

*TRANSPORTATION RECOMMENDATIONS

Legacy 2030 calls for a balanced, sustainable network of all transportation modes that provide choices for travel needs. Street networks should develop in a manner that is consistent with the land use plan and promotes connectivity in communities. A more compact pattern of growth as outlined in the land use recommendations supports public transportation as a practical alternative to the automobile. Developing walkable neighborhoods and creating a network of bikeways, sidewalks, and greenways will provide for needed transportation choices for all segments of the population.

CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS

The Winston-Salem Urban Area (which includes most of Forsyth County) has several long-range transportation plans/processes: the *Metropolitan Transportation Improvement Program (MTIP)*; the *Metropolitan Transportation Plan (MTP)*; and the *Comprehensive Transportation Plan (CTP)*. General information on these plans/processes is provided in Transportation Features section in the Existing Conditions section of this document; details are available online. **Table 8** below and the Proposed Transportation Features map (**Map 7 on page XX**) show the transportation projects from these plans in the Northwest Winston-Salem Planning Area.

Table 8. Transportation Improvement Projects

Project #	Location	Description	Current Status	Completion
Road Widening and Improvements				
WSMP-0026-H	Silas Creek Parkway	Road improvements which include the addition of bicycle and pedestrian facilities from Business 40 to Wake Forest Road	CTP Proposal	Unfunded
WSMP-0236-H	South Stratford Road	Road improvements which include the addition of bicycle and pedestrian facilities from Five Points to Business 40	CTP Proposal	Unfunded
New Roads				
WSMP-0213-H	Reynolda Road Connector	Thoroughfare through Children's Home property.	CTP Proposal	Dependent upon development of Children's Home property
Bridge Improvements				
B-5007	West First Street	Replace bridge over Norfolk-Southern Railroad	Right-of-Way 2019	2020
B-5148	Country Club Road	Replace bridge over NC 67/Silas Creek Parkway	Right-of-Way 2019	2020
B-5775	Robinhood Road	Replace bridge over NC 67/Silas Creek Parkway	Right-of-Way 2021	2022

Sources: the 2016-2025 Metropolitan Transportation Improvement Program (MTIP), the 2040 Metropolitan Transportation Plan (MTP), and the Comprehensive Transportation Plan (CTP)

Metropolitan Transportation Improvement Program (MTIP) Projects

West First Street (B-5007)

The West First Street Bridge over the Norfolk-Southern Railroad is a City of Winston-Salem Municipal Bridge Project. Right-of-Way is expected to be purchased in 2017.

Country Club Road (B-5148)

NCDOT will replace the Country Club Road Bridge over NC 67/Silas Creek Parkway. Right-of-Way is expected to be purchased in 2019.

Robinhood Road (B-5775)

NCDOT will replace the Robinhood Road Bridge over NC 67/Silas Creek Parkway. Right-of-Way is expected to be purchased in 2021.

Comprehensive Transportation Plan (CTP) Projects

Silas Creek Parkway (WSMP-0026-H)

The CTP proposes improvements along Silas Creek Parkway between Business 40 and Wake Forest Road, which in sections are between 52-73 feet. The plan proposes widening the right-of-way in designated areas, and the addition of bicycle and pedestrian facilities.

South Stratford Road (WSMP-0236-H)

The CTP proposes to improve South Stratford Road between Business 40 and Country Club Road. Its current width in this segment is 67 feet. The plan proposes widening the right-of-way to 110 feet and to add bicycle and pedestrian facilities. Similar improvements to North Stratford Road are also being recommended.

Reynolda Road Connector (WSMP-0213-H)

The Reynolda Road Connector is intended to provide access through the Children's Home property, should it ever be redeveloped. The Reynolda Road Connector has been included in official City transportation plans since the 1940s, though the City does not intend to construct the roadway itself. If the Children's Home site is redeveloped, however, the developer would be responsible for constructing the road. The proposed road would be a two-lane curb and gutter road with bicycle accommodation, sidewalk, and on-street parking on both sides of the road.

COLLECTOR STREETS

As properties come in for rezoning or subdivision review, the *Winston-Salem Urban Area Collector Street Plan* will be consulted for recommended street connections. The *Collector Street Plan* includes the general location of new collector streets and recognizes existing streets that function as collector streets. No collector streets or extensions are currently proposed in the planning area.

OTHER STREET RECOMMENDATIONS

Other street recommendations include:

- Encourage residents and neighborhood associations to identify local streets where traffic speeds create unsafe situations and to seek evaluation of potential projects under the City's Traffic Calming Policy. Based on evaluation, physical changes and other measures may be implemented to slow down traffic and improve safety.
- Minimize the use of dead ends and cul-de-sacs in new subdivisions and redeveloped areas.
- Connect local streets, where feasible, when developing or redeveloping sites.

PEDESTRIAN

Construction of sidewalks in the planning area is likely to be achieved through public funding and through private developments designed to meet street design standards. Sidewalks are recommended in the *Sidewalk and Pedestrian Facilities Plan* for all thoroughfares and collector streets except for freeways and expressways. All proposed sidewalks in the *Sidewalk and Pedestrian Facilities Plan* are evaluated on an annual basis and ranked for future construction. Topography and the presence of curb and gutter along streets are considered when evaluating projects. The City of Winston-Salem has adopted street design standards for new developments that include requirements for sidewalks. General sidewalk recommendations for the planning area include:

- Identify and recommend locations for pedestrian crossing signals at key intersections
- Assure that pedestrians are accommodated in all road and bridge construction and modification projects.
- Provide sidewalks on at least one side of all new roads and on both sides of roads that provide access to institutions and public facilities.

