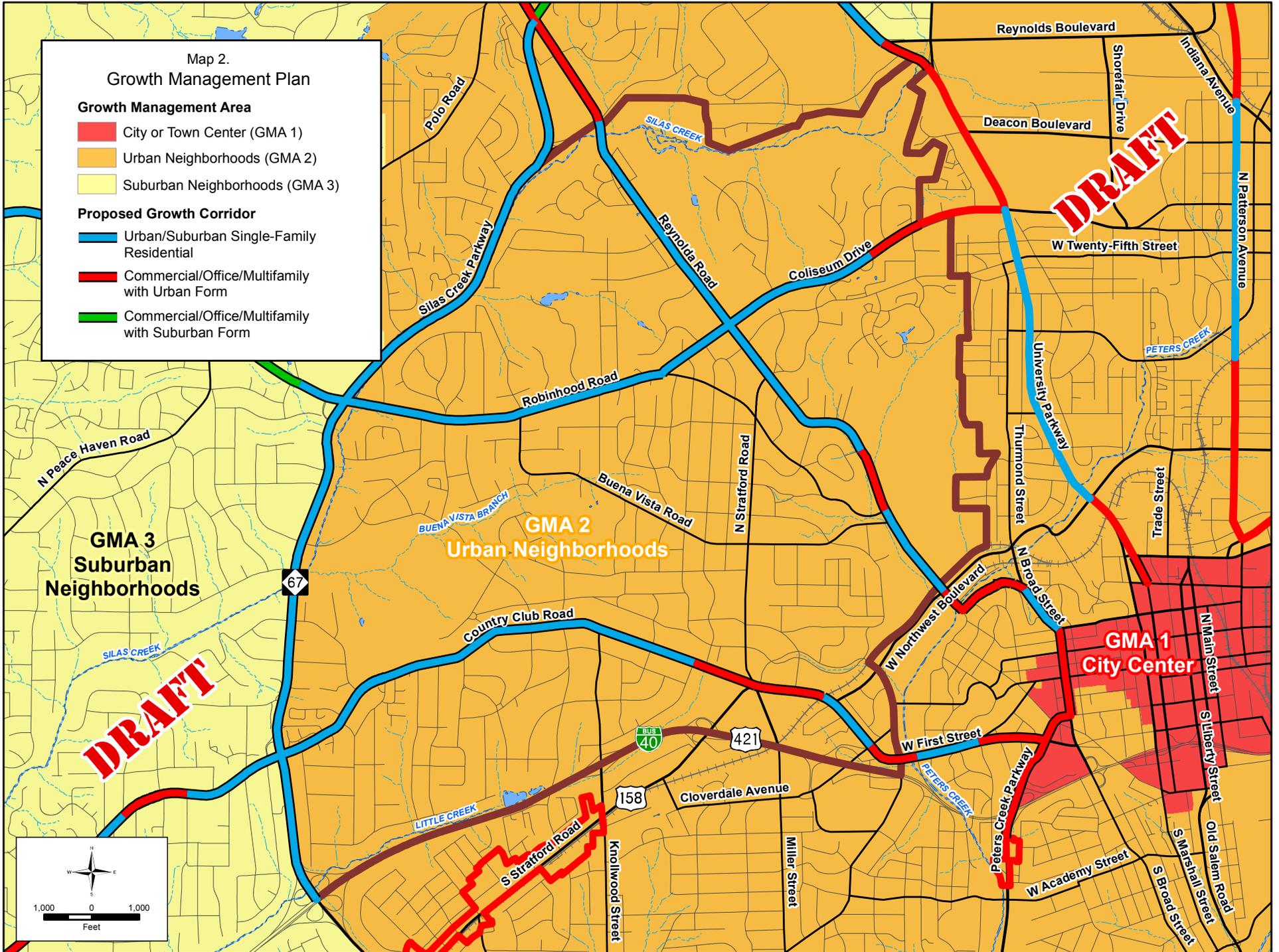
Map 2.
Growth Management Plan

Growth Management Area

- City or Town Center (GMA 1)
- Urban Neighborhoods (GMA 2)
- Suburban Neighborhoods (GMA 3)

Proposed Growth Corridor

- Urban/Suburban Single-Family Residential
- Commercial/Office/Multifamily with Urban Form
- Commercial/Office/Multifamily with Suburban Form



Existing Conditions

*GENERAL CHARACTER

The Northwest Winston-Salem Plan Area is rich in history and character. This area has been home to the city’s higher-income residents since the early 20th century. During the prosperity and increased mobility of the 1910s and 1920s, there was a residential exodus from downtown to larger estates in newly created and well-designed suburbs such as West Highlands, Buena Vista, and Westview. The Reynolds, Gray, and Hanes estates were also built at this time along Reynolda Road and remain mostly intact today as museums and facilities of nearby Wake Forest University.

Subdivision development continued to the west and north of Buena Vista from the 1940s to 1970s. Construction of multifamily developments like College Village, since converted to condominiums, began after World War II to ease the housing shortage in Winston-Salem. Much of the recent residential development has taken place near Robinhood and Country Club Roads in the form of detached single-family homes in clustered developments that have smaller lots but share common open areas. Infill development on lots in existing neighborhoods is also common in the area. Two country clubs, Forsyth and Old Town, are also located in the planning area.

While the vast majority of the area is used for residential or recreational purposes, the bucolic 200-acre Children’s Home campus on Reynolda Road has transitioned from an orphanage to a mental health facility for children, homes for abused or neglected children, and a home for pregnant teenagers. The Children’s Home campus includes 46 structures built between 1920 and 1989, and a farm.

The primary location of commercial activities in the planning area is in the Five Points area, located at the intersection of North and South Stratford Road, Country Club Road, West First Street, and Miller Street. Activities include retail services, restaurants, banks, and office uses.

Segments of the planning area are experiencing the same challenges faced by suburban areas elsewhere in the city and county, including vacant commercial and office buildings, pressure to develop open space, increased automobile congestion, and conflicts between land uses.

*DEMOGRAPHICS

Based on ESRI Community Analyst and 2010 -2014 American Community Survey data, 10,069 people live in the Northwest Winston-Salem Planning Area, a decrease of five percent (0.2 percent annually) from the 2000 Census. The area’s population accounts for approximately three percent of Forsyth County’s total population. The racial make-up of the planning area is 89 percent white, 7 percent African-American and 2 percent Hispanic (see **Table 1** and **Table 2**).

