



EAST-NORTHEAST

AREA PLAN

Update

City-County
Planning
BOARD

FORSYTH COUNTY
& WINSTON-SALEM,
NORTH CAROLINA

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. Seven plans cover the Urban Neighborhoods and Downtown as defined in *Legacy 2030*. 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 and Future Growth 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.

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.

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.

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.



Area Plan Update

Recommended by the City-County Planning Board on August 13, 2015
Adopted by the Winston-Salem City Council on November 2, 2015

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

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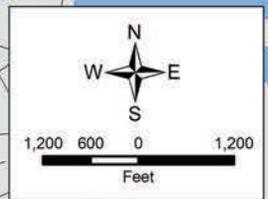
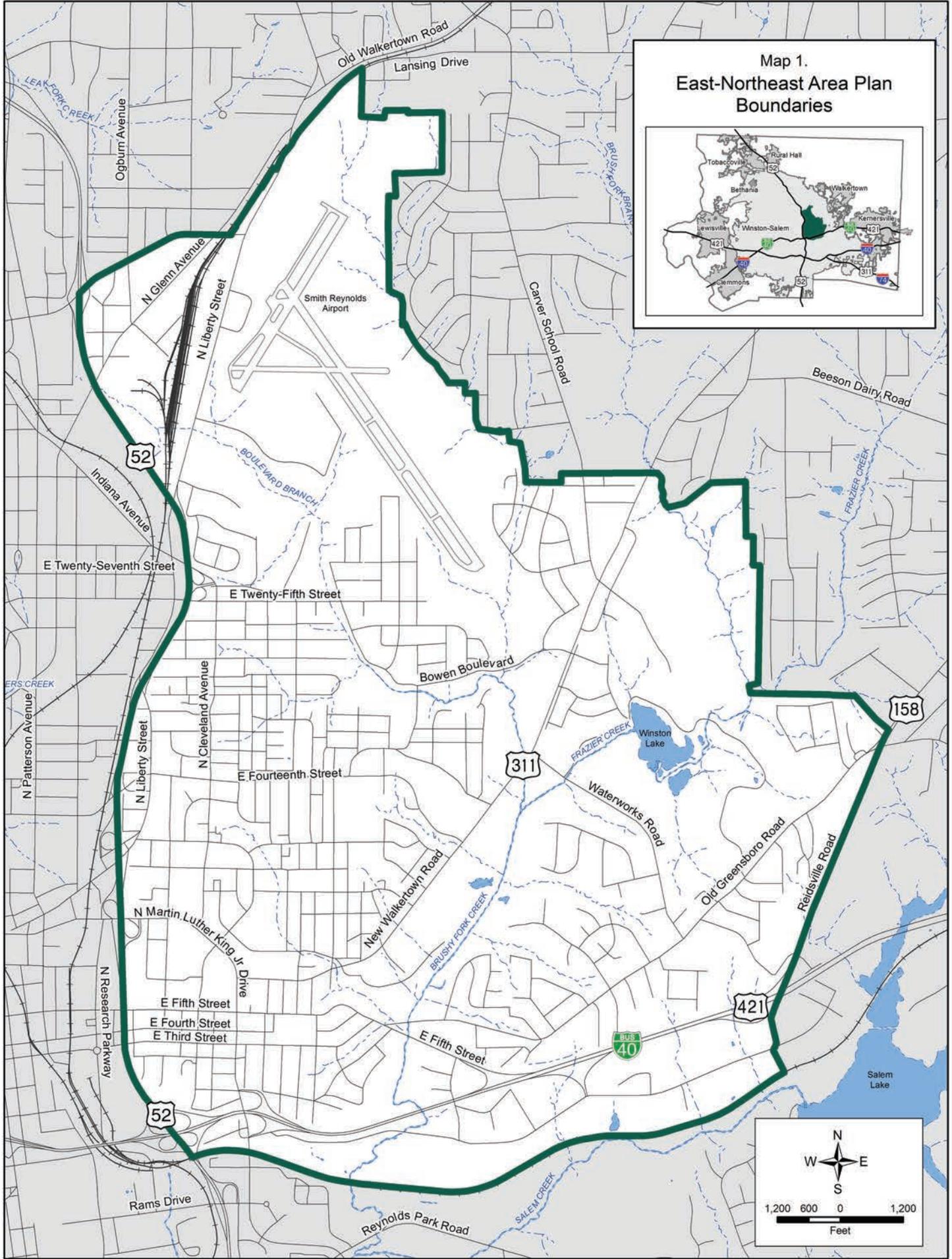
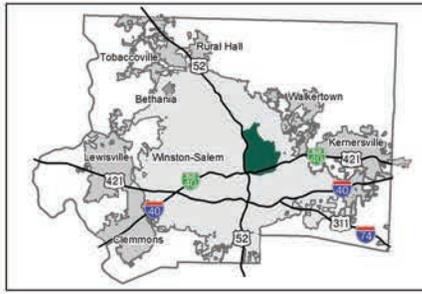
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Eastway Shopping Center

Map 1.
East-Northeast Area Plan
Boundaries



BOUNDARIES OF THE STUDY AREA

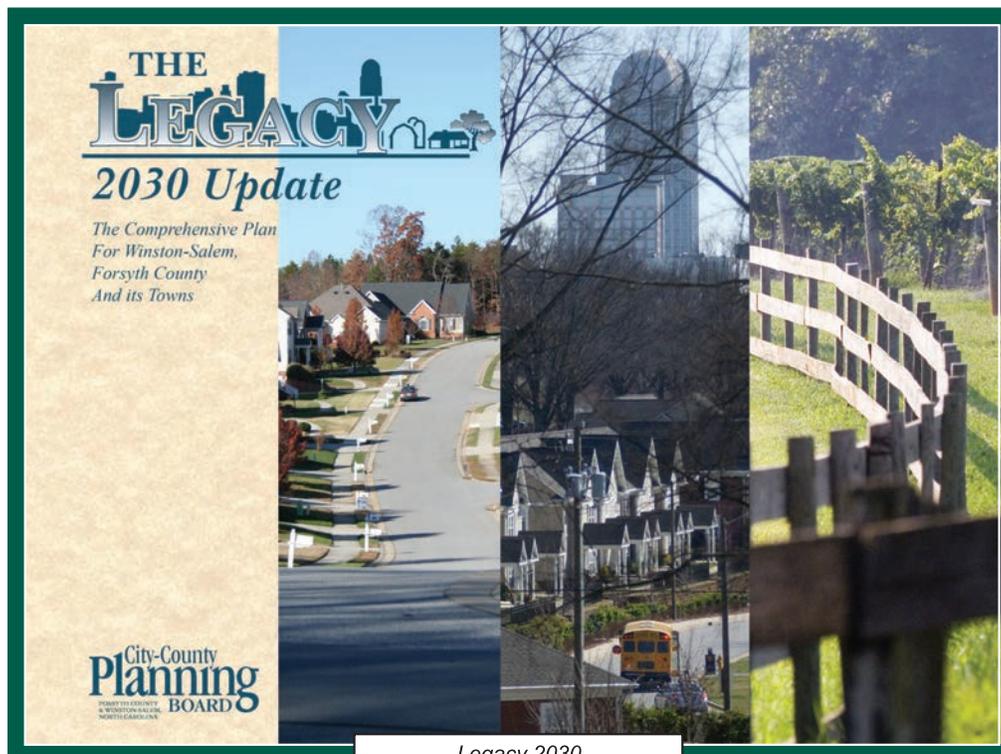
The East-Northeast Winston-Salem Planning Area encompasses approximately 4,523 acres. The plan area is generally bounded on the north by Akron Drive and Lansing Drive; on the east by Brushy Fork Branch, Winston Lake Park and US 158; on the south by the Norfolk Southern Railway; and on the west by US 52 (see **Map 1** on **page v**).

The entire East-Northeast Winston-Salem Planning Area is within the limits of the City of Winston-Salem. The planning area contains parts of the East and Northeast Wards, with the East Ward representing 57% of the area and the Northeast Ward representing the remaining 43% of the area.

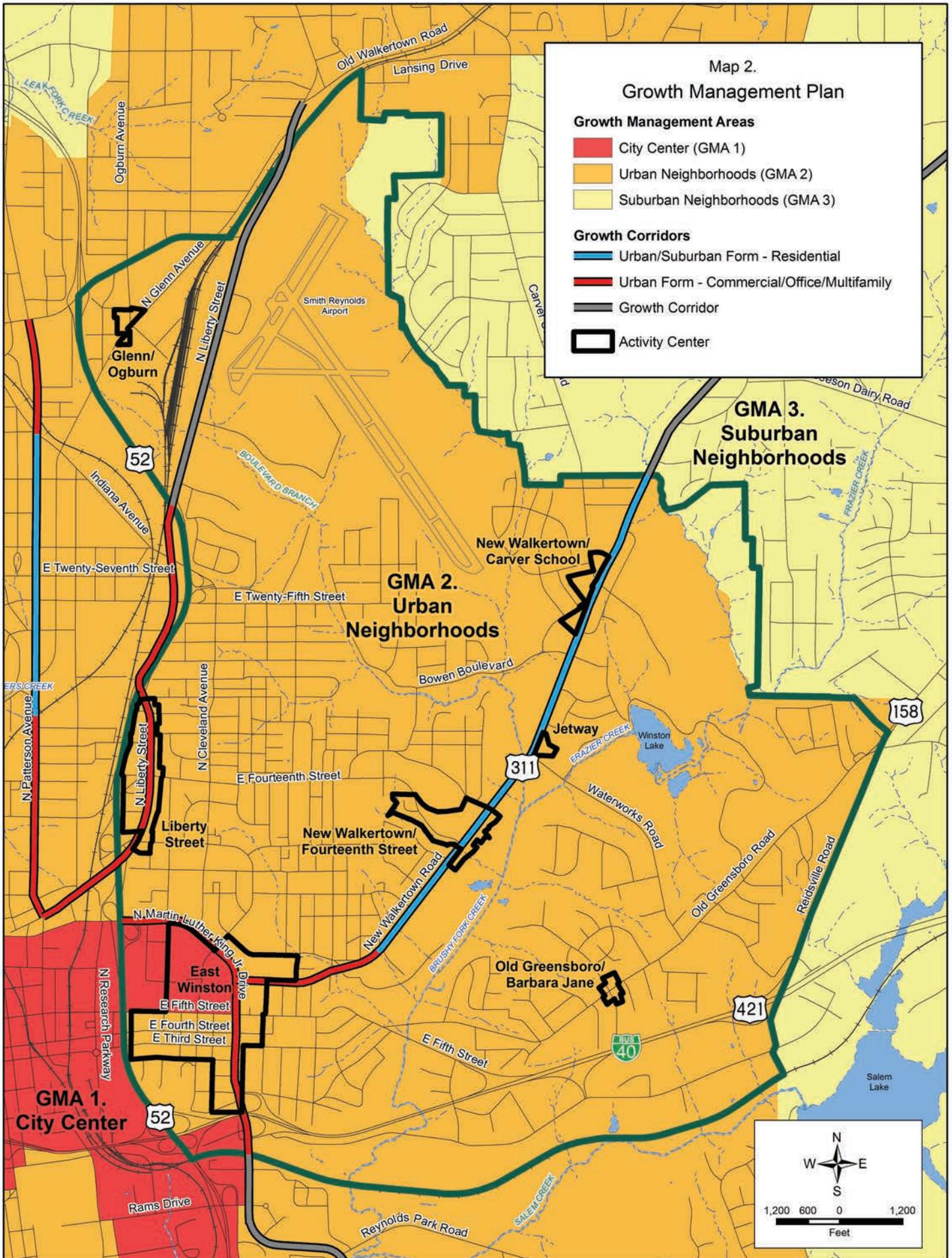
RELATIONSHIP TO *LEGACY 2030*

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 *East-Northeast Winston-Salem Area Plan* was adopted in 2008. The *East-Northeast Winston-Salem Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the East-Northeast Winston-Salem Plan Area, taking into account changes in the area since the adoption of the original area plan in 2008.

Legacy 2030's Growth Management Plan defines a series of specialized areas, each having specific characteristics. According to the Growth Management Plan, roughly 95% of the plan area is designated as Urban Neighborhoods, Growth Management Area (GMA) 2. Two small portions around Union Station and the East Winston Shopping Center are designated as Center City (GMA 1) and represent roughly 2% of the area. Since the original plan was adopted, boundaries of the East-Northeast Area Plan have been modified to include portions of Winston Lake Park and Smith Reynolds Airport that were not included in the previous plan area. These areas represent the remaining 3% of land designated as Suburban Neighborhoods, Growth Management Area (GMA) 3 (see **Map 2** on **page 2**).



Legacy 2030



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.

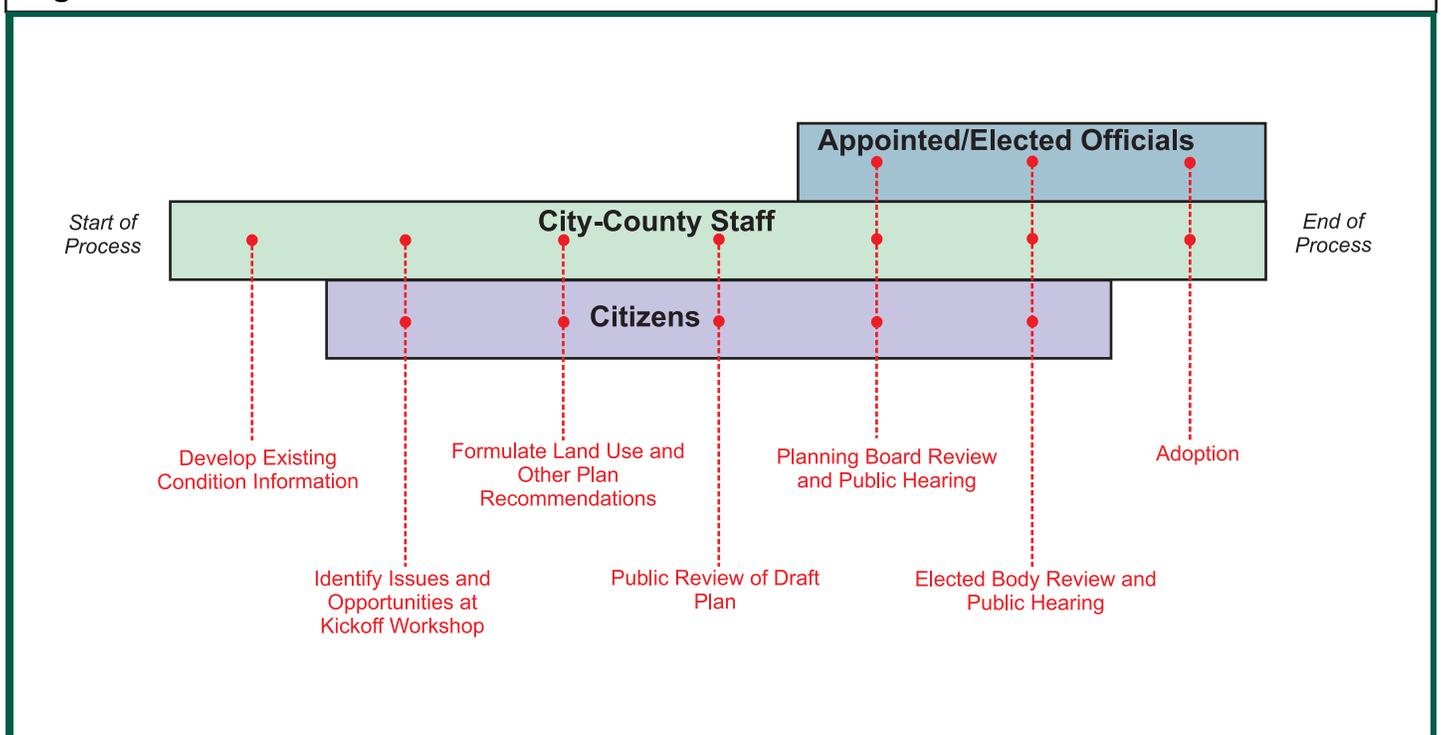
Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in *Legacy 2030*, serve as the basis for the next step in the process: the formulation of recommendations by Planning staff. These recommendations primarily focus on proposed land use recommendations, and 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 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 Plan Process





Area Plan Citizen Meeting

GENERAL CHARACTER

The East-Northeast Winston-Salem Plan Area is rich in history and diverse in land use. Most of the area was developed prior to 1940 in a pattern of traditional urban neighborhoods with a mix of residential types and densities, along with a variety of other land uses including neighborhood business areas and commercial development. Historically, this area has been known to have a large African-American population. However, the area has experienced a steady increase in its Hispanic population since the late 1990s. Some of Winston-Salem's first major housing developments were constructed in the area, including Reynoldstown (1917), Dreamland (early 1920s), and City View (early 1920s). The planning area is also home to Smith Reynolds Airport, a general aviation airport that occupies over 600 acres in the northern section of the planning area.

Most of the planning area is experiencing the same challenges faced by older urban neighborhoods elsewhere in the city including aging building stock and infrastructure, declining commercial areas, and conflicts between land uses. While most of the planning area is already developed, there are some pockets of undeveloped land and there are extensive opportunities for redevelopment throughout the area. The City of Winston Salem has taken a great interest in encouraging reinvestment in the planning area and has taken a significant role in numerous redevelopment and housing

improvement initiatives. Assuring that new development complements and blends with existing development is one of the most important challenges in the planning area.

DEMOGRAPHICS

Based on the US Census, 14,356 people lived in the East-Northeast Planning Area in 2013, a decrease of almost 12% from the 2000 Census. The area population accounts for approximately 4% of Forsyth County's total population. The 1,700 person decrease reflects an average annual growth rate of minus 0.8% between 2000 and 2013 (see **Table 1**).



Table 1. Demographic Trends/Comparisons

Population Statistics					
Area	Population				
	2013	2000	2000-2013 Average Annual Growth Rate	2013 Portion of Forsyth County Population	2013 Density (Persons per Acre)
East-Northeast Plan Area	14,500	16,200	-0.8%	4.1%	3.2
Winston-Salem	232,200	185,800	1.9%	65%	2.7
Forsyth County	354,700	306,100	1.2%	N/A	1.3

Diversity Statistics (2013)

Area	Diversity (Percent)				
	African-American	White	Asian	Other	Hispanic
East-Northeast Area Plan	82	5	0	1	12
Winston-Salem	33	48	2	2	15
Forsyth County	26	59	2	1	12

Age Statistics (2013)

Area	Age (Percent)				
	Less than 5 years	5-17 years	18-39 years	40-64 years	65 years and older
East-Northeast Area Plan	9	19	28	30	14
Winston-Salem	7	17	33	30	13
Forsyth County	7	18	29	33	13

Source: 2000 U.S. Census; 2010 U.S. Census; U.S. Census Bureau, 2009-2013 American Community Survey 5-year estimates - *Note: "Hispanic" is not a race; it is an ethnic group. Numbers are provided for comparison purposes.

EXISTING LAND USE

Most of the East-Northeast Winston-Salem Planning Area was developed prior to 1940 and includes a diverse mix of land uses common to older urban areas which were developed prior to the dominance of the automobile. Many commercial uses in the area have developed along major roads including Liberty Street, Martin Luther King Jr. Drive and New Walkertown Road; however there still exist smaller pockets of commercial uses located in close proximity to residential uses, making it convenient for people to get to jobs and to acquire necessary goods and services. Much of the original pattern of development has been maintained in the planning area, except for some areas of redevelopment where a more suburban-type of development has taken place.

Existing land uses in the plan area include residential, office, commercial, institutional, parks and open space, industrial, and utilities (see **Table 2** on **page 9** and **Map 3** on **page 7**).

RESIDENTIAL

The predominant land use in the planning area is residential, which accounts for approximately 26% of the total land area. Specifically, low-density single-family residential, which accounts for roughly 20% of the total land use, is the dominant residential type in the planning area. The planning area has a variety of housing types from individual homes to larger scale multifamily units.

Multifamily development accounts for roughly 5% of total land area. Concentrations of multifamily land uses are located in Piedmont Circle, Ladeara Crest Estate Apartments, Cleveland Avenue Homes, Lakeside Apartments, Rolling Hills Apartments, and Forest Ridge. The planning area is home to a number of the City's public and assisted housing redevelopment efforts.

COMMERCIAL AND OFFICE

Approximately 160 acres, or about 3.5% of the land area, is developed with commercial and office uses. The primary concentrations of commercial land use are along Liberty Street, Glenn Avenue, New Walkertown Road, and Martin Luther King Jr. Drive. There are also small commercial areas scattered along Fifth Street and Old Greensboro Road, as well as within neighborhoods throughout the planning area.

Office development as an exclusive land use accounts for less than 1% of the land area and is concentrated in the southern portion of the planning area along Martin Luther King Jr. Drive, Fifth Street and New Walkertown Road.

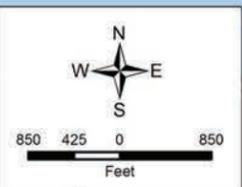
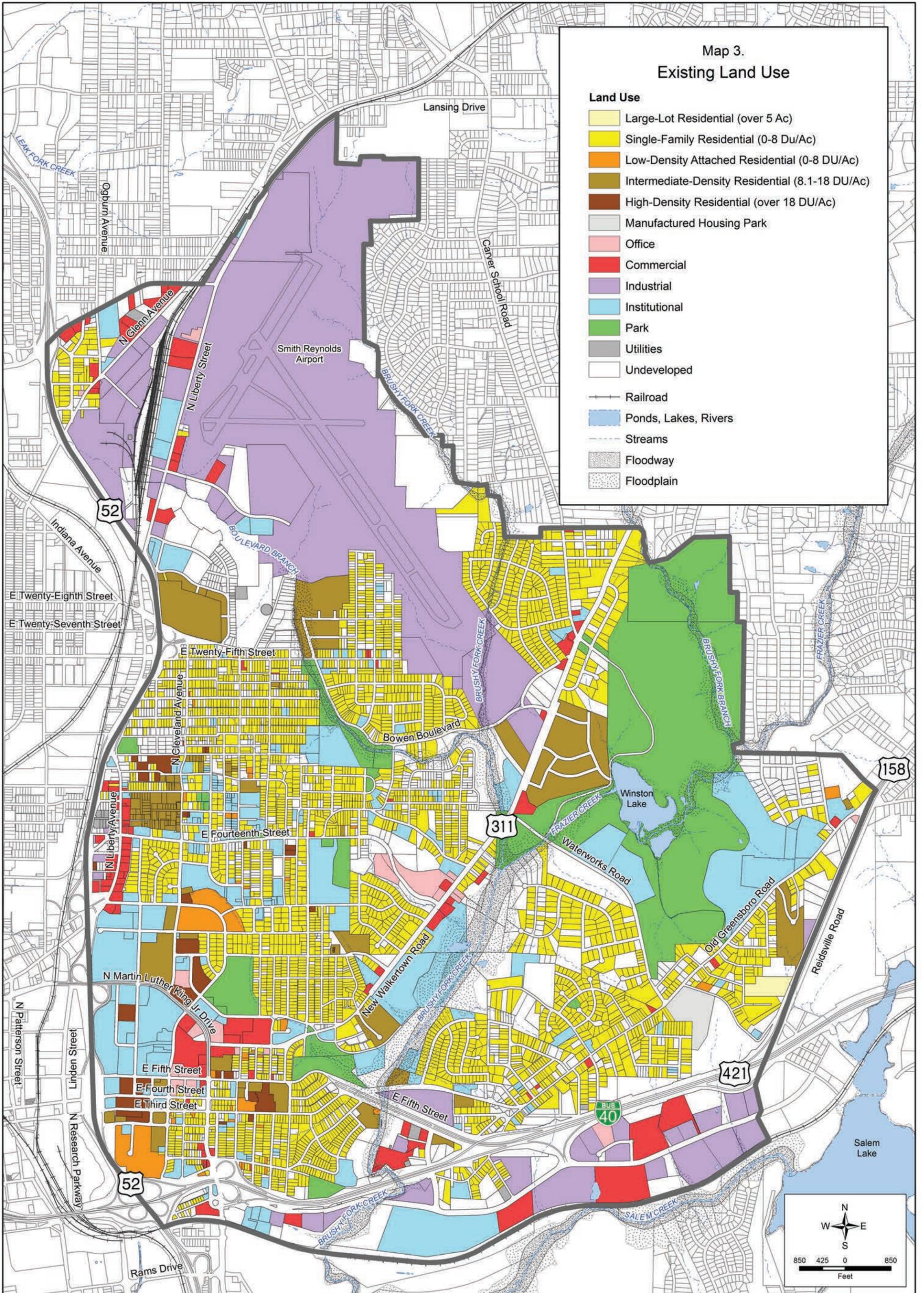
INSTITUTIONAL

Institutional uses are located throughout the planning area. The 439 acres of institutional uses accounts for approximately 10% of the land in the planning area. Public and semi-public uses include schools, churches, institutions, and health and social services.

Map 3.
Existing Land Use

Land Use

- Large-Lot Residential (over 5 Ac)
- Single-Family Residential (0-8 Du/Ac)
- Low-Density Attached Residential (0-8 DU/Ac)
- Intermediate-Density Residential (8.1-18 DU/Ac)
- High-Density Residential (over 18 DU/Ac)
- Manufactured Housing Park
- Office
- Commercial
- Industrial
- Institutional
- Park
- Utilities
- Undeveloped
- Railroad
- Ponds, Lakes, Rivers
- Streams
- Floodway
- Floodplain

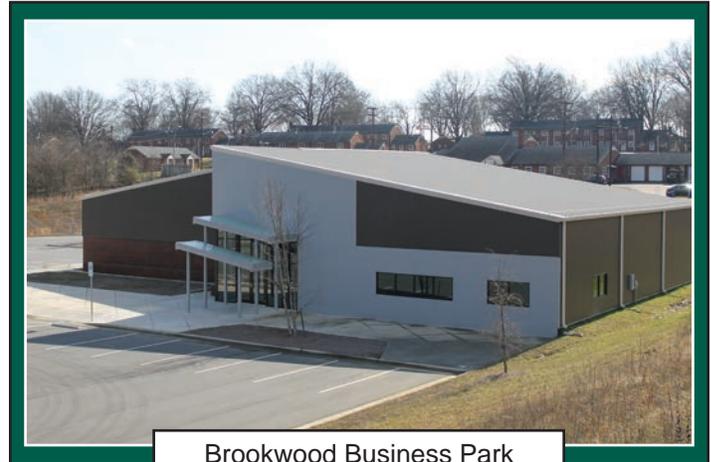


Existing Conditions



INDUSTRIAL

Industrial uses account for approximately 850 acres or 19% of the planning area. The majority of industrial uses are concentrated mainly in the northern sections of the planning area near the Smith Reynolds Airport and along rail lines facing Liberty Street and Glenn Avenue. In the southern portion of the planning area, multiple industrial sites are located within the Winston-Salem Business Park.