The Winston-Salem Department of Transportation has installed crosswalks at the intersections of Robinhood and Reynolda Roads, and Buena Vista and Reynolda Roads. There are also four proposed sidewalk projects within the planning area:

- Westview Drive from Country Club Road to the Business 40 bridge
- Forest Drive from North Stratford Road to Dartmouth Road
- Miller Street from Cloverdale Avenue to West First Street
- Reynolda Road from Van Hoy Lane to Coliseum Drive

Map 7.
Proposed Transportation Features

Proposed Features

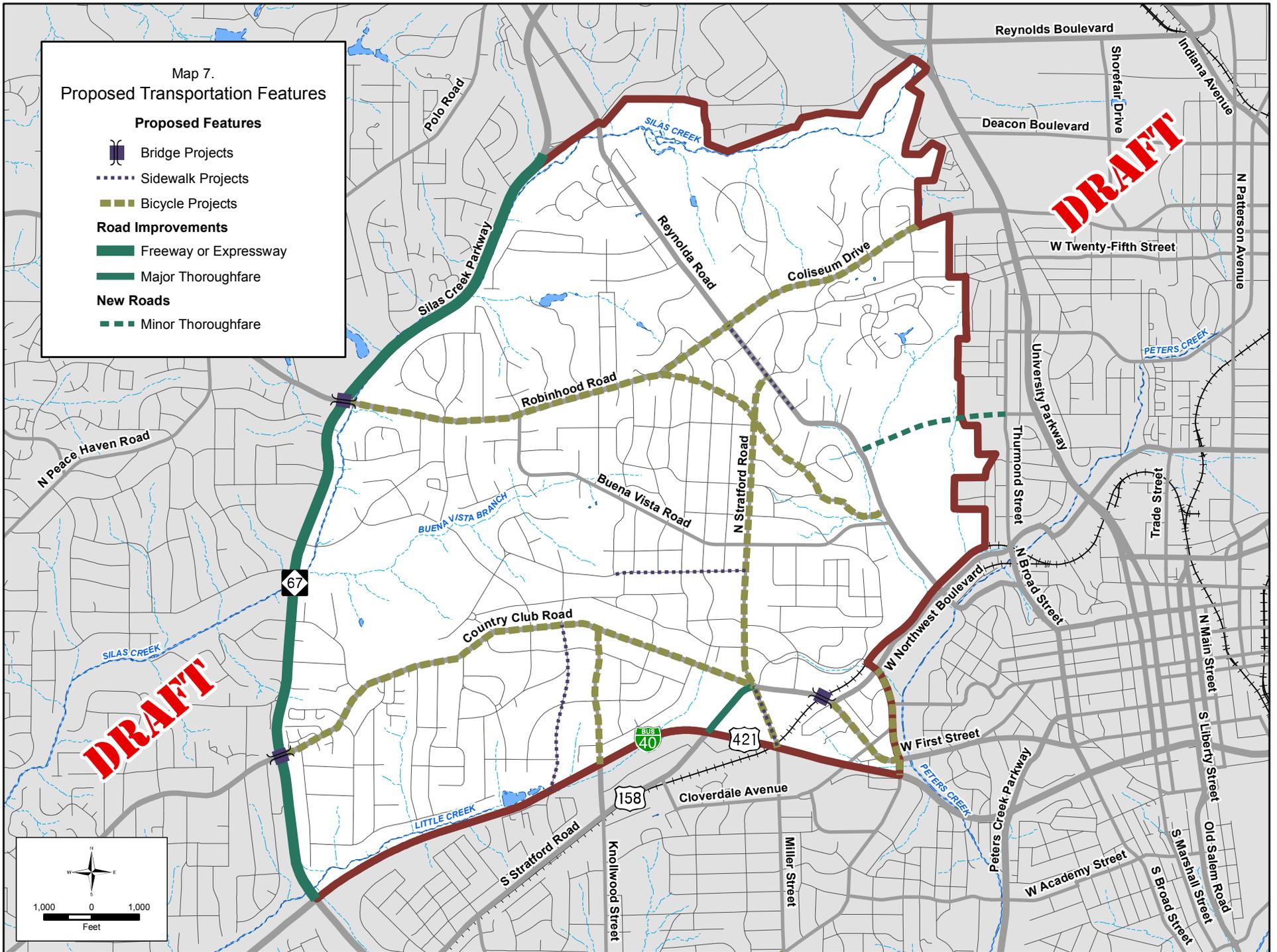
-  Bridge Projects
-  Sidewalk Projects
-  Bicycle Projects

Road Improvements

-  Freeway or Expressway
-  Major Thoroughfare

New Roads

-  Minor Thoroughfare



GREENWAYS

Greenways serve a dual purpose within a community. Beyond being a residential amenity, greenways play an integral role in establishing an active transportation network along with sidewalks and bikeways. One greenway currently exists in the planning area and two greenways have been proposed here. Additionally, sidepaths have been proposed along Silas Creek Parkway and Reynolda Road. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section and on the Community Facilities Map.

