

West Suburban Area Plan

Forsyth County, North Carolina



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

Preface

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 Development Guide*, the current comprehensive plan, was adopted in 2001. Comprehensive plans take a broad, communitywide perspective for guiding growth and development. *Legacy* includes chapters on growth management, transportation alternatives, regional planning and development, economic vitality, environmental quality, open space, parks and recreation, city, and town centers, building better neighborhoods, community character, community life, and active citizenship.

The Planning Board prepares a series of Urban and Suburban Area Plans for the city and county in an effort to translate *Legacy* into more precise terms, which can be followed on a community level. An Area Plan generally contains information about the Planning Area's existing conditions and recommendations for guiding future growth and development. Citizen participation is an important part of the Area Plan process, and a Citizens' Advisory Committee is created by the Planning Board to work with staff as they interpret *Legacy* for each individual community.

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. Urban Area Plan boundaries are determined, in part, by the Growth Management Plan in *Legacy*. Seven Plans cover the **Urban Neighborhoods and Downtown** as defined in the *Legacy* Plan. **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.

Suburban Areas Plan boundaries are determined in part by the Growth Management Plan in *Legacy*. Thirteen plans cover the **Suburban Neighborhoods**

and **Future Growth Area** as defined in the *Legacy* Plan. 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.

In the past few years, Planning staff has developed an Area Plan format that provides for consistent terminology, information, mapping, and land use colors for all Area Plans. Consistency between Plans is important to City and County 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, an Annual Area Plan Status Report is prepared which includes the recommendation for all Area Plans adopted by *Legacy*. 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 recommendation project has funding. Area Plan projects are prioritized along with other projects and programs by the elected officials.

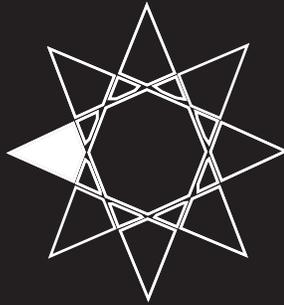
How Do Area Plans Relate To Rezoning?

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 a property owner 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.



Robinhood Village Community Activity Center



The West Suburban Area Plan

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

Adopted by the City-County Planning Board on September 8, 2011
Adopted by the Winston-Salem City Council on November 7, 2011
Adopted by the Forsyth County Board of Commissioners on January 9, 2012

Publication Date: June 2012

Table of Contents

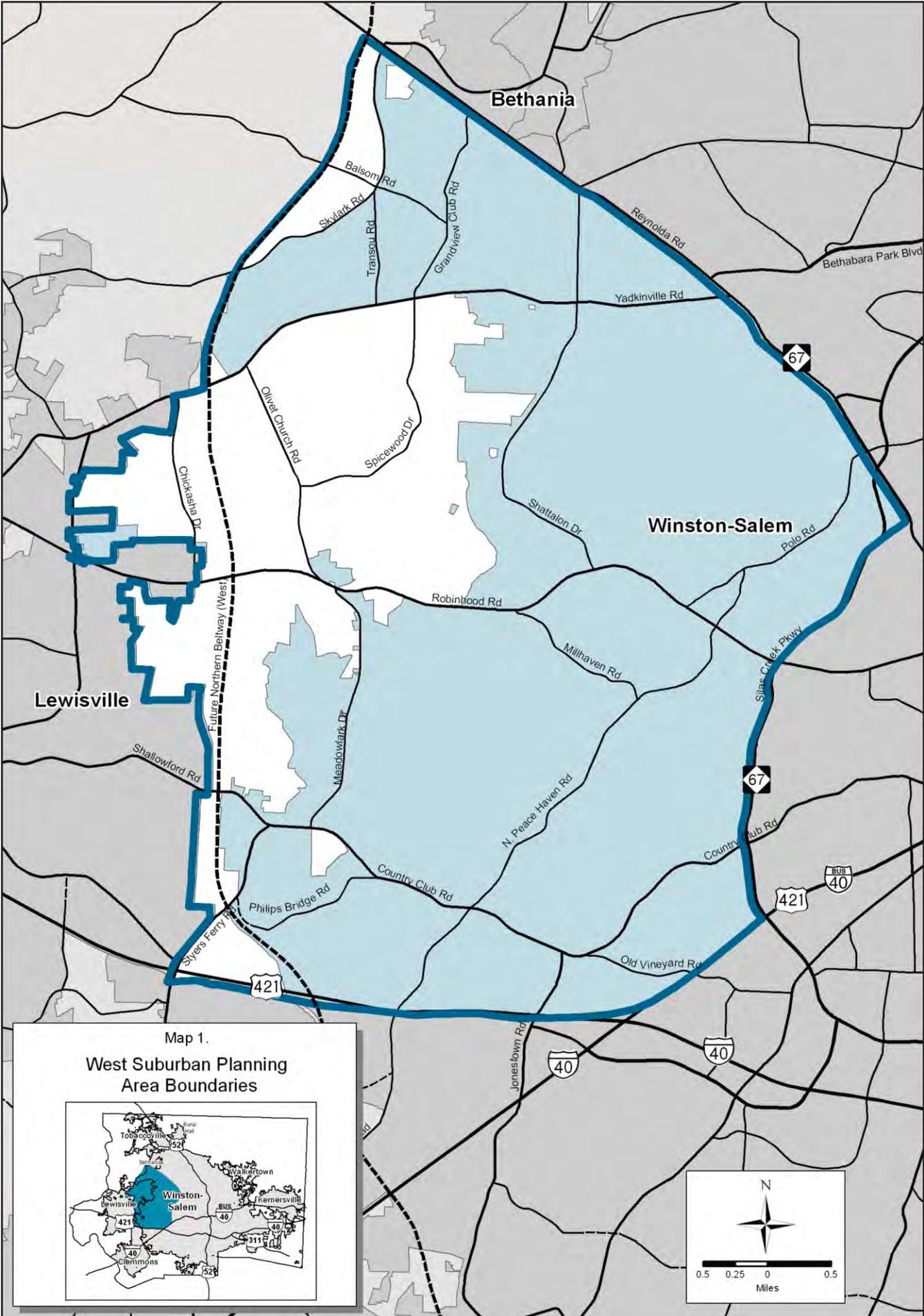
PREFACE	<i>i</i>	Housing and Community Development Recommendations	60
HOW DO AREA PLANS RELATE TO REZONING?	<i>ii</i>	Design and Appearance Recommendations	62
INTRODUCTION	1	Historic Preservation Recommendations	63
Boundaries of the Study Area	1	Economic Development Recommendations	65
Relationship to <i>Legacy</i>	1	Environmental Recommendations	65
Area Plan Process	1	IMPLEMENTATION SCHEDULE	67
EXISTING CONDITIONS	5	APPENDICES	
General Character	5	Appendix A. Historic Resources	73
Demographics	7	Appendix B. Historic Preservation Tools – Forsyth County	85
Existing Land Use	7	Appendix C. Design Guidelines and Standards – Activity Centers	87
Zoning	8	Appendix D. Design Guidelines and Standards – Suburban Business Parks	89
Transportation Features	8	Appendix E. Design Guidelines and Standards – Institutional Expansion	93
Community Facilities	16	Appendix F. Design Guidelines for Multifamily Developments	96
Housing	19	Appendix G. Standards for Conversion of Existing Homes to Office or Commercial Use	97
Design and Appearance	20	Appendix H. Standards for Office/Low-Intensity Commercial Developments	98
Historic Resources	22	MAPS AND ILLUSTRATIONS	
Economic Development	24	Map 1. West Suburban Planning Area Boundaries.....	vii
The Environment	25	Map 2. Growth Management Plan	3
Annexation Agreements	26	Map 3. Existing Land Use	4
Existing Plans in the Study Area	26	Map 4. Transportation and Pedestrian Features.....	9
LEGACY RECOMMENDATIONS	29	Map 5. Public Transportation and Bicycle Features	13
Planning Concepts Identified in <i>Legacy</i>	29	Map 6. Environmental Constraints	21
Other Planning Concepts	30	Map 7. Proposed Land Use	38
VISION	33	Map 8. Proposed Transportation Improvements	56
Process	33	Map 9. Proposed Pedestrian and Bicycle Facilities Improvements	57
Land Use	33	Map 10. Proposed Community Facilities Improvements.....	61
Transportation	33	Map 11. Selected Existing Historic Resources.....	64
Neighborhoods, Housing and Community Facilities	34		
Community Character, Historic Resources and the Environment	35		
WEST SUBURBAN AREA PLAN RECOMMENDATIONS	37		
Land Use Recommendations	37		
Residential	37		
Office and Commercial	41		
Institutional	42		
Parks/Open Space	42		
Industrial	42		
Mixed-Use Land Use Categories	42		
Special Land Use Conditions	47		
Transportation Recommendations	50		
Community Facilities Recommendations	55		

FIGURES

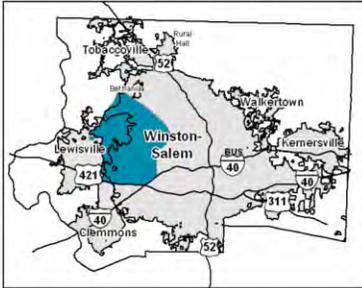
Figure 1. Area Plan Process	1
Figure 2. Transit-Oriented Development Compared to Automobile-Oriented Development	31
Figure 3. Gordon Manor (NAC)	43
Figure 4. Harper Hill Commons (NAC)	43
Figure 5. Yadkinville Road/Transou Road (NAC)	44
Figure 6. Reynolda Road/Fairlawn Drive (CAC)	44
Figure 7. Robinhood Village (CAC)	45
Figure 8. Sherwood Forest (CAC)	45
Figure 9. Country Club Road/ Shallowford Road (MAC)	46

TABLES

Table 1. West Suburban Development Patterns (2004-2009)	5
Table 2. West Suburban Demographic Trends/Comparisons	6
Table 3. West Suburban Planning Area Existing Land Use Summary	7
Table 4. West Suburban Road Classifications and Features	11
Table 5. West Suburban Local Bus Routes	14
Table 6. West Suburban Bicycle Routes	15
Table 7. West Suburban Recreation Facilities	17
Table 8. West Suburban Planning Area – Housing Trends and Comparisons	19
Table 9. Municipal Annexation Agreements in the Study Area	35
Table 10. Defined Low-Intensity Commercial Uses	41
Table 11. Transportation Improvement Projects	50
ACKNOWLEDGEMENTS	99



Map 1.
West Suburban Planning
Area Boundaries



Introduction

BOUNDARIES OF THE STUDY AREA

The West Suburban Planning Area, as shown on **Map 1**, encompasses approximately 19,460 acres. The Planning Area is bounded on the north by Reynolda Road, on the east by Silas Creek Parkway, on the south by US 421, and on the west by the proposed western leg of the Northern Beltway and by the Lewisville town limits. The Planning Area has land in three City Council Wards, including the Southwest, West, and Northwest Wards.

RELATIONSHIP TO LEGACY

The *Legacy Development Guide*, Forsyth County's comprehensive plan, serves as the framework on which all Area Plans are built, both geographically and as a policy guideline. The Growth Management Plan defines a series of specialized areas, each having specific characteristics (see section on **Legacy Recommendations**). The majority of the Planning Area (97%) is designated as Growth Management Area (GMA) 3, Suburban Neighborhoods in the Growth Management Plan of Legacy. The remainder is designated as Urban Neighborhoods in Legacy (see **Map 2**).

AREA PLAN PROCESS

Citizen participation is a critical part of the Area Plan process. A Citizens' Advisory Committee (CAC) is set up for each plan to work with staff throughout the planning process. The CAC includes a variety of people concerned about the Planning Area including residents, business people, property owners, and representatives of institutions. An Interdepartmental Committee made up of staff from various City and County departments is also formed to give input into the process and review the final recommendations.

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 handbook of this information is created for the CAC containing information to help them make recommendations for the Planning Area.

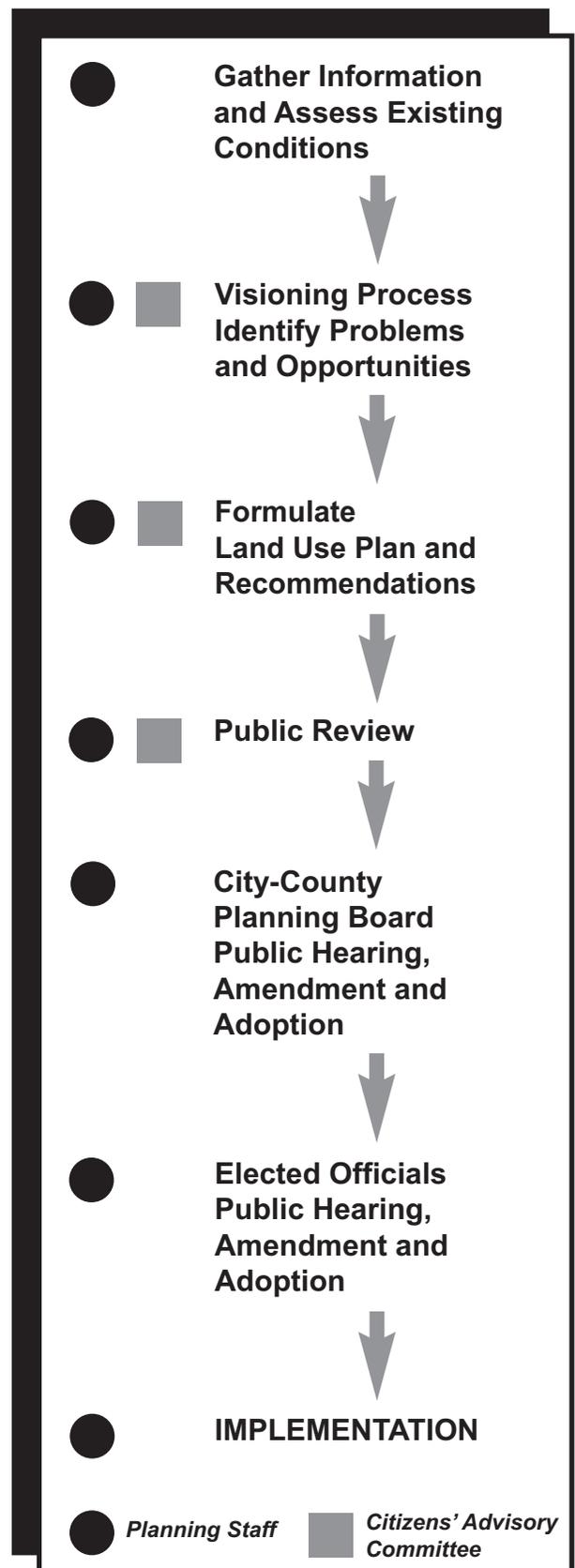


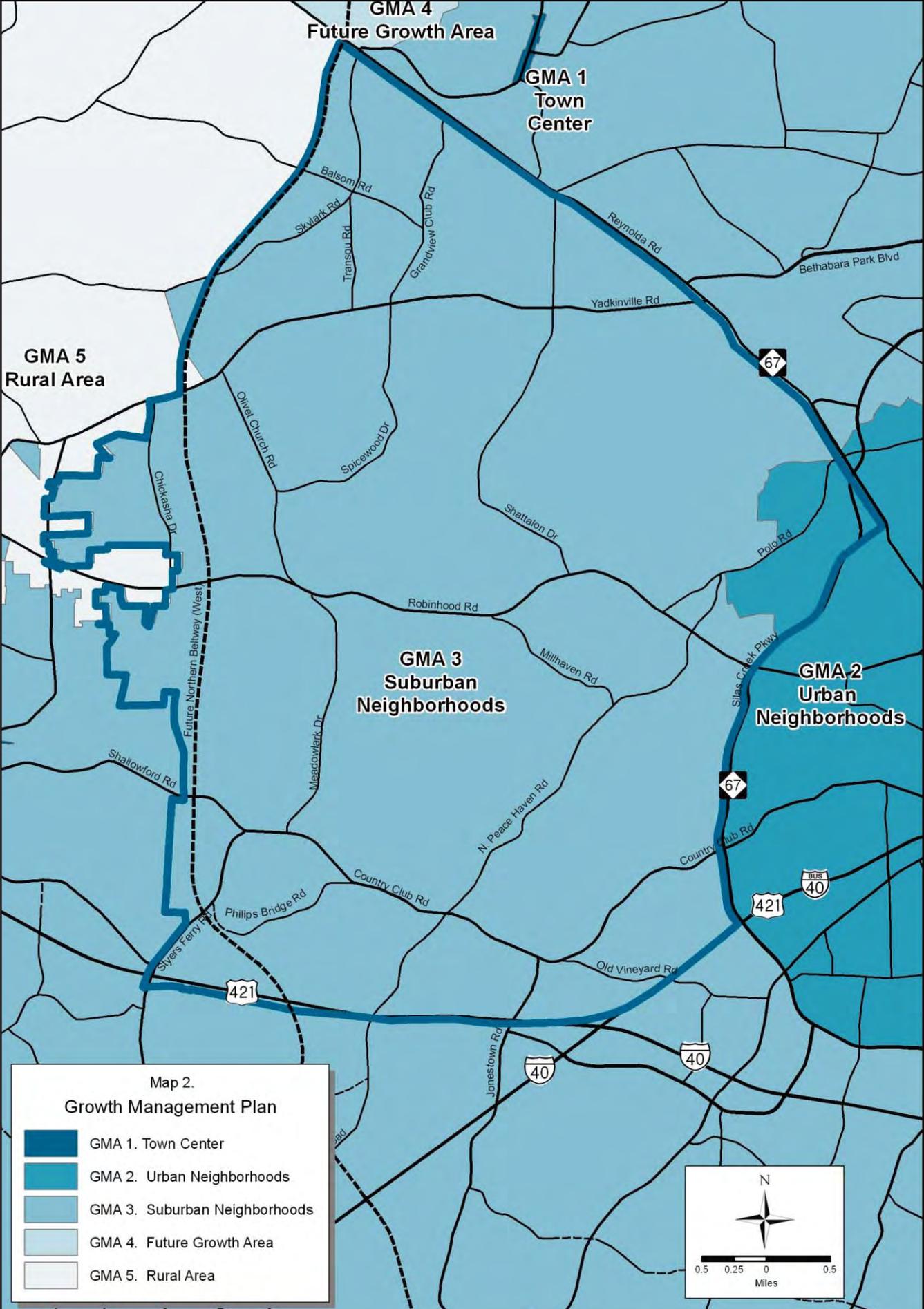
Figure 1. Area Plan Process

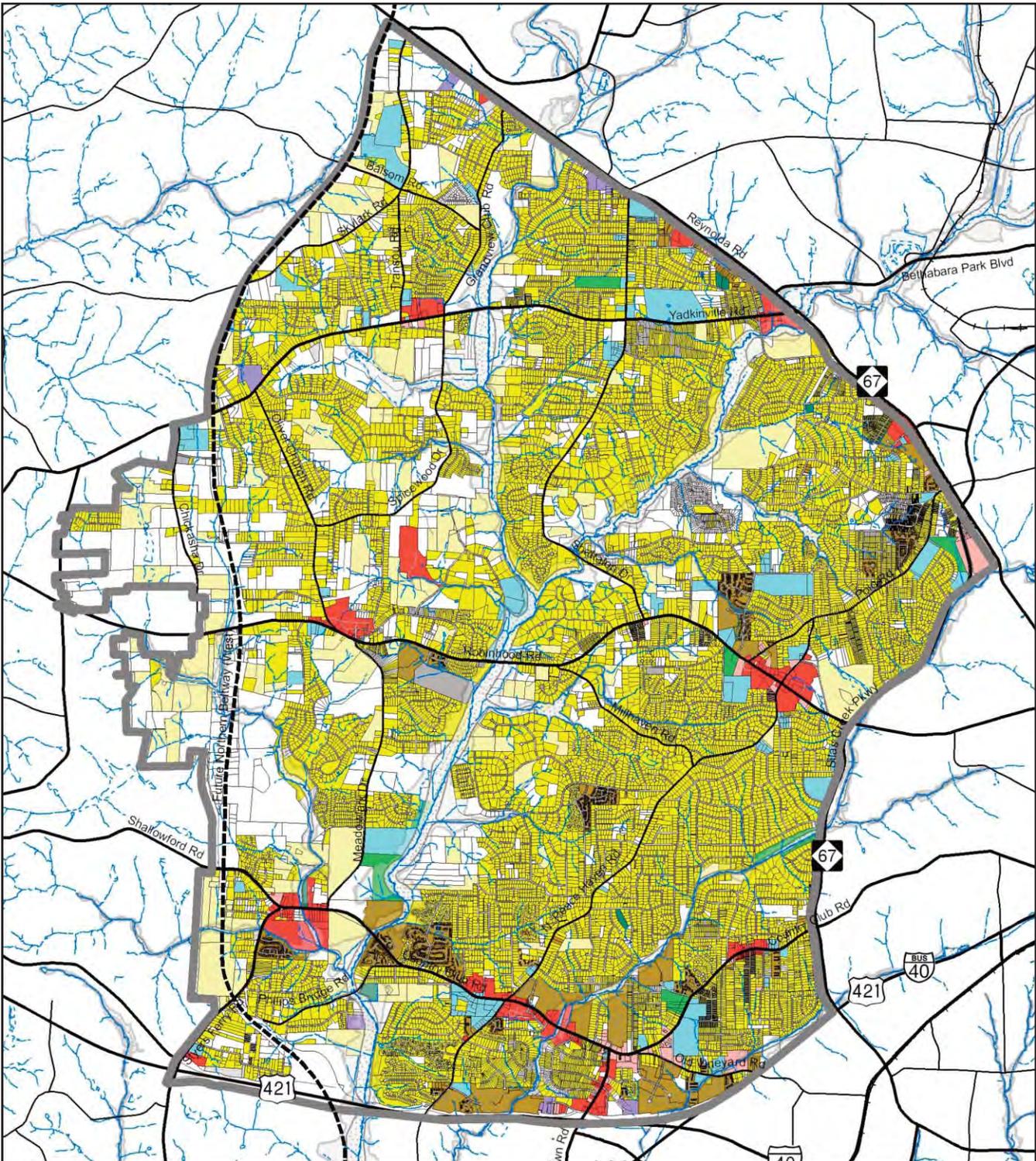
While existing conditions information is being compiled, staff conducts a Visioning Process in the community. Staff facilitates this process to assist themselves and the CAC in determining what the citizens of an area want their community to be like at a specific point in the future. Once the Vision is defined, goals, objectives, obstacles, and opportunities toward reaching the Vision are discussed with the CAC.

These discussions, along with the policies spelled out in *Legacy*, served as the basis for the next step in the process: the formulation of recommendations by both the Citizens' Advisory Committee and the Planning staff. Staff and the Committee attempt to reach consensus in their recommendations. If no consensus is reached, both sets of recommendations will be presented to the City-County Planning Board. The final recommendations are then presented to the entire community for review.

The Planning Board reviews the recommendations for consistency with the broad public interest and with *Legacy*. 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 and County Commissioners for consideration, amendment, and adoption after a public hearing.

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

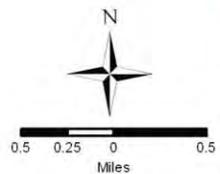




Map 3.

Existing Land Use

- | | | |
|---|---|---|
|  Large-Lot Residential |  Manufactured Housing Park |  Floodway |
|  Single-Family Residential |  Office |  Floodplain |
|  Duplex/Triplex/Quadrplex |  Industrial |  Railroad |
|  Multifamily |  Commercial |  Vacant |
|  Park / Open Space |  Institutional |  Stream |
|  Commercial Recreation |  Utilities | |



Existing Conditions

GENERAL CHARACTER

The West Suburban Planning Area is one of the largest and most populous Planning Areas in Forsyth County. It is home to a varied mixture of single-family and multifamily residential, commercial, office, and institutional uses. It has been one of the most popular residential areas in the county since the 1950s due to its convenient location to downtown Winston-Salem and major employers, its well-maintained neighborhoods, its proximity to shopping and entertainment, and the presence of institutions, such as large and small churches and many schools. The area also is home to a variety of recreational amenities, including several parks and greenways.

Primary transportation and development corridors in the area include Country Club Road, S. and N. Peace Haven Road, Robinhood Road, Polo Road, Reynolda Road, Yadkinville Road, Shattalon Drive, and Meadowlark Drive. Many new residential and nonresidential development projects have been built near these roads in recent years. The West Suburban area is home to some of the most enduringly popular shopping areas in Forsyth County, including Sherwood Plaza and Reynolda Manor. These destinations have continued to thrive even as newer shopping centers have been built elsewhere.

Most development in the Planning Area has been of the standard, automobile-oriented variety. In the

Table 1. West Suburban Development Patterns (2004-2009)

Development Sector	West Suburban Area Plan	Winston-Salem	Forsyth County
Single-Family Residential Development			
Number of Lots	1,089	6,290	9,945
Percent of Developments with Planned Open Space	42	80	71
Multifamily Residential Development			
Number of Units	514	4,945	6,038
Average Density (Units per Acre)	9.8	8.6	7.9
Nonresidential Development			
Square Footage	609,000	6.3 million	8.3 million
Office (Percent of Approved Nonresidential Development)	44	7	7
Retail (Percent of Approved Nonresidential Development)	33	34	38
Institutional (Percent of Approved Nonresidential Development)	23	33	34
Industrial (Percent of Approved Nonresidential Development)	0	26	21

Source: City-County Planning Board, site plan approvals 2004-2009.

past decade, however, pedestrian-oriented, mixed-use developments have started to take shape, including Robinhood Village and Harper Hill Commons. These developments will ultimately include a comprehensively-planned mixture of residential and nonresidential development and will serve as Activity Centers for surrounding neighborhoods.

The eastern portion of the Planning Area is almost completely developed, reflecting the popularity of the area with local residents. Parts of these existing neighborhoods are excellent locations for infill development and redevelopment which usually takes place on a lot-by-lot basis. The area to the west of Muddy Creek, however, still has a large amount of land that

is either vacant or in large-lot ownership. This area is where most new development in the Planning Area has occurred in the past decade. Despite the recent economic downturn, construction projects are still being undertaken in the Planning Area, including the construction of single-family homes in new, large subdivisions such as Brookberry Farms and Covington Place.

The West Suburban area has a large number of town-home, apartment, and condominium developments which provide desirable alternatives to single-family homes. These developments are located in the southern and eastern portions of the Planning Area. The area also has a wide array of single-family homes ranging

Table 2. West Suburban Demographic Trends/Comparisons

Population					
Area	Population				
	2010	2000	2000-2010 Growth (Percent)	2010 Portion of Forsyth County Population (Percent)	2010 Density (Persons Per Acre)
West Suburban Area Plan	50,000	42,000	18	13.9	2.55
Winston-Salem	235,000	185,800	27	65.0	2.77
Forsyth County	360,000	306,000	17	–	1.36
Racial Diversity					
Area	Diversity (Percent)				
	African-American	Asian	Hispanic*	White	Other
West Suburban Area Plan	10	2	4	87	2
Forsyth County	26	1	6	69	4
Age					
Area	Age (Percent)				
	Less than 5 years	5-17 years	18-39 years	40-64 years	65 years and older
West Suburban Area Plan	5	17	26	36	16
Forsyth County	7	17	33	31	13

Source: 2000 U.S. Census Bureau

*Note – “Hispanic” is not a race; it is an ethnic group. Numbers are provided for comparison purpose.

Table 3. West Suburban Planning Area Existing Land Use Summary

Land Use	Acres	%
Residential (total)	11,907.0	60.8
Single-family/Duplex	1,074.0	57.0
Multifamily	733.0	3.8
Office	130.0	0.7
Commercial	452.0	2.3
Industrial	63.0	0.3
Institutional	639.0	3.3
Parks & Open Space	151.0	0.8
Utilities & Rights-of-Way (total)	1,629.0	8.2
Utilities	58.0	0.2
Roads & Rail R-O-W	1,571.0	8.0
Developed Land (total)	14,867.0	76.4
Vacant Land	4,593.0	23.6
Total Land Area	19,460.0	100.0

Source: Survey by City-County Planning Staff (August-September 2010)

from affordable older homes on smaller lots to new large-lot estate homes.

The West Suburban Planning Area remains a popular location for development in Forsyth County, with 44% of office, 33% of retail, and 23% of institutional development built in the county from 2004-2009 being located here. During the same time period, 11% of single-family residential and 9% of multifamily residential development in Forsyth County have been approved in the Planning Area.

DEMOGRAPHICS

Approximately 42,000 people lived in the West Suburban Planning Area at the time of the 2000 Census. The 2010 population estimate for the Planning Area is 50,000, or 14% of the total population of Forsyth County. This is an increase of 18% during the time period, slightly faster than the 17% growth rate of Forsyth County during this period, and less than the 27% growth rate of Winston-Salem during this period (see **Table 2**).

The racial make-up of the Planning Area is 87% white, 10% African-American, and 4% Hispanic based on 2000 Census data. As such, this area is less racially diverse than Forsyth County and has a high percentage of white residents.

The Planning Area is wealthier than Forsyth County as a whole, with a 2000 average household income of \$58,100 (compared with \$46,262 for Forsyth County). Only 4% of individuals residing within the West Suburban Area live below the poverty level. Overall, Forsyth County has 11% of its residents living below the poverty level.

EXISTING LAND USE

Existing land uses in the Planning Area include residential, office, commercial, institutional, parks and open space, industrial, and utilities. The area is predominantly single-family residential in character, with nonresidential land uses primarily located on major transportation corridors such as Country Club, Robinhood, and Reynolda Roads. Several new residential developments have been developed in the area in the last decade, and despite the recent economic downturn, new homes have continued to be built in new neighborhoods in the Planning Area such as Brookberry Farm. Approximately 22% of the land in the Planning Area remains vacant (**Table 3**).

RESIDENTIAL

The predominant land use in the Planning Area is residential, accounting for approximately 61% of the total land area. Single-family residential development counts for 57% of the land area, while multifamily development makes up approximately 4%. Concentrations of multifamily development are located in the southern and northeastern parts of the Planning Area.

OFFICE

Office accounts for 0.7% of the land area. Office uses are concentrated along Country Club, Old Vineyard, Robinhood, and Reynolda Roads.

COMMERCIAL

Approximately 452 acres, about 2.3% of the land area, is developed with commercial uses. The primary concentrations of commercial land use are located along Reynolda, Country Club, Robinhood, and Jonestown Roads.

INSTITUTIONAL

Both public institutional uses, such as schools, fire stations, community centers, and private institutional uses, such as churches, are dispersed throughout the Planning Area. The approximately 639 acres of institutional use account for about 3.3% of the land area.

PARKS AND OPEN SPACE

Parks and open space account for 151 acres of the Planning Area, about 0.8% of the total land area. Recreation facilities are discussed in more detail in the Community Facilities section.

INDUSTRIAL

Industrial uses comprise only 0.3% (63 acres) of the Planning Area. Industrial uses are located in the northern and southern parts, but not in the central part of the Planning Area.

UTILITIES AND RIGHTS-OF-WAY

Together, utilities and road/rail rights-of-way account for approximately 8.2% or 1629 acres of the acreage in the West Suburban Planning Area.

VACANT

Vacant land accounts for 4593 acres or 23.6% of the land area. Vacant land is scattered throughout the Planning Area, but a majority of vacant land is located west of Muddy Creek.

ZONING

Since the adoption of *Legacy* in 2001, there have been 56 approved rezoning petitions within the West Suburban Planning Area. Within the same time period, there have been development approvals of 10 or more lots involving 1017 acres of the Planning Area. Together, rezoning and subdivision approvals have accounted for 2087 acres of land within the Planning Area. While rezoning and subdivision activity has occurred throughout the Planning Area, a significant portion of development, particularly subdivision activity, took place west of Muddy Creek. This trend is due to both the built-out nature of the eastern part of the Planning Area and the presence of the recently opened Reagan High School, which serves the western portion of the Planning Area. By far, the largest development approved in the area since the adoption of *Legacy* is the Brookberry Farm development, which accounts for almost 800 acres of land zoned or subdivided during this period.

TRANSPORTATION FEATURES

Existing transportation features include roads, bus routes, bicycle routes, sidewalks, and greenways. The location and function of transportation features have a significant impact on land use decisions (see **Map 4**).

ROADS

Overall Street Pattern

The West Suburban Area is bounded on the south by US 421 and Business 40, on the east by Silas Creek Parkway (NC 67), on the north by Reynolda Road (NC 67) and on the west by the proposed Northern Beltway and surrounding communities. Several major thoroughfares, Country Club Road, Robinhood Road and Yadkinville Road, run east to west across the Planning Area and provide access to commercial and residential areas while Styers Ferry Road and Jonestown Road provide access to commercial centers and US 421. Minor thoroughfares, such as S. and N. Peace Haven Road, Meadowlark Drive, Olivet Church Road, Shattalon Drive and Grandview Club Road, provide north to south access across the Planning Area and connect neighborhoods and services to the major thoroughfares.

