



# SOUTHEAST WINSTON-SALEM

## AREA PLAN

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### *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 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.



# *Southeast Winston-Salem Area Plan Update*

Adopted by the City-County Planning Board on July 11, 2013  
Adopted by the Winston-Salem City Council on September 3, 2013

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



# Table of Contents



**PREFACE**.....i

## **INTRODUCTION**

Boundaries of the Study Area.....1  
Relationship to *Legacy 2030*.....1  
Area Plan Process.....3

## **EXISTING CONDITIONS**

General Character.....7  
Demographics.....7  
Existing Land Use.....8  
Zoning.....9  
Transportation Features.....9  
Community Facilities.....13  
Housing.....15  
Design and Appearance.....15  
Historic Resources.....16  
Economic Development.....16  
The Environment.....17  
Existing Plans in the Study Area.....17

## **SOUTHEAST WINSTON-SALEM AREA PLAN RECOMMENDATIONS**

Land Use Recommendations.....19  
Residential.....19  
Office and Commercial.....21  
Institutional.....25  
Parks/Open Space.....25  
Industrial.....25  
Mixed-Use Land Categories.....25  
Special Land Use Conditions.....34  
Transportation Recommendations.....41  
Community Facilities Recommendations.....43  
Housing and Community Development  
Recommendations.....47  
Design and Appearance Recommendations.....48  
Historic Preservation Recommendations.....48  
Economic Development Recommendations.....49  
Environmental Recommendations.....49

**IMPLEMENTATION SCHEDULE**.....51

## **APPENDICES**

Appendix A. Significant Historic Resources.....53  
Appendix B. Design Guidelines for Multifamily  
Developments.....55  
Appendix C. Guidelines for Conversion of Existing  
Homes to Office or Commercial Uses.....56

## **MAPS AND ILLUSTRATIONS**

Map 1. Planning Area Boundary.....v  
Map 2. Growth Management Plan.....2  
Map 3. Existing Land Use.....5  
Map 4. Environmental Constraints.....18  
Map 5. Proposed Land Use Changes.....23  
Map 6. Proposed Land Use.....27  
Map 7. Existing and Proposed Transportation Features..44  
Map 8. Existing and Proposed Community Facilities....46  
Map 9. Recognized Historic Resources.....50

## **FIGURES**

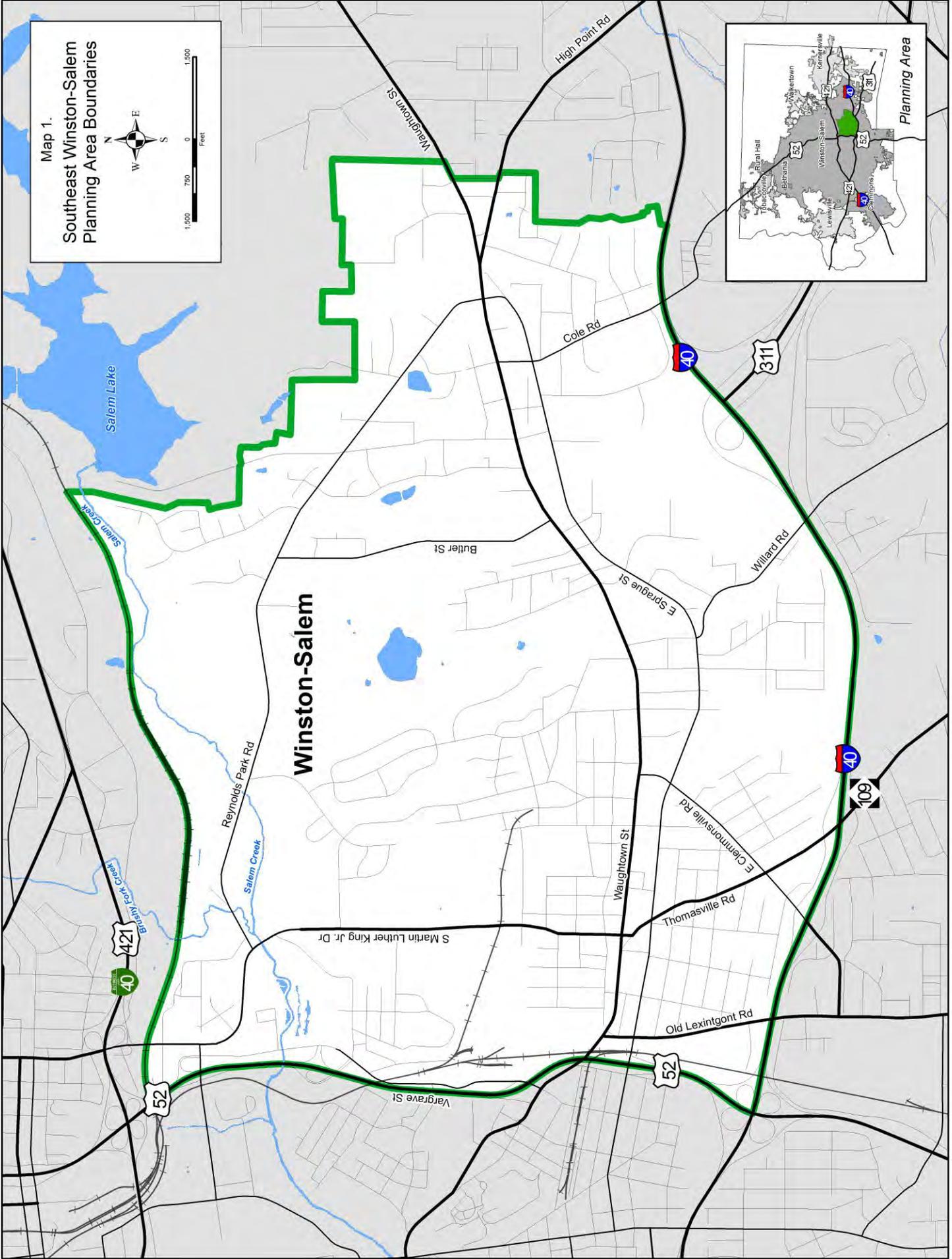
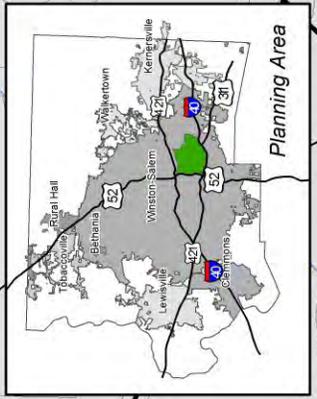
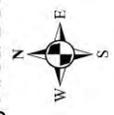
Figure 1. Area Plan Process.....3  
Figure 2. Waughtown/Thomasville Activity Center...29  
Figure 3. Waughtown/Peachtree Activity Center.....30  
Figure 4. Waughtown/Pleasant Activity Center.....31  
Figure 5. Potential Redevelopment of the Nissen Wagon  
Works Area.....32  
Figure 6. Southeast Plaza Activity Center.....33  
Figure 7. Potential Commercial and Private Park  
Development.....35  
Figure 8. Potential Commercial Development.....36  
Figure 9. Potential Focal Point.....37  
Figure 10. Proposed Flat Rock Neighborhood Park.....45

## **TABLES**

Table 1. Demographic Trends/Comparisons.....7  
Table 2. Existing Land Use Summary.....9  
Table 3. Road Classifications and Features.....10  
Table 4. Local Bus Routes.....12  
Table 5. Bicycle Routes.....13  
Table 6. Recreation Facilities.....14  
Table 7. Housing Statistics.....15  
Table 8. Defined Low-Intensity Commercial Uses.....21  
Table 9. Transportation Improvements Projects.....42  
Table 10. Designated Bicycle Lanes.....43

**ACKNOWLEDGEMENTS**.....57

Map 1.  
 Southeast Winston-Salem  
 Planning Area Boundaries



## BOUNDARIES OF THE STUDY AREA

The Southeast Winston-Salem Plan Area, as shown on **Map 1** on **page v**, encompasses approximately 4000 acres. The plan area is bounded on the north by the Norfolk-Southern Railway and property lines between Terry Street and Wintergreen Road; on the east by Salem Lake, Hall-Woodward Elementary School, Wintergreen Road, Coleen Avenue, and Oaklawn Memorial Garden Cemetery; on the south by I-40; and, on the west by US 52.

The entire Southeast Planning Area is within the limits of the City of Winston-Salem. The planning area is almost entirely in the Southeast Ward except for areas around Hall-Woodward Elementary School, Winston-Salem State University, and the portion north of Waughtown Street between US 52 and Martin Luther King, Jr. Drive which are in the East Ward.

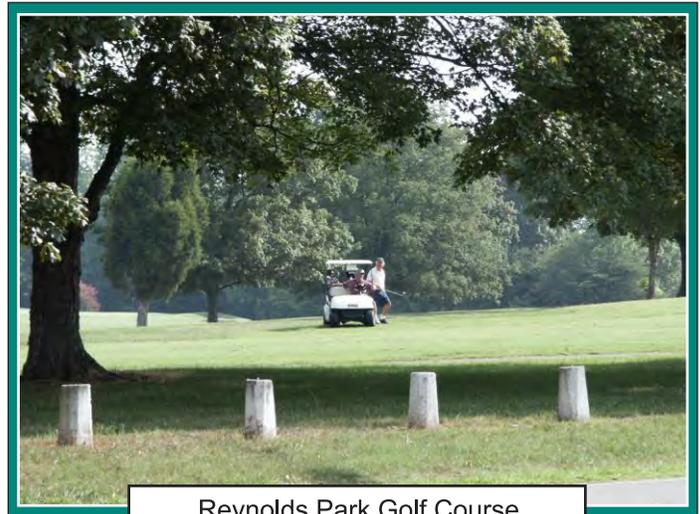
## RELATIONSHIP TO LEGACY 2030

*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 *Southeast Winston-Salem Area Plan* was adopted in 2002. The *Southeast Winston-Salem Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the Southeast Winston-Salem Plan Area.

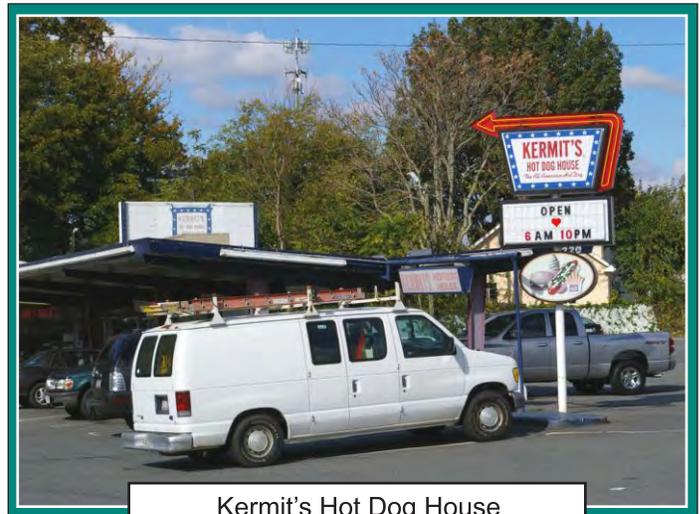
*Legacy 2030's* Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan, 85% of the plan area is designated as Urban Neighborhoods, Growth Management Area (GMA) 2; 15% is designated as Suburban Neighborhoods, GMA3. There is also a small portion of the plan area designated as City Center, GMA1 (see **Map 2** on **page 2**).



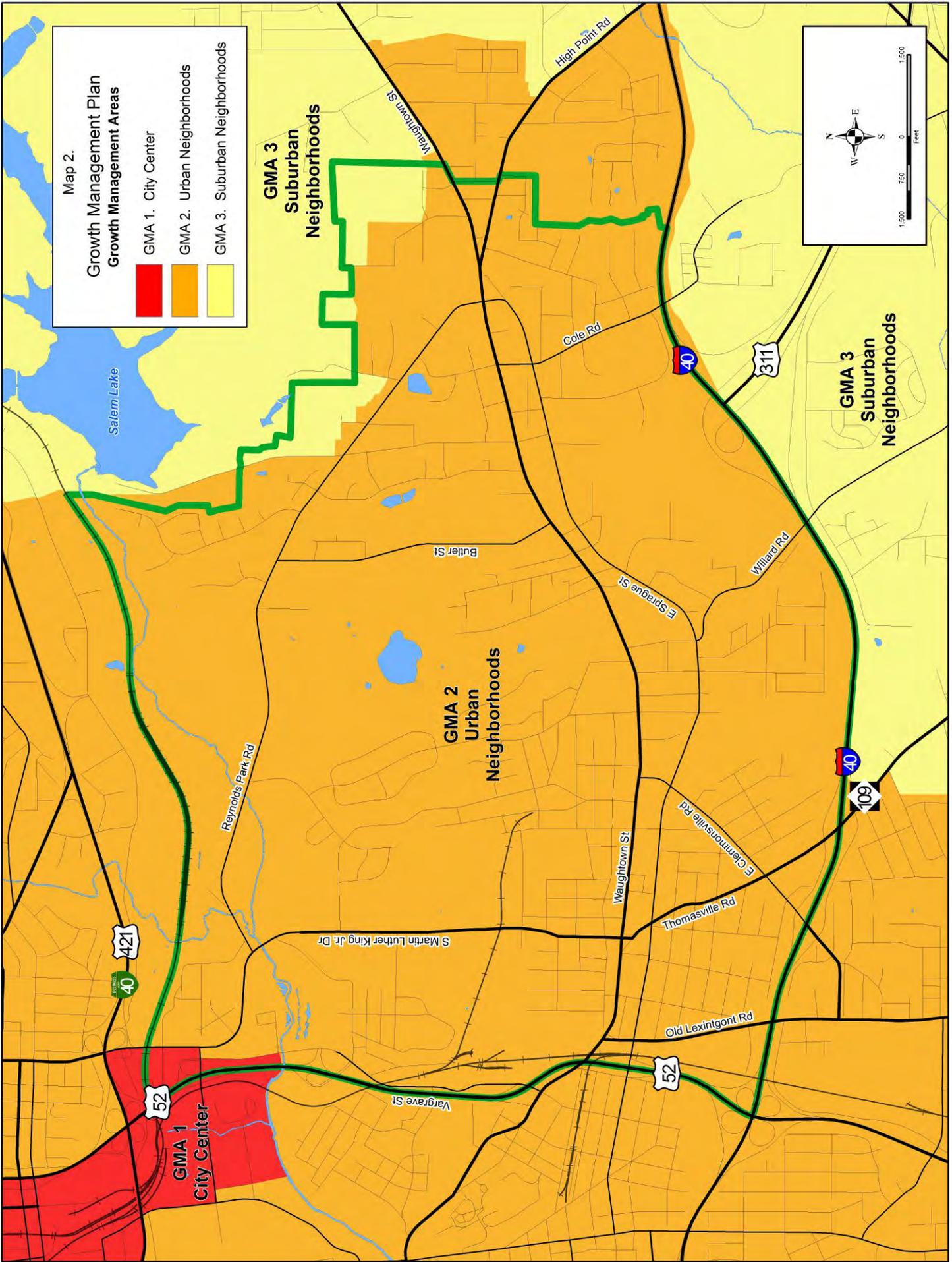
Winston-Salem State University



Reynolds Park Golf Course



Kermit's Hot Dog House



## 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.

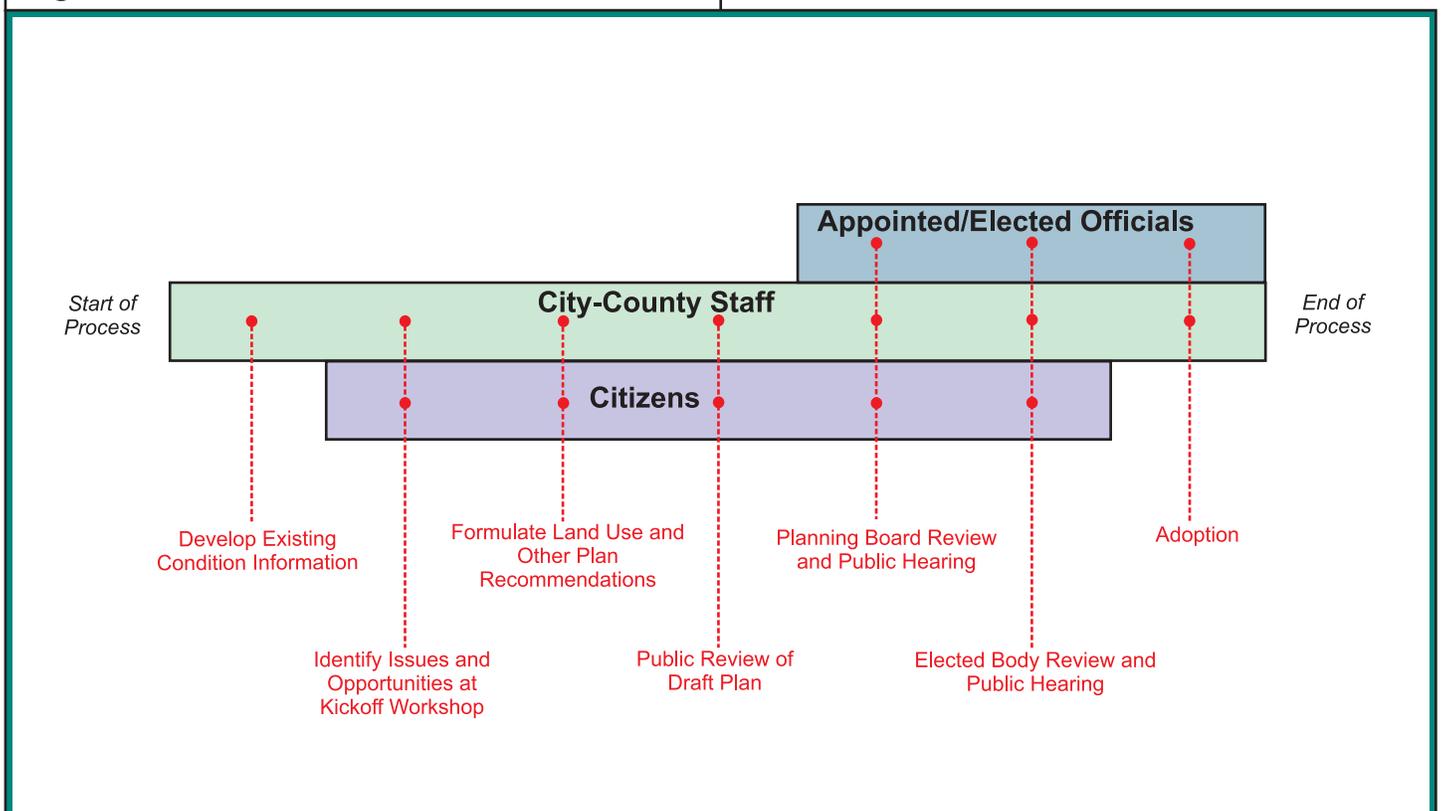
Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in *Legacy 2030*, serve as the basis for the next step in the process: the formulation of recommendations by Planning staff. These recommendations primarily focus on proposed land use recommendations, and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

