



SOUTH CENTRAL WINSTON-SALEM

AREA PLAN

Update

City-County
Planning
BOARD

FORSYTH COUNTY
& WINSTON-SALEM,
NORTH CAROLINA

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

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

In 2004, the City-County Planning Board (CCPB) adopted boundaries, names, and priority rankings for seven urban area plans, a Downtown Plan, and thirteen suburban/small town area plans. Seven plans cover the Urban Neighborhoods and Downtown as defined in *Legacy 2030*. Urban Neighborhoods are older neighborhoods and commercial, industrial, and institutional development built mostly before 1940 that surround the Center City of Winston-Salem. The Urban Neighborhoods area has been divided into study areas based on geography and common features.

Thirteen plans cover the Suburban Neighborhoods and Future Growth Area as defined in the *Legacy 2030*. These areas have been divided into study areas based on geography and common features. Suburban Neighborhoods include a large portion of the county and most of the small towns where suburban development has occurred in recent decades. It is also the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur. Future Growth Areas do not usually have sewer or other facilities and services to support urban development. However, because of their potential to be served efficiently by sewer and other facilities and services in the future and/or their proximity to towns, major roads and other public investments, the Growth Management Plan calls for them to eventually be developed.

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

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

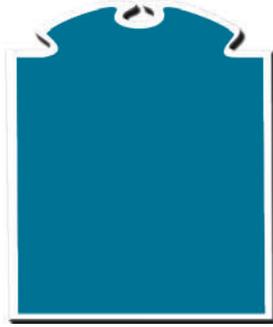
To facilitate implementation of area plan recommendations, a biennial Area Plan Status Report is prepared which includes the current status of recommendations of all adopted area plans. The report includes the status of each action/project listed in the implementation table for each plan. Area plan recommendations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

How Do Area Plans Relate To Rezoning?

Area plans convey a community vision and general goals to the Planning Board, elected officials, and other community leaders. The land use plan component does not, however, change the zoning of an area or force property owners to develop their land before they choose to do so. Area

plans are simply recommendations developed using a public process to help guide future planning decisions.

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



South Central Area Plan Update

Adopted by the City-County Planning Board on August 14, 2014
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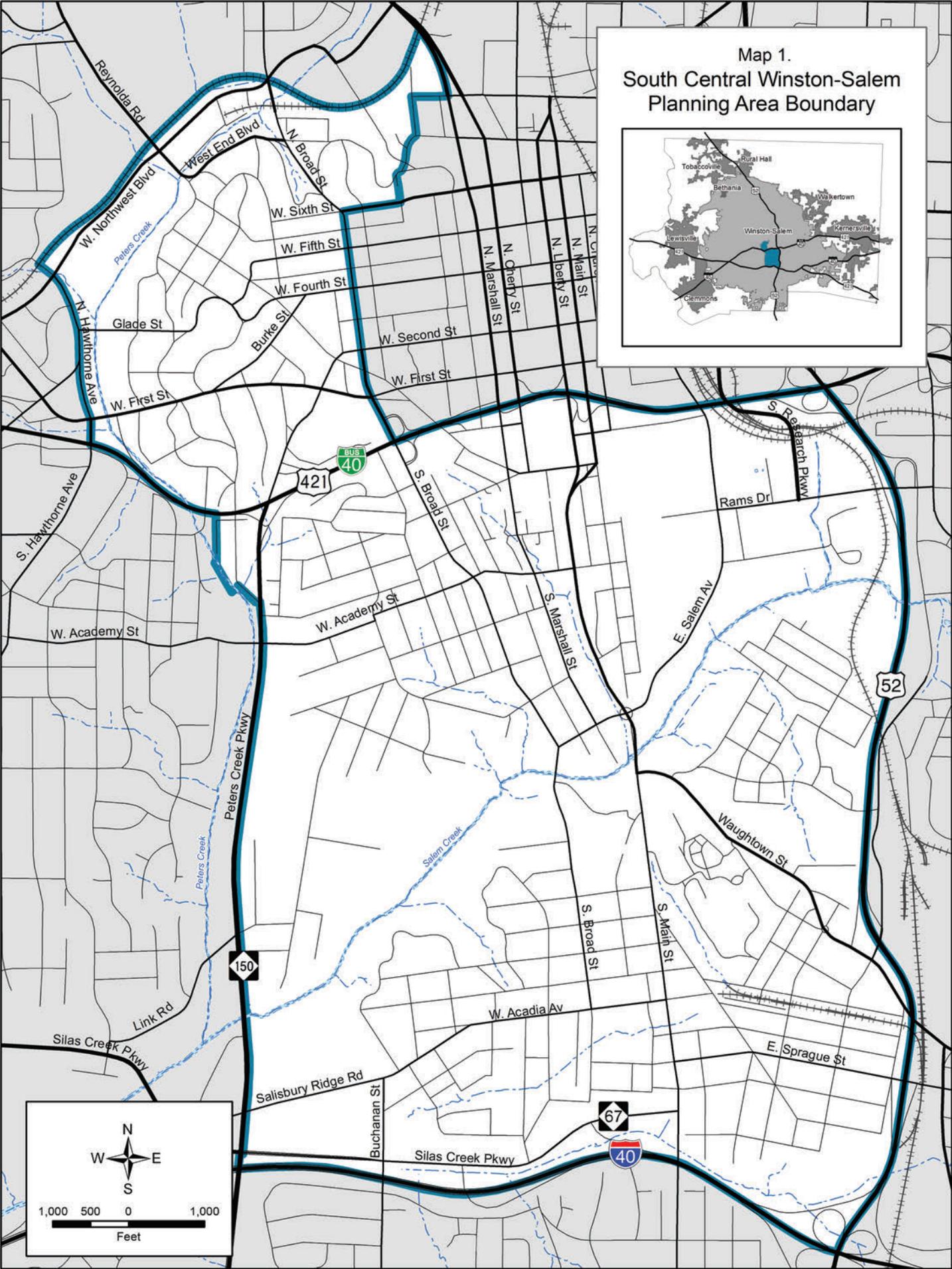
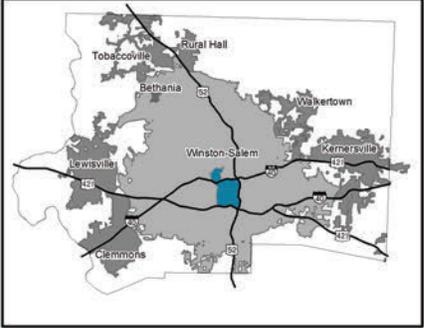


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Map 1.
 South Central Winston-Salem
 Planning Area Boundary



BOUNDARIES OF THE STUDY AREA

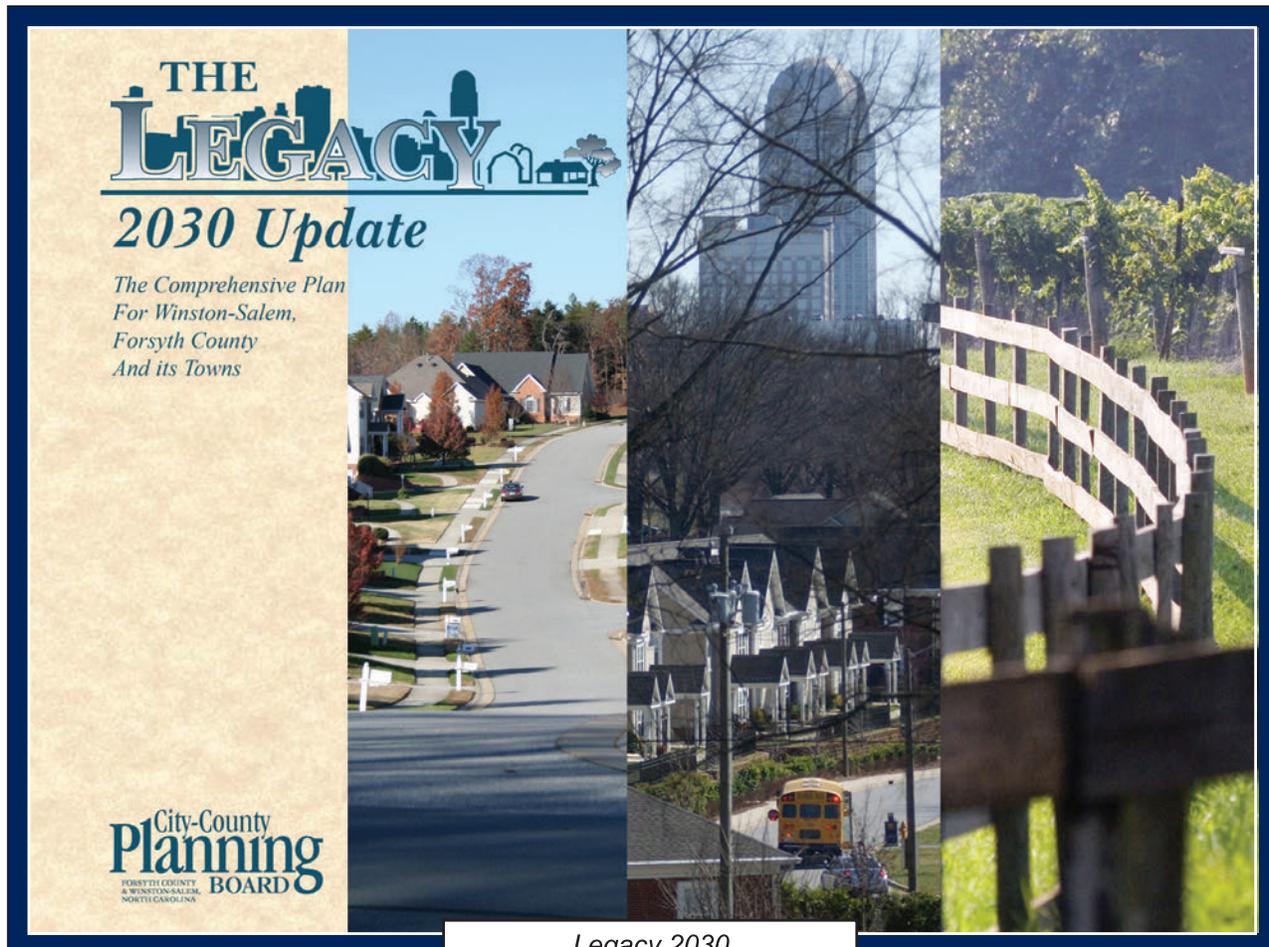
The South Central Planning Area encompasses approximately 2400 acres. The plan area is generally bounded on the north by the Southern Railway line and Business 40; on the east by downtown Winston-Salem and US 52; on the south by I-40; and on the west by Hawthorne Road and Peters Creek Parkway (see **Map 1** on **page v**).

The entire South Central Planning Area is within the limits of the City of Winston-Salem. The majority of the planning area is in the South Ward, with the balance in the North-west, East, and Southeast Wards. A very small portion of the planning area is in the North and Southwest Wards.

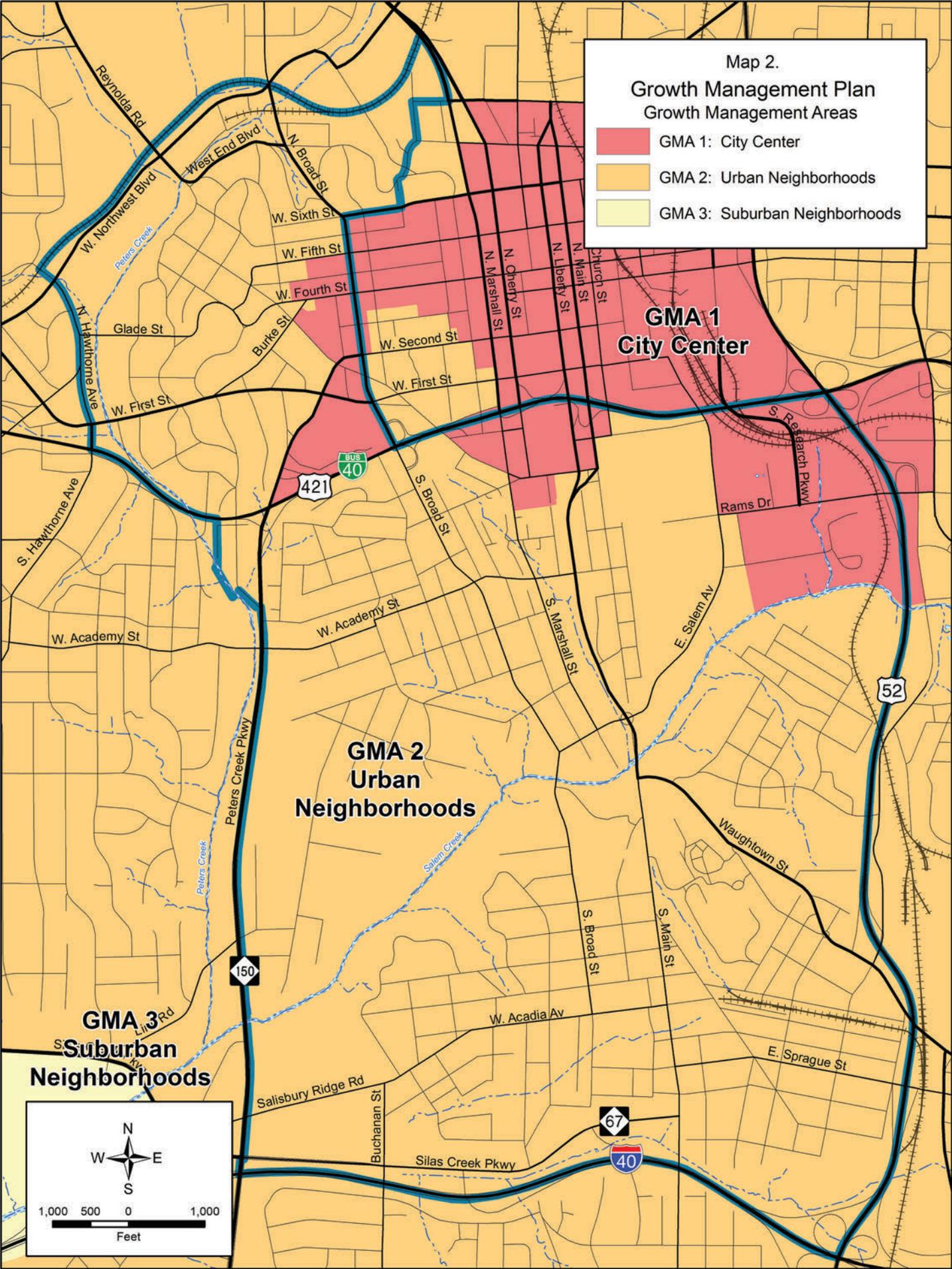
RELATIONSHIP TO *LEGACY 2030*

Legacy 2030, Forsyth County's comprehensive plan serves as the framework on which all area plans are built, both geographically and as a policy guide. The original *South Central Winston-Salem Area Plan* was adopted in 2003. The *South Central Winston-Salem Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the South Central Winston-Salem Plan Area.

Legacy 2030's Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan about 90% of the plan area is designated as Urban Neighborhoods, Growth Management Area (GMA) 2. The remaining 10%, located in the West End area near Broad Street from 4th Street to the Winston-Salem Dash Baseball Park, the Brookstown/Marshall area and the Wake Forest Innovation Quarter south of Business 40, is designated as City Center, GMA 1 (see **Map 2** on **page 2**).



Legacy 2030



AREA PLAN PROCESS

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

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

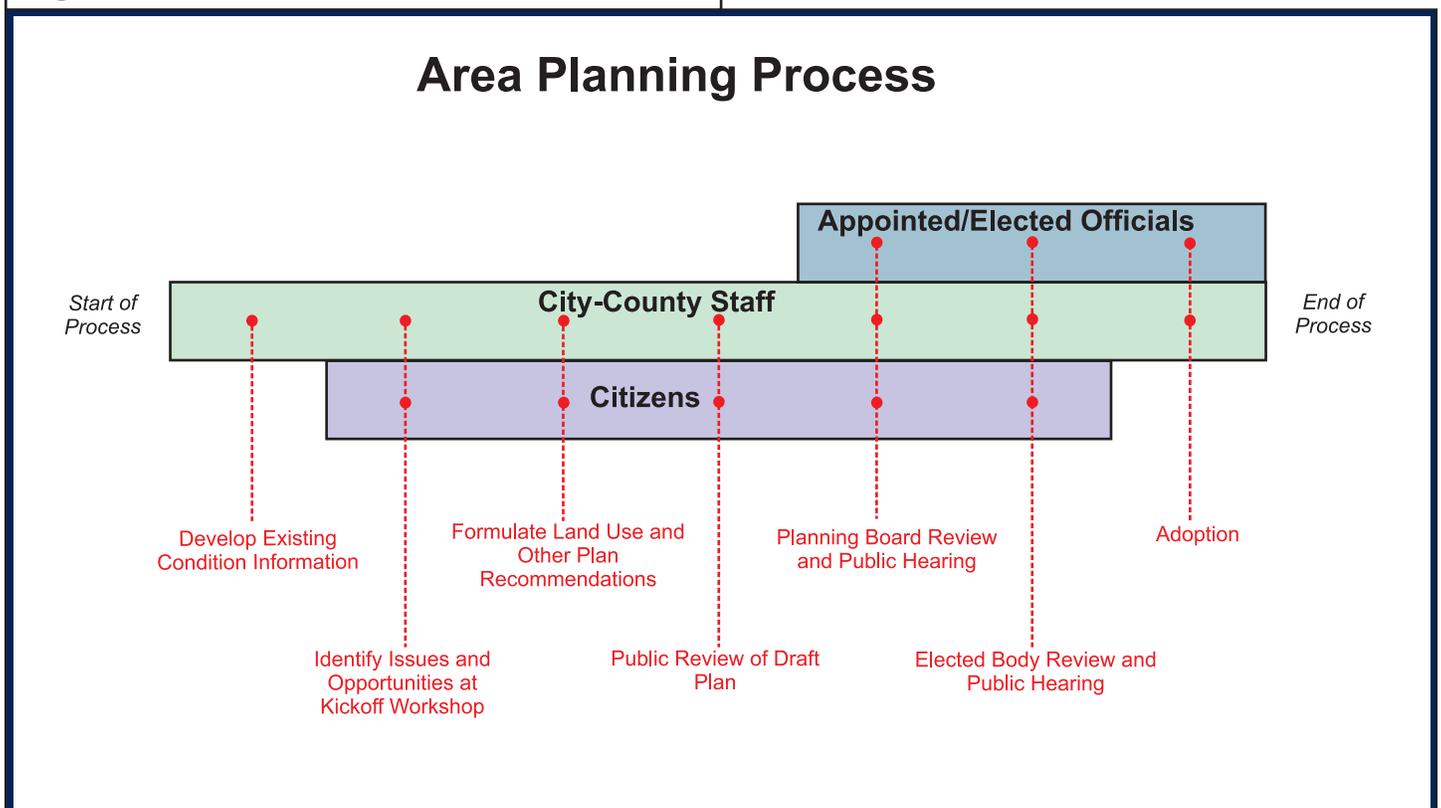
Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in *Legacy 2030*, serve as the basis for the next step in the process: the formulation of recommendations by Planning staff. These recommendations primarily focus on proposed land use recommendations, and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

on these recommendations to reach a consensus. Staff and citizens refine the plan recommendations at the meetings which follow the kickoff workshop. The final recommendations are then presented to the entire community for review at the concluding open house. If no consensus is reached, both sets of recommendations will be presented to the City-County Planning Board.

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

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

Figure 1. Area Plan Process

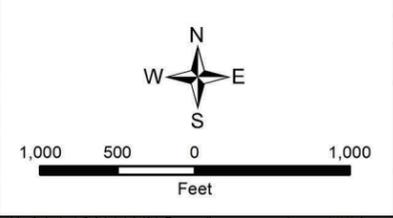
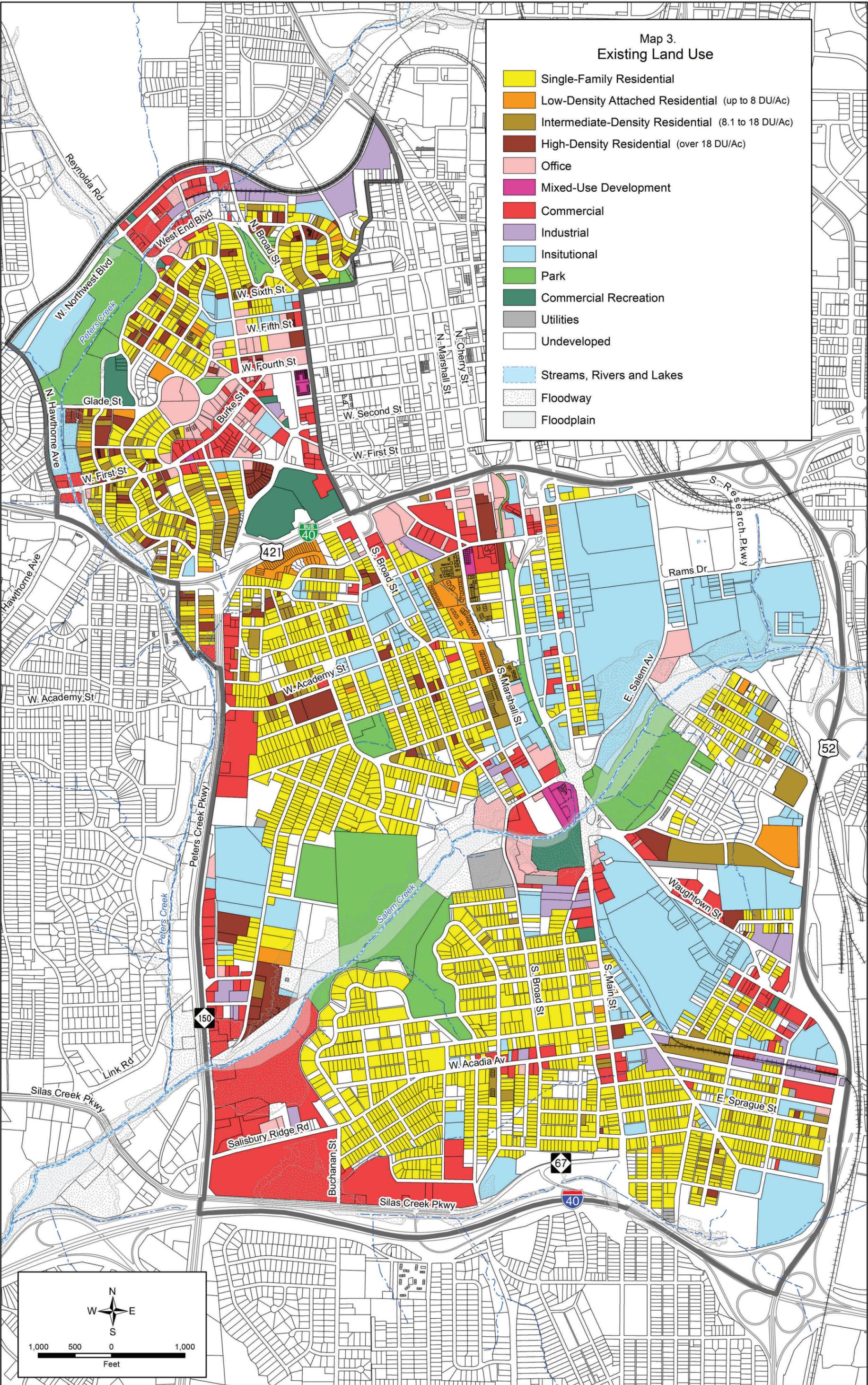




Main Street in Old Salem. Photo by Wes Steward, courtesy of Old Salem Museums & Gardens.

Map 3.
Existing Land Use

- Single-Family Residential
- Low-Density Attached Residential (up to 8 DU/Ac)
- Intermediate-Density Residential (8.1 to 18 DU/Ac)
- High-Density Residential (over 18 DU/Ac)
- Office
- Mixed-Use Development
- Commercial
- Industrial
- Institutional
- Park
- Commercial Recreation
- Utilities
- Undeveloped
- Streams, Rivers and Lakes
- Floodway
- Floodplain



GENERAL CHARACTER

The South Central Winston-Salem Plan Area is rich in history and diverse in land use. The area is home to Salem, the city's first permanent settlement, as well as the city's earliest outlying and suburban developments. Most of the area was developed prior to 1940 in the pattern of traditional neighborhoods with a predominance of single-family land use, but with a mix of other residential types and densities, along with a variety of other land uses including institutions, parks, businesses and industries. Institutional uses are particularly important to the character and vitality of the South Central Planning Area.

Most of the neighborhoods in planning area are healthy with well-maintained housing stock and strong neighborhood associations. However, most of the planning area is experiencing the challenges faced by older urban neighborhoods elsewhere including aging building stock and infrastructure, declining commercial areas, and conflicts between land uses. While most of the planning area is already developed, there are some pockets of undeveloped

land and there are extensive opportunities for redevelopment throughout the area. Assuring that new development complements and blends with existing development is one of the most important challenges in the planning area.

DEMOGRAPHICS

Based on the 2010 Census, approximately 11,159 people live in the South Central Planning Area, a decrease of approximately 4% from the 2000 Census and accounting for approximately 3% of Forsyth's County total population. The percent of persons of Hispanic origin living in the planning area increased from about 11% in 2000 to 16% in 2010 (see **Table 1** for more details).

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)
South Central Area Plan	11,159	11,546	-4%	3%	4.4
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 South Central	36	44	1	3	16
2000 South Central	36	50	1	2	11
2000-2010 Change	0	-6	0	1	5
2010 Winston-Salem	35	48	2	1	14
2000 Winston-Salem	37	56	2	0	5
2000-2010 Change	-2	-8	0	1	9

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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 South Central	6	12	46	27	9
2000 South Central	6	13	30	28	23
2000-2010 Change	0	-1	16	-1	1-4
2010 Winston-Salem	7	17	32	31	13
2000 Winston-Salem	7	17	35	28	13
2000-2010 Change	0	0	-3	3	0

Source: 2010 U.S. Census

*Note: "Hispanic" is considered an ethnic group; other categories are race. Numbers are provided for comparison purpose.