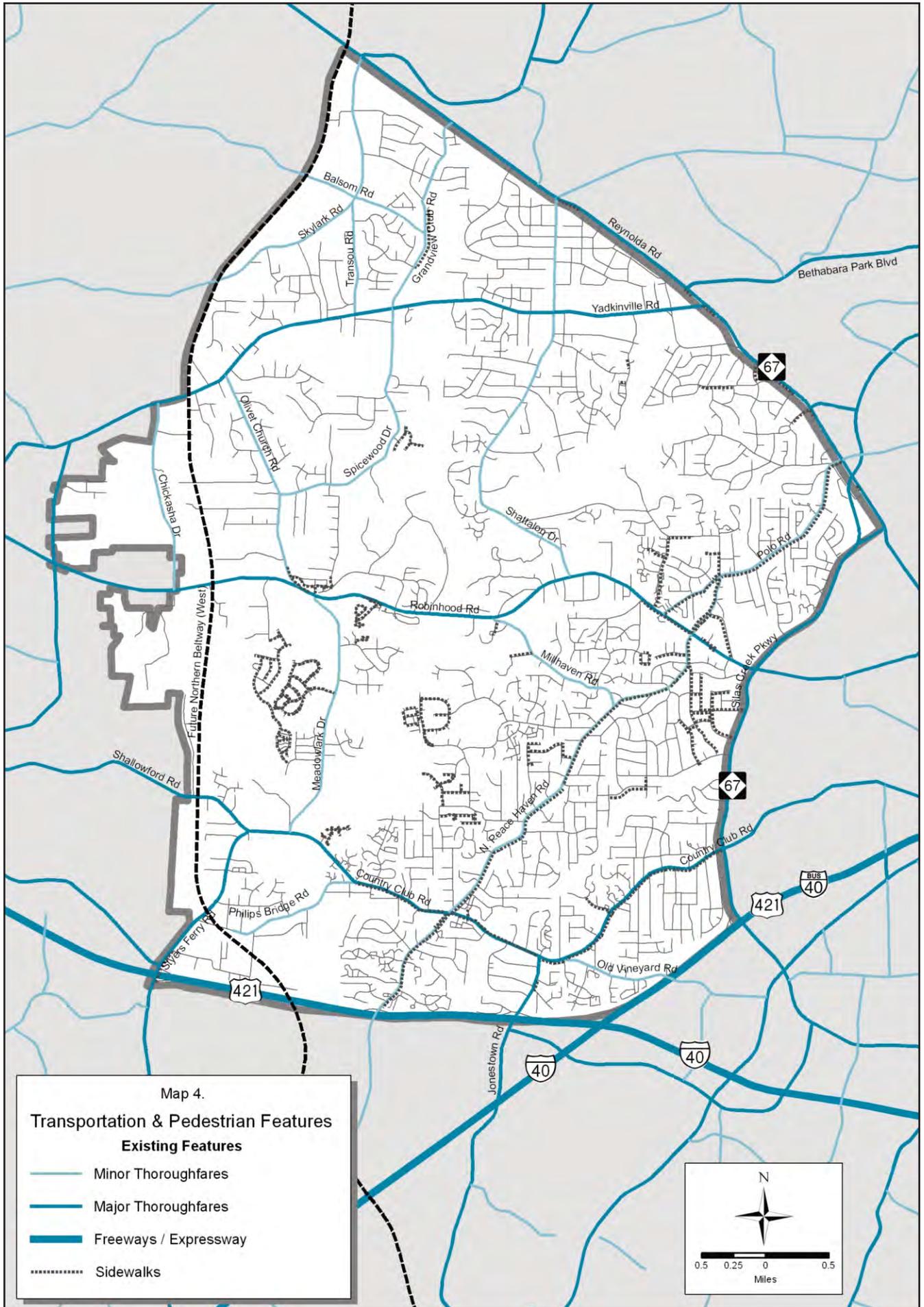
Road Types

Every street and highway is classified to identify its function as part of an overall network.

- **Interstate Highways** are controlled-access facilities with four or more lanes carrying traffic between cities and states.
- **Freeways/Expressways** are usually controlled-access facilities with four or more lanes that provide fast and efficient movement of large volumes of traffic.
- **Boulevards** move traffic with some control of access and range from four to six lanes with a median divider.
- **Other Major Thoroughfares** move traffic both within cities and between cities, and may also provide access to abutting properties. They range in size from two lanes to six lanes.
- **Minor Thoroughfares** converge traffic from *collector* and *local* streets to move it to *major thoroughfares* or highways.
- **Collector** streets carry traffic from local streets to thoroughfares in addition to providing access to adjoining property.
- **Local** streets are used predominantly to provide access to abutting property.

CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS

Forsyth County has several long-range transportation plans/processes: the *Long Range Transportation Plan* (LRTP), the *Comprehensive Transportation Plan* (CTP), and the *Metropolitan Transportation Improvement Program* (MTIP).



Map 4.
Transportation & Pedestrian Features
Existing Features

- Minor Thoroughfares
- Major Thoroughfares
- Freeways / Expressway
- Sidewalks

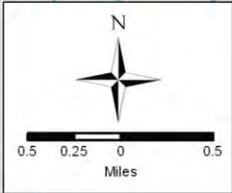


Table 4. West Suburban Road Classifications and Features

Freeways	Description	2009 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width (feet)	Future Cross-Section
Business 40 (US 421)	6 lanes with median	73,000	100,000	94,700	108	Adequate
US 421	4-6 lanes with median	46,000- 54,000	50,300- 55,000	62,300- 94,700	48-72	Adequate; 6 lanes divided with grass median
Silas Creek Parkway (NC 67)	4 lanes with median	45,000- 52,000	56,300- 60,600	49,000	52-73	Adequate plus sidewalk
Major Thoroughfares	Description	2009 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Lewisville- Clemmons Road	4 lanes	22,800	25,100	30,700	70-80	Adequate plus sidewalk
Reynolda Road (NC 67)	2-5 lanes	10,000- 29,000	14,700- 33,100	22,900- 38,100	22-60	Adequate plus sidewalk; 4 lanes divided with raised median, curb & gutter, widened outside curb lanes with sidewalks
Wake Forest Road	4 lanes with median	12,000	18,100	38,100	68	Adequate plus sidewalk
Country Club Road	2-5 lanes	11,000- 21,000	10,700- 23,900	15,800- 31,700	24-62	Adequate plus sidewalk; 3 lanes, curb & gutter, wide outside lanes with sidewalks
Jonestown Road	5 lanes	20,000	22,600	31,700	56	4 lanes divided with raised median, curb & gutter, widened outside curblanes with sidewalks
Lewisville- Vienna Road	2 lanes	4,900	6,600	15,300	22	3 lanes, curb & gutter, wide outside lanes with sidewalks

(...continued on page 11)

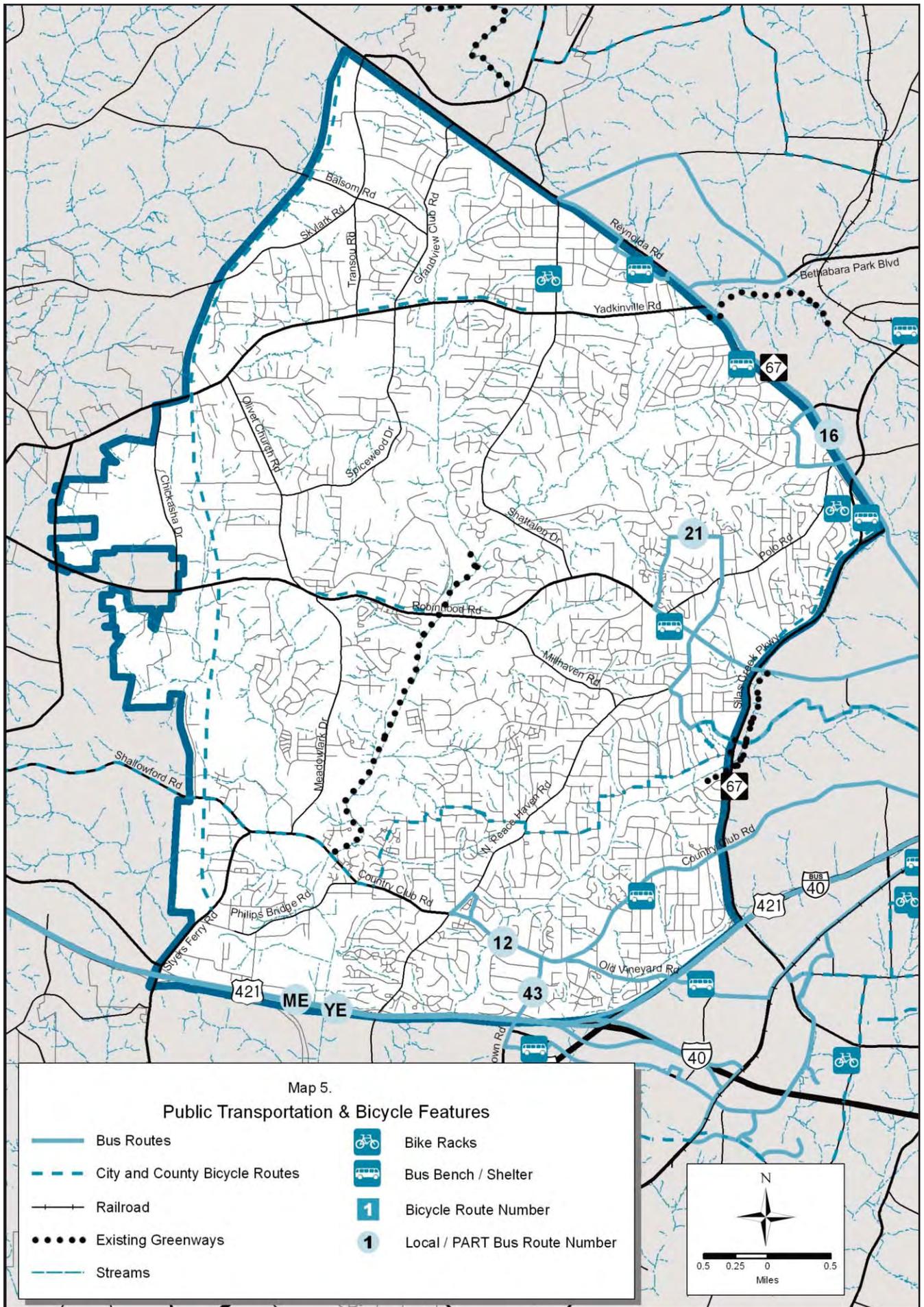
Table 4. West Suburban Road Classifications and Features (continued from page 10)

Major Thoroughfares	Description	2009 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width (feet)	Future Cross-Section
Robinhood Road	2-5 lanes	3,400-28,000	7,300-41,900	13,800-31,700	24-60	4 lanes divided with raised median, curb & gutter, widened outside curb lanes with sidewalks
Shallowford Road	2 lanes	7,500	11,800	15,300	23	3 lanes, curb & gutter, wide outside lanes with sidewalks
Styers Ferry Road	2-3 lanes	9,600-13,000	11,500-11,800	15,300	21-36	3 lanes, curb & gutter, wide outside lanes with sidewalks
Yadkinville Road	2-3 lanes	7,700-12,000	13,400-17,200	13,800-18,200	21-52	3 lanes, curb & gutter, wide outside lanes with sidewalks
Minor Thoroughfares	Description	2009 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Balsom Road	2 lanes	1,800	1,700	15,300	22	2 lanes with wide shoulders with sidewalks
Chickasha Drive	2 lanes	1,300	1,800	15,300	21	2 lanes with wide shoulders with sidewalks
Grandview Club Road	2 lanes	1,700-2,700	2,700-3,700	13,800-15,300	20	2 lanes with wide shoulders with sidewalks
Ketner Road	2 lanes	400	---	15,800	20	2 lanes, wide paved shoulders with sidewalks
Meadowlark Drive	2 lanes	13,000	8,600	15,300	22	3 lanes, curb & gutter, wide outside lanes with sidewalks
Old Vineyard Road	2-3 lanes	10,000	10,900	13,800	32-36	Adequate plus sidewalk

(...continued on page 12)

Table 4. West Suburban Road Classifications and Features (continued from page 11)

Minor Thoroughfares	Description	2009 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Olivet Church Road	2 lanes	4,800-6,200	3,000-5,300	15,300	24-25	3 lanes, curb & gutter, wide outside lanes with sidewalks
S. and N. Peace Haven Road	2-3 lanes with median	16,000-18,000	8,200-24,900	13,800-15,800	36-48	Adequate plus sidewalk
Phillips Bridge Road	2 lanes	1,900	2,300	13,800	20	2 lanes with wide shoulders with sidewalks
Polo Road	3 lanes	4,900-12,000	6,900-18,700	15,800-18,200	36	Adequate plus sidewalk
Shattalon Drive	2 lanes	7,800-9,700	10,400-12,300	15,300	24-29	3 lanes, curb & gutter, wide outside lanes with sidewalks
Skylark Road	2 lanes	1,200	1,200	15,800	21	2 lanes with wide shoulders with sidewalks
Spicewood Drive	2 lanes	1,800	2,600	13,800	21	2 lanes with wide shoulders with sidewalks
Transou Road	2 lanes	4,500-5,200	8,700	13,800-15,300	24	2 widened inside lanes, curb & gutter, parking on one side, sidewalks
Existing Collector Streets						
Allistair Road	Dust Devil Drive	Kirklees Road	Sally Kirk Road			
Archer Road	Eastwin Drive	Leinbach Drive	Southwin Drive			
Attanook Road	Fairlawn Drive	Lindbergh Street	Staffordshire Road			
Briarcliffe Road	Fleetwood Circle	Loch Drive	Stonebridge Drive			
Bridal Ridge Drive	Four Winds Trail	Milhaven Road	Storm Canyon Road			
Brookberry Farm Road	Friar Tuck Road	Mount Salem Road	Tallison Drive			
Bryansplace Road	Glendare Drive	Mountain View Road	Tiffany Avenue			
Caradco Road	Gordon Drive	Myrtle Avenue	Valley Road			
Cedar Trails	Greenbrier Farm Road	Norman Road	Whitaker Road			
Century Oaks Lane	Hearthside Drive	North Causeway	Whitehaven Road			
Chester Road	Hilltop Drive	Petree Road	Will Scarlet Road			
Commonwealth Drive	Hope Valley Road	Piccadilly Drive	York Road			
Community Church Road	Huntcliff Trail	Poindexter Avenue	Yorkshire Road			
Crosland Road	Huntinggreen Lane	Ransom Road				
Dartmoor Street	Kecoughtan Road	Rock Hill Road				
Doncaster Road	Kilpatrick Street	Rosebriar Lane				



The *Long Range Transportation Plan (LRTP)* includes all modes of transportation. The LRTP is fiscally constrained, as it only includes projects for which funding is anticipated. The LRTP is required under federal provisions and must include an assessment of air quality impacts.

An additional State transportation planning requirement is the *Comprehensive Transportation Plan (CTP)*. The CTP is a long-range plan for all modes of transportation and is not fiscally constrained. The CTP serves as the street and highway master plan for the urban area by identifying both existing roads and the general location of future planned roads.

The *Metropolitan Transportation Improvement Program (MTIP)* is the official transportation investment schedule for State- and federally-funded surface transportation projects planned within the metropolitan area. The Winston-Salem Metropolitan Area includes most of Forsyth County and portions of Stokes, Davie, and Davidson Counties. The MTIP programs project funding for a seven-year period for all modes of transportation.

Map 8 and **Table 11** in the Transportation Recommendations section show future street and highway projects in the MTIP and the CTP.

PUBLIC TRANSPORTATION

Local Bus Routes

The Winston-Salem Transit Authority currently provides bus service within the West Suburban Planning Area on four routes originating from the downtown terminal. **Table 5** and **Map 5** describe the routes in more detail.

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. PART currently runs express service to Yadkin County (Yadkin County Express route) and Boone (Mountaineer Express route) along US 421 on the perimeter of the Planning Area with stops located at the Transit Center, the hospitals and Veterans Administration.

Table 5. West Suburban Local Bus Routes

Route Number	Direction	General Route
12	Outbound	From Miller Street, left at Country Club Road, right at Vinegar Hill Road, left at Thales Road.
12	Inbound	From Thales Road, left at N. Peace Haven Road, left at Country Club Road, continue to Transit Center.
16	Outbound	From Reynolda Road, left at Polo Road, right at Ransom Road, right at Fairlawn Drive, left at Reynolda Road, right at Bethabara Park Boulevard, left at Bethabara Road, left at Shattalon Drive, left at Reynolda Road, right at Pratt Road.
16	Inbound	From Pratt Road, left at Yarbrough Avenue, left at Valley Road, right at Reynolda Road, continue to Transit Center.
21	Outbound	From Wellington Road, left at Yorkshire Road, left at Doncaster Road, right at Hertford Road, right at Chester Road, right at N. Peace Haven Road, left at Petree Road, left at Huntinggreen Lane.
21	Inbound	From Huntinggreen Lane, left at Robinhood Road, continue to Transit Center.
43	Inbound	From Kester Mill Road, right at Jonestown Road, right at Country Club Road, right at Old Vineyard Road, continue to Hanes Mall.
44	Inbound	From Bethabara Park Road, left at Reynolda Road, left at Old Town Road, continue to Industries for the Blind.

Light Rail

A proposed regional passenger rail line connecting Forsyth and Guilford Counties is currently being developed by the Piedmont Authority for Regional Transportation (PART). Potential rail station locations include downtown Greensboro, PTI Airport/Kernersville, Winston-Salem State University, downtown Winston-Salem, Thruway Shopping Center/Baptist Hospital, Hanes Mall/Forsyth Medical Center, and Clemmons. The proposed light rail system has the potential to provide new transportation opportunities.

Streetcar

The City of Winston-Salem is currently analyzing possible alignments for a downtown streetcar circulator. A connection between the downtown Research Park and Wake Forest Medical Center is being discussed as a first phase of the project. The City is currently seeking support for the project’s implementation.

BICYCLE FACILITIES

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* was adopted by the Winston-Salem City Council on August 15, 2005, and by the Transportation Advisory Committee on September 15, 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 one signed bike route described in **Table 6** and shown on **Map 5**.

Designated Bicycle Lanes

The Winston-Salem Urban Area Comprehensive Bicycle Master Plan recommends a number of designated bicycle lanes in the Planning Area (See **page 54**).

Bicycle Racks

Bicycle racks are located at all City of Winston-Salem recreation facilities. A study of other potential locations for bicycle racks in commercial and institutional settings is underway.

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

The *Winston-Salem Urban Area Sidewalk and Pedestrian Facilities Plan*, adopted by the City Council in 2007, takes a comprehensive look at pedestrian needs, including sidewalk policies, sidewalk standards, existing sidewalks needing repair, and recommendations for locations of new sidewalks.

Because funding is limited, sidewalk-ranking criteria was developed as part of the Pedestrian Plan to help determine which recommended sidewalks are most needed. Criteria includes street type, school locations, location of “pedestrian generators” such as stores and parks, connectivity to the overall pedestrian system, and location of bus stops.

Sidewalks are located in some subdivisions within the Planning Area, and many new sidewalks have been constructed through the development process. A recent sidewalk project built through federal funding is the completion of the N. Peace Haven Road sidewalk from Chester Road to Winchelsea Road. A sidewalk along Country Club Road from N. Peace Haven Road to Jonestown Road was built in conjunction with the City’s road widening bond project.

Area Plans may make additional recommendations for sidewalks beyond what the *Pedestrian Plan* currently recommends. As each Area Plan is adopted, the additional recommendations become part of the *Pedestrian Plan*. All proposed sidewalks in the

Table 6. West Suburban Bicycle Routes

Route Number	General Route
1 and Yadkin County Connector (YCC)	From Yorkshire Road, left at Doncaster Road, left at Archer Road, right at Kirklees Road, left at Quarterstaff Road, right at Will Scarlet Road, left at Staffordshire Road, right at Hearthside Drive, right at N. Peace Haven Road, left at Mountain View Road, left at Hillsboro Drive, right at Mountain View Road, left at Gatewood Drive, right at Stone Crossing Drive, left at Stonebridge Drive, right at Country Club Road (YCC), continue on Shallowford Road (YCC)

Pedestrian 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 Plan* and the LRTP currently recommend the following additional sidewalks in the Planning Area:

- Reynolda Road from Yadkinville Road to Shattalon Drive and from Andrews Drive to Loch Drive
- Jonestown Road from US 421 to Country Club Road
- Old Vineyard Road from Country Club Road to Healy Drive
- Robinhood Road from N. Peace Haven Road to existing sidewalk

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

Greenways

Greenways are linear parks that provide pedestrian and bicycle access to community facilities and neighborhoods. Greenways are discussed in more detail in the Community Facilities section. The construction of the Muddy Creek Greenway has been completed with transportation enhancement funds through the North Carolina Department of Transportation with matching funds from the City of Winston-Salem. The Muddy Creek Greenway is shown in the LRTP for construction from Phillips Bridge Road to Yadkinville Road by 2015. Requests for connector trails to the Muddy Creek Greenway from Cedar Trails Road and Stonebridge Drive in the Lantern Ridge development have been approved for construction using locally-designated federal funding.

RAIL

The Piedmont Authority for Regional Transportation (PART) is the agency in charge of administering and developing rail service studies in the Triad. The Intercity Rail Study examines the feasibility of providing intercity rail travel between Raleigh and Asheville through Winston-Salem generally along the Interstate 40 corridor. The Commuter Rail Study examines the major travel corridors within the Triad to determine which corridors can support a major transit capital investment to enhance public transit.

A possible site for the Winston-Salem Intercity Passenger Rail Station would be the historic Union Station situated east of downtown Winston-Salem, at Martin Luther King Boulevard. Other stops in Forsyth County have been discussed at Kernersville,

the Thruway Shopping Center area, Hanes Mall and Clemmons.

AIRPORTS

Air traffic in Winston-Salem and Forsyth County departs or originates at the Smith Reynolds Airport. This airport, operated by the Airport Commission of Forsyth County, serves the local citizens as a general aviation airport with limited commuter flights. The airport has good access to US 52 and is located approximately three miles northeast of downtown Winston-Salem and approximately nine miles from the center of the West Suburban Planning Area.

The Piedmont Triad International Airport (PTIA) is located approximately 20 miles east of downtown Winston-Salem in Guilford County. PTIA provides the region with direct and connecting commercial air passenger and air freight service to national and international destinations. The FedEx Mid-Atlantic Hub is now open at PTIA.



COMMUNITY FACILITIES

The West Suburban Planning Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses.

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. The State of North Carolina also funds charter schools, privately run and publicly funded schools to provide students with additional educational options, at no cost to the student. There are twelve public/charter schools in the Planning Area. Of these, seven are elementary schools: Jefferson, Meadowlark, Old Town, Sherwood Forest, South Fork, Speas and Vienna; two are middle schools: Jefferson and Meadowlark; and two are high schools: Mount Tabor and Reagan (see **Map 10**). The Special Children’s School is also in the Planning Area and serves children from birth to five years old who have special needs.

RECREATION FACILITIES

Parks

The *2015 Parks and Open Space Plan for Winston-Salem and Forsyth County* was adopted in 2007. This Plan discusses existing parks, community park needs, existing open space and open space needs,

park proposals, and recommended facilities. Seven public parks are currently located in the West Suburban Planning Area. Two of these are undeveloped. Parks are classified based on their size, facilities, and function. **Table 7** lists recreation facilities in the West Suburban Planning Area by type with acreage and major facilities.

Based on the service area analysis completed for the *2015 Parks and Open Space Plan*, the West Suburban Planning Area is not adequately served by parks and recreation facilities. The *2015 Parks and Open Space Plan* recommends developing Jamison Park to perform the dual functions of a neighborhood park and a community park to serve the western part of the Planning Area. A master plan was completed for the park. Funding has not been available to implement the master plan. The Muddy Creek Greenway Trail runs along the eastern boundary of the park and parking is available for trail users. The *Parks and Open Space Plan* also recommends the development of Jefferson Park as a district park. However, it is likely that the site would function as a linear passive park along the Muddy Creek Greenway Trail. Other recommendations suggest that the location of other new parks should be determined by local community needs

depending on the location and extent of growth in the area, and that potential park sites should be identified in the Area Plan.

The County-owned C. G. Hill Memorial Park, a district park located just outside of the western boundary of the West Suburban Planning Area, is accessible to residents living in the western part of the Planning Area. *The Parks and Open Space Plan* recommends expanding this park to include community-level facilities, or the development of a new park adjacent to the existing park, to serve the newly developing areas in the western part of the Planning Area.

Greenways

Greenways are linear open space corridors that can be managed for conservation, recreation, and/or transportation purposes. Many greenways have paved trails and accompanying land that provide pedestrian and bicycle access to neighborhoods and community facilities in addition to waterways of Forsyth County. In 2002, the *2015 Greenway Plan for Winston-Salem and Forsyth County* was adopted. The Plan covers greenway trail design, priorities for greenway construction, operational policies and procedures, funding issues,

Table 7. West Suburban Recreation Facilities

Park Type	Acreage	Major Facilities
Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.		
Leinbach	9.48	Playground, picnic tables, shelters, tennis courts, and a fitness course.
Old Town	16.21	Recreation Center, playground, picnic tables, shelter, softball field, tennis courts, and a fitness course.
Community Parks: Provide active recreational opportunities drawing people from multiple neighborhoods.		
Jamison	36.80	Undeveloped
Polo	19.87	Recreation Center, playground, picnic tables, softball field, soccer field, tennis courts, swimming and wading pools, and a fitness course.
Shaffner	55.97	Playground, picnic tables, soccer field, tennis courts, and a fitness course.
South Fork	14.14	Recreation Center, playground, picnic tables, shelter, softball field, tennis courts, and a fitness course.
Open Space: Natural landscapes that remain relatively undisturbed.		
Jefferson	22.20	Undeveloped

and citizen involvement. Greenway easements along creeks and other linear features have been requested through the zoning and subdivision process in Forsyth County for over 25 years.

There is one existing greenway trail within the Planning Area, the Muddy Creek Trail. The first phase of the Muddy Creek Trail was recently completed and runs from Country Club Road to Jefferson Elementary School (north of Robinhood Road) for a length of approximately three miles.

Two other existing greenway trails, Bethabara and Silas Creek, are located directly adjacent to the Planning Area. Bethabara Trail is located just north of the Planning Area and follows Mill Creek from Reynolda Road to Silas Creek Parkway through Historic Bethabara for a length of 2.7 miles. Silas Creek Trail is located within Shaffner Park and runs along Silas Creek from Yorkshire Road to Robinhood Road for a length of 0.81 miles.

The *2015 Greenway Plan for Winston-Salem and Forsyth County*, adopted in 2002, recommends construction of the following greenways in the Planning Area:

- Muddy Creek – expanding the existing trail north to Reynolda Road and south to Salem Creek
- Mill Creek – Muddy Creek Trail at Jefferson Elementary to Bethabara Trail and continuing east to Hanes Mill Road
- Silas Creek – expanding the existing trail at Shaffner Park north to Wake Forest University and southwest to Muddy Creek
- Tomahawk Creek – Muddy Creek Trail at Phillips Bridge Road west into Lewisville
- Reynolds Creek – Tomahawk Creek at Luxbury Court northwest into Lewisville

The Muddy Creek Trail is also part of the “Primary Southern Urban Route” for the Central Region of the Mountains to Sea Trail. The Mountains to Sea Trail is a State trail system that will connect the western portion of the state at Clingman’s Dome in the Great Smoky Mountains National Park to the coast at Jockey’s Ridge State Park.

The *2015 Greenway Plan for Winston-Salem and Forsyth County* also recommends construction of greenway connectors. Greenway connectors consist of smaller neighborhood or sidewalk connections that allow access to the primary greenway trail system from neighborhoods, institutions, and retail centers. The following greenway connectors are recommended in the Planning Area:

- Cedar Trails – connects to the Muddy Creek Trail
- Millhaven Creek – connects to the Muddy Creek Trail
- Wake Forest – uses a mix of sidewalks and greenway trails to connect Wake Forest University to the Silas Creek Trail and the Bethabara Trail
- Petree Creek – connects to the Mill Creek Trail
- Brenner Lake Branch – connects to the Mill Creek Trail

Since the adoption of the *2015 Greenway Plan for Winston-Salem and Forsyth County*, two other greenway connectors have been identified in the Planning Area: Lantern Ridge and Brooks Landing. Both will connect to the Muddy Creek Trail.

LIBRARY FACILITIES

There is one library in the West Suburban Planning Area, the Reynolda Manor Branch Library on Fairlawn Drive.

FIRE STATIONS

There are three fire stations in the West Suburban Planning Area. The Country Club West Fire Station, located at 4700 Country Club Road, serves portions of US 421, Jonestown Road, and Country Club Road. The Robert S. Northington Jr. Fire Station is located at 1505 N. Peace Haven Road and serves the areas north of N. Peace Haven Road, Robinhood Road, and Silas Creek Parkway. The Old Town Fire Station is located at 4548 Shattalon Drive and serves the Reynolda Road, Yadkinville Road, and Shattalon Drive areas.

UTILITIES

Water and Sewer

The Winston-Salem/Forsyth County Utilities Commission is responsible for distributing drinking water and providing wastewater treatment in the West Suburban Planning Area. Public water service is generally available throughout the Planning Area.

Public sewer service is generally available in the Planning Area. Sewer is absent from some of the areas west of Muddy Creek which are outside of the area easily served by gravity sewer.

OTHER COMMUNITY FACILITIES

Entertainment and Sports Facilities

The West Suburban Planning Area is home to a variety of private sports facilities including the Little League Ball Park on Phillips Bridge Road, a golf driving range on Country Club Road, and several neighborhood swim clubs.

Cemeteries

The West Suburban Planning Area is home to Forsyth Memorial Park which is located on Yadkinville Road in the northeast portion of the Planning Area. Forsyth Memorial Park is the largest cemetery in Forsyth County and occupies approximately 60 acres. It was established in 1930.

HOUSING

GENERAL INFORMATION

According to the 2000 Census, there are approximately 18,303 housing units in the West Suburban Planning Area. About 6% were vacant, slightly less than the citywide vacancy rate of 8 %. There were 17,205 occupied housing units (“households”) in the Planning Area and approximately 65% of homes in the area were homeowner-occupied, significantly more than the 51% of households citywide that are owner occupied. The average assessed value of a single-family, detached structure in the Planning Area is \$150,000, about 132% of the average value citywide which is \$114,000.

HOUSING IMPROVEMENT EFFORTS

The City’s primary means of maintaining housing conditions is enforcement of its minimum housing code. The City also uses federal community development and local housing funds to assist both owner-occupants and investor-owners to rehabilitate residential structures. Most of these funds are provided to property owners in the form of low-interest loans.

As of 2004, the City of Winston-Salem has targeted its community development funds to the Neighborhood Revitalization Strategy Area (NRSA), an area designated based on the rate of poverty. None of the West Suburban Planning Area is currently located in the NRSA.

In areas where housing conditions are extremely deteriorated and code enforcement/rehabilitation efforts have been unsuccessful, the City-County Planning Board can certify the area as a *Redevelopment Area* based on the provisions of North Carolina Redevelopment Law. Blight Certification allows the City to acquire property through the power of eminent domain (condemnation) based on an adopted

Table 8. West Suburban Planning Area – Housing Trends and Comparisons

Housing Type					
Area	Total Housing Units	Single-Family Detached (percent)	Single-Family Attached (percent)	Multifamily (percent)	Manufacturing Housing (percent)
West Suburban Area Plan	18,303	68	6	24	1
Winston-Salem	82,640	61	5	32	2
Forsyth County	133,093	67	3	24	5
Housing Tenure and Value					
Area	Owner-Occupied (percent)	Renter-Occupied (percent)	Average Home Value (dollars)	Average Rent (Monthly)	
West Suburban Area Plan	65	29	150,000	602	
Winston-Salem	51	41	102,200	518	
Forsyth County	61	32	114,000	523	

Source: 2000 U.S. Census, City-County Planning Board

redevelopment plan. Due to the regulations and processes that must be followed, including the relocation of occupants, City redevelopment efforts can be expensive and slow.

Redevelopment authority has been used in Winston-Salem since the late 1960s to acquire and clear blighted housing. Whereas early urban redevelopment projects acquired and cleared large areas, recent efforts to improve housing conditions focus more on code enforcement, encouragement of rehabilitation, and include only limited acquisition and clearance. This change occurred mainly due to reductions in federal community development funding, but also due to recognition that wholesale clearance can have many negative impacts on a community.