Brookwood Business Park

PARKS AND OPEN SPACE

There are nine parks in the planning area, totaling 459 acres and accounting for approximately 10% of the land area. The largest parks in the planning area are Winston Lake Park, Rupert Bell Park and Skyland Park.



The Gathering Place at Fairview Park

UTILITIES AND RIGHTS-OF-WAY

Together, utilities, road and railroad rights-of-way account for approximately 16% of the land area or 722 acres.

UNDEVELOPED

There is an extensive amount of vacant land in the planning area. About 725 acres or 16% of the total land area is undeveloped. However, some of this land is not topographically suitable for development because of steep slopes or drainage ways or has close proximity to Smith Reynolds Airport. The largest areas of undeveloped land are found in the Brookwood and Winston-Salem Business Parks.

Table 2. Existing Land Use Summary

Land Use	Acres	%	Land Use	Acres	%
Single-Family Residential	895	19.8	Institutional	439	9.7
Large-Lot Residential	6	0.1	Parks, Recreation & Open Space	459	10.1
Low-Density Attached Residential	40	0.8	Rail & Road Rights-of-Way	713	15.8
Manufactured Housing Park	13	0.3	Utilities	9	0.2
Multifamily Residential	217	4.8			
Total Residential	1,171	25.8	Total Developed	3,798	83.5
Office	29	0.6	Undeveloped Land	725	16.1
Commercial	128	2.9			
Industrial	850	18.8	Total Area	4,523	100

Source: Survey by City-County Planning Staff, December 2014

ZONING

Rezoning petitions since the early 2000s have had some impact on land use patterns in portions of the planning area. Prior to 2008 there were an average of 6 rezonings per year in the planning area. Since then, that number has dropped to 4 per year, likely due to the recent recession. However, signs are pointing to increased interest in redeveloping and investing in the planning area, primarily with commercial and residential development. Since the adoption of the original *East-Northeast Winston-Salem Area Plan* in 2008, there have been 17 rezoning petitions approved for the planning area. The most common rezoning petitions were for residential zoning, of which five were approved, all for the construction or redevelopment of multifamily housing. Recent residential rezonings and development include the Oaks at Tenth, Cadmen Station, and the Veterans Helping Veterans Heal building on Glenn Avenue. Commercial rezoning includes the CVS on Martin Luther King Jr. Drive.

One of the most significant rezonings in the planning area is the Martin Luther King Jr. Drive Overlay District. This formed-based zoning district emphasizes building location and design standards to promote compatibility with surrounding development (see Design and Appearance Recommendations on **page 61**). The S.G. Atkins Community Development Corporation requested and assisted in the development of the district standards.



Forsyth Seafood Market & Cafe

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.

ROADS

Overall Street Pattern

The planning area has a highly networked transportation system that establishes an ease of access within the area, as well as provides convenient connections to destinations in the City, County and region. The general street pattern of the area reflects its development time, with the older section of the planning area having primarily a grid street pattern (rectangular blocks) and newer areas around Old Greensboro Road and Carver School Road having curvilinear blocks.

There are two major highways in the planning area. Business 40, which is located near the planning area's southern boundary, and US 52, which defines the planning area's western boundary.

US 158 (Reidsville Road) is the only expressway in the area, and it generally defines the planning area's eastern boundary north of Business 40.

Two boulevards provide connections within the planning area: Martin Luther King Jr. Drive in the south and New Walkertown Road in the center of the area.

Several major thoroughfares serve the planning area. These include Akron Drive, Fifth Street, Liberty Street, New Walkertown Road, and Northwest Boulevard.

Several other minor thoroughfares, residential collectors and other local streets connect and feed vehicular traffic to major thoroughfares for circulation in the planning area. **Map 7** on **page 53** and **Table 3** on **page 11** show existing streets, thoroughfares and highways.

Table 3. Road Classifications and Features

Interstate Highways	Description	2013 Average Daily Traffic	2035 Projected Volume	Current Road Capacity	Road Width	Future Cross-Section
Business 40	S. Main Street - Reidsville Road	72,000 - 76,000	76,600 - 97,900	62,300	44-68	4-lane divided with depressed median, paved shoulders
US 52	Rams Drive - N. Patterson Avenue	58,000 - 90,000	58,900 - 112,800	62,300	48	8-lane divided with depressed median, paved shoulders; 6-lane divided with depressed median, paved shoulders
Expressways	Description	2013 Average Daily Traffic	2035 Projected Volume	Current Road Capacity	Road Width	Future Cross-Section
Reidsville Road (US 158)	Business 40 - Old Greensboro Road	17,000	27,900	49,000	42	4-lane divided with depressed median, paved shoulders
Boulevards	Description	2013 Average Daily Traffic	2035 Projected Volume	Current Road Capacity	Road Width	Future Cross-Section
Martin Luther King Jr. Drive	Cromartie Street - N. Patterson Avenue	12,000 - 21,000	15,200 - 23,200	38,100	44 - 72	2-lane with curb & gutter, parking both sides, and sidewalks; 4-lane divided with raised median curb & gutter, wide outside lanes, and sidewalks; 4-lane divided with raised median, curb & gutter, bike lanes, and sidewalks
New Walkertown Road (US 311)	N. Martin Luther King Jr. Drive - Carver School Road	11,000 - 13,000	13,300 - 18,600	38,100 - 43,500	52 - 56	4 to 6 lane, median-divided
Major Thoroughfares	Description	2013 Average Daily Traffic	2035 Projected Volume	Current Road Capacity	Road Width	Future Cross-Section
Akron Drive	N. Patterson Avenue - N. Liberty Street	6,200 - 15,000	6,400 - 20,000	15,300 - 30,700	30 - 52	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalks
E. Fifth Street	N. Martin Luther King Jr. Drive - Business 40	3,900 - 7,600	5,900 - 10,900	13,800 - 30,700	34 - 48	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalk; 2-lane with curb & gutter, bike lanes, and sidewalks; 4-lane divided with raised median, curb & gutter, bike lanes, and sidewalks

Table 3. Road Classifications and Features

Major Thoroughfares	Description	2013 Average Daily Traffic	2035 Projected Volume	Current Road Capacity	Road Width	Future Cross-Section
N. Liberty Street	N. Patterson Avenue - N. Glenn Avenue	3,900 - 12,000	4,800 - 14,600	13,800 - 30,700	38 - 63	2-lane with curb & gutter, parking both sides, and sidewalks; 4-lane divided with raised median, curb & gutter, wide outside lanes, and sidewalks
New Walkertown Road (US 311)	Carver School Road - Northampton Drive	4,800	6,200	15,300	24 - 52	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalk
E. Northwest Boulevard	US 52 - N. Liberty Street	3,400	3,800	11,900	34	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalk
Minor Thoroughfares	Description	2013 Average Daily Traffic	2035 Projected Volume	Current Road Capacity	Road Width	Future Cross-Section
Attucks Street	Dellabrook Road - Bowen Boulevard	1,600	1,900	13,800	30	2-lane with curb & gutter, parking one side, bike lanes, and sidewalks
Bowen Boulevard	E. Twenty-Fifth Street - New Walkertown Road	3,000	3,600	13,800	32 - 34	2-lane with curb & gutter, parking one side, bike lanes, and sidewalks
Carver School Road	New Walkertown Road - Lansing Drive	7,600	8,500	13,800	32	2-lane with curb & gutter, bike lanes, and sidewalks
N. Cleveland Avenue	N. Martin Luther King Jr. Drive - E. Twenty-Sixth Street	4,000 - 4,700	4,500 - 5,200	11,900 - 13,800	30 - 44	2-lane with curb & gutter, parking both sides, and sidewalks
Dellabrook Road	E. Fourteenth Street - Attucks Street	1,600	1,800	13,800	30	2-lane with curb & gutter, parking one side, bike lanes, and sidewalks
E. Fifth Street	Linden Street - N. Martin Luther King Jr. Drive	- - -	6,700 - 8,800	15,800	44	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalk
E. Fourteenth Street	N. Liberty Street - New Walkertown Road	3,000 - 6,500	3,700 - 7,500	15,800	35 - 44	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalk
E. Fourth Street	US 52 0 N. Martin Luther King Jr. Drive	1,000	1,200 - 4,900	13,800	36 - 44	2-lane with curb & gutter, parking both sides, and sidewalks
N. Glenn Avenue	E. Thirtieth Street - Akron Drive	3,100 - 4,200	3,900 - 5,200	13,800	20 - 25	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalk

Table 3. Road Classifications and Features

Minor Thoroughfares	Description	2013 Average Daily Traffic	2035 Projected Volume	Current Road Capacity	Road Width	Future Cross-Section
Lansing Drive	N. Liberty Street - Carver School Road	5,500	5,900	15,300	20 - 24	2-lane with curb & gutter, parking one side, bike lanes, and sidewalks
Ogburn Avenue	N. Glenn Avenue - Akron Drive	1,200	1,500	13,800	20	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalk
Old Greensboro Road	E. Fifth Street - Reidsville Road	4,200 - 5,400	5,200 - 6,700	13,800	34	2-lane with curb & gutter, parking one side, bike lanes, and sidewalks
E. Third Street	Maple Street - N. Martin Luther King Jr. Drive	1,700	2,100 - 5,700	27,500	44	2-lane with two-way left turn lane, curb & gutter, bike lanes, and sidewalk; 4-lane divided with raised median, curb & gutter, wide outside lanes, and sidewalks
E. Twenty-Eighth Street	N. Liberty Street - E. Twenty-Sixth Street	4,700	5,600	27,500	48	2-lane with curb & gutter, parking one side, bike lanes, and sidewalks
E. Twenty-Fifth Street	US 52 - Bowen Boulevard	3,000 - 4,500	3,700 - 5,300	11,900 - 13,800	26	2-lane with curb & gutter, parking one side, bike lanes, and sidewalks
Waterworks Road	Old Greensboro Road - New Walkertown Road	4,600	5,300	15,800	36	2-lane with two-way left turn lane, curb & gutter, and sidewalks

List of Existing Collector Streets

- | | | |
|---------------------|--------------------|------------------------|
| Airport Road | Highland Avenue | E. Sixteenth Street |
| Barbara Jane Avenue | N. Jackson Avenue | Teresa Avenue |
| N. Cameron Avenue | Kinard Drive | E. Third Street |
| Claremont Avenue | Kingsgate Drive | E. Thirtieth Street |
| Dellabrook Road | Lowery Street | E. Twelfth Street |
| Dunleith Avenue | Manchester Street | E. Twenty-Fifth Street |
| Fairchild Road | Metropolitan Drive | E. Twenty-Sixth Street |
| File Street | Mount Zion Place | Winston Lake Road |
| Harvest Drive | Rosemary Drive | |

PUBLIC TRANSPORTATION

Local Bus Routes

The Winston-Salem Transit Authority currently provides bus service within the East-Northeast Planning Area on eight routes, all but one of which originates from the downtown transit center. **Table 4** describes the routes as of summer 2015 in more detail.

Route Number	Direction	General Route
1	Outbound	From E. Fourth Street, left at N. Cleveland Avenue, right at N. Martin Luther King, Jr. Drive, left at New Walkertown Road, left at Tenth Street, right at N. Cameron Avenue, right at E. Fourteenth Street, left at Dellabrook Road, left at New Walkertown Road, left at Carver School Road
1	Inbound	From Carver School Road, right at New Walkertown Road, right at Dellabrook Road, right at E. Fourteenth Street, left at N. Cameron Avenue, left at Tenth Street, right at New Walkertown Road, right at N. Martin Luther King, Jr. Drive, left at N. Cleveland Avenue, right at E. Fifth Street, continue to transit center
111	Outbound	From E. Fourth Street, left at N. Cleveland Avenue, right at N. Martin Luther King, Jr. Drive, left at New Walkertown Road, left at Tenth Street, right at N. Cameron Avenue, right at E. Twelfth Street, right at Gerald Street, left at New Walkertown Road
111	Inbound	From Reidsville Road, right at Old Greensboro Road, right at E. Fifth Street, right at N. Jackson Avenue, left at New Walkertown Road, right at N. Martin Luther King, Jr. Drive, left at N. Cleveland Avenue, right at E. Fifth Street, continue to transit center
2	Outbound	From N. Martin Luther King, Jr. Drive, left at Highland Avenue, right at E. Fourteenth Street, left at N. Jackson Avenue, right at E. Twenty-Fifth Street, left at Ansonia Street, right at Pinedale Drive, right at Manchester Street, left at E. Twenty-Fourth Street, right at Douglas Hill Drive, left at Bowen Boulevard, left at New Walkertown Road, left at Carver School Road, left at Teresa Avenue, right at Rosemary Drive
2	Inbound	From Rosemary Drive, left at Fondly Road, left at Teresa Avenue, right at Rosemary Drive, right at Jim Conrad Lane, right at Bowen Boulevard, right at Douglas Hill Drive, left at E. Twenty-Fourth Street, right at Manchester Street, left at Pinedale Drive, left at Ansonia Street, right at E. Twenty-Fifth Street, left at N. Jackson Avenue, right at E. Fourteenth Street, left at Highland Avenue, right at N. Martin Luther King, Jr. Drive, continue to transit center
3	Outbound	From E. Third Street, right on N. Martin Luther King, Jr. Drive
3	Inbound	From N. Martin Luther King, Jr. Drive, left on E. Third Street, continue to transit center
9	Outbound	From Akron Drive, left on N. Liberty Street
9	Inbound	From Tise Avenue, right on Akron Drive, continue to transit center
17	Outbound	From E. Fourth Street, left at Highland Avenue, right at N. Martin Luther King, Jr. Drive, left at File Street left at Claremont Avenue, left at E. Tenth Street, right at N. Cleveland Avenue, right at E. Twenty-Sixth Street

Table 4. Local Bus Routes

Route Number	Direction	General Route
17	Inbound	From E. Twenty-Sixth Street, right at Dunleith Avenue, right at E. Twenty-Fifth Street, left at N. Cleveland Avenue, left at E. Tenth Street, right at Claremont Avenue, right at File Street, right at N. Martin Luther King, Jr. Drive, left at Highland Avenue, right at E. Fifth Street, continue to transit center
17	Inbound	From E. Twenty-Sixth Street, right at Dunleith Avenue, right at E. Twenty-Fifth Street, left at N. Cleveland Avenue, left at E. Tenth Street, right at Claremont Avenue, right at File Street, right at N. Martin Luther King, Jr. Drive, left at Highland Avenue, right at E. Fifth Street, continue to transit center
1717	Outbound	From E. Fourth Street, left at Highland Avenue, right at N. Martin Luther King, Jr. Drive, left at File Street left at Claremont Avenue, left at E. Tenth Street, right at N. Cleveland Avenue, right at E. Twenty-Sixth Street, right at Dunleith Avenue, left at E. Twenty-Fifth Street, left at Ansonia Street, right at Pinedale Drive, right at Manchester Street, left at E. Twenty-Fourth Street, right at Douglas Hill Drive, left at Bowen Boulevard, left at Jim Conrad Lane, left at Rosemary Drive, left at Teresa Avenue, right at Fondly Road, left at Teresa Avenue, left at Carver School Road
1717	Inbound	From Carver School Road, right at New Walkertown Road, right at Bowen Boulevard, right at Manchester Street, left at Pinedale Drive, left at Ansonia Street, right at E. Twenty-Fifth Street, left at N. Cleveland Avenue, left at E. Tenth Street, right at Claremont Avenue, right at File Street, right at N. Martin Luther King, Jr. Drive, left at Highland Avenue, right at E. Fifth Street, continue to transit center
25	Outbound	From E. Third Street, right at N. Jackson Avenue, left at E. First Street, left at Maryland Avenue, left at Terrace Avenue, right at E. Third Street, right at E. Fifth Street, left at Old Greensboro Road
25	Inbound	From Old Greensboro Road, right at E. Fifth Street, left at E. Third Street, left at Terrace Avenue, right at Maryland Avenue, right at E. First Street, right at N. Jackson Avenue, left at E. Third Street, continue to transit center
26	Outbound	From E. Fourth Street, right at N. Martin Luther King, Jr. Drive
26	Inbound	From N. Martin Luther King, Jr. Drive, left on E. Fifth Street, continue to transit center
2929	Outbound	From E. Third Street, right at N. Martin Luther King, Jr. Drive
2929	Inbound	From N. Martin Luther King, Jr. Drive, left on E. Third Street, continue to transit center

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 planning area.

Rail

The Norfolk Southern K Line is the only rail line located in the planning area.

A multimodal transportation center is planned for the historic Union Station site off Martin Luther King Jr. Drive. This center could include facilities for passenger rail, local and regional bus systems, and taxis.

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 four signed bike routes described in **Table 5** and shown on **Map 7** on **page 53**.

PEDESTRIAN FACILITIES

With the adoption of multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the county has become a priority.

Sidewalks

Sidewalks are found in the planning area in a significant number of residential and commercial areas that were developed prior to 1940. Generally, the areas that have sidewalks are located west of New Walkertown Road between 25th Street and Business 40.

Safe Routes to School

The City of Winston-Salem’s Safe Routes to School (SRTS) program works to create safe routes for students to walk and bike to school and educates and encourages students to use active modes of transportation. Through working with schools in the City, the SRTS program has identified key infrastructure improvements to facilitate increased, and safer, walking and biking among students. One SRTS project was identified in the East-Northeast Planning Area (see **Table 6** on **page 17**).

Route Name	Route Map Symbol	General Route
East Winston Loop	4	This route is laid out along existing roads where bicyclists can be served by sharing the travel lanes with motor vehicles. The route includes Liberty Street, Fourteenth Street, Cleveland Avenue, Twenty-Third Street, Bowen Boulevard, Waterworks Road, and Fifth and Third Streets. Off-road trails in the area are also used in this route including the Bowen Branch Trail and the Virginia Newell/ Ann Massey Trail.
Walkertown Connector	3	From the East Winston Loop to Walkertown via Carver School Road
Kernersville Connector	K	From the East Winston Loop to Kernersville via Old Greensboro Road
Stokes County Connector	S	From the Coliseum Loop north along N. Glenn Avenue and Ogburn Avenue

Table 6. Safe Routes to School

Streets	School	Proposed Improvements
Intersections of Cameron Avenue and 12th and 14th Streets	Winston-Salem Preparatory Academy	Crosswalks, pedestrian signals, rapid-flash pedestrian beacon

COMMUNITY FACILITIES

The East-Northeast Planning Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (see **Map 9** on **page 57**).

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 seven public schools in the planning area. Of these, two are elementary schools (Ashley Elementary Magnet School and David H. Petree Elementary School), one is a combined middle school and high school (the Winston-Salem Preparatory Academy), and four are high schools (Atkins Academic and Technology High School, Carter High School, John F. Kennedy High School, and the Career Center).

There is one private school in the planning area, Ephesus Junior Academy serving students from kindergarten through 8th grade.

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. Nine public parks are currently located in the East-Northeast Winston-Salem Plan Area. Parks are classified based on their size, facilities, and function (**Table 7** on **page 18**).

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

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 the waterways of Forsyth County.

Currently, there are three existing greenways within the planning area: Bowen Branch, Virginia K. Newell/Ann Massey and Brushy Fork greenways. The Bowen Branch Greenway is .3 miles in length and runs from Bowen Boulevard to New Walkertown Road. The Newell/Massey Greenway and Brushy Fork Greenway run along the same creek for a total length of 1.8 miles. The Newell/Massey Greenway begins at Waterworks Road and ends at Old Greensboro Road with the Brushy Fork Greenway continuing to Lowery Street. A parcourse is also located in the Bowen Boulevard/Hansel B. Thomas Park along Bowen Boulevard.

LIBRARY FACILITIES

There is a branch library facility in the East-Northeast Planning Area — the Malloy-Jordan East Winston Heritage Center located at East Seventh Street and Cleveland Avenue.

FIRE STATIONS

There are two fire stations in the East-Northeast Planning Area:

Fire Station #3, the Liberty North Fire Station, covers the area in and around Smith Reynolds Airport and serves a mixture of industrial and residential areas.

Fire Station #4, the Lester E. Irvin Fire Station, covers the area around Winston-Salem State University, Bowman Gray Stadium and the Business 40/US 52 interchange. Engine Company Four is currently the busiest engine company in the city.

Table 7. Recreation Facilities

Park Name	Acreage	Major Facilities
Mini Parks: Small facilities designed to serve a specific population segment or to be a primarily ornamental in nature.		
Clark/Mickens Park	1	Playground
Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.		
Harambee Park	1.1	Walking Trail
Kingston Green Parks	0.7	Playground
The Gathering Place at Fairview Park	12.1	Playground, Softball Field, Basketball Court
Skyland Park	17.8	Picnic Shelter, Playground, Fitness Trail, Basketball Court, Restrooms
Community Parks: Provide active recreational opportunities drawing people from multiple neighborhoods.		
Bowen Boulevard/Hansel B. Thomas Park	17.5	Playground, Fitness Trail, Restrooms
Fourteenth Street Park	6.9	Playground, Softball Field, Tennis Court (3), Restrooms, Recreation Center
Rupert Bell Park	19	Picnic Shelter, Playground, Softball Field, Restrooms, Basketball Court (2), Recreation Center
Winston Lake Park	467	Picnic Shelter (5), Playground (3), Softball Field (4), Fitness Trail, Restrooms, Football Field, Fishing

HOUSING

According to the US Census American Community Survey 2013 there are approximately 6,961 housing units in the East-Northeast Planning Area. Approximately 25% of the housing units are owner-occupied, significantly lower than the 50% of housing units citywide that are owner-occupied (see **Table 8** on **page 19**). Rates of ownership vary by neighborhood within the planning area. Housing conditions vary widely in the planning area from neighborhoods where most homes are well-maintained to neighborhoods with deteriorated structures, mostly built prior to 1940.

DESIGN AND APPEARANCE

Urban design is intended to bring, order, clarity and pleasing harmony to the network of public spaces, streets, parks, and sidewalks. The character of these public spaces is formed by the arrangement and details of the elements that define them, such as the storefronts along a commercial street or the dwellings that line a residential street.

Portions of the East-Northeast Planning Area were developed prior to 1940 and the dominance of the automobile.

Street widths were minimal, buildings were placed close to the street, and there was a mix of land uses. 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 some urban design issues and land use conflicts in the planning area.

Future land use and design challenges in the plan area include assuring compatibility between land uses, making sure roads move traffic, but remain pedestrian-friendly, maintaining (and creating) mixed-use neighborhoods, and encouraging the rehabilitation and reuse of existing structures and sites.

HISTORIC RESOURCES

The East-Northeast Planning Area is fortunate to possess a number of historic resources, ranging from the early-20th century through the mid-20th century. The resources in the area tell the story, in part, of a rapidly growing African-American community in a developing and expanding city. These historic properties vary in type and form; there are

Table 8. Housing Statistics

Housing Type (2013)					
Area	Total	Single-Family Detached (Percent)	Single-Family Attached (Percent)	Manufactured Housing (Percent)	Multifamily (Percent)
East-Northeast Area Plan	6,961	53	1	2	44
Winston-Salem	105,025	63	4	2	31
Forsyth County	157,715	67	4	4	25
Housing Tenure and Value (2013)					
Area	Owner-Occupied (Percent)	Renter-Occupied (Percent)	Vacant Units (Percent)	Average Home Value (Dollars)	
East-Northeast Area Plan	25	57	18	83,100	
Winston-Salem	50	38	12	140,400	
Forsyth County	57	31	12	150,600	

Source: U.S. Census; 2009-2013 American Community Survey 5-Year estimates.

also individual properties of note. Other types of resources include bridges and potential archeological sites. Comprising a significant portion of the built environment, these resources serve as a tangible reminder of the area’s outstanding history (see **Map 11** on **page 63**).

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 the East-Northeast area. However, the survey update project also identified new historic resources. While some properties in the planning area are listed on the National Register, some are of National Register quality or are Local Historic Landmarks. However, other properties were simply identified for written and photographic documentary purposes.

The Historic Resources Commission staff has reviewed the major historic resources studies/surveys and has determined that a number of historic resources are located within the planning area. Two of the most significant resources are the George Black House and Brickyard and Union Station, both Local Historic Landmarks, as well as National Register listed properties.

Appendix A includes a list of recognized historic resources in the East-Northeast Planning Area and lists their current designations.



ECONOMIC DEVELOPMENT

A small number of underutilized or vacant industrial or commercial properties exist in the planning area. Rehabilitation of these properties is needed to attract new businesses or encourage expansion of existing ones to provide employment opportunities to residents in the area.

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. Two RUCA areas are located in the East-Northeast Planning Area: Liberty Street and Old Greensboro Road/Barbara Jane Avenue. These two areas are classified as Tier One areas, but there are also several other RUCA areas that have been identified but not funded including: East Winston, Fourteenth Street/New Walkertown Road, New Walkertown Road/Carver Road, and the Jetway Business Center.
- **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 almost the entire plan, except areas east of Waterworks Road and Winston Lake Park.

- **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 (NRSA).
- **Target Area Business Assistance Program:** Provides incentives to encourage businesses to locate within distressed areas of the City and to create job opportunities. Liberty Street from Twelfth Street to Twenty-First Street has been designated as a target area for business assistance.
- **Housing Rehabilitation:** Provides financial and technical assistance to qualified owner occupants and investors to repair substandard properties.
- **Planning Area CDC activity:** Community Development Corporations (CDCs) are not-for-profit organizations incorporated to provide programs, offer services and engage in other activities that promote and support community development. One of the most active CDC's in the East-Northeast Planning Area is the S.G. Atkins CDC, which promotes education, home ownership and economic development opportunities.

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

Other non-profit organizations in the planning area dedicated to community development activities include:

- **Liberty East Redevelopment, Inc. (LER):** This organization promotes, aids, and initiates the development of the community, neighborhood growth, and revitalization of the area east of Liberty Street. They partner with the YMCA Summer Camp, year round after school program, Kids Café, and the Second Harvest Food Bank. They also host the Digital Connectors Program providing 15 students ages 14 through 21 with 150 hours of technology training in the Ladeara Crest neighborhood.
- **East Winston Restoration Association:** This organization has been active in the community for a number of years working on revitalizing the community. One of their main goals is to create a healthy vibrant community of opportunity where all people can participate in and benefit from the systems, decisions, and activities that shape the neighborhood.

THE ENVIRONMENT

A number of environmental issues are of concern in the planning area including floodplains, wetlands, topography, and water quality (see **Map 4** on **page 21**).

