

SOUTHEAST SUBURBAN AREA PLAN VISION STATEMENT

***LAND USE**

VISION

The Southeast Suburban Planning Area is a desirable 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 Southeast 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 land uses which support the needs of residents by providing some housing choices, more convenient shopping and services, public spaces and additional job opportunities. New residential developments, including small-scale multifamily residential development, supplement and complement existing residential development. Small, compact commercial areas at specific locations along major roads provide convenient goods and services for the surrounding residential areas. Reinvestment has reinvigorated what were once declining, underutilized commercial areas. New industries in the area and in nearby areas provide jobs for area residents. The preservation of farmland and open space has helped retain some of the rural character and agricultural heritage of the historic Friedland area.

GOALS AND OBJECTIVES

- Coordinate development with investments in infrastructure.
- Identify appropriate land uses in the vicinity of the proposed Kernersville Road/Beltway (future Interstate 74) Interchange.
- Concentrate commercial developments at locations along major roads identified in the land use plan. Discourage strip commercial development.
- Promote compact, mixed-use development along major roads and corridors.
- Provide opportunities for small-scale 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 establish design guidelines for business/industrial development.
- Locate community services and facilities at easily accessible locations to serve the needs of residents.
- Develop strategies for preserving farmland and open space.
- Maintain large-lot, single-family residential development in the more agricultural/rural parts of the Planning Area.

***TRANSPORTATION**

VISION

In the Southeast 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 and facilitates emergency services. Streets are well designed and attractively landscaped. 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, including to Salem Lake Park, 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 the existing rail and major roads corridors in the area.
- Enhance the local street network by increasing street connectivity between neighborhoods.
- Improve the design and landscaping of roads.
- Maintain roads and other transportation infrastructure.

***NEIGHBORHOODS/HOUSING**

VISION

Safe and stable neighborhoods in the Southeast 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 range of housing types and densities that appeals to diverse ages, incomes and lifestyles is 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 and strengthen existing neighborhoods.
- Ensure that new developments blend in with or complement the character of surrounding neighborhoods.
- Ensure that neighborhoods have easy access to shopping, services, parks and other facilities.
- Make neighborhoods more pedestrian-friendly.
- Improve safety in neighborhoods.
- Provide a diversity of living options by offering a range of choices in housing styles and densities.
- Provide more housing for the elderly.
- 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 Planning Area to residents, visitors and investors is enhanced by a blending of its urban and rural character; the pervasiveness of high quality development;

attractive well-designed signs, buildings and roads; distinctive landscaping; the widespread prevalence of trees and greenspaces; and well-maintained streets, buildings and neighborhoods.

GOALS AND OBJECTIVES

- Preserve some of the rural character of the Planning Area.
- Support tree preservation measures that help maintain the area's existing tree cover and natural character.
- Improve the appearance of roads, businesses and public places with attractive landscaping.
- Maintain buildings, streets, and green spaces.
- Encourage and support the rehabilitation and/or redevelopment of older/abandoned commercial and industrial sites and buildings.
- Underground utilities.

***HISTORIC PRESERVATION**

VISION

The Planning Area is recognized by the community for the area's rich history and significant heritage. Preservation and sensitive rehabilitation of the historic resources in the area provides a strong sense of place and history. Designation of historic properties and/or districts to the National Register of Historic Places or as Local Historic Landmarks could recognize the most significant of the historic resources.

GOALS AND OBJECTIVES

- Actively pursue the identification and preservation of the area's historic resources.
- Determine the potential of the area's historic resources for National Register and Local Historic Landmark eligibility.
- Consider the development of a Forsyth County Historic Marker Program to recognize significant historic sites within the Planning Area.
- Sensitive 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.
- Establish multiuse community facilities that meet the needs of residents.

- Encourage the setting aside of community green spaces.
- Provide for well placed public facilities including schools.
- Establish a system of greenway trails that connect parks, neighborhoods, services and businesses.

***ENVIRONMENT**

VISION

The natural resources of the Southeast Suburban Planning Area, including the Salem Lake Natural Area are protected. The Planning Area's clean water and air 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 the Salem Lake Natural Area, a Natural Heritage Site of regional significance.
- Protect creeks from industrial pollution, runoff and soil erosion.
- Protect floodplains from inappropriate development.
- Reduce all types of pollution including air and noise pollution.

***COMMERCIAL/ECONOMIC DEVELOPMENT**

VISION

New industries provide a variety of employment opportunities in and in close proximity to the area. Energy efficient industry is the norm. 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 industries to the Planning Area and to suitably located neighboring areas.
- 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.