



# NORTH SUBURBAN AREA PLAN

---

## *Update*

City-County  
**Planning**  
BOARD

FORSYTH COUNTY  
& WINSTON-SALEM,  
NORTH CAROLINA

Under special State enabling legislation, the City-County Planning Board (CCPB) of Forsyth County and Winston-Salem is responsible for preparing and maintaining a comprehensive plan. *Legacy 2030*, the current comprehensive plan, was adopted by Winston-Salem and Forsyth County in 2012, and the Town of Bethania in 2013. Comprehensive plans take a broad, communitywide perspective for guiding growth and development. *Legacy 2030* includes chapters on growth management, land use, transportation, economic development, environmental quality and sustainability, healthy communities, community character, downtown and the center city, neighborhoods and towns, rural character, key public investments, and area plans.

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 contains information about the plan area's existing conditions and recommendations for guiding future growth and development. Citizen participation is an important part of the area plan process and multiple opportunities for public participation are provided.

Area plans follow a basic, standardized format that provides for consistent terminology, information, mapping, and land use colors for all area plans. Consistency between plans is important to city staff, the CCPB, and elected officials as they use the plans to make zoning, funding, and other decisions based on area plan recommendations. As of 2012, all planning areas within Forsyth County have a corresponding area plan that was developed since the adoption of the *2001 Legacy Plan* to guide future development decisions. Area plan updates, such as this one, replace these older area plans. Updated area plans provide a current picture of area conditions and an up-to-date set of future development recommendations.

In 2004, the CCPB adopted boundaries, names, and priority rankings for seven urban area plans, the downtown area, and 13 suburban/small town area plans. Seven plans cover the Urban Neighborhoods and Downtown Winston-Salem as defined in *Legacy 2030* while 13 plans cover the Suburban Neighborhoods and Future Growth Area. The Urban Neighborhoods are older neighborhoods and commercial, industrial, and institutional development built mostly before 1940 that surround the Center City of Winston-Salem. The Suburban Neighborhoods include a large portion of unincorporated county land and most of the small towns where suburban development has occurred in recent decades. They are also the area with the most

undeveloped land where much of the future residential, commercial, and industrial development should occur. The Future Growth Area does not usually have sewer or other facilities and services to support urban development; however, because of its potential to be served efficiently by sewer and other facilities and services in the future and/or its proximity to towns, major roads and other public investments, the Growth Management Plan calls for its eventual development.

To facilitate implementation of area plan recommendations, an annual area plan status report is prepared. It includes the recommendations and status of each action and project listed in the implementation table for each adopted 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 necessarily mean the project is funded. 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 area plans but also must take into account all current and available information to make the most informed decisions on rezoning proposals.



# North Suburban Area Plan Update

**Adopted by the City-County Planning Board on March 13, 2014**

**Endorsed by the Town of Bethania on March 13, 2014**

**Adopted by the Winston-Salem City Council on April 12, 2014**

**Adopted by the Forsyth County Board of Commissioners on May 7, 2014**

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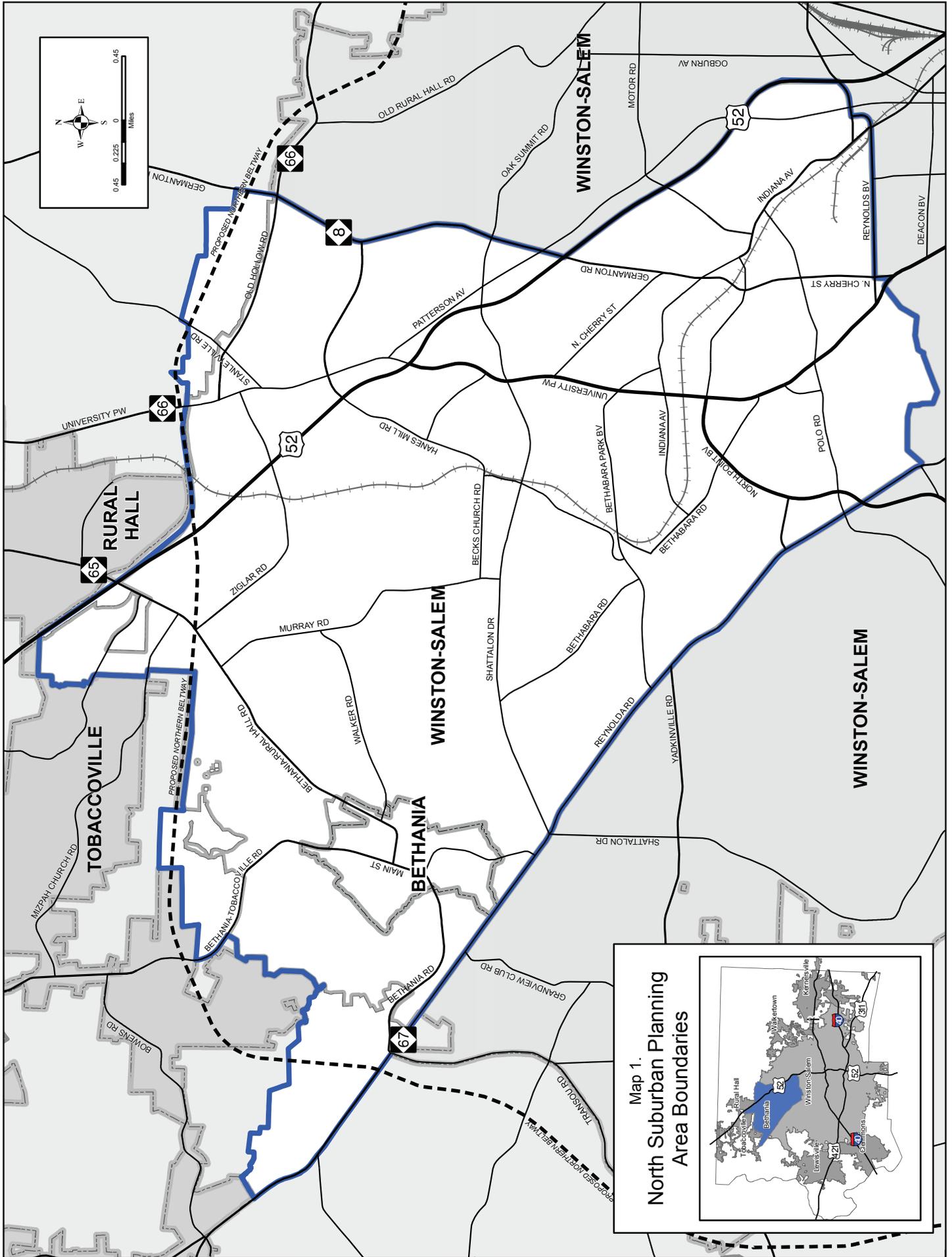
**City-County  
Planning  
BOARD**  
FORSYTH COUNTY  
& WINSTON-SALEM,  
NORTH CAROLINA



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Map 1.  
North Suburban Planning  
Area Boundaries

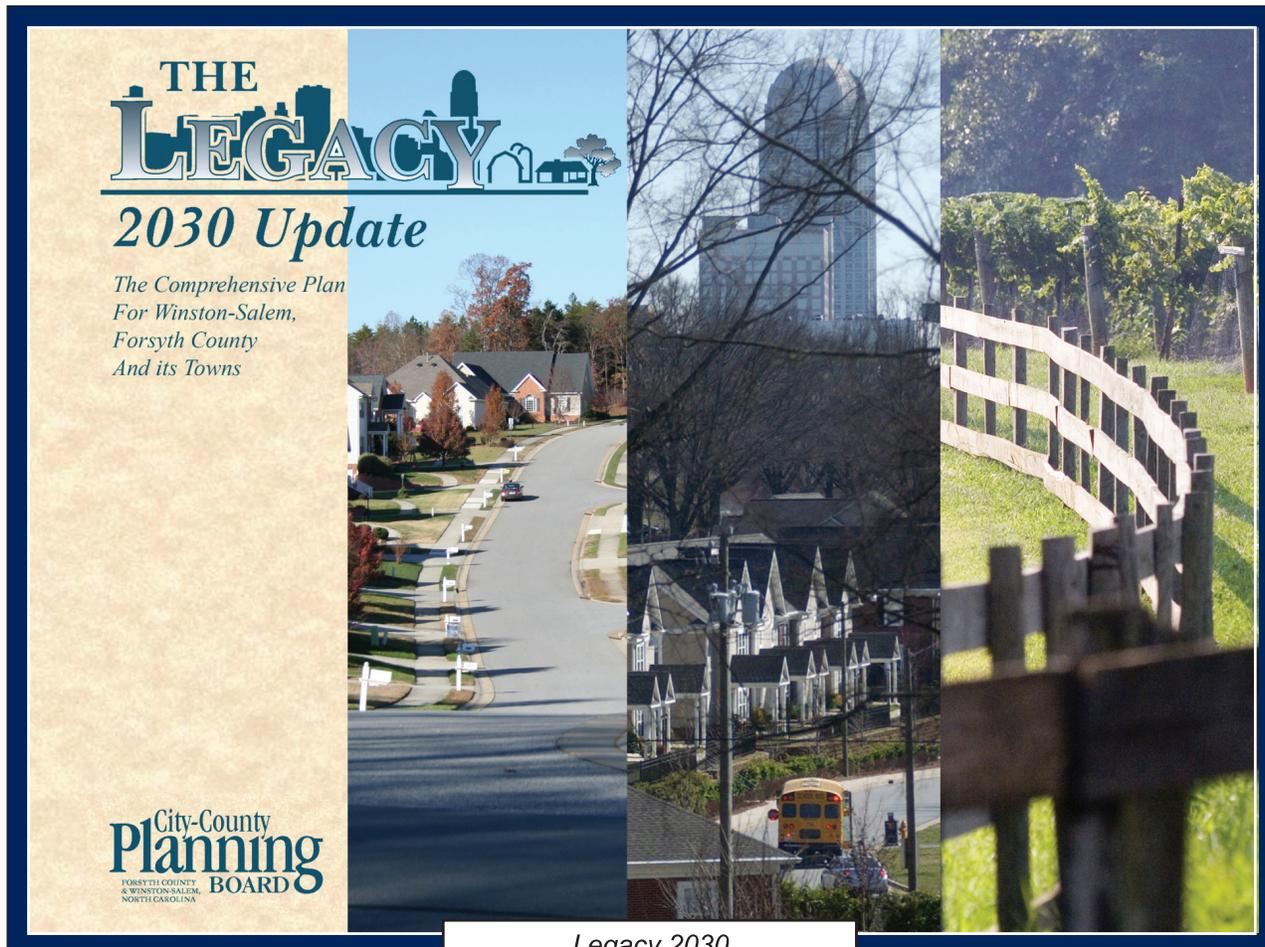
## BOUNDARIES OF THE STUDY AREA

The North Suburban Plan Area, as shown on **Map 1** on **page v**, encompasses approximately 14,442 acres. The plan area is roughly bounded on the north by the proposed Northern Beltway; on the east by US 52 and Germanton Rd; on the south by Akron Drive, Reynolds Boulevard, and the southern edge of the Wake Forest University campus; and on the west by Reynolda Road. The plan area includes land in the City of Winston-Salem, portions of unincorporated Forsyth County and the entire Town of Bethania.

## 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 guideline. The *North Suburban Area Plan* was adopted in 2005; the *North Suburban Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the North Suburban Plan Area.

*Legacy 2030's* Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan (**Map 2** on **page 2**), 87.2% of the North Suburban Plan Area is designated as Suburban Neighborhoods, Growth Management Area (GMA) 3; 8.9% as Urban Neighborhoods, GMA 2; 3.2% as Future Growth Area, GMA 4; and 0.5% as Rural Area, GMA 5. The Town of Bethania's town center is designated as Growth Management Area 1 and occupies approximately 30 acres.



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 the citizens document their thoughts, which provide the basis for the next step in the process.

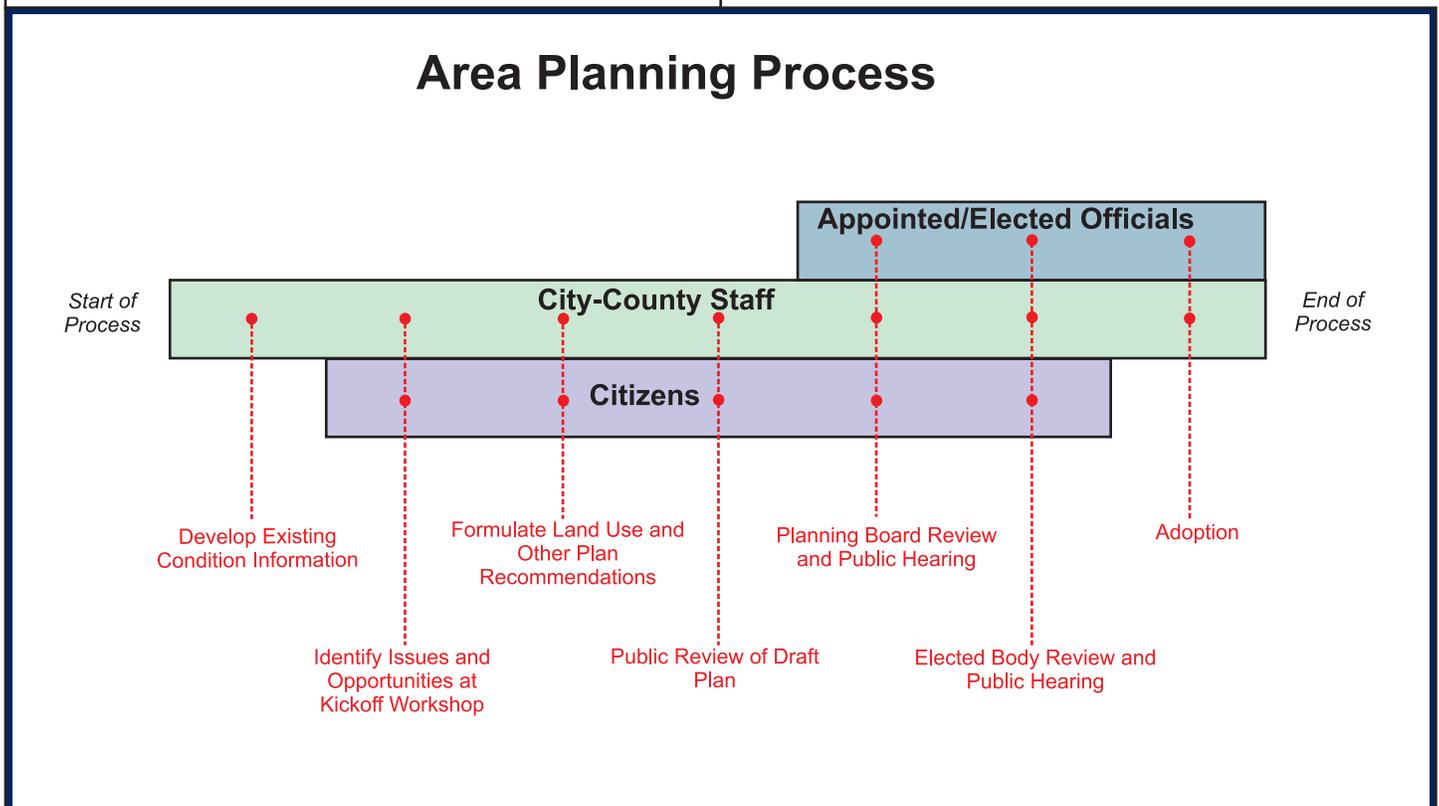
Ideas and issues identified at the kickoff workshop, along with the policies spelled out in *Legacy 2030*, help Planning staff formulate recommendations for future land uses and designs for corridors and activity centers in the plan area. Staff works with the citizens to reach a consensus and then refine plan recommendations at later meetings. If no

consensus is reached, both sets of recommendations will be presented to the City-County Planning Board. The final recommendations are then presented to the entire community for review at the concluding open house.

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

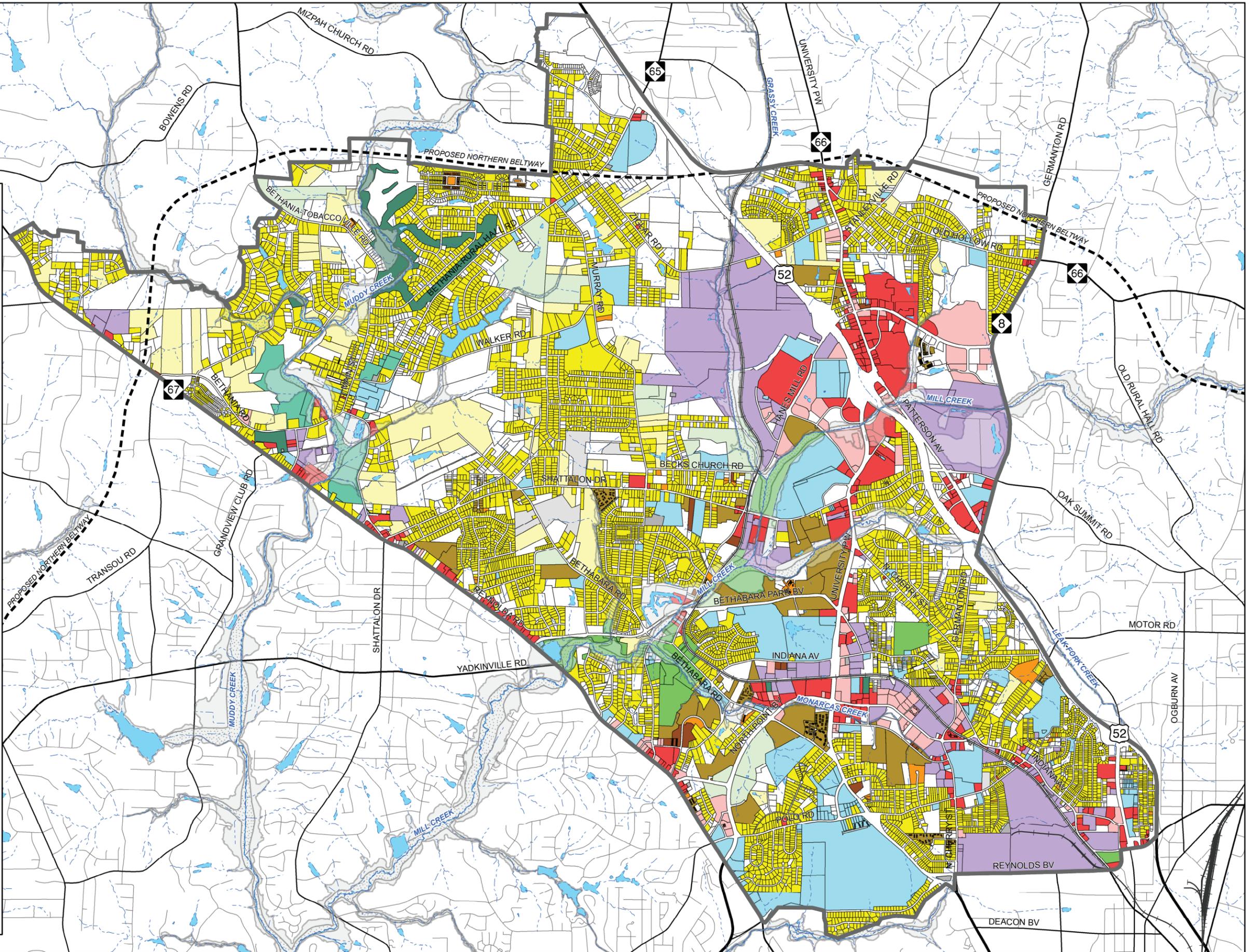
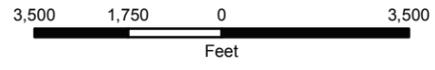
The adopted plan update then replaces the existing area plan and will be used by the Planning Board, City Council, County Commissioners, and Bethania Board of Commissioners to guide land use, infrastructure, and public investment decisions. An implementation schedule is included in the adopted plan to 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**



Map 3.  
Existing Land Use

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







Wake Forest University

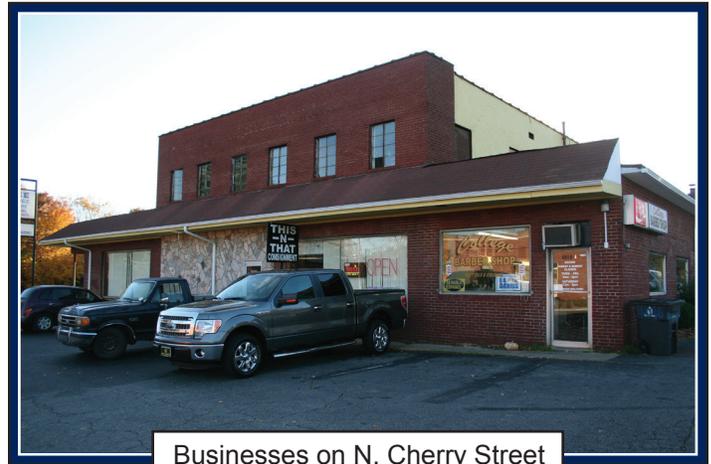
## GENERAL CHARACTER

The North Suburban Plan Area has a diverse mix of residential, commercial, office, institutional, industrial, and recreational uses and opportunities. The southern portion of the plan area has a concentration of industrial, commercial, and institutional uses while the northern portion of the area is principally residential development with some commercial and industrial development, including the county's main landfill.