EXISTING LAND USE

Most of the South Central Planning Area was developed prior to 1940 and includes a diverse mix of land uses common to older urban areas which were developed prior to the dominance of the automobile. Commercial and industrial uses were often located in close proximity to residential uses, making it convenient for people to get to jobs and to acquire necessary goods and services. Much of this original pattern of development has been maintained in the planning area, although there has been some shift in land use over the last 30 years, especially related to conversion of industrial sites to residential and some single-family to multifamily land use.

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

RESIDENTIAL

The predominant land use in the planning area is residential which accounts for approximately 27% of the total land area. Low-density, single-family residential is the dominant residential type in most neighborhoods, with the exception of the West End, South Marshall, and Happy Hill neighborhoods which have a diverse mix of residential types. Single-family residential accounts for approximately 19% of the total land area in the planning area.

Multifamily development accounts for approximately 8% of total land area. Concentrations of multifamily land use exist in the Happy Hill neighborhood, along South Mar-

shall Street, north of Cotton Street and at the end of Hutton Street.

COMMERCIAL AND OFFICE

Approximately 270 acres, about 11% of the land area, is developed with commercial and office uses. The primary concentrations of commercial land use are along Peters Creek and Silas Creek Parkways and on Brookstown Avenue, Burke Street, and Acadia Avenue. There is also a significant area of commercial land use located north of West End Boulevard at the very northern edge of the planning area.

Office development as an exclusive land use accounts for about 3% of the land area and is concentrated in the West End, South Marshall Street area, and around the Southeast Gateway.

MIXED-USE

Mixed-use comprises approximately five acres of the plan area and includes the Southeast Gateway development. This vertical mixed-use development, located south of the downtown area, includes some residential located above commercial uses.

INSTITUTIONAL

Institutional uses are located throughout the planning area. The 365 acres of institutional uses accounts for approximately 15% of the land in the planning area. In addition to numerous schools and churches, major institutional uses in the planning area include: Old Salem, Salem Academy & College, University of North Carolina School of the Arts (UNCSA), and Piedmont International University.

Land Use	Acres	%
Single-Family	457	19.0
Duplex/Triplex/Quadraplex	31	1.3
Multifamily	164	6.9
Total Residential	652	27.2
Office	64	2.7
Commercial	206	8.6
Mixed-Use	5	0.2
Industrial	41	1.7
Institutional	365	15.2
Commercial Recreation	32	1.3
Parks, Recreation & Open Space	163	6.8
Rail & Road Rights-of-Way	557	23.2
Utilities	12	0.5
Total Utilities & Rights-of-Way	569	23.7
Total Developed	2,097	87.4
Undeveloped Land	303	12.6
Total Area	2,400	100.00

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

INDUSTRIAL

Industrial uses account for approximately 41 acres or 2% of the plan area. Industrial uses are concentrated off Rams Drive, including the City’s maintenance and storage facility and in the area between UNCSA and US 52. Industrial uses are also mixed with commercial uses at the very northern edge of the planning area near Northwest Boulevard and the Norfolk Southern Railway tracks. The amount of industrial land use in the planning area has declined over the last 30 years, as industrial sites and buildings have been abandoned or redeveloped for residential and other land uses.

COMMERCIAL RECREATION

Commercial recreation uses comprise approximately 32 acres or about 1% of the plan area. Larger commercial recreation uses include the YMCA and YWCA, BB&T Ballpark (the home of Winston-Salem Dash baseball team), and the Vintage Theater. Smaller facilities including a theater, opera house, and some physical fitness centers are located in the West End neighborhood.

PARKS AND OPEN SPACE

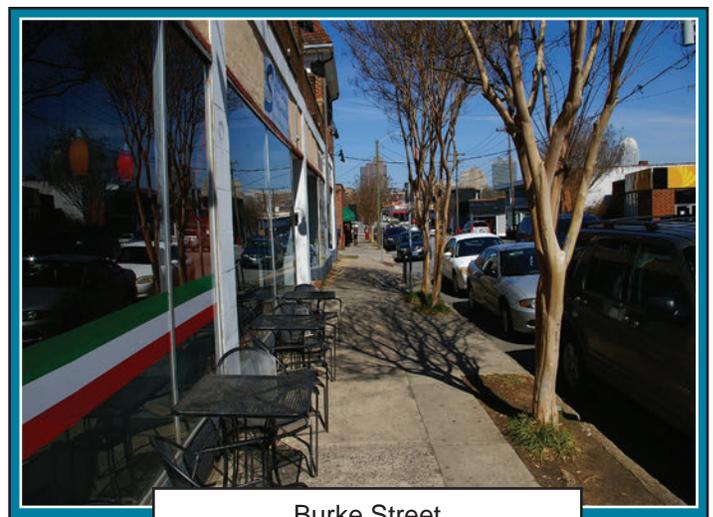
There are nine public parks in the planning area, totaling 163 acres and accounting for approximately 7% of the land area. The largest parks in the planning area are Happy Hill, Washington, and Hanes.

UTILITIES AND RIGHTS-OF-WAY

Combined together, utilities, road and railroad rights-of-way account for approximately 24% of the land area or 569 acres. This percentage is considerably higher than is typically found in other planning areas, likely because Duke Energy has major transmission lines, two large substations, and a service facility in the planning area.

UNDEVELOPED

There is not extensive vacant land in the planning area. About 303 acres or 13% of the total land area is undeveloped. Some of the undeveloped land is not topographically suitable for development because of steep slopes or the land is adjacent to Salem Creek located in floodplains or wetlands. The largest portions of undeveloped land are found in the southern end of Innovation Quarter and in and around Happy Hill.



Burke Street

ZONING

Rezoning cases since the early 2000s have had some impact on land use patterns in portions of the planning area. Many successful residential developments in the South Marshall area have been developed including, Tar Branch Towers, Hilltop House Apartments and South Apartments, and Salem Place. Also new residential development has occurred in the Happy Hill neighborhood along Mock Street, including Alder Point, an elderly housing complex, Providence Place, Willows Peak Apartments, and new single-family homes. North of Business 40, the BB&T Ballpark has been completed and adjacent apartments are being developed. The former YWCA property in West End is being redeveloped with single-family residences and The Glade Condominiums.

Since the adoption of the *South Central Area Plan* in 2003, there have been 35 rezoning petitions approved for the plan area. The most prevalent rezoning petition was for commercial zoning, of which seventeen were approved and eight were denied or withdrawn from consideration.

TRANSPORTATION FEATURES

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

ROADS

Overall Street Pattern

The planning area has a highly networked transportation system that establishes an ease of access within the area, as well as providing convenient connections to destinations in the city, county and region.

There are three major highways in the planning area. Business 40 forms the planning area's northern boundary from Broad Street to US 52. US 52 defines the eastern boundary from Business 40 to Interstate 40. Interstate 40 forms the southern boundary.

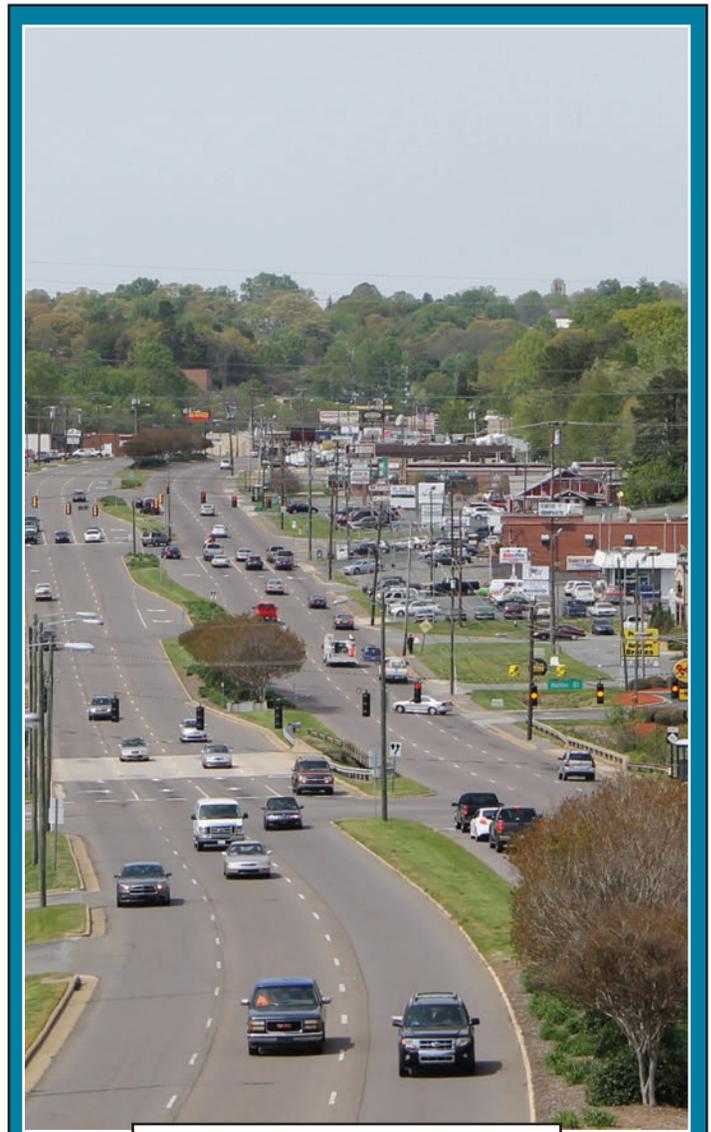
NC 150 (Peters Creek Parkway) is the primary expressway in the area, generally defining the western area boundary south of Business 40. Located at the very northern edge of the planning area, N. Cherry Street and N. Marshall Street (one-way pairs referred to together as "Cherry-Marshall Street") are the southern end of University Parkway, a designated expressway.

Four boulevards provide connections within the planning area: in the south, Silas Creek Parkway; in the northwest, North Broad Street and Peters Creek Parkway (north of Business 40); and, in the northeast, Research Parkway.

Several major thoroughfares serve the planning area. These include Fayetteville Street, West First Street, South Liberty Street, South Main Street, West Northwest Boulevard, Old Salem Road and Waughtown Street.

Several other minor thoroughfares, residential collector and other local streets connect and feed vehicular traffic to the major thoroughfares for circulation in the planning area.

Map 7 on page 58 and **Table 3 on page 11** show existing streets, thoroughfares and highways.



Peters Creek Parkway

Table 3. Road Classifications and Features

Interstate Highways	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Interstate 40	6 lanes with median	86,000 - 99,000	116,300 - 131,700	94,700	72 - 84	8 lanes with grass median and wide paved shoulders
Interstate 40 Business	4 lanes with median	68,000 - 74,000	75,300 - 102,000	62,300	48 - 72	4 lanes with grass median and paved shoulders
US 52	4 lanes with median	61,000 - 67,000	71,900 - 97,100	62,300	48	6 lanes with grass median and wide paved shoulders; 8 lanes with grass median and wide paved shoulders
Expressways	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Cherry-Marshall Street	4 lanes with median	- - -	34,200	49,000	40-55	4 lanes with raised median, curb and gutter bike lanes and sidewalks
Peters Creek Parkway	6 lanes with median	24,000 - 27,000	28,200 - 46,900	73,400	80	6 lanes with raised median, curb and gutter, wide outside lanes and sidewalks
Boulevards	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
N. Broad Street	2 - 4 lanes	- - -	6,100 - 20,200	19,500 - 38,100	36 - 44	4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks
Peters Creek Parkway	4 lanes with median	8,800	12,700 - 34,300	38,100 - 43,500	44 - 48	6 lanes with raised median, curb and gutter, wide outside lanes and sidewalks
Research Parkway	4 lanes with median	- - -	17,300	43,500	75 - 115	4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks
Silas Creek Parkway	4 - 6 lanes	8,300 - 18,000	8,900 - 24,800	43,500 - 65,300	48 - 76	4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks; 6 lanes with raised median, curb and gutter, wide outside lanes and sidewalks

Existing Conditions



Major Thoroughfares	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
N. Broad Street	2 lanes	4,500	7,200	13,800	36 - 44	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
Fayetteville Street	2 lanes	---	8,100	13,800	36	2 lanes with curb and gutter, bike lanes and sidewalks
W. First Street	2 - 4 lanes	7,900	7,100 - 23,000	13,800 - 27,500	26 - 54	2 lanes with curb and gutter, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks
S. Liberty Street	3 lanes	---	3,100 - 8,100	13,500 - 15,800	40	2 lanes with curb and gutter, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks
S. Main Street	2 - 4 lanes	3,900	6,600 - 13,300	13,800 - 27,500	34 - 56	2 lanes with wide paved shoulders; 3 lanes with curb and gutter, wide outside lanes and sidewalks
W. Northwest Boulevard	2 lanes	7,400 - 9,000	7,200 - 11,800	11,900	34 - 50	2 lanes with curb and gutter, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
Old Salem Road	4 lanes with median	5,100 - 11,000	8,000 - 16,500	27,500	40 - 56	4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks
Waightown Street	2 - 4 lanes	2,800 - 7,100	7,100 - 36,400	13,800 - 27,500	40 - 52	2 lanes with curb and gutter, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks
Minor Thoroughfares	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
W. Academy Street	2 lanes	5,400	3,100 - 11,900	13,800	26 - 34	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks
W. Acadia Avenue	2 lanes	4,000 - 6,800	3,700 - 9,200	13,800	34	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks

Existing Conditions



Minor Thoroughfares	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
S. Broad Street	2 lanes	6,100	7,500 - 12,600	11,900 - 13,800	34 - 52	2 lanes with curb and gutter, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
Brookstown Avenue	2 lanes	1,500	3,200 - 3,800	13,800	32 - 36	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
Buchanan Street	2 lanes	4,600 - 9,000	7,000 - 14,000	13,800	36	2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks
Burke Street	2 lanes	---	7,000 - 10,300	13,800 - 15,800	26 - 42	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks
E. Cemetery Street	3 lanes	---	3,700	15,800	36	2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks
W. Cemetery Street	2 lanes	---	3,400	11,900	24	2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks
S. Cherry Street	2 - 3 lanes	---	1,100 - 13,700	11,900 - 15,800	26 - 42	2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks
S. Church Street	2 lanes	---	2,300	13,800	40	2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks
City Yard Drive	2 lanes	---	3,700	13,800	22	2 lanes with raised median, curb and gutter, bike lanes and sidewalks
W. Fifth Street	2 lanes	---	2,100	13,800	36	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
W. First Street	3 lanes	---	10,300 - 13,800	15,800	40 - 46	3 lanes with curb and gutter, wide outside lanes and sidewalks
W. Fourth Street	2 - 3 lanes	---	1,200 - 8,200	13,800 - 15,800	48 - 52	2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks

Existing Conditions



Minor Thoroughfares	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Glade Street	2 lanes	- - -	1,200 - 22,000	13,800	34 - 52	2 lanes with curb and gutter, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
N. Hawthorne Road	2 - 3 lanes	7,600	8,900 - 17,000	13,800 - 15,800	34 - 46	2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks; 4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks
S. Main Street	2 lanes	6,600 - 8,300	9,300 - 16,200	13,800	38 - 40	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
S. Marshall Street	2 - 3 lanes	2,300	2,900 - 13,100	11,900 - 13,800	36 - 40	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
Rams Drive	3 lanes	- - -	9,900	13,500	34 - 40	3 lanes with curb and gutter, wide outside lanes and sidewalks
Reynolda Road	4 lanes	14,000	20,700	27,500	46	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
E. Salem Avenue	2 lanes	4,100	2,500 - 3,400	13,800	34 - 44	2 lanes with curb and gutter, bike lanes and sidewalks
W. Salem Avenue	2 lanes	- - -	3,800 - 9,500	13,800	34	3 lanes with curb and gutter, bike lanes and sidewalks
Salisbury Ridge Road	2 lanes	4,000	5,200 - 7,900	13,800	22 - 36	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks
E. Sprague Street	2 lanes	6,100	12,100	13,800	40	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks
West End Boulevard	2 lanes	- - -	15,100	13,800	34	2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks

Existing Conditions



List of Existing Collector Streets

W. Academy Street
E. Acadia Avenue
Alder Street
Brookstown Avenue
E. Cascade Avenue
W. Cascade Avenue
Cemetery Street
Chatham Road
Crafton Street

W. Fourth Street
Granville Drive
S. Green Street
Haled Street
N. Hawthorne Road
High Street
Hutton Street
Konnoak View Drive
Link Road

Mock Street
Montgomery Street
Summit Street
Sunnyside Avenue
Vargrave Street
Wachovia Street
W. Walnut Street
West End Boulevard



Bob's Subs and Pub

PUBLIC TRANSPORTATION

Local Bus Routes

The Winston-Salem Transit Authority (WSTA) currently provides extensive bus service within the South Central Winston-Salem Planning Area, with seventeen routes, including four night routes, all originating from the downtown terminal. **Table 4 on page 17** describes the routes in more detail.

Regional Transit

The Piedmont Authority for Regional Transportation (PART) was authorized in 1997 by the North Carolina General Assembly as a Regional Transportation Authority. Based on regional cooperation, PART coordinates regional bus service, vanpools carpools, and other transportation-related services.

Rail

The following rail lines are located in the South Central Winston-Salem Planning Area:

- The Norfolk Southern line (Winston-Salem to Greensboro) from US 52 to near the Reidsville Road exit on Business 40.
- The Winston-Salem Southbound line (Winston-Salem to Lexington) from Business 40 to I-40.



Pedestrian Crosswalk

BICYCLE FACILITIES

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* was adopted by the Winston-Salem City Council and by the Transportation Advisory Committee of the Winston-Salem Urban Area MPO 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 planning area has six signed bike route described in **Table 5 on page 19**.

PEDESTRIAN FACILITIES

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

Sidewalks

Major sidewalk locations in the planning area include portions of the following thoroughfares: West Academy Street, West Acadia Avenue, North Broad Street, South Broad Street, Brookstown Avenue, Buchanan Street, Burke Street, Cemetery Street, South Cherry Street, South Church Street, Fayetteville Street, West Fifth Street, West First Street, West Fourth Street, Glade Street, North Hawthorne Road, South Hawthorne Road, South Liberty Street, South Main Street, South Marshall Street, West Northwest Boulevard, Old Salem Road, Peters Creek Parkway, Rams Drive, Research Parkway, Reynolda Road, East Salem Avenue, West Salem Avenue, Salisbury Ridge Road, East Sprague Street, Waughtown Street, and West End Boulevard.

Table 4. Local Bus Routes

Route Number	Direction	General Route
#3	Outbound	From Vargrave Street, right on Mock Street, right on Alder Street
#3	Inbound	From Alder Street, right at Liberia Street, right at Free Street, left at Eller Way, left at Mock Street, left at Vargrave Street, continue to transit center
#4	Outbound	From W. Sixth Street, right at Thurmond Street
#4	Inbound	From Thurmond Street, left at W. Sixth Street, continue to transit center
#12	Outbound	From N. Liberty Street, right at W. First Street, left at Cloverdale Avenue
#12	Inbound	From Cloverdale Avenue, right at W. First Street, left at Burke Street, right at W. Fourth Street, continue to transit center
#13	Outbound	From W. First Street, left at Peters Creek Parkway
#13	Inbound	From Peters Creek Parkway, continue on W. Second Street, continue to transit center
#114	Outbound	From S. Liberty Street, continue on Old Salem Road, continue to S. Main Street, right at W. Acadia Avenue, left at Salisbury Ridge Road, left at Buchanan Street, left at Silas Creek Parkway, right at S. Main Street
#14	Inbound	From S. Main Street, left at Silas Creek Parkway, right at Buchanan Street, right at Salisbury Ridge Road, right at W. Acadia Avenue, left at S. Main Street, continue on Old Salem Road, continue on S. Main Street, continue to transit center
#16	Outbound	From W. Fifth Street, right at N. Broad Street, left at West End Boulevard, right at Reynolda Road
#16	Inbound	From Reynolda Road, left at West End Boulevard, right at N. Broad Street, left at W. Sixth Street, continue to transit center
#18	Outbound	From W. Fifth Street, right at Glade Street, left at N. Hawthorne Road right at Hanes Mall Boulevard, continue to Hampton Inn Court
#18	Inbound	From Hanes Mall Boulevard, right at N. Hawthorne Road, right at Glade Street, left at W. Fourth Street, continue to transit center

Table 4. Local Bus Routes

Route Number	Direction	General Route
#19	Outbound	From N. Liberty Street, right at W. First Street, left at S. Stratford Road, continue to Stratford Industrial Park
#19	Inbound	From Stratford Industrial Park, right on S. Stratford Road, right on W. First Street, continue to transit center
#20	Outbound	From N. Liberty Street, right at W. First Street, left at S. Hawthorne Road, continue to Thruway Shopping Center, Forsyth Hospital, and Hanes Mall
#20	Inbound	From Hanes Mall, right at S. Stratford Road, continue to Thruway Shopping Center, left at Cloverdale Avenue to Wake Forest University Baptist Medical Center, right at W. First Street, continue to transit center
#21	Outbound	Left at W. Fifth Street, right at N. Broad Street, Reynolda Road to Buena Vista Road, continue to Sherwood Plaza and Whitaker Square Shopping Center, left at Petree Road, left at Huntinggreen Lane
#21	Inbound	Left at Robinhood Road, right at Reynolda Road, left at W. Sixth Street, continue to transit center
#23	Outbound	From W. First Street, left at S. Broad Street, right at W. Academy Street, left at Granville Drive, right at W. Academy Street, left at Peters Creek Parkway, right at Link Road
#23	Inbound	From Link Road, left at Peters Creek Parkway, right at W. Academy Street, left at Granville Drive, right at W. Academy Street, left at S. Broad Street, continue on N. Broad Street, right at W. Fifth Street, continue to transit center
#29	Outbound	From W. First Street, left at S. Marshall Street, left at W. Salem Avenue, right at S. Main Street, left at Waughtown Street, continue on Fayetteville Street, right at Lomond Street, left at E. Sprague Street
#29	Inbound	From E. Sprague Street, right at Lomond Street, left at Fayetteville Street, continue on Waughtown Street, right at S. Main Street, left at W. Salem Avenue, right at S. Marshall Street, right at High Street, left at S. Cherry Street, continue to transit center
#30	Outbound	From Technology Way, right at E. Salem Avenue, left at Rams Drive, right at S. Martin Luther King, Jr. Drive
#30	Inbound	From S. Martin Luther King, Jr. Drive, left at Rams Drive, right at E. Salem Avenue, left at E. First Street, continue to transit center

Table 4. Local Bus Routes

Route Number	Direction	General Route
#444	Outbound	From W. Sixth Street, right at Thurmond Street
#444	Inbound	From Thurmond Street, left at W. Sixth Street, continue to transit center
#2020	Outbound	From N. Liberty Street, right at W. First Street, left at S. Hawthorne Road
#2020	Inbound	From S. Hawthorne Road, right at W. First Street, left at W. Second Street, continue to transit center
#2323	Outbound	From W. First Street, left at Peters Creek Parkway, right at Link Road
#2323	Inbound	From Silas Creek Parkway, left at Peters Creek Parkway, continue on W. Second Street, continue to transit center
#2929	Outbound	From Vargrave Street, left at E. Sprague Street, right at Old Lexington Road

Table 5. Bicycle Routes

Route Name	Route Map Symbol	General Route
West Winston Loop	6	From Glade Street, right on N. Hawthorne Road, right on W. Northwest Boulevard, left on Thurmond Street
Baptist Loop	7	From Glade Street, left on N. Hawthorne Road, continue on S. Hawthorne Road
Downtown Loop	8	From N. Main Street, left on W. Sixth Street, left on Summit Street, right on W. Fifth Street, right on Glade Street, left on West End Boulevard, right on Crafton Street
		From Link Road, left on Hutton Street, right on Montgomery Street, left on Granville Drive, right on West Street, left on S. Green Street, right on W. Academy Street, left on S. Broad Street, left on W. First Street, right on W. Second Street, left on N. Main Street
Reynolds Park Loop	9	From S. Main Street south of roundabout, left on Waughtown Street, continue on Fayetteville Street, left on Waughtown Street
Salem Lake Connector	9	From S. Main Street roundabout, west on W. Salem Avenue, left on S. Broad Street
Old Salem Connector	---	From S. Main Street, right at E. Salem Avenue
		From N. Liberty Street, continue on Old Salem Road, continue on S. Main Street

LEGACY GROWTH CORRIDORS

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

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

Peters Creek Parkway Corridor Study

Peters Creek Parkway has been identified as a growth corridor. A Peters Creek Parkway Corridor Study, from Silas Creek Parkway to Business 40, has been completed with considerable community input. Proposed recommendations include infrastructure improvements along the corridor, and improved aesthetics and neighborhood connectivity to promote redevelopment of adjacent properties. One of the stakeholders for this project is the Peters Creek Community Initiative (PCCI), a collaborative organization of churches, neighborhood associations, businesses, and city officials, dedicated to revitalizing the Peters Creek community through economic and community development. The goal of PCCI is to strengthen economic development along the Peters Creek corridor through physical improvements to businesses, attracting preferred business types, and making the area more pedestrian and consumer friendly. (See Transportation Recommendations on **page 56** and Design Recommendations on **page 65**).

The conceptual design for the Peters Creek Corridor Study includes:

- A four-lane urban roadway with a posted speed of 35 miles per hour.
- Superstreet design for three signalized intersections.
- Roundabout alternatives at Link Road and at Academy Street.
- Sidewalks on both sides of the street, a multiuse path, landscaped medians and streetyards, and connections into adjacent neighborhoods.



Washington Park Neighborhood

COMMUNITY FACILITIES

The South Central Winston-Salem Plan Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (see **Map 8** on **page 63**).

SCHOOLS

The Winston-Salem/Forsyth County Board of Education uses a “controlled choice” plan to assign students to schools. The plan gives parents and students a choice between their residential school and several others within the same zone. There are four public/charter schools in the planning area. Of these, three are elementary schools: Diggs-Latham, Brunson, and the Carter G. Woodson School of Challenge, a charter school. The remaining one is Wiley, a middle school.

There are also three private schools in the planning area: Salem Baptist Christian School, Salem Academy, and Winston-Salem Day School.

