



NORTH CENTRAL WINSTON-SALEM

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. *Legacy 2030*, 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 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 13 suburban/small town area plans. Seven plans cover the Urban Neighborhoods and Downtown as defined in *Legacy 2030*. Urban Neighborhoods were typically built before 1940 and include the residential, commercial, industrial, and institutional development that surrounds 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 that 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 consistent terminology, information, mapping, and land use colors. 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 that 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.



North Central Winston-Salem Area Plan Update

Adopted by the City-County Planning Board on February 12, 2015
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Upper left cover photo by Brian Leon via Flickr

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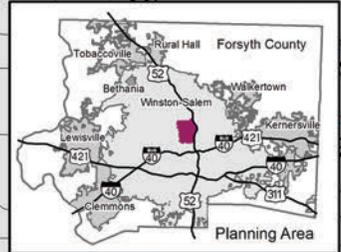
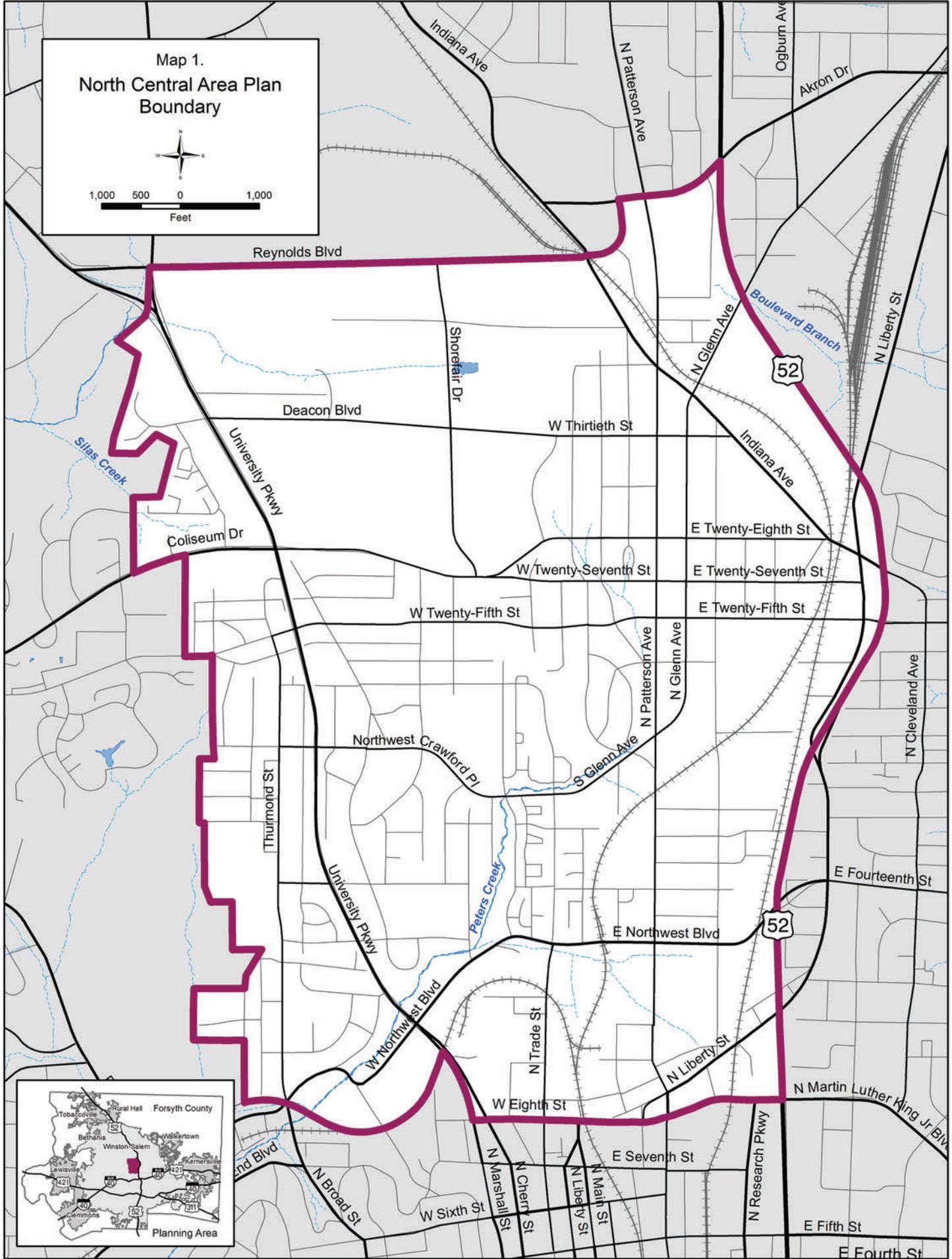
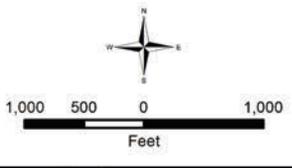
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ACKNOWLEDGEMENTS.....

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North Central Area Plan
Boundary





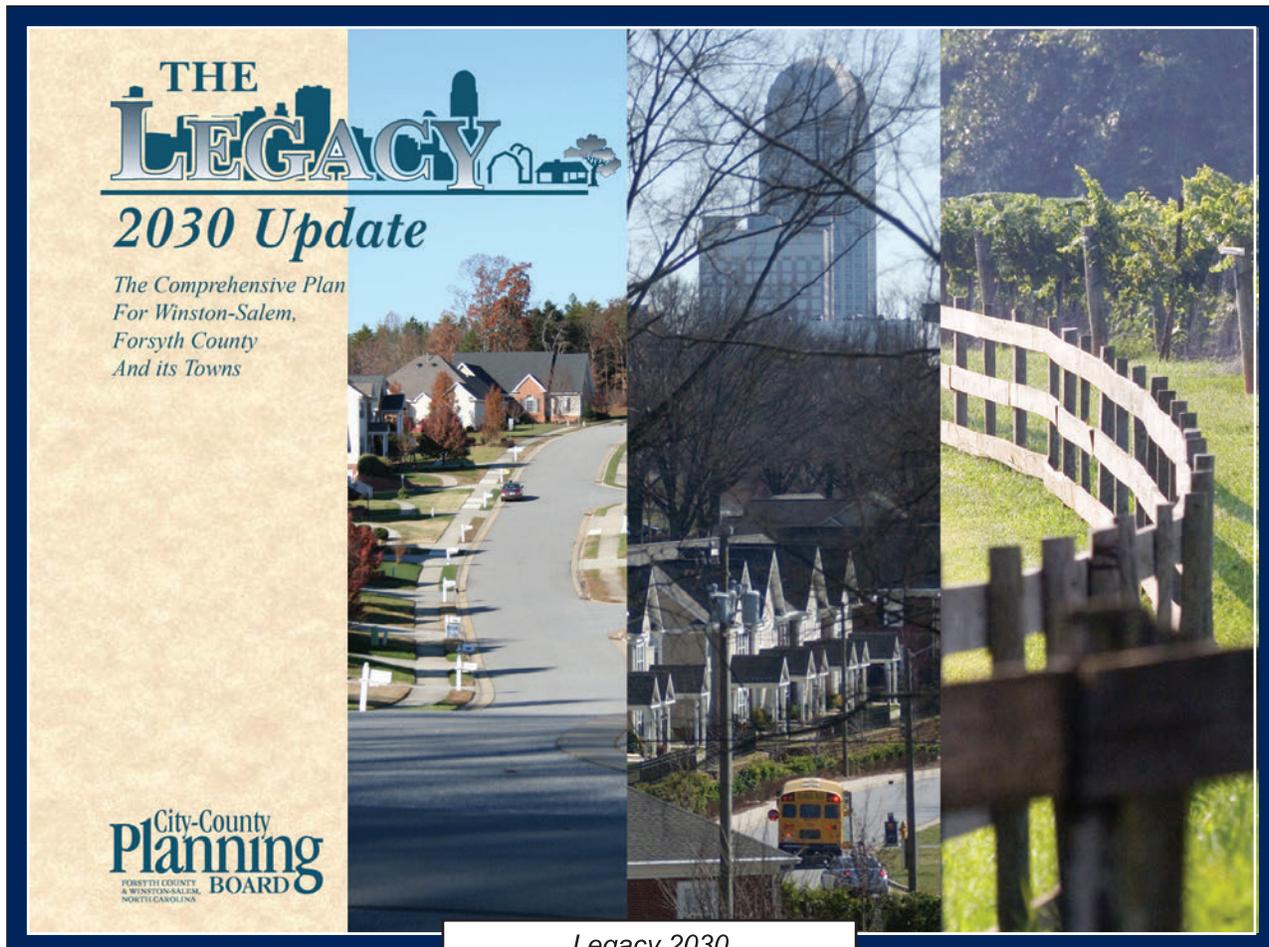
BOUNDARIES OF THE STUDY AREA

The North Central Planning Area encompasses approximately 2,000 acres. The plan area is generally bounded on the north by Reynolds Boulevard and Akron Drive; on the east by US 52; on the south by Martin Luther King, Jr. Drive, Eighth Street, and the Norfolk Southern Railway; and on the west by the Old Town Country Club and the Children's Home (see **Map 1** on **page v**). The entire North Central Planning Area is within the limits of the City of Winston-Salem. The majority of the planning area is in the North and Northeast Wards, with the balance in the North-west and East Wards.

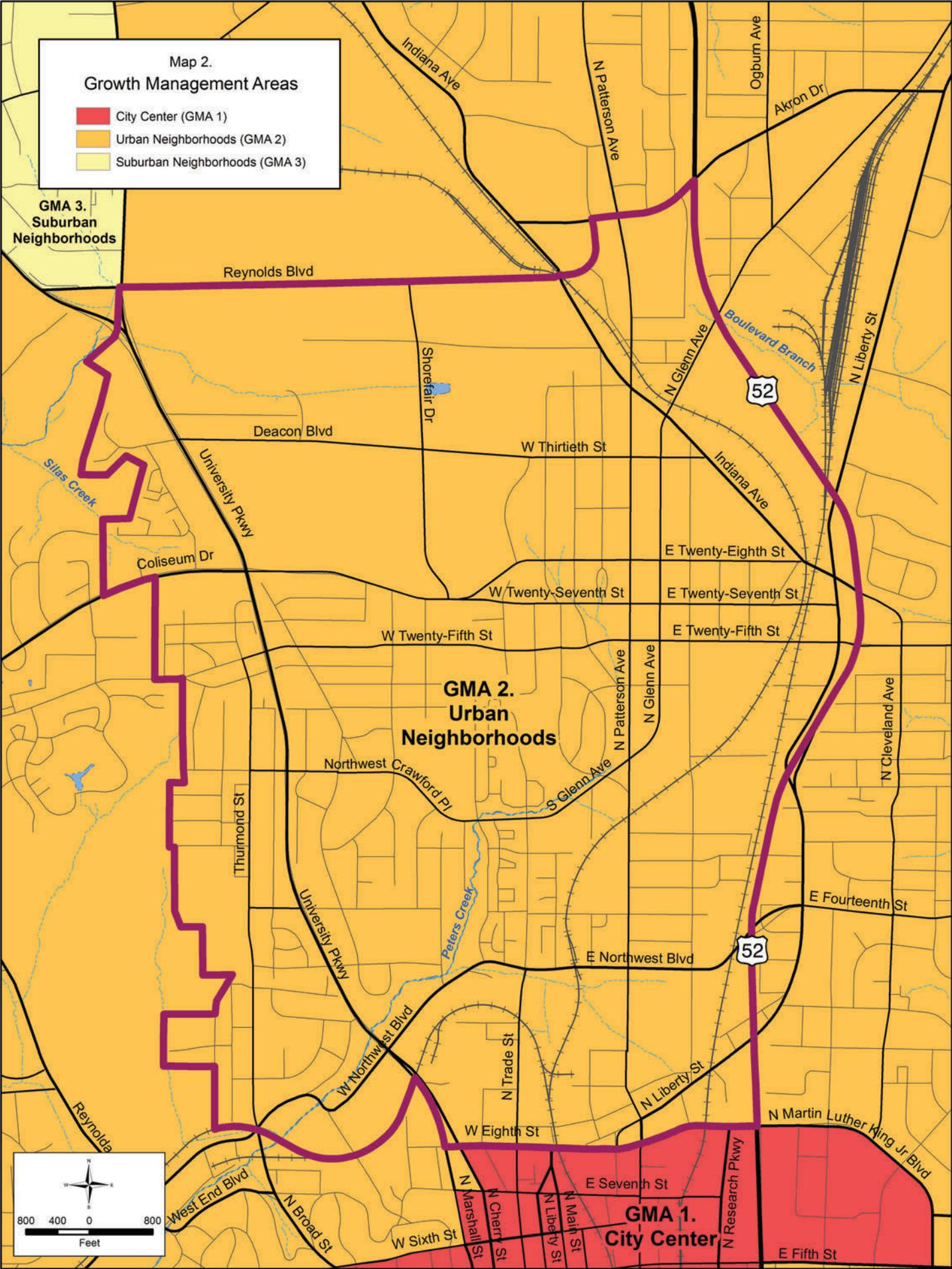


RELATIONSHIP TO *LEGACY 2030*

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 *North Central Winston-Salem Area Plan* was adopted in 2008. The *North Central Winston-Salem Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the North Central Winston-Salem Plan Area. *Legacy 2030's* Growth Management Plan defines a series of specialized areas, including Downtown, Urban Neighborhoods, and Suburban Neighborhoods. Each of these defined areas helps to inform the plan's land use recommendations. The entirety of the North Central Winston-Salem Planning Area is designated as Urban Neighborhoods, Growth Management Area (GMA) 2 (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.

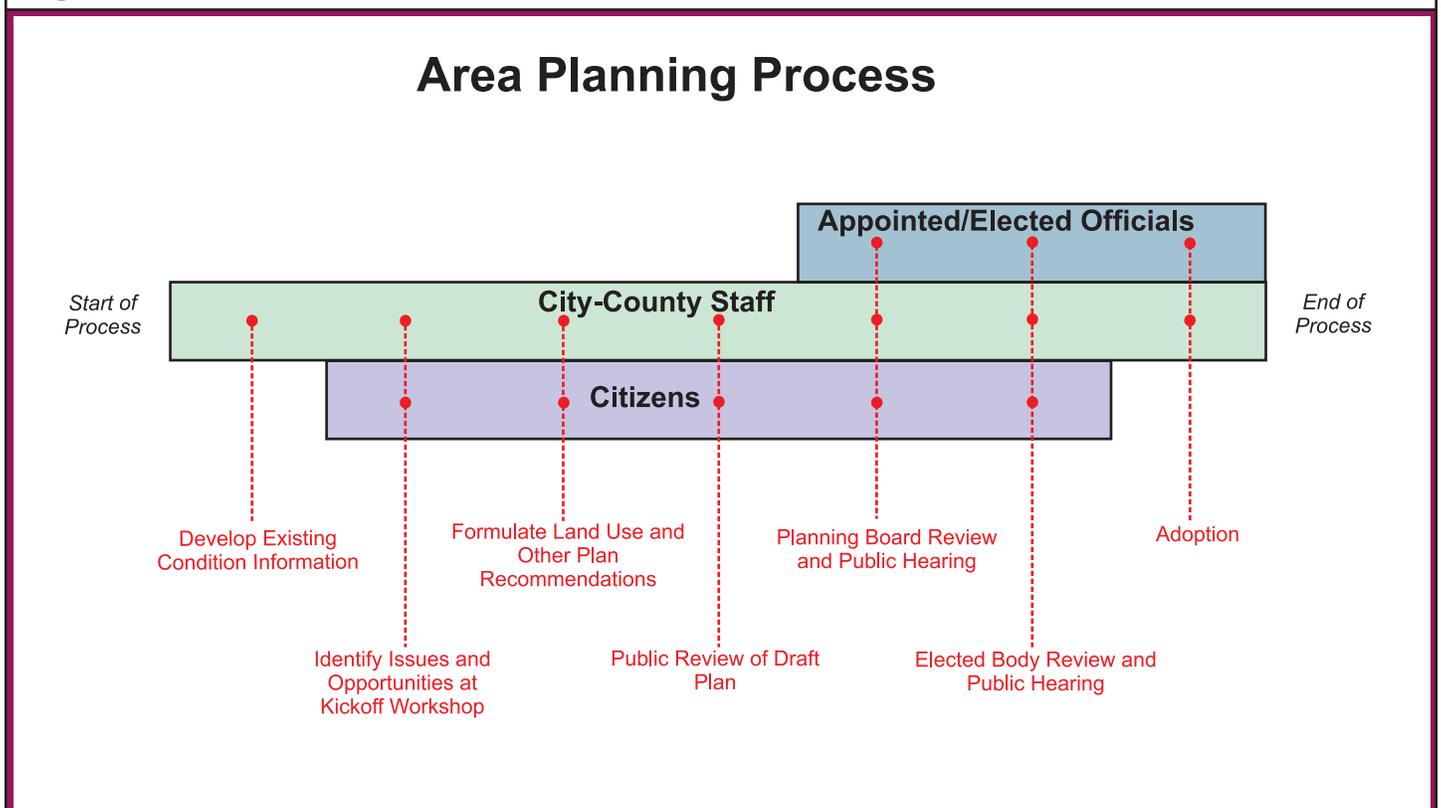
Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in *Legacy 2030*, serve as the basis for the next step in the process: the formulation of recommendations by Planning staff. These recommendations primarily focus on proposed land use recommendations, and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