FLOODPLAINS

Floodplains are flood-prone lands adjacent to creeks and streams. There are requirements to manage development activities in these areas. There is more than 38,000 linear feet of floodplain in the East-Northeast Planning Area. Portions of Brushy Fork Creek, Frazier Creek, Brushy Fork Branch and Bowen Boulevard Branch have identified mapped flood-prone areas.

WETLANDS

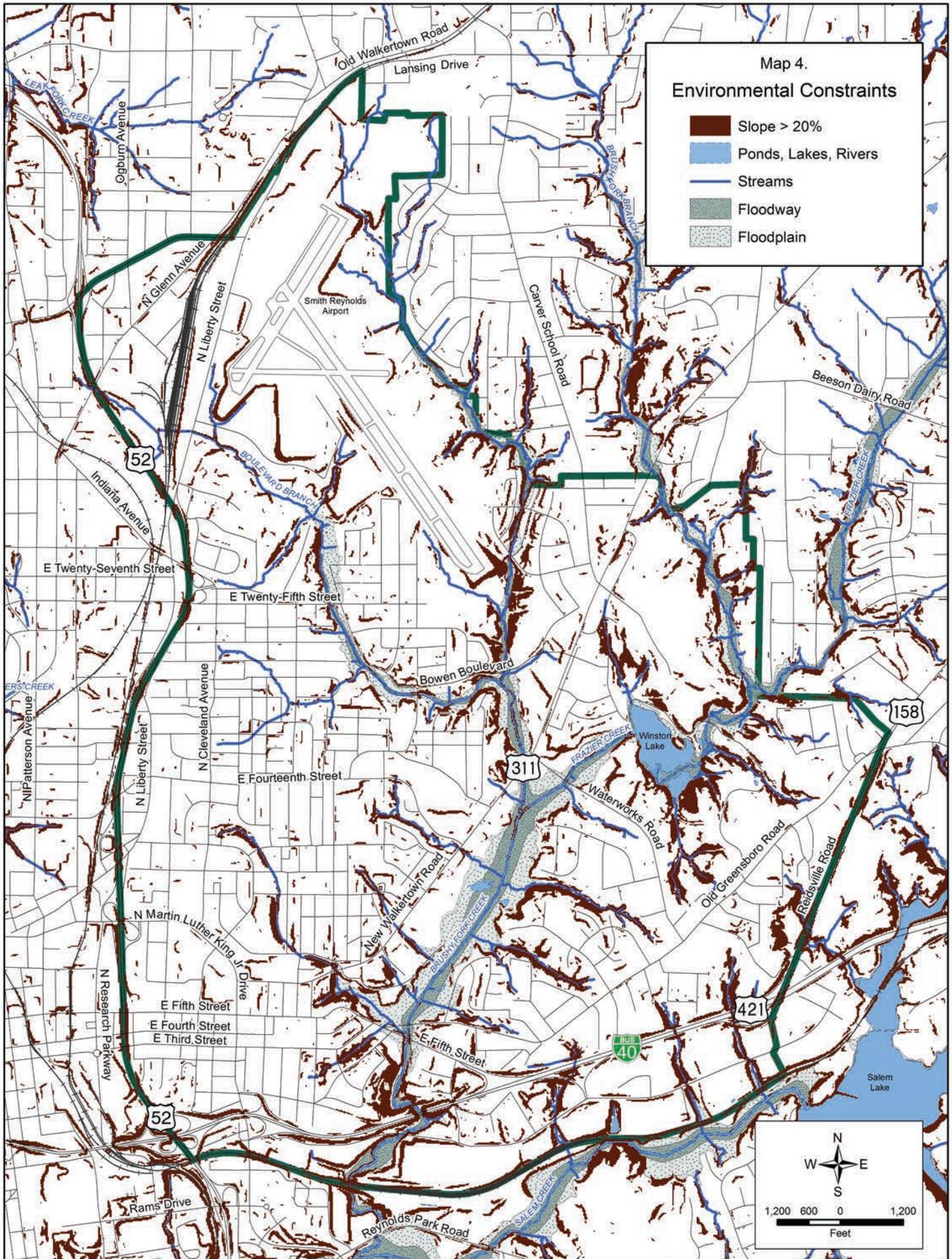
Wetlands are defined as areas inundated or saturated, permanently or seasonally, by surface or ground water. Wetlands can be distinguished from other land forms or water bodies because of the characteristic vegetation that is adapted to its unique soil conditions. Wetlands have been identified along the same creeks where floodplains have been mapped.

TOPOGRAPHY

Most of the land in the plan area consists of slopes that are developable. The majority of the land with slopes greater than 20% 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 STUDIES IN THE PLAN AREA

The following studies have been completed for the plan area:

EAST-NORTHEAST AREA PLAN (adopted 2008)

The original *East-Northeast Winston-Salem Area Plan* had approximately the same general boundaries as this update, with the exception of added portions of Smith Reynolds Airport and Winston Lake. The area plan included recommendations for land use, transportation, community facilities, housing, historic preservation, sense of community, community safety, and economic development.

CLEVELAND AVENUE INITIATIVE MASTER PLAN (endorsed by City Council in 2011)

The Cleveland Avenue Initiative Master Plan is a comprehensive vision document outlining specific goals for the creation of mixed-income, mixed-use neighborhoods with increased densities; attracting retailers that serve the community; and creating a pedestrian-friendly new boulevard to improve connectivity in the area. The Cleveland Avenue Initiative Master Plan is coordinated and sponsored by the Winston-Salem Housing Authority.

WINSTON LAKE PARK MASTER PLAN (adopted 2011)

A master plan for the renovation of Winston Lake Park outlines potential development options for different sections of the park. Included are the Lake Area Plan for the lake shore and adjacent areas; the Acres of Adventure Plan with active and passive recreation activities; and a Splash Area Plan including water features, picnic shelters, and an area for special events.

SMITH REYNOLDS AIRPORT MASTER PLAN (updated 2011)

The purpose of the airport master plan is to identify improvements over a 20 year planning period to improve safety, increase operational efficiency, or increase capacity. The proposed improvements consider several factors including environmental and community impacts along with the anticipated availability of future grant funding.

CREATIVE CORRIDORS MASTER PLAN (endorsed by City Council in 2012)

A Visionary Master Plan and Design Guidelines were developed to improve the visual appearance of bridges over expressways and urban arterials around downtown Winston-Salem by including public art, landscaping, architectural and engineering solutions.

MARTIN LUTHER KING JR. DRIVE MASTER PLAN (endorsed by City Council in 2012)

The Martin Luther King Jr. Drive Master Plan outlines development and design opportunities for the Martin Luther King Jr. Drive corridor.

PIEDMONT TOGETHER

Piedmont Together is a comprehensive project designed to build a resilient, prosperous economy and promote a better quality of life for all Triad residents. Piedmont Together is made up of a diverse team of community stakeholders working to find solutions to challenges that the Piedmont Triad region currently faces. The main focus is on housing, transportation, jobs, places and spaces, and health.



General policies from *Legacy 2030* provide the framework for recommendations in all area plans. Specific recommendations for the *East-Northeast Winston-Salem Area Plan Update* were developed through comments heard from citizens at public meetings in conjunction with the work of City-County Planning staff.

LAND USE RECOMMENDATIONS

Land use recommendations serve as a guide for future development and zoning decisions in the planning area. As directed by *Legacy 2030*, land use recommendations designate locations and formulate policies for compatible residential development, commercial and office uses, industrial uses and activity centers. All future land use recommendations are shown on the Proposed Land Use Map (**Map 6 on page 29**). Additionally, the Proposed Land Use Changes Map (**Map 5 on page 27**) identifies properties where the proposed land use indicated on **Map 6** is different than the existing land use shown on the Existing Land Use Map (**Map 3 on page 7**). Proposed land use changes may or may not require a change of zoning. Determinations of the need for rezoning would be evaluated when site-specific development proposals are submitted for review.

GENERAL RECOMMENDATIONS

Planning policies used to develop land use recommendations for the East-Northeast Plan Area are:

- The highest intensity, mixed use development should be located in proposed activity centers and proposed mixed-use areas.
- Commercial development should be concentrated in designated areas and not be allowed to take the form of strip development along the major roads in the planning area.
- Goods and services should be available near where people live and work.
- The mix, type, and design of development should facilitate walking and bicycling where feasible.
- The revitalization of older/underutilized commercial and industrial sites and buildings is to be encouraged.
- Neighborhoods should be protected from inappropriate residential, commercial, industrial and institutional encroachment.
- Site design should incorporate pedestrian-oriented design elements such as street trees, buildings located close to the street, building façade articulation and variety, and transparent windows and doors.
- Consideration should be given to protecting significant

- natural features, existing vegetation, historic resources and open space by clustering development on-site.
- Clustering of lots in new subdivisions to protect environmentally-sensitive areas, preserve additional open space and reduce street and infrastructure costs are also encouraged.

RESIDENTIAL

Legacy 2030 recommends a variety of housing types throughout the county. Residential recommendations are made for housing densities, and in some cases, types of housing. Factors such as the amount of land available, surrounding land uses, proximity to major roads and services and access to utilities are all considered in determining recommendations for residential uses and densities.

The following are general descriptions for categories of residential land uses and specific recommendations for locations within the planning area suitable for these categories of use. The sites are shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see **Map 5 on page 27** and **Map 6 on page 29**).

SINGLE-FAMILY RESIDENTIAL

Single-family residential development consists of single-family, detached units. However, scattered throughout some single-family neighborhoods in the planning area are duplex, triplex, quadraplex and a few multifamily developments built before zoning was established for the City. This plan makes no assumption on the legality of these uses. If uses are legally non-conforming, they should be allowed to remain. If they are illegal uses, this plan does not recommend rezoning these properties to legalize their nonconforming status. Single-family residential development is recommended for:

- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of undeveloped residential land in parts of the planning area. This land is generally located in the eastern portion of the planning area, east of New Walkertown Road and south of Bowen Boulevard.

LOW-DENSITY ATTACHED RESIDENTIAL

Low-density attached residential development has a density of zero to eight dwelling units per acre. Generally, low-density attached residential land use is recommended for sites greater than two acres and most appropriately developed with multifamily, townhouses, duplex, triplex, or quad units. Design Guidelines for Multifamily Development can be found in **Appendix B** on **page 72**. Low-density attached residential development is recommended for:

- A mostly vacant lot on the west side of Dellabrook Road, adjacent to and owned by St. Paul's Methodist Church. See (★e) in Special Land Use Conditions on **page 50**.
- A vacant lot on Tenth Street, west of Andrew Heights Apartments.
- A vacant lot at the intersection of Dunleith Avenue and 18th Street.
- Low-density attached residential is also recommended for three Residential Opportunity Areas discussed below.

LOW-DENSITY ATTACHED RESIDENTIAL OPPORTUNITY AREAS

Site 1: Fourteenth Street/Addison Avenue

This site has approximately 5.84 acres and includes a number of vacant lots located off Addison Avenue and Fourteen Street. The majority of the site is zoned RS-9 allowing single-family residential lots with a minimum of 9,000 square feet, except for three parcels with frontage on to East Fourteenth Street and east of Addison Avenue zoned RS-7 allowing single-family residential lots with a minimum lot size of 7,000 square feet. This area is mostly undeveloped, but is in multiple ownership. This plan recommends low-density attached residential land use at this location with compatible duplex, quadraplex, small footprint townhouse/multifamily development or clustered single-family structures. The site has some steep slopes next to a drainage way running along the Premier Park office development, which may require the clustering of some of the units. Primary access to this site should be through the extension of Addison Avenue because of poor sight distance along Fourteen Street. A developer should consider extending this access to tie in with the existing Addison Avenue south of the site and adding a possible pedestrian connection between this development and the Fourteenth Street Recreation Center, west of the site.

Site 2: Waterworks Road

This undeveloped site has approximately 14.6 acres and is currently zoned RS-9. The Winston Lake YMCA and the Trinity Center Nursing Home are located directly northeast of this site. The site has good road frontage on Waterworks Road, and was previously cleared of large trees, although some vegetation has grown back. The lot configuration is long and narrow with some steep slopes towards the back property line of homes facing Wallingford Road. This site is best suited for compatible duplex, quadraplex, small footprint townhouse development or clustered single-family structures at a moderate density of up to 8 dwelling units per acre. A pedestrian connection should be established from this development to the Virginia K. Newell/Ann Massey Greenway.

Site 3: Old Greensboro Road/Reidsville Road

This site has approximately 22.7 acres and includes a number of vacant parcels and some single-family homes along Barry Street and Old Greensboro Road. The site has frontage on both Old Greensboro Road and Reidsville Road (US 158) and is currently zoned RS-9. Petree Elementary School and Simon G. Atkins High School are located to the northwest, and Kensington Village, a higher density multifamily development, is immediately west of this site. The area is in multiple ownership, however, most of the vacant land is in single ownership. New development may need to be clustered along Old Greensboro Road due to steep slopes along the eastern boundary of the site and possible noise issues from Reidsville Road. In addition, there are possible development limitations due to the Salem Lake Watershed Regulations. Low-density attached residential development at a density of up to 8 dwelling units per acre is recommended. This site is best suited for compatible duplex, quadraplex, small footprint townhouse development or clustered single-family structures at a moderate density.

INTERMEDIATE-DENSITY RESIDENTIAL

Intermediate-density residential development has a density of eight to eighteen dwelling units per acre. Generally intermediate-density residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily or townhouse structures. Design Guidelines for Multifamily Developments can be found in **Appendix B** on **page 72**. Intermediate-density residential is recommended for:

- Three vacant lots south of Skyview Townhouses and off Lowery Court.

OFFICE AND COMMERCIAL

This plan recommends the consolidation of office and commercial uses at existing commercial/office locations in designated activity centers and Special Land Use Condition Areas. All new and redeveloped commercial and office uses should be designed and developed to be compatible with nearby residential uses.

OFFICE

Office uses typically have few negative impacts on adjacent land uses and can provide services to area residents, making them an appropriate transitional use between residential uses and more intense uses.

Small-scale development is recommended at:

- Various activity centers (see Mixed-Use Land Categories on **page 31**).
- Three single-family homes along Laura Wall Boulevard north of Fourth Street currently zoned LO and three properties along Fourth Street west of Mars Hill Baptist Church currently zoned RS-7.

Large-scale office development is recommended at:

- Mixed-Use Opportunity Areas and in the East Winston Activity Center (see Mixed-Use Land Use Categories on **page 31**).
- A mostly vacant lot on the west side of Dellabrook Road, adjacent to and owned by St. Paul’s Methodist Church. See (★e) in Special Land Use Conditions on **page 50**.

OFFICE/LOW-INTENSITY COMMERCIAL

The office/low-intensity commercial land use category includes all office uses as well as commercial uses listed in **Table 9**. Office and low-intensity commercial uses provide services to area residents, often with minimal negative impact on adjacent residential uses.

This plan recommends one area for new office/low intensity commercial and the conversion of some existing residential structures into office/low-intensity commercial land use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority of the plan; however, at certain locations it may be difficult to retain the existing single-family use on a specific property. The establishment of a transition between residential uses and commercial uses is recommended at the following locations:

- Four single-family homes along New Walkertown Road south of Dellabrook Road.

Guidelines for conversion of Existing Homes to Office or Commercial Uses can be found in **Appendix C** on **page 73**.

Table 9. Defined Low-Intensity Commercial Uses

Uses* Include:		
Adult Day Care	Food/Drug store without Drive-Through	Residential Building, Townhouse
Arts/Crafts Studio	Funeral Home	Restaurant without Drive-Through
Bed and Breakfast	Furniture/Home Furnishings	Services A
Child Care Drop-in	Museum, Art Gallery	Veterinary Services
Child Day Care Center	Post Office	Retail Store
Combined Use	Residential Building, Multifamily	
Uses* Do Not Include:		
Auto-related Uses	Convenience Stores	Clubs/bars

*Uses defined in the Unified Development Ordinances.

COMMERCIAL

This plan calls for improvements of existing commercial areas that blend with existing development and do not infringe on nearby neighborhoods. Commercial areas should be compact with limited-access to major thoroughfares and should not promote strip development. The reuse of vacant buildings and the redevelopment of existing undeveloped and underutilized sites is recommended, where possible. Commercial uses are also recommended for the following areas:

- In the proposed activity centers.
- In the Mixed-Use Opportunity Areas.
- Along the west side of Martin Luther King Jr. Drive (see Mixed-Use Land Use Categories on **page 31** and Special Land Use Conditions on **page 45**).

INSTITUTIONAL

Institutional uses in the planning area are an important aspect of the character, vitality and future of the area. Institutional uses include schools, churches, community organizations and nonprofit agencies.

Existing institutions should be permitted to grow and expand in a manner that is compatible with surrounding neighborhoods.

Because of the unique nature of institutions (many of which are allowed by right in residential zoning), it is not possible to indicate on the Proposed Land Use Map all properties on which institutional uses would be appropriate. Therefore, this plan makes general recommendations to guide the location of new institutional uses and the expansion of existing ones.

Many institutional uses found in the planning area are surrounded by single-family residential uses. As these facilities grow, the potential to tear down single-family structures can be detrimental to the urban fabric of the neighborhood, particularly in the older, historic sections of the neighborhood. New construction or additions to institutional uses can have a negative effect on adjacent single-family homes because institutional uses typically have a larger building footprint and greater massing. This plan recommends the following:

- Retain older single-family structures adjacent to existing/new institutional uses.
- Discourage converting parcels to parking lots for institutional uses. When necessary, make sure to maintain neighborhood character by screening parking

lots with street yards and bufferyards.

- Encourage institutions owning single-family homes adjacent to their properties to maintain existing structures in good condition.

PARKS/OPEN SPACE

The Proposed Land Use Changes Map shows existing parks and proposed areas for open space. Open space may consist of land protected by conservation easements, City-or-State-owned land or public parks. No additional parks are proposed since the area is well served by the nine existing public parks (see Community Facilities Recommendations on **page 56**, for detailed park recommendations).

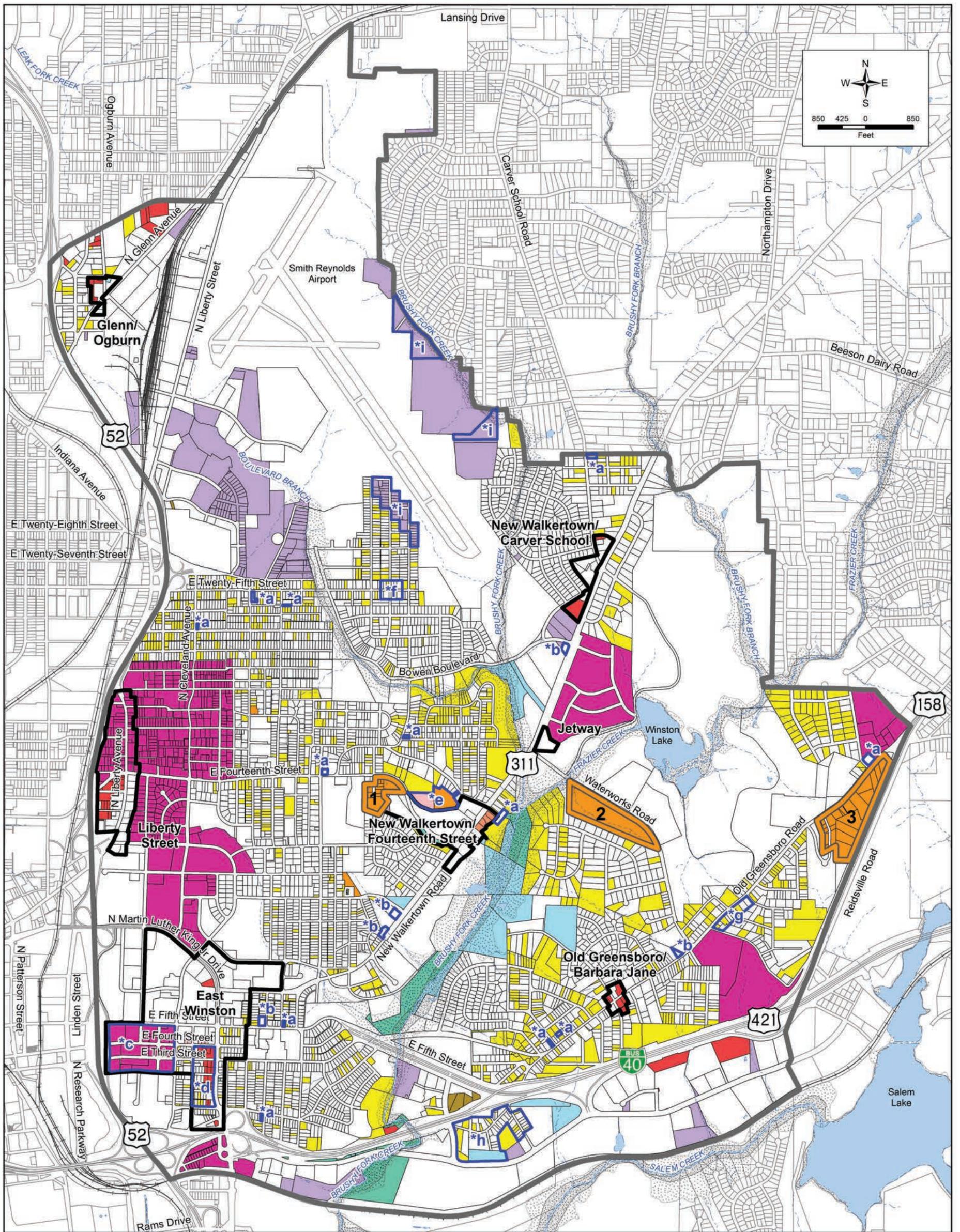
INDUSTRIAL

There are two large industrial areas in the planning area. This plan recommends the consolidation of industrial uses at these two existing locations. The plan recommends the following:

- New and redeveloped industrial sites should be designed in a manner that makes them compatible with nearby residential uses.
- Allow Smith Reynolds Airport to acquire necessary properties for proper operations, expansion, and to ensure public safety. See (**★i**) in Special Land Use Conditions on **page 50**.
- Allow properties located between Business 40 and the Winston-Salem Business Park to be rezoned for industrial use if comprehensively redeveloped. See (**★h**) in Special Land Use Conditions on **page 50**.

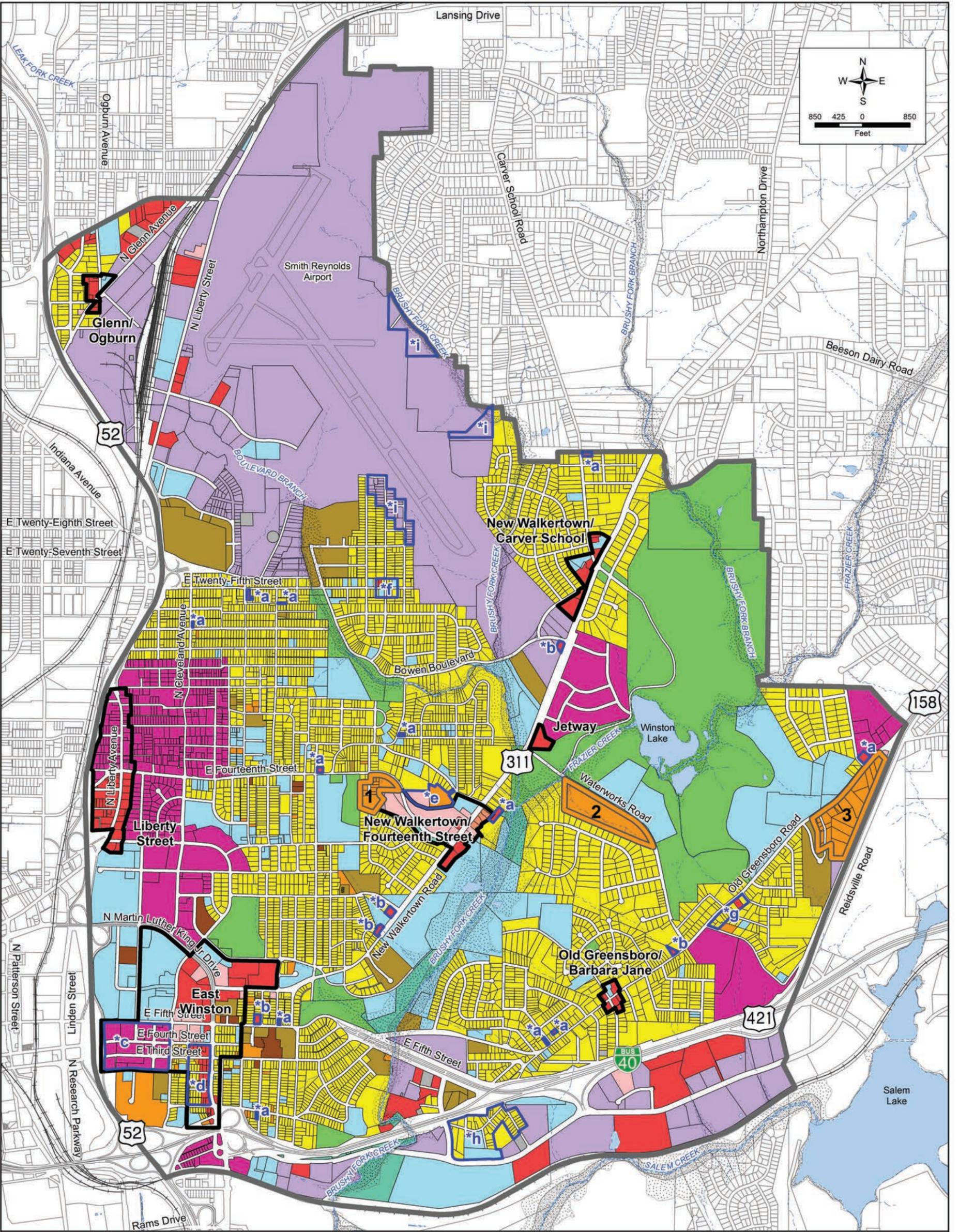


United Metropolitan Church



Map 5.
Proposed Land Use Changes
 (See Area Plan for specific recommendations starting page 23.)

Proposed Land Use		Special Land Use Conditions	
	Single-Family Residential (0-8 DU/Ac)		Commercial
	Low-Density Attached Residential (0-8 DU/Ac)		Mixed-Use Development
	Intermediate-Density Residential (8.1-18 DU/Ac)		Industrial
	Office		Institutional
	Office/Low-Intensity Commercial		Open space
			Activity Center
			Special Land Use Condition Area
			Residential Opportunity Area: Low-Density Attached Residential
			Railroad
			Ponds, Lakes, Rivers
			Streams
			Floodway
			Floodplain



Map 6.
Proposed Land Use

(See Area Plan for specific recommendations starting page 23.)