The plan area contains some of the most significant historic sites in Forsyth County. Bethabara was founded by Moravians in 1753 and is the county's oldest continuous place of settlement; Bethania was founded in 1759. Some of Forsyth County's largest employers, including Wake Forest University, Hanesbrands, Reynolds American, and Wells Fargo, have operations located in the plan area.

## DEMOGRAPHICS

Based on the 2010 Census, 33,710 people, about 10% of Forsyth County's population, live in the North Suburban Plan Area. This is a 6% increase in population over 10 years, which is well below the 15% growth rate for Forsyth County as a whole during the same period of time (see **Table 1** for more details).



Businesses on N. Cherry Street

**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 Suburban Area Plan	33,710	31,750	6%	10%	2.3
Winston-Salem	230,350	185,800	24%	65%	2.7
Forsyth County	352,000	306,000	15%		1.3
Diversity Statistics					
Area	Diversity (Percent)				
	African-American	White	Asian	Other	Hispanic
2010 North Suburban	36	42	2	2	18
2000 North Suburban	36	56	1	1	9
2010 Winston-Salem	35	48	2	1	14
2000 Winston-Salem	37	56	2	0	5
2010 Forsyth County	26	59	2	2	11
2000 Forsyth County	26	68	1	0	5

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Age Statistics					
Area	Age (Percent)				
	Less than 5 years	5-17 years	18-39 years	40-64 years	65 years and older
2010 North Suburban	7	15	42	24	12
2000 North Suburban	4	10	44	24	18
2010 Winston-Salem	7	17	32	31	13
2000 Winston-Salem	7	17	35	28	13
2010 Forsyth County	7	18	29	33	13
2000 Forsyth County	7	17	33	31	12

Source: 2010 U.S. Census

\*Note: Sum of percentages is greater than 100% as Hispanic is considered an ethnic group; other categories are race. Numbers are provided for comparison purpose.

## EXISTING LAND USE

Existing land uses in the plan area include residential, office, commercial, institutional, parks and open space, industrial, utilities, and agriculture (Table 2 on page 9 and Map 3 on page 5).

### RESIDENTIAL

Residential use accounts for approximately 36.7% of the total land area. Single-family/duplex residential development is the largest category of residential use accounting for 27.3% of land area compared to 4% for multifamily residential development.

### COMMERCIAL AND OFFICE

Approximately 950 acres, about 6.6% of the land area, is developed with commercial and office uses. The primary concentrations of commercial and office land uses are along University Parkway, North Point Boulevard, Reynolda Road, and Hanes Mill Road.

### INSTITUTIONAL

Institutional uses, such as schools, churches, cemeteries, and fire departments, account for 1,098 acres and 7.6% of the plan area. Wake Forest University accounts for 25% of the institutional land in this area.

### PARKS, RECREATION, AND OPEN SPACE

Parks, open space, and commercial recreation account for 600 acres of the plan area, about 4.2% of the total land area. Recreation facilities are discussed in more detail in the Community Facilities section.

### INDUSTRIAL

Industrial uses comprise 1,242 acres or 8.6% of the plan area. Most of the industrial land use is concentrated in the southeast and northeast portions of the plan area, along the Norfolk Southern rail line and US 52, as well as the Hanes Mill Road Landfill.

### UTILITIES AND RIGHTS-OF-WAY

Together, utilities and road/rail rights-of-way account for approximately 11.1% of the land area or 1,605 acres in the plan area.

### AGRICULTURAL

Agriculture accounts for 331 acres or 2.3% of the plan area. There are no farms enrolled in either the Farmland Preservation or Voluntary Agricultural Districts Program in the area.

### UNDEVELOPED

A significant proportion of the plan area, 3,315 acres or 23% of the land area, is undeveloped land. Undeveloped land is dispersed throughout the plan area, but is more concentrated in the north.

**Table 2. Existing Land Use Summary**

Land Use	Acres	%
Agriculture	330.92	2.29
Large Lot Residential	778.96	5.39
Single-Family/Duplex	3,938.76	27.27
Multifamily	582.91	4.03
<b>Total Residential</b>	<b>5,300.63</b>	<b>36.69</b>
Office	312.10	2.16
Commercial	636.53	4.41
Industrial	1,242.11	8.60
Institutional	1,098.45	7.61
Commercial Recreation	181.00	1.25
Parks, Recreation & Open Space	419.63	2.91
Rail & Road Right-of-Ways and Private Roads	1,586.93	10.99
Utilities	18.57	0.13
<b>Total Utilities &amp; Right-of-Ways</b>	<b>1,605.50</b>	<b>11.12</b>
<b>Total Developed</b>	<b>11,126.87</b>	<b>77.04</b>
<b>Undeveloped Land</b>	<b>3,315.57</b>	<b>22.96</b>
<b>Total Area</b>	<b>14,442.44</b>	<b>100.00</b>

Source: Survey by City-County Planning Staff, October 2013

Since the adoption of the *North Suburban Area Plan* in 2005, there have been 46 rezoning petitions approved for 3,834 acres of land within the plan area. However, included in this total is a 3,090-acre tract that was annexed by the City of Winston-Salem, as well as a 180-acre development whose property owners opted for a Neighborhood Conservation Overlay (NCO) District, which is meant to help conserve the character of older neighborhoods. Besides these exceptions, the largest zoning conversion in the plan area was initiated by Woodland Baptist Church, which rezoned 46 acres on Bethania-Rural Hall Road from residential and industrial zoning to the Institutional and Public (IP) District.

## TRANSPORTATION FEATURES

Existing transportation features include roads, bus routes, bicycle routes, sidewalks, and greenways. The location and function of transportation features have a significant impact on land use decisions (see **Maps 7 and 8** on **pages 41 and 42**).

### ROADS Overall Street Pattern

The plan area has a highly networked transportation system that establishes an ease of access within the area, as well as providing convenient connections to destinations in the county and the state. The two main transportation routes, US 52 and University Parkway, cross the area in a north/south direction. Boulevards providing major connections within the plan area include Bethabara Park Boulevard, Motor Road, North Point Boulevard, Reynolda Road, and University Parkway. Several other major and minor thoroughfares, collector and other local streets connect and feed vehicular traffic to the major thoroughfares for circulation in the plan area.



## ZONING

There are a variety of zoning districts within the North Suburban Plan Area. The most prevalent zoning is single-family residential on lots with a minimum size of 9,000 square feet (RS-9 District), which occupies 5,823 acres. Located mainly in the northern part of the plan area is 1,851 acres of single-family residential zoning with minimum lot size of 20,000 square feet (RS-20 District). A great deal of land in the area is also zoned for industrial uses with 707 acres zoned General Industrial (GI District) and 624 acres zoned Limited Industrial (LI District).

**Table 3. Road Classifications and Features**

Interstate Highways	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
US 52	4 lanes with median	46,000 - 52,000	50,900 - 108,000	61,200 - 62,300	48	6 lanes divided with grass median
Expressways	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
North Point Boulevard (Bethabara Road University Parkway)	6 lanes with median	27,000	31,300	73,400	72 - 102	6 lanes with raised median, wide outside lanes, and sidewalks
Silas Creek Parkway	4 lanes with median	24,000 - 29,000	29,800 - 54,100	49,000	48 - 72	4 lanes with grass median, bike lanes, and sidewalks
University Parkway (N. Cherry Street - US 52)	4 - 6 lanes with median	7,200 - 15,000	10,500 - 27,800	38,100 - 43,500	56 - 102	4 lanes with raised median, wide outside lanes and sidewalks
Boulevards	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Bethabara Park Boulevard	4 - 5 lanes with median	8,700 - 9,800	11,500 - 13,100	43,500	46 - 60	4 lanes with raised median, wide outside lanes and sidewalks
Motor Road (N. Cherry Street - US 52)	2 lanes	3,300	4,100 - 5,300	19,500	20-21	4 lanes with raised median, wide outside lanes and sidewalks
North Point Boulevard (University Parkway - Indiana Avenue)	4 - 5 lanes with median	7,200 - 15,000	10,500 - 27,800	38,100 - 43,500	56 - 102	4 lanes with raised median, wide outside lanes and sidewalks
Reynolda Road (Wake Forest Road - Northern Beltway)	2 - 5 lanes with median	8,400 - 32,000	14,700 - 33,100	22,900 - 38,100	22 - 60	4 lanes with raised median, wide outside lanes and sidewalks; 4 lanes with raised median, bike lanes, and sidewalks
University Parkway (US 52 - Northern Beltway)	2 - 6 lanes with median	12,000 - 34,000	15,300 - 57,000	49,000 - 73,400	46 - 72	4 lanes with raised median, wide outside lanes and sidewalks; 6 lanes with raised median, wide outside lanes and sidewalks

# Existing Conditions



Boulevards	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Akron Drive	4 - 5 lanes	15,000	20,100 - 37,700	30,700 - 32,400	41 - 56	Current cross-section adequate
Bethania Road (Reynolda Road - Main Street)	2 lanes	3,900 - 4,100	4,100	13,800	22 - 26	2 lanes with bike lanes and sidewalks
Bethania - Rural Hall Road	2 lanes	4,400 - 10,000	5,900 - 17,700	13,800 - 15,300	26	2 lanes with bike lanes and sidewalks; 3 lanes with wide outside lanes and sidewalks; 4 lanes with raised median, wide outside lanes, and sidewalks
Bethania - Tobaccoville Road	2 lanes	3,000	9,200	15,300	22	2 lanes with bike lanes and sidewalks
N. Cherry Street (Reynolds Boulevard - Germanton Road)	2 - 4 lanes with median	7,200 - 11,000	10,200 - 12,900	13,800 - 27,500	26 - 52	3 lanes with wide outside lanes and sidewalks; 4 lanes with raised median, wide outside lanes, and sidewalks
Fairlawn	5 lanes with median	10,000	12,800	31,700	56 - 64	4 lanes with raised median, wide outside lanes, and sidewalks
Germanton Road	2 lanes	9,700 - 15,000	8,500 - 24,100	13,800 - 15,300	23 - 26	2 lanes with wide paved shoulders; 3 lanes with wide outside lanes and sidewalks
Hanes Mill Road (US 52 - Germanton Road)	2 - 4 lanes with median	17,000	14,800 - 22,300	15,800 - 27,500	36 - 48	2 lanes with wide paved shoulders; 3 lanes with wide outside lanes and sidewalks
Indiana Avenue (North Point Boulevard - Reynolds Boulevard)	2 - 5 lanes with median	13,000	3,500 - 28,600	13,800 - 32,400	21 - 56	3 lanes with wide outside lanes and sidewalks; 4 lanes with raised median, wide outside lanes, and sidewalks
Main Street (Bethania)	2 lanes	3,000 - 8,100	1,000 - 5,600	13,800	21 - 29	2 lanes with bike lanes and sidewalks
Old Hollow Road	2 lanes	6,000 - 7,200	1,700 - 3,100	15,300	23 - 35	2 lanes with bike lanes and sidewalks
Reynolda Road (Northern Beltway - Tobaccoville Road)	2 lanes	8,500	7,600 - 12,400	15,800	21 - 30	2 lanes with wide paved shoulders; 2 lanes with bike lanes and sidewalks
Reynolds Boulevard	3 - 4 lanes with median	2,200 - 3,800	3,900 - 9,900	18,200 - 27,500	50 - 54	4 lanes with raised median, wide outside lanes, and sidewalks

# Existing Conditions



Minor Thoroughfares	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Becks Church Road	2 lanes	5,800	8,100 - 9,300	15,300	22	3 lanes with wide outside lanes and sidewalks
Bethabara Road	2 - 3 lanes	2,300 - 5,300	4,500 - 9,100	13,800 - 18,200	20 - 36	3 lanes with wide outside lanes and sidewalks
Bethania Road (Main Street - Reynolda Road)	2 lanes	4,300 - 4,400	3,400	13,800	21	2 lanes with bike lanes and sidewalks
Bethania Station Road	2 - 3 lanes	10,000	5,500 - 13,700	15,300 - 15,800	22 - 36	3 lanes with wide outside lanes and sidewalks
N. Cherry Street (Germanton Road - University Parkway)	2 lanes	2,700	3,800	13,800	20	2 lanes with wide paved shoulders
W. Hanes Mill Road (University Parkway - US 52)	3 - 4 lanes	4,700 - 17,000	3,400 - 20,100	18,200 - 30,700	36 - 40	3 lanes with wide outside lanes and sidewalks
Home Road	3 lanes with median	5,400	10,100	15,800	36	3 lanes with wide outside lanes and sidewalks
Indiana Avenue (Bethabara Road - North Point Boulevard)	2 - 3 lanes	2,800 - 7,100	3,500 - 14,900	13,800 - 18,200	27 - 36	3 lanes with wide outside lanes and sidewalks
Long Drive	2 lanes	5,800	9,500	13,800	21	2 lanes with wide paved shoulders
Mizpah Church Road	2 lanes	1,400	300	15,300	21	2 lanes with wide paved shoulders
Motor Road (US 52 - N. Patterson Avenue)	2 lanes	3,300	6,600	13,800	20 - 21	3 lanes with wide outside lanes and sidewalks
Murray Road	2 lanes	3,800 - 7,600	3,200 - 12,000	13,800 - 15,800	22 - 36	3 lanes with wide outside lanes and sidewalks
Oak Summit Road	2 lanes	5,100 - 6,800	12,800	13,800	20	3 lanes with wide outside lanes and sidewalks
N. Patterson Avenue	2 - 3 lanes	5,200	7,800 - 9,900	15,300 - 15,800	22 - 51	3 lanes with wide outside lanes and sidewalks; 4 lanes with grass median
Polo	2 - 4 lanes	6,100 - 12,000	9,800 - 18,000	13,800 - 27,500	60	2 lanes with parking on one side; 3 lanes with wide outside lanes and sidewalks
Shattalon Drive	2 - 3 lanes	7,500 - 11,000	12,700 - 18,800	15,300 - 18,200	24 - 38	3 lanes with wide outside lanes and sidewalks
Shore Road	2 lanes	570	900	13,800	22	2 lanes with wide paved shoulders
Stanleyville Drive	2 lanes	6,600	7,400 - 9,200	15,300 - 15,800	20 - 22	2 lanes with parking on one side; 3 lanes with wide outside lanes and sidewalks
Walker Road	2 lanes	1,700	2,800	15,300	22	2 lanes with bike lanes and sidewalks
Ziglar Road	2 lanes	1,600	1,100	15,300	22 - 35	2 lanes with bike lanes and sidewalks

# Existing Conditions



## List of Existing Collector Streets

Alspaugh Drive  
Alspaugh Street  
Appomattox Drive  
Bethabara Road  
Bethania Station Road  
Bluebird Lane  
Broadview Drive  
Brownsboro Road  
Burnham Drive  
Carillon Drive  
Cherryview Lane  
Cobblestone Road  
Corporate Square Drive

Hartford Street  
High Cliffs Road  
Independence Road  
Lakeview Drive  
Mallard Lakes Drive  
Meadow Lane  
Mercantile Drive  
Morningside Drive  
Murray Road  
Museum Drive  
Nettlebrook Drive  
North Causeway

Old Town Drive  
Oldtown Road  
Perimeter Point Boulevard  
Pinewood Drive  
Summit Square Boulevard  
Sweetbriar Road  
Turfwood Drive  
Whippoorwill Drive  
Wilkes Drive  
Windy Hill Drive  
Winona Street  
Woods Road



Polo Road near Wake Forest University

## PUBLIC TRANSPORTATION

### Local Bus Routes

The Winston-Salem Transit Authority currently provides bus service within the North Suburban Planning Area on eight routes, all but one of which originates from the downtown terminal. **Table 4** and **Map 8** on **page 42** describe the routes in more detail.

**Table 4. Local Bus Routes**

Route Number	Direction	General Route
#4, 444	Outbound	From University Parkway, right at N. Cherry Street, left at Brownsboro Road, right at University Parkway, left at North Point Boulevard, right into shopping center, continue to University Plaza Drive
#4, 444	Inbound	From University Plaza Drive, left at Northpoint Drive, left at North Point Boulevard, right at Linn Station Road, left at Brownsboro Road, right at N. Cherry Street, left on University Parkway, continue to Transit Center
#5	Outbound	From Shorefair Drive, left at Reynolds Boulevard, right at University Parkway, left at Long Drive
#5	Inbound	From Long Drive, left at Wingate Road, left at Wake Forest Road, right at University Parkway, left at Reynolds Boulevard, right at Shorefair Drive, continue to Transit Center
#7	Outbound	From N. Patterson Avenue, left at Burnham Drive, right at Alspaugh Drive, continue on Alspaugh Street, right at Indiana Avenue, right at Motor Road, left at N. Patterson Avenue, left at Kevin Drive, right at Commerce Court
#7	Inbound	From Commerce Court, right at Oak Summit Road, right at Germanton Road, left at N. Patterson Avenue, continue to Transit Center
#9	Outbound	From N. Patterson Avenue, right at Sheraton Street, left at Akron Drive, continue to end of route
#9	Inbound	From Akron Drive, right at Sheraton Street, left at N. Patterson Avenue, continue to Transit Center
#10	Outbound	From Indiana Avenue, right at N. Cherry Street, right at University Parkway, left at W. Hanes Mill Road, right at University Parkway, left at Summit Square Boulevards, left at E. Hanes Mill Road
#10	Inbound	From E. Hanes Mill Road, left at University Parkway, left at N. Cherry Street, left at Indiana Avenue, continue to Transit Center

Route Number	Direction	General Route
#1111	Outbound	From N. Patterson Avenue, right at Sheraton Street, left at Akron Drive, left at Tise Avenue, left at Kapp Street, left at N. Patterson Avenue, right at Burnham Drive, right at Alspaugh Drive, continue on Alspaugh Street, left at Indiana Avenue, right at N. Cherry Street, right at University Parkway, right at Summit Square Boulevard, left at E. Hanes Mill Road
#1111	Inbound	From E. Hanes Mill Road, left at University Parkway, left at N. Patterson Avenue, continue to Transit Center
#16	Outbound	From Reynolda Road, left at Polo Road, right at Ransom Road, right at Fairlawn Drive, left at Reynolda Road, right at Bethabara Park Boulevard, left at Bethabara Road, left at Shattalon Drive, left at Reynolda Road, right at Pratt Road
#16	Inbound	From Pratt Road, left at Yarbrough Avenue, left at Valley Road, right at Reynolda Road, continue to Transit Center
#44	Outbound	From University Plaza Drive, left at Northpoint Drive, right at North Point Boulevard, right at Bethabara Road, right at Indiana Avenue, left at Home Road, continue on Bethabara Park Boulevard, right on Bethania Station Road, right on Shattalon Drive, left on University Parkway, left on E. Hanes Mill Road
#44	Inbound	From E. Hanes Mill Road, left at University Parkway, right at W. Hanes Mill Road, left at Bethania Station Road, right at Shattalon Drive, left at Bethabara Road, right at Bethabara Park Boulevard, left at Reynolda Road, left at Old Town Drive, right at Columbine Drive, left at Woods Road, left at Oldtown Road, right at Bethabara Road, left at North Point Boulevard, left into shopping center, continue to University Plaza Drive



Clark Campbell Transportation Center

## Regional Transit

PART, the Piedmont Authority for Regional Transportation, was authorized in 1997 by the North Carolina General Assembly as a Regional Transportation Authority. PART coordinates regional bus service, vanpools carpools, and other transportation-related services which connect the plan area with the multicounty Piedmont Triad region. Within the plan area PART operates one regional route, the Surry County Express, to and from Mount Airy to various employment centers and commercial retail locations in Winston-Salem.