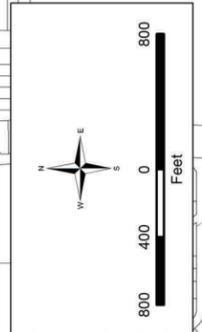
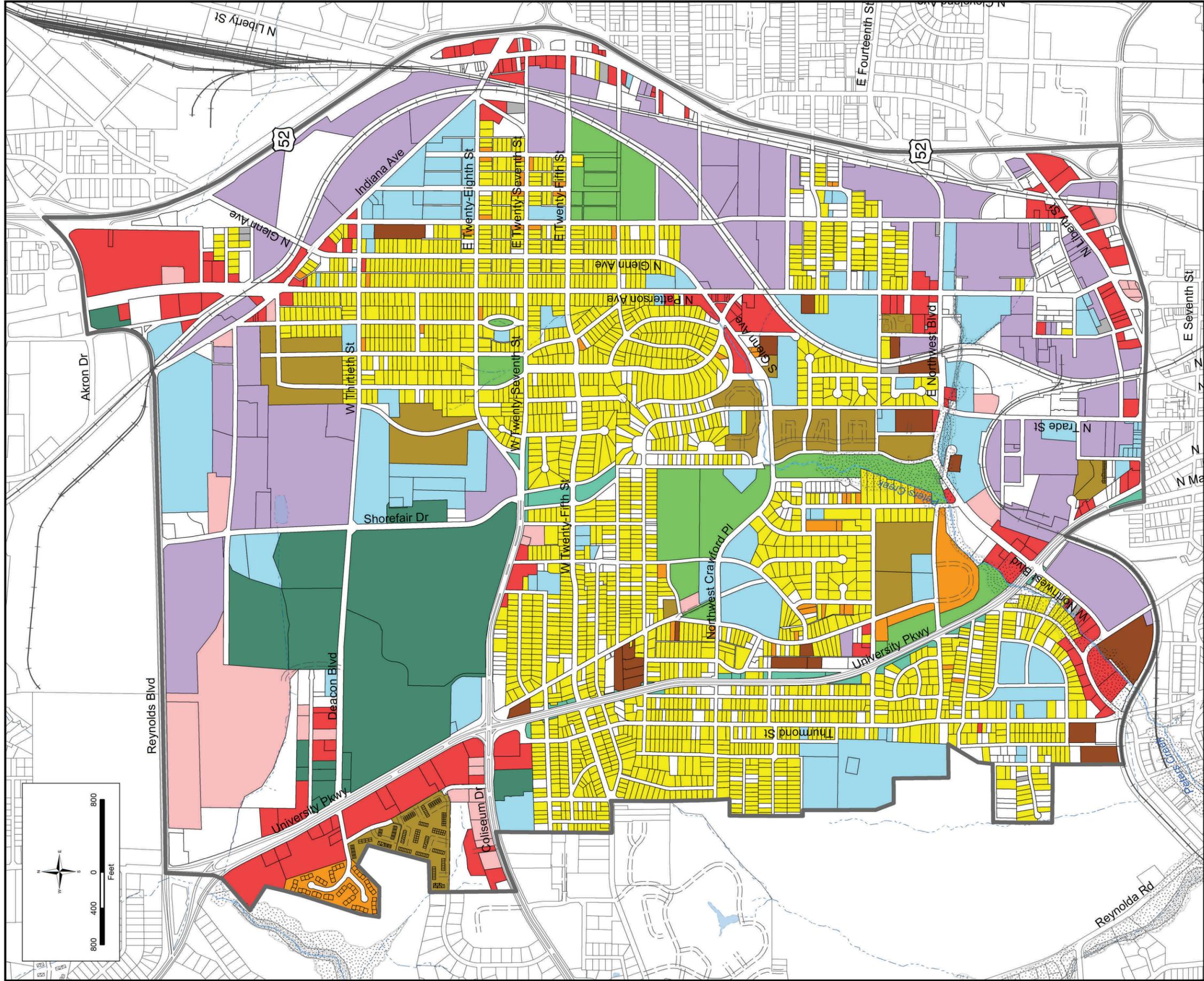
The adopted plan replaces the existing adopted plan for the area and will be used on an ongoing basis by the Planning Board and City Council to guide land use, infrastructure, and public investment decisions. An implementation schedule is included in the adopted plan to outline tasks and timing needed 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





Dixie Classic Fair photo via Flickr by Rebekah



- Existing Land Use Classification**
- Single-Family Residential
 - Low-Density Attached Residential (up to 8 du/ac)
 - Intermediate-Density Residential (8.1 to 18 du/ac)
 - High-Density Residential (over 18 du/ac)
 - Office
 - Commercial

- Existing Land Use**
- Industrial
 - Institutional
 - Park
 - Open Space
 - Commercial Recreation
 - Utilities

- Streams
- Ponds, Lakes, Rivers
- Floodway
- Floodplain

Map 3.
Existing Land Use



GENERAL CHARACTER

The North Central Winston-Salem Planning Area is rich in history and has a diverse mix of land uses. It was developed prior to 1940 in the pattern of traditional neighborhoods with a mix of residential types and densities, along with a variety of other land uses including institutions, parks, and commercial and industrial development. The area has seen a great deal of redevelopment in recent decades with the mixed-income Gateway Commons development being one of the successes. Habitat for Humanity, partnering with the City, continues redevelopment efforts here, by rehabilitating buildings and constructing houses on vacant lots in existing neighborhoods rather than constructing whole neighborhoods as they have in the past.

Most of the planning area continues to experience the challenges faced by older urban neighborhoods elsewhere, including aging building stock and declining commercial areas. Deindustrialization has hurt the area as many factory buildings sit idle. Average household income is lower than much of Winston-Salem and the percentage of households with food stamp assistance is higher. Many residents have no vehicle available and rely on other forms of transportation, including walking and public transit. The planning area only has one full-service supermarket.



DEMOGRAPHICS

Based on the 2010 Census, approximately 9,120 people live in the North Central Planning Area, accounting for approximately 2.6 percent of Forsyth County's total population and an increase of approximately 10 percent from the year 2000 (**Table 1**). The percent of persons of Hispanic origin living in the planning area increased from about 12 percent in 2000 to 15 percent in 2010 while the percent of African-American residents decreased from 87 percent to 74 percent (**Table 2 on page 8**).



Citizen Participation

Table 1. Demographic Trends/Comparisons

Population Statistics					
Area	Population				
	2010	2000	2000-2010 Growth	2010 Portion of Forsyth County Population	2010 Density (Persons per Acre)
North Central Plan Area	9,120	8,233	10%	2.6%	4.6
Winston-Salem	230,350	185,800	24%	65%	2.7
Forsyth County	352,000	306,000	15%	N/A	1.3

Source: 2010 U.S. Census

Table 2. Diversity and Age Statistics

Diversity Statistics					
Area	Diversity (Percent)				
	African-American	White	Asian	Other	Hispanic
2010 North Central Plan Area	74	8	1	2	15
2000 North Central Plan Area	87	7	0	5	12
2010 Winston-Salem	35	48	2	1	14
2000 Winston-Salem	37	56	2	0	5

Age Statistics					
Area	Age (Percent)				
	Less than 5 years	5-17 years	18-39 years	40-64 years	65 years and older
2010 North Central Plan Area	10	19	29	32	10
2000 North Central Plan Area	11	12	55	18	4
2010 Winston-Salem	7	17	32	31	13
2000 Winston-Salem	7	17	35	28	13

Source: 2010 U.S. Census

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



EXISTING LAND USE

Most of the North Central 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. Commercial and industrial uses were often located in close proximity to residential areas, making it convenient for people to get to jobs and to acquire necessary goods and services. Much of this original pattern of development has been maintained in the planning area, although there has been some shift in land use over the last 30 years, especially related to conversion of industrial sites to residential and some single-family to multifamily land use.

Existing land uses in the plan area include residential, office, commercial, institutional, parks and open space, commercial recreation, industrial, and utilities (see **Table 3** on **page 9** and **Map 3** on **page 5**).

RESIDENTIAL

The predominant land use in the planning area is residential, which accounts for 27 percent of the total land area. Low-density, single-family residential is the dominant residential type in most neighborhoods with some duplexes, mostly on corner lots. Multifamily development

accounts for approximately five percent of the planning area. Concentrations of multifamily uses are located in the Gateway Commons development, Georgetown Condominiums, on West Fourteenth and Thirteenth Streets, Milbrook Drive, Lincoln Avenue, on Greenway and Gilmer Avenues north of Thirtieth Street, a redeveloped industrial building on Oak Street, along Northwest Boulevard, and on Thurmond and Manly Streets.

COMMERCIAL AND OFFICE

Approximately 185 acres, or about nine percent of the planning area, is developed with commercial and office uses. The primary concentrations of commercial uses are along University Parkway, Coliseum Drive, Northwest Boulevard, North Liberty Street, and Martin Luther King, Jr. Drive. There are also commercial uses on Deacon Boulevard, North Patterson Avenue, and South Glenn Avenue.

Office development as an exclusive land use accounts for about three percent of the land area and is concentrated along Reynolds Boulevard, Coliseum Drive, and Deacon Boulevard. There are also some office uses along Baity Street, Indiana Avenue, North Patterson Avenue, Northwest Boulevard, North Trade Street, North Liberty Street, Burton Street, and Ivy Avenue.

INSTITUTIONAL

Institutional uses are located throughout the planning area. The 187 acres of institutional uses accounts for approximately nine percent of the land in the planning area. In addition to numerous schools and churches, major institutional uses in the planning area include the Beaty Public Safety Training Center, Bethesda Center for the Homeless, Goodwill Industries, the Salvation Army, Samaritan Ministries, Senior Services Inc., as well as the Woodland and Oddfellows Cemeteries.

INDUSTRIAL

Industrial uses account for approximately 280 acres or 14 percent of the plan area and are concentrated mainly on the east and south sides of the planning area, especially along and between the Norfolk Southern Railway tracks. They are also located along North Patterson Avenue, Indiana Avenue, West Twenty-Eighth Street, West Thirtieth Street, West Thirty-Second Street and Reynolds Boulevard. Industrial uses are also mixed with commercial uses along North Liberty Street. The amount of industrial land use in the planning area has declined over the last 30 years as industrial sites and buildings have been abandoned.

COMMERCIAL RECREATION

Commercial recreation uses comprise approximately 140 acres or about seven percent of the plan area. Most of this land use is located along Deacon Boulevard, University Parkway, and Shorefair Drive. It includes the Dixie Classic

Fairgrounds, Lawrence Joel Veterans Memorial (LJVM) Coliseum, the Coliseum Annex, BB&T Field, Wake Forest Baseball Park, and the Wake Forest Tennis Center. The Little Theatre of Winston-Salem and Arts Council Theatre are also included in this land use category and are located on Coliseum Drive.

PARKS AND OPEN SPACE

There are nine public parks in the planning area, totaling 76 acres and accounting for approximately four percent of the land area. The largest park in the planning area is Kimberley Park.

UTILITIES AND RIGHTS-OF-WAY

Combined utilities, road and railroad rights-of-way account for approximately 21 percent of the land area or 419 acres.

UNDEVELOPED

About 174 acres, close to nine percent of the total land area, is undeveloped. Some of the undeveloped land is not topographically suitable for development because of steep slopes. The largest portions of undeveloped land are found in industrial areas in the southern and eastern portions of the planning area. Other undeveloped areas are single-family lots scattered throughout the older neighborhoods in the planning area.

Table 3. Existing Land Use Summary

Land Use	Acres	%	Land Use	Acres	%
Single-Family	415.6	20.8	Commercial Recreation	140.7	7.0
Duplex/Triplex/Quadraplex	25.5	1.3	Parks, Recreation & Open Space	76.2	3.8
Multifamily	98.8	4.9	Rail & Road Rights-of-Way	416.0	20.8
Total Residential	539.9	27.0	Utilities	2.7	0.1
Office	65.9	3.3	Total Utilities & ROW	418.7	20.9
Commercial	120.8	6.0	Total Developed	1,828.9	91.3
Industrial	279.6	14.0	Undeveloped Land	173.9	8.7
Institutional	187.1	9.3	Total Area	2,002.8	100.0

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

ZONING

Rezoning cases since the early 2000s have had some impact on land use patterns in portions of the planning area. The Gateway Commons development is the result of the successful redevelopment of the Kimberly Park Terrace public housing development. However, since the adoption of the *North Central Area Plan* in 2007, there have only been nine rezoning petitions approved for the plan area.

TRANSPORTATION FEATURES

Existing transportation features include roads, bus routes, bicycle routes, sidewalks, railroads, and greenways. The location and function of transportation features have a significant impact on land use decisions.

ROADS

Overall Street Pattern

US 52 is a freeway forming the eastern boundary of the North Central Plan Area, and it provides access into the plan area at the Akron Drive, Liberty Street, Martin Luther King, Jr. Drive, Northwest Boulevard, and Twenty-Fifth Street interchanges.

A few major thoroughfares provide connections within the plan area. These include Akron Drive, Coliseum Drive, Liberty Street, Northwest Boulevard, Reynolds Boulevard, and University Parkway.

Several minor thoroughfares, residential collectors, and other local streets connect and feed vehicular traffic to the major thoroughfares for circulation in, and around, the plan area. Deacon Boulevard, Martin Luther King, Jr. Drive, Twenty-Fifth Street, Twenty-Seventh Street, and Thirtieth Street provide east-west connections, while Glenn Avenue, Indiana Avenue, Patterson Avenue, Shorefair Drive, Thurmond Street, and Trade Street provide north-south connections. (**Table 4** on pages 11 - 12).



University Parkway Facing Downtown

Table 4. Road Classifications and Features

Interstate Highways	Description	2012 Annual Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width (ft)	Future Cross-Section
US 52	4 lanes with median	67,000 - 78,000	80,100 - 101,600	62,300	48	6 - 8 lanes divided with grass median
Major Thoroughfares	Description	2012 Annual Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width (ft)	Future Cross-Section
Akron Drive	4 - 5 lanes	22,000 - 26,800	31,500 - 37,700	30,700 - 32,400	52	4 - 5 lanes with sidewalks
Coliseum Drive	4 lanes	11,000	15,400	27,500	60	4 lanes with raised median, wide outside lanes, and sidewalks
Liberty Street	2 - 4 lanes	3,800 - 12,000	4,900 - 15,100	13,800 - 27,500	38 - 44	2 lanes with bicycle lanes, on-street parking, and sidewalk; 4 lanes with raised median, wide outside lanes, and sidewalks
Northwest Boulevard	2 lanes	5,400 - 7,100	5,200 - 7,400	13,800	34	2 lanes with bicycle lanes and sidewalks
Reynolds Boulevard	3 - 4 lanes	2,500 - 7,900	3,900 - 9,900	18,200 - 27,500	52 - 54	4 lanes with raised median, wide outside lanes, and sidewalks
University Parkway	4 - 6 lanes	18,000 - 23,000	21,400 - 33,800	49,000 - 73,400	60 - 98	4 lanes with raised median, wide outside lanes, and sidewalks
Minor Thoroughfares	Description	2012 Annual Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width (ft)	Future Cross-Section
Deacon Boulevard	4 lanes	5,200	6,800	27,500	52	4 lanes with raised median, wide outside lanes, and sidewalks
Glenn Avenue	2 lanes	2,400 - 3,400	2,900 - 4,600	13,800	30 - 36	2 lanes with on-street parking on one side, bicycle lanes, and sidewalks
Indiana Avenue	2 - 3 lanes	3,900 - 8,600	4,500 - 10,800	13,800 - 15,800	36 - 40	3 lanes with wide outside lanes and sidewalks

Table 4. Road Classifications and Features

Minor Thoroughfares	Description	2012 Annual Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width (ft)	Future Cross-Section
Martin Luther King, Jr. Drive	4 lanes	9,100 - 12,000	17,100 - 22,800	38,100	74	4 lanes with raised median, wide outside lanes, and sidewalks
Patterson Avenue	2 - 4 lanes	1,900 - 6,500	2,900 - 7,400	11,900 - 27,500	34 - 48	2 lanes with on-street parking, bicycle lanes, and sidewalks; 4 lanes with median, wide outside lanes, and sidewalks
Shorefair Drive	4 lanes	2,300	2,600	27,500	52	4 lanes with raised median, wide outside lanes, and sidewalks
Thurmond Street	2 lanes	5,400 - 6,500	6,200 - 8,100	13,800	36	2 lanes with on-street parking, bicycle lanes, and sidewalks
Trade Street	2 lanes	2,400	2,900	11,900	36	2 lanes with on-street parking, bicycle lanes, and sidewalks
Twentieth Street	2 lanes	2,300	2,500	13,800	26	2 lanes with on-street parking on one side, bicycle lanes, and sidewalks
Twenty-Fifth Street	2 - 3 lanes	2,300 - 6,500	2,500 - 8,100	13,800 - 15,800	32 - 36	2 - 4 lanes with on-street parking on one side, bicycle lanes, and sidewalks
Twenty-Seventh Street	2 - 4 lanes	1,900 - 4,700	2,500 - 6,100	13,800 - 27,500	28 - 62	2 - 4 lanes with on-street parking, bicycle lanes, and sidewalks
Twenty-Eighth Street	2 - 4 lanes	1,400 - 7,200	1,600 - 8,900	11,900 - 27,500	22 - 62	2 - 4 lanes with on-street parking, bicycle lanes, and sidewalks
Thirtieth Street	2 - 3 lanes	2,300 - 7,300	3,100 - 9,300	13,800 - 15,800	22 - 36	2 lanes with bicycle lanes, on-street parking, and sidewalks; 3 lanes with wide outside lanes and sidewalks

List of Existing Collector Streets

Ivy Avenue
Pittsburg Avenue
Thirty-Second Street

Carriage Drive
Twelfth Street
Oak Street

Collins Street
Greenway Avenue
Inverness Street

PUBLIC TRANSPORTATION

Local Bus Routes

The Winston-Salem Transit Authority (WSTA) currently provides bus service in the North Central Planning Area. Weekday routes are 2, 4, 5, 7, 9, and 10. Night routes, 1010 and 444, and Sunday routes, 74 and 710 also serve the area.

Regional Transit

The Piedmont Authority for Regional Transportation (PART) 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.

Table 5. Current Transit Routes

Route Number	Route Name	Major Stops in North Central Area
2	Castle Heights	Martin Luther King, Jr. Drive
4	Thurmond	Thurmond Street, Goodwill, College Plaza Shopping Center, Coliseum
5	Goodwill	Goodwill, College Plaza Shopping Center, Coliseum
7	North Side	Northside Shopping Center
9	Mineral Springs	Northside Shopping Center
10	Cherryview	Patterson Avenue
1010	Northside and Wal-Mart Nite Service	Northside Shopping Center
444	Thurmond Nite Service	Thurmond Street, Goodwill, College Plaza Shopping Center, Coliseum
74	Thurmond Sunday Service	Thurmond Street, Goodwill, College Plaza Shopping Center, Coliseum
710	Cherryview Sunday Service	Patterson Avenue

Rail

In the North Central Planning Area, there are three railroad lines owned and operated by Norfolk Southern Railway described in **Table 6**. All railroad lines are currently for freight purpose only.

BICYCLE FACILITIES

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* was adopted by the Winston-Salem City Council and the 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 North Central Plan Area has three signed bike routes described in **Table 7**.

PEDESTRIAN FACILITIES

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

Sidewalks

About 55 percent of all streets in the North Central Planning Area have sidewalk on at least one side, including over 90 percent of all major and minor thoroughfares. Sidewalks are recommended in the long term for all thoroughfares and collector streets except for freeways and expressways, though nearly all such streets in the North Central Area already have sidewalks. Therefore, the emphasis is on filling in gaps in the existing network strategically with smaller projects.

Table 6. Current Railroad Lines

Railroad Lines	Description
The Clemmons/ Kernersville Rail Line	The rail line runs from the Town of Kernersville through Union Station to the north parallel to Main Street, and then runs to west parallel to Northwest Blvd., then to Clemmons.
The Rural Hall Rail Line	This rail line runs north parallel to Main Street, then runs northwest to Indiana Avenue at 28th Street and continues to the Town of Rural Hall.
The Walkertown Rail Line	The rail line starts from Winston-Salem CBD and runs parallel to US 52 to the main switching station on Liberty Street west of Smith Reynolds Airport. The rail line continues to Walkertown and eventually stops at Roanoke, Virginia.