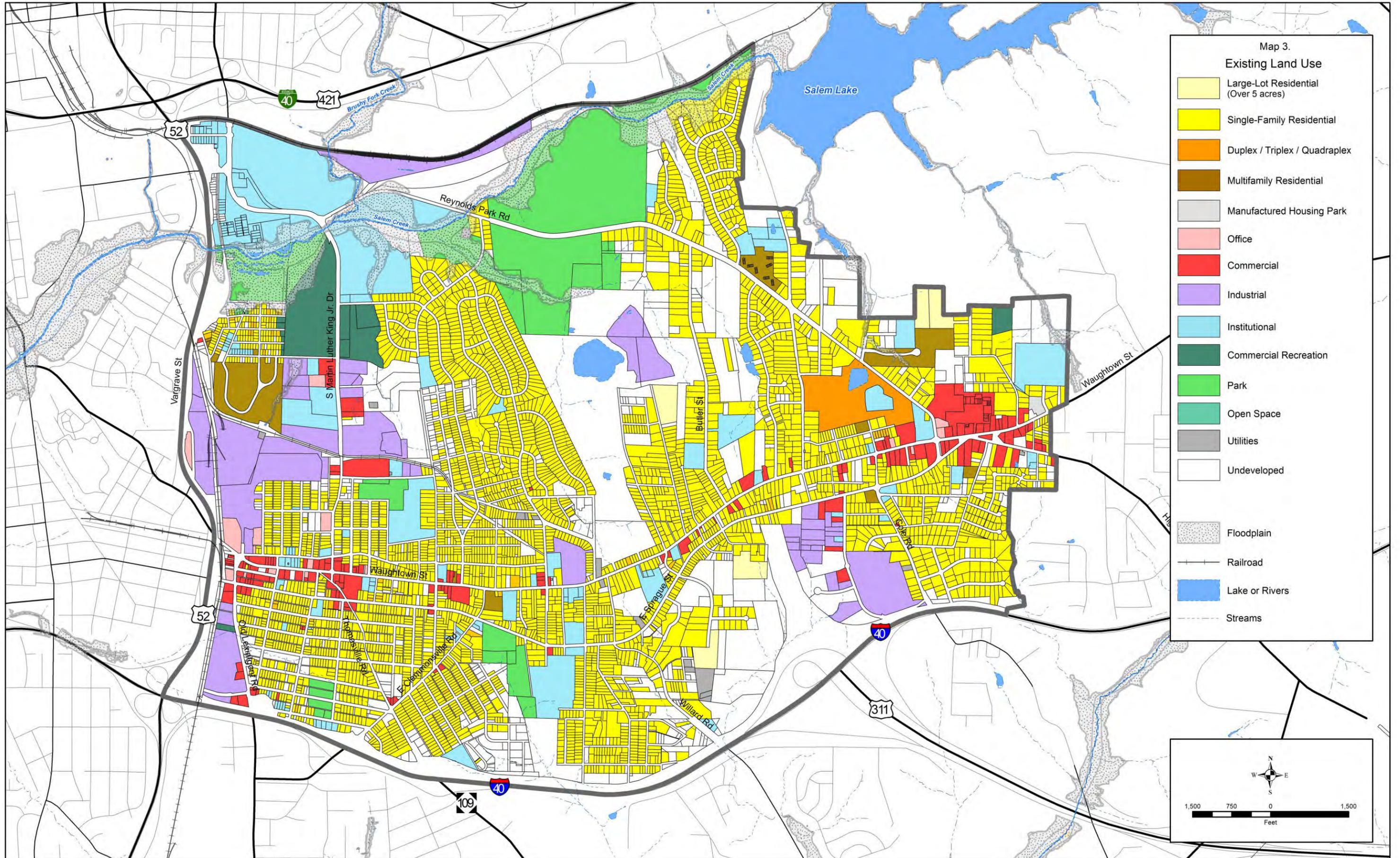
The adopted plan replaces the existing adopted plan for the area and will be used on an ongoing basis by the Planning Board and City Council to guide land use, infrastructure, and public investment decisions. An implementation schedule is included in the adopted plan to outline tasks and timing needed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





Plan Kickoff Meeting





## GENERAL CHARACTER

The Southeast Plan Area of Winston-Salem has experienced change in recent years due to the increased number of immigrants, mostly of Hispanic origin, settling in and opening new businesses, enhancing further diversity in the population of the area. There is a broad spectrum of land uses in the area, with industrial, institutional, and parks and open space uses located mostly around the edges; commercial uses located mainly along the Waughtown and Sprague Street corridors, and single-family residential areas with churches and schools towards the central and southern portions of the study area.

The Southeast Plan Area of Winston-Salem has a rich past, a past which includes recent as well as colonial history. This is evident in the number of architecturally significant structures found in the area and the number of old, well-established neighborhoods. Neighborhoods like the ones found in the Southeast Area grew steadily during the 1940s, 50s, and 60s. More recent, new construction activity was concentrated in plan areas closer to Salem Lake.

Most of the land in the plan area is already developed, making redevelopment of existing sites and structures more likely to happen than new development. The expansion of office, commercial, and industrial land uses can increase economic opportunities, but has the potential to impact surrounding residential areas. Assuring that redevelopment and expansions blend with existing development will be one of the most important challenges for the plan area in the future.

## DEMOGRAPHICS

Based on the 2010 Census, approximately 13,185 people, 4% of Forsyth County's population, live in the Southeast Plan Area. This is a 1% increase in population over 10 years, below the 15% growth rate for Forsyth County (see **Table 1** for more details).

**Table 1. Demographic Trends/Comparisons**

Population Statistics					
Area	Population				
	2010	2000	2000-2010 Growth (percent)	2010 Portion of Forsyth County Population (percent)	2010 Density (Persons per Acre)
Southeast Area Plan	13,185	13,061	1%	4%	3.4
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 Southeast Area Plan	56	15	0.2	2	27
2000 Southeast Area Plan	60	21	0.1	3	16
2000-2010 Change	-4	-6	0.01	-1	11
2010 Forsyth County	26	59	2	2	12
2000 Forsyth County	26	68	1	4	6
2000-2010 Change	0	-9	1	-2	6

Source: 2010 U.S. Census

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

Age Statistics					
Area	Age (Percent)				
	Less than 5 years	5-17 years	18-39 years	40-60 years	65 years and older
2010 Southeast Area Plan	9	19	37	26	9
2000 Southeast Area Plan	6	13	30	28	23
2000-2010 Change	3	6	7	-2	-14
2010 Forsyth County	7	18	29	33	13
2000 Forsyth County	7	17	33	31	13
2000-2010 Change	0	1	-4	2	0

Source: 2010 Decennial U.S. Census

## EXISTING LAND USE

The first settlements southeast of Winston-Salem at urban densities were along two east-west country roads in the study area, Waughtown and Sprague Streets, as well as along Old Lexington Road. Secondary development took place along the streets radiating out from these roads.

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

Residential use accounts for approximately 36% of the total land area. Low-density, single-family residential is the largest category of residential use accounting for 33% of land area. There are a few multifamily developments including Salem Gardens, Skyline Village, and an elderly housing complex on Reynolds Park Road accounting for 1.6% of the land area.

### COMMERCIAL AND OFFICE

Approximately 126 acres, about 3.1% of the land area, is developed with commercial and office uses. The primary concentrations of commercial land use exist along Waughtown Street at the east and west ends of the planning area. These commercial establishments are relatively small operations and highway-oriented, but also serve as a convenient shopping area for the neighborhoods.

Office development as an exclusive use is almost nonexistent in the plan area, although some offices are located within buildings used for commercial and industrial purposes.

### INSTITUTIONAL

Both public institutional uses, such as schools, fire stations, recreation facilities, and private institutions such as churches are dispersed throughout the plan area. Approximately 335 acres of institutional use account for about 8.6% of the land area.

### PARKS AND OPEN SPACE

Parks and open space account for 307 acres of the plan area, about 7.9% of the total land area. Recreation facilities are discussed in more detail in the Community Facilities section.

### INDUSTRIAL

Industrial uses comprise approximately 247 acres or 6.3% of the plan area. Heavy industrial uses are dominant in the western part of the planning area along US 52 where good rail and expressway access is available as well as off Reynolds Park Road on the former Vulcan Quarry site. Light industrial developments are located along Martin Luther King, Jr. Drive and on Sprague Street close to Cole Road.

### UTILITIES AND RIGHTS-OF-WAY

Together, utilities and road/rail rights-of-way account for approximately 16.5% of the land area or 644 acres in the plan area.

### UNDEVELOPED

A significant proportion of the plan area, 763 acres or 19.6% of the land area, is undeveloped land. Some of the undeveloped land is not topographically suitable for development because of steep slopes or the land is adjacent to Salem Creek and its tributaries, in floodplains, or wetlands. The largest portions of undeveloped land are found along the proposed corridor for the future US 311 Connector and the former Vulcan Quarry site.

**Table 2. Existing Land Use Summary**

Land Use	Acres	%
Large Lot Residential	12	0.3
Single-Family	1,288	33.0
Duplex/Triplex/Quadraplex	53	1.4
Multifamily	62	1.6
<b>Total Residential</b>	<b>1,415</b>	<b>36.3</b>
Office	15	0.3
Commercial	111	2.8
Industrial	247	6.3
Institutional	335	8.6
Commercial Recreation	65	1.7
Parks, Recreation & Open Space	307	7.9
Rail & Road Right-of-Ways	634	16.2
Utilities	10	0.3
<b>Total Utilities &amp; ROW</b>	<b>644</b>	<b>16.5</b>
<b>Total Developed</b>	<b>3,139</b>	<b>44.1</b>
Undeveloped Land	763	19.6
<b>Total Area</b>	<b>3,902</b>	<b>100.0</b>

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

## ZONING

The most prevalent zoning in the plan area with 2,261 acres is single-family residential zoning on lots with a minimum size of 9,000 square feet (RS-9 District). There is also 543 acres zoned for industrial, located along US 52, off Sprague Street east of the proposed 311 Connector, and in the former Vulcan Quarry site off Reynolds Park Road. In addition there are approximately 165 acres zoned for commercial use mostly along Waughtown Street.

Since the adoption of the original *Legacy* plan in 2001, there have been 22 rezoning petitions approved for the plan area. The most prevalent rezoning petition is for commercial zoning, of which twelve were approved and nine denied or withdrawn from consideration. Within the same time period, there were 11 subdivision approvals involving approximately 18 acres of land and an additional 45 lots for the plan area.

## TRANSPORTATION FEATURES

Existing transportation features include roads, 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 county and the state. There are two main transportation routes that traverse the planning area. Forming the southern boundary, Interstate 40 crosses the area in an east/west direction; to the west, US 52 traverses Forsyth County from Interstate 40 to Business 40 forming the planning area's western boundary.

One boulevard providing the major north-south connection within the planning area is South Martin Luther King, Jr. Drive.

Several major thoroughfares serve the planning area. These include High Point Road, Kernersville Road, Old Lexington Road, Thomasville 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 44** and **Table 3** on **page 10** show existing streets, thoroughfares and highways.

**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	4-6 lanes with median	82,000 - 97,000	102,000 - 139,000	62,300 - 94,700	48 - 100	8 lanes divided with grass median
US 52	4 lanes with median	61,000 - 67,000	71,900 - 97,100	62,300	48	6 lanes divided with grass median; 8 lanes divided with grass median
Expressways	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
<i>None in study area</i>						
Boulevards	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
S. Martin Luther King, Jr. Drive	4-5 lanes	9,00 - 18,000	13,800 - 26,100	38,100	48-72	2 lanes with bike lanes, parking on both sides and sidewalks; 4 lanes with raised median, wide outside lanes and sidewalks
Major Thoroughfares	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
High Point Road	2 lanes	5,100	7,600	13,800	20	3 lanes with wide outside lanes and sidewalks
Kernersville Road	2 lanes	8,700	7,900	13,800	24 - 26	3 lanes with wide outside lanes and sidewalks
S. Martin Luther King, Jr. Drive	2 lanes	6,800 - 7,500	12,600 - 14,100	13,800	22 - 34	3 lanes with wide outside lanes and sidewalks
Old Lexington Road	2 lanes	700	700	13,800	20	3 lanes with wide outside lanes and sidewalks
Thomasville Road	2 lanes	1,200 - 3,000	2,600 - 5,600	13,800 - 15,800	20	3 lanes with wide outside lanes and sidewalks
Waughtown Street	2 lanes	1,400	300	15,300	21	2 lanes with bike lanes, parking on both sides, and sidewalks; 3 lanes with wide outside lanes and sidewalks; 4 lanes divided with raised median, wide outside lanes and sidewalks

# Existing Conditions



Minor Thoroughfares	Description	2011 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Butler Street	2 lanes	910	800 - 1,300	13,800	20 - 36	2 lanes with bike lanes, parking on both sides, and sidewalks; 2 lanes with bike lanes, parking on one side, and sidewalks
E. Clemmonsville Road	2 - 5 lanes	11,000	5,800 - 15,500	13,800 - 31,700	30-58	2 lanes with bike lanes, parking on one side, and sidewalks; 3 lanes with wide outside lanes and sidewalks
Cole Road	2 lanes	1,700 - 2,700	300 - 3,900	13,800	21 - 23	2 lanes with bike lanes, parking on one side, and sidewalks; 3 lanes with wide outside lanes and sidewalks
Rams Drive	5 lanes	13,000	18,000 - 24,900	31,700	64	4 lanes divided with raised median, wide outside lanes, and sidewalks
Reynolds Park Road	2 - 3 lanes	6,900 - 9,800	10,500 - 18,400	15,300 - 18,200	22 - 47	3 lanes with wide outside lanes and sidewalks
E. Sprague Street	2 lanes	2,000 - 8,500	4,300 - 15,600	13,800	20 - 40	2 lanes with bike lanes, parking on both sides, and sidewalks; 3 lanes with wide outside lanes and sidewalks
E. Sprague Street	2 lanes	2,000 - 8,500	4,300 - 15,600	13,800	20 - 40	2 lanes with bike lanes, parking on both sides, and sidewalks; 3 lanes with wide outside lanes and sidewalks
Willard Road	2 lanes	1,200	2,200 - 7,900	13,800 - 15,300	20 - 26	2 lanes with bike lanes, parking on one side, and sidewalks
<b>List of Existing Collector Streets</b>						
Argonne Boulevard Broadbay Drive Leight Street Longview Drive			Marble Street Peachtree Street Pleasant Street		Salem Lake Road Shalimar Drive Tower Street	

## PUBLIC TRANSPORTATION

### Local Bus Routes

The Winston-Salem Transit Authority (WSTA) currently provides bus service within the Southeast Winston-Salem Planning Area on three routes originating from the downtown terminal. **Table 4** describes the routes in more detail.

Route Number	Direction	General Route
#3	Outbound	From S. Martin Luther King, Jr. Drive, right at Williamson Street, right at Bruce Street, left at Diggs Boulevard, left at Vargrave Street, right at Mock Street
#3	Inbound	From Mock Street, left at Vargrave Street, right at Diggs Boulevard, right at Bruce Street, left at Williamson Street, left at S. Martin Luther King, Jr. Drive
#26	Outbound	From S. Martin Luther King, Jr. Drive, left at Argonne Boulevard, left at Peachtree Street, right at Pleasant Street, right at Marne Street, left at Peachtree Street, right at Waughtown Street, left at Urban Street, right at Aureole Street, left at Old Lexington Road
#26	Inbound	From Thomasville Road, right on S. Martin Luther King, Jr. Drive, right on Waughtown Street, left on Peachtree Street, right on Marne Street, left on Pleasant Street, left on Peachtree Street, right on Argonne Boulevard, right on S. Martin Luther King, Jr. Drive, continue to Transit Center
#29	Outbound	From E. Sprague Street, left at Peachtree Street, right at Waughtown Street, right at Cole Road, right at Utah Drive, left at Electric Drive, left at Dize Drive, left at Susan Lane, right at Utah Drive, left at Cole Road, right at Dahlia Drive, left at Gardenia Road, right at Broadbay Drive, right at High Point Road, left at Martindale Road, left at Kernersville Road, continue on Waughtown Street, right at Reynolds Park Road, right at Terry Road, right at Salem Gardens Drive
#29	Outbound	From E. Sprague Street, left at Peachtree Street, right at Waughtown Street, right at Cole Road, right at Utah Drive, left at Electric Drive, left at Dize Drive, left at Susan Lane, right at Utah Drive, left at Cole Road, right at Dahlia Drive, left at Gardenia Road, right at Broadbay Drive, right at High Point Road, left at Martindale Road, left at Kernersville Road, continue on Waughtown Street, right at Reynolds Park Road, right at Terry Road, right at Salem Gardens Drive
#30	Outbound	From Rams Drive, right on S Martin Luther King, Jr. Drive, left at Reynolds Park Road, continue on E. Sprague Street, left on Willard Road, continue to Fanning Oaks Drive
#30	Inbound	From Willard Road, right at E. Sprague Street, continue on Reynolds Park Road, right at S. Martin Luther King, Jr. Drive, left at Rams Drive, continue to Transit Center

## Regional Transit

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

## Rail

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

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

## 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 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 two bike routes described in **Table 5**.