Table 1. Population Statistics

Population Statistics					
Area	Population				
	2014	2000	2000-2014 Average Annual Growth (percent)	2014 Portion of Forsyth County Population (percent)	2014 Density (Persons per Acre)
Northwest Area Plan	10,069	10,325	-0.2%	3%	2.7
Winston-Salem	234,569	185,776	1.9%	65%	2.8
Forsyth County	358,130	306,067	1.2%	N/A	1.4

Table 2. Diversity and Age Statistics

Diversity Statistics					
Area	Diversity (Percent)				
	African-American	White	Asian	Other	Hispanic
2014 Northwest Area Plan	7	89	1	1	2
2000 Northwest Area Plan	7	90	1	0	2
2000-2014 Change	0	-1	0	+1	0
2014 Winston-Salem	34	47	2	2	15
2000 Winston-Salem	37	54	1	0	8
2000-2014 Change	-3	-7	+1	+2	+7

Age Statistics					
Area	Age (Percent)				
	Less than 5 years	5 - 17 years	18 - 39 years	40-64 years	65 years and older
2014 Northwest Area Plan	4	16	19	35	26
2000 Northwest Area Plan	5	15	19	35	26
2000-2010 Change	-1	+1	0	0	0
2014 Winston-Salem	7	17	33	30	13
2000 Winston-Salem	7	17	35	28	13
2000-2014 Change	0	0	-2	+2	0

Sources: ESRI Community Analyst, 2000 U.S. Census and U.S. Census Bureau, 2010 -2014 American Community Survey (5-year estimates)

*Note: "Hispanic" is not a race; it is an ethnic group. Numbers are provided for comparison purpose.

***EXISTING LAND USE**

The existing land uses in the Northwest Winston-Salem Planning Area include residential, office, commercial, parks and open space, utilities, and institutional uses (see **Table 3** and **Map 3** on **page XX**). The majority of the developed area is single-family residential in character with limited amounts of multifamily residential, commercial and office development. The planning area has no industrial uses and only 170 acres of undeveloped land.

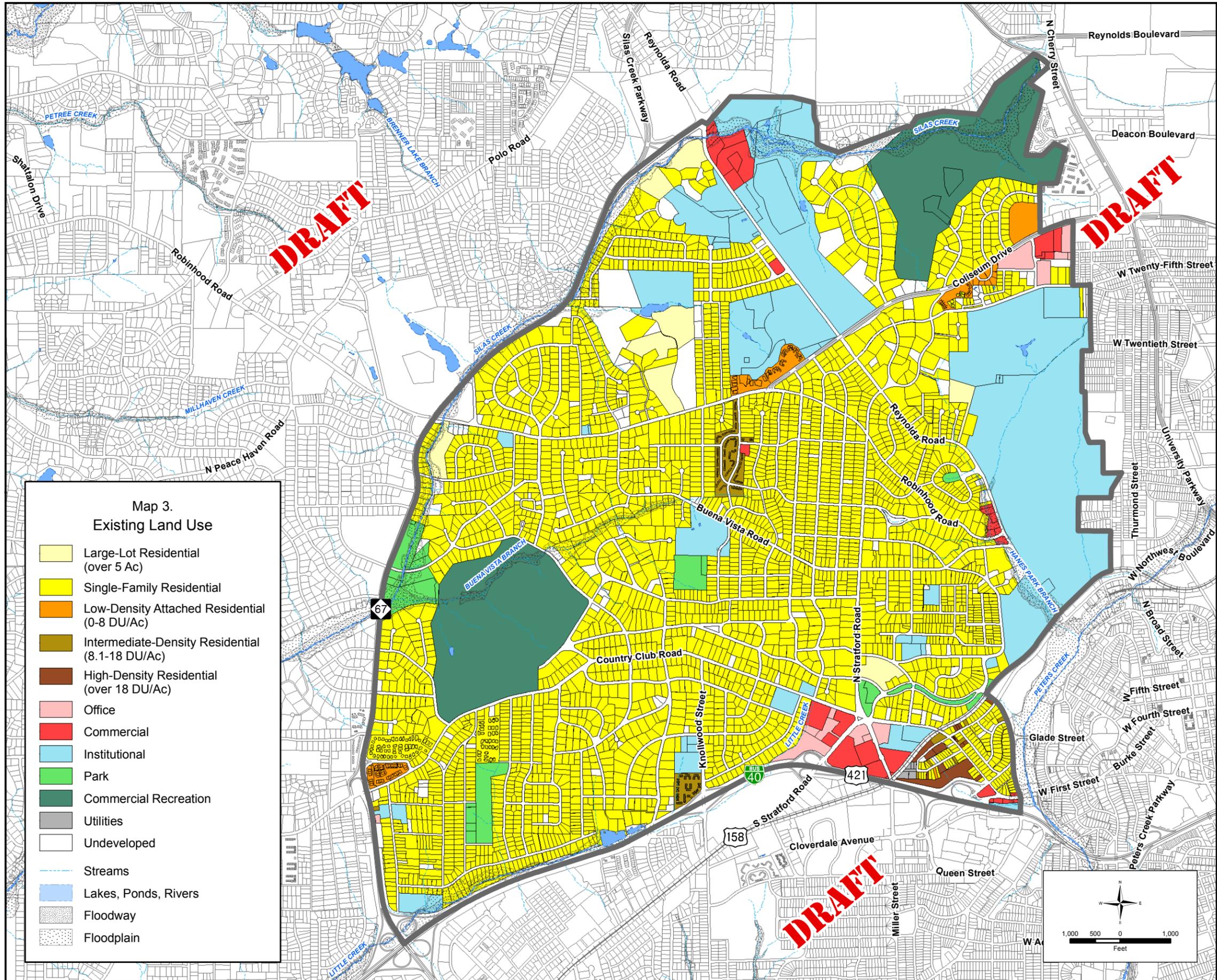
Table 3. Existing Land Use Summary

Land Use	Acres	%	Land Use	Acres	%
Single-Family	1,960.0	44.9	Parks, Commercial Recreation & Open Space	400.6	20.2
Large Lot Residential	62.8	1.4	Rail & Road Rights-of-Way	495.6	11.2
Low-Density Attached Res.	35.7	0.8	Utilities	1.9	>0.1
Multifamily	35.8	0.9	Total Developed	3,711.4	96.1
Total Residential	2,094.3	48.0	Undeveloped Land	170.1	3.9
Commercial/Office	89.4	1.8	Total Area	3,881.5	100.0
Institutional	629.6	14.9			

Source: Survey by City-County Planning Staff, (July 2016)

RESIDENTIAL

The predominant land use in the planning area is residential, which accounts for 48 percent of the total land area. Single-family residential is the most common of the residential types, accounting for roughly 45 percent of area land. Multifamily (less than one percent of land area) and low-density attached residential development (also less than one percent of land area) also exist in the planning area.



COMMERCIAL AND OFFICE

Approximately 89 acres, about 2 percent of the planning area, is developed with commercial and office uses. Most of this area, 60 acres, is commercial land use. The primary concentrations of commercial land uses are located in the Five Points area near Business 40, Reynolda Village, and along Reynolda Road at Robinhood Road. Office uses account for 29 acres and are concentrated around the Five Points area.

INSTITUTIONAL

Institutional uses are located throughout the planning area. The 630 acres of institutional use accounts for approximately 15 percent of the land in the planning area. This includes both public institutional uses such as schools, fire stations, and community centers, and private uses such as churches and cemeteries. The largest institutional property owner is Wake Forest University, which owns the Graylyn Conference Center and portions of the Hanes estate.

