PETERS CREEK GROWTH CORRIDOR PLAN

Kickoff Meeting
November 15, 2018
TONIGHT'S AGENDA

1. Welcome and Introductions
2. Legacy 2030 Comprehensive Plan
3. Corridor Planning
4. Visioning Exercise
5. Next Steps
2. LEGACY 2030 COMPREHENSIVE PLAN

- Legacy 2030 adopted by the Winston-Salem City Council, Forsyth County Commissioners, and all small towns
- Serves as a policy guide for the future growth of the community
- Lists of policies, and action items
GROWTH CORRIDORS

POLICIES

• Growth Corridors linking activity centers to Downtown are located along major arterial roads
• Intended to function as future multimodal transportation arterials
• Promote a mixture of office, retail, and housing
• Concentrated development at appropriate locations to reduce development pressure on adjacent residential neighborhoods
ACTION AGENDA

- Study feasibility of Zoning Overlay Districts that emphasize mixed-use development, pedestrian and bicycle circulation, and design compatibility for surrounding land uses
In 2018, the City-County Planning Board directed staff to begin a new series of long-range plans for Winston-Salem:

- **Legacy Growth Corridors**
- **Northern Beltway interchanges**
- **Special Areas**
3. WHAT IS A CORRIDOR PLAN?

- Involves the community in developing a long-term vision for the corridor.
- Refines recommendations of adopted area plans.
- Defines policies and actions that will guide how the corridor should be maintained or improved in the future.
- Recommends future infrastructure improvements to sidewalks, bikeways, and the street network.
- Provides urban design and implementation guidance for private and public improvements.
LAND USE PLAN VS CORRIDOR PLAN

Land Use Plan

Corridor Plan
POTENTIAL OUTCOMES

- Shows renderings and sketches depicting urban design guidance for the area
- Recommend selected areas for land use changes
- Identify areas for potential changes in zoning
- Include future transportation studies & projects
- List projects to be included in the Capital Improvement Program
- Identify items requiring further study
PETERS CREEK GROWTH CORRIDOR PLAN BOUNDARIES

- Peters Creek Parkway from Business 40 to the Davidson County line
- Approximately 6.4 miles
CORRIDOR PLAN PROCESS

A. Assessment of existing conditions
B. Developing a design framework
C. Identifying focus areas
D. Developing a design vision
ASSESSMENT OF EXISTING CONDITIONS – REVIEW OF ADOPTED AREA PLANS

SOUTH CENTRAL WINSTON-SALEM
Area Plan Update

SOUTHWEST WINSTON-SALEM
Area Plan Update

SOUTH SUBURBAN
Area Plan Update
PETERS CREEK PARKWAY – TYPICAL CROSS SECTION
Great places start with great streets.

Great Streets MUST....

- Encourage activity and interaction
- Be physically comfortable and safe
- Be framed and defined
- Have transparency
- Contain complementary buildings
- Be well maintained
- Incorporate quality design and materials
- Be memorable
ACTIVITY AND INTERACTION

• Comfortable sidewalks
• Interesting land uses
• Places to gather
PHYSICALLY COMFORTABLE AND SAFE

- Friendly character
- Shade and coolness
- Protection from the elements and travel way
- Vertical definition
- Minimize space between buildings
• Inviting windows and doors
• Sidewalks and passageways
WELL MAINTAINED

- Care of trees, materials, buildings, and elements
• Care of trees, materials, buildings, and elements
4. VISIONING EXERCISE

A shared assessment of existing conditions, opportunities and challenges, and future character and form
WARM UP EXERCISE

• What is the number one thing you LOVE THE MOST about the Peters Creek Parkway Corridor?
What is the number one thing that BOTHERS YOU THE MOST about the Peters Creek Parkway Corridor?
Each table will identify:

- Areas that should be maintained and those that should be improved

- Results will tell us what YOU value along the corridor and what YOU would like to see improved
EXERCISE I
MAINTAIN & CHANGE
GROUP PRESENTATIONS
NEXT STEPS

Development Strategy

General Character

Transportation Options
## 5. PROJECT TIMELINE

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• The City/County Planning and Development Services Department’s web page:

www.cityofws.org/planning

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