Table 7. Bicycle Routes

Route Name	Route Number	General Route
East Winston Loop	4	Patterson Avenue, Liberty Street, Fourteenth Street, Cleveland Avenue, Twenty-Third Street, Jackson Avenue, Ashley School Circle, Bowen Boulevard, Bowen Branch Trail, Waterworks Road, Brushy Fork Greenway, Old Greensboro Road, Fifth Street
Coliseum Loop	5	Northwest Boulevard, Hollyoak Street, Crawford Place, Cherry Street, Twenty-Fifth Street, Pittsburg Avenue, Twenty-Seventh Street, Shorefair Drive, Reynolds Boulevard, Indiana Avenue, Glenn Avenue, Patterson Avenue
West Winston Loop	6	Northwest Boulevard, Runnymede Road, Warwick Road, Arbor Road, Forest Drive, Oaklawn Avenue, Arbor Road, Thurmond Street



COMMUNITY FACILITIES

The North Central Winston-Salem Plan Area has a number of facilities that serve the community, including parks, schools, churches, and other institutional uses (see **Map 8** on **page 42**).

SCHOOLS

The Winston-Salem/Forsyth County Board of Education uses a “controlled choice” plan to assign students to schools. The plan gives parents and students a choice between their residential school and several others within the same zone. There are three operating public schools in the planning area. Two, Kimberley Park and Cook, are elementary schools, and one, Paisley International Baccalaureate Magnet, is a middle school. Two middle schools in the area, Hanes Magnet and Lowrance, were recently closed and students relocated.

HOMELESS SERVICE FACILITIES

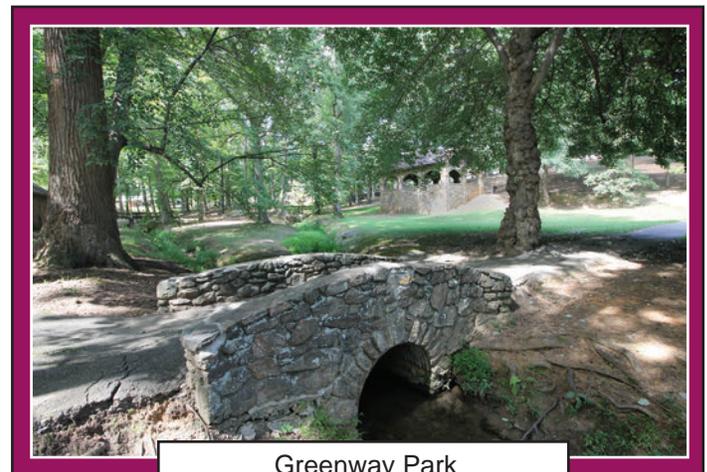
Many facilities serving Winston-Salem’s homeless population are located in the North Central Planning Area:

- **Bethesda Center for the Homeless** – overnight shelter for men and a day shelter with programs and referrals for all homeless persons.
- **Samaritan Inn** – overnight shelter for men and mid-day meal for all in need.
- **Salvation Army** – shelter and services for homeless women and families.
- **Experiment in Self Reliance** – manages an apartment building on Burton Street that provides transitional housing for homeless families.

RECREATION FACILITIES

Parks

The *2015 Winston-Salem and Forsyth County 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. Six public parks are currently located in the North Central Winston-Salem Planning Area. Parks are classified based on their size, facilities, and function (**Table 8**). Based on the service area analysis completed for the *Parks and Open Space Plan*, the planning area is adequately served by parks and community center facilities.



Greenway Park

Table 8. Recreation Facilities

Park Name	Acreage	Major Facilities
Mini Parks: Small facilities designed to serve a specific population segment or to be primarily ornamental in nature.		
Bon Air Park	<1	Gazebo, Picnic Area
Greenway Park	3	Gazebo, Shelters, Playground
Drayton Pines	8	Walking Trails
Community Parks: Provide active recreational opportunities drawing people from multiple neighborhoods.		
Gateway Commons	10	Walking Trails, Playground
Blum-Blanding Park	19	Softball Field
Kimberley Park	26	Pool, Tennis Courts, Community Center, Walking Trails, Shelters, Basketball Courts

Greenways

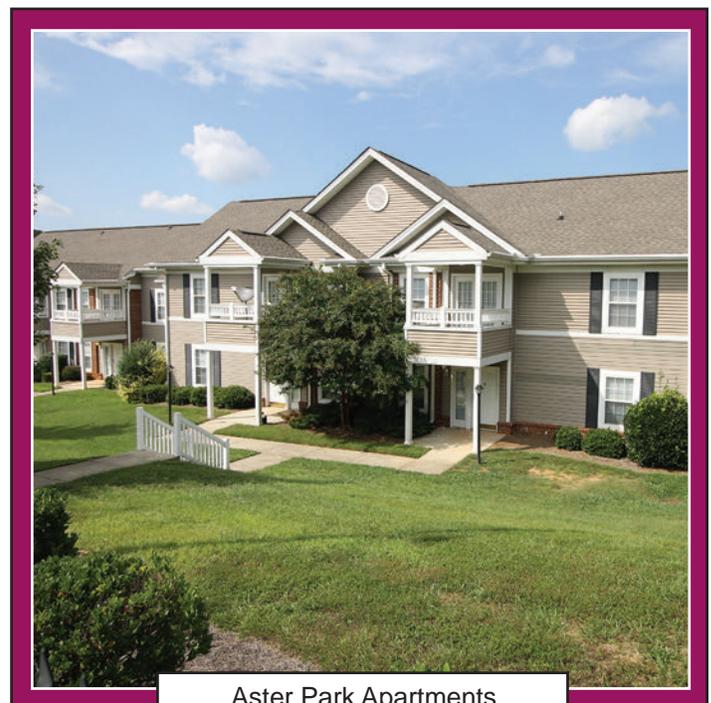
Greenways are linear open space corridors that can be managed for conservation, recreation, and/or transportation purposes. Many greenways have paved trails and accompanying land that provide pedestrian and bicycle access to neighborhoods and community facilities in addition to waterways of Forsyth County. Currently, there is one existing greenway within the planning area: Gateway Commons Greenway. The greenway is 0.8 mile in length and runs from Northwest Boulevard to Glenn Avenue through the Gateway Commons Park.

Sports and Entertainment Complex

Winston-Salem’s major entertainment and sports complex is located in the North Central Planning Area. The complex includes the Lawrence Joel Veterans Memorial (LJVM) Coliseum and Annex, the Dixie Classic Fairgrounds, Wake Forest Tennis Center, BB&T Field, and Wake Forest Baseball Park, the former home of the Winston-Salem Dash minor league baseball team, which moved to BB&T Ballpark downtown. Since the North Central Area Plan was adopted in 2007, the coliseum and ballpark were sold to Wake Forest University. The fairgrounds complex and coliseum annex are owned by the City of Winston-Salem.

Housing conditions vary widely in the planning area from neighborhoods where most homes are well-maintained to neighborhoods with deteriorated structures.

The City of Winston-Salem continues to work to expand opportunities for affordable housing and the promotion of homeownership. One of the ways they do this is by providing funding assistance to Habitat for Humanity to construct new single-family houses and rehabilitate existing houses. Ongoing projects include the Glenn Oaks neighborhood and the Cherry/Kimberley Neighborhood Revitalization Initiative.



Aster Park Apartments

HOUSING

According to the US Census 2012 American Community Survey, there are approximately 4,271 housing units in the North Central Planning Area. Approximately 30 percent of households own their own homes, compared to 50 percent of households citywide who own their own homes. Approximately 18 percent of housing units in the planning area are vacant compared to 11 percent citywide. Rates of ownership vary by neighborhood within the plan area (**Table 9**).

Table 9. Housing Statistics

Area	Total	Owner-Occupied		Renter-Occupied		Vacant	
		Total	%	Total	%	Total	%
North Central	4,271	1,252	29.3	2,245	52.6	775	18.1
Winston-Salem	103,974	52,007	50.0	40,330	38.8	11,637	11.2
Forsyth County	156,872	90,188	57.0	20,975	32.5	15,709	10.0

Source: American Community Survey 2012 (5 year estimates)



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.

Most of the North Central Planning Area was 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 plan area.

Future land use and design challenges in the plan area include assuring compatibility between land uses, making sure roads move traffic while remaining pedestrian-friendly, reusing industrial sites and buildings, and encouraging the rehabilitation of existing structures.



HISTORIC RESOURCES

The North Central Planning Area is fortunate to possess a number of historic resources, which are predominately urban residential, institutional, or industrial in character. The resources in the area tell the story of a developing and expanding city. The area began to grow during the boom period of the early 20th century. In this time, neighborhoods, local businesses, religious institutions, and industries grew and prospered. These historic properties vary in type and form and include a few individual properties of note. The built environment helps to illustrate the history of the area and the City of Winston-Salem.

Historic Resources Commission (HRC) staff has reviewed the major historic resources studies/surveys and has determined that a number of historic resources are located within the planning area. 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 North Central Planning Area. However, the survey update project also identified new historic resources. While some properties in the planning area are listed on the National Register, others are of National Register quality or are Local Historic Landmarks. However, other properties were simply identified for written and photographic documentary purposes.

Appendix A is a list of recognized historic resources in the North Central Planning Area with their current designations. Additional resources not listed in the plan due to security issues include potential archaeological resources.



Historic New Bethel Baptist Church



ECONOMIC DEVELOPMENT

A number of underutilized or vacant industrial or commercial properties exist in the plan area. Rehabilitation of these properties is needed to attract new businesses or encourage expansion of existing businesses 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) Program:** Provides funding for the rehabilitation and improvement of commercial districts in specific distressed urban areas of the City. The Patterson/Glenn, Northwest/Patterson, Northside, and Trade/Northwest RUCAs are located within the planning area but have not been funded.
- **NRSA Building Rehabilitation Program:** Provide financial assistance to commercial and industrial property owners for building rehabilitation and site improvements. The Neighborhood Revitalization Strategy Area (NRSA)

covers the entire plan area except for the small area that is north of Coliseum Drive and west of University Parkway.

- **Small Business Loan Program:** Provides financial assistance to businesses unable to secure financing from conventional sources. The business has to be located in the Winston-Salem Neighborhood Revitalization Strategy Area.
- **Housing Rehabilitation:** Provides financial and technical assistance to qualified owner occupants and investors to repair substandard properties.

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



Patterson/Northwest RUCA



THE ENVIRONMENT

A number of environmental issues are of concern in the plan area, including floodplains, wetlands, topography, and water quality (see **Map 4** on **page 20**).

FLOODPLAINS

Floodplains are flood-prone lands adjacent to creeks and streams. There are requirements to manage activities in these areas. Peters Creek is one such stream with identified floodplains in the planning area.

WETLANDS

Wetlands are defined as areas inundated or saturated, permanently or seasonally, by surface or ground water. They 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 percent is located along railroad tracks, major roadways, 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 heavy industrial, dry cleaning, or fuel sales uses. Often, contamination issues only surface as properties are more closely examined as they are being developed or redeveloped. For more specific and up-to-date information on contaminated sites, contact the North Carolina Department of Environment and Natural Resources (NCDENR).

EXISTING PLANS/STUDIES IN THE PLAN AREA



The following studies have been completed for the plan area:

NORTH CENTRAL WINSTON-SALEM AREA PLAN (2007)

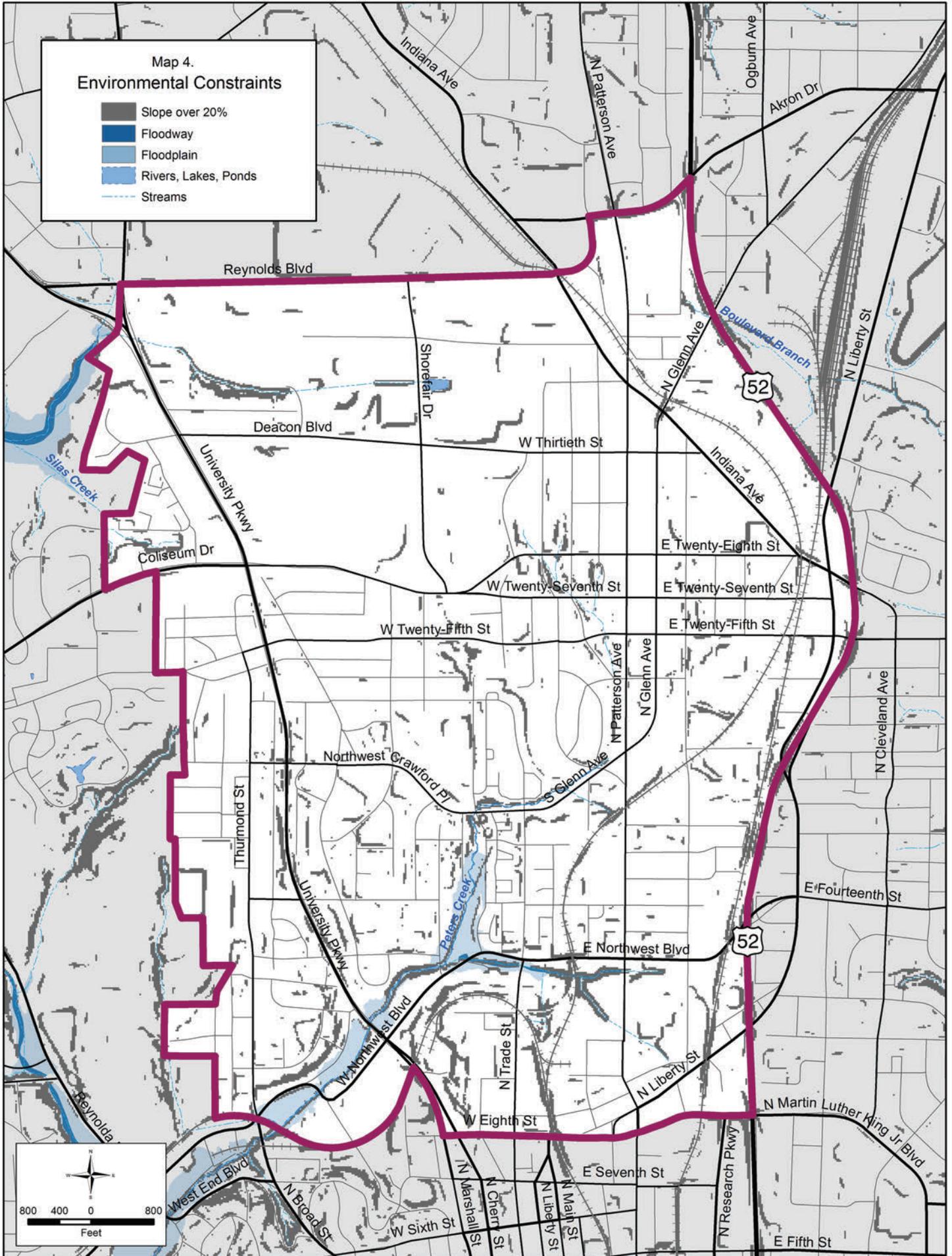
The original *North Central Winston-Salem Area Plan* had approximately the same general boundaries as this update. The area plan included recommendations for land use, transportation, community facilities, housing, historic preservation, sense of community, community safety, and economic development.

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

The City-County Planning Department and the Winston-Salem Department of Transportation, in cooperation with Wake Forest University, conducted a study to improve active transportation options and usage within the neighborhoods surrounding Wake Forest University. The study includes both infrastructure and policy recommendations for an area within an approximate two-mile radius around the university campus. Major recommendations within the North Central Planning Area include constructing a greenway from WFU's Reynolda Campus to its athletic campus, separate bike lanes on Twenty-Fifth and Thurmond Streets and a Complete Streets retrofit of University Parkway between Reynolds Boulevard and Twenty-Fifth Street.

Map 4.
Environmental Constraints

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



General policies from *Legacy 2030* provide the framework for recommendations in all area plans. Specific recommendations for the *North Central Winston-Salem Area Plan Update* were developed through comments heard from citizens at public meetings in conjunction with the work of Planning and Development Services 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 25**). Additionally, the Proposed Land Use Changes Map (**Map 5 on page 23**) 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 5**). Proposed land use changes may or may not require a change of zoning. Determinations of the need for rezoning will be evaluated when site-specific development proposals are submitted for review.

GENERAL RECOMMENDATIONS

Planning policies used to develop land use recommendations for the North Central 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 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



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. The sites are shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see **Map 5 on page 23** and **Map 6 on page 25**).

Single-Family Residential

Single-family residential development consists mostly of single-family, detached units; however, scattered throughout neighborhoods 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.

Low-Density Attached Residential

Low-density attached residential development has a density of up to eight dwelling units per acre. Generally, low-density attached residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily, townhouses, duplex, triplex, or quad units. Design Guidelines for Multifamily Development can be found in **Appendix B on page 56**. Low-density attached residential is recommended for two Residential Opportunity Areas discussed on **page 22**.

Residential Infill

Generally, the urban residential infill land use is recommended for smaller sites in the Urban Neighborhoods Area in Winston-

Salem and sections of activity centers. Factors to look at for recommending residential infill are:

- Land currently zoned Residential Single-Family Quadraplex (RSQ), allowing single-family to quadraplex units.
- Land zoned Residential Multifamily (RM-5), allowing smaller multifamily buildings.
- Land zoned for another district, but which would be most appropriately developed with single-family, duplex, triplex, quadraplex, and/or townhouse units.

Generally, small residential infill sites should be developed under the RSQ or RM-5 districts. However, since the RSQ district does not allow clustering of development (by only allowing one building per zoning lot), in unique circumstances the Residential Multifamily (RM-8) district may be required to develop sites that have topographic or other constraints that necessitate clustering of buildings. Urban residential infill development is recommended for:

- Existing smaller sites in the North Cherry Street area currently zoned RSQ.
- Existing smaller sites from East Thirteenth Street to East Seventeenth Street between North Patterson Avenue and US 52 that are currently zoned RSQ or RM-5.

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 56**. Intermediate-density residential is recommended for:

- Two tracts of land in the Patterson/Glenn Activity Center.
- Land in the Northside Activity Center.