BICYCLE

Bicycle Lanes and Shared Lane Markings

The City of Winston-Salem has begun installing bicycle lanes and shared lane markings on city streets to provide a network of bicycle facilities that connect residential areas with key destinations, such as schools, parks, libraries, and commercial areas. Bicycle lanes provide a separate lane (typically five or six feet wide) on the road for cyclists, while shared lane markings are placed in the travel lane and indicate to drivers that they should expect to share the lane with cyclists. The City of Winston-Salem Department of Transportation has nine proposed bicycle infrastructure projects within the planning area:

- North Stratford Road from Country Club Road to Reynolda Road
- Hawthorne Road from Silas Creek Parkway to Northwest Boulevard
- Coliseum Drive from Robinhood Road to North Patterson Avenue
- Miller Street from Five Points to Oak Grove Road
- West First Street from Stratford Road to Hawthorne Road
- Knollwood Street from Country Club Road to Hawthorne Road
- Robinhood Road from Polo Road to Reynolda Road
- Northwest Boulevard from Reynolda Road to Liberty Street
- Country Club Road from Stratford Road to Meadowlark Drive

***COMMUNITY FACILITIES RECOMMENDATIONS**

Both public and private community facilities such as schools, parks, medical offices and day care providers should be easily accessible to all segments of the population. *Legacy 2030* promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from *Legacy 2030* is the creation of a central public space in all communities to serve as an urban reference point and the focus of civic and community life. The Community Facilities Recommendations Map (see **Map 8** on **page XX**) shows existing and proposed community facilities in the area.

GENERAL RECOMMENDATIONS

- Encourage schools, churches and recreational facilities to share facilities and work cooperatively to provide services and host community events.
- Provide a high level of maintenance at schools, parks and other facilities on an ongoing basis.
- Consider safety and environmental sensitivity when designing community facilities.
- Assess the need for additional police and fire services in the planning area based on future growth and development.
- Acquire land or obtain easements for parks, recreation facilities, open space and other community facilities.
- Actively pursue local, state, federal and private funding for land acquisition and development of these facilities.
- Seek cooperation with the school board, non-profit and private organizations, where appropriate, to implement park and recreation proposals.
- Involve residents in master planning for parks, greenways and other community facilities.

SCHOOLS

Legacy 2030 calls for quality schools that are assets to the neighborhoods where they are located. School planning should be coordinated with parks and other public facilities. Recommendations for schools in the planning area are:

- Replace, upgrade or expand existing schools to meet the needs of the planning area as its population grows.
- Promote alternative uses for school property that is no longer needed for school facilities.

- Consider improved arrangements for using school property and facilities for community events and recreational activities.
- Provide a high level of maintenance at schools on an ongoing basis.
- Build new schools as needed that are integrated with surrounding neighborhoods through pedestrian and bicycle connections.

RECREATION FACILITIES

Recommendations for proposed parks, recreation facilities, greenways and open space take into consideration the number, size and location of existing facilities; the need for updating existing recreational facilities; the anticipated location of future growth; and the expectations of the community as identified during this planning process. The following are recommendations for various categories of recreation and open space:

- Assess usage of the area’s existing parks, recreation facilities and the community’s preferences for facilities and programs. Modify facilities and programs as needed.
- Integrate recreation facilities/open space into design of large-scale residential developments to provide neighborhood parks, activity areas, focal points, and green spaces.
- Consider multi-purpose courts and fields to meet existing and future needs.

URBAN FOOD ACCESS

Despite the presence of existing urban food access facilities in the planning area, there are still opportunities for improving food access for local residents. Undeveloped parcels may provide opportunities for community gardening, and certain commercial sites may be ideally located to be redeveloped as grocery stores or other food retail locations. An Urban food access site is recommended at the following location within the planning area (see **Map 8** on page **XX**):

- A grocery store is recommended in the Coliseum Drive Mixed Use Opportunity Area (see page **XX**).

TREES AND OPEN SPACE

The planning area not only contains older neighborhoods and commercial areas, but also has some large acreage tracts either undeveloped or used for agriculture purposes. Many trees are found in these open areas and throughout the whole of the Northwest Winston-Salem Planning Area. These trees add aesthetic and financial value and have a positive environmental impact. Permanent open space is proposed for sites that have significant environmental constraints, streams, floodplains, and/or steep slopes, making them unsuitable for development. These sites are owned by the City, County, and the State of North Carolina. Recommendations in the planning area include:

- Protect the planning area’s tree canopy as much as possible.
- Retain existing large trees on private property whenever possible.
- Identify additional areas for planting street trees on public right-of-way.
- Explore opportunities to plant street trees in the area on an upcoming Community Roots Day.

GREENWAYS

The *Greenway Plan Update* shows two future greenways within the plan boundaries: Peters Creek Greenway is designated as a Tier 5 project; Silas Creek Greenway South does not have a priority ranking. Construction on each greenway is not expected to begin for at least 15 to 20 years.

The Silas Creek Greenway North was originally proposed in the 2002 *Greenway Plan*; however, a preliminary analysis determined that construction would not be feasible. In place of a traditional greenway, a sidepath along Silas Creek Parkway is recommended in the *Greenway Plan Update* as well as the *Wake Forest University Area Bicycle, Pedestrian, and Transit Study* completed in 2014. The *Wake Forest University Area Bicycle, Pedestrian, and Transit Study* also recommends a sidepath or greenway along Reynolda Road.

