

**DRAFT**



# South Suburban Area Plan

Winston-Salem/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 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 schedule for each Plan. Area Plan recommendations are funded in a variety of ways including bonds, bond referendums,

transportation funds, general government funds, the Motor Vehicle tax, Capital Improvements, and Community Development Block Grants. Inclusion of a project in the Area Plan implementation table does not mean the recommended project has funding. Area Plan projects are prioritized along with other projects and programs by the elected officials.

# ***South Suburban Area Plan***



Draft May 2010

# Table of Contents

page

## **PREFACE**

## **INTRODUCTION**

Boundaries of the Study Area  
Relationship to *Legacy*  
Area Plan Process

## **EXISTING CONDITIONS**

General Character  
Demographics  
Existing Land Use  
Zoning  
Transportation Features  
Community Facilities  
Housing  
Design and Appearance  
Historic Resources  
Economic Development  
The Environment  
Existing Plans in the Study Area

## **LEGACY RECOMMENDATIONS**

Planning Concepts Identified in *Legacy*  
Other Planning Concepts

## **VISION**

Process

## ***South Suburban Area Plan* RECOMMENDATIONS**

Land Use Recommendations  
    Residential  
    Office and Commercial  
    Institutional  
    Parks/Open Space  
    Industrial  
    Mixed-Use Land Use Categories  
Special Land Use Conditions  
Transportation Recommendations  
Community Facilities Recommendations  
Housing and Community Development Recommendations  
Design and Appearance Recommendations  
Historic Preservation Recommendations

## **IMPLEMENTATION SCHEDULE**

### **APPENDICES**

- A. Historic Resources
- B. Agricultural and Historic Preservation Tools in Forsyth County
- C. Standards for Conversion of Existing Homes to Office or Commercial Use
- D. Design Guidelines and Standards for Suburban Business Parks
- E. Design Guidelines for Institutional Expansions
- F. Design Guidelines for Activity Centers
- G. Standards for Office/Low-Intensity Commercial Developments
- H. Design Guidelines for Multifamily Developments

### **LIST OF MAPS AND ILLUSTRATIONS**

- Map 1. South Suburban Planning Area Boundaries
  - Map 2. Growth Management Plan
  - Map 3. Existing Land Use
  - Map 4. Transportation and Pedestrian Features
  - Map 5. Public Transportation and Bicycle Features
  - Map 6. Environmental Constraints
  - Map 7. Proposed Land Use
  - Map 8. Proposed Transportation Improvements
  - Map 9. Proposed Pedestrian and Bicycle Facilities Improvements
  - Map 10. Proposed Community Facilities Improvements
  - Map 11. Selected Existing and Proposed Historic Resources
- 

### **LIST OF FIGURES**

- Figure 1. Area Plan Process
- Figure 2. South Main Street/Fishel Road Neighborhood Activity Center
- Figure 3. Willard Road/Thomasville Road Neighborhood Activity Center
- Figure 4. West Clemmons Road/Old Salisbury Road Neighborhood Activity Center
- Figure 5. West Clemmons Road/ South Main Street Neighborhood Activity Center
- Figure 6. Konnoak Drive/South Main Street Neighborhood Activity Center
- Figure 7. Oliver's Crossing Community Activity Center
- Figure 8. Peters Creek Metro Activity Center

### **LIST OF TABLES**

- Table 1 South Suburban Planning Area Demographic Trends/Comparisons
- Table 2 South Suburban Planning Area Existing Land Use Summary
- Table 3 South Suburban Planning Area Road Classifications and Features
- Table 4 South Suburban Planning Area Local Bus Routes
- Table 5 South Suburban Planning Area Bicycle Routes
- Table 6 South Suburban Planning Area Recreation Facilities
- Table 7 South Suburban Planning Area Planning Area Housing Trends/Comparisons

Table 8	Defined Low–Intensity Commercial Uses
Table 9	Transportation Improvement Projects

## **ACKNOWLEDGEMENTS**

# Introduction

## **\*BOUNDARIES OF THE STUDY AREA**

The South Suburban Planning Area, as shown on **Map 1**, encompasses approximately 15,098 acres. The Planning Area is bounded on the north by Silas Creek Parkway and I-40, on the east by Thomasville Road, on the south by the Forsyth County line, and on the west by Ebert Road. The Planning Area has land in the South and Southeast City Council Wards and in the County.

## **\*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). Most of the Planning Area (86%) is designated as Growth Management Area (GMA) 3, Suburban Neighborhoods in the Growth Management Plan of *Legacy*. The remainder is designated as Urban Neighborhoods (GMA 2) in *Legacy* (**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.

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*, serve 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.

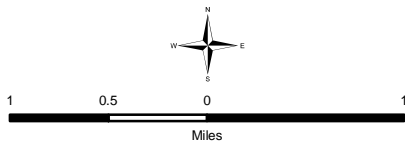
The Planning Board reviews the recommendations for consistency with the broad public interest and with *Legacy*. The Planning Board holds a public hearing to consider the Plan and make amendments, as appropriate, before recommending adoption of the Plan. The document is then forwarded to the City Council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



Figure 1. Area Plan Process

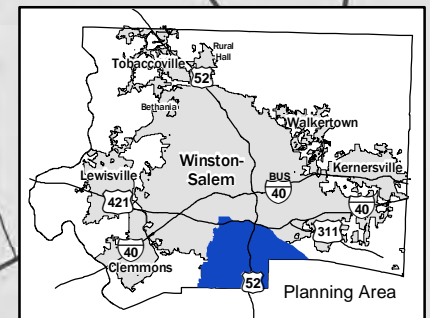
Map 1.  
South Suburban Planning  
Area Boundaries

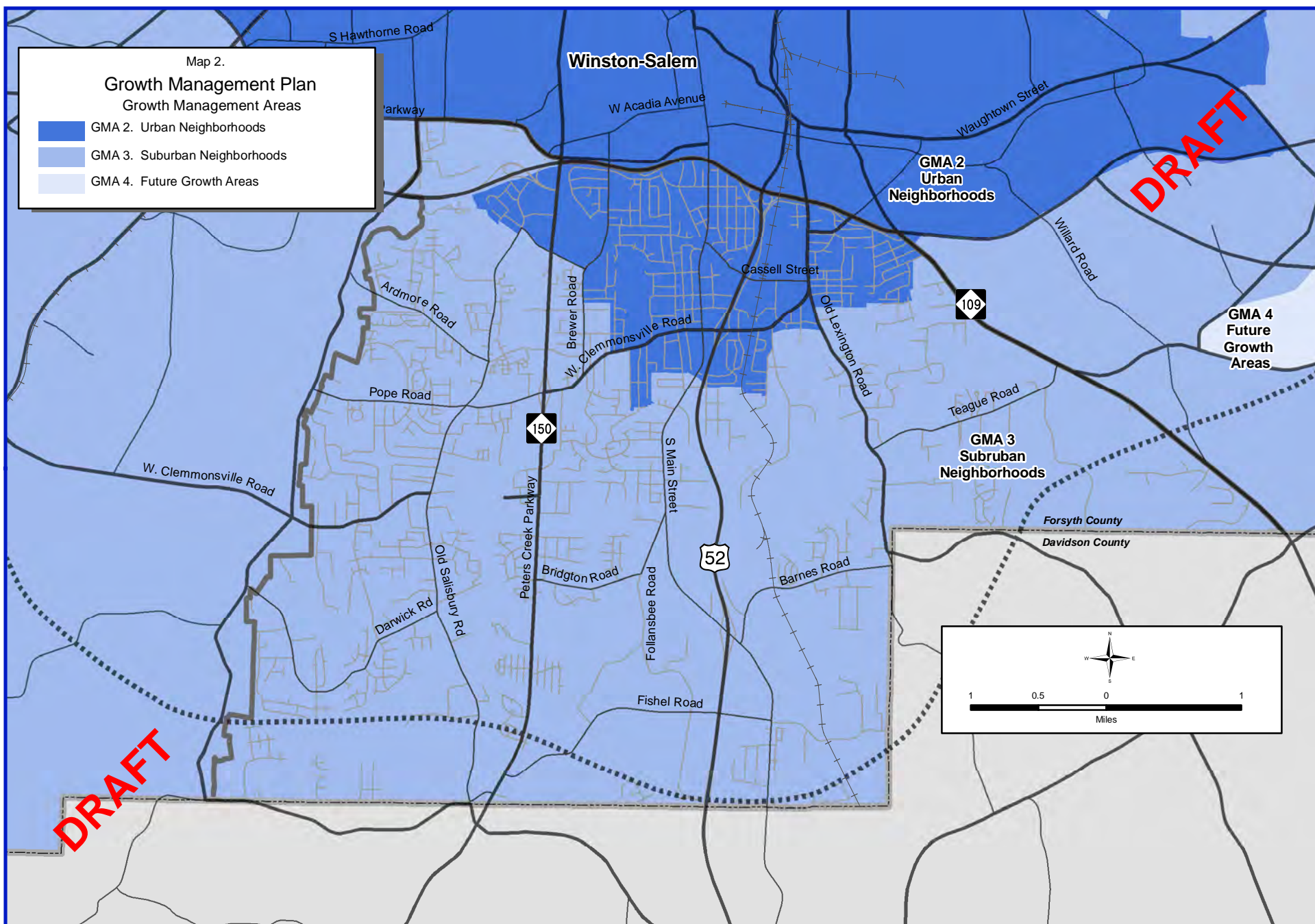


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# Existing Conditions

## **\*GENERAL CHARACTER**

The South Suburban Planning Area is one of the most diverse Planning Areas in Forsyth County, with its mixture of single-family residential, multifamily, commercial, office, industrial, agricultural, and institutional uses. It is one of the most popular residential locations in the county due to its mixture of affordable housing options, proximity to abundant shopping and entertainment destinations, and convenient location to downtown Winston-Salem and major employers. The area is also home to several institutions, both large and small, including many churches, schools, parks, a public library, and the main campus of Forsyth Technical Community College.

Peters Creek Parkway is the primary transportation and nonresidential development corridor in the Planning Area, and many new commercial and multifamily projects have been built here in recent years. Most development in the Planning Area has been based on the standard, auto-oriented suburban model. In the past five years, however, developments in the Peters Creek Activity Center and Oliver's Crossing shopping area have begun to incorporate a mixture of different uses such as residential, office, and commercial into unique communities. These areas also provide pedestrian and public transportation options as an alternative to the automobile.

The western portion of the Planning Area, between Ebert Street and Peters Creek Parkway, has experienced the most recent growth in the Planning Area. In particular, a large amount of single-family and multifamily residential development has taken place here in the last decade. While development of the South Suburban Planning Area has occurred very rapidly, recent economic conditions have left several residential subdivisions in the area unfinished and with excess capacity. As such, the need for new residential development in the area can most likely be met through the build-out of these existing subdivisions over the next few years.

The central portion of the Planning Area is home to many older, established residential areas which have experienced some infill development in recent years. However, opportunities for development still exist in this area as some sites in these centrally located neighborhoods could benefit from redevelopment. The northeastern portion of the Planning Area includes one of the largest concentrations of industrial development in Forsyth County.

The far eastern and southern portions of the Planning Area are still very rural in nature, with large tracts of land and agricultural uses being common here. These areas are where most of the remaining undeveloped land is and where development pressure will probably be highest in future decades, assuming adequate public sewer capacity is available.

## **\*DEMOGRAPHICS**

Approximately 24,000 people lived in the South Suburban Planning Area in 2000. It is estimated that 27,000 people, or 8% of the total population of Forsyth County, lived in the Planning Area in 2006. This is an increase of 13% in the time period, slightly faster than the 9% growth rate of Forsyth County over this time period, and less than the 19% growth rate of Winston-Salem during this period (**Table 1**).

The racial make-up of the Planning Area based on 2000 census data is 62 % white (includes the Hispanic Population), 30 % African-American. This area is more racially diverse than Forsyth County, with the Hispanic population representing 12% of the population.

<b>Population</b>	<b>2006</b>	<b>Density (Persons per Acre)</b>
South Suburban Area	27,000	1.6
Winston-Salem	222,000	2.7
Forsyth County	333,000	1.3
	<b>2000</b>	<b>Percent Growth 2000-2006</b>
South Suburban Area	24,000	13%
Winston-Salem	185,800	19%
Forsyth County	306,000	9%
<b>Diversity</b>		<b>2000</b>
South Suburban Area	African-American	30%
	Hispanic	12%
	White	62%
	Other	8%
Forsyth County	African-American	26%
	Hispanic	6%
	White	69%
	Other	5%
<b>Economic</b>		<b>2000</b>
South Suburban Area	Average Household Income	\$39,442
	Families Below Poverty Level	9%
Forsyth County	Average Household Income	\$46,000
	Families Below Poverty Level	8%
<b>Age</b>		<b>2000</b>
South Suburban Area	< 5 years	6%
	5 -17 years	13%
	18 -64 years	64%
	65 years and older	17%
Forsyth County	< 5 years	7%
	5 -17 years	17%
	18 -64 years	64%
	65 years and older	13%

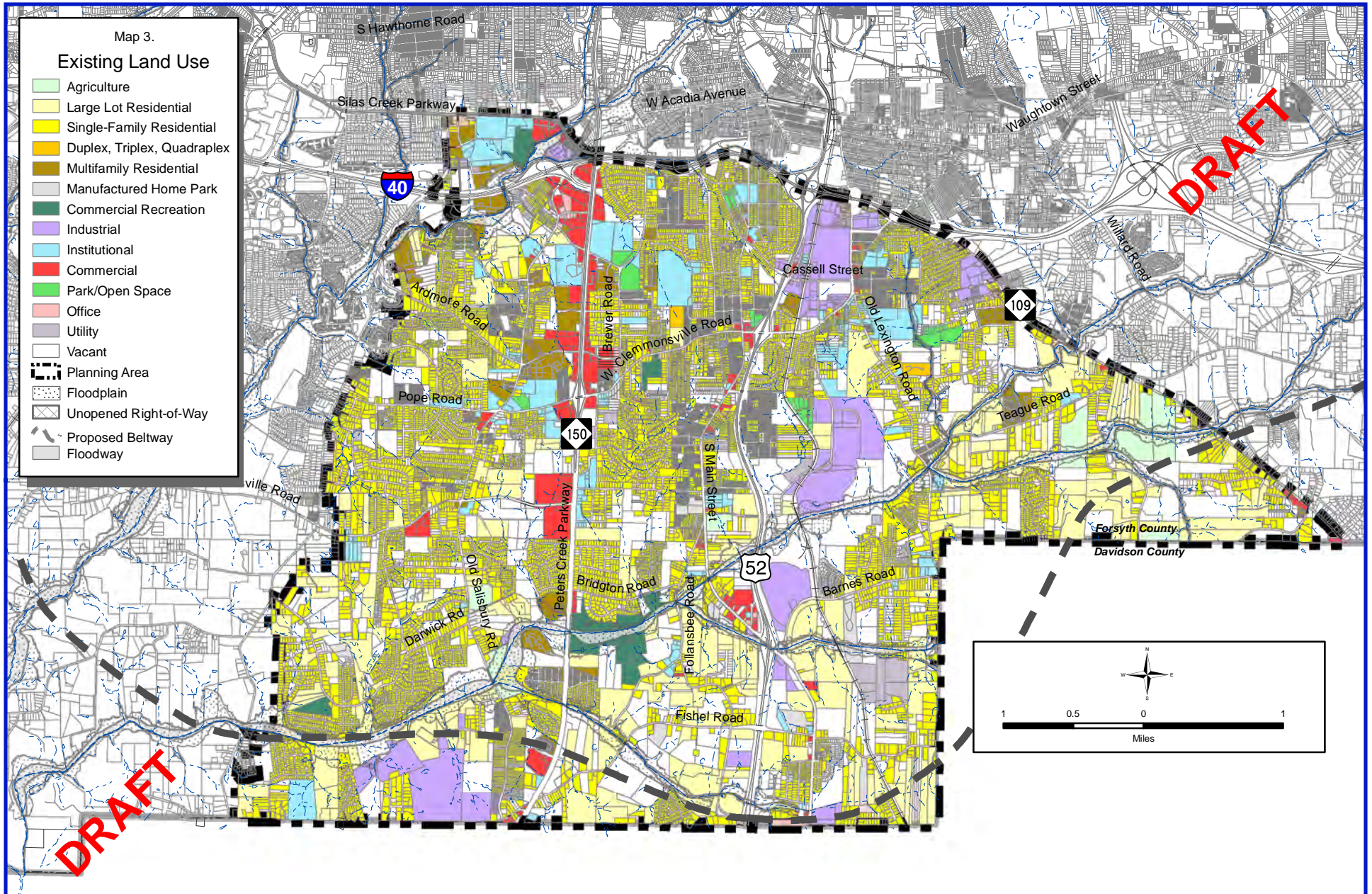
### **\*EXISTING LAND USE**

Existing land uses in the Planning Area include residential, office, commercial, institutional, parks and open space, industrial, utilities and agriculture. The area is predominantly single-family residential in character with commercial development located mainly along Peters Creek Parkway and South Main Street and industrial uses located off Old Lexington Road and Overdale Road. Several new single-family developments were completed in the area in recent years. Construction commenced on others but was halted because of the economic downturn. There is a significant amount of vacant land in the area (**Map 3, Table 2**).

Map 3.

Existing Land Use

- Agriculture
- Large Lot Residential
- Single-Family Residential
- Duplex, Triplex, Quadraplex
- Multifamily Residential
- Manufactured Home Park
- Commercial Recreation
- Industrial
- Institutional
- Commercial
- Park/Open Space
- Office
- Utility
- Vacant
- Planning Area
- Floodplain
- Unopened Right-of-Way
- Proposed Beltway
- Floodway



<b>Table 2: South Suburban Area Plan - Existing Land Use Summary</b>					
<b>Land Use</b>	<b>Acres</b>	<b>%</b>	<b>Land Use</b>	<b>Acres</b>	<b>%</b>
Residential			Parks & Open Space	82	0.5
Single-Family/Duplex	7,275	48	Utilities & R-O-W		
Multifamily	384	2.5	Utilities	102	0.7
Total Residential	7,659	51	Road & Rail R-O-W	1,680	11
Office	32	0.2	Total Utilities & R-O-W	1,782	11.8
Commercial	545	3.6			
Industrial	726	4.8	Total Developed Land	11,687	77.4
Institutional	639	4.2	Vacant Land	3,411	22.6
Agriculture	222	1.4	Total Area	15,098	

Source: Survey by City-County Planning Staff (August 2009)

## **RESIDENTIAL**

The predominant land use in the Planning Area is residential which accounts for approximately 51% of the total land area. Single-family residential development, including large-lot residential and manufactured housing, accounts for 48% of the land area, while multifamily development comprises only 2.5% of the land area.

## **OFFICE**

Office uses, which are located mainly on Trademart Boulevard, Brewer Road and Silas Creek Parkway, account for only 0.2% of the land area.

## **COMMERCIAL**

Approximately 545 acres, about 3.6% of the land area, is developed with commercial uses. The primary concentrations of commercial land uses are Peters Creek Parkway, South Main Street and Old Lexington Road.

## **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 4.2% of the land area.

## **PARKS AND OPEN SPACE**

Parks and open space account for 82 acres of the Planning Area, about 0.5% of the total land area. Recreation facilities are discussed in more detail in the Community Facilities section.

## **INDUSTRIAL**

Industrial uses comprise approximately 4.8% (726 acres) of the Planning Area. Most industrial uses are located off Old Lexington Road and Overdale Road.

## **UTILITIES AND RIGHTS-OF-WAY**

Together, utilities and road/rail rights-of-way account for approximately 11.8% or 1,782 acres of land in the South Suburban Planning Area.

## AGRICULTURAL

Agriculture accounts for 222 acres or 1.4 % of the Planning Area.

## VACANT

Vacant land accounts for 3,411 acres or 22.6% of the land area. Vacant land is scattered throughout the Planning Area but with a concentration in the southern part of the Area.

## \*ZONING

Since the adoption of *Legacy* in 2001, there have been 73 rezoning petitions within the South Suburban Planning Area. Within the same time period, there have been development approvals of 32 subdivisions involving 764.8 acres of the Planning Area. Together, rezoning and subdivision requests have been approved for 1903.9 acres of land within the Planning Area. While these rezonings are located throughout the area, the greatest concentration occurs adjacent to Peters Creek Parkway in the western half of the Planning Area. Similarly, the majority of subdivision activity has occurred west of Peters Creek Parkway.