## 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: East Clemmons Road, East Sprague Street, Old Lexington Road, Rams Drive, Reynolds Park Road, South Martin Luther King, Jr. Drive, Thomasville Road, Waughtown Street, and Willard Road. Some collector streets with at least partial sidewalks are Argonne Boulevard, Broadbay Drive, Longview Drive, Marble Street, Peachtree Street, Pleasant Street, Salem Lake Road, and Tower Street.

## COMMUNITY FACILITIES

The Southeast 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 46**).

## 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. Two elementary schools are found in the plan area, Forest Park Elementary School and Hall-Woodward Elementary School.

There is also a higher education institution, Winston-Salem State University, one of 16 constituent institutions of the University of North Carolina system.

**Table 5. Bicycle Routes**

Route Name	Route Map Symbol	General Route
Salem Lake Connector	9	From Reynolds Park Road, north on Salem Lake Road
Reynolds Park Loop	9	From Waughtown Street, left at Salem Lake Road, left at Reynolds Park Road, left at Peachtree Street, left at Argonne Boulevard, right at Belleauwood Street, left at Peachtree Street, back to Waughtown Street
South East	10	From E. Clemmons Road, left at Thomasville Road, right at E. Sprague Street, right at Willard Road

## RECREATION FACILITIES

### Parks

The *2015 Parks and Open Space Plan* was adopted in 2007. The plan discusses existing parks, community park needs, existing open space and open space needs, park proposals and recommended facilities. Six public parks are currently located in the Southeast 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*, the Southeast Plan Area is adequately served by parks and community center facilities.

### Greenways

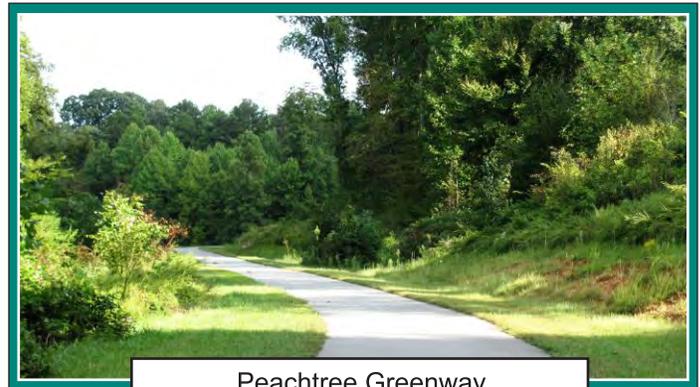
Greenways are linear open space corridors that can be managed for conservation, recreation, and/or transportation purposes. Many greenways have paved trails and accompanying land that provide pedestrian and bicycle access to neighborhoods and community facilities in addition to the waterways of Forsyth County.

There are three existing greenways within the planning area: Salem Creek Greenway, Salem Lake Greenway and Peachtree Greenway. The Salem Creek Greenway is 4.5 miles and runs from Market Place Mall at Peters Creek Parkway to the Salem Lake Greenway. The Salem Lake Greenway is 6.5 miles and runs along the perimeter of the lake. The Peachtree Greenway is .6 miles and runs behind the Reynolds Park Golf Course.

Two additional greenways have also been programmed for the area: Brushy Fork Greenway Phase 4 and the Waughtown Connector. The Brushy Fork Greenway Phase 4 will connect the existing Brushy Fork Greenway at Lowery Street to the Salem Creek Greenway at Reynolds Park Road and is currently under engineering design and review. The Waughtown Connector will begin at the Peachtree Greenway and extend through the old Piedmont Quarry to Waughtown Street. Funding has been allocated for the connector but design work has yet to begin.

### Bowman Gray Stadium

This special use recreational facility is located next to Civitan Park in the northwest section of the study area. The main activities at this facility are auto racing during the summer and football games during the fall season. Concerts, musicals, and high school athletic events are also held at the stadium.



Peachtree Greenway

**Table 6. Recreation Facilities**

Park Type/Name	Acreage	Major Facilities
<b>Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.</b>		
Belview Neighborhood Recreation Center	6.0	Basketball court, Computer Lab, Meeting Room, Playground, Shelter, Soccer Field, Softball Field, Walking Trail
Park Type/Name	Acreage	Major Facilities
<b>Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.</b>		
Civitan Park	27	Soccer Fields
Forest Park	9.0	Shelter, Playground, Tennis Courts, Fitness Course
Sprague Street Community Recreation Center	20	Computer Lab, Game Room, Meeting Rooms, Playground, Gym
William Roscoe Anderson, Jr. Recreation Center	5.0	Basketball Courts, Computer Labs, Gym, Meeting Rooms, Shelters, Playgrounds, Tennis Courts
Park Type/Name	Acreage	Major Facilities
<b>District Park: Provide recreational opportunities focusing on one or more specialized activities such as golf or tennis</b>		
Reynolds Park	232	18 Hole Golf Course, Clubhouse

## HOUSING

### GENERAL INFORMATION

According to the 2010 Census, there are approximately 4,486 housing units in the Southeast Plan Area. Approximately 52% of households own their own homes, compared to 58% 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 severely 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.

A good portion of the Southeast 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 urban character that remains to date. However, the poor maintenance of existing businesses, parking areas, and residential units in some of these older neighborhoods gives a neglected appearance to many streets. The age of many of these structures requires that periodic repair and remodeling be done to avoid deterioration, but many of the rental properties in the area are not properly maintained or updated.

The urban character changes in the areas generally east of Butler Street, where a more suburban type of development is found. Neighborhoods such as Morningside Manor, Reynolds Manor, Reynolds Forest/Salem Lake, Shalimar, Steward Gardens, and Broadway Heights have generally larger minimum lot sizes, greater setbacks of structures from streets, wider streets with no sidewalks, and good housing conditions. The only shopping center in the plan area is found here.

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 vacant/abandoned industrial sites and buildings, and encouraging the rehabilitation of existing structures. The creation of a community focal point should be a priority. This gathering place should reflect the history and special qualities of the area and be a place where residents can meet and mingle freely with one another.



New Housing Development

**Table 7. Housing Statistics**

Housing Tenure			
Area	Total Housing Units	Owner-Occupied (Percent)	Renter-Occupied (Percent)
Southeast Winston-Salem	4,486	52	48
Winston-Salem	102,882	58	42
Forsyth County	154,153	64	36

Source: 2010 U.S. Census

## HISTORIC RESOURCES

The Southeast Winston-Salem Planning Area is fortunate to possess a number of historic resources, which range from early-mid 19th century to mid-20th century properties. The resources in the area tell a story, in part, of the community's earliest and continuing settlement in the Waughtown-Belview area, significant African-American educational achievement with Winston-Salem State University, and other varied resources. These historic properties vary in type and form; there are also individual properties of note. Other types of resources include bridges and potential archaeological sites. Comprising a significant portion of the built environment, these resources serve as a tangible reminder of the area's outstanding history.

The Historic Resources Commission staff has reviewed the major historic resource studies/surveys as discussed in **Appendix A** and has determined that a number of historic resources are located within the planning area (see **Map 9** on **page 50**).

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

**Appendix A** is a list of recognized historic resources in the Southeast Plan Area and their current designations.



Renovated Historic Home

## ECONOMIC DEVELOPMENT

A number of underutilized or vacant industrial or commercial properties exist in the plan area. Rehabilitation of these properties is needed to attract new businesses or encourage expansion of existing 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:** Funding is available for business assistance in specific urban areas of the city. The area around Southeast Plaza qualifies for funding under this program.
- **Target Area Business Assistance Program:** Provides incentives to encourage businesses to locate within certain areas of the city and create job opportunities. An approved area includes the portion of the plan area bounded by Waughtown Street and Sprague Street between Old Lexington Road and Thomasville Road.
- **NRSA Building Rehabilitation Program:** Provides financial assistance for building and site improvements. The Neighborhood Revitalization Strategy Area (NRSA) covers the entire planning area.
- **Small Business Loan Program:** Provides financial assistance to businesses 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.

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.



Revitalized Commercial Building

## THE ENVIRONMENT

A number of environmental issues are of concern in the plan area including watersheds, floodplains, water quality, and wetlands (see **Map 4** on **page 18**).

### WATERSHEDS

Water-supply watersheds have specific State-mandated protection regulations. These regulations attempt to maintain or restore the natural stormwater infiltration and purification process by:

- Limiting housing density by restricting the maximum number of housing units per acre.
- Limiting the built-upon area, or the amount of land cover by pavement and structures.
- Maintaining natural vegetative buffers along streams.
- Requiring engineered stormwater controls that trap sediment and other pollutants before reaching streams.

The northeastern portion of the plan area is in the Salem Lake Watershed. Land within the watershed located east of Salem Lake Road and north of Waughtown Street is in the Reservoir Protection Area (RPA). Development requirements are stricter in the RPA to offer greater absorption and water purification opportunities for stormwater runoff before it enters Salem Lake. Therefore, within the Salem Lake RPA, there must be either:

#### a. Residential Development Requirements

- i. A minimum lot size of 40,000 square feet per dwelling unit; or
- ii. An average density of one dwelling unit per 40,000 square feet; or
- iii. A maximum built-upon area of 12% of the site, unless a Special Intense Development Allocation (SIDA) is obtained.

#### b. Nonresidential Development Requirement

Nonresidential developments are limited to a maximum built-upon area of 12% of the site unless a Special Intense Development Allocation (SIDA) is obtained.

### FLOODPLAINS

Floodplains are flood-prone lands adjacent to creeks and streams. There are requirements to manage activities in these areas. There are approximately 230 acres of floodplain in the Southeast Plan Area. Portions of Salem Creek, Brushy Fork Creek, Berry Branch, Stadium Branch, Terry Road Branch, and Dunagun Branch have identified mapped flood-prone areas.

### WETLANDS

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

## EXISTING PLANS IN STUDY AREA

The following plans and studies have been completed for the plan area:

### **SOUTHEAST WINSTON-SALEM AREA PLAN** (Adopted 2002)

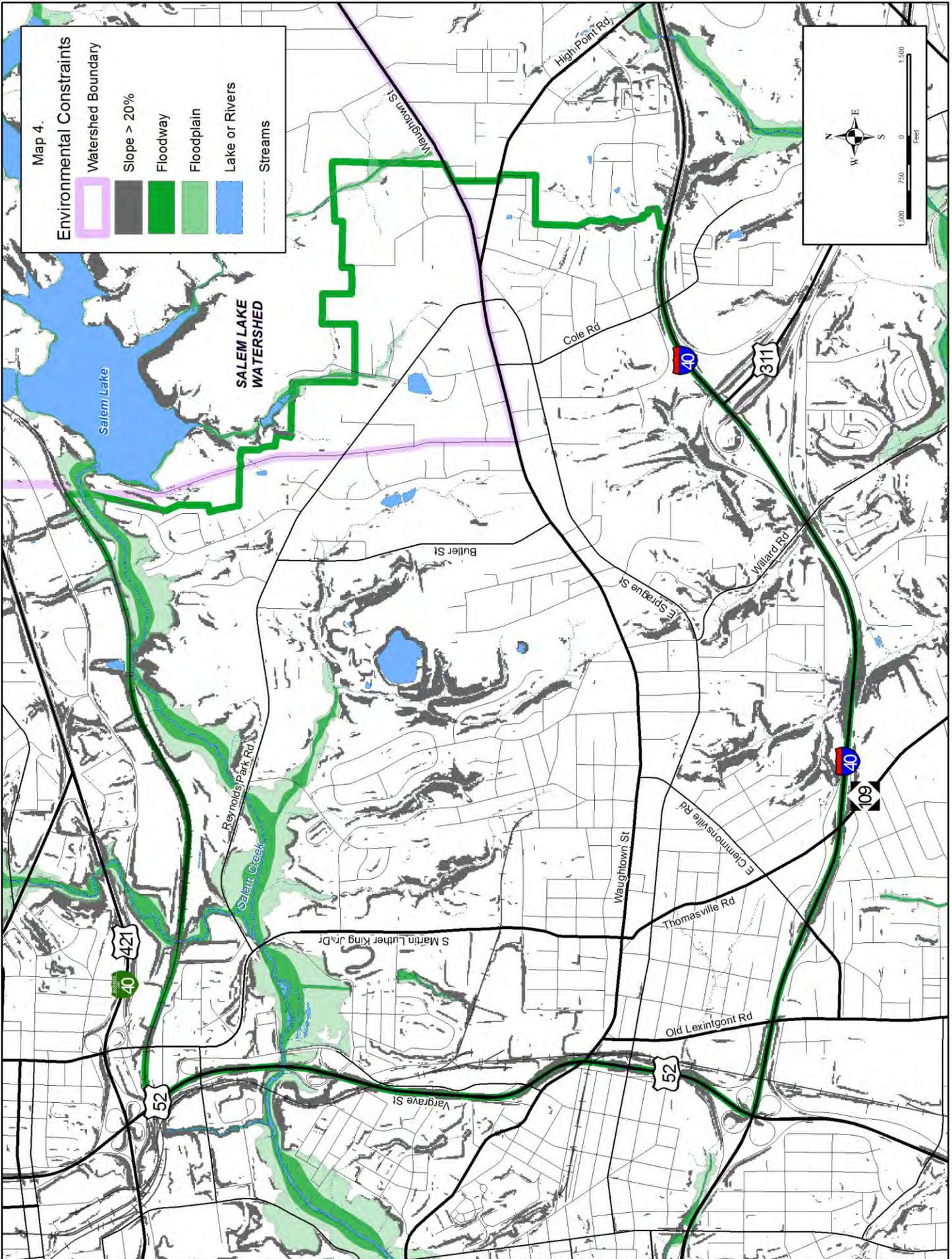
The original *Southeast Winston-Salem Area Plan* had approximately the same general boundaries except for a small portion around the former Union Station and some land around Salem Lake Road that was excluded in this updated plan. The area plan included recommendations for land use, transportation, community facilities, housing, historic preservation, sense of community, and economic development.

### **THE QUARRY at REYNOLDS PARK** (2012)

A consultant developed a master plan for the Quarry at Reynolds Park for the City of Winston-Salem Recreation and Parks Department. The master plan provides a short and long term vision for restoring, maintaining, and enhancing this unique site to make it a recreational and cultural resource for the City of Winston-Salem. The goal of the master plan is to develop this site into a public attraction and tourist destination.



The Quarry at Reynolds Park



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

## LAND USE RECOMMENDATIONS

Land use recommendations serve as a guide for future development and zoning decisions in the planning area. As directed by *Legacy 2030*, land use recommendations designate locations and formulate policies for compatible residential development, commercial and office uses, industrial uses and activity centers.

### GENERAL RECOMMENDATIONS

Planning policies used to develop land use recommendations for the Southeast Plan Area are:

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

## RESIDENTIAL

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

The following are general descriptions for categories of residential land uses and specific recommendations for locations within the planning area suitable for these categories of use. The sites are shown on the Proposed Land Use Changes map and the overall Proposed Land Use map (see **Map 5** on **page 23** and **Map 6** on **page 27**).

### Low-Density Residential

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

- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of undeveloped residential land in many parts of the planning area, excluding areas within proposed activity centers and other designated sites. This land is generally located in the southern portion of the planning area and around the proposed US 311 Connector, and has easy access to thoroughfare roads.

### 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 RS-Q, allowing single-family to quadraplex units.
- Zoned RM-5, allowing smaller multifamily buildings.
- Zoned another district, but are most appropriately developed with single-family, duplex, triplex, quadraplex, and/or townhouse units.

Generally, small residential infill sites should be developed under the RS-Q or RM-5 districts. However, since the RS-Q district does not allow clustering of development (by only allowing one building per zoning lot), in unique circumstances, the 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 Columbia Terrace area currently zoned RM-5.
- The back portion of the Enterprise Center property currently zoned RS-9.
- Two tracts of land facing Thomasville Road.
- Lots in the Waughtown/Thomasville Activity Center. See **(\*e)** in Special Land Use Conditions on **page 37**.
- Lots in the Southeast Plaza Activity Center. See **(\*u)** in Special Land Use Conditions on **page 40**.

## Moderate-Density Residential

Moderate-density residential development has a density of five to eight dwelling units per acre. Generally, moderate-density residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily, townhouses or clustered single-family structures. **Design Guidelines for Multifamily Developments** can be found in **Appendix B on page 55**. Moderate-density residential is recommended for five Residential Opportunity Areas discussed below.

## Residential Opportunity Areas

### Site 1: Old Lexington Road/Dacian Street to Aureole Street

This site includes two potential areas for development north and south of Glencoe Street. The area north of Glencoe Street has approximately 4 acres and is currently zoned RS-9, which allows for single-family residential use. The City acquired a number of properties for the widening of Old Lexington Road and owns about 1.4 acres of land in this area. Five existing single-family structures are located at the intersection of Glencoe Street and Dacian Street. The area south of Glencoe Street has an additional 1.3 acres and consists of two single-family units and a vacant .7-acre parcel owned by the City.