The planning area is home to three higher education institutions: Salem College, University of North Carolina School of the Arts, and Piedmont International University.

RECREATION FACILITIES

Parks

The *2015 Parks and Open Space Plan* was adopted in 2007. This plan discusses existing parks, community park needs, existing open space and open space needs, park proposals and recommended facilities. Eight public parks are currently located in the South Central Winston-Salem Plan Area. Parks are classified based on their size, facilities, and function (**Table 6**).

Based on the service area analysis completed for the *Winston-Salem and Forsyth County 2015 Parks and Open Space Plan* (2007), the South Central Plan Area is adequately served by parks and community center facilities.

Table 6. Recreation Facilities

Park Name	Acreage	Major Facilities
Mini Parks: Small facilities designed to serve a specific population segment or to be primarily ornamental in nature.		
Downtown Park	1	Playground
Grace Court Park	1	Gazebo, Gardens
Spring Park	4	Picnic Area, Gardens
Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.		
Central Park	6	Tennis Courts, Parking
Granville Park	6	Tennis Courts, Shelter, Playground
Community Parks: Provide active recreational opportunities drawing people from multiple neighborhoods.		
Happy Hill Park/Sims Recreation Center	27	Recreation Center, Pool, Basketball Courts, Fields
District Parks: Provide recreation opportunities focusing on one or more specialized activities such as golf or tennis.		
Washington Park	76	Softball Complex
Hanes Park	35	Tennis Center, Track, Fields

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 are two existing greenways within the planning area: Salem Creek Greenway and the Strollway. The Salem Creek Greenway is 4.5 miles in length and runs from Market Place Mall on Peters Creek Parkway to the Salem Lake Greenway. The Strollway is 1.6 miles in length and runs from 8th Street to Salem Avenue along Old Salem Road and Trade Street.

BB&T Ballpark

The BB&T Ballpark is home to the Winston-Salem Dash, a minor league baseball team in the Carolina League. The Dash began playing their home games at the BB&T Ballpark beginning in 2010 after having the former Ernie Shore Field as their home from 1956 to 2009.

Housing

According to the US Census, American Community Survey 2012 (5 year estimates) there are approximately 4,879 housing units in the South Central Plan Area. Approximately 34% of households own their own homes, compared to 57% of households citywide who own their own homes. Rates of ownership vary by neighborhood within the plan area (see **Table 7**, Housing Statistics).

Housing conditions vary widely in the planning area from neighborhoods where most homes are well-maintained to neighborhoods with deteriorated structures, mostly built prior to 1950.

DESIGN AND APPEARANCE

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

Most of the South Central Plan Area was developed prior to 1940 and the dominance of the automobile. Street widths were minimal, buildings were placed close to the street, and there was a mix of land uses. Nonresidential uses, including retail stores, institutions, and industries were generally small and designed to serve or employ nearby residents. The original development pattern created a special character and sense of community. However, the nature and scale of businesses and institutions have changed over time, creating some urban design issues and land use conflicts in the plan area.

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

Table 7. Housing Statistics

Housing Tenure			
Area	Total	Owner-Occupied Percent	Renter-Occupied Percent
North Suburban	4,879	34	66
Winston-Salem	104,299	57	43
Forsyth County	156,957	65	35

Source: 2010 U.S. Census, American Survey 2012 (5 year estimates)

HISTORIC RESOURCES

The South Central Plan Area is fortunate to possess a number of historic resources, which are predominately urban residential in character. The resources in the area tell the story of the establishment of Salem and nearby residential areas, and the joining of the towns of Winston and Salem into one major city, Winston-Salem. Many properties in the study area were in existence when Winston-Salem was the largest city in the state in the 1920's. These historic properties vary in type and form and include a number of individual properties of note. Additional resources not listed in the plan due to security issues include potential archaeological resources. Comprising a significant portion of the built environment, these resources help to tell the story of a rural and growing area and serve as a tangible reminder of South Central's outstanding history.

Historic Resources Commission (HRC) staff has reviewed the major historic resources studies/surveys and has determined that a number of historic resources are located within the planning area. (See **Map 9** on **page 68**). The most significant historic resource found in the planning area is Salem, which was begun in 1776 as the Moravian's central community in the Wachovia Tract. Salem (now known as Old Salem) is a National Historic Landmark and is North Carolina's first locally-zoned Historic (H) District. (See **Map 10** on **page 69**). The planning area also includes West End, Winston-Salem's first "streetcar suburb" now a locally-zoned Historic Overlay (HO) District.

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 South Central 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 73** is a list of recognized historic resources in the South Central Plan Area and their current designations.

ECONOMIC DEVELOPMENT

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

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

- **RUCA (Revitalizing Urban Commercial Areas)**

Program:

Provides funding for the rehabilitation and improvement of commercial districts in specific distressed urban areas of the City. Washington Park/Acadia RUCA qualified for funding under this program. No new areas or new projects can apply until additional city funding becomes available.

- **NRSA Building Rehabilitation Program:** Provides financial assistance to commercial and industrial property owners for building rehabilitation and site improvements. The Neighborhood Revitalization Strategy Area (NRSA) covers the entire plan area except for Old Salem/Brookstown area.
- **Small Business Loan Program:** Provides financial assistance to businesses unable to secure financing from conventional sources. The business has to be located in the Winston-Salem Neighborhood Revitalization Strategy Area.
- **Urban Progress Zone:** Created to attract new companies and encourage existing companies to add jobs and investment by providing NC State Tax Credits to qualifying businesses. The general area west of Butler Street is located within the Urban Progress Zone.
- **Housing Rehabilitation Program:** Provides financial and technical assistance to qualified owner occupants and investors to repair substandard properties.

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

THE ENVIRONMENT

A number of environmental issues are of concern in the plan area including floodplains, wetlands, topography, and water quality (see **Map 4** on **page 25**).

FLOODPLAINS

Floodplains are flood-prone lands adjacent to creeks and streams. There are requirements to manage activities in these areas. Two major urban streams running through the plan area, Peters Creek and Salem Creek have identified mapped flood-prone areas.

WETLANDS

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

TOPOGRAPHY

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

EXISTING PLANS IN STUDY AREA

The following studies have been completed for the plan area:

SOUTH CENTRAL WINSTON-SALEM AREA PLAN (adopted 2003):

The original *South Central Winston-Salem Area Plan* had approximately the same general boundaries except it included the Holly Avenue neighborhood now part of the Downtown Plan. The area plan included recommendations for land use, transportation, community facilities, housing, historic preservation, sense of community, community safety, and economic development.

WAKE FOREST INNOVATION QUARTER MASTER PLAN (2002)

A master plan was prepared for the Wake Forest Innovation Quarter, formerly known as the Piedmont Triad Research Park. The master plan calls for the development of state-of-the-art lab space combined with office, commercial, retail and residential space to transform this section of downtown into a thriving, urban research community. Plans call for the Wake Forest Innovation Quarter to be developed south of Business 40 with an educational flair. The Center for Design Innovation is under construction in the plan area on Rams Drive.

CREATIVE CORRIDORS MASTER PLAN

(endorsed by City Council in 2012)

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

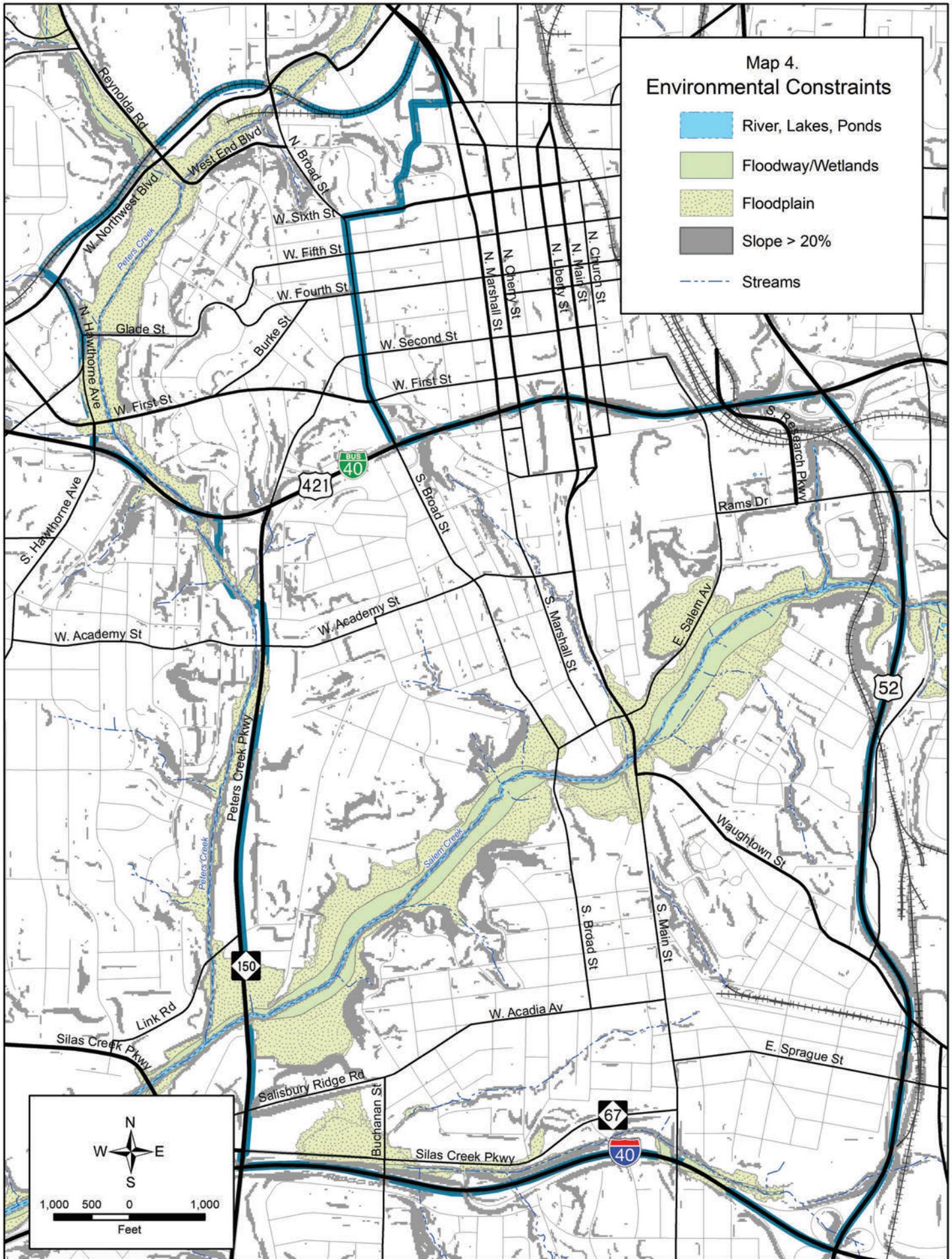
THE WINSTON-SALEM DOWNTOWN PLAN

(adopted 2013)

The *Downtown Plan* was developed to guide future public policy and land use decisions for several districts within the historical boundaries of the downtown. The plan supports the ongoing redevelopment of the surrounding areas and makes recommendations in the areas of economic investment, vibrancy, mobility, and public investment.

OTHER PLANS

Major institutions in the area, Old Salem, Salem Academy & College, University of North Carolina School of the Arts and Piedmont International University have all developed plans for their campuses. All are primarily internal documents and were not developed with extensive public involvement, nor adopted by City-County Planning Board or the Winston-Salem City Council.





Plan Kickoff Meeting

General policies from *Legacy 2030* provide the framework for recommendations in all area plans. Specific recommendations for the *South Central Winston-Salem Area Plan* 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 31**). Additionally, the Proposed Land Use Changes Map (**Map 5** on **page 29**) 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 South Central Plan Area are:

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



Link Apartments Brookstown from BB&T Ballpark

RESIDENTIAL

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

The following are general descriptions for categories of residential land uses and specific recommendations for locations within the planning area suitable for these categories of use. The sites are shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see **Map 5** on **page 29** and **Map 6** on **page 31**).

Single-Family Residential

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

- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of undeveloped residential land in parts of the planning area. This land is generally located in the southern portion of the West Salem neighborhood and in Washington Park.
- The predominantly single-family portions of Washington Park and Sunnyside/Central Terrace neighborhoods.

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 multifamily, townhouses, duplex, triplex, or quad units. Design Guidelines for Multifamily Development can be found in **Appendix B** on **page 77**. Low-density attached residential is recommended for two Residential Opportunity Areas discussed below.

Residential Infill

Generally, the residential infill land use is recommended for smaller sites in the Urban Neighborhoods Areas in Winston-Salem and sections of activity centers. Factors to look at for recommending residential infill are:

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

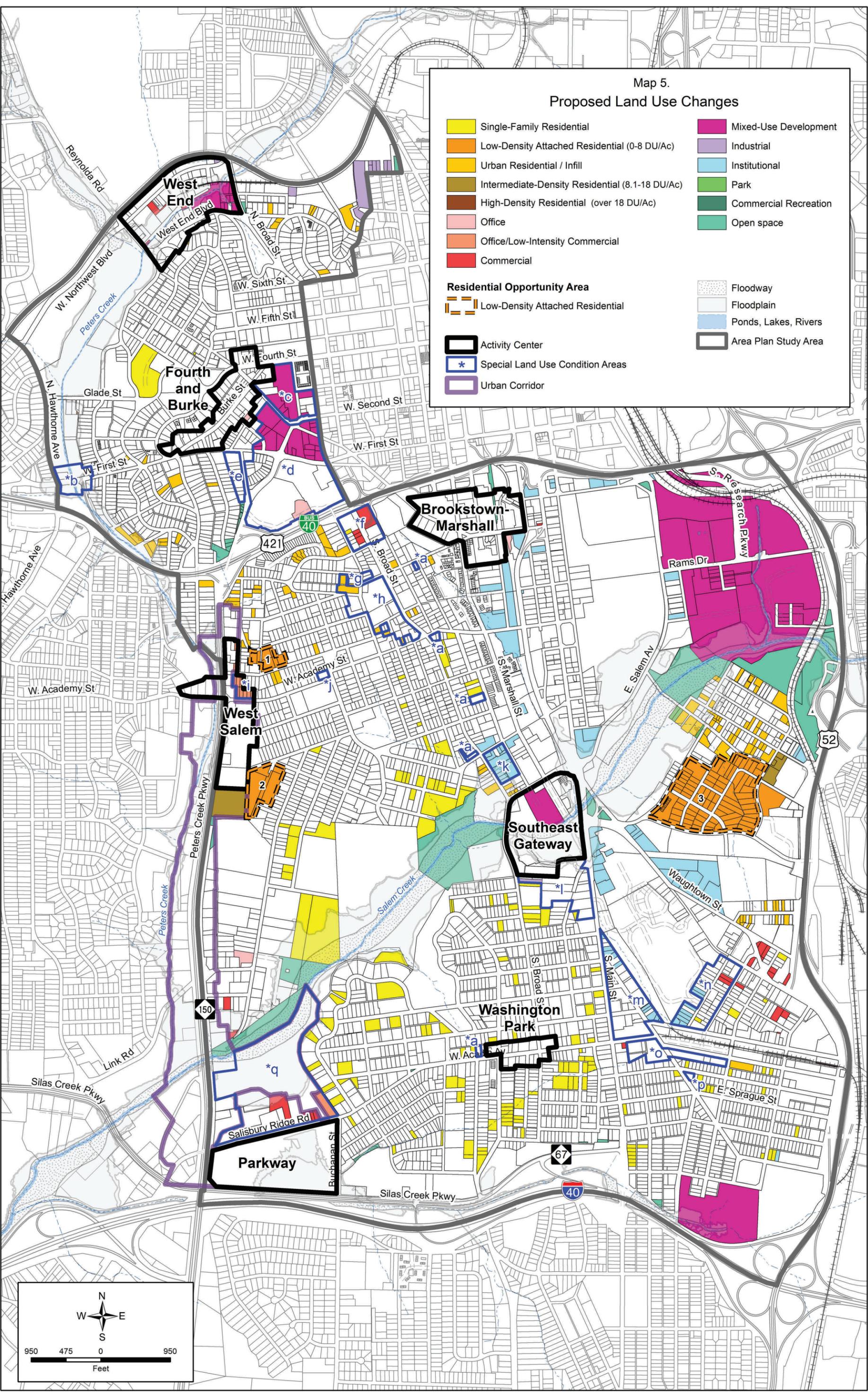
Generally, small residential infill sites should be developed under the RSQ or RM-5 districts. However, since the RSQ district does not allow clustering of development (by only allowing one building per zoning lot), in unique circumstances the Residential Multifamily (RM-8) district may be required to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

- Existing smaller sites in the West End area currently zoned RSQ or Residential Single-Family Historic Overlay (RSQ-HO).
- Existing smaller sites in the northern portion of the West Salem area currently zoned RSQ or RM-5.
- Existing smaller sites in the Happy Hill area currently zoned RSQ.
- Existing smaller sites in the Dixie Broadway area currently zoned Residential Multifamily (RM-18).
- A tract of land at the intersection of Junia Avenue and Lomond 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 77**. Intermediate-density residential is recommended for:

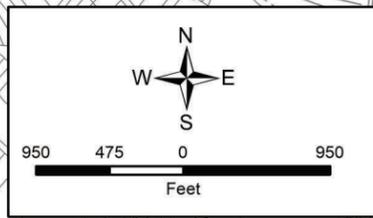
- A tract of land at the intersection of Haled Street and Sunnyside Avenue.
- A vacant tract along Peters Creek Parkway south of Academy Street.
- Sites with Special Land Use Conditions.



Map 5.
Proposed Land Use Changes

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

Residential Opportunity Area	Floodway
Low-Density Attached Residential	Floodplain
	Ponds, Lakes, Rivers
Activity Center	Area Plan Study Area
Special Land Use Condition Areas	
Urban Corridor	

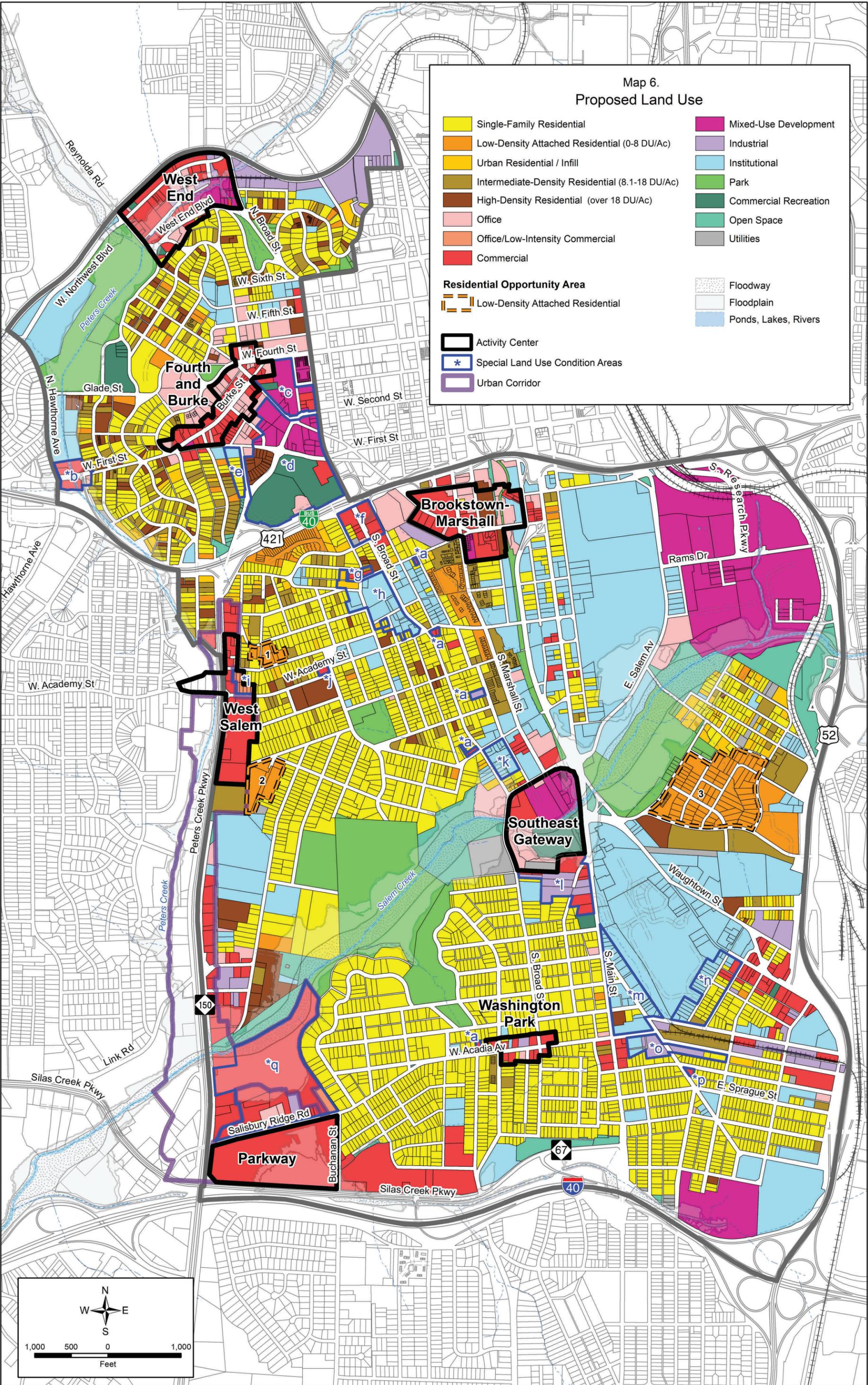


Map 6.
Proposed Land Use

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

- Residential Opportunity Area**
-  Low-Density Attached Residential
 -  Floodway
 -  Floodplain
 -  Ponds, Lakes, Rivers

-  Activity Center
-  Special Land Use Condition Areas
-  Urban Corridor



Residential Opportunity Areas

Site 1: Franklin, Bank, and Gregory Streets

This site has approximately 2.4 acres and is currently zoned RSQ, which allows for single-family to quadraplex units, and RM-18, which allows residential multifamily uses at a maximum density of eighteen units per acre. The site is mostly undeveloped and in single ownership. This plan recommends low-density attached residential land use at this location, up to approximately 8 dwelling units per acre, with compatible duplex, quadraplex, small footprint townhouse/multifamily development or clustered single-family structures. The site has some steep slopes requiring the clustering of some of the units. Developers could consider requesting closure of unopened right-of-ways to facilitate redevelopment of this site.

Site 2: Montgomery Street east of West Salem Shopping Center

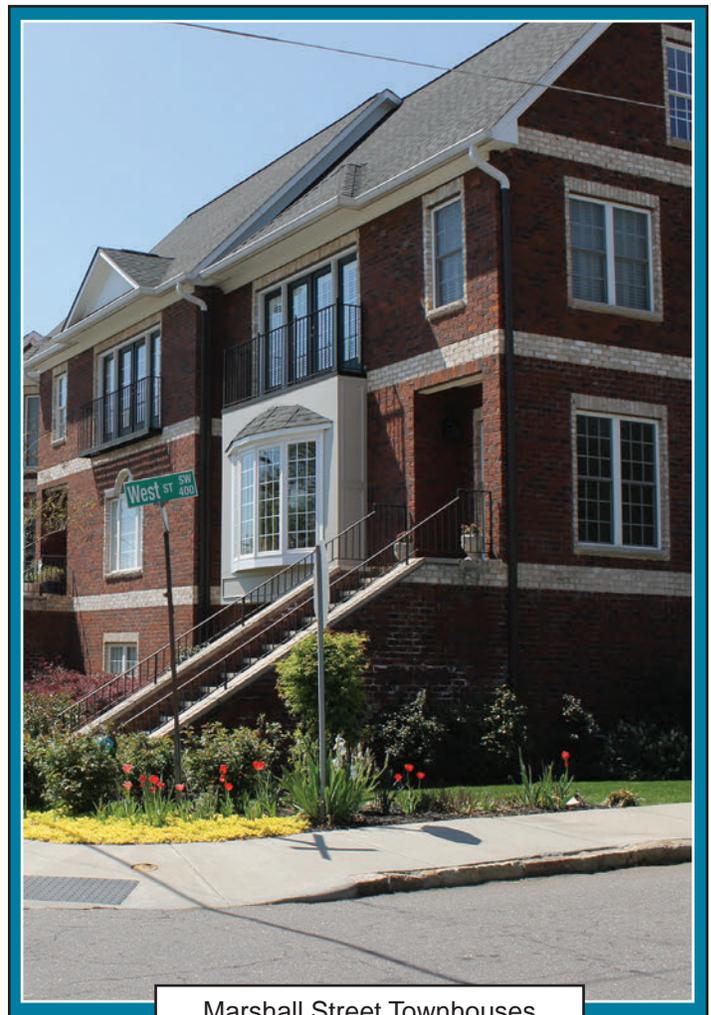
This mostly undeveloped site has approximately 5.5 acres and is currently zoned RSQ, which allows for single-family to quadraplex uses along Montgomery and Shuman Streets, with the remainder of the site zoned Residential Single-Family (RS-7), allowing for single-family residential use. The site is mostly undeveloped and has two single-family structures located in the northern portion of the site. This plan recommends low-density attached residential land use at this location, up to approximately 8 dwelling units per acre, with compatible duplex, quadraplex, small footprint townhouse/multifamily development or clustered single-family structures. Access to the site should be off Montgomery or Shuman Streets.

There is an undeveloped four-acre lot adjacent to this site fronting on Peters Creek Parkway. The site is currently zoned General Business (GB), which allows for commercial, office and multifamily uses. The site has a steep slope fronting on Peters Creek Parkway that limits its visibility from the road making it less desirable for commercial development and possibly more desirable for multifamily uses. This plan recommends considering developing these two sites together in order to increase residential densities along this important major thoroughfare. Main site access should be off Peters Creek Parkway and a substantial natural buffer should be retained to minimize the impact of Peters Creek Parkway to the surrounding single-family residential development. A pedestrian connection from this development to Diggs-Latham Elementary School should also be explored.

Site 3: College Park

College Park, funded by the Happy Hill Gardens HOPE VI grant, is a revitalization of the former Happy Hill Gardens public housing site. The new neighborhood is comprised of 272 rental units and 148 homeownership units. All three rental phases are completed: Providence Place is a 56-unit rental complex with townhouse and garden apartments; Alders Point is a 100-unit independent living senior complex; and Willows Peak is a 116-unit development of two-and-three-story garden apartments.