## \*TRANSPORTATION FEATURES

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

## ROADS

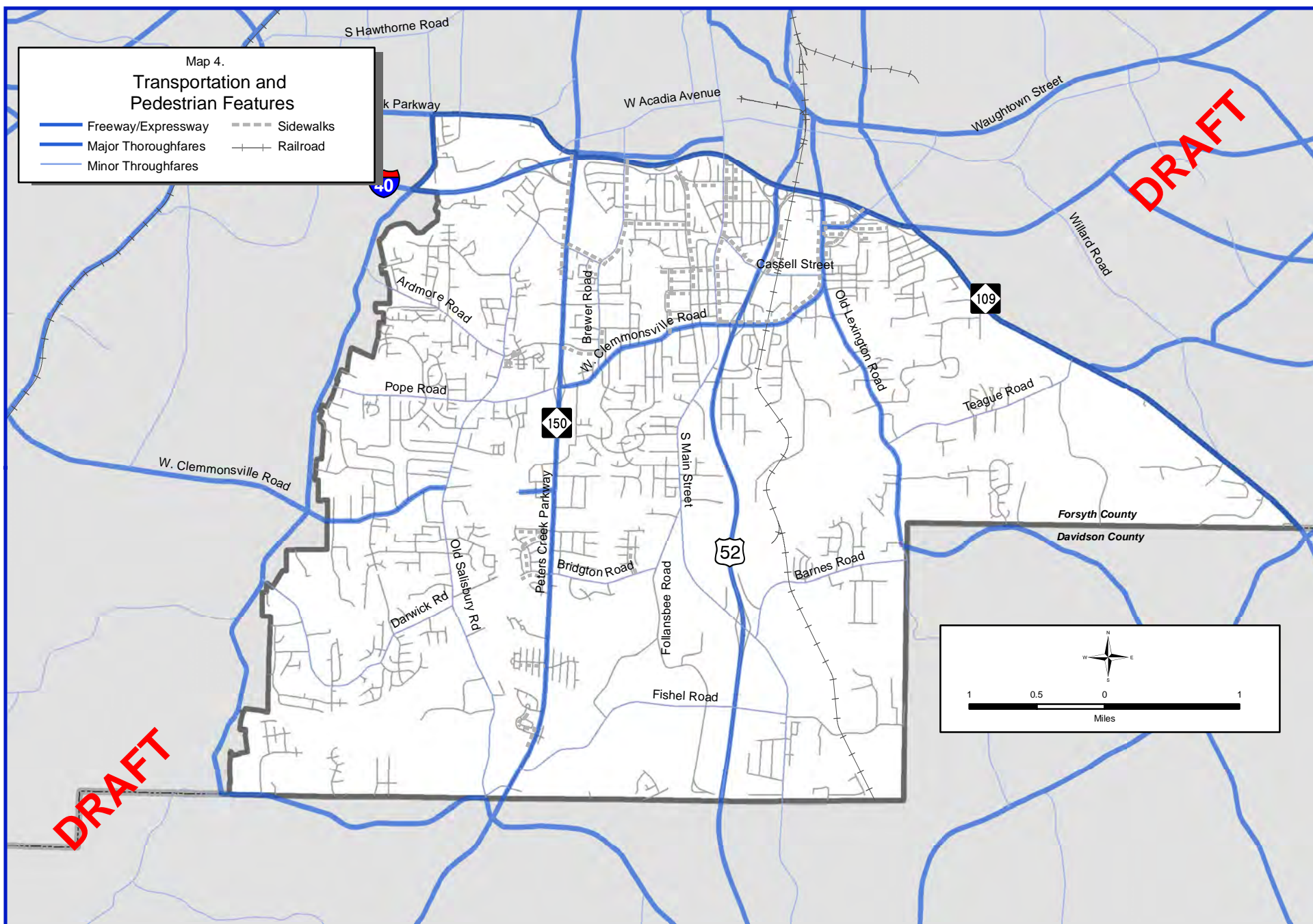
### Overall Street Pattern

A major interstate highway (I-40) provides east-west access along the northern boundary of the Planning Area, while two freeways/expressways (US 52, Peters Creek Parkway/NC 150) traverse the Planning Area in the north-south direction. Interconnections between existing residential developments are more common in the northern and western portions of the Planning Area, and are fairly limited in the eastern and southern portions (**Table 3, Map 4**).

### 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, range from 4-6 lanes, and include 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.



<b>Table 3: South Suburban Road Classifications and Features</b>						
Interstate Highway	Description	2007 Average Daily Traffic (ADT)	2025 Estimated Volume	Current Road Capacity	Road Width	Future Cross Section
Interstate 40	6 lanes with median	85,000 – 98,000	83,200 – 129,600	95,900	72	Adequate
Freeways/Expressways	Description	2007 Average Daily Traffic (ADT)	2025 Estimated Volume	Current Road Capacity	Road Width	Future Cross Section
US 52 (NC 8)	4 lanes with median	37,000 – 50,000	45,900 – 52,600	63,600	48	Upgrade to Interstate
Peters Creek Parkway (NC 150)	4-6 lanes with median	19,000 – 43,000	21,100 – 61,600	48,400	48-72	4 lanes divided with raised median, curb & gutter, widened outside curb lanes with sidewalks
Silas Creek Parkway (NC 67)	4-6 lanes with median	25,000 – 28,000	32,300 – 42,100	30,100 – 48,400	48-72	Adequate plus sidewalk
Boulevards/ Major Thoroughfares	Description	2007 Average Daily Traffic (ADT)	2025 Estimated Volume	Current Road Capacity	Road Width	Future Cross Section
E Clemmonsville Road	4 lanes	17,000	7,700 – 22,200	23,900	58-64	Adequate plus sidewalk
W Clemmonsville Road	2-3 lanes	8,900 – 18,000	10,600 – 25,100	14,600 – 17,700	22-48	3 lanes, curb & gutter, wide outside lanes with sidewalks
Ebert Road	2 lanes	---	12,600	16,100	24	3 lanes, curb & gutter, wide outside lanes with sidewalks
Ebert Street	2 lanes	15,000	15,800	16,100	22	3 lanes, curb & gutter, wide outside lanes with sidewalks
Friedberg Church Road	2 lanes	---	---	---	21	2 lanes, wide shoulders
Friendship-Ledford Road	2 lanes	3,300	6,500	11,100	20-21	2 lanes, wide shoulders
Old Lexington Road	2-5 lanes	3,800 – 5,200	4,600 – 13,400	16,100 – 29,700	23-64	3 lanes, curb & gutter, wide outside lanes with sidewalks
Peters Creek Parkway (NC 150)	4 lanes with median	---	21,100 – 61,600	42,200 – 48,400	48	4 lanes divided with raised median, curb & gutter, widened outside curb lanes with sidewalks
Stafford Village Boulevard	4 lanes with median	---	9,000	18,000	36-48	Adequate
Thomasville Road (NC 109)	2 lanes	8,900 – 17,000	20,500 – 34,100	16,100 – 26,900	24-44	4 lanes divided with raised median, curb & gutter, widened outside curb lanes with

Minor Thoroughfares	Description	2007 Average Daily Traffic (ADT)	2025 Estimated Volume	Current Road Capacity	Road Width	sidewalks Future Cross Section
Ardmore Road	2 lanes	6,300	10,900	16,100	20-30	3 lanes, curb & gutter, wide outside lanes with sidewalks
Barnes Road	2 lanes	4,000	5,300	16,100	18-24	3 lanes, curb & gutter, wide outside lanes with sidewalks
Brewer Road	2 lanes	3,800 – 6,300	5,800 – 10,100	14,600 – 16,100	20-36	3 lanes, curb & gutter, wide outside lanes with sidewalks
Bridgton Road	2 lanes	2,800	2,700	16,100	22	3 lanes, curb & gutter, wide outside lanes with sidewalks
Buchanan Street	2 lanes	9,900	16,800	16,100	36	Adequate plus sidewalks
Cassell Street	2 lanes	2,500 – 2,700	4,400 – 6,400	16,100	24-32	3 lanes, curb & gutter, wide outside lanes with sidewalks
W Clemmons ville Road	2-3 lanes	15,000	13,600	15,600	22-36	3 lanes, curb & gutter, wide outside lanes with sidewalks
Darwick Road	2 lanes	3,400	6,400	11,100	20	3 lanes, curb & gutter, wide outside lanes with sidewalks
Fishel Road	2 lanes	2,300 – 2,700	3,400 – 6,000	11,100	19-27	3 lanes, curb & gutter, wide outside lanes with sidewalks
Follansbee Road	2 lanes	1,900	6,100	16,100	22	3 lanes, curb & gutter, wide outside lanes with sidewalks
Friedberg Church Road	2 lanes	---	6,200	11,100	21	2 lanes, wide shoulders
S Main Street	2-5 lanes	4,200 – 8,000	8,100 – 15,800	16,100 – 34,600	26-64	3 lanes, curb & gutter, wide outside lanes with sidewalks
Old Lexington Road	2 lanes	---	4,000	16,100	18	2 lanes, wide shoulders
Old Salisbury Road	2 lanes	5,300 – 12,000	6,300 – 22,500	11,100 – 16,100	18-24	3 lanes, curb & gutter, wide outside lanes with sidewalks
Pope Road	2 lanes	5,700	8,600	16,100	20-25	3 lanes, curb & gutter, wide outside lanes with sidewalks
Teague Road	2 lanes	2,700	5,100	11,100	20-21	3 lanes, curb & gutter, wide outside lanes

						with sidewalks
List of Existing Collector Streets						
Arnold Avenue		Harmon Road		Paragon Drive		
Baden Road		Haverhill Street		Parkside Place Drive		
Beth Avenue		Heitman Drive		Paula Drive		
Bridgton Road		Hickory Ridge Drive		Ralee Drive		
Cash Drive		Hopewell Church Road		Regal Drive		
Cassa Vista Lane		Jasper Lane		Renon Road		
Charles Street		Jones Road		Rosann Drive		
Clemmons Circle		Kesteven Road		Rosemont Avenue		
Clinard Avenue		Kingsree Ridge Drive		Rosie Street		
Cloister Drive		Konnoak Drive		Sides Road		
Cornell Boulevard		Lake Drive		Southdale Avenue		
Davie Avenue		Lance Ridge Lane		Southland Avenue		
Ethel Drive		Lexwin Avenue		Southpark Boulevard		
Fairview Boulevard		Miller Street		Starlight Drive		
Ferndale Avenue		Morning Star Lane		Swaim Road		
Follansbee Road		W Oak Grove Road		Trademart Boulevard		
Fox Meadow Lane		Old Salisbury Road		Waccamaw Path		
Garland Street		Overdale Road		Woodcote Drive		
Gyro Drive		Palmer Lane				

## CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS

Forsyth County has several long-range transportation plans/processes: the Thoroughfare Plan, the Long Range Transportation Plan (LRTP), the Comprehensive Transportation Plan (CTP), and the Metropolitan Transportation Improvement Program (MTIP) (**Map 4, Table 4**).

The Thoroughfare Plan has long served 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 Thoroughfare Plan is not fiscally constrained, as it shows all desired road projects--both funded and unfunded road projects. While the Thoroughfare Plan deals with streets and highways, 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 Thoroughfare Plan will become the street and highway component of the CTP.

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.

## PUBLIC TRANSPORTATION

### Local Bus Routes

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

<b>Table 5: South Suburban Local Bus Routes</b>		
Route Number	Direction	General Route
13	Outbound	From First Street, left at Peters Creek Parkway, right at Stafford Village Boulevard, left into Wal-Mart parking lot, left to shelter
13	Inbound	From Wal-Mart parking lot, left at Peters Creek Parkway, left at Second Street, continue to Transit Center
14	Outbound	From S Main Street, left at E Clemmons Road, left at Harmon Street, left at Rhyne Avenue, right at Starlight Drive, right at Cassell Street, right at Old Lexington Road, left at Waltrude Lane, left at Stoney Glen Drive, right at Stoney Glen Circle
14	Inbound	From Stoney Glen Circle, left at Stoney Glen Drive, right at Waltrude Lane, right at Old Lexington Road, left at Cassell Street, left at Starlight Drive, left at Rhyne Avenue, right at Harmon Street, Right at E Clemmons Road, right at S Main Street, continue to Transit Center
23	Outbound	From Lockland Avenue, right at Silas Creek Parkway, left at Miller Street, right at W Oak Grove Road, left at Ebert Street, continue on Ebert Road, left at Salem Crest Lane, left at Brent View Court, circle back to Salem Crest Lane, left at Ebert Road, left at London Lane
23	Inbound	From London Lane, left at Ebert Road, right at Salem Crest Lane, left at Brent View Court, circle back to Salem Crest Lane, right at Ebert Road, continue on Ebert Street, right at W Oak Grove Road, left at Miller Street, right at Silas Creek Parkway, left at Lockland Avenue, continue to Transit Center
2323 (Night)	Outbound	From Lockland Avenue, right at Silas Creek Parkway, left at Miller Street, right at W Oak Grove Road, left at Ebert Street, continue on Ebert Road, left at Salem Crest Lane, left at Brent View Court, circle back to Salem Crest Lane, left at Ebert Road, left at London Lane
2323 (Night)	Inbound	From London Lane, left at Ebert Road, continue on Ebert Street, right at W Oak Grove Road, left at Miller Street, right at Silas Creek Parkway, left at Peters Creek Parkway, continue to Transit Center
26	Outbound	From Aureole Street, left at Old Lexington Road, left at Clemmons Circle, right at Woodcote Drive, right at Heitman Drive, left at Nancy Lane, left at Betty Drive, left at Louise Road, right at Easton Drive, right at Charles Street, right at Thomasville Road, left at Fiddlers Court
26	Inbound	From Fiddlers Court, right at Thomasville Road, continue to Transit Center
2929 (Night)	Outbound	From Sprague Street, right at Old Lexington Road, left at E Clemmons Road, right at Clemmons Circle, left at Woodcote Drive, right at Heitman Drive, left at Charles Street
2929 (Night)	Inbound	From Charles Street, left at Thomasville Road, continue to Transit Center

## Regional Transit

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

## Light Rail

A proposed regional passenger rail line connecting Forsyth and Guilford Counties is currently being studied 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.



## 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 four signed bike routes described in **Table 6** and shown on **Map 5**.

Route Number	General Route
7	Forsyth Tech Connector on Miller Street to end at W Oak Grove Road
10	From Thomasville Road, right at E Clemmons Road, left at Clemmons Circle, left at Old Lexington Road (with a connection to Old Salem Connector at Cassell Street), left at Teague Road, right at Thomasville Road, left at Union Cross Road
Old Salem Connector	S Main Street to Clemmons Road (with a connection to #10 Southeast at Cassell Street)
Mountains to Sea Alternate Route	From Ebert Road, right at Darwick Road, right at Old Salisbury Road, left at Friedberg Church Road, left at Peters Creek Parkway, right at Fishel Road, continue on Jones Road, left at Old Lexington Road, right at Teague Road, right at Thomasville Road, left at Union Cross Road

## 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 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 were developed as part of the *Pedestrian Plan* to help determine which recommended sidewalks are most needed. These criteria include street type, school locations, location of “pedestrian generators” such as stores and parks, connectivity to the overall pedestrian system, and location of bus stops.

Major sidewalk locations in the Planning Area include portions of the following thoroughfares: Thomasville Road (NC 109), East Clemmons Road, Old Lexington Road, Cassell Street, and South Main Street. Some collector streets with at least partial sidewalks are Southpark Boulevard, Bridgton Road, Kesteven Road, Woodcote Drive, Renon Road, Konnoak Drive, Haverhill Street, Beth Avenue, and Clemmons Circle.

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 *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 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. There are no greenways in the Planning Area. The Salem Creek Trail is located just north of the Planning Area.

## **RAIL**

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

- The Winston-Salem Southbound line (Winston-Salem to Lexington) from I-40 to the Davidson County line.

## **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 7 miles from the center of the South 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 airfreight service to national and international destinations. The Mid-Atlantic FEDEX hub opened at PTIA in 2009.

## **\*COMMUNITY FACILITIES**

The South Suburban Planning Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (**Map 10**).

## **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 seven public schools in the Planning Area. Of these, three are elementary schools: Easton, Griffith and Konnoak, one is a middle school: Philo and three are high schools: Forsyth Vocational, Independence and Parkland. Forsyth Technical Community College and the Career Center are located in the Planning Area.

## **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. Six public parks are currently located in the South Suburban Planning Area. Parks are classified based on their size, facilities, and function. **Table 7** lists recreation facilities in the South Suburban Planning Area by type with acreage and major facilities.

<b>Table 7 South Suburban Recreation Facilities</b>		
<b>Park Type</b>	<b>Acreage</b>	<b>Major Facilities</b>
<b>Neighborhood Parks:</b> Provide intense recreational activities accessible to neighborhoods.		
Easton	26.90	Basketball court, multipurpose field, a shelter, picnic tables, playground
South	5.43	Softball field, fitness course
Weston	14.30	Playground, picnic tables, shelter, tennis courts, softball field, basketball court,
<b>Community Parks:</b> Provide active recreational opportunities drawing people from multiple neighborhoods.		
Griffith	6.8	Recreation Center, playground, softball field, football field, tennis courts, fitness course
Parkland	24.25	Playground, picnic tables, shelter, tennis courts, swimming pool, wading pool, fitness course
<b>Open Space:</b> Natural landscapes that remain relatively undisturbed		
West Clemmons Road	4.71	Open space. No facilities

Based on the service area analysis completed for the *2015 Parks and Open Space Plan*, the South Suburban Planning Area is not adequately served by parks and recreation facilities. The *2015 Parks and Open Space Plan* recommends that consideration be given to the future development of the Old Salisbury Road landfill south of the city, which is still in operation, and the former construction and demolition landfill site located at Old Milwaukee Lane, which is closed, as district parks. The Plan recommends that feasibility studies be done to determine the feasibility of using these sites for recreational use. The Plan also recommends that consideration be given to the establishment of a neighborhood park in the vicinity of the proposed Peters Creek Parkway Metro Activity Center to service new surrounding residential development.

## 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, 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 20 years. There are no existing greenways in the Planning Area.

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

- Extension of the existing Salem Creek Greenway along Salem Creek

## **LIBRARY FACILITIES**

There is one library in the South Suburban Planning Area, the Southside Branch Library on Buchanan Road.

## **FIRE STATIONS**

There are two fire stations in the South Suburban Planning Area. The Southwest Fire Station located on Pope Road serves the Peters Creek Parkway, West Clemmons Road areas and the southern part of the city. The Palmer Lane South Fire Station located on East Clemmons Road serves the South Main Street, Old Lexington Road, US 52, and East Clemmons Road areas.

## **UTILITIES**

### **Water and Sewer**

The Winston-Salem/Forsyth County Utilities Commission is responsible for distributing drinking water and providing wastewater treatment in the South Suburban Planning Area. Public water and sewer service are generally available throughout the Planning Area. Sewer can be extended to most of the Plan Area not presently served by sewer.

### **Landfill Sites**

One functioning landfill, the Old Salisbury Road Construction and Demolition Landfill, is located off of Old Salisbury Road. Only waste generated from construction materials is accepted at this site.

Two closed landfills exist within the limits of this area. The closed Overdale landfill, located off of Old Milwaukee Lane, had a gas remediation system installed on it before the landfill was closed. The feasibility of developing this site for recreational uses is to be explored by Winston-Salem's Recreation Department. Portions of the closed Link Road landfill, located in the vicinity the National Guard armory along Silas Creek Parkway and Link Road, are being used for commercial uses including commercial recreational use.

## **OTHER COMMUNITY FACILITIES**

### **Entertainment and Sports Facilities**

The main privately owned sporting facilities in the area are the Little League Ball Park which is located on West Clemmons Road, a golf driving range located on Silas Creek Parkway and the Wilshire Golf Course.

## **\*HOUSING**

### **GENERAL INFORMATION**

According to the *2000 Census*, there are approximately 10,148 housing units in the South Suburban Planning Area. About 6 percent were vacant, slightly less than the citywide vacancy rate of 8 percent. Of the 9539 occupied housing units ("households"), approximately 64% were homeowner-occupied, more than the 51% of households citywide who own their own homes. However, rates of homeownership vary by neighborhood within the Planning Area (**Table 8**).

Based on *2000 Census* data, single-family detached structures in the Planning Area are somewhat newer and of lower assessed value than structures citywide. However, assessed values vary between neighborhoods in the Planning Area.

The average year of construction for a single-family detached structure in the Planning Area is 1969, compared to an average year of construction of 1962 citywide. According to the 2000 Census, the average assessed value of a single-family detached structure in the Planning Area is \$87,100, about 85% of the average value citywide of \$102,200.

<b>Table 8: South Suburban Planning Area – Housing Trends and Comparisons</b>			
<b>Housing Tenure</b>	<b>2000</b>	<b>% Owner-Occupied</b>	<b>Average Home Value</b>
	South Suburban Area	64%	\$87,100
	Winston-Salem	51%	\$102,200
	Forsyth County	61%	\$114,000
	<b>2000</b>	<b>% Renter-Occupied</b>	<b>Average Rent</b>
	South Suburban Area	30%	\$549
	Winston-Salem	41%	\$518
	Forsyth County	32%	\$523

## 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. A portion of the South Suburban Planning Area, between South Main Street and Thomasville Road within the Winston-Salem city limits, is 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 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. While 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.

The Operation Impact Program (OI) was created in 1996 by the City of Winston-Salem to address communities that were beginning to decline as well as individual problem properties which contributed to blighted conditions within communities. Under the OI Program, code inspections are made on properties requiring intense code enforcement action and violations cited. Since 2007

inspections have taken place in sections of the Easton neighborhood. The OI Program is currently under review.

## **PUBLIC HOUSING**

Most public housing developments are small and serve specific populations, including elderly and handicapped persons, low-income families and homeless persons. There is one public housing development which is managed by the Housing Authority of Winston-Salem in the South Suburban Planning Area. Stoney Glen Apartments, in the northeastern part of the Planning Area near Old Lexington Road, contains 50 two-bedroom apartments.

## **\*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.

Part of the South 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 including: 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 South Suburban Planning Area was developed after 1940 and the dominance of the automobile. The automobile, combined with the construction of the U.S. Interstate System as a defense measure from 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 out from the center city and subdivide 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, commerce 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 and commercial/office/institutional development and encourage aesthetically pleasing, walkable communities. A number of newer developments in Forsyth County are already moving in this direction. The Oliver's Crossing development in the Southwestern portion of the Planning Area is an example of this type of development. Oliver's Crossing includes single-family, multifamily,

office, and commercial development. Additionally, development in the Peters Creek Activity Center in the center of the Planning Area has included pedestrian-oriented design, including façade articulation, the use of varied materials, buildings oriented towards the street, and pedestrian connectivity. Future plans in this area include a mixture of residential, commercial, and office uses.

## **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 right-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 I-40 in the Planning Area are designated as view corridors.

I-40 and US-52 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 mainly to screening outside storage, shielding of on-site utilities, screening of loading and garage bays, establishing minimum setbacks from the right-of-way and creating landscaped streetyards.

## **\*HISTORIC RESOURCES**

A number of designations exist for the preservation of a community's 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 does not impose regulations on property owners unless federal or state funding is involved or federal and/or state income tax benefits are utilized. The Historic (H) and Historic Overlay (HO) Districts are local zoning districts that require specific guidelines 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 Historic 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.