## Rail

The following rail line is located in the North Suburban Planning Area:

- The Norfolk Southern line (Winston-Salem to Rural Hall) from Akron Drive to near the US 52, NC 66 ramps.

## BICYCLE FACILITIES

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

## Bicycle Routes

The plan area has two signed bike routes described in **Table 5** and shown on **Map 8** on **page 42**.

## PEDESTRIAN FACILITIES

**Table 5. Bicycle Routes**

Route Name	Route Map Symbol	General Route
Coliseum Loop	5	From Shorefair Drive, right at Reynolds Boulevard, right at Indiana Avenue
Stokes County Connector	-	Walker Road, left at Bethania-Rural Hall Road, right at Main Street, continue on Bethania-Tobaccoville Road, continue on Doral Drive

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

## Sidewalks

Major sidewalk locations in the planning area include portions of the following thoroughfares: Akron Drive, Bethabara Road, Bethabara Park Boulevard, N. Cherry Street, Fairlawn Drive, E. Hanes Mill Road, Indiana Avenue, Long Drive, Main Street (Bethania), Murray Road, North Point Boulevard, Polo Road, Reynolda Road, Reynolds Boulevard, Shattalon Drive, University Parkway, and Walker Road. Some collector streets with at least partial sidewalks are Alspaugh Drive, Alspaugh Street, Bethabara Road, Brownsboro Road, Burnham Drive, Cherryview Lane, Murray Road, Old Town Drive, Oldtown Road, Summit Square Boulevard, and Woods Road.

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

The *Sidewalk and Pedestrian Facilities Plan* currently recommends additional sidewalks on the following roads in the plan area:

- Bethania Station Road
- Home Road
- Murray Road
- Polo Road
- Silas Creek Parkway
- University Parkway
- Walker Road

The City of Winston-Salem and Forsyth County have

adopted street design standards for new developments that include requirements for sidewalks. Sidewalks are recommended for all thoroughfares and collector streets within growth management areas other than GMA 5, except on freeways and expressways.

## COMMUNITY FACILITIES

The North Suburban Plan Area has a number of facilities that serve the community (**Map 9** on **page 45**), including parks, a greenway, public and private schools, fire stations, churches, and private recreational opportunities, including a golf course, and several pools.

### PARKS

There are several public parks in the North Suburban Plan Area that serve both the local community and Forsyth County as a whole (**Table 6**). Since the writing of the *North Suburban Area Plan*, the City of Winston-Salem disposed of North Hills Park.

The *2015 Parks and Open Space Plan for Winston-Salem and Forsyth County* (2007) recommended that the City of Winston-Salem study the feasibility of developing all or portions of the Hanes Mill Road Landfill site for recreation.

### 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 plan area: the Bethabara Trail. The Bethabara Trail is 2.7 miles in length and runs from Reynolda Commons Shopping Center to the Crown Oak Apartments through Historic Bethabara.

### OTHER COMMUNITY FACILITIES

The North Suburban Plan Area is home to many schools, including Wake Forest University, Julian Gibson Elementary School, North Forsyth High School, North Hills Elementary School, Northwest Forsyth Middle School, and Forsyth Academy. There are no public library facilities in the plan area; however, the Reynolda Manor and Rural Hall Branches are both in close proximity. There are three fire stations in the plan area, including Fire Station #20, which is located on Bethania-Rural Hall Road and opened in 2009. Fire Station #8 is located on Reynolda Road and Fire Station #14 is located on Shattalon Drive. There is also a private golf course in the area, Long Creek Golf Club.

**Table 6. Recreation Facilities**

Park Name	Acreage	Major Facilities
Hanes Hosiery Park and Community Center	7	Arts and crafts room, computer lab, gymnasium, kitchen, meeting room, softball field, walking track
Piney Grove Park and Brown & Douglas Neighborhood Center	15	Basketball court, fitness trail, meeting rooms, playground, shelter, softball field, tennis court
Hine Soccer Complex	26	7 soccer fields
Bethabara Park	30	National Historic Landmark site of 1753 Moravian settlement, museum, visitor center, 1788 church, archaeological ruins, nature trails
Science Center and Environmental Park of Forsyth County (SciWorks)	31	Interactive, hands-on science museum and planetarium, 25,000 sf of exhibits, 15-acre outdoor nature science exhibit
Sara Lee Soccer Park	48	6 regulation-size fields, 4 8v8-size fields, 4 6v6-size fields
Historic Bethabara Park of Forsyth County	116	Natural wooded area and wetlands with greenway trail

## UTILITIES

The Winston-Salem/Forsyth County Utilities Commission provides drinking water and wastewater treatment to most of the North Suburban Plan Area. Two exceptions where public sewer service is not available, however, is the area west of where the proposed Northern Beltway would intersect with Reynolda Road and the area north of Old Hollow Road. The City of King’s water system provides water service to the area west of where the proposed Northern Beltway would intersect with Reynolda Road. The City-County Utilities Commission also operates the Hanes Mill Road Landfill, which it expects to keep open until at least 2021 and possibly as late as 2030.

## HOUSING

According to the 2010 Census, there are 14,894 housing units in the North Suburban Plan Area. Approximately 53% were renter-occupied, significantly more than the 39% of households in the City of Winston-Salem who rent (see **Table 7** for more details).

## DESIGN AND APPEARANCE

Urban design can bring order, clarity and pleasing harmony to the network of public spaces, streets, parks, and sidewalks in a community. Most of the North Suburban Plan Area, with the exception of the 18th-century Town of Bethania and portions south of Polo and Motor Roads, was constructed after World War II, in the era of relatively inexpensive gasoline, and therefore is very auto-oriented in its design. One of the challenges for the plan area will be to attract the right mix of development in activity centers to create a mix of uses so residents can choose to live, work, shop, and play in the same general vicinity.

The southern portion of the plan area, mainly south of Indiana Avenue, contains a great deal of older industrial and office development that is under-occupied. It will be a challenge over the next ten years to develop these areas in a way that attracts tenants to these buildings while protecting the surrounding neighborhoods. Another challenge in the southern portion of the plan area will be to provide more housing for off-campus students at Wake Forest University while protecting those surrounding neighborhoods from increasing development. Older neighborhoods all over the area are generally well maintained; however, there are some recent subdivisions in the north that have only been partially developed where maintenance has been neglected. The University/Hanes Mill and Reynolda/Fairlawn Activity Centers hold a great deal of development potential with more space available for residential development that can be served by nearby commercial development. These areas are also located along transit routes, connecting them to the Center City area.

US 52/I-74 is designated as a Thoroughfare Overlay District. The main purpose of the TO District is to encourage development and redevelopment that preserves the visual quality and functional operation of the roadway. All development within the TO District is subject to specific site development standards in addition to the standards of the underlying zoning district. These additional standards relate mainly to screening outside storage, shielding of on-site utilities, screening of loading and garage bays, establishing minimum setbacks from the rights-of-way and creating landscaped streetyards.

**Table 7. Housing Statistics**

Housing Tenure							
Area	Total	Owner-Occupied		Renter-Occupied		Renter-Occupied	
		Total	Percent	Total	Percent	Total	Percent
North Suburban	14,894	5,091	34.2	7,852	52.7	1,951	13.1
Winston-Salem	103,974	52,007	50.0	40,330	38.8	11,637	11.2
Forsyth County	156,872	90,188	57.0	50,975	32.5	15,709	10.0
Bethania	166	126	126	29	17.5	11	6.6

Source: 2010 U.S. Census Decennial SF1 (block group) Housing Unit data

## HISTORIC RESOURCES

The North Suburban Planning Area is fortunate to possess a number of historic resources that range from mid-18th-century to mid-20th-century properties (**Map 10 on page 49**). The resources in the area tell the story of the community's earliest settlements, individual residential properties, farms, rural areas, African-American resources, and 20th-century development. Other types of resources include bridges and potential archaeological sites. Comprising a significant portion of the built environment, these resources serve as a tangible reminder of the area's outstanding history. Particularly significant historic resources in the planning area include: Bethabara, the first Moravian settlement in Forsyth County and now a locally-zoned Historic District (**Map 12 on page 50**); and Bethania, the first permanent Moravian settlement in Forsyth County and a National Historic Landmark District (**Map 11 on page 50**).

Historic Resources Commission (HRC) staff has reviewed the major historic resource studies/surveys and has determined that a number of historic resources are located within the plan 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 Suburban Plan Area. However, the survey update project also identified new historic resources. While some properties in the plan area are listed on the National Register, some are of National Register quality or are Local Historic Landmarks. However, other properties were simply identified for written and photographic documentary purposes. **Appendix A on page 55** is a list of recognized historic resources in the plan area.

## ECONOMIC DEVELOPMENT

The plan area saw more than 336,000 square feet of development plan approvals since the *North Suburban Area Plan* was adopted in 2005 (**Table 8**). Nearly two-thirds of that development was for institutional uses while a third was for retail development and four percent was for office development. No industrial square footage was approved in the plan area; however, a 2009 City-County Planning Board study of potential industrial sites in Forsyth County found that a 180-acre site at the intersection of US 52 and the future Northern Beltway had moderate industrial development potential. There is a great deal of Class B office space in the plan area; however, there are also many vacancies. Major employers in the *North Suburban Plan Area* include Reynolds American, Wake Forest University, and Hanes-brands.

### RUCAS

The Revitalizing Urban Commercial Areas (RUCA) Program provides assistance to business owners in targeted declining commercial areas. Three RUCAs exist within the North Suburban Plan Area: Cherry/Polo, Cherry/Indiana, and Cherry/North Point RUCAs. Cherry/Polo is a Tier 1 RUCA; Cherry/Indiana and Cherry North Point are both Tier 3. Tier 1 RUCAs exhibit the greatest decline while Tier 3 RUCAs exhibit the least decline. The only currently funded RUCA in the plan area is Cherry/Polo. Several improvements have been made to buildings here since this area was funded by City Council in 2010.

**Table 8. 2005-2011 Development Plans (approved by the City-County Planning Board)**

Area	Total Square Footage	Office Square Footage (percent)	Retail Square Footage (percent)	Institutional Square Footage (percent)	Industrial Square Footage (percent)
North Suburban	336,500	4	33	63	0
Winston-Salem	6,300,000	3	25	33	39
Forsyth County	8,850,000	5	33	32	30

Source: City-County Planning Department

## THE ENVIRONMENT

Environmental issues of concern in the plan area include several Natural Heritage sites as well as floodplains.

### NATURAL HERITAGE INVENTORY SITES & PROTECTED LANDS

The State’s *Natural Heritage Inventory for Forsyth County* identified the occurrence of significant plant and animal communities, geologic features, historic resources and stream corridors in Forsyth County. The North Suburban Plan Area includes three such places:

- **Historic Bethabara:** This site is located just south of the historic buildings of the original Bethabara settlement and includes a scenic hardwood forest that can be accessed by the Bethabara Trail Greenway. The construction of Reynolda Road Bridge and beaver dams created a bottleneck for Mill Creek, making the area more flood prone in recent years.
- **Bethania Forest:** Located one mile east of the Bethania Historic District, between Bethania, Shattalon, and Walker Roads, this site contains some of the largest trees and best examples of a wooded hillside in North Carolina.
- **Walnut Bluffs Area:** This site was part of the original Bethania Town Lot and is located one mile south of the Bethania Historic District between Bethania Road and Muddy Creek. The area includes a hardwood-covered hillside with rock outcrops, as well as the floodplain downstream from the town center. Walnut Bluffs is dedicated as a State Nature Preserve and is owned by the NC Department of Cultural Resources and the Town of Bethania.

There are also several sites around Bethania that are protected by the State of North Carolina and the Town of Bethania. Bethania Walnut Bottoms, an area adjacent to Walnut Bluffs, is an area largely comprised of floodplain of Muddy Creek and has mainly been used for farming since the initial settlement of Bethania. The Muddy Creek Floodplain, a seven-acre property located upstream from Walnut Bottoms, is managed and protected by the NC Department

of Cultural Resources and the Town of Bethania. Muddy Creek Bluffs, adjacent to the Muddy Creek Floodplain and Bethania’s National Landmark Area, protect the area’s integrity. The Old Apple Orchard I and II sites, originally designated as community orchard lots, comprise 17 acres at the northeastern entrance to Bethania. The Cedar Grove School site, adjacent to the orchard sites, contains the foundation remains of an African-American one-room school house that served Bethania and the surrounding area.

### FLOODPLAINS

Floodplains are flood-prone lands adjacent to creeks and streams. There are regulations on development activities in these areas. There are 388 acres of floodplain in the North Suburban Plan Area with the Mill Creek and Muddy Creek being the most significant. (**Map 4 on page 22**)

## ANNEXATION AGREEMENTS

An annexation agreement is a legal agreement that defines land that each participating municipality may not annex within a specific timeframe. The agreement sets limits on each municipality’s future annexation into an area, thus establishing its potential future jurisdiction. The agreement, however, does not obligate a municipality to undertake annexations. Two major benefits from this type of agreement are that:

- It promotes the orderly and logical extension of municipal services because communities are not competing to annex an individual development; and
- It reduces uncertainty among property owners and public or private development interests.

North Carolina General Statutes authorize municipalities to enter into agreements for up to 20 years. Once adopted, participating municipalities must both agree to change or terminate the agreement before it expires. A municipality may unilaterally terminate an agreement after a five-year notification period. Each participating municipality must also notify the other(s) of all subsequent annexation proposals within the affected area. There are two annexation agreements in the planning area (**Table 9**).

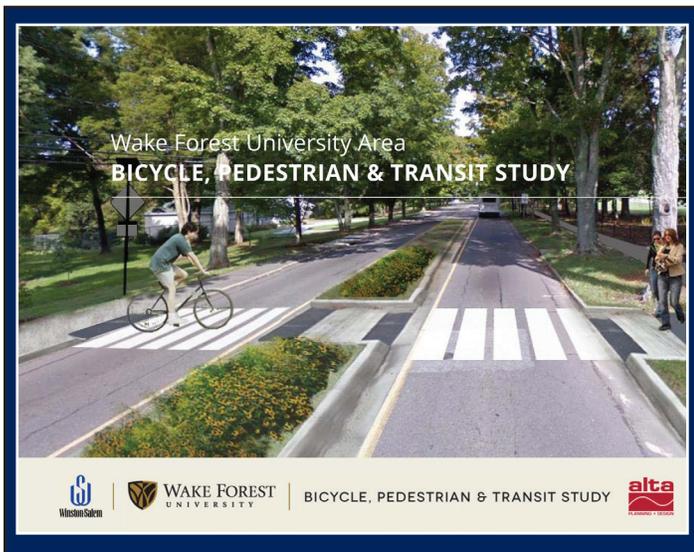
**Table 9. Municipal Annexation Agreements**

Municipality	Adoption Year	Agreement Length	Termination Year
Winston-Salem/Rural Hall	1996	20 years	2016
Winston-Salem/Tobaccoville	1997	20 years	2017

## PLANS/STUDIES IN THE PLAN AREA

### **North Suburban Area Plan (2005)**

The *North Suburban Area Plan*, which this document updates, made land use and public investment recommendations within the same geographic boundaries as this plan. Major recommendations include mixing uses in activity centers, along transit corridors, and in other large-scale developments; ensuring completion of the Mill Creek, Muddy Creek, Grassy Fork, and Bethabara Greenways; and redeveloping the Hanes Mill Road Landfill into a public recreational facility.



### **Wake Forest University Area Bicycle, Pedestrian, and Transit Study (2014)**

The City-County Planning Department and the Winston-Salem Department of Transportation, in cooperation with Wake Forest University, conducted a study improve active transportation options and usage within the neighborhoods surrounding Wake Forest University. The study includes both infrastructure and policy recommendations for an area within an approximate two-mile radius around the university campus. Major recommendations include retrofitting Polo Road to accommodate cyclists and create safe crossings for pedestrians, connecting the main campus to the athletic campus with a greenway, and create safe pedestrian and bicycle crossings of Silas Creek Parkway.

### **Bethania Comprehensive Land Use and Transportation Study (Adopted 2001)**

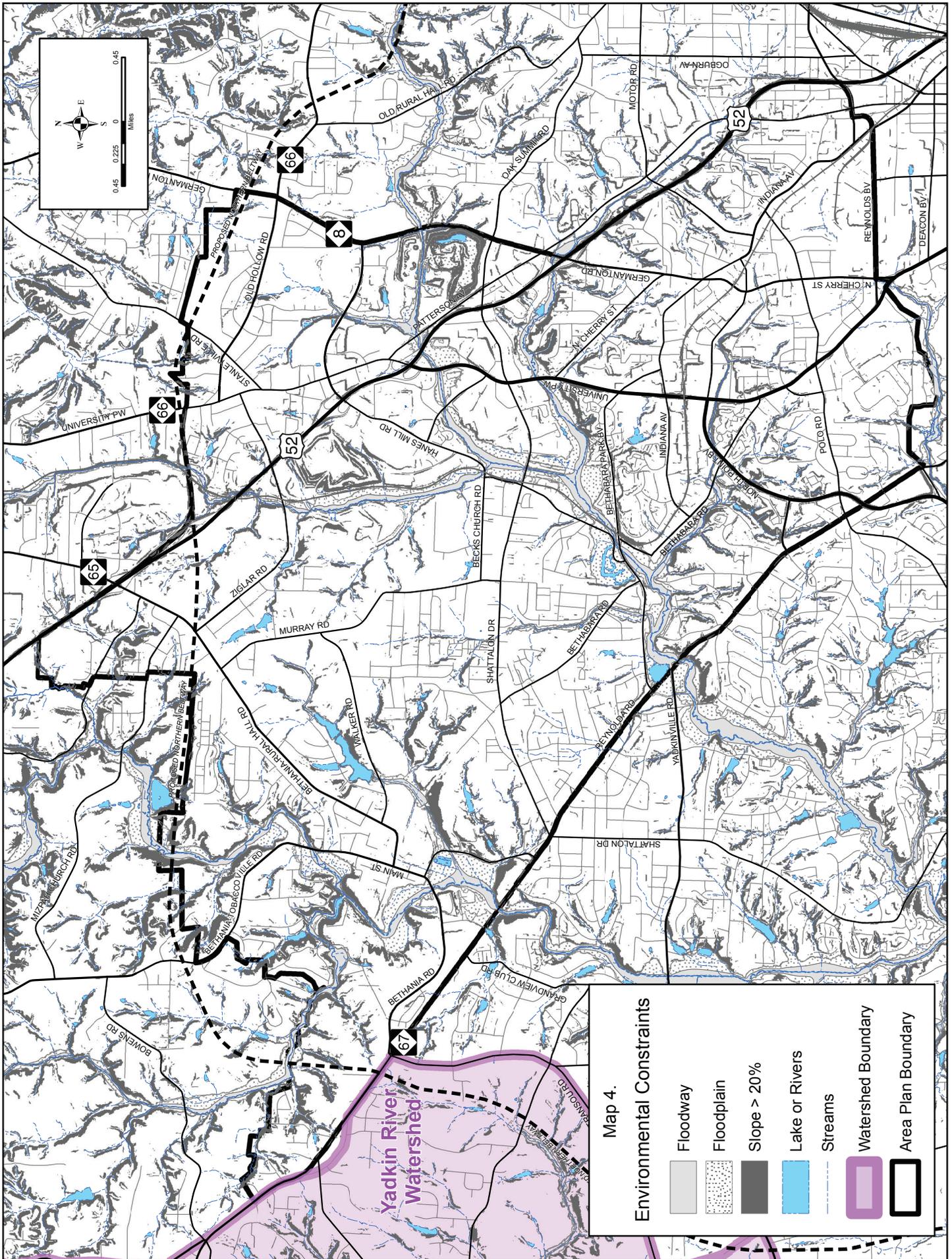
This study made detailed recommendations about the future of Bethania's land use and transportation systems. The main transportation issue addressed was how to reduce the volume and speed of traffic on Main Street. Land use issues dealt primarily with how to preserve the character of Bethania while accommodating specific types of new and/or infill development. The study also recommended establishing a Historic Overlay District in Bethania.