Other greenway recommendations for the planning area are:

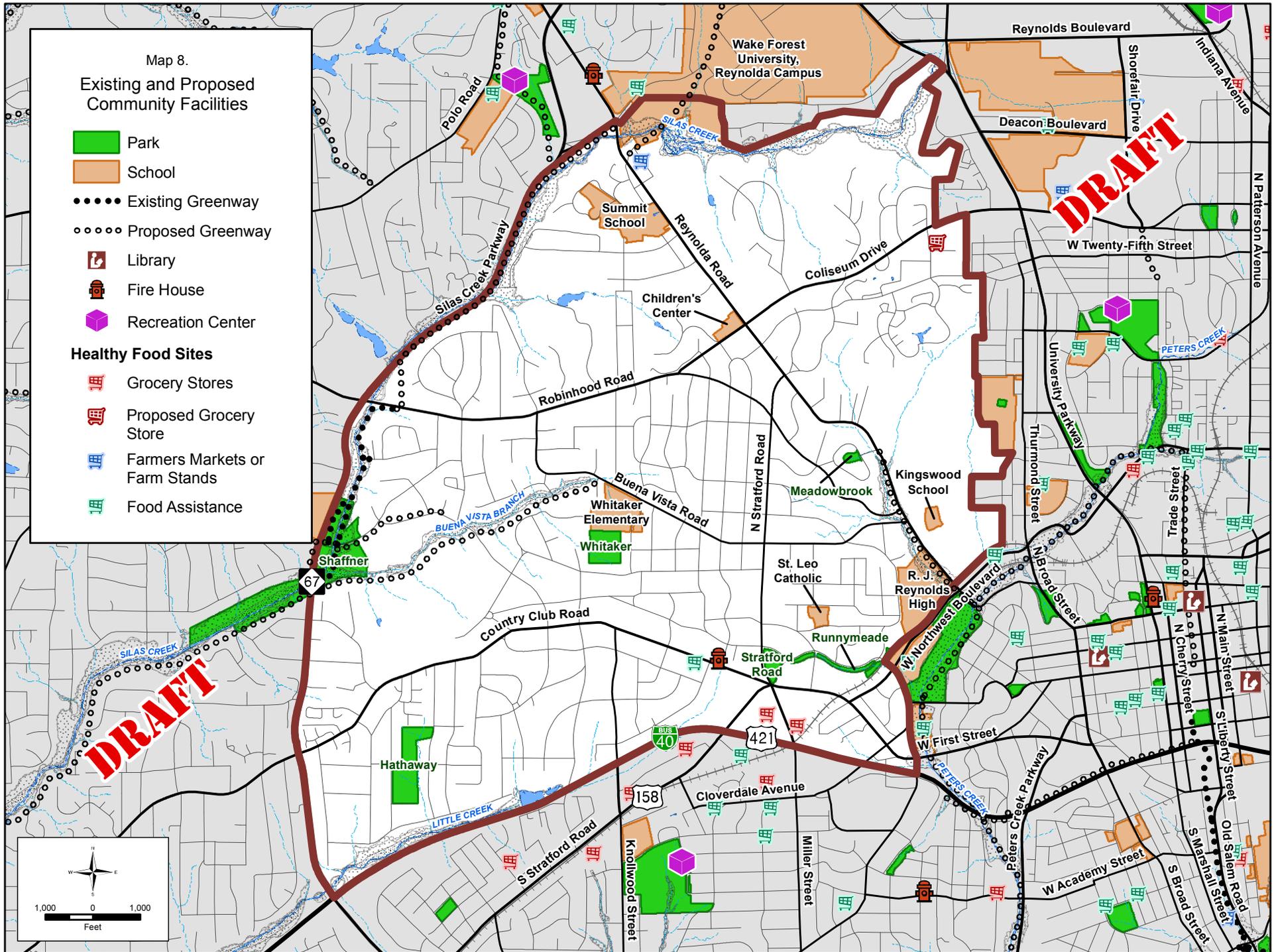
- Complete a feasibility study for Silas Creek Greenway South.
- Work with developers and property owners to obtain necessary greenway easements. Easements should be a minimum of forty (40) feet in width.

Map 8.
Existing and Proposed
Community Facilities

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

Healthy Food Sites

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



- If the Children’s Home should redevelop, a greenway connecting Reynolda Road to Twenty-Fifth Street should be constructed as part of the new development.
- Collaborate with the North Carolina Department of Transportation to provide proper clearance on Silas Creek Parkway under the Robinhood Road Bridge when the bridge is replaced to allow for the construction of the proposed sidepath along Silas Creek Parkway.
- Collaborate with the North Carolina Department of Transportation on the development of a sidepath along the Silas Creek Parkway to connect the Silas Creek Trail to Wake Forest University.

***HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS**

Legacy 2030 recommends that neighborhoods offer a variety of quality housing types for different income levels, family sizes and types that reduce the segregation of neighborhoods by race, age, and income. Affordable housing should be promoted throughout Forsyth County by providing incentives, using cost-effective site design, and permitting accessory dwellings and congregate-care facilities.

GENERAL RECOMMENDATIONS

- Maintain and improve the quality of housing stock in the area by promoting home ownership, supporting rehabilitation of existing homes, and through code enforcement.
- Develop a variety of housing types for different income levels, family sizes, and personal preferences.
- Promote the Neighborhood Improvement Plan to educate residents and newcomers about the City’s regulations related to zoning, sanitation ordinances, and minimum housing code, and encourage neighborhood associations to participate.
- Incorporate traditional neighborhood design principles in proposed new neighborhood developments, where feasible. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas, and incorporating walkability and connectivity in neighborhoods.
- Encourage the design of neighborhoods to allow residents to age in place.
- Integrate new developments with existing neighborhoods through careful planning, site design and compatible architecture.
- Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
- Encourage the establishment of neighborhood associations where they do not exist to facilitate citizen involvement in neighborhood issues.
- Plan, locate and design shopping areas, community facilities, parks and open space to make them easily accessible to neighborhood residents.
- Improve connectivity of neighborhood streets to improve accessibility within and between neighborhoods.