Proposed Land Use

- | | |
|---|-----------------------|
| Single-Family Residential (0-8 DU/Ac) | Commercial |
| Low-Density Attached Residential (0-8 DU/Ac) | Mixed-Use Development |
| Intermediate-Density Residential (8.1-18 DU/Ac) | Industrial |
| High-Density Residential (over 18 DU/Ac) | Institutional |
| Office | Park |
| Office/Low-Intensity Commercial | Open space |
| | Utilities |

Special Land Use Conditions

- | | |
|--|----------------------|
| Activity Center | Railroad |
| Special Land Use Condition Area | Ponds, Lakes, Rivers |
| Residential Opportunity Area: Low-Density Attached Residential | Streams |
| | Floodway |
| | Floodplain |

MIXED-USE LAND USE CATEGORIES

MIXED-USE DEVELOPMENT

Mixed-use development typically includes a mixing of compatible commercial, office, varied residential types and densities, institutional, and recreational uses. This plan recommends several locations for mixed use described below and shown on the Proposed Land Use Changes Map (see **Map 5** on **page 27**). However, the concept of mixing uses is not limited to those areas only. Other locations may be appropriate and will need to be evaluated individually on how they are integrated with and complement the surrounding neighborhoods.

Cleveland Avenue Initiative Master Plan

The Cleveland Avenue Initiative Master Plan, prepared for the Housing Authority of Winston-Salem (HAWS), was endorsed by the City Council in 2011. The master plan envisions the creation of mixed-income, mixed-use neighborhoods with increased densities; attraction of retailers to serve the community; and the creation of a pedestrian-friendly new boulevard to improve connectivity in the area. General development recommendations for this area include:

- Continue creating a pedestrian-friendly, mixed-use and mixed-income housing that is integrated with the existing neighborhoods. New development should include low-rise units for elderly housing, public housing, market-rate housing for homeownership, and economic development business activities in a traditional neighborhood setting.
- Preserve and rehabilitate existing single-family residential neighborhoods and identify new housing opportunities areas and how to best fit these areas with existing communities.
- Review traffic patterns in the area and make necessary adjustments to have an interconnected network of streets that minimizes walking and cycling distances. Ensure mass transit is provided and bus stops are clearly defined along bus routes.
- Designate locations for vertical mixed use with commercial/office space located on the ground and residential uses above.
- Continue to invest in the Liberty Street corridor as an area that could provide the necessary commercial component to the redevelopment of this area.



Figure 2. Cleveland Avenue Master Plan

Cleveland Avenue Homes Transformation Plan

The Housing Authority of Winston-Salem (HAWS) received the Choice Neighborhood Planning Grant from the US Department of Housing and Urban Development (HUD) for the transformation of the Cleveland Avenue Homes community. HAWS is working with partners, stakeholders, and residents in the area on revitalization plans. Once the plan is finalized, HAWS will be eligible to apply for implementation funding to make the plan a reality. General development recommendations include:

- Create a pedestrian-friendly, mixed-use community with a mixture of housing types that includes new single-family residential, townhouses, small apartment buildings, and low-rise elderly housing integrated with the existing neighborhood. This new redevelopment should have mixed-income housing with low-income and market rate housing.
- Keep the Liberty Street corridor as the area to provide the necessary office and commercial component to the redevelopment in the area. Explore vertical mixed-use opportunities with residential above ground level store/office fronts.
- Review traffic patterns in the area and make necessary adjustments to have an interconnected network of streets that minimize walking and cycling distances. Ensure mass transit is provided and bus stops are clearly defined along bus routes.
- Incorporate community facilities, recreation areas, medical facilities, a public school, and other support facilities, and design village centers with public spaces that become gathering spots and the focus of public life and activity.



Figure 3. Transformation Plan Area

Second to Fifth Streets Concept

This area has approximately 24.5 acres and is currently zoned RM-18 (allowing up to 18 multifamily units per acre) and RMU (allowing an unlimited number of multifamily units per acre). Two churches, a vacant day care center, a number of apartment buildings built in the 1970s, and the Ivy Arms Apartments owned by Phi Omega Inc. exist in the area currently. The plan recommends this area for mixed-use development because of its proximity to the Innovation Quarter and the potential it has to capture future demand for multifamily residential development. General recommendations include:

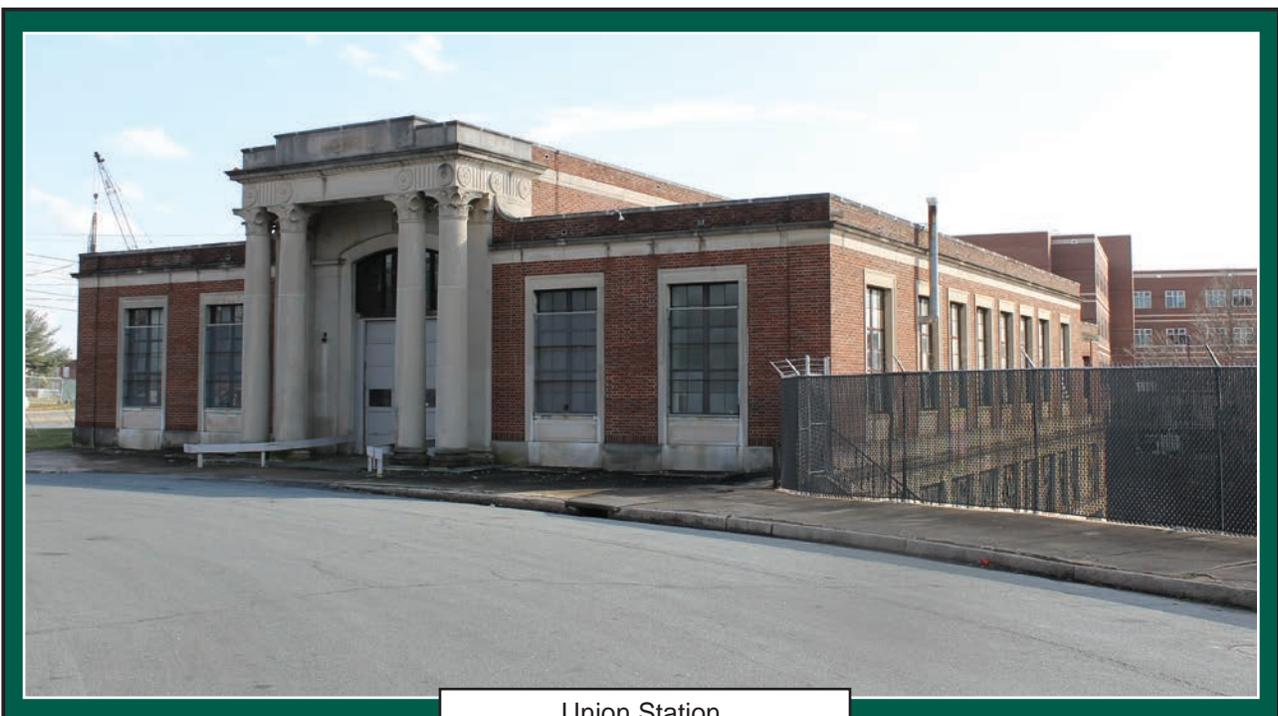
- Redevelop this area with a mixture of multifamily residential (to possibly include apartments, condominiums, and townhouses) to offer a more affordable option for people working in the Innovation Quarter, a restaurant and other retail, as well as institutional land uses. See East Winston Activity Center on **page 40** and (★c) in Special Land Use Conditions on **page 46** and an illustration of potential development at this location.

Union Station

The City of Winston-Salem is proposing an inter-modal transportation facility in the restored Union Station, a former passenger rail station located at the corner of Martin Luther King Jr. Drive and Excelsior Street. The City envisions Union Station initially serving as a regional and local bus terminal and later expanding to include regional and long distance passenger rail service. Although this plan

makes only short term recommendations, it recognizes the importance of creating a mixed-use area at this location with residential, commercial, retail and institutional uses at higher levels of intensity to support the future rail use on the site. General recommendations for the initial use of the facility for bus service include:

- Design bus parking to be visually unobtrusive and pedestrian-friendly. Locate parking areas for office/visitors besides the building or in a parking deck.
- Provide safe and adequate access to pedestrians and bicyclists. Use signalized crosswalks at key locations along Martin Luther King Jr. Drive to connect the station area with the east side of Winston-Salem State University (WSSU) development.
- The Master Plan for WSSU shows a new surface parking lot and landscaping proposed at the intersection of Martin Luther King Jr. Drive and the Business 40 eastbound ramp/Lowery Street. Encourage WSSU to consider adding a building fronting Martin Luther King Jr. Drive to possibly include office/commercial uses on the first floor to add vitality to the area and create a gateway for entering the campus from the north.
- Complete proposed streetscape improvements along Martin Luther King Jr. Drive and add street furniture, pedestrian-level lighting, easily understood and visible signage, artwork, banners, and other pedestrian area amenities to increase the safety and willingness to walk in the area.



Union Station

Old Greensboro Road/Waterworks Road (Delta Visions Conference Center)

This approximately 35-acre tract of land located between Old Greensboro Road, Byerly Road and Business 40 is currently owned by Delta Visions Inc. The original site plan included new single-family homes, multifamily development and a conference center facing Business 40. While the site has not been developed yet, there is still interest in developing this site with mixed-uses.

General recommendations for this area include:

- Revise the existing site plan to create additional neighborhood connections and to avoid possible conflicts with the conference center located next to single-family residential. Consider adding a small office/commercial area fronting on Old Greensboro Road and low-density attached residential all developed under an urban village concept (See **Figure 4**).
- Allow office/low-intensity commercial uses fronting Old Greensboro Road. Emphasize uses which serve the proposed development as well as surrounding neighborhoods and institutions.
- Design office/low-intensity commercial uses fronting Old Greensboro Road in a manner that fits in with the residential development already present. Such design should emphasize pedestrian friendly features and set parking areas to the back or side, and screened from public view.
- Align access to the site with Waterworks Road. Explore feasibility of a traffic light at this intersection once development on this site occurs.
- Improve the intersection of Byerly Street and Reidsville Road (US 158) and explore providing a left-turn lane to Byerly Street on northbound US 158.

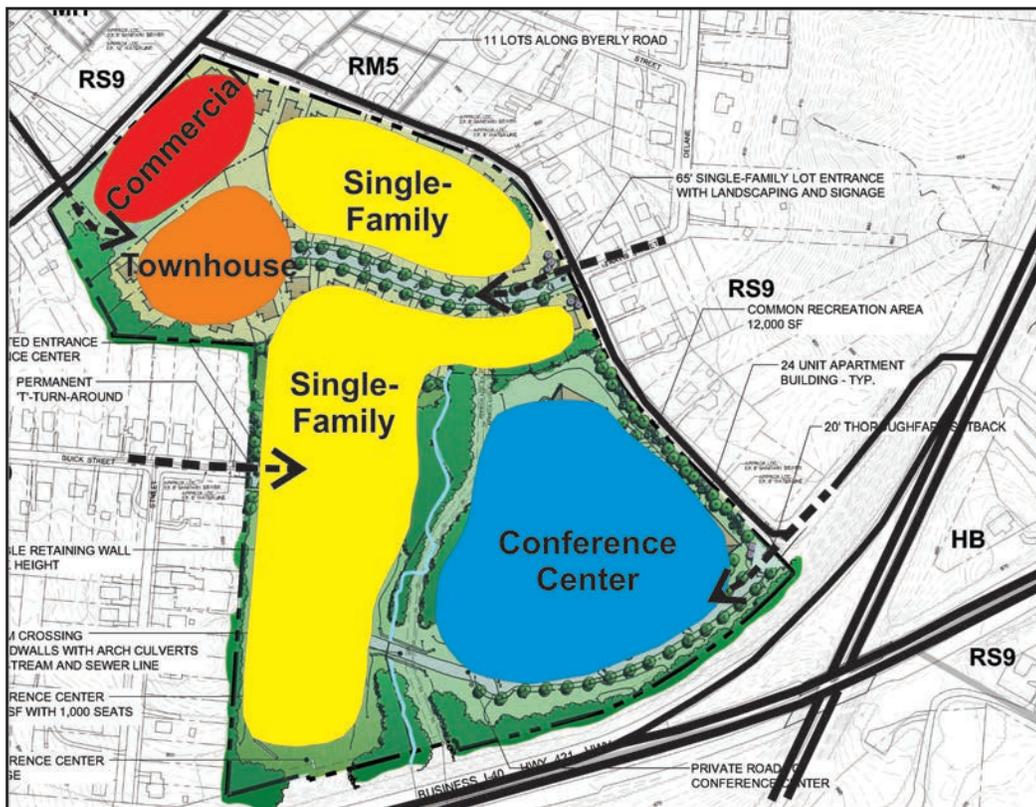


Lake Park neighborhood

Figure 4. Delta Visions: Existing Site Plan



Delta Visions: Proposed Land Uses



The Commons of Forsyth County

The Commons of Forsyth County sits on a 16-acre campus located on Old Greensboro Road. The Commons is a collaborative effort between the North Carolina Housing Foundation, Goodwill Industries, Winston-Salem State University, State Employees' Credit Union and several other service organizations. The Commons of Forsyth County provides homeless and rehabilitation services, through a variety of programs, facilities, and training opportunities. The existing campus currently has a variety of land uses including residential, office, warehouse, and medical services occupying a small portion of the entire site (see **Figure 5**). As the services and number of residents on site grow, there may be a need to expand the campus.

General recommendations for this area include:

- Expand new development towards the back of the site, possibly with the extension of Felicity Lane. Avoid adding new buildings/access to the section where Reidsville Road and Old Greensboro Road run together as a one-way street.
- Keep the existing entrance to the campus off of Old Greensboro Road. As additional traffic is brought to the site, explore swapping the current entrance and exit to give more room for a right turn onto the site. Restripe front parking accordingly when making this change.
- Design new parking to be visually unobtrusive and pedestrian-friendly. Locate parking behind/beside the building, screened from public view by buildings/landscaping.

Lakeside Villas Apartments

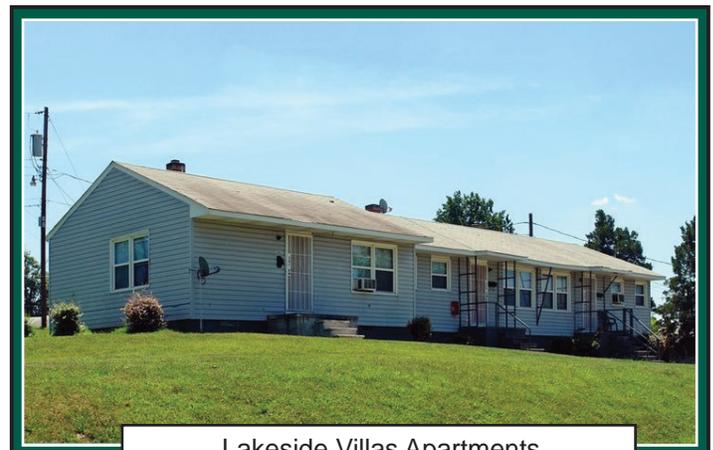
Constructed in 1951, the Lakeside Villas Apartments house more than 350 low-income housing units on approximately 40 acres of land located on New Walkertown Road. There is currently a plan to redevelop the site with a mixture of residential types and commercial uses. General recommendations for this site include:

- Develop the site with a mixture of intermediate-density and high-density residential uses and limited commercial and personal services uses to support this development and adjoining residential neighborhoods.
- Develop the site under an urban village concept with a commercial core connected to the residential areas with a system of pedestrian and bicycle facilities. Establish connections to Winston Lake Park and Jetway Shopping Center to the south.



Figure 5. The Commons

- Design the streetscape around retail areas to be pleasant and secure. Add street trees, street furniture, pedestrian-level lighting, easily understood and visible signage, artwork, banners and other pedestrian area amenities.
- Locate parking areas so they can be shared by all uses on site, and design them to be visually unobtrusive and pedestrian-friendly. Parking areas should be located behind buildings, broken into several small lots, screened from view or located under the buildings.



Lakeside Villas Apartments

ACTIVITY CENTERS

Activity centers are compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance of residential areas. Activity centers may serve as neighborhood gathering places. Larger activity centers are envisioned to provide shopping and services meeting the day-to-day needs of nearby residences, and ideally contain a grocery store and a pharmacy. Activity centers may also include a housing component, especially in suburban or future growth areas where new activity centers are being proposed. Certain very large activity centers can serve as compact mixed-use regional centers for retail, office, civic and residential activity. It is important to install sidewalk connections throughout activity centers to encourage pedestrian connections between uses.

The *East-Northeast Area Plan Update* identifies seven activity centers:

- Glenn/Ogburn Avenue Activity Center
- Liberty Street Activity Center
- East Winston Activity Center
- Old Greensboro/Barbara Jane Activity Center
- New Walkertown Road/Fourteenth Street Activity Center
- Jetway Activity Center
- New Walkertown Road/Carver School Road Activity Center.

All of these activity centers, with the exception of Glenn/Ogburn Avenue Activity Center, were prioritized for public improvements by the City's Revitalizing Urban Activity Centers (RUCA) program. The Liberty Street Activity Center received RUCA funding during the first phase of the program. Three additional activity centers are under consideration for additional funding from the 2014 Bond Referendum: New Walkertown/Carver School Road, Jetway, and Old Greensboro/Barbara Jane Road. General recommendations in the RUCA Report applicable to all seven activity centers are as follows:

RUCA Program Public Improvement Recommendations:

- Repair existing and build new sidewalks (see **Map 7** on **page 53** for locations of proposed sidewalks).
- Provide striped crosswalks at major intersections.
- Create on-street parking, where feasible.
- Investigate the use of traffic calming measures to reduce traffic speed and improve pedestrian safety and comfort.
- Plant street trees along major roads.

Private Site Improvement Needs:

Encourage private improvements through incentives and regulatory measures as follows:

- Close/consolidate curb cuts.
- Screen dumpsters, grease traps, and loading docks.
- Use vegetation or fencing to screen the view of commercial areas from residential uses.
- Improve parking lot areas by resurfacing, defining spaces, redesigning and adding landscaping.
- Improve building facades.
- Remove excessive signage and replace damaged/out-of-date signage.

Focal Points

Many older commercial areas have a center or special feature based on history and/or identity that can be considered a focal point for the area, including historic structures, landmarks, or even favorite restaurants. Such focal points should be retained and enhanced where possible. By creating and/or enhancing a focal point, a commercial area with a sense of place is retained instead of just another commercial strip. This plan recommends that a compact focal point area be identified for each activity center.



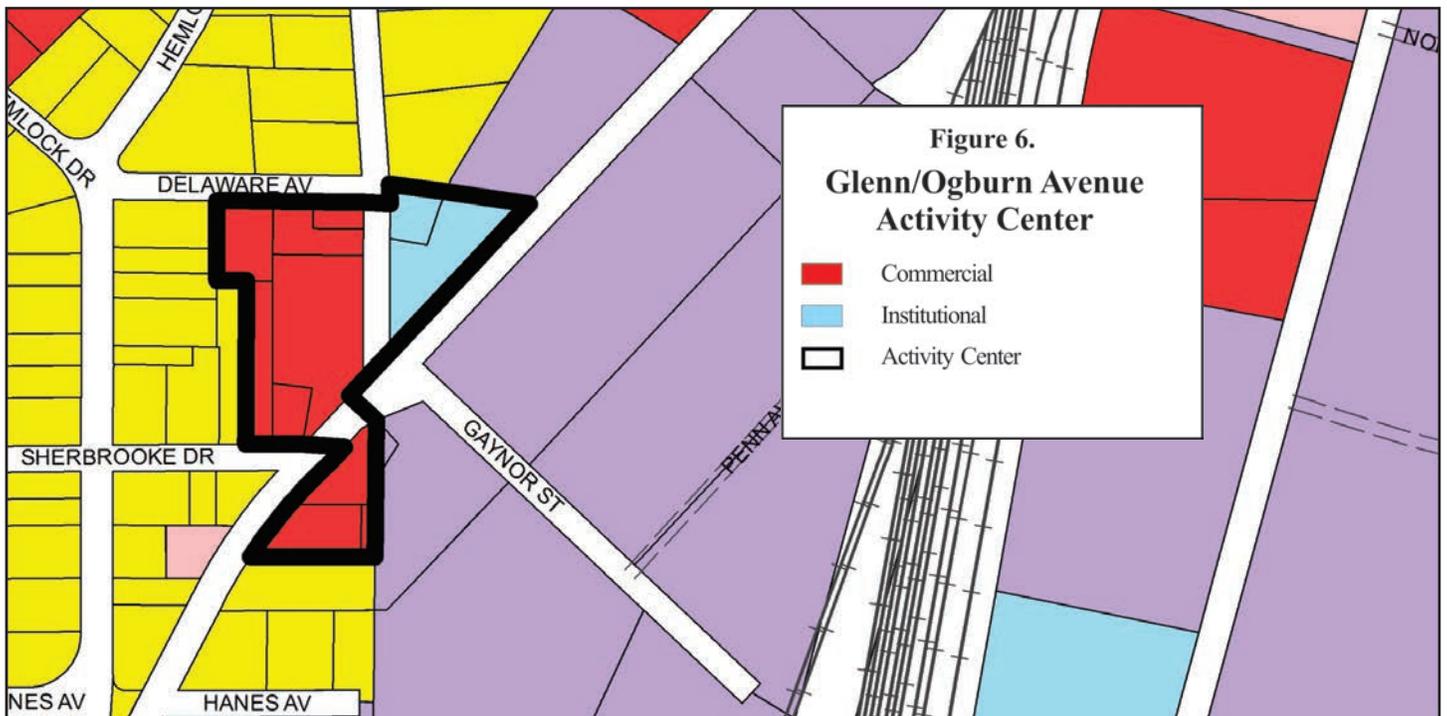
Liberty Street RUCA Improvements

Plan Recommendations

Glenn/Ogburn Avenue Activity Center

The Glenn Avenue/Ogburn Avenue Activity Center (see **Figure 6**) contains approximately 5 acres and is located at the intersection of Glenn Avenue and Ogburn Avenue. This activity center serves the adjoining neighborhood, and all of its land is zoned for commercial use. Uses currently in this activity center include a hair/barber salon, churches, offices, the veterans' transitional housing building, some single-family homes and a community garden. Due to the industrial/warehouse character of Glenn Avenue, this area is not very conducive to pedestrian traffic. Sidewalks currently only exist around the Veterans Transitional Housing building, on the north side of Glenn Avenue. General recommendations include:

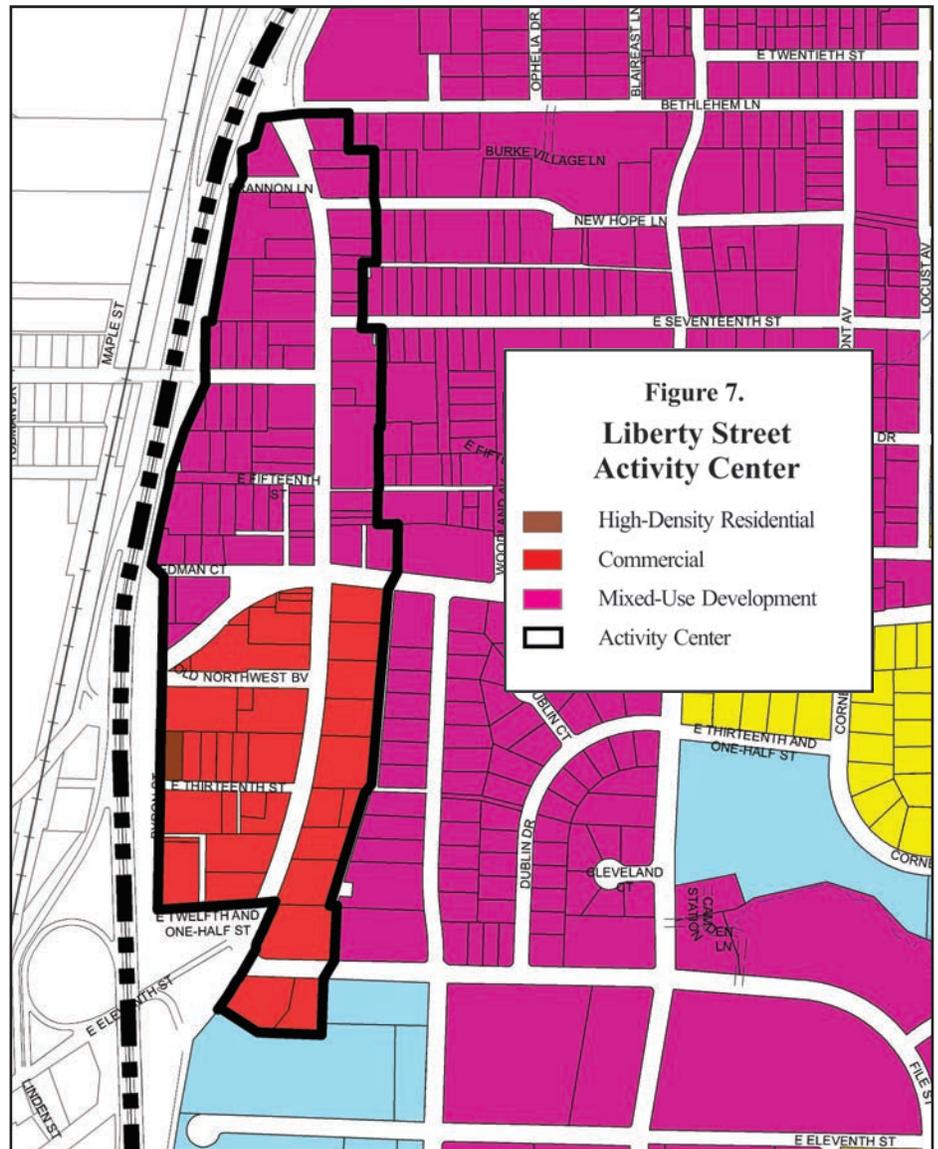
- Continue strengthening the existing commercial areas through public and private improvements.
- Keep the existing boundaries of the commercial district. Do not rezone additional surrounding properties to non-residential uses.
- Add additional uses such as laundry and offices uses.
- Strengthen pedestrian connections between residential and commercial uses by building sidewalks along both sides of Glenn Avenue and Ogburn Avenue.
- Improve parking areas by resurfacing, defining spaces, redesigning and adding landscaping.
- Improve building facades.



Liberty Street Activity Center

The Liberty Street Activity Center (see **Figure 7**) contains approximately 35 acres of land east of US 52 and runs along Liberty Street from Twelfth Street to Bethlehem Lane. This entire area is zoned for commercial use, with a variety of land uses including a fast food restaurant, beauty/barber salon, drug store, convenience store, building supplies, a funeral home, auto repair and service stations. Many pedestrian friendly features such as sidewalks, lighting, and street trees already exist in the area and a vendors market was recently added. Through the years, the City and different entities have made continued efforts to revitalize the area with the Housing Authority of Winston-Salem leading the latest initiative (see Cleveland Avenue Homes Transformation Plan on **page 32**).