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 the 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 small part of the West Suburban Planning Area was developed prior to 1940 and the dominance of the automobile. Street widths were minimal, buildings were placed close to the street, and there was a mix of land uses. Nonresidential uses, including retail stores, institutions, and industries were generally small and designed to serve or employ nearby residents. This original development pattern created a special character and sense of community. However, the nature and scale of businesses and institutions have changed over time, creating urban design issues and land use challenges in the Planning Area. These include assuring compatibility between land uses, maintaining (and creating) mixed-use neighborhoods, assuring that roads move traffic but remain pedestrian friendly, reusing vacant/abandoned industrial and commercial sites, allowing businesses and institutions to grow without harming the surrounding neighborhoods, and, preserving historic character while adapting to current needs.

Most of the West Suburban Planning Area was developed during the dominance of the automobile. The automobile, combined with the construction of the U.S. Interstate System as a defense measure following World War II, were two major factors that led to suburban residential and then commercial

development. People were no longer dependent upon mass transit to move about easily through the city.

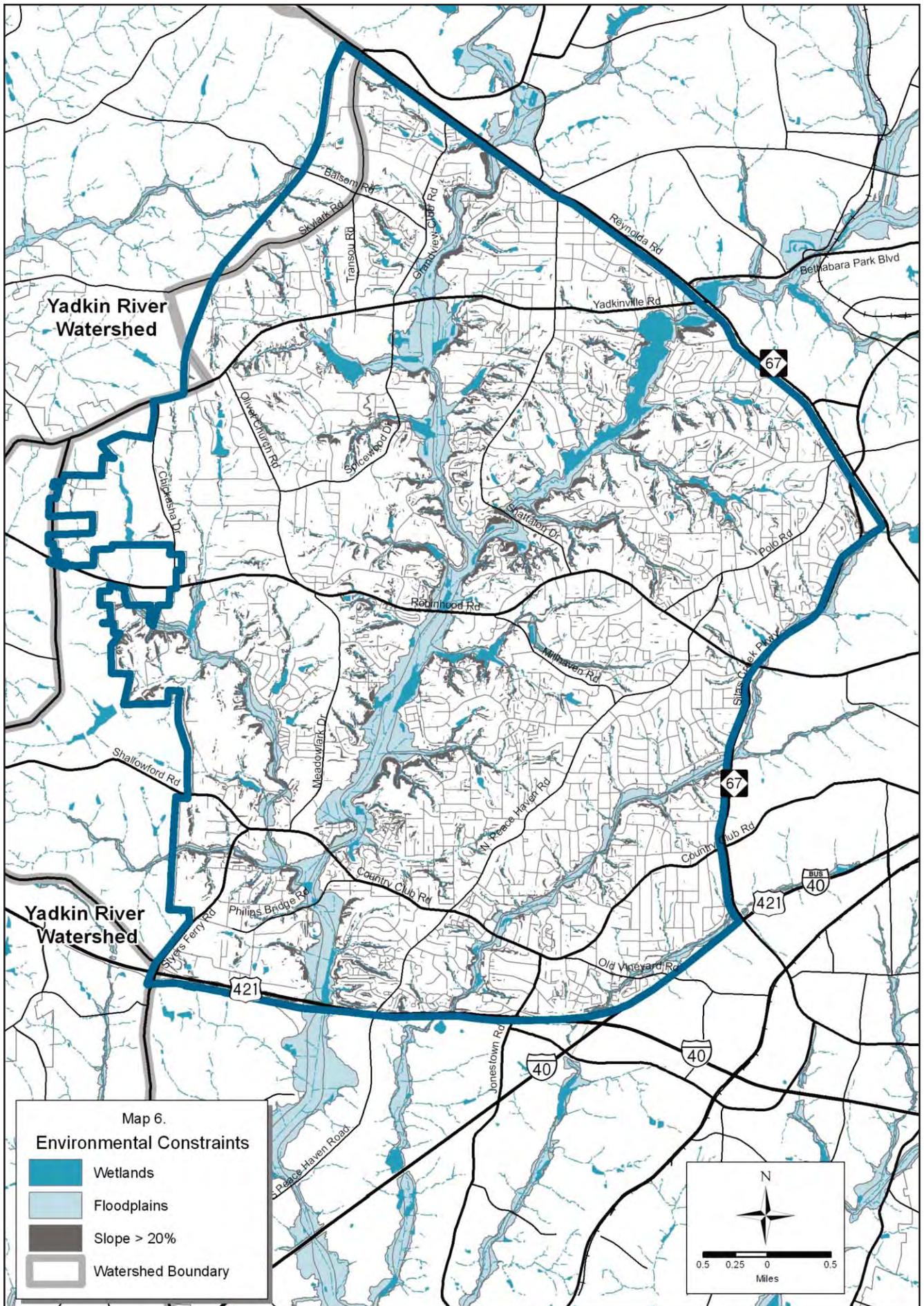
With the relatively inexpensive cost of gasoline for commuting, it became easier for developers to purchase farmland tracts located further from the center city, to subdivide them into larger, more private lots, and construct homes. Demand for such housing rose dramatically, resulting in more standard products that could be constructed more rapidly. As a result, newer zoning codes began to inadvertently promote suburban development requiring larger minimum lot sizes, greater setbacks from streets, and wider streets for public safety purposes. Additionally, commercial centers developed along highways, road corridors, or major intersections in the form of shopping centers. Unfortunately, many of these suburban residential and commercial developments lack the special character and sense of community found in more urban neighborhoods.

The future design challenge in suburban areas is to integrate housing, commercial, office, and institutional development and to encourage aesthetically pleasing, walkable communities. A number of newer developments in Forsyth County are already moving in this direction. The Robinhood Village and Harper Hill Commons developments in the Planning Area are two examples of this type of development. Both developments include sidewalks, street trees, buildings near the street, transparent façades, and other traditional elements of pedestrian-friendly development. When complete, both developments will include an integrated mixture of multifamily residential and commercial development which will serve the surrounding areas. The Brookberry Farm subdivision is also proposed to include a mixture of residential and commercial development in the future.

APPEARANCE INITIATIVES

The City has developed a number of initiatives to improve the appearance and pedestrian-orientation of neighborhoods and commercial areas in Winston-Salem. City efforts are usually, but not always, undertaken in the rights-of-way and can include landscaping and tree planting, sidewalks and other pedestrian improvements, benches, trash receptacles and other street furniture, public art, decorative street lighting, and public spaces. Other design standards have been adopted as part of the community's *Unified Development Ordinances*.

View Corridors are designated areas along thoroughfares in which off-premises signs are prohibited.



The purpose of View Corridors is to preserve views of significant natural or constructed areas such as the downtown skyline of Winston-Salem or the rural countryside of Forsyth County. Both sides of US 421 from I-40 on the east to the Winston-Salem city limits on the west are designated as View Corridors. Additionally, both sides of the section of the proposed Northern Beltway within the Planning Area are designated as a View Corridor.

Business 40 and US 421 are also designated as Thoroughfare Overlay Districts (TO Districts). The main purpose of the TO District is to encourage development and redevelopment which preserves the visual quality and functional operation of the roadway. All development within the TO District is subject to specific site development standards in addition to the standards of the underlying zoning district. These additional standards relate to the screening of outside storage, shielding of on-site utilities, screening of loading and garage bays, establishing minimum setbacks from rights-of-way and creating landscaped streetyards.

HISTORIC RESOURCES

A number of designations exist for the preservation of historic resources. District designations include the National Register of Historic Places, Historic Districts (H), and Historic Overlay Districts (HO). The National Register is a federal program of the National Park Service, Department of the Interior. In North Carolina, the National Register is administered by the State Historic Preservation Office, NC Division of Archives and History. The National Register Program does not impose regulations on property owners unless federal or state funding is involved or federal income tax benefits are utilized. The Historic and Historic Overlay Districts are local zoning districts that require specific guidelines to be met when altering, constructing, moving, or demolishing properties.

Individual property designations are also available for qualifying sites. The National Register program can be used for individual structures or sites and follows the same regulations as National Register Districts. Local Historic Landmark designation is available for highly significant structures and sites within Forsyth County, and provides local property tax benefits. As with locally-zoned historic districts, once a property is designated as a Local Historic Landmark, design review criteria and processes are required.



Will Wilson House on Transou Road

Four major historical studies/surveys have been completed: *Forsyth County Architectural 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 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*, City-County Planning Board, 2008.

Forsyth County Historic Resources Commission (HRC) staff continues to administer projects tied to the countywide architectural survey update completed by Heather Fearnbach to provide additional information about historically significant properties in Forsyth County. A current and updated architectural survey serves to help the City and County better direct and manage growth and development while protecting and promoting our historic resources. HRC staff reviewed all major studies/surveys and completed a windshield survey of the Planning Area.

A list of currently identified historic resources in the West Suburban Planning Area may be found in **Appendix A**. Most of these resources were identified in either the 1981 *Architectural Survey* or the 2009 *Architectural Survey Update*. The purpose of both surveys has been to identify and record the full range of historic resources that contribute to Forsyth County's unique character. While some surveyed resources are of National Register quality, others were included simply to provide context. Including a building, neighborhood or other resource in the Forsyth County architectural survey means only that it has been recorded for documentary purposes. Additionally, a few properties were identified through the historic

and architectural resources review portion of the environmental study of the Winston-Salem Northern Beltway project. The purpose of this type of survey is to identify and evaluate historic and architectural resources within the project area, allowing for the protection of significant historic buildings from potential adverse effects of the Northern Beltway.

Regarding eligibility for listing a property or area on the National Register of Historic Places, there are two principal issues to consider: significance and integrity. A property may have “significance” for association with important events or patterns of history; for association with an important historical figure; as an important example of period architecture, landscape, or engineering; or for the information it is likely to yield (applied to archaeological sites and districts, and sometimes applied to certain types of structures). Second, the property or area must also have “integrity” of “location, design, setting, materials, workmanship, feeling, and association.” This means that the property must retain enough of its historic physical character (or in the case of archaeological sites, intact archaeological features) to represent its historic period and associations adequately.

The North Carolina Study List recognizes properties that merit more intensive research and documentation. This is a preliminary step in the review of properties that may be eligible for the National Register of Historic Places and 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 codified in the State administrative code and that the National Register Advisory Committee (NRAC) is directly involved. The Study List has been part of the North Carolina 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. Any federally-funded projects require historic resources review prior to project commencement.

In the West Suburban Planning Area there is one property, the Christian Thomas Shultz House, listed on the National Register of Historic Places. There are nine properties that have been recognized by the State Historic Preservation Office and included on the Study List, and there are two Local Historic Landmarks: the Christian Thomas Shultz House and the John Henry Pfaff House.

The West Suburban Planning Area is fortunate to possess a number of historic resources that range in time period from the early-mid nineteenth century to 1960s-era properties. The West Suburban Area does not have one cohesive history, rather, the resources in the area tell the story of early rural farms and a developing and expanding city and county. These historic properties vary in type and form; there are individual buildings of note as well as entire neighborhoods. Additional resources include bridges, graveyards,



Mount Tabor United Methodist Church on Robinhood Road

and potential archaeological resources. Comprising a significant portion of the built environment, these resources help to tell the story of a burgeoning city and county and serve as a tangible reminder of Winston-Salem and Forsyth County's outstanding history.

The standard age for a historic structure or area is generally 50 years or older (with a few exceptions). As time goes by, more and more neighborhoods are reaching that threshold including mid-twentieth century neighborhoods dating from the 1940s to the 1960s. These neighborhoods include such architectural styles as Minimal Traditional, Ranch, Split Level, and Contemporary. At this time, more study is necessary to determine which of Forsyth County's modern neighborhoods are the best examples and would be eligible for the National Register of Historic Places. The West Suburban Area holds many modern neighborhoods and warrants future study into this type of historic resource. The same holds true for individual resources. Several modernist properties have been identified and some have been recognized through listing on the National Register Study List.

NEIGHBORHOODS

As a result of the *Forsyth County Architectural Survey* update project, many neighborhoods throughout Winston-Salem and Forsyth County have been identified. The West Suburban Area is no exception, and 27 neighborhoods have been identified to date. Overall, it appears that a predominance of these subdivisions were either developed in the housing boom immediately following World War II or as a result of the population increase during the mid-1950s due to industrial expansion. Both of these events are highly significant to the community's history and warrant a brief discussion.

During World War II, building materials were difficult to obtain, and as a result, little new construction took place in Winston-Salem during the early 1940s. However, the situation improved at the end of the war and returning veterans rapidly established families and created a critical need for housing. The GI Bill of 1944, which guaranteed low-interest home loans for veterans, promoted the construction of houses in new subdivisions and on vacant lots in existing neighborhoods in Winston-Salem and across the nation.

By the early 1950s, the country was settling into a new prosperity. Locally, the R. J. Reynolds Tobacco and Hanes companies were expanding, and Western Electric established a large new plant. This mid-

century boom period created a population influx that outweighed available housing options. As a result of this housing shortage, subdivisions were developed with urgency.

Brief summaries of a few of the older neighborhoods or areas within the West Suburban Planning Area may be found in **Appendix A**. This is not a comprehensive listing; it consists of representative examples of subdivisions located in the area. **Appendix A** also contains descriptions of historic structures, cemeteries, bridges and archaeology within the West Suburban Planning Area.



ECONOMIC DEVELOPMENT

Economic development covers a wide variety of issues in the West Suburban Planning Area including: the health of existing retail, commerce and industry; strategies for attracting new businesses to the community; small business development; the provision of jobs for citizens; the revitalization of older business areas; and, the availability of sites for new businesses. Some of these issues, particularly attracting new large-scale businesses for job creation and assembling land for these larger uses, are handled, in part by entities such as the Chamber of Commerce and Winston-Salem Business Inc. In addition to these efforts, the City of Winston-Salem offers a variety of programs to help businesses develop, grow, and/or revitalize.

EXISTING ECONOMIC DEVELOPMENT PROGRAMS

The City of Winston-Salem offers a variety of programs to help businesses create jobs and expand the tax base. Most programs are low-interest, long-term loans. Depending on the program, funds can be used for buying properties, site or facility improvements, rehabilitation of older buildings, purchase of equipment and/or working capital.

A limited number of programs are available citywide, however, most are designed to induce business to locate and create jobs in distressed areas of the city. As of 2003, the City of Winston-Salem has targeted most of its business loan programs to the Neighborhood Revitalization Strategy Area (NRSA), an area designated based on the rate of poverty. The West Suburban Planning Area does not include any of the NRSA area.

The following is a summary of the existing City economic development programs available in the West Suburban Planning Area:

Business Training Program

The City of Winston-Salem offers a ten-week training program to provide participants with the basic skills necessary to become owners/operators of small businesses. Participants learn how to write a business plan and about a wide range of issues, including legal, insurance, and management/ marketing. The program is offered free of charge to minority and women business owners, low-income persons or employers of low-income persons.

Nonprofit Technical Assistance

The City of Winston-Salem provides technical assistance and pre-development funding assistance to community development corporations (CDCs) - private nonprofit community-based organizations working to redevelop and revitalize distressed areas of Winston-Salem through housing production and maintenance. The City also provides assistance to economic development organizations. In 1999, the City helped create the Liberty CDC, an organization dedicated to rebuilding the Liberty St. Corridor.

Infrastructure Improvements

The City may use voter approved bonds and other resources to complete targeted landscaping, gateway construction, and streetscape improvements. In 1999, the City began installation of such improvements along the Liberty Street Corridor at an estimated cost of more than two million dollars.



THE ENVIRONMENT

A number of environmental issues are of concern in the Planning Area including floodplains, wetlands, water quality and Natural Heritage sites.

FLOODPLAINS

Floodplains are broad, flat, flood-prone lands adjacent to creeks and streams. They are inherently hazardous and costly locations for structures, therefore, development should be limited. Federal, state, and local agencies have established various requirements to manage activities in flood-prone areas. There are approximately 1789 acres of floodplain in the West Suburban Planning Area. Portions of Muddy Creek, Silas Creek, Little Creek, Mill Creek, Petree Creek, Tomahawk Creek, Millhaven Creek, Reynolds Creek, Reynolds Branch, Brenner

Lake Branch, Bill Branch, Oil Mill Branch and James Branch have identified mapped flood-prone areas.

WETLANDS

Wetlands are defined as areas inundated or saturated by surface or ground water at a frequency and duration sufficient to support and, under normal circumstances, do support a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs, and similar areas, and are defined by soil type. One major wetland, the Mill Creek Wetland, has been identified in the Planning Area.

WATER QUALITY

The N.C. Division of Water Quality (DWQ) is responsible for the development of a Water Quality Management Plan for the State. One subsection of the Plan is for the Yadkin-Pee Dee River Basin. This subsection covers water quality assessments for a number of streams and creeks in Forsyth County. Three creeks that pass through the Planning Area, Muddy Creek, Silas Creek and Mill Creek, were specifically addressed by the Division of Water Quality as part of its 2004 water quality study.

- The study rated Muddy Creek as impaired. Some habitat degradation was observed above the confluence with Mill Creek, but the majority of water quality problems exist below this point. The middle portion of Muddy Creek is impaired based primarily on fish community data collected in 1996 and 2001. Benthic macroinvertebrate communities in this middle reach of stream have also received bioclassifications that indicate impairment. The impairment of Muddy Creek is primarily attributed to nonpoint source pollution from stormwater runoff from construction sites and developed areas. Further investigation into the actual causes and sources of biological impacts to Muddy Creek is needed before specific recommendations to improve water quality can be made; however, the potential for water quality improvement for this stream is still strong. Local actions are needed to reduce sedimentation, turbidity and fecal coliform contamination and to promote the production of instream habitat by restoring riparian vegetation throughout the watershed.

- The 2004 study rated Silas Creek as impaired. Silas Creek and Mill Creek parallel Salem Creek in the Muddy Creek watershed. These streams are likely being impacted by stormwater runoff. Mill Creek has not been sampled by DWQ, but the lower two-thirds of the watershed contain moderate road

coverage indicating large amounts of developed area, similar to the watershed of Silas Creek. The fish community of Silas Creek was sampled by DWQ for the first time in 2001. Severe habitat degradation was observed and the data indicated impairment. However, the stream was resampled in 2002 and received a “Good-Fair” bioclassification. This score is likely due to the reduction in nonpoint source pollution that accompanies an extended drought. The Mill Creek and Silas Creek watersheds are two of 55 watersheds in the Yadkin-Pee Dee River basin that have been identified by the Wetlands Restoration Program as areas with the greatest need and opportunity for stream and wetland restoration efforts.

NATURAL HERITAGE INVENTORY SITES

The State’s *Natural Heritage Inventory for Forsyth County* identified the occurrence of significant plant and animal communities, geologic features, historic resources and stream corridors in Forsyth County. One Natural Heritage site identified in the inventory is located within the Planning Area: the Mill Creek Wetland.

The Mill Creek Wetland, located in the northeastern portion of the Planning Area, has several different wetland zones. The north end of the wetland is a seasonally-flooded forest along the floodplain. South of this section is a wet marsh containing radio antenna facilities, and is covered with grasses, sedges, lamp rushes and wetland herbs. Small shrubs occur throughout and there are no trees within an area of 10-20 acres. The area is a good habitat for many amphibians and wetland animals. To the south of this section is another wetland zone which is isolated between the main channel of Mill Creek and a large canal. This forest area is relatively isolated and stays wet throughout much of the year. The plants here include box elder, willow, red maple, green ash, sycamores, buttonbush, tag alder, Chinese privet, blackberry and multiflora rose. The herb layer is sparse in the more flood-prone areas with knotweeds, lamp rush, orange touch-me-not, false nettle and some goldenrod species. The Mill Creek Wetland is currently in private ownership.

ANNEXATION AGREEMENTS

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

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

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

EXISTING PLANS IN STUDY AREA (EXCLUDING LEGACY)

The following past Plans have been completed in the Planning Area:

Country Club/Jonestown Area Plan

(Adopted 1985)

The Country Club/Jonestown Area Plan boundaries are completely contained within the West Suburban Planning Area. This Plan generally covers the area bounded by Silas Creek and Mountain View Road to the north, Muddy Creek to the west, US 421 and Business 40 to the south, and Silas Creek Parkway to the east. The majority of the Country Club/Jonestown Planning Area was developed at the time of the Plan’s adoption. The predominant types of new development recommended by the Plan are low- and moderate-density residential development.

Table 9. Municipal Annexation Agreements in the Study Area

Municipality	Adoption Year	Agreement Length	Amendments (Year)	Termination Year
Winston-Salem/Lewisville	2003	20 years	N/A	2023

Polo-Reynolda Area Plan

(Adopted 1985)

A portion of the Polo-Reynolda Planning Area overlaps the northeastern portion of the West Suburban Planning Area. This area is generally bounded by Reynolda and Yadkinville Roads to the north, Mill Creek to the west, and Robinhood Road and Silas Creek Parkway to the south and east. The predominant *type of development recommended by the Polo-Reynolda Plan* for this area is low-density residential development.

Robinhood Road Area Plan

(adopted 1986)

The *Robinhood Road Area Plan* boundaries are completely contained within the West Suburban Planning Area. This Plan generally covers the area bounded by Mill Creek and Petree Road to the north, Muddy Creek to the west, Mountain View Road and Silas Creek to the south, and Silas Creek Parkway to the east. While most of the area near N. Peace Haven, Robinhood, and Polo Roads was developed by the time of Plan adoption, a large portion of the Planning Area was undeveloped. The predominant type of development recommended by the *Robinhood Road Plan* for this undeveloped land is low-density residential development.



Commercial development in the Sherwood Forest CAC

Legacy Recommendations

The *Legacy Development Guide* is a long-range policy guide for decisions concerning the overall growth and development of the community. The recommendations for development patterns contained in *Legacy* are general in nature, rather than focused on decisions for land use at specific sites. *Legacy* is adopted as an official public document but is not a development ordinance. Because the comprehensive plan is broad in nature, detailed plans such as the *West Suburban Area Plan* are needed to provide more specific guidance for future growth, appropriate land uses, and infrastructure at a community and neighborhood level.

PLANNING CONCEPTS IDENTIFIED IN *LEGACY*

Growth Management Plan

The approach proposed in *Legacy* for managing growth and development is not whether our community will grow, but how. The predominant development pattern in the city of Winston-Salem and the County over the past fifty years has been auto dependent, low-density residential development with large-scale commercial projects at the urban fringe (urban sprawl). With a limited supply of raw land available for development, a new development model must be created that will allow us to grow, maintain our economic vitality and achieve a high quality of life. The Growth Management Plan is proposed to manage growth, create a more compact and balanced urban development pattern, and preserve open space and rural character.

The Growth Management Plan divides the county into three major areas: 1) the Municipal Services Area, 2) the Future Growth Area, and 3) the Rural Area.

Municipal Services Area

The Municipal Services Area is generally described as the area within the Muddy Creek drainage basin and includes a large portion of Forsyth County that is currently served by adequate infrastructure and services, especially public sewer. The Municipal Services Area is further divided into subareas: The Municipal Services Area is further divided into subareas: Center City, Urban Neighborhoods, Suburban Neighborhoods, and Town Centers. In addition,

Metro Activity Centers, Urban Boulevards, and Rail Corridors/Stations may overlay any of these subareas.

Urban Neighborhoods (GMA 2)

The Urban Neighborhoods Area contains older neighborhoods and commercial, industrial, and institutional development that surrounds the Center City. Smaller lots, houses set close to the street, sidewalks, interconnected streets, and the mixture of residential, commercial, and institutional uses give this area an urban feel. Quality infill development, increased residential densities, where appropriate, neighborhood-serving retail and community services should be encouraged in Urban Neighborhoods. Historic preservation, rehabilitation, and the reuse of existing structures should also be encouraged here.

Suburban Neighborhoods (GMA 3)

The Suburban Neighborhoods Area includes a substantial portion of the county where a large amount of development has taken place 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. Suburban Neighborhoods are appropriate for urban or suburban development and many of the proposed Metro Activity Centers are located within this area.

Urban Boulevards

Urban Boulevards are special corridors along selected major arterial roads that connect the Center City with selected Metro Activity Centers. The purposes of Urban Boulevards are to: 1) create attractive urban gateways leading into downtown Winston-Salem; 2) provide locations for the concentration of jobs, retail, and higher density housing; 3) promote high-quality transit service and pedestrian access by increasing densities at specific location along these corridors; and 4) incorporate design features that support pedestrian activity and provide a sense of place.

Rail Transit Lines and Transit Stations

Transportation alternatives are essential to our future, and high-speed passenger rail service is almost certainly part of that future. The Growth Management Plan identifies three major rail

corridors and some specific station locations. The station locations have the potential to become Activity Centers around which more intense mixed-use development occurs. Such developments are frequently referred to as Transit-Oriented Developments. Residents living close to rail stations can benefit from convenient access to jobs and other destinations. Infill development and redevelopment that occurs around stations can increase ridership potential and the use of transit.

Metro Activity Centers

Legacy recommends the development of compact, mixed-use regional centers for retail, office, civic, and residential activity. These areas, called Metro Activity Centers (MACs), are focal points for a diverse mix of community activities that include living, working, shopping, education, recreation, civic, cultural, and spiritual activities. These Activity Centers, with their more intense concentrations of employment, are intended to be the hub of daily activity for those who live in surrounding neighborhoods. A goal for each MAC is to include residential density high enough to support transit service. For this reason, all MACs are planned for areas that are within a quarter-mile of the intersection of major roads.

The ideal MAC has a densely developed Core Area surrounded by a less densely developed “support” area. The Core Area is the focus for commercial, institutional, office, and high-density residential uses, while the surrounding support area would be made up of high- and medium-density residential uses that would support the activities of the Core Area. The support area also acts as a buffer between the more intense uses of the Core Area and the lower-density residential uses beyond the boundaries of the MAC.

Not just a center for commerce, a MAC is also a busy neighborhood center that is designed for a safe and comfortable pedestrian experience. A unique sense of place should be created through attention to building placement and scale, the creation of green and public spaces, and attractive architectural detailing.

Neighborhood and Community Activity Centers

Legacy calls for the identification of Neighborhood Activity Centers (NACs) and Community Activity Centers (CACs) during the Area Plan process. NACs and CACs should be designed using similar principles as those recommended for MACs, such as mixing

uses, connecting the street network, and providing a pedestrian-friendly environment.

NACs are small, pedestrian-friendly business and office districts that provide needed services within walking distance of residential areas. A number of commercial uses that serve the daily shopping/service needs of nearby residents and are considered appropriate for NACs include: video rentals, dry cleaners, bakeries, specialty food shops, cafes, sit-down restaurants, service stations, medical offices, insurance offices, churches, synagogues, and day care centers. In the Suburban Neighborhoods and Future Growth Areas, small-scale groceries and/or drug stores may also be appropriate land uses.

CACs are scaled and designed to provide daily and weekly shopping/service needs and services, as well as recreation, offices, institutional facilities and a social gathering place. CACs are pedestrian-friendly developments that accommodate the automobile and they are about one-quarter mile in diameter. Their center or Core Area is most appropriate for the more intense uses suggested for these mixed-use developments. Along with the uses suggested for NACs, a number of additional uses are considered appropriate for the Core Area of CACs including: large supermarkets, large drugstores, hotels, restaurants, movie theaters, entertainment spots, medium-sized offices, schools, large day care centers, and large churches.



OTHER PLANNING CONCEPTS

Smart Growth

Smart Growth is a comprehensive approach to improving how communities grow and develop. Elements of Smart Growth include: a range of housing opportunities, walkable neighborhoods, a mixture of land uses, compact building design, the preservation of open space and rural areas, transportation choices including transit, and sound environmental practices. Smart growth is an alternative to the more typical “sprawl” model many communities are experiencing today.

Mixed-Use Development

Mixed-use development typically includes a vertical and horizontal mixing of compatible commercial, office, residential, institutional, and recreational uses. Mixed-use development can reduce the number of automobile trips and trip length, facilitate pedestrian activity and transit use, and promote revitalization of aging Activity Centers. For a mixed-use

development to function effectively, attention must be given to the design and layout of the project. To ensure different uses are cohesively integrated, mixed-use developments allow people to walk, bike, or drive to a destination. Street connectivity in mixed-use developments is essential for reducing the travel distance between destinations and encouraging pedestrian trips. A successful mixed-use development provides options not available in single-use developments.

Transit-Oriented Development

Transit-Oriented Developments (TODs) integrate transit stations with a mixture of complementary land uses and design elements that encourage transit ridership. TODs are cohesive developments that facilitate pedestrian activity through a connected transportation network with streets, sidewalks and pathways, increased residential densities, a pedestrian-friendly streetscape, and neighborhood environments with a strong sense of place.

TODs can also be instrumental in stimulating economic development opportunities by revitalizing existing neighborhoods and Town Centers and by creating focused Activity Centers. TODs can be attractive locations for companies that seek an alternative to the suburban office park and enables employees across a metropolitan area to have efficient access to and from their workplace.

Greyfields

Comparable to brownfields, greyfields are derelict or declining commercial centers that are suitable for redevelopment. Typically, greyfields are characterized by large tracts of land having nondescript, decaying,

and often long-term vacant commercial structures surrounded by acres of parking lots and asphalt. However, greyfields usually do not have the environmental difficulties associated with brownfields and, therefore, can be more appealing to potential developers. Greyfield redevelopment is a unique type of infill redevelopment. Greyfield redevelopment can revitalize a struggling commercial area by introducing well-designed development with a mixture of uses to nearby neighborhoods.

Big Box/LargeScale Retail Development

A large portion of all the new retail space being built in the United States today is for Big Box retailers. Big Box retailers, or superstores, are industrial-scale structures that range in size from 75,000 to 250,000 square feet. These buildings are often designed with homogeneous architecture and appear to be multiple stories tall, but only contain one story of floor space. The sites have large parking lots and are built on less costly greenfield sites on the fringes of town. Big Box retailers have demonstrated an ability to provide a wide selection of goods and services at extremely competitive prices. They have undoubtedly provided sizeable benefits to consumers and have significantly impacted national and global economies. However, Big Box retailers are frequently criticized nationally for contributing to the struggle of downtowns and loss of community identity, supplanting locally-owned businesses, providing low-paying jobs, creating traffic congestion, increasing the cost for public infrastructure, and consuming vast amounts of open space and farmland.

Big Box stores, as described above, are generally found in suburban, or even rural, locations. However, in recent years, many Big Box retailers have increasingly sought sites in more urban locations. In doing so, they have demonstrated flexibility adapting their suburban store prototype to the urban environment. For example, Big Box retailers have built multilevel stores compatible with their urban location, provided alternative product selections to satisfy the preferences of urban consumers, and offered increased delivery services to compensate for relatively less parking.

These changes may not impact some of the social and economic implications of Big Box retailers, both positive and negative, but from a land use perspective, the Urban Big Box Model should be promoted as communities seek to encourage commercial development and redevelopment in compact Activity Centers.



Figure 2. Transit-Oriented Development Compared to Automobile-Oriented Development.

Forsyth County Farmland Preservation Program

The Forsyth County Farmland Preservation program is a voluntary program in which Forsyth County purchases the rights to develop land from farmland owners. The development rights are held in trust assuring that areas with good soils and active farms remain in agricultural use. The Forsyth County Commissioners created the program in 1984 and the first development rights were purchased in 1987. To date, the program has protected over 1600 acres of farmland. Unfortunately, funding has not been available in recent years to expand the program.

Streetcar

The new *Downtown Plan* for Winston-Salem discusses the possibility of a modern streetcar or people-mover system serving the downtown area and surrounding close-in neighborhoods. Both a north-south line from Wake Forest University to North Carolina School of the Arts and an east-west route from Baptist Hospital to East Winston/Winston-Salem State University are tentatively being studied.

Planned Residential Development (PRD)

Planned Residential Developments (PRDs) are recommended in *Legacy* as a tool for preserving open space and rural character. PRDs are an alternative to conventional subdivisions that allow the use of smaller lots provided the overall density of the underlying zoning district is not exceeded. Three types of open space are required for PRDs; active open space, passive open space, and thoroughfare/roadside open space. Each type of open space plays a role in the protection of environmental features, community character, recreational land, and view corridors. Developers of PRDs benefit through reduced infrastructure and maintenance costs.



Active open space within a PRD

Vision

PROCESS

Visioning is the process by which a community defines its future. The visioning process brings together people representing various points of view to create a shared image of what the community values and how it wants to look and function in the future. The resulting vision statement defines expectations and directions for the future, sets the framework for the detailed recommendations of the Plan, and provides a way to measure progress as the Plan is implemented.

Staff conducted a visioning exercise with residents from the West Suburban Planning Area in the fall of 2010 to generate ideas on how to accommodate the area's growth in the future. Participants shared their ideas about what their community should look like in the future and how to make it a better place in which to live, work, do business and play. Following the community workshop, the West Suburban Planning Area Citizens' Advisory Committee synthesized the ideas from the community meeting into an overall vision statement for the Planning Area along with the Plan's goals and objectives. The results of the visioning exercise are described below.