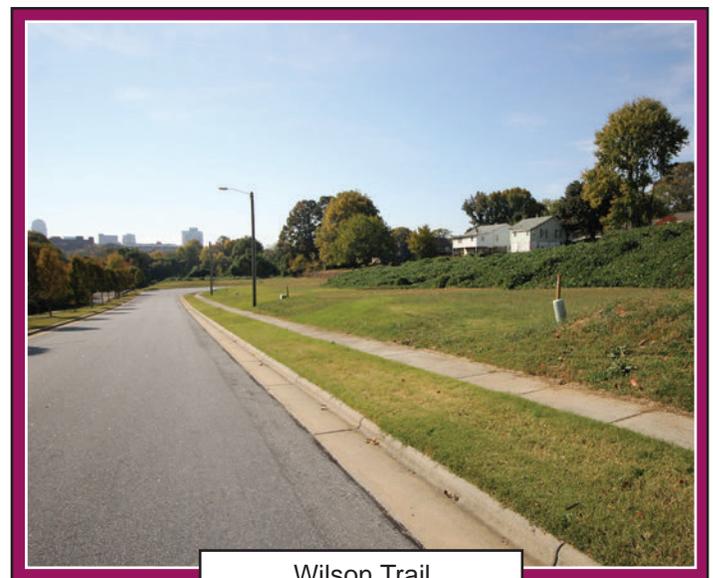
Residential Opportunity Areas

Site 1: Wilson Trail and McDaniel Street

This site is approximately 2.4 acres in size and is currently zoned RSQ-S, which allows for single-family to quadraplex units. The site is mostly undeveloped and in single ownership by the Housing Authority of Winston-Salem. Without any residents, the empty cul-de-sac of Wilson Trail has invited nuisance graffiti. New development, combined with the close proximity to Gateway Commons Park could make for a pleasant neighborhood here. This plan recommends low-density attached residential land use at this location, up to approximately eight dwelling units per acre, with compatible duplex, quadraplex, small footprint townhouse/multifamily development or single-family structures.

Site 2: East Fifteenth and Sixteenth Streets at Harriet Tubman Drive

This 3.4-acre area is a mixture of single-family houses, duplexes, and vacant lots between Ambassador Cathedral and US 52. These lots are currently zoned RM-5, which allows duplexes, townhouses, and single-family houses. This plan recommends low-density attached residential land use at this location, up to approximately eight dwelling units per acre, with compatible duplex, quadraplex, small footprint townhouse/multifamily development or single-family structures.



Wilson Trail



Map 5.

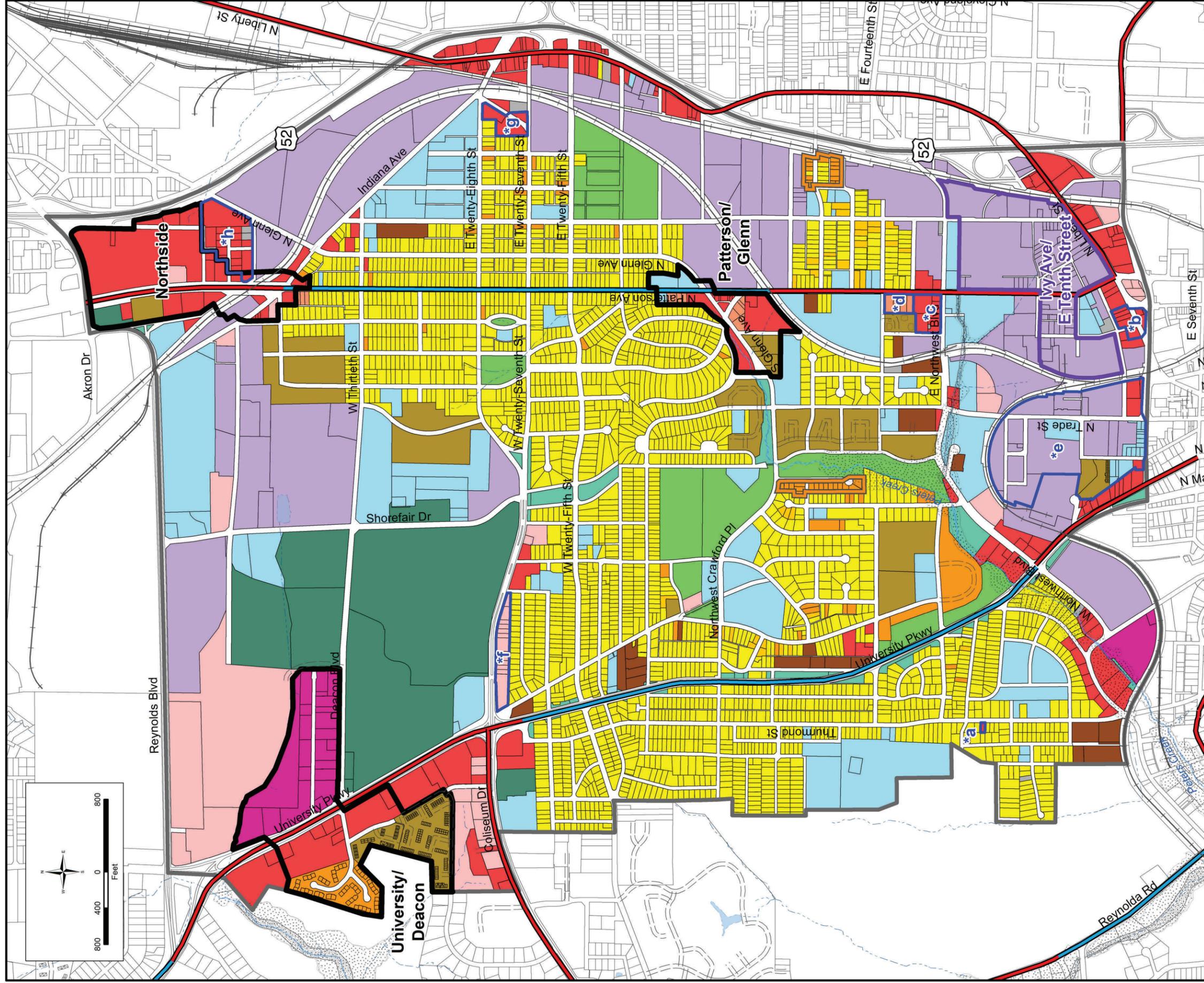
Proposed Land Use Changes

- Proposed Land Use Classification**
- Single-Family Residential
 - Urban Residential Infill
 - Low-Density Attached Residential (up to 8 du/ac)
 - Intermediate-Density Residential (8.1 to 18 du/ac)
 - High-Density Residential (over 18 du/ac)
 - Office
 - Commercial
 - Office/Low-Intensity Commercial
 - Mixed-Use Development

- Growth Corridors**
- Urban/Suburban Residential
 - Commercial / Office / Multifamily with Urban Form

- Special Land Use Conditions**
- Industrial Opportunity Areas
 - Activity Centers
 - Special Land Use Condition Area
 - Residential Opportunity Area: Low-Density Attached Residential

- Streams
- Ponds, Lakes, Rivers
- Floodway
- Floodplain



Map 6.

Proposed Land Use

- Proposed Land Use Classification**
- Single-Family Residential
 - Urban Residential Infill
 - Low-Density Attached Residential (up to 8 du/ac)
 - Intermediate-Density Residential (8.1 to 18 du/ac)
 - High-Density Residential (over 18 du/ac)
 - Office
 - Commercial
 - Office/Low-Intensity Commercial
 - Mixed-Use Development

- Proposed Land Use**
- Industrial
 - Institutional
 - Park
 - Open Space
 - Commercial Recreation
 - Utilities

- Growth Corridors**
- Urban/Suburban Residential
 - Commercial / Office / Multifamily with Urban Form

- Special Land Use Conditions**
- Industrial Opportunity Areas
 - Activity Centers
 - Special Land Use Condition Area
 - Residential Opportunity Area: Low-Density Attached Residential

- Streams
- Ponds, Lakes, Rivers
- Floodway
- Floodplain



OFFICE AND COMMERCIAL

This plan recommends the consolidation of office and commercial uses at existing commercial/office locations and 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 office development is recommended at:

- The east side of University Parkway at Reynolds Boulevard.
- East of North Trade Street and south of West Northwest Boulevard.
- Second-tier lots on the north side of Coliseum Drive west of University Parkway.
- A lot on the south side of West Twenty-Seventh Street east of University Parkway (see *f in Special Land Use Conditions on page 37).

Office/Low Intensity Commercial

This land use category includes all office uses as well as commercial uses listed in **Table 10**. This plan recommends two areas 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:

- North Patterson Avenue south of West Fourteenth Street (see *c in Special Land Use Conditions on page 36).
- North Patterson Avenue south of Indiana Avenue.
- The west side of Greenway Avenue between North Patterson Avenue and North Glenn Avenue.

Guidelines for Conversion of Existing Homes to Office or Commercial Uses can be found in **Appendix C** on page 57.

Table 10. 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 the improvement 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:

- North Liberty Street between East Twenty-First Street and US 52.
- Various Special Land Use Condition Areas (see **pages 36-37** (*b and *h)).
- University Parkway between West Eighth Street and Arlis Court.



INSTITUTIONAL

Institutional uses in the planning area are an important aspect of its character, vitality and future. Institutional uses include schools, churches, government offices and services, 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 for which institutional use would be appropriate.

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 older historic areas. 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 massing. This plan recommends the following:

- Retain older single-family structures adjacent to institutional uses.
- When converting parcels to parking lots for institutional uses in residential districts, maintain neighborhood character by buffering lots with street yards.
- Encourage institutions owning single-family homes adjacent to their properties to maintain these structures in good condition.



PARKS/OPEN SPACE

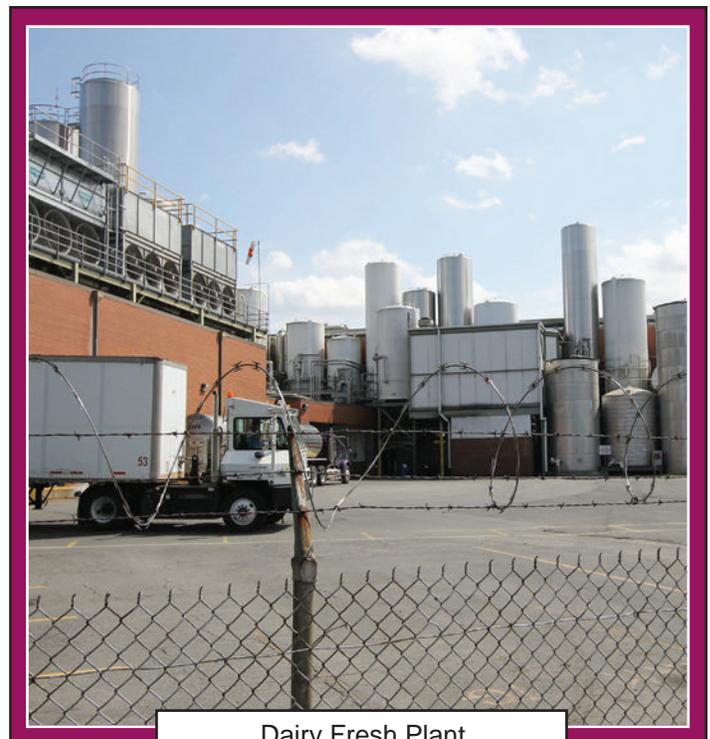
The Proposed Land Use Changes Map shows proposed parks and open space areas. Open space may consist of land protected by conservation easements or City-, State- or railroad-owned land (see Community Facilities Recommendations on **page 43**, for detailed park recommendations).



INDUSTRIAL

Industrial areas are mainly located in the eastern and southern portions of the planning area near the Norfolk Southern railroad tracks and US 52. This plan recommends industrial uses not encroach on residential areas and the consolidation of industrial uses at existing locations. The plan recommends the following:

- New and redeveloped industrial uses should be designed in a manner that makes them compatible with nearby residential uses.
- Continue revitalization of vacant or underutilized industrial sites in the planning area. Existing industrial sites could be converted to other uses compatible with surrounding residential areas.



Dairy Fresh Plant

Ivy Avenue and East Tenth Street Industrial Opportunity Area

Industrial opportunity areas are identified as places where industrial uses would be appropriate and welcomed. They differ from other areas recommended for industrial use in that they are larger and can accommodate many industrial uses of varying sizes and types.

The industrial area north of North Liberty Street, in the vicinity of Ivy Avenue and East Tenth Street (**Map 5 on page 23** and **Map 6 on page 25**), consists of many industrial sites in varying states of abandonment and disrepair. The area has good access to US 52 and is isolated from residential neighborhoods and is zoned General Industrial (GI), Light Industrial (LI) and General Business (GB). It includes large, medium, and small-scale sites and buildings that could be redeveloped for a wide range of industrial uses. Institutional and office uses would also be appropriate, especially sites adjacent to existing institutional and commercial uses.

This plan makes the following recommendations for this area:

- Encourage and support the redevelopment/rehabilitation of existing older/underutilized industrial sites in the defined industrial opportunity area.
- Identify not-for-profit businesses using a similar model to Industries for the Blind that could partner with homeless service providers and offer job and training opportunities in the planning area's Industrial Opportunity Area (see the Economic Development Recommendations section on **page 50**).
- Limit development to light industrial, office, and institutional uses on sites adjacent to existing institutional and commercial uses.



MIXED-USE LAND USE CATEGORIES

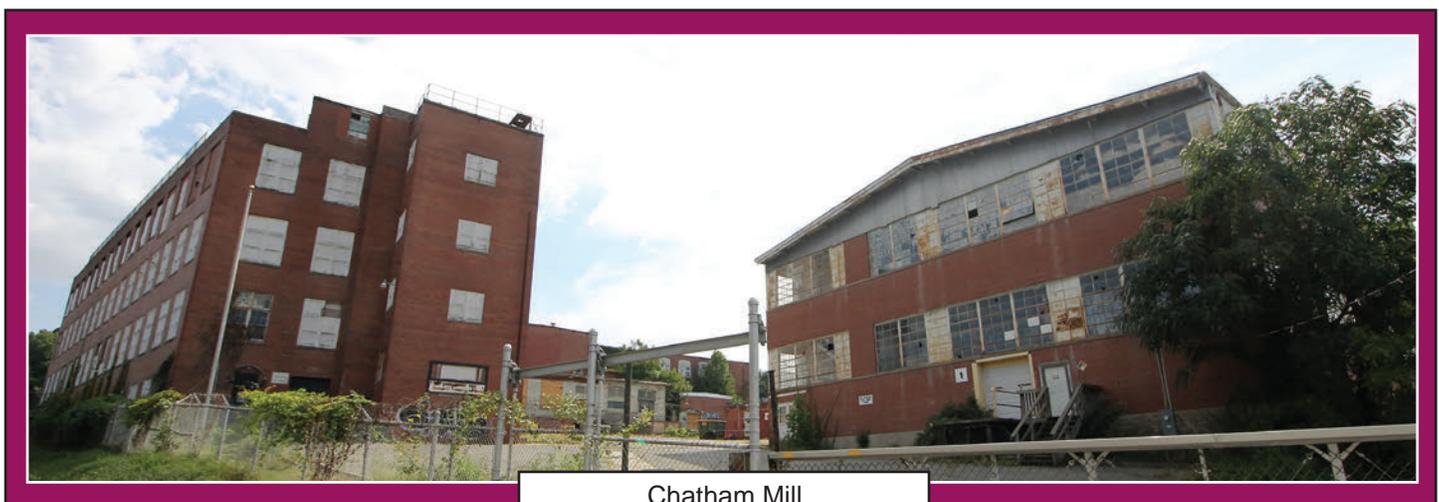
MIXED-USE DEVELOPMENT

Mixed-use development typically includes a mixing of compatible commercial, office, varied residential types and densities, institutional, and recreational uses. This plan recommends two specific areas for mixed-use: the Baity Street/Deacon Boulevard area (which is discussed in the University/Deacon Activity Center section on **page 34**) and the Chatham Mill area. Both are shown on the Proposed Land Use Changes Map (see **Map 5 on page 23**). The concept of mixing uses is not limited to these areas; other locations proposed for mixed uses will be evaluated by how they integrate with and complement surrounding neighborhoods.

Chatham Mill

Chatham Mill, built in 1907 and once home to the Chatham Manufacturing Company, is a complex of several industrial buildings on a six-acre site located at the intersection of Chatham Road and Northwest Boulevard. A developer recently purchased the complex with the intention of converting the complex into residential units and possibly commercial or office uses as well. Older industrial buildings of this type are highly flexible and could easily accommodate such development. Care should be taken not to develop in the floodplain northwest of the original Chatham Mill complex. This plan also recommends the following for this site:

- Provide open space in the form of a gathering space or plaza that is centrally located.
- Investigate the feasibility of constructing a greenway along Peters Creek that connects to the West End Mill Works and Hanes Park.



Chatham Mill

ACTIVITY CENTERS

Activity centers are compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance of residential areas. Activity centers may also serve as neighborhood gathering places. Larger activity centers are envisioned to provide shopping and services that meet the day-to-day needs of nearby residents 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 as well as motor vehicle connections between uses.

The *North Central Winston-Salem Area Plan Update* identifies three activity centers: the Northside Activity Center, Patterson/Glenn Activity Center, and University/Deacon Activity Center. Northside and Patterson/Glenn were both prioritized for public improvements by the City's Revitalizing Urban Commercial Areas (RUCA) program; however, this program requires a commitment of private investment before public funds are used. Neither activity center has received RUCA funds to date. General recommendations of the RUCA program are as follows:

RUCA Program Public Improvement Recommendations:

- Repair existing and build new sidewalks (see **Map 7** on **page 41** 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 façades.
- 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.

Northside Activity Center

The Northside Activity Center (see **Figure 2**) contains approximately 39 acres and is located along North Patterson Avenue, generally between Indiana Avenue and Akron Drive in the northeast corner of the planning area. It consists of the Northside Shopping Center and surrounding commercial and office uses, including a grocery store, bank, fast food, hair salons, barber shops, variety stores, laundromat, rental centers, auto repair, bowling alley, clothing and other retailers, and offices of the Winston-Salem Urban League.

The activity center acts as the main retail center of the surrounding community and includes the only grocery store in the planning area. It is served relatively well by Winston-Salem Transit Authority (WSTA) buses with three day routes, one night route, and one Sunday route. Despite the activity center having sidewalks on most streets, there are notable gaps in the sidewalk network, including the west side of North Patterson Avenue, across from the Northside Shopping Center, where there is a WSTA bus shelter. The area could also be made more pedestrian-friendly by planting large-variety trees between the sidewalk and the street to act as a physical buffer between vehicles and pedestrians, and to offer shade during the warmer months. Well-marked crosswalks should also be added to all intersections and where pedestrians cross streets to access bus shelters.

The activity center could also benefit from the addition of residential uses. One two-acre lot remains undeveloped along North Patterson Avenue and there is a great deal of space dedicated to excess parking in the Northside Shopping Center. Both areas could be used for residential or a mixture of residential and commercial uses. Adding residents in close proximity to underdeveloped commercial uses could bolster the surrounding businesses and offer a convenient place for people to live near services that also has nearby access to US 52.

The North Patterson Avenue Growth Corridor is also located within the activity center. Growth corridors are identified in *Legacy 2030* as major roadways that connect activity centers to each other and Downtown Winston-Salem. Growth corridors have many of the same goals as activity centers, including more mixed-use development, increased residential densities where appropriate, and special attention to design and appearance. Design recommendations for the North Patterson Growth Corridor are outlined on **page 47**.