This plan recommends comprehensive redevelopment of the two areas, if feasible. Moderate-density residential land use is recommended, up to approximately 8 dwelling units per acre, with compatible duplex, quadraplex, small footprint townhouse/multifamily development or clustered single-family structures. Site design should be compatible with the adjacent single-family neighborhood, possibly including quadraplex, townhouse or multifamily development located along Old Lexington Road, a major thoroughfare, and lower-density development next to existing homes facing Dacian Street. The following recommendations apply to different possible scenarios for development of the site:

- Protect existing single-family homes located at the intersection of Glencoe Street and Dacian Street if using only undeveloped tracts of land north of Glencoe Street.
- If comprehensive redevelopment is desired in the area north of Glencoe Street, include all of the existing residential units at the intersection of Glencoe Street and Dacian Street.
- If additional land is required, consider extending development south of Glencoe Street to Aureole Street.
- If not comprehensively redeveloped, allow the southernmost undeveloped tract of land in the area south of Glencoe Street to be developed for the residential infill land use category.

### Site 2: Interstate 40/Thomasville Road

This undeveloped site has approximately 3.4 acres and is located on both sides of Thomasville Road. The site is currently zoned RS-9, which allows for single-family residential use. This plan recommends moderate-density residential land use at this location, up to approximately 8 dwelling units per acre, with compatible quadraplex, or small footprint townhouse development. Special attention should be given to building and parking placement at this entryway into the neighborhood from Interstate 40. Building setbacks compatible with adjacent existing single-family development, attractive streetscape treatment, and parking areas located to the rear will help create a gateway into the area.

### Site 3: Willard Road/US 311 Connector

This undeveloped site has approximately 53 acres and is currently zoned RM-8-S which allows for multifamily residential uses up to 8 dwelling units per acre. This plan recommends maintaining the land use density with multifamily or townhouse as appropriate development for the site. This site has some steep slopes requiring the clustering of some of the buildings. Access to the site is a main constraint for the development since the only existing access to the property is off Willard Road next to I-40. An additional access to Leight Street could be established if an access easement is obtained or this site is developed in conjunction with adjacent undeveloped land located to the west of this site. However, this plan does not recommend rezoning the adjacent undeveloped land to the west of this site to higher densities. These undeveloped tracts should be developed for single-family residential use at the density allowed under current RS-9 zoning.

### Site 4: Waughtown Road/Cole Road

This site has approximately 2.6 acres and is currently zoned RS-9, which allows for single-family residential use. A portion of the site is currently undeveloped and a single-family structure is located to the west. This plan recommends moderate-density residential land use at this location, up to approximately 8 dwelling units per acre, with compatible duplex, quadraplex, small footprint townhouse development or clustered single-family structures. A secondary access could be established to the south off Newland Drive.

## Site 5: Reynolds Park Road/Rhue Road

This site has approximately 32 acres of primarily undeveloped land and is currently zoned RS-9 which allows for single-family residential use. It is located off Reynolds Park Road and next to land currently zoned RM-18, which allows for high-density residential uses. This plan recommends moderate-density residential land use at this location, up to approximately 8 dwelling units per acre, with compatible duplex, quadraplex, townhouse/multi-family development or clustered single-family structures. Existing Salem Lake Watershed regulations significantly restrict potential development of the site, allowing for larger setbacks from adjoining properties and for the provision of large open space areas that can enhance the proposed development.

## OFFICE AND COMMERCIAL

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

### OFFICE/LOW-INTENSITY COMMERCIAL

Office and low-intensity commercial uses provide services to area residents, often with minimal negative impacts on adjacent residential uses. This land use category includes all office and commercial uses listed in **Table 8**.

This plan does not recommend areas for new office/low intensity commercial, but rather the conversion of some existing residential structures into office/low intensity commercial land use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority of the plan, which requires retaining as many residential structures as possible, particularly in the Waughtown-Belview National Register District. However, at certain locations it may be difficult to retain the existing single-family use on a specific property. The establishment of a transition between residential uses and commercial uses is recommended at the following locations:

- Waughtown/Thomasville Activity Center. See (\*e) in Special Land Use Conditions on **page 37**.
- Waughtown/Peachtree Activity Center. See (\*i) and (\*j) in Special Land Use Conditions on **page 38**.
- Southeast Plaza Activity Center. See (\*q) and (\*r) in Special Land Use Conditions on **page 39-40**.

**Guidelines for Conversion of Existing Homes to Office or Commercial Uses** can be found in **Appendix C** on **page 56**.

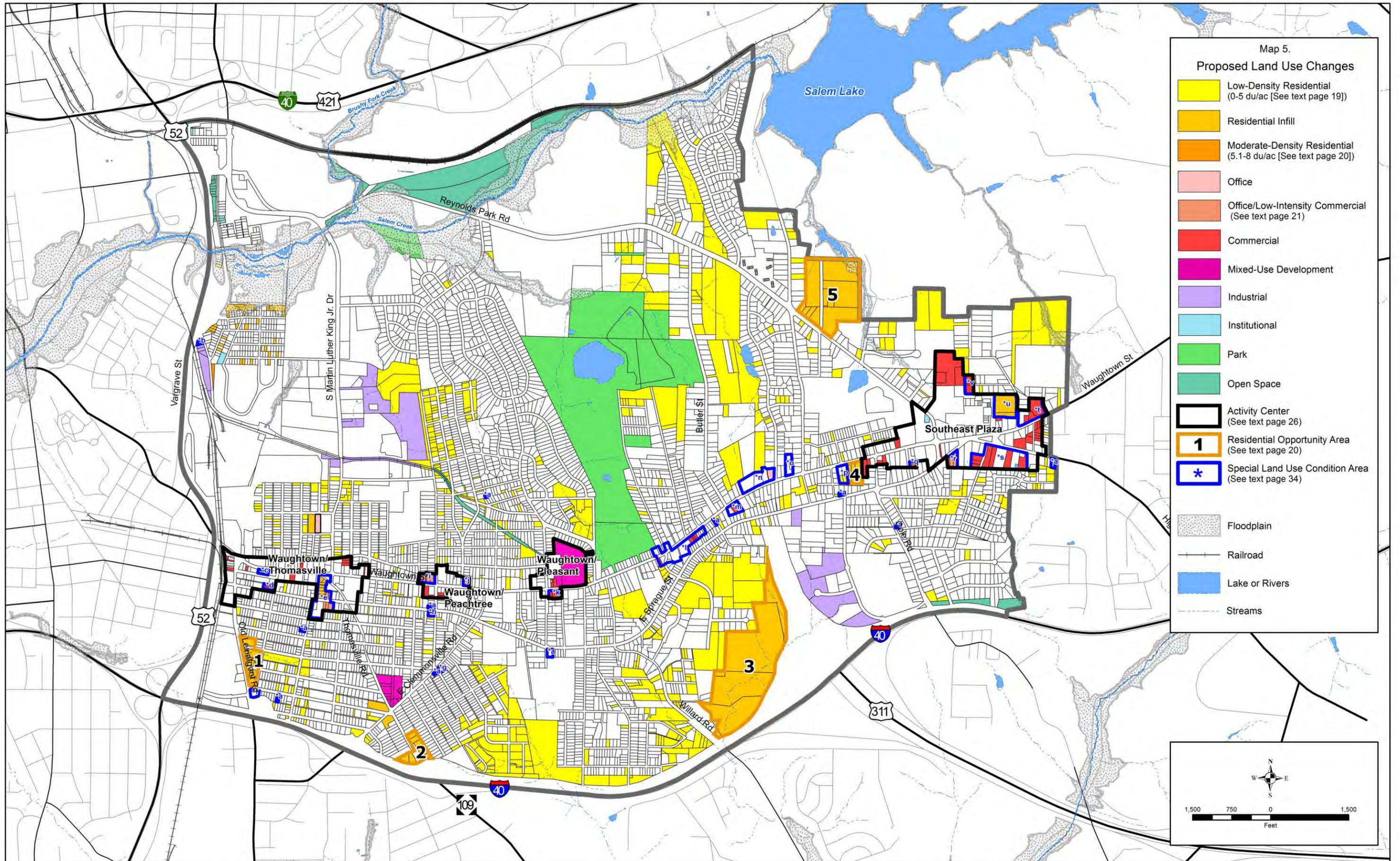
**Table 8. Defined Low-Intensity Commercial Uses**

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.



Ken Carlson Boys and Girls Club





## COMMERCIAL

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

- Intersection of Sprague Street and Dacian Street. See **(\*d)** in Special Land Use Conditions on **page 36**.
- Intersection of Waughtown Street and Pleasant Street. See **(\*k)** in Special Land Use Conditions on **page 38**.
- Southeast Plaza Activity Center. See **(\*s, \*t, and \*u)** in Special Land Use Conditions on **pages 40**.

## 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. The plan recommends the following:

- Retain older single-family structures adjacent to existing/new institutional uses within the boundaries of the Waughtown-Belview National Register District.
- 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.

## PARKS/OPEN SPACE

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

## INDUSTRIAL

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

- Revitalize vacant or underutilized industrial sites in the western portion of the planning area along US 52. 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

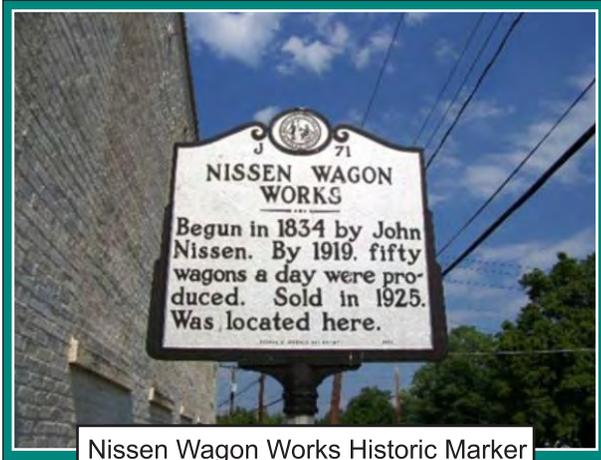
Mixed-use development typically includes a mixture of compatible commercial, office, varied residential types and densities, institutional, and recreational uses. This plan recommends two specific areas for mixed-use described below and shown on the Proposed Land Use Changes map (see **Map 5** on **page 23**). However, the concept of mixing uses is not limited to these areas only. Other locations may be appropriate and will need to be evaluated individually based on how they are integrated with and complement the surrounding neighborhoods.

#### Former Nissen Wagon Works

The former Nissen Wagon Works complex has 10.35 acres and is currently zoned LI and RS-9.

Opened in 1834 by John Philip Nissen, the wheelwright shop, on what was then called Waughtown Hill, became one of the largest wagon makers in the South during the

nineteenth century. A large brick factory, still standing, was built in 1919. In that era, a staff of about 200 men produced over 15,000 wagons per year. A number of warehouses were later added to the property and an office building was completed in the late 1970s. See Waughtown/Pleasant Activity Center on **page 31** for additional recommendations.



Nissen Wagon Works Historic Marker

## Intersection of Thomasville and Clemmons Roads

This site has approximately 5 acres, is in single-ownership, and is currently zoned RS-9. There is an existing gas station on the site and the remaining land is undeveloped. This site is located at the intersection of Thomasville Road, a major thoroughfare, and Clemmons Road, a minor thoroughfare. The site has the potential to be developed with a mixture of uses, including limited commercial, office, institutional, and multifamily residential at moderate density (up to 8 dwelling units per acre). Additional recommendations are listed below:

- Develop the entire site comprehensively and do not subdivide it into numerous unrelated uses.
- Integrate the uses as much as possible, even within the same buildings.
- Locate buildings to define the street right-of-way and close to the sidewalk edge. Locate the main entryway of all commercial buildings to face the street, common plaza or park.
- 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.
- Coordinate and limit access to the site, particularly from Thomasville Road.
- Retain as many existing large trees as possible, particularly along Thomasville Road.
- Provide open space in the form of a gathering space or plaza that is open to the public and centrally located.

## ACTIVITY CENTERS

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

The *Southeast Winston-Salem Area Plan Update* identifies four activity centers: the Waughtown/Thomasville Activity Center, the Waughtown/Peachtree Activity Center, the Waughtown/Pleasant Activity Center, and the Southeast Plaza Activity Center. These four activity centers were originally identified in the Revitalizing Urban Activity Centers (RUCA) Report as having top priorities for public improvements. All of them, except for the Waughtown/Pleasant Activity Center, have received public funding for that purpose. General recommendations in the RUCA Report applicable to all four activity centers are as follows:

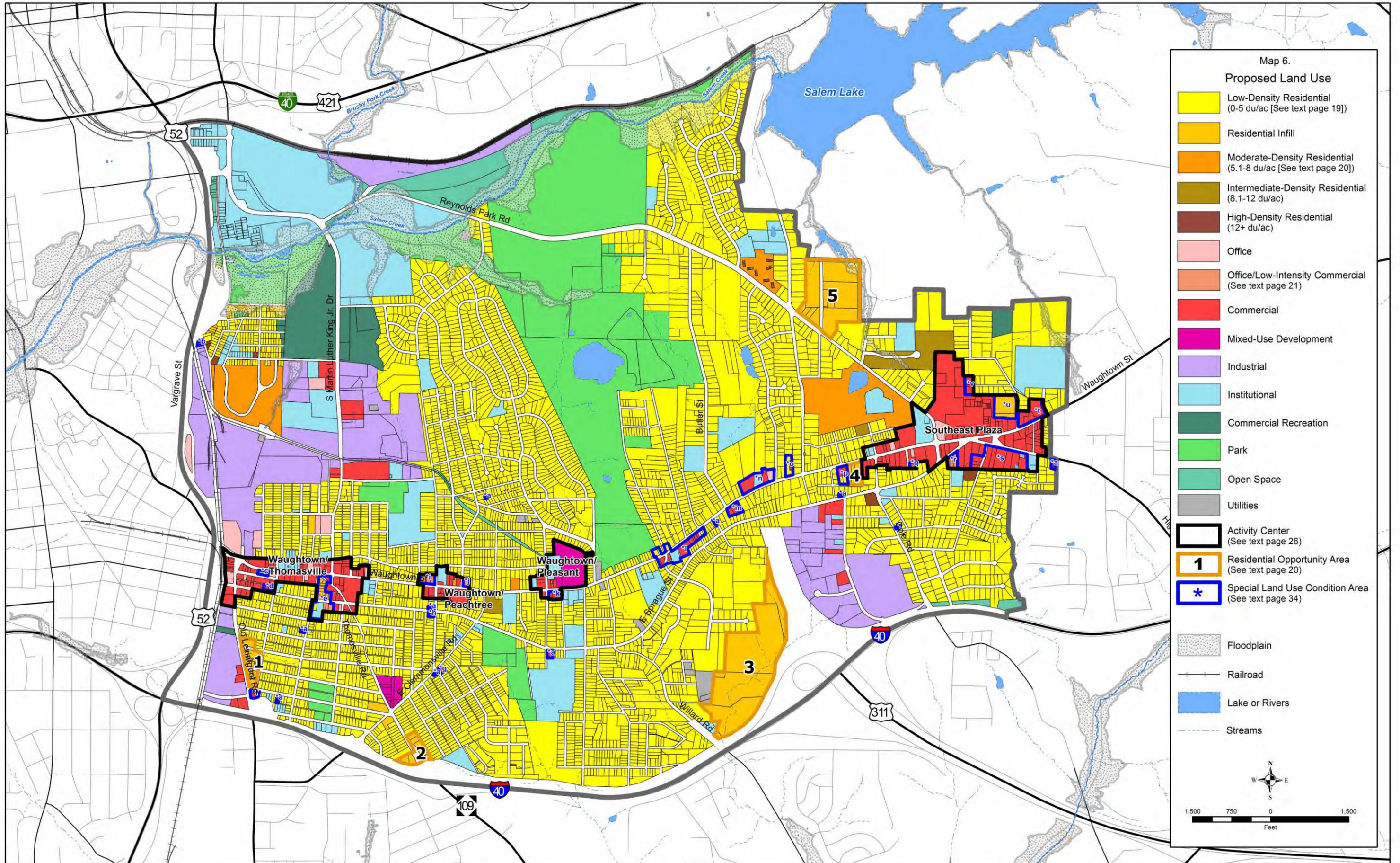
### RUCA Program Public Improvement Recommendations:

- Repair existing and build new sidewalks (see **Map 7** on **page 44** for 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 Point

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.