### **Polo Road/North Cherry Street Community Enhancement Workshop Report (2014)**

A workshop led by the City of Winston-Salem and Piedmont Together, which is a program administered by the Piedmont Authority for Regional Transit (PART), recently completed a community enhancement workshop focused on the Polo Road/North Cherry Street area north of Whitaker Park. The workshop, facilitated by the Center for Creative Economy through its DesignLink program, used a market analysis and community input from the surrounding neighborhoods and businesses to make recommendations to improve the community. Recommendations from the report include:

- Implement a Complete Streets strategy that calms traffic and improves pedestrian and bicycle facilities, including building sidewalks, crosswalks, and bike lanes;
- Improve lighting and landscaping;
- Activate the northeastern corner of the Cherry/Polo intersection by redeveloping road frontage owned by the North Carolina Department of Transportation, providing opportunities for new business, community activities, and greenspace;
- Redevelop the manufactured home park on the north side of Polo Road, possibly building new townhouse units; and
- Market the area through a public-private partnership to attract neighborhood-scale businesses and services.

The City-County Planning Board and City Council endorsed the recommendations in the report.



**Map 4.**

**Environmental Constraints**

- Floodway
- Floodplain
- Slope > 20%
- Lake or Rivers
- Streams
- Watershed Boundary
- Area Plan Boundary

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

## LAND USE RECOMMENDATIONS

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

### GENERAL RECOMMENDATIONS

Planning policies used to develop land use recommendations for the North Suburban Planning Area are:

- The highest intensity, mixed use development should be located in proposed activity centers.
- 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.
- Industrial development should be concentrated in designated industrial areas.
- The revitalization of older/underutilized commercial and industrial sites and buildings is to be encouraged.
- Neighborhoods should be protected from inappropriate residential, commercial, industrial, and institutional encroachment.
- Site design should incorporate pedestrian-oriented design elements such as street trees, buildings located close to the street, building façade articulation and variety, and transparent windows and doors.
- Consideration should be given to protecting significant

natural features, natural 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 of use. The sites are shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see **Maps 5 and 6 on pages 27 and 29**, respectively).

### SINGLE-FAMILY RESIDENTIAL

Single-family residential development has a density of zero to eight dwelling units per acre and consists mostly of single-family, detached units. Single-family residential development is recommended for:

- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of undeveloped residential land in many parts of the planning area, excluding areas within proposed activity centers and other designated sites. This land is generally located in the northern portion of the planning area.
- A parcel north of Bethabara Park Boulevard and four lots at the end of Old Town Road are zoned for intermediate density residential use, but would be more suitable for single family residential use. Also, an 18.6-acre property on Stanleyville Drive, which is zoned for multifamily use, is only suitable for single family residential use until public sewer is made available there. See (\*c) in Special Land Use Conditions on **page 35**.

## LOW-DENSITY ATTACHED RESIDENTIAL

Low-density attached residential development has a density of zero to eight dwelling units per acre. Generally, low-density attached residential land use is recommended for sites greater than two acres that are most appropriately developed with duplex, triplex, quadraplex, multifamily, and townhouse uses. Design Guidelines for Multifamily Developments can be found in **Appendix B** on **page 56**.

Low-density attached residential use is recommended for:

- Reynolda and Bethania Roads.
- Shore and Bethania-Rural Hall Roads.
- East side of Murray Road at Walker Road.
- Coral Drive and Harmony Street.
- South side of Shattalon Drive and east side of Murray Road where the two roads intersect.
- Brian Center Lane.
- The south side of Shattalon Drive at its intersection with Murray Road.
- Winona and Hartford Streets.
- Hickory Glen Road.
- South side of Howell Street.

## 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:

- Bethania-Tobaccoville Road at Bethania Oaks Circle.
- Parcels previously approved for intermediate-density residential in the Long Creek Village subdivision. See **(\*h)** in Special Land Use Conditions on **page 37**.
- Ziglar Road west of US 52.
- The southern portion of the Northern Quarters development off West Hanes Mill Road.
- North of Shattalon Drive at the Murray Road intersection.
- Bethania Station Road.
- Shattalon Garden Drive.
- Bethabara Park Boulevard and Brian Center Lane. Alcoa Court.
- Shattalon Drive west of University Parkway.
- Silas Creek Parkway at Fairlawn Drive.
- Deacon Ridge Drive.
- Brownsboro Road and Trace View Drive.
- Long Drive.
- Delmonte Drive.

- North Hills Drive.
- Trace View Drive.
- The north side of Howell Street.
- Woods Drive in the Reynolda/Fairlawn Activity Center.
- Moravian Street.

## OFFICE AND COMMERCIAL

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

### OFFICE

Office is recommended for:

- Several undeveloped parcels on E. Hanes Mill Road and Pinebrook Knolls Drive.
- The west side of Silas Creek Parkway at the Fairlawn Drive intersection.
- The east side of Reynolda Road between Sunnynoll Drive and Fern Cliffe Drive.
- Bethabara Road at Silas Creek Parkway.
- Brownsboro Road east of Inn Station Road.
- Germanton Road at the US 52 interchange.
- Mercantile Drive, Corporate Square Drive and West Hanes Mill Road.

Single family houses in the following locations are zoned RS-9 but would be suitable for future office uses, provided the guidelines in **Appendix C**, Conversion of Existing Home to Office or Commercial Use, are followed. See **(\*d)** in Special Land Use Conditions on **page 36**.

- Lots on the west side of University Parkway to the north and south of Ziglar Road.
- The 13 parcels totaling approximately 7 acres fronting the east side of Indiana Avenue between Motor Road and Methodist Drive.
- Lots on the east side of Reynolda Road, north of Sunnynoll Drive.
- A lot on the east side of Reynolda Road, south of Woodberry Drive.

### OFFICE/LOW-INTENSITY COMMERCIAL

Office and low-intensity commercial uses provide services to area residents, often with minimal negative impacts on adjacent residential uses. This land use category includes all office uses as well as commercial uses listed in **Table 10** on **page 25**.

This plan does not recommend areas for new office/low intensity commercial, but rather the conversion of some existing residential structures into office/low intensity commercial land use. Preserving the existing character of the older 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 location:

- East side of University Parkway north of the University/Hanes Mill Activity Center.

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

## COMMERCIAL

This plan calls for the creation of new commercial opportunities and 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.

New commercial development is recommended for the following sites:

- Bethania-Rural Hall Road at Jammie Court.
- University Center Drive.
- University Parkway north of Hanes Mill Road.
- Hanes Mill Road within the University/Hanes Mill Activity Center.
- Robin Wood Lane.
- North Patterson Avenue in the vicinity of Oak Summit Road.
- University Parkway in the vicinity of the US 52 interchange.
- University Parkway, Home Road, and Indiana Avenue vicinity.
- University Plaza Drive, Northpoint Court, and Phoenix Road.
- North Point Boulevard lots from Indiana Avenue to University Parkway.
- Brownsboro Road at University Parkway.
- Specialty Park Drive.
- McCanless Street.
- Indiana Avenue at Perimeter Point Boulevard.
- N. Patterson Avenue lots between Perimeter Point Boulevard and the US 52 interchange.
- Sheraton Street near US 52 interchange.
- Lots on the east side of Reynolda Road.
- Intersection of Shattalon Drive and Reynolda Road.
- Southeast corner of Main Street and Bethania Road in Bethania.

**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.

## INSTITUTIONAL

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Institutional uses in the planning area are an important aspect of the character, vitality and future of the area. Institutional uses include Wake Forest University, 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.

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

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. However, the plan recognizes existing institutional uses at the following locations:

- Bethania-Rural Hall Road at US 52.
- Miller and Bethabara Roads.
- City-owned property on Fairlawn Drive.
- County-owned property at Sturmer Park Circle.
- Frampton and Mildred Streets.
- Polo Road near University Parkway.
- Becks Church Road.
- The south side of Indiana Avenue across from Salem Towne Drive.
- A site owned by Winston-Salem/Forsyth County Schools west of US 52 and east of Shore Road.

## PARKS/OPEN SPACE

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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). The proposed new parks recommended by this plan constitute potential additional open space. Recommended areas for parks and open space include:

- The area around Mill Creek east of Reynolda Road.

## INDUSTRIAL

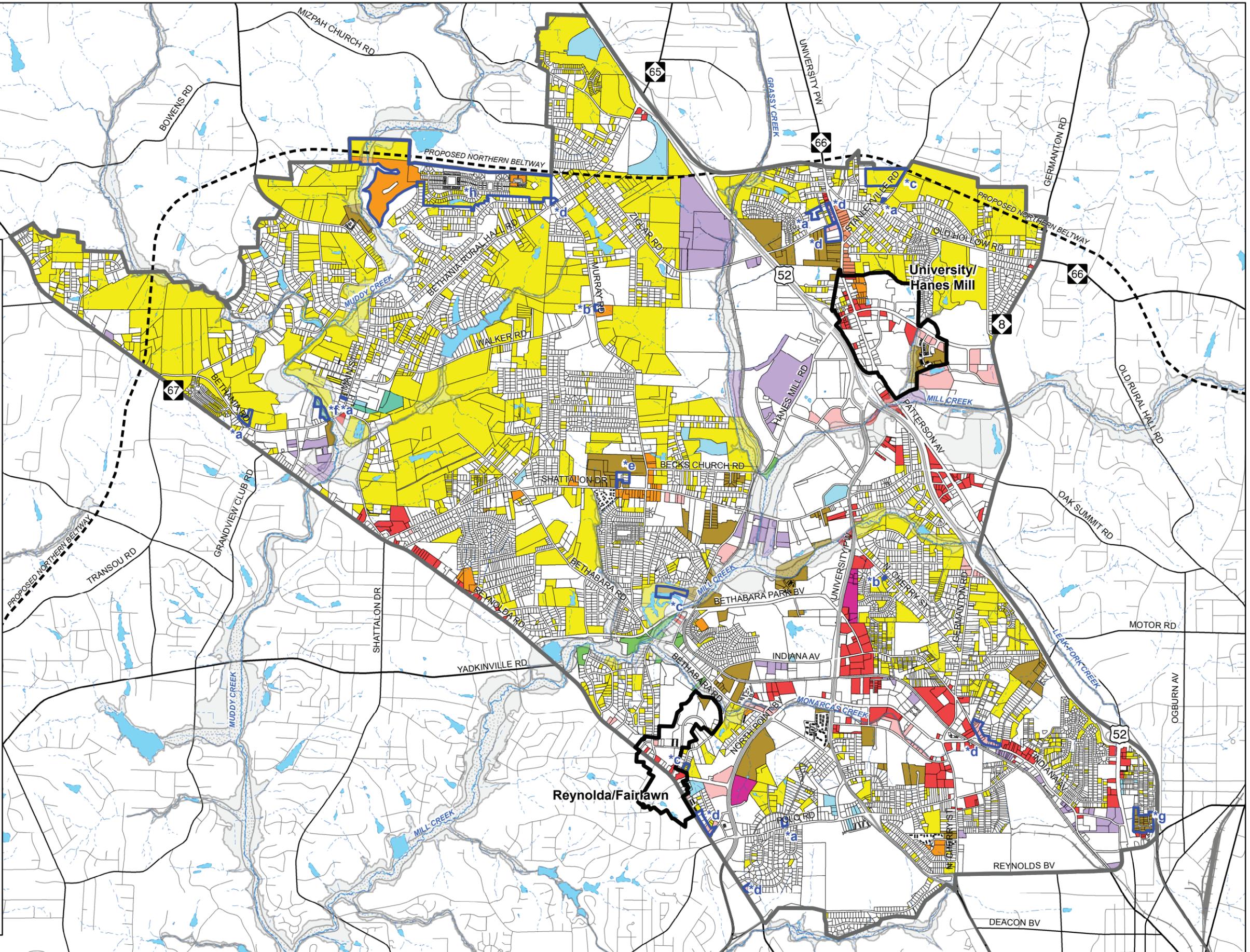
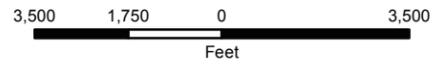
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With access to both US 52 and the Norfolk Southern rail line, there are several areas suitable for industrial land use in the planning area. The plan recommends the following:

- The area between US 52 and Ziglar Road.
- A large former textile mill on Hanes Mill Road.
- Parcels along Shattalon Drive where it intersects with the rail line.
- Parcels in the Indiana Avenue vicinity that are close to the rail line.
- Several parcels around Perimeter Point Boulevard.
- N. Cherry and Howell Streets.
- Several parcels in the vicinity of Sam Hollow Drive and North Causeway.

Map 5.  
**Proposed Land Use Changes**  
 (See area plan for specific recommendations starting page 23.)

- Single-Family Residential
- Low-Density Attached Residential (0-8 DU/Ac)
- Intermediate-Density Residential (8.1-18 DU/Ac)
- High-Density Residential (over 18 DU/Ac)
- Office
- Office/Low-Intensity Commercial
- Commercial
- Mixed-Use Development
- Industrial
- Institutional
- Park
- Open space
- Special Land Use Condition Areas (see text page 35)
- Activity Center (see text page 33)
- Railroad
- Streams
- Ponds, Lakes, Rivers
- Floodway
- Floodplain

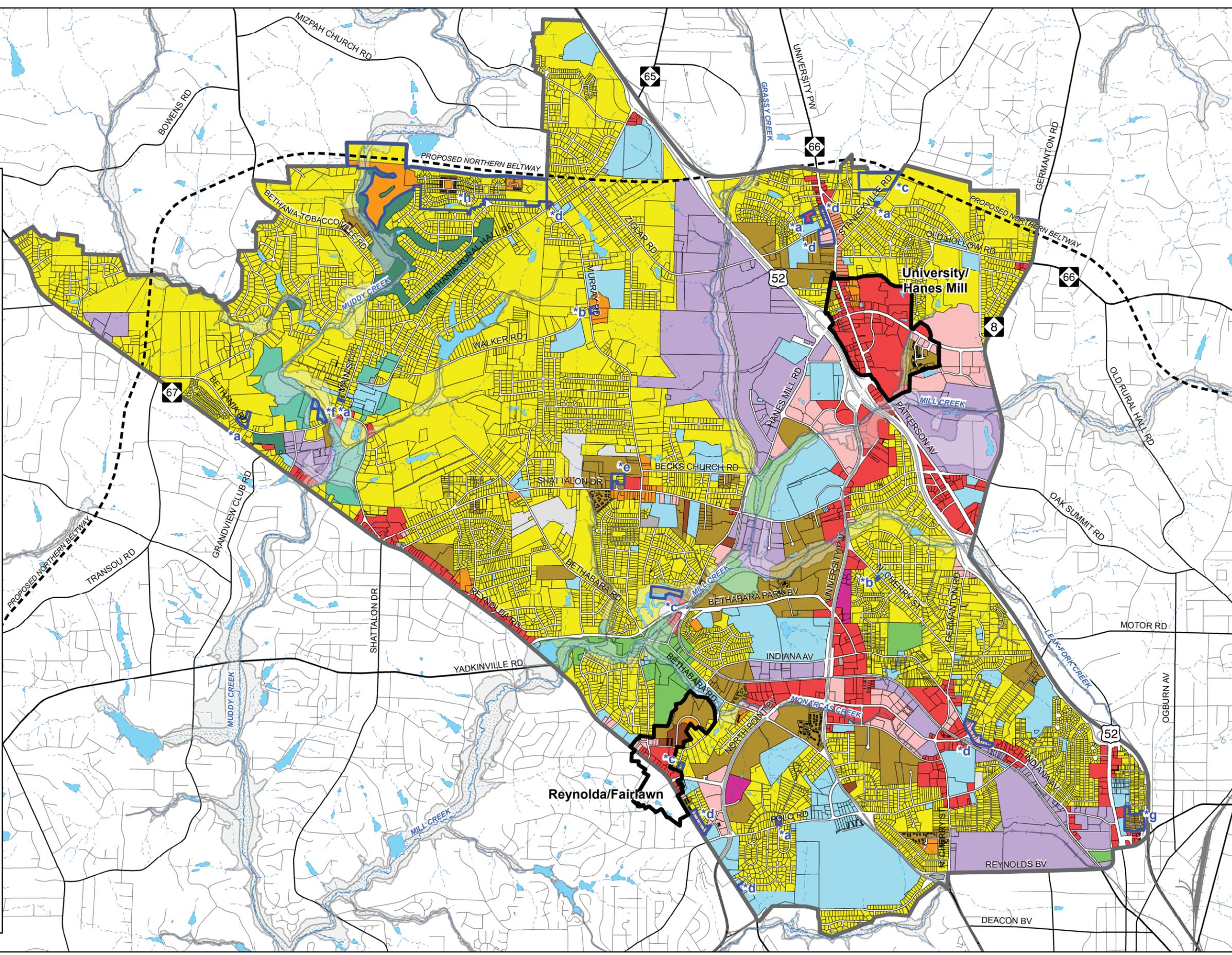




Map 6.  
**Proposed Land Use**  
 (See area plan for specific recommendations starting page 23.)

- Single-Family Residential
- Low-Density Attached Residential (0-8 DU/Ac)
- Intermediate-Density Residential (8.1-18 DU/Ac)
- High-Density Residential (over 18 DU/Ac)
- Manufactured Housing Park
- Office
- Office/Low-Intensity Commercial
- Commercial
- Mixed-Use Development
- Industrial
- Institutional
- Park
- Open space
- Commercial Recreation
- Utilities
- Special Land Use Condition Areas (see text page 35)
- Activity Center (see text page 33)
- Railroad
- Streams
- Ponds, Lakes, Rivers
- Floodway
- Floodplain

3,500 1,750 0 3,500  
Feet





## MIXED-USE LAND USE CATEGORIES

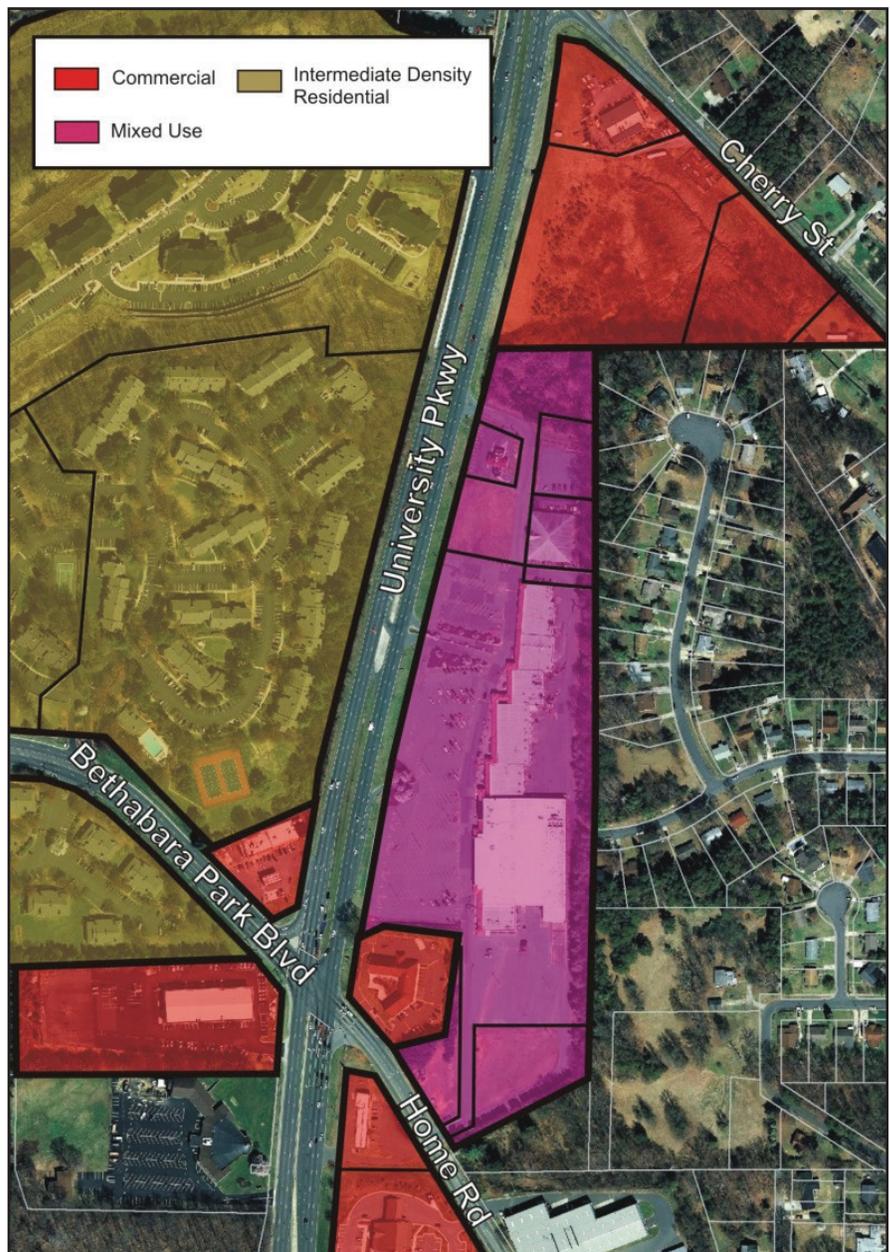
### MIXED-USE DEVELOPMENT

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 described below and shown on the Proposed Land Use Changes Map (see **Map 5** on **page 27**). However, the concept of mixing uses is not limited to these areas only. Other locations may be appropriate and will need to be evaluated individually on how they are integrated with and complement surrounding neighborhoods.