Four major historical studies/surveys have been completed in Forsyth County: *Forsyth County Architectural Survey Update*, a survey update, three phases completed by Heather Fearnbach in 2009; *Forsyth County Architecture: From Frontier to Factory: An Architectural History of Forsyth County*, a survey completed by Gwynne S. Taylor in 1981; *Winston-Salem's African-American Neighborhoods 1870-1950*, by Langdon E. Oppermann in 1993; and, *Spanning the*

*Past, a Survey of Selected Historic Bridges in Winston-Salem.* Forsyth County Historic Resources Commission (HRC) staff continues to administer projects tied to the countywide architectural survey update completed by Heather Fearnbach in 2009 to provide additional information about historically significant properties in Forsyth County. A current and updated architectural survey serves to help the city and county better direct and manage growth and development, while protecting and promoting our historic resources. HRC staff has reviewed all major studies/surveys and completed a windshield survey of the Planning Area.

A list of currently identified historic resources in the South Suburban Planning Area is found in **Appendix A**. Most of these properties 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 buildings are of National Register quality, others were included simply to provide context. Including a building in the Forsyth County architectural survey means only that it has been recorded for documentary purposes.

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 (primarily applied to archaeological sites and districts). 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.

In the South Suburban Planning Area there is one property currently listed on the National Register of Historic Places – the John Wesley Snyder House at 2715 Old Salisbury Road. Additionally, several properties in the area have been recognized by the State Historic Preservation Office and are included on the North Carolina National Register Study List (Study List).

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

The South Suburban Planning Area is fortunate to possess a number of historic resources, and range in time period from the early-mid 19<sup>th</sup> century to 1960s- era properties. As can be seen in several of the suburban areas in the community, the South Suburban Area does not have one cohesive history. Rather, the resources in the area tell the story of an early Moravian country congregation, 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, and potential archaeological resources. Comprising a significant portion of the built environment, these resources help to tell

the story of a burgeoning city/county and serve as a tangible reminder of Winston-Salem and Forsyth County's outstanding history.

The standard of age for a historic structure or area is generally 50 years or older (yielding a few exceptions). As time goes by more and more neighborhoods are reaching that threshold. Examples of this are mid-20<sup>th</sup> 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 South Suburban Area holds many modern neighborhoods and warrants future study into this type of historic resource. Likewise, 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 South Suburban Area is no exception, and over ten areas have been identified to date. Overall it appears that a predominance of these subdivisions were either developed: 1) in the housing boom immediately following World War II; or, 2) 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 in to 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. Details are included in **Appendix A** and **Map 11**.

## **\*ECONOMIC DEVELOPMENT**

Economic development covers a wide variety of issues in the South 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 eastern section of the South Suburban Planning Area within Winston-Salem is located in the NRSA.

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

### **Economic Development Revolving Loan Program**

The Revolving Loan Program provides financial assistance to small businesses that create or retain jobs for low- to moderate-income persons. The business or industry must be located in or doing work in the NRSA. Funds can be used to purchase, build or rehabilitate structures; to purchase equipment and fixtures; and/or for working capital/operational funds. Loans are made only to businesses unable to secure full financing from conventional lending sources. Loans averaging \$50,000 are provided at 7% interest, usually for a 10-year term and must be secured with collateral. The loan application requires extensive information, including a business plan.

### **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.

### **Revitalizing Urban Commercial Areas (RUCAs)**

As part of the City Council's strategic plan, staff formulated revitalization strategies for older commercial areas in Winston-Salem. Twelve Revitalizing Urban Commercial Areas (RUCAs) have been identified as qualifying for the first round of funding, other declining commercial areas have been identified as well. An overall strategy has been developed for such areas that include public improvements, private site improvements, and regulatory strategies. There are no currently funded RUCAs in the Planning Area. There are, however, two "priority 3" RUCAs, which are intended to be improved with new regulatory measures and should be considered for future public improvement funding if there is property owner or community interest. These RUCAs are: Main Street/Cassell Street, and Main Street/Clemmons Road.

### **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 \$2 million.

### **Building Improvement Rehabilitation Program**

The Building Improvement Rehabilitation Program was designed to provide private building owners inducements to rehabilitate commercial and industrial properties in distressed areas. This program can be used throughout the NRSA outside of downtown. Under the program, the City provides funding of up to \$10,000 based on the amount of private investment. The loan

repayment is deferred for five years and the balance is forgiven in full if the property has been properly maintained.

## **\*THE ENVIRONMENT**

A number of environmental issues are of concern in the Planning Area including floodplains, water quality, wetlands, and Natural Heritage sites (**Map 6**).

### **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 1300 acres of floodplain in the South Suburban Planning Area. Portions of South Fork Muddy Creek, Salem Creek, Leak Creek, Soakass Creek, Fiddlers Creek, Hines Lake Branch and Vernon 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 Friedberg Marsh wetland, has been identified in the Planning Area.

### **WATER QUALITY**

The N.C. Division of Water Quality 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. Two creeks which pass through the Planning Area, Salem Creek and South Fork Muddy Creek, were specifically addressed by the Division of Water Quality as part of its 2004 water quality study:

- This study rated Salem Creek as impaired. Significant habitat degradation has occurred throughout the lower watershed, including severe bank erosion, a lack of riparian vegetation, and sedimentation leading to a very uniform sand/silt substate. This study suggests that further investigation into the causes and sources of biological impacts to Salem Creek is needed before specific recommendations to improve water quality can be made. Local actions are needed to reduce sedimentation, turbidity and fecal coliform contamination and to promote the production of instream habitat.
- The 2004 Study gave South Fork Muddy Creek a good-fair bio-classification. This watershed contains a mix of residential and agricultural land uses, and substantial habitat degradation was observed during biological surveys of South Fork Muddy Creek below the confluence of Fiddlers Creek. According to the study, the good-fair bio-classification could be due to the reduction in nonpoint source pollution that accompanies an extended drought. Local actions are needed to reduce the effects of nonpoint source pollution, particularly from stormwater runoff from construction sites and developed areas in Fiddlers Creek, but also from agricultural activities in other parts of the watershed.

## **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 in the Planning Area.

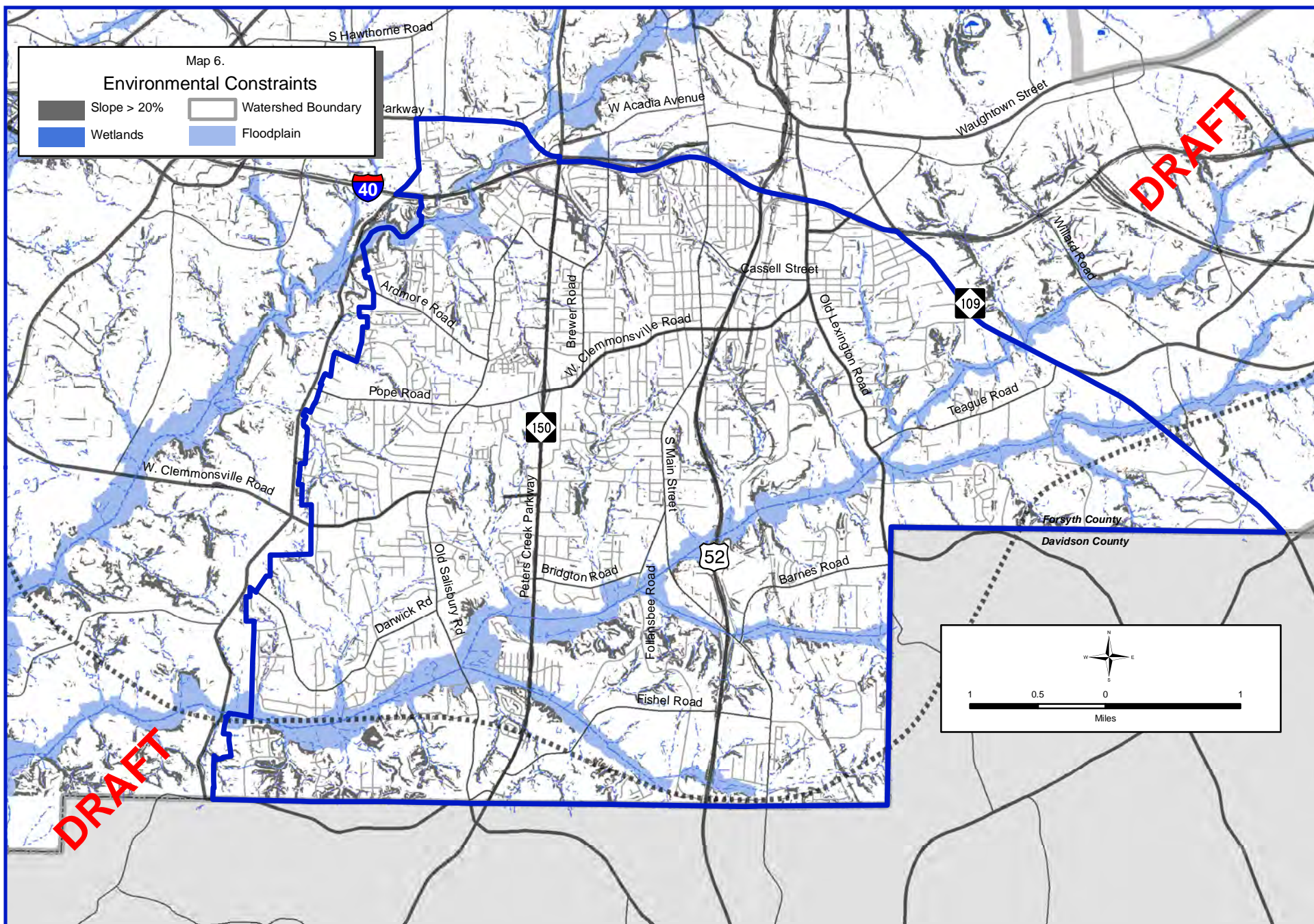
The Friedberg Marsh, located in the southwestern portion of the Planning Area, is significant because of the size and diversity of the wetland communities it contains. It also provides habitat for several rare species. The wetland is a freshwater marsh comprised of at least four different wetland zones characterized by different plant species. Biologists have described these plant communities as Piedmont Fern or Meadow Bog, Wet Meadow, Marsh Hibiscus Pool, and Boggy Alder Thicket communities, along with a man-made ditch lined by willows and birches and a large flooded clay pan covered with trees. The site is also an unusual wetland in Forsyth County because of its distinct zones of woody and herbaceous vegetation found in the wettest areas. The area is owned by North Carolina Department of Transportation, who purchased it for the purpose of wetland mitigation.

## **\*EXISTING PLANS IN STUDY AREA**

The following past plan has been completed in the Planning Area:

### **US 311 Area Plan**

A very small portion of the US 311 Planning Area overlaps with the eastern portion of the South Suburban Planning Area. This Plan was adopted by the Winston-Salem Board of Aldermen and the Forsyth County Commissioners in 1984. It roughly covered the US 311 Corridor. The plan called for development closer to Winston-Salem where services were available, and relatively little development in the middle and eastern sections of the Corridor.



# ***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 *South 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 and 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 for development, a new development model must be created that will allow us to grow while maintaining 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 Planning 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: 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 an 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.

## **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 providing 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, a 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 improve 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 allows 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.

### **TRADITIONAL NEIGHBORHOOD DEVELOPMENT**

Traditional Neighborhood Developments (TNDs) incorporate a range of residential densities and housing types (residential is the primary land use in a TND), a limited and comprehensively planned mixture of commercial, office, institutional, and civic uses, and a network of connected streets and sidewalks. TNDs are an alternative to standard subdivisions, shopping centers, office parks, and institutional uses that are rigidly separated from one another through the zoning process. The TND approach blends various uses into a pedestrian-friendly, compact urban form. The City-County Planning Board’s *Traditional Neighborhood Development Guidelines* address specific recommendations that should be incorporated into TNDs.

### **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 Town Centers and neighborhoods and by creating focused Activity Centers. TODs can be an attractive location for companies that seek an alternative to the suburban office park or those that would like to locate near a transit station enabling employees across a metropolitan area have efficient access to and from their workplace.

**Figure # Transit-Oriented Development Compared to Automobile-Oriented Development**

### **BROWNFIELDS**

The United States Environmental Protection Agency defines brownfields as real property that if, expanded, redeveloped, or reused may have complicating factors due to the presence or potential presence of a hazardous substance, pollutant, or contaminant. Cleaning up and reinvesting in these properties takes development pressures off undeveloped greenfield land while improving and protecting the environment. For more on Winston-Salem's Brownfield program, go to [www.brownfieldsw-snc.org](http://www.brownfieldsw-snc.org).

### **GREYFIELDS**

Comparable to "brownfields," greyfields are derelict or declining commercial centers that are suited 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 can therefore be more appealing to potential developers. Greyfield redevelopment is a unique type of infill redevelopment. Greenfield redevelopment can revitalize a struggling commercial area by introducing a well-designed development with a mixture of uses to nearby neighborhoods.

### **BIG BOX/LARGE-SCALE RETAIL DEVELOPMENT**

A large portion of all the new retail space being built in America 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.

### **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 1,600 acres of farmland. Unfortunately, funding has not been available in recent years to expand the program.

### **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.

# 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 South Suburban Planning Area in the fall of 2009 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 South 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 2025, we envision .....

## **\*LAND USE**

### **VISION**

The South 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 articulated in the South Suburban Area Plan have been realized. The Plan has successfully guided developers, citizens, and local elected officials in accommodating growth and appropriate development in the community.

The area has a mix of well-integrated and complementary land uses which supports the needs of residents by providing diverse housing choices, convenient shopping and services, public spaces and varied job opportunities. New mixed-use development is concentrated at Activity Centers, infill sites and at specific locations along major road and transit corridors. New residential developments provide a variety of housing types and prices which supplement and complement existing residential development. Small, compact commercial areas provide convenient goods and services for the surrounding neighborhoods. Reinvestment has reinvigorated what were once declining, underutilized commercial and industrial areas. Quality business/industrial parks provide good paying high technology jobs. Some farmland and open space has been preserved.

### **GOALS AND OBJECTIVES**

- Coordinate development with investments in infrastructure.
- Concentrate commercial developments at activity centers and in other areas identified in the land use plan. Discourage strip commercial development.
- Promote compact, mixed-use development along major roads and corridors.
- Provide opportunities for more multifamily residential development.

- Encourage appropriate infill development and redevelopment in areas where there is existing infrastructure.
- Identify vacant and abandoned commercial and industrial sites and buildings and encourage their reuse and redevelopment.
- Identify potential locations and design guidelines for business/industrial parks.
- Locate community services and facilities at easily accessible locations to serve the needs of residents.
- Develop strategies for preserving farmland and open space.

## **\*TRANSPORTATION**

### **VISION**

In the South Suburban Planning Area, the transportation system accommodates pedestrians, bicycles, transit and other modes of transportation as well as motor vehicles. This integrated system provides local residents with practical transportation options, which help reduce auto-dependency and encourage walking and biking throughout the community. Improvements to the street system are coordinated with land use changes to minimize traffic congestion. A connected street system reduces traffic congestion. Street design and traffic calming measures reduce vehicle speeds in neighborhoods. The road and the transit system provide excellent accessibility within the Planning Area and to the wider region.

### **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.
- Integrate the pedestrian and the bicycle into the transportation system linking neighborhoods, work places and services.
- Consider transit options for major transportation corridors in the area.
- Enhance the local street network by increasing street connectivity and improving design where practical.
- Maintain roads and other transportation infrastructure.

## **\*NEIGHBORHOODS/HOUSING**

### **VISION**

Safe and stable neighborhoods in the South 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. A wide range of housing types and densities that appeals to diverse ages, incomes and lifestyles is readily available. Residents are active in their neighborhoods coming together to participate in projects that improve the quality of life in their community.

### **GOALS AND OBJECTIVES**

- Stabilize, strengthen and improve safety of existing neighborhoods.
- Ensure that new developments blend in with or complement the character of surrounding neighborhoods.

- Ensure that neighborhoods have easy access to neighborhood shopping, services, parks and other facilities.
- Make neighborhoods more pedestrian friendly.
- Provide a diversity of living options by offering a range of choices in housing styles and densities.
- Encourage citizen involvement in neighborhood issues and projects.
- Encourage developers, large land holders and surrounding neighborhood residents to work together when new development is contemplated.

## **\*DESIGN/APPEARANCE**

### **VISION**

The livability and appeal of the area to residents, visitors and investors is enhanced by the prevalence of high quality development; attractive well-designed and sustainable buildings; well-designed signs; distinctive landscaping; the widespread prevalence of trees, natural areas and community gardens; and well-maintained streets, buildings and neighborhoods.

### **GOALS AND OBJECTIVES**

- Preserve some of the area's remaining rural character and natural areas.
- Enhance the appearance of highways, businesses and public places with attractive landscaping.
- Facilitate maintenance of buildings, streets, sidewalks and green spaces.
- Encourage and support the rehabilitation and/or redevelopment of older/abandoned commercial and industrial sites buildings
- Promote the design of attractive, high quality new buildings that complement the existing buildings in the area where they are located.
- Encourage and support the design of new or rehabilitation of older buildings using sustainable design standards

## **\*HISTORIC RESOURCES**

### **VISION**

The historic heritage of the Planning Area is recognized due to the preservation and enhancement of its rich stock of historic buildings, sites and farmsteads. National Register, Historic Districts and Landmark designations recognize the most important of these historic resources.

### **GOALS AND OBJECTIVES**

- Actively pursue the identification and preservation of the area's historic properties and resources.
- Determine the potential of the area's historic resources for National Register and Local Historic Landmark eligibility.
- Sensitively rehabilitate historic structures.
- Incorporate historic structures into the design of new developments where possible rather than resorting to relocation or demolition.
- Preserve agricultural land, farmsteads and woodlots.

- Pursue public outreach efforts that advise the community and property owners about the benefits of and opportunities for the preservation of the area's historic properties.
- Identify organizations, funding resources and incentive programs that could contribute to preserving the area's historic resources.

## **\*COMMUNITY FACILITIES**

### **VISION**

New and improved community facilities offer a diverse range of users opportunities for education, relaxation, physical fitness and safety. New greenway trails enhance the community's greenway system by connecting neighborhoods and providing easy access to parks, green spaces, shopping, schools and community facilities.

### **GOALS AND OBJECTIVES**

- Provide active and passive parks and recreation facilities that meet the needs of residents.
- Set aside functional and natural open space in new developments.
- Encourage the establishment of neighborhood gardens and other community green spaces.
- Provide for well-placed, high-quality public facilities.
- Establish a system of greenway trails that connect neighborhoods, services and businesses.
- Establish integrated/multiuse community centers/facilities that include opportunities for many uses.

## **\*ENVIRONMENT**

### **VISION**

The South Suburban Planning Area contributes to clean water and air which are major assets for the economic development, the health of citizens and the scenic beauty of our community. The quality of water in the area's creeks receives a high rating. New buildings and developments are designed and built in an environmentally sensitive manner.

### **GOALS AND OBJECTIVES**

- Protect creeks from industrial pollution, runoff and soil erosion.
- Protect floodplains from inappropriate development.
- Protect the Friedberg Marsh wetland, a Natural Heritage Site
- Encourage the design of environmentally-sensitive buildings and developments

## **\*COMMERCIAL/ECONOMIC DEVELOPMENT**

### **VISION**

New high technology, energy efficient industries provide a variety of employment opportunities in and in close proximity to the area. Older commercial and industrial areas are rehabilitated and redeveloped. Development is coordinated with public investments in transportation and public utilities.

## **GOALS AND OBJECTIVES**

- Attract new high-technology, energy-efficient industries to the Planning Area.
- Concentrate economic development in areas where utilities and transportation currently exist or are planned.
- Rehabilitate and reuse older industrial and commercial areas.
- Redevelop and maximize the use of underutilized commercial and industrial areas.

# South Suburban Area Plan

## Recommendations

General policies from *Legacy* provide the framework for recommendations in all Area Plans. Specific recommendations for the *South 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, industrial uses, and Activity Centers.

### **GENERAL RECOMMENDATIONS**

Planning policies used to develop land use recommendations for the *South Suburban Planning Area* include:

- The highest density and mix of development should be concentrated at existing and proposed Activity Centers and along the Peters Creek Urban Boulevard.
- 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 facilities.
- Residential areas should be protected from inappropriate residential, commercial, industrial and institutional encroachment.
- Clustering of residential development is recommended, where possible, for large undeveloped parcels identified for residential use to protect natural features, natural vegetation, historic resources, and provide open space.
- Industrial uses are best located in areas identified for business/industrial parks.
- 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.
- Institutions should be allowed to grow and expand to meet their needs in a manner compatible with their surrounding neighborhoods.
- More emphasis should be placed on site design which creates variety-rich neighborhoods.
- The revitalization of older/underutilized commercial/industrial sites/buildings is to be encouraged.

### **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 (\*) and a small case letter and are described in detail on **page 47**.

### **\*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 0 to 5 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 in the area west of US 52, excluding areas located in proposed Activity Centers, along Peters Creek Parkway and in proposed industrial areas. Most of this land is located within the city of Winston-Salem, is zoned for Residential, Single-Family, 9,000 square foot minimal lots (RS-9), has access to sewer and is suitable for single-family development.
- Larger parcels of vacant, existing large-lot residential or agricultural land east of US 52, excluding areas located at proposed Activity Centers, and designated for industrial use or other nonresidential use. Most of this land is zoned for RS-9 or Residential, Single-Family, 20,000 square foot minimal lots (RS-20) or for agricultural use (AG). Most of this area has access to sewer.