Homeownership opportunities include 59 detached, single-family homes and 89 townhouses. Five detached single-family homes have been sold and the homebuilder continues efforts to pre-sell the remaining lots and townhouses.



Marshall Street Townhouses

OFFICE AND COMMERCIAL

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

Office

Office uses typically have few negative impacts on adjacent land uses and can provide services to area residents, making them an appropriate transitional use between residential uses and more intense uses. Small-scale office development is recommended at:

- The southeast corner of the BB&T Ballpark.
- Various activity centers (see Mixed-Use Land Use Categories on **page 36**).
- Various areas with Special Land Use Conditions (see Special Land Use Conditions on **page 48**).

Office/Low-Intensity Commercial

This land use category includes all office uses as well as commercial uses listed in **Table 8**.

This plan recommends one area for new office/low intensity commercial and the conversion of some existing residential structures into office/low intensity commercial land

use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority of the plan; however, at certain locations it may be difficult to retain the existing single-family use on a specific property. The establishment of a transition between residential uses and commercial uses is recommended at the following location:

- West Salem Activity Center (see **(*i)** in Special Land Use Conditions on **page 52**).
- A parcel on Salisbury Ridge Road across from Buchanan Street (see **(*q)** in Special Land Use Conditions on **page 54**).

Guidelines for Conversion of Existing Homes to Office or Commercial Uses can be found in **Appendix C** on **page 78**.

COMMERCIAL

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

Table 8. 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

Institutional uses in the planning area are an important aspect of the character, vitality and future of the area. Institutional uses include schools, churches, government offices and services, community organizations and nonprofit agencies. Existing institutions should be permitted to grow and expand in a manner that is compatible with surrounding neighborhoods.

Because of the unique nature of institutions (many of which are allowed by right in residential zoning), it is not possible to indicate on the Proposed Land Use Map all properties for which institutional use would be appropriate.

GENERAL RECOMMENDATIONS

Many institutional uses found in the planning area are surrounded by single-family residential uses. As these facilities grow, the potential to tear down single-family structures can be detrimental to the urban fabric of the neighborhood, particularly in the older, historic sections of the neighborhood. New construction or additions to institutional uses can have a negative effect on adjacent single-family homes because of institutional uses typically have a bigger building footprint and massing. More specific institutional land use recommendations can be found under Special Land Use Conditions on **pages 50-54 (*h and m-o)**.

The plan recommends the following:

- Retain older single-family structures adjacent to existing/new institutional uses within the boundaries of the National Register Districts.
- Do not allow conversion of parcels in the National Register District to parking lots through the Special Use Permit (SUP) provision which allows for parking for institutional uses in residential districts.
- Encourage institutions owning single-family homes adjacent to their properties to maintain existing structures in good condition.
- Encourage the use of “green initiatives” in the development and redevelopment of institutional uses.

SPECIFIC INSTITUTIONAL LAND USE RECOMMENDATIONS

University of North Carolina School of the Arts Expansion:

The University of North Carolina School of the Arts opened in 1965 to train students for professional careers in the arts. It became part of the University of North Carolina

system in 1972. As one of the largest institutional uses in the planning area with more than 1,100 students, the school’s growth has created concerns about additional expansion into the surrounding historic neighborhoods. Since the adoption of the South Central Area Plan in 2003, Centerville and Sunnyside/Central Terrace neighborhoods have become National Register Historic Districts in addition to the already established Washington Park district. General recommendations include:

- Maintain the future growth of the campus within the following boundaries: to the west on Main Street from Waughtown Street, across from Doune Street, to Acadia Street; to the south on Monmouth Street from Sunnyside Avenue to Lomond Street; to the east on Center Street from Haled Street to Fayetteville Street; and to the north on rear property lines of existing commercial development fronting on Fayetteville Street and Waughtown Street from west of Dixie Broadway to Alder Street (see Proposed Land Use Changes Map on **Page 29**).
- Continue to build vertically rather than horizontally within the Campus (C) Zoning District boundary. Scale new development to locate more intense/taller buildings inside the campus district and the less intense buildings at the edge next to single-family homes.
- Upgrade/rebuild underutilized areas and existing older facilities instead of taking additional residentially-zoned properties for school expansion.
- Discourage surface parking lots except as a temporary use. Parking structures with street level offices and services are preferable where possible.

More specific recommendations are included under Special Land Use Conditions (***m-o**). See **pages 52-54**.



Piedmont International University

PARKS/OPEN SPACE

The Proposed Land Use Changes Map shows proposed parks and open space areas. Open space may consist of land protected by conservation easements or City, State or railroad -owned land (see Community Facilities Recommendations on **page 60**, for detailed park recommendations)

INDUSTRIAL

The largest area of existing industrial land use, City Yard, will eventually be replaced by the Innovation Quarter South District. The plan recommends the following:

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

MIXED-USE LAND USE

CATEGORIES

MIXED-USE DEVELOPMENT

Mixed-use development typically includes a mixing of compatible commercial, office, varied residential types and densities, institutional, and recreational uses. This plan recommends two specific areas for mixed-use which are described below and shown on the Proposed Land Use Changes Map (see **Map 5** on **page 29**). However, the concept of mixing uses is not limited to these areas only. The Special Land Use Condition Areas starting on **page 48** includes other locations where mixed-uses may be appropriate and will need to be evaluated individually on how they are integrated with and complement the surrounding neighborhoods.

Wake Forest Innovation Quarter

The concept of creating a research-based future took root in downtown Winston-Salem in the early 1990s when the Department of Physiology and Pharmacology of the Wake Forest School of Medicine moved into the first downtown Research Park building. The area was recently renamed the Innovation Quarter in recognition of the shift from biotechnology to a mix of biomedical and material sciences, information technology, and other health and communica-

tions fields. The Innovation Quarter is becoming a mixed-use hub in the community for scientific innovation and collaboration and a place where people come to work, live, learn and play.

A master plan for the Innovation Quarter was developed to guide future development in the area. The section south of Business 40, called the South District, is intended to have a mixture of academic and office uses in a park like setting with greenway and sidepath connections to other parts of the area and surrounding neighborhoods. The South District will eventually include the area currently occupied by City Yard. The Salem Creek Connector is currently being built in this area.

Carter G. Woodson School Site

Carter G. Woodson School is a public charter school serving students in grades K-12 since 1997. The school opened in a renovated building on the north side of Goldfloss Street west of US 52. The school later expanded by building a gym, classrooms and parking on a 32-acre tract of land with frontage on US 52 and I-40, formerly occupied by a textile mill. The majority of the site is zoned Institutional and Public (IP) with a section zoned General Industrial (GI) for general industrial uses west of Lucille Street. General recommendations for the undeveloped GI portion of the site include:

- Develop the site with a mixture of uses compatible with the Sunnyside neighborhood. A mix of residential types and institutional uses is recommended, including single family, low-density attached residential, small multi family buildings, educational and/or institutional buildings, recreation facilities, and open space.
- Provide open space in the form of a gathering space or plaza that is open to the public and centrally located.
- Develop the entire site comprehensively and do not subdivide it into numerous unrelated uses.
- Develop the site in a manner that takes advantage of its prominent location to present a high quality image from US 52 and I-40.

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 that meet the day-to-day needs of nearby residents, and ideally contain a grocery store and a pharmacy. Activity centers may also include a housing component, especially in suburban or future growth areas where new activity

centers are being proposed. Certain very large activity centers can serve as compact mixed-use regional centers for retail, office, civic and residential activity. It is important to install sidewalk connections throughout activity centers to encourage pedestrian as well as motor vehicle connections between uses.

The *South Central Winston-Salem Area Plan Update* identifies seven activity centers: the Parkway Activity Center, the West Salem Activity Center, the Fourth/Burke Activity Center, the Brookstown/Marshall Activity Center, the Southeast Gateway Activity Center, the Washington Park Activity Center, and the West End Activity Center. All of these activity centers, with the exception of the Southeast Gateway, were prioritized for public improvements by the City's Revitalizing Urban Commercial Areas (RUCA) program. The West Salem and Washington Park Activity Centers both received public funding for that purpose. General recommendations of the RUCA program are as follows:

RUCA Program Public Improvement Recommendations:

- Repair existing and build new sidewalks (see **Map 7** on **page 58** for locations of proposed sidewalks)
- Provide striped crosswalks at major intersections
- Create on-street parking, where feasible
- Investigate the use of traffic calming measures to reduce traffic speed and improve pedestrian safety and comfort
- Plant street trees along major roads

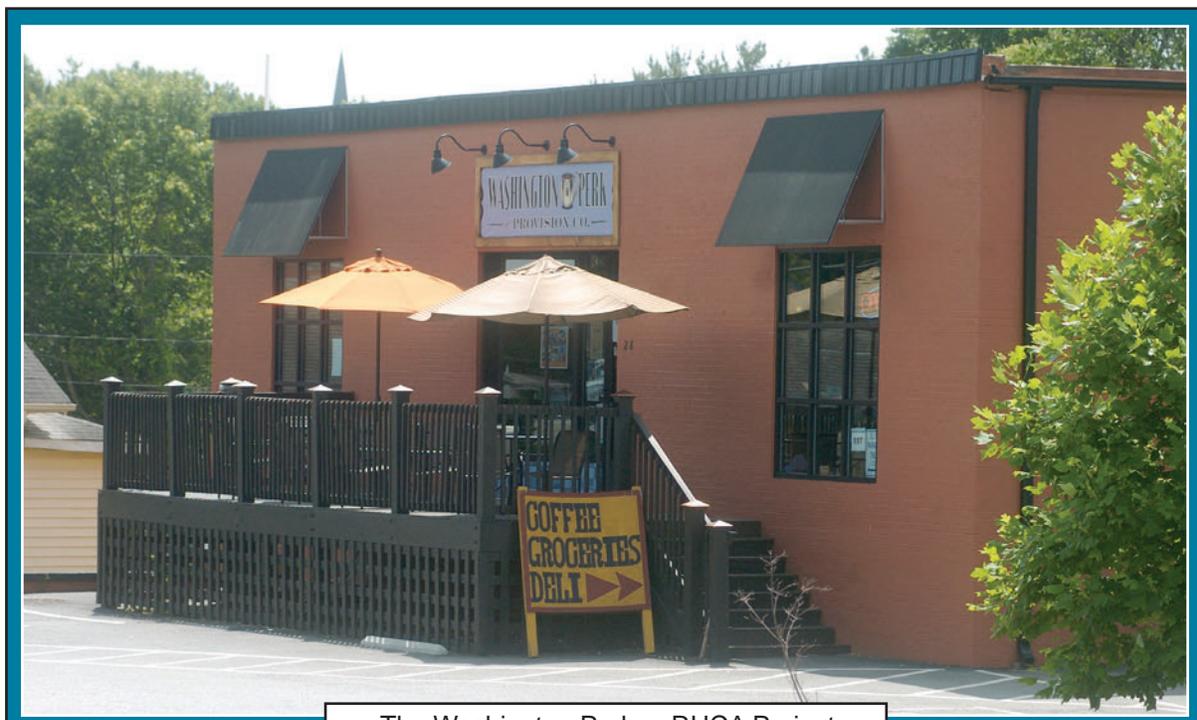
Private Site Improvement Needs:

Encourage private improvements through incentives and regulatory measures as follows:

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

Focal Points

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



The Washington Perk, a RUCA Project

Parkway Activity Center

The Parkway Activity Center (see **Figure 2**) contains approximately 30 acres and is located along the north side of Silas Creek Parkway east of the intersection with Peters Creek Parkway. It consists of the Parkway Plaza Shopping Center and its outparcels. It includes numerous uses, including a grocery store, drug store, office supplies stores, specialty shops, banks, and several restaurants. Although this shopping center is older and its appearance could benefit from some upgrades, it has a mixture of uses that complement each other. Despite the shopping center's relatively low vacancy rates there is a great deal of space dedicated to unneeded parking spots that could be used for other uses. This plan recommends the following for this activity center:

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between residential and commercial uses.

West Salem Activity Center

The West Salem Activity Center (see **Figure 3**) contains approximately 18 acres and is located along Peters Creek Parkway and Academy Street. It is composed of the West Salem Shopping Center and its outparcels, a mix of uses that includes professional offices, retail shops, restaurants, and gas stations. The shopping center's anchor space, until recently a grocery store, is now vacant. The shopping center received RUCA funds that were used for façade renovations, roof and parking lot repairs, and landscaping. This plan recommends the following for this activity center:

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



Figure 2. Parkway Shopping Center Concept

Plan Recommendations

comprehensively redeveloped and oriented towards Peters Creek Parkway.

- Allow single-family properties on the south side of Academy Street and north side of Bank Street to convert to office/low-intensity commercial land use with the retention of the existing structure. See (*) in Special Land Use Conditions on **page 52**.
- Explore converting portions of the existing surface parking of the West Salem Shopping Center into new stand-alone buildings for needed services, higher-density residential land uses or a combination of both (see **Figure 4**).

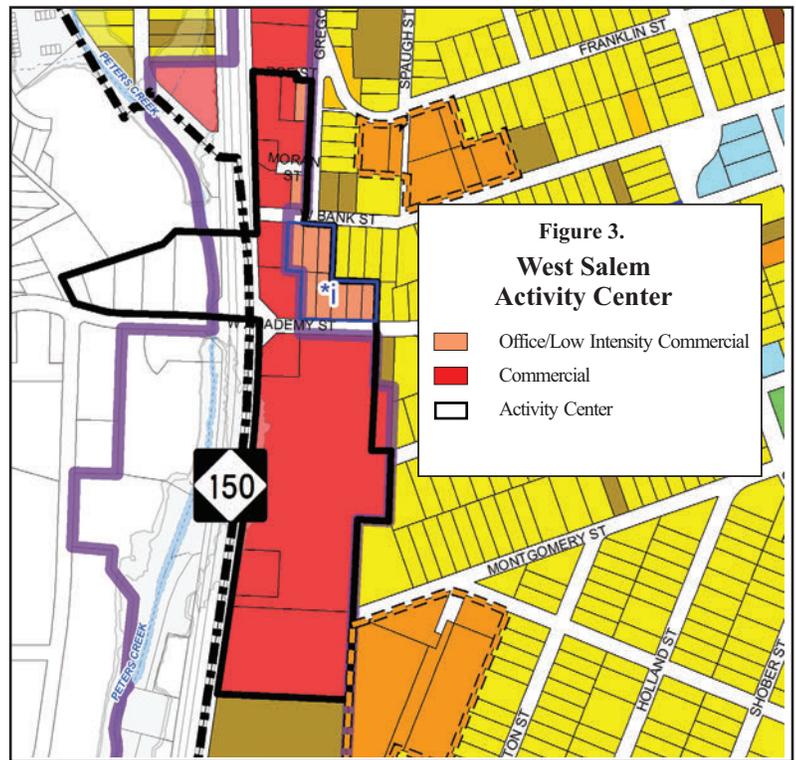


Figure 4. West Salem Shopping Center Concept

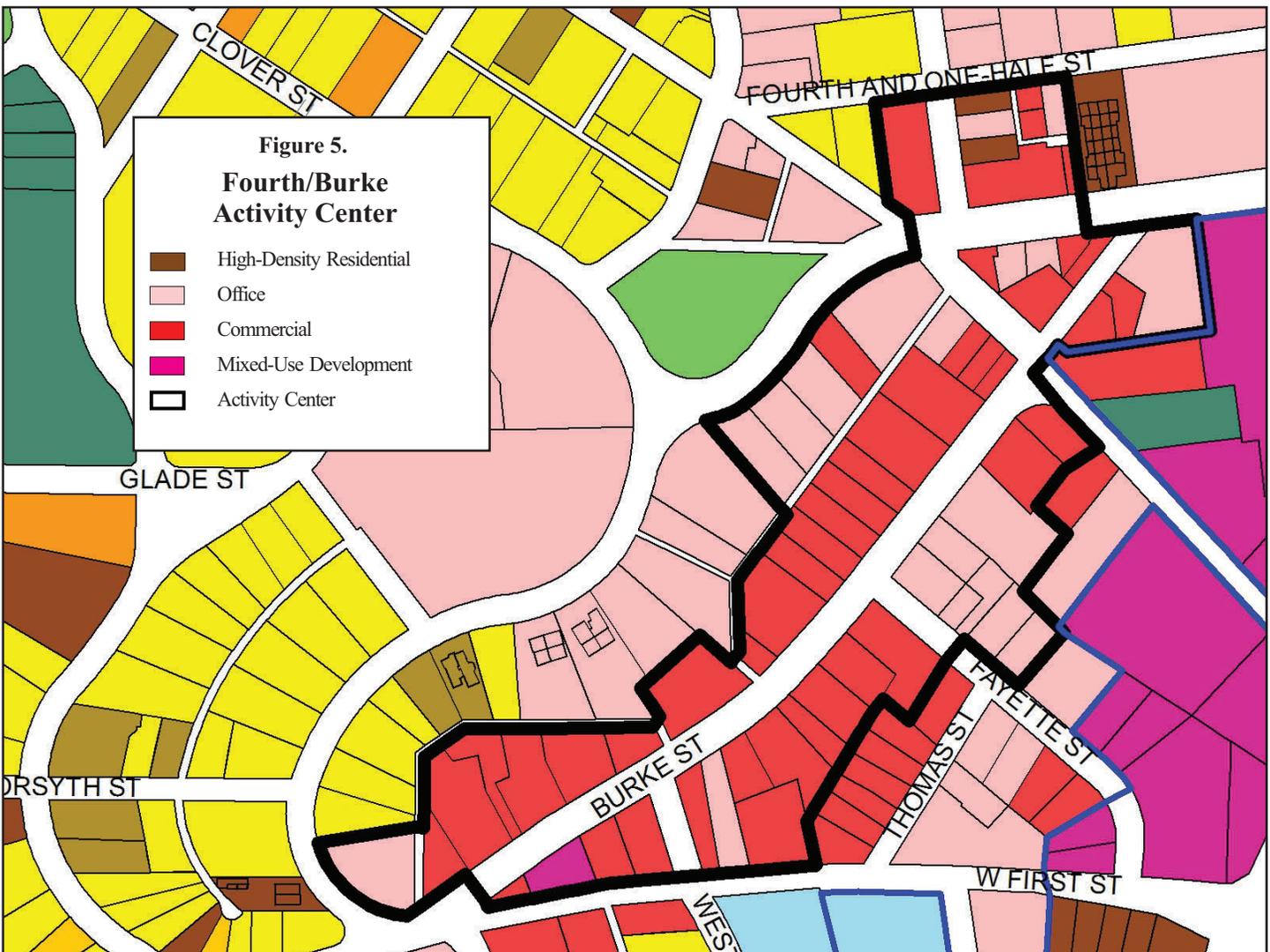
Fourth/Burke Activity Center

The Fourth/Burke Activity Center (see **Figure 5**) contains approximately 20 acres and is located along Burke Street from West First Street to West Fourth Street and along West Fourth Street between Brookstown Avenue and Burke Street. The area includes a mix of offices, dining and drinking establishments, retail stores, hair salons, and home improvement stores.

The activity center's proximity to the West End neighborhood, downtown, and BB&T Ballpark make it an attractive business location. However, some of the successes of new bars and restaurants on Fourth and Trade Streets downtown have come at the expense of Burke Street, with fewer of those types of businesses succeeding in the Fourth/Burke Activity Center.

This plan recommends the following for this activity center:

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between residential and commercial uses.
- Design parking areas to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings.
- Make additional streetscape improvements to encourage greater pedestrian activity within the activity center.

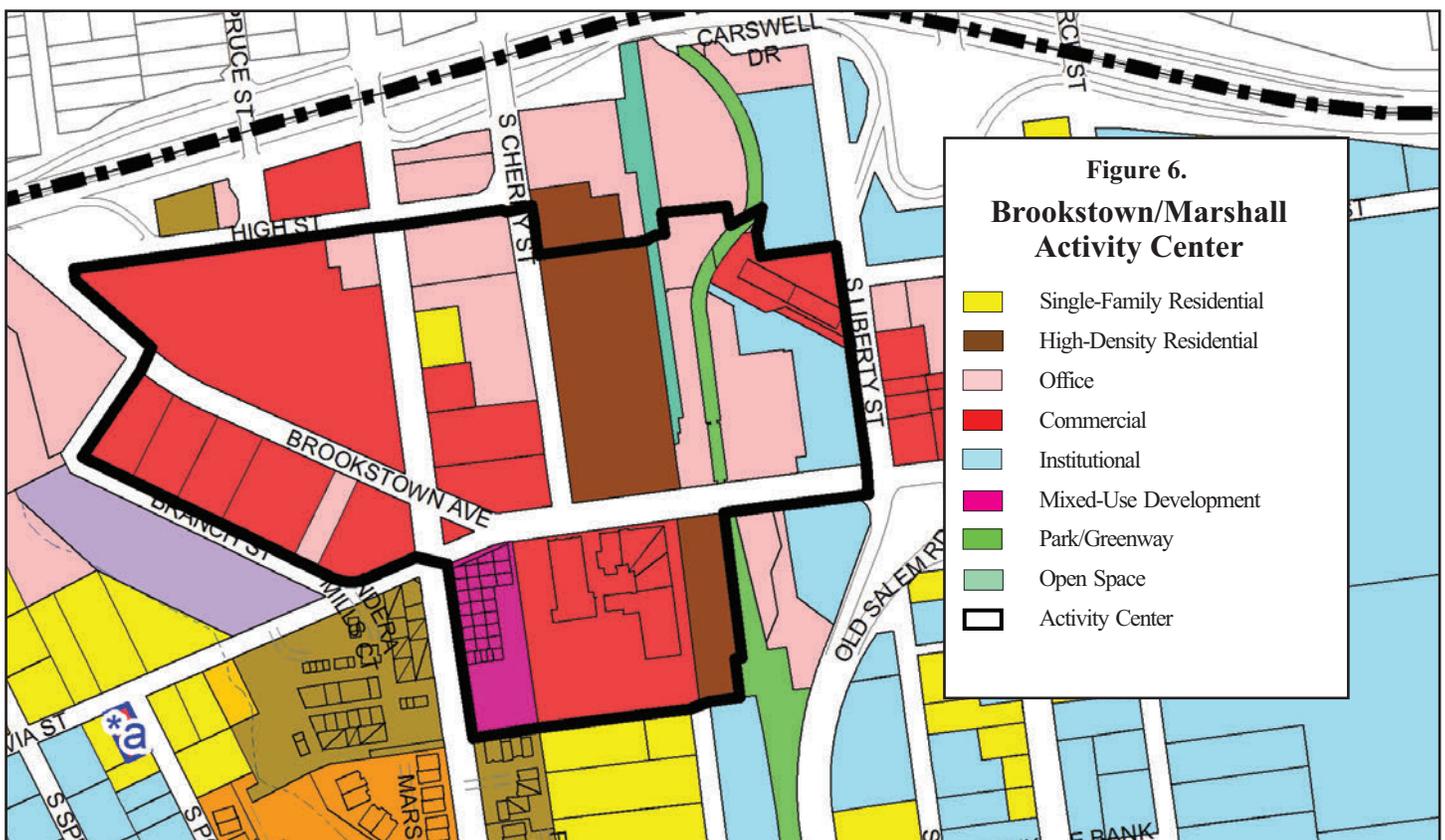


Brookstown/Marshall Activity Center

The Brookstown/Marshall Activity Center (see **Figure 6**) contains approximately 21 acres and is located along Brookstown Avenue from Cotton Street to South Liberty Street and along South Marshall Street from High Street to the Tar Branch Towers. The area has a wide mixture of uses, including multifamily residential, hotels, a convention center, several eating establishments, a museum, offices, and retail space. This activity center is strengthened by its proximity to downtown and the Strollway. It has been an attractive place for new multifamily development in recent years; however, commercial uses have struggled here.

This plan recommends the following for this activity center:

- Create additional commercial uses to serve multifamily residents as well as hotel and convention center guests.
- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian and bicycle connections between the activity center and downtown, particularly the bridges over and the Strollway segment under Business 40.
- Strengthen pedestrian connections between residential and commercial uses.