#### University Parkway and Home Road Area

This approximately 11-acre site (**Figure 2**), currently occupied by the partially vacant Northchase Shopping Center, is zoned HB-S. Besides redevelopment as a shopping center, this site could also be a suitable location for a mixed-use development with the following recommendations:

- Develop both commercial and high density multifamily uses.
- Include an adequate buffer between new development and existing single family residential development to the east.
- Connect Blaze Street to any new mixed-use development.
- Comprehensively develop the entire site recommended for mixed use.
- Integrate the uses as much as possible, even within the same buildings.
- Locate buildings to define the street right-of-way and close to the sidewalk edge. Locate the main entryway of all commercial buildings to face the street or common pedestrian space.
- Locate parking areas internally, so they may be shared by all uses on site, and design them to be visually unobtrusive and pedestrian-friendly.
- Retain as many existing large trees as possible on site, especially in required bufferyards.
- Provide open space in the form of a gathering space or plaza that is open to the public and centrally located.



**Figure 2. University Parkway and Home Road Area**

## Silas Creek Parkway at Fairlawn Drive Area

This undeveloped site is approximately 15 acres in size, is in single ownership, and zoned GB-S. Given the steep topography of the site, recommendations include:

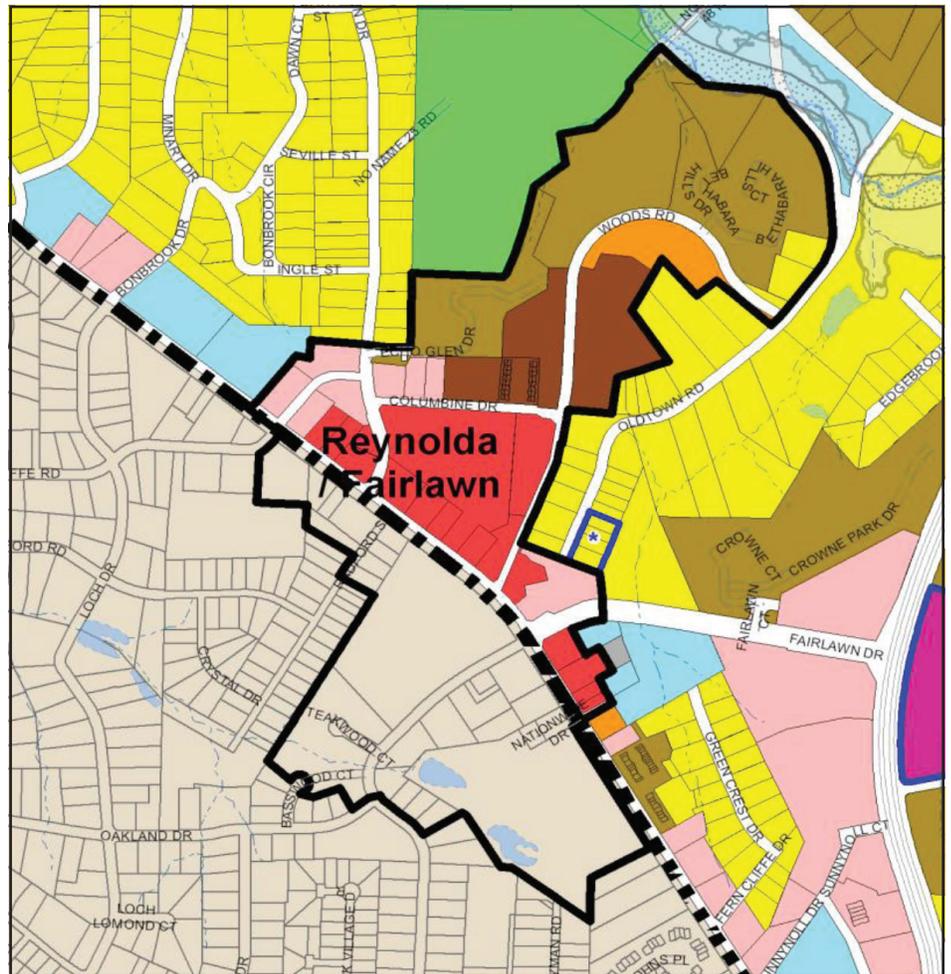
- Allow mixed use commercial and multifamily development.
- Access to the property should be from Silas Creek Parkway opposite Fairlawn Drive and Crown Forest Drive on the site's southern border.
- Develop the entire site comprehensively being responsive to the steep terrain and do not subdivide it for development of numerous unrelated uses.
- Integrate the uses as much as possible, even within the same buildings.
- Locate buildings to define the street right-of-way and close to the sidewalk edge. Locate the main entryway of all commercial buildings to face the street or pedestrian space.
- Locate parking areas internally, so they may be shared by all uses on site, and design them to be visually unobtrusive and pedestrian-friendly.
- Retain as many existing large trees on site as possible and especially on steep sloping terrain.
- Provide open space in the form of a gathering space or plaza that is open to the public and centrally located.



Figure 3. Silas Creek Parkway at Fairlawn Drive

## ACTIVITY CENTERS

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



**Figure 4. Reynolda/Fairlawn Activity Center**

### Reynolda/Fairlawn Activity Center

The Reynolda/Fairlawn Activity Center (**Figure 4**) contains approximately 140 acres in total and is located along Reynolda Road at the intersection with Fairlawn Drive. Because the boundaries of the activity center cross Reynolda Road, which is the western boundary of the planning area, the following recommendations are only for the east side of the activity center. Recommendations for the west side of the Reynolda/Fairlawn Activity Center are explained in the West Suburban Area Plan.

The Reynolda/Fairlawn Activity Center is a mixture of commercial, office, and multifamily uses. It includes retail stores, restaurants, high-density and intermediate density housing, as well as banks and offices serving the surrounding neighborhoods. Beyond the North Suburban Planning Area, across Reynolda Road and still within the activity center, is a shopping center with a grocery store.

Reynolda Road is the main urban boulevard that connects downtown Winston-Salem to northwest Forsyth County. At this activity center, Reynolda Road carries approximately

32,000 vehicles per day and Fairlawn Drive carries 10,000 vehicles per day (between Reynolda Road and Silas Creek Parkway). The large amount of vehicular traffic makes this area a prime location for commercial development, yet all the vehicles make it difficult to create a walkable mixed-use area. This plan recommends the following:

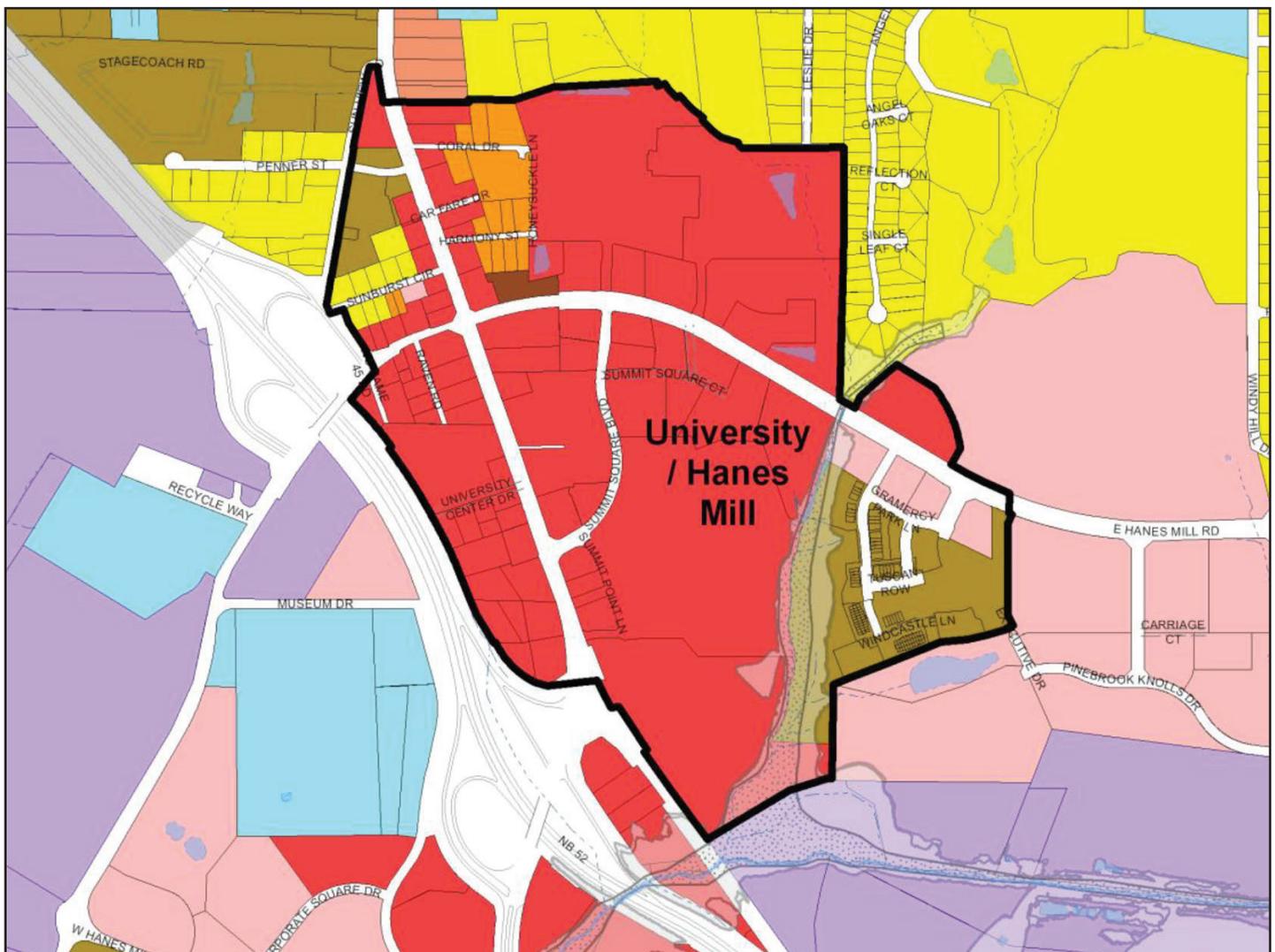
- Continue strengthening the existing commercial areas through public and private improvements.
- Keep the existing boundaries of the commercial district. No additional rezoning to nonresidential uses should be allowed in order to protect the homes surrounding this activity center.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between adjacent residential and commercial uses.

## University/Hanes Mill Activity Center

The University/Hanes Mill Activity Center (**Figure 5**) contains approximately 280 acres and is located at the intersection of University Parkway and Hanes Mill Road. The majority of this activity center is zoned for commercial use, but also includes multifamily, single-family, and office zoning districts. The area has a variety of land uses including many retail stores, a hotel, restaurants, and several banks serving the immediate neighborhoods as well as the surrounding area.

Before the recent recession, this activity center was a hotbed of new development. Northern Quarters, along the eastern edge of the activity center, was initially approved as a pedestrian-friendly mixed-use development but has since developed in a more typical auto-oriented fashion. The activity center's several big box retail stores and large parking lots could one day be redeveloped by adding residential and mixed-use development with internal street networks. This plan recommends the following:

- Continue strengthening the existing commercial areas through public and private improvements.
- Keep the existing boundaries of the commercial district. No additional rezoning to nonresidential uses, except for the two areas described below, should be allowed in order to protect homes surrounding this activity center.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between residential and commercial uses.



**Figure 5. University/Hanes Mill Activity Center**

## SPECIAL LAND USE CONDITIONS

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

### ★ a.

#### **Nonconforming Uses**

A number of properties with similar characteristics are grouped under this Special Land Use Condition. These properties are currently zoned RS-20 or RS-9, have a non-residential structure on the property, and have an existing nonconforming use. These small business operations, with lot sizes ranging from 10,890 s.f. to 113,256 s.f., are located in single-family residential areas. Their current use and location make them unlikely to be developed for single-family use if their nonconforming status is lost. They are listed by location as follows:

- Cable television office on Bethania Road east of Reynolda Road.
- Antique shop on Main Street in the Town of Bethania.
- Abandoned commercial property at the intersection of Old Hollow Road and Stanleyville Drive.
- Auto body repair shop on Virginia Lake Road near University Parkway.
- Auto service station and repair shop on Polo Road near Wake Forest University.

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

- These properties are suitable to be rezoned to the least intense commercial zoning district available that would accommodate the existing use. Any expansion of commercial zoning beyond the present property should not be permitted.
- The existing commercial uses can continue to operate under their nonconforming status.

### ★ b.

#### **Scattered Small-Scale Commercial/Industrial-Zoned Sites**

A number of properties with similar characteristics are grouped under this Special Land Use Condition. All of these properties are currently zoned LB-S, NB, LI-S, and have a nonresidential structure on the property. They are generally small business operations in mainly single-family residential areas. They are listed by location as follows:

- A pool and spa sales facility on Bethania-Rural Hall Road at the intersection with Murray Road.
- An electric company at the intersection of Murray and Walker Roads.
- A commercial building on N. Cherry Street near the intersection of Mayfair Drive.

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

- Expansion of the existing use on site may be appropriate.
- Adequate buffering to surrounding residential properties is to be determined for each specific site.
- Expansion of the existing use to adjacent lots is not recommended.
- Retention of existing zoning.

### ★ c.

#### **Inappropriate Multifamily Zoning**

The following undeveloped properties in the planning area are currently zoned RM-18 for intermediate density residential use, but would be more suitable for single family residential use. Expansion of multifamily zoning at these locations should not be permitted:

- A parcel north of Bethabara Park Boulevard and west of Bethania Station Road.
- Four lots at the end of Old Town Road.

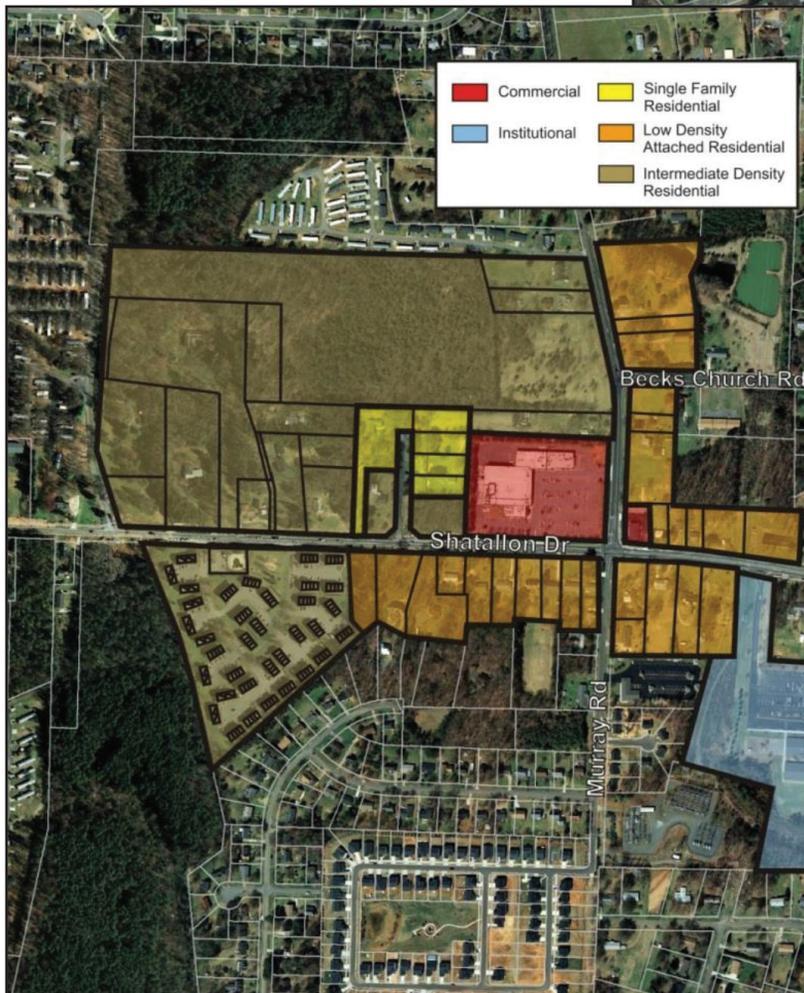
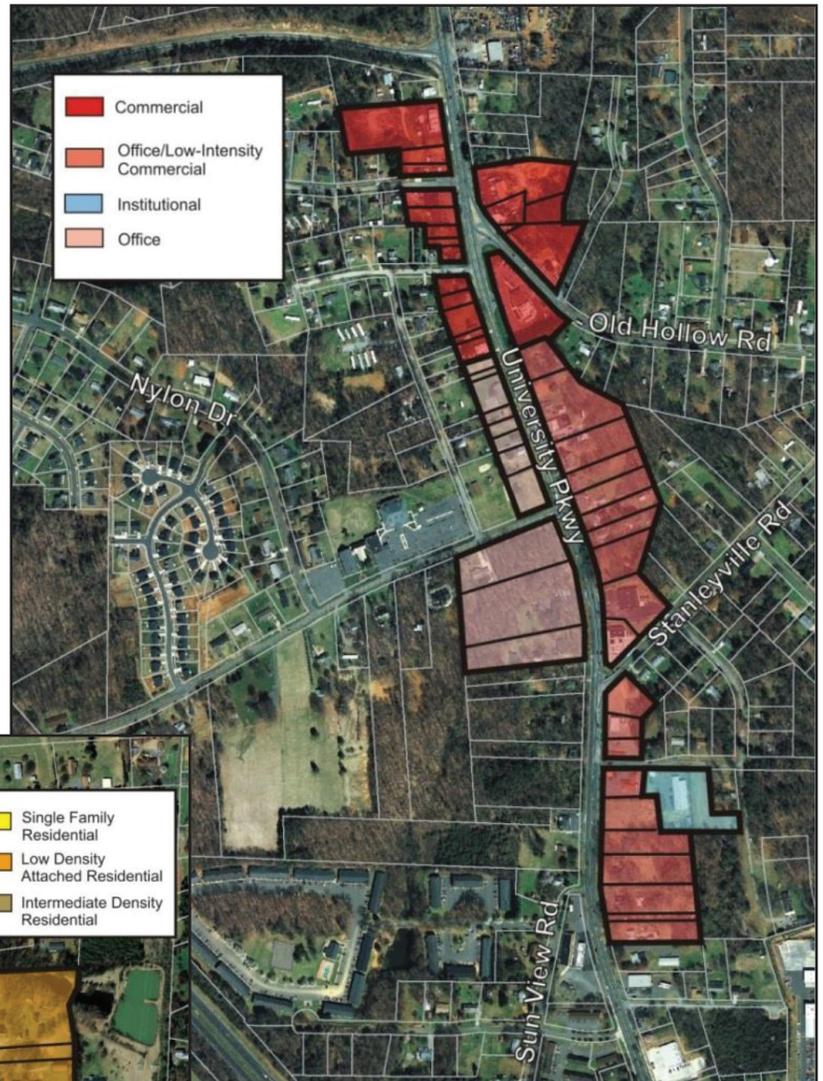
An additional site, which is zoned RM-12 for intermediate density residential use, is only suitable for single family residential use until it can be served by public sewer service. It is located in Growth Management Area 5 and lies outside Forsyth County's easily sewerable area:

- An 18.6-acre property on Stanleyville Road.

**★d.**  
**Small-Scale House to Office Conversions**

Single family homes in the following locations are zoned RS-9 but would be suitable for future office uses, provided the guidelines in Appendix C, Conversion of Existing Home to Office Use are met.