### **Moderate-Density Residential**

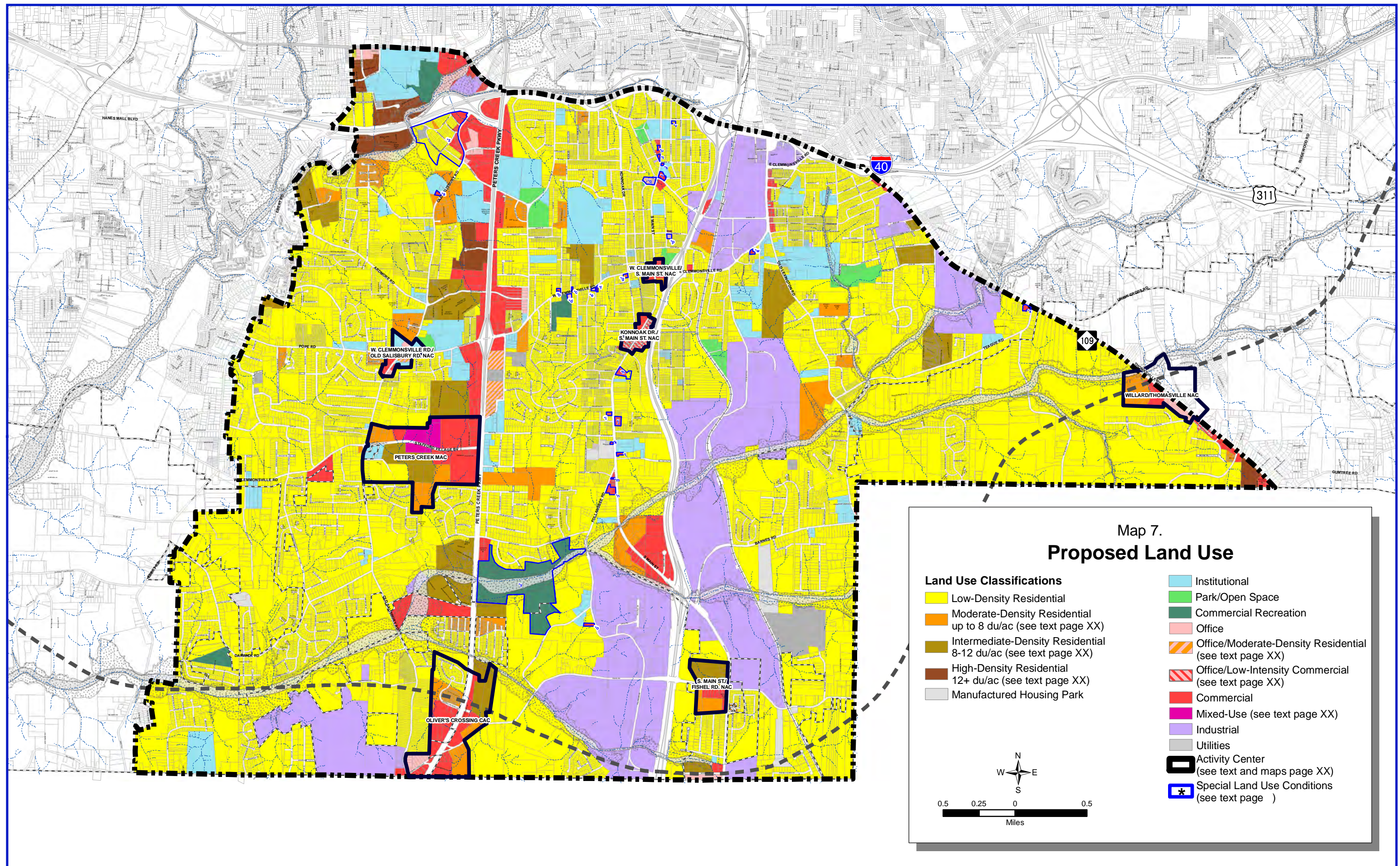
Moderate-density residential development has a density of 5 to 8 dwelling units per acre. Generally, moderate-density residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily, townhouses or clustered single-family structures. Moderate-density residential is recommended for:

- Sites located in the proposed Peters Creek Metro Activity Center
- Sites located in the proposed Oliver's Crossing Community Activity Center
- Sites located in the proposed Willard Road/Thomasville Road, Clemmons Road/South Main Street, Clemmons Road/Old Salisbury Road and South Main Street/Fishel Road Neighborhood Activity Centers.
- Sites located along the Peters Creek Urban Boulevard.
- Sites located off South Main Street south of the South Fork Muddy Creek.
- Undeveloped sites currently zoned Residential, Multifamily, a maximum of 8 dwelling units per acre (RM-8), the largest of which is located off Old Lexington Road.

### **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 Peters Creek Metro Activity Center
- Sites located in the proposed Oliver's Crossing Community Activity Center
- Sites located in the proposed South Main Street/Fishel Road Neighborhood Activity Center.
- Sites located along the Peters Creek Urban Boulevard.
- Undeveloped sites currently zoned Residential, Multifamily, a maximum of 12 dwelling units per acre (RM-12), the largest of which is located off Old Lexington Road.



### **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. No new sites are proposed for high-density residential development. High-density residential development will be considered for undeveloped sites currently zoned Residential, Multifamily, a maximum of 18 dwelling units per acre (RM-18).

### **Manufactured Housing Park**

Manufacturing Housing Parks are low-density development consisting of manufactured housing with a density of up to 5 units per acre. Single manufactured homes on individual lots are considered as single-family development. New manufactured housing developments must have at least 10 lots and a common access point. There are existing manufactured housing park developments in the Planning Area. No new ones are proposed in the Plan.

### **\*OFFICE AND COMMERCIAL**

This Plan recommends the consolidation of office and commercial uses at existing commercial/office locations, in designated Activity Centers and on other sites identified on the Land Use map for commercial and office uses (**Map 7**). All new and redeveloped commercial and office uses should be designed and developed to be compatible with nearby residential uses.

### **OFFICE**

There are no significant existing concentrations of office use in the Planning Area. New larger-scale offices can be appropriately located in the proposed Peters Creek Metro Activity Center, the Oliver's Crossing Community Activity Center and along the Peters Creek Urban Boulevard.

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. They can be appropriately located in the proposed Neighborhood Activity Centers. Small-scale offices and home office conversions are proposed for small lots with existing residences located off the eastern side of Peters Creek Parkway and Sides Road.

### **OFFICE/MODERATE-DENSITY RESIDENTIAL**

Office/Moderate-Density Residential Use is proposed for the following areas:

- A site located in the Clemmons Road/Old Salisbury Road Neighborhood Activity Center at the southeast corner of the intersection of Clemmons Road and Old Salisbury Road. It is recommended that the site be developed for either office use or moderate-density residential use or a combination of these uses.
- An area located off the eastern side of Peters Creek Parkway west of Sides Road.

### **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 G**). This land use category includes all office uses as well as commercial uses listed in **Table 9**. This Plan recommends office/low-intensity commercial in the following areas:

- Sites located in the proposed Clemmons Road/South Main Street and Konnoak Drive/South Main Street Neighborhood Activity Centers.
- Sites located on Thomasville Road adjacent to the proposed Willard Road/Thomasville Road Neighborhood Activity Center.

<b>Table # 9. Defined Low-Intensity Commercial Uses</b>		
<b>Uses* Include:</b>		
Adult Day care	Furniture/Home Furnishings	Residential Building, Urban
Arts/Crafts Studio	General Merchandise Store	Restaurant without drive-through
Bed and Breakfast	Hardware Store	Retail Store, Specialty
Child Care Drop-in	Museum, Art Gallery	Services, Business A
Child Day Care Center	Nonstore Retailer	Services, Personal
Combined Use	Post Office	Veterinary Services
Food/Drug store without drive-through	Residential Building, Multifamily	
Funeral Home	Residential Building, Townhouse	
<b>Uses* Do Not Include:</b>		
Auto-related Uses		
Clubs/bars		
Convenience Stores		

\*Uses defined in the UDO

## **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. The reuse of vacant buildings and the redevelopment of existing vacant and underutilized sites are recommended. Commercial areas should be compact with limited access on to major thoroughfares and should not promote strip development.

In addition to existing commercial areas new, infill and redeveloped commercial areas are recommended at the following locations (see **Map 7**):

- All proposed Activity Centers (see **Pages 43-46**).
- Sites located on the western side of Peters Creek Parkway between West Clemmons Road and the Peters Creek Metro Activity Center
- Sites already zoned for commercial use.
- Infill sites identified on the proposed Land Use map including those along Thomasville Road, South Main Street, Old Lexington Road and Old Salisbury Road.

## **\*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.

Planning policies to guide the location of community facilities and proposed generalized locations for these facilities are indicated on **Map 10** and discussed on **page 56**. Planning policies to be applied for institutional expansion into neighborhoods are included in **Appendix E**.

## **\*PARKS AND OPEN SPACE**

The Proposed Land Use map shows existing parks and open space sites (see **Community Facilities, page 56, Map 10** for potential park sites, greenways and other detailed park recommendations). Open space may consist of land protected by conservation easements, city- or county-owned land, or city and county parks. The proposed new parks and greenways 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. New and redeveloped industrial uses should be designed in a manner that makes them compatible with nearby residential uses.

## **SPECIFIC RECOMMENDATIONS**

- Develop vacant land and redevelop underdeveloped parcels and vacant buildings in the existing industrial areas located off East Clemmons Road, Cassel Street, Old Lexington Road, Thomasville Road, Overdale Road, and Barnes Road.
- Consider the development of a new industrial area on Thomasville Road east of Baden Road and west of Fiddlers Court.
- Consider the development of new industrial/business parks in the area located off South Main Street, south of Barnes Road and north of Jones Road.
- Consider the development of new industrial/business parks in the area located off Follansbee Road and Fishel Road west of US 52.
- Utilize design guidelines to ensure high-quality development of industrial/business parks (see **Appendix D**).

## **\*MIXED-USE LAND USE CATEGORIES**

### **NEIGHBORHOOD ACTIVITY CENTERS (NACS)**

Neighborhood Activity Centers (NACs) are compact, pedestrian-oriented, neighborhood business areas, which provide needed services within walking distance of residential areas. NACs may serve as neighborhood gathering places. The area at the periphery of a NAC may be suitable for moderate-density housing which transitions to the density of the surrounding neighborhood. For more detail on NACs see **Legacy Recommendations, page 30**. The Plan identifies five potential NACs, the South Main Street/Fishel Road NAC; the Willard Road/Thomasville Road NAC; the West Clemmons Road/Old Salisbury Road NAC; the West Clemmons Road/South Main Street NAC and the Konnoak Drive/South Main Street NAC.

### **The South Main Street/Fishel Road NAC**

The South Main Street/Fishel Road NAC (see **Map 7, Figure 2**) contains approximately 50 acres and is located at the intersection of South Main Street and Fishel Road. This NAC currently contains a large amount of older low-density residential development and a small amount of institutional and commercial land. This NAC has direct access to US 52 and, if redeveloped, could serve the southern portion of the SSAP area, including new residential units which have been built in the area.

New development in this NAC should take the form of a comprehensive redevelopment of the existing land uses. This Activity Center should include neighborhood serving commercial or office uses with buildings placed close to South Main Street and Fishel Road. Approximately 90,000 square feet of neighborhood serving commercial and office uses can be accommodated here. New Commercial and office development should be concentrated at this NAC and should

not spread out along South Main Street and Fishel Road. New nonresidential buildings here should include pedestrian-oriented design features such as windows and doors facing Fishel Road and South Main Street. This NAC should also include new multifamily development. This development could exist in the form of Moderate-Density townhomes or intermediate-density multifamily buildings. Nonresidential uses should be integrated with new and existing residential development through pedestrian and vehicular connections. Realignment of the intersection of Fishel Road, Jones Road and South Main Street is recommended.

#### **Willard Road/Thomasville Road NAC**

The Willard Road/Thomasville Road NAC (**Map 7, Figure 3**) contains approximately 43 acres and is located at the intersection of Thomasville and Willard Roads. This NAC currently contains low-density residential development. If redeveloped, this NAC could serve the eastern portion of the South Suburban Planning Area, including new residential units which have been built in the area. Development here should be integrated with development in the portion of the Willard Road/Thomasville Road NAC identified in the Southeast Suburban Area Plan, which is approximately 52 acres in size.

New development in this NAC should take the form of a comprehensive redevelopment of the existing land uses. Approximately 55,000 square feet of neighborhood-serving commercial and 60,000 square feet of office uses are proposed here. Buildings should be placed close to Thomasville Road, and the development should include pedestrian-oriented design features. Additionally, 144 townhomes could be located in the western part of the Activity Center to serve as a transition to the surrounding residential land uses. These townhomes should be connected by sidewalks to the nonresidential portion of the NAC. In addition, the carrying capacity of the floodplain of the South Fork Muddy Creek should be preserved along the northwestern edge of the NAC. A greenway easement should also be sought along the South Fork Muddy Creek. Future improvements to NC 109 may require changes to details of the proposed Activity Center plan, depending upon the final alignment of this road. The proposed Southern Beltway may also eventually pass through this Activity Center. However, this would be beyond the twenty-year timeframe of the South Suburban Area Plan.

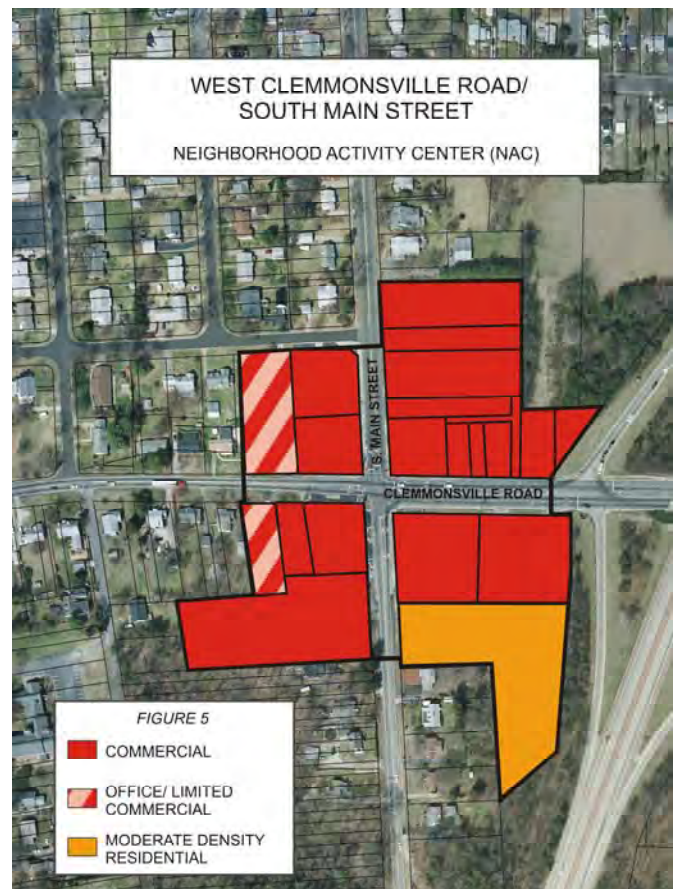
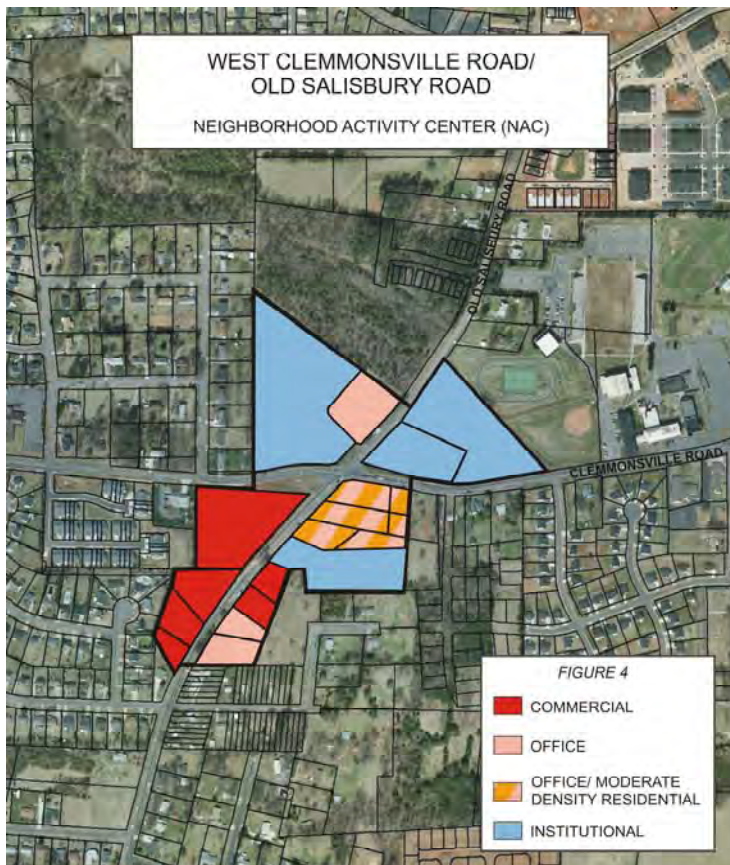
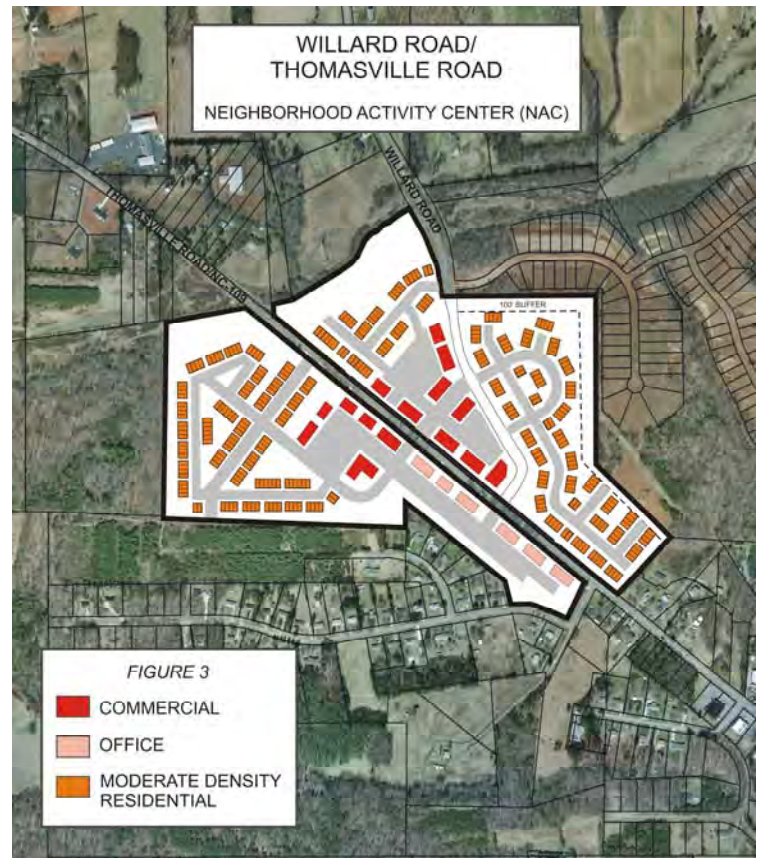
#### **West Clemmons Road/Old Salisbury Road NAC**

The West Clemmons Road/Old Salisbury Road NAC (**Map 7, Figure 4**) contains approximately 28 acres and is located at the intersection of West Clemmons and Old Salisbury Roads. This NAC currently contains commercial and institutional uses, including three churches, a convenience store, and a restaurant, and a couple of single-family residences. This Activity Center serves the western section of the Planning Area.

The only vacant land in this NAC is at the southeast corner of Old Salisbury Road and West Clemmons Road. This corner is recommended for office, Moderate-Density residential, or a mixture of office and Moderate-Density residential development. This site should be developed with a pedestrian-oriented urban form, with parking located to the side or rear of buildings and buildings placed near the street. The existing single-family structures in this NAC are also recommended as converting to office uses, either through home office conversions or building new structures. Redevelopment of existing commercial sites in this NAC should include the installation of bufferyards and interior motor vehicle surface area plantings, where possible, to improve the integration with adjacent residential development.

#### **West Clemmons Road/South Main Street NAC**

The West Clemmons Road/South Main Street NAC (**Map 7, Figure 5**) contains approximately 13 acres and is located at the intersection of West Clemmons Road and South



Main Street. This NAC currently contains many commercial uses (including two convenience stores, a fast food restaurant, and a variety of other retail stores) one office use (a veterinary clinic), a couple of vacant properties, and two single-family residential uses. This NAC serves the central portion of the Planning Area and has direct access to US 52.

Most changes to the current land use patterns in this NAC will take place in the form of 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 integration with residential development adjacent to the Activity Center. Where existing buildings are demolished and replaced, new development should have a pedestrian-oriented, urban design, with buildings placed close to South Main Street and West Clemmons Road and parking located to the side or rear of buildings. The vacant parcel of land in the southeastern corner of the NAC is recommended for moderate-density residential development. The vacant parcel in the northwestern corner of the NAC is recommended for either low-intensity commercial or office development. The residential structure to the south of this property is also recommended for low-intensity commercial or office development utilizing the existing structure.

#### **Konnoak Drive/South Main Street NAC**

The Konnoak Drive/South Main Street NAC (**Map 7, Figure 6**) contains approximately 22 acres and is located at the intersection of Konnoak Drive and South Main Street. This NAC currently contains a mixture of existing commercial establishments (including several auto-related uses and a Hispanic tienda), vacant commercially-zoned land, and single-family residential development. This area serves the central portion of the Planning Area.

New development in this NAC should take the form of commercial development in the wedge of land between South Main Street and Konnoak Drive. Development in the remainder of the NAC should consist of limited office or commercial uses and should serve the needs of nearby residential development. New development should have a pedestrian-oriented design, with buildings placed close to South Main Street and parking located to the side or rear of buildings. Sidewalks should connect sites in this Activity Center with surrounding residential development. Redevelopment of existing sites in this NAC should include the installation of bufferyards and interior motor vehicle surface area plantings, where possible, to improve the integration with residential neighborhoods adjacent to the Activity Center.

### **COMMUNITY ACTIVITY CENTERS (CACs)**

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. The area at the periphery of a CAC may be suitable for moderate-density housing such as duplexes, town homes and low-rise apartments that transition to the density of the surrounding neighborhood. For more detail on CACs, see section on **Legacy Recommendations, page 30**. The draft Plan identifies one Community Activity Center, the Oliver's Crossing CAC.