In the year 2030, we envision

LAND USE

VISION

The West Suburban Planning Area is a desirable and thriving place in which to live, work, play and do business. The expectations about the location, type and design of new development and the preservation, rehabilitation or redevelopment of existing older *development described in the West Suburban Area Plan* have been realized. The Plan has successfully guided developers, citizens, and local elected officials in accommodating growth and development in the community.

The area contains a mixture of diverse uses located around well-defined nodes. The area has working farms and community gardens to provide local food. Public transportation links different land uses. Commercial development is concentrated and does not strip or sprawl out. Existing retail spaces have been

upgraded and improved, and provision made for new ways to shop. Expansions of commercial and institutional sites have not encroached on residential neighborhoods. Shopping areas are attractive, and small-scale retail stores, rather than big-box stores, are common. Buildings have been adaptively re-used, which has limited the number of unnecessary new buildings in the area. Parking lots have fewer spaces and are constructed of pervious materials. Some high-quality office, business, and industrial developments exist in the area at appropriate locations. A mixture of housing types of different styles and prices exist in the area. Cul-de-sac subdivisions have been interconnected with surrounding areas by sidewalks walking paths, and bikeways. Development has been done comprehensively in the area, with consistency on development decisions based on the West Suburban Plan recommendations.

Goals and Objectives

- Concentrate commercial developments at Activity Centers and in other areas defined in the land use plan. Discourage strip commercial development.
- Promote compact, mixed-use development at appropriate locations.
- Re-use existing nonresidential spaces, where possible.
- Limit the construction of new big-box stores in the area.
- Identify sites for new business development.
- Encourage sustainably designed development.
- Use public transportation to link development sites.
- Develop strategies for promoting local agriculture.
- Encourage a mixture of housing styles and prices in the area.
- Link residential and nonresidential areas with pedestrian connections.
- Follow the *West Suburban Area Plan* recommendations when considering future land use decisions.

TRANSPORTATION

VISION

In the West Suburban Planning Area, the transportation system accommodates pedestrians, bicycles, transit and other modes of transportation as well as automobiles. This integrated system provides local residents

with practical transportation options that help reduce auto dependency and encourage walking and biking throughout the community. A “smart road” program has been implemented in the area to improve traffic signal timing. More roundabouts exist at congested intersections such as N. Peace Haven Road/US 421. Traffic flow has been improved on major thoroughfares like Robinhood Road and Meadowlark Drive. The Northern Beltway has been completed. Trees have been planted along area roadways to improve the appearance of the community. Additional hybrid buses have been put on local roads and have reduced traffic in the area. More public transit options exist in the area, such as a transit shuttle. Better pedestrian accommodations exist throughout the Planning Area. Sidewalks have been completed along both sides of S. and N. Peace Haven Road for its entire length. New bike lanes and separate bicycle facilities have been built in the area. Extension of existing greenways and construction of new greenways have increased options for recreation and bike commuting. A streetcar on Robinhood Road carries citizens in and out of the area, and the Stratford Road rail line has been utilized for local light rail service. Better traffic signs and markers, roadway lighting, and driver education have made it easier for senior citizens to drive in the West Suburban area.

Goals and Objectives

- Coordinate land use and transportation policies.
- Provide easy access within the area and to other parts of Winston-Salem, Forsyth County and the region.
- Provide people and businesses with varied transportation options.
- Add bike lanes, walking paths, and other facilities for pedestrians and cyclists.

- Consider transit options for major transportation corridors in the area, including streetcar and light rail.
- Implement a “smart roads” program.
- Add roundabouts at key intersections.
- Complete the Northern Beltway.
- Add trees along local roadways.
- Complete sidewalks along both sides of S. and N. Peace Haven Road for its entire length.
- Expand the greenway system in the area.
- Improve driving conditions for senior citizens.

NEIGHBORHOODS, HOUSING AND COMMUNITY FACILITIES

VISION

Stable and safe neighborhoods in the West Suburban Planning Area promote a strong sense of community among residents. The area is recognized for pedestrian-friendly neighborhoods with parks, shopping and other services conveniently located within easy reach of residents. Housing, transportation infrastructure and other public facilities have been developed concurrently. Neighborhoods have been well maintained and local character has been preserved. Housing types are consistent with the needs of area residents. Dedicated senior housing exists in the area. The diversity of the area has been built upon and housing for all ages, incomes, and lifestyles have been built. Sidewalks have been built in area neighborhoods. More parks, greenways and recreation facilities have been built in the area. The area has the complete greenway network described in the *Greenway Plan*. Many parks exist in the West Suburban Area, including a facility similar to Tanglewood Park, soccer fields, and baseball fields. C. G. Hill Park has been expanded and a dog park has been built at Jamison Park. Access to the exercise



Visioning Meeting at Reynolda Manor Library

course on Silas Creek Parkway has been improved. Greenways allow pedestrians to access shopping areas, and open space and park land are well connected to other uses. New schools and libraries have been built and are connected to neighborhoods by pedestrian and bicycle networks. The West Suburban Area has many medical facilities and more services for senior citizens and other age groups exist in the area.

Goals and Objectives

- Promote a strong sense of community among area residents.
- Connect neighborhoods to surrounding areas with sidewalks.
- Develop housing concurrently with infrastructure and community facilities.
- Preserve neighborhood character.
- Provide a variety of housing types.
- Accommodate dedicated senior living communities.
- Promote housing for all income levels.
- Build sidewalks in existing neighborhoods.
- Build new parks, greenways and recreation facilities in the area, including baseball and soccer fields.
- Expand C. G. Hill Park.
- Build a dog park at Jamison Park.
- Develop new access points to the Silas Creek Parkway exercise course.
- Build new schools and libraries in the area, as needed.
- Develop pedestrian connections to new community facilities.
- Promote the construction of medical facilities in the area.
- Encourage services for specific age groups, including senior citizens.



Visioning Meeting at Reynolda Manor Library

COMMUNITY CHARACTER, HISTORIC RESOURCES AND THE ENVIRONMENT

VISION

The Character of the West Suburban Area has been enhanced by the retention of existing trees and the planting of new trees. Green space can be found throughout the area. A diverse array of tree species exists here and they have been collected in a community arboretum. Rural open space has been conserved using conservation easements. Commercial areas are well landscaped with large variety trees. Rural character, historic landmarks and other community resources have been preserved. Shopping areas are safe and secure. Business signs are small and attractive. Pervious parking lots have reduced the environmental impacts of commercial development. The City of Winston-Salem has promoted environmentally sound practices by allowing flexible work schedules, building recharge stations for electric vehicles and increasing urban transit ridership.

Goals and Objectives

- Retain existing trees in the West Suburban Area.
- Plant new trees in the area.
- Develop a community arboretum.
- Preserve rural open space through the use of conservation easements.
- Plant large variety trees on commercial sites.
- Identify and preserve historic landmarks.
- Preserve rural community where it exists.
- Develop safe and secure shopping areas.
- Require business areas to have small signs.
- Consider the use of pervious parking lots for development where suitable soils exist.
- Encourage the use of flexible work schedules for area employers.
- Encourage the building of recharge stations for electric vehicles at key locations in the community.
- Develop a robust urban public transportation network.

West Suburban Area Plan Recommendations

General policies from *Legacy* provide the framework for recommendations in all Area Plans. Specific recommendations for the *West Suburban Area Plan* were developed through the Visioning exercise and the work of the Citizens' Advisory Committee, the Interdepartmental Committee and 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*, land use recommendations designate locations and formulate policies for compatible residential development, commercial and office uses, Mixed-Use Opportunity Areas, industrial uses and Activity Centers.

GENERAL RECOMMENDATIONS

Planning policies used to develop land use recommendations for the *West Suburban Area Plan* are:

- The highest density and mix of development should be concentrated at Activity Centers.
- Goods and services should be available near where people live and work.
- The mix, type, density and design of development should facilitate walking, bicycling and the use of transit, where available.
- Older and underutilized commercial sites should be revitalized.
- Neighborhoods should be protected from inappropriate residential, commercial, industrial and institutional encroachment.
- 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.
- Site design should incorporate elements of pedestrian-oriented design such as street trees, buildings located close to the street, building façade articulation and variety and transparent windows and doors.
- Clustering of residential development is recommended for large undeveloped parcels identified for residential use to protect natural features, natural vegetation, historic resources and open space.

RESIDENTIAL

Legacy 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 map (see **Map 7**).

Low-Density Residential

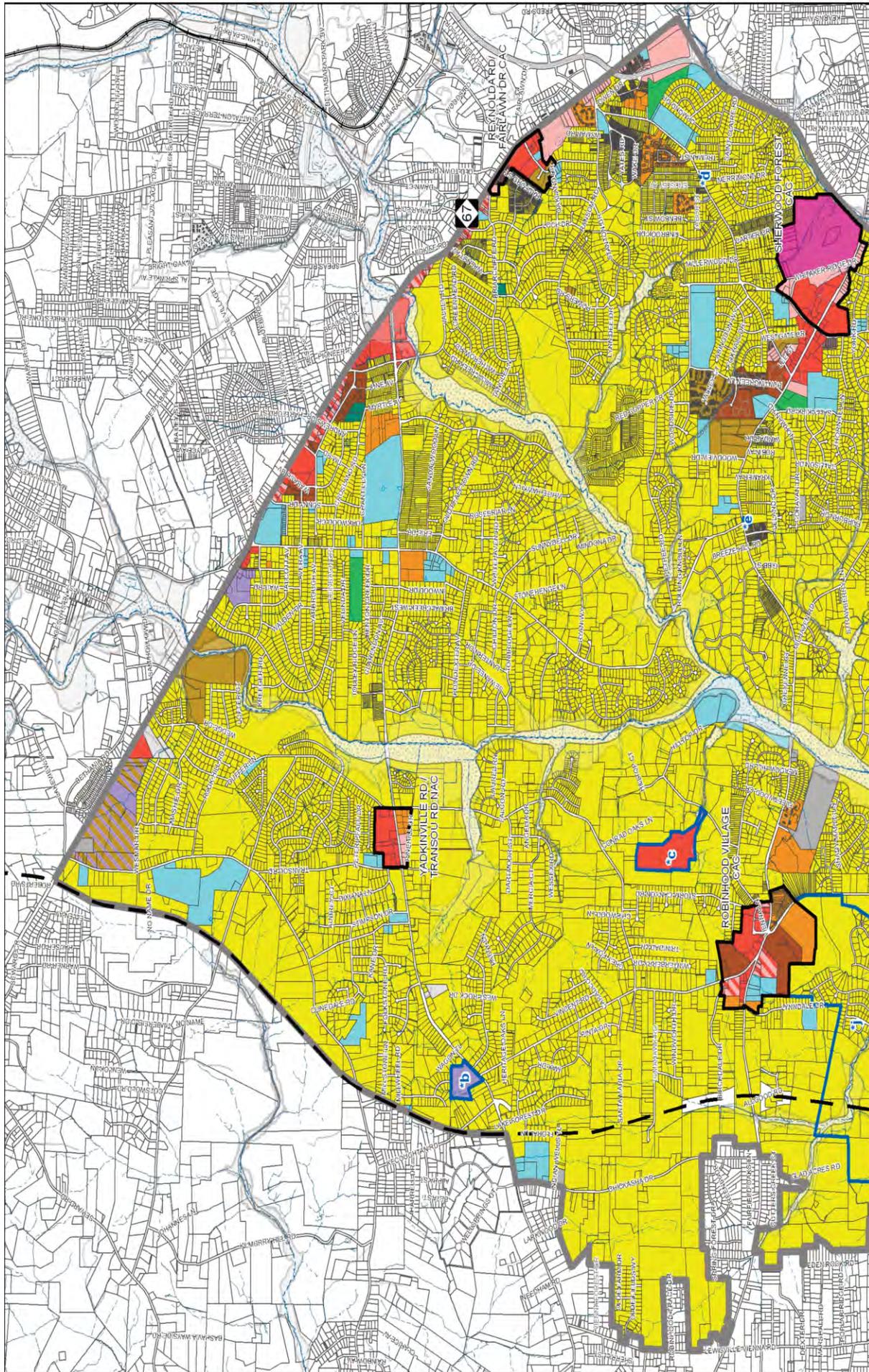
Low-density residential development has a density of zero to five dwelling units per acre and consists mostly of single-family, detached units. Low-density residential development is recommended for:

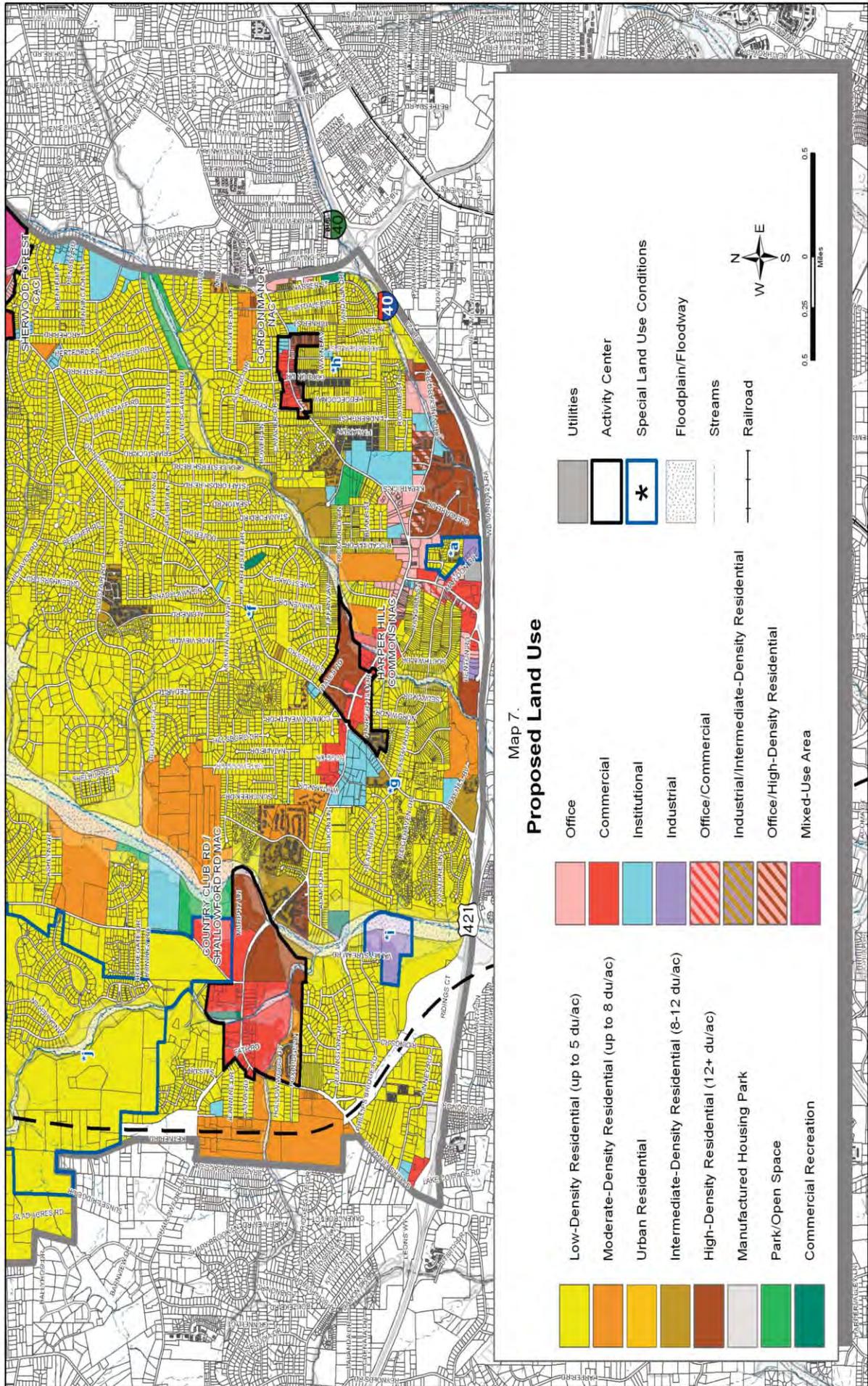
- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of vacant or existing large-lot residential land throughout the Planning Area, excluding areas in proposed Activity Centers and other designated sites. Most of this land is located west of Muddy Creek, is zoned for Residential, Single-Family, 9000 square foot lot minimum (RS-9), has access to sewer and is suitable for suburban residential development.

Urban Residential

Urban residential development is a mix of single-family, duplex, triplex, quadraplex and townhouse units at varying densities. Generally, urban residential land is recommended for smaller sites in urban areas of Winston-Salem and small towns. Urban residential development is recommended for:

- Existing attached residential units in the Kings Grant subdivision located on the west side of N. Peace Haven Road.
- Existing attached residential units in the Stonehaven development located on the west side of N. Peace Haven Road.





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. Moderate-density residential is recommended for:

- Sites located in the proposed Sherwood Forest Community Activity Center. Due to its large size, this site would be ideal for development as a mixed-use, mixed-density, senior-living community.
- Sites located in the proposed Robinhood Village Community Activity Center.
- A site located in the proposed Yadkinville Road/Transou Road Neighborhood Activity Center.
- Sites located in the proposed Gordon Manor Neighborhood Activity Center.
- Sites on both sides of Cliffdale Drive.
- A site on the east side of N. Peace Haven Road near Archer Road.
- A site located on the east side of Meadowlark Drive near Ashlyn Drive.
- A site at the terminus of Stonebridge Drive. Due to its large size, this site would be ideal for development as a senior-living community with a variety of residential types and an overall average density of eight units per acre or less.
- A site on the west side of Styers Ferry Road between Shallowford Road and Phillips Bridge Road.
- A site at the intersection of Yadkinville Road and Shattalon Drive.
- A site on Yadkinville Road near Myrtle Avenue.
- An undeveloped site zoned RM8-S on Quincy Drive.

Intermediate-Density Residential

Intermediate-density multifamily residential development has a density of 8 to 12 dwelling units per acre. Generally, intermediate-density residential land use is recommended for larger sites that are most appropriately developed with multifamily or townhouse structures. Intermediate-density residential is recommended for:

- Sites located in the proposed Harper Hill Commons Neighborhood Activity Center.
- A site located on the north side of Robinhood Road east of Woodview Drive.
- A site on Reynolda Road between Grandview Club Road and Leinbach Drive.

High-Density Residential

High-density multifamily residential development has a density of over 12 dwelling units per acre. Generally, high-density residential land use is recommended for large sites that are most appropriately developed with multifamily structures. High-density residential is recommended for:

- Sites located in the proposed Country Club Road/Shallowford Road Metro Activity Center.
- A site located in the proposed Sherwood Forest Community Activity Center. Due to its large size, this site would be ideal for development as a mixed-use, mixed-density senior-living community.
- Sites located in the proposed Robinhood Village Community Activity Center.
- Sites on Yarbrough Avenue adjacent to existing high-density residential development.
- A site on Old Vineyard Road adjacent to existing high-density residential development.

Manufactured Housing Park

Manufacturing Housing Parks are low-density residential developments consisting of manufactured housing that has a density of up to five units per acre. Single manufactured homes on individual lots are considered single-family development. New manufactured housing developments must have at least ten lots and a common access point. There are existing manufactured housing developments in the Planning Area. No new ones are proposed in this Plan.



Townhomes on Huntinggreen Lane

This Plan recommends the consolidation of office and commercial uses at existing commercial/office locations, and in designated Activity Centers and in Mixed-Use Opportunity Areas. All new and redeveloped commercial and office uses should be designed and developed to be compatible with nearby residential uses.

Office

Small-scale office uses typically have few negative impacts on adjacent land uses and can provide services to area residents, making them an appropriate transitional use between residential uses and more intense uses. Larger-scale offices are appropriate in Mixed-Use Opportunity Areas and Metro Activity Centers.

New office development is recommended along Dalewood Drive, Mar-Don Drive, Benton Road, Country Club Road, Polo Road, Reynolda Road and within the Sherwood Forest Community Activity Center. Office development on Country Club Road and Reynolda Road should be residentially-scaled and designed to complement the existing residential character of the surrounding area.

Office/High-Density Residential

Office/high-density residential use is proposed for several sites on Old Vineyard Road. These sites are surrounded by both office and high-density residential development, and either land use or a combination of the two uses would be appropriate at this location.

Office/Low-Intensity Commercial

Office and low-intensity commercial uses provide services to area residents, often with minimal negative impacts on adjacent residential uses (see **Appendix I**). This land use category includes all office uses as well as commercial uses listed in Table 10. This Plan recommends office/low-intensity commercial in the following area(s):

- Sites located in the proposed Robinhood Village Community Activity Center.
- Sites located in the proposed Gordon Manor Neighborhood Activity Center.
- Sites on the west side of Jonestown Road.
- Sites on Reynolda Road between Sunny Drive and Valley Road, and sites on Reynolda Road between Yadkinville Road and Briarcliffe Road.



Office on Mar-Don Drive

Table 10. Defined Low-Intensity Commercial Uses

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

*Uses defined in the *Unified Development Ordinances*

Commercial

This Plan calls for the 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 vacant and underutilized sites is recommended, where possible.

In addition to existing commercial areas, commercial redevelopment and development is recommended in all proposed Activity Centers (see **pages 43-47**).

INSTITUTIONAL

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

Because of the unique nature of institutions, it is not possible to indicate on the Proposed Land Use map all properties for which institutional use would be appropriate. Therefore, this Plan establishes policies to guide the location of new institutional uses and the expansions of existing ones.

Policies to guide the location of community facilities and proposed generalized locations for these facilities are indicated on **Map 10** and discussed on **page 55**. Planning policies to be applied to institutional expansion into neighborhoods are included in **Appendix F**.



Old Town School

PARKS/OPEN SPACE

The Proposed Land Use map shows existing parks and open space sites. Open space may consist of land protected by conservation easements, City- or County-owned land, or City and County parks (See Community Facilities, **page 55**, for detailed park recommendations.) The proposed new parks and greenways recommended by this Plan constitute potential additional open space.

INDUSTRIAL

This Plan recommends the consolidation of industrial uses at existing locations as well as the development of new industrial sites (see **Map 7**). There is very little existing industrial development in the West Suburban Area, and development patterns here limit the potential of the area for new industrial development. Where they exist, new and redeveloped industrial uses should be designed in a manner that makes them compatible with nearby residential uses. New industrial development may be appropriate for the site at the southern terminus of Valleystream Road which currently has industrial zoning.

Industrial/Intermediate-Density Residential

Industrial/intermediate-density residential use is proposed for several parcels on Reynolda Road and Transou Road. These parcels are adjacent to an existing industrial site and would be suitable candidates for industrial expansion in the area. Alternatively, these sites would be good for intermediate-density residential development due to their location on a major transportation corridor. New industrial development here should utilize the design guidelines in **Appendix E** to ensure high-quality site design.

MIXED-USE LAND USE CATEGORIES

MIXED-USE OPPORTUNITY AREAS

Mixed-use development may contain varied residential types and densities, commercial and office uses, and the incorporation of institutional facilities. Mixing uses can provide for a higher level of supporting services central to residents and businesses, as well as provide for an economical and convenient sharing of parking and other resources. For more detail on Mixed-Use Development, see the **Legacy Recommendations** section on **page 30**.

NEIGHBORHOOD AND COMMUNITY ACTIVITY CENTERS (NACs AND CACs)

Neighborhood Activity Centers (NACs) are compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance of residential areas. Community Activity Centers (CACs) are larger business areas that provide shopping and services meeting the day-to-day needs of nearby residences, and ideally contain a grocery store and a pharmacy. Both NACs and CACs may have a housing component, especially in suburban or future growth areas where new Activity Centers are being proposed. For more detail on NACs and CACs, see the *Legacy Recommendations* section on page 30.

The *West Suburban Area Plan* identifies three potential Neighborhood Activity Centers (NACs) and three Community Activity Centers (CACs): The Gordon Manor NAC, the Harper Hill Commons NAC, the Yadkinville Road/Transou Road NAC, the Reynolda Road/Fairlawn Drive CAC, the Robinhood Village CAC, and the Sherwood Forest CAC.

Gordon Manor NAC

The Gordon Manor NAC (see Map 7, Figure 3) contains approximately 35 acres and is located on Country Club Road between Lindbergh Street and Turner Street. This NAC currently contains a large amount of older commercial development, one

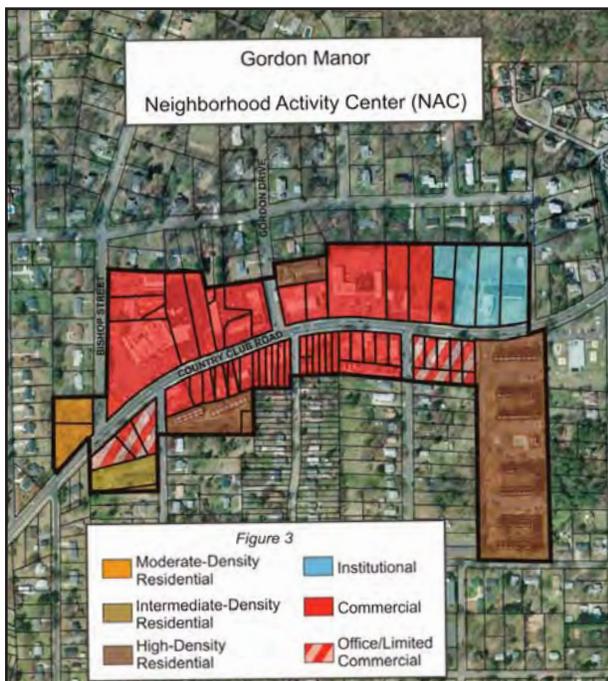


Figure 3. Gordon Manor (NAC)

institutional use, four multifamily developments and two pieces of vacant land. The NAC serves the southeastern portion of the Planning Area.

Most changes to the current land use patterns in this NAC will take place in the form of the redevelopment of existing uses. Redevelopment of sites in this NAC should include the installation of bufferyards and interior motor vehicle surface area plantings, where possible, to improve the appearance of the area as well as the screening of commercial uses abutting residential development. Where existing buildings are demolished and replaced, new development should have a pedestrian-oriented urban form with buildings placed close to Country Club Road and parking located to the side or rear of buildings. The two small vacant parcels of land in the southwest corner of the NAC are recommended for moderate-density residential development in the form of townhomes.

Harper Hill Commons NAC

The Harper Hill Commons NAC (see Map 7, Figure 4) contains approximately 75 acres and is centered on the intersection of Country Club Road and Vinegar Hill Road. The Harper Hill Commons shopping center serves as the core of this Activity Center. This new shopping center features a pedestrian-oriented urban form with sidewalks, street trees and buildings pulled up to the street. Buildings here have transparent windows and doors, awnings and

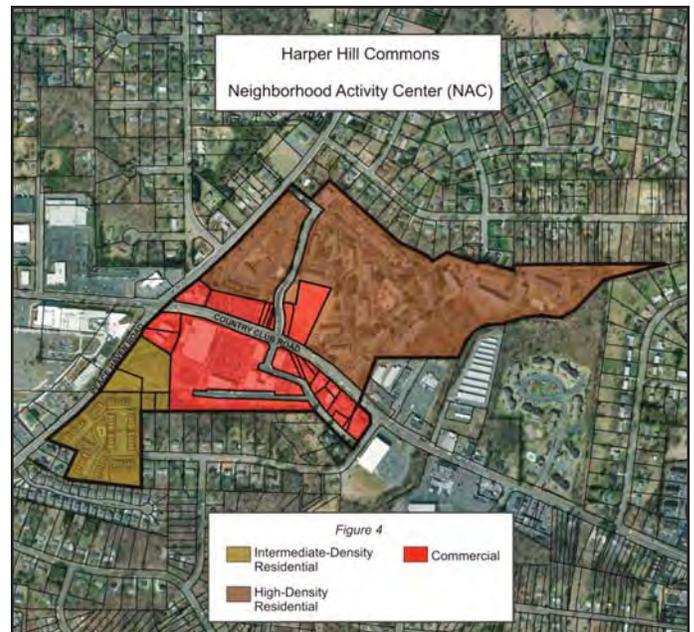


Figure 4. Harper Hill Commons (NAC)

façade articulation. The commercial uses here are linked to the rest of the Activity Center by sidewalks. Intermediate-density residential development exists in the southwestern corner of the Activity Center and high-density residential development is in the northern part of the Activity Center. The Harper Hill Commons NAC serves the southwestern portion of the Planning Area.

New development within this NAC should take the form of pedestrian-oriented development. New multi-family development in the NAC on N. Peace Haven Road should be built as proposed in the *Harper Hill Commons Development Plan*. Redevelopment of the older commercial properties on Country Club Road within the NAC should have buildings oriented to Country Club Road with parking located to the side or rear of the building.

Yadkinville Road/Transou Road NAC

The Yadkinville Road/Transou Road NAC (see **Map 7, Figure 5**) contains approximately 35 acres and is located on Yadkinville Road between Transou Drive and Grandview Club Road. This NAC currently contains a large amount of conventional suburban commercial and office development as well as low-density residential development. This Activity Center serves the northern part of the Planning Area.

New development and redevelopment of existing commercial property in this NAC should take the

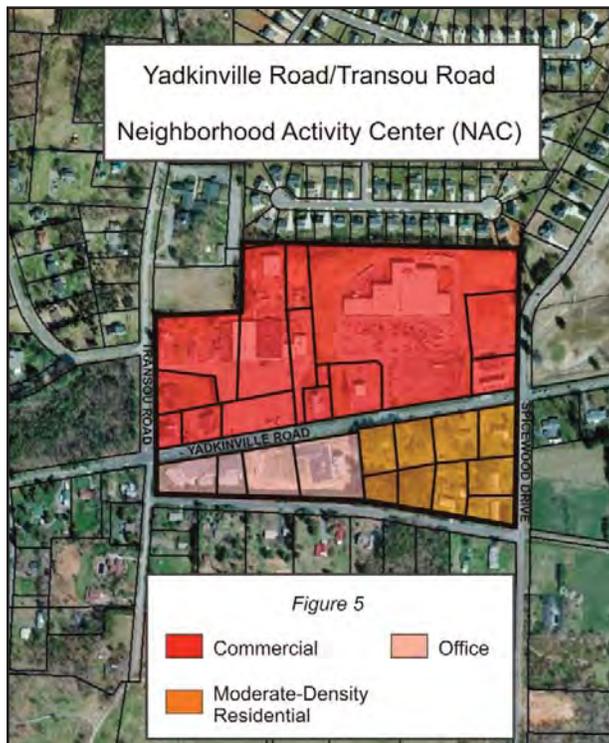


Figure 5. Yadkinville Road/Transou Road (NAC)

form of pedestrian-oriented development with buildings oriented to Yadkinville Road and parking located to the side and rear of the buildings. The existing single-family residences in the southeast corner of the Activity Center are recommended for comprehensive redevelopment as moderate-density residential development. These parcels should not be developed individually but should be comprehensively developed.

Reynolda Road/Fairlawn Drive CAC

The Reynolda Road/Fairlawn Drive CAC (see **Map 7, Figure 6**) contains approximately 50 acres and is located at the intersection of Fairlawn Drive and Reynolda Road. This CAC serves the north-eastern portion of the Planning Area and currently contains a mixture of commercial, office, institutional and multifamily residential uses. Existing development features a conventional suburban design with large expanses of parking between buildings and the street. A significant concentration of multifamily development surrounds the commercial core of the Activity Center and pedestrian connections between these development types should be strengthened here.



Figure 6. Reynolda Road/Fairlawn Drive (CAC)

While there is no vacant land in this CAC, opportunities exist for redeveloping existing parcels in a more pedestrian-oriented manner. New development in the CAC should include buildings oriented to Reynolda Road and Fairlawn Drive with parking to the side and rear of the building. Redevelopment of existing commercial sites in the CAC should include the installation of bufferyards and interior motor vehicle surface area plantings, where possible, to improve integration with adjacent residential development.

Robinhood Village CAC

The Robinhood Village CAC (see **Map 7, Figure 7**) contains approximately 150 acres and is located at the intersection of Robinhood Road and Meadowlark Drive. This CAC currently contains commercial, office, institutional and low-density residential uses. A large amount of vacant land also exists in the CAC. The CAC is anchored by the Robinhood Village shopping center which opened in 2009 and currently has a large amount of available retail space. This development will eventually include a component of high-density residential and is designed to feel like a small town downtown. The development has two-story buildings, sidewalks, street trees, large expanses of transparent glass and other elements of pedestrian-oriented design. This Activity Center serves the western central part of the Planning Area.

Most future development in the Robinhood Village CAC will be greenfield development of vacant sites. A significant amount of multifamily development is proposed for the CAC to the west and south of the existing shopping center. Multifamily development at the edges of the Activity Center is recommended to be moderate-density. This development will serve as a transitional use between the CAC core and nearby single-family residential development. Commercial development is recommended on the north side of Robinhood Road. This development should be of similar character to the existing Robinhood Village shopping center. A small amount of office/limited commercial is recommended south of Robinhood Road and to the west of Olivet Church Road. Auto-oriented uses such as restaurants with drive-throughs and convenience stores are not recommended here and should only be located in areas recommended for general commercial development. Sidewalks should be provided throughout the Activity Center to link different uses within the development and to connect nearby single-family residential neighborhoods to the CAC.