Southeast Gateway Activity Center

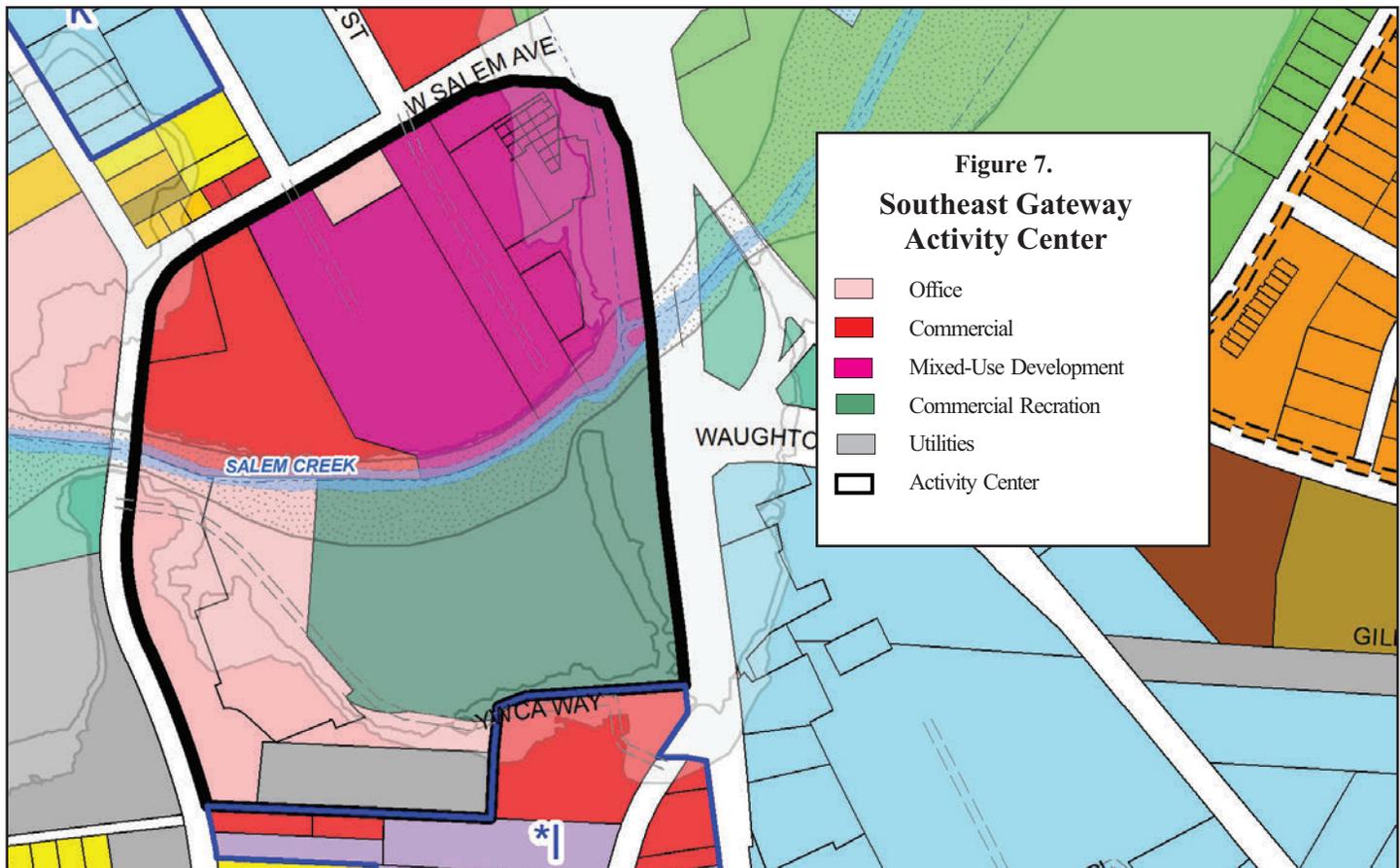
The Southeast Gateway Activity Center (see **Figure 7**) contains approximately 29 acres and is located along West Salem Avenue in the Washington Park neighborhood. It includes a fitness center, doctors' offices, and a mixed-use building with residential units and commercial space, including a restaurant. The Southeast Gateway was intended to be developed as an urban village with a wide mix of uses and good pedestrian access, including access to the Downtown Strollway and Salem Creek Greenway, which intersect at the activity center. However, the recent economic recession has stalled much of the development in this area.

This plan recommends the following for this activity center:

- Use undeveloped land within the site for additional mixed-use development with parking and outdoor spaces. Design outdoor spaces and amenities to enliven the pedestrian environment and provide open space for

shoppers, employees, and residents. Patios, plazas, and landscaped areas should be provided as amenities and may include seating, special paving, plantings, artwork, and food sales.

- Provide open space including a gathering square, green or plaza that is open to the public and is centrally located. Include public art in the square.
- Connect open space within the activity center to the Salem Creek Greenway and the Strollway.
- New buildings should be oriented to South Broad Street, Salem Avenue, and the pedestrian facilities that extend from South Marshall Street into the activity center.
- Design parking areas to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings.
- Continue strengthening the existing commercial areas through public and private improvements.

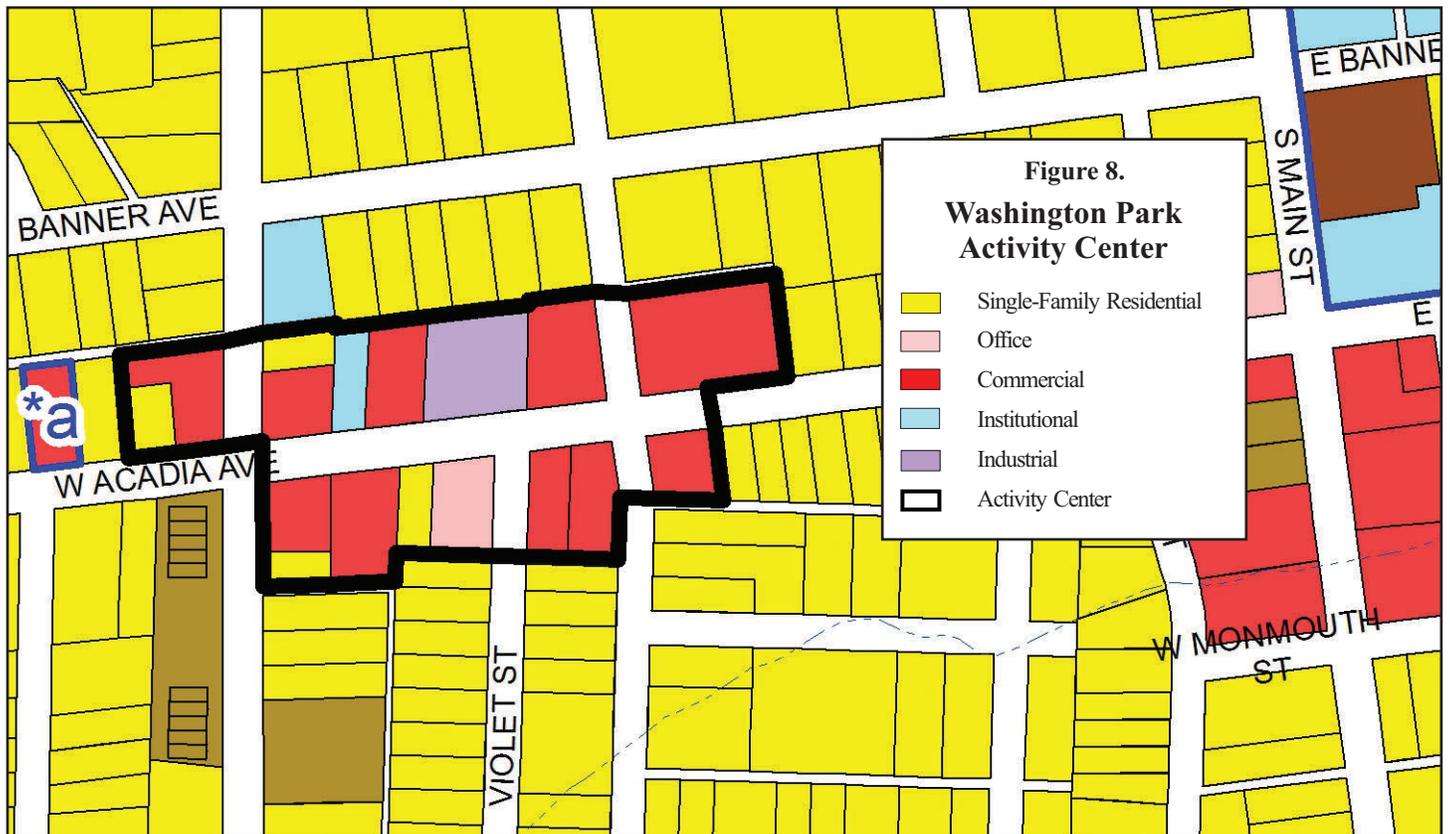


Washington Park Activity Center

The Washington Park Activity Center (see **Figure 8**) contains approximately 7 acres and is located along West Acadia Avenue in the Washington Park neighborhood between Hollywood Street and South Broad Street. This activity center serves the Washington Park and Sunnyside neighborhoods as well as University of North Carolina School of the Arts students and staff. Current land uses include a small grocery store/deli/coffee shop, pub, café, barber shop, convenience store, and several auto-related uses.

Appearance and community character issues, especially those related to building vacancies, have been the principle problems for the Washington Park Activity Center. RUCAs funds were used to help convert a vacant furniture store into the Washington Perk grocery store, as well as to make some streetscape improvements, such as brick-patterned crosswalks. This plan recommends the following for this activity center:

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between residential and commercial uses.
- Design parking areas to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings.
- New auto-related uses or expansion of existing auto-related uses are not recommended in the activity center.
- Encourage redevelopment of auto-related uses into other neighborhood-serving commercial and business uses, such as restaurants and retail space.

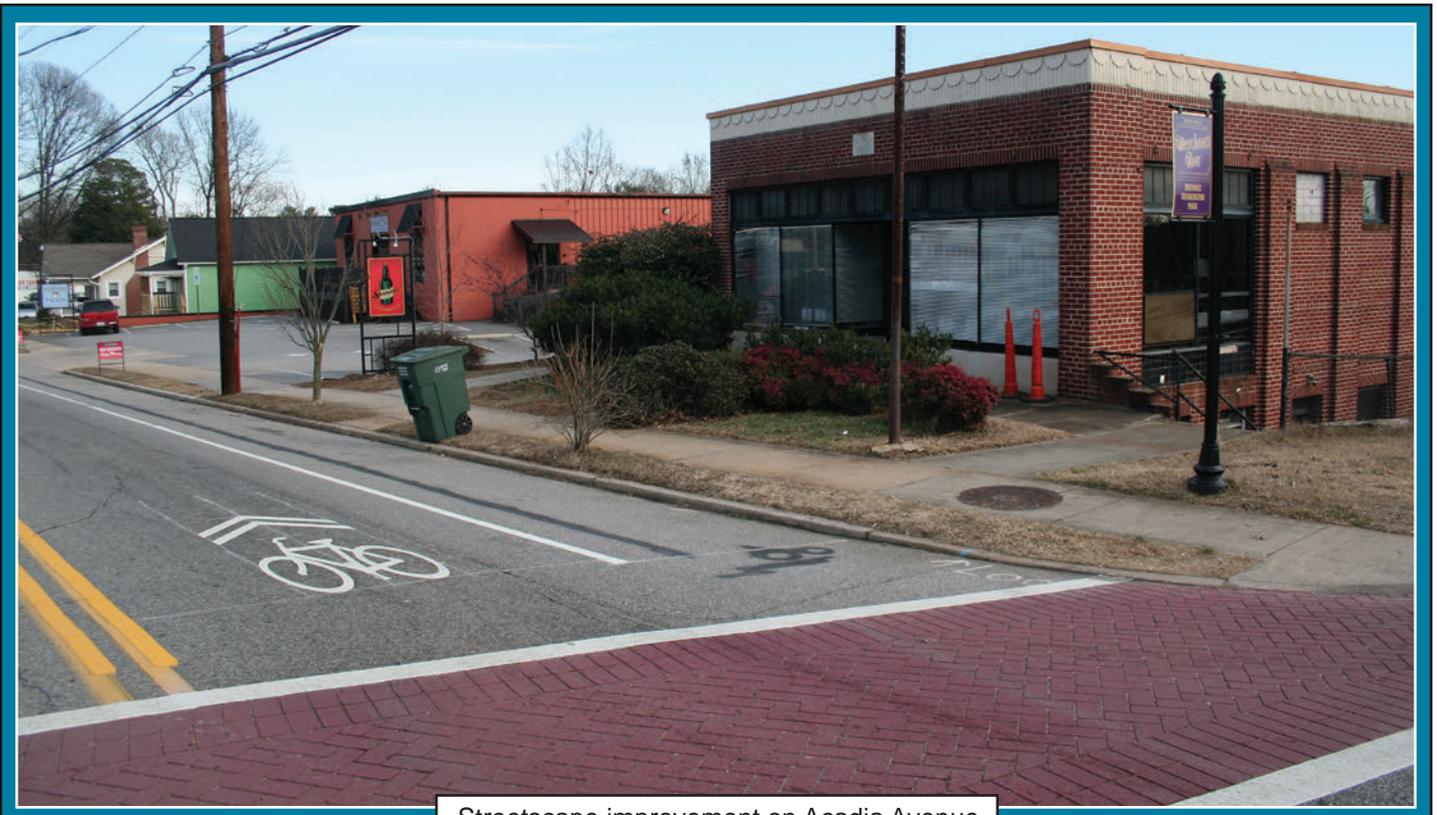


Plan Recommendations



One of the biggest concerns in the neighborhood is the proliferation of auto-related uses and the visual impact they have on the neighborhood serving commercial area. General appearance issues related to unattractive building facades and chain link fences are also a concern. The general area is zoned Pedestrian Business (PB) which allows auto repair and maintenance as a use by right. This particular use is a challenge to fit in with the pedestrian-friendly environment and neighborhood serving businesses generally intended by the PB District. This is an issue that comes up often in area plans when discussing neighborhood serving areas and activity centers. This plan recommends consideration of the following to limit or reduce the impacts of this type of use in the Washington Park Activity Center over a period of time:

- Change the PB District standards to eliminate auto-related uses by right. This type of change to limit the impact on existing auto-related uses in the PB district will have citywide implications and will require strong support from the City Council.
- Explore creating a low impact commercial zoning district. This could be accomplished by creating a new district or amending an existing district to exclude auto-related uses.
- Create a zoning overlay district for the Washington Park Activity Center with design standards to address appearance issues. This overlay district could require additional use conditions to minimize visual or other impacts in the neighborhood. Possible use conditions may include prohibiting outside parking of vehicles to be repaired, or additional screening/landscape requirements.



Streetscape improvement on Acadia Avenue

West End Activity Center

The West End Activity Center (see **Figure 9**) contains approximately 30 acres and is located adjacent to the northeast edge of Hanes Park and runs along West End Boulevard from Reynolda Road to North Broad Street on the south and along Northwest Boulevard between Reynolda Road and North Broad Street on the north. The West End Activity Center has historically served the West End neighborhood, but has more recently served the larger community.

The area has an eclectic mix of shops and offices as well as the new West End Millworks, a redevelopment of older industrial buildings that now feature a brewery, restaurant, yoga studio, distillery, and glass blowing studio. The activity center is bisected by Peters Creek, which could be used to the advantage of surrounding development by connecting this area to other developments along the creek.

This plan recommends the following for this activity center:

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between Hanes Park, surrounding neighborhoods, and commercial uses.
- Consider constructing a greenway/pedestrian connector along Peters Creek through the activity center (see **Figure 10** on page 47).
- Consider adding a vehicular or pedestrian bridge over Peters Creek on Bridge Street to improve connectivity within the activity center.

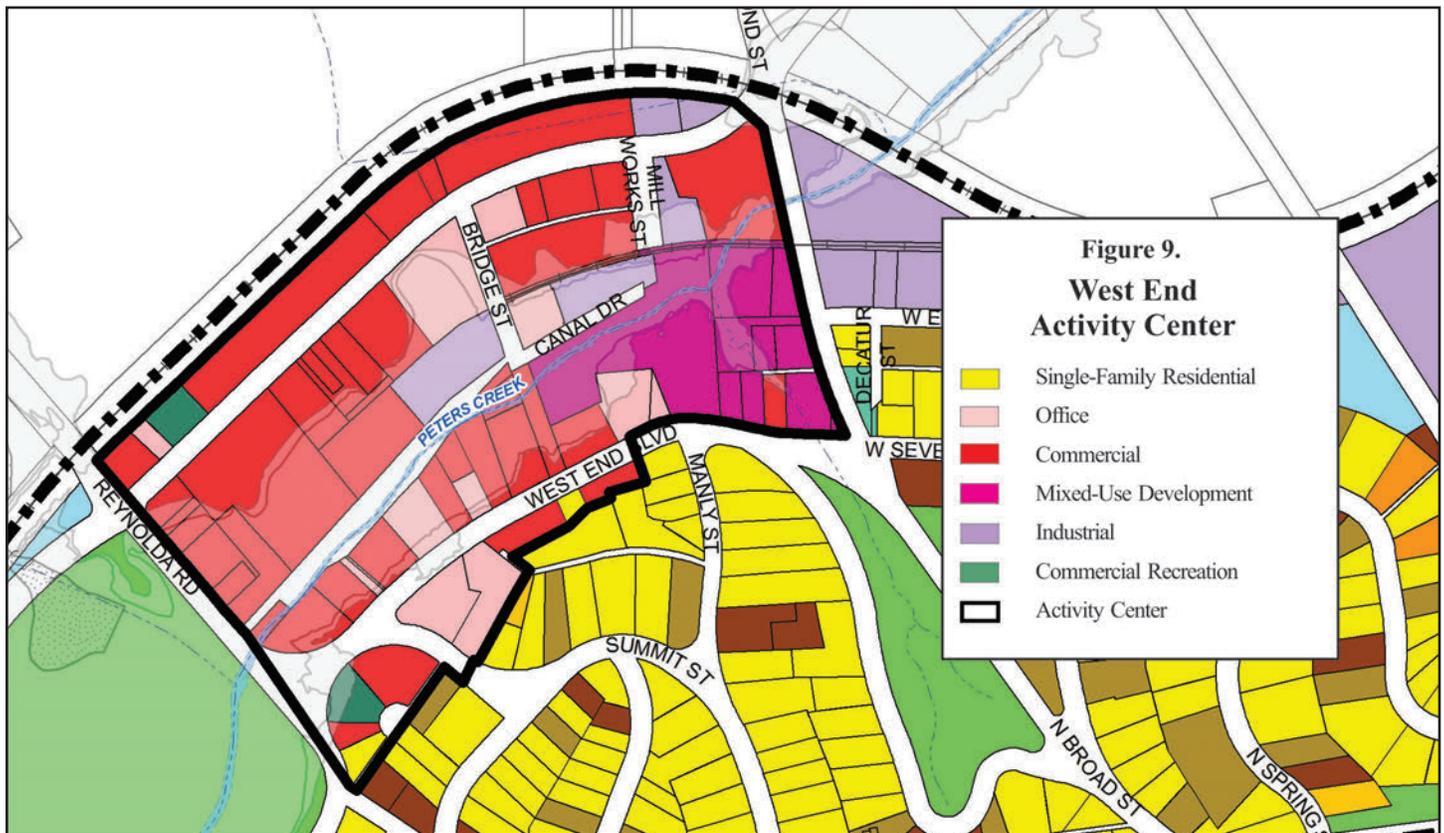




Figure 10. Possible New Development and Pedestrian Connector Along Peters Creek (above and on adjacent page)



SPECIAL LAND USE CONDITIONS

The Proposed Land Use Map (see **Map 6** on **page 31**) shows recommended land uses for all undeveloped property in the planning area and changes in land use for some developed sites. In some circumstances, there are special conditions or prohibitions of certain uses. These situations are referenced on the map with a blue ★ (star) and a lower case letter as follows:

★ a.

Nonconforming Uses

A number of properties with similar characteristics are grouped under this Special Land Use Condition. All of these properties are currently zoned Residential Multifamily (RM-5), Residential Single-Family Quadraplex (RSQ) or Residential Single-Family (RS-9), have a nonresidential structure on the property, and have an existing nonconforming use. These properties are as follows:

- A large commercial building at the intersection of Wachovia Street and Poplar Street zoned RM-5.
- A commercial building at the intersection of Broad Street and Academy Street zoned RS-9.
- A storage building on Poplar Street between West Street and Washington Avenue zoned RSQ.
- Shops at the intersection of Broad Street and Walnut Street zoned RS-9.
- A commercial building on the north side of the intersection of Acadia Avenue and Konnoak View Drive zoned RS-9.

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

- Do not rezone any of these properties to a nonresidential district. Lot sizes make it difficult to appropriately protect adjacent single-family homes and to provide adequate parking on site.
- The existing commercial uses can continue to operate under their nonconforming status.

★ b.

First Street and Hawthorne Road

An urban circulator connecting Downtown Winston-Salem with surrounding Center City areas has been proposed. The endorsed streetcar route follows First Street and Hawthorne Road to access Wake Forest Baptist Medical Center. A possible stop location is proposed at this location. The City will pursue federal dollars to implement this project.

For this project to be feasible, compact, mixed-use devel-

opment patterns will need to be promoted along and near the streetcar route. Since this project most likely will not start during the life span of this plan, no specific recommendations are made related to the streetcar. However, since the general commercial area serves surrounding neighborhoods and the Medical Center complex, this plan recommends the following:

- Strengthen the general area as a neighborhood center by adding neighborhood serving uses, deli, coffee shop dry cleaners, and convenience retail.
- Make the area more pedestrian-friendly and walkable by improving the safety, comfort, and visual quality of the pedestrian environment. Improvements could include using high-visibility, imprinted crosswalks at the main intersection, closing/reducing curb cuts along Hawthorne Road and First Street, and reclaiming areas previously used for greenery.
- Investigate the use of traffic calming measures to reduce traffic speed and improve pedestrian safety.
- Improve parking lot areas by resurfacing, redesigning, and adding landscaping.
- Explore parking-sharing opportunities with Brunson Elementary School.
- Keep the existing parking area for Brunson Elementary School to support the future redevelopment of the area if the school is turned into a park as it has been discussed in the community.

★ c.

West End Village Area

This 7.7-acre tract of land is bounded on the north by Fourth Street; on the east by Broad Street; on the south by Second Street; and, on the west by Brookstown Avenue. Green Street bisects the site leaving the majority of the developable land on the west side of Green Street. The majority of the site is in single-ownership, about 6 acres, and is zoned Pedestrian Business (PB). The tract at the intersection of Broad Street and Second Street is zoned Highway Business (HB). Recommendations are as follows:

- Develop the site with a mixture of intermediate-density to high-density residential uses, and limited commercial and personal services uses to support this development and adjoining residential neighborhoods. A village type concept, as originally planned, will create a transition between the Downtown/Holly Avenue neighborhood and the West End area. (See **Figure 11** on **page 49**).
- Develop the entire site comprehensively and do not sub divide it into numerous unrelated uses.
- Locate office or low-intensity commercial uses on the ground level to capture trade from surrounding neighborhood.

- Locate buildings to define the street right-of-way and close to the sidewalk edge.
- Locate parking areas internally, so they may be shared by the mixture of uses on site, and design them to be visually unobtrusive and pedestrian-friendly. Locate parking areas under the buildings, where feasible, and provide on-street parking throughout the development.
- Provide open space in the form of a gathering space or plaza that is open to the public and centrally located.

★d.

Ballpark Area

This 28.3-acre site is zoned Pedestrian Business Special Use (PB-S) Two-Phase. Phase one only included the development of the BB&T Ballpark. The remaining parcels of the two-phase site plan were left blank with the intent of having the market demand dictate the build-out time frame. However, the developer introduced some renderings to show the intent to develop the remaining parcels in a well-designed, pedestrian-friendly, mixed-use urban development that would serve to “anchor” the western edge of downtown. One of the future development two-phase parcels is currently being developed for the Link Apartments Brookstown. The other two-phase parcels located north of First Street remain undeveloped. The following conditions were approved by the City Council and remain in effect:

- All final development plans should go to the City Council for final approval.
- Prior to the approval of any Final Development Plans by the City Council, the developer shall submit a master plan for the second phase of the development. The master plan should include proposed building locations/placements, proposed land uses, parking areas, and should incorporate the elements of an urban mixed-use project.
- The developer shall dedicate a minimum of 0.59 acres of public park land within the second phase of the development.

★e.

Park Circle

This 1.8-acre site is zoned RSQ and comprises nine single-family structures on the west side of Park Circle. The



Figure 11. Original West End Village Concept – Multifamily Residential, Office, and Limited Commercial

existing structures are moderately maintained and are mostly one and one-and-a-half stories. The Link Apartments Brookstown is currently under construction on the east side of Park Circle. This multifamily development includes buildings that are five stories high. Due to the height and massing of this development, the homes on Park Circle are shielded from morning sunlight. Recommendations include:

- Develop the entire site comprehensively, if feasible.
- Allow more intense uses in these properties with low-density attached residential land use of up to 8 dwelling units per acre. Quadraplex, small footprint townhouse/multifamily development is appropriate at this location.

★f.

Broad and Green Streets

Two alternatives are currently being considered as part of the Business 40 improvements for the Broad Street interchange. One of the alternatives calls for modifying the interchange with Business 40 and the other for the removal of the Broad Street ramps. If the removal option is selected, the area could potentially be redeveloped since commercial properties will no longer have a direct access to Business 40 and the ramp right-of-way becomes available. In addition, the Royal Inn Motel and adjacent vacant lots are currently for sale. The entire area is zoned HB, including three lots on the east side of Green Street that are currently developed for residential use. Recommendations include:

- Explore redeveloping the low-budget motel into apartments similar to the close by Hilltop House Apartments.
- Keep an area of open space next to Business 40 and redevelop the remaining ramp right-of-way and adjacent properties to the south for office or low-density attached residential uses. Explore extending Spring Street north to access the units in the back or locate parking areas.
- Develop vacant lots on the west side of Broad Street for low-scale office or low-density attached residential uses of up to 8 dwelling units per acre. Consider including the property at the corner of Broad Street and Cotton Street in this redevelopment.
- The bridge on Green Street over Business 40 is recommended as a pedestrian/utility bridge, not for vehicular traffic. Green Street will no longer be a thru street; a cul-de-sac will be built south of Business 40. Protect existing homes on the west side of Green Street by keeping the three lots currently zoned HB for single-family residential uses. If this is not feasible and the lots need to be redeveloped with the vacant lots facing Broad Street, the following development conditions are recommended:
 - Vehicular access should only be onto Broad Street.
 - Structures, parking, and utility areas should be screened from view from Green Street. No chain link\ fencing, especially with barber or razor wire, should be used.

★g.

Wachovia and Green Streets

This half-acre site is located on both sides of Green Street and is zoned Limited Business-Special Use (LB-S) and Limited Business (LB). The building on the west side of Green Street has a mixture of uses including office, retail, and multifamily all served adequately with parking. The building on the east has retail, institutional, and multifamily

uses. Limited parking for these uses appears to be across Wachovia Street. Recommendations include:

- Expansion of these uses to adjoining properties is not recommended.
- Keep the existing RM-5 zoning for a vacant nonresidential structure south of the LB-S zoning.
- For the property on the east side of Green Street, consider acquiring the LB zoned portion of the lot north of this property for additional parking. If the Piedmont International University property is redeveloped, parking for this nonresidential building will be taken away.

★h.

Piedmont International University

This 9-acre site is zoned RM-5 and IP. The area is home to Piedmont International University which provides quality biblical studies to about 600 students. A number of residence halls, classrooms, undeveloped land, and a chapel-gymnasium are part of the campus. Some scattered individual lots are currently for sale at the edges of the campus. However, the possibility of selling the entire campus also exists. The following recommendations apply to different possible scenarios for development of the campus site.