#### **Oliver's Crossing CAC**

The Oliver's Crossing CAC (**Map 7, Figure 7**) contains approximately 190 acres and is located on Peters Creek Parkway between the Parkside residential development and the Davidson County line. The center of this CAC is the Oliver's Crossing mixed-use development, which was started in 2003. This development has a horizontally-oriented mixture of single-family residential development, townhomes, commercial, and office uses. The remainder of the CAC currently contains a mix of commercial, low-density residential uses, and vacant land. This CAC serves the southern part of the Planning Area as well as northern Davidson County.

Development in this CAC should take the form of a comprehensive redevelopment of older existing land uses where possible. New commercial development should be adjacent to Peters Creek Parkway. Development should include pedestrian-oriented design features with sidewalk and street connections to adjacent parcels. Office or moderate-density residential uses are proposed along the western edge of the CAC to serve as a transition to the single-family residential uses on Old Salisbury Road. Moderate-density residential development is recommended along the southeastern edge of the Activity Center, and intermediate-density residential development is recommended for the northeastern portion of the CAC. A 100 foot buffer should be provided between the intermediate-density residential development and the eastern edge of the CAC. Development here should preserve the carrying capacity of the floodplain of Leak Creek along the northern edge of the CAC. In addition, the proposed Southern Beltway (as it is currently proposed) may pass through this Activity Center. However, any work on this road would be beyond the timeframe of the South Suburban Area Plan.

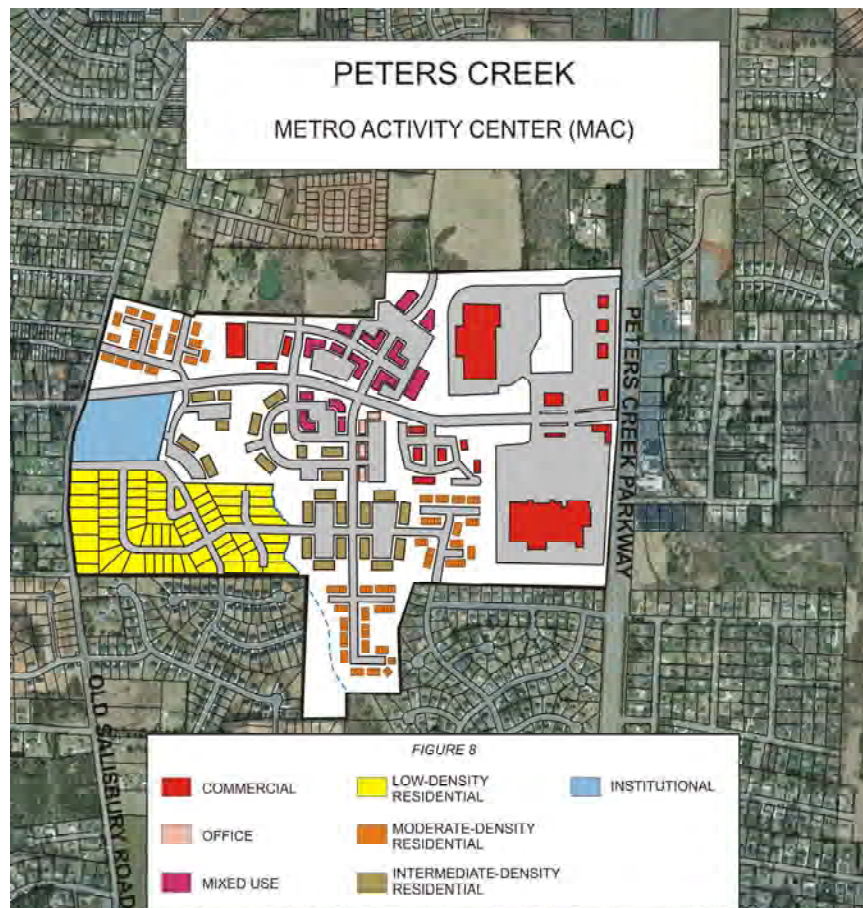
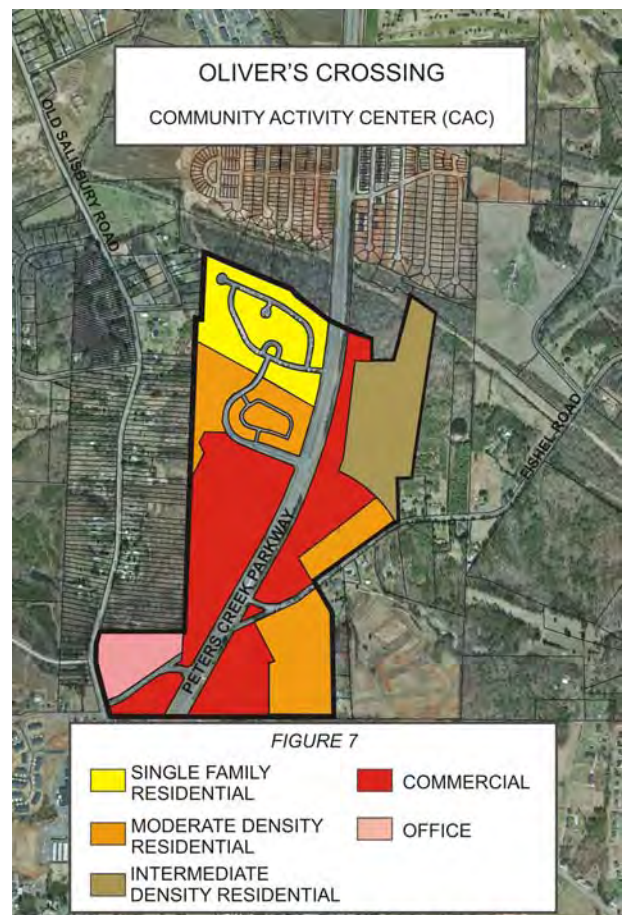
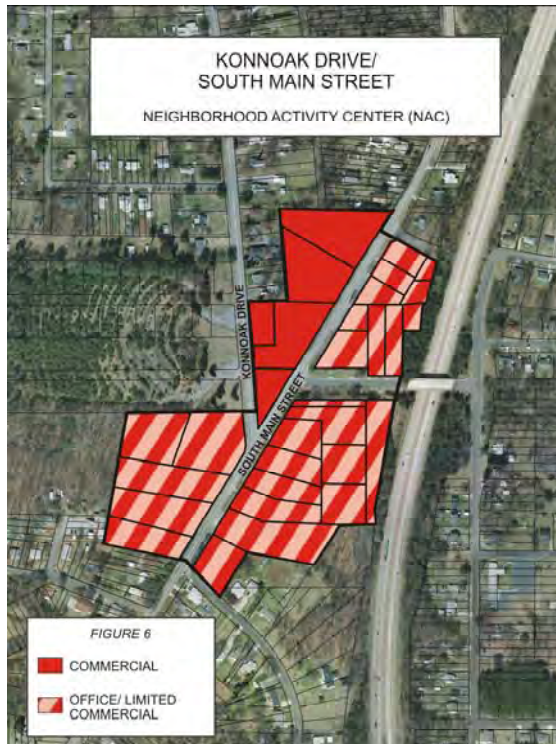
### **METRO ACTIVITY CENTERS (MACS)**

MACs are compact, mixed-use regional centers for retail, office, civic, and residential activity. MACs have both a Core Area containing business and institutional 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.

#### **Peters Creek MAC**

The Peters Creek MAC (**Map 7, Figure 8**) contains approximately 230 acres and is located between Peters Creek Parkway and Old Salisbury Road south of West Clemmons Road. Unlike other Metro Activity Centers, which were built prior to the development of the MAC concept, the Peters Creek MAC was conceived of as a MAC before any development was approved here. The only new buildings which currently exist in this MAC are two big-box retail stores and a couple of retail buildings on Peters Creek Parkway (built in 2006-2007). However, an approved development plan exists for the central section of the MAC which includes a mix of high-density residential, office, and commercial development. Construction has yet to start on this development. Additionally, an assisted living facility and some single-family homes on Old Salisbury Road also exist here. A new road, Stafford Village Boulevard, which is expected to be completed in 2010, will connect Peters Creek Parkway and Old Salisbury Road and will bisect this Activity Center and be the focus of development at the core of the MAC. This MAC is intended to serve the entire Planning Area, as well as northern Davidson County.

New development in this Activity Center should include a mixture of uses (see MAC concept plan **Figure 7**). These uses include a variety of residential densities along the southern and western edges of the MAC, and commercial and office uses in the MAC core. Additionally, vertical mixing of uses is recommended in a portion of the MAC core. New development here should have a pedestrian-oriented urban form with on-street parking, buildings placed near the street, and parking to the side and rear of buildings. Individual parcels of land within the MAC should be developed comprehensively. Piecemeal development is not recommended. 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 existing 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 restrictions on identified uses. These situations are referenced on the map with a blue ★ (star) and a small case letter as follows:

#### **\*a**

An automobile-related use is located on the west side of Old Salisbury Road between Brewer Road and Gyro Drive. This use, located on a large piece of property that also includes the Moose lodge, is zoned RS-9. The automobile-related use is completely contained within a mid-size garage building. The site is surrounded by single-family (RS-9) and multifamily (RM-8) zoned property, and the current commercial nature of the property may be detrimental to the residential character of the surrounding area if expanded. Nonresidential zoning is not recommended at this location, and institutional, multifamily, or single-family residential development would be appropriate uses for this site if the current use is discontinued. The current use can continue to operate under its nonconforming status.

#### **\*b**

An automobile repair use is located on the north side of West Clemmons Road between Krites Street and Rosemont Avenue. This site is zoned RS-9 and is approximately 0.5 acres in size. While the site is surrounded by single-family zoning, the existing commercial building is oriented towards a heavily traveled thoroughfare. This nonconforming use has been established at this location. Rezoning to a limited commercial or office zoning district such as Limited Business (LB), Neighborhood Business (NB), Limited Office (LO), or Neighborhood Office (NO) can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property. Expansion of nonresidential zoning beyond the current site is not recommended.

#### **\*c**

The Black Sand Company is located on the north side of West Clemmons Road between Potomac Street and Wyandotte Avenue. This site is zoned RS-9 and is approximately 2 acres in size. This irregularly shaped site is surrounded by single-family zoning and features a significant amount of outdoor storage of materials. The site is oriented towards West Clemmons Road, which is a major thoroughfare. A commercial use is established at this site. Rezoning to an intense commercial or industrial zoning district would not be appropriate here due to the allowance of outdoor storage of materials which is integral to the current use. The storage of materials outdoors is not compatible with the surrounding residential uses. Rezoning to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property. The current use can continue to operate under its nonconforming status without expansion.

#### **\*d**

A home-office conversion is located on the south side of West Clemmons Road between Rosemont Avenue and Potomac Street. This 0.7 acre site is zoned LO-S and has preserved the 1920s vintage single-family structure on the site. The site is adjacent to the Little League baseball field to the south and west, and single-family zoning to the east. The existing LO-S zoning establishes the current use of this property as appropriate for this location. However, an expansion of the nonresidential zoning to adjacent parcels is not recommended.

**\*e**

An office use is located on the south side of West Clemmons Road between Clinard Avenue and Hastings Avenue. This site is zoned General Office-Special Use (GO-S) and is 0.33 acres in size. It is surrounded by a nonconforming antique shop to the east and single-family zoning to the south and west. The existing GO-S zoning establishes the current use of this property as appropriate for this location. However, an expansion of the nonresidential zoning to adjacent parcels is not recommended.

**\*f**

An antique shop is located on the south side of West Clemmons Road between Hastings Avenue and Reno Road. This site is zoned RS-9 and is 0.37 acres in size. It is surrounded by an office use to the west and single-family zoning elsewhere. Commercial use is established at this site. Rezoning of this site to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property. An expansion of nonresidential zoning to adjacent residential parcels is not recommended. The nonconforming antique shop can continue to operate under its nonconforming status.

**\*g**

A gas station/auto repair shop is located on the south side of West Clemmons Road between Emma Avenue and Konnoak Drive. The site is 0.37 acres in size and is zoned RS-9. It is surrounded by single-family zoning. Commercial use is established at this location. Rezoning to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially-zoned property. An expansion of nonresidential zoning to adjacent residential parcels is not recommended.

**\*h**

A small warehouse building is located on the east side of South Main Street between Hilton Drive and Avondale Street. This site is zoned Limited Industrial (LI) and is 1.72 acres in size. It is surrounded by vacant property to the south and single-family zoning elsewhere. The current LI zoning establishes this use as appropriate for this site. However, expanding the zoning here to adjacent property is not recommended. If the use of the property is changed, rezoning to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property.

**\*i**

A used car dealership is located on the west side of South Main Street between Pasadena Drive and Davie Avenue. This site is zoned RS-9 and is 0.63 acres in size. It is surrounded by single-family zoning, but is across South Main Street from HB-S and GB-S zoning. The current use of this property is appropriate for this location, as it takes place within an existing commercial structure. Rezoning to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property. An expansion of nonresidential zoning to adjacent residential parcels is not recommended.

**\*j**

A restaurant and an auto repair shop are located on the east side of South Main Street between Davie Avenue and Davidson Avenue. These uses are zoned GB-S and HB-S and are 1.85 acres in size. They are surrounded by single-family zoning, and are across South Main Street from a

nonconforming used car dealership. The current use and zoning of this property are appropriate for this location. An expansion of nonresidential zoning to adjacent residential parcels is not recommended.

**\*k**

A gas station/convenience store is located on the west side of South Main Street between Davidson Avenue and Overdale Road. This site is zoned LB-S and is 0.23 acres in size. It is adjacent to a manufactured housing park to the south and west, and vacant property to the north. The current use and zoning of this property are appropriate for this location, but an expansion of nonresidential zoning is not recommended.

**\*l**

An abandoned commercial site is located on the east side of South Main Street between Davidson Avenue and Overdale Road. A small concrete block garage building is located on the site, which is zoned RS-9. The site is surrounded by residential and institutional uses, and is located on a major thoroughfare. Recognizing the existing commercial structure, rezoning to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property. An expansion of nonresidential zoning to adjacent parcels is not recommended.

**\*m**

An automobile repair use is located on the west side of South Main Street south of its intersection with Follansbee Road. This site is zoned RS-9 and is 0.41 acres in size. While the site is surrounded by single-family zoning, the commercial building has existed for some time here. The current use of the property is an appropriate land use for this site. Rezoning to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property. Additionally, rezoning the parcels to the north of this site between South Main Street and Follansbee Road and the properties to the south of this site between the subject property and site **\*n** for LB, NB, LO or NO can also be recommended.

**\*n**

An automobile repair use/gas station is located on the west side of South Main Street south of the intersection with Follansbee Road. This site is zoned RS-9 and is approximately 2 acres in size. While the site is surrounded by single-family zoning, the commercial use has existed here for some time and can be considered an appropriate land use for this site. Rezoning to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property. Additionally, rezoning the parcels to the north of this site between South Main Street and Follansbee Road and site **\*m**, and north of site **\*m** between South Main Street and Follansbee Road for LB, NB, LO or NO can be recommended.

**\*o**

Diane's Hair Shop is located on the west side of Follansbee Road between Hopewell Church Road and Finch Road. This site is zoned RS-9 and is approximately 1.5 acres in size. This use exists within a single-family residential structure which is also used as a residence. It is adjacent to single-family and institutional uses. Due to the rural residential nature of the surrounding area, rezoning this property is not recommended. Additionally, if this use were discontinued, single-family residential use would be the ideal use of this property.

**\*p**

An office use is located on the east side of Stockton Street between Harson Street and Rhyne Avenue. This site is zoned RS-9 and exists on a site 0.7 acres in size. It is surrounded by single-family and multifamily development. The current use is appropriate for this location because it is contained within the office building which already exists on the site. Rezoning to an office district such as NO or LO can be recommended for this site. However, an expansion of nonresidential zoning to adjacent parcels is not recommended.

**\*q**

A veterinary office use is located on the west side of South Main Street between Cassell Street and Anderson Drive. This site is zoned HB and exists on a site approximately 2 acres in size. It is surrounded by RS-9 and LB zoning. The current use is appropriate for this location as it takes place within an existing nonresidential structure. Rezoning to an office district such as NO or LO can be recommended for this site. However, an expansion of nonresidential zoning to adjacent parcels is not recommended.

**\*r**

A restaurant use is located on the east side of South Main Street between Barber Street and Cassell Street. This site is zoned LB and exists on a site 1.36 acres in size. It is surrounded by RS-9, RMU-S and HB zoning. The current use and zoning are appropriate for this location, since there is an existing nonresidential building on the site. Expansion of the non residential zoning is not recommended.

**\*s**

A commercial use is located on the east side of South Main Street between Barber Street and Cassel Street. This site is zoned RMU-S and exists on the site of New Liberty Baptist Ministries. It is surrounded by RS-9, RM-U and LB zoning. While the current use is appropriate for this location, this site would also be appropriate for multifamily or institutional uses permitted under its current zoning.

**\*t**

A convenience store is located on the west side of South Main Street between Woodleigh Street and Union Street. This site is zoned LB and is .37 acres in size. It is adjacent to a single-family residential, a daycare center, and a commercial use in RMU-S zoning. The current use and zoning of this property are appropriate for this location.

**\*u**

Two commercial buildings are located on the west side of South Main Street between Wright Street and Union Street. This site is zoned RS-9 and is approximately .25 acres in size. It is surrounded by single-family residential, a daycare center, and a church. The current use is appropriate for this location, since existing nonresidential structures are on site. Rezoning to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include required buffers between this site and adjacent residentially zoned property. Additionally, rezoning the parcels on the west side of South Main Street between this site and Wright Street for LB, NB, LO or NO can be recommended.

**\*v**

A sign shop is located on the east side of Stockton Street between Lemly Street and Wright Street. This site is zoned RS-9 and is 0.17 acres in size. It is adjacent to a single-family residential development and a school recreation facility. There are no other commercial uses in the surrounding area, and the current use is not appropriate for this location. However, because there

is an existing commercial building on the site, a limited office or commercial use in NO or NB zoning can be recommended for this site if the current use were to be discontinued. Expanding nonresidential zoning to adjoining properties is not recommended.

**\*w**

A used car dealership is located on the south side of East Clemmons Road between Mineola Street and Utica Street. This site is zoned RS-9 and is 0.58 acres in size. It is surrounded by single-family zoning, but is across from LI zoning on East Clemmons Road. The current use of this property is appropriate for this location, as there is an existing nonresidential structure on site. Rezoning of this site to a limited commercial or office zoning district such as LB, NB, LO, or NO can be recommended for this site. Any rezoning of this property should include buffers between this site and adjacent residentially zoned property. An expansion of nonresidential zoning to adjacent residential parcels is not recommended.

**\*x**

A used car dealership is located on the south side of Thomasville Road between Fiddlers Court and Teague Road. This site is zoned RS-9 and is 1.19 acres in size. It is surrounded by single-family zoning. There are no other commercial uses in the surrounding area, and the current use is not appropriate for this location. However, because of the existing commercial building on the site, a limited office or commercial use in NO or NB zoning can be recommended for this site if the current use were to be discontinued. Expanding nonresidential zoning to adjoining properties is not recommended. Any rezoning of this property should include buffers between this site and adjacent residentially zoned property.

**\*y**

The Wilshire Golf Course is located on the east side of Peters Creek Parkway between Bridgton Road and Brannigan Village Drive. This site is zoned RS-9 and is approximately 120 acres in size. It is surrounded mostly by single-family zoning, but a small amount of commercial zoning exists to the north of the golf course, adjacent to Peters Creek Parkway. The current use of the property is appropriate for this location. However, if use of the site as a golf course were to be discontinued, the site could be comprehensively developed with a range of types and densities of residential development. It could also accommodate a community park on a portion of the site due to its desirable topography, location on a major thoroughfare, and significant acreage.

**\*z**

The Edgewood neighborhood is generally located west of Old Salisbury Road, south of Interstate 40, and north and east of Salem Creek. The specific neighborhood boundaries are shown in **Map 7**. This neighborhood currently consists of a mixture of mostly smaller, older homes, vacant land, and some business uses along the west side of Old Salisbury Road. The area is approximately 56 acres in size. The condition of properties in the neighborhood varies greatly with some properties in the area having appearance and maintenance issues. The land in this area is currently zoned for single-family residential development, with the exception of property owned by Time Warner Cable in the northwestern part of the neighborhood (zoned RM5-S) and property zoned LB, HB, and GI adjacent to Old Salisbury Road.

This plan recommends that the single-family zoning in the Edgewood neighborhood continue unless a substantial number of lots in the neighborhood can be assembled into contiguous tracts. Depending on the size of these tracts, other uses may be considered for the neighborhood. Office, low-intensity commercial, intermediate-density residential development, or a comprehensively planned mixture of these uses would be appropriate here. Special-Use zoning (zoning which includes a site-specific plan of development and specifies which land uses are allowed on a site)

is recommended for this area due to its proximity to existing residential development. Appropriate zoning districts for redevelopment of this area include, but are not limited to, LO-S, PB-S, RM12-S, and MU-S.

Piecemeal rezoning of individual single-family lots within the neighborhood to nonresidential districts could negatively impact the neighborhood and is not recommended. Office and low-intensity commercial development should follow the office/low-intensity commercial development guidelines in **Appendix G** and land uses listed in **Table 9**. Additionally, land uses which utilize a combination of office and storage or warehousing elements, such as general building contractors, are appropriate here. Any proposed multifamily development should follow the multifamily development guidelines in **Appendix H**. Redevelopment in this area must be compatible with the predominantly residential character to the south and west of the neighborhood. Also, the existing trees along the I-40 right-of-way should be preserved if possible. When developing properties which include portions of the Salem Creek floodplain, development should not encroach into the floodplain area.