Sherwood Forest CAC

The Sherwood Forest CAC (see **Map 7, Figure 8**) contains approximately 165 acres and is located on Robinhood Road between N. Peace Haven Road

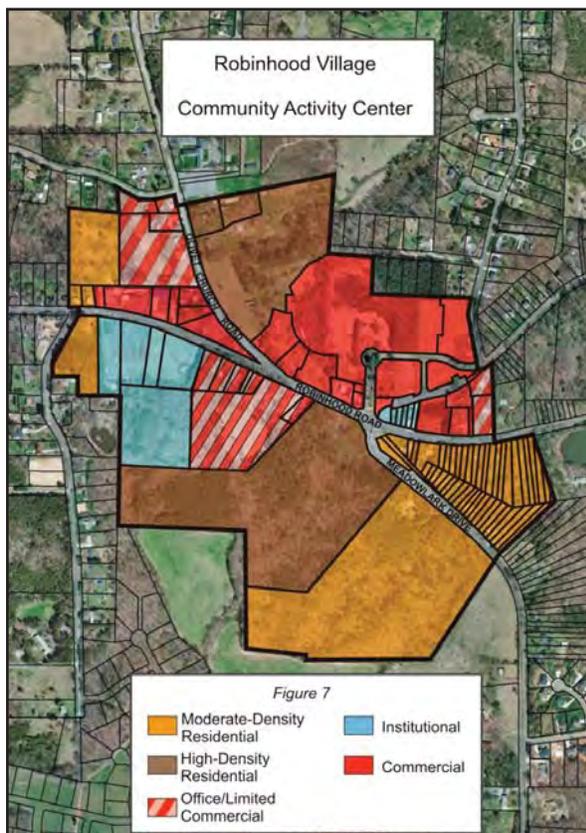


Figure 7. Robinhood Village (CAC)

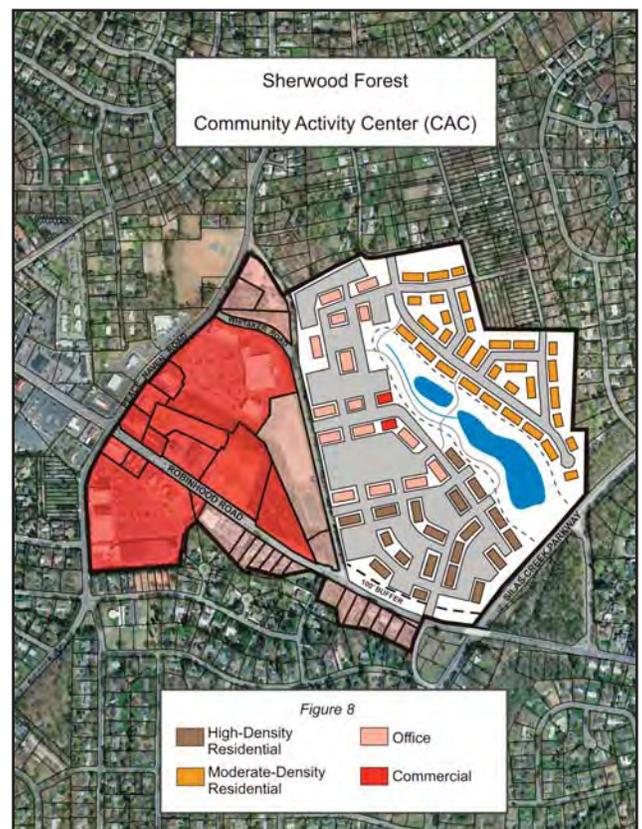


Figure 8. Sherwood Forest (CAC)

and Silas Creek Parkway. This CAC contains two shopping centers, a variety of individual commercial and office development, some single-family residences and a large amount of vacant land. This CAC demonstrates conventional suburban development patterns with large expanses of parking between buildings and streets. This area serves the central eastern portion of the Planning Area.

The development of the Whitaker property in the eastern part of the Activity Center will accommodate the need for new development in the CAC. Development of this property should be done using pedestrian-oriented design principles with buildings close to the street, street trees, wide sidewalks and on-street parking. This site is recommended for an interconnected mixture of moderate-density and high-density residential, office and a very small amount of commercial development. The commercial component should be neighborhood-serving in scale and should be internally oriented. No more than 15,000 square feet of commercial uses should be developed on this site and no more than 350,000 square feet of office development should exist here. A maximum building size of 25,000 square feet and a maximum height of two stories are recommended for office buildings in this development. Special care should be given to preserving the appearance of Whitaker Road and Robinhood Road. A 100-foot tree buffer should exist between Robinhood Road and any new development on site. The existing ponds on the property should be preserved and made into a focal point for the new development. Moderate-density residential townhomes should be located to the north and northeast of these ponds to serve as a transitional use between the proposed high-density residential and office development to the south and the existing low-density residential development to the north of the site.

Development of the Whitaker property should include a gridded street network and the site should be connected to surrounding existing development by pedestrian and vehicular links. Additional road improvements to Robinhood Road and Silas Creek Parkway may also be needed to accommodate additional traffic generated by redeveloping the Whitaker property. Redevelopment of this site should be done through Special Use Zoning and should include a traffic impact study.

Redevelopment of existing sites in this CAC should include the installation of landscape plantings, where possible, to improve the

integration with the residential neighborhoods adjacent to the Activity Center. The single-family homes on the south side of Robinhood Road are recommended for conversion or redevelopment as office/limited commercial development. Existing structures should be maintained, where possible. New construction should be residential in scale and character.

METRO ACTIVITY CENTERS (MACs)

MACs are compact, mixed-use regional centers for retail, office, civic and residential activity. MACs have both a Core Area containing business and intuitional uses, and a Support Area comprised of higher-density housing. The Core Area has land uses, street configurations, and design features that create a “Town Center.” For more detail on MACs, see the *Legacy Recommendations* section on **page 30**. Also, the City-County Planning Board’s *Metro Activity Center Design Guidelines* address specific recommendations that should be incorporated into MACs.

Country Club Road/Shallowford Road MAC

The Country Club Road/Shallowford Road MAC (see **Map 7, Figure 9**) contains approximately

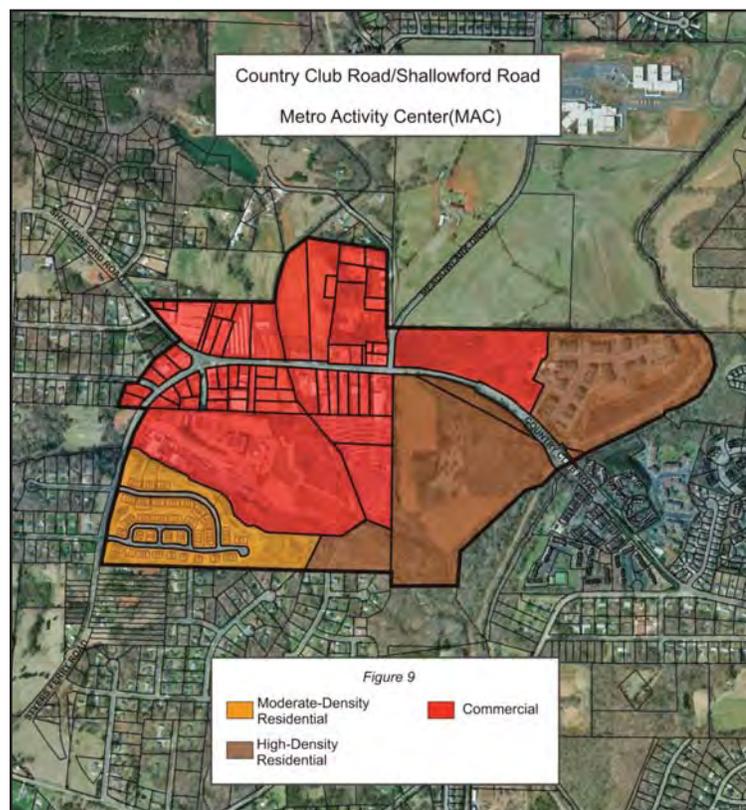


Figure 9. Country Club Road/Shallowford Road (MAC)

240 acres and is centered at the intersection of Meadowlark Drive and Country Club Road. This Activity Center contains a variety of existing uses including office and commercial, and low-, moderate- and high-density residential uses. However, the individual uses within this Activity Center do not currently relate to each other. Additionally, approximately 65 acres of vacant land exist within the MAC boundaries. This MAC will serve the southern part of the Planning Area as well as nearby Lewisville.

Much of the existing nonresidential development in the MAC is older and would be suitable for redevelopment. Redevelopment of individual parcels of land within the MAC should be done comprehensively, and parcel-by-parcel redevelopment is not recommended. New development in the Country Club Road/Shallowford Road MAC should be either commercial/office or high-density residential. New development here should have a pedestrian-oriented urban form with buildings near the street featuring transparent windows and doors, façade articulation, and parking to the side and rear of buildings. Uses within the MAC should be linked to each other and the surrounding area with pedestrian and vehicular connections. Nonresidential uses in this Activity Center should include buffering to adjacent residential uses.



SPECIAL LAND USE CONDITIONS

The Proposed Land Use map (see **Map 7**) shows recommended land uses for all vacant 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. Area east of Jonestown Road,
south of Country Club Road
and north of US 421**

The area east of Jonestown Road, south of Country Club Road and north of US 421 is recommended as a Special Land Use Condition Area. This area is approximately 27 acres in size and is currently zoned RS-9 (Residential Single-Family, nine thousand square foot minimum lot size), RM-12 (Residential Multifamily, twelve units per acre) and LI (Limited Industrial). The site is surrounded by office, commercial and multifamily zoning. This Plan recommends that the current uses here continue unless all of the single-family residential lots are assembled into contiguous redevelopment

tracts. Comprehensive redevelopment of this area to office or multifamily uses would be the recommended use for this property if the current uses were discontinued. Individual redevelopment of properties within this area is not recommended by the Plan. However, redevelopment of the LI-zoned property in this area for a variety of industrial uses is allowed by right and could occur under the existing zoning.

***b. North side of Yadkinville Road
at its intersection with Olivet Church Road**

Gwyn Electrical and Plumbing Company is located on the north side of Yadkinville Road at its intersection with Olivet Church Road. This site is approximately 16 acres in size and has a combination of LO-S (Limited Office, Special Use) and RS-20 (Residential Single-Family, twenty thousand square foot minimum lot size) zoning. The site has several structures, including a large residence and a commercial building, none of which are visible from Yadkinville Road. The perimeter of the site is densely wooded and screens the site from the adjacent properties that are zoned RS-9 and RS-20. While the current use of this property is compatible with the surrounding area as a legally nonconforming use, the Plan does not support nonresidential zoning for this property. If the current use were to vacate this property, single-family residential development would be the preferred use at this location. Expansion of the nonresidential uses onto adjacent parcels is not recommended.

***c. West side of Hilltop Drive
north of Fleetwood Circle**

The Hilltop Nursery is a nonconforming use located on the west side of Hilltop Drive north of Fleetwood Circle. The site is zoned RS-9 and is approximately 35 acres in size. Several greenhouse buildings are located in the northern part of the site and are not visible from Hilltop Drive. The character of the site from Hilltop Drive is in keeping with the sparsely-developed, rural residential feel of the area. As such, the current use is compatible with the area. Zoning the nursery use to an appropriate district for this use would be acceptable. However, only the current use is recommended at this location if rezoning is requested. To ensure compatibility and limit the land uses, Special Use or Special Use Limited zoning would be necessary at this location. Additionally, expansion of the nonresidential uses to adjacent properties is not recommended.

***d. South side of Polo Road at its intersection with Merrimont Drive**

A nonconforming office use exists on the south side of Polo Road at its intersection with Merrimont Drive. This site is zoned RS-9 and is 0.4 acres in size. The site is completely surrounded by residential structures in RS-9 zoning. A small commercial structure and parking lot exist on the site. The current use is appropriate for this site given the existence of the nonresidential structure. If rezoning is requested, Neighborhood Office (NO) or Limited Office (LO) zoning could be appropriate at this location. Any rezoning of this site should include required buffers between this site and the adjacent residential zoning. However, expansion of this nonresidential use to adjacent land is not recommended.

***e. South side of Robinhood Road at its intersection with Shattalon Drive**

A veterinary office and an additional office use are located on the south side of Robinhood Road at its intersection with Shattalon Drive. Five small commercial buildings are located on this site which is approximately 1.5 acres in size. The site has a combination of NO and LB-S (Limited Business, Special Use) zoning and is surrounded by RS-9 zoning. The existing office and commercial zoning establish the current use of this property as appropriate. However, expansion of the nonresidential zoning to adjacent parcels is not recommended.

***f. East side of N. Peace Haven Road at its intersection with Lynhaven Drive**

A nonconforming office use exists on the east side of N. Peace Haven Road at its intersection with Lynhaven Drive. The use consists of a parking area on the south side of Lynhaven Drive and a small commercial structure on the north side of the road. In total, these sites are 0.26 acres in size and are zoned RS-9. This use is completely surrounded by single-family residential zoning, and appears to have minimal impact on the surrounding neighborhood. If rezoning is requested, NO or LO zoning would be appropriate here given the existence of the commercial structure. Any rezoning of this site should include required buffers between this site and the adjacent residential zoning. However, expansion of nonresidential uses to nearby parcels would be inappropriate here.

***g. West side of S. Peace Haven Road at its intersection with Huntcliff Trail**

A nonconforming hair salon is located on the west side of S. Peace Haven Road at its intersection with Huntcliff Trail. This site is zoned RS-9 and is 0.52 acres in size. This use exists within a converted single-family structure. It is adjacent to single-family residences to the south, east and west, and intermediate-density residential development to the north. Neighborhood Business (NB) zoning could be appropriate at this location for the current or a similar use in the existing structure if rezoning is requested. Expansion of nonresidential uses to adjacent properties would not be appropriate at this location.

***h. West side of Tucker Avenue south of Wayne Avenue**

A nonconforming office use is located on the west side of Tucker Avenue south of Wayne Avenue. This site is currently zoned RS-9 and is 0.87 acres in size. It is surrounded by single-family residential development on all sides except for the church parking lot that is located to the east of the site across Tucker Avenue. Rezoning to an office zoning district such as NO or LO could be appropriate for this site using the existing structure. Any rezoning of this site should include required buffers between this site and the adjacent residential zoning. An expansion of nonresidential uses on adjoining properties would be inappropriate here.

***i. East side of Valleystream Road south of Buckhorn Road**

A construction and demolition landfill is located on the east side of Valleystream Road south of Buckhorn Road. This site is zoned RS-9 and is approximately 14 acres in size. Directly south of this site is an undeveloped parcel of General Industrial (GI) zoned land which is 33 acres in size. These sites are surrounded by low-density residential development on the north and west, and vacant land zoned RS-9 to the south and east. If the current industrial use at this location were to cease, low-density residential development would be the preferred use for these parcels. However, rezoning of the current landfill use to GI or LI zoning could be appropriate at this location with conditions and could provide an opportunity for economic development. Truck traffic is a concern for this site due to its access

through a residential area. Industrial development at this location should include buffering and screening for adjacent residential zoning. Outdoor storage of materials, equipment or finished products is not recommended here if this site is used for manufacturing uses.

***j. West side of Meadowlark Drive between Robinhood Road and Country Club Road**

The Brookberry Farm development is located on the west side of Meadowlark Drive and extends from the southern boundary of the Robinhood Village CAC to the northern boundary of the Country Club Road/Shallowford Road MAC. The development is zoned MU-S (Mixed-Use, Special Use) and is approved for a mixture of single-family, multifamily, office and commercial uses. The development is approximately 795 acres in size. The mixed-use zoning of this site is appropriate, and the reason this area is designated as a Special Land Use Condition Area is due to the two-phase zoning of the property. In two-phase zoning, the approved uses for the development

and their general location are set in place, but their exact layout and site design are not. The area nearest to the Robinhood Village CAC is approved for low- to high-density residential development. The areas on both sides of Meadowlark Drive adjacent to the Country Club Road/Shallowford Road MAC boundary are approved for a mixture of nonresidential and residential uses with a maximum of 300,000 square feet of nonresidential development on the east side of Meadowlark Drive and a maximum of 40,000 square feet on the west side. The area on the west side of the proposed Northern Beltway is approved for low- to medium-density residential development. The central portion of the Brookberry Farm development is approved for low-density residential development, most of which has already been built. Individual site plans for future phases of this development should be reviewed for consistency with the land use recommendations of the *West Suburban Area Plan* (see **page 37**). Additionally, the Brookberry Farm development should be integrated with the two adjacent Activity Centers through pedestrian and vehicular connections, where possible.



Rural character on Meadowlark Drive



TRANSPORTATION RECOMMENDATIONS

Legacy 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 will allow public transportation to compete with the automobile. Developing walkable neighborhoods and creating a network of bikeways, sidewalks and greenways will provide needed transportation choices for all segments of the population

ROAD AND BRIDGE IMPROVEMENTS

The Proposed Transportation Improvements map (see **Map 8**) shows the location of the proposed projects listed below in **Table 11**, Transportation

Improvement Projects. For a discussion on the long-range planning process for roads and bridges, please see Transportation Features in the Existing Conditions section of this document.

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

The Northern Beltway – Western Section

The Winston-Salem Northern Beltway is a proposed multilane freeway that begins at US 158 southwest of Winston-Salem and ends at US 311 southeast of the City. The total length of the project is 34.2 miles. The Northern Beltway-Western Section will be a four-lane, median-divided, controlled-access facility with interchanges at US 421, Shallowford Road, Robinhood Road, Yadkinville Road and Reynolda Road (NC 67)

Table 11. Transportation Improvement Projects

Location	Description	Current Status
Road and Bridge Improvements		
B-4507 – US 421	Replace bridge over Muddy Creek	Under Construction – Completion in spring of 2012
B-5148 – Country Club Road	Replace bridge over Silas Creek Parkway	Right-of-way 2019 – Construction 2020
C-4981C – Silas Creek Parkway/ Yorkshire Road	Install Intelligent Transportation System (ITS) devices at intersection of Silas Creek Parkway and Yorkshire Road	Under Construction
C-4981D – S. Peace Haven Road/ US 421	Install Intelligent Transportation System (ITS) devices at interchange of US 421 and S. Peace Haven Road	Under Construction
W-4823B & C – US 421	Install shoulder rumble strips from Concord Church Road to S. Stratford Road	Under Construction
S. Peace Haven Road at US 421	Replace Bridge and Interchange	Study Completed, Awaiting Funding
Robinhood Road at Silas Creek Parkway (NC 67)	Modified Interchange	Recommendation to the Comprehensive Transportation Plan

(...continued on page 51)

Table 11. Transportation Improvement Projects (continued from page 50)

Location	Description	Current Status
New Roads		
R-2247 – Winston-Salem Northern Beltway, Western Section	I-40 to US 52. Four-lane freeway on new location	Unfunded TIP Project
Bethabara Park Road Extension	Yadkinville Road to Reynolda Road (NC 67)	Comprehensive Transportation Plan Proposal
Ketner Road Extension	Existing Ketner Road to Robinhood Road	Comprehensive Transportation Plan Proposal
Caradco Road Extension	Collector Street	Collector Street Plan Proposal
Dartmoor Road Extension	Collector Street	Collector Street Plan Proposal
Eastwin Drive Extension	Collector Street	Collector Street Plan Proposal
Greenbrier Farm Road Extension	Collector Street	Collector Street Plan Proposal
Mountain View Road Extension	Collector Street	Collector Street Plan Proposal
Robinhood Forest Drive Extension	Collector Street	Collector Street Plan Proposal
Robinhood Trace Drive Extension	Collector Street	Collector Street Plan Proposal
Stonebridge Drive Extension	Collector Street	Collector Street Plan Proposal
Road Realignments		
Kecoughtan Road	Realign parallel to the Northern Beltway to accommodate the interchange with Yadkinville Road	Northern Beltway – Western Section Corridor Plans

Sources: *Collector Streets, Pedestrian Facilities, and Transit Maps. Winston-Salem Urban Area MPO 200-2015. Metropolitan Transportation Improvement Program, August 2008.*

in the Planning Area. The Environmental Impact Study for the project is complete. The project is shown as being completed by 2035 in the *Winston-Salem Urban Area 2035 Long Range Transportation Plan*, but is currently unfunded.

Delay in building the Northern Beltway-Western Section will create additional congestion on existing major and minor thoroughfares in the Planning Area as suburbanizing growth continues. Future volumes can be expected to increase on US 421, Silas Creek Parkway (NC 67), Reynolda Road (NC 67), Shallowford Road, Country Club Road, Robinhood Road, Yadkinville Road, Styers Ferry Road, Jonestown Road, S. and N. Peace Haven Road, Polo Road, Meadowlark Drive, Olivet Church Road and Shattalon Drive. Congestion management strategies may need to be implemented at problem intersections.

US 421 and S. Peace Haven Road Interchange

As a part of the Northern Beltway-Western Section, improvements were planned for the interchange at US 421 and widening of the S. Peace Haven Road bridge over US 421. The City has done additional study on interim improvements to the interchange and a traffic signal project is currently underway. The City and NCDOT are looking at ways to remove the interchange improvement from the Northern Beltway project and find alternate funding.

Comprehensive Transportation Plan Projects

US 421

US 421 is designated as a Freeway in the *Comprehensive Transportation Plan* and as a Freeway Needs Improvement from the S. Peace Haven Road interchange to the Lewisville-Clemmons Road interchange. The recommended future cross-section is six lanes to provide additional capacity as traffic volumes and congestion increases on this facility.

Silas Creek Parkway (NC 67)

Silas Creek Parkway is designated as an Expressway in the *Comprehensive Transportation Plan* and as an Expressway Needs Improvement from Country Club Road to Robinhood Road. Projected future traffic volumes, in addition to at-grade intersections and driveways to homes along the corridor, will require safety and congestion management strategies particularly as the Northern Beltway-Western Section project is delayed. As a part of future improvements to the

corridor, provision of accommodation for transit, bicycles and pedestrians will need to be addressed.

Prior to the large property on the northwest quadrant being developed as a mixed-use area, the interchange at Robinhood Road will need to be modified to manage increased traffic volume. Safety and congestion at the interchange ramps will also need to be addressed, and bicycles and pedestrians should be accommodated along both Silas Creek Parkway (NC 67) and Robinhood Road. Additionally, connections from this area should be made to existing and proposed greenways.

Reynolda Road (NC 67)

Reynolda Road is designated as a Boulevard in the *Comprehensive Transportation Plan* and as a Boulevard Needs Improvement from Fairlawn Drive to the Northern Beltway-Western Section. The recommended future cross-section of the road provides a median for safety and access management as well as bicycle and pedestrian accommodation along the corridor.

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. Proposed locations for new collector streets in the Planning Area are:

- Extension of Caradco Road to Dartmoor Street Extension
- Extension of Dartmoor Street to Bridal Ridge Drive
- Completion of Eastwin Drive from Selwyn Drive to Southwin Drive
- Extension of Greenbrier Farm Road to Ransom Road
- Realignment of Kecoughtan Road to run parallel to the Northern Beltway-Western Section
- Extension of Mountain View Road from Stonebridge Drive Extension to Hillsboro Drive
- Extension of Robinhood Forest Drive to Yadkinville Road
- Extension of Robinhood Trace Drive to Robinhood Forest Drive
- Extension of Stonebridge Drive to Cedar Trails

Intersection Safety Studies

Intersection safety studies are currently underway for the following locations and should be continued:

Locations with Final Evaluations

- Fairlawn Drive and Reynolda Road
- Friar Tuck Road and N. Peace Haven Road

- Jonestown Road and Southwin Drive
- Pennington Lane and Yorkshire Road
- Robinhood Road and Sherwood Plaza Drive
- Shoreland Road and Yorkshire Road

Locations with Interim Evaluations

- Country Club Road and Whitman Drive
- Fairlawn Drive and Silas Creek Parkway
- Ivystone Lane and S. Peace Haven Road
- Jonestown Road and New Town Square Driveway
- Robinhood Road and Silas Creek Parkway northbound Exit Ramp

Traffic Calming Studies

Traffic calming studies are currently underway for the following locations and should be continued:

- Sherwood Forest Road and Nottingham Road
- Community Church Road

Residents and neighborhood associations should identify other locations needing study. Based on evaluations, physical measures may be implemented to slow down traffic and improve safety.

Other Recommendations

- Incorporate attractive and pedestrian-oriented features into any road improvement projects.
- Minimize the use of dead ends and cul-de-sac in new subdivisions and redeveloped areas.
- Connect local streets, where feasible, when developing or redeveloping sites.

TRANSIT

While transit in Forsyth County is currently limited to traditional bus routes, special-needs bus service, and PART regional commuter routes, other modes of transit such as light rail and a streetcar system are also under discussion for future travel needs in parts of Forsyth County. The following are recommendations for transit:

Winston-Salem Transit Authority Service (WSTA)

- Streamline services on Route 16 along Reynolda Road and extension of services to Shattalon Drive and along Shattalon Drive south to Yadkinville Road and back to Reynolda Road.
- Streamline services on Route 21 and extension of services along Robinhood Road to Meadowlark Drive and the Activity Center.
- Extend services on Route 12 to the Phillips Bridge Road area and multifamily housing developments.
- Coordinate local transit planning with a Wake Forest University Bicycle, Pedestrian and Transit Connections Study.

- Coordinate sidewalk construction with transit stops and shelter locations.
- Located bus shelters at the following locations:
 - Route 16 Inbound along Reynolda Road at Valley Road, Loch Drive and Reynolda Business Center.
 - Route 21 Inbound along Robinhood Road between Polo Road and N. Peace Haven Road.
 - Route 12 Inbound along Country Club Road at Lindbergh Street.

Piedmont Authority for Regional Transportation (PART)

- Recommendations from the PART Regional Development Transit Plan for Regional Service include:
 - Future express service along US 421 to Lewisville and Hanes Mall/downtown.
 - A Park-and-Ride lot in the Lewisville area.
- Recommendations from the PART Regional Development Transit Plan for Local Service include:
 - Westside Crosstown: Provide service to Wake Forest University, Mount Tabor and Hanes Mall along Polo Road, N. Peace Haven Road, Country Club Road and Jonestown Road in the Planning Area.

PEDESTRIAN

Construction of sidewalks in the Planning Area is achieved through public funding and through private funding of new developments designed to meet recently adopted street design standards. Greenway recommendations are covered in the Community Facilities section.

Sidewalk recommendations from the *Pedestrian Facilities Plan* as well as recommendations made through this planning process as shown on **Map 9**. The adopted Pedestrian Plan recommended sidewalks in the Planning Area. The following sidewalks were identified in the West Suburban Area planning process:

- Reynolda Road from Yadkinville Road to Shattalon Drive and from Andrews Drive to Loch Drive
- Jonestown Road from US 421 to Country Club Road
- Old Vineyard Road from Country Club Road to Healy Drive
- Robinhood Road from N. Peace Haven Road to existing sidewalk
- Kirklees Road from Silas Creek Parkway to Friar Tuck Road
- Hertford Road from end of sidewalk to N. Peace Haven Road
- York Road from Clovelly Road to N. Peace Haven Road

- Clovelly Road from Robinhood Road to Paddington Lane
- Mountain View Road from N. Peace Haven Road to Cedar Trail
- Cedar Trail from Mountain View Road to existing sidewalk on Cedar Trail
- Allistair Road from N. Peace Haven Road to Marble Arch Road
- Meadowlark Drive from Meadowlark Glen Lane to the entrance to Meadowlark Elementary and Middle Schools

Other sidewalks were recommended through the planning process. The primary criteria used in deciding sidewalk construction priorities are the connection of neighborhoods with shopping areas, schools and parks. The following sidewalks meet the selection criteria and should be built as funds become available:

- Robinhood Road on both sides from Silas Creek Parkway to Polo Road
- Robinhood Road on west side from end of sidewalk to Shattalon Drive
- Robinhood Road from Milhaven Road to Meadowlark Drive
- Meadowlark Drive from Meadowlark Glen Lane to Robinhood Road
- Olivet Church Road from Robinhood Road to Spicewood Drive
- Yadkinville Road from Shattalon Drive to Transou Road
- Yadkinville Road from Olivet Church Road to Chickasha Drive
- Grandview Club Road from Yadkinville Road to end of existing sidewalk
- Shattalon Drive from Yadkinville Road to Reynolda Road
- Reynolda Road from Shattalon Drive to Muddy Creek Greenway
- Styers Ferry Road from end of sidewalk to Country Club Road/Shallowford Road
- Phillips Bridge Road from Country Club Road to Muddy Creek Greenway and ballpark

Other sidewalks identified or requested by citizens include:

- N. Peace Haven Road north side from Robinhood Road to Country Club Road

The Plan also recommends improving the Yorkshire Road pedestrian tunnel which is located beneath Silas Creek Parkway.

Pedestrian Safety Study

Conduct a study for the Wake Forest University area to identify pedestrian, bicycle and transit needs, opportunities and constraints and develop a plan to provide safe and viable connections for pedestrians, bicyclists and transit users to link Wake Forest University with the adjacent community.

Other Recommendations

- Identify and recommend locations for pedestrian crossing signals at key intersections.
- Assure that pedestrians are accommodated in all road and bridge construction and modification projects.
- Provide sidewalks along public transportation routes and on at least one side of all roads and on both sides of roads that provide access to institutions and public facilities.

BICYCLE

The following recommendations from the Winston-Salem Area Comprehensive Bicycle Master Plan are applicable to the Planning Area:

- Country Club Road, Styers Ferry Road to Silas Creek Parkway – bike lane or shoulder
- Jonestown Road, US 421 to Country Club Road – sidepath under review
- Lewisville-Clemmons Road, Marty Lane to US 421 southbound ramps – sidepath under review
- Lewisville-Vienna Road, Robinhood Road to Strieter Road – shoulders
- Milhaven Road, N. Peace Haven Road to Robinhood Road – on-Road Bikeway Connector
- Norman Road, Tallison Drive to Robinhood Road – on-Road Bikeway Connector
- N. Peace Haven Road, Country Club Road to Polo Road – bike lane or shoulder
- S. Peace Haven Road, Old Plantation Circle to Country Club Road – bike lane or shoulder
- S. Peace Haven Road, US 421 to Old Plantation Circle – bike lane or shoulder
- Polo Road, Petree Road to Reynolda Road – bike lane or shoulder
- Reynolda Road, Wake Forest Road to Shattalon Drive – shoulder or bike lane
- Reynolda Road, Shattalon Drive to Transou Road – shoulder or bike lane
- Robinhood Road, Lewisville-Vienna Road to Norman Road – shoulders
- Robinhood Road, Norman Road to Silas Creek Parkway – shoulder or bike lane
- Shattalon Drive, Robinhood Road to Reynolda Road – shoulder or bike lane

- Silas Creek Parkway, Wake Forest Road to Reynolda Road – sidepath under review
- Skylark Road, Kecoughtan Road to Transou Road – on-road bikeway connector
- Styers Ferry Road, US 421 southbound ramps to Lewisville-Clemmons Road – shoulders or bike lane
- Transou Road, Yadkinville Road to Reynolda Road – shoulders

Additional Recommendation not in the Comprehensive Bicycle Master Plan:

- Bike Trail along the Northern Beltway-Western Section-Corridor from Styers Ferry Road to Reynolda Road

Other Recommendations

- Construct greenway trails as proposed for the West Suburban Area.
- Assure that bicycles are accommodated in all road and bridge construction and modification projects.

Safe Routes to School Program (SRTS)

The Safe Routes to Schools Program is a federally-funded program designed to encourage safe walking and bicycling for elementary and middle school students. One school in the Planning Area, Sherwood Forest Elementary School, has completed a safety and pedestrian study. Sidewalks in proximity to the school and identified in the pedestrian section are being constructed through the SRTS program. Also, a mobile bicycle safety training program funded through the SRTS will be traveling to schools within the Planning Area to instruct students in bicycle equipment and riding safety.

Additional schools in the Planning Area that would benefit from the SRTS evaluation and programs are:

- Meadowlark Elementary and Middle Schools
- Jefferson Elementary and Middle Schools
- Speas Elementary School
- South Fork Elementary School
- Old Town Elementary School

Beyond the scope of the SRTS program, citizen requests for safer pedestrian and bicycle access to Reagan High School need to be addressed.

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 (see **Map 10**). *Legacy* promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from *Legacy* 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 10**) shows existing and proposed community facilities.