AFFORDABLE HOUSING

- Encourage for-profit developers and nonprofit developers to build affordable housing for different income levels in the planning area.
- Ensure that new affordable housing units are compatible with the existing character of older neighborhoods.
- Use existing programs or develop new ones to assist community development and nonprofit housing organizations in providing affordable housing opportunities.

REHABILITATION AND REDEVELOPMENT EFFORTS

- Market the City’s programs for rehabilitation of owner-occupied or investor-owned housing units in the planning area as well as first-time homebuyers programs.
- Market/promote the tax credit rehab programs available to National Register properties for building rehabilitation.
- Concentrate code enforcement and promotion of conservation/rehabilitation programs in areas in danger of becoming blighted.
- Ensure that redeveloped housing is compatible with the existing character of the neighborhoods.
- Encourage investor-owners and renters to participate in neighborhood organization membership and activities.
- Work with investor-owners to improve maintenance and management of rental properties, where needed.

***DESIGN AND APPEARANCE RECOMMENDATIONS**

The creation of attractive gateways, business districts, and corridors through the use of regulations or physical improvements is recommended by *Legacy 2030*. Design and appearance improvements create a positive visual image and encourage private investment in an area. The appearance and design of buildings and roadways within the planning area contribute greatly to the image residents and outsiders have of the community. Many of the recommendations of this plan have design components that emphasize quality and attractive design.

GENERAL RECOMMENDATIONS

- Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, street yards and buffer yard plantings, and parking area improvements.
- Encourage a mix of restaurants, outdoor cafes, small stores, and services at a pedestrian scale that meet the needs of all residents of the area.
- Encourage residents and neighborhood associations to participate in the different programs offered by Keep Winston-Salem Beautiful to improve the appearance of the planning area: Adopt-A-Flower-Bed; Adopt-A-Stream; Adopt-A-Park; or Adopt-A-Street.
- Encourage high-quality design for new development throughout the planning area.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
- Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced in the planning area to eliminate blighted and burned down structures and maintain vacant lots.
- Develop a planting program that includes street trees throughout the planning area and street yards in commercial districts. Identify areas in need of screening and areas needing buffers adjacent to residential areas.
- Refer to the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office when reviewing zoning requests and site plans for multifamily development within the planning area.
- Refer to the design Guidelines for Converting Existing Homes to Office or Commercial Uses, as detailed in **Appendix C** on **page XX**, when reviewing zoning requests and site plans within the planning area.
- Refer to the Guidelines for Office/Low-Intensity Commercial Developments, as detailed in **Appendix D** on **page XX**, when reviewing zoning request and site plans within the planning area.
- Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where residents gather.
- Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.
- Develop minimal and simple guidelines in growth corridors to preserve design flexibility and creativity in making a pedestrian-oriented environment.
- Develop growth corridors master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor. This basis for such master plans will be the guidelines for the growth corridor identified in this plan.

LEGACY GROWTH CORRIDORS

While this plan's land use recommendations help define the *types* of uses in an area (residential, commercial, industrial, etc.), growth corridor recommendations help to define the *forms* those uses should take:

- Urban form growth corridors should be developed at higher densities with buildings close to the street and parking to the side and rear of buildings to encourage pedestrian-friendly spaces
- Suburban form growth corridors generally include parking located in the front of buildings and generous landscaping.
- Urban/suburban residential growth corridors should include a mixture of single-family, duplex, triplex, quadplex, and townhouse units at varying densities.

By their nature of passing through multiple settings, each of the Northwest Winston-Salem Planning Area's growth corridors— 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**) – have multiple distinct location-based recommendations:

General Recommendations

- Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of corridors.
- Develop minimal and simple standards to preserve design flexibility and creativity in making an urban, pedestrian-oriented environment.
- Develop corridor master plans for improvements taking into account the unique character of each corridor. The basis for such master plans will be the design standards for the growth corridor identified in this plan.
- Improve all identified growth corridors by adding pedestrian and bicycle facilities, making landscape improvements, and reducing lanes where feasible.

Robinhood Road Growth Corridor Guidelines

- Develop uses with an urban/suburban single-family residential form (see guidelines below) between Silas Creek Parkway and Coliseum Drive.

Urban/Suburban Single-Family Residential Form: Robinhood Road between Silas Creek Parkway and Coliseum Drive

- **Height:** Buildings should generally be no more than four stories in height on larger sites; one to two stories on smaller sites.
- **Off-Street parking:** Parking should be screened.
- **Driveways:** Minimize driveway cuts and connect adjacent parcels wherever possible.

Coliseum Drive Growth Corridor Guidelines

- Develop uses with an urban/suburban single-family residential form (see guidelines below) between Robinhood Road and the eastern boundary of the planning area, except the Coliseum Drive Mixed Use Opportunity Area.
- Develop new commercial, office, and multifamily uses with an urban form (see guidelines below) for the Coliseum Drive Mixed Use Opportunity Area along the south side of Coliseum Drive.

Urban/Suburban Single-Family Residential Form: Coliseum Drive between Robinhood Road and the eastern boundary of the planning area

- **Height:** Buildings should generally be no more than four stories in height on larger sites; one to two stories on smaller sites.
- **Off-Street parking:** Parking should be screened.
- **Driveways:** Minimize driveway cuts and connect adjacent parcels wherever possible.