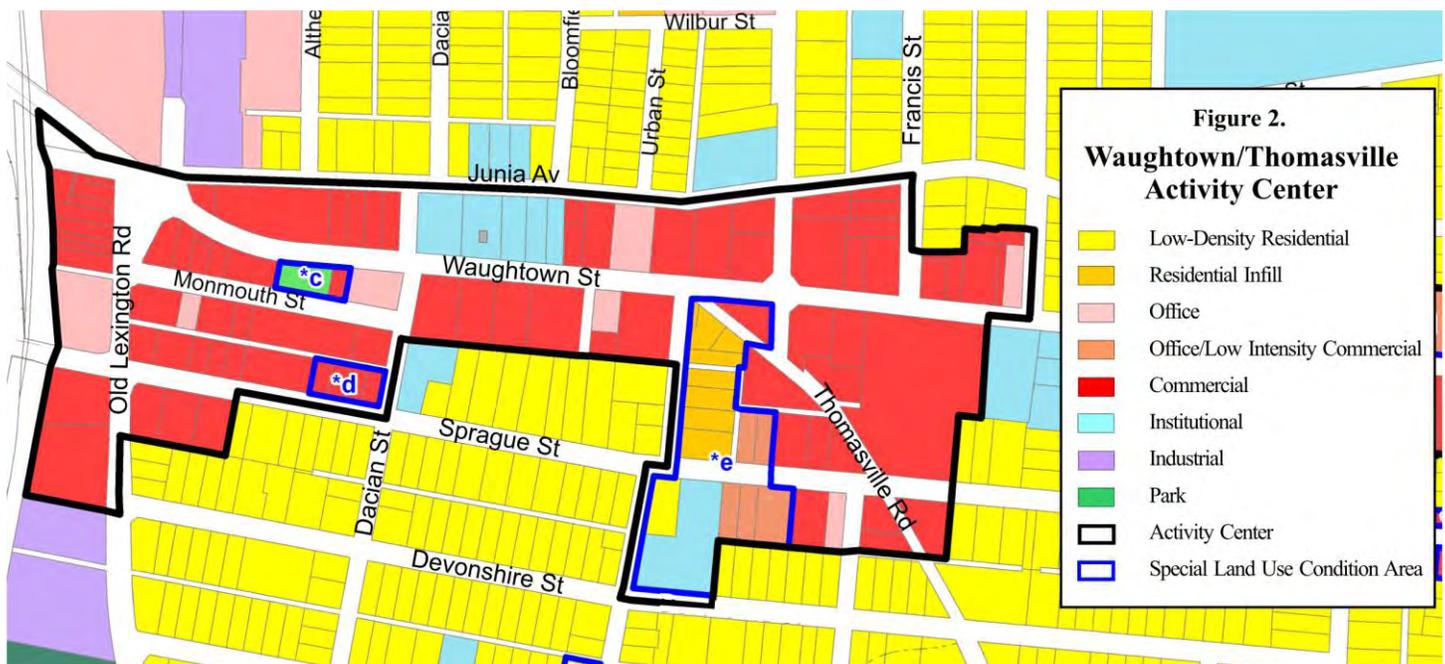
## Waughtown/Thomasville Activity Center

The Waughtown/Thomasville Activity Center (see **Figure 2**) contains approximately 47 acres and is generally located along Waughtown Street from Old Lexington Road to Thomasville Road. The majority of this activity center is zoned for commercial use, but also includes some single-family and office zoning districts. The area has a variety of land uses including fast food restaurants, a grocery store, food stores, a funeral home, banks, retail stores, auto repair, and service stations serving the surrounding neighborhoods.

Waughtown Street provides easy access to US 52 and connects the planning area with Main Street and the Center City. Public money through the RUCA Program has funded improvements to many existing businesses in the area, and in turn, has generated private investment to improve some properties. However, for this area to become a more desirable shopping/service destination, additional public and private improvements recommended in the RUCA Program and listed above, are needed. This

plan recommends the following:

- Continue strengthening the existing commercial areas through public and private improvements.
- Keep the existing boundaries of the commercial district. No additional rezoning to nonresidential uses, except for the areas described below, should be allowed in order to protect the historic older homes surrounding this activity center.
- Build a private park on Waughtown Street on the former Gant Service Station site. This park development has the potential of becoming a focal point for the community. See **(\*c)** in Special Land Use Conditions on **page 35** and an illustration of potential development.
- Add needed land uses such as entertainment, restaurants and outdoor dining throughout the activity center. See **(\*d)** in Special Land Use Conditions on **page 36** and an illustration of potential development.
- Allow some minor, small-scale conversion of existing homes to office/low-intensity commercial in designated areas. See **(\*e)** in Special Land Use Conditions on **page 37**.
- Consider creating a focal point at the Martin Luther King, Jr. Drive/Waughtown/Thomasville intersection. Improvements should be kept in the existing right-of-way as much as possible to serve as a catalyst for other improvements. See **(\*e)** in Special Land Use Conditions on **page 37**.
- Consider developing the east side of Urban Street south of Waughtown Street as the residential infill land use category. See **(\*e)** in Special Land Use Conditions on **page 37**.



## Waughtown/Peachtree Activity Center

The Waughtown/Peachtree Activity Center (see **Figure 3**) contains approximately 11.7 acres and is located along Waughtown Street between Hoover Street and Longview Drive. The majority of this activity center is zoned for commercial use, but also includes single-family zoning districts. The area has a variety of land uses including retail stores, a laundromat, car wash, and a church serving the immediate neighborhoods. A number of businesses have received RUCA funding for property improvements.

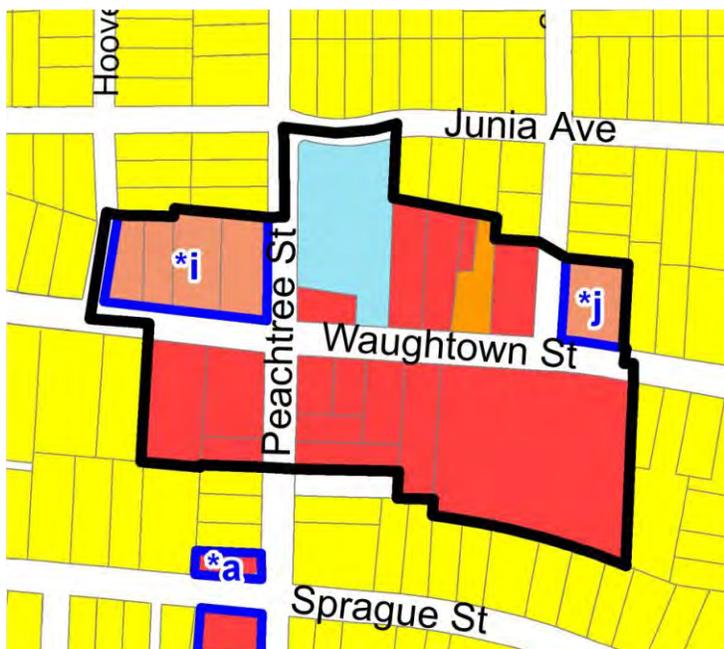
A Dollar General store was recently built at the intersection of Waughtown and Peachtree Streets on a site that had remained undeveloped for many years. With community input, additional features were added to the building to enhance the pedestrian oriented design of the store. The building design, landscaped areas and trees make this site an attractive focal point in the activity center and a good example of reinvestment in older commercial areas. The possible addition of a bus shelter and a community message board will further enhance this focal point. However, the activity generated by this new development impacts the properties on the north side of Waughtown Street. The same applies to the house across from the existing vacant mini-mall on the south side of Waughtown Street, which is proposed to be converted into a movie theater. This plan recommends the following:

- Keep the existing boundaries of the commercial district. No additional rezoning to nonresidential uses, except for the two areas described below, should be allowed in order to protect the historic older homes surrounding this activity center.

- Allow single-family properties on the north side of Waughtown Street between Hoover Street and Peachtree Street to covert to office/low-intensity commercial land use with the retention of the existing structure. See **(\*i)** in Special Land Use Conditions on **page 38**.
- Allow a single-family property at the intersection of Waughtown Street and Longview Drive to covert to office/low-intensity commercial land use with the retention of the existing structure. See **(\*j)** in Special Land Use Conditions on **page 38**.
- Support the conversion of the existing vacant mini-mall into a movie theater and make necessary parking lot improvements to improve the appearance of the site.



Dollar General

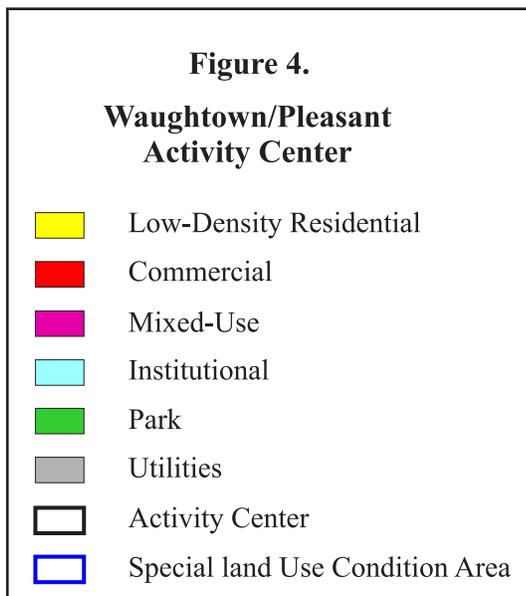
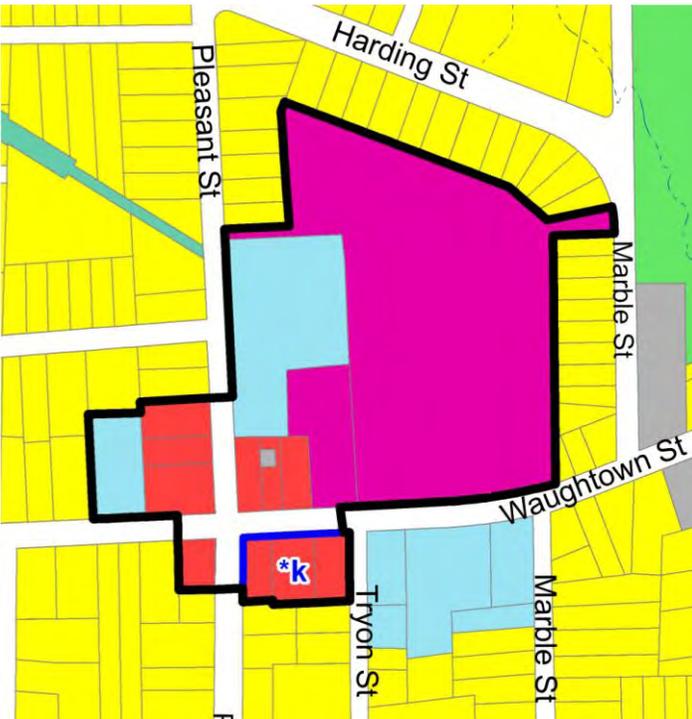


**Figure 3.**  
**Waughtown/Peachtree Activity Center**

- Low-Density Residential
- Moderate-Density Residential
- Office/Low Intensity Commercial
- Commercial
- Institutional
- Activity Center
- Special Land Use Condition Area

## Waughtown/Pleasant Activity Center

The Waughtown/Pleasant Activity Center (see **Figure 4**) contains approximately 17.6 acres and is generally located along Waughtown Street east of Sunshine Avenue and west of Marble Street. The majority of this activity center is zoned for industrial use, but also includes commercial and single-family zoning districts. The former Nissen Wagon Works occupies the majority of the area, but other land uses including a church, retail stores, and single-family homes are located here.



The redevelopment of the Nissen Wagon Works property has been a community priority for a long time because of its potential to become an attraction and destination in the area. Since the site is currently zoned Limited Industrial (LI), the site could be redeveloped for industrial/warehousing uses without elected body approval or public input. If the site does redevelop under the current LI zoning, the preferred development is an office/industrial park that has minimal potential negative impacts on the neighborhood from noise, exposure to hazardous material through storage or transport, or large vehicles on local streets. However, this type of development is not what the community envisions for this property.

This plan recommends a mixture of uses for the property as the preferred development strategy to ensure the redevelopment of this site has a positive impact on the surrounding community. See **Figure 5** on **page 32** for potential redevelopment of this area. Recommendations include:

- Explore Local Historic Landmark designation and associated tax credits for this site to make the redevelopment of this property more feasible.
- Redevelop the Nissen Wagon Works site with a mixture of residential, office, retail, institutional, recreation and open space uses. A variety of housing choices should be considered in a pedestrian-friendly environment. Commercial uses should include retail stores and restaurants to attract users to the site.
- Consider eliminating the 1980s front office building to open up the site and allow views of the older 1919 building.
- 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 that highlights the importance of the transportation element of the site and the area in general.
- Utilize undeveloped land to the west of the site for additional small-scale commercial 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.



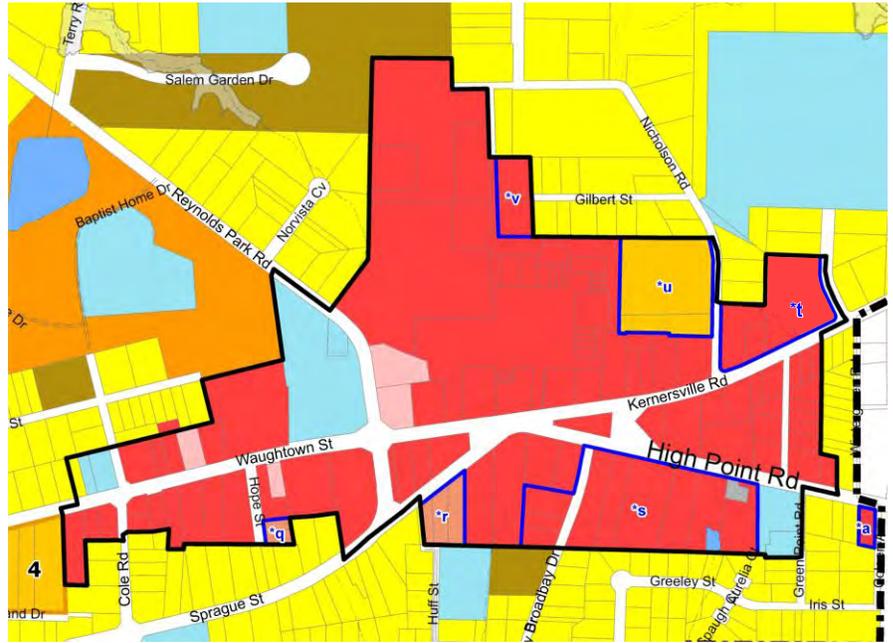
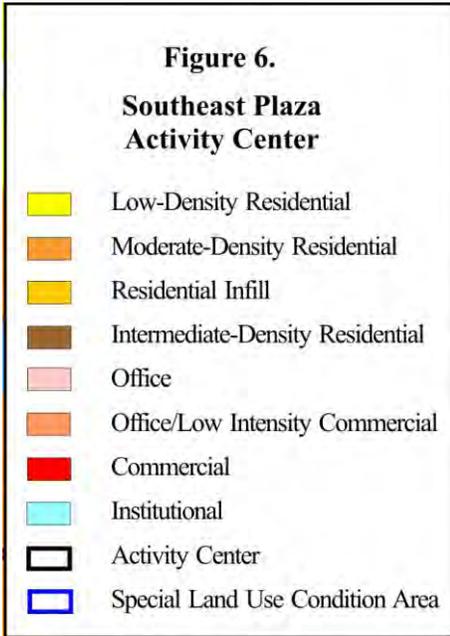
**Figure 5. Potential redevelopment of the Nissen Wagon Works area**



- Design parking to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings.
- Expand commercial development in two undeveloped parcels of land west of Pleasant Street north and south of the Family Dollar Store.
- Consider redeveloping three properties south of Waughtown Street between Pleasant Street and Tyron Street only after all the development described above has been completed. See (\*) in Special Land Use Conditions on **page 38**.

## Southeast Plaza Activity Center

The Southeast Plaza Activity Center (see **Figure 6**) contains approximately 100 acres and is located generally along Waughtown/Kernersville Road between Cole Road and Wintergreen Road. The majority of this activity center is zoned for commercial use. This area has many of the uses desired for an activity center such as a grocery store, drug store, video store, retail stores, restaurants, banks, churches, auto repair, mini warehouses, and service stations.



Southeast Plaza

## SPECIAL LAND USE CONDITIONS

The Proposed Land Use map (see **Map 6** on **page 27**) 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 RS-9, have a nonresidential structure on the property, and have an existing nonconforming use. These small business operations (lot sizes range from 2600 sq. ft. to 7400 sq. ft.) are located in single-family residential areas. They are listed by location as follows:

- Large storage building to the rear of two single-family homes at the intersection of Goldfloss Street and Urban Street.
- Auto repair shop on Aureole Street between Old Lexington Road and Urban Street.
- Barber shop at the intersection of Clemmons ville Road and Peachtree Street.
- Historic Shell Station at the intersection of Sprague Street and Peachtree Street.
- Large garage building to the rear of a house on Donald Street east of Argonne Boulevard.
- Beauty and barber shop at the intersection of Waughtown Street and Cline Street.
- Convenience store on Sprague Street east of Weamont Street.
- Auto repair shop at the intersection of Cole Road and Troy Drive.

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.
- The existing commercial uses can continue to operate under their nonconforming status.

Two additional larger sites have also nonconforming uses. They are zoned RS-9 and have a nonresidential structure on the property. Lot sizes range from 12,600 sq. ft. to 16,500 sq. ft. Their current use and location make them unlikely to be developed for single-family use if they lose

their nonconforming status. They are listed by location as follows:

- Gas station at the intersection of Sprague Street and Pleasant Street.
- Auto repair shop at the intersection of High Point Road and Coleen Avenue.

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

- Do not rezone these properties to a nonresidential district. The existing commercial uses can continue to operate under their nonconforming status.
- If nonconforming status is lost or future expansion is restricted due to nonconforming status, consider rezoning these two properties to a nonresidential zoning district, preferably PB.

### ★ b Vargrave Street and Cunningham Avenue

A hair designer/convenience store is located on this site at the intersection of Vargrave Street and Cunningham Avenue. The site is 0.18 acres and is currently zoned PB. Expansion of this commercial use to adjoining properties is not recommended.



Meat Market

**Figure 7. Potential commercial and private park development**



**★c**

**Former Gant Service Station site**

An upholstery business and an undeveloped property compose this site located between Waughtown Street and Monmouth Street west of Dacian Street. The site is 0.42 acres and is currently zoned HB. This site has good visibility, is located near US 52, and is adjacent to many of the commercial properties that have undergone redevelopment in this area. The possible addition of open space in the middle of this commercial district will improve the general character of the area and will help attract more people to serve existing and future businesses. See **Figure 7** for potential development on this site. Recommendations are as follows:

- Continue exploring the feasibility of creating a private park at the former Gant site.
- Design the park for passive recreation only due to possible ground contamination. Add landscaping and tree areas, seating areas, and elements that will require very little disturbance of the ground, such as a pergola. No play areas should be included unless the site is cleaned.
- Consider developing the private park in conjunction with the property to the east. Add a new business at this location that will attract patrons to the area to enjoy the proposed private park. A restaurant with outdoor seating or a retail store that takes advantage of the adjacent open space would be ideal.