Selling individuals parcels:

- Develop the individual vacant tracts of land currently for sale on Green and Bank Streets, Laurel Street, and Academy Street for residential infill under the existing RM-5 zoning. The existing lot sizes will allow only single-family or duplexes on these lots.
- Develop the larger tract of land currently for sale at the corner of Apple and Green Streets across from the four-story high Lee Residence Hall with compatible quadraplex, small footprint townhouse/multifamily development under the existing RM-5 zoning. The current zoning only allows up to four units per building.
- The lot at the intersection of Broad Street and Academy Street is used currently for parking for the Pope Activity Center and Griffith Hall. Selling this parcel takes away the parking for the activity center and could limit its future use.

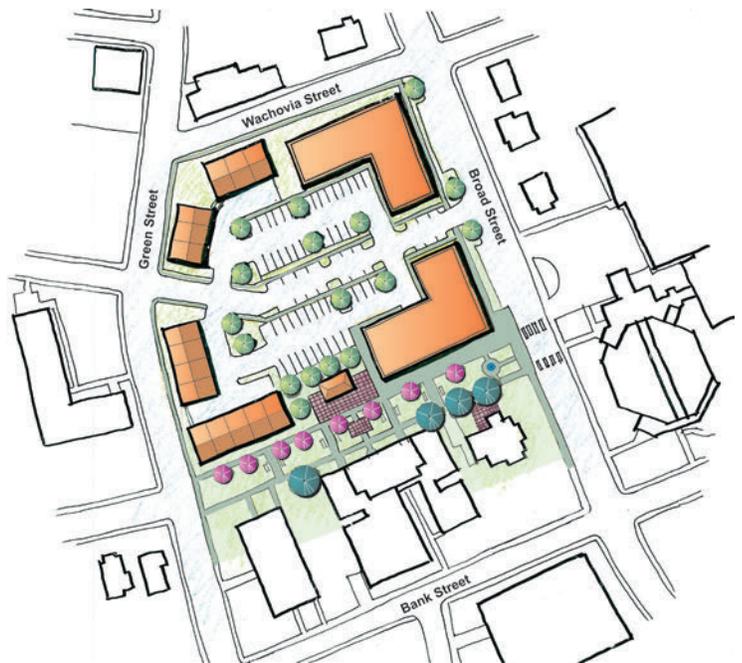
Comprehensive redevelopment of the entire campus:

- Explore finding a new institutional use for the campus.
- Redevelop the campus with a mixture of compatible office, varied residential types and densities, institutional, and recreational uses. Limited, small-scale commercial uses integrated within the buildings to serve the development and surrounding neighborhood is appropriate at this location.



Figure 12. Potential Redevelopment of a Portion of the Piedmont International University

- Redevelop the 2.8 acres on the north portion of the campus bounded by Green Street, Wachovia Street, and Broad Street which are currently undeveloped and used for parking, with compatible urban multi family or townhouse structures. Require site design that continues the existing pattern in the neighborhood of buildings with street frontage. Parking areas should be located behind buildings, broken into several small lots, screened from view or located under the buildings. See **Figure 12** and Design Guidelines for Multifamily Developments can be found in **Appendix B** on **page 77**.
- Reuse the existing residence halls for multifamily use, if feasible.
- Explore having the campus activity center building redeveloped as a community center.
- Maintain the open space area created by the closing of Franklin Street from Green Street to Board Street. Utilize this area for special activities that could include neighborhood sales, plants or produce sales or special neighborhood celebrations.
- Retain the former Salem Baptist Church Parsonage house, known as Grace Hall, on Broad Street. Explore the reuse of the house for an office or commercial land use.



★i.

Academy and Bank Streets

The boundaries of the West Salem Activity Center include properties on Academy Street and Bank Streets that currently have residential uses, but are zoned HB. The properties zoned for commercial use can be developed for that use by right. However, if they are converted to a nonresidential use the plan recommends the following:

- Develop HB zoned properties for office or low-intensity commercial use to create a transition between the intense commercial uses fronting on Peters Creek Parkway and the residential uses in the West Salem Neighborhood.
- Allow conversion of single-family structures on the north side of Academy Street currently zoned RSQ, heavily impacted by the gas station and shopping center, to office or low-intensity commercial uses with the retention of the existing structure. Combine/share driveways and locate parking to the rear of the structures.

★j.

Academy Street and Granville Drive

Two structures and a parking area were rezoned Neighborhood Business-Limited (NB-L) to allow for very limited commercial uses within a residential area. The site is currently vacant. Expansion of this commercial use to adjoining properties is not recommended. Expansion of these uses to adjoining properties is not recommended.

★k.

Broad Street and Salem Avenue

The block bounded by Broad Street, Salem Avenue, Poplar Street, and Walnut Avenue has multiple zoning districts including LI, LB, and PB. The block contains a number of residential structures, businesses, some of them vacant and for sale, and undeveloped land. This general area was part of a sixty-eight acre farm established by Salem Diacony and Brother Johannes George Stockburger. The original farmhouse and later additions are located on the site. Old Salem has acquired properties in the area since adoption of the *South Central Area Plan* in 2003 with the intent to recreate the farmhouse and its environment. This plan supports the long term efforts of Old Salem, but also recognizes that the entire block is zoned for nonresidential uses and property owners could redevelop individual lots for nonresidential uses. The plan recommends the following:

- Encourage Old Salem to acquire additional needed properties and move ahead with implementation of their plan for the area.
- For the southernmost portion of this block, this plan recommends a mix of uses including single-family res-

idential, small-scale office and low-intensity commercial. Retain existing historic structures and ensure new structures are compatible in character and scale.

★l.

Main and Doune Streets

This nonresidential land use area is located between the YWCA and the Washington Park neighborhood. A vacant building and a number of businesses are located in this area and are zoned MU-S, LI, RS-9, and HB. Recommendations include:

- Develop the area for institutional uses for the University of North Carolina School of the Arts or with a mixture of intermediate-density residential use of up to 18 dwelling units per acre closer to the YWCA and low-density attached residential use of up to 8 dwelling units per acre adjacent to Washington Park.
- Require buildings to have frontage on Main Street. Doune Street can serve as the main access to the development. A secondary access can be provided off Broad Street.
- Special attention should be given to the streetscape along Main Street to establish an attractive entrance to the Washington Park neighborhood.

★m.

Main Street and Sunnyside Avenue

The University of North Carolina School of the Arts (UNCSA) needs to replace outdated residence halls and apartments located inside the existing campus area. The east side of Sunnyside Avenue between Main Street and Haled Street is the targeted area to locate the new residential development. This section contains 19 contributing buildings out of the originally documented 349 contributing buildings in the Washington Park National Register Historic District. Most of the buildings are owned by UNCSA. Recommendations for the different sections of this area are as follows.

Sunnyside Avenue:

- Rezone the east side of Sunnyside Avenue from Main Street to Haled Street to the C-S Zoning District consistent with the majority of the existing campus zoning. Off-street parking required for this future student housing development will need to be provided within the boundaries of the C-S District.
- The front yard setback for the Campus District is twenty feet, which is not entirely compatible with the existing single-family character of the area. Explore reducing the required front yard setback for multifamily residential

in Growth Management Area (GMA) 2 in urban areas where it is not consistent with the existing setbacks. Such a modification would require an amendment to the Unified Development Ordinances (UDO).

- Consider leaving the first 4-5 lots facing on Main Street across from Vintage Avenue for open space to open up the view of the campus from Main Street or for special landscaping to define a possible new vehicular entrance to the campus across from Vintage Avenue. These lots are not deep enough to accommodate new development.
- Reuse of existing historic structures is strongly encouraged. If historic structures cannot be adaptively reused, every effort should be made to try to relocate them to an appropriate site in the neighborhood or on the campus. Demolition of historic structures should be discouraged and should only be considered if no other alternative exists. (See Historic Preservation Recommendations on page 66).
- If demolition of the existing structures is the only viable alternative, UNCSA should make every effort to ensure the design of the new residential development is compatible with the historic residential character of the area.
- Maintain the pedestrian friendly character of the street by retaining residentially-scaled front setbacks and building heights not to exceed two stories on the front of buildings along Sunnyside Avenue. Building height can be increased on the back side that faces the campus property to take advantage of the sloping topography.
- Design buildings to be residential in character with sloping roofs, porches, and variety in building form. Add architectural detailing to the main façades to add interest to the street and include pedestrian-friendly features such as awnings, porches, columns, and recessed doors. No blank walls should face Sunnyside Avenue.
- Reduce massing of the buildings by dividing the roof and main façade surface into smaller components. This could

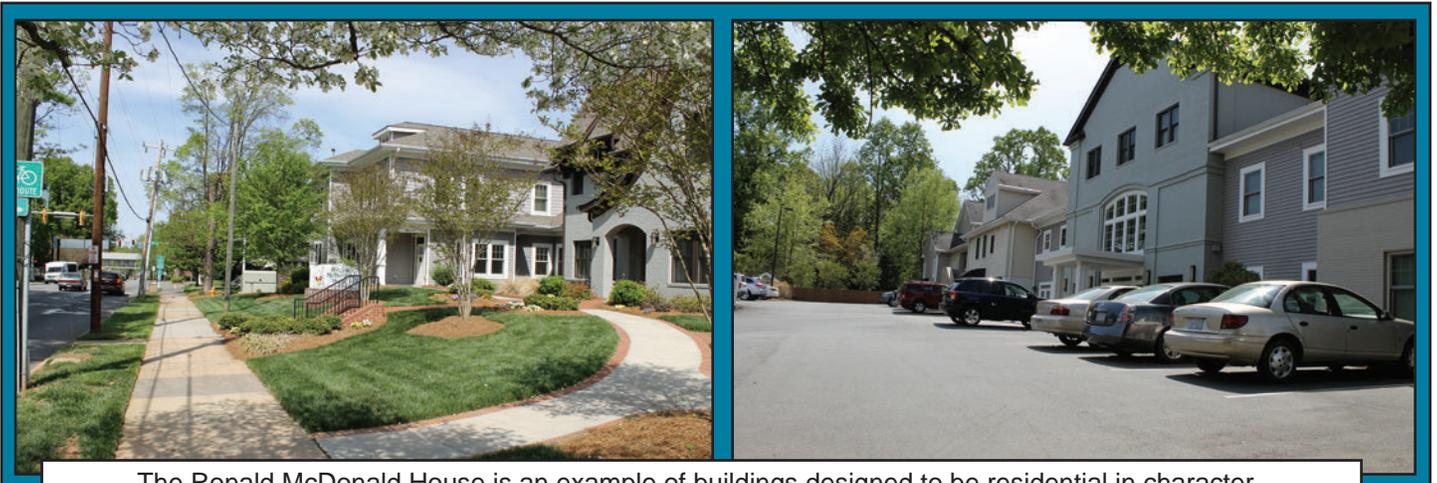
include changing the roof or wall plane, projecting and recessing elements, or varying roof lines.

- Orient primary building entrances to Sunnyside Avenue, following the pattern established by existing development on the street.
- Add street trees, wide sidewalks, street furniture, special paving areas, attractively-scaled lighting fixtures, and planting areas/planters with flowers or evergreen plants where feasible.

Main Street, Acadia Avenue, and Sunnyside Avenue:

Most of the properties in this triangle of land are owned by UNCSA except for two single-family homes zoned RSQ north of Cascade Avenue and properties facing on Banner Avenue. Recommendations include:

- Use this block to make a transition between the more intense school campus district and the residential neighborhood to the west of Main Street. Do not extend campus zoning to include parts of this block and do not extend it to the residential area west of Main Street.
- Retain four contributing structures facing Main Street north of Banner Avenue: the Harvey A. Giersch House, W. Lee Springs House, Rufus Arthur Spaugh House, and the Lindsay E. Fishel House, to help separate the campus from the residential development west of Main Street.
- Two single-family homes and an apartment complex located south of Banner Avenue and north of the UNCSA storage facility are currently privately-owned. Most of the block is owned by the school so it is possible these properties could become part of the campus in the future. Salem View apartments, although outdated, could be used for student housing. If a new use is desired at this location, institutional uses are recommended.



The Ronald McDonald House is an example of buildings designed to be residential in character.

★n.

Chapel and Center Streets

This area is within the boundaries of the Centerville National Register Historic District. This section contains 26 contributing buildings out of the originally documented 91 contributing buildings in this district. Many of the buildings west of Chapel Street are owned by UNCSA. A Campus Police Operations Building is currently under construction off Kenan Drive west of Chapel Street. Recommendations include:

- Rezone only the residentially-zoned lots located on the west side of Chapel Street north of Haled Street to the Campus-Special Use (C-S) Zoning District consistent with the majority of the campus zoning. The block bounded by Chapel Street, Waughtown Street, Center Street, and Haled Street should be rezoned only after properties along the west side of Chapel Street have been developed. Off-street parking required for this future development will need to be provided within the boundaries of the C District.
- Recommended uses include small-scale institutional or multifamily residential for the entire area. If a parking deck is needed at this location, it should be located next to the taller buildings at the edge of the campus and not in the block currently used for single-family residential because of the negative impacts a structure like that will have on the surrounding neighborhood.
- Reuse of existing historic structures is strongly encouraged. If historic structures cannot be adaptively reused, every effort should be made to try to relocate them to an appropriate site in the neighborhood or on the campus. Demolition of historic structures should be discouraged and should only be considered if no other alternative exists. (See Historic Preservation Recommendations on page 66).
- If demolition of the existing structures is the only viable alternative, UNCSA should make every effort to ensure the design of the new development is compatible with the historic residential character of the area.

★o.

Sunnyside and Junia Avenue

This area bounded by Acadia Avenue, Junia Avenue, and Monmouth Street is currently zoned LI, which is not a compatible zoning district in the Sunnyside/Central Terrace National Register Historic District. UNCSA owns some properties in the area. This plan recommends this site be developed at a later date for limited school operational facilities, services and support or multifamily if needed.

★p.

Sunnyside and Monmouth

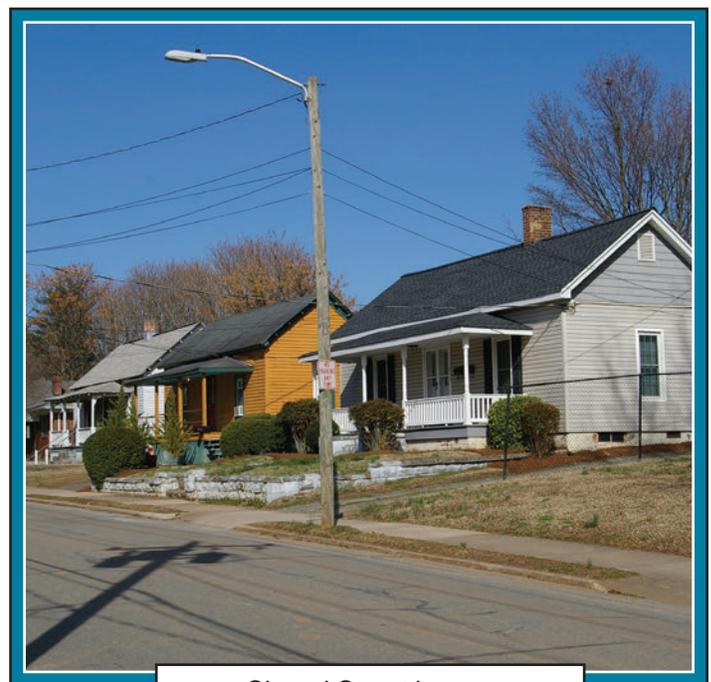
An existing nonresidential structure was rezoned Neighborhood Business-Limited (NB-L) to allow for very limited commercial uses within a residential area. The site is currently vacant. Expansion of this commercial use to adjoining properties is not recommended.

★q.

Marketplace Mall

Marketplace Mall has had a significant tenant turnover and high vacancy rate in recent years and could benefit from improved vehicular and pedestrian access. Recommendations include:

- Improve pedestrian and bicycle access:
 - Provide a path or a sidewalk to Marketplace Mall from Salisbury Ridge Road.
 - Build a bridge across Salem Creek to connect the extension of the Salem Creek Greenway and Marketplace with the residential neighborhoods north of Salem Creek.
- Explore providing a vehicular connection to the Washington Park neighborhood by an access drive off of Salisbury Ridge Road.
- A tract of land with split zoning, RS-9 and HB, is located on Salisbury Ridge Road, across from Buchanan Street. Allow office or low-intensity commercial development to serve as a transition between commercial development to the east and the Washington Park neighborhood.



Chapel Street homes

TRANSPORTATION

RECOMMENDATIONS

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

PROPOSED STREET AND HIGHWAY IMPROVEMENTS

The proposed Transportation Improvements Map (see **Map 7** on **page 58**) shows the location of the proposed projects listed in **Table 9** on **page 56**, 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) and *Metropolitan Transportation Improvement Program* (MTIP) Projects are as follows:

US 52 (U-2826, U-2826B)

US 52 from Interstate 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.

Business 40 (U-2827BB)

Pavement and bridges along Business 40 need to be replaced, and many of the roadway's features do not meet today's standards. In addition, there are high crash rates at many locations in the project study corridor. The purpose of the Business 40 Improvement Project is to address these conditions. Project planning has been underway for many years and includes extensive public involvement. The project will include: improving the width of the road to bring it

up to current standards; removing and replacing pavement and bridges; removing and reconfiguring exit and entrance ramps; and widening shoulders and adding new shoulders where possible. This project is scheduled to begin construction in 2017 and will likely be underway for 4 years, with complete closure of the road for up to two years.

Salem Creek Connector (U-2925)

The Salem Creek Connector will enhance access/from US 52 from Winston-Salem State University (WSSU), Salem College and the Wake Forest Innovation Quarter. It will also help reduce traffic congestion and improve pedestrian safety at WSSU, provide a direct route to the revitalized eastern area downtown Winston-Salem, and enhance motorist safety on US 52. The project consists of constructing a new 1.1 mile four-lane divided boulevard on new location from Martin Luther King Jr. Drive (SR 4325) north to Rams Drive (formerly Stadium Drive) at Research Parkway. The project includes US 52 interchange modifications, including closure of the Rams Drive interchange and reconfiguration of the Vargrave interchange into a diverging-diamond interchange. This project is underway and scheduled to be completed by late 2015.

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 are no proposed locations for new collector streets in the study area.



Salem Creek Connector

Table 9. Transportation Improvement Projects

Location	Description	Current Status	Completion
Road Widening and Improvements			
U-2826 - US 42 (I-40 to Northern Beltway)	Widen and upgrade roadway and interchanges	Unfunded MTIP Project	---
U-2827BB - Business 40	Upgrade roadway and remove one interchange, replace bridges	MTIP Project	2019
New Roads			
U-2925 - Salem Creek Connector	Boulevard	MTIP Project	2015
Martin Luther King, Jr. Drive Extension	Boulevard	LRTP Project	—
Interchange/Intersection Improvements			
U-2827BA- Business 40	Improve interchange with Peters Creek Parkway	MTIP Project	2013
Bridge Improvements			
B-2882 - Glade Street	Replace bridge over Peters Creek	MTIP Project	—
B-25008 - S Broad Street	Replace bridge over Salem Creek	MTIP Project	—

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

GENERAL RECOMMENDATIONS

The Peters Creek Parkway Growth Corridor is proposed to generally include the first tier properties on the east side of the road, including Marketplace Mall and Parkway Plaza Shopping Center, and to follow Peters Creek on the west except for properties around Hutton Street and Academy Street. (See **Map 6** on **page 31** and **Figure 14** on **page 57**). Recommendations include:

- Support the proposed cross section improvements for Peters Creek Parkway, including the reduction in lanes, the addition of pedestrian/bicycle facilities, and landscape improvements.
- Redevelop this growth corridor with a mixture of uses to include commercial, office, and multifamily land uses.
- Redevelop properties within the existing boundaries of the growth corridor. No additional rezoning to nonresidential districts should be allowed in order to protect the surrounding residential neighborhoods.
- Redevelop this section of Peters Creek Parkway with an urban form where buildings are located near the street and parking is located to the side or rear of the structure. (See Design Recommendations on **page 65**).

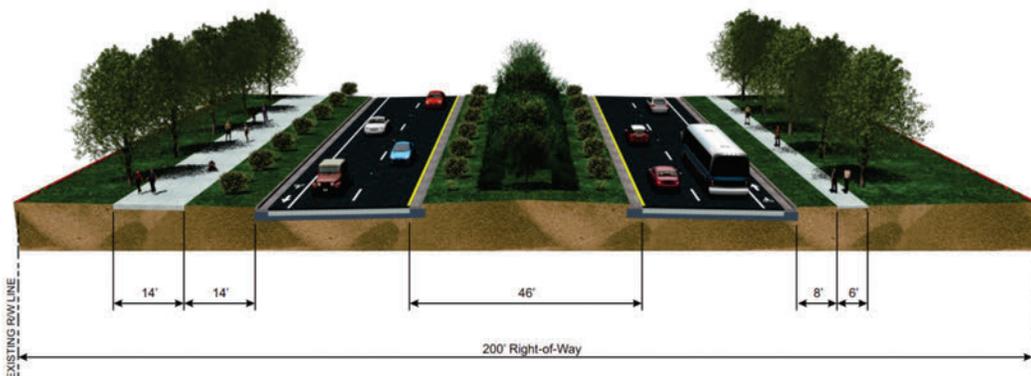


Figure 13. Peters Creek Parkway – 200' Right-of Way Typical Section

- Add more concentrated development to the area by retrofitting and redeveloping existing sites.
- Encourage future redevelopment in nodes along the corridor that are already functioning as center for the surrounding neighborhoods. The proposed nodes (Academy Street, Marketplace Mall, and Parkway Plaza Shopping Center) already have concentrated commercial activity and large expanses of surface parking that can be converted to new stand-alone buildings for needed services or higher-density residential land uses. (See **Map 6** on **page 31**).
- Support the efforts of PCCI, particularly on the small to medium-size projects they have identified, to have an impact on the function, appearance, and community perception of the Parkway. These projects include general clean-up and maintenance, beautification, engaging the business community, and improving bus stops and pedestrian safety. (See Transportation Features on **page 10**).
- Develop minimal and simple standards to preserve design flexibility and creativity in making an urban, pedestrian-oriented environment. The intent of the standards should be to prevent new suburban-style development along the corridor. (See Design Recommendations on **page 65**).
- Study the feasibility of creating a zoning overlay district for this section of Peters Creek (as well as other Growth Corridors) once all area plans are updated. Consider implementing such standards sooner if conditions along the corridor change substantially due to an increase in redevelopment activity, or if an overlay district request is brought forth by the local community.

POTENTIAL STREETCAR/URBAN CIRCULATOR

City Council in 2014 approved an Alternatives Analysis for a potential Urban Circulator that would connect key employment, activity, entertainment, educational and residential areas in the central city with each other and to the downtown area. Such a project could be a catalyst for higher density, mixed use development that would occur along the route. The analysis identified modern streetcar as the preferred technology and identified a potential route generally extending from Wake Forest Baptist Medical Center on the west to Winston-Salem State University and East Winston on the east. The project is not funded and will likely require participation from numerous sources from local to federal, in order to implement. (See **Map 7** on **page 58**).