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development. Vertical mixed-use is encouraged, with office/commercial uses at the ground level and residential above.
- Locate buildings close to the street to create an interesting and inviting public/private streetscape and locate parking to the side or rear of the building.
- Strengthen pedestrian connections between residential and commercial uses.
- Improve the general appearance of auto-related uses along Liberty Street between twelfth and fourteenth Streets through façade, parking lot, and fencing improvements. Additional landscaping can soften the visual impact of these uses.
- Encourage redevelopment of auto-related uses into other neighborhood-serving commercial and business uses.

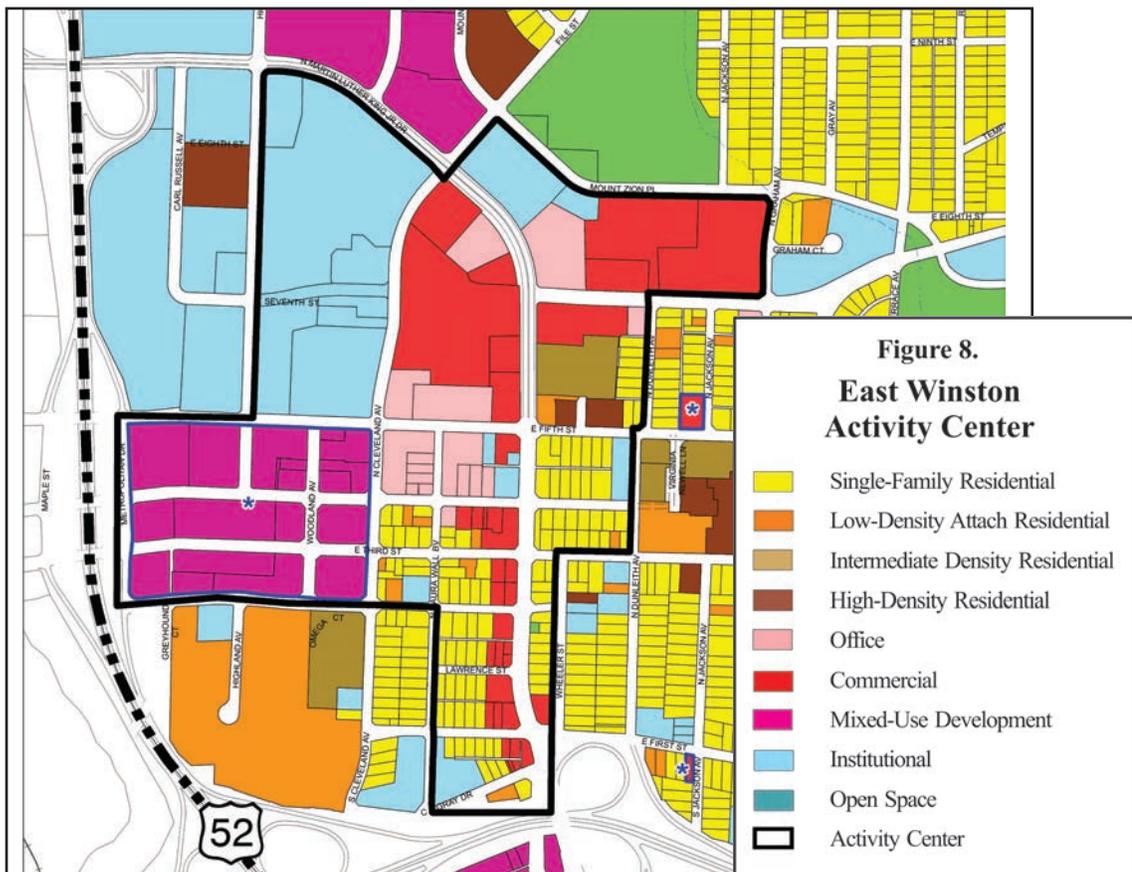


East Winston Activity Center

The East Winston Activity Center (see **Figure 8**) contains approximately 135 acres. This activity center is the largest in the planning area with a service area that stretches beyond the surrounding neighborhoods. There are a variety of land uses consisting of: shopping centers, commercial and personal services, several offices, institutional uses, a community park, and high-density residential developments. Additional investment in this area in the form of new development, retrofitting or redevelopment is needed to bring desired land uses such as additional retail, entertainment venues, and sit-down restaurants. This activity center has good road access via Business 40 and US 52, with a number of connections to Downtown and surrounding residential neighborhoods. Transit is equally accessible as this area has a number of bus routes and stops. General recommendations for this are include:

- Add more concentrated development by retrofitting and redeveloping existing sites and by bringing new mixed-use development to the area.
- Encourage more retail, office, and entertainment developments to serve the existing neighborhoods and to attract more people from surrounding areas such as the Innovation Quarter and Winston-Salem State University. See (★c) and (★d) in Special Land Use Conditions on **pages 46-47** and illustrations of potential development.
- Create pedestrian-friendly character through the development/redevelopment of properties by making sure buildings and streets are designed for pedestrian comfort.
- Locate buildings closer to the street to create an interesting and inviting public/private streetscape and locate parking to the rear or side of buildings to de-emphasize vehicles.
- Add street trees, wide sidewalks, street furniture, special paving areas, pedestrian lighting, and planting areas.

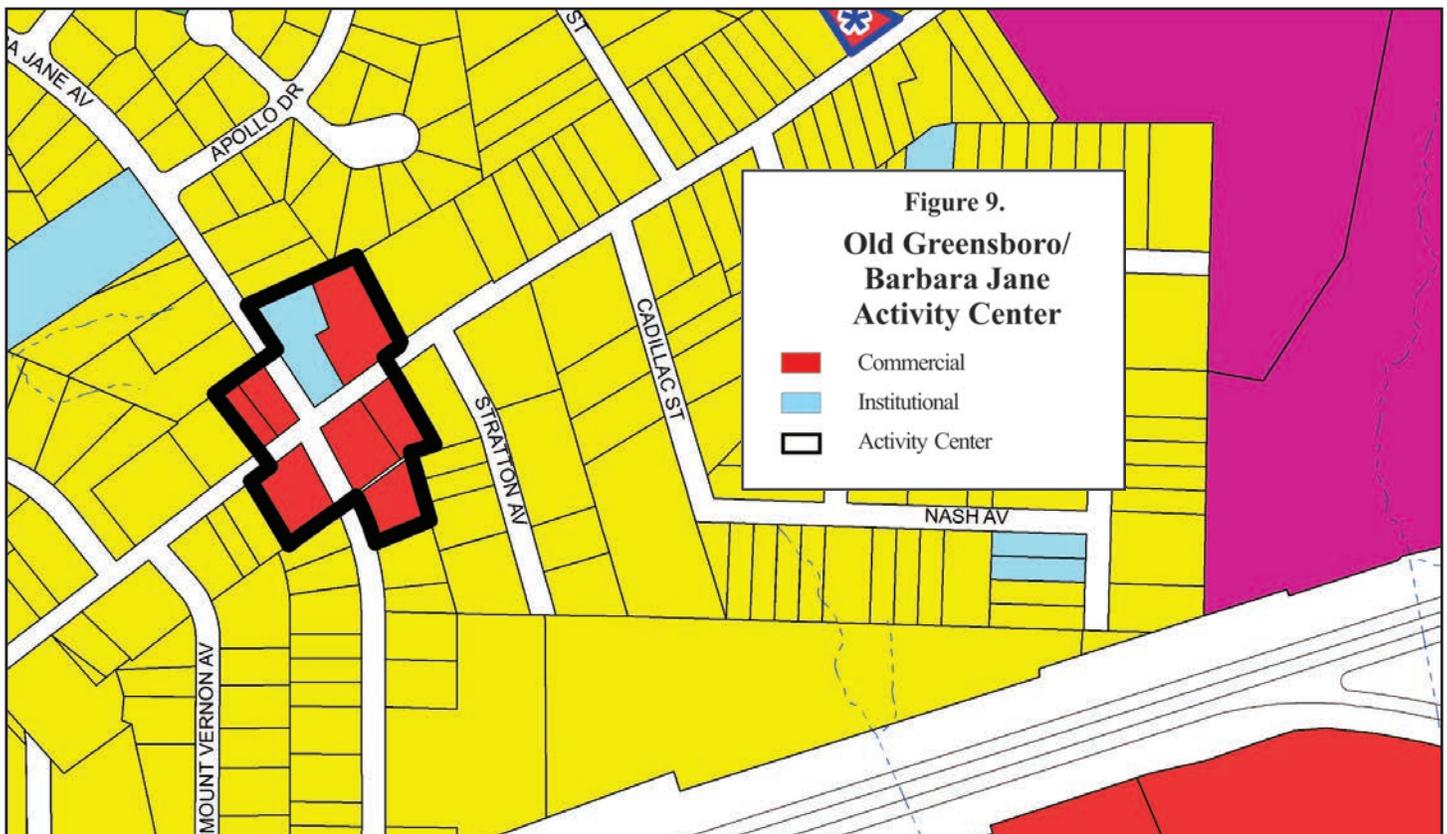
The Southgate Apartments located south of Second Street and east of US 52 are currently zoned RM-8 (attached units of no more than 8 units per acre). This plan does not recommend a change of the current zoning during the life of this plan, but recognizes the potential for development of this site in the future for higher-density residential due to its location. The unique merits of a request to rezone this property to a high-density (over 18 DU/AC) residential urban-type development should be considered if such a request is proposed.



Old Greensboro Road/Barbara Jane Activity Center

The Old Greensboro Road/Barbara Jane Activity Center (see **Figure 9**) contains approximately 4 acres and is located at the intersection of Old Greensboro Road and Barbara Jane Avenue, just southwest of Winston Lake Park and Atkins High School. Existing land uses include a funeral home, four single-family homes, a commercial structure, and a large vacant lot. This area is being considered for RUCA funding, increasing its potential for providing needed commercial land uses along Old Greensboro Road. This plan recommends the following for this activity center:

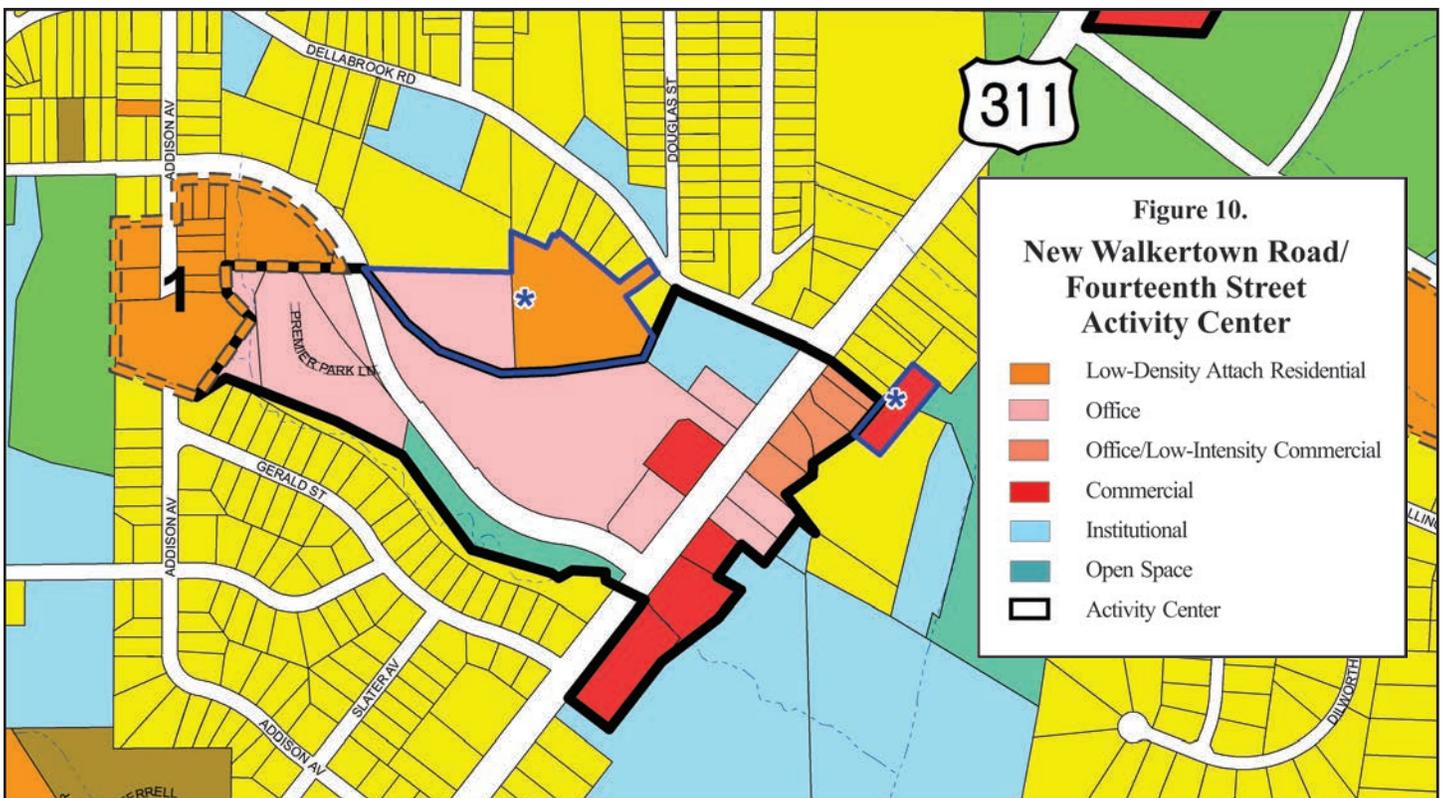
- Continue strengthening the existing commercial area through public and private improvements.
- Allow rezoning of split-zoned lots (RS-9 and LB) for commercial land uses.
- Build a sidewalk on the south side of Old Greensboro Road in front of the existing commercial structure.
- Provide striped crosswalks at the intersection of Old Greensboro Road and Barbara Jane Avenue.
- Improve the appearance of the Eastside Discount parking lot by resurfacing and adding streetyards along Old Greensboro Road and the south side of Barbara Jane Avenue.



New Walkertown/Fourteenth Street Activity Center

The New Walkertown/Fourteenth Street Activity Center (see **Figure 10**) contains approximately 28 acres and is located along New Walkertown Road between Gerald Street and Dellabrook Road and along a portion of Fourteenth Street. This activity center serves the surrounding community with a variety of land uses including: a bank, a car wash, gas stations with convenience stores, an art gallery, a church, medical offices, and single-family homes. There is vacant land surrounding the activity center providing additional opportunities for new development. This activity center has good road access and sidewalks which provide connections to surrounding residential areas. However, fast moving traffic along New Walkertown Road and a number of curb cuts make this area uncomfortable for walking. This plan recommends the following for this activity center:

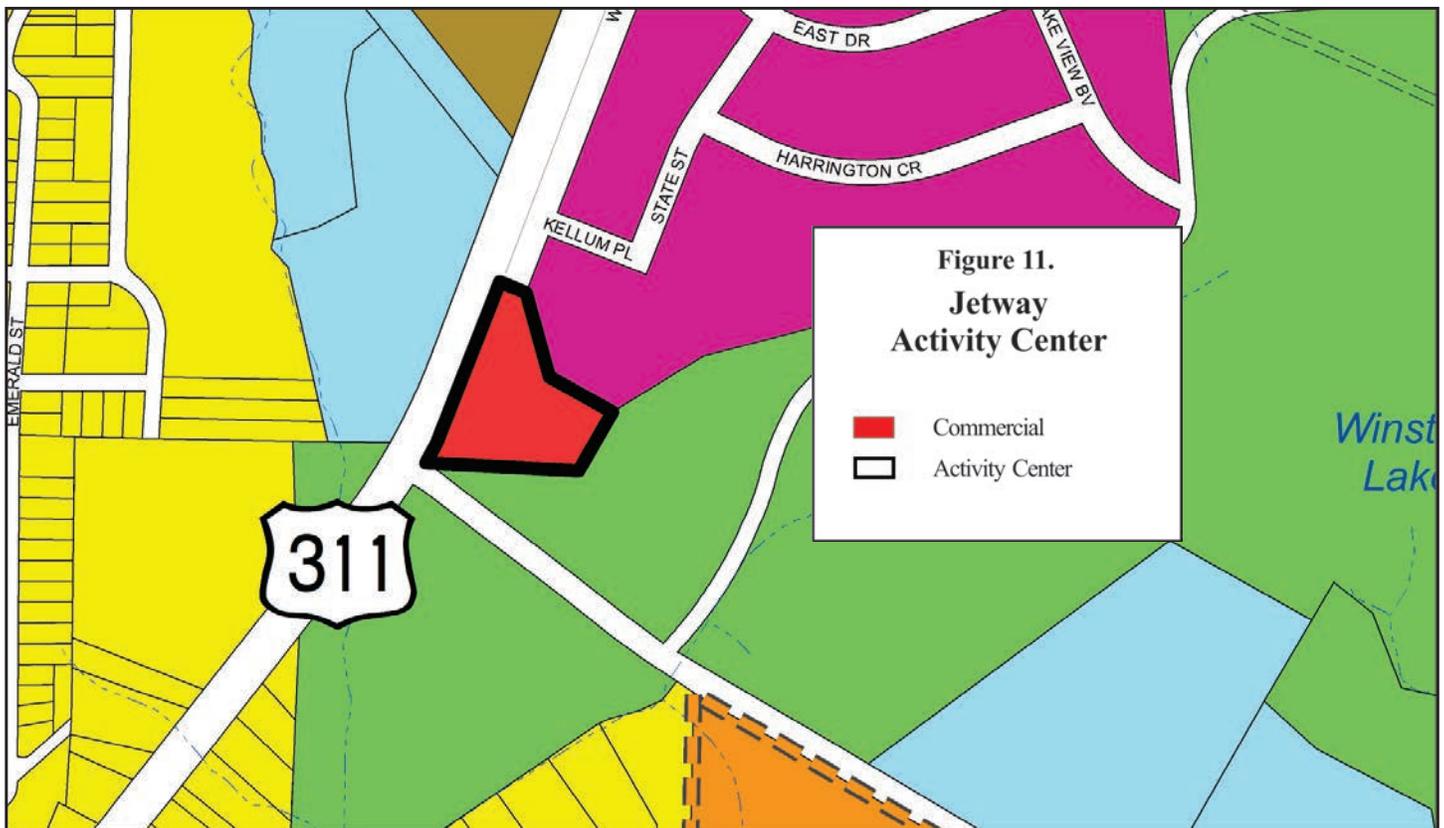
- Continue strengthening the existing commercial area through public and private improvements.
 - Allow single-family properties on the east side of New Walkertown Road south of Dellabrook Road to convert to office/low-intensity commercial land uses with the retention of existing structures. See Appendix C on **page 73**.
 - Keep the existing boundaries of the commercial district.
- Do not extend nonresidential uses along New Walkertown Road north of Dellabrook Road unless they are comprehensively redeveloped.
 - When possible, encourage shared driveways to eliminate the number of curb cuts and access points.



Jetway Activity Center

The Jetway Activity Center, also known as the 311 Business Center, (see **Figure 11**) contains approximately 2.5 acres and is located at the intersection of Waterworks Road and New Walkertown Road. This activity center includes numerous uses including hair/barber/beauty salons, a restaurant, convenience stores, and a grocery store. This strip center has some site problems such as deteriorated buildings, façades, and parking lot. Jetway has been targeted as a site for possible RUCA funding. This plan recommends the following for this activity center:

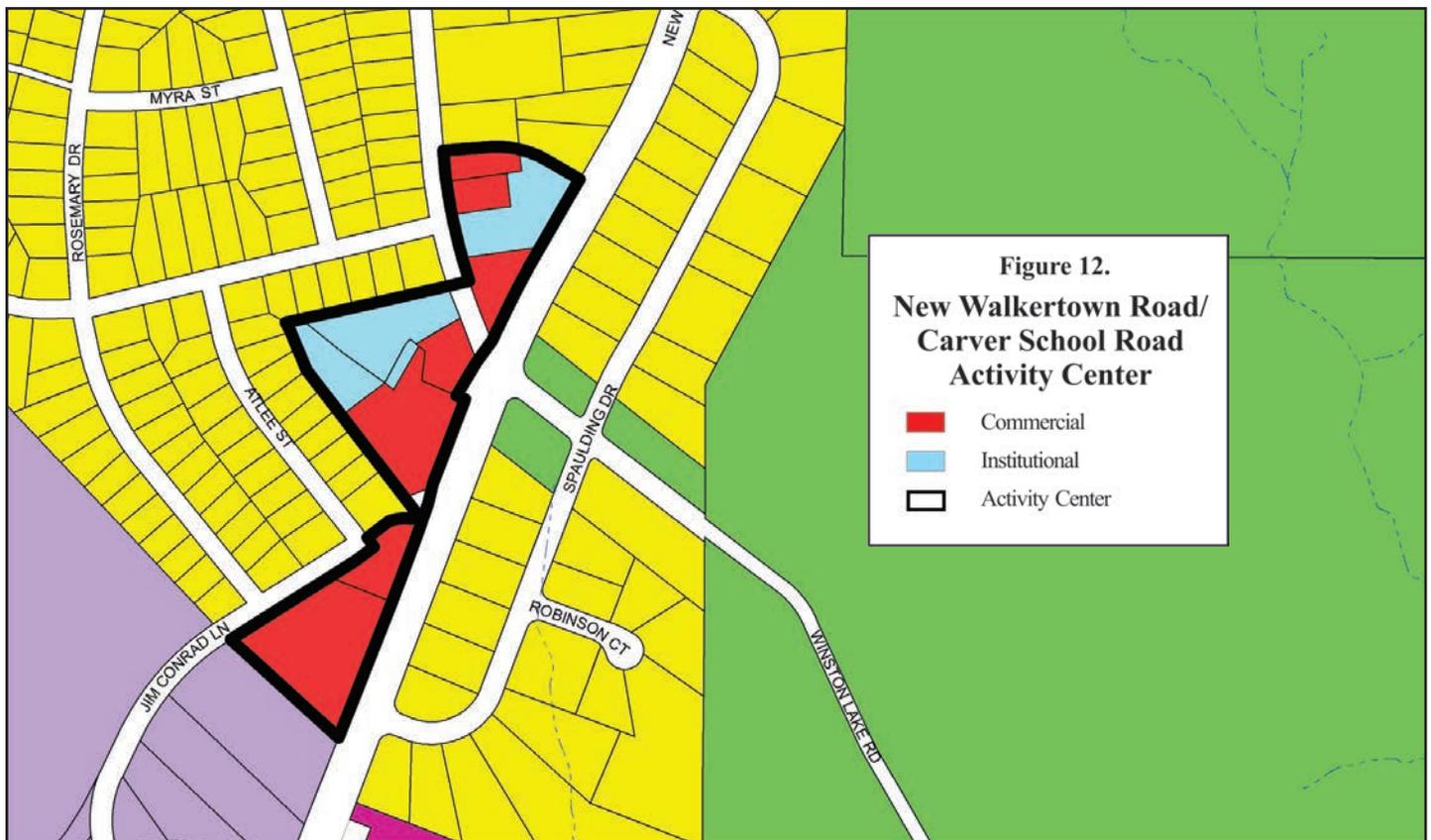
- Continue strengthening the existing commercial area through public and private improvements.
- Use RUCA funding to do a facelift of this commercial area. Add a streetyard and landscaping.
- Remove excessive signage and replace damaged/out-of-date signage.
- Improve parking lot areas by resurfacing, defining spaces, redesigning and adding landscaping.



New Walkertown Road /Caver School Road Activity Center

The New Walkertown/Carver School Road Activity Center (see **Figure 12**) contains approximately 12 acres and is located along the east side of New Walkertown Road. This activity center serves the adjoining neighborhoods, with most of the land zoned for commercial use. This area has a variety of land uses including: a hair salon, retail, auto maintenance, auto sales, a church, a day care facility, and a dry cleaners store. New investment in the area has occurred with the construction of the Dollar General store. An approximately three-acre vacant site provides an opportunity for additional development in the activity center. This activity center has been targeted as a site for possible RUCAs funding. General recommendations for this activity center include:

- Continue strengthening the existing commercial area through public and private improvements.
- Use RUCAs funding to improve buildings and parking lots.
- Improve church and auto sales parking lots by reducing curb cuts, restriping, and adding markings.
- Use vegetation or fencing to screen the view of commercial areas from residential uses.



SPECIAL LAND USE CONDITIONS

The Proposed Land Use map (see **Map 6** on **page 29**) shows recommended land uses for all undeveloped property in the planning area and changes in land use for some developed sites. In some circumstances, there are special conditions or prohibitions of certain uses. These situations are referenced on the map with a blue ★ (star) and a lower case letter as follows:

★ a. Nonconforming Uses

A number of properties with similar characteristics are grouped under this Special Land Use Condition. All of these properties are currently zoned Residential Single-Family (RS-7 or RS-9) and have an existing nonconforming use. These properties are listed as follows:

- A residential building at the intersection of S. Jackson Avenue and E. First Street zoned RS-7.
- A commercial building at the intersection of E. Fifth Street and N. Graham Avenue zoned RS-7.
- A commercial building located east of the intersection of New Walkertown Road and Dellabrook Road zoned RS-9.
- A residential building at the intersection of E. Fourteenth Street and N. Cameron Avenue zoned RS-7.
- A commercial building at the intersection of Booker Street and Attucks Street zoned RS-7.
- A commercial building on east side of N. Jackson Avenue, mid-block between E. Twenty-Fourth and E. Twenty-Fifth Street zoned RS-7.
- A commercial building at the intersection of E. Twenty-Fifth Street and N. Dunleith Avenue zoned RS-7.
- A commercial building at the intersection of E. Twenty-Third Street and N. Cleveland Avenue zoned RS-7.
- A residential structure located on Carver School Road north of Craver Street zoned RS-9.
- A commercial building at the intersection of Old Greensboro Road and Harvest Drive zoned RS-9.
- A garage located on Old Greensboro Road between Glenbrook Drive and Mount Vernon Avenue zoned RS-9.
- A commercial building at the intersection of Old Greensboro Road and Glenbrook Drive zoned RS-9.

This plan recommends the following for all the sites listed above:

- Do not rezone any of these properties to a nonresidential district. Lot sizes make it difficult to appropriately protect adjacent single-family homes and to provide adequate parking on site.