- Locate parking along Monmouth Street and explore shared parking opportunities with the adjacent credit union, particularly for peak hour usage.
- Work with the Winston-Salem Department of Transportation to explore possible on-street parking on Waughtown Street.



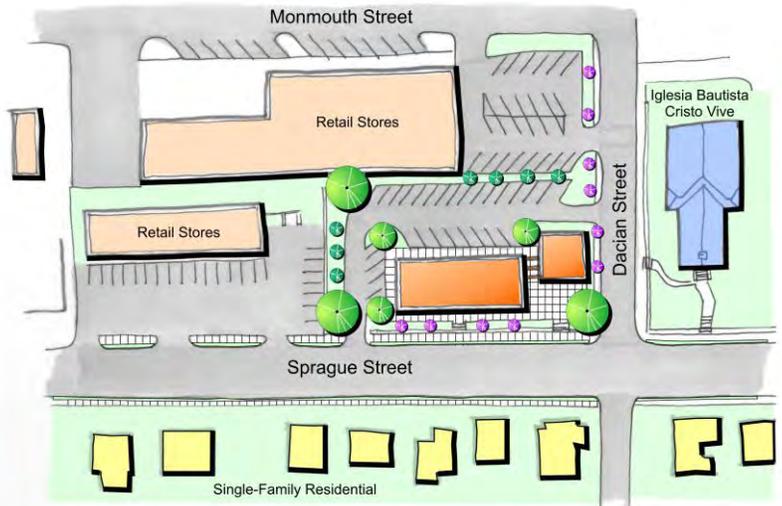
★d

## Business expansion

Four parcels, three undeveloped lots in single-ownership and a single-family home, compose this site located at the intersection of Sprague Street and Dacian Street. The site is 0.47 acres and is currently zoned RS-9. Four residential structures were originally located on the site, but only one remains standing, suggesting a desire for redeveloping this corner lot. This site is located south of Monmouth Street and east of Old Lexington Road where commercial revitalization of a number of parcels has changed the overall appearance and vitality of this commercial hub.

This corner lot faces a number of single-family residential structures located along Sprague Street. Large trees are located on the site and a retaining wall spans its frontage on Sprague Street. These trees and the wall are elements that should be used in a new site design to reinforce the residential character of the larger area and to make a transition from nonresidential development located west of this property to existing residential development to the east of this site. Rezoning of this site to a nonresidential zoning district could be considered only if carefully designed to minimize its potential negative impacts on the adjacent residential area. See **Figure 8** for potential development on this site. Recommendations are as follows:

- Locate new building(s) closer to the street and facing both Sprague Street and Dacian Street.
- Locate parking to the rear or side of the structure.



**Figure 8. Potential commercial development**

- Design building(s) to be compatible with the scale and character of the residential area.
- Incorporate at least three of the larger trees at the edge of the property into the new design.
- Preserve and repair the existing retaining wall rather than grading the entire site.
- Consider creating an outdoor public space at the corner of Sprague and Dacian Streets.
- Do not rezone single-family homes on the south side of Sprague Street to commercial use.

★e

## Waughtown/Thomasville Focal Point

The proposed community focal point is located in the northern portion of this site and includes properties facing Thomasville Road. A tire and auto repair business and an ice cream shop are located on the north side of Thomasville Road, and two single-family homes are on the south side. All these properties are in single-ownership, possibly facilitating the creation of a focal point at this location. See **Figure 9** for a potential focal point. Recommendations include:

- Explore permanently closing Thomasville Road for thru traffic, or at least for special occasions. Utilize bollards to define the street closure and add special pavement treatment to the street.
- Utilize the street for special activities that could include neighborhood sales, plant or produce sales or special neighborhood celebrations.
- Work with the existing property owner to find a substitute use for the current garage that is more in keeping with the proposed character for the area.
- Retain existing single-family structures facing Thomasville Road and explore conversion to a low intensity commercial use such as a restaurant or small shops.
- Explore developing the east side of Urban Street between the proposed focal point and the RSQ-S parcel at the intersection of Sprague Street and Urban Street under the residential infill land use. Residential structures found in this area are contributing structures to the Waughtown-Belview National Register Historic District. However, an increase in density here to a maximum of 8 dwelling units per acre, possibly including all/some of the existing structures, will make the development of the focal point more feasible. A comprehensive redevelopment will ensure coordinated access, parking, and inclusion of open space.

## House conversion

Three residential structures on the south side of Sprague Street between the LO-S and GB-L zoning districts, and two residential structures on the north side of Sprague Street between the RSQ-S and HB-S zoning districts are contributing structures to the Waughtown-Belview National Register Historic District and should be preserved. The existing commercial development found at the intersection of Thomasville Road and Sprague Street should not be allowed to expand west along Sprague Street onto these lots. Recommendations include:

- Do not allow these properties to be rezoned to a nonresidential zoning district without specific site plan and use conditions.

- Allow the conversion to office or low-intensity commercial use, with the retention of the existing structure, for these sites.

## LO-S property

The former Living Water Nondenominational Church site located between Sprague Street, Urban Street, and Devonshire Street is currently vacant. This 1.03-acre site is presently zoned LO-S and includes a church, classrooms, and office space. Reuse of this large site is important to the vitality and appearance of the area. Recommendations include:

- Every effort should be made to find a new tenant for this property.
- Keep the existing use on the site if feasible, or find a new compatible use with the surrounding residential neighborhood. Institutional uses, multifamily residential or additional office uses should be considered. No commercial development is recommended for this site.

★f

## Old Lexington Road and Aureole Street

Two parcels in single-ownership are included in this 0.53-acre site zoned HB at the intersection of Old Lexington Road and Aureole Street. An auto repair business is located on the site. Expansion of this commercial use to adjoining properties is not recommended.

★g

## Clemmonsville Road and Peachtree Street

This site includes a retail store in a converted residential structure on a 0.26-acre site zoned NB-S. Expansion of this commercial use to adjoining properties is not recommended.



**Figure 9. Potential focal point**

## ★h

### **Sprague Street and Peachtree Street**

This site includes a tire store located in a nonresidential structure on a 0.23-acre site zoned PB-S. Recommendations include:

- Do not expand the commercial use on this property to adjoining properties.
- Do not rezone the property in same ownership and zoned RS-9 located to the south of this site without specific site plan and use conditions.

## ★i

### **Waughtown/Peachtree Activity Center**

Four single-family parcels are located on the north side of Waughtown Street between Hoover Street and Peachtree Street and are zoned RS-9. The added activity generated by the Dollar General Store directly impacts these properties. Recommendations include:

- Do not allow these properties to be rezoned individually to a nonresidential zoning district.
- Allow the conversion to office or low-intensity commercial use if possible, with the retention of the existing structures for two or more consecutive lots. Coordinate access to adjoin properties and locate parking to the rear of the site. See **Appendix C. Conversion of Existing Homes to Office or Commercial Use** on page 56.
- Ensure an adequate buffer is provided along the back property line to protect adjacent single-family homes.

## ★j

### **Waughtown Street and Longview Drive**

A single-family structure zoned RS-9 is located at the intersection of Waughtown Street and Longview Drive. This 0.4-acre site is located across from the vacant mini-mall building that may potentially be converted into a movie theater. Recommendations include:

- Do not allow this property to be rezoned to a nonresidential zoning district without specific site plan and use conditions.
- Allow the conversion to office or low-intensity commercial use if possible, with the retention of the existing structures. See **Appendix C. Conversion of Existing Homes to Office or Commercial Use** on page 56.

## ★k

### **Waughtown/Pleasant Activity Center**

This plan recommends the redevelopment of the Nissen Wagon Works site with a mixture of uses. Additional commercial development is recommended for parts of this activity center. See Waughtown/Pleasant Activity Center on page 31. Two historic homes from the 1700s and 1800s

and a house built in the 1990s are located on this 0.9-acre site zoned RS-9, south of Waughtown Street between Pleasant Street and Tyron Street. This area is a logical expansion of future commercial development along Waughtown Street. Recommendations include:

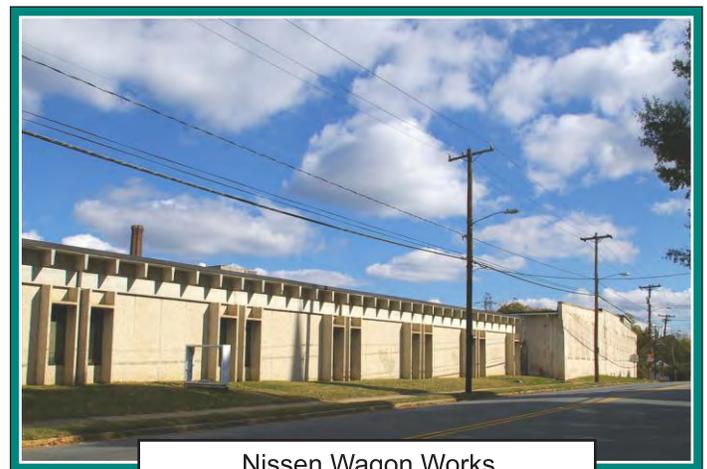
- Explore reuse of these properties, particularly the two historic houses, only after new commercial development is built across the street on Waughtown Street.
- Every effort should be made to retain the two historic homes because of their significance in the history of the area.
- Do not allow these properties to be rezoned to a nonresidential use.
- Preferable redevelopment of the historic homes is conversion to office or low-intensity commercial uses, if feasible, to a use compatible with their older character.

## ★l

### **Waughtown Street from Leight Street to Lyons Street**

This area contains 5.8 acres and is developed with a mixture of uses including single-family homes, auto sales, retail store, a church, and auto repair. A variety of zoning districts are also found here including HB, LB, and LI. This area is surrounded by single-family homes in the Waughtown-Belview National Historic District. Recommendations include:

- Keep the existing boundaries of the nonresidential district. Do not expand current nonresidential zoning to adjoining properties.
- Redevelop existing sites under current zoning or to less intensive zoning classifications.
- Consider rezoning and redeveloping the 1.20-acre site currently zoned LI. This zoning classification is incompatible with the character of the surrounding neighborhood. The preferable zoning district at this location is PB-S.



Nissen Wagon Works

## ★m

### Waughtown Street and Butler Street

This area contains 1.39 acres and is developed with a vacant commercial building, a dilapidated single-family home, and an auto repair shop. Existing zoning districts include PB-L and LB-S. Two recent rezoning petitions in the area were denied due to neighborhood opposition. This area is surrounded by single-family homes in the Waughtown-Belview National Historic District. Recommendations include:

- Retain the existing boundaries of the commercial district. Do not expand current nonresidential zoning to adjoining properties.
- Redevelop existing sites under current zoning or a less intensive zoning classification.

## ★n

### Waughtown Street and Reynolds Forest Drive

This area contains 4.65 acres and is developed with a mixture of uses including auto repair and storage, day care, a hair salon, and a vacant office site. Existing zoning districts include HB-S, LB-S, and NO-L. This area is surrounded by single-family homes in the Waughtown-Belview National Historic District. Recommendations include:

- Retain the existing boundaries of the commercial district. Do not expand current nonresidential zoning to adjoining properties.
- Redevelop existing sites under current zoning or less intensive zoning classification.
- Retain the two existing large historic homes.

## ★o

### Waughtown Street between Reynolds Forest Drive and Salem Lake Road

This site contains 1.04 acres and includes a single-family structure and a hair salon located on the same lot. The existing zoning for the site is LB-S. Recommendations include:

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

## ★p

### Waughtown Street east of Weamont Street

Two nonresidential structures on two separate parcels are located on this 1.45-acre site zoned RS-9. The structures are currently vacant. This site can be accessed off Waughtown Street and off Newland Drive to the south. Recommendations include:

- Do not rezone any of these properties to a nonresidential district.
- The existing commercial uses can continue to operate under their nonconforming status.
- Keep the nonconforming commercial uses to the front of the site facing on Waughtown Street. Develop the back two lots of these properties, 0.63 acres, under existing RS-9 zoning classification with access off Newland Drive.

## ★q

### Hope Street

Two single-family parcels are located on this 0.35-acre site zoned RS-9. Hope Street provides the only access to the site through a commercial area that looks dilapidated and unfriendly. Recommendations include:

- Allow the conversion of the site to office or low-intensity commercial use if possible, with the retention of the existing structures.
- Rezoning to a low-intensity commercial zoning district should be considered as a last resort.



Little Caesars

★r

## Sprague Court

This site contains 1.27 acres and includes three single-family parcels located on the site. The properties are currently zoned RS-9. These three parcels are facing the rear of commercial properties along Waughtown Street east of Sprague Street and are located west of a self-storage facility. Attempts to rezone one of the properties to nonresidential use failed in the past. Recommendations include:

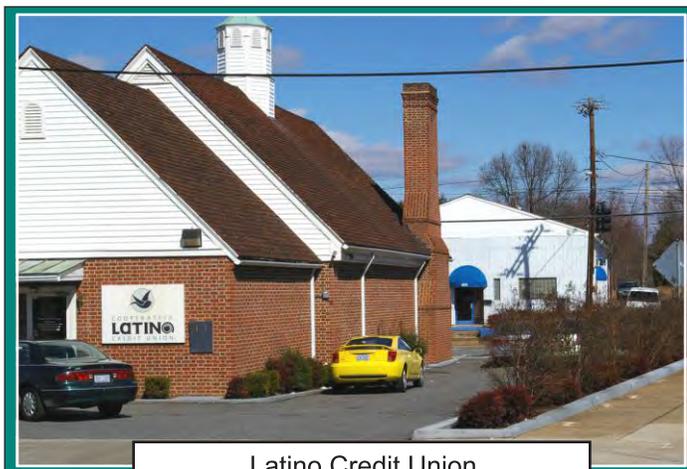
- Do not allow these properties to be rezoned to a nonresidential zoning district without specific site plan and use conditions.
- Allow the conversion to office or low-intensity commercial use if possible, with the retention of the existing structures.

★s

## High Point Road between Broadway Drive and Green Point Road

This area contains approximately 8.7 acres and is developed with a mixture of uses including auto repair, single-family home, a self-storage facility, a cell tower, and a church. Some undeveloped land is also available here. These properties have a split zoning of HB fronting on High Point Road and RS-9 to the rear. The RS-9 portion of all the parcels is currently undeveloped. Recommendations include:

- Develop the rear portion of these parcels under existing RS-9 zoning classification.
- Allow expansion of the commercial zoning into the RS-9 portion of these parcels with an appropriate zoning district, such as NB, or LB with a limitation on uses and provision of appropriate buffers to adjacent properties.



Latino Credit Union

★t

## Kernersville Road between Nicholson Road and Wintergreen Road

This area contains approximately 3.7 acres and includes a vacant mobile home park and a tire and auto repair shop. These properties have a split zoning of HB fronting on Kernersville Road and RS-9 to the rear. The RS-9 portion of these two parcels is currently undeveloped. Recommendations include:

- Develop the rear portion of these parcels under existing RS-9 zoning classification.
- Allow expansion of the commercial zoning into the RS-9 portion of these parcels with an appropriate zoning district, such as NB, or LB with a limitation on uses and provision of appropriate buffers to adjacent properties.

★u

## Nicholson Road

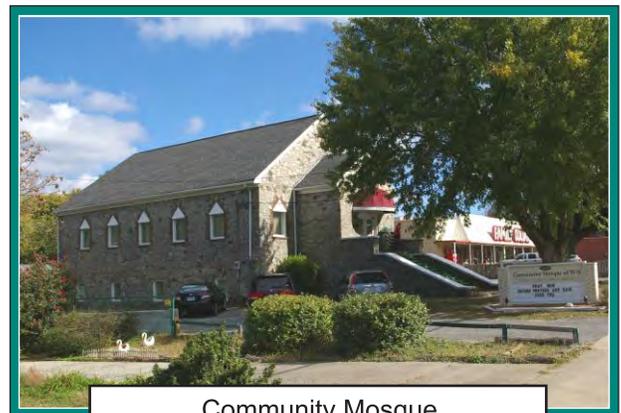
This area contains approximately 4.6 acres and is developed with two single-family lots. The current zoning is HB. This site is adjacent to the Southeast Plaza and can be developed under the existing zoning classification. However, a preferred option is to redevelop this site under the residential infill land use category to take advantage of the proximity to the shopping center, nonresidential development in the area, and Hall-Woodward Elementary School. The site is large enough to work within the Salem Lake Watershed regulations. Recommendations include:

- Consider redeveloping this site for residential infill at a maximum of 8 dwelling units per acre.
- Connect this potential development to the shopping center and elementary school.

★v

## Gilbert Street

This area contains 1.25 acres of undeveloped land zoned RS-9. A street closure request was granted making this undeveloped land adjacent to the Southeast Plaza development. Rezoning of these two parcels to a nonresidential district should be allowed.



Community Mosque

## TRANSPORTATION RECOMMENDATIONS

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

### PROPOSED ROAD AND BRIDGE IMPROVEMENTS

The Proposed Transportation Features map (see **Map 7** on **page 44**) shows the location of the proposed projects listed in **Table 9**, Transportation Improvement Projects, on **page 42**. For a discussion on the long-range planning process for roads and bridges, please see Transportation Features in the Existing Conditions section of this document. Forsyth County has several long-range transportation plans/processes: the *Long Range Transportation Plan* (LRTP), the *Comprehensive Transportation Plan* (CTP), and the Metropolitan Transportation Improvement Program (MTIP). Details of these plans are available online.

