SOUTH CENTRAL WINSTON-SALEM
AREA PLAN
Update
Under special State enabling legislation, the City-County Planning Board of Forsyth County and Winston-Salem is responsible for preparing and maintaining a comprehensive plan for Forsyth County. The Legacy 2030 Update, the current comprehensive plan, was adopted in 2012. Comprehensive plans take a broad, communitywide perspective for guiding growth and development. Legacy 2030 includes chapters on local trends; growth management; land use; transportation; economic development; environmental quality and sustainability; healthy, complete, and equitable communities; community character; Downtown and the Center City; neighborhoods and towns; rural character; area plans; and key public investments.

The Planning Board prepares a series of Urban and Suburban Area Plans for the city and county in an effort to translate Legacy 2030 into site specific recommendations. An area plan generally contains information about the plan area’s existing conditions and recommendations for guiding future growth and development. Citizen participation is an important part of the area plan process, and multiple opportunities for public participation exist within the area planning process.

In 2004, the City-County Planning Board (CCPB) adopted boundaries, names, and priority rankings for seven urban area plans, a Downtown Plan, and thirteen suburban/small town area plans. Seven plans cover the Urban Neighborhoods and Downtown as defined in Legacy 2030. Urban Neighborhoods are older neighborhoods and commercial, industrial, and institutional development built mostly before 1940 that surround the Center City of Winston-Salem. The Urban Neighborhoods area has been divided into study areas based on geography and common features.

Thirteen plans cover the Suburban Neighborhoods and Future Growth Area as defined in the Legacy 2030. These areas have been divided into study areas based on geography and common features. Suburban Neighborhoods include a large portion of the county and most of the small towns where suburban development has occurred in recent decades. It is also the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur. Future Growth Areas do not usually have sewer or other facilities and services to support urban development. However, because of their potential to be served efficiently by sewer and other facilities and services in the future and/or their proximity to towns, major roads and other public investments, the Growth Management