PARKS, RECREATION, COMMERCIAL RECREATION AND OPEN SPACE

There are eight public parks in the planning area, totaling 66.1 acres and accounting for approximately 12 percent of the land area. The largest park in the planning area is Shaffner Park, along Silas Creek Parkway. There are also commercial recreation uses, which account for about 8 percent of the planning area (335 acres), including Forsyth Country Club, in the western part of the planning area. Recreation facilities are discussed in more detail in the Community Facilities section.

UTILITIES AND RIGHTS-OF-WAY

Combined together, utilities, road and railroad rights-of-way account for approximately 11 percent of the land area (492 acres).

UNDEVELOPED

Undeveloped land accounts for 170 acres (3.9 percent of the land area). Undeveloped land is distributed throughout the planning area in the form of vacant single-family lots.

***ZONING**

Rezoning petitions since the mid 2000s have had little impact on land use patterns in Northwest Winston-Salem Planning Area. Since the adoption of the original Northwest Winston-Salem Area Plan in 2012, there have been four rezoning petitions approved for the plan area for multifamily, office, and business zoning.

***TRANSPORTATION FEATURES**

Existing transportation features include roads, bus routes, bicycle routes, sidewalks, and greenways. The location and function of transportation features have a significant impact on land use decisions (see **Map 4** on **page XX**).

ROADS

Overall Street Pattern

The Northwest Winston-Salem Planning Area is comprised of a network of streets and roadways that provide access to a variety of goods, services, and residential opportunities. Business 40 is a freeway providing east-west access along the southern boundary of the planning area. Silas Creek Parkway/NC 67 is an expressway along the western boundary of the planning area.

Major east-west thoroughfares include Country Club Road, West Northwest Boulevard, and Robinhood Road/Coliseum Drive. Reynolda Road is a north-south major thoroughfare in the planning area. Minor thoroughfares include Buena Vista Road, Miller Street, Cloverdale Avenue, North Hawthorne and North Stratford Roads, and portions of Robinhood Road. These roads connect neighborhoods and services to major thoroughfares. Numerous collector streets feed vehicles into these thoroughfares to circulate traffic throughout and beyond the plan area.

Map 4 on **page XX** shows existing streets, thoroughfares and highways.

Road Types

Every street and highway is classified to identify its function as part of the overall road network. Roads are classified as part of the Comprehensive Transportation Plan (CTP). Transportation and land use planning are linked by using these road classifications in zoning district purpose statements and in use conditions in the Winston-Salem/Forsyth County *Unified Development Ordinances* (UDO.) For example, the Neighborhood Office (NO) zoning district purpose statement states: “the district is intended to be located on the periphery of established residential areas, along major and minor thoroughfares.”

Road classifications:

- **Interstate Highways** are controlled-access facilities with four or more lanes carrying traffic between cities and states.
- **Freeways/Expressways** are usually controlled-access facilities with four or more lanes that provide fast and efficient movement of large volumes of traffic.
- **Boulevards** move traffic with some control of access and range from four to six lanes with a median-divider.
- **Other Major Thoroughfares** move traffic both within cities and between cities, and may also provide access to abutting properties. They range in size from two lanes to six lanes.
- **Minor Thoroughfares** converge traffic from *collector* and *local* streets to move it to *major thoroughfares* or highways.
- **Collector** streets carry traffic from local streets to thoroughfares in addition to providing access to adjoining property.
- **Local** streets are used predominantly to provide access to abutting property.

Appendix B starting on **page X** lists the CTP classifications and features of roads in the planning area.

Transportation Plans/Processes

Winston-Salem and Forsyth County have several long-range transportation plans/processes, including the *Comprehensive Transportation Plan* (CTP), the *Metropolitan Transportation Plan* (MTP), and the Metropolitan Transportation Improvement Program (MTIP).

The *Comprehensive Transportation Plan* (CTP) is required by the State of North Carolina. The CTP is a long-range plan for all modes of transportation and is not fiscally constrained. It is the broadest and longest range transportation plan. The Highway Map in the CTP serves as the street and highway master plan for the urban area by identifying both existing roads and the general location of future planned roads. The CTP includes classification of roads by type and function. The current CTP was adopted in May 2012.

The *Metropolitan Transportation Plan* (MTP), formerly called the *Long Range Transportation Plan* (LRTP), also includes all modes of transportation. All projects in the MTP should also be in the CTP, but since the MTP is a fiscally constrained plan, it only includes projects for which funding is identified. The MTP is required under federal provisions and must include an assessment of air quality impacts. The current MTP, the *2040 Metropolitan Transportation Plan*, was adopted by the Winston-Salem Urban Area Metropolitan Planning Organization in September 2015.

The Metropolitan Transportation Improvement Program (MTIP) is the official transportation investment schedule for State and federally funded surface transportation projects planned within the metropolitan area. The Winston-Salem Metropolitan Area includes most of Forsyth County and portions of Stokes, Davie, and Davidson Counties. The MTIP must be a subset of the MTP—meaning all projects in the MTIP must also be in the MTP. The MTIP is a transportation funding plan, and programs State and federal funding for a seven-year period for all modes of transportation. The current MTIP is for 2016-2025.

PUBLIC TRANSPORTATION

Local Bus Routes

The Winston-Salem Transit Authority currently provides bus services within the Northwest Winston-Salem Planning Area. **Table 4** describes these routes in more detail.

Table 4. Current Transit Routes

Route Number	Route Name	Major Stops in Northwest Winston-Salem Area
4	Crystal Towers / Thurmond St. – Coliseum / University	Arbor Acres, LJVM Coliseum, Goodwill Industries, University Plaza
444 (Night Route)	Crystal Towers/Thurmond St. Coliseum / University	Arbor Acres, Goodwill Industries, LJVM Coliseum, University Plaza, Winston-Salem Enrichment Center, Reynolda Manor Shopping Center
12	Baptist Medical Center / Country Club Road – Arbor Acres Apts (In/Out)	Baptist Medical Center, Southfork Park, Club Haven Shopping Center
16	Wake Forest University/ Shattalon Old Town Shopping Center (In/Out)	Reynolda House and Gardens, Reynolda Manor Shopping Center, Old Town Shopping Center
18	Baptist Medical Center /Forsyth Medical Center – Hanes Mall / Pavilions (In/Out)	Baptist Medical Center, Forsyth Medical Center, Forsyth Memorial Hospital, Hanes Mall, Pavilions
2020 (Night Route)	Baptist Medical Center / Thruway – Forsyth Medical Center / Hanes Mall	Baptist Medical Center, Thruway Shopping Center, Forsyth Memorial Hospital, Hanes Mall, Pavilions
21	Reynolda/Robinhood Sherwood Plaza (In/Out)	Whitaker Square, Sherwood Plaza
720 (Sunday Service)	Baptist Medical Center / Thruway – Forsyth Medical Center / Hanes Mall	Hanes Mall, Baptist Medical Center, Forsyth Memorial Hospital

Regional Transit

PART, The Piedmont Authority for Regional Transportation, was authorized in 1997 by the North Carolina General Assembly as a Regional Transportation Authority. Based on regional cooperation, PART coordinates regional bus service, vanpools/carpools, and other transportation-related services in the plan area. The only PART route that passes through the planning area is the Surry County Express.