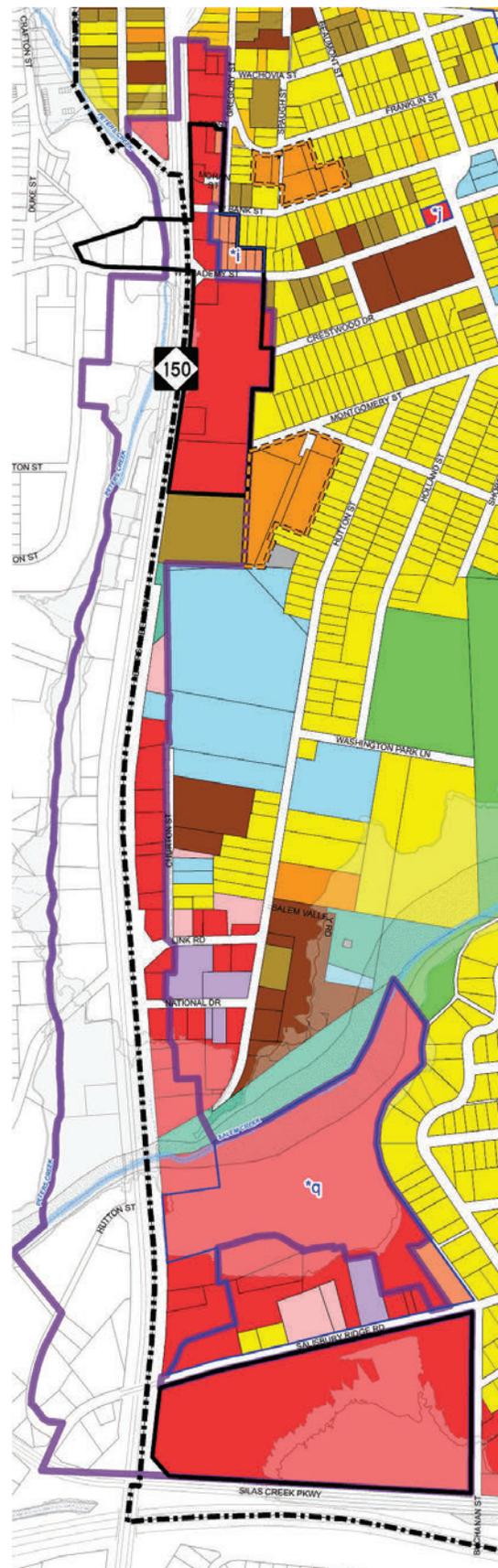
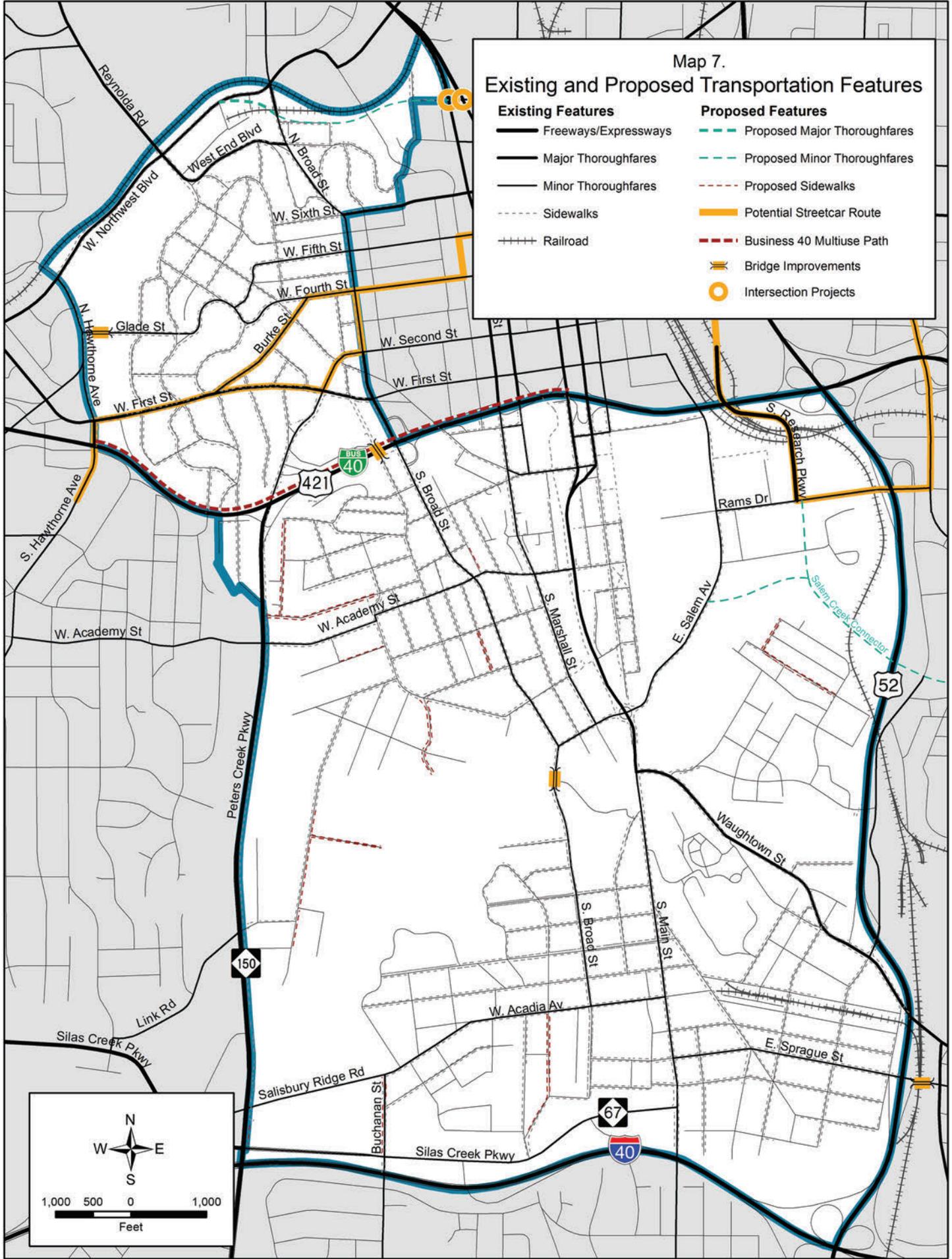


Figure 14. Peters Creek Parkway Growth Corridor

Map 7. Existing and Proposed Transportation Features

Existing Features		Proposed Features	
	Freeways/Expressways		Proposed Major Thoroughfares
	Major Thoroughfares		Proposed Minor Thoroughfares
	Minor Thoroughfares		Proposed Sidewalks
	Sidewalks		Potential Streetcar Route
	Railroad		Business 40 Multiuse Path
			Bridge Improvements
			Intersection Projects



PEDESTRIAN

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

The *Pedestrian Facilities Plan* currently recommends the construction of sidewalks on existing streets in the planning area:

- Bank Street from Granville Drive to Peters Creek Parkway
- Buchanan Street from Silas Creek Parkway to Salisbury Ridge Road
- Crestwood Drive (north side) from Granville Drive to Hutton Street
- Granville Drive from West Walnut Street to dead end at Washington Park
- Gregory Street from Bank Street to Apple Street
- Hutton Street (east side) from Latham School to National Drive
- Mulberry Street from West Street to Washington Street
- Silas Creek Parkway from Konnoak View Drive to Buchanan Street

- Spring Street (east side) from Academy Street to Salem Baptist gymnasium
- Washington Park Lane from Hutton Street to Washington Park

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

Business 40 Multiuse Path

A future possible multiuse path along the north side of Business 40 is currently being considered to link Wake Forest Baptist Medical Center with the downtown area. An engineering analysis is underway to assess its feasibility. The multiuse path is proposed to run from Lockland Avenue to Liberty Street (see **Map 7** on **page 58**).

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. Two greenways currently exist in the planning boundary of this plan and three additional greenways have been proposed for the planning area. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section on **page 60**.



The Strollway and the Salem Creek Greenway

Table 10. Designated Bicycle Lanes

Project	Length	Description, Completions
E. Acadia Avenue	620 ft.	S. Main Street to Sunnyside Avenue
W. Acadia Avenue	2,600 ft.	Salisbury Ridge Road to S. Main Street
S. Broad Street	7,500 ft.	W. Acadia Avenue to Cotton Street
Buchanan Street	4,500 ft. (240 ft. in area)	Brewer Road to Silas Creek Parkway
Fayetteville Street	1,600 ft.	Waughtown Street to Lomond Street
S. Main Street	12,550 ft. (5,900 ft. in area)	Clemmonsville Road to Salem Avenue
W. Northwest Boulevard	2,070 ft.	N. Hawthorne Road to Reynolda Road
E. Salem Avenue	5,290 ft.	S. Main Street to E. First Street
W. Salem Avenue	930 ft.	S. Broad Street to S. Main Street
Waughtown Street	1,620 ft.	S. Main Street to Fayetteville Street

BICYCLE

Designated Bicycle Lanes

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* recommends a number of designated bicycle lanes in the planning area (see **Table 10**).

COMMUNITY FACILITIES

RECOMMENDATIONS

Both public and private community facilities such as schools, parks, medical offices and day care providers should be easily accessible to all segments of the population. *Legacy 2030* promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from *Legacy 2030* is the creation of a central public space in all communities to serve as an urban reference point and the focus of civic and community life. The Community Facilities Recommendations Map (see **Map 8** on **page 63**) shows existing and proposed community facilities in the plan area.

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.

RECREATION FACILITIES

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

- Complete proposed improvements to Hanes Park identified as potential capital needs in the upcoming municipal bond package.
- Add a new playground to Washington Park.

- Develop the Gateway Nature Center around Salem Creek.
- Consider establishing a community recreation center in the building currently used as the Richard and Barbara Pope Activities Center at Piedmont International University, if the property is sold.
- Maintain, improve, and expand existing public park facilities to meet the changing recreational needs of area residents.
- Assess usage of the area's existing parks/recreation facilities and the community's preferences for facilities and programs. Modify facilities and programs, as needed.

GATEWAY NATURE CENTER

The Gateway Environmental Initiative (GEI) completed the purchase of the Gateway Nature Center property. This site will become part of the City's Recreation and Parks system and will be managed by the GEI as a nature center. (See **Figure 15**). Recommendations include:

- Support the efforts of the Gateway Environmental Initiative (GEI) in the development of the Gateway Nature Center.
- Assist GEI in the long-term planning process for the nature center.



Figure 15. Gateway Nature Center

TREES AND OPEN SPACE

The planning area not only contains older neighborhoods and commercial areas, but also large acreage for parks and open space. Open space is proposed for sites that have significant environmental constraints, streams, floodplains, and/or steep slopes, making them unsuitable for development.

Many trees are found in these open areas and throughout the entire South Central Planning Area. These trees add aesthetic and financial value, and have a positive environmental impact. Recommendations for the area trees include:

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

GREENWAYS

The *Greenway Plan Update* shows three proposed greenways within the plan boundaries: Salem Creek Extension, Peters Creek, and Bath Branch. The Salem Creek Extension is rated as a Tier 1 project with construction anticipated to begin in five to seven years. The Peters Creek Greenway, north of Hanes Park, is rated as a long term project with construction not expected to begin for fifteen years or more. Even though a preliminary feasibility analysis was not completed on this section of the greenway during the *Greenway Plan Update* planning process, staff has noted existing development, an existing culvert at Broad Street, and an existing railroad trestle as potential limitations to the development of a traditional greenway in this area. The Bath Branch Greenway runs adjacent to Rams Drive and will be incorporated into the design for the Salem Creek Connector and Wake Forest Innovation Quarter (WFIQ) Rail with Trail project.

During the *Greenway Plan Update* planning process, a preliminary feasibility analysis was completed on the southern section of the Peters Creek Greenway, between Silas Creek Parkway and Hanes Park, and on the southern phase of the Strollway adjacent to UNCSA. Both projects

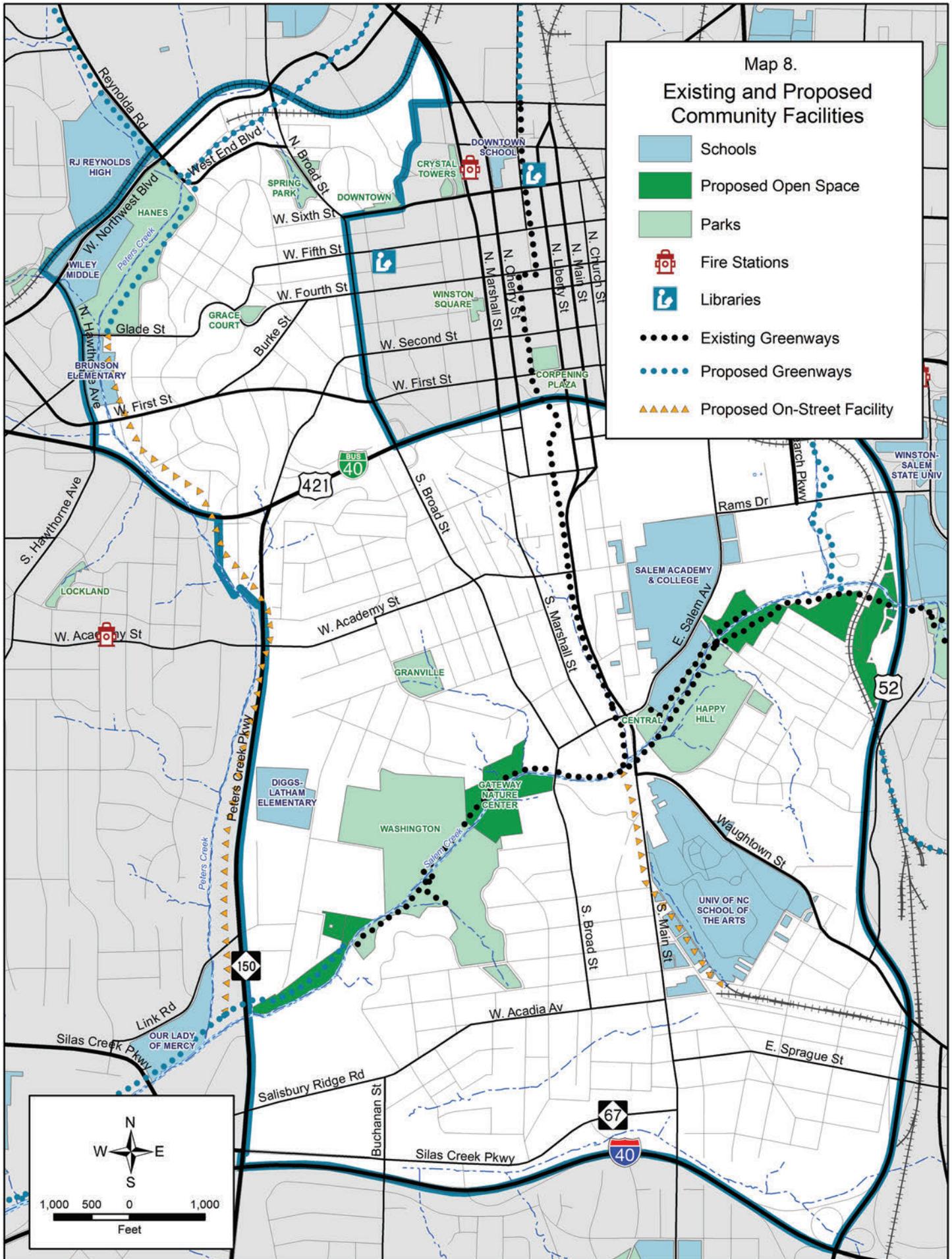
were deemed unfeasible for greenway construction. The plan recommended on-street facilities, such as sidewalks and sidepaths, in place of a greenway. Some on-street bicycle and pedestrian facility improvements have already been installed in the Main Street area and in surrounding neighborhoods. The Winston-Salem Department of Transportation is in the process of completing the Peters Creek Corridor Study which details potential on-street bicycle and pedestrian amenities along Peters Creek Parkway. See Transportation Recommendations on **page 56** for more information.

The greenway recommendations for the planning area are:

- Begin design and construction of the Salem Creek Extension.
- Complete the WFIQ Rail with Trail project.
- Work with the developers of the West End Mill Works and Chatham Mill to potentially establish bicycle and pedestrian amenities as part of the redevelopment of the surrounding area.
- Work with the Winston-Salem Department of Transportation and Recreation and Parks Department to accommodate requests made by residents to improve access or amenities, such as benches, to the existing Salem Creek Greenway.

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, nonprofit and private organizations, where appropriate, to implement park and recreation proposals.
- Involve residents in master planning for parks, greenways and other community facilities.



HOUSING AND COMMUNITY

DEVELOPMENT RECOMMENDATIONS

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

GENERAL RECOMMENDATIONS

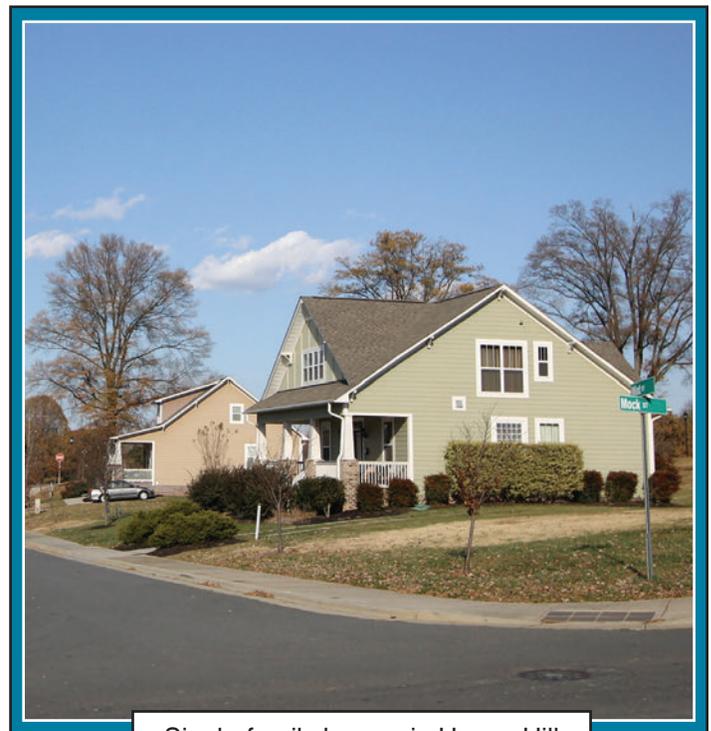
- Maintain and improve the quality of housing stock in the area by promoting home ownership, supporting rehabilitation of existing homes, and through code enforcement.
- Continue providing a variety of housing types for different income levels, family sizes, and personal preferences in the planning area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

AFFORDABLE HOUSING

- Promote the extensive affordable housing opportunities available in the planning area.
- Encourage for-profit developers and nonprofit developers to provide affordable housing in new developments.
- 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 as well as first-time homebuyer programs in the planning area with an emphasis on West Salem, Sunnyside, Happy Hill, and the southern portion of Washington Park.
- Continue the redevelopment of the single-family portion of the Happy Hill neighborhood.
- Market/promote the tax credit rehab programs available to National Register properties for building rehabilitation.
- 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.



Single-family homes in Happy Hill

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 buildings and sites visible from public right-of-ways located in industrial districts.
- Ensure that attractive landscaping and special features are integrated into the design of Business 40 and Peters Creek Parkway, and in improvements of existing roads.
- Develop a planting program that includes street trees throughout the planning area and streetyard trees in 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 of the area.
- Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced in the planning area to eliminate blighted and burned down structures and maintain vacant lots.
- Encourage residents and neighborhood associations to participate in 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.

GROWTH CORRIDORS

The proposed character for Peters Creek Parkway between Silas Creek and Business 40 is a compact urban core with neighborhood-oriented services/retail businesses and higher-density residential designed to encourage walking within the area, and with a development intensity that supports use of the public transit. Recommendations include:

- Create a pedestrian-friendly character through the development/redevelopment of properties by making sure buildings are designed for pedestrian orientation. Locate buildings close to the street to create an interesting and inviting public/private streetscape.
- Provide a public gathering place, such as a pedestrian plaza or open space, at the identified nodes to promote human interaction and to provide a special identity to the corridor. (See Transportation Recommendations on page 55).
- Design building facades to add interest to the street and include pedestrian-friendly features such as awnings, porches, recessed doors, and no blank walls facing streets.
- Locate parking to the rear or side of primary structures to de-emphasize the visual impact of vehicles.
- Add street trees, planting areas/planters with flowers or evergreen plants where feasible.

Currently, the Unified Development Ordinances (UDO) has requirements for two design-based zoning overlay districts. These districts encourage new development compatible with the existing urban form and character of Downtown and with the proposed urban form of Martin Luther King corridor. These two overlays should be used as examples if a decision is made to implement an overlay district for this section of Peters Creek Parkway. This area plan proposes the following standards, similar to those included in the zoning overlay districts discussed above, for new development:

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

HISTORIC PRESERVATION

RECOMMENDATIONS

Legacy 2030 promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural and environmental quality of neighborhoods as well as its contribution to a community's economic development. Significant historic resources have been identified in the planning area (see **Map 9** on **page 68**) in addition to general historic resources information (see **Appendix A** on **page 73**).

The following are recommendations to ensure that the potential of these resources is fully explored and that the community takes steps to preserve its historic assets.

GENERAL RECOMMENDATIONS

- Retain historic buildings including residential homes, institutional and commercial structures, agricultural buildings, bridges, etc. when possible.
- Recognize buildings, structures, events, or areas of historical, cultural or architectural significance with signage, plaques or markers.
- Provide pedestrian-scale lighting, street signs, benches, and other pedestrian amenities that reflect the historic nature of the area.
- 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 programs.
 - 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 scenic vistas and open space.

DEMOLITION OF STRUCTURES IN NATIONAL REGISTER DISTRICTS

- Demolition of existing historic resources should be discouraged and should only be considered if no other alternatives exist.

- Listing in the National Register of Historic Places does not prevent demolition of a structure. The West Salem, Washington Park, Centerville, and Sunnyside/Central Terrace National Register Districts are not locally designated historic districts, and therefore, the Historic Resources Commission does not have review authority over any construction, demolition, or rehabilitation activities in those districts.
- National Register listing places no restrictions on a private owner using private resources to maintain, alter, or demolish a property. However, a private owner of a National Register property is obligated to follow federal preservation standards if federal funding is used or if the owner seeks and participates in the historic preservation rehabilitation tax credit program.
- State institutions, such as UNCSCA, have to comply with NC General Statute 121-12 when considering demolition of structures in a National Register District. The State Historical Commission is charged with:
 - Providing an advisory and coordinative mechanism in and by which the State undertakings of every kind that are potentially harmful to the cause of historic preservation within the State may be discussed, and where possible, resolved, giving due consideration to the competing public interests that may be involved.
- Recommendations made by the State Historical Commission to state agencies are strictly advisory.
- UNCSCA should comply with all federal and State laws and regulations. They should work with the Advisory Council for Historic Preservation and/or the NC State Historic Preservation Office to minimize the adverse effect on historic resources whether individually listed or listed as part of district in the National Register of Historic Places.

PROPOSED STUDIES

- Encourage/assist property owners and organizations to undertake or commission studies for individual properties and/or neighborhoods that represent the unique architectural details and development patterns of the mid-twentieth century (1940s to 1960s), to learn more about them and to determine whether they are eligible for historic designations.
- 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 mixed-use are shown on the Proposed Land Use Map (see **Map 6** on **page 31**).

GENERAL RECOMMENDATIONS

- Support balanced, compatible economic development by the private and public sector.
- Encourage technologically-advanced, high-quality, environmentally-sustainable businesses and industries to locate or expand in the planning area.
- Focus commercial and mixed-use development in planned commercial/mixed-use areas and activity centers where transportation and utilities exist or are planned.
- Rezone land for business/mixed-use development in a manner consistent with the recommended Proposed Land Use Plan.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites.
- Identify funding sources to implement economic development initiatives including energy-efficient, high-technology businesses/industries.
- Direct public improvements and funding to designated activity centers, industrial sites and to other potential economic development opportunity areas identified in the plan.
- Continue the improvement of identified RUCA areas as City funds become available.
- Recognize and support business opportunities associated with the growing diversity of cultures.
- Support community/business organizations such as business watch programs. Explore bringing back a merchants association as more businesses come into the area.
- Market and hold workshops to promote City business training and building rehabilitation loan programs for the purchase or rehabilitation of structures to local/potential merchants particularly in the designated activity centers.

ENVIRONMENTAL RECOMMENDATIONS

The preservation and enhancement of our environmental resources results in a high quality of life for Forsyth County residents. *Legacy 2030* calls for the protection of watersheds, wetlands, natural areas and streams throughout the county.

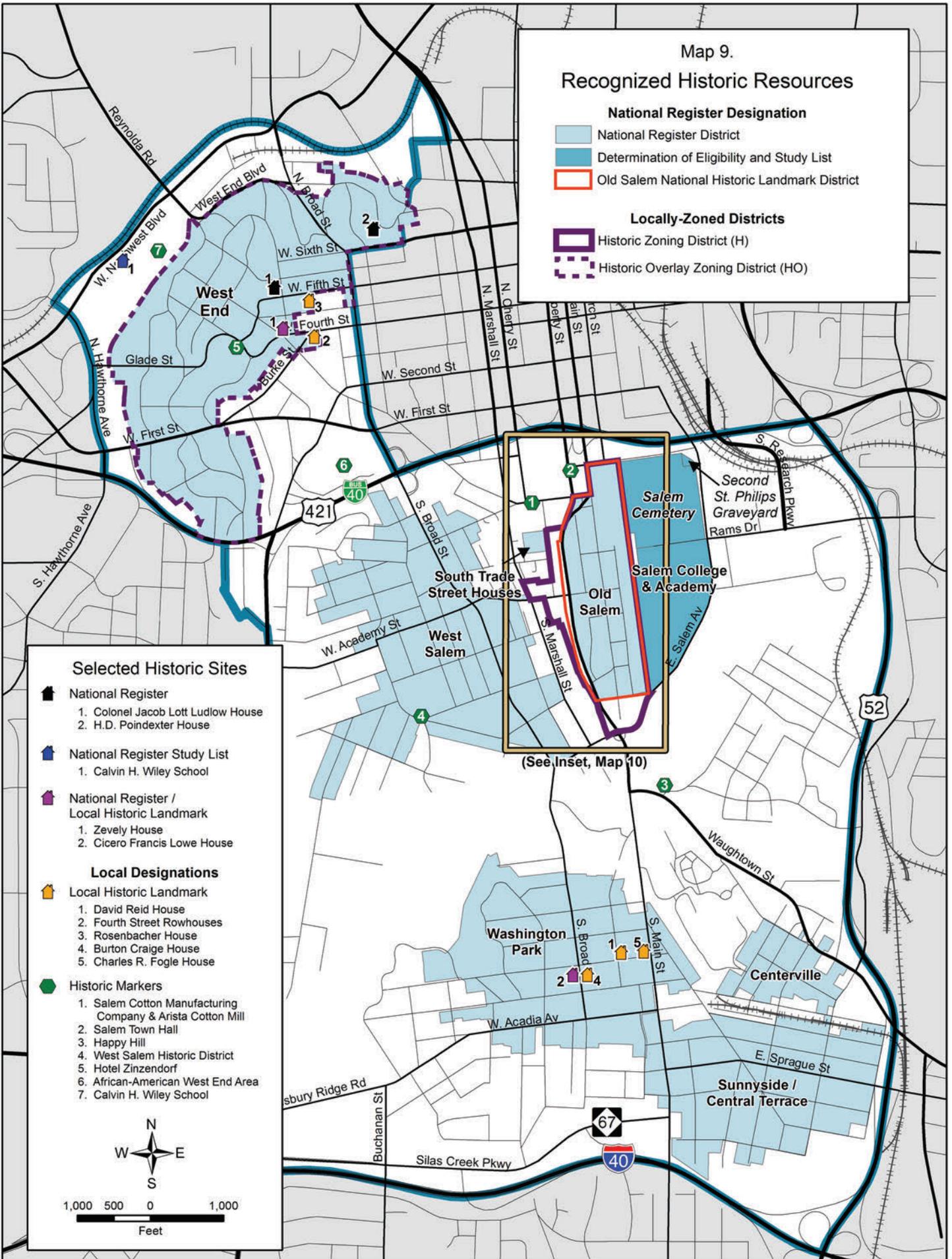
Clean water, air, and the scenic beauty of the planning area should be maintained. Of particular concern is the loss of tree canopy in the area and the need to protect the county's many creeks from pollution and its floodplains from inappropriate development.