- Lots on the west side of University Parkway to the north and south of Ziglar Road (**Figure 6**).
- The 13 parcels totaling approximately 7 acres fronting the east side of Indiana Avenue between Motor Road and Methodist Drive.
- Lots on the east side of Reynolda Road, north of Sunnynoll Drive.
- A lot on the east side of Reynolda Road, south of Woodberry Drive.



**Figure 7. Potential Shattalon Drive Development**

**Figure 6. Potential University Parkway Development**

**★e.**  
**Shattalon Drive near Murray Road**

Five parcels totaling nearly four acres with four single-family homes zoned RS-9 are surrounded by land zoned for intermediate density residential use (**Figure 7**). This area would also be appropriate for future intermediate density residential use, but only if the property owners petition for a rezoning comprehensively rather than on an individual basis.

★f.

## Auto Repair Facility on Bethania Road

An additional site with nonconforming uses is zoned RS-20, has a nonresidential structure on the property, and a lot size of 179,903 s.f. It is located almost completely within the Muddy Creek floodplain. This plan recommends the following for this site:

- Do not rezone this property to a nonresidential district. The existing commercial use can continue to operate under its nonconforming status.

★g.

## Sheraton and Leo Street Area

The area located along Sheraton and Leo Streets, north of Akron Drive between Patterson Avenue and US 52 contains 26 parcels that total 8.2 acres. The area is zoned HB, but is developed mostly with single-family houses. Given that the lots are located on narrow streets not easily accessible from Patterson Avenue or US 52 and the low demand for retail uses in this area, recommendations include:

- Allow a mixture of single-family, duplex, triplex, and multifamily uses.

★h.

## Long Creek Village Development

This area is part of a previously approved mixed-use development that is not yet built out. Intermediate-density residential is shown to reflect the approved land use for this section of the development.



Long Creek Village development

## 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 to promote connectivity in communities. A more compact pattern of growth as outlined in the land use recommendations supports public transportation as a practical alternative to the automobile. Developing walkable neighborhoods and creating a network of bikeways, sidewalks, and greenways will provide for needed transportation choices for all segments of the population.

### PROPOSED STREET AND HIGHWAY IMPROVEMENTS

The Transportation Improvements Map (see **Map 7** on **page 41**) shows the location of the proposed projects listed in **Table 11** on **page 39**, Transportation Improvement Projects. For a discussion on the long-range planning process for roads and bridges, please see Transportation Features in the Existing Conditions section of this document.

Forsyth County has several long-range transportation plans/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.

### North Carolina Department of Transportation (NCDOT) Metropolitan Transportation Improvement Program (MTIP) Projects (Table 11 on page 39, Map 7 on page 41)

#### Hanes Mill Road (U-2729)

Existing Hanes Mill Road is projected to be over capacity by 2035 from Museum Drive to University Parkway. The primary purpose of this project is to relieve congestion on Hanes Mill Road such that a minimum acceptable level of service can be achieved.

#### University Parkway (U-2924)

University Parkway is currently a 4-to-5 lane facility from North Point Boulevard to Hanes Mill Road. Mobility along this facility is hampered due to the discontinuity of the existing cross-section. The primary purpose of this project is to improve mobility along the facility.

#### US 52 (U-2826)

US 52 from I-40 to the proposed Northern Beltway is currently over capacity. The 2012-18 STIP includes project U-2826B that is intended to address this problem. Project U-2826 runs from I-40 to the proposed Northern Beltway, and section B is from Rams Drive to Akron Drive.

#### Winston-Salem Northern Beltway, Eastern Section (U-2579)

Existing US 52 and Business 40 in Winston-Salem are currently over capacity. The 2012-2018 TIP includes project U-2579 that is intended to address this problem. The project consists of constructing a four-to-six lane freeway from US 52 north of Winston-Salem to US 311 southeast of Winston-Salem. This project is currently in the project development phase.

#### Winston-Salem Northern Beltway, Western Section (R-2247)

The purposes of the proposed project are to improve north-south connectivity in western Forsyth County, provide direct connections to US 52, US 421, and I-40, and provide congestion relief on local roadways. The 2012-2018 TIP includes project R-2247 that is intended to address these problems. The project consists of constructing a four-lane freeway on new location from US 52 to I-40. This project is currently in the project development phase.

### Comprehensive Transportation Plan Projects

#### Motor Road Relocation

The purpose of this project is to realign Motor Road to North Point Boulevard at Indiana Avenue to form a single continuous boulevard running east/west in the planning area.

#### Collector Streets

As properties come in for zoning or subdivision review, the Winston-Salem Urban Area Collector Street Plan will be consulted for recommended street connections. The Collector Street Plan includes the general location of new collector streets and recognizes existing streets that function as collector streets. There is one proposed location for a new collector street in the study area:

- Sweetbriar Road Extension

**Table 11. Transportation Improvement Projects**

Location	Description	Current Status	Completion
<b>Road Widening and Improvements</b>			
U-2729 – Hanes Mill Road (Museum Drive – University Parkway)	Widen to multi-lanes	Unfunded MTIP Project	---
U-2826 – US 52 (I-40 to Northern Beltway)	Widen and upgrade roadway and interchanges	Unfunded MTIP Project	---
U-2924 – University Parkway (North Point Boulevard – Hanes Mill Road)	Widen roadway	Unfunded MTIP Project	---
Motor Road Relocation	Realignment to North Point Boulevard	Comprehensive Transportation Plan Proposal	---
<b>New Roads</b>			
R-2247EA,EB – Western Beltway (Reynolda Road – east of US 52)	Freeway on new location	Unfunded MTIP Project	---
U-2579F – Eastern Beltway (east of US 52 – Germanton Road)	Freeway on new location	Unfunded MTIP Project	---
Sweetbriar Road Extension	Collector Street	Collector Street Plan Proposal	---

Source(s): 2012 Winston-Salem Urban Area Comprehensive Transportation Plan, 2035 Winston-Salem Urban Area Long-Range Transportation Plan, NCDOT Updates



University Parkway at North Point Boulevard

## PEDESTRIAN

Construction of sidewalks in the planning area may be achieved through public funding and through private funding of new developments that include sidewalks. Sidewalks are recommended in the *Sidewalk and Pedestrian Facilities Plan* for all thoroughfares and collector streets except for freeways and expressways. All proposed sidewalks in the Sidewalk and Pedestrian Facilities Plan are evaluated on an annual basis and ranked for future construction.

Topography and the presence of curb and gutter along streets are considered when evaluating projects. The City of Winston-Salem and Forsyth County have adopted street design standards for new developments that include requirements for sidewalks.

The *Sidewalk and Pedestrian Facilities Plan* currently recommends additional sidewalks on the following roads in the plan area:

- Bethania Station Road
- Home Road
- Murray Road
- Polo Road
- Silas Creek Parkway
- University Parkway
- Walker Road

## 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. One greenway currently exists in the planning area and four additional greenways have been proposed here. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section.

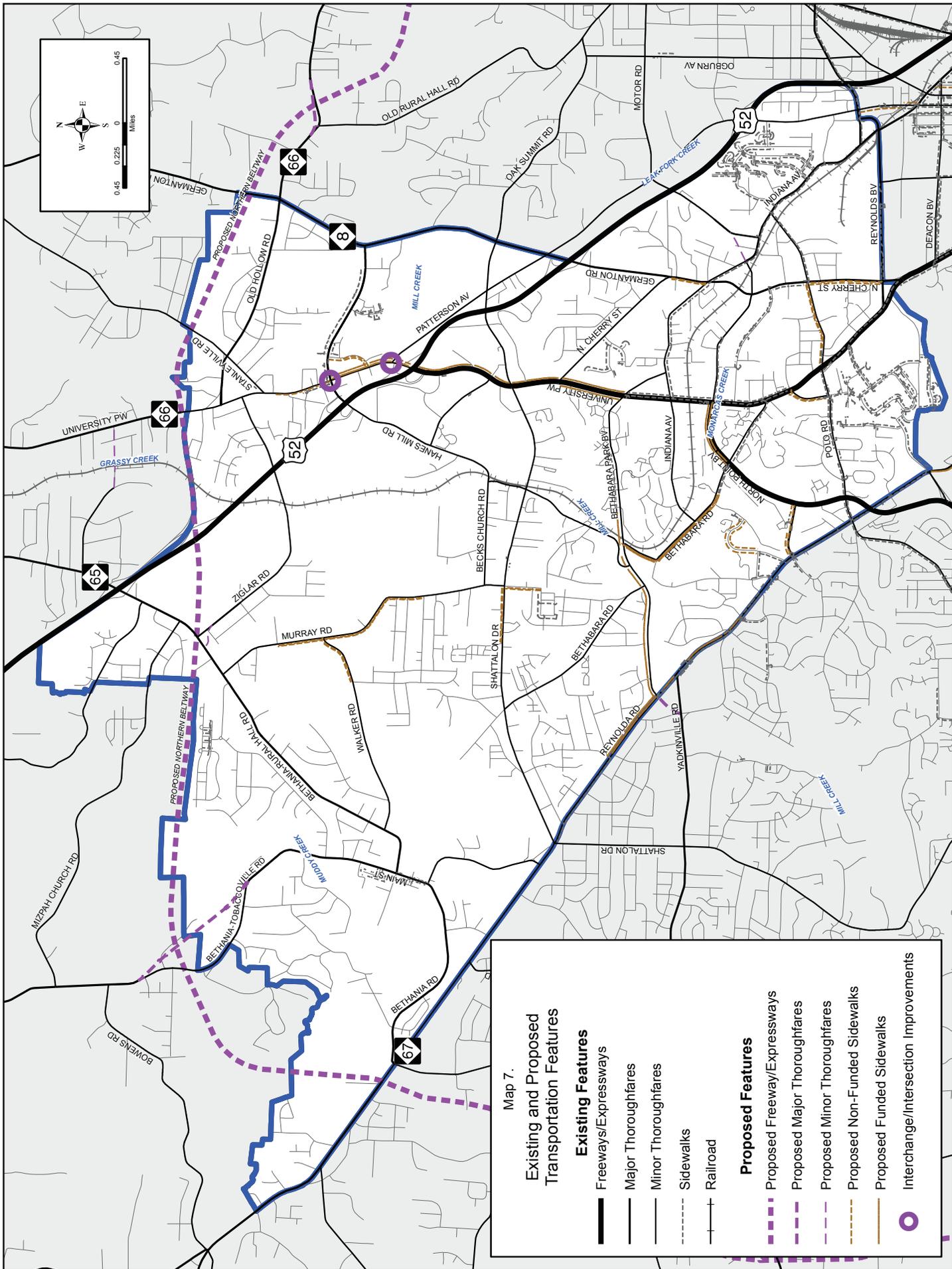
## BICYCLE

### Designated Bicycle Lanes

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* recommends a number of designated bicycle lanes in the plan area (See **Table 12** on **page 40** and **Map 8** on **page 42**).

**Table 12. Designated Bicycle Lanes**

Project	Length	Description, Completions
N. Cherry Street	3,700 ft.	University Parkway to Polo Road
Indiana Avenue	12,900 ft.	Akron Drive to University Parkway
North Point Boulevard	3,700 ft.	Enterprise Drive to Indiana Avenue
N. Patterson Avenue	4,500 ft.	Akron Drive to US 52 NB ramps
Polo Road	6,100 ft.	University Parkway to Indiana Avenue



Map 7.

**Existing Features**

- Freeways/Expressways
- Major Thoroughfares
- Minor Thoroughfares
- Sidewalks
- Railroad

**Proposed Features**

- Proposed Freeway/Expressways
- Proposed Major Thoroughfares
- Proposed Minor Thoroughfares
- Proposed Non-Funded Sidewalks
- Proposed Funded Sidewalks
- Interchange/Intersection Improvements



## 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 central public space in all communities to serve as an urban reference point and the focus of civic and community life. The Community Facilities Map (see **Map 9** on **page 45**) shows existing and proposed community facilities.

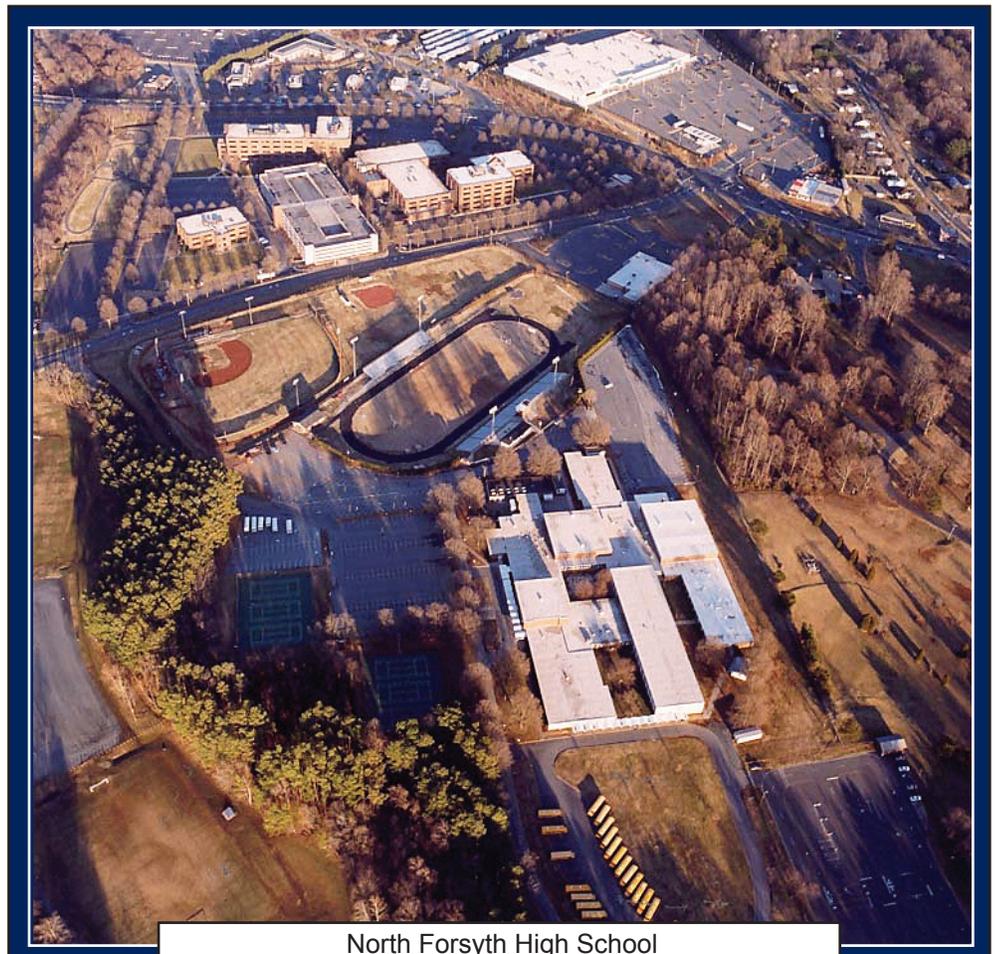
### GENERAL RECOMMENDATIONS

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

## SCHOOLS

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

- Replace, upgrade or expand existing schools to meet the needs of the planning area as its population grows.
- Consider alternative uses for school property that is no longer needed for school facilities.
- Consider improved arrangements for using school property and facilities for community events and recreational activities.
- Provide a high level of maintenance at schools on an ongoing basis.
- Build new schools that are integrated with surrounding neighborhoods through pedestrian and bicycle connections.



North Forsyth High School  
photo by KC Culler via Flickr

## 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. Following are recommendations for various categories of recreation and open space:

- Assess usage of the areas's existing parks, recreation facilities and the community's preferences for facilities and programs. Modify facilities and programs as needed.
- Study the feasibility of developing all or portions of the Hanes Mill Road Landfill site for recreation as it is closer to completion, as recommended by the *2015 Parks and Open Space Plan for Winston-Salem and Forsyth County* (2007).
- Integrate recreation facilities/open space into the design of large-scale residential developments to provide neighborhood parks, activity areas, focal points, and green spaces.
- Consider the establishment of a community recreation center at an easily accessible location within the planning area.

## TREES AND OPEN SPACE

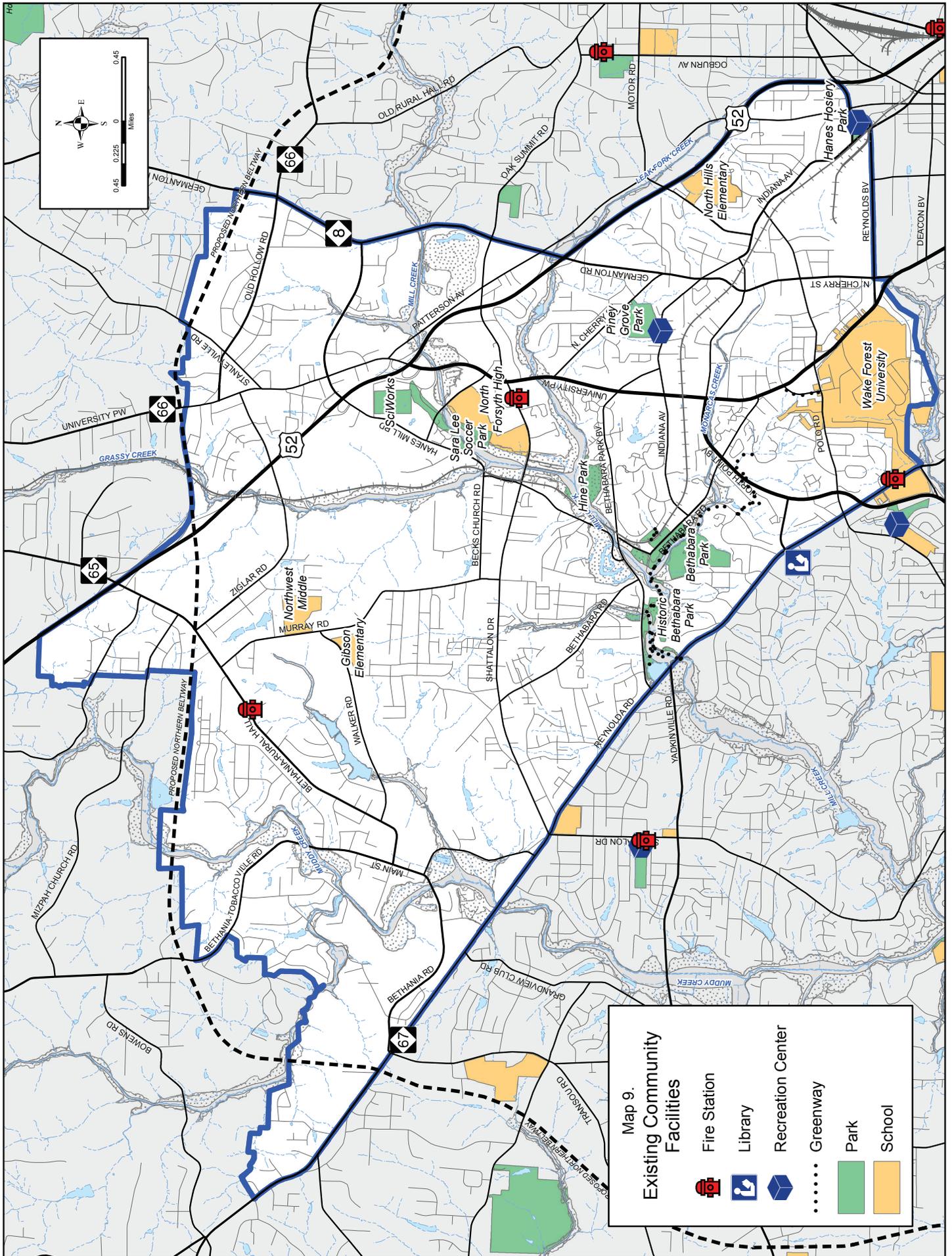
The planning area contains many older neighborhoods and commercial areas in addition to large acreages of parks and open space. Many trees are found in these open areas and throughout the entire north suburban area. These trees add aesthetic and financial value, and have a positive environmental impact.

- 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 in public-rights-of-way.
- Explore Community Roots Day opportunities to plant additional trees in the area.