RAIL

Within the planning area, the Norfolk-Southern Railway runs parallel to West Northwest Boulevard with two elevated railroad bridges located over Reynolda Road and West Northwest Boulevard, and an at-grade crossing on Miller Street under the Business 40 bridge. Due to a damaged trestle to the east of the planning area, there is currently limited rail traffic on this line.

BICYCLE FACILITIES

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* was adopted by the Winston-Salem City Council and the Winston-Salem Metropolitan Planning Organization’s Transportation Advisory Committee in 2005. This detailed study evaluates current cycling facilities in Forsyth County including the use of a Bicycle Level of Service (BLOS) model, and makes recommendations to create a comprehensive bicycle network for the area. The recommended network includes off-road trails, designated bike lanes, wide shoulders for roads, and bicycle route signage.

Bicycle Routes

The plan area has 2 signed bike routes described in **Table 5** below and shown on **Map 4** on **page XX**.

Table 6. Bicycle Routes

Route Name	Route Map Symbol	General Route
Yadkin County Connector	1	From Stratford Road, west on Buena Vista Road, left on Fairmont Road, right on Glen Echo Trail, left on Woodlawn Drive, right on Wellington Road, left on Yorkshire Road, left on Doncaster Road, left on Archer Road, right on Kirklees Road, left on Friar Tuck Road, right on Will Scarlet Road, left on Staffordshire Road, right on Hearthiside Drive, right on Peace Haven Road, left on Mountain View Road, left on Hillsboro Drive, right on Mountain View Road, left on Gatewood Drive, right on Stone Crossing Drive, left on Stonebridge Drive, right on Country Club Road.
West Winston Loop	6	From Northwest Boulevard, right on Hawthorne Road, left on Runnymede Road, straight on Warwick Road, right on Arbor Road, right on Forest Drive, left on Oaklawn Avenue, right on Arbor Road, right on Thurmond Street, right on Northwest Boulevard.

PEDESTRIAN FACILITIES

With the adoption of the multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the City of Winston-Salem has become a transportation priority.

Sidewalks

The *Winston-Salem Urban Area Sidewalk and Pedestrian Facilities Plan (Pedestrian Plan)* adopted by the City Council in 2007, takes a comprehensive look at pedestrian needs, including sidewalks policies, sidewalk standards, existing sidewalks needing repair, and recommendations for location of new sidewalks.

Area plans may make additional recommendations for sidewalks beyond what the *Pedestrian Plan* currently recommends. As each area plan is adopted, these additional recommendations become part of the *Pedestrian Plan*. All proposed sidewalks in the *Pedestrian Plan* are evaluated on an annual basis and ranked for future construction. Topography and the presence of curb and gutter along streets are considered, among other factors, when evaluating projects.

Major sidewalk locations in the planning area include portions of or all of the following thoroughfares: Buena Vista Road, Cloverdale Avenue, Country Club Road, West First Street, North and South Hawthorne Roads, Knollwood Street, Miller Street, West Northwest Boulevard, Robinhood Road, Reynolda Road and North Stratford Road.

The majority of all streets in the Northwest Winston-Salem Planning Area have sidewalk on at least one side. The City of Winston-Salem and Forsyth County have adopted street design standards for new developments that include requirements for sidewalks. Sidewalks are recommended for all thoroughfares and collector streets within growth management areas other than GMA 5, except for freeways and expressways. Therefore, the emphasis in this plan area is maintaining and filling in gaps in the existing sidewalk network.

*COMMUNITY FACILITIES

The Northwest Winston-Salem Planning Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (see **Map 5** on **page XX**).

SCHOOLS

The Winston-Salem/Forsyth County Board of Education uses a “controlled choice” plan to assign students to schools. The plan gives parents and students a choice between their residential school and several others within the same zone. There are three public schools in the planning area. Of these, two are elementary schools (Whitaker Elementary and the Children’s Center, which primarily serves children with orthopedic and/or chronic health impairments as well as typically-developing children) and one is a high school (R.J. Reynolds High School). The Kingswood School at the Children's Home is a public alternative school serving students in grades 6-12 and functions as a collaboration between Winston-Salem/Forsyth County Schools and the Children's Home. Brunson Elementary school is located just outside the planning area on North Hawthorne Road. There is also one private school within the planning area (Summit School).

RECREATION FACILITIES

Parks

The *2015 Parks and Open Space Plan* was adopted in 2007. This plan discusses existing parks, community park needs, existing open space and open space needs, park proposals and recommended facilities. Seven public parks are currently located in the Northwest Winston-Salem Planning Area. Parks are classified based on their size, facilities, and function (see **Table 6** below and **Map 5** on **page XX**).

Based on the service area analysis completed for the *2015 Parks and Open Space Plan*, the Northwest Winston-Salem Planning Area is adequately served by community parks and recreation center facilities.

Table 6. Plan Area Recreation Facilities

Park Type/Name	Acreege	Major Facilities
Mini/Ornamental Parks: Provide small facilities designed to serve a specific population segment or to be primarily ornamental in nature.		
Meadowbrook	0.6	Benches and picnic table
Reynolda Road	2.6	Open space
Runnymede	4.2	Linear park with pedestrian bridges
Stratford Road	4.6	Benches
Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.		
Hathaway	17.3	Picnic shelter, baseball diamond, soccer fields, basketball courts
Community Parks: Provide active recreational opportunities, drawing people from multiple neighborhoods.		
Shaffner	56.0	Soccer fields, tennis courts, greenway
Whitaker	10.2	Soccer fields
Open Space: Provide natural landscapes that remain relatively undisturbed.		
Greenbrier	1.4	Open space

Greenways

Greenways are linear open space corridors that can be managed for conservation, recreation, and/or transportation purposes. Many greenways have paved trails and accompanying land that provide pedestrian and bicycle access to neighborhoods and community facilities in addition to waterways of Forsyth County.