- The existing commercial uses can continue to operate under their existing nonconforming status.
- If the nonconforming status is lost because the nonconforming use ceases to operate for a period of time, a determination to leave the property zoned for single-family residential or to rezone to a nonresidential zoning district should be made on a case-by-case basis.

★ b. Scattered Small-Scale Commercial Sites

A number of properties with similar characteristics are grouped under this Special Land Use Condition. These isolated small businesses are currently zoned for business (LB, HB or NB-S) and are generally surrounded by single-family residential. These properties are listed as follows:

- A walk-up restaurant located at the intersection of E. Fifth Street and N. Jackson Avenue, currently zoned LB.
- A commercial building located in close proximity to the intersection of Old Greensboro Road and Waterworks Road, currently zoned NB-S.
- Two beauty salons located New Walkertown Road north of Ferrell Avenue, currently zoned HB.
- A convenience grocery store at the intersection of New Walkertown Road and E. Tenth Street, currently zoned HB.
- An auto repair shop and a walk-up restaurant located at the intersection of New Walkertown Road and Bowen Boulevard, zoned HB.

This plan recommends the following for all the sites listed above:

- Do not expand current nonresidential zoning to adjoining properties.
- Redevelop the existing site under current zoning or a less intensive zoning classification.



Ackinga's Place Restaurant

★c.

Second to Fifth Streets Concept

This area is located between the Wake Forest Innovation Quarter and Martin Luther King Jr. Drive (see **Figure 13**). The mixed-use development along Third, Fourth, and Fifth Streets is intended to link the greater Downtown area and Innovation Quarter with East Winston. Additional residential development in close proximity to Innovation Quarter will most likely be needed in the future. No vacant parcels of land are located nearby, making redevelopment of existing sites the primary possibility. Recommendations are as follows:

- Take advantage of the proposal by Creative Corridors to have a signature bridge over US 52 at Fourth Street with enhanced features to make Fourth Street the main connector between Downtown, the Innovation Quarter, and East Winston.

- Locate higher densities, taller buildings, and commercial land uses along Fourth Street. Consider locating a sit-down restaurant or similar attraction at the edge of the proposed mixed-use area to facilitate the desired connection and to take advantage of the proposal by Creative Corridors to have sculpture parks next to bridges.
- Make sure new retail space along Fourth Street is developed in a pedestrian-friendly manner and includes plazas or squares as well as open space.
- Consider closing Metropolitan Drive to add a landscaped buffer along US 52 and to add off-street parking for adjacent uses.
- Encourage some land swaps so United Metropolitan Baptist Church and First Calvary Baptist Church can have their parking areas contiguous to their sanctuaries instead of across the street.

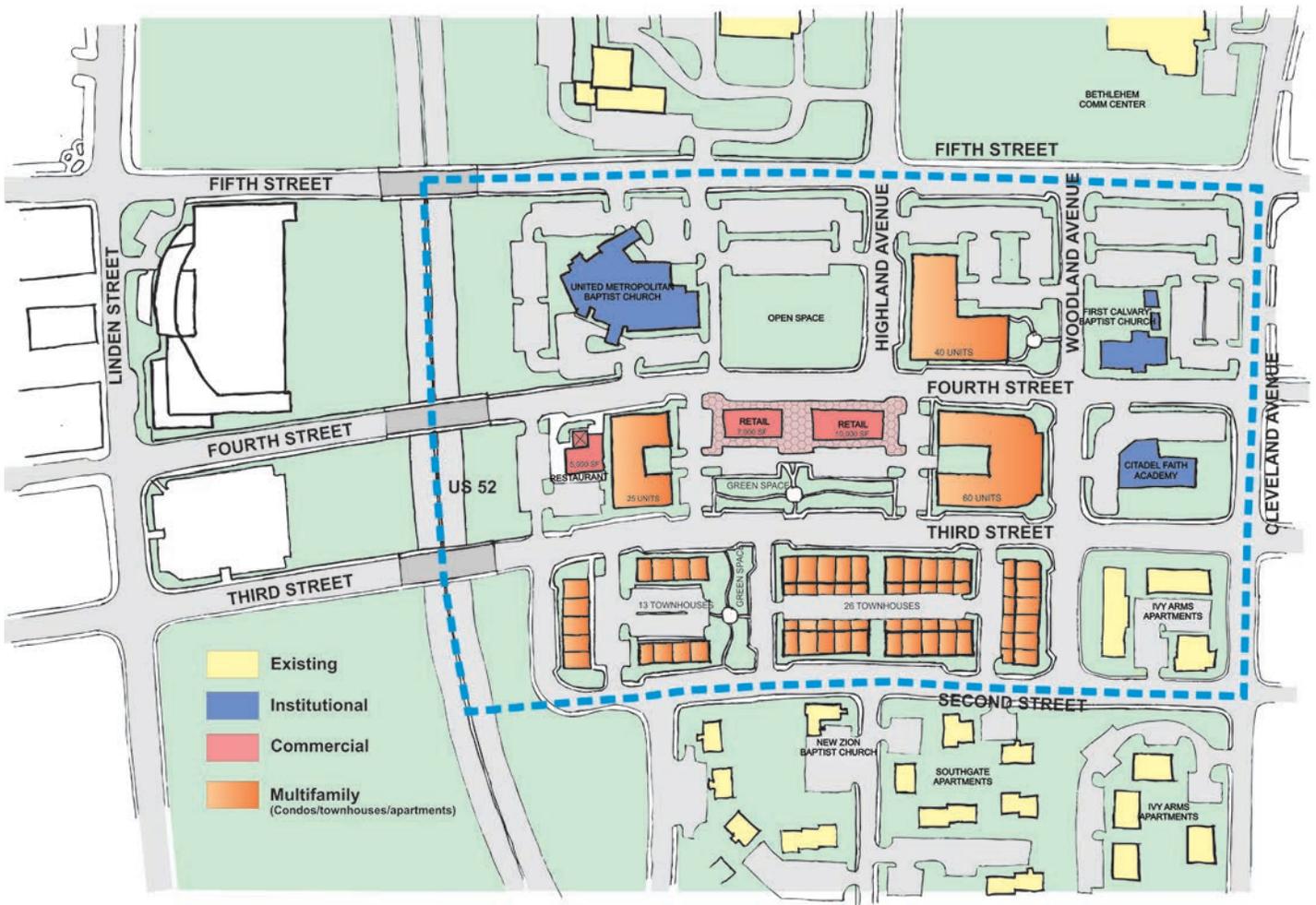


Figure 13. Mixed-Use Concept

★d.

Martin Luther King Jr. Drive

Martin Luther King Jr. Drive is a major thoroughfare in the area providing access to a variety of land uses and connecting surrounding neighborhoods. General recommendations for the section of the road between First and Fourth Streets are as follows:

- Encourage more retail, sit-down restaurants, and entertainment venues to add needed land uses and to bring more vitality to the area.
- Ensure a pedestrian-friendly character through the development/redevelopment of properties by making sure buildings and streets are designed for pedestrian comfort.
- Complete the proposed Martin Luther King Jr. Drive streetscape improvements to create a pleasant and exciting visual environment to attract needed land uses to the area. See **Figure 14**.
- Allow the rezoning of properties on the west side of Martin Luther King Jr. Drive to a nonresidential zoning district. Existing single-family homes on the east side of the road, facing Wheeler Street, Third and Fourth Streets, should be protected and not rezoned to a more intense zoning district. These homes have been determined to have a historic significance and are eligible to be placed on the National Register of Historic Places.

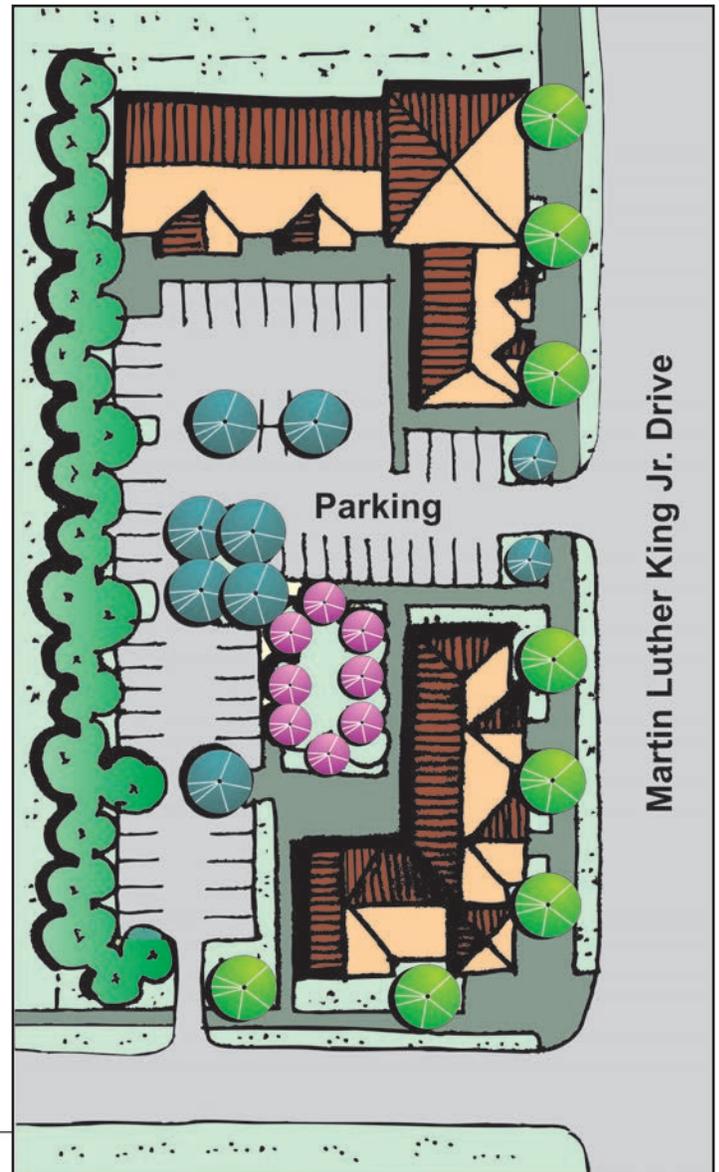
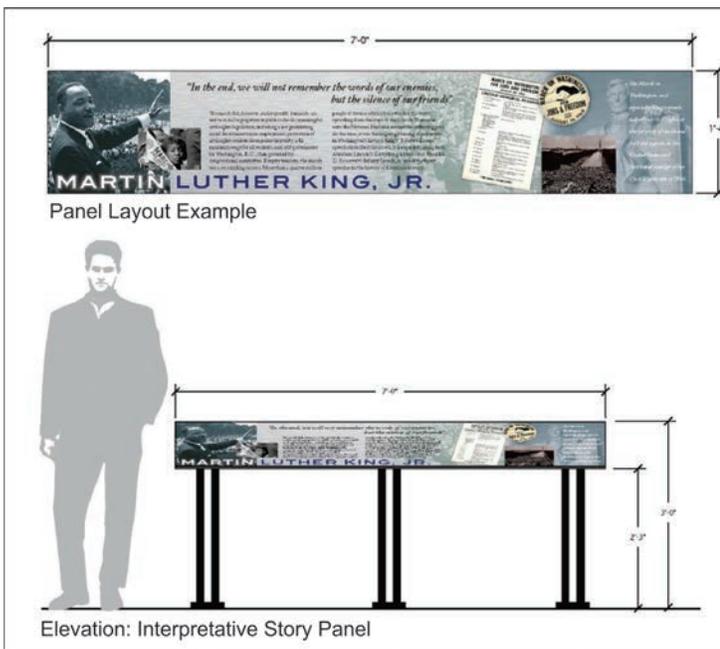


Figure 14. Proposed Character for Martin Luther King Jr. Drive and Interpretative Story Panel



Plan Recommendations

- Follow the MLK Overlay District Standards by locating buildings close to the street and parking to the side or the rear of the structure. However, because the city blocks from Hardesty Lane to Fourth Street are relatively narrow, this plan recommends locating parking only to the rear of the structure to avoid having surface parking at the corners. This creates a more pedestrian-friendly character for the area. See **Figure 15**.



Figure 15. Potential Redevelopment of Martin Luther King Jr. Drive



Figure 15. Potential Redevelopment of Martin Luther King Jr. Drive

★e.

Dellabrook Road

This area contains 5.6 acres and is located off Dellabrook Road behind the Winston East Professional Park and next to St. Paul's Methodist Church. The majority of this site is undeveloped, except for a small paved parking area for the church. The site is in single ownership and is zoned RS-9 allowing single-family residential development. Recommendations for this site are as follows:

- Develop the entire site for either office use or low-density attached residential. There are some existing medical and general office uses in the vicinity of this site so this land use could be continued if there is additional need. If the market does not support office use at this location, develop the site for low-density attached residential, up to 8 dwelling units per acre, to take advantage of good access and proximity to existing commercial areas.
- Primary access should be from Fourteenth Street or New Walkertown Road, not from Dellabrook Road, to avoid impacting existing single-family homes. An easement will need to be acquired from Winston East Professional Park to access the site from the main roads.
- If additional land is needed for either type of proposed land uses, consider extending the site to include the rear portion of the lot owned by Dellabrook Presbyterian Church, which has direct access to Fourteenth Street.

★f.

Manchester/Twenty-Fifth Street Area

A small area around the intersection of Manchester and Twenty-Fifth Streets is zoned LB (Limited Business). Land uses include a grocery store, two vacant commercial structures, churches, and single-family homes. Recommendations include the following:

- No expansion of the current zoning boundary is recommended.
- Office/low intensity commercial land use is recommended for this area.

★g.

Old Greensboro Road between Byerly Road and Ross Street

The properties on the south side of Old Greensboro Road are currently zoned Limited Business (LB). Land uses include several single-family homes, a barber shop, and few vacant lots. There is not much pressure to redevelop this area, which has seen little change since the 1950s when all existing buildings were built. Recommendations include the following:

- No expansion of the current zoning boundary is recommended.
- Office/low-intensity commercial land use is recommended at this location.
- Comprehensive redevelopment of these sites is required to minimize curb cuts on Old Greensboro Road and to coordinate development. Internal access between sites is recommended.

★h.

Lowery Street between Lowery Court and Hicks Street

A small single-family neighborhood is located in the middle of the Winston-Salem Business Park in between Business 40 and Lowery Street. Land uses in the area include three-dozen single-family homes, a church, and an old cemetery. Recommendations include the following:

- Protect this neighborhood and only allow it to be rezoned for industrial use if it is comprehensively redeveloped with adjacent properties in the business park.
- The view from Business 40 should be given special consideration for the redevelopment of the area.
- No piecemeal rezoning should be approved.

★i.

Airport Area

A Master Plan Update for Smith Reynolds Airport was completed in 2012. The master plan calls for acquisition of privately-owned properties on both sides of the main runway: to the east, two vacant lots for a future parallel taxiway; and to the west a number of structures in very close proximity to the airport boundaries along Machine, Manchester, and Ansonia Streets from Frazier View Lane to Twenty-Sixth Street. This plan highlights those properties and recommends the following:

- Do not rezone any of the above properties to a more intense zoning district to avoid raising prices of these properties prior to their acquisition by the airport.

TRANSPORTATION RECOMMENDATIONS

Legacy 2030 calls for a balanced, sustainable network of 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.

PROPOSED STREET AND HIGHWAY IMPROVEMENTS

The Proposed Transportation Features Map (see **Map 7** on **page 53**) shows the location of the proposed projects listed in **Table 10** on **page 52**, Transportation Improvement Projects. For a discussion on the long-range planning process for roads and bridges, please see Transportation Features in the Existing Conditions section of this document. Forsyth County has several long-range transportation plans/process: The *Metropolitan Transportation Plan (MTP)*, the *Comprehensive Transportation Plan (CTP)*, and the *Metropolitan Transportation Improvement Program (MTIP)*. Details of these plans are available online.

North Carolina Department of Transportation (NCDOT) Metropolitan Transportation Improvement Program (MTIP)

Projects are as follows:

Reidsville Road/US 158 (R-2577A)

US 158 from Old Greensboro Road (SR 2357) to NC 66 is projected to be over capacity by 2035. The 2012-2018 TIP includes project R-2577A intended to address this problem. The project consists of widening the existing two-to-three lane facility to a four-lane divided expressway from Old Greensboro Road (SR 2357) to NC 66. This project is currently in the project development phase.

US 52 Improvements

Existing US 52 from the proposed Northern Beltway (U-2579) to I-40 is projected to be over capacity by 2035. The 2012-2018 TIP includes project U-2826 intended to address this problem. The project consists of widening the existing four-lane freeway to a six-lane freeway from the proposed Northern Beltway (U-2579) to I-40. This project is currently in the project development phase.

US 311 Connector

The proposed project will construct a four-lane expressway from the interchange at Business 40/US 421 and US 158 to the interchange of Interstate 40 and US 311. The proposed US 311 Connector will provide an important north-south link in the southeastern part of the city, connecting with Interstate 40, Business 40, US 311, and US 158 (Reidsville Road). The connector will also provide relief to US 52 and Martin Luther King, Jr. Drive, which are parallel to and west of the connector. In addition, it will help relieve traffic congestion on Business 40/US 421 and Interstate 40 in eastern Forsyth County.



Business 40 Improvements

Collector Streets

As properties come in for zoning or subdivision review, the *Winston-Salem Urban Area Collector Street Plan* should 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. There is one proposed location for a new collector street in the study area:

- Harvest Drive – Kittering Lane Connector

PEDESTRIAN

Construction of sidewalks in the planning area may be achieved through public funding and through private funding of new developments which include sidewalks. Sidewalks are recommended in the *Pedestrian Facilities Plan* for all thoroughfares and collector streets except for freeways and expressways. All proposed sidewalks in the *Pedestrian Facilities Plan* are evaluated on an annual basis and ranked for future consideration. Topography and the presence of curb and gutter along streets are considered when evaluating projects.

The *Pedestrian Facilities Plan* and the 2014 Winston-Salem bond package currently recommend additional sidewalks on the following roads in the planning area:

- New Hope Lane from N. Liberty Street to N. Cleveland Avenue
- Twenty-Fifth Street from Manchester Street to its dead end
- Gerald Street from Addison Avenue to New Walkertown Road

- Slater Avenue from Gerald Street to Addison Avenue
- Kinard Drive from Old Greensboro Road to Crawford Street
- Barbara Jane Avenue from Old Greensboro Road to Apollo Drive
- Barbara Jane Avenue from Galaxy Court to Woodrow Powell Drive
- Chandler Street from Barbara Jane Avenue to Old Greensboro Road
- Byerly Road from Old Greensboro Road to the unnamed cemetery
- Barry Street from Old Greensboro Road to the existing sidewalk

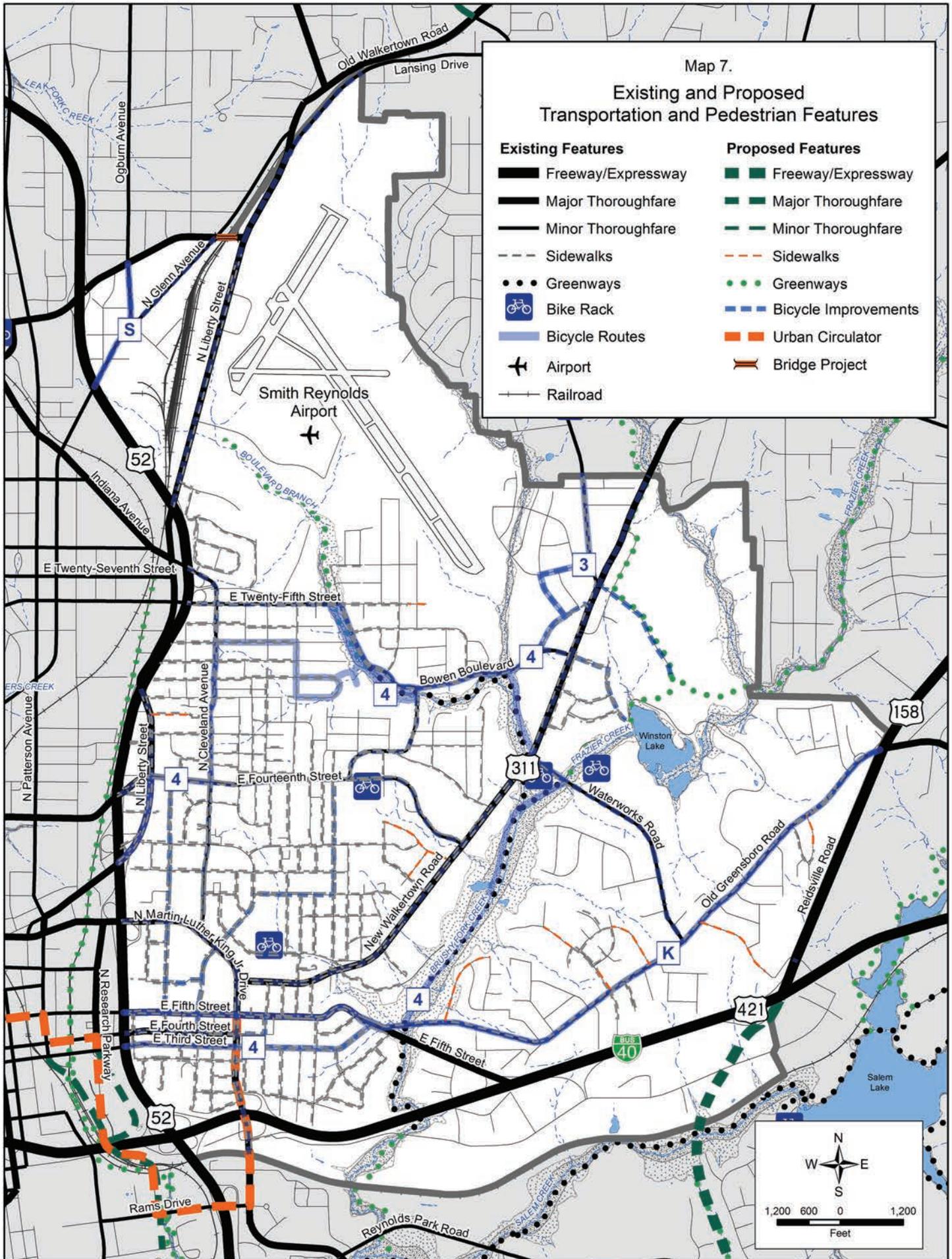
The City of Winston-Salem and Forsyth County have adopted street design standards for new developments that include requirements for sidewalks.

GREENWAYS

Greenways serve a dual purpose within a community. Beyond being a recreational amenity, greenways play an integral role in establishing an active transportation network along with sidewalks and bikeways. Three greenways currently exist in the planning boundary of this plan and five additional greenways have been proposed for the planning area. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section on **page 56**.

Table 10. Transportation Improvement Projects			
Location	Description	Current Status	Completion
R-2577A - Reidsville Road (US 158)	Widen to multi-lane	Unfunded TIP project	---
U-2826 - US 52	Widen and upgrade roadway and interchanges	Unfunded TIP project	---
New Roads			
US 311 Connector	New roadway from I-40 to Business 40	MTP Proposal	---
Bridge Improvements			
B-4746	Akron Drive- Replace bridge over Norfolk and Western Railroad	MTIP Project	2018

Sources: 2012 Winston-Salem Urban Area Comprehensive Transportation Plan, 2035 Winston-Salem Urban Area Long-Range Transportation Plan, NCDOT Updates



BICYCLE

Recommended Bicycle Lanes

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* recommends a number of designated bicycle lanes in the planning area. Voters in the City of Winston-Salem approved a bond package in 2014 that included funds for bicycle and pedestrian improvements throughout the city. Bicycle lane projects within the East-Northeast Area Plan included in this bond package are shown on **Table 11**.

LEGACY GROWTH CORRIDORS

Growth corridors are identified in *Legacy 2030* as major roadways that connect activity centers to each other and Downtown Winston-Salem. To help improve the function, safety, and appearance of growth corridors, new development should include mixed-use development, increased residential densities where appropriate, attention to design and appearance, and multiple transportation options. The East-Northeast Planning Area includes the Martin Luther King Jr. Drive, Liberty Street, and New Walkertown Road Growth Corridors. These corridors are proposed to generally include the first tier properties on both sides of the road (see **Map 8** on **page 55**). Streetscape improvements have already been completed along the Liberty Street Corridor and improvements have been proposed for the MLK Corridor. General recommendations include:

- Improve the identified growth corridors in the planning area by adding pedestrian and bicycle facilities and making landscape improvements where feasible.
- Redevelop growth corridors with a mixture of uses to include commercial, office, and multifamily land uses.

Redevelop with an urban form where buildings are located near the street and parking is located to the side or the rear of the structure.

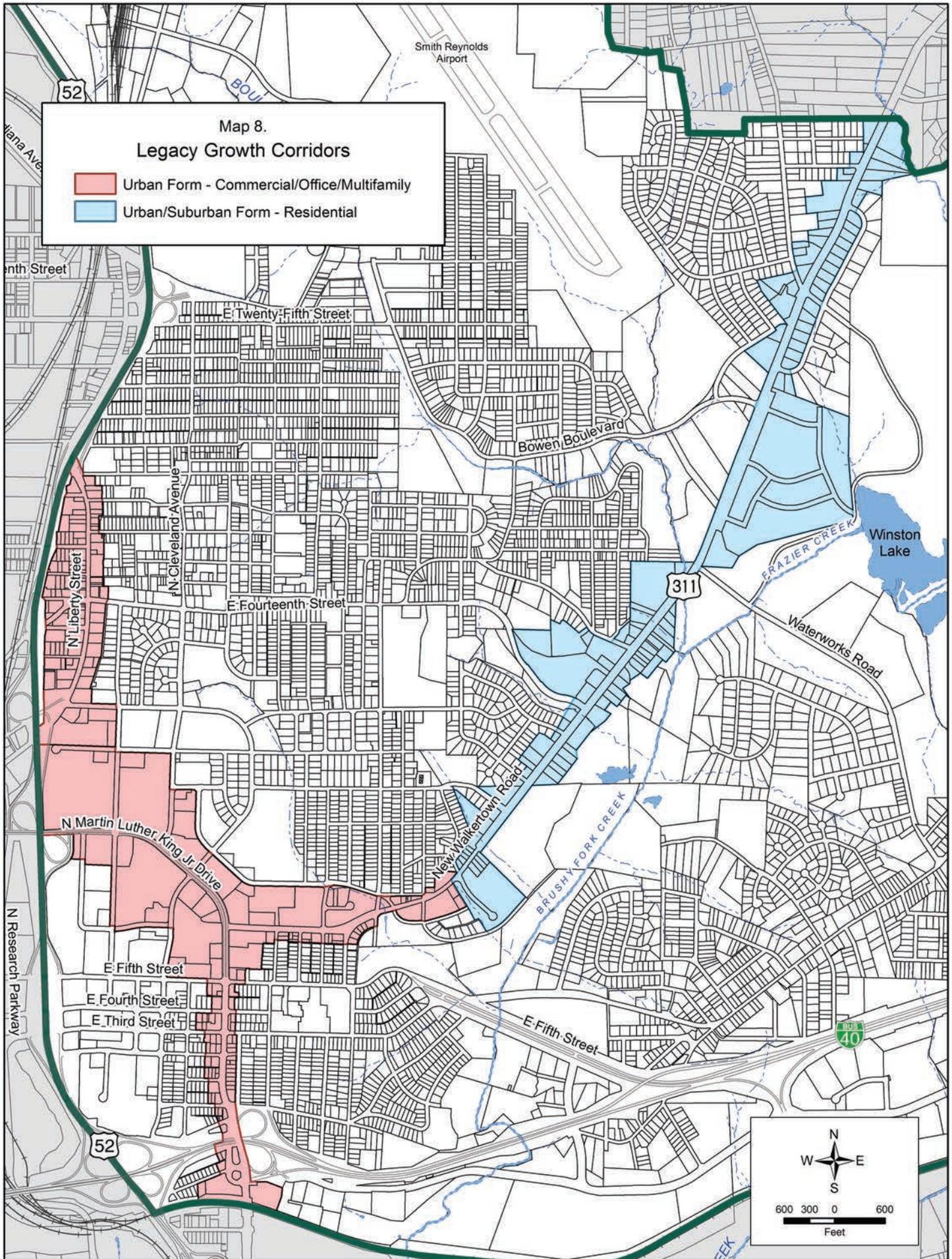
- Develop minimal and simple standards to preserve design flexibility and creativity in making a pedestrian-oriented growth corridor. (See Design Recommendations on **page 61**).
- Study the feasibility of creating zoning overlay districts for the identified growth corridors once all area plans are updated. Consider implementing such standards sooner if conditions along the corridors change substantially due to an increase in redevelopment activity, or if an overlay district request is brought forth by the local community.