This plan recommends the following for this activity center:

- 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.
- Strengthen pedestrian connections between residential and commercial uses, especially the west side of North Patterson Avenue and the intersection of North Patterson and Indiana Avenues.
- Plant large-variety trees between the sidewalk and street along North Patterson Avenue.
- Explore converting portions of the existing surface parking of the Northside Shopping Center into new stand-alone buildings for higher-density residential land uses or a combination of residential and commercial uses.
- Develop intermediate-density (8.1 to 18 dwelling units per acre) residential buildings on the vacant lot on the west Side of North Patterson Avenue across from the Northside Shopping Center.
- Follow the design recommendations for the North Patterson Growth Corridor on **page 47**.

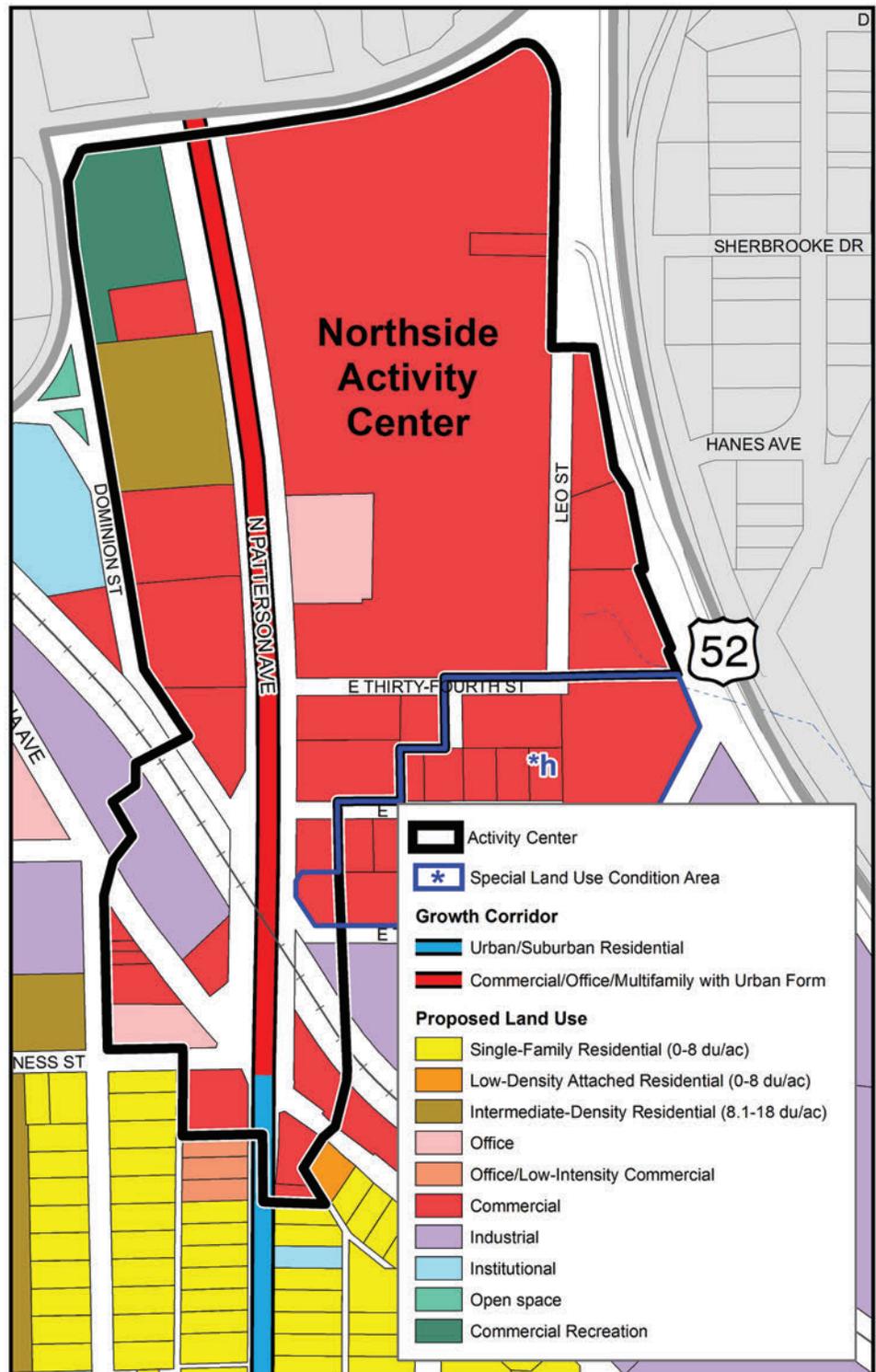


Figure 2. Northside Activity Center

Patterson/Glenn Activity Center

The Patterson/Glenn Activity Center (**Figure 3**) contains approximately 18 acres and is located between East Seventeenth and East Twenty-Fourth Streets, south of the Bon Air/Greenway neighborhood and east of the Gateway Commons development. The area includes a mix of uses, including a dry cleaner, fast food restaurant, government office, auto-related uses, multifamily housing, and a convenience store. It is served relatively well by WSTA buses, with two day routes, one night route, and one Sunday route on North Patterson Avenue.

The area was once a vital neighborhood retail center with many small shops and a movie theater, but profound disinvestment has been a problem here for years. The area's limited amount of parking is problematic for commercial uses, as are the nearby industrial uses. Today, the activity center is characterized by the vacant buildings at its center, several prominent undeveloped lots, graffiti, and broken and boarded up windows.

This plan recommends redevelopment in the two portions of the activity center that could benefit the most:

1. The commercial area that surrounds Greenway Avenue south of North Glenn Avenue should be comprehensively redeveloped with a mixture of commercial, low-intensity office uses, and/or low-density attached (up to 8 units per acre) or intermediate-density (8.1 to 18 units per acre) multifamily housing (**Figures 4 and 5**). New buildings should face Greenway Avenue to separate them from the area's industrial uses to the east and south. Parking lots should be located to the rear of these buildings and accessed at North Patterson and North Glenn Avenues in order to create a more insular, pedestrian-friendly streetscape along Greenway Avenue.
2. The multifamily housing along Chestnut Street in the activity center's southwest corner should be comprehensively redeveloped in a way that does not leave residents isolated and offers pedestrian connections to North Glenn Avenue.

This plan also recommends the following for this activity center:

- Design new parking areas to be visually unobtrusive and pedestrian-friendly.
- Install two bus shelters on North Patterson Avenue, one each for northbound and southbound passengers, within the activity center.
- Strengthen pedestrian connections between residential and commercial uses.
- New industrial or auto-related uses or their expansion are not recommended in the activity center.
- Make streetscape improvements, including planting appropriately-sized street trees, to encourage greater pedestrian activity within the activity center.
- Continue strengthening the existing commercial areas through public and private improvements.
- Follow the design recommendations for the North Patterson Growth Corridor on **page 47**.

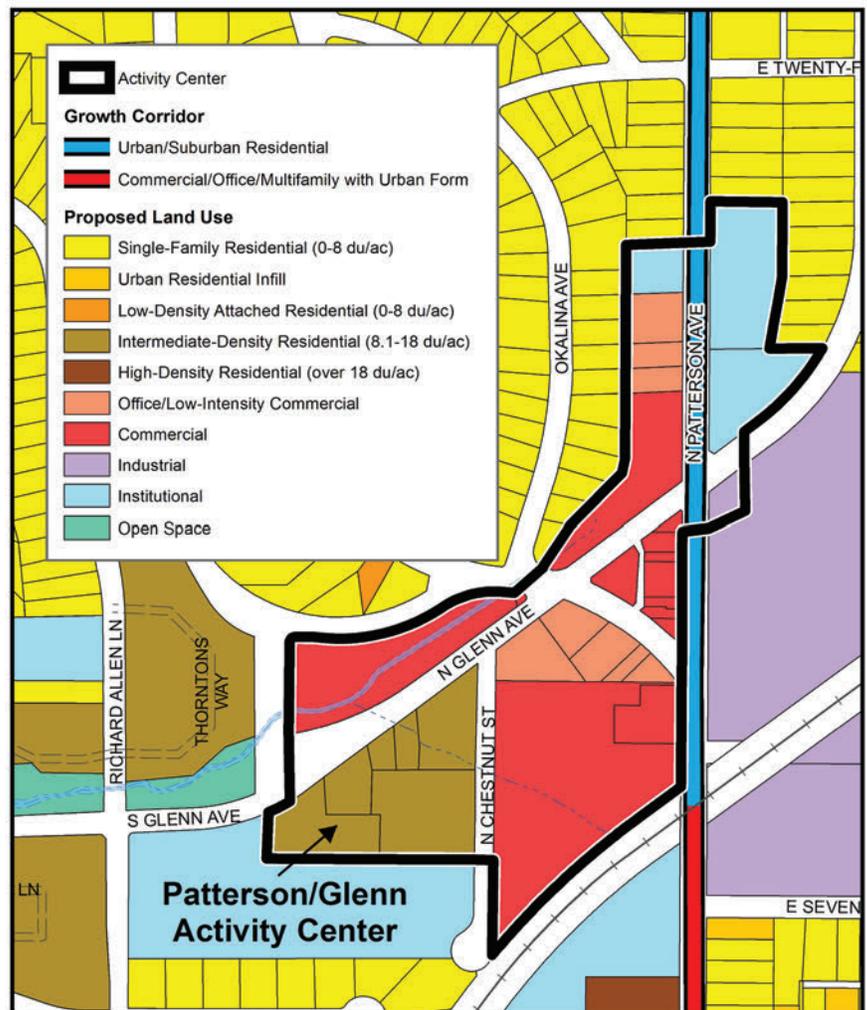


Figure 3. Patterson/Glenn Activity Center



Figure 4. Potential Redevelopment on Greenway Avenue

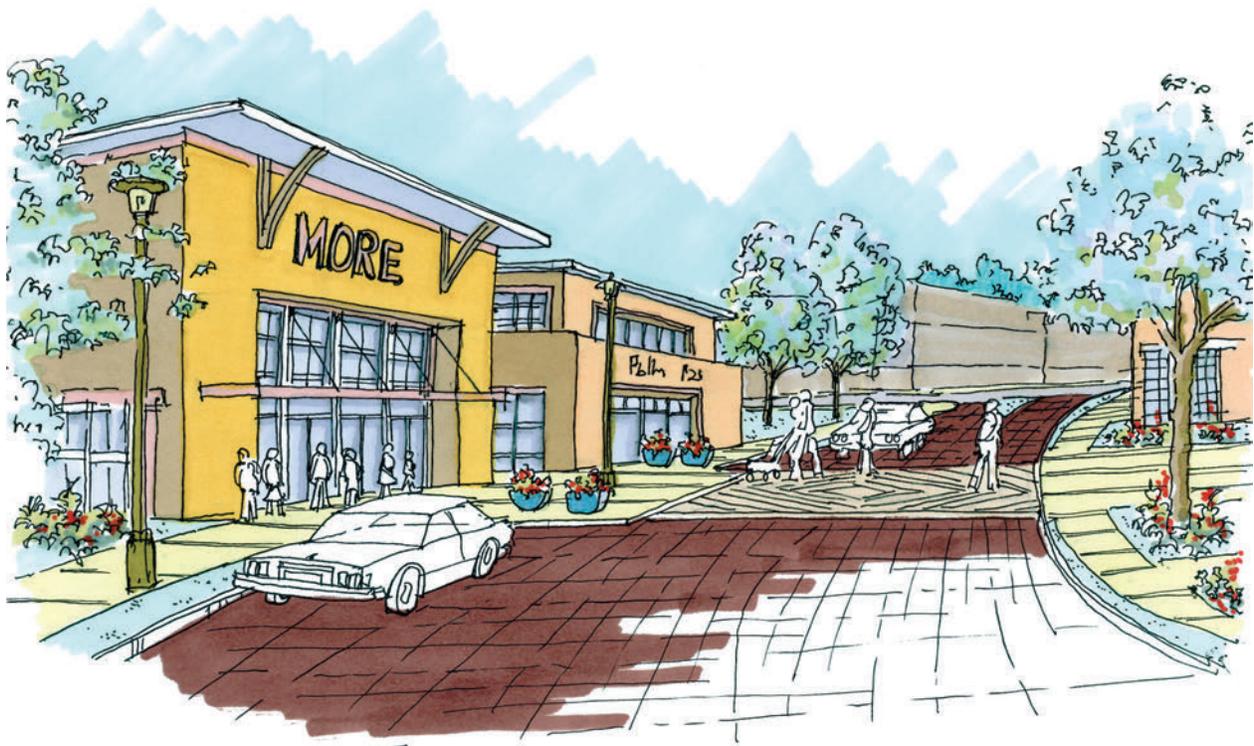


Figure 5. Potential Redevelopment on Greenway Avenue

University/Deacon Activity Center

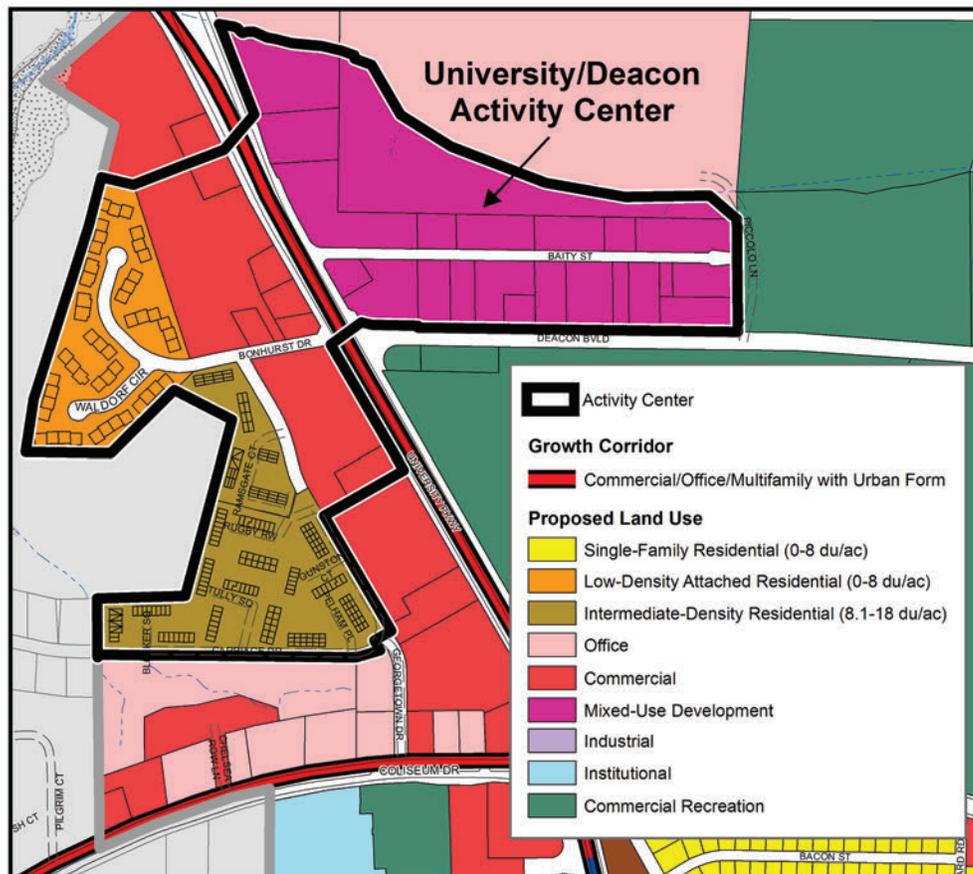
The University/Deacon Activity Center (**Figure 6**) contains approximately 67 acres and is located where Deacon Boulevard intersects with University Parkway just north of the Lawrence Joel Veterans Memorial (LJVM) Coliseum and south of Wake Forest University. Most of the land in the activity center on the east side of University Parkway is owned by Wake Forest or related entities. Many more of the university's sports facilities, including BB&T Field, are located to the east. The area includes multifamily housing, two hotels, self-storage facilities, fast food restaurants, and a shopping center with several restaurants and retail shops. The area is served by WSTA buses, with two day routes, one night route, and one Sunday route.

Given the proximity to Wake Forest University, its athletic facilities, and nearby hotels, this area is a place where tailgaters congregate six or seven days a year during home football games. However, it also has the potential to be a more developed place where students and others can live and where commercial enterprises can serve those residents and the larger Winston-Salem community in addition to game-day visitors. Much of the land around Deacon Boule-

vard and Baity Street is undeveloped and in single ownership by Wake Forest or related entities, making comprehensive redevelopment an easier task.

This plan recommends the following for the Deacon Boulevard/Baity Street area of the activity center:

- Develop the area with a mixture of intermediate- and high-density residential uses as well as commercial, office, and institutional uses.
- Design the area with an urban form that is pedestrian-friendly with parking located to the side and rear of buildings (**Figures 7 and 8**). There are many possibilities for development here, including facing buildings toward Baity Street and/or Deacon Boulevard, or eliminating Baity Street and creating a new street and sidewalk network.
- Investigate the feasibility of constructing a greenway or sidepath that connects Wake Forest University's Reynolda campus to its athletic campus and the University/Deacon Activity Center as proposed in the *Wake Forest University Area Bicycle, Pedestrian & Transit Study* (2014).
- Develop the space along the creek on the area's northern boundary as an amenity to the area.
- Add a sidewalk on the east side of University Parkway.



The west side of the activity center consists of a series of commercial enterprises fronting on University Parkway, including the College Plaza Shopping Center, a hotel, and several standalone restaurants. The multifamily housing development to the rear, Georgetown Condominiums, is in good condition, but is largely disconnected from the rest of the activity center.

This plan recommends the following for the western portion of the activity center:

- Create pedestrian connections between the College Plaza Shopping Center and the Georgetown Condominiums by way of Rugby Row.
- Construct bus shelters on both sides of University Parkway.

Figure 6. University/Deacon Activity Center



Figure 7. Potential New Development on Deacon Boulevard and Baity Street



Figure 8. Potential New Development on Deacon Boulevard and Baity Street

- When redevelopment of the commercial buildings on the west side of University Parkway occurs, parking areas should be reduced to accommodate a residential component to the new development. Commercial buildings should be located closer to University Parkway with residential buildings to the rear of the development.
- Follow the design recommendations for the University Parkway Growth Corridor on [page 47](#).



SPECIAL LAND USE CONDITIONS

The Proposed Land Use Map (see **Map 6** on **page 25**) 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.

North Thurmond Street between West Twelfth and Row Streets

A convenience store on North Thurmond Street, currently zoned for single-family residential use, is legally nonconforming. The existing commercial use can continue to operate under its nonconforming status; however, lot sizes make it difficult to appropriately protect adjacent single-family homes and to provide adequate parking on site. This property should not be allowed to be rezoned to a nonresidential district.

★b.