SCHOOLS

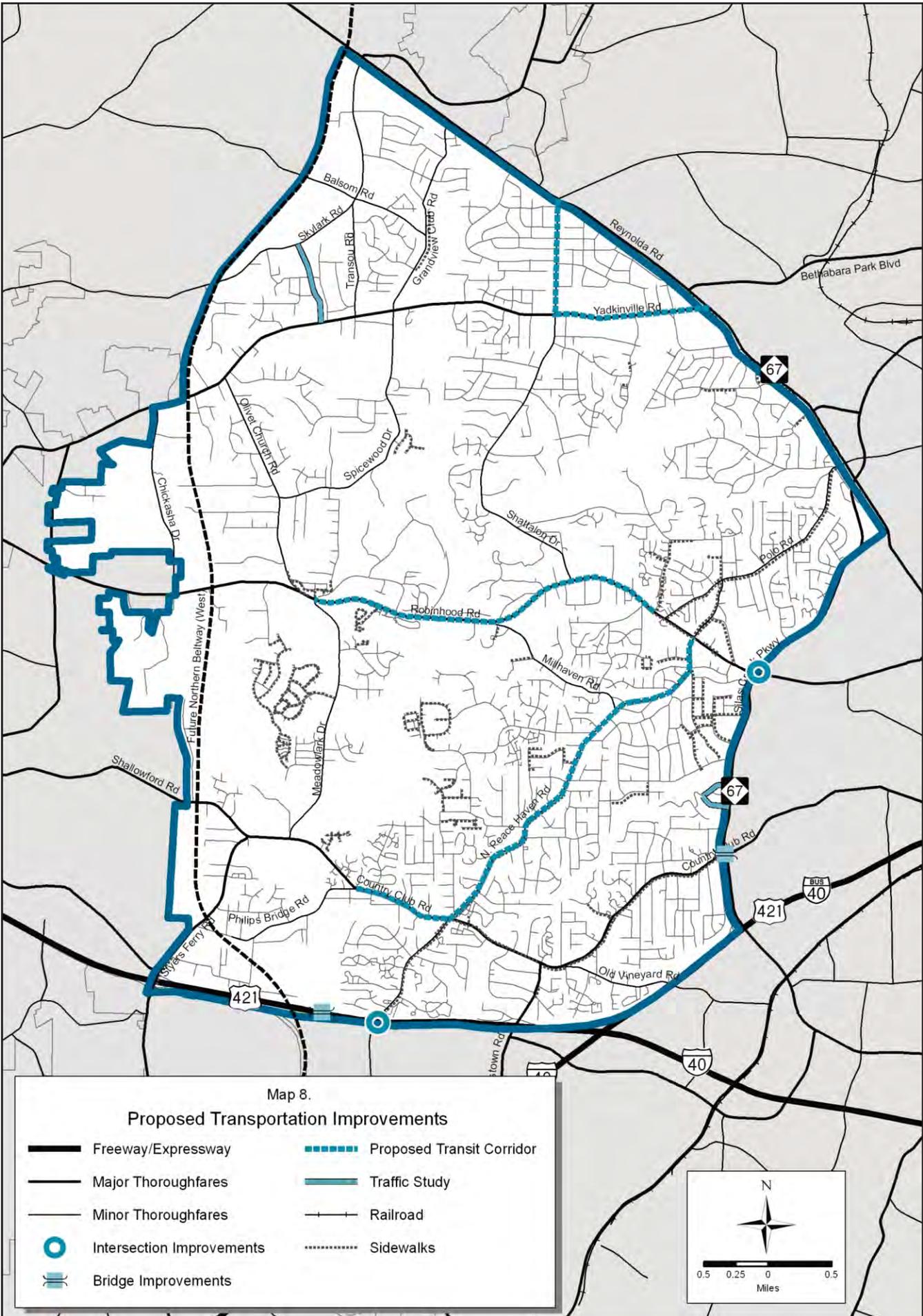
Legacy calls for quality schools that are assets to the neighborhoods in which they are located. School planning should be coordinated with parks and other public facilities. Recommendations for schools in the Planning Area are:

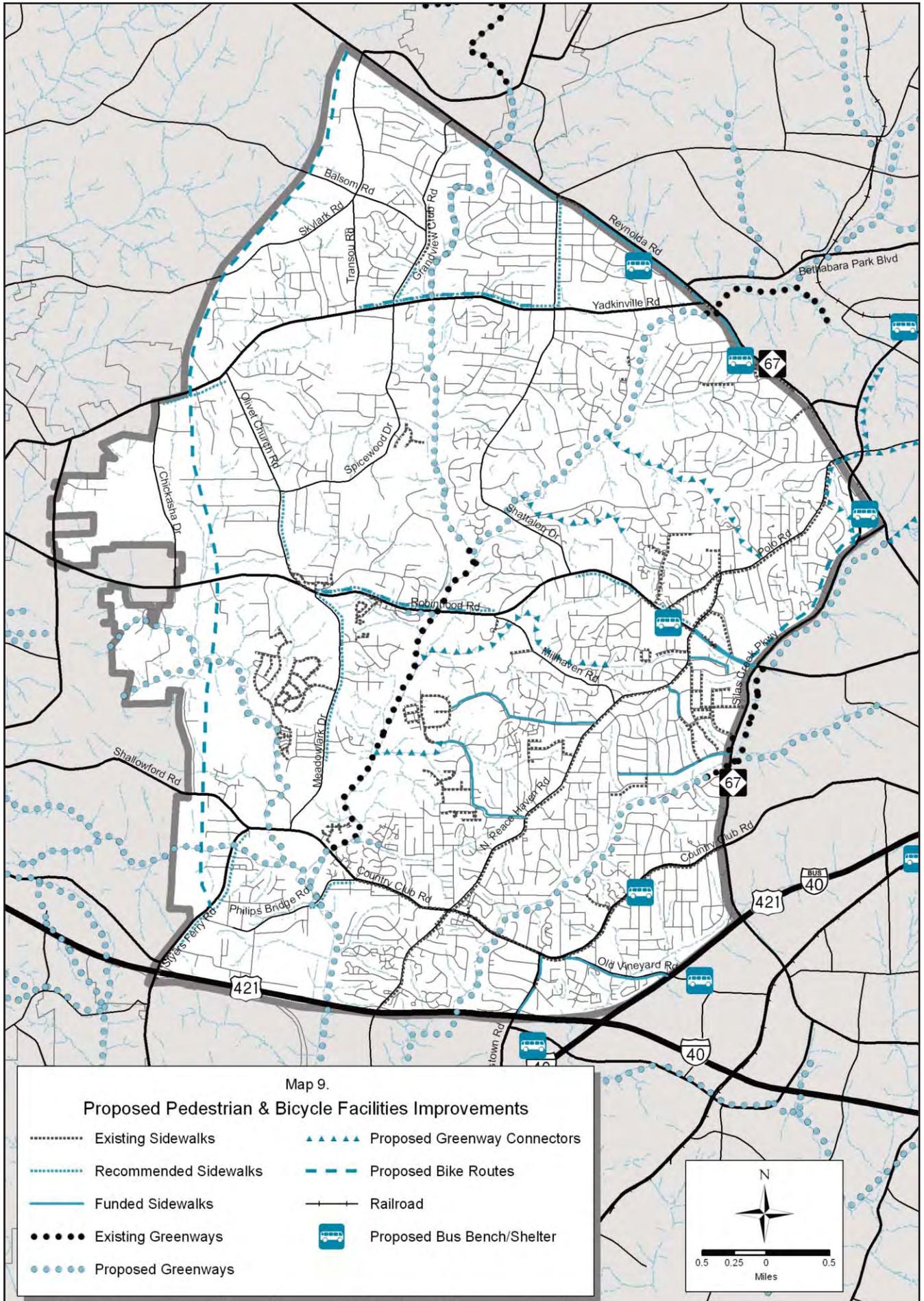
- Replace, upgrade or expand existing schools to meet the needs of the Planning Area as its population grows.
- Consider alternative uses for school property that is no longer needed for school facilities.
- Consider improved arrangements for using school property and facilities for community events and recreational activities.
- Provide a high level of maintenance at schools on an ongoing basis.

RECREATION FACILITIES

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

- 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.
- Update and implement the master plan for Jamison Park to serve as a community and neighborhood park for the southwestern part of the Planning Area.





- Establish at least one new district or community park to provide for future recreation needs. Park sites should be easily accessible from a main road. Potential locations for park sites include:
 - A site located on the east side of Transou Road opposite to Reagan High School.
 - A site located on the west side of Transou Road south of Reagan High School.
 - Sites located on the east and west sides of Spicewood Drive south of the proposed Yadkinville Road/Transou Road Neighborhood Activity Center.
 - A site located on the south side of Robinhood Road west of the proposed Robinhood Village Community Activity Center.
- Design new community parks, where possible, to also serve as neighborhood parks for the surrounding neighborhoods and consider the establishment of additional neighborhood parks, where feasible.
- Consider coordination between the Winston-Salem Recreation and Parks Department and the Forsyth County Parks and Recreation Department to expand and upgrade facilities at the C.G. Hill Memorial Park to serve as a community park for residents in the western part of the Planning Area.
- Integrate recreation facilities/open space into the design of large-scale residential and mixed-use developments to provide neighborhood parks/activity areas, focal points and green spaces.
- Consider the establishment of linear parks in conjunction with the construction of proposed greenway trails.
- Consider providing minimum facilities, for example, benches, at Jefferson Park to enhance its function as a passive park and open space along the Muddy Creek Greenway.
- Consider construction of multipurpose courts and fields at new parks to meet existing and future needs.

GREENWAYS

The potential exists in the long term for the construction of approximately 21 miles of greenway trails and connectors in the Planning Area focusing primarily along creeks. Greenways proposed in the *2015 Greenway Plan for Winston-Salem and Forsyth County* include Muddy Creek, Mill Creek, Silas Creek, Tomahawk Creek and Reynolds Creek. Furthermore, several greenway connectors have been proposed within the Planning Area including Cedar Trails, Lantern Ridge, Brooks Landing, Milhaven Creek, Wake Forest, Petree Creek and Brenner Lake Branch.

Proposed future trails along Muddy Creek are designated as urban segments of the Western Piedmont Section of the North Carolina Mountains-to-Sea Trail. The City-County Planning Board, in conjunction with the Winston-Salem Department of Transportation and the Winston-Salem Engineering Department, are in the process of updating the *Greenway Plan*. As part of this update, specific proposed greenways are being evaluated for prioritization. Site-specific greenway routes and alignments are not determined through the Area Plan process, but are determined through collaboration between various City and County departments and public input as part of the detailed greenway planning process. As such, the information on greenways in this Plan is subject to change and refinement with further study and with additional citizen participation.

Since trail construction is expected to continue well beyond the lifespan of the Plan, priority projects are identified. Priority projects take into consideration the location of existing greenway easements and the need for links between neighborhoods and Activity Centers, shopping, parks, recreation facilities, and schools. To secure greenway corridors and facilitate future trail construction, it is important to secure 40-foot greenway easements along all identified greenway routes when opportunities arise. Sidewalks and pedestrian trails should connect existing and proposed developments, parks, shopping, and schools to existing/proposed greenway trails, where feasible, and ultimately to the larger greenway system. Priorities include:

- **Muddy Creek Greenway**

The first phase of the Muddy Creek Greenway was completed in 2010. This phase connects Meadowlark Elementary and Middle Schools at Country Club Road to Jefferson Elementary School at Robinhood Road. Phase II will extend the trail north to Yadkinville Road. Phase III is currently in the design phase and will extend the trail south to Philips Bridge Road; however, an anticipated date for construction has not been determined. Phase IV will further extend the trail north to Bethania. Phase V will extend the trail south of Philips Bridge Road to S. Stratford Road.

Currently, Phase II and Phase V are priority trails within the Greenway Plan Update. Preliminary studies have shown both phases to be feasible for construction.



Muddy Creek Greenway

- **Mill Creek Greenway**

The southern segment of the Mill Creek Greenway begins at the Muddy Creek Trail at Jefferson Elementary School and extends to the Bethabara Trail at the Planning Area boundary. This trail will connect multiple neighborhoods to two existing greenway facilities.

Currently, this phase of Mill Creek is a priority trail within the Greenway Plan Update. Preliminary studies have shown this phase to be feasible for construction.

- **Wake Forest Connector**

This connector will provide a series of bicycle and pedestrian amenities to connect Wake Forest University and the surrounding areas, including the Reynolda Road, Polo Road and Silas Creek Parkway corridors within the Planning Area. These amenities may be in the form of bike lanes, sidewalks, and/or greenways. It is recommended that a feasibility study be completed to assess possible connections to the Wake Forest University campus from the surrounding areas within and outside of the Planning Area boundary.

- **Silas Creek Greenway**

The northern phase of this trail extends the existing Silas Creek Greenway at Shaffner Park north to Reynolda Road along the Planning Area's eastern boundary. The southern phase of the proposed trail extends the existing trail south to Muddy Creek.

The northern phase of the Silas Creek Greenway is a priority for future construction within the *Greenway Plan Update*. However, preliminary studies have shown significant obstacles to the construction of this phase of the greenway.

Therefore, future construction is on hold until conditions change or an alternative is found. The southern phase of Silas Creek is not listed as a priority trail in the *Greenway Plan Update*. However, consideration should be given, in the long term, to the construction of this phase of the greenway. Easements should continue to be obtained, whenever possible, for future construction. A sidepath along Silas Creek Parkway may be a potential alternative to a traditional green-between the existing Silas Creek Trail and Reynolda Road. Further study is required to determine if a sidepath would be a viable alternative.

- **Greenway Connectors**

Multiple greenway connectors are proposed within the Planning Area. Greenway connectors consist of smaller neighborhood or sidewalk connections that allow access to the primary greenway trail system. Every attempt should be made to accommodate requests made by neighborhoods for greenway connectors. Furthermore, connections to institutions and retail centers should be considered during the design phase of future greenways.

- **Tomahawk Creek Greenway**

This trail begins at Reynolds Creek at Philips Bridge Road and extends west providing a connection between Winston-Salem and the Town of Lewisville.

The Tomahawk Creek Trail is a priority trail within the *Greenway Plan Update*. Preliminary studies have shown this trail to be feasible for construction. However, construction will be challenging. At a minimum, efforts should be made to extend the greenway to Styers Ferry Road to provide a potential connection to the Town of Lewisville. In the event that, through further study, the trail is deemed unfeasible for construction, sidewalks and bike lanes are recommended in lieu of a greenway trail.

- **Reynolds Creek Greenway**

This trail begins at the southern end of the proposed Muddy Creek Greenway Phase III at Philips Bridge Road and extends northwest to the northeastern boundary of the Town of Lewisville.

This trail was not listed as a priority trail within the *Greenway Plan Update*. However, consideration should be given, in the long term, to the construction of this greenway. Greenway easements should, therefore, be secured along Reynolds Creek as developments are approved in the area.

LIBRARY FACILITIES

Public libraries play an essential role in providing learning opportunities for all citizens. The reuse of existing structures, joint locations with other facilities, and central siting should be considered in the development of libraries. Recommendations for libraries in the Planning Area are:

- Maintain the existing Reynolda Manor Branch Library in the Planning Area.
- Library facilities should be expanded, as necessary, to keep pace with population growth in the West Suburban Planning Area.

GENERAL RECOMMENDATIONS

- Encourage schools, churches and recreational facilities to share facilities and work cooperatively to provide services and host community events.
- Provide a high level of maintenance at schools, parks and other facilities on an ongoing basis.
- Consider safety and environmental sensitivity when designing community facilities.
- 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.



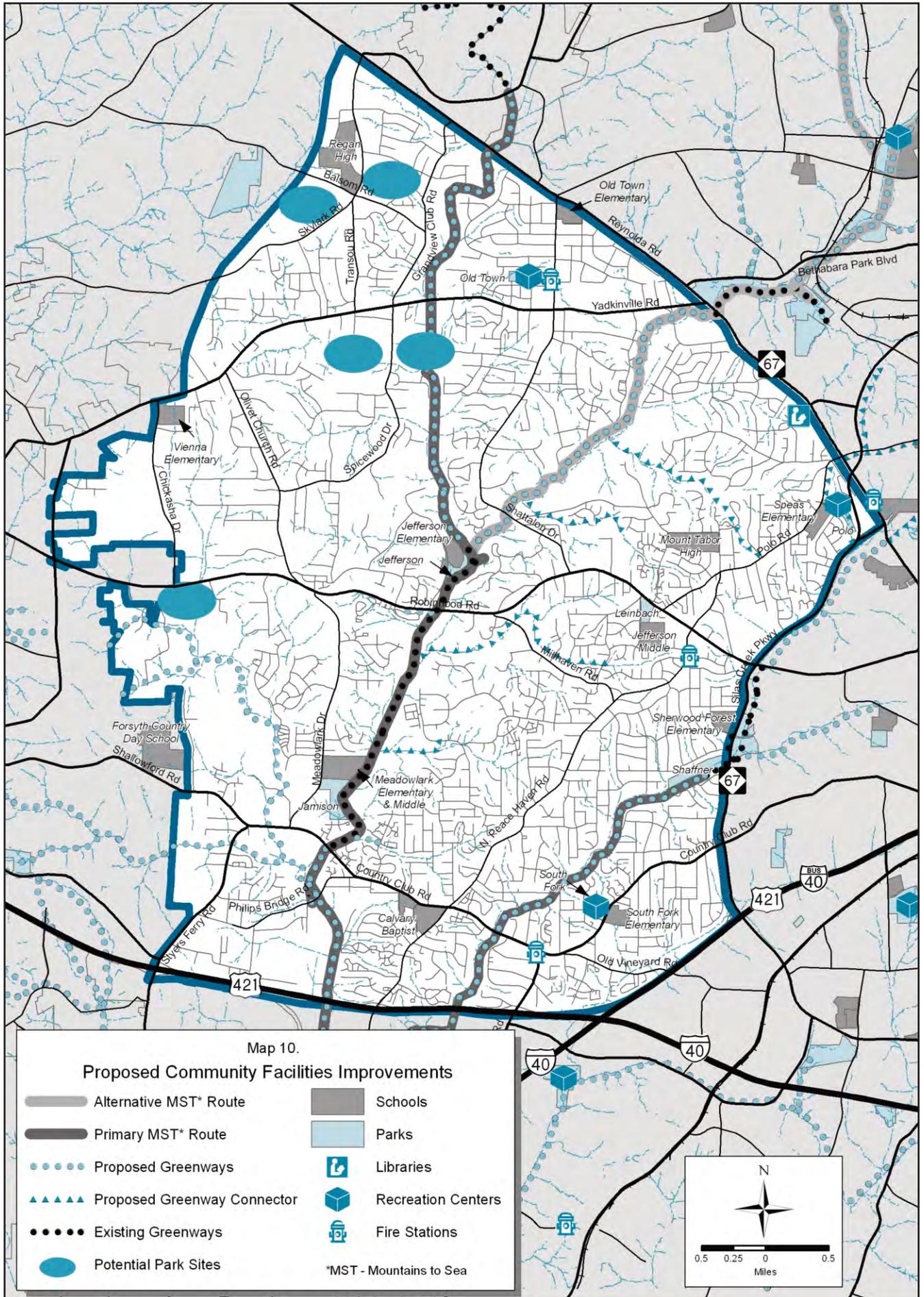
Reynolda Manor Branch Library

HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS

Legacy 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 the city and county by providing incentives, utilizing cost-effective site design and permitting accessory dwellings and congregate care facilities.

GENERAL RECOMMENDATIONS

- 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 developers to include a range of housing styles, sizes and densities to provide accommodation for a diversity of groups, particularly when developing larger parcels of land along transportation corridors.
- 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.
- Encourage developers, large land holders and neighborhood residents to work together when new development is proposed.
- Plan, locate and design shopping areas, community facilities, parks and open space to make them easily accessible for neighborhood residents.
- Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
- Encourage the use of Crime Prevention Through Environmental Design (CPTED) techniques for new development to facilitate safe and secure neighborhoods.
- 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.



Map 10.
Proposed Community Facilities Improvements

Alternative MST* Route	Schools
Primary MST* Route	Parks
Proposed Greenways	Libraries
Proposed Greenway Connector	Recreation Centers
Existing Greenways	Fire Stations
Potential Park Sites	

*MST - Mountains to Sea

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

- Maintain the quality of housing stock in the area through code enforcement and homeownership.
- Ensure that redeveloped housing is compatible with the existing character of the neighborhoods.
- Promote the City's programs for rehabilitation of owner-occupied or investor-owned housing units as well as the first-time home buyers program in the Planning Area.
- 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.

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*. Design and appearance improvements create a positive visual image and encourage private reinvestment in an area.

GENERAL RECOMMENDATIONS

- Encourage rehabilitation/redevelopment of older and underutilized commercial sites throughout the Planning Area with building façade improvements, streetyard and bufferyard plantings, and parking area improvements.
- Encourage residents and neighborhood associations to participate in the different programs offered by Keep Winston-Salem Beautiful: Adopt-A-Flower Bed, Adopt-A-Stream, or Adopt-A-Street.
- Incorporate accessibility for pedestrians and bicyclists, users of public transportation and automobile users in the design of new developments.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.

- Encourage high-quality design for new developments in the Planning Area.
- Utilize the design guidelines for Activity Centers as detailed in **Appendix D**.
- Utilize the design guidelines for developing suburban business parks as detailed in **Appendix E**.
- Utilize the design guidelines for institutional expansion as detailed in **Appendix F**.
- Utilize the design guidelines for multifamily development as detailed in **Appendix G**.
- Utilize the design guidelines for the conversion of existing homes to office or commercial uses or new residentially-scaled office buildings as detailed in **Appendix H**.
- Utilize the design guidelines for office/low-intensity commercial development as detailed in **Appendix I**.

URBAN BOULEVARDS

Urban Boulevards are special corridors along selected major arterial roads that connect the Center City with Metro Activity Centers. For more detail on Urban Boulevards, see section on **Legacy Recommendations** and other Planning Concepts, **page 29**. One Urban Boulevard, Country Club Road, exists within the West Suburban Area Plan boundaries.

Country Club Road

Country Club Road is designated as an Urban Boulevard from the eastern boundary of the Planning Area to the Country Club Road/Shallowford Road Metro Activity Center. This Boulevard connects the southern portion of the Planning Area and the Town of Lewisville with the urban core of Winston-Salem. Country Club Road links a variety of land uses in the Planning Area, including a significant concentration of multifamily residential and commercial development. Country Club Road currently has sidewalks along some, but not all, sections of the road. The age and architectural character of development along the Boulevard varies widely. Most development along the corridor has general use zoning which does not include specific requirements for site or building design beyond development ordinance minimum standards. Some newer development has been in the form of Special Use Zoning (zoning which includes development conditions which specify design features such as site layout, building materials and sign size). The majority of development along the corridor is well maintained. However, some commercial vacancies exist in shopping centers along the corridor.

Recommendations

- Install sidewalks along both sides of Country Club Road throughout the Planning Area.
- Add striped crosswalks and pedestrian signals at major intersections to increase pedestrian safety and comfort in the area.
- Improve the façades of older development in the area.
- Design new buildings in an aesthetically pleasing manner with doors and windows facing Country Club Road.
- Locate parking areas, where possible, to the side or rear of buildings.
- Encourage restaurants to add outdoor dining areas to add variety and interest along the streetscape.
- Screen trash and loading areas that are visible from the street.
- Plant large variety trees along Country Club Road to improve the appearance of the roadway.
- Preserve the viability of existing residential development near the Urban Boulevard by locating new nonresidential development only within areas designated for such development.
- Comprehensively review the design and location of bus routes, stops, shelters, bike racks, street furniture and landscaping to better serve users of the Urban Boulevard.

HISTORIC PRESERVATION RECOMMENDATIONS

Legacy promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural and environmental quality of neighborhoods as well its contribution to a community's economic development (see **Map 11**).

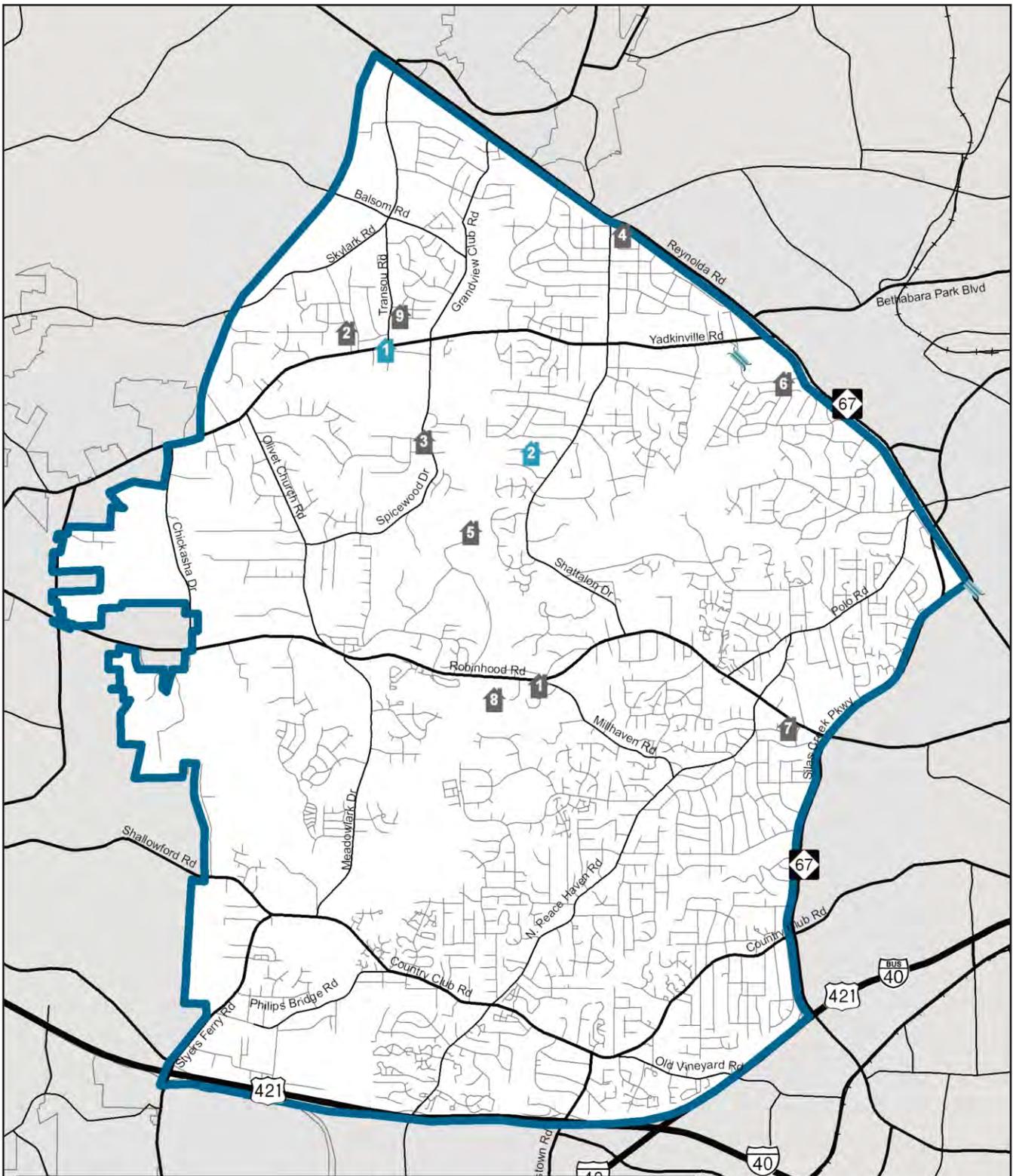
Significant historic resources have been identified in the Planning Area as indicated in initial surveys (see **Map 11**, **Appendix A**). Following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets. (See **Appendix B**. *Historic Preservation Tools for Forsyth County*.)

GENERAL RECOMMENDATIONS

- Retain historic buildings including residential homes, agricultural buildings and institutional structures, when possible.
- Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.



Claude Transou House



Map 11.

Selected Existing and Proposed Historic Resources



NC National Register Study List

1. Lineback-Jones House
2. Pfafftown United Church of Christ
3. Jeremiah Bahnson Conrad House
4. Old Town School
5. Beck Farm
6. S. L. McGee House
7. Don Hines House
8. Hauser-Pratt House
9. Pfafftown Christian Church

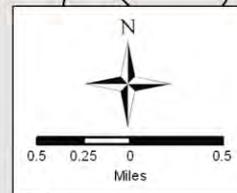


Local Historic Landmark

1. John Henry Pfaff House
2. Christian Thomas Schultz House
(Also listed on the National Register of Historic Places)



Historic Bridges



- Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources. Examples of potential workshops include:
 - How and why to nominate a structure or site to the National Register of Historic Places.
 - How to use the historic preservation rehabilitation tax credit program.
 - Issue-related topics such as how to maintain an older or historic building.
- Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.
- Coordinate with organizations, such as the Piedmont Land Conservancy, to preserve not only the architectural elements, but also significant farm and open land.

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'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 7**).

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.
- Encourage environmentally-sensitive development of business areas.
- 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 areas.
- 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 economic development opportunity areas identified in the Plan.

ENVIRONMENTAL RECOMMENDATIONS

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

In their vision for the community, residents expressed a desire for clean water and air and maintaining the scenic beauty of the Planning Area. Of particular concern is the need to protect its many creeks from pollution and its floodplains from inappropriate development.

GENERAL RECOMMENDATIONS

- Manage development pressures to preserve environmentally sensitive areas, forested areas, wildlife habitats, agricultural lands, and scenic areas.
- Encourage the donation of easements to preserve and protect high-quality natural and scenic areas and farmlands, particularly those located in the western part of the Planning Area.

- Encourage Planned Residential Developments, particularly in the western part of the Planning Area, that cluster development in sensitive areas to protect these resources.
- Encourage land owners to use Best Management Practices for stormwater protection.
- Encourage the use of flexible work schedules for area employers to reduce vehicle emissions.
- Consider the use of pervious parking lots for development where suitable soils exist.
- Encourage sustainable development of land and buildings.
- Encourage the building of recharge stations for electric vehicles at key locations in the community.
- Improve or preserve the water quality of the creeks by protecting the natural stream corridors.
- Expand recycling efforts in the Planning Area targeting commercial and industrial areas.
- Support organizations and programs that educate residents on environmental issues.
- Continue monitoring the water quality of Muddy Creek, Silas Creek and other creeks in the area.



Copperfield Planned Residential Development

Implementation Schedule

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

ACTION/PROJECT	RESPONSIBLE AGENCY†	TIMING*
Land Use Recommendations		
General		
Follow Proposed Land Use Plan, land use policies, and Special Land Use Condition Areas (pages 37-49). Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, WSCC, FCBOC	Ongoing
Encourage revitalization of underutilized commercial/ industrial sites (page 42).	CCPB, WSCC, FCBOC	Ongoing
Transportation Recommendations		
General		
Roads and Bridge Improvements (page 50)		
Replace US 421 bridges over Muddy Creek (page 50).	NCDOT	Under Construction
Replace Bridge and Interchange at S. Peace Haven Road and US 421 (page 50).	NCDOT	Medium Range
Modify Interchange at Robinhood Road and Silas Creek Parkway (NC 67) with new ramps (page 50).	Private development in conjunction with NCDOT	Long Range
Replace Country Club Road Bridge over Silas Creek Parkway (NC 67) (page 50).	NCDOT	Long Range
New Roads (page 51)		
Construct the Winston-Salem Northern Beltway, Western Section (I-40 to US 52) (page 51).	NCDOT	Long Range

*Timing: Immediate: 1-2 years Short Range: 3-5 years Medium Range: 6-10 years Long Range: 10 years or more

ACTION/PROJECT**RESPONSIBLE AGENCY†****TIMING****(Transportation Recommendations, continued...)***Traffic Calming and Safety Improvements**

Install Intelligent Transportation System (ITS) devices at US 421 and S. Peace Haven Road Interchange (page 51).

WSDOT, NCDOT

Under Construction

Install Intelligent Transportation System (ITS) devices at Silas Creek Parkway and Yorkshire Road (page 51).

WSDOT, NCDOT

Under Construction

Transit

Bus Shelters are recommended at the following locations (page 53):

- Route 16 Inbound, Reynolda Road at Valley Road, Loch Drive and Reynolda Business Center
- Route 21 Inbound, Robinhood Road between Polo Road and N. Peace Haven Road
- Route 12 Inbound, Country Club Road at Lindbergh Street

WSTA

Immediate

Streamline Route 16 service on Reynolda Road and extend service to Shattalon Drive south to Yadkinville Road and back to Reynolda Road (page 53).

WSTA

Immediate

Streamline Route 21 service and extend service along Robinhood Road to Meadowlark Drive and the Activity Center (page 53).

WSTA

Short Range

Extend Route 12 service to Phillips Bridge Road area and multifamily housing developments (page 53).

WSTA

Short Range

Local Westside Crosstown service recommended by PART to Wake Forest University, Mount Tabor and Hanes Mall along Polo Road, N. Peace Haven Road, Country Club Road and Jonestown Road (page 53).