Urban Form: Coliseum Drive Mixed Use Opportunity Area

Currently, the Unified Development Ordinance (UDO) has requirements for two design-based zoning overlay districts. These districts encourage new development compatible with the existing urban form and character of Downtown and with the proposed urban form for the section of the Martin Luther King Jr. Drive corridor from Business 40 to Cleveland Avenue in the East-Northeast Planning Area. These two overlays should be used as examples if a decision is made to implement an overlay district for segments of Martin Luther King Jr. Drive, from Cleveland Avenue to US 52, Liberty Street, from Eleventh Street to Bethlehem Lane, and New Walkertown Road, from Martin Luther King Jr. Drive to Ferrell Court, in the planning area. This area plan proposes the following standards, similar to those included in the zoning overlay districts discussed above, for new development:

- **Building setback:** Maximum 10 feet building setback.
- **Architectural characteristics:** Buildings should include windows on the ground level when appropriate. Blank walls should not exceed 50% of the ground floor of street-facing facades.
- **Building entrance:** Buildings should have a minimum of one entrance on each street-facing façade. All main entrances on the street side of the property should be covered or sheltered.
- **Off-Street parking:** All parking should be located to the side or rear of the building.
- **Signs:** Freestanding signs should have a maximum height of 6' and a maximum area of 36 square feet.

Country Club Road Growth Corridor Guidelines

- Develop uses with an urban/suburban single-family residential form (see guidelines below) on both sides of Country Club Road between Silas Creek Parkway and Arbor Road and on the north side of the road between Arbor Road and North Stratford Road.
- Develop new commercial, office, and multifamily uses with an urban form (see guidelines below) on the south side of Country Club Road between Arbor Road and South Stratford Road.

Urban/Suburban Single-Family Residential Form: Both sides of Country Club Road between Silas Creek Parkway and Arbor Road; North side of Country Club Road from Arbor Road to North Stratford Road

- **Height:** Buildings should generally be no more than four stories in height on larger sites; one to two stories on smaller sites.
- **Off-Street parking:** Parking should be screened.
- **Driveways:** Minimize driveway cuts and connect adjacent parcels wherever possible.

Urban Form: South side of Country Club Road between Arbor Road and South Stratford Road

Currently, the Unified Development Ordinance (UDO) has requirements for two design-based zoning overlay districts. These districts encourage new development compatible with the existing urban form and character of Downtown and with the proposed urban form for the section of the Martin Luther King Jr. Drive corridor from Business 40 to Cleveland Avenue in the East-Northeast Planning Area. These two overlays should be used as examples if a decision is made to implement an overlay district for segments of Martin Luther King Jr. Drive, from Cleveland Avenue to US 52, Liberty Street, from Eleventh Street to Bethlehem Lane, and New Walkertown Road, from Martin Luther King Jr. Drive to Ferrell Court, in the planning area. This area plan proposes the following standards, similar to those included in the zoning overlay districts discussed above, for new development:

- **Building setback:** Maximum 10 feet building setback.
- **Architectural characteristics:** Buildings should include windows on the ground level when appropriate. Blank walls should not exceed 50% of the ground floor of street-facing facades.
- **Building entrance:** Buildings should have a minimum of one entrance on each street-facing façade. All main entrances on the street side of the property should be covered or sheltered.
- **Off-Street parking:** All parking should be located to the side or rear of the building.
- **Signs:** Freestanding signs should have a maximum height of 6’ and a maximum area of 36 square feet.

West First Street Growth Corridor Guidelines

- Develop uses with an urban/suburban single-family residential form (see guidelines below) on the north side of West First Street between North Stratford Road and the Norfolk Southern Railroad.
- Develop uses with an urban/suburban single-family residential form (see guidelines below) on both sides of West First Street between the Norfolk Southern Railroad and Cloverdale Avenue.
- Develop new commercial, office, and multifamily uses with an urban form (see guidelines below) on West First Street between Cloverdale Avenue and Hawthorne Road.

Urban/Suburban Single-Family Residential Form: North side of West First Street between North Stratford Road and the Norfolk Southern Railroad; Both sides of West First Street from the Norfolk Southern Railroad and Cloverdale Avenue

- **Height:** Buildings should generally be no more than four stories in height on larger sites; one to two stories on smaller sites.
- **Off-Street parking:** Parking should be screened.
- **Driveways:** Minimize driveway cuts and connect adjacent parcels wherever possible.

Urban Form: West First Street between Cloverdale Avenue and Hawthorne Road

Currently, the Unified Development Ordinance (UDO) has requirements for two design-based zoning overlay districts. These districts encourage new development compatible with the existing urban form and character of Downtown and with the proposed urban form for the section of the Martin Luther King Jr. Drive corridor from Business 40 to Cleveland Avenue in the East-Northeast Planning Area. These two overlays should be used as examples if a decision is made to implement an overlay district for segments of Martin Luther King Jr. Drive, from Cleveland Avenue to US 52, Liberty Street, from Eleventh Street to Bethlehem Lane, and New Walkertown Road, from Martin Luther King Jr. Drive to Ferrell

Court, in the planning area. This area plan proposes the following standards, similar to those included in the zoning overlay districts discussed above, for new development:

- **Building setback:** Maximum 10 feet building setback.
- **Architectural characteristics:** Buildings should include windows on the ground level when appropriate. Blank walls should not exceed 50% of the ground floor of street-facing facades.
- **Building entrance:** Buildings should have a minimum of one entrance on each street-facing façade. All main entrances on the street side of the property should be covered or sheltered.
- **Off-Street parking:** All parking should be located to the side or rear of the building.
- **Signs:** Freestanding signs should have a maximum height of 6' and a maximum area of 36 square feet.