## GREENWAYS

*The Greenway Plan Update* shows one future greenway within the plan boundaries, Mill Creek Greenway North Phase 1, as a Tier 2 priority project with construction likely to begin within seven to fifteen years. Three greenways are shown as long-range projects with construction not likely to begin for at least fifteen years or more: Mill Creek Greenway North Phase 2, Grassy Fork Creek Greenway, and Muddy Creek Greenway Phase 4. Two greenway connectors were also shown in the Greenway Plan Update. The greenway recommendations for the planning area are:

- Begin design and construction of the Mill Creek Greenway North Phase 1 from the Bethabara Trail to West Hanes Mill Road.
- Complete a feasibility study on the Mill Creek Greenway North Phase 2 from North Forsyth High School at West Hanes Mill Road to East Hanes Mill Road.
- Complete a feasibility study on the southern portion of the Grassy Fork Creek Greenway from the NC 66 – US 52 ramp to Bethania Station Road.
- Obtain minimum forty-foot wide greenway easements along all proposed greenways through the development review process.
- Accommodate requests made by neighborhoods for connections to the primary greenway trail system to the extent financially and physically feasible. Connections may be in the form of smaller neighborhood greenways or sidewalks and bikeways.



## HOUSING AND COMMUNITY

### DEVELOPMENT RECOMMENDATIONS

#### 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 in the planning area to provide a mixture of housing opportunities.
- Incorporate traditional neighborhood design principles to proposed new neighborhood developments, where feasible. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas where appropriate, and incorporating walkability and connectivity in neighborhoods.
- Encourage the design of neighborhoods that allow residents to age in place.
- Integrate new developments with existing neighborhoods through careful planning, site design and architecture.
- Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
- Consider the establishment of neighborhood associations (where they do not exist) to facilitate citizen involvement in neighborhood issues.
- Undertake projects to improve neighborhoods and maintain neighborhood character, where necessary.

#### AFFORDABLE HOUSING

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

#### REHABILITATION AND REDEVELOPMENT EFFORTS

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



Crowne Park Apartments

## DESIGN AND APPEARANCE

### RECOMMENDATIONS

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

The appearance and design of buildings and roadways within the planning area contribute greatly to the image residents and outsiders have of the community. Many of the recommendations of this plan have a design component that emphasizes quality and attractive design.

### GENERAL RECOMMENDATIONS

- Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, streetyard and bufferyard plantings, and parking area improvements.
- Enhance the physical appearance of building and sites visible from public rights-of-way located in the industrial districts.
- 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 yard maintenance 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 the different programs offered by Keep Winston-Salem Beautiful to improve the appearance of the planning area; Adopt-A-Flower Bed, Adopt-A-Stream, Adopt-A-Park or Adopt-A-Street.
- Encourage high-quality design for new developments throughout the planning area.
- Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where residents gather.

## 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 10** on **page 49**, **Map 11** and **Map 12** on **page 50**, **Appendix A** on **page 55**). Following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets.

### GENERAL RECOMMENDATIONS

- Retain historic buildings including residential homes, agricultural buildings and institutional structures, when possible.
- Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.
- Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources.
- Examples of potential workshops include:
  - How and why to nominate a structure or site to the National Register of Historic Places.
  - 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.
- Coordinate with organizations, such as the Piedmont Land Conservancy, to preserve not only the architectural elements, but also significant farmland and open spaces.
- Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.

## 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 existing large and small businesses to provide a broad range of employment opportunities and a high quality of life for people living and working in Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses. Areas recommended for future commercial and industrial use are shown on the Proposed Land Use Map (see **Map 6** on **page 29**).

### GENERAL RECOMMENDATIONS

- Support balanced, compatible economic development by the private and public sector.
- Encourage technologically-advanced, high-quality, environmentally-sustainable businesses and industries to locate or expand in the planning area.
- Focus commercial and industrial development in planned commercial/industrial areas and activity centers where transportation and utilities exist or are planned.
- Rezone land for business/industrial development in a manner consistent with the recommended Proposed Land Use map.
- 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.
- Support community/business organizations such as business watch programs.
- 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.
- Continue the improvement of identified RUCAs as City funds become available.

- Support the economic development study as a catalyst \ for redevelopment of the Polo Road/N. Cherry Street area coordinated by the Center for Creative Economy in March 2014.

## ENVIRONMENTAL

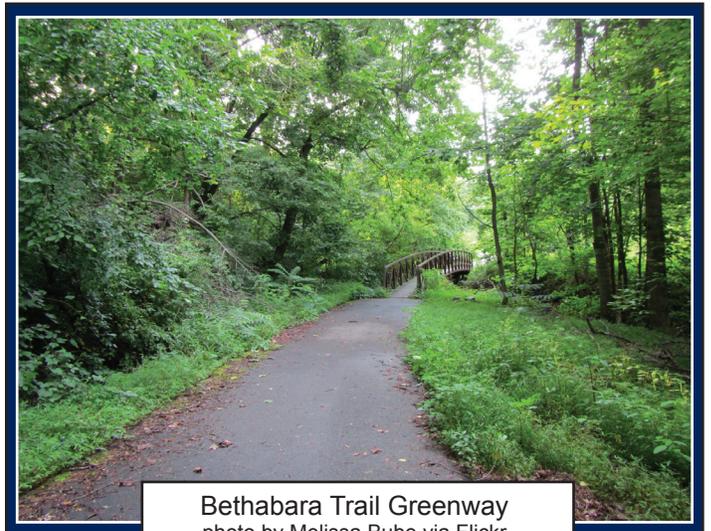
### RECOMMENDATIONS

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.

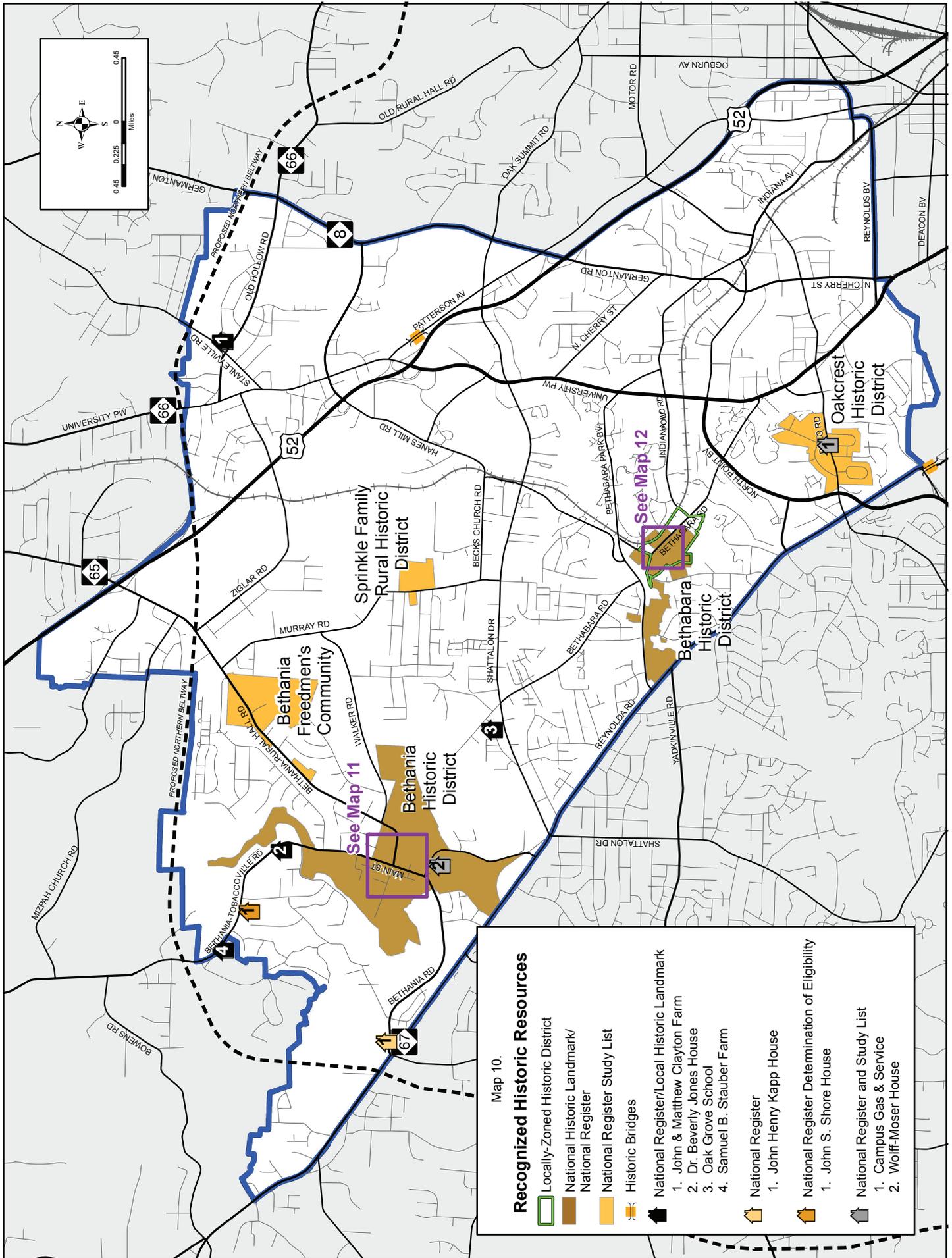
Clean water, air, and the scenic beauty of the planning area should be maintained. Of particular concern is the loss of the tree canopy in the area and the need to protect the county's many creeks from pollution and its floodplains from inappropriate development.

### 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 landowners 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.



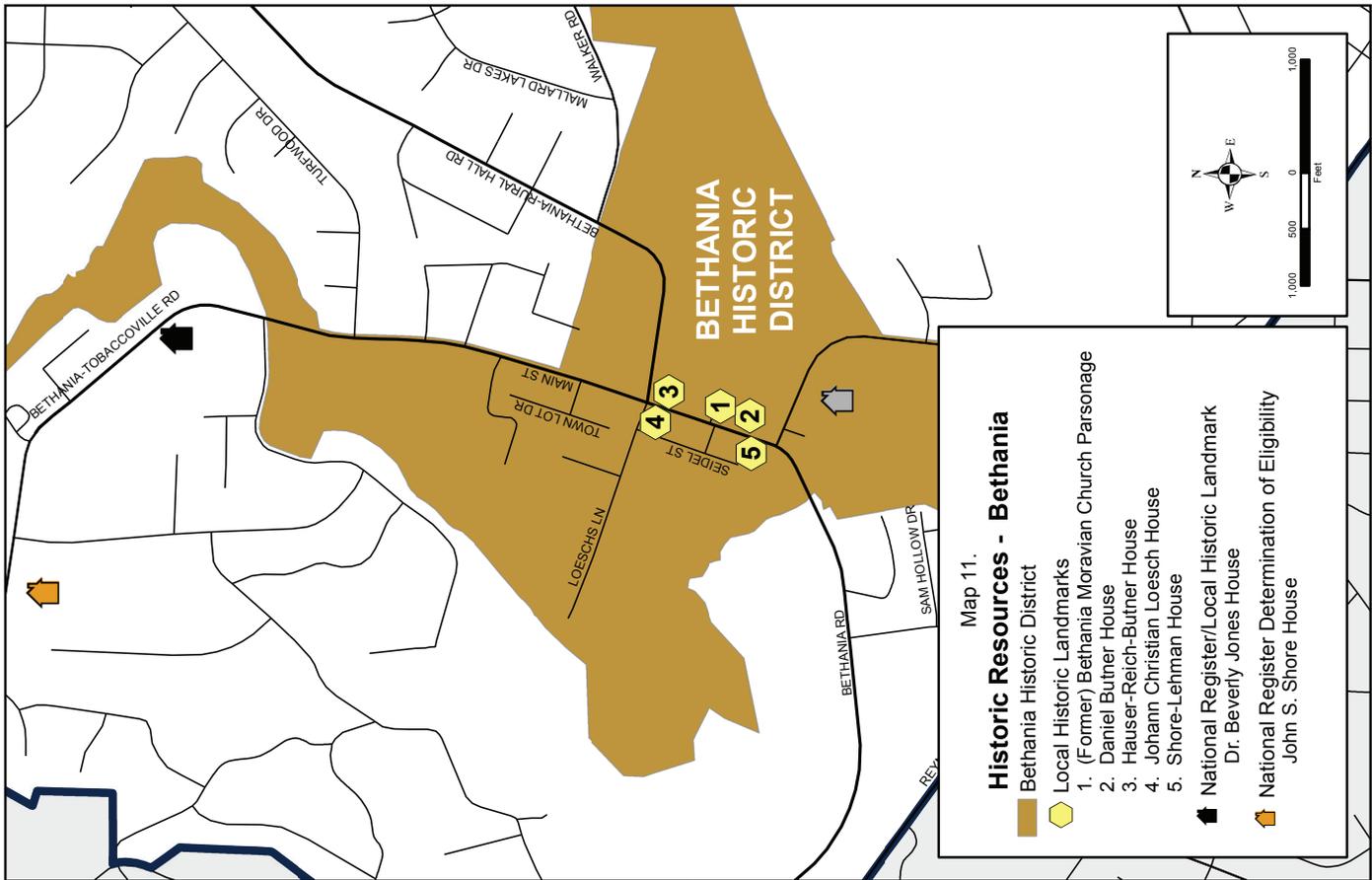
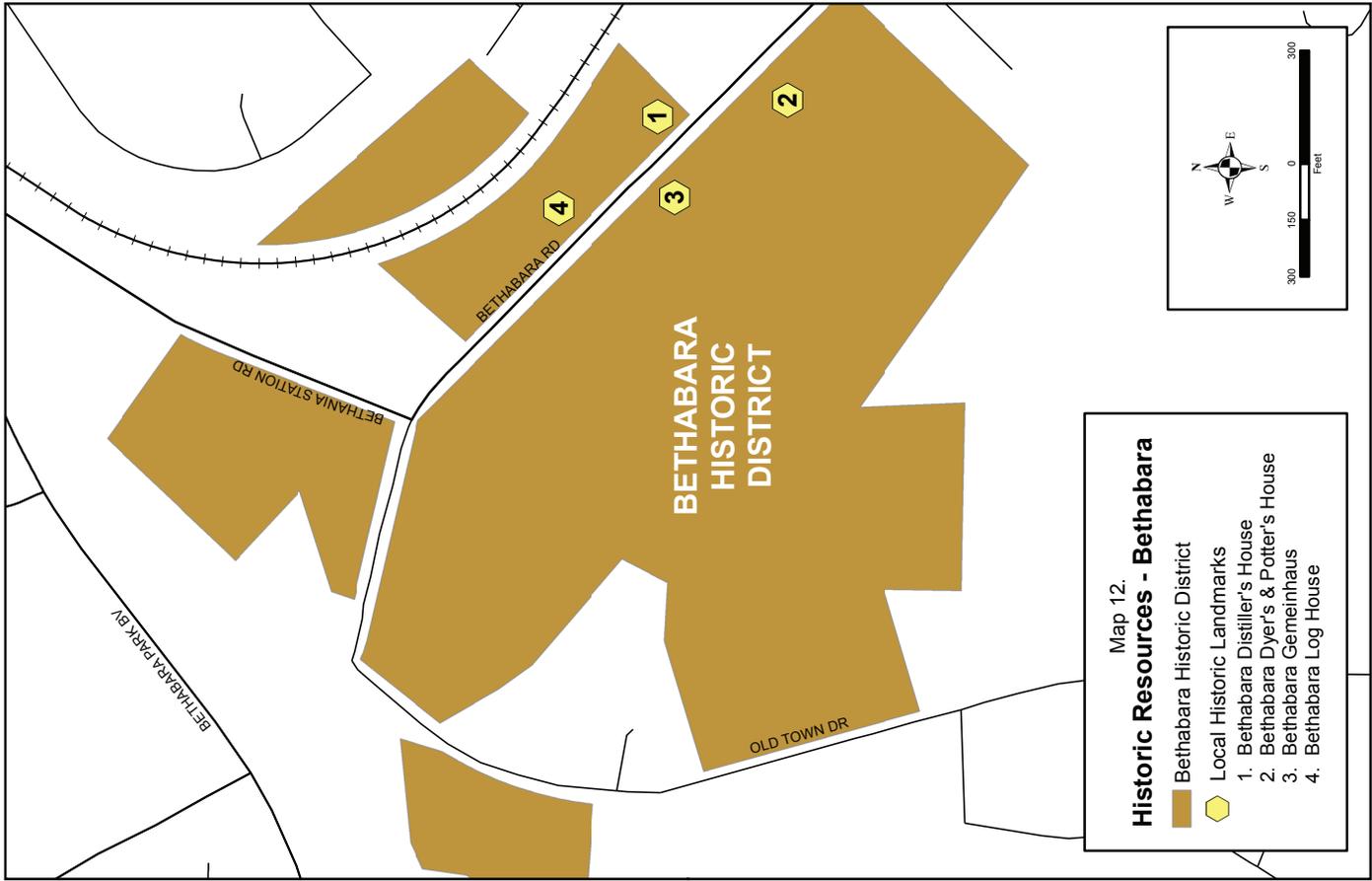
Bethabara Trail Greenway  
photo by Melissa Bube via Flickr



Map 10.

**Recognized Historic Resources**

- Locally-Zoned Historic District
- National Historic Landmark/  
National Register
- National Register Study List
- Historic Bridges
- National Register/Local Historic Landmark
  - 1. John & Matthew Clayton Farm
  - 2. Dr. Beverly Jones House
  - 3. Oak Grove School
  - 4. Samuel B. Stauber Farm
- National Register
  - 1. John Henry Kapp House
- National Register Determination of Eligibility
  - 1. John S. Shore House
- National Register and Study List
  - 1. Campus Gas & Service
  - 2. Wolff-Moser House



# 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*
<b>LAND USE RECOMMENDATIONS</b>		
Follow Proposed Land Use Plan, land use policies, and Special Land Use Conditions Areas (pages 23-48). Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, WSCC	Ongoing
<b>TRANSPORTATION RECOMMENDATIONS</b>		
<b>New Roads</b>		
Design and construct Winston-Salem Northern Beltway (Western and Eastern sections) (page 38).	NCDOT	Long Range
Design and construct Sweetbriar Road Extension (page 39).	Private development in conjunction with NCDOT	Long Range
<b>Roads and Bridge Improvements</b>		
Realign Motor Road to North Point Boulevard (page 39).	NCDOT	Long Range
Widen Hanes Mill Road from Museum Drive to University Parkway (page 39).	NCDOT	Long Range
Widen sections of University Parkway between North Point Boulevard and Hanes Mill Road (page 39).	NCDOT	Long Range
Widen US 52 and upgrade roadway and interchanges between I-40 and the Northern Beltway (page 39).	NCDOT	Long Range
<b>Pedestrian</b>		
Build sidewalks on the following street as recommended in the <i>Pedestrian Facilities Plan</i> (page 40). <ul style="list-style-type: none"> <li>- Bethania Station Road</li> <li>- Home Road</li> <li>- Murray Road</li> <li>- Polo Road</li> <li>- Silas Creek Parkway</li> <li>- University Parkway</li> <li>- Walker Road</li> </ul>	WSDOT	Immediate
Review identified sidewalk projects under the City's sidewalk priority funding system (page 40).	WSDOT	Assessed Annually
<b>Bicycle</b>		
Add bike lanes on the following streets as recommended in the <i>Winston-Salem Urban Area Bicycle Plan</i> (page 40): <ul style="list-style-type: none"> <li>- N. Cherry Street from Polo Road to University Parkway</li> <li>- Indiana Avenue from Akron Drive to University Parkway</li> <li>- North Point Boulevard from Enterprise Drive to Indiana Avenue</li> <li>- N. Patterson Avenue from Akron Drive to US 52 NB ramps</li> <li>- Polo Road from University Parkway to Indiana Avenue</li> </ul>	WSDOT	Immediate