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

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

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

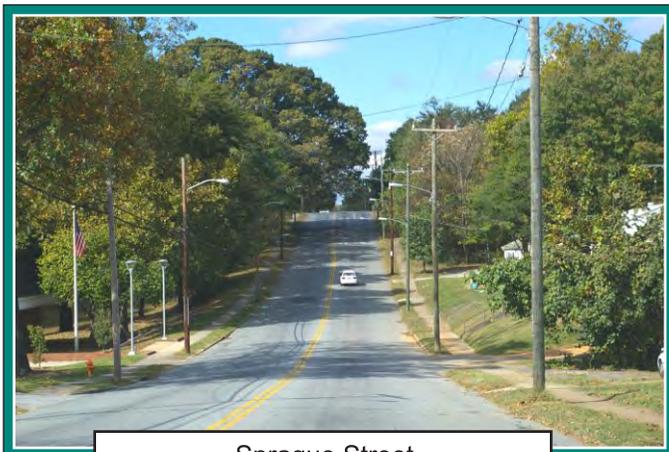
### Comprehensive Transportation Plan Projects

#### I-74 Connector

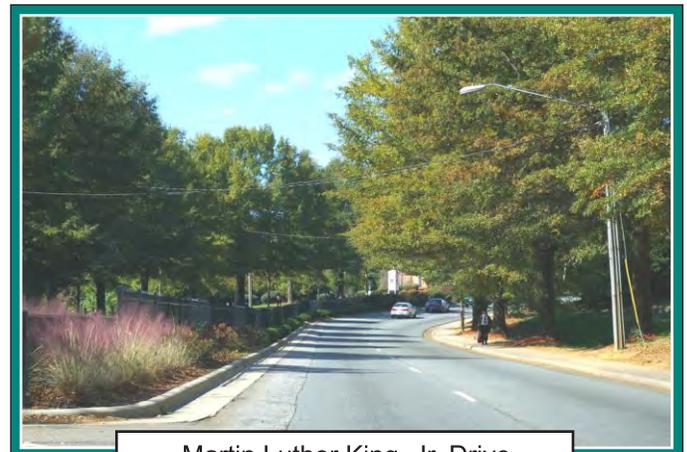
The proposed I-74 Connector will provide an important north-south link in the southeastern part of the city, connecting with I-40, I-74, Business 40, and US 158 (Reidsville Road). The connector will also provide relief to US 52 (NC 8) and Martin Luther King, Jr. Drive, which are parallel to and west of the connector. In addition, it will help relieve traffic congestion on Business 40/US 421 and I-40 in eastern Forsyth County. The proposed project (Local ID: WS-L019) is to construct a four lane expressway from the interchange at Business 40/US 421 and US 158 to the interchange at I-40 and I-74. This project is within the 2035 horizon year of the Winston-Salem Urban Area's LRTP and is regionally significant.

#### 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 planning area.



Sprague Street



Martin Luther King, Jr. Drive

**Table 9. Transportation Improvement Projects**

Location	Description	Current Status	Completion
<b>Road Widening and Improvements</b>			
U-2826B - US 52 (Rams Drive to Akron Drive)	Widen and upgrade roadway and interchanges	Under construction	2013
U-2826 - US 52 (I-40 to Northern Beltway)	Widen and upgrade roadway and interchanges	Unfunded MTIP Project	---
<b>New Roads</b>			
U-2925 - Salem Creek Connector	Boulevard	MTIP project	2015
I-74 Connector	Expressway	Comprehensive Transportation Plan proposal (High Point)	---
<b>Bridge Improvements</b>			
B-5004 - Reynolds Park Road	Replaces bridge over Salem Creek	MTIP project	2013
B-5005 - Sprague Street	Replace bridge over Southern Railroad	MTIP project	---

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

## 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, with secured funding, the following additional sidewalk in the planning area:

- Butler Street from Reynolds Park Road to Waughtown Street

Additional sidewalks are proposed to be constructed along the following roads (see **Map 7** on **page 44**):

- Reynolds Park Road from Salem Lake Road to Waughtown Street.
- Sprague Street from Cline Street to Waughtown Street.
- High Point Road from Sprague Court to Coleen Avenue.
- Argonne Boulevard from Martin Luther King, Jr. Drive to Peachtree Street.
- Pleasant Street from Harding Street to Peachtree Street.
- Francis Street from Tower Street to Waughtown Street.

- Allen Street from Martin Luther King, Jr. Drive to Milford Street.
- Allen Street/Dacian Street from Martin Luther King, Jr. to Junia Avenue.
- Junia Avenue from Waughtown Street to Pleasant Street.
- Monmouth Street from Old Lexington Road to Dacian Street.
- Thomasville Road from Waughtown Street to Devonshire Street.
- Burgandy Street from Sprague Street to Glencoe Street.
- Marne Street from Peachtree Street to Pleasant Street.
- Cole Road from Waughtown Street to I-40.
- Salem Lake Road from Reynolds Park Road to park entrance.
- Broadway Drive for Cole Road to High Point Road.
- Green Point Road from Kernersville Road to High Point Road.
- Nicholson Road from Kernersville Road to Hall Woodward Elementary School.
- Wintergreen Road from Kernersville Road to Hall Woodward Elementary School.

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

## GREENWAYS

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

## BICYCLE

### Designated Bicycle Lanes

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* recommends a number of designated bicycle lanes in the 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 the 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 46**) shows existing and proposed community facilities.

## SCHOOLS

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

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

- Consider alternative uses for school property that is no longer needed for school facilities.
- Support the reuse of the former Hill Middle School site by the Forsyth Juvenile Court.
- 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. Following are recommendations for various categories of recreation and open space:

- Develop the 290-acre Quarry at Reynolds Park according to the master plan prepared for the Winston-Salem Recreation and Parks Department. Redevelopment of this quarry site into a world-class attraction that preserves the site's distinctive physical qualities and ecological value, and celebrates Winston-Salem's history and heritage is strongly recommended.
- Develop the Flat Rock Neighborhood Park located on Leight Street south of Bedford Street. This City-owned tract of land contains 2.5 acres and is proposed to have a green lawn area, picnic areas, a playground, open pavilion, informal play field, a jogging trail and areas of open space. See **Figure 10 on page 45**.
- Develop a private park at the former Gant Service Station site on Waughtown Street. See **(\*c)** in Special Land Use Conditions on **page 35**.
- 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.

**Table 10. Designated Bicycle Lanes**

Project	Length	Description, Completions
Peachtree Street	600 ft.	Waughtown Connector to Salem Creek Trail
Reynolds Park Road	6,600 ft.	S Martin Luther King, Jr. Drive to Hubert Court

Map 7.

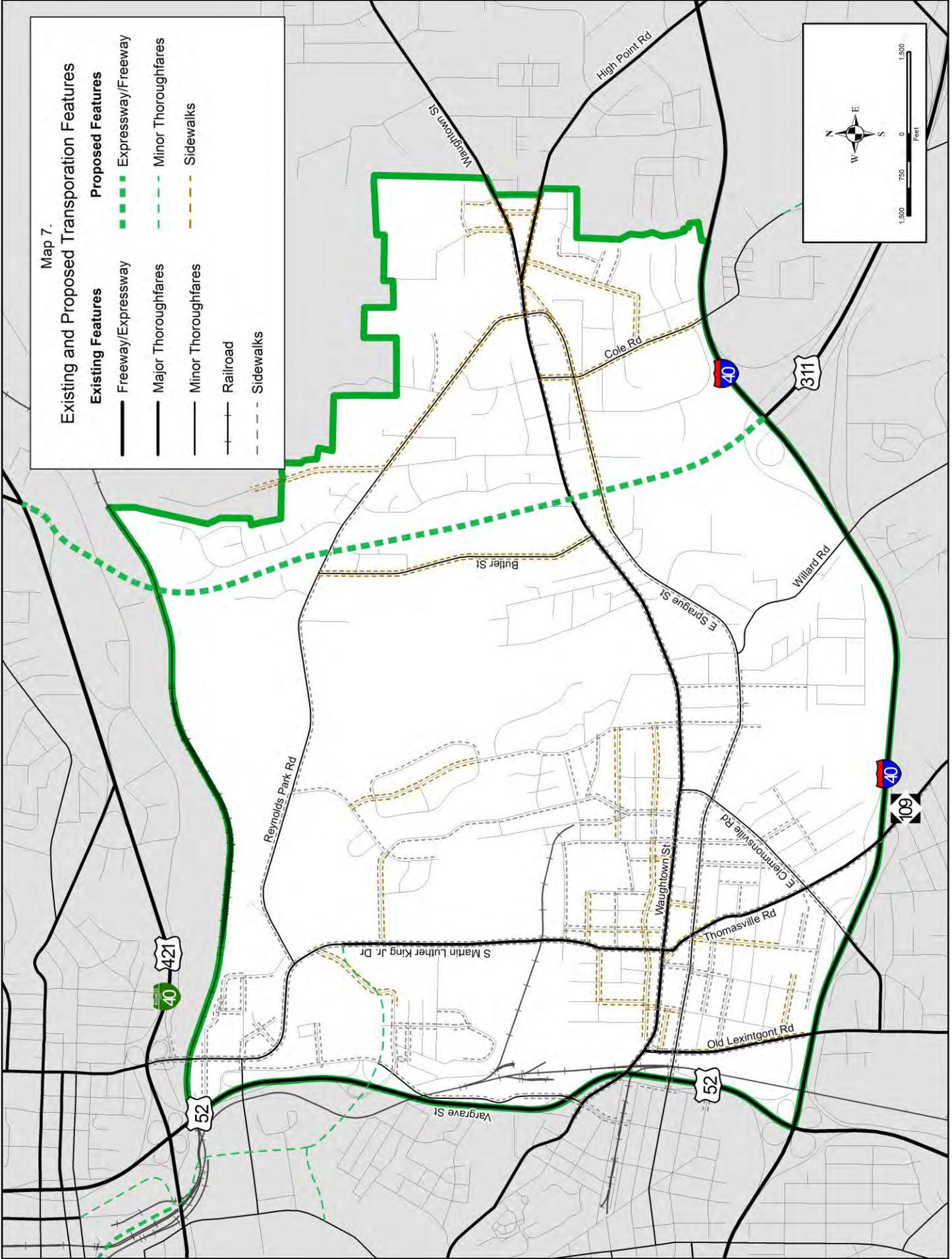
Existing and Proposed Transportation Features

Existing Features

- Freeway/Expressway
- Major Thoroughfares
- Minor Thoroughfares
- + Railroad
- - - Sidewalks

Proposed Features

- - - Expressway/Freeway
- - - Minor Thoroughfares
- - - Sidewalks



## TREES AND OPEN SPACE

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

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

## GREENWAYS

Two greenways have been programmed for the area: Brush Fork Greenway Phase 4 and Waughtown Connector. Three other potential greenways have been proposed for the area but are long range projects with completion not for at least fifteen or more years. The following recommendations are proposed:

- Complete the Waughtown Connector from the Peachtree Greenway through the Quarry at Reynolds Park to Waughtown Street.
- Extend the existing Brushy Fork Greenway from Lowery Street to Reynolds Park Road.
- Examine the possibility of extending the Waughtown Connector south to Interstate 40.

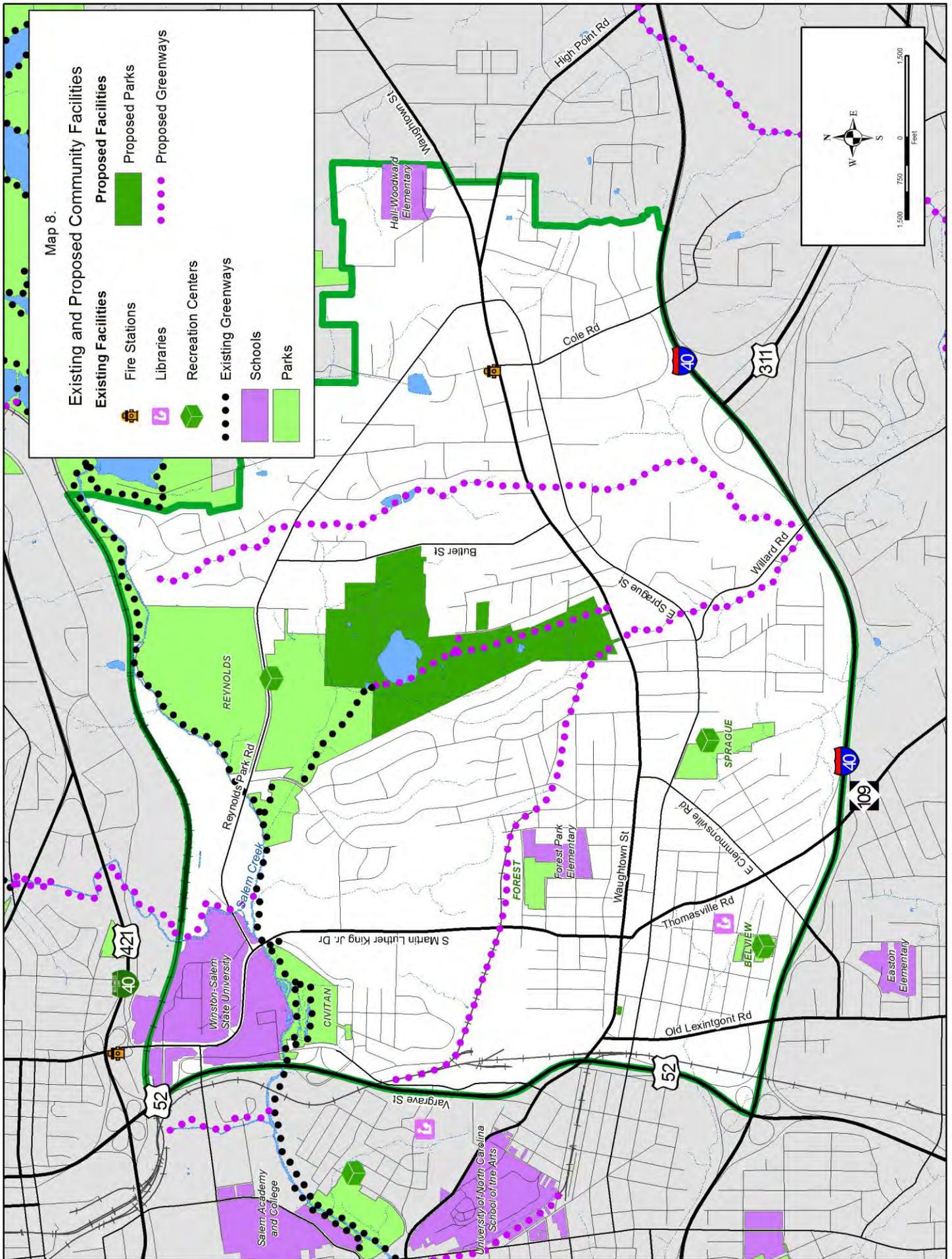
- Examine the possibility of establishing a greenway along the railroad corridor between Pleasant and Winston-Salem State University.
- Examine the possibility of establishing a greenway or sidepath parallel to the proposed US 311 Connector.

## 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.



Figure 10. Proposed Flat Rock Neighborhood Park



## 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.

#### GENERAL RECOMMENDATIONS

- Maintain and improve the quality of housing stock in the area by promoting home ownership, supporting rehabilitation of existing homes, and through code enforcement.
- Develop a variety of housing types for different income levels, family sizes, and personal preferences in the planning area to provide a mixture of housing opportunities.
- 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 to proposed new neighborhood developments, where feasible. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas, where appropriate, and incorporating walkability and connectivity in neighborhoods.
- Encourage the design of neighborhoods which allow for aging-in-place of residents.
- Integrate new developments with existing neighborhoods through careful planning, site design and architecture.
- Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
- Consider the establishment of neighborhood associations (where they do not exist) to facilitate citizen involvement in neighborhood issues.
- Undertake projects to improve neighborhoods and maintain neighborhood character, where necessary.
- Develop the identified Residential Opportunity Areas to complement the existing character of the surrounding old neighborhoods (see Residential Recommendations).

#### AFFORDABLE HOUSING

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

#### REHABILITATION AND REDEVELOPMENT EFFORTS

- Market the City's programs for rehabilitation of owner-occupied or investor-owned housing units in the planning area as well as first-time homebuyers programs.
- Market/promote the tax credit rehab programs available to National Register properties for building rehabilitation.
- Concentrate code enforcement and promotion of conservation/rehabilitation programs in areas in danger of becoming blighted. The rehabilitation efforts should be concentrated in smaller areas of Columbia Terrace, Belview, area around the Enterprise Center, and the Waughtown/Sprague area in order to concentrate the impact.
- 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.



Renovated House

## DESIGN AND APPEARANCE RECOMMENDATIONS

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

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

### GENERAL RECOMMENDATIONS

- Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, streetyard and bufferyard plantings, and parking area improvements.
- Enhance the physical appearance of building and sites visible from public right-of-ways located in the industrial districts.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
- Develop a planting program that includes street trees throughout the planning area and street yards on commercial districts. Identify areas in need of screening and areas needing buffers adjacent to residential areas.
- Implement the planting program through partnerships between the City and business property owners.
- Encourage a mix of outdoor cafes, small stores and services at a pedestrian scale that meet the needs of all residents in the area.
- Ensure that housing, sanitation, and 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.

## 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 50**) in addition to general Historic Resources information (see **Appendix A**).

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

### GENERAL RECOMMENDATIONS

- Retain historic buildings including residential homes, institutional and commercial 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.

## 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 industrial use are shown on the Proposed Land Use map (see **Map 6** on **page 27**).

## GENERAL RECOMMENDATIONS

- Support balanced, compatible economic development by the private and public sector.
- Encourage technologically-advanced, high-quality, environmentally-sustainable businesses and industries to locate or expand in the planning area.
- Focus commercial and industrial development in planned commercial/industrial areas and activity centers where transportation and utilities exist or are planned.
- Rezone land for business/industrial development in a manner consistent with the recommended Proposed Land Use Plan.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites.
- Identify funding sources to implement economic development initiatives including energy-efficient, high-technology businesses/industries.