Silas Creek Parkway Growth Corridor Guidelines

- Develop uses with an urban/suburban single-family residential form (see guidelines below) between Business 40 and Reynolda Road.

Urban/Suburban Single-Family Residential Form: Silas Creek Parkway between Business 40 and Reynolda Road

- **Height:** Buildings should generally be no more than four stories in height on larger sites; one to two stories on smaller sites.
- **Off-Street parking:** Parking should be screened.
- **Driveways:** Minimize driveway cuts and connect adjacent parcels wherever possible.

Reynolda Road Growth Corridor Guidelines

- Develop uses with an urban/suburban single-family residential form (see guidelines below) on the west side of the road between the Norfolk Southern Railroad and Buena Vista Road.
- Develop new commercial, office, and multifamily uses with an urban form (see guidelines below) on the west side of the road between Buena Vista Road and 1228 Reynolda Road.
- Develop uses with an urban/suburban single-family residential form (see guidelines below) on the west side of the road between 1236 and 1320 Reynolda Road and both sides of the road from 1340 Reynolda Road to Wake Forest Road.

Urban/Suburban Single-Family Residential Form: West side of Reynolda Road between the Norfolk Southern Railroad and Buena Vista Road and from 1236 to 1320 Reynolda Road; Both sides of Reynolda Road from 1340 Reynolda Road to Wake Forest Road

- **Height:** Buildings should generally be no more than four stories in height on larger sites; one to two stories on smaller sites.
- **Off-Street parking:** Parking should be screened.
- **Driveways:** Minimize driveway cuts and connect adjacent parcels wherever possible.

Urban Form: Reynolda Road between Buena Vista Road to 1228 Reynolda Road

Currently, the Unified Development Ordinance (UDO) has requirements for two design-based zoning overlay districts. These districts encourage new development compatible with the existing urban form and character of Downtown and with the proposed urban form for the section of the Martin Luther King Jr. Drive corridor from Business 40 to Cleveland Avenue in the East-Northeast Planning Area. These two overlays should be used as examples if a decision is made to implement an overlay district for segments of Martin Luther King Jr. Drive, from Cleveland Avenue to US 52, Liberty Street, from Eleventh Street to Bethlehem Lane, and New Walkertown Road, from Martin Luther King Jr. Drive to Ferrell Court, in the planning area. This area plan proposes the following standards, similar to those included in the zoning overlay districts discussed above, for new development:

- **Building setback:** Maximum 10 feet building setback.
- **Architectural characteristics:** Buildings should include windows on the ground level when appropriate. Blank walls should not exceed 50% of the ground floor of street-facing facades.
- **Building entrance:** Buildings should have a minimum of one entrance on each street-facing façade. All main entrances on the street side of the property should be covered or sheltered.
- **Off-Street parking:** All parking should be located to the side or rear of the building.
- **Signs:** Freestanding signs should have a maximum height of 6' and a maximum area of 36 square feet.

***HISTORIC PRESERVATION RECOMMENDATIONS**

Legacy 2030 promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural and environmental quality of neighborhoods as well as its contribution to a community's economic development. Significant historic resources have been identified in the planning area as indicated in initial surveys (see **Map 9** on **page XX** and **Appendix A** on **page XX**). The following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets:

- Retain historic buildings including houses, commercial storefronts, agricultural buildings, and institutional structures, when possible.
- Recognize buildings, events, and areas of historical, cultural, and architectural significance with signs, plaques, or markers.
- Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources. Examples of potential workshops include:
 - How and why to nominate a structure or site to the National Register of Historic Places.
 - Issue-related topics such as how to maintain an older or historic building.
- Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.
- Specific historic preservation recommendations for the planning area are:
 - Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties or districts, including the Children's Home, Arbor Acres, Buena Vista, College Village, the C.T. Leinbach property, Ferrell Place, Meadowbrook Hills, Reynolda Park, Stratford Place, West Highlands, and Westview.
 - Encourage property owners to apply for Historic Markers for significant sites, including Silver Hill Cemetery.
 - Coordinate with organizations such as the Piedmont Land Conservancy to preserve not only the architectural elements, but also significant open land.

***ECONOMIC DEVELOPMENT RECOMMENDATIONS**

Economic development can be defined as the creation and/or retention of jobs and increases in the tax base that improve or enhance the economic welfare of a community and its citizens. *Legacy 2030's* goal for economic development is to attract environmentally-sensitive new businesses and expand both large and small businesses to provide a broad range of employment opportunities and a high quality of life for people living and working in Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses. Areas recommended for future commercial use are shown on the Proposed Land Use Map (see **Map 6** on **page XX**).

General economic development recommendations for the planning area are:

- Support balanced, compatible economic development by the private and public sector.
- Encourage technologically-advanced, high-quality, environmentally-sustainable businesses and industries to locate or expand in the planning area.
- Rezone land for business/industrial development in a manner consistent with the recommended Proposed Land Use Plan.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites.
- Identify funding sources to implement economic development initiatives including energy-efficient, high-technology businesses/industries.
- Direct public improvements and funding to potential economic development opportunity areas identified in the plan.
- Recognize and support business opportunities associated with the growing diversity of cultures in the area.
- Market and hold workshops to promote City business training and building rehabilitation loan programs for the purchase or rehabilitation of structures to local/potential merchants particularly in the designated activity centers.
- Explore and encourage economic development opportunities associated with local foods and urban agriculture.