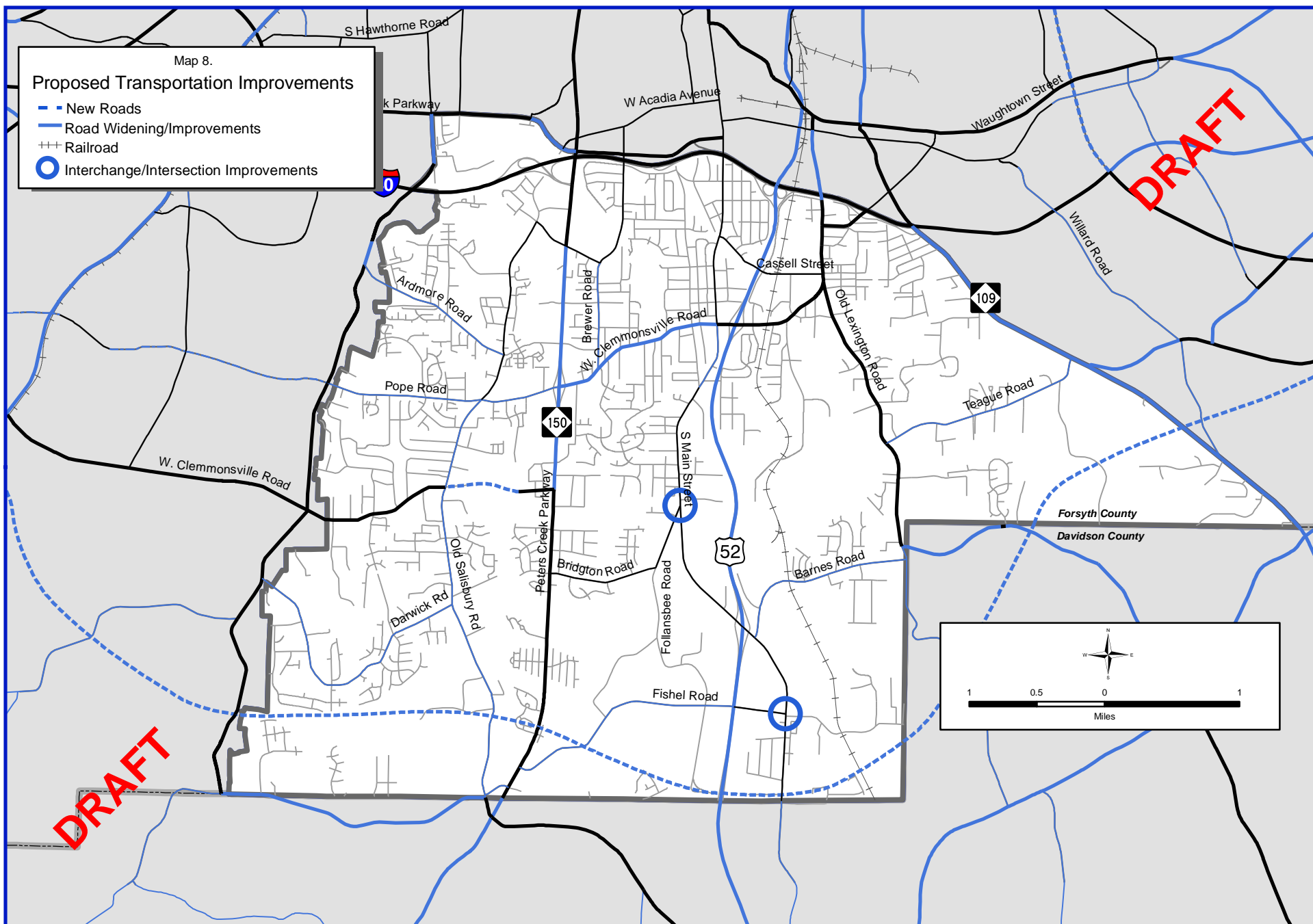
This plan recommends redevelopment of only those residentially-zoned properties immediately adjacent to Old Salisbury Road to individual business uses. Other properties must be assembled within a block surrounded by existing rights-of-way for consideration to be given to redevelopment of that block for uses other than single-family residential. As an example, properties bounded by Fairfield Drive, Sedgwick Street, Bancroft Street, and Lovedale Avenue must be assembled to consider redevelopment of that block. Whole-block redevelopment allows more flexibility in site design, helping new development fit in with its surrounding context. If redevelopment occurs, the existing street network may be maintained or new streets may be laid out. Where a block is assembled for redevelopment but is surrounded by single-family residential development, buffering, landscaping, and building design should be used to minimize the impacts of the new development.

### **\*TRANSPORTATION RECOMMENDATIONS**

*Legacy* calls for a balanced, sustainable network of all transportation modes that provide choices for travel needs. Street networks should be developed in a manner that is consistent with the land use plan and 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 for needed transportation choices for all segments of the population.

### **ROAD AND BRIDGE IMPROVEMENTS**

The Proposed Transportation Improvements map (**Map 8**) shows the location of the proposed projects listed below on **Table 9**, 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.



<b>Table 9: Transportation Improvement Projects</b>		
<b>Location</b>	<b>Description</b>	<b>Current Status</b>
<b>Road Widenings and Improvements</b>		
US 52 (I-85 in Davidson County to I-40 in Forsyth County)	Upgrade existing roadway to interstate standards	R-O-W in progress; Construction beginning 2010
W. Clemmons Road (Old Salisbury Road – South Main Street)	Widen to multi-lanes	R-O-W in progress; Construction beginning 2011
<b>New Roads</b>		
Stafford Village Boulevard	Other Major Thoroughfare	Under construction
Southern Beltway	Freeway	Thoroughfare Plan proposal
Beckel Road Extension	Collector Street	Collector Street Plan proposal
Cash Drive	Collector Street	Collector Street Plan proposal
Ferndale Avenue	Collector Street	Collector Street Plan proposal
Hidden Creek Road Extension	Collector Street	Collector Street Plan proposal
Jasper Lane Extension	Collector Street	Collector Street Plan proposal
Paragon Drive Extension	Collector Street	Collector Street Plan proposal
Parkside Place Drive Extension	Collector Street	Collector Street Plan proposal
<b>Road Realignments</b>		
NC 109 (South of Business I-85 to I-40/US 311)	Wallburg bypass, widen to multi-lanes	Unfunded MTIP project

*Sources: 2009 Winston-Salem Urban Area Comprehensive Transportation Plan, 2035 Winston-Salem Urban Area Long-Range Transportation Plan*

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

### **US 52 Upgrade to Interstate Standards (R-4750)**

Work is planned to upgrade US 52 to interstate standards from the I-85 interchange in Davidson County to the I-40 interchange in Forsyth County. US 52 would then be designated as I-285 along this stretch. The project is currently under construction and is scheduled to be completed in FY 2011.

### **NC 109 Wallburg Bypass (R-2568)**

Improvements to NC Highway 109 in Forsyth and Davidson counties are currently under study by the NCDOT. Five alternatives have been selected for detailed study, signaling the end of preliminary analysis of the proposed improvements.

One alternative corridor would improve existing NC 109, with a bypass west of the town of Wallburg. The other four alternatives are mainly at new locations. Two of the five alternatives would tie into US 52, terminating just east of the existing interchange of South Main Street and US 52. The other three alternatives would tie into I-40, terminating at the southern end of the existing interchange of NC 109 and I-40.

Selection of the preferred alternative is currently scheduled for the summer of 2010, with a final Environmental Impact Statement in the fall of 2011. Right-of-way acquisition and construction are both currently unfunded.

### **West Clemmons Road Widening (U-2923)**

This project provides for the widening of West Clemmons Road (SR 2747) to a three-lane roadway between Old Salisbury Road and South Main Street. The widened roadway will provide one 14-foot-wide through lane in each direction and a center left turn lane. The 14-foot-through

lanes will provide a lane to be shared by motorists and bicyclists. The center, common left turn lane will remove left-turning vehicles from the through lanes, reducing travel delays and decreasing the potential for accidents. The project also includes the construction of three roundabouts – one at each intersection with ramps from Peters Creek Parkway, and one at Sides Road. These roundabouts will also reduce delays and increase sight distance. The proposed roadway will include curb and gutter; and if adequate funding is available, a sidewalk will be constructed along the street.

Right-of-way acquisition for the proposed project is anticipated to be completed by October 2010. Construction is anticipated to begin in 2011.

## **Thoroughfare Plan Projects**

### **Stafford Village Boulevard**

This project provides for the construction of a new road between Old Salisbury Road and NC 150 (Peters Creek Parkway). The existing intersection of Old Salisbury Road and West Clemmons Road will also be improved to provide left turn lanes. This project will reduce traffic volumes on West Clemmons Road from Pope Road to Sides Road adjacent to Independence High School and Griffith Elementary School. This project is 0.8 miles long and will provide two lanes with a median and is expected to develop into a four-lane road with a median.

### **Winston-Salem Southern Beltway**

A “Southern Beltway” connecting the eastern and western segments in Forsyth County and northern Davidson County is in the initial planning stages, and its general proposed routing appears on some Winston-Salem Department of Transportation (WSDOT) long-range planning maps.

As of February 2010, no preferred alternatives for this southern section have been completed, and the North Carolina Department of Transportation (NCDOT) does not include the Southern Beltway on its vision maps. Construction of this final section of the beltway is expected to commence sometime after 2035.

If completed as planned, the Southern Beltway would serve as a connector for the communities of Midway, Wallburg and Arcadia, and would not necessarily be utilized as a bypass for Interstate 40 due to the freeway's southward dip. The southern section would have an approximate length of 15 miles and would intersect Future I-285 (US 52) near its midway point. Once the northern segments of the loop are completed, I-40 through Winston-Salem could complete the beltway loop without the southern section.

### **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 are:

- Extension of Beckel Road to Lance Ridge Lane
- Extension of Cash Road to Teague Road
- Completion of Ferndale Avenue between Rosie Street and Heitman Drive
- Extension of Hidden Creek Road to Fishel Road
- Extension of Jasper Lane to Bridgton Road
- Extension of Paragon Drive to Jasper Lane

- Extension of Parkside Place Drive to Hopewell Church Road
- Extension of Teague Road from Old Lexington Road to Overdale Road
- New collector extending east from South Main Street south of Barnes Road
- New collector extending west from Old Salisbury to the proposed Beckel Road/Lance Ridge Lane connector

### **Other Recommendations**

- Realignment of the following intersections:
  - Fishel Road and South Main Road
  - Follansbee Road and South Main Road
- Incorporate attractive and pedestrian-oriented features into any road improvement projects.
- Minimize the use of dead ends and culs-de-sac in new subdivisions and redeveloped areas.
- Connect local streets, where feasible, when developing or redeveloping sites.
- Identify locations for traffic calming study as needed.

## **TRANSIT**

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

### **Winston-Salem Bus Service**

- Extension of service along either Southpark Boulevard or West Clemmons Road, along Stafford Village Boulevard (when completed) and back to Peters Creek Parkway.
- Extension of service along Teague Road between Old Lexington Road and Thomasville Road.
- Extension of service along Willard Road (or alternately, Thomasville Road/NC 109) to the proposed Willard Road/Thomasville Road Neighborhood Activity Center. This could include a shelter at the Activity Center.
- Consider future bus service to other Activity Centers where needed.
- Consider future bus service to proposed industrial areas if significant industrial/business parks are developed in these areas.

### **Light Rail**

Plans for the Southeast High Speed Rail Corridor (SEHSR) include a Winston-Salem Connection, which would be provided over the Norfolk Southern “K-Line” between Greensboro and Winston-Salem and the Winston-Salem Southbound (WSSB) from Winston-Salem to Lexington. The Winston-Salem Southbound line passes through the Planning Area.

## **PEDESTRIAN**

Construction of sidewalks in the Planning Area is likely to be 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 plan process are shown on **Map 9**. These are:

- Peters Creek Parkway, I-40 to Brewer Road
- Brewer Road, Peters Creek Parkway to Buchanan Street
- Haverhill Street, Konnoak Drive to South Main Street
- West Clemmons Road, South Main Street to Old Salisbury Road

- Cassell Street, Starlight Drive to Old Lexington Road
- Old Lexington Road, from Cranford Street to Waltrude Lane
- Woodcote Drive from the end of existing sidewalk to Heitman Drive
- Heitman Drive, Woodcote Drive to Nancy Lane
- Thomasville Road (NC 109), Louise Road to Meadowview Drive

#### **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 on at least one side of all new roads and on both sides of roads that provide access to institutions and public facilities.
- Ensure that sidewalks are constructed in Activity Centers as they are developed.

### **BICYCLE**

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

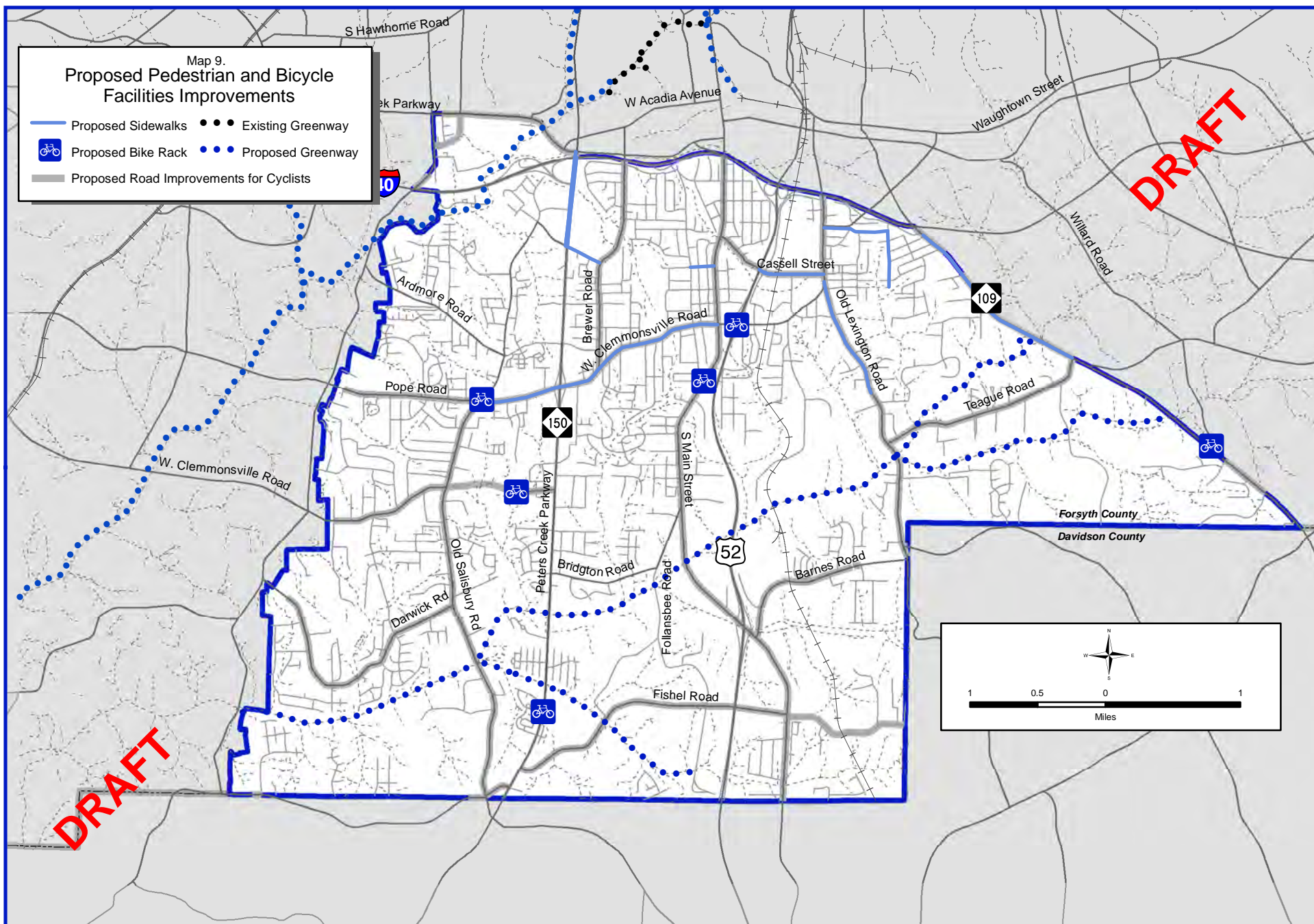
- Barnes Road - shoulder improvements
- Brewer Road - shoulder improvements
- Buchanan Street - bike lane with parking removal
- Cassell Street - shoulder improvements; edgelines
- West Clemmons Road - shoulder improvements
- Friedberg Church Road - shoulder improvements
- Friendship-Ledford Road - shoulder improvements
- South Main Street - shoulder improvements; bike lane with parking removal
- West Oak Grove Road - bike lane
- Old Lexington Road - shoulder improvements; on-road bikeway connector
- Old Salisbury Road - shoulder improvements
- Silas Creek Parkway - on-road bicycle facility; bike lane with parking removal; bike lane with restriping
- Thomasville Road - shoulder improvements

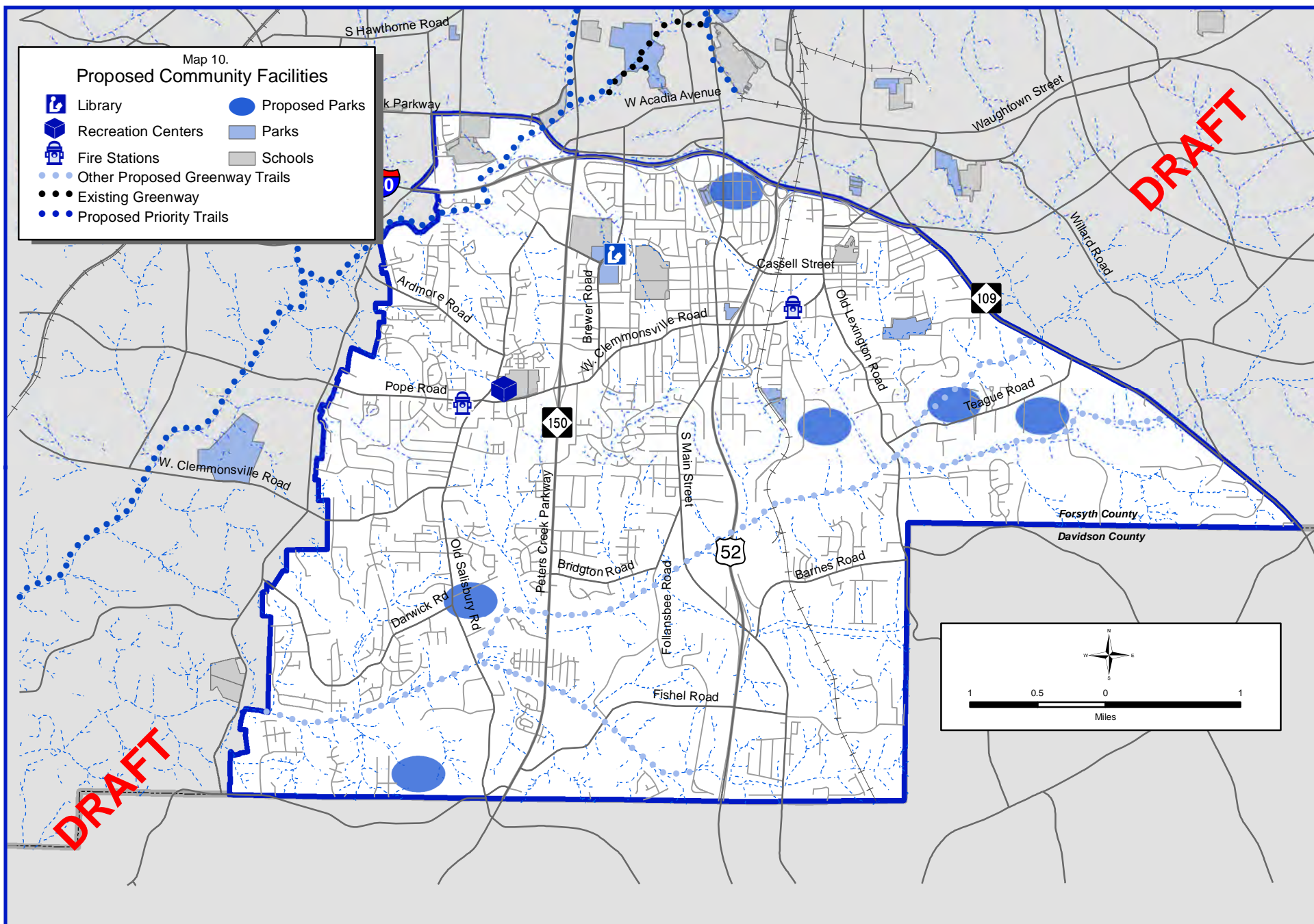
#### **Other Recommendations**

- Construct greenway trails as proposed for the South Suburban Area.
- Assure that bicycles are accommodated in all road and bridge construction and modification projects.
- Assure that bike racks are accommodated at Activity Centers, proposed new parks and other public institutions and facilities.
- Improve bike route signage along all existing bike routes in the Planning Area including the Mountains to Sea Route.

### **\*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.





## **SCHOOLS**

*Legacy* calls for quality schools which are assets to the neighborhoods in which they are located. School planning should be coordinated with planning for parks, recreation facilities and other public facilities.

- Replace, upgrade or expand existing schools to meet the needs of the Planning Area as it grows.
- Plan for the reuse of relocated school sites.
- 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 of 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; existing inadequate 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.
- Establish at least one new Community Park to provide for future recreation needs. Community Park sites should be easily accessible from a main road. Potential locations for park sites include:
  - A site located on Teague Road to service the eastern part of the Planning Area.
  - A site at the intersection of Old Salisbury Road and Jasper Lane.
  - A site off Darwick Road.
  - A portion of the site of the Wilshire Golf Course off Peters Creek Parkway, if the site becomes available for development.
- Design new Community Parks, where possible, to serve also as Neighborhood Parks for the surrounding neighborhoods and consider the establishment of additional Neighborhood Parks where feasible.
- Consider development of a Neighborhood Park on a site located on the eastern side of South Main Street between East Lemly Street, Stockton Street and East Wright Street.
- Complete a feasibility study and master plan for use of the closed landfill off Old Milwaukee Lane as a park site.
- Determine the feasibility of developing the Old Salisbury Road Landfill site, after its closure, for a District Park.
- Explore acquiring an additional access to Easton Park off Old Lexington Road and consider the feasibility of collaborating with St. Peter's World Outreach Center to develop a master plan for the park that would facilitate better use of existing/proposed parkland.
- Consider the integration of 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 construction of multi-purpose courts and fields at new parks to meet existing and future needs.