North Liberty Street at North Chestnut Street

North of Martin Luther King, Jr. Drive, the 800 block of North Liberty Street is a cul-de-sac of older commercial buildings and undeveloped lots. This area has the potential

to be redeveloped for commercial uses, such as drinking and eating establishments, as well as for residential uses. The cul de sac offers the potential of a pedestrian friendly area. The vacant art deco service station in particular could be used as a pub with a mix of indoor and outdoor seating. The undeveloped lots on the south side of North Liberty Street should be developed as high-density residential or mixed use. The second stories of buildings in this area could also be converted to residential uses.

★c.

North Patterson Avenue at West Northwest Boulevard

This 2.7-acre tract of land is located between North Chestnut Street and North Patterson Avenue at Northwest Boulevard. It consists of mainly vacant commercial uses, including a former grocery store and some former auto-related businesses. The majority of the site is zoned Highway Business (HB) with small portions zoned General Industrial (GI) and Multifamily Residential (RM-18) allowing up to 18 units per acre. This plan recommends the site be comprehensively redeveloped for a commercial use, such as a grocery store, or for institutional uses. Redevelopment of individual parcels is also acceptable. Parking areas should be located internally to be visually unobtrusive and pedestrian-friendly (**Figures 9** and **10**).

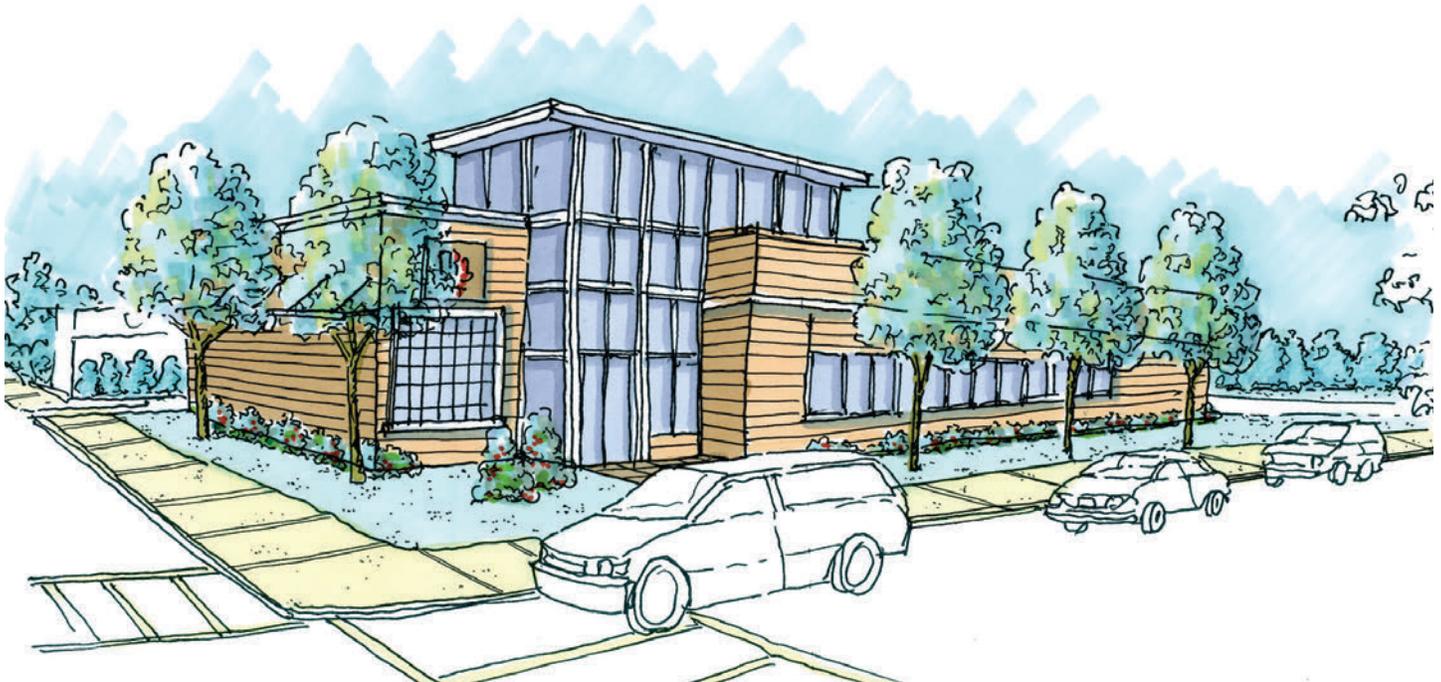


Figure 9. Potential Redevelopment at Patterson Avenue and Northwest Boulevard

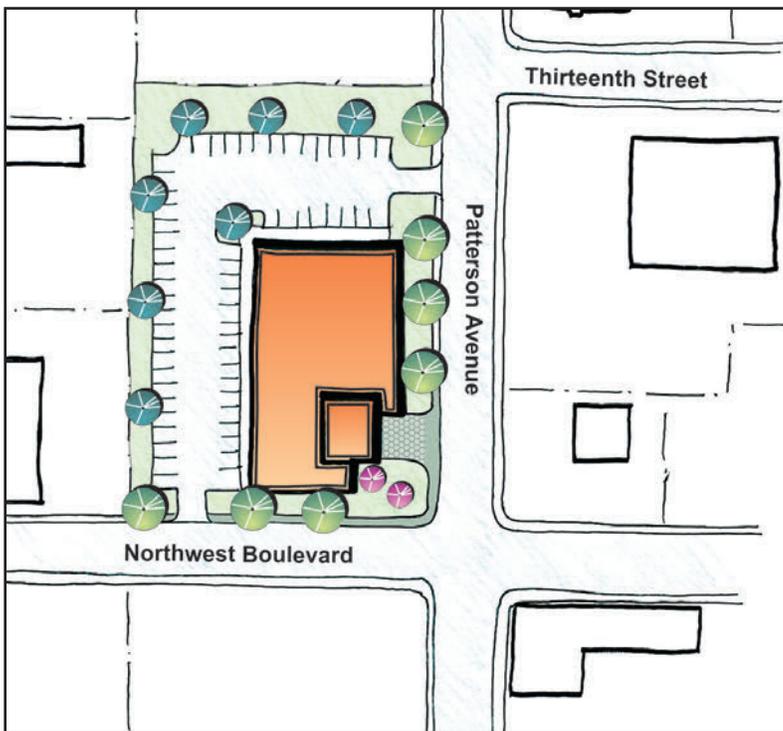


Figure 10. Potential Redevelopment at Patterson Avenue and Northwest Boulevard

★ d.

North Patterson Avenue at West Fourteenth Street

Properties on the west side of North Patterson Avenue south of West Fourteenth Street should be rezoned to allow office and low intensity commercial uses as described in the Office and Commercial section on **page 27**. To assure that uses are limited and the site is developed in a manner that is compatible with surrounding residential uses, the special use zoning process should be used.

★ e.

North Trade Street Potential Mixed-Use Area

Just north of the Downtown Arts District on Trade Street from West Eighth Street to the Norfolk Southern Railroad track is a 40-acre area that includes a mixture of industrial, institutional, commercial, and residential uses, including the Winston-Salem Transit Authority bus yard and administrative building, parking for the Winston-Salem Police Department, a church, a former industrial building recently converted to residential use, warehousing and distribution businesses, and a music venue. The area also includes several large-scale vacant and underused industrial buildings of the type that have been successfully converted to residential lofts and live/work spaces. Because much of

the area is zoned General Industrial (GI) and Light Industrial (LI) and includes functioning industrial operations, this plan recommends keeping a flexible outlook and supports the growth and expansion of industrial uses here, but also supports ventures that develop new or convert existing industrial buildings to residential or a mixture of residential, commercial, and office uses.

★ f.

West Twenty-Seventh Street, east of University Parkway

Properties on the south side of West Twenty-Seventh Street east of University Parkway should be developed for office uses under special-use zoning to assure that sites are attractively developed in a manner that is compatible with residential uses to the south. The two westernmost parcels are zoned Limited Office-Special Use (LO-S) while the easternmost parcel is zoned Highway Business (HB). The remaining properties should be submitted together for rezoning to coordinate development and limit curb cuts. In no case should a site with less than 200' of frontage be approved for nonresidential zoning. Internal access between sites is recommended.

★ g.

Farmall Street

Property on the west side of Farmall Street north of Twenty-Seventh Street is recommended for commercial use. To assure that uses are compatible with adjacent residential uses and the site is attractively developed, special use zoning should be required.

★ h.

South of Northside Shopping Center

Properties on Thirty-Second, Thirty-Third, and Thirty-Fourth Streets, and North Glenn Avenue, south of Northside Shopping Center and east of North Patterson Avenue, should be comprehensively rezoned and redeveloped. Redevelopment options include, but are not limited to: redevelopment in conjunction with a renovation of the Northside Shopping Center; and/or redevelopment as a residential component of the Northside Activity Center at an intermediate density (8.1 to 18 dwelling units per acre). A combination of these options could also be feasible as long as the site is comprehensively redeveloped. If historic buildings identified in the area are not incorporated into the new development, they should be documented prior to demolition or relocation.

TRANSPORTATION



RECOMMENDATIONS

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

CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS

Forsyth County has several long-range transportation plans/processes: the Long Range Transportation Plan (LRTP), the Comprehensive Transportation Plan (CTP), and the Metropolitan Transportation Improvement Program (MTIP). Details of these plans are available online. **Map 7 on page 41** shows future street and highway projects in the MTIP and the CTP for the North Central Plan Area.

Comprehensive Transportation Plan Projects

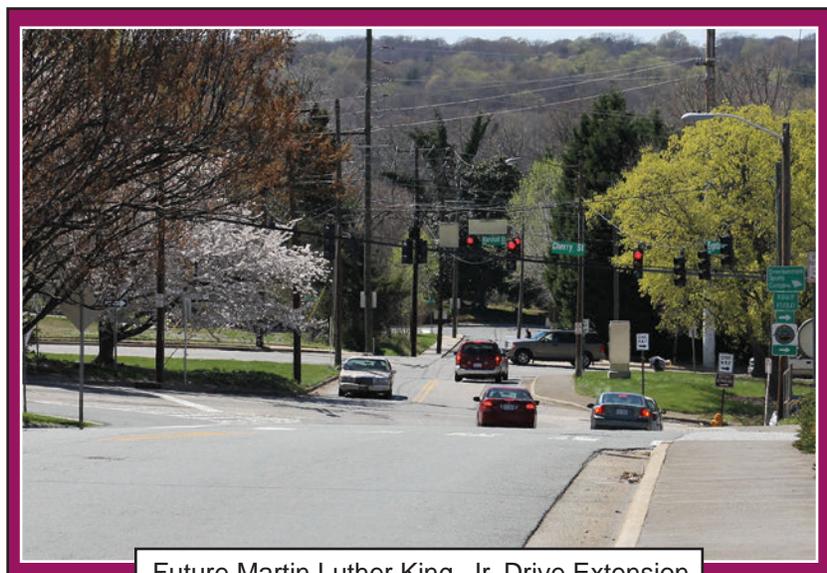
Martin Luther King, Jr. Drive Extension

The Martin Luther King, Jr. Drive Extension is intended to create a continuous east-west connection that includes sidewalks and bicycle accommodations north of Downtown

by connecting Martin Luther King, Jr. Drive to Northwest Boulevard. The project calls for the construction of a four-lane divided boulevard from Northwest Boulevard to West Eight Street at the intersection of Buxton Street. West Eighth Street will be widened to a four-lane divided boulevard between Buxton and North Trade Streets. The Martin Luther King, Jr. Drive Extension will provide cross-town access to Cherry/Marshall Streets, University Parkway, and US 52 while relieving pressure on the downtown street grid. As streets in the downtown become two-way and take on a pedestrian-friendly cross-section, this facility will allow for additional east-west capacity.

Reynolda Road Connector

The Reynolda Road Connector is intended to provide access to Reynolda Road, Thurmond Street, and University Parkway in the event that the site of the Children's Home is subject to further development. The Reynolda Road Connector has been included in official City transportation plans since the 1940s, though the City does not intend to construct the roadway itself. If the Children's Home site is redeveloped, however, the developer would be responsible for constructing the road. Developers of property east of the Children's Home site should work with the City to ensure an east-west connection is feasible in the future. The project calls for a two-lane curb and gutter road with bicycle accommodation, sidewalk, and on-street parking on both sides of the road. If constructed, the proposed alignment of the Reynolda Road Connector would have it meet Reynolda Road at Meadowbrook Drive on the western end of the project and meet Thurmond Street at 14th Street on the eastern side of the project.



Future Martin Luther King, Jr. Drive Extension

PEDESTRIAN

Construction of sidewalks in the planning area may be achieved through public funding and through private funding of new developments on existing streets. 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 construction. Topography and the presence of curb and gutter along streets are considered when evaluating projects.

Sidewalks

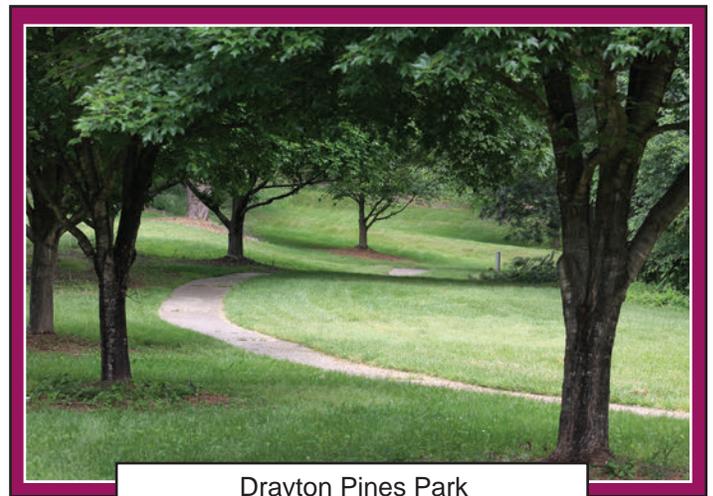
About 55 percent of all streets in the North Central Planning Area have sidewalk on at least one side, including over 90 percent of all major and minor thoroughfares. Sidewalks are recommended for all thoroughfares and collector streets except for freeways and expressways, though nearly all such streets in the North Central Planning Area already have sidewalk. Therefore, the emphasis is on strategically filling in gaps in the existing network with smaller projects. Specifically, current plans call for construction of sidewalk on the streets listed in **Table 11** and shown on **Map 7** on **page 41**.

Miscellaneous Pedestrian Infrastructure Projects

In addition to sidewalk projects, there is also a funded project to connect the sidewalk on University Parkway to the sidewalk on Twentieth Street. There is an existing informal connection between the two sidewalk segments, where residents have demonstrated the need for an improved connection. The University Parkway sidewalk sits about twenty feet above the Twentieth Street sidewalk, so the proposed connection will include ramps, railings, and lighting to provide an accessible connection for residents.

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. The Gateway Commons Greenway is currently the only greenway in the planning area. It is 0.8 mile in length and runs from Northwest Boulevard to Glenn Avenue through Gateway Commons Park. Four additional greenways and one greenway connector have been proposed for the planning area. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section.



Drayton Pines Park

Street	From	To
Twentieth Street	K Court Avenue	Thurmond Street
Twenty-Fifth Street	Kirkwood Street	Thurmond Street
Twenty-Seventh Street	University Parkway	Collins Street
Patterson Avenue	Thirty-Third Street	Burnham Drive

BICYCLE

Bicycle Lanes and Shared Lane Markings

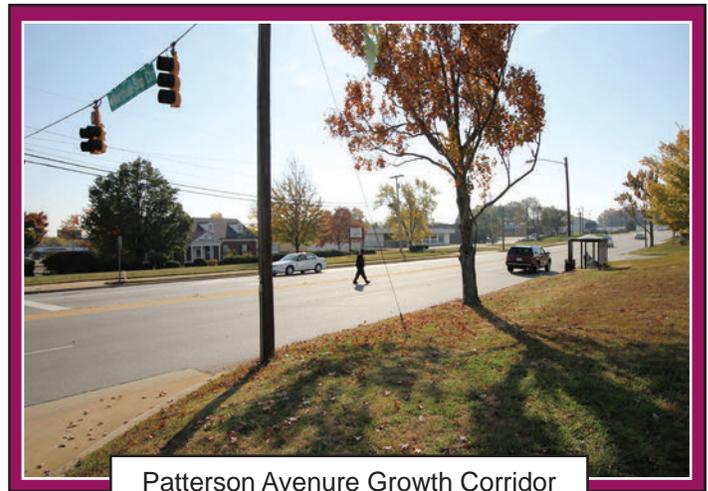
The City of Winston-Salem has begun installing bicycle lanes and shared lane markings on city streets to provide a network of bicycle facilities that connect residential areas with key destinations, such as schools, parks, libraries, and commercial areas. The City of Winston-Salem Department of Transportation has proposed several bicycle lane projects as described in **Table 12** and shown on **Map 7** on **page 41**.

Bicycle lanes provide a separate lane (typically five or six feet wide) on the road for cyclists, while shared lane markings are placed in the travel lane and indicate to drivers that they should expect to share the lane with cyclists.

GROWTH CORRIDORS

Growth corridors are identified in *Legacy 2030* as major roadways that connect activity centers to each other and Downtown Winston-Salem. They are often characterized by older automobile-oriented strip commercial areas experiencing decline. To help improve the function, safety, and appearance of growth corridors, redevelopment should include mixed-use development, increased residential densities where appropriate, attention to design and appearance, and multiple transportation options. The North Central Planning Area includes the Coliseum Drive, University Parkway, North Liberty Street, and North Patterson Avenue Growth Corridors. These corridors are proposed to generally include the first tier properties on both sides of these roads. Design recommendations for growth corridors are outlined on **pages 46-47**. Transportation recommendations include:

- Improve all identified growth corridors by adding pedestrian and bicycle facilities, making landscape improvements, and reducing lanes where feasible.
- Develop minimal and simple standards to preserve design flexibility and creativity in making an urban, pedestrian-oriented corridor.
- Develop activity centers along growth corridors as transit-oriented, high density, mixed-use nodes. The Northside and University/Deacon Activity Centers already have concentrated commercial activity and large expanses of surface parking that can be converted to new stand-alone buildings for needed services or higher-density residential land uses (see **Map 6** on **page 25**).