Map 9.
Recognized Historic Resources

 **National Register Listed Properties**

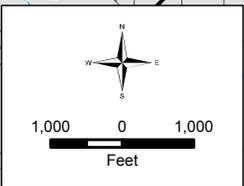
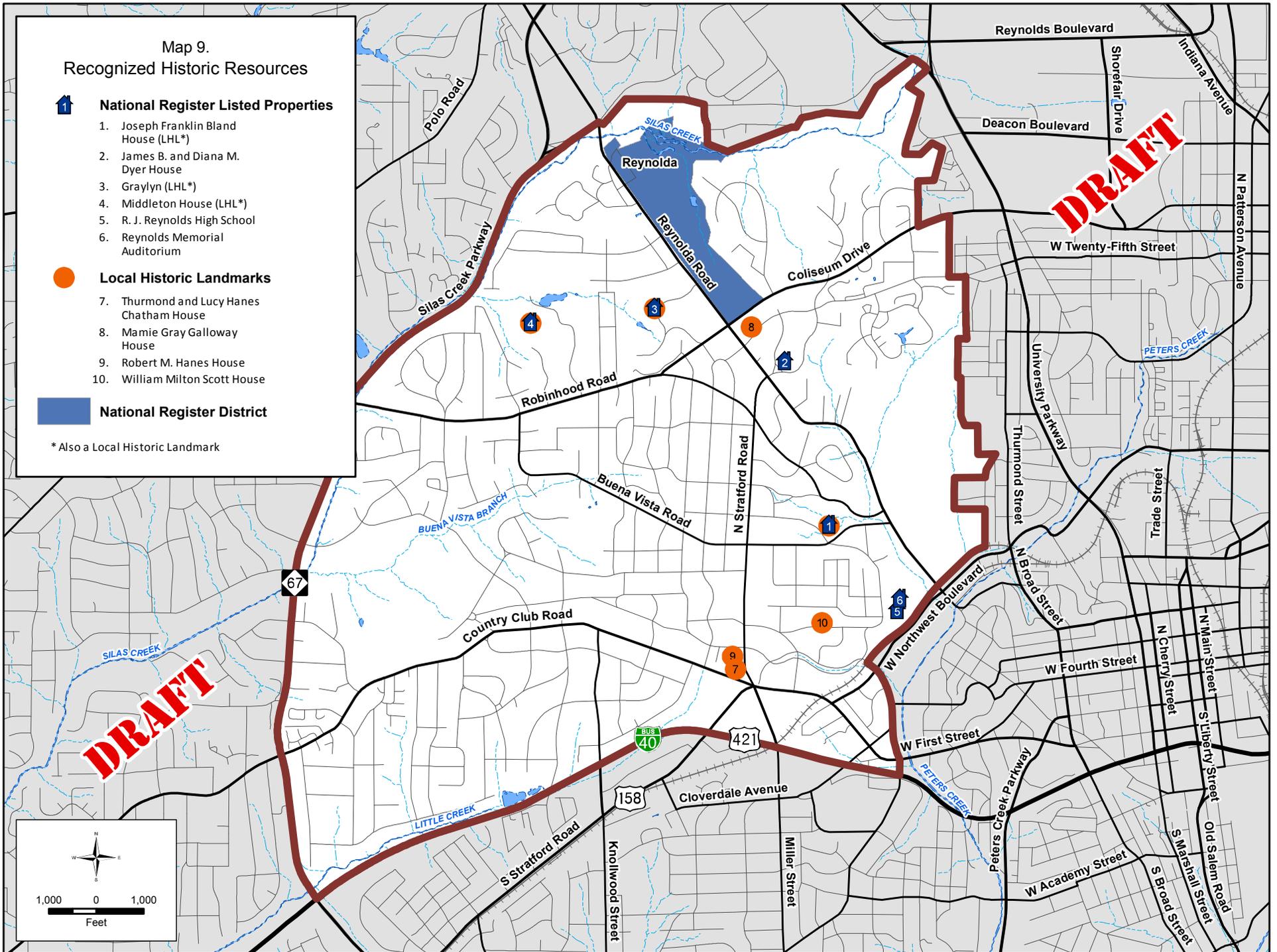
1. Joseph Franklin Bland House (LHL*)
2. James B. and Diana M. Dyer House
3. Graylyn (LHL*)
4. Middleton House (LHL*)
5. R. J. Reynolds High School
6. Reynolds Memorial Auditorium

 **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



***ENVIRONMENTAL RECOMMENDATIONS**

The preservation and enhancement of our environmental resources results in a high quality of life for Forsyth County residents. *Legacy 2030* calls for the protection of watersheds, wetlands, natural areas and streams throughout the county. Clean water, air, and the scenic beauty of the planning area should be maintained. Of particular concern is the loss of the tree canopy in the area and the need to protect the county's many creeks from pollution and its floodplains from inappropriate development.

GENERAL RECOMMENDATIONS

- Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, and scenic areas.
- Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.
- Encourage land owners to use Best Management Practices for stormwater protection.
- Encourage sustainable development of land and buildings.
- Improve or preserve the water quality of the creeks by protecting the natural stream corridors.
- Support organizations and programs that educate residents on environmental issues.
- Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area. This would be particularly appropriate for residential, institutional, and public gathering uses on sites near current and former heavy industrial or commercial operations with documented environmental hazards.