## GREENWAYS

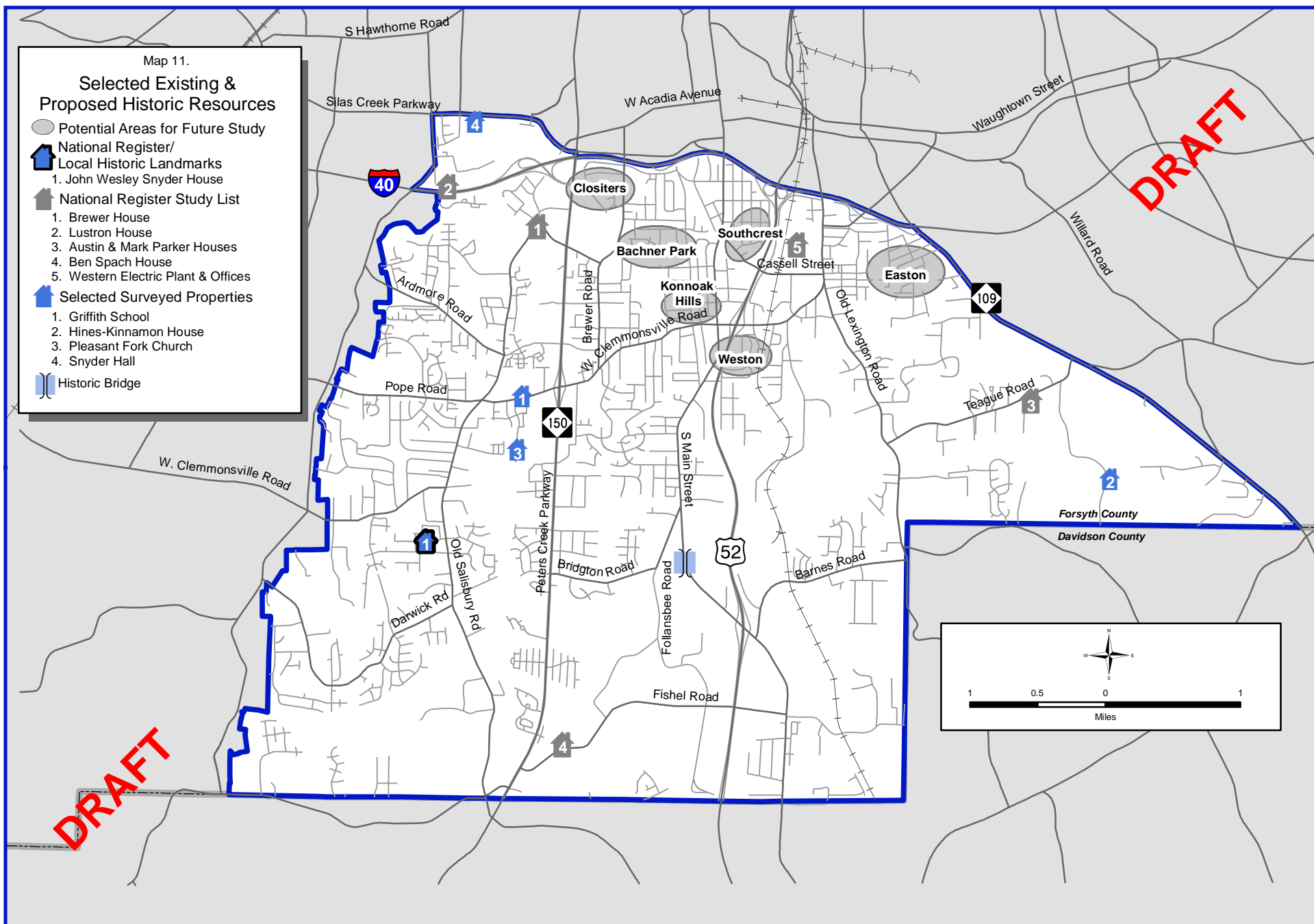
The potential exists in the long term for the construction of approximately 12 miles of greenway trails and connectors in the Planning Area focused primarily along creeks. The only Greenway trail proposed in the *2015 Greenway Plan for Winston-Salem and Forsyth County* for the Planning Area is the extension of the existing Salem Creek Greenway. The proposed future trail along Salem Creek is designated as an urban segment of the Western Piedmont Section of the North Carolina Mountains to Sea Trail.

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.

- **Salem Creek Greenway Trail Extension.** This is considered the priority trail for construction in the Planning Area. There is a proposal to extend the existing Salem Creek Greenway which now connects Salem Lake to Market Place Mall. Construction of a section of the proposed trail, between Market Place Mall and London Lane is identified as a priority in the *Winston-Salem Urban Area Comprehensive Bicycle Master Plan*. Some easements are available along Salem Creek. Efforts should be made to obtain the remaining easements necessary to construct a trail along this section of Salem Creek.
- **Other Potential Trails.** Consideration can be given in the long term to the construction of greenway trails along South Fork Muddy Creek, Leak Creek and Fiddlers Creek as more development occurs in the southern part of the Planning Area. Greenway easements should therefore be secured along these creeks as developments are approved in the Planning Area.
- **Neighborhood and Regional Connectors.** There is potential for neighborhood connectors along the various tributaries of the proposed South Fork Muddy Creek trail. There is also potential for regional connectors to Davidson County. Possible connectors include one from the proposed South Fork Muddy Creek trail via a side path along Peters Creek Parkway to a proposed Davidson County greenway trail. Another possible connector is from the eastern end of the proposed South Fork Muddy Creek trail to the Meadowland Golf Course and neighborhood in Davidson County along one of the tributaries in the area.

## GENERAL COMMUNITY FACILITIES 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.
- Use safe design guidelines and environmentally sensitive principles when designing community facilities.
- Assess the need for additional Police and Fire Services in the Planning Area based on future growth and development.
- Take action to acquire land or obtain easements for parks, recreation facilities, open space and other community facilities.



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

### **\*HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS**

*Legacy* 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 commercial areas in and near neighborhoods, and reducing the role of the automobile by incorporating walkability and connections to other 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.
- Explore the potential to plan and design aging-in-place opportunities in new developments in the Planning Area.
- Integrate new developments with existing neighborhoods through careful planning, site design and architecture.
- Encourage developers, large land holders and surrounding neighborhood residents to work together when new development is contemplated in a neighborhood.
- Plan, locate and design shopping areas, community facilities, parks and open space to make them easily accessible to neighborhood residents.
- Consider sidewalks and/or traffic calming measures where feasible to make neighborhoods more safe and pedestrian-friendly.
- Encourage the use of Crime Prevention Through Environmental Design (CPTED) techniques for new developments to facilitate safe and secure neighborhoods.
- Improve connectivity of neighborhood streets to improve accessibility within and between neighborhoods.
- Consider the establishment of neighborhood associations, where they do not exist, to facilitate citizen involvement in neighborhood issues and projects.
- Undertake projects to improve and/or revitalize neighborhoods and maintain neighborhood character where necessary.

### **AFFORDABLE HOUSING**

- Encourage for-profit developers and nonprofit developers to build affordable housing in the Planning Area for different income levels.
- Ensure that new affordable housing units are compatible with the existing character of the 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 and improve the quality of housing stock in the area through code enforcement, rehabilitation and homeownership.
- Ensure that housing is rehabilitated and redeveloped 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 homebuyers program in the Planning Area.
- Concentrate code enforcement and promotion of conservation/rehabilitation programs in areas in danger of becoming blighted.
- 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.

## **\*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. 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**

- Facilitate rehabilitation/redevelopment of dilapidated/underutilized commercial sites throughout the Planning Area with building façade improvements, bufferyards, and other landscaping.
- Encourage enforcement of housing, sanitation and weeded lot ordinances in the Planning Area to eliminate blighted structures and maintain buildings and vacant lots.
- Prepare detailed recommendations for improvement of the South Main Street/Cassel Street and South Main Street/Clemmons Road commercial areas identified in the *Revitalizing Urban Commercial Area* (RUCA) report. Fund implementation of those recommendations.
- 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 auto users in the design of new developments where possible.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
- Ensure that the UDO standards applicable to the I-40 and US-52 Thoroughfare Overlay Districts are observed.
- Encourage a high quality of design for new developments in the Planning Area.
- Utilize the design guidelines for the conversion of existing homes to office or commercial uses as detailed in **Appendix C**.
- Utilize the design guidelines for the development of suburban business parks as detailed in **Appendix D**.
- Utilize the design guidelines for institutional expansion as detailed in **Appendix E**.
- Utilize the design guidelines for Activity Centers as detailed in **Appendix F**.
- Utilize the design guidelines for office/low intensity commercial development as detailed in **Appendix G**.
- Utilize the design guidelines for multifamily development as detailed in **Appendix H**.

## **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 the *Legacy Recommendations* section on page \_\_\_\_\_. One Urban Boulevard, Peters Creek Parkway, exists within the South Suburban Planning Area.

### **Peters Creek Parkway**

Peters Creek Parkway is designated as an Urban Boulevard from the northern boundary of the Planning Area to the southern boundary of the Peters Creek Metro Activity Center. This Boulevard connects the western portion of the South Suburban Planning Area and northern Davidson County with downtown Winston-Salem. Peters Creek Parkway links a variety of land uses including commercial, institutional, single-family, and multifamily residential uses. It has a divided roadway with a landscaped median. Most development adjacent to Peters Creek Parkway has occurred in the past twenty-five years and has taken the form of Special-Use Zoning (zoning which includes development conditions which specify design features such as site layout, building materials, and sign size). Most new development here is well maintained and aesthetically pleasing.

### **Recommendations**

- Install sidewalks along both sides of Peters Creek Parkway throughout the Planning Area.
- Add crosswalks and pedestrian signals at major intersections to increase pedestrian safety and comfort.
- Make improvements where needed to the existing facades on older development in the area.
- Design new buildings in an aesthetically pleasing manner, with doors and windows facing Peters Creek Parkway.
- Locate parking areas, where possible, to the side or rear of buildings, particularly in the Activity Center.
- Encourage restaurants to add outdoor eating areas where feasible to add variety and interest to the streetscape.
- Screen all dumpsters visible from any public street.
- Plant large variety trees along Peters Creek Parkway to provide shade and improve the appearance of the roadway.
- Preserve the viability of existing residential development along Peters Creek Parkway by locating new nonresidential development only within areas designated for such development.
- Comprehensively review the design and location of bus stops, shelters, bike racks, street furniture and landscaping to better serve existing and potential users.

## **\*HISTORIC RESOURCES 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.

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.

## **GENERAL RECOMMENDATIONS**

- Retain historic buildings including residential structures, agricultural buildings, and institutional buildings, when possible.
- Recognize buildings, events, or areas of historic, cultural, or architectural significance with signage, plaques, or markers.
- Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources. Examples of potential workshops include:
  - How and why to nominate a structure or site to the National Register of Historic Places.
  - How to use the historic preservation rehabilitation tax credit program.
  - Issue-related topics such as how to maintain an older or historic building.
- Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.
- Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.
- Coordinate with organizations such as the Piedmont Land Conservancy to preserve not only the architectural elements, but also significant farmland.

## **\*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 industrial and commercial use are shown on the Proposed Land Use map (see **Map 10**).

## **GENERAL RECOMMENDATIONS**

- Support balanced, compatible economic development by the private and public sector.
- Encourage businesses and industries to locate or expand in the Planning Area.
- Focus commercial and industrial development in identified commercial/industrial areas and Activity Centers where transportation and utilities exist or are planned.
- Encourage environmentally sensitive development of commercial/industrial areas.
- Rezone land for business/industrial park 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.
- Explore funding sources, including the City of Winston-Salem's economic development programs, to implement economic development and redevelopment.
- Direct public improvements and funding to designated Activity Centers, industrial/business park areas, 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 to maintain natural areas and open space. 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, scenic areas and natural heritage inventory sites.
- Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.
- Encourage Planned Residential Developments which allow clustering development to preserve sensitive areas.
- Encourage sustainable development of land and buildings.
- Improve or preserve the water quality of the creeks by protecting the natural stream corridors.
- Continue monitoring the water quality of Salem Creek and other creeks in the area.
- Support organizations and programs that educate residents on environmental issues.

# Implementation Schedule

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

Immediate 1 to 2 years

Medium Range 6 to 10 years

Short Range 3 to 5 years

Long Range 10 years or more

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING
<b>Land Use Recommendations</b>		
Follow proposed Land Use Plan, land use policies, and Special Land Use Condition Areas (pages 39-52).	CCPB, WSCC, FCBOC	Ongoing
Encourage revitalization of older/underutilized commercial/industrial sites (page 42).	CCPB, WSCC, FCBOC	Ongoing
<b>Transportation Recommendations</b>		
<b>Road and Bridge Improvements</b> (pages 52-54).		
Upgrade US 52 (from I-40 to I-85) to I-285	WSDOT, NCDOT	Medium Range
Widen W. Clemmons Rd. from Old Salisbury Rd. to S. Main St.	WSDOT, NCDOT	Medium Range
Improve Thomasville Rd. (NC 109)	WSDOT, NCDOT	Medium Range
Complete Stafford Village Blvd.	WSDOT, NCDOT	Short Range
<b>New Roads</b> (pages 54-55)		
Southern Beltway.	WSDOT, NCDOT	Long Range
Facilitate implementation of the <i>Winston-Salem Urban Area Collector Street Plan</i> .	WSDOT, CCPB	Ongoing
<b>Transit</b> (page 55 )		
Extension of WSTA service along Southpark Blvd./W. Clemmons Rd., Stafford Village Blvd. to Peters Creek Pkwy.	WSTA	Short Range
Extension of WSTA service along Thomasville Rd./Willard Rd. to the Willard Rd./Thomasville Rd. NAC.	WSTA	Short Range
Extension of WSTA service along Teague Rd. between Old Lexington Rd. and Thomasville Rd.	WSTA	Short Range
<b>Pedestrian</b>		
Review identified sidewalk projects under the city's sidewalk priority funding system (page 55).	WSDOT	As part of routine review process for Pedestrian Plan
• Along Peters Creek Pkwy., I-40 to Brewer Rd.	WSDOT	
• Along Haverhill St., Konnoak Dr. to S. Main St.	WSDOT	
• Along Brewer Rd., Peters Creek Pkwy to Buchanan St.	WSDOT	
• Along W. Clemmons Rd., S. Main St. to Old Salisbury Rd.	WSDOT	

• Along Old Lexington Rd., from Cranford St. to Waltrude Lane.	WSDOT	
• Along Woodcote Dr. from the end of existing sidewalk to Heitman Dr.	WSDOT	
• Along Heitman Dr., Woodcote Dr. to Nancy Lane.	WSDOT	
• Along Thomasville Rd. (NC 109), Louise Rd. to Meadowview Dr.	WSDOT	
<b>Bicycle</b>		
Accommodate bicycle improvements in road projects (page 56).	WSDOT	Ongoing
• Barnes Rd. - shoulder improvements	WSDOT	
• Brewer Rd. - shoulder improvements	WSDOT	
• Buchanan St. - bike lane with parking removal	WSDOT	
• Cassell St. - shoulder improvements; edgelines	WSDOT	
• West Clemmons Rd. - shoulder improvements	WSDOT	
• Friedberg Church Rd. - shoulder improvements	WSDOT	
• Friendship-Ledford Rd. - shoulder improvements	WSDOT	
• South Main St. - shoulder improvements; bike lane with parking removal	WSDOT	
• West Oak Grove Rd. - bike lane	WSDOT	
• Old Lexington Rd. - shoulder improvements; on-road bikeway connector	WSDOT	
• Old Salisbury Rd. - shoulder improvements	WSDOT	
• Silas Creek Parkway - on-road bicycle facility; bike lane with parking removal; bike lane with restriping	WSDOT	
<b>Community Facilities Recommendations</b>		
<b>Recreation Facilities</b> (page 57).		
Complete a feasibility study/master plan for recreation facilities at the Old Milwaukee Lane landfill site.	WSRP	Immediate
Complete a feasibility study/master plan for recreation facilities at the Old Salisbury Road landfill site.	WSRP	Short Range
Establish new Community Park in Planning Area.	WSRP	Medium Range
<b>Greenways</b> (page 58).		
Extend the Salem Creek Greenway Trail.	WSENG	Medium Range
Obtain greenway easements on all creeks in the Planning Area	CCPD	Ongoing
<b>Housing and Community Development Recommendations</b>		
<b>General</b> (page 59).		
Improve connectivity of neighborhood streets to improve accessibility within and between neighborhoods in the Planning Area.	CCPB, WSDOT	Ongoing
<b>Historic Preservation Recommendations</b>		
Recognize buildings, events, or areas of historic, cultural, or architectural significance with signage, plaques, or markers (page 62).	CCPB, HRC	Ongoing
Initiate public outreach programs on the importance and economic benefits of preserving historic resources	CCPB, HRC	Ongoing

(page 62).		
<b>Economic Development Recommendations</b>		
Direct public improvements and funding to designated Activity Centers and industrial/business parks (page 62).	<b>WSCC</b>	Medium Range
<b>Environmental Recommendations</b>		
Encourage the donations of easements to preserve scenic areas and farmlands (page 63).	<b>CCPB, PLC</b>	Ongoing

<b>Abbreviations Used:</b>			
CAC	Community Appearance Commission	NCDOT	North Carolina Department of Transportation
CCPB	City-County Planning Board	PLC	Piedmont Land Conservancy
FCCNR	Forsyth County Dept. of Conservation and Natural Resources	WSCC	Winston-Salem City Council
FCBOC	Forsyth County Board of Commissioners	WSDOT	Winston-Salem Department of Transportation
FCPR	Forsyth County Parks and Recreation Department	WSRP	Winston-Salem Recreation and Parks Department
FCSB	Forsyth County School Board	WSTA	Winston-Salem Transit Authority
HRC	Winston-Salem/Forsyth County Historic Resources Commission		

## Appendix A. Potential Historic Properties

Name	General Location	Date	Survey Site Number
African-American School [D]	Cooper Lake Drive	ca. 1900-1910	FY00241
Bachner Park	Konnoak Drive, Marmion & Weisner Streets, McLean Avenue	1950-1960	FY04186
Beeson House [D]	Wesley Court	Unknown	FY00291
Brewer House [SL]	1412 Old Salisbury Road	1904	FY01323
Nathaniel Charles House	733 Teague Road	ca. 1835	FY00294
W.C. Charles Property	NC Highway 109; Charles & Leona Streets; Easton & Heitman Drives; Swaim Woods Lane	1926-1950s	FY04180
The Cloisters	Cloister Drive; Warren, Anne & Bolick Avenues; Clement & Buchanan Streets; Belvedere & Brightwood Courts	1955-1960	FY04185
Cooper House	2363 Darwick Road	ca. 1860-1880	FY00240
Easton	Charles & Tyler Streets; Easton, Betty, & William Drives; Nancy Lane; Louise Road	1949	FY04181
Fishel-Snyder House [D]	2236 Old Salisbury Road	ca. 1840-1860; 1880-1900	FY00258
Friedburg Moravian Church	2068 Friedburg Church Road	1966, 1979, 1999	FY00663
Griffith School	1385 West Clemmons Road	1926, 1950	FY03332
Hege House [D]	3681 Old Lexington Road	Unknown	FY02499
Hege House [D]	3200 Peters Creek Parkway	ca. 1860-1880	FY00252
Hege-Foltz House	395 Fishel Road	ca. 1840-1860	FY00287
Hines-Kinnamon House	4315 Fox Meadow Lane	ca. 1840-1860	FY00295
Holton Park	Beth & Hartman Avenues; Cockerham, Trent, & Craver Streets	1946-1960s	FY04187
Hopewell Moravian Church	701 Hopewell Church Road	1964	FY00286
House	369 Essick Lane	ca. 1840-1860	FY00288
House [D]	491 Fishel Road	ca. 1870	FY00244
House [D]	Jasper Lane	ca. 1875-1900	FY00243
House [D]	4048 South Main Street	Unknown	FY01325
House [D]	4340 Old Lexington Road	ca. 1850-1870	FY00292
House and Barn	4545 South Main Street	ca. 1880-1900	FY00334
Konnoak Hills	Konnoak Drive; Harson Street; South Main Street; & Clemmons Road	1929-1950s	FY04190
Frank Long House	5051 Follansbee Road	ca. 1880-1900	FY00289
Lustron House [SL]	1821 Ebert Road	1948	FY03602
Mendenhall House	3091 Old Salisbury Road	1899, 1940s	FY01420
Lemuel B. Mendenhall House [D]	3025 Greenhouse Road	ca. 1840-1860;	FY00249

		1880-1900	
Miller House	2936 Old Salisbury Road	ca. 1870	FY00658
New Friendship Baptist Church	4258 Old Lexington Road	1964	FY00293
Harry L. Paris House	4030 South Main Street	Unknown	FY02147
Austin Parker House [SL]	1058 Teague Road	1941	FY03303
Mark Parker House [SL]	1080 Teague Road	1941	FY03304
Pearson-Cockerham House [D]	156 Fishel Road	ca. 1820-1840	FY00284
Olin C. & Ellen B. Perryman House	3312 Anderson Drive	1954	FY04105
Pleasant Fork Church	1412 Pleasant Fork Church Road	1868	FY00250
Charles T. Pope Farm	4745 Follansbee Road	ca. 1866	FY00285
John F. Reich House [D]	1141 Old Salisbury Road	ca. 1870, ca. 1900	FY01324
Reid House [D]	4440 Thomasville Road	ca. 1860-1890	FY00299
Nathan Shore House [D]	4801 Sagewood Lane	ca. 1883	FY00242
Snyder Hall	2100 Silas Creek Parkway	1970	FY03574
Snyder House [D]	Penny Lane	Unknown	FY00254
John Wesley Snyder House [NR, LHL]	2715 Old Salisbury Road	ca. 1922	FY02657
Southcrest	Lomond, Emerson, Hemingway, Longfellow, Champlain, Cassell, Barber, & East Wright Streets	1957-1961	FY04183
Spach Barn [D]	Old Salisbury Road	ca. 1850-1870	FY00253
Ben Spach House [SL]	455 Fishel Road	ca. 1820-1830	FY00245
Traward Spach Kitchen [D]	2230 Darwick Road	ca. 1860-1880	FY00257
Stewart-Jones House	230 Jones Road	ca. 1840-1860	FY00290
Swaim House	1955 Swaim Road	ca. 1860-1880	FY00255
Charlie Swaim House	3904 Thomasville Road	1904	FY00297
Charles Teague House	1621 Canstaff Drive	1840, 1904	FY00358
Joseph & Mary Teague House [D]	Old Lexington Road	ca. 1820-1860; 1880-1900	FY00296
Western Electric Plant & Offices [SL]	3300 Old Lexington Road	1954	FY04193
Weston	Tech & Yale Avenues; Clemson Circle; Harvard Road; & Cornell Boulevard	1948	FY04182
John Henry Willard House [D]	Pleasant Fork Church Road	ca. 1840-1860	FY00251
Winston-Salem Forsyth County Schools Career & Administrative Centers	1605-1615 Miller Street	1976	FY04116
Woodvale Forest	Ellerbe Avenue, Woodvale Drive	1951-1956	FY04189
Woodvale Heights	Woodvale Drive	1953-1954	FY04188

Abbreviations:

D – Demolished; SL – North Carolina National Register Study List;

LHL – Local Historic Landmark; NR – National Register of Historic Places

Note: This list may not be comprehensive. All attempts have been made to include all properties visible from the right-of-way which may be worthy of further investigation.