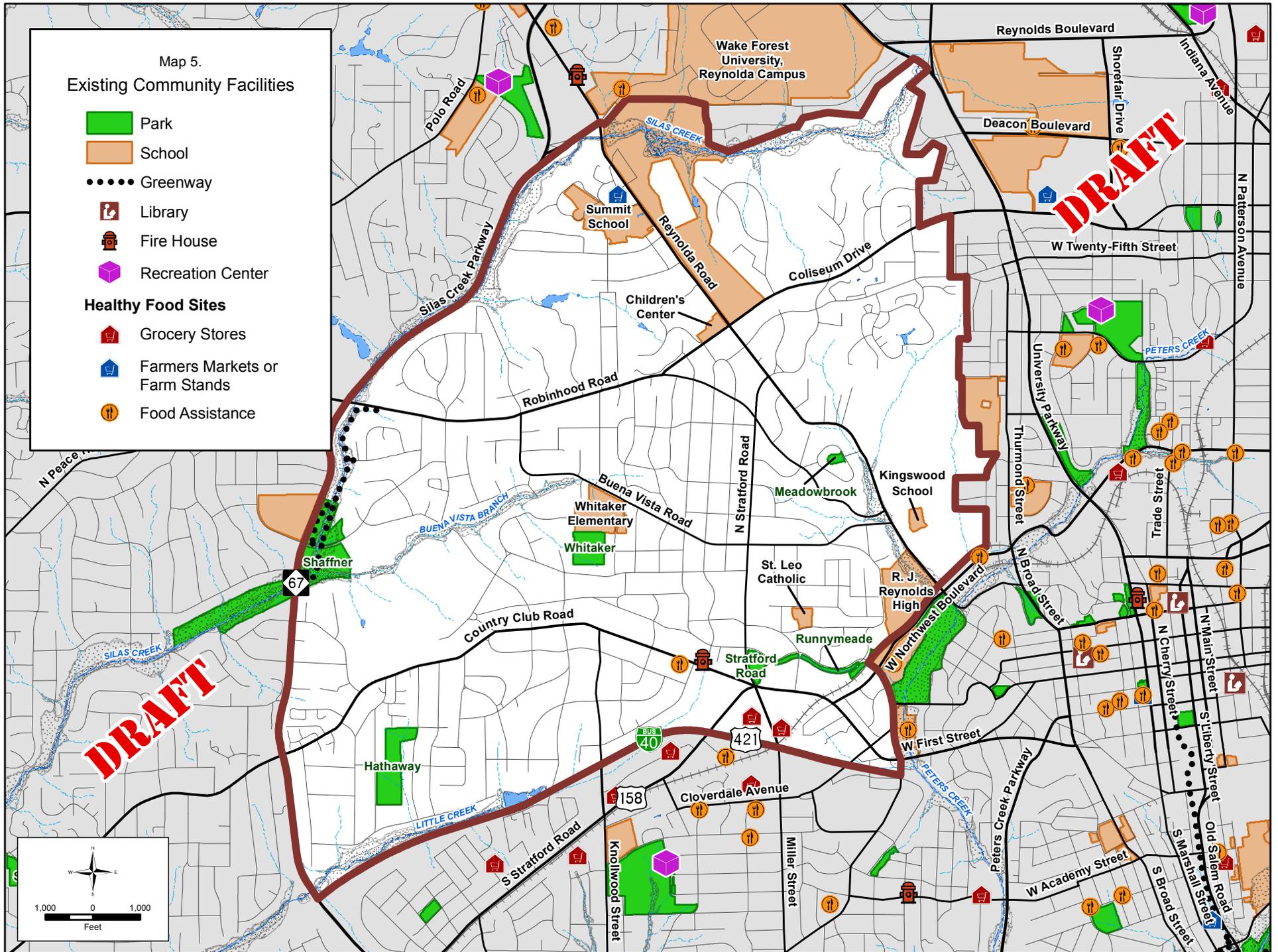
Currently, there is one existing greenway within the planning area: Silas Creek Greenway. The Silas Creek Greenway is 0.8 mile in length and runs from Shaffner Park to Robinhood Road.

Map 5.
Existing Community Facilities

-  Park
-  School
-  Greenway
-  Library
-  Fire House
-  Recreation Center

Healthy Food Sites

-  Grocery Stores
-  Farmers Markets or Farm Stands
-  Food Assistance



URBAN FOOD ACCESS

Food access in the planning area is adequate. The area is home to two grocery stores; however, there are several additional grocery stores immediately to the south of the planning area along Stratford Road and two just to the north along Reynolda Road. There is also one farmer's market in the planning area, at Reynolda Village, and one food pantry, at First Christian Church.

Existing food access sites within the planning area are shown on **Map 5** on page **XX**.

LIBRARY FACILITIES

There are no library facilities in the Northwest Winston-Salem Planning Area. Area residents are currently served by the Reynolda Manor Branch Library, which is located approximately one mile north of the planning area, and the Central Library, located Downtown, which is currently under construction and is expected to reopen in the summer of 2017.

FIRE STATIONS

There is one fire station in the Northwest Winston-Salem Planning Area. Station Seven is a two-bay station located at the corner of Country Club and Arbor Roads. The station has been in service since 1951 and also serves as an educational center for interdepartmental and training.

*HOUSING

According to the US Census American Community Survey and ESRI Community Analyst, there are 5,043 housing units in the Northwest Winston-Salem Planning Area. Approximately 67 percent of the housing units in the planning area are owner-occupied, significantly higher than the 48 percent of the housing units citywide that are owner-occupied (see **Table 7**). Rates of ownership vary by neighborhood within the planning area.

Table 7. Housing Statistics

Housing Tenure (2014)				
Area	Total Housing Units	Owner-Occupied (Percent)	Renter-Occupied (Percent)	Vacant Units (Percent)
Northwest Area Plan	5,043	67	23	10
Winston-Salem	105,647	48	43	9
Forsyth County	160,648	55	36	9

Sources: ESRI Community Analyst; U.S. Census Bureau, 2010-2014 American Community Survey (5-year estimates)

*DESIGN AND APPEARANCE

Urban design can bring order, clarity and pleasing harmony to the network of public spaces, streets, parks, and sidewalks in a community. The majority of the Northwest Winston-Salem Planning Area was developed prior to 1940 and the dominance of the automobile. Street widths were narrow and buildings were constructed close to the street. Nonresidential uses, including retail stores, institutions, and industries were generally small and designed to serve or employ nearby residents. The original development pattern created a special character and sense of community; however, the nature and scale of businesses and institutions have changed over time, creating urban design issues and land use challenges in the planning area. These challenges include: assuring compatibility between land uses, maintaining and creating mixed-use neighborhoods, assuring that roads move traffic but remain pedestrian friendly, allowing businesses and institutions to grow without harming surrounding neighborhoods, and preserving historic character while adapting to current needs.

There have been a number of initiatives to improve the appearance and pedestrian orientation of neighborhoods and commercial areas in Winston-Salem and Forsyth County. City efforts are usually, but not always, undertaken in the right-of-way and can include: landscaping and tree planting, sidewalks and other pedestrian improvements; benches; trash receptacles and other street furniture; public art; decorative street lighting; and public spaces. Other design standards have been adopted as part of the community's *Unified Development Ordinances*.

Business 40 is designated as a Thoroughfare Overlay (TO) District, the main purpose of which is to encourage development and redevelopment that preserves the visual quality and functional operations of the roadway. All development within the TO District is subject to specific site development standards in addition to the standards of the underlying zoning district. These additional standards relate mainly to screening outside storage, shielding of on-site utilities, screening of loading and garage bays, establishing minimum setbacks from the right-of-way and creating landscaped streetyards.