WSTA, PART

Medium Range

Provide PART Express service along US 421 to Lewisville and Hanes Mall/Downtown. Construct a PART Park and Ride lot in the Lewisville area (page 53).

PART

Medium Range

(Transportation Recommendations, continued...)

Pedestrian

<p>Review identified sidewalk projects under the City’s sidewalk priority funding system (page 53).</p> <ul style="list-style-type: none"> • Reynolda Road from Yadkinville Road to Shattalon Drive and from Andrews Drive to Loch Drive • Jonestown Road from US 421 to Country Club Road • Old Vineyard Road from Country Club Road to Healy Drive • Robinhood Road from N. Peace Haven Road to existing sidewalk • Kirklees Road from Silas Creek Parkway to Friar Tuck Road • Hertford Road from end of sidewalk to N. Peace Haven Road • York Road from Clovelly Road to N. Peace Haven Road • Clovelly Road from Robinhood Road to Paddington Lane • Mountain View Road from N. Peace Haven Road to Cedar Trail • Cedar Trail from Mountain View Road to existing sidewalk on Cedar Trail • Allistair Road from N. Peace Haven Road to Marble Arch Road • Meadowlark Drive from Meadowlark Glen Lane to the entrance to Meadowlark Elementary and Middle Schools 	<p>WSDOT</p>	<p>Ongoing In current funding cycle through Capital Improvement Program or Surface Transportation Program – Direct Attributable Funds</p>
--	--------------	---

Pedestrian Safety Studies

<p>Conduct a study for the Wake Forest University area to identify pedestrian, bicycle and transit needs (page 54).</p>	<p>WSDOT</p>	<p>Short Range</p>
<p>Safe Routes to Schools Program evaluation and programs (page 55):</p> <ul style="list-style-type: none"> • Meadowlark Elementary and Middle Schools. • Jefferson Elementary and Middle Schools. • Speas Elementary School. • South Fork Elementary School. • Old Town Elementary School. 	<p>WSDOT</p>	<p>Short Range</p>

Bicycle

<p>Accommodate bicycle improvements in road projects (page 55).</p>	<p>WSDOT</p>	<p>Ongoing</p>
---	--------------	----------------

*Timing: Immediate: 1-2 years Short Range: 3-5 years Medium Range: 6-10 years Long Range: 10 years or more

ACTION/PROJECT	RESPONSIBLE AGENCY†	TIMING*
----------------	---------------------	---------

(Transportation Recommendations, continued...)

Shoulder or Bike Lane Improvements (pages 54-55)	WSDOT, NCDOT	
• Country Club Road, Styers Ferry Road to Silas Creek Parkway.		Long Range
• Lewisville-Vienna Road, Robinhood Road to Yadkinville Road.		Long Range
• N. Peace Haven Road, Country Club Road to Polo Road.		Long Range
• S. Peace Haven Road, US 421 to Country Club Road.		Long Range
• Polo Road, Petree Road to Reynolda Road.		Medium Range
• Reynolda Road, Wake Forest Road to Shattalon Drive.		Long Range
• Reynolda Road, Shattalon Drive to Transou Road.		Long Range
• Robinhood Road, Lewisville-Vienna Road to Norman Road.		Long Range
• Robinhood Road, Norman Road to Silas Creek Parkway.		Medium Range
• Shattalon Drive, Robinhood Road to Reynolda Road.		Long Range
• Styers Ferry Road, US 421 southbound ramps to Lewisville-Clemmons Road.		Medium Range
• Transou Road, Yadkinville Road to Reynolda Road.		Long Range

Under Review for Sidepath Improvement (Pages 54-55)	WSDOT, NCDOT	Long Range
• Jonestown Road, US 421 to Country Club Road.		
• Lewisville-Clemmons Road, Marty Lane to US 421 southbound ramps.		
• Silas Creek Parkway, Wake Forest Road to Reynolda Road.		
• Bike Trail along the Northern Beltway – Western Section Corridor from Styers Ferry Road to Reynolda Road.		

Community Facilities Recommendations

Recreation Facilities		
Update and implement the master plan for Jamison Park (page 55).	WSRP	Short Range
Establish at least one new Community Park in Planning Area (page 58).	WSRP, FCPR	Medium Range

ACTION/PROJECT	RESPONSIBLE AGENCY†	TIMING*
----------------	---------------------	---------

(Community Facilities Recommendations, continued...)

Greenways		
Construct phase II and V of the Muddy Creek Greenway (page 58).	WSENG, WSRP	Medium Range
Construct the southern segment of the Mill Creek Greenway (page 59).	WSENG, WSRP	Medium Range
Complete a feasibility study for the Wake Forest Connector (page 59).	WSENG , WSRP	Short Range
Construct the Silas Creek Greenway (page 59).	WSENG , WSRP	Long Range
Construct Greenway Connectors (page 59).	WSENG , WSRP	Ongoing
Construct the Tomahawk Creek Greenway (page 59).	WSENG , WSRP	Long Range
Construct the Reynolds Creek Greenway (page 59).	WSENG , WSRP	Long Range

Housing and Community Development Recommendations

General		
Incorporate traditional neighborhood design principles in new neighborhood development, where feasible (page 60).	CCPB, WSCC, FCBOC	Ongoing

Design and Appearance Recommendations

Incorporate accessibility for pedestrians and bicyclists, users of public transportation and automobile users in the design of new developments (page 60).	WSDOT, CCPB	Ongoing
Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads (page 62).	WSDOT	Ongoing
Plant large variety trees along Country Club Road to improve roadway appearance (page 63).	CCPB, WSDOT	Ongoing

*Timing: Immediate: 1-2 years Short Range: 3-5 years Medium Range: 6-10 years Long Range: 10 years or more

ACTION/PROJECT	RESPONSIBLE AGENCY†	TIMING*
----------------	---------------------	---------

Historic Preservation Recommendations

General

Initiate public outreach on the benefits of preserving historic resources (page 65).	CCPB, HRC	Ongoing
Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers (page 63).	CCPB, HRC	Ongoing
Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources (page 65).	CCPB, HRC	Ongoing

Environmental Recommendations

Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas (page 65).	CCPB, WSCC, FCBOC	Ongoing
Encourage the donation of easements to preserve and protect high-quality natural and scenic areas (page 65).	PLC, CCPB	Ongoing
Continue monitoring the water quality of Muddy Creek, Silas Creek and other creeks in the area (page 66).	PW	Ongoing

†Abbreviations Used in the Implementation Schedule:

CCPB: City-County Planning Board	PW: Winston-Salem Public Works Department
FCBOC: Forsyth County Board of Commissioners	WSCC: Winston-Salem City Council
FCPR: Forsyth County Parks and Recreation Department	WSDOT: Winston-Salem Department of Transportation
HRC: Forsyth County Historic Resources Commission	WSENG: Engineering Department
NCDOT: North Carolina Department of Transportation	WSRP: Winston-Salem Recreation and Parks Department
PART: Piedmont Authority for Regional Transportation	WSTA: Winston-Salem Transit Authority
PLC: Piedmont Land Conservancy	

Appendix A. Historic Resources

West Suburban Area Plan: Identified Historic Resources (including demolished properties)

Name ^[★]	General Location	Date	Survey Site Number
Transou-Davis House	5501 Yadkinville Road	ca. 1950s	FY00097
Sharon United Methodist Church and Cemetery	5330 Sharon Church Road	1897, 1933, 1950	FY00137
Hauser House	5201 Shallowford Road	ca. 1840-1860, 1940	FY00138
Dave and Beard Reynolds House [D]	Styers Ferry Road	1897	FY00139
Campbell House [D]	5190 Country Club Road	ca. 1875-1900	FY00261
David Stultz House	147 Norman Road	ca. 1860	FY00278
Lineback-Jones House [SL]	4400 Robinhood Road	ca. 1880, 1916	FY00279
Pfaff-Craft House [D]	4425 Robinhood Road	ca. 1825-1830	FY00280
Century Oak Farm [D]	Meadowlark Drive	ca. 1850	FY00281
Doub-Yarborough House [D]	5315 Fleetwood Circle	ca. 1850s-1860s, 1901	FY00315
Hauser-Pratt House [SL]	4420 Robinhood Road	ca. 1835-1845	FY00333
Kearney House	4970 Balsom Road	1894, 1914, 1924	FY00623
Julias Whitman House	4725 Balsom Road	ca. 1850-1880	FY00624
Edgar I. Leinbach House	5000 Reynolda Road	ca. 1850-1880	FY00625
Henry Long House	4510 Balsom Road	ca. 1870s	FY00626
House [D]	5084 Skylark Drive	ca. 1860-1880	FY00627
Claude Transou House [DOE]	3500 Transou Road	1903-04	FY00628
Alexander Transou House	3334 Transou Road	1848	FY00629
Pfafftown Christian Church [SL]	3295 Transou Road	1917, 1939, 1947, 1954, 1973	FY00630
Holder-Flynt House and Barn [D]	Transou Road	ca. 1860-1880	FY00631
Wilson Brothers Labor Exchange Building [D]	Transou Road	1890-1910	FY00632

West Suburban Area Plan: Identified Historic Resources (continued)
(including demolished properties)

Name^[★]	General Location	Date	Survey Site Number
Reuben Holder House [D]	Transou Road	1880-1900	FY00633
Evan Transou House	3255 Transou Road	ca. 1860	FY00634
Julias A. Transou Log House	3231 Transou Road	1856	FY00635
Eugene Romulous Pfaff House [DOE]	4796 Pfaff Lane	ca. 1870s	FY00636
Pfafftown Christian Cemetery	Yadkinville Road	ca. 1860	FY00637
Pfafftown United Church of Christ [SL]	3410 Community Church Road	1910s, 1950s, 1980s	FY00638
Jeremiah Bahnson Conrad House [SL]	2650 Spicewood Drive	1870-1873	FY00639
Jessie Thomas Conrad House	2271 Chipwood Lane	ca. 1870s	FY00640
Olivet Moravian Church	2205 Olivet Church Road	ca. 1980, 1989	FY00641
Monroe Conrad House	2273 Olivet Church Road	1891	FY00642
Wade Yarborough House	4530 Shattalon Drive	ca. 1890s	FY00643
Old Town School [SL]	3930 Reynolda Road	1926, 1998	FY00644
Schultz-Roberts House	4250 Shattalon Drive	ca. 1850	FY00645
Christian Thomas Schultz House [NR][LHL]	3960 Walnut Hills Drive	ca. 1830, 1945	FY00646
Conrad-Cartner House [D]	Shattalon Drive	ca. 1820-1840	FY00647
Nathaniel Petree House [D]	Rolling Knoll Lane	ca. 1800-1820	FY00648
Isaac Petree House	919 Petree Road	ca. 1840-1860	FY00649
Joseph Conrad House [D]	2250 Hilltop Road	ca. 1820-1840	FY00650
House	2365 Hilltop Drive	ca. 1840-1860	FY00651
Beck Farm [SL]	2395 Hilltop Court	ca. 1840-1860	FY00652
Beck House [D]	Hilltop Court	ca. 1860-1880	FY00653
Alpheus Conrad House [D]	1010 Meadowlark Drive	ca. 1870s	FY00654
John Henry Pfaff House [LHL]	4798 Pfaff Lane	ca. 1900	FY00666
Frederick Leonard Ziglar House	2222 Olivet Church Road	1894, 1904	FY00672
Ziglar House	2251 Olivet Church Road	ca. 1860-1880	FY00673
Sandy Boose House	2465 Hilltop Drive	ca. 1820-1840	FY00674
S. L. McGee House [SL]	3252 Valley Road	1852	FY01313

West Suburban Area Plan: Identified Historic Resources (continued)
(including demolished properties)

Name^[★]	General Location	Date	Survey Site Number
Hennings House	2512 Reynolda Road	ca. 1880-1900	FY01315
Mount Tabor United Methodist Church	3543 Robinhood Road	1966	FY01316
Robert Leinbach House	220 Carter Circle	ca. 1850, 1970	FY01317
Rev. John Alspaugh House [D]	4308 Allistair Road		FY01318
Transou House and Jones Cash Store	4403 Country Club Road	ca. 1900-1920, 1924	FY01320
House [D]	4606 Country Club Road	ca. 1900	FY01321
House [D]	4711 Country Club Road	ca. 1900	FY01322
Judge Erastus Beverly Jones Lodge	3253 Valley Road	ca. 1920	FY01419
Brookberry Farm	Meadowlark Drive	1948-1949	FY02126
Doub-Conrad House	4835 Skylark Road	ca. 1910	FY02128
James W. Franklin House	5338 Skylark Road	1910	FY02129
Albert Pfaff House	4680 Pinehill Drive	ca. 1890s	FY02133
George F. Wilson House	3368 Transou Road	1912	FY02137
Will Wilson House	3471 Transou Road	1897	FY02138
Carl Barnes House [D]	2526 Reynolda Road	ca. 1920s	FY02154
Alexander Hege House	5340 Shallowford Road	ca. 1860-1880	FY03177
House	3341 Transou Road	1910	FY03219
House	5025 Skylark Road	1937	FY03221
Truss Bridge	4030 Shattalon Drive	1910	FY03222
House	2216 Olivet Church Road	1934	FY03223
House	3915 Yadkinville Road	ca. 1920s	FY03243
House	3935 Yadkinville Road	ca. 1920s	FY03244
William Cicero Tise House	3703 Country Club Road	ca. 1917, 1950	FY03355
Crotts and Saunders Engineering, Inc. Office	4000 Silas Creek Parkway	1968	FY03583
Burkhead United Methodist Church	5250 Silas Creek Parkway	1965, 1979	FY03591
Lutheran Church of the Epiphany	5220 Silas Creek Parkway	1963, 1975, 1999	FY03592

West Suburban Area Plan: Identified Historic Resources (continued)
(including demolished properties)

Name^[*]	General Location	Date	Survey Site Number
Fairview Moravian Church	6550 Silas Creek Parkway	1964, 1992	FY03593
Peace Haven Baptist Church	3384 York Road	1961-62, 1994, 2008	FY03595
Leonard and Beverly Noyes House	627 Lankashire Road	1970	FY03603
Don Hines House [SL]	807 Conway Court	1961	FY03604
Western Electric Plant	2400 Reynolda Road	1960	FY04103
William Y. and Jane J. Burton House	3256 Robinhood Road	1965	FY04111
J. Aubrey and Nancy R. Kirby House	460 Archer Road	1971	FY04113
Dr. Marjorie P. Newell House	3901 Guinevere Lane	1961	FY04118
Pfafftown	Intersection of Transou and Yadkinville Roads	ca. 1850	FY03220
Crestwood Place	North end of Gordon Drive, west end of Guinevere Lane, King Arthur Court	1959-1978	FY04119
S. F. Johnson Property	Lindbergh Street	1927-1955	FY04120
Gordon Manor	N. Gordon, Cavalier, and Alonzo Drives; Lucerne Lane, Verita Court, Kyle Road	1954-1960s	FY04121
Robinhood Trails	Robinhood Road, Silas Creek Parkway, N. Peace Haven Road, Pennington Lane	1956-1960s	FY04131
Country Club Hills	Piccadilly Drive, Piccadilly Lane, Tipperary Lane, Pine Needles Drive	1950s-1970s	FY04132
Club Haven Estates	N. Peace Haven and Surtees Roads, Billie Sue Drive, Tiffany Avenue, Thrace Court	1967-1970s	FY04133
Cedar Forest Estates	Gracemont Drive, Talcott Avenue, Wait and Evelyn Roads	1954-1970	FY04134

West Suburban Area Plan: Identified Historic Resources (continued)
(including demolished properties)

Name^[★]	General Location	Date	Survey Site Number
Transou Park	Country Club Road, Pinoak Drive, South Fork, Cebon, and Mozart Avenues	1946-1950s	FY04135
Lindbergh Place	Lindbergh, Sylvania, and Rosalie Streets	1953-1960s	FY04136
Creekway West	Creekway Drive, east end of Sylvania and Rosalie Streets, Creekway Court	1972	FY04137
Dr. J. R. Secrest Property	Kyle Road, Cavalier Drive, Alonzo Drive	1959-1960s	FY04138
Sherwood Forest	Nottingham, Will Scarlet, N. Peace Haven, and Pine Valley Roads, Silas Creek Parkway	1948-1960s	FY04140
College Park	Wake Drive, Ransom, Forest, and Yates Roads	1947-1950s	FY04141
Reynolda Manor	Fairlawn and Oakland Drives, Oakland Court	1963-1970s	FY04143
Town and Country Estates	Waterford, Briarcliffe, and Wicklow Roads, Loch Drive	1954-1960s	FY04144
Sunset Hill	Gordon Drive and Country Club Road	1925-1960s	FY04147
G. E. Tucker Estate	Country Club Road and Tucker Avenue	1925-1960s	FY04148
Oak Park	Wayne and Tucker Avenues, Gordon Drive, Fritz and Turner Streets	1938-1960s	FY04149
Shattalon Lake Estates	Shattalon, Chilton, Lantern, Sewanee, and Stillwell Drives, Rookwood, Wheatland, and Tonbridge Lane	1961-1970s	FY04165
Robinhood Park	Robinhood Road, Woodrow and Kramer Avenues, Leland Drive	1939-1950s	FY04166

West Suburban Area Plan: Identified Historic Resources (continued)
(including demolished properties)

Name ^[*]	General Location	Date	Survey Site Number
Hope Valley	Hope Valley and Prytania Roads; Ormond and Magazine Drives; Kedron Court; Camp Circle	1964-1970s	FY04167
Ashley Forest	Good Hope, Saint George, and Saint Claire Roads; Holyoke Place; Bennington Court	1962-1970s	FY04168

[*]Abbreviations: NR – National Register, DOE – National Register Determination of Eligibility
SL – North Carolina National Register Study List, LHL – Local Historic Landmark, D – Demolished
Note: This list may not be comprehensive. All attempts have been made to include all properties visible from the right-of-way that may be worthy of further investigation.

IDENTIFIED HISTORIC RESOURCES – ADDITIONAL DETAILS

Gordon Manor

Gordon Manor is one of several neighborhoods developed west of downtown Winston-Salem in response to the housing shortage created by the population influx during the mid-1950s industrial expansion of the community. H. A. Burns surveyed the first section of the development on the north side of Country Club Road in November 1954, creating thirteen, half-acre lots. W. George Smith and Roger Page Jr. added an additional twenty-seven lots of about the same size to the north end of N. Gordon Drive in 1955. Neighborhood development is dense, with brick Ranch houses situated near the street and close to one another. Features such as picture windows and contrasting building materials are common and many homes have attached carports or garages.

Country Club Hills

Country Club Hills is one of many neighborhoods platted in the post-World War II era to ease Winston-Salem’s housing shortage. Country Club Hills was west of the Winston-Salem city limits when platted in 1947 in Southfork Township along Piccadilly Lane. Most property owners purchased two or more lots when building their homes, as the lots were quite small. Neighborhood development is fairly dense with houses situated near the street and each other. Dwellings are mix of nationally popular architectural

styles common in the mid-twentieth century, ranging from Minimal Traditional to Ranch and Split-Level houses. The majority of houses were erected in the 1950s, but infill houses were built on vacant lots through the 1970s.

Cedar Forest Estates

Cedar Forest Estates is one of several neighborhoods developed west of downtown Winston-Salem in response to the housing shortage created by the population influx during the mid-1950s industrial expansion of the community. J. R. Yarborough developed the first section of Cedar Forest Estates in Old Town Township in 1954. He expanded the subdivision eight times through 1957. The Leinbach family developed a large section to the west in 1956. Most residences are brick, side-gable or hip-roofed Ranch houses situated close to one another. Various colors of concrete brick such a light pink and burgundy enliven some dwellings..

Sherwood Forest

Sherwood Forest is one of many neighborhoods erected in the post-World War II era to ease Winston-Salem’s housing shortage. The land was originally owned by the Shaffner family who began developing the property in 1941. At the time, the subdivision was outside the Winston-Salem city limits. Housing lots range in size from approximately one-half acre to one acre. The neighborhood contains a mix of residences constructed in nationally popular architectural styles common in the mid-twentieth century, ranging from Period Cottages to Minimal Traditional, Ranch, and

Split-Level houses. The later dwellings tend to be larger, and many incorporate elements of either the Colonial Revival or the Modernist style. Most houses are frame, one or two stories, and are sheathed with brick veneer, wood siding or shakes, or synthetic siding. Features such as grouped and picture windows are common, and many dwellings have attached carports or basement garages. The majority of the homes were built from 1950 through the 1960s with infill houses being built through the 1970s.

College Park

College Park was built in the post-World War II era and helped ease Winston-Salem's housing shortage at the time. Engineer John D. Spinks laid out Section One of the College Park subdivision on property Elizabeth Oakie owned west of Polo Road in 1946. The second section of the subdivision was platted in 1947. Most property owners purchased three or more lots when building their homes as the lots were quite small. The neighborhood development is dense and contains a mix of residences constructed in nationally popular architectural styles common in the mid-twentieth century, ranging from Period Cottages to Minimal Traditional and Ranch houses. Most houses are one or one-and-a-half stories and have frame construction. They are sheathed with brick veneer, wood siding or shakes, or synthetic siding. Common features include attached carports or garages, grouped windows and picture windows.

Town and Country Estates

Town and Country Estates is one of many neighborhoods built in the post-World War II era to ease Winston-Salem's housing shortage. Local civil engineer J. E. Ellerbe laid out Blocks A through H of the Town and Country Estates subdivision on property owned by the development company of the same name in June 1953. The plat encompasses lots on the south side of Briarcliffe Road and the north and south sides of Waterford Road. Fourteen parcels were added to the subdivision in 1954. A third section was also developed. Lots are quite large ranging in size from approximately half an acre to one acre. Development is fairly dense and contains a mix of residences constructed in nationally popular architectural styles common in the mid-twentieth century, ranging from Minimal Traditional to Ranch and Split-Level houses. Most houses in the neighborhood have frame construction and are one or one-and-a-half stories. Exterior materials include brick veneer, wood siding or shakes, or synthetic siding. Details such as grouped or picture windows are common and many houses have attached carports or

garages. The majority of residences were developed from 1954 through the 1960s.

Oak Park

As Winton-Salem developed to the west, property owners subdivided large parcels of land into smaller tracts. Fred Fansler surveyed J. R. Poindexter's property south of the former G. E. Tucker estate on Tucker Avenue in 1939, delineating fifteen one-half-acre lots, as well as eight additional lots. Poindexter expanded the subdivision with fifteen parcels in 1940. Neighborhood development is dense with houses situated near the street and close to one another. The subdivision contains a mix of residences constructed in nationally popular architectural styles common in the mid-twentieth century, ranging from Bungalows to Ranch houses. Most houses are frame, one-story, and sheathed with brick veneer or synthetic siding.

Shattalon Lake Estates

Shattalon Lake Estates was developed in Forsyth County's Old Town Township in the 1960s. The Otis A. Jones Surveying Company platted the neighborhood in 1961. At the time, the subdivision was located outside the Winston-Salem city limits. Two Tennessee crab orchard stone signs with integral low planter boxes at their bases mark the Shattalon Lake Estates entrances off Shattalon Drive. A dam creates a large private lake for neighborhood residents. The expansive lots range in size from approximately half an acre to one acre. Neighborhood development is fairly dense with houses generally situated near the street, although the dwellings along Tonbridge Lane have deep setbacks. The subdivision contains a mix of residences constructed in nationally popular architectural styles common in the mid-twentieth century, ranging from Colonial Revival to Ranch and Split-Level houses.



Town and Country Estates

Neighborhood houses exhibit frame construction, one or two stories, and are covered in brick veneer, wood siding or shakes, or synthetic siding. Common features include grouped and picture windows. Houses also have attached side carports or garages, or basement garages. The majority of the residences were erected from 1962 through the late 1960s.

HISTORIC PROPERTIES AND OTHER CULTURAL RESOURCES

The West Suburban Planning Area includes several historically significant individual properties and resources. Some have been placed on the National Register Study List. Others may not be eligible for the National Register, but are still significant to the cultural or historic development of Winston-Salem/Forsyth County. These properties may be worthy of designation as Local Historic Landmarks or at least recognition through documentation or placement of a historic plaque or marker. Additional research and greater understanding will help determine the appropriate level of recognition. Some of the properties of particular significances are discussed below.

Pfafftown

Located in the northwestern portion of the Planning Area, Pfafftown received a Determination of Eligibility status in 1992 based on an environmental review of the Winston-Salem Northern Beltway (Western Section). Pfafftown is one of several old “towns” within

Forsyth County that has a Moravian heritage. Peter Pfaff moved in 1771 from York, Pennsylvania to Friedburg, where he became an active member of the congregation. However, he left the area to live with his son, Isaac on his farm near Bethania in 1786. The community of Pfafftown grew up around them. The area expanded in the 1850s when the Transou brothers Alexander, Evan, and Julius built their homes. By 1896, Pfafftown had 100 residents.

Lacking any major manufacturing or mills, the primary occupation of residents was farming. As farming did not provide an adequate living, the Pfafftown community supported the Labor Exchange Program. The Labor Exchange, the first and possibly only organization of its kind in Forsyth County, started in 1900 to facilitate an exchange of labor and the products of labor through a monetary system. The system flourished for a number of years, but was eventually closed due to a lack of profits.

Since the Beltway Report was completed, the area has experienced new residential growth. This new growth has detracted from the original historical integrity and continuity of the District. Therefore, the District may no longer qualify for National Register listing. Even so, many of the nineteenth and early-twentieth century structures within the area have maintained their historical and architectural integrity throughout the years and could potentially be listed on the National Register individually.



John Henry Pfaff House

STRUCTURES

Lineback-Jones House

4400 Robinhood Road

Date: ca. 1880, 1916

The property is a rare example of an intact early-twentieth-century house and outbuilding complex within the Winston-Salem city limits. The east half of the dwelling's main block originally functioned as the Pfaff Mill; Junius Craft moved the building to the present site around 1900. Junius Craft's daughter, Odella, married Ellis Leinbach in 1896. The Leinbachs remodeled and enlarged the mill around 1916. Currently, the home is a two-story, frame, gable-roofed, T-plan house with a hip-roofed front porch with bracketed, turned posts and a bead-board ceiling. The interior retains beadboard ceilings, wide baseboards, flat window and door surrounds and paneled doors. The outbuilding complex includes three ca. 1910s outbuildings: a frame barn, a frame granary/corncrib and a brick well house. In 2006, all but three acres of the original site were sold to a relative. This acreage is currently being developed as a residential subdivision. The Lineback-Jones House property is on the National Register Study List.

Hauser-Pratt House

4420 Robinhood Road

Date: ca. 1835-1845

Michael Hauser purchased a tract of land in 1835 from public sale, and in 1840, he acquired 103 additional acres. It is believed that Michael Hauser originally built this house. However, John L. Pratt purchased the property in 1866 from public auction and may have made the later changes to the structure. The property remained in the Pratt family ownership until 1904. The house maintains high material integrity. It is a two-story, weatherboarded, single-gable-roofed structure with a hall-parlor plan, a stone foundation, a standing-seam metal roof and brick nogging in the main block. A hip-roofed entrance porch shelters the two front doors, which are both Greek Revival-style with two raised panels. A one-story, two-room, hip-roofed mid-nineteenth-century wing extends from the south elevation. The Hauser-Pratt House property is on the National Register Study List.

Claude Transou House

3500 Transou Road

Date: 1903-04

Claude Transou, who worked for Vaughn Wholesale Grocers in Winston-Salem, built this house. The Queen Anne style house is one of the most intact

turn-of-the twentieth-century dwellings in the Pfafftown vicinity. The asymmetrical, two-story, weatherboarded, T-plan house retains decorative brackets on the projecting cutaway bay, wood shingles in the gable ends, bracketed, turned, porch posts spanned by a turned balustrade, two-over-two sash windows and two interior brick chimneys with corbelled stacks. The Claude Transou House has received Determination of Eligibility Status.

Pfafftown Christian Church

3295 Transou Road

Date: 1917, 1939, 1947, 1954, 1973

Julius A. Transou and twenty-eight other local residents chartered this congregation with three deacons, Alexander Transou, John A. Styers, and Solomon A. Miller, who were appointed in 1868. The first church on the site was erected in 1870. It was replaced with a front-gable, Gothic Revival sanctuary in 1917. The 1917 building was remodeled and expanded in 1927, 1939, 1947, 1954 and 1973. The one-story, front-gable-roofed, brick-veneered 1917 sanctuary is illuminated by pointed-arch stained-glass windows and has a recessed, double-leaf entry with a transom and a Colonial Revival-style surround. The Pfafftown Christian Church property is on the National Register Study List.

Pfafftown United Church of Christ

3410 Community Church Road

Date: ca. 1910s, 1950s, 1980s

The building consists of one-story, front-gable-roofed, vinyl-sided sanctuary with a small pyramidal-roofed bell tower at the north end, a brick-veneered side-gable-roofed education building that extends from the sanctuary's south elevation and a two-story front-gable-roofed frame addition that was constructed on the education building's south end after 1979. Pointed-arch stained glass windows illuminate the sanctuary's interior. The Pfafftown United Church of Christ property is on the National Register Study List.

Jeremiah Bahnson Conrad House

2650 Spicewood Drive

Date: 1870-1873

Jeremiah Bahnson Conrad, a farmer, built this house from 1870 to 1873. The house was later inherited by multiple generations of the Conrad family. The two-story, three-bay, side-gable-roofed house is executed in four-to-one common bond brick with penciled mortar joints. It features a two-panel Greek Revival-style door with four-pane sidelights, a hip-roofed screened front porch supported by Tuscan columns, a boxed cornice with gable-end returns, brick end

chimneys and a standing-seam metal roof on the main block. The Jeremiah Bahnson Conrad House property is on the National Register Study List.

Old Town School
3930 Reynolda Road

Date: 1926, 1998

The Classical Revival-style school, built in 1926, was designed by Winston-Salem architecture firm Northup and O'Brien. The building's central two-story section is original to that period. The original one-story wings were completely reconstructed in 1998. A monumental pedimented portico, supported by six Corinthian columns dominates the seven-bay façade of the two-story, brick, side-gable-roofed building. Large six-over-six sash windows with flat-arched surrounds and cast-stone keystones flank three double-leaf entrances with fanlights and keystones. A pyramidal-roofed bell tower rises from the roof's center. The Old Town School property is on the National Register Study List.

Christian Thomas Schultz House
3960 Walnut Hills Drive

Date: ca. 1830, 1945

Six generations of the Schultz (Schultheiss) family resided in this house. The Schultheiss (Schultz) family arrived in this area in May 1769 from Hebron, Pennsylvania settling three miles south of Bethania. On September 1838, John Shultz divided his land between his sons, John Henry Shultz and Christian Thomas Shultz, each receiving 112 acres. Christian Thomas Shultz received from his father the tract that included the house and improvements where he lived, indicating that the house was erected by that time. The two-story, side-gable-roofed, German-sided log house has a hall-parlor plan, a hip-roofed front porch, six-over-six sash windows, brick end chimneys with reconstructed stacks, one-story rear shed and gable additions, a gabled screened porch on the rear ell's west elevation and a new metal roof. The Christian Thomas Schultz House property is listed on the National Register of Historic Places and is a Local Historic Landmark.

Beck Farm
2395 Hilltop Court

Date: ca. 1840-1860

The two-story, side-gable-roofed, weatherboarded, v-notched log house features a partially-enclosed shed-roofed front porch, four-over-four and six-over-six sash windows, a brick chimney, a boxed cornice and a standing seam roof. The Beck Farm property is on the National Register Study List.

John Henry Pfaff House
4798 Pfaff Lane

Date: ca. 1900

John Henry Pfaff moved to Pfafftown in 1891 and ran a general store that stood on the corner of Yadkinville Road and Pfaff Lane until 1972. He initially built a two-room house and a detached kitchen on the property that he purchased from Pfaff family members. He replaced those buildings with the existing dwelling around 1900. The two-story, weatherboarded, L-shaped house retains original two-over-two sash windows, a double-leaf front door, a hip-roofed wraparound porch, a two-story rear ell and brick interior chimneys. Around 1990, the original wellhouse south of the rear porch was converted into a gazebo. The John Henry Pfaff House property is a Local Historic Landmark.

S. L. McGee House
3252 Valley Road

Date: 1852

John Jacob Schaub purchased a 6000-acre tract that included this property in 1769. John Kapp, the miller at Bethabara, was the next owner; he sold the property to John Stoltz. It is believed that S. L. McGee built this house around 1852 but John Stoltz may have built it in 1841. A dwelling on the property served as the Valley View post office from 1841 to 1859. At one point, this area was called Hinshaw Hill. The house has a three-bay façade with a central gabled portico, double-leaf entry flanked by sidelights and transom, boxed cornice, one-story rear wing with engaged porch and brick end chimneys. The S. L. McGee House property is on the National Register Study List.