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

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
<b>COMMUNITY FACILITIES RECOMMENDATIONS</b>		
<b>Parks</b>		
Study the feasibility of development all or portions of the Hanes Mill Road Landfill site for recreation as it is closer to completion (page 43).	WSRP	Long Range
Integrate recreation facilities/open space into the design of large-scale residential developments to provide neighborhood parks, activity areas, focal points, and green spaces (page 43).	Private Developers	Immediate
<b>Greenways</b>		
Begin design and construction of the Mill Creek Greenway North Phase 1 from Bethabara Trail to West Hanes Mill Road (page 44).	WSENG, WSDOT, WSRP	Medium Range
Complete a feasibility study on the Mill Creek Greenway North Phase 2 from North Forsyth High School at West Hanes Mill Road to East Hanes Mill Road (page 44).	WSENG, WSDOT, WSRP	Short Range
Complete a feasibility study on the southern portion of the Grassy Fork Creek Greenway from the NC 66 – US 52 ramp to Bethania Station Road (page 44).	WSENG, WSDOT, WSRP	Medium Range
<b>HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS</b>		
Incorporate traditional neighborhood design principles in new neighborhood development, where feasible (page 46).	CCPB, WSCC	Ongoing
Maintain and improve the quality of housing stock in the planning area (page 46).	CBD, NA, Property Owners	Ongoing/ Immediate
Encourage a variety of housing type to provide a mixture of housing opportunities (page 46).	CDB, Nonprofit and For-profit Developers	Ongoing/ Immediate
Market the City's programs for rehabilitation and homeownership (page 46).	CBD	Immediate
Market/promote tax credit rehab for National Register properties (page 46).	HRC	Ongoing
<b>Design and Appearance Recommendations</b>		
Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads (page 47).	NCDOT, CCPB	Ongoing
Refer to the area plan design guidelines when reviewing zoning requests and site plans in the planning area (page 47).	CCPB, FCBOC, WSCC	Ongoing
<b>Historic Preservation Recommendations</b>		
Initiate public outreach on the benefits of preserving historic resources (page 47).	CCPB, HRC	Ongoing
Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers (page 47).	CCPB, HRC	Ongoing
Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties (page 47).	CCPB, HRC	Ongoing
Coordinate with organizations, such as the Piedmont Land Conservancy, to preserve significant farmland and open spaces (page 47).	PLC, CCPB	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

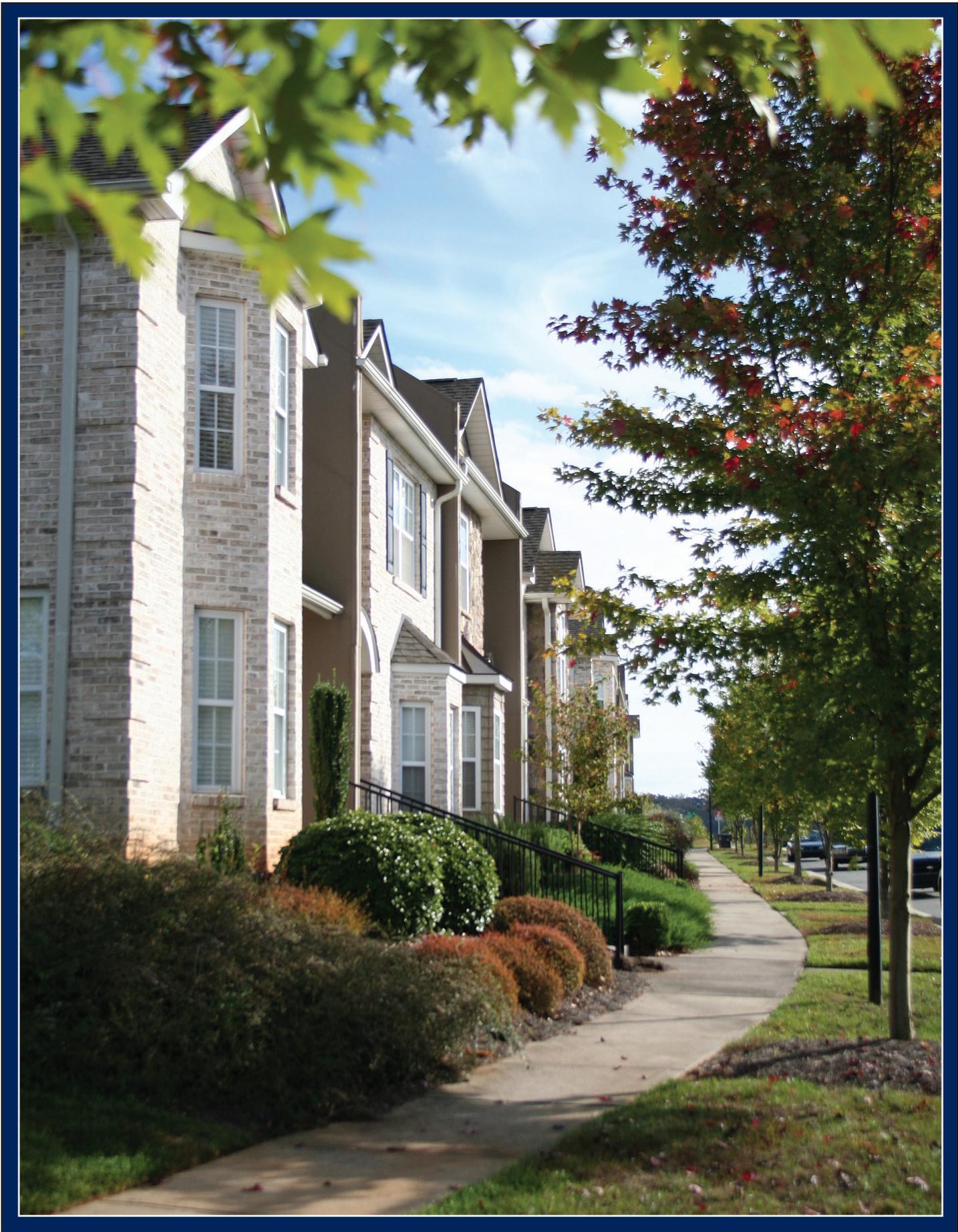
# Implementation Schedule



ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
<b>ECONOMIC DEVELOPMENT RECOMMENDATIONS</b>		
Support balanced, compatible economic development by the private and public sector in the planning area (page 48).	CCPB, FCBOC	Ongoing
Preserve identified potential sites for future business park development (page 48).	CCPB, FCBOC, WSCC	Ongoing/ Immediate
Continue the improvement of identified RUCA areas as City funds become available. (page 48).	WSCC, CBD	Ongoing
Support the economic development study by the Center for Creative Economy as a catalyst for redevelopment of the Polo Road/N. Cherry Street area. (page 48).	WSDOT, CBD	Immediate
<b>Environmental Recommendations</b>		
Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas (page 48).	CCPB, FCBOC	Ongoing
Encourage the donation of easements to preserve and protect high-quality natural and scenic areas (page 48).	PLC, CCPB	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

Abbreviations Used:			
CBD	Community and Business Development	WSCC	Winston-Salem City Council
CCPB	City-County Planning Board	WSDOT	Winston-Salem Department of Transportation
HRC	Winston-Salem/Forsyth County Historic Resources Commission	WSENG	Winston-Salem Engineering Department
NA	Neighborhood Associations	WSRP	Winston-Salem Recreation and Parks Department
PLC	Piedmont Land Conservancy		



Northern Quarters

# Appendix A. Significant Historic Resources



## North Suburban Area Plan: Recognized Historic Resources

Name	General Location	Date	Survey Site Number
Bethabara Historic District (NHL, NR, H)	Refer to Map	1753-1803	FY00048
Bethania Freedmen's Community (SL)	Refer to Map	Late 19th century - Mid 20th century	FY04233
Bethania Historic District (NHL, NR)	Refer to Map	1759-1940	FY06846
Oakcrest Historic District (SL)	Rosedale, Crepe Myrtle, & Friendship Circles; Harmon Avenue; Polo Road; Fred's Road	1923-1950s	FY004128
Sprinkle Family Rural Historic District (SL)	4945-5025 Murray Road	1895-1960	FY04106

## Individually Listed Properties:

Bethabara Distiller's House (LHL)	Historic Bethabara Park	1803	FY00003
Bethabara Dyer's & Potter's House (LHL)	Historic Bethabara Park	1782	FY00002
Bethabara Gemeinhaus (LHL)	Historic Bethabara Park	1788	FY00004
Bethabara Log House (LHL)	Historic Bethabara Park	ca. 1815	FY00778
(Former) Bethania Moravian Church Parsonage (LHL)	2180 Grabs Drive, Bethania	1852	FY00757
Daniel Butner House (LHL)	5531 Main Street, Bethania	1810	FY00458
Campus Gas & Service (SL)	1231 Polo Road	1965	FY03588
John & Matthew Clayton Farm (NR, LHL)	5809 Stanleyville Drive	ca. 1816, 1879	FY00563
Hauser-Reich-Butner House (LHL)	5575 Main Street, Bethania	ca. 1770	FY02072
Dr. Beverly Jones House (NR, LHL)	5836 Bethania-Tobaccoville Road	1847	FY00007
John Henry Kapp House (NR)	6055 Bethania Road	1870, 1880, 1910	FY00620
Johann Christian Loesch House (LHL)	5576 Main Street, Bethania	ca. 1772	FY02057
Oak Grove School (NR, LHL)	2637 Oak Grove Circle	ca. 1910	FY02546
John S. Shore House (DOE)	6016 Bethania-Tobaccoville Road	1907	FY03178
Shore-Lehman House (LHL)	5524 Main Street, Bethania	1805	FY00071
Samuel B. Stauber Farm (NR, LHL)	6085 Bethania-Tobaccoville Road	1852	FY00616
Wolff-Moser House (SL)	5393 Ham Horton Lane	ca. 1799	FY02354

## Abbreviations Used:

NHL	National Historic Landmark	SL	North Carolina National Register Study List
NR	National Register	LHL	Local Historic Landmark
DOE	National Register Determination of Eligibility	H	Locally Zoned Historic District

# Appendix B. Design Guidelines for Multifamily Developments

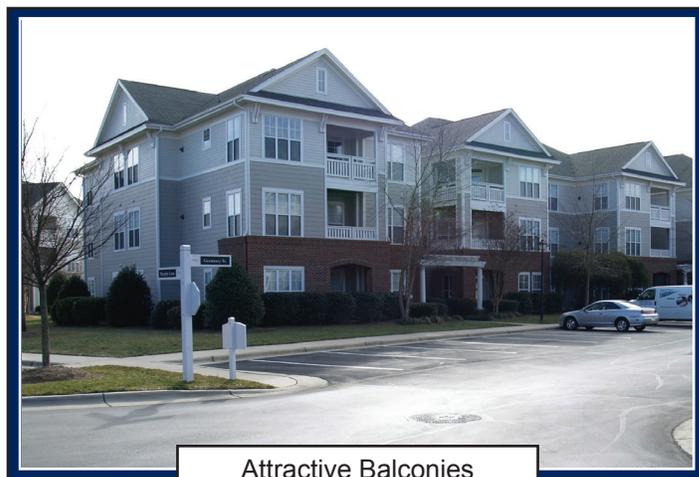


## MULTIFAMILY DEVELOPMENT DESIGN

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:

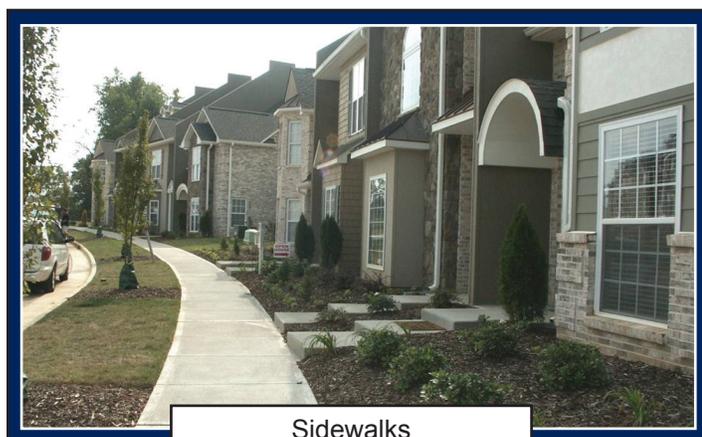
- A connected street network;
- Buildings oriented to the street and with entrances on the street;
- Building façade articulation;
- Architecture that is compatible with the surrounding context;
- Reduced building height and mass where multifamily buildings are adjacent to single-family development;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



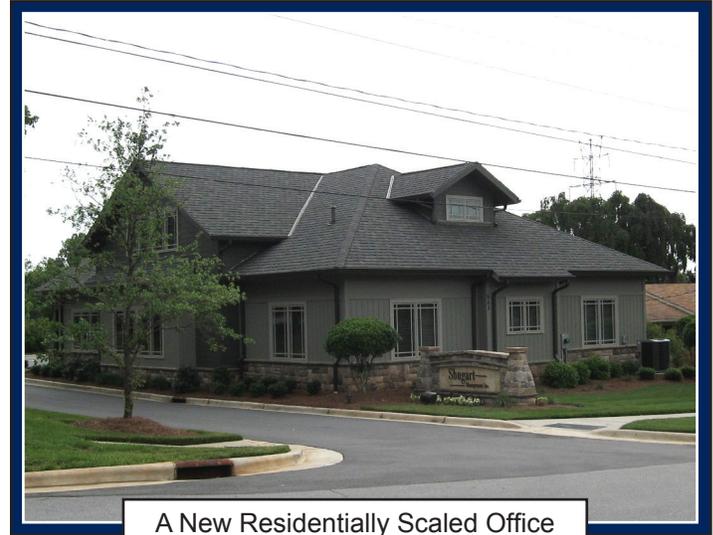
On-Street Parking

# 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 4000 square feet in size.
- Keep porches on existing buildings open. If enclosure is necessary, transparent materials, such as glass or screening, should be installed behind the original railing and/or columns.
- Design handicapped features so there is minimal visual impact on the existing structure.
- Locate exterior stairs to the side or the rear of existing or new structures.
- Locate mechanical equipment to the side or the rear of existing or new structures.
- Locate trash containers and metal outbuildings in the rear yard of existing or new structures, screen from adjacent properties.



A New Residentially Scaled Office

- 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

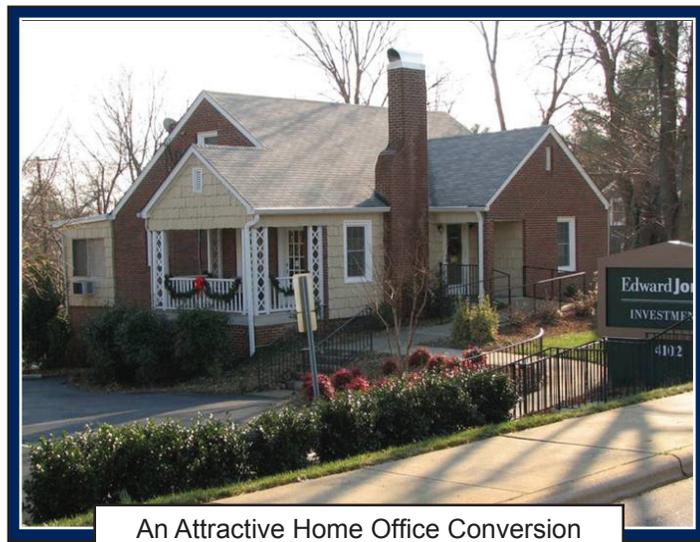
- Signs have a strong impact in the quality and appearance of individual buildings and on the streetscape as a whole.
- Compatibility with the building architecture and context is important.
- If a sign is located on an existing residential building or a new residential-scaled building, it should be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

## LIGHTING

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

## LANDSCAPING

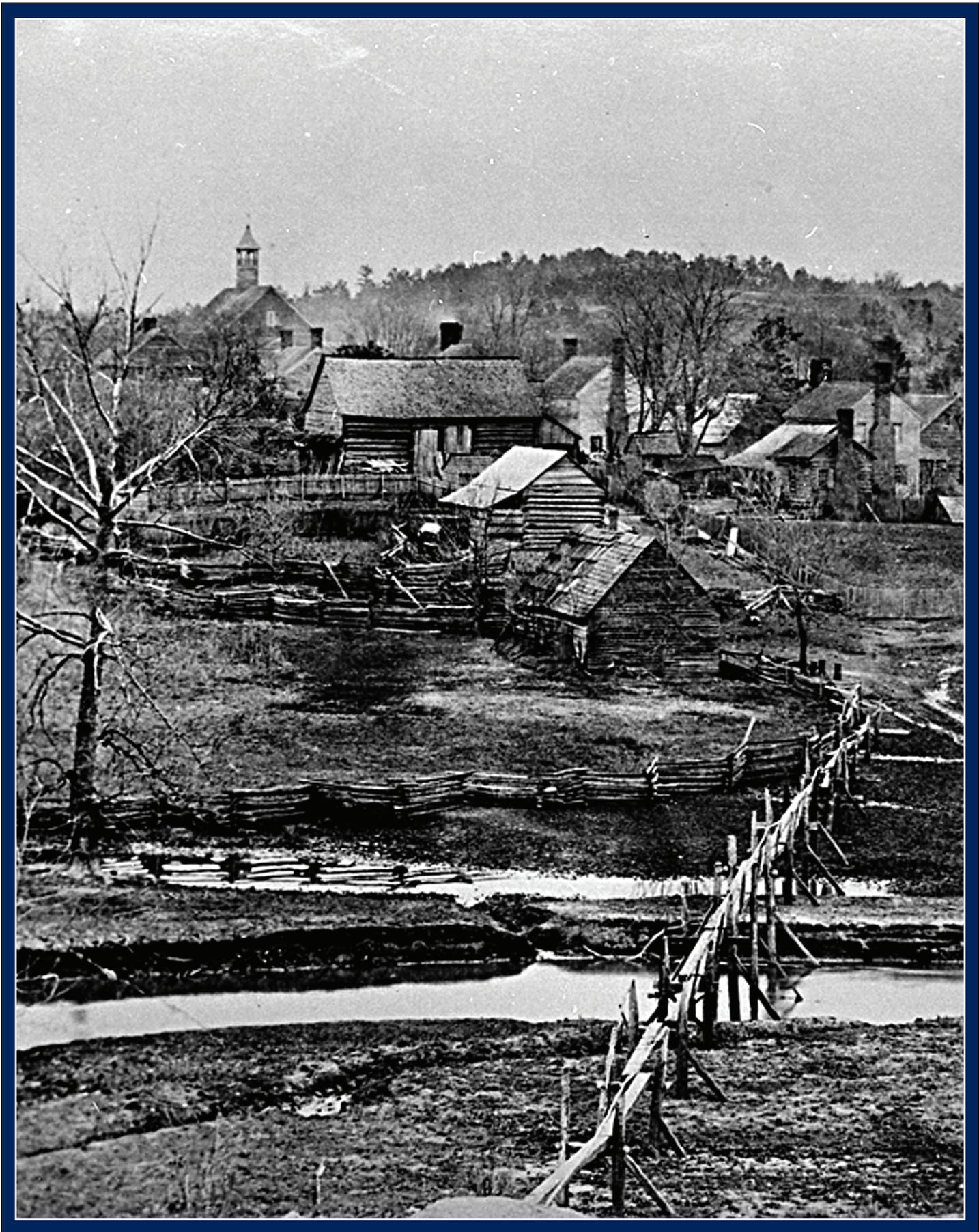
- Landscaping should be used to buffer office uses from existing residential development.
- Landscaped areas should be properly maintained.



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.



The town of Bethania was founded in 1759

## City of Winston-Salem

Adopted April 12, 2014

**Allen Joines**  
Mayor

**Dan Besse**  
Southwest Ward

**Molly Leight**  
South Ward

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

**Robert C. Clark**  
West Ward

**Derwin L. Montgomery**  
East Ward

**\*Denise D. Adams**  
North Ward

**\*Jeff MacIntosh**  
Northwest Ward

**James Taylor, Jr.**  
Southeast Ward

**Lee Garrity**  
City Manager

*\*City Council Representatives for portions of the Planning Area*

## Forsyth County Board of Commissioners

Adopted May 7, 2014

**Richard V. Linville**  
Chairman

**Gloria D. Whisenhunt**  
Vice Chair

**Mark Baker**  
Walter Marshall

**David R. Plyler**

**Bill Whiteheart**  
Everette Witherspoon

**J. Dudley Watts, Jr.**  
County Manager

## Town of Bethania Board of Commissioners

Adopted March 13, 2014

**Deborah Stoltz-Thompson**  
Mayor

**Michelle Leonard**  
Mayor Pro Tempore

**Tom Beroth**

**Karl Florian**

**Brent Rocket**

**Karen Keller**  
Town Clerk

## City-County Planning Board

Adopted May 13, 2014

**Arnold G. King**  
Chairman

**Allan Younger**  
Vice Chair

**Tommy Hicks**  
**\*Clarence R. Lambe, Jr.**

**Darryl Little**  
**Barry A. Lyons**  
**Lynne Mitchell**

**Paul W. Mullican**  
**Brenda J. Smith**

*\*Planning Board Member for the Planning Area*

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**Byron Brown**  
Project Planner

**LeAnn Pegram**  
Project Planner

**Amy Crum**  
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**Angie Plummer**  
Graphics Coordinator

*\*Project Leaders*



For more information about the  
**North Suburban Area Plan Update**

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