LEGACY 2030 GROWTH CORRIDORS

Growth corridors are recommended in *Legacy 2030* as tools for improved utilization of development sites and infrastructure along major transportation corridors. *Legacy 2030's* growth corridor policies are particularly important when revitalizing older, automobile-oriented strip commercial sites experiencing decline. The redevelopment of these corridors should include increased residential densities where appropriate, mixed-use development, improved design and appearance, and more transportation options. *Legacy 2030* recommendations include:

- Develop corridor master plans for improvements taking into account the unique character of each corridor. The basis for such master plans will be found in the design standards for the growth corridor identified in this plan.
- Define the boundaries of growth corridors through area plan updates.
- Identify potential locations for redevelopment along growth corridors for transit-oriented, high density, mixed-use nodes.
- Ensure compatibility between commercial and residential land uses and appropriate transitions between higher-density development and single-family residential areas.
- Provide development standards for site planning and design.
- Explore the use of zoning overlay districts to ensure good site planning principles and sensitive design, and to promote continuity in the design of corridors.

Legacy 2030 identifies seven growth corridors in the planning area: Silas Creek Parkway, Robinhood Road, Coliseum Drive, Country Club Road, Reynolda Road, South Stratford Road, and West First Street (see **Map 2** on **page XX**).

***HISTORIC RESOURCES**

The Northwest Winston-Salem Planning Area is fortunate to possess a large number of historic resources that range in time from the early-to-mid nineteenth century to 1960s-era properties. A tremendous amount of research on the various neighborhoods was completed for the *Forsyth County Architectural Survey Update*, especially in Phase III, which focused on structures and neighborhoods from the 1920s-1960s. These historic properties vary in type and form. There are individual buildings of note as well as entire neighborhoods. Architectural characteristics range from highly styled Colonial and Tudor Revival estates to Minimal Traditional and Ranch homes with occasional Modernist styles. Additional resources include bridges, graveyards and potential archaeological resources. Comprising a significant portion of the built environment, these resources help to tell the story of a burgeoning city and county and serve as a tangible reminder of Winston-Salem and Forsyth County's outstanding history. Historic resources in this area have been affected by the development and growth of the surrounding areas (see **Map 6** on **page XX**).

Forsyth County's first comprehensive architectural survey was completed in 1980 and an update to that survey was finalized in 2009. As might be expected, during the intervening years, a number of historic resources were demolished or removed from their original sites. This was found to be the case throughout all of Forsyth County, including in the Northwest area. The updated architectural survey documents properties that are currently designated Local Historic Landmarks and those listed on the National Register of Historic Places. The survey also includes properties that have been determined eligible for the National Register and those identified as North Carolina Study List properties. Some properties were simply identified for written and photographic documentary purposes.

Historic Resources Commission staff has reviewed the major historic resources studies/surveys to identify historic resources located within the planning area. **Appendix A** (on **page XX**) includes a list of recognized historic resources in the Northwest Winston-Salem Planning Area and lists their current designations.

Map 6.
Recognized Historic Resources

 National Register Listed Properties

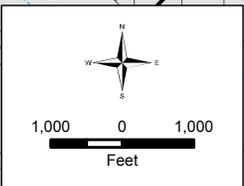
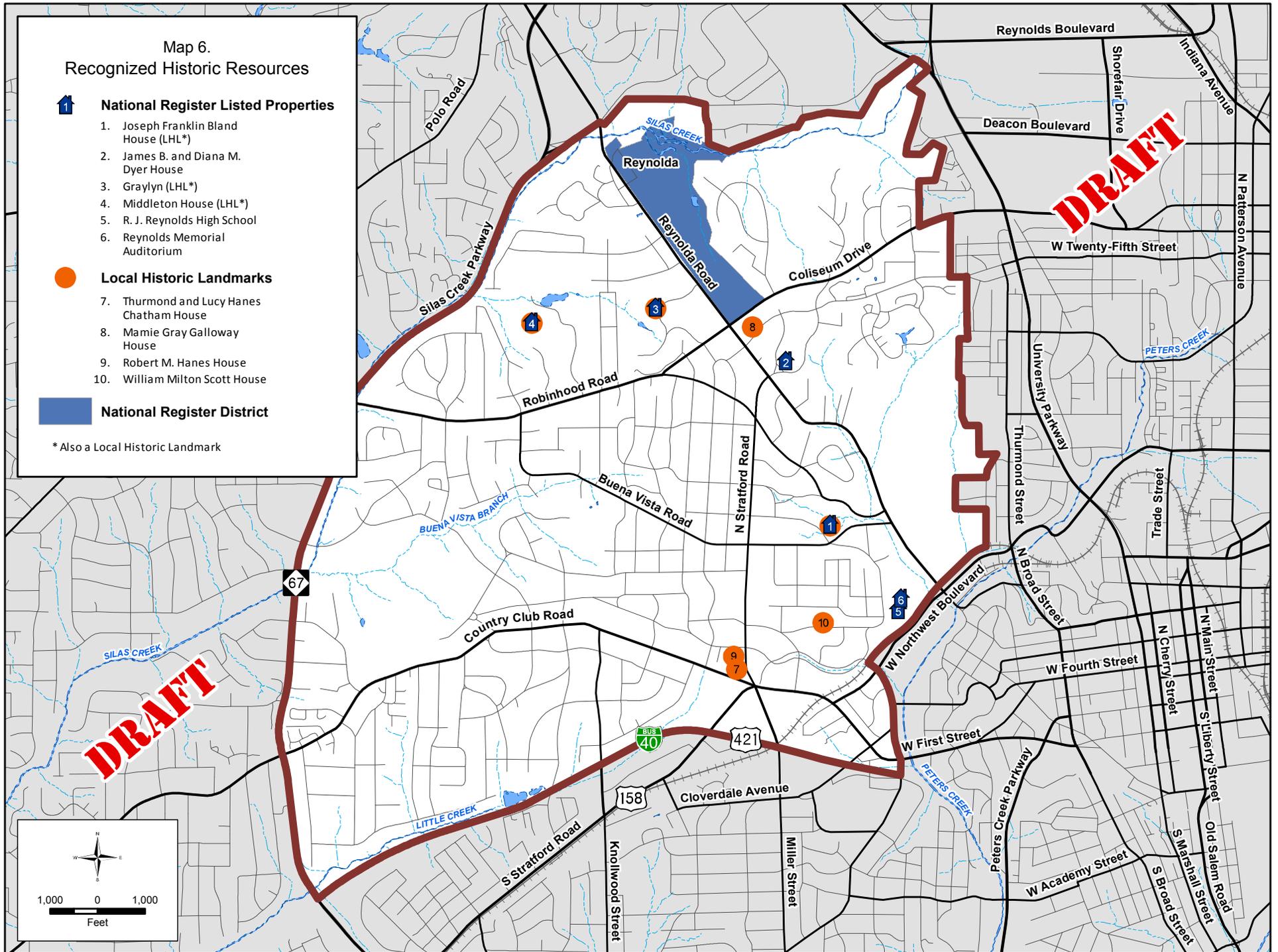
1. Joseph Franklin Bland House (LHL*)
2. James B. and Diana M. Dyer House
3. Graylyn (LHL*)
4. Middleton House (LHL*)
5. R. J. Reynolds High School
6. Reynolds Memorial Auditorium

 Local Historic Landmarks

7. Thurmond and Lucy Hanes Chatham House
8. Mamie Gray Galloway House
9. Robert M. Hanes House
10. William Milton Scott House

 National Register District

* Also a Local Historic Landmark



***ECONOMIC DEVELOPMENT**

Economic development covers a wide variety of issues in the planning area including health of existing retail, commerce and industry, strategies for attracting new businesses to the community, small business development, the provision of jobs for citizens, the revitalization of older business areas and the availability of sites for new businesses.