POTENTIAL STREETCAR/URBAN CIRCULATOR

City Council in 2014 approved an Alternative Analysis for a potential Urban Circulator that would connect key employment, activity, entertainment, educational and residential areas in the central city with each other and to the downtown area. Such a project could be a catalyst for higher density, mixed-use development that would occur along the route. The analysis identified a modern streetcar as the preferred technology and acknowledged a potential route generally extending from Wake Forest Baptist Medical Center on the west to Winston-Salem State University via Rams Drive and East Winston along Martin Luther King Jr. Drive and Fifth Street on the east. The project is not funded and will likely require participation from numerous sources (from local to federal), in order to be implemented. (See **Map 7** on **page 53**).

Table 11. 2014 Bond Bicycle Lane Projects

Project	Length	Description, Completions
Bowen Boulevard	5,500 ft.	E. Twenty-Fifth Street - New Walkertown Road
N. Cleveland Avenue	6,300 ft.	N. Martin Luther King, Jr. Drive - E. Twenty-Fifth Street
E. Fifth Street/ Old Greensboro Road	15,000 ft.	N. Martin Luther King, Jr. Drive - Reidsville Road
N. Liberty Street	3,600 ft.	N. Patterson Avenue - E. Northwest Boulevard
E. Northwest Boulevard / E. Fourteenth Street	11,000 ft.	Reynolda Road - N. Cleveland Avenue
E. Twenty-Fifth Street	2,400 ft.	N. Cleveland Avenue - Bowen Boulevard



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 of *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 Map (see **Map 9** on **page 57**) shows existing and proposed community facilities in the plan 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.
- Acquire land or obtain easements for parks, recreation facilities, open space, and other community facilities.
- Assess the need for additional police and fire services in the planning area based on future growth and development.
- Seek cooperation with the school board, non-profit and private organizations, where appropriate, to implement park and other recreation proposals.
- Involve residents in master planning for parks, greenways, and other community facilities.
- Explore adding more meeting rooms/space at proposed facilities for indoor community events and provide outdoor space properly designed to hold open-air events.
- With more emphasis on healthy communities, look for opportunities to incorporate community gardens on underutilized or available park land.

SCHOOLS

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

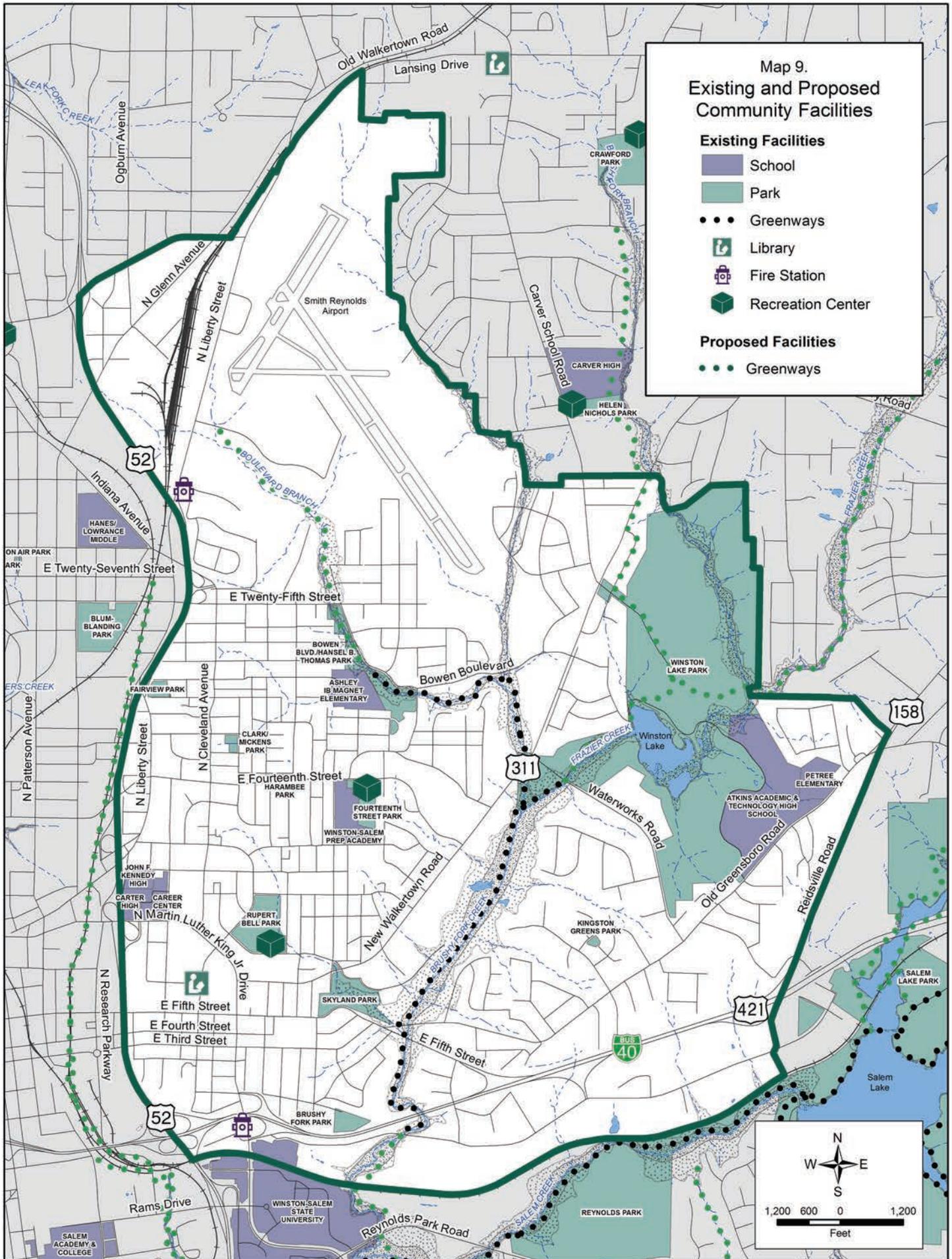
- Replace, upgrade or expand existing schools to meet the needs of the planning area as its population grows.

- 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.
- Continue planning work to bring a public school to the Cleveland Avenue Homes Transformation Plan area.

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 exiting recreation 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:

- Complete projects for recreation facilities improvements listed in the 2014 bond package:
 - Winston Lake Park – Phase I: Aquatic area, parking, and Winston Lake Road widening. Consider reopening the road to thru traffic.
 - Rupert Bell Neighborhood Center: Water spray ground, restrooms, and lighted pedestrian walkways with seating areas.
 - Fourteenth Street Park: Playground relocation to face Fourteenth Street.
 - The Gathering Place at Fairview Park: Coordinate work with the Winston-Salem Housing Authority since property is within the boundaries of the Cleveland Avenue Homes Transformation Plan and the Winton-Salem/Forsyth County Schools for possible location of new school in the vicinity of this park.
- Consider improving the Fourteenth Street Park building. No funding is currently available, but the plan recommends pursuing it in the near future.
- Maintain, improve, and expand existing public facilities to meet the changing recreational needs of area residents.
- Assess usage of the area's existing park/recreation facilities and the community's preference for facilities and programs. Modify facilities and programs as needed.



TREES AND OPEN SPACE

The planning area not only contains older neighborhoods and commercial areas, but also large acreage for parks and open space. 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.

Many trees are found in these open areas and throughout the entire East-Northeast Planning Area. These trees add aesthetic and financial value, and have a positive environmental impact. Recommendations for area trees 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 trees in public-rights-of-way.
- Explore Community Roots Day opportunities to plant additional trees in the area.

GREENWAYS

The *Greenway Plan Update* shows five proposed greenways within and in close proximity to the plan boundaries:

- **Brushy Fork Creek Greenway Phase 2:** This greenway will extend the existing Newell/Massey Greenway at Waterworks Road north to Crawford Park. The greenway is listed as a Tier 3 project in the Update. Tier 3 projects require further assessment before prioritization can take place. For this greenway, further assessment of public sentiment toward the project is necessary given the input gathered from the public meetings held during the planning process for the Update.
- **Frazier Creek Greenway:** This greenway will connect Winston Lake Park to the Town of Walkertown. It is shown as long-range project in the update with design and construction not beginning for at least fifteen years.
- **Greenway Connector:** This greenway connector is proposed between the existing Bowen Branch Greenway and the Smith Reynolds Airport.
- **Brushy Fork Creek Greenway Phase 4:** This greenway is identified as a programmed greenway in the update with construction likely to begin in two years. This phase of the Brushy Fork Creek Greenway will extend the existing Brushy Fork Creek Greenway at Lowery Street south to the Salem Creek Trail.
- **Extension of the Wake Forest Innovation Quarter (WFIQ) Rail with Trail:** A greenway is proposed along the existing rail line between Martin Luther King Jr. Drive and

Twenty-fifty Street. Though not located in the planning area, the project is adjacent to the western boundary and will provide access to the WFIQ and Downtown.

The greenway recommendations for the planning area are:

- Work with area residents to gain a better understanding of any issues or concerns related to the construction of Phase 2 of the Brushy Fork Creek Greenway.
- Work with area residents and the development community to obtain necessary easements for the construction of the Brushy Fork Creek Greenway and the Frazier Creek Greenway. Easements should be a minimum of 40 feet in width.
- Begin construction of Phase 4 of the Brushy Fork Creek Greenway.
- Work with surrounding neighborhoods on potential connectors to the Brushy Fork and Newell/Massey Greenways. Connectors can be in the form of either a greenway or sidewalk.

HOUSING AND COMMUNITY

DEVELOPMENT RECOMMENDATIONS

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

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.
- Continue providing a variety of housing types for different income levels, family sizes, and personal preferences in the planning area to offer a mixture of housing opportunities.
- Utilize the Neighborhood Improvement Plan booklet to educate existing 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 infill development and redevelopment in the planning area. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas,

where appropriate, and incorporating walkability and connectivity in neighborhoods.

- Encourage the design of neighborhoods which allow for aging-in-place of residents.
- Integrate new infill developments with existing neighborhoods through careful planning, site design and architecture.
- Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
- Consider the establishment of neighborhood associations (where they do not exist) to facilitate citizen involvement in neighborhood issues.
- Undertake projects to improve neighborhoods and maintain neighborhood character, where necessary.
- Develop the identified Low-Density Attached Residential Opportunity Areas to complement the existing character of the surrounding older neighborhoods (see Residential Recommendations on **page 23**).
- Encourage mixed-use developments that provide commercial, office, and residential opportunities.

HOMEOWNERSHIP

- Increase homeownership in the planning area by promoting existing programs or developing new ones to assist community development and nonprofit housing organizations in providing affordable housing opportunities.
- Support programs and initiatives designed to stabilize existing neighborhoods and to increase property values to build wealth in the community.
- Support the Housing Authority of Winston-Salem's efforts in the Cleveland Avenue Neighborhood Transformation Plan area to provide a mixture of housing opportunities that include single-family units for homeownership. The plan area is bounded by Fourteenth Street, US 52, Twenty-First Street, and Dunleith Avenue. Support the plan's concept of smaller lots to make the housing units more affordable to low-income families currently living in the area.
- Support the efforts of the S.G. Atkins Community Development Corporation (CDC) to build twenty single-family homes in the general area bounded by Business 40, Cleveland Avenue, Fifth Street, and Martin Luther King Jr. Drive. Down payment assistance is available to qualified applicants who wish to purchase homes within the CDC's target area.

- Encourage Habitat for Humanity to become a partner in the United Way's Place Matters Initiative to build new homes and rehabilitate existing housing for homeownership. The pilot neighborhood area includes the neighborhoods of Ladeara Crest, Bowen Park, Dreamland, Spaulding Drive, and Castle Heights in the planning area.
- Target a portion of the approved funds from the 2014 bonds for developing housing in the planning area. The Housing/Neighborhood Development project provides rehabilitation and home improvement assistance for existing homeowners; financial assistance to homebuyers for acquisition of existing or newly constructed single-family units for homeownership, including land acquisition, interim construction loans, on-site improvements, public infrastructure improvements, and second mortgage assistance in order to make housing more affordable. Locations for this project will be determined by the Mayor and City Council.
- Target the Housing Assistance Program offered through the Community and Business Development Department in the planning area. This program provides financial and technical assistance to lower income persons and families to attain safe, sanitary and decent housing. The program also includes counseling and preparedness training for first-time homebuyers. Additionally, it provides rental assistance for formerly homeless individuals involved in transitional case management in moving across the continuum from homelessness to self-sufficiency.

HOUSING REHABILITATION EFFORTS

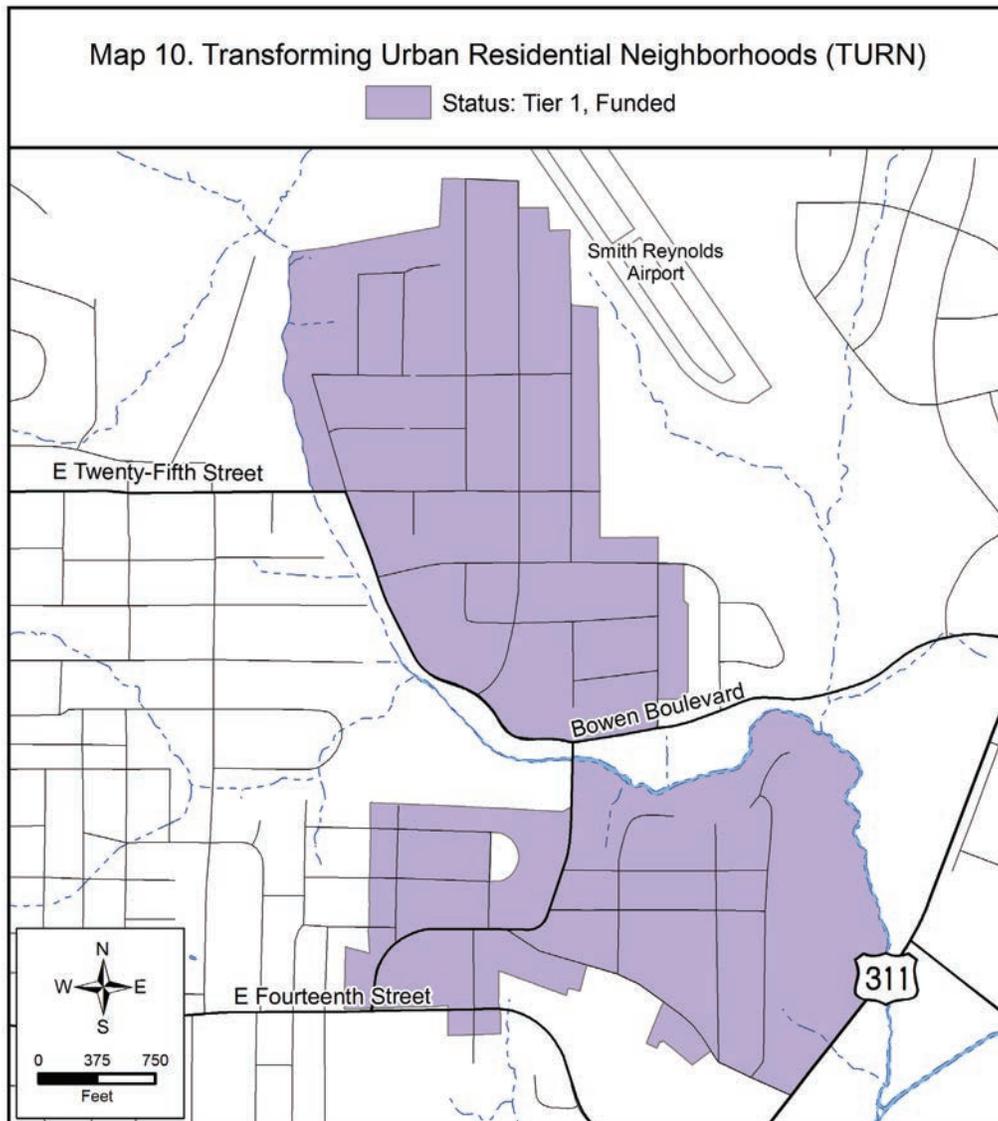
- Market the City's programs for rehabilitation of owner-occupied or investor-owned housing units, as well as first-time homebuyer programs in the planning area.
- Concentrate code enforcement and promotion of conservation/rehabilitation programs in areas in danger of becoming blighted.
- Ensure that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

TRANSFORMING URBAN RESIDENTIAL NEIGHBORHOODS (TURN)

One of the strategies identified under the City Council's Strategic Focus Area for Livable Neighborhoods is the development of a program for targeted residential transformation. This project would provide additional financial assistance to rehabilitate single-family, owner-occupied or investor-owned properties. Under this program, residential properties must be located in the targeted focus area within the NRSA (Neighborhood Revitalization Strategy Area), have an active neighborhood association currently listed with the City, and leverage private dollars. An initial evaluation of the planning area identified Tier 1 neighborhoods (see **map 10**). The Dreamland and Ladeara Crest neigh-

borhoods in the planning area have been targeted for the TURN program. This plan recommends the following:

- Market the City's programs for rehabilitation of owner-occupied or investor-owned housing units, as well as first-time homebuyer programs, in the identified Transforming Urban Residential Neighborhoods (TURN) areas.
- Find additional funding for the implementation of the TURN Program in Tier 1 areas.
- Encourage for-profit and not-for-profit developers to concentrate efforts to build more housing in the identified Tier 1 areas.



DESIGN AND APPEARANCE RECOMMENDATIONS

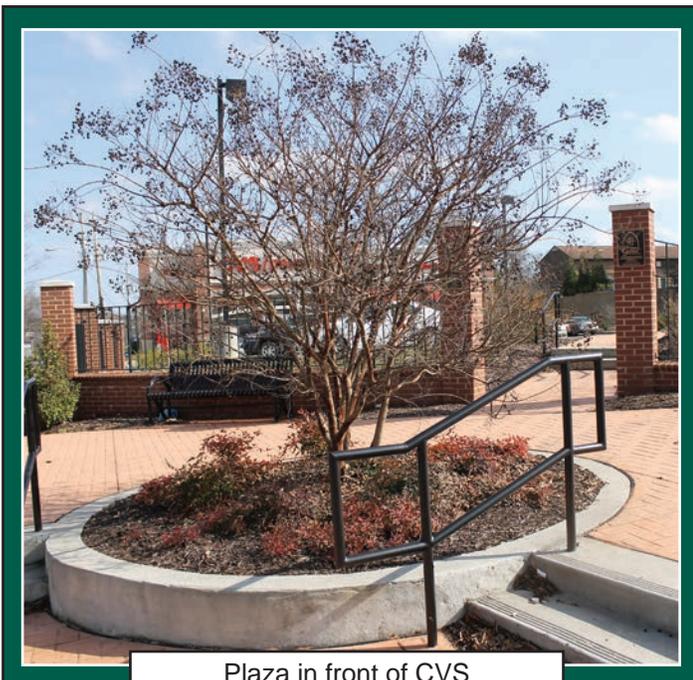
The creation of attractive gateways, business districts and corridors through the use of regulations or physical improvements is recommended by *Legacy 2030*. Design and appearance improvements create a positive visual image and encourage private reinvestment in an area.

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 component that emphasizes quality and attractive design.

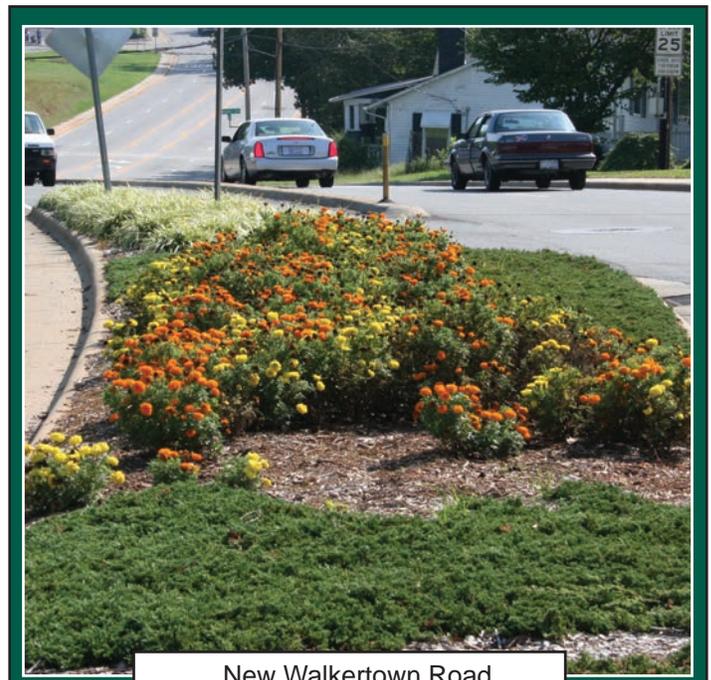
GENERAL RECOMMENDATIONS

- 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.
- Ensure that attractive landscaping and special features are integrated into the design of Martin Luther King Jr. Drive, New Walkertown Road, Liberty Street and in improvements of existing roads.

- Encourage a mix of entertainment venues, 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 developments throughout 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 suburban, pedestrian-oriented environment.
- Develop growth corridor master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor. The basis for such master plans will be the guidelines for the growth corridor identified in this plan.



Plaza in front of CVS



New Walkertown Road

LEGACY GROWTH CORRIDORS

Identified Growth Corridors in the planning area include sections of Martin Luther King Jr. Drive, Liberty Street, and New Walkertown Road. 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 in certain areas. Because the New Walkertown Road Growth Corridor passes from urban to suburban settings (see **Map 8** on **page 55**), it has two location-based recommendations.

- Martin Luther King Jr. Drive, Liberty Street, and a segment of New Walkertown Road should be developed with urban form at higher densities with buildings close to the street and parking to the side or rear of buildings to encourage pedestrian-friendly spaces.
- The remaining segment of New Walkertown Road should be developed with urban/suburban form with single-family residential and or/low-density attached multi-family residential up to eight units per acre.

Urban Form - Commercial/Office/Multifamily

Currently, the *Unified Development Ordinances* (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 shall include windows on the ground level when appropriate. Blank walls shall not exceed 50% of the ground floor of street-facing facades.
- **Building entrance** - buildings shall have a minimum of one entrance on each street-facing façade. All main entrances on the street side of the property shall be covered or sheltered.
- **Off-Street parking** - all parking shall be located to the side or rear of the building.
- **Signs** - freestanding signs shall have a maximum height of 6' and a maximum area of 36 square feet.

Urban/Suburban Form Residential

Guidelines for Urban/Suburban form residential under eight units per acre guidelines for New Walkertown Road from Ferrell Court to Craver Street:

- **Building setback** - maximum 20 feet building setback.
- **Building height** - generally be no more than 4 stories in height on larger sites; 1 to 2 stories on smaller sites.
- **Off-Street parking** – parking should be screened from New Walkertown Road.
- **Driveways** – minimize driveway cuts on New Walkertown Road and connect adjacent parcels wherever possible.

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.

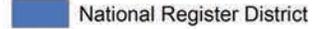
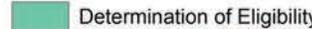
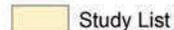
Significant historic resources have been identified in the planning area as indicated in initial surveys (see **Map 11** on **page 63** and **Appendix A** on **page 71**). Following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets.

GENERAL RECOMMENDATIONS

- Retain historic buildings including residential homes, institutional and commercial buildings, agricultural buildings, bridges, etc. when possible.
- Recognize buildings, events or areas of historical, cultural or architectural significance with signage, 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.
- Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.