## Historic Properties – Additional Details

Brief summaries of a few of the older neighborhoods or areas within the South Suburban Planning Area follow. This is not a comprehensive listing of older neighborhoods but consists of representative examples of subdivisions located in the Planning Area.

### **Bachner Park**

Bachner Park is one of many neighborhoods platted in the post- World War II era to ease Winston-Salem's housing shortage. The Weisner Building Company began development of Bachner Park on the west side of Konnoak Drive. Beginning with the lots facing Konnoak Drive, houses were built on almost every parcel between 1950 and 1953. Prospective owners met with contractors to select their house plans from several available options and modified the plans as necessary to meet their needs. Tuttle Lumber Company furnished the building materials, which were finally becoming readily available after shortages during the war years. Neighborhood development in Bachner Park is dense, with modest Minimal Traditional-style and Ranch houses situated close to each other and the street. The dwellings are frame, one story in height, and covered with brick veneer, wood siding or shakes, or synthetic siding. Several of the houses feature sandstone or stone veneer detailing. Features such as grouped or picture windows are common. Some houses have attached carports or garages, while others have freestanding outbuildings to the side or rear.

### **The Cloisters**

The Cloisters is one of several subdivisions developed south of downtown Winston-Salem in response to the housing shortage created by the population influx during the mid-1950s industrial expansion of the community. The neighborhood's first section was platted in February 1955. A full-page newspaper ad on June 12, 1955 announced the grand opening of the Cloisters subdivision, "Winston-Salem's Newest and Finest Low-Cost Homes." Neighborhood amenities included wooded lots, paved streets with curb and gutter, and city water and sewer connections. Natural gas and/or electric service was available, and homes were equipped with the buyer's choice of the most up-to-date gas or electric appliances. The *Winston-Salem Journal* reported that over 6,000 people viewed the new residences, most of which cost less than ten thousand dollars, between June 12 and June 18, 1955. Neighborhood development is dense and the topography is rolling, so many dwellings have steeply graded front yards. The subdivision contains Ranch houses sheathed with brick veneer, vertical and horizontal wood siding, and/or synthetic siding. As in most neighborhoods constructed during this period, the Ranch houses are either traditional in style or reflect a slight Modernist influence. Development in the subdivision continued through the late 1950s.

### **Easton**

Easton is one of many neighborhoods platted in the post- World War II era to ease Winston-Salem's housing shortage. Easton is a good example of a post-war (ca. 1949) subdivision consisting of almost identical dwellings erected in compliance with the strict Federal Housing Authority and Veterans Administration guidelines, which developers had to meet in order to market the homes using government-subsidized mortgages. Houses are situated near the street and close to one another, resulting in a harmonious rhythm of form, massing, and materials. Most residences are oriented so that the primary entrance is on the front façade, but in the few cases where the gable end faces the street, the entrance is on a side elevation. Some dwellings have porches, but the majority of entrances are unadorned and accessed by a stoop consisting of brick or concrete steps. Many houses retain original aluminum or asbestos siding, while some were later sheathed with vinyl siding, permastone, or brick veneer.

### **Konnoak Hills**

Konnoak Hills dates to an earlier period than most of the neighborhoods in the Planning Area. The farmland comprising Konnoak Hills was acquired and developed by Spaugh Realty and Insurance Company, who created a suburban community conveniently located “six minutes from the courthouse” with commanding views of downtown. The subdivision’s six-and-a-half blocks were platted in January 1929. Newspaper advertisements from that year stated that all city utilities except gas were available in Konnoak Hills, and that free buses would transport neighborhood children to John Griffith Consolidated High School. The 1929 plat contained 212 small lots, but the construction hiatus created by the Depression dramatically impacted the neighborhood’s growth. When building resumed after World War II, portions of the neighborhood were replatted and Minimal Traditional-style and Ranch houses were constructed through the 1960s. Most dwellings are frame, one story tall, and sheathed with brick veneer, permastone, or synthetic siding.

### **Southcrest**

Southcrest is one of several subdivisions developed south of downtown Winston-Salem in response to the housing shortage created by the population influx during the mid-1950s industrial expansion of the community. The first portion of Southcrest, initially called Southcrest Homes, was platted in March 1956. The predominant house style found in neighborhood is the brick veneer Ranch house, which ranges in size from approximately 1,000-1,500 square feet. Neighborhood development is dense, although all the houses have fairly generous front and back yards and narrow side yards.

### **Weston**

Weston is one of many neighborhoods platted in the post- World War II era to ease Winston-Salem’s housing shortage. Weston’s streets are all named after institutions of higher learning – Tech and Yale Avenues, Clemson Circle, Harvard Road, and Cornell Boulevard. The first 59 lots were platted in December 1947, with an additional 16 lots platted in February 1948. Weston is a good example of a post-war subdivision, featuring one-story gable- and hip-roofed Ranch and Minimal Traditional-style houses. The dwellings are situated near the street and close to one another, resulting in a harmonious rhythm of form, massing, and materials. The neighborhood’s rolling topography necessitated the construction of retaining walls, which appear throughout the neighborhood.

### **Historic Properties and Other Cultural Resources**

The South 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 will help determine the appropriate level of recognition. Some of the properties of particular significance are discussed below.

### **Brewer House**

#### **1412 Old Salisbury Road**

This Queen Anne-style house dates from 1904 and features projecting and ornamental gables, decorative shingles and bargeboard ornamentation, and a hip-roofed front porch with turned posts, sawnwork brackets and frieze. The striking dwelling features a double-leaf entry with a transom and original windows. Significantly, there are eight outbuildings on the property, including a generator house, a barn, dairy, and chicken house. Additionally, there is a one-story,

German-sided building located east of the main house, which has been identified as the original dwelling on the property. The Brewer House property is on the National Register Study List.

### **Griffith School**

#### **1385 West Clemmons Road**

Northup and O'Brien designed this Classical Revival school named for Winston-Salem businessman, mayor, and County Board of Education Chair John F. Griffith. The school replaced five small local schools: Eden, Hopewell, Flat Rock, Friendship, and Pleasant Fork. The building was not quite finished at the beginning of the 1926-27 school year, so students began the year at Pleasant Fork and moved gradually to Griffith. The school features a cast-stone water table, which encircles the building. Brick quoins flanking an arched doorway, a pediment, and a stepped parapet complete the entrance bay's detailing.

### **Hines-Kinnamon House**

#### **4315 Fox Meadow Lane**

According to oral history, the Hines family built this house before the Civil War, an African-American family named Yokeley lived in the basement, and a kitchen stood west of the house. This two-story brick house features penciled mortar joints and has a hip-roofed front porch. Six outbuildings, which date from ca. 1900 and ca. 1940 (including a smokehouse, barn, corncrib/granary/shed, and chicken house), are located on the property.

### **Lustron House**

#### **1821 Ebert Road**

In the late 1940s, the federal government subsidized the manufacture of prefabricated houses in an attempt to alleviate post-war housing shortages. Around 300 companies entered the industry in response, but only two firms produced steel dwellings. One of those, the Lustron Corporation, was founded in 1946, and the company manufactured almost 2,500 porcelain-enameled steel buildings before closing in 1950. Lustron Company records indicate that 39 Lustron homes were shipped to North Carolina by the close of 1949. The house at 1821 Ebert Road appears to be Forsyth County's only remaining Lustron House. The house was moved from its original location on Kenwood Street to its current site on Ebert Road in 1995. Lustron's modern design and amenities appealed to middle-class homeowners throughout the United States. The first Lustron houses had two-bedroom floor plans and were available in seven pastel colors. Porcelain-enameled steel panels sheathed both the exterior and interior walls. This Lustron House is a three-bedroom Westchester Deluxe model with Dove Gray exterior wall panels and gray simulated-tile steel roof panels. The 1,209-square foot floor plan has no wasted space and has been little altered. Storage closets with sliding doors and metal shelving serve as room partitions, and original metal picture hangers and magnets secure art to the wall. The Lustron House is on the National Register Study List.

### **Austin and Mark Parker Houses**

#### **1058 and 1080 Teague Road**

During the 1920s and 1930s, Austin D. Parker, a Winston-Salem automotive dealer, spent one month each winter in southern Florida and Cuba. These vacations inspired his interest in Spanish architecture, and when Parker inherited his father's Forsyth County farm in 1940, he decided to build two residences in that style. He had sketched a design on a paper bag while sailing home following one of his trips to Cuba and hired a local contractor, Fogle Brothers, Inc., to build two eclectic houses, one for himself and his wife Alberta, and one for his son, Mark Parker. The stuccoed dwellings combine elements of the Spanish Revival, Moderne, and Mission styles. The Austin and Mark Parker Houses are both on the National Register Study List.

**Pleasant Fork Church****1412 Pleasant Fork Church Road**

According to a 1970 newspaper article from the church scrapbook, “Lewis David de Schweintz deeded 10.16 acres to 18 men and their heirs in 1823, stipulating that the land was to be used [for] a union or nondenominational church.” A log church and a brush arbor were soon erected, and, after the log church burned, a frame sanctuary was built between 1868 and 1871. Rules and regulations regarding church oversight were drafted in 1868, and provisions included the election of a governing body of five commissioners responsible for maintaining the church and cemetery. The Moravians used Pleasant Fork Church from 1845 to 1897. In 1951, the church property was almost sold, when the Forsyth County Board of Education divested itself of a large parcel containing Pleasant Fork Church and Pleasant Fork School, but the church commissioners were able to establish that they owned the church lot. Also on the property is an early cemetery, which is surrounded by granite posts and a later wire fence.

**Snyder Hall****2100 Silas Creek Parkway**

This building is one of Winston-Salem architect Fred W. Butner Jr.’s most significant commissions. Butner’s firm specialized in educational, religious, and governmental buildings, and designed more than 300 buildings throughout the southeast. Fred W. Butner, Jr. Associates designed this three-story, flat-roofed Modernist building – which contains classrooms, labs, offices, a library, and lounge space – for the Forsyth Technical Institute campus in 1970. Cast-stone bands wrap around the brick-veneered steel and concrete building above each story, contributing to the building’s horizontality. Unique full-height aluminum, glass, and concrete pyramid-shaped entrances at the building’s northeast and southwest corners open into a central lobby where a distinctive concrete and aluminum double stair provides access to the upper floors.

**John Wesley Snyder House****2715 Old Salisbury Road**

The John Wesley Snyder was listed on the National Register of Historic Places in 2000. Additionally, it is officially designated as a Forsyth County Local Historic Landmark. The John Wesley Snyder House is one of the most architecturally striking dwellings built in Forsyth County during the early 1920s. The two-story house with its matching garage/apartment and smoke house is a rare domestic example of solid stone construction in the county, particularly outside Winston-Salem. Though it is more modest than the mansions of the city’s industrialists, the Snyder House’s use of materials, Craftsman-style exterior, and outstanding Colonial Revival/Craftsman interior with wood paneling, stone fireplaces, and extensive collection of original lighting fixtures, combined with its matching outbuildings and picturesque rural setting, make the property one of the most intact and significant architectural complexes from the early 1920s.

**Ben Spach House****455 Fishel Road**

This early two-story brick dwelling and outbuilding complex serve as an intact example of a rural Forsyth County farmstead. According to oral history, the house was constructed between 1820 and 1830. Over the years, there have been numerous owners and tenants. The dwelling features brick end chimneys, a standing seam metal roof and a rear brick ell. Interior features include plain post-and-lintel mantels, two-raised-panel doors, and a square newel post and balusters. The outbuilding complex includes a frame granary, wash house, barn, corncrib/equipment shed, constructed from ca. 1860 to ca. 1940. The Spach property is on the National Register Study List.

## **Western Electric Plant and Offices**

### **3300 Old Lexington Road**

Western Electric, founded in 1872, initially manufactured telegraph equipment for Western Union, becoming the country's largest electrical parts supplier before its 1881 acquisition by Bell Telephone, which became AT&T in 1899. Western Electric then served as AT&T's sole telephone manufacturer. Telephone demand declined during the Depression, but increased significantly beginning in 1939, when the telephone was marketed as a "weapon of preparedness." In the 1940s, Western Electric produced radio and wire communications equipment for use in national and international defense installations and maintained military contracts through the Cold War. Western Electric began manufacturing military equipment in Winston-Salem in 1946 and soon became one of Forsyth County's leading industrial concerns, operating four plants with over 7,000 employees by 1960. Western Electric occupied their expansive new Lexington Road plant and office building in late 1954. As military equipment demand decreased, the company increased production of switches and circuits for national telephone networks, and, in 1962, converted the Lexington Road plant into a telephone manufacturing operation. The Old Lexington Road facility encompasses almost 700,000 square feet on a sixty-acre parcel. The long, low, blonde brick building's main block features a projecting central entrance bay with three double-leaf plate glass doors below three rows of square green marbleized panels and a band of tall, clear glass panels, all recessed within a granite surround. Horizontal bands of square plate-glass windows wrap the building at the first- and second- story levels.

### **NCDOT Bridge #: 330592**

#### **South Main Street across South Fork Creek**

This 1949 concrete tee-beam bridge is located in a somewhat rural setting. It carries two lanes of auto traffic and has no sidewalks. Each bridge wall is constructed in five spans. Date plaques are found on each wall, and are notable because they consist of inlaid granite panels. Clearly a precursor to today's NCDOT metal bridges, the South Main Street Bridge provides a link between previous bridge forms of cast concrete and the later metal bridges. The South Main Street Bridge is the only one of its type identified in the 2008 bridge survey.

It is important not to limit the discussion of the South Suburban Area's historic resources to structures or planned developments. Likely, various Native American tribes inhabited the area along with other early settlers, including the Moravian County Congregation of Friedburg. The North Carolina Office of State Archaeology maintains files on any such sites that have been identified.

## Appendix B. Agricultural and Historic Preservation Tools in Forsyth County

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

**AG Zoning.** The Agricultural District (AG District) is primarily intended to accommodate agricultural uses as well as scattered non-farm residences on large tracts of land. The District is not intended for small-lot residential subdivisions, and accordingly requires a minimum 40,000 square foot lot size for the development of single-family homes. The District is intended for use in Growth Management Areas 4 (The Future Growth Area) and 5 (The Rural Area), and is established to preserve the rural character of these areas and encourage the continued use of land for agricultural, forest, and open space purposes. The District is also intended to discourage the establishment of scattered commercial and industrial land uses, prevent premature conversion of farmland into urban uses, and to limit premature public infrastructure and service demands. AG zoning is appropriate tool for limiting development intensity and conserving agricultural land.

**Voluntary Agricultural District.** The Voluntary Agricultural District program adopted by the Forsyth County Commissioners in January, 2008 is a tool that helps preserve farmland in an increasingly urbanized county. Landowners receive a set of benefits in exchange for restricting development on their land for a specific time period. Voluntary Agricultural Districts promote agricultural values as well as the agricultural community and its way of life. The Voluntary Agricultural District program also provides increased protection from nuisance suits, encourages the economic and financial health of agriculture, and provides protection from non-farm development and other negative impacts on properly managed farms. Unlike other agricultural and open space preservation tools which protect farmland, Voluntary Agricultural Districts protect farmers by making farming economically viable. When farmers are protected, the preservation of farmland is ensured. To participate in the program, farms must also participate in the present-use-value taxation program.

**Agricultural Tourism Use Classification.** The Agricultural Tourism Use Classification adopted in 2008 provides a way for farm owners to gain greater economic use of their land. This use classification allows farm owners to establish several non-farm uses which are directly related to the farming activity taking place on site, such as a winery, small retail store, restaurant, or bed and breakfast. Provisions also exist which allow outdoor special events, such as weddings, to be held on site on a limited basis. The Agricultural Tourism use is only available to farms enrolled in the Forsyth County Voluntary Agricultural District program. A zoning permit for this use classification would be reviewed by the City-County Inspections Division.

**Forsyth County Farmland Preservation Program.** The Forsyth County Farmland Preservation program is a voluntary program in which Forsyth County purchases from farmers the rights to develop their land for non-farm purposes, such as subdivisions and shopping centers. The development rights are held in trust assuring that areas with good soils and active farms will remain in agricultural use. The Forsyth County Board of 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; however, it has not been funded in recent years.

**Piedmont Land Conservancy Conservation Easements.** The Piedmont Land Conservancy (PLC) protects land by working with landowners who choose to conserve their land. The PLC

helps landowners determine which conservation option will best meet their objectives for the land and themselves. A conservation easement is a legal agreement through which the landowner gives specific property rights to the PLC. It provides immediate and permanent protection while keeping the land in private ownership. Each conservation easement is tailored to the specific property. A landowner can choose to donate the conservation easement, or sell the conservation easement at or below its appraised value. If a landowner no longer desires to own the property, the PLC can acquire it. In these situations, the PLC must determine if it is desirable to own the subject property.

**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 new construction within the districts through the Certificate of Appropriateness process. 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.

# **Appendix C. - Standards for Conversion of Existing Homes to Office or Commercial Use**

## **BUILDING INTEGRITY**

- The exterior appearance of the existing single-family home should be preserved 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 4,000 square feet in size.
- Keep porches open 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 the structure.
- Locate mechanical equipment to the side or the rear of the structure.
- 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 minimize their impact on the existing environment and have a neighborhood character.
- Locate new parking areas behind existing buildings or to the side of the structure.
- Screen parking areas from public view.
- Retain existing vegetation, such as mature trees, and incorporate them into the parking lot design.
- Share driveways, whenever practical, to minimize curb cuts.
- Include cross-access easements to adjacent properties where possible.

## **ACCESS**

- Entrances and steps of existing buildings serve as an important first view of the property and should be preserved as they were originally built.
- Maintain the main entrance to existing and new buildings at 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 residentially-scaled building, it should take the form of 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 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 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.

### 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 percent common open space consisting of streams or lakes, floodplains, wetlands, slopes greater than 20 percent, 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 facades facing the street should be articulated to distinguish the building. New developments should explore the use of Leadership in Energy and Environmental Design (LEED) standards to increase energy efficiency and reduce long-term building operating expenses.

***Placement of Structures:*** All structures should be setback a minimum of 100 feet from the external property lines of the 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.
- Provide a transition between parking areas and the office portion of a structure.

**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 earth-tone 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 facade and free standing signs should be provided as part of the master plan for these developments. Park entrance signs should be a monument type.

**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 facades 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-way. All utilities should be placed underground.

**Flex-space and multi-tenant 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.

## Appendix E. Design Guidelines and Standards for 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 sub-floors 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.

### 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 non-institutional 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 Components:*** 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, 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.

## Appendix F. - Design Guidelines and Standards - Activity Centers

The following recommended design guidelines for Activity Centers draw from the adopted *Legacy Development Guide*. For more general information about Activity Centers, see page \_ 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.

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

**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 the 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 comprised of windows or doors. Storefront windows should be transparent. Mirrored glass, faux windows or display casements are strongly discouraged.

### **Suggested Building Heights.**

Neighborhood Activity Center: 1 - 2 stories

Community Activity Center: 1 - 4 stories

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

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

**Street Design.** Streets, along with sidewalks and open spaces, should be designed as the main public spaces of Activity Centers. 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.

**Automobile Parking.** Streets and sidewalks lined with 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 30% 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 Parking areas 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.

**Open Space.** Urban open space should be located where it is visible and easily accessible from public areas and should have direct access from adjacent streets. The space should be visible to 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.

## Appendix G. Standards for Office/Low-Intensity Commercial Developments

- **Building Placement.** New buildings shall front the main road to create a continuity of building facades 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 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.
- **Facades.** The facade shall enhance the pedestrian environment by use of features such as porches, columns, and cornices. Solid walls and blank exterior facades 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 one-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 (HVAC) units, including on-ground and rooftop mechanical systems, and dumpsters, shall be so located and/or shielded so as to not be visible from the public right-of-way.
- **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

# Appendix H. Design Guidelines for Multifamily Developments

## MULTIFAMILY DESIGN

Multifamily developments are and will continue to be an important component of the community's housing stock. Additionally, when 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

# Acknowledgments

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