GENERAL RECOMMENDATIONS

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



Bath Branch



Map 9.
Recognized Historic Resources

National Register Designation

- National Register District
- Determination of Eligibility and Study List
- Old Salem National Historic Landmark District

Locally-Zoned Districts

- Historic Zoning District (H)
- Historic Overlay Zoning District (HO)

Selected Historic Sites

- National Register
 1. Colonel Jacob Lott Ludlow House
 2. H.D. Poindexter House
- National Register Study List
 1. Calvin H. Wiley School
- National Register / Local Historic Landmark
 1. Zevely House
 2. Cicero Francis Lowe House
- Local Designations**
- Local Historic Landmark
 1. David Reid House
 2. Fourth Street Rowhouses
 3. Rosenbacher House
 4. Burton Craige House
 5. Charles R. Fogle House
- Historic Markers
 1. Salem Cotton Manufacturing Company & Arista Cotton Mill
 2. Salem Town Hall
 3. Happy Hill
 4. West Salem Historic District
 5. Hotel Zinzendorf
 6. African-American West End Area
 7. Calvin H. Wiley School

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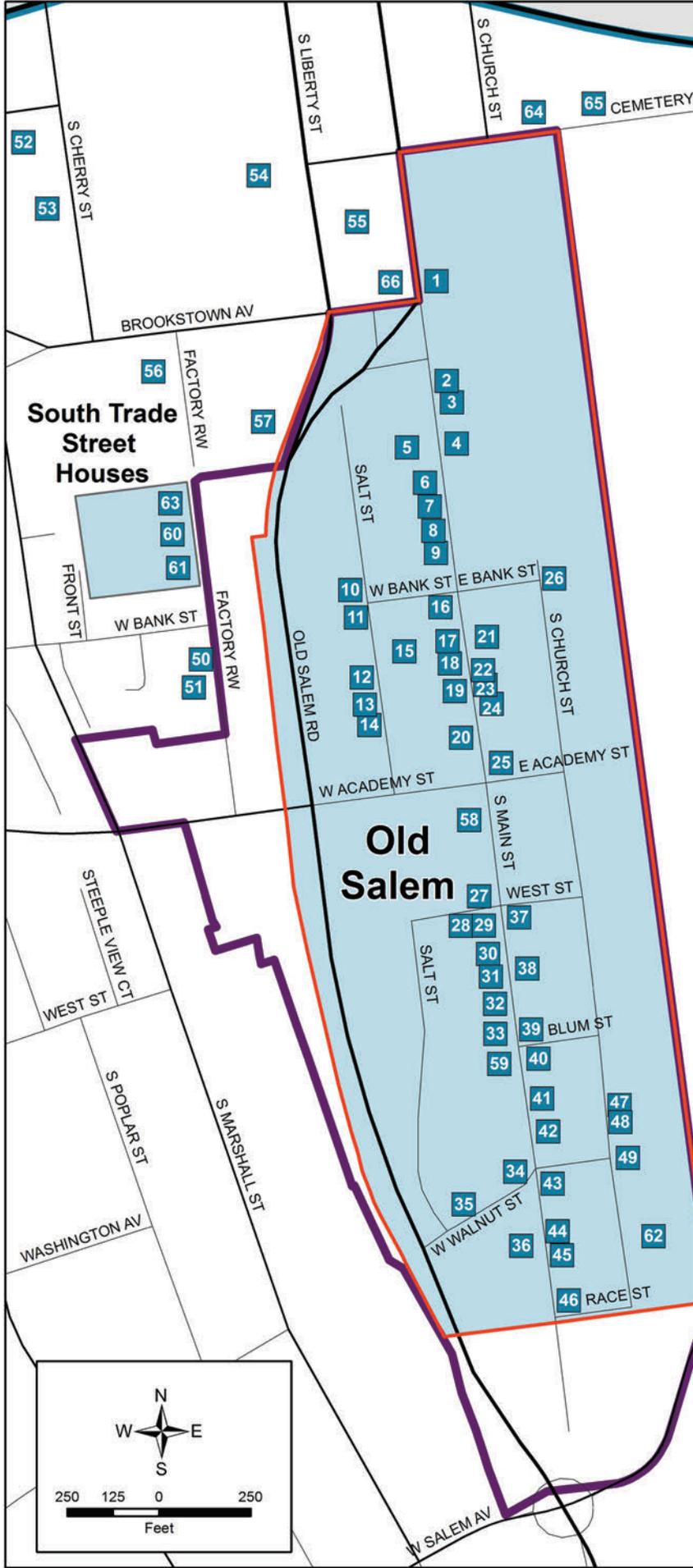
Map 10.
Historic Resources - Inset Map

- National Register District
- Locally-Zoned Historic District
- Old Salem National Historic Landmark District

Historic Sites*

1. Theophilus Vierling House (Welfare House) - LHL
2. Charles A. Cooper Shop - LHL
3. Hall House - LHL
4. Beitel-Van Vleck House - LHL
5. Dr. John Francis Shaffner House - LHL/SL
6. Fifth House - LHL
7. Fourth House - LHL
8. Third House - LHL
9. First House - LHL
10. Denke House - LHL
11. Jacob Christman House - LHL
12. Lick-Boner House - LHL
13. Hagen House - LHL
14. Solomon Lick House - LHL
15. Leinbach Granary & Stable - LHL
16. Bank of Cape Fear - LHL
17. Leinbach House - LHL
18. Levering House - LHL
19. Schroeter House & Wash-Bake House - LHL
20. Miksch Tobacco Shop - LHL
21. Herbst House - LHL
22. Butner House - LHL
23. Butner Hat Shop - LHL
24. Winkler Bakery - LHL
25. Boys' School - LHL
26. Vierling House - LHL
27. Community Store - LHL
28. Anna Catharina House - LHL
29. John Volger House - LHL
30. Christoph Volger House - LHL
31. Shultz House and Shop - LHL
32. Blum House - LHL
33. Salem Tavern Dining Room - LHL
34. John Siewers House - LHL
35. Siewers Shop - LHL
36. Volz House - LHL
37. Traugott Bagge House - LHL
38. Nathaniel Shober Siewers House - LHL
39. Ebert-Reich House - LHL
40. Zevely Inn - LHL
41. Traugott Leinbach House & Leinbach Wash/Bake House - LHL
42. Jacob Siewers House - LHL
43. Kuehn House - LHL
44. Timothy Vogler House - LHL
45. Timothy Vogler Shop - LHL
46. Eberhardt House & Shop - LHL
47. Philip Reich House - LHL
48. Philip Reich Shop - LHL
49. Anna Johanna Vogler House - LHL
50. John Ackerman House - LHL
51. Livingston N. Clinard House - LHL
52. Col. William Allen Blair House - LHL/NR
53. Hylehurst - LHL/NR
54. Winston-Salem Southbound Railway Freight Warehouse & Office - LHL/NR
55. Salem Town Hall - LHL/NR
56. Brookstown Inn (Arista Mill Complex) - LHL/NR
57. Brickenstein-Leinbach House - LHL/NR
58. Single Brothers House - NHL/LHL/NR
59. Salem Tavern - NHL/LHL/NR
60. Edwin Theophilus Ackerman House - LHL/NR
61. Christian F. Sussdorf House - LHL/NR
62. St. Philip's Moravian Church - NR
63. Rufus Lenoir Patterson House - NR
64. Edward Leinbach House - SL/DOE
65. Bernard J. Pfohl House - SL/DOE
66. Commercial Building - SL/DOE

*District Designation
 LHL - Local Historic Landmark
 NR - National Register Site
 NHL - National Historic Landmark



Implementation Schedule



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

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
LAND USE RECOMMENDATIONS		
Follow Proposed Land Use Plan, land use policies, and Special Land Use Conditions (pages 48-54). Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, WSCC	Ongoing
Consider measures to limit or reduce impacts of auto related uses in the Washington Park Activity Center (page 54).	CCPB, WSCC	Immediate
TRANSPORTATION RECOMMENDATIONS		
New Roads		
Build proposed new roads in the Transportation Plan (page 55): - Salem Creek Connector - Martin Luther King Jr. Drive Extension	WSDOT	Immediate to Long Range
Roads and Bridge Improvements		
Upgrade road, remove interchange, and replace bridges (page 55) - Business 40	WSDOT	Short Range
Support proposed improvements for the Peters Creek Parkway Corridor (page 56).	WSDOT, PCCI	Medium Range
Replace Glade Street and Broad Street bridges over Salem Creek (page 56).	WSDOT	Long Range
Pedestrian		
Build sidewalks on the following street as recommended in the <i>Pedestrian Facilities Plan</i> (page 59). - Bank Street - Buchanan Street - Crestwood Drive - Granville Drive - Gregory Street - Hutton Street - Mulberry Street - Silas Creek Parkway - Spring Street - Washington Park Lane	WSDOT	Immediate
Review identified sidewalk projects under the City's sidewalk priority funding system (page 59).	WSDOT	Assessed Annually
Bicycle		
Add bike lanes on the following streets as recommended in the <i>Winston-Salem Urban Area Bicycle Plan</i> (page 60): - E. and W. Acadia Street - S. Broad Street - Buchanan Street - Fayetteville Street - S. Main Street - W. Northwest Boulevard - E. And W. Salem Avenue - Waughtown Street	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*
COMMUNITY FACILITIES RECOMMENDATIONS		
Parks		
Complete proposed improvements to Hanes Park (page 60).	WSRP	Short Range
Add playground to Washington Park (page 60).	WSRP	Immediate
Explore reusing Piedmont International University's Activities Center if property sold (page 61).	WSCC, WSRP	Short Range
Develop the Gateway Nature Center (page 61).	GEI	Long Range
Greenways		
Build the Salem Creek Extension (page 62).	WSENG, WSDOT, WSRP	Immediate
Complete the WFIQ Rail with Trail project (page 62).	WFIQ, WSRP	Short Range
Connect the West End Mill Works and Chatham Mill (page 62).	Private Developers	Short Range
HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS		
Maintain and improve the quality of housing stock in the planning area (page 64).	CBD, NA, Property Owners	Ongoing/ Immediate
Encourage development of the identified Residential Opportunity Areas (page 64).	Nonprofit and For-profit Developers	Ongoing/ Immediate
Incorporate traditional neighborhood design principles in infill development and redevelopment, where feasible (page 64).	CCPB, WSCC	Immediate
Market the City's programs for rehabilitation and homeownership (page 64).	CBD	Ongoing/ Immediate
Market/promote tax credit rehab for National Register properties (page 64).	HRC	Ongoing
DESIGN AND APPEARANCE RECOMMENDATIONS		
Encourage site and building improvements in older and underutilized commercial sites (page 65).	CBD, CCPB, WSCC	Ongoing
Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads (page 65).	WSDOT, CCPB, WSCC	Ongoing
Refer to the area plan design guidelines when reviewing zoning requests and site plans in the Planning Area (page 65).	CCPB, WSCC	Ongoing
Follow proposed standards for new construction along Peters Creek Parkway (page 65).	CCPB, WSCC, PCCI	Ongoing
HISTORIC PRESERVATION RECOMMENDATIONS		
Retain existing historic resources (page 66).	CCPB, Property Owners	Ongoing
Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers (page 66).	CCPB, HRC	Ongoing
Initiate public outreach on the benefits of preserving historic resources (page 66).	CCPB, HRC	Ongoing
Study mid-twentieth century properties for historic designation eligibility (page 66).	CCPB, Property Owners	Ongoing
Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties (page 66).	CCPB, HRC	Ongoing

Implementation Schedule



ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
ECONOMIC DEVELOPMENT RECOMMENDATIONS		
Support balanced, compatible economic development by the private and public sector in the planning area (page 67).	CBD, CCPB, WSCC	Ongoing
Encourage and support the redevelopment/rehabilitation of older/underutilized commercial sites (page 67).	CBD, CCPB, WSCC	Ongoing
Continue the improvement of RUCA areas as City funds become available (page 67).	WSCC, CBD	Ongoing
ENVIRONMENTAL RECOMMENDATIONS		
Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas (page 67).	WSRP, CCPB, WSCC	Ongoing
Encourage the donation of easements to preserve and protect high-quality natural and scenic areas (page 67).	PLC, CCPB, WSCC	Ongoing

Abbreviations Used:			
CBD	Community and Business Development	PLC	Piedmont Land Conservancy
CCPB	City-County Planning Board	WSCC	Winston-Salem City Council
GEI	Gateway Environmental Initiative	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
PCCI	Peters Creek Community Initiative		



University of North Carolina School of the Arts

Appendix A. Historic Resources



South Central Area Plan: Recognized Historic Resources			
Name	General Location	Date	Survey Site Number
Local and National Register Districts:			
Centerville Historic District [NR]		ca. 1900-1958	FY03009
Old Salem Historic District [LHL/H/NR]		1766-1856	FY00098
Sunnyside/Central Terrace Historic District [NR]		ca. 1880-1958	FY02538
Washington Park Historic District [NR]		ca. 1881-1941	FY02510
West End Historic District [HO/NR]		1887-1930	FY02507
West Salem Historic District [NR]		ca. 1843-1957	FY02335
Individually Listed Properties:			
Anna Catharina House (Reconstruction) [LHL]	8 West Street	1954 (1772)	FY01357
Anna Johanna Vogler House [LHL]	823 S. Church Street	1827	FY01374
Bank of Cape Fear [LHL]	500 S. Main Street	1847	FY01389
Beitel-Van Vleck House [LHL]	427 S. Main Street	1832	FY01396
Bernard J. Pfohl House [SL/DOE]	113 E. Cemetery Street	1900-1902	FY01410
Blum House [LHL]	724 S. Main Street	1815	FY01348
Boys School [LHL]	3 Academy Street	1794	FY01363
Brickenstein-Leinbach House [LHL/NR]	426 Old Salem Road	ca. 1907	FY00555
Brookstown Inn (Arista Cotton Mill Complex) [LHL/NR]	200 Brookstown Avenue	1836; 1880	FY00779
Burton Craige House [LHL]	134 W. Cascade Avenue	ca.1850	FY01176
Butner Hat Shop (Reconstruction) [LHL]	521 S. Main Street	1965 (1825)	FY01386
Butner House [LHL]	517 S. Main Street	1829	FY01386
Calvin H. Wiley School [SL]	1400 Northwest Boulevard	1925	FY01034
Charles A. Cooper Shop [LHL]	419 S. Main Street	1834	FY01399
Charles R. Fogle House [LHL]	29 W. Cascade Avenue	1917	FY01182
Christian F. Sussdorff House [LHL/NR]	448 Factory Row	1839	FY00020
Christoph Vogler House [LHL]	710 S. Main Street	1797	FY00092
Cicero Francis Lowe House [LHL/NR]	204 W. Cascade Avenue	1911	FY01175
Col. Jacob Lott Lundlow House [NR]	434 Summit Street	1887	FY00939
Commercial Building [SL/DOE]	300-332 S. Main Street	1910	FY01327

Appendix A. Historic Resources



South Central Area Plan: Recognized Historic Resources

Name	General Location	Date	Survey Site Number
Community Store [LHL]	626 S. Main Street	1775	FY01358
David Reid House [LHL]	1820 S. Main Street	ca. 1894	FY01184
Denke House [LHL]	498 Salt Street	1831	FY01404
Eberhardt House & Shop [LHL]	919-921 S. Main Street	1832; 1833	FY01337
Ebert-Reich House [LHL]	731 S. Main Street	1793	FY01349
Edward/Leinbach House [SL/DOE]	235 S. Church Street	1855	FY01409
Edwin Theophilus Ackerman House [LHL/NR]	440 Factory Row	1856	FY00021
Fifth House [LHL]	434 S. Main Street	1767	FY01393
First House (Reconstruction) [LHL]	446 S. Main Street	1969 (1766)	FY00080
Fourth House [LHL]	438 S. Main Street	1768	FY00082
Fourth Street Rowhouses [LHL]	840-848 W. Fourth Street	ca. 1915	FY01007
H.D. Poindexter House [NR]	130 West End Boulevard	ca. 1892	FY00011
Hagen House [LHL]	520 Salt Street	1816	FY01407
Hall House [LHL]	421 S. Main Street	1827	FY00081
Herbst House [LHL]	511 S. Main Street	1821	FY02491
Indera Mills [NR]	400 S. Marshall Street	ca. 1904-1916	FY02148
Jacob Christman House [LHL]	500 Salt Street	1825	FY00053
Jacob Siewers House [LHL]	823 S. Main Street	1845	FY01343
John Ackerman House (Reconstruction) [LHL]	500 Factory Row	1985 (1822)	FY00803
John Francis Shaffner House [LHL/SL]	428 S. Main Street	1874; 1913	FY01395
John Siewers House [LHL]	832 S. Main Street	1844	FY01342
John Vogler House [LHL]	700 S. Main Street	1819	FY00094
John William Fries House (Hylehurst) [LHL/NR]	224 S. Cherry Street	1884	FY01418
Kuehn House [LHL]	901 S. Main Street	1831	FY01340
Leinbach Granary & Stable [LHL]	508 S. Main Street	1822	FY00054
Leinbach House [LHL]	508 S. Main Street	1822	FY00054

Appendix A. Historic Resources



South Central Area Plan: Recognized Historic Resources

Name	General Location	Date	Survey Site Number
Levering House (Reconstruction) [LHL]	516 S. Main Street	1972 (ca.1820)	FY01387
Lick-Boner House [LHL]	512 Salt Street	1787	FY00087
Livingston N. Clinard House [LHL]	512 Factory Row	1875	FY01156
Miksch Tobacco Shop [LHL]	532 S. Main Street	1771	FY01383
Nathaniel Shober Siewers House [LHL]	715 S. Main Street	ca. 1875	FY01351
Philip Reich House [LHL]	813-817 S. Church Street	1824	FY01373
Philip Reich Shop [LHL]	817 S. Church Street	1832	FY01373
Rosenbacher House [LHL]	848 W. Fifth Street	1909	FY00942
Rufus Lenoir Patterson House [NR]	434 Factory Row	1857	FY00022
Saint Philips's Moravian Church [NR]	911-913 S. Church Street	1823, 1861	FY02125
Salem Academy and College [SL/DOE]			FY02555
Salem Cemetary [SL/DOE]		1857	FY02558
Salem Tavern [NHL/LHL/NR]	800 S. Main Street	1784	FY00013
Salem Tavern Dining Room [LHL]	736 S. Main Street	1816	FY00089
Salem Town Hall [LHL/NR]	50 Cemetery Street	1912; 1915	FY00843
Schroeter House & Wash-Bake House (Reconstruction) [LHL]	520 S. Main Street	House 1968 (1805) Wash-Bake House 1971 (1809)	FY01385
Second St. Philips Graveyard [SL/DOE]		1859	FY02357
Shultz House & Shop [LHL]	712-714 S. Main Street	1819	FY01352
Siewers Shop [LHL]	15 Walnut Street	1842	FY02535
Single Brothers' House [NHL/LHL/NR]	600 S. Main Street	1769	FY00016
Solomon Lick House [LHL]	524 Salt Street	1822	FY00086
Theophilus Vierling House (Welfare House) [LHL]	327 S. Main Street	ca. 1855; 1889	FY01401
Third House (Reconstruction) [LHL]	440 S. Main Street	1969 (1767)	FY00090
Timothy Vogler House [LHL]	900 S. Main Street	1832	FY00095
Timothy Vogler Shop [LHL]	913 S. Main Street	1831	FY01338
Traugott Bagge House (Reconstruction) [LHL]	10 West Street	1970 (1787)	FY01355

Appendix A. Historic Resources



South Central Area Plan: Recognized Historic Resources

Name	General Location	Date	Survey Site Number
Traugott Leinbach House & Leinbach Wash-Bake House (Reconstruction) [LHL]	807 S. Main Street	1824 (House) Wash/Bake House 1974 (1827)	FY01344
Vierling House [LHL/NR]	436 S. Church Street	1802	FY00091
Volz House [LHL]	916 S. Main Street	1816	FY01341
William Allen Blair House [LHL/NR]	210 S. Cherry Street	1901; 2001	FY01416
Winkler Bakery [LHL]	527-529 S. Main Street	1800	FY01384
Winston-Salem Southbound Office & Freight Terminal [LHL]	300 S. Liberty Street	1913	FY01339
Zevely House [LHL/NR]	901 W. Fourth Street	ca. 1815	FY00023
Zevely House [LHL]	803 S. Main Street	1842	FY01345

South Central Area Plan: Historic Markers

Salem Cotton Manufacturing Company & Arista Cotton Mill	200 Brookstown Avenue		
Salem Town Hall	50 Cemetery Street (Southeast corner of S. Liberty & Cemetery Streets)		
Happy Hill	Adler Street		
West Salem Historic District	Washington Avenue adjacent to Granville Park		
Hotel Zinzendorf	Glade & Fourth Streets adjacent to Grace Court Park		
African-American West End Area	BB&T Ballpark		
Calvin H. Wiley School	1400 Northwest Boulevard		

Abbreviations Used:

NHL	National Historic Landmark	SL	North Carolina National Register Study List
LHL	Local Historic Landmark	H	Locally Designed as a Historic District
NR	National Register of Historic Places	HO	Locally Designed as a Historic Overlay District
DOE	National Register Determination of Eligibility		

Appendix B. Design Guidelines for Multifamily Developments

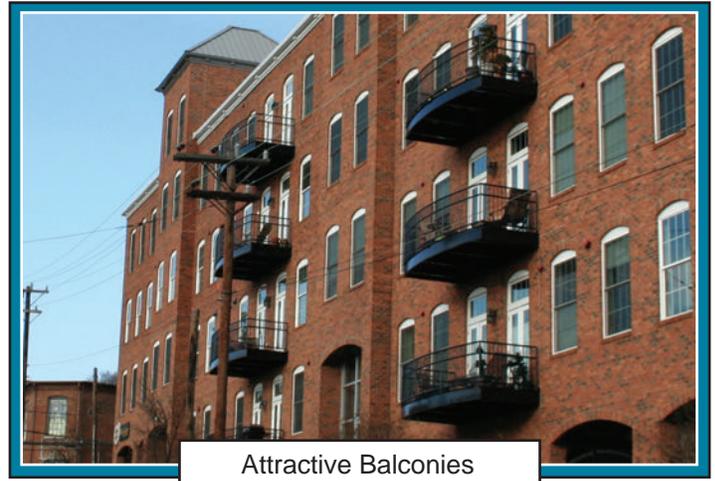


MULTIFAMILY DEVELOPMENT DESIGN

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:

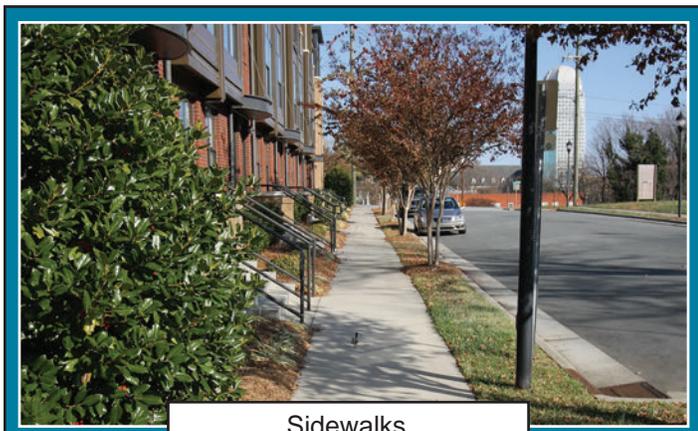
- A connected street network;
- Buildings oriented to the street and with entrances on the street;
- Building façade articulation;
- Architecture that is compatible with the surrounding context;
- Reduced building height and mass where multifamily buildings are adjacent to single-family development;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



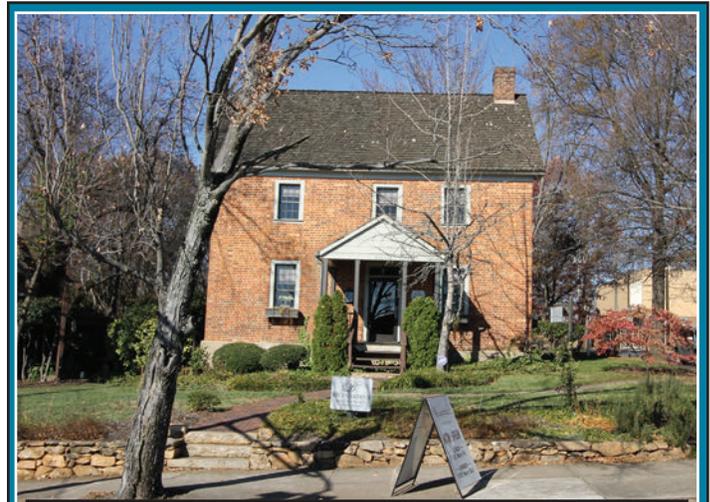
On-Street Parking

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 Home Commercial Use Conversion

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

ACCESS

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

SIGNAGE

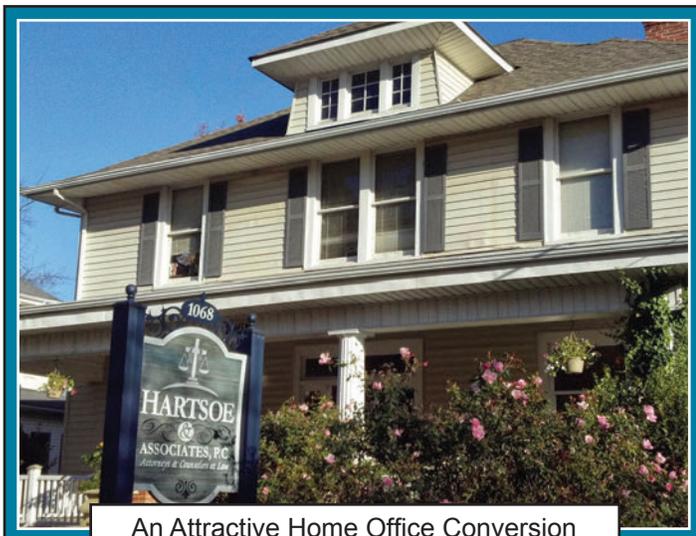
- Signs have a strong impact in the quality and appearance of individual buildings and on the streetscape as a whole. Compatibility with the building architecture and context is important.
- If a sign is located on an existing residential building or a new residential-scaled building, it should be a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

LIGHTING

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

LANDSCAPING

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



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.

Winston-Salem City Council

Adopted, 2014

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Mayor

Dan Besse
Southwest Ward

***Jeff MacIntosh**
Northwest Ward

Vivian H. Burke
Mayor Pro Tempore, Northeast Ward

Robert C. Clark
West Ward

***Derwin L. Montgomery**
East Ward

Denise D. Adams
North Ward

***Molly Leight**
South Ward

***James Taylor, Jr.**
Southeast Ward

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City Manager

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South Central Winston-Salem Area Plan Update

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