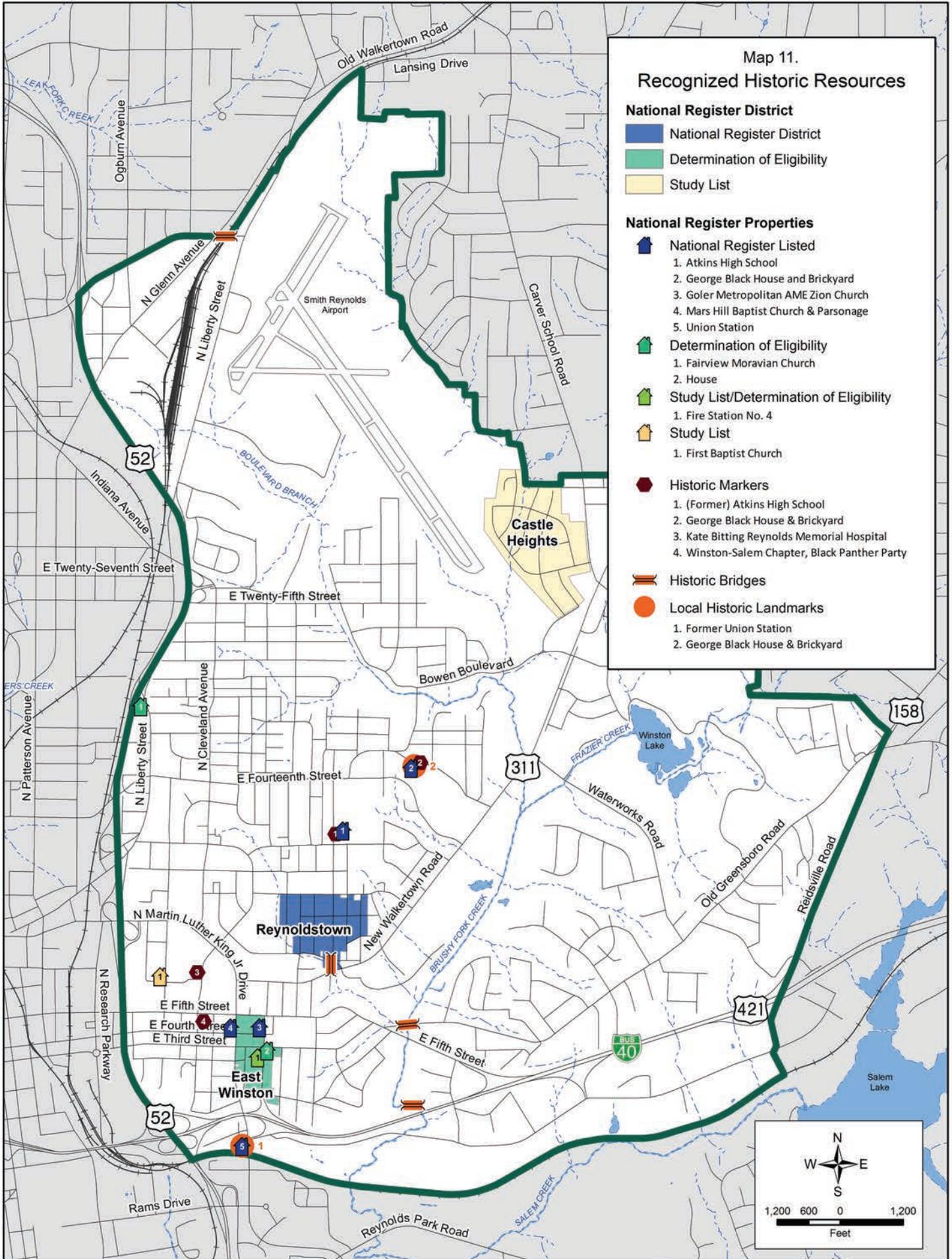
Map 11.
Recognized Historic Resources

National Register District

-  National Register District
-  Determination of Eligibility
-  Study List

National Register Properties

-  National Register Listed
 1. Atkins High School
 2. George Black House and Brickyard
 3. Goler Metropolitan AME Zion Church
 4. Mars Hill Baptist Church & Parsonage
 5. Union Station
-  Determination of Eligibility
 1. Fairview Moravian Church
 2. House
-  Study List/Determination of Eligibility
 1. Fire Station No. 4
-  Study List
 1. First Baptist Church
-  Historic Markers
 1. (Former) Atkins High School
 2. George Black House & Brickyard
 3. Kate Bitting Reynolds Memorial Hospital
 4. Winston-Salem Chapter, Black Panther Party
-  Historic Bridges
-  Local Historic Landmarks
 1. Former Union Station
 2. George Black House & Brickyard



SPECIFIC RECOMMENDATIONS

- Encourage/assist property owners and neighbors of Dreamland Park to determine whether there is interest in contacting the State Historic Preservation Office and investigating the neighborhood's eligibility for National Register designation.
- Encourage/assist property owners and neighbors of East Winston to determine whether there is interest in contacting the State Historic Preservation Office and investigating the neighborhood's eligibility for National Register designation.

ECONOMIC DEVELOPMENT

RECOMMENDATIONS

Economic development can be defined as the creation and/or retention of jobs and increase 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 existing 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 news businesses. Areas recommended for future commercial and mixed-use are shown on the Proposed Land Use Map (see **Map 6** on **page 29**).

GENERAL RECOMMENDATIONS

- 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.
- Focus commercial and mixed-use development in planned commercial/mixed-use areas and activity centers where transportation and utilities exist or are planned.
- 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 designated activity centers, industrial sites and to other potential economic development opportunity areas identified in the plan.

- Continue the improvement of identified RUCA areas as City funds become available.
- Recognize and support business opportunities associated with the growing diversity of cultures.
- Support community/business opportunities such as business watch programs. Explore bringing back a merchants association as more businesses come into 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.
- Continue development and use of the Liberty Street Vendors/Farmers Market.



Liberty Street Vendors Market

ENVIRONMENTAL

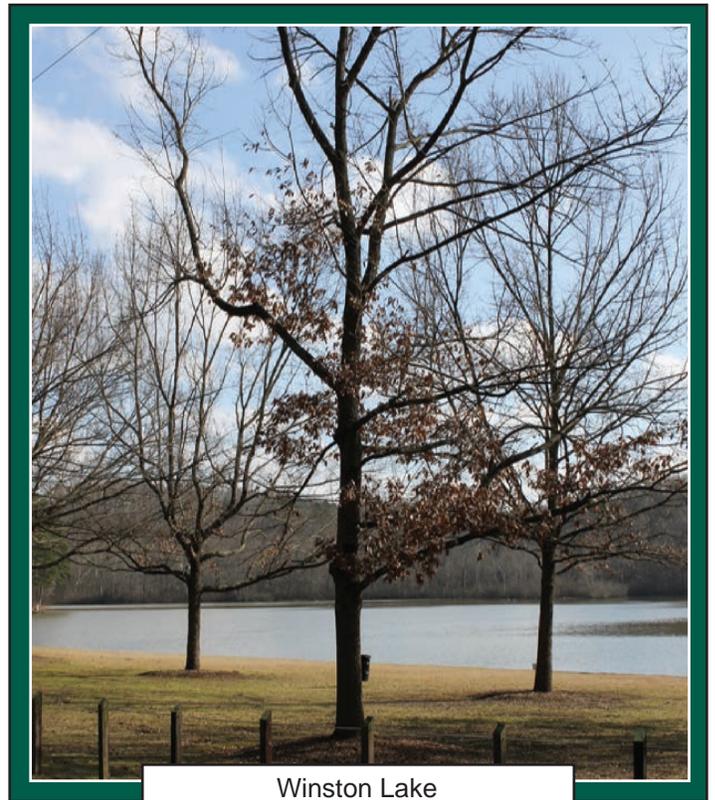
RECOMMENDATIONS

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.

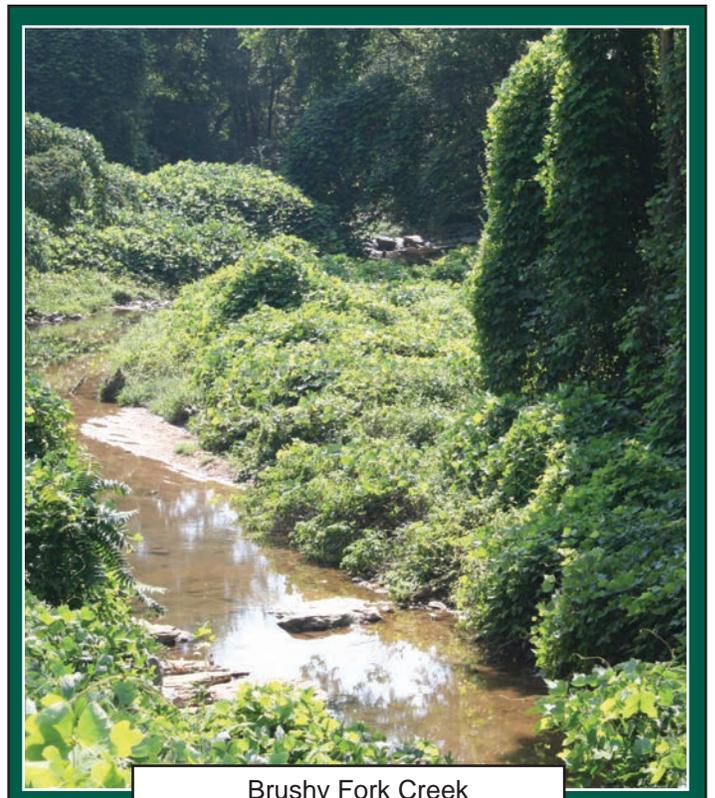
Clean water, air, and the scenic beauty of the planning area should be maintained. Of particular concern is the loss of tree canopy in the area and the need to protect the county's many creeks from pollution and its floodplains from inappropriate development.

GENERAL RECOMMENDATIONS

- Manage development pressure 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 area 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 operations with documented environmental hazards.



Winston Lake



Brushy Fork Creek



Cleveland Avenue Neighborhood Transformation Plan: Community Day Kickoff

Implementation Schedule



Note: The recommendations of this plan serve as a guide to future action and decision making and are not a commitment to funding. Funding for specific projects/actions will be allocated by the Winston-Salem City Council or Forsyth County Commissioners based on the availability of funding and consideration of priorities.

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
LAND USE RECOMMENDATIONS (pages 23-50)		
Follow Proposed Land Use Plan, land use policies, and Special Land Use Conditions. Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, WSCC	Ongoing
TRANSPORTATION RECOMMENDATIONS		
New Roads (page 51)		
Build proposed new roads in the Transportation Plan: - US 311 Connector	WSDOT	Long Range
Road and Bridge Improvements (page 52)		
Upgrade road, remove interchange, and replace bridges - Akron Drive	NCDOT	Long Range
Pedestrian (page 52)		
Build sidewalk on the following street as recommended in the Pedestrian Facilities Plan: - New Hope Lane - E. Twenty-Fifth Street - Gerald Street - Slater Avenue - Kinard Drive - Barbara Jane Avenue - Chandler Street - Byerly Road - Barry Street	WSDOT	Immediate
Review identified sidewalk projects under the City's sidewalk priority funding system.	WSDOT	Assessed Annually
Bicycle (page 54)		
Add bike lanes on the following streets as recommended in the Winston-Salem Urban Area Bicycle Plan: - Bowen Boulevard - E. Fifth Street - N. Liberty Street - E. Northwest Boulevard - E. Twenty-Fifth Street	WSDOT	Immediate
Growth Corridors (page 54)		
Improve all identified growth corridors by adding pedestrian and bicycle facilities, making landscape improvements, and reducing lanes where feasible.	WSDOT	Ongoing
Develop activity centers along growth corridors as transit-oriented, high-density, mixed-use nodes.	CCPB, WSCC, WSDOT	Ongoing

*Timing: Immediate: 1 to 2 years, Short Range: 3 to 5 years, Medium Range: 6 to 10 years, Long Range: 10 years or more, Ongoing: No established completion date

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
COMMUNITY FACILITIES RECOMMENDATIONS		
Parks (page 56)		
Complete proposed improvements to Winston-Lake Park.	WSRP	Immediate
Complete proposed improvements for Rupert Bell Park.	WSRP	Immediate
Relocate playground in Fourteenth Street Park.	WSRP	Short Range
Coordinate work on The Gathering Place at Fairview Park.	WSRP	Short Range
Greenways (page 58)		
Public outreach for Phase 2 of the Brushy Fork Creek Greenway.	WSENG, WSDOT, WSRP	Long Range
Obtain easements for Brushy Fork Creek and Frazier Creek Greenways.	WSENG, WSDOT, WSRP	Long Range
Complete Phase 4 of Brushy Fork Creek Greenway.	WSENG	Immediate
Identify potential connectors to Brushy Fork and Newell/Massey Greenways.	WSRP	Short Range
HOUSING and COMMUNITY DEVELOPMENT RECOMMENDATIONS (pages 58-60)		
Maintain and improve the quality of housing stock in the planning area.	CBD, Neighborhood Associations, Property Owners	Ongoing/ Immediate
Encourage development of the identified Low-Density Attached Residential Opportunity Areas.	Nonprofit and For-profit Developers	Ongoing/ Immediate
Incorporate traditional neighborhood design principles in infill development and redevelopment, where feasible.	CCPB, WSCC	Ongoing
Market the City's programs for rehabilitation and homeownership.	CBD	Ongoing/ Immediate
Support HAWs Cleveland Avenue Initiative and Transformation Plan.	CCPB, WSCC, HAWs	Ongoing/ Immediate
Implement the TURN (Transforming Urban Residential Neighborhoods) program in the Dreamland and LaDeara Crest neighborhoods.	CBD	Immediate
DESIGN and APPEARANCE RECOMMENDATIONS (page 61)		
Encourage site and building improvements in older and underutilized commercial sites.	CBD, CCPB, WSCC	Ongoing
Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.	WSDOT, CCPB, WSCC	Ongoing
Refer to the area plan design guidelines when reviewing zoning requests and site plans in the planning area.	CCPB, WSCC	Ongoing
Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public spaces where residents gather.	WSCC	Ongoing
Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.	CCPB, WSCC	Ongoing
Develop growth corridor master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor.	CCPB, WSCC	Long Range

Implementation Schedule



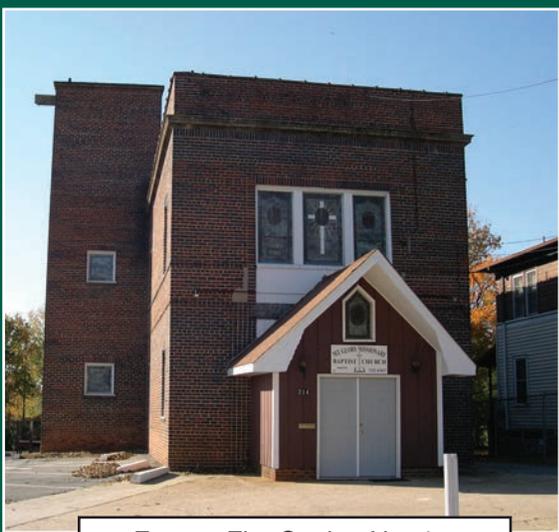
ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
HISTORIC PRESERVATIONS RECOMMENDATIONS (pages 62 and 64)		
Retain existing historic resources.	CCPB, Property Owners	Ongoing
Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.	CCPB, HRC	Ongoing
Initiate public outreach on the benefits of preserving historic resources.	CCPB, HRC	Ongoing
Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.	CCPB, HRC	Ongoing
Encourage interested parties to investigate eligibility for National Register of Dreamland Park and East Winston.	CCPB, HRC	Ongoing
ECONOMIC DEVELOPMENT RECOMMENDATIONS (page 64)		
Support balanced, compatible economic development by the private and public sector in the planning area.	CBD, CCPB, WSCC	Ongoing
Encourage and support the redevelopment/rehabilitation of older/underutilized commercial sites.	CBD, CCPB, WSCC	Ongoing
Continue the improvement of RUCA areas as City funds become available.	WSCC, CBD	Ongoing
ENVIRONMENTAL RECOMMENDATIONS (page 65)		
Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas.	WSRP, CCPB, WSCC	Ongoing
Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.	PLC, CCPB, WSCC	Ongoing
Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area.	NCDENR, Nonprofit and For-profit Developers	Ongoing

Abbreviations Used:			
CBD	Winston-Salem Community and Business Development Department	PLC	Piedmont Land Conservancy
CCPB	City-County Planning Board	WSCC	Winston-Salem City Council
HRC	Winston-Salem/Forsyth County Historic Resources Commission	WSDOT	Winston-Salem Department of Transportation
		WSENG	Winston-Salem Engineering Department
NCDOT	North Carolina Department of Transportation	NCDENR	North Carolina Department of Environment and Natural Resources

*Timing: Immediate: 1 to 2 years, Short Range: 3 to 5 years, Medium Range: 6 to 10 years, Long Range: 10 years or more, Ongoing: No established completion date



Former Atkins High School



Former Fire Station No. 4



Winston Mutual Building



Reynoldstown National Register Historic District

Appendix A. Significant Historic Resources



Significant Historic Resources			
Name	General Location	Date	Survey Site Number
Reynoldstown - Winston-Salem [NR]	Area within E. 10th Street, Camel Avenue, Temple Street, W. Jackson and N. Graham Avenues and Mt. Zion Place	1919-1949	FY02353
Castle Heights - Winston-Salem [SL]	Area within Amhurst, Hempstead, Kirkwood and W. 24th – 26th Streets	1927-1950s	FY02273
East Winston - Winston-Salem [DOE]	Area within Martin Luther King Jr. Drive, Dunleith, First and Fifth Streets		FY03479
Individually Listed Properties			
(former) Union Station [NR/LHL]	300 Martin Luther King Jr. Drive	1925	FY01271
Fire Station #4 [SL/DOE]	214 N. Duleith Avenue	1926	FY01276
Fairview Moravian Church [DOE]	1800 N. Liberty Street	1923	FY01289
Atkins High School [NR]	1215 N. Cameron Avenue	1931	FY02195
George Black House and Brickyard [NR/LHL]	111 Dellabrook Road	1900	FY01296
Goler Metropolitan AME Zion Church [NR]	1432 E. Fourth Street	1923	FY02213
Mars Hill Baptist Church and Parsonage [NR]	1331 & 1321 E. Fourth Street	1914-15	FY02217
House [DOE]	1504 E. Third Street	1915	FY03534
First Baptist Church [SL]	700 N. Highland Avenue	1955, 1968	FY03597
Historic Markers			
(Former) Atkins High School	1215 N. Cameron Avenue		
George Black House & Brickyard	111 Dellabrook Road		
Kate Bitting Reynolds Memorial Hospital	N. Cleveland Avenue & E. Seventh Street		
Winston-Salem Chapter of the Black Panther Party	N. Martin Luther King Jr. Drive & E. Fifth Street		

Abbreviations Used:			
DOE	National Register Determination of Eligibility	NR	National Register of Historic Places
LHL	Local Historic Landmark	SL	North Carolina National Register Study List

Appendix B. Design Guidelines for Multifamily Developments



MULTIFAMILY DEVELOPMENT DESIGN

Multifamily developments are and will continue to be an important component of the community's housing stock. Additionally, well-designed, multifamily housing can add to the character of a neighborhood, increase pedestrian activity, reduce automobile trips, and support transit.

To create multifamily developments that are better integrated into the community and that support and encourage walking, the following design features should be incorporated into new multifamily developments, where feasible:

- A connected street network;
- Buildings oriented to the street and with entrances on the street;
- Building façade articulation;
- Architecture that is compatible with the surrounding context;
- Reduced building height and mass where multifamily buildings are adjacent to single-family development;
- The use of small parking areas instead of large surface parking lots;
- Parking lots placed to the side or rear of buildings so they do not dominate the streetscape;
- The use of street and parking area trees and other landscaping;
- Parking lots that are well lit and visible from windows and doorways to help increase their safety and discourage crime;
- The use of on-street parallel or angled parking where appropriate;
- A sidewalk and/or pedestrian and bicycle trail network;
- Open space that is accessible, safe, and functional;
- Private outdoor space (e.g., courtyards or decks).
- Garages located to the rear of the building, along an alley, or recessed from the front.



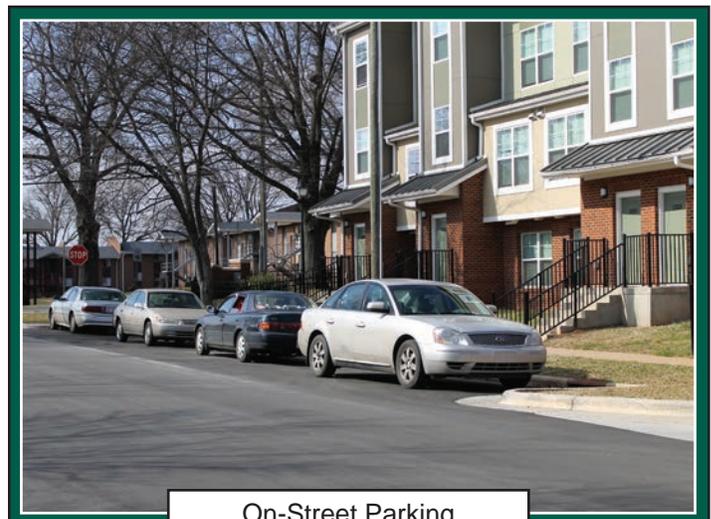
Attractive Balconies



Facade Articulation



Sidewalks



On-Street Parking

Appendix C. Guidelines for Conversion of Existing Homes to Office or Commercial Uses



BUILDING INTEGRITY

- The exterior appearance of existing single-family homes should be kept as intact as possible, if an existing building is being converted to office use, to continue the residential character of the street.
- New residentially-scaled office buildings should be no larger than 4000 square feet in size.
- Keep porches on existing buildings open. If enclosure is necessary, transparent materials, such as glass or screening, should be installed behind the original railing and/or columns.
- Design handicapped features so there is minimal visual impact on the existing structure.
- Locate exterior stairs to the side or the rear of existing or new structures.
- Locate mechanical equipment to the side or the rear of existing or new structures.
- Locate trash containers and metal outbuildings in the rear yard of existing or new structures, screen from adjacent properties.



Home Office Conversion

- Include cross-access easements to adjacent properties, where possible.

ACCESS

- Entrances and steps of existing buildings serve as an important first view of the property and should be preserved as they were originally built.
- Maintain the main entrance to existing and new buildings as the street frontage.

SIGNAGE

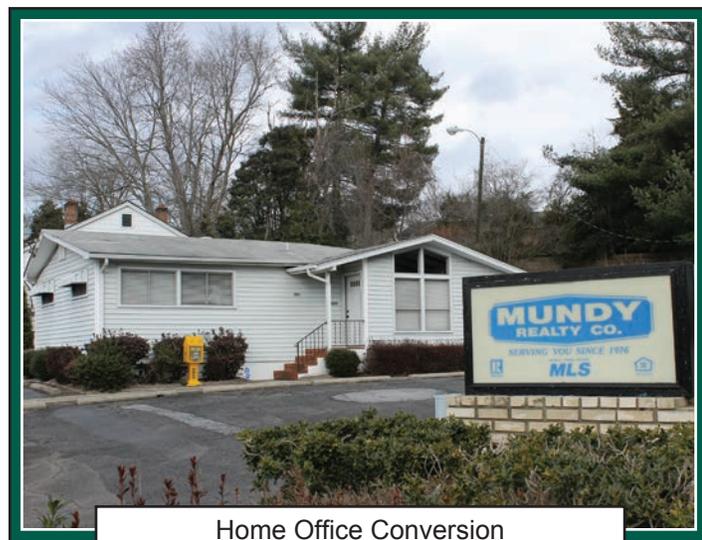
- Signs have a strong impact in the quality and appearance of individual buildings and on the streetscape as a whole. Compatibility with the building architecture and context is important.
- If a sign is located on an existing residential building or a new residential-scaled building, it should be a small identification panel at the entrance.

LIGHTING

- Soft, indirect lighting is recommended. Lighting should not cast direct light upon adjacent property.

LANDSCAPING

- Landscaping should be used to buffer office uses from existing residential development.
- Landscaped areas should be properly maintained.



Home Office Conversion

PARKING

- New parking areas should be designed to have a minimal impact on the existing environment and have a neighborhood character.
- Locate new parking areas to the side or rear of buildings.
- Screen parking areas from public view.
- Retain existing vegetation, such as mature trees, and incorporate them into the parking lot design.
- Share driveways, whenever practical, to minimize curb cuts.

Meeting Attendees



The following citizens attended one or more meetings for the *East-Northeast Winston-Salem Area Plan Update*. These citizens shared their thoughts about the area and its future and reviewed the proposed land use recommendations, site specific design recommendations for corridor and activity centers, and other plan recommendations.

Ola Ashford	Teneal McMahan
Michael Banner	Jimmy L. Norwood, Jr.
Dorothy A. Bonner	Billy Paul
C.P. Booker	Eda Paul
Jemmise Bowen	Jean Petree
William Andrais Brandon	Ted Petree
F.H. Brown Jr.	Tori Pittman
Debbie Buey	Albert Porter
Kevin Cheshire	Marva Reid
Bobbie Collins	Charlie J. Reynolds
James Conrad	Carla Brown Rumph
Troy Dehaven	Jacques Settle
Steve Flippin	Claudia Shivers
Carolyn R. Hardy	Shirley Spease
Tannon Hardy	Angel Thompson
Emma Ingram	Jamie L. Transou
Margot Jerome	Mattie Walker
Jocelyn Johnson	Dee Washington
Dottie Jordan	James Webster
Clarence Lambe, Jr.	Carly Williams
Teresa Lytle	Annie P. Wilson
Bret Marchant	Larry C. Woods
Paula J. McCoy	Mattie Young
Nakida McDaniel	

The above names represent members of groups and organizations involved in the planning area as well as citizens attending the meetings on their own. Groups represented at the meetings are as follows:

City-County Planning Board
East/Northeast Winston Neighborhood Association
East Winston Restoration Association
Housing Authority of Winston-Salem
Neighbors for Better Neighborhoods
United Way of Forsyth County

City of Winston-Salem

Adopted November 2, 2015

Allen Joines
Mayor

Dan Besse
Southwest Ward

Jeff MacIntosh
Northwest Ward

***Vivian H. Burke**
Mayor Pro Tempore, Northeast Ward

Robert C. Clark
West Ward

***Derwin L. Montgomery**
East Ward

Denise D. Adams
North Ward

Molly Leight
South Ward

James Taylor, Jr.
Southeast Ward

Lee Garrity
City Manager

*City Council Representatives for portions of the Planning Area

Forsyth County Board of Commissioners

David R. Plyler
Chairman

Donald Martin
Vice Chair

Richard V. Linville

Walter Marshall

Gloria D. Whisenhunt

Ted Kaplan

J. Dudley Watts, Jr.
County Manager

Everette Witherspoon

City-County Planning Board

Recommended August 13, 2015

Arnold G. King
Chairman

Allan Younger
Vice Chair

George Bryan

Tommy Hicks

Paul W. Mullican

Melynda Dunigan

***Clarence R. Lambe, Jr.**

Brenda J. Smith

Darryl Little

*Planning Board Member for the Planning Area

City-County Planning Staff

A. Paul Norby, FAICP
Director of Planning

Margaret C. Bessette, AICP
Assistant Director

C. Lynn Ruscher, AICP, GISP
Principal Planner

Kirk Ericson, AICP
Principal Planner

***Marco Andrade**
Project Planner

Byron Brown
Project Planner

Amy Crum
Project Planner

Kevin Edwards
Project Planner

April Johnson
Project Planner

Angie Plummer
Graphics Coordinator

*Project Leader

Interdepartmental Committee

Fred Haith
Transportation Project Planner
Winston-Salem Department of Transportation



For more information about the
East-Northeast Area Plan Update

City-County Planning Board
Telephone: 336-727-8000
Fax: 336-748-3163
Email: planning@cityofws.org
Web site: www.cityofws.org/planning