Street	From	To
Liberty Street	Patterson Avenue	Northwest Boulevard
Trade Street	Fourth Street	Glenn Avenue
Northwest Boulevard/Fourteenth Street	Reynolda Road	Cleveland Avenue
Patterson Avenue	Third Street	Indiana Avenue
Thurmond Street	Northwest Boulevard	Twenty-Fifth Street
Arbor Road/Twenty-Fifth Street	Oaklawn Avenue	Cleveland Avenue
Twentieth Street/Northwest Crawford Place/South Glenn Avenue	Thurmond Street	North Patterson Avenue

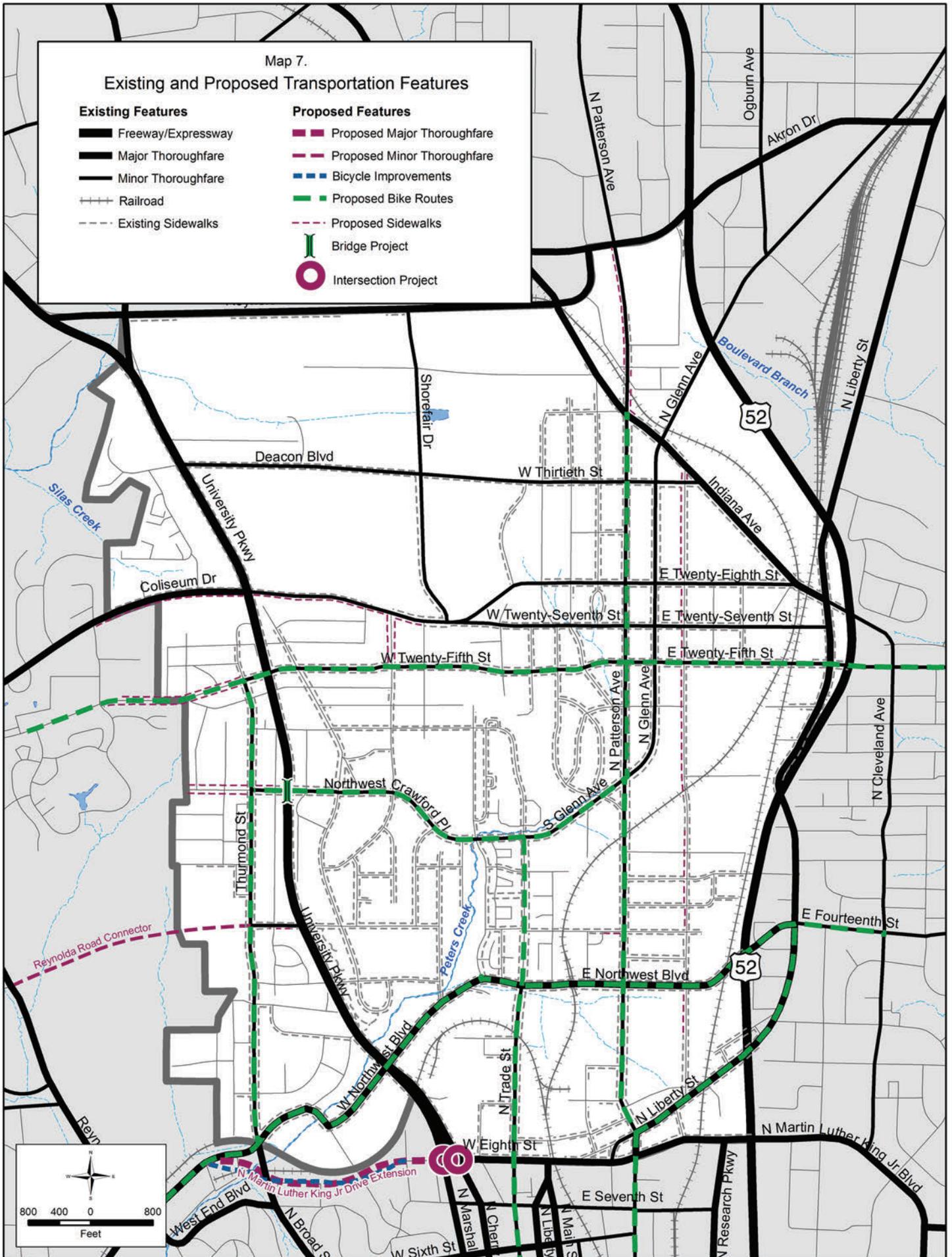
Map 7.
Existing and Proposed Transportation Features

Existing Features

-  Freeway/Expressway
-  Major Thoroughfare
-  Minor Thoroughfare
-  Railroad
-  Existing Sidewalks

Proposed Features

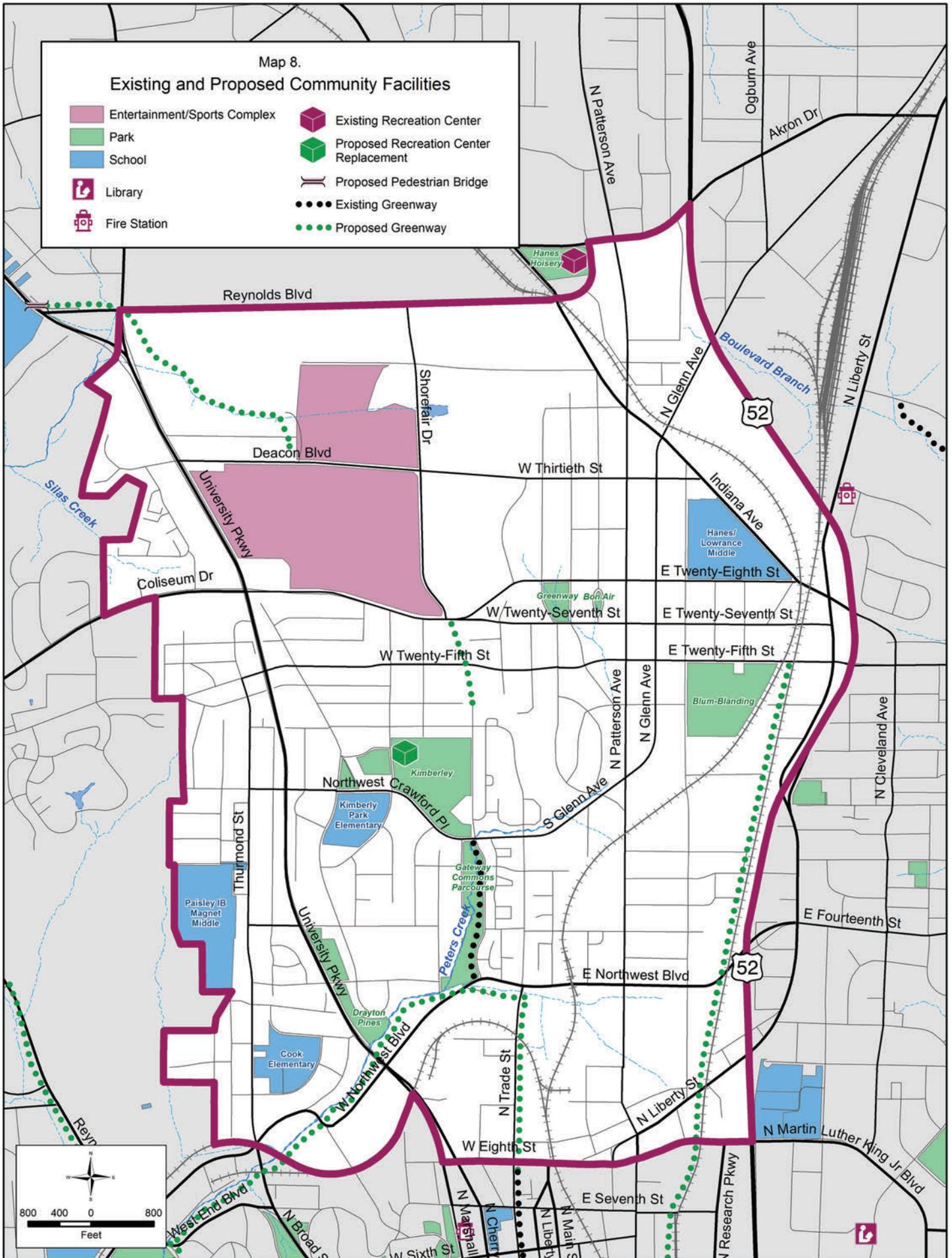
-  Proposed Major Thoroughfare
-  Proposed Minor Thoroughfare
-  Bicycle Improvements
-  Proposed Bike Routes
-  Proposed Sidewalks
-  Bridge Project
-  Intersection Project



Map 8.

Existing and Proposed Community Facilities

- Entertainment/Sports Complex
- Park
- School
- Library
- Fire Station
- Existing Recreation Center
- Proposed Recreation Center Replacement
- Proposed Pedestrian Bridge
- Existing Greenway
- Proposed Greenway



COMMUNITY FACILITIES RECOMMENDATIONS

Both public and private community facilities such as schools, parks, medical offices and day care providers should be easily accessible to all segments of the population. *Legacy 2030* promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from *Legacy 2030* is the creation of a central public space in all communities to serve as an urban reference point and the focus of civic and community life. See the Existing and Proposed Community Facilities Map (**Map 8 on page 42**).

GENERAL RECOMMENDATIONS

- Encourage schools, churches, and recreational facilities to share facilities and work cooperatively to provide services and host community events.
- Provide a high level of maintenance at schools, parks and other facilities on an ongoing basis.
- Consider safety and environmental sensitivity when designing community facilities.
- Assess the need for additional police and fire services in the planning area based on future growth and development.
- Acquire land or obtain easements for parks, recreation

- facilities, open space, and other community facilities.
- Actively pursue local, state, federal, and private funding for land acquisition and development of community facilities.
- Seek cooperation with the school board, non-profit and private organizations, where appropriate, to implement park and recreation proposals.
- Involve residents in master planning for parks, greenways, and other community facilities.

SCHOOLS

Legacy 2030 calls for quality schools that are assets to the neighborhoods 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.
- Promote alternative uses for school property that is no longer needed for school facilities.
- Consider improved arrangements for using school property and facilities for community events and recreational activities.



Martin Luther King, Jr. Community Center

RECREATION FACILITIES

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

- Replace the Martin Luther King, Jr. Community Center in Kimberley Park with a larger facility that meets the needs of the surrounding neighborhoods and is ADA compliant. Seek input from neighborhood residents and other stakeholders before planning improvements.
- Rehabilitate Kimberley Park picnic shelters, walking paths, restrooms, lighting, and swimming pool.
- Build the planned wetland and stormwater retention area, picnic shelter, and playground at Blum-Blanding Park.
- Assess usage of the area's existing parks/recreation facilities and the community's preferences for facilities and programs. Modify facilities and programs, as needed.

TREES AND OPEN SPACE

The planning area not only contains older neighborhoods and commercial areas, but also large acreage for parks and open space. Many trees are found in these open areas and throughout the whole of north central Winston-Salem. These trees add aesthetic and financial value, and have a positive environmental impact. The trees and open space recommendations for the planning area are:

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

GREENWAYS

The *Greenway Plan Update* shows two proposed greenways within the plan boundaries: Peters Creek and the Strollway North, Phase 2. Both projects are rated as long term with construction not to begin for fifteen years or more. Even though a preliminary feasibility analysis was not completed for the northern section of the Peters Creek greenway during the *Greenway Plan Update* planning process, staff has noted existing development, an existing culvert at Broad Street, and an existing railroad trestle as potential limitations to the development of a traditional greenway in this area. A greenway connector is also proposed along the unopened Lime Street right-of-way between Twenty-Seventh and Twenty-Fourth Streets.

As part of the *Wake Forest University Area Bicycle, Pedestrian & Transit Study* (2014), a greenway was proposed across University Parkway that would connect the Wake Forest University Reynolda Campus to its athletic campus at Baity Street. A greenway or sidepath was also proposed along the railroad from Seventh Street to Twenty-Fifth Street. This project would be an extension of the Wake Forest Innovation Quarter (WFIQ) Rail with Trail project. See the Existing Plans/Studies in the Plan Area section for more information on the recommendations of the *Wake Forest University Area Bicycle, Pedestrian & Transit Study*.

The greenway recommendations for the planning area are:

- Study the feasibility of extending the WFIQ Rail with Trail project north to Twenty-Fifth Street.
- Work collaboratively with Wake Forest University and the State of North Carolina to design the greenway across University Parkway that will connect the Reynolda Campus to the athletics campus.
- Study the feasibility of establishing a greenway along Peters Creek. If a greenway is not feasible for the area, work with the Winston-Salem Department of Transportation staff and area developers and business owners to install bicycle and pedestrian amenities in the area.
- Create a multi-use path along the unopened Lime Street right-of-way between Twenty-Seventh and Twenty-Fourth Streets.
- Begin preliminary designs for the extension of the Strollway north to Northwest Boulevard.

HOUSING AND COMMUNITY



DEVELOPMENT RECOMMENDATIONS

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

GENERAL RECOMMENDATIONS

- Maintain and improve the quality of housing stock in the area by promoting home ownership, supporting rehabilitation of existing homes, and through code enforcement.
- Develop a variety of housing types for different income levels, family sizes, and personal preferences.
- Promote the Neighborhood Improvement Plan to educate residents and newcomers about the City's regulations related to zoning, sanitation ordinances, and minimum housing code, and encourage neighborhood associations to participate.
- Incorporate traditional neighborhood design principles in proposed new neighborhood developments, where feasible. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas, and incorporating walkability and connectivity in neighborhoods.
- Encourage the design of neighborhoods to allow residents to age in place.
- Integrate new developments with existing neighborhoods through careful planning, site design, and compatible architecture.
- Install sidewalks and/or traffic-calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
- Encourage the establishment of neighborhood associations where they do not exist to facilitate citizen involvement in neighborhood issues.
- Develop Residential Opportunity Areas to complement the character of surrounding neighborhoods (see Residential Land Use Recommendations, **page 22**).

AFFORDABLE HOUSING

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

REHABILITATION AND REDEVELOPMENT EFFORTS

- Market the City's programs for rehabilitation of owner-occupied or investor-owned housing units, including the new Transforming Urban Residential Neighborhoods (TURN) program, as well as first-time homebuyers programs, in the planning area.
- Continue redevelopment efforts of the Neal Place area as City funds become available.
- Market/promote the tax credit rehab programs available to National Register properties for building rehabilitation.
- Concentrate code enforcement and promotion of conservation/rehabilitation programs in areas in danger of becoming blighted.
- Ensure that redeveloped housing is compatible with the existing character of area neighborhoods.
- Encourage investor-owners and renters to participate in neighborhood organization membership and activities.
- Work with investor-owners to improve maintenance and management of rental properties, where needed.



Housing Rehab on 23rd Street

DESIGN AND APPEARANCE



RECOMMENDATIONS

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. *Legacy 2030* recommends the creation of attractive neighborhood gateways, business districts, and corridors through both physical improvements and regulation.

GENERAL RECOMMENDATIONS

- Continue to implement the Community Crossing corridor enhancement project along University Parkway.
- Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, streetyard and bufferyard plantings, and parking area improvements.
- Enhance the physical appearance of buildings and sites visible from public rights-of-way located in industrial areas.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
- Develop a planting program that includes street trees throughout the planning area and street yards on commercial districts. Identify areas in need of screening and areas needing buffers adjacent to residential areas.
- Implement the planting program through partnerships between the City and business property owners.
- Encourage a mix of outdoor cafes, small stores and services at a pedestrian scale that meet the needs of all residents in the area.
- Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced in the planning area to eliminate blighted and burned down structures and maintain vacant lots.
- Encourage residents and neighborhood associations to participate in Keep Winston-Salem Beautiful's programs to improve the appearance of the planning area, such as Adopt-A-Flower Bed, Adopt-A-Stream, Adopt-A-Park, and 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.

GROWTH CORRIDORS

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

- Urban form should be developed at higher densities with buildings close to the street and parking to the side and rear of buildings to encourage pedestrian-friendly spaces.
- Suburban form should be less dense with parking located in front of buildings.
- Urban residential form should include a mixture of single-family, duplex, triplex, quadraplex and townhouse units at varying densities.

By their nature of passing through multiple settings, each of the North Central Planning Area's growth corridors – University Parkway, Coliseum Drive, North Patterson Avenue, and North Liberty Street (**Map 6** on **page 25** and **Map 7** on **page 41**) – have multiple, distinct, location-based recommendations

GENERAL RECOMMENDATIONS

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



College Plaza Shopping Center

University Parkway

- Develop new commercial, office, and multifamily uses with an urban form (buildings close to the street with parking to the side and rear) on sites that orient to the corridor between West Eighth Street and Northwest Boulevard.
- Maintain the urban residential form of development (mixture of varying densities and types of residential uses) between Northwest Boulevard and Thurmond Street.
- Develop new commercial, office, and multifamily uses with an urban form (buildings close to the street with parking to the side and rear) on sites that orient to the corridor between Thurmond Street and Reynolds Boulevard.

Coliseum Drive

- Develop new commercial, office, and multifamily uses with an urban form on sites that orient to the corridor west of University Parkway.

North Patterson Avenue

- Develop new commercial, office, and multifamily uses with an urban form on sites that orient to the corridor between Martin Luther King, Jr. Drive and East Seventeenth Street.
- Maintain the urban residential form of development between East Seventeenth Street and Indiana Avenue.
- Develop new commercial, office, and multifamily uses with an urban form on sites that orient to the corridor between Indiana Avenue and Akron Drive.

North Liberty Street

- Develop new commercial, office, and multifamily uses with an urban form on sites that orient to the corridor north of Martin Luther King, Jr. Drive.



Northside Activity Center on the North Patterson Growth Corridor

HISTORIC PRESERVATION RECOMMENDATIONS

Legacy 2030 promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural, and environmental quality of neighborhoods as well as its contribution to a community's economic development. Significant historic resources have been identified in the planning area as indicated in initial surveys (see **Map 9** on **page 49**, **Appendix A** on **page 55**). The following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets:

- Retain historic buildings, including houses, commercial storefronts, agricultural buildings, and institutional structures, when possible.
- Recognize buildings, events, and areas of historical, cultural, and architectural significance with signs, plaques, or markers.
- Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources. Examples of potential workshops include:
 - How and why to nominate a structure or site to the National Register of Historic Places.
 - How to use the historic preservation rehabilitation tax credit program.
 - 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.
- Investigate National Register eligibility for older neighborhoods in the planning area, including Alta Vista and the residential and commercial areas of Bon Air/Greenway.



Historic Y-Stair Apartments

Map 9.