The Development Office, a division of the City's Community and Business Development Department, monitors and promotes economic development opportunities throughout the city. Programs providing concentrated assistance to targeted areas and groups include:

- **RUCA (Revitalizing Urban Commercial Areas):** Provides funding for the rehabilitation and improvement of commercial districts in specific distressed urban areas of the City. No funded RUCA areas are located in the Northwest Winston-Salem Planning Area, however, five Tier III RUCAs, which may receive funding in the future, are located in the planning area. These include:
 - Hawthorne Road/First Street
 - Thruway/Cloverdale
 - Reynolda/Robinhood
 - Reynolda Village
 - College Village
- **Small Business Training Program:** The City of Winston-Salem offers an eight-week training program to provide participants with basic skills necessary to become owners/operators of small businesses. Participants learn how to write a business plan and about a wide range of issues, including legal, insurance and management/marketing. The class is free and open to local entrepreneurs, minorities, and women business owners.
- **NRSA Building Rehabilitation Program:** Provides financial assistance to commercial and industrial property owners for building rehabilitation and site improvements. The Neighborhood Revitalization Strategy Area (NRSA) covers part of the area east of Reynolda Road and South of Coliseum Drive as well as the area south of West Northwest Boulevard and West First Street.
- **Small Business Loan Program:** Provides financial assistance to businesses unable to secure financing from conventional sources. The business must be located in the Winston-Salem Neighborhood Revitalization Strategy Area.
- **Housing Rehabilitation:** Provides financial and technical assistance to qualified owner occupants and investor owners to repair substandard properties.

Depending on the program selected, funds can be used for buying properties, for site or facility improvements, rehabilitation of older buildings, purchasing equipment, or starting a new business.

***THE ENVIRONMENT**

A number of environmental issues are of concern in the plan area, including floodplains and topography (see **Map 7**).

FLOODPLAINS

Floodplains are broad, flat, flood-prone lands adjacent to creeks and streams. They are inherently hazardous and costly locations for structures; therefore, development should be limited. Federal, State and local agencies have established various requirements to manage activities in flood-prone areas. All 3.7 miles of Silas Creek in the planning area, which forms much of its northern and western boundaries, has a large flood-prone area. A 1.2-mile portion of the Buena Vista branch of Silas Creek an accompanying floodplain. Also, a 0.66 mile portion of the Hanes Park Branch of Peters Creek is in a mapped flood-prone area.

TOPOGRAPHY

Most of the land in the plan area consists of slopes that are developable (slopes of 20 percent or less). The majority of the land with slopes greater than 20 percent is located along the identified creeks and their tributaries.

CONTAMINATED SITES

Some sites in the planning area may have environmental contamination due to the presence of a hazardous substance, pollutant, or other contaminant. Contamination is often found on or near sites that were previously used for industrial, dry cleaning, fuel sales, or other commercial uses. Often, contamination issues only surface as properties are more closely examined as they are being developed or redeveloped. For more specific and up-to-date information on contaminated sites, contact the North Carolina Department of Environment and Natural Resources (NCDENR).

***EXISTING PLANS/ STUDIES IN PLAN AREA**

The following studies have been completed for the plan area:

NORTHWEST WINSTON-SALEM AREA PLAN (2012)

The *Northwest Winston-Salem Area Plan*, which this document updates, made land use and public investment recommendations within the same geographic boundaries as this plan. Major recommendations include the redevelopment of the Coliseum Park Plaza office development into a mixed-use concept with moderated density residential and commercial components. The plan also makes contingency recommendations for converting the Children's Home campus to a mixed-used development should the organization move or close its operations.

WAKE FOREST UNIVERSITY AREA BICYCLE, PEDESTRIAN, AND TRANSIT STUDY (2014)

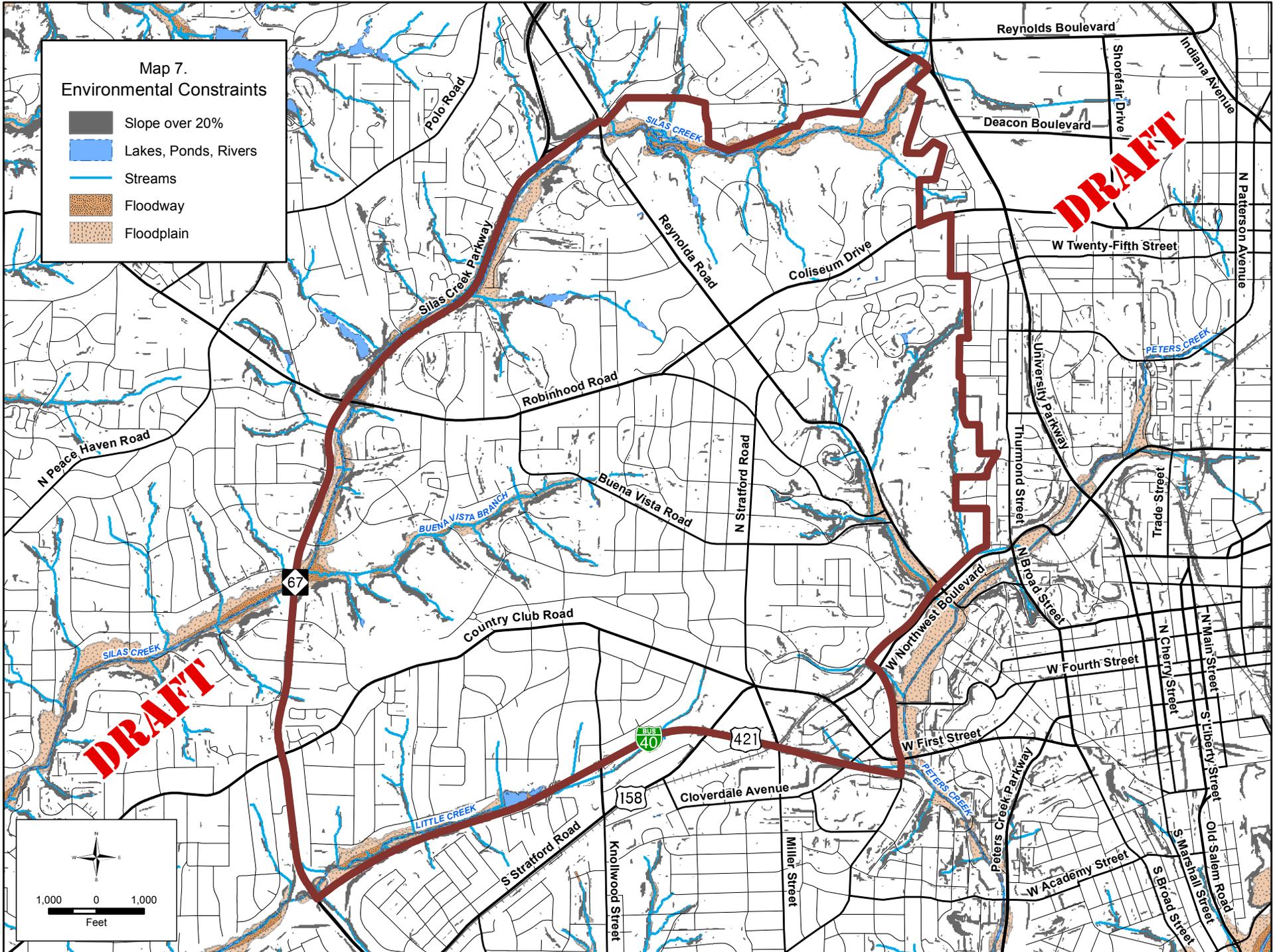
The City-County Planning Department and the Winston-Salem Department of Transportation, in cooperation with Wake Forest University, conducted a study improve active transportation options and usage within the neighborhoods surrounding Wake Forest University. The study includes both infrastructure and policy recommendations for an area within an approximate two-mile radius around the university campus. Major recommendations within the planning area include the addition of a sidepath along Reynolda Road between Silas Creek Parkway and the Graylyn Estate, and the extension of the Silas Creek Greenway from Robinhood Road to Reynolda Road.