- Direct public improvements and funding to designated activity centers, industrial sites and to other potential economic development opportunity areas identified in the plan.
- Recognize and support business opportunities associated with the growing diversity of cultures.
- 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

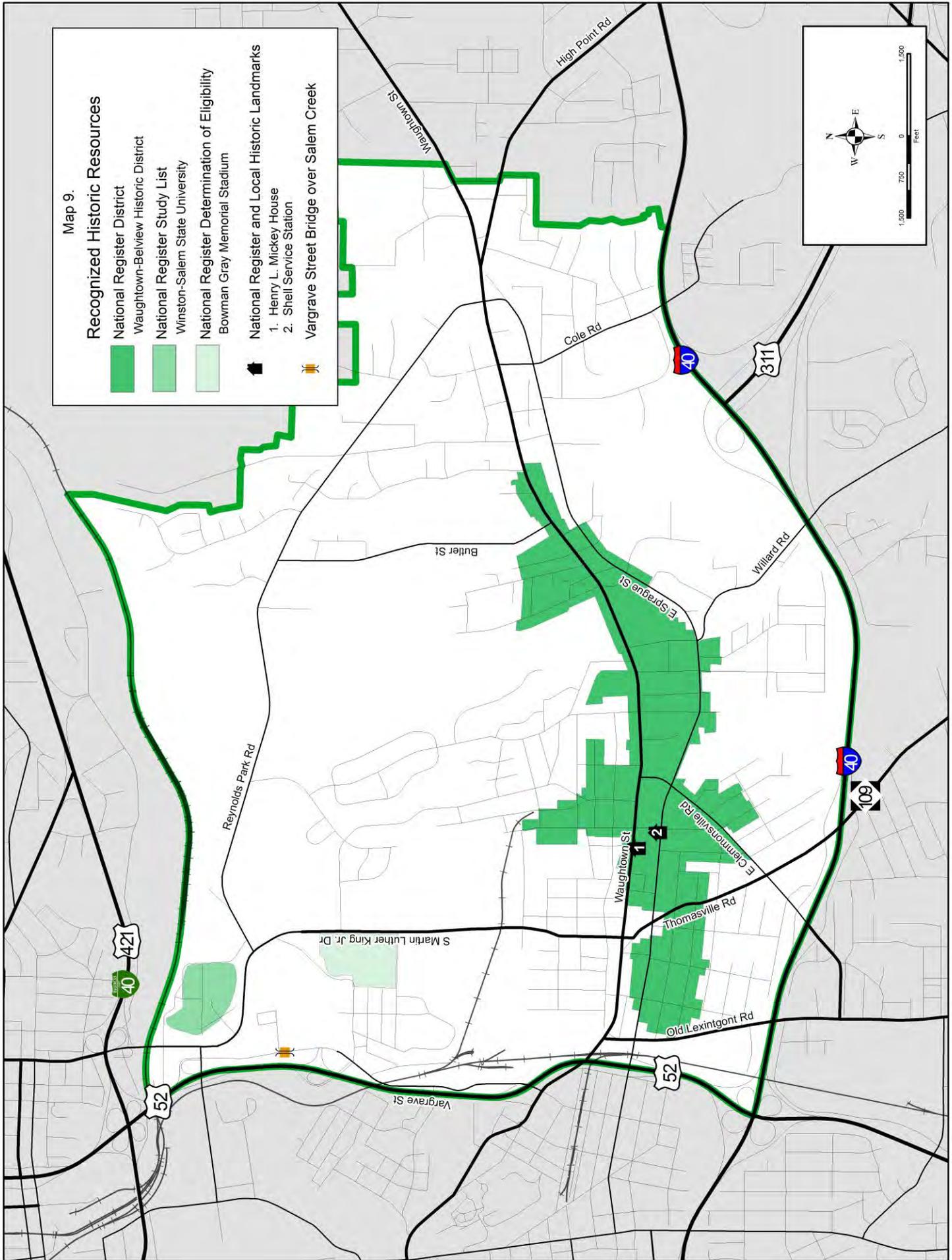
### RECOMMENDATIONS

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 the tree canopy in the area and the need to protect the county's many creeks from pollution and its floodplains from inappropriate development.

## GENERAL RECOMMENDATIONS

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



# Implementation Schedule



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

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
<b>LAND USE RECOMMENDATIONS</b>		
Follow Proposed Land Use Plan, land use policies, and Special Land Use Conditions Areas (pages 19-40). Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, WSCC	Ongoing
<b>TRANSPORTATION RECOMMENDATIONS</b>		
<b>Roads and Bridge Improvements</b>		
Build proposed new roads in the Transportation Plan (page 42): - Salem Creek Connector - US 311 Connector	WSDOT	Immediate to Long Range
Replace Reynolds Park Road bridge over Salem Creek (page 42).	WSDOT	Immediate
<b>Pedestrian</b>		
Build sidewalks along Butler Street as recommended in the Pedestrian Facilities Plan (page 42).	WSDOT	Immediate
Review identified sidewalk projects under the City's sidewalk priority funding system (page 42).	WSDOT	Assessed Annually
<b>Bicycle</b>		
Add bike lanes on the following streets as recommended in the Winston-Salem Urban Area Bicycle Plan (page 43): - Peachtree Street - Reynolds Park Road	WSDOT	Immediate
<b>COMMUNITY FACILITIES RECOMMENDATIONS</b>		
<b>Parks</b>		
Establish the Quarry at Reynolds Park according to the prepared master plan (page 43).	WSRP	Short Range
Establish the Flat Rock neighborhood park (page 43).	WSRP	Short Range
Establish a private park at the Gant site on Waughtown Street (page 43).	Private Developers	Immediate
<b>Greenways</b>		
Complete the Waughtown Connector (page 45).	WSENG, WSDOT, WSRP	Immediate
Build the Brushy Fork Greenway Phase 4 (page 45).	WSENG, WSDOT, WSRP	Short Range
Study feasibility of additional proposed greenways (page 45).	WSENG, WSDOT, WSRP	Short Range
<b>HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS</b>		
Incorporate traditional neighborhood design principles in new neighborhood development, where feasible (page 47).	CCPB, WSCC	Ongoing

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

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
Maintain and improve the quality of housing stock in the planning area (page 47).	CBD, NA, Property Owners	Ongoing/ Immediate
Encourage a variety of housing type to provide a mixture of housing opportunities (page 47).	CBD, Nonprofit and For-profit Developers	Ongoing/ Immediate
Encourage development of the identified Residential Opportunity Areas (page 20 and 47).	Nonprofit and For-profit Developers	Ongoing/ Immediate
Market the City's programs for rehabilitation and homeownership (page 47).	CBD	Immediate
Market/promote tax credit rehab for National Register properties (page 47).	HRC	Ongoing

## DESIGN AND APPEARANCE RECOMMENDATIONS

Refer to the area plan design guidelines when reviewing zoning requests and site plans in the planning area (pages 26-40 and 55-56).	CCPB, WSCC	Ongoing
Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads (page 48).	WSDOT, CCPB, WSCC	Ongoing
Encourage site and building improvements in older underutilized commercial and industrial sites (page 48).	CBD, CCPB, WSCC	Ongoing

## HISTORIC PRESERVATION RECOMMENDATIONS

Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers (page 48).	CCPB, HRC	Ongoing
Initiate public outreach on the benefits of preserving historic resources (page 48).	CCPB, HRC	Ongoing
Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties (page 49).	CCPB, HRC	Ongoing
Encourage/assist property owners to study mid-twentieth century properties to determine eligibility for historic designation (page 49).	CCPB, HRC	Ongoing

## ECONOMIC DEVELOPMENT RECOMMENDATIONS

Support balanced, compatible economic development by the private and public sector in the planning area (page 49).	CBD, CCPB, WSCC	Ongoing
Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites (page 49).	CBD, CCPB, WSCC	Ongoing

## ENVIRONMENTAL RECOMMENDATIONS

Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, and scenic areas (page 49).	WSRP, CCPB, WSCC	Ongoing
Encourage the donation of easements to preserve and protect high-quality natural and scenic areas (page 49).	PLC, CCPB, WSCC	Ongoing

### Abbreviations Used:

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

# Appendix A. Significant Historic Resources



## Southeast Winston-Salem Area Plan: Recognized Historic Resources

Name	General Location	Date	Survey Site Number
Bowman Gray Memorial Stadium (DOE)	1250 Martin Luther King Jr. Drive	1937-1938	FY03179
Henry L. Mickey House (LHL)	1162 Waughtown Street	1924	FY06846
Shell Service Station (NR, LHL)	1111 East Sprague Street	1931	FY00015
Vargrave Street Bridge over Salem Creek (SL/DOE)	Vargrave Street	1924	FY03180
Waughtown-Belview Historic District (NR)		ca. 1816-1955	FY03012
Winston-Salem State University (SL)		1924-1955	FY02354

### Abbreviations Used:

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

## HISTORIC RESOURCES GENERAL INFORMATION

Several major historical studies/surveys have been completed in Forsyth County: *Forsyth County Architectural Survey Update*, a survey update, three phases completed by Heather Fearnbach in 2009; *Forsyth County Architecture: From Frontier to Factory: An Architectural History of Forsyth County*, a survey completed by Gwynne S. Taylor in 1981; *Winston-Salem's African-American Neighborhoods 1870-1950*, by Langdon E. Oppermann in 1993; and, *Spanning the Past, a Survey of Selected Historic Bridges in Winston-Salem*. Forsyth County Historic Resources Commission (HRC) staff continues to administer projects tied to the countywide architectural survey update completed by Heather Fearnbach in 2009 to provide additional information about historically significant properties in Forsyth County. A current and updated architectural survey serves to help the community better direct and manage growth and development, while protecting and promoting our historic resources. The standard of age for a historic structure or area is generally 50 years or older (yielding a few exceptions). As time goes by, more and more properties reach that threshold.

A number of designations exist for the preservation of a community's historic resources. First is the National Register of Historic Places. The National Register is a federal program of the National Park Service, Department of the Interior; and is administered by the NC State

Historic Preservation Office, NC Division of Archives and History. The National Register does not impose regulations on property owners unless federal or state funding is involved or federal and/or state income tax benefits are utilized. The National Register program can be used to list both historic districts and individual properties; within the Southeast Winston-Salem Planning Area, there is one National Register Historic District, the Waughtown-Belview Historic District, listed in 2005. Additionally, the Shell Service Station, which is located within the Waughtown-Belview Historic District at 1111 East Sprague Street, was individually listed on the National Register in 1976.

A second type of historic recognition is referred to as a Determination of Eligibility (DOE) for the National Register. Often DOE's are determined as a result of an environmental review process, which is usually required, for example, while a transportation project is being studied.

Unique to North Carolina, the first step towards listing a property on the National Register is to have the property placed on what is called the "Study List." The Study List recognizes properties that merit more intensive research and documentation. Placement on the Study List is not a requirement under federal program regulations, but serves as an early screening mechanism to remove consideration of resources that are clearly not National Register candidates. North Carolina is unique in that this process is

# Appendix A. Significant Historic Resources



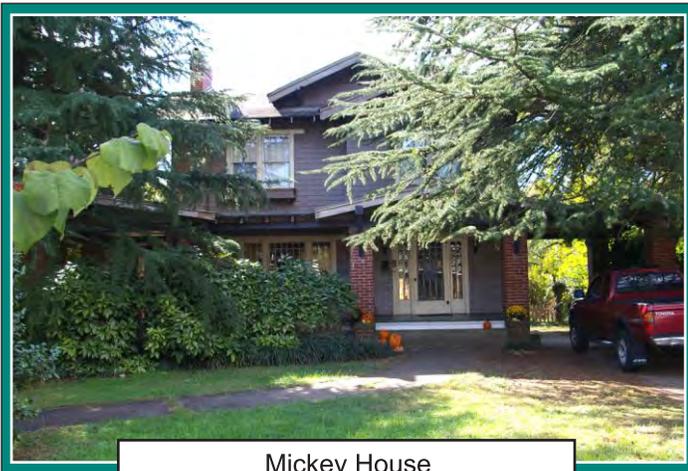
codified in the state administrative code. The Study List has been part of North Carolina's program since the first National Register nominations were reviewed and submitted from the state in 1969. Inclusion on the Study List does not prevent any lawful actions by a private property owner involving a building or land. Study List boundaries are preliminary and for planning purposes only.

One property within the planning area has received a DOE, another property has received a DOE and also been listed on the National Register Study List. Additionally, one site has been placed on the North Carolina National Register Study List.

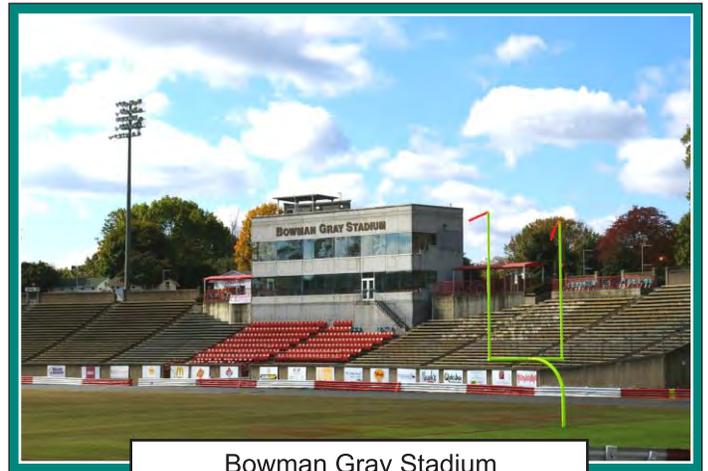
Finally, individual property designations are also available for qualifying sites. In addition to the National Register program, Local Historic Landmark designation is available for highly significant individual structures and sites within Forsyth County, and provides local property tax benefits. Once a property is designated as a Local

Historic Landmark, design review criteria and processes through the Forsyth County Historic Resources Commission are required. Additionally, property owners of Local Historic Landmark properties can apply to the Forsyth County Tax Office to receive a 50% property tax deferral. Within the Southeast Winston-Salem Planning Area, two properties are designated as Local Historic Landmarks. All of the aforementioned resources are shown on the Recognized Historic Resources Map (see **Map 9 on page 50**).

It is important not to limit the discussion of the Southeast Winston-Salem Planning Area's historic resources to buildings or structures. Likely, various Native American tribes inhabited the area along with other early settlers. To assist with keeping these resources secure and undisturbed, they are not mapped. The North Carolina Office of State Archaeology maintains files on any such sites that have been identified.



Mickey House



Bowman Gray Stadium

# Appendix B. Design Guidelines for Multifamily Developments

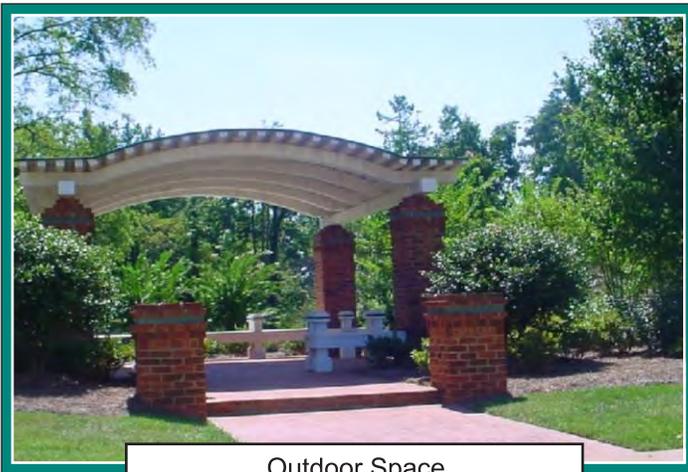


## MULTIFAMILY DEVELOPMENT DESIGN

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

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

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



Outdoor Space



Attractive Balconies



Façade Articulation



Entrances on the Street

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



## BUILDING INTEGRITY

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



Home Conversion to Commercial Use



Home Office Conversion

## PARKING

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

## ACCESS

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

## SIGNAGE

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

## LIGHTING

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

## LANDSCAPING

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

## City of Winston-Salem

Adopted September 3, 2013

**Allen Joines**  
Mayor

**Dan Besse**  
Southwest Ward

**Wanda Merschel**  
Northwest Ward

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

**Robert C. Clark**  
West Ward

**\*Derwin L. Montgomery**  
East Ward

**Denise D. Adams**  
North Ward

**Molly Leight**  
South Ward

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

**Lee Garrity**  
City Manager

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

## Forsyth County Board of Commissioners

**Richard V. Linville**  
Chairman

**Gloria D. Whisenhunt**  
Vice Chair

**Mark Baker**  
**Walter Marshall**

**David R. Plyler**

**Bill Whiteheart**

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

**Everette Witherspoon**

## City-County Planning Board

Adopted July 11, 2013

**Arnold G. King**  
Chairman

**L. Wesley Curtis Jr., AIA**  
Vice Chair

**Clarence R. Lambe, Jr.**  
**Darryl Little**

**Barry A. Lyons**  
**Lynne Mitchell**  
**Paul W. Mullican**

**Brenda J. Smith**  
**\*Allan Younger**

*\*Planning Board Member for the Planning Area*

## City-County Planning Staff

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Director of Planning

**\*Marco Andrade**  
Project Leader

**Glenn Simmons, AICP, RLA**  
Principal Planner

**C. Lynn Ruscher, AICP, GISP**  
Principal Planner

**Kirk Ericson, AICP**  
Project Planner

**LeAnn Pegram**  
Project Planner

**Byron Brown**  
Project Planner

**Amy Crum**  
Project Planner

**Angie Branon**  
Graphic Artist

*\*Project Leaders*

## Interdepartmental Committee

**Kevin Edwards, AICP**  
Transportation Planner  
Winston-Salem Department of Transportation



For more information about the  
**Southeast Winston-Salem Area Plan Update**

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