Recognized Historic Resources

National Register District Designation

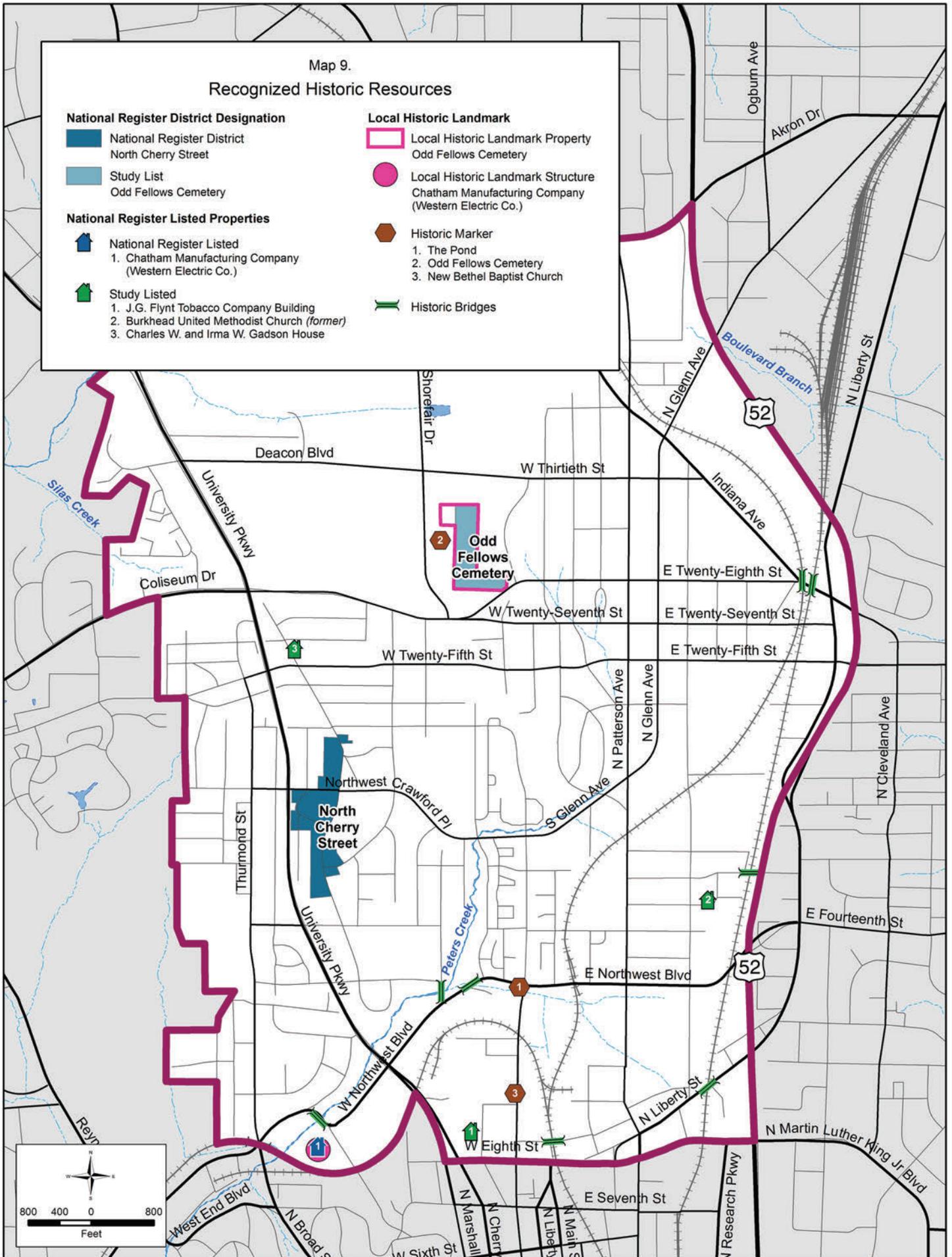
- National Register District
North Cherry Street
- Study List
Odd Fellows Cemetery

National Register Listed Properties

- National Register Listed
1. Chatham Manufacturing Company
(Western Electric Co.)
- Study Listed
1. J.G. Flynt Tobacco Company Building
2. Burkhead United Methodist Church (former)
3. Charles W. and Irma W. Gadson House

Local Historic Landmark

- Local Historic Landmark Property
Odd Fellows Cemetery
- Local Historic Landmark Structure
Chatham Manufacturing Company
(Western Electric Co.)
- Historic Marker
1. The Pond
2. Odd Fellows Cemetery
3. New Bethel Baptist Church
- Historic Bridges



ECONOMIC DEVELOPMENT



RECOMMENDATIONS

Economic development can be defined as the creation and/or retention of jobs and increases in the tax base that improve or enhance the economic welfare of a community and its citizens. *Legacy 2030's* goal for economic development is to attract environmentally sensitive new businesses and expand both large and small businesses to provide a broad range of employment opportunities and a high quality of life for people living and working in Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses. Areas recommended for future commercial and industrial use are shown on the Proposed Land Use Map (see **Map 6** on **page 25**).

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.
- Rezone land for business/industrial development in a manner consistent with the recommended Proposed Land Use Plan.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites.
- Identify funding sources to implement economic development initiatives, including energy-efficient, high-technology businesses/industries.
- Direct public improvements and funding to designated activity centers, industrial sites and to other potential economic development opportunity areas identified in the plan.
- Recognize and support business opportunities associated with the growing diversity of cultures in the area.
- Market and hold workshops to promote City business training and building rehabilitation loan programs for the purchase or rehabilitation of structures to local/potential merchants particularly in the designated activity centers.
- Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area. This would be especially appropriate for residential, institutional, and public gathering uses on sites near current and former heavy industrial operations with documented environmental hazards.

COMMERCIAL/INDUSTRIAL DEVELOPMENT

- Focus new industrial development in the defined Ivy Avenue/East Tenth Street Industrial Opportunity Area (see **page 29**), which has good highway and rail access and is unlikely to disrupt residential areas.
- Identify not-for-profit businesses using a similar model to Industries for the Blind that could partner with homeless service providers and offer job and training opportunities in the planning area's Industrial Opportunity Area.
- Support the Union Community Development Corporation's efforts with a grant or loan to open a grocery store or other commercial use at the Joe's Grocery site on the west side of North Patterson Avenue, north of Northwest Boulevard.
- Continue the improvement of identified RUCA (Revitalizing Urban Commercial Areas) as City funds become available.

ENVIRONMENTAL



RECOMMENDATIONS

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

GENERAL RECOMMENDATIONS

- Manage development pressures to preserve environmentally sensitive areas, forested areas, wildlife habitats, and scenic areas.
- Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.
- Encourage land owners to use Best Management Practices for stormwater protection.
- Encourage sustainable development of land and buildings.
- Improve or preserve the water quality of the creeks by protecting the natural stream corridors.
- Support organizations and programs that educate residents on environmental issues.

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 21-37)		
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 38)		
Build proposed new roads in the Transportation Plan: - Martin Luther King Jr. Drive Extension - Reynolda Road Connector	WSDOT	Medium Range When Property is Developed
Pedestrian (page 39)		
Build sidewalks on the following street as recommended in the <i>Pedestrian Facilities Plan</i> . - Twentieth Street - Twenty-Fifth Street - Twenty-Seventh Street - Patterson Avenue	WSDOT, Private developers in conjunction with WSDOT	Immediate
Connect sidewalk on University Parkway to sidewalk on Twentieth Street.	WSDOT	Immediate
Review identified sidewalk projects under the City's sidewalk priority funding system.	WSDOT	Assessed Annually
Bicycle (page 40)		
Add bike lanes on the following streets as recommended in the <i>Winston-Salem Urban Area Bicycle Plan</i> : - Liberty Street - Trade Street - Northwest Boulevard/Fourteenth Street - Patterson Avenue - Thurmond Street - Arbor Road/Twenty-Fifth Street	WSDOT	Immediate
Growth Corridors (page 40)		
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
COMMUNITY FACILITIES (pages 43-44)		
Parks and Recreation Facilities		
Replace the Martin Luther King, Jr. Community Center in Kimberley Park with a larger facility.	WSRP	Medium Range

*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

Implementation Schedule



ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
Rehabilitate Kimberley Park picnic shelters, walking paths, restrooms, lighting, and swimming pool.	WSRP	Immediate
Build the wetland and stormwater retention area, picnic shelter, and playground at Blum-Blanding Park.	WSRP	Immediate
Greenways (page 44)		
Study the feasibility of extending the WFIQ Rail with Trail project north to Twenty-Fifth Street.	WSENG, WSDOT, WSRP, WFIQ	Immediate
Work collaboratively with Wake Forest University and the State of North Carolina to design a greenway across University Parkway.	WFU, WSENG, WSDOT, NCDOT	Short Range
Create a multiuse path along the unopened Lime Street right-of-way between Twenty-Seventh and Twenty-Fourth Streets.	WSENG, WSDOT	Short Range
Study the feasibility of a greenway along Peters Creek.	WSENG, WSDOT, WSRP	Short Range
Begin preliminary designs for the extension of the Strollway north to Northwest Boulevard.	WSENG, WSDOT, WSRP	Short Range
HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS (page 45)		
Maintain and improve the quality of housing stock in the planning area.	CBD, NA, Property Owners	Ongoing/ Immediate
Encourage development of the identified 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, including the new TURN (Transforming Urban Residential Neighborhoods) program.	CBD	Immediate
Continue redevelopment efforts of the Neal Place area as City funds become available.	CBD, WSCC	Short Range
Market/promote tax credit rehab for National Register properties.	HRC	Ongoing
Work with investor-owners to improve maintenance and management of rental properties where needed.	CBD	Ongoing
DESIGN AND APPEARANCE RECOMMENDATIONS (page 46)		
Encourage site and building improvements in older and underutilized commercial sites.	CBD, CCPB, WSCC	Ongoing
Continue to implement the Community Crossing corridor enhancement project along University Parkway.	WSCC, WSDOT, CAC	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
Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced.	CBD	Ongoing
Promote the use of art that reflects local cultures in public spaces.	CCPB, AC	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

Implementation Schedule



ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
GROWTH CORRIDORS (pages 46-47)		
Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of corridors.	CCPB, WSCC	Ongoing
Develop corridor master plans for improvements taking into account the unique character of each corridor.	CCPB	Ongoing
HISTORIC PRESERVATION RECOMMENDATIONS (page 48)		
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
Investigate National Register eligibility for older neighborhoods in the planning area, including Alta Vista and the residential and commercial areas of Bon Air/Greenway.	CCPB, HRC	Short Range
ECONOMIC DEVELOPMENT RECOMMENDATIONS (page 50)		
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
Focus new industrial development in the defined Ivy Avenue/East Tenth Street Industrial Opportunity Area.	CBD, WSCC	Ongoing
Identify not-for-profit businesses using a similar model to Industries for the Blind that could partner with homeless service providers and offer job and training opportunities in the planning area's Industrial Opportunity Area.	CBD, CCPB, WSCC	Ongoing
Support the Union Community Development Corporation's efforts with a grant or loan to open a grocery store or other commercial use on the west side of North Patterson Avenue, north of Northwest Boulevard.	CBD, CCPB, WSCC	Ongoing
ENVIRONMENTAL RECOMMENDATIONS (page 50)		
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

*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

Implementation Schedule



Abbreviations Used:

AC	Arts Council of Winston-Salem and Forsyth County	NCDENR	North Carolina Department of Environment and Natural Resources
CAC	Community Appearance Commission of Winston-Salem and Forsyth County	PLC	Piedmont Land Conservancy
CBD	Community and Business Development	WFU	Wake Forest University
CCPB	City-County Planning Board	WFIQ	Wake Forest Innovation Quarter
HRC	Winston-Salem/Forsyth County Historic Resources Commission	WSCC	Winston-Salem City Council
NA	Neighborhood Associations	WSDOT	Winston-Salem Department of Transportation
NCDOT	North Carolina Department of Transportation	WSENG	Winston-Salem Engineering Department
		WSRP	Winston-Salem Recreation and Parks Department



Historic J.G. Flynt Tobacco Company Building

Appendix A. Significant Historic Resources



North Central Area Plan: Recognized Historic Resources

Name	General Location	Date	Survey Site Number
National Register Districts:			
North Cherry Street - Winston-Salem [NR]	North Cherry Street between Fourteenth, Twenty-Third and Seventeenth Streets, Lincoln Avenue, and Pittsburg Avenue	1924-1954	FY03159
Individually Listed Properties:			
Chatham Manufacturing Company - Western Electric Company [NR/LHL]	800 Chatham Road	1907-1951	FY00781
J.G. Flynt Tobacco Company Building	836 Oak Street	1911	FY00812
(former) Burkhead United Methodist Church now Ambassador Cathedral [SL]	1500 Harriet Tubman Drive	1922-1923	FY01291
Odd Fellows Cemetary [SL/DOE]	Shorefair Drive	1911	FY02157
Charles W. and Irma W. Gadson House [SL]	2511 North Cherry Street	1959	FY03611
Historic Markers:			
The Pond	Northwest Boulevard & North Trade Street		
The Odd Fellows Cemetery	2881 Shorefair Drive		
New Bethel Baptist Church	1016 North Trade Street		

Abbreviations Used:

LHL	Local Historic Landmark	DOE	National Register Determination of Eligibility
NR	National Register of Historic Places	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:

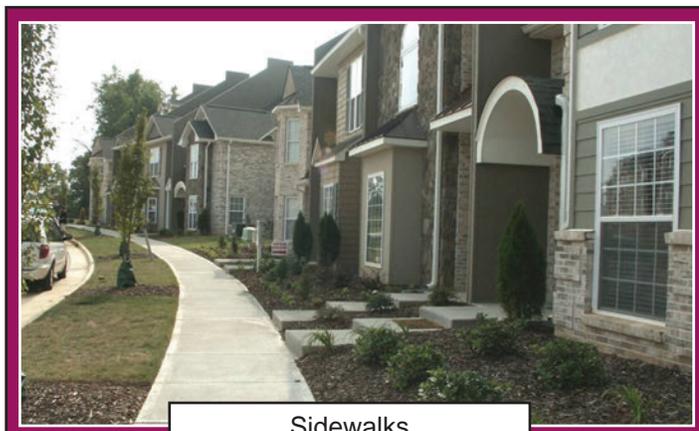
- A connected street network;
- Buildings oriented to the street and with entrances on the street;
- Building façade articulation;
- Architecture that is compatible with the surrounding context;
- Reduced building height and mass where multifamily buildings are adjacent to single-family development;
- 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); and/or
- 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

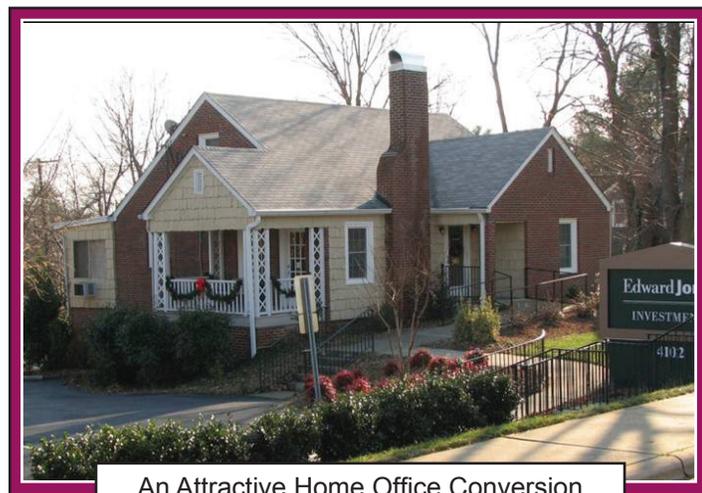


BUILDING INTEGRITY

- 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 4,000 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.



A New Residentially-Scaled Office



An Attractive 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.
- 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

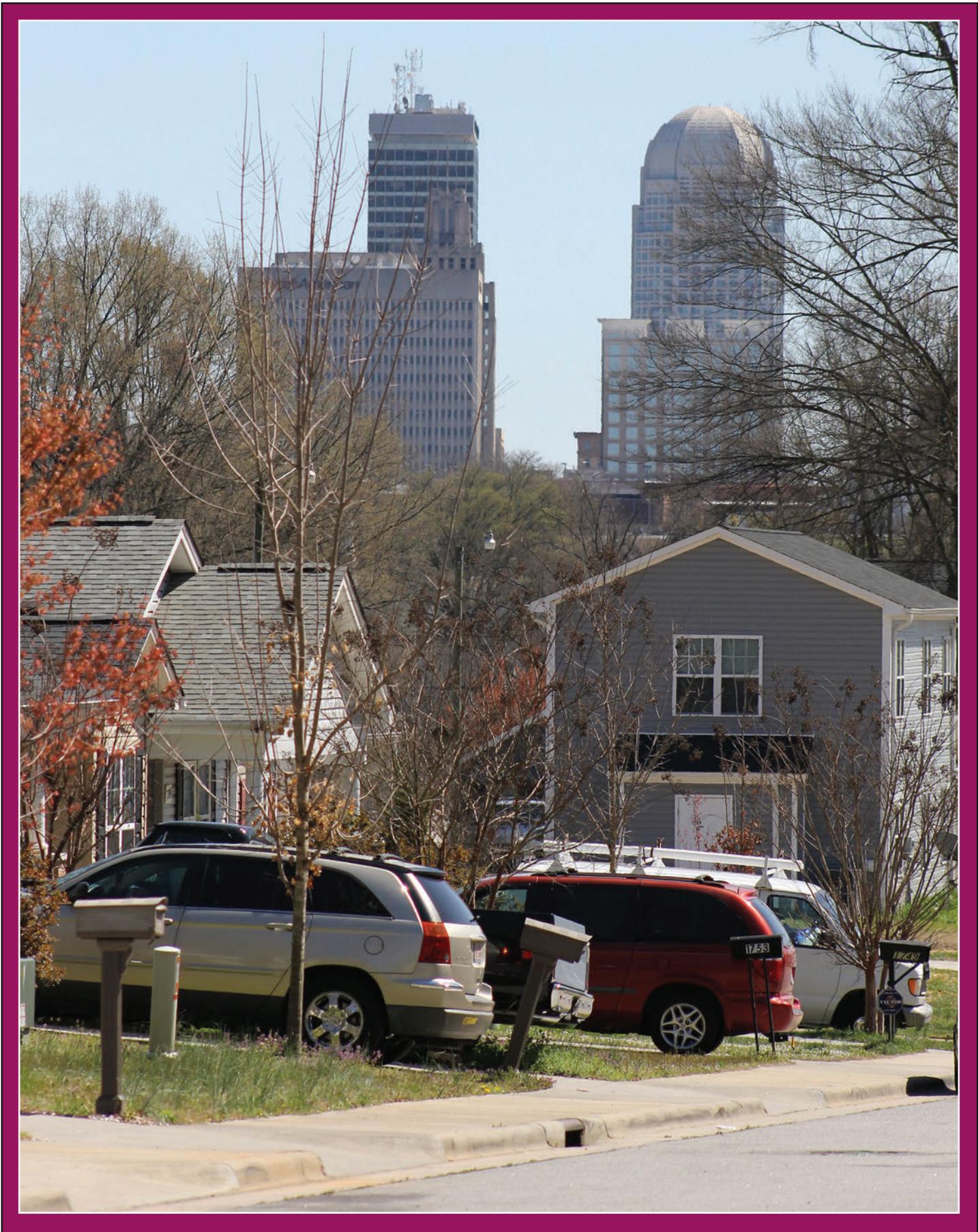
- Signs have a strong impact in the quality and appearance of individual buildings and on the streetscape as a whole.
- Compatibility with the building architecture and context is important.
- If a sign is located on an existing residential building or a new residential-scaled building, it should be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



Glenn Oaks Neighborhood

City of Winston-Salem

Adopted 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.
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North Central Winston-Salem Area Plan Update

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