Don Hines House
807 Conway Court

Date: 1961

Winston-Salem architect Don Hines' design for a "Horizon Home" won the 1961 Portland Cement Association's Southeastern Regional Design Award. The building is built entirely of concrete except for the roof system, windows, and doors. The long, low-dwelling is situated on a wooded lot at the end of a cul-de-sac in the Robinhood Trails neighborhood. The two-story main block at the east end has an irregular form and a low-pitched cross-gable roof, while a low-pitched, side-gable roof shelters the one-story wing on the west end. The walls are long, thin concrete blocks, with a decorative concrete block screen adding visual interest to the west wing's south elevation. The Don Hines House property is on the National Register Study List.



Valley Road Bridge

CEMETERIES

The two historic cemeteries within the Planning Area are:

Sharon United Methodist Church and Cemetery 5330 Sharon Church Road

Date: 1811

The cemetery, begun in 1811, already occupied the site when the congregation was established in 1813. The cemetery contains some early German gravestones. Most gravestones are modest granite or marble markers from the late nineteenth and early twentieth centuries.

Pfafftown Christian Cemetery Yadkinville Road

Date: ca. 1860

The cemetery is owned by Pfafftown Christian Church. Modest marble and granite markers for families including the Transous, Pfaffs and Wilsons, are situated along a paved road that winds through the cemetery.

BRIDGES

One historic bridge is located within the Planning Area.

NCDOT Bridge #: 330209

Valley Road across Mill Creek

This 1922 concrete tee-beam bridge is located on secluded Valley Road. It seems to be the only remaining bridge in the City of Winston-Salem to carry one lane of traffic. The bridge does not have sidewalks but does have a slightly broader base than usual. The bridge walls are remarkably petite and set on a continuous foot. A date plaque is located on each wall, at opposite ends. Even though this bridge represents a standard design of the state highway commission, the bridge is highly unique at the local level due to its one-lane carriage and speaks to the relatively undeveloped nature of Valley Road.

ARCHAEOLOGY

A few archaeology sites have been identified within the boundaries of the Planning Area. It appears that these sites are likely prehistoric in time period and type. The North Carolina Office of State Archaeology maintains files on each of the sites identified within the area.



Attractive high-density residential development on Country Club Road

Appendix B. Historic Preservation Tools – Forsyth County

The following is a summary of the zoning districts and other tools for preserving historical assets in Forsyth County.

Local Historic Landmark Designation. Local historic landmark designation applies to individual properties in Forsyth County. This designation recognizes the importance of a property to the heritage and character of the community and that its protection enriches the community's residents.

Local landmark properties can be of several different types:

- Buildings, e.g., houses, churches, office buildings, schools, barns.
- Structures, e.g., roads, bridges, fences, silos, kilns, gazebos.
- Sites, e.g., cemeteries, building ruins, natural features, designed landscapes.
- Areas, e.g., one or more buildings on a large property, plus a surrounding area.
- Objects, e.g., signs, monuments, sculptures, fountains, mileposts.

Once a property has been designated as a historic landmark, the ordinance designating the property provides controls on the appearance of the designated property and new construction on the property. In addition, the property owner may apply to the Forsyth County Tax Office for a 50% property tax deferral, which runs with the property in perpetuity (unless designation is revoked).

Local Historic Districts. Local Historic District designation is a zoning classification that applies to a group of contiguous properties. The area must have a concentration of properties that are historically, visually, or culturally related by plan or physical development. A District can include different types of historic properties, but collectively, they must form a unified body with its own identity. Together the properties must convey a physical sense of the historical environment. Examples of Historic Districts include residential areas, business districts, industrial

complexes, rural villages, rural landscapes, and college campuses. Once an area has been designated as a Historic District, the zoning ordinance provides controls on the appearance of existing buildings/property and the certificate of appropriateness process controls new construction within the district. In North Carolina, Historic Districts can be established in one of two ways:

Historic Overlay District. This type of District does not replace or change the underlying zoning classification. Rather, it superimposes the Historic Overlay District over the existing zoning. This is the most common type of district found in the state. In 1993, the West End, located in Winston-Salem, became the community's first Historic Overlay (HO) District.

Separate Use Historic District. A Separate Use Historic District is an entirely separate zoning classification, with its own permitted uses, dimensional requirements, and other zoning regulations. This type of District is rarely found. Forsyth County has the only two such Districts in North Carolina, the Old Salem and Bethabara Separate Use Historic Districts. Their classification is listed as "H" zoning in Winston-Salem's/Forsyth County's Unified Development Ordinances (UDO).

National Register of Historic Places. The National Register of Historic Places is a list maintained by the National Park Service of buildings, structures, sites, objects, and districts that are significant in American history, architecture, archaeology, engineering, and culture, and that meet criteria for evaluation. National Register listing puts no obligation or restriction on private property owners using private resources to maintain or alter their properties. A private owner of a National Register property is obligated to follow federal preservation standards only if federal funding or licensing is used in work on the property, or if the owner seeks and receives a special benefit that comes from National Register designation, such as investment tax credits.



Development within the Yadkinville Road/Transau Road NAC

Appendix C. Design Guidelines and Standards — Activity Centers

The following recommended design guidelines for Activity Centers draw from the adopted *Legacy Development Guide*. For general information about Activity Centers, see **page 30** under the *Legacy Recommendations* section.

Mix of Uses. A mix of uses is key to achieving a "village or Town Center" feel at Activity Centers. All Activity Centers should generally provide retail, office, residential and institutional uses linked by a highly connected pattern of streets, sidewalks, and shared open spaces.

Neighborhood Activity Centers are pedestrian-oriented developments of a minimum size of ten to fifteen acres. The residential component may be satisfied by housing outside the finite area of these relatively small developments.

Community Activity Centers are pedestrian-oriented mixed-use developments of a minimum size of approximately thirty acres, a five-minute walk from edge to edge.

Residential Uses. A variety of housing types including single-family detached, town homes, multifamily units, and accessory dwellings should be created to provide diversity and a range of affordable housing. The residential density and type should reflect the level and intensity of the Activity Center.

For Community Activity Centers, the limitation on residential density should be a function of parking demands, vehicular traffic generation, adequate utility service, building height and allowed lot coverage. Residential densities should increase from the edge of an Activity Center to the Core.

Building Placement, Scale and Design. For Activity Centers, building heights should be greatest near the center of these developments and transition to lower heights outward toward the edge of the development. Buildings at the edge should be comparable in height and massing to the adjacent and nearby properties as well as the surrounding neighborhood.

The ground level of commercial buildings should contain public or semi-public uses such as retail or entertainment uses with direct entry from the street to provide pedestrian interest along sidewalks. Pedestrian interest can be enhanced with use of windows, entrances, and architectural details. Pedestrian signage, awnings, and ornamentation are encouraged. At least 70% of the frontage walls of commercial buildings should be in windows or doors. Storefront windows should be transparent. Mirrored glass, faux windows, or display casements are strongly discouraged.

Suggested Building Heights.

Neighborhood Activity Center: two stories

Community Activity Center: one to four stories

Building Height to Street Width Ratios: 1:1 to 1:6

Signage. Activity Center signs should comply with the sign requirements in the *Unified Development Ordinances*. The colors and styles of signs should be coordinated within the development. Signs should be scaled and placed for both automobiles and the pedestrian.

Street Design. Streets, along with sidewalks and open spaces, should be designed as the main public spaces of Activity Centers. Community Activity Centers should have interconnected streets that disperse traffic and connect the Activity Center with surrounding development.

Streets within the development should have a design speed of 25 mph. Parallel on-street parking should be provided on most streets to reduce the need for parking lots and act as a buffer between automobiles and pedestrians. Planted medians are encouraged on multilane roads to provide additional tree canopy and reduce the visual height-to-width ratio of the overall streetscape.

Pedestrians, Bicyclist, and Transit Users. Activity Centers should be designed for the pedestrian as well as the automobile. A network of sidewalks, designated street crossings, pathways and shared bicycle paths should provide direct pedestrian and bicycle routes and convenience.

Suggested Sidewalk Standards

Sidewalks: five feet wide
Landscape Strip: six to eight feet wide
Commercial Core Area: ten feet wide
Large Canopy Trees: 30 feet on center
Plazas/Gathering Places: 16 feet wide
On-Street Parking Lane: eight feet wide minimum

Automobile Parking. Streets and sidewalks lined by buildings rather than parking lots are more inviting and feel safer to the pedestrian. Surface parking lots should not dominate street frontages or negatively impact surrounding developments. A minimum of 40% of required parking should be located to the rear or side of buildings. Parking to the side of buildings should not occupy more than one-third of the frontage of the building.

Parking lots along the street should be screened from the adjacent street and sidewalk by landscaping, walls, or fences. Large parking lots should be divided into several smaller lots using landscaping or other means. Parking lots should clearly define safe pedestrian passage to building entrances and the street.

Shared parking is strongly encouraged between adjacent or vertically-mixed uses whose peak demand is offset from each other. An example is a church next to an office building.



Robinhood Village CAC

Open Space. All Activity Centers should provide useable open space. For a Neighborhood Activity Center, open space may be outdoor restaurant seating or a tot lot. For a Community Activity Center, open space may include plazas, greens, playgrounds, and parks. Less formal open space uses such as walking or biking trails along natural streams, wetlands or other natural features could be used on the periphery of these developments.

Urban open space should be located where it is visible and easily accessible from public areas and have direct access from adjacent streets. The space should be visible from people passing by on nearby sidewalks and may be visible from adjacent streets but not wholly exposed to them. Urban open space should be partially enclosed using building walls, free-standing walls, landscaping, raised planters, or on-street parking to help buffer it and create a comfortable "outdoor room."

Sensitive Site Development. Sites within Activity Centers should be designed with the preservation of natural features in mind. Building sites within a development should avoid streams, floodplains, wetlands, and steep slopes. Wherever possible, street locations should account for difficult topographical conditions, paralleling contours to avoid excessive cuts and fills. Every attempt should be made to preserve large existing trees, 12 inches in caliper or more.

Stormwater runoff is a significant issue since much of the Planning area is in a water supply watershed. State mandated watershed protection regulations are applicable. Erosion from new construction is currently regulated by a local Erosion and Sedimentation Control Ordinance. Development of Community Activity Centers will probably require creation of stormwater retention ponds, the use of low-impact development, or other methods, to retain sediment on-site.

Appendix D. Design Guidelines and Standards — Suburban Business Parks

Although efforts continue to revitalize Downtown Winston-Salem and other existing employment centers, many companies still prefer to locate at suburban sites in a campus-like environment. For certain companies, the locational advantages that initially shaped our downtowns are often no longer relevant (i.e., railroad access) or substitutes are readily available almost anywhere (i.e., nearby access to financial institutions). These sites, which are referred to here as Suburban Business Parks, can be attractive to companies by offering affordable land, the ability to build a facility conforming to a company's specific needs, nearby access to an interstate or an airport, access to a regional supply of labor, and a campus setting preferred by some employees. Forsyth County needs to provide a sufficient supply of these sites to help attract new companies or to assist local businesses expanding their operations. Suburban Business Parks should be integral components when implementing comprehensive economic development strategies.

Suburban Business Parks can also create some negative impacts in the immediate area and for the larger community. Because they are often in an isolated location, serving these parks with public transit may not be initially feasible. They are automobile-dependent developments to which employees and visitors must drive, mostly individually. Suburban Business Parks can dramatically increase traffic volumes in areas where the infrastructure may not yet be able to handle it. Suburban Business Park development can also contribute to declining downtowns and Activity Centers by driving new or existing businesses away from traditional areas of economic activity.

DESIGN GUIDELINES

Purpose. The purpose of these design guidelines is to help create high-quality suburban business parks in a campus-like setting consisting of attractive buildings, significant natural open space, and formal landscaped areas.

Application. These guidelines will be used by the City-County Planning Board and its staff as a means of organizing review of master plans for business

parks. The guidelines identify important design elements that should be considered. Because the setting and target market for each business park will be unique, no single formula is ideal for creating an excellent design. Therefore, where design elements of a master plan vary from these guidelines, their appropriateness will be judged on how well they address the overall intent of the guidelines and not on strict adherence to particular elements.

Uses. Appropriate uses in these business parks include warehouses, light manufacturing and assembly, scientific and research laboratories, and corporate offices.

Recommended Overall Site Size. The recommended minimum site size for business parks is 100 acres. This threshold size will focus business park development at a few appropriate locations, allow for coordinated development and sufficient land for a campus-like setting, and provide enough space for the effective use of buffers and preservation of natural areas.

Site Buffers. Site buffers consisting of existing vegetation supplemented by additional plantings and berms should be located along the periphery of the site to provide a visual screen and functional separation from public streets and adjoining residential land. The width of these buffers may vary depending on the physical characteristics of a particular site but in any case should not be less than 50 feet in width.

Access. Access should be on roads of at least minor thoroughfare classification, and streets in the business park should be designed to both allow access from adjacent neighborhoods but not draw traffic through local residential streets. More than one major access point should be provided and connectivity of the internal street system is encouraged.

Common Open Space. A minimum of 20% common open space consisting of streams or lakes, floodplains, wetlands, slopes greater than 20%, and other open areas should be retained on the site. Common open space should be connected, where possible, to form a ribbon of green throughout the development. In areas where the site buffers are more than 50 feet, the area in

excess of 50 feet may be counted as part of the common open space requirement if it is linked to other common open space areas. An existing site resources map should be prepared by the developer as part of the site planning process showing natural and constructed site features to be included as common open space.

Stream/Wetland Protection. Streams and wetland areas should be protected by requiring riparian buffers to the edge of the floodway fringe for FEMA regulated streams and 50-foot buffers from each side of streams and wetlands identified in the Forsyth County soil survey. Exact location and extent of streams and wetlands should be verified during preparation of the site resources map required to identify common open space elements.

Architectural Design. Architecturally unified materials should be selected and emphasized for each structure and building site. Exposed standard concrete blocks and prefabricated metal are not recommended but may be acceptable for the sides and rear of buildings if they are screened from view of external property lines and internal roadways. Offices or showrooms should be located at the front of the building and façades facing the street should be articulated to distinguish the building. Additionally, new developments should explore the use of Leadership in Energy and Environmental Design (LEED) standards to help increase energy efficiency and reduce long-term building expenses.

Placement of Structures. All structures should be set back a minimum of 100 feet from the external property lines of the business park site. Employee parking may be located in this setback in the 50 feet closest to the building. Buildings on each building site should face interior streets and be setback a minimum of 60 feet. For large buildings, a larger setback in proportion to their footprint and height is encouraged to contribute to a campus-like setting. Buildings located on the corner of two streets shall be considered to have two front faces. Warehouse buildings should be designed and placed on their lots so that views of loading docks from the street are minimized or prevented.

Storage/Process Areas. Businesses should meet the storage requirements of the "Manufacturing B" use in the *Unified Development Ordinances*, which allows operations including storage of materials, processing fabrication or assembly of products and loading and unloading of new materials only within enclosed buildings. Storage trailers or containers should be

located in designated areas and screened from public streets or from the exterior of the business park. No outdoor processes should be employed in the operation of any business in the business park as stipulated by the requirements of the "Manufacturing B" use in the *Unified Development Ordinances*. Any waste and recycling receptacles should be located within an enclosed structure.

Operation Impacts. Operations at the business park should not produce dust, smoke, odors, fumes, air or water pollution, noise, gases, or vibrations as required by the requirements of the "Manufacturing B" use in the *Unified Development Ordinances*. The use of hazardous materials or volatile chemicals should be in compliance with all Federal, State, and local requirements.

Internal Design

Landscaping. Extensive landscaping should be used to:

- Create attractive medians at major entrance streets into the park;
- Highlight public access points to buildings;
- Buffer loading and utility areas;
- Break up large parking areas;
- Provide a transition between neighboring sites;
- Compliment building design and materials; and,
- Provide a transition between parking areas

Fences. Perimeter and chain-link fencing should be prohibited unless a special need can be demonstrated. In cases where the need is demonstrated, chain-link fencing should be as minimal as possible and its view from public streets or outside the business park should be screened by landscaping or buffering. Where it is necessary to use chain-link fencing, black, green, or earthtone vinyl coated fencing is preferred.

Pedestrian Circulation. A system of greenway trails that are part of the open space component of the business park and sidewalks along one side of major streets in the business park are encouraged. At each building site, sidewalks should link visitor parking areas and front yard parking areas to the main building entrance. Sidewalks should also link building sites to greenway trails and any sidewalks along major streets in the business park development.

Parking Areas. Parking areas located to the side or rear of buildings are encouraged. Extensive paved areas should be avoided in favor of smaller multiple lots separated by landscaping and buildings. Parking lots adjacent to and visible from public

streets should be screened from view through the use of natural topography and created earthen berms, low screen walls, and changes in elevation, landscaping, or combinations of these design techniques.

Signs. A signage plan showing proposed park identification signs and standards for building façade and freestanding signs should be provided as part of the master plan for these developments.

On-site Lighting. All on-site lighting should be designed, located, shielded, or deflected so as not to shine into neighboring property or impair the vision of pedestrians or the driver of any vehicle. For parking lots and other outdoor areas, full cutoff lighting that conforms to standards defined by the Illuminating Engineering Society of North America should be used. For buildings façades and other lighting surfaces, such as signs, landscaping and fountains, and light fixtures should be full shielded and aimed accordingly as to not project onto neighboring property or skyward.

Display Areas. No outdoor display areas should be allowed. All display areas should be located within flex-space or office buildings.

Service Areas. Provision for handling all truck service should be located at the rear or sides of buildings. Loading docks should be located at least 300 feet from adjacent residential areas. Where there is an intervening public street, the setback is reduced to 150 feet. Loading docks located on the side of any building should not be nearer than 50 feet from the front face of the building. Loading docks should be recessed, screened, or otherwise designed to be totally buffered from adjacent properties and public roads.

Exterior Mechanical Devices. Air conditioners, heating, cooling, ventilating equipment, pumps and heaters and all other mechanical devices including roof-mounted mechanical equipment should be screened from view from the public right-of-ways. All utilities should be placed underground.

Flex-space and Multitenant Uses. Multiuse and "flex-space" buildings designed to accommodate a number of tenants or a single tenant with needs for office, research, assembly and storage space in the same structure are encouraged to attract "start-up" operations and entrepreneurs.



An example of attractive business park design



Robert S. Northington Jr. Fire Station on N. Peace Haven Road

Appendix E. Design Guidelines and Standards — Institutional Expansion

Institutional uses include schools, churches, community health clubs and organizations, nonprofit agencies, and governments. Institutions have played vital roles in the development of Forsyth County. In some instances, historic neighborhoods were formed around institutions and their character and aesthetics were derived from that of the central institution. Because they are often integrated with existing neighborhoods, institutions seeking to expand their facilities should carefully examine how their plans may impact nearby residences.

Institutions are valued land uses and should be allowed to grow. However, a balance between existing neighborhoods and institutional uses, which now often serve a larger community, should be maintained. Institutional expansion in established neighborhoods may be more expensive and site options are likely to be more limited than in undeveloped areas. Creative solutions, including adaptive rehabilitation of existing structures, construction of subfloors or underground parking, establishment of satellite facilities or parking areas, and development of multiuse or shared facilities may be necessary to grow compatibly with surrounding neighborhoods.

Institutions are a unique land use, able to be compatible with surrounding residential uses and often serving to support and stabilize the neighborhoods in which they are located. The *UDO* provides special zoning districts, uses, and conditions to allow institutions to compatibly exist in and near neighborhoods. Some of these policies may be replaced by the infill development guidelines currently being developed by the City-County Planning Board staff.

GENERAL RECOMMENDATIONS

- Institutions are strongly encouraged to involve community residents, neighborhood associations, and City-County staff in the development of their master plans.
- Prior to seeking property rezoning, special use approvals, demolition permits, or major building permits, area institutions should work with neighborhood associations and/or residents about the proposed project. Institutions should first initiate communication about proposed projects with

neighborhood associations. In the absence of an association or organization of neighbors, institutions should contact and work with immediate and peripheral property owners that may be impacted by proposed work.

- When condemnation of property is considered, an open public process should be initiated by the public entity, in conjunction with local government, prior to any decision to condemn land for acquisition or expansion. All public entities capable of condemnation should follow an open public review process, inclusive of local, State, and federal government; local schools and public learning institutions; and, collective development authorities.
- Application of the Limited Campus Use (LCU) provision of the *UDO* is strongly encouraged as an alternative to rezoning to the Campus (C) District when institutions desire to expand into nearby residential areas. *LCUs are residential and office uses associated with institutions that generate limited traffic and have minimum impacts on surrounding neighborhoods.* LCUs are permitted in residential zoning districts with conditions to assure that new uses are compatible with surrounding uses.
- Rezoning of residential property for higher density residential or nonresidential institutional development should be considered only when appropriate vacant or underutilized land is not available, when vacant or underutilized nonresidential buildings are not available, or when the area is not a part of an established neighborhood.
- Reuse of existing structures is strongly encouraged. Historic structures, particularly those designated as local historic landmarks, should be adaptively reused, or relocated to an appropriate site in the neighborhood.
- Rehabilitation of existing structures, particularly when those structures are historic in nature, should focus on maintaining the historic character of the structure and its surroundings. This should include limited use of artificial or replacement components (such as artificial sidings, windows, etc.); avoidance of enclosing or removing original porches or vestibules; and, retention of significant architectural features such as dormers, columns, rails, window and door details, and chimneys.

- Conversion of public park land for exclusive use by private institutions is strongly discouraged.
- Before considering the addition of new parking areas and locations, institutions should work with the neighborhood and other adjacent institutions to determine the ability for timesharing parking areas.
- The construction of compatible parking decks is preferable to multiple or large expanses of surface parking.
- On-street parking in residential areas should be designed to better accommodate noninstitutional residents. The establishment of permitted parking and time limits for parking should occur wherever institutional uses impact residential streets. Enforcement of parking restrictions should be a task of institutional security operations in addition to governmental enforcement measures.
- Road or alley closures to accommodate institutional expansions should only be considered after a thorough public review process and only if the road closure will not isolate portions of a neighborhood, will not remove a traditionally significant access point into an area, or will not result in historic structures being removed from their street-oriented context.

SITE DESIGN RECOMMENDATIONS

- Site design should repeat site patterns already established in the neighborhood; retain existing positive features (trees, stone/brick walls, substantial shrubbery), whenever possible, and retain existing mature canopy of trees.
- Oversized structures or intense uses should be located away from residential areas or screened with vegetation.
- Operational facilities and other "back door" uses should be designed and maintained to the same standard as public areas when the operational or back door uses are located in neighborhoods or are visible from roadways.
- Service components (such as trash dumpsters, mechanical/technical equipment, and loading docks) should be screened from public view.
- Heat pumps, air conditioners, and other noise producing equipment should be chosen for quiet operation. To limit impact on surrounding residential uses, equipment should be located away from residential uses (such as on the top of structures) or surrounded by vegetation.
- Parking areas should be located to the rear or to the sides of buildings and should be attractively screened with fences and plantings designed to be compatible with the surrounding neighborhood.

- Large expanses of paving should be divided into smaller components with interior planting areas and alternating materials (brick paver areas, staining, etc.).
- Sidewalks should be maintained for safety and their widths and materials should blend with the neighborhood.
- Public street furniture and lighting fixtures should be designed to blend with or enhance the surrounding streetscape. The use of period lighting is encouraged over contemporary street lighting when placed in historically designated areas.
- Fences and walls should use traditional materials (such as brick, stone, cast iron, or wood); the height, scale, design, and location of fences or walled areas should not adversely affect the character of the surrounding area (such as chain-link fencing, razor wire, or exposed concrete block). Fences or walls that create a fortress-like environment are strongly discouraged.

NEW CONSTRUCTION RECOMMENDATIONS

New construction adjacent to residential areas should be complimentary to the surrounding character of the neighborhood. The following concepts should be applied:

- **Lot Coverage and Spacing.** New construction should conform to established spacing and lot coverage patterns of the neighborhood, whenever possible.
- **Setback.** Setbacks for new construction should be consistent with existing buildings on the street. The setback should be within 20% of the average setback along the block.
- **Orientation.** New construction should face the same direction as existing structures on the block.
- **Height.** The height of new construction should be consistent with existing structures on the block. The height should be within 30% of the average height of structures in the block.
- **Scale.** The scale of new construction should be compatible with existing and/or surrounding structures in the neighborhood.
- **Basic Shape and Form.** New construction should be compatible in basic shape and form with existing and/or surrounding structures along the street.
- **Roof Types.** Roof form and pitch should be similar to that of existing structures on the block; roofing materials should be compatible with those of existing structures.
- **Exterior Architectural Component.** Architectural design components (cornices, lintels, foundations,

window patterns) should provide a sense of unity and cohesion with the existing structures on the street.

- **Materials and Textures.** Exterior materials (such as wood, brick, stone, and stucco) and textures should be compatible with surrounding structures. Modern materials may be used as alternatives to prevalent traditional materials, but oversized brick, exposed concrete blocks, or glass block/plate glass walls should be avoided if such materials are not prevalent on surrounding structures; exterior colors should blend with surrounding natural and built features.

INSTITUTIONAL EXPANSION POLICIES

GENERAL POLICIES

- Institutions are strongly encouraged to involve community residents, neighborhood associations, and City and County staff in the development of their master plans.
- Prior to seeking property rezoning, special use approvals, demolition permits, or major building permits, area institutions should meet with neighborhood associations and/or residents about the proposed project.
- Reuse of existing structures is strongly encouraged. Historic structures should be adaptively reused or relocated to an appropriate site.
- Rezoning of residential property for higher density residential or nonresidential institutional development should only be considered when appropriate vacant or underutilized land is not available, when vacant or underutilized nonresidential buildings are not available, or when the area is not a part of an established neighborhood.
- Before considering the addition of new parking areas and locations, institutions should work with the neighborhood, adjacent land uses, and the Winston-Salem Department of Transportation to determine the potential for on-street and shared parking areas.

POLICIES FOR SITE DESIGN AND NEW BUILDING CONSTRUCTION

- Sites and buildings should be designed in a manner that is complimentary in scale, orientation, height, and setback to the surrounding character of the neighborhood.
- Mature vegetation and unique site features should be retained, whenever possible.
- Over sized structures or intense uses should be located away from residential areas or should be appropriately screened with vegetation.
- Parking areas should be located to the rear or sides of buildings and should be attractively screened with fences and plantings designed to be compatible with the surrounding neighborhood; large expanses of paving should be divided into smaller components with interior planting areas.
- Fences and walls should use traditional materials such as brick, stone, cast iron, or wood; the height, scale, design and location of fences or walled areas should not adversely affect the character of the surrounding area; chain-link fencing should be located away from public view; and the use of razor wire and other materials with a fortress quality is strongly discouraged.
- Service components (such as trash dumpsters, mechanical/technical equipment, and loading docks) should be located away from residential uses and screened from public view.
- Vegetation and unique site features should be retained, whenever possible.

Appendix F. 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
- The use of public streets
- 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 courts 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
- Limited use of head-in parking
- A sidewalk and/or pedestrian and bicycle trail network
- Open space that is accessible, safe, and functional
- Private outdoor space (e.g., courtyards, decks, or balconies)
- Garages located to the rear of the building, along an alley, or recessed from the front



Robinhood Court Apartments

Appendix G. Standards for Conversion of Existing Homes to Office or Commercial Use

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 shall be no larger than 4000 square feet in size.
- Keep porches on existing infill 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.

PARKING

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

ACCESS

- Entrances and steps of existing buildings serve as an important first view of the property and shall 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. Graphic simplicity and compatibility with the building architecture 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.
- Internally illuminated signs are not recommended.

LIGHTING

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

LANDSCAPING

- Landscaping should be used to buffer office uses from existing residential development.
- Landscaped areas should be carefully maintained.
- Prune trees judiciously to maintain their health and to maintain the visual integrity of the streetscape.

Appendix H. Standards for Office/Low-Intensity Commercial Developments

- **Building Placement.** New buildings shall front the main road to create a continuity of building façades along the corridor. The main entrances to all buildings shall be at the street frontage.
- **Building Scale and Proportion.** New structures shall take on the proportions, rhythm, scale, and visual integrity of existing structures. This does not imply a direct copy of existing structures. It does refer to the use of existing structures. It does refer to the use of existing patterns in the built environment.
- **Building Materials.** Preferred materials brick and wood. Building materials, such as artificial brick or stone, artificial siding, exposed and/or painted concrete blocks or cinder blocks, and plate glass walls, are not recommended.
- **Façades.** The façade shall enhance the pedestrian environment by use of features such as porches, columns, and cornices. Solid walls and blank exteriors are discouraged.
- **Canopies and Awnings.** These features shall complement the streetscape and other structures in the immediate area. Awnings or other devices may be installed for solar protection and to emphasize the human scale of the ground level spaces.
- **Color.** Earth tone colors are encouraged and bright colors shall only be used as accents to overall building.
- **Outside Storage.** Outside storage shall be permitted only if screened from view from the main road. The outside storage shall not occupy an area larger than half of the area covered by the principal use.
- **Loading/Unloading and Garage Bays.** All loading areas and entrances to motor vehicle repair bays shall be screened from public view from the main road.
- **Off-Street Parking.** Parking shall be located only in the side or rear yards with exceptions noted for each segment. On corner lots, parking on the street side corner of the lot shall be avoided. New parking lots shall be designed to minimize their effects on the existing streetscape. Areas of circulation and parking need to be clearly defined using appropriate markings and materials. Large expanses of paving shall be divided into smaller components with interior planting areas.
- **On-Site Utilities.** All public utilities and related facilities, heating, ventilation and air conditioning mechanical systems, and dumpsters, shall be so located and/or shielded so as to not be visible from the public right-of-ways.
- **Site Amenities.** Include site furnishings such as bollards, seating, trash containers, tree grates, special features, fencing, and any special lighting to enhance pedestrian areas.
- **Architectural Characteristics.** Buildings within this area shall encourage the following additional architectural characteristics:
 - Display windows on the street/first level
 - Lighting shall be provided in all display windows
 - The use of cornice canopies, balconies, and arcades to delineate between the ground/street level and upper levels
 - Larger buildings to be broken into smaller scale components at the ground/street level

Acknowledgments

Citizens Advisory Committee

Jeanne Doherty Resident	Becky Hutchinson Resident	Larry Martin Resident	David Shaw Winston-Salem Regional Association of Realtors
Nancy Douglass Resident	Sarah Jackson Resident	Clifford Ong Resident	Shayna Thiel Resident
Tom Dubuisson Home Builders Association of Winston-Salem	Sarah Johnson Resident	Becky Porterfield Resident	Betsy Wilson Resident
Paul Ferencz Resident	Walt Kinsey Jr. Winston-Salem Regional Association of Realtors	Damon L. Sanders-Pratt Forsyth County	Carol Ziel Resident
		Barry Schline Resident	

Winston-Salem City Council

Adopted November 7, 2011

Allen Joines Mayor	Denise D. Adams North Ward	Molly Leight South Ward	James Taylor Jr. Southeast Ward
Vivian H. Burke Mayor Pro Tempore, Northeast Ward	*Dan Besse Southwest Ward	*Wanda Merschel Northwest Ward	Lee Garrity City Manager
	*Robert C. Clark West Ward	Derwin L. Montgomery East Ward	
	<i>*Council members for the Planning Area</i>		

Forsyth County Board of Commissioners

Adopted January 9, 2012

Richard V. Linville Chairman	Walter Marshall David R. Plyler	Bill Whiteheart Everette Witherspoon
Debra Conrad Vice Chair	Gloria D. Whisenhunt	J. Dudley Watts Jr. County Manager

City-County Planning Board

Adopted September 8, 2011

Arnold G. King Chairman	Clarence R. Lambe Jr. *Darryl Little	Paul W. Mullican Brenda J. Smith
Wesley Curtis Jr., AIA Vice Chair	Barry A. Lyons Lynne Mitchell	Allen Younger

**Planning Board Member for the Planning Area*

City-County Planning Staff Team

A. Paul Norby, FAICP Director of Planning	Marilyn Moniquette-John Project Planner	C. Lynn Ruscher, AICP, GISP Principal Planner
*Kirk Ericson, AICP Project Planner	Amy Crum Project Planner	Donna Myers Planning Graphics Coordinator
Judith Hunt, AICP (Former Principal Planner)	Robin Bass Planner	Byron Brown Project Planner
<i>*Project Leader</i>	Gary Roberts, AICP Project Planner	

Interdepartmental Committee

Nick Seeba Wastewater Collection System Engineer, City-County Utilities Division	Wendy Miller, ASLA Principal Planner Transportation Department	Timothy A. Grant Director Winston-Salem Recreation & Parks
---	---	---

Legacy *Making it work!*

For more information about the

WEST SUBURBAN AREA PLAN

Contact:

City-County Planning Board

Telephone: 336-727-8000

Fax: 336-748-3163

E-mail: planning@cityofws.org

Web site: www.cityofws.org/planning