CLOVERDALE AVENUE PEDESTRIAN DESIGN STUDY (2010)

The *Cloverdale Avenue Pedestrian Design Study* calls for a series of improvements along Cloverdale Avenue, which runs east-west across the Ardmore neighborhood and connects Wake Forest Baptist Medical Center with commercial retail, grocery stores, a large park, and schools on both ends. The first phase of the project from Oakwood Street to Miller Street has been completed. The final phase, which includes the easternmost portion of Cloverdale Avenue and Hawthorne Road, is nearing in the design phase and are planned for construction by 2020.

Map 7.
Environmental Constraints

-  Slope over 20%
-  Lakes, Ponds, Rivers
-  Streams
-  Floodway
-  Floodplain



Appendix A. Significant Historic Resources

Name	General Location	Date	Survey Site Number
Individually Listed Properties:			
Joseph F. Bland House [NR, LHL]	1809 Virginia Road	1984, 1993	FY03410
Thurmond and Lucy Hanes Chatham House [NR, LHL]	112 N. Stratford Road	2014, 2015	FY01051
James B. and Diana M. Dyer House [NR]	1015 Kent Road	2006	FY02543
Galloway-Motsinger House (Mamie Gray Galloway House) [LHL]	1040 Arbor Road	1982, 1993	FY03339
Graylyn [NR, LHL]	2547 Graylyn Court	1978, 1987	FY00006
Robert M. Hanes House [NR, LHL]	140 N. Stratford Road	2012, 2011	FY04203
Middleton House [NR, LHL]	2770 Chatham Farm Road	2000, 2003	FY02658
Reynolds High School [NR]	301 Hawthorne Road	1991	FY01031
Reynolds Memorial Auditorium [NR]	301 Hawthorne Road	1991	FY01032
William Milton Scott House [LHL]	1941 Georgia Avenue	1997	FY02539

Abbreviations:

LHL: Local Historic Landmark
 NR: National Register of Historic Places

Appendix B. Comprehensive Transportation Plan Classifications and Features in the Planning Area

Road Classifications and Features—

Interstate Highways	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Business 40 / US 421 / US 158	4 lanes with median	59,000 - 64,000	80,300 – 89,100	62,300	72 - 108	4-lanes; with divided median (4-A)
Expressways	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Silas Creek Parkway (NC 67)	4 lanes with landscaped median	45,000 – 52,000	56,300 – 60,600	49,000	52 - 73	4-lanes; raised median with outside lanes and sidewalks (4-C)
Major Thoroughfares	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Coliseum Drive	4 lanes with landscaped median	7,400 – 11,000	9,800 – 15,400	27,500	48 - 60	4-lanes; raised median with outside lanes and sidewalks (4-C)
Country Club Road	3 - 4 lanes	1,700 – 13,000	3,000 - 24,400	15,800 – 27,500	36 - 52	3-lanes; curb & gutter with wide outside lanes and sidewalks (3-B)
W. First Street	2 lanes	7,200 – 12,000	8,300 – 16,500	13,800	32 - 60	2-lanes, curb & gutter, with bike lanes and sidewalks (2-E)
S. Hawthorne Road	4 lanes	13,000	16,500	27,500	54	3-lanes; curb & gutter with outside lanes and sidewalk (3-B)
W. Northwest Boulevard	2 lanes	5,800	8,300	13,800	30	2-lanes; curb & gutter with bike lanes and sidewalks (2-E)
Reynolda Road	2 - 4 lanes	7,700 – 16,000	8,600 – 21,300	13,800 – 27,500	36 - 46	2-4 lanes; curb & gutter, wide outside lanes; raised median; with bike lanes and sidewalks (2-E, 3-B, 4-C)
Robinhood Road	3 lanes	12,000 – 15,000	19,400 – 22,700	15,800 – 18,200	44	3-lanes; curb & gutter with wide outside lanes and sidewalks (3-B)

S. Stratford Road	5 lanes	21,000	27,000	31,700	67	4-lanes; raised median with outside lanes and sidewalks (4-C)
Minor Thoroughfares	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Buena Vista Road	2 lanes	3,900 – 4,500	5,400 – 5,700	13,800 – 15,300	30 - 36	2-lanes; curb & gutter; parking on each side (2-G)
Cloverdale Avenue	2 – 3 lanes	6,100 – 8,400	10,100 – 10,800	13,800 – 15,800	34 - 35	2-3 lanes; curb & gutter; parking on each side; wide outside lanes and sidewalks (2-G, 3-B)
N. Hawthorne Road	2 – 3 lanes	8,000 – 13,300	8,900 – 17,000	13,800 – 15,800	38 - 46	2-4 lanes; curb & gutter, parking on one side; raised median with wide outside lanes and sidewalks (2-H, 4-C)
Knollwood Street	2 - 4 lanes	4,800 - 5,900	7,100 – 9,400	13,800 - 27,500	30 - 44	2-lanes; curb & gutter; parking on each side (2-G)
Miller Street	4 lanes	13,000	16,400	27,500	48	4-lanes; raised median with wide outside lanes and sidewalks (4-C)
Robinhood Road	2 lanes	4,300 – 6,100	7,800 – 10,400	13,800 – 15,300	34	2-lanes; curb & gutter, parking on outside (2-H)
N. Stratford Road	2 lanes	9,800 – 16,000	12,500 – 18,700	13,800	30 - 70	2-lanes; curb & gutter, parking on each side (2-G)
List of Existing Collector Streets						
Arbor Road		W. Twenty-Fifth Street				
Forest Drive		Virginia Road				
Greenwich Road		Wellington Road				
Marguerite Drive		North and South Westview Drive				
Pilgrim Court		Yorkshire Road				
N. and S. Pine Valley Road						



For more information about the
Northwest Winston-Salem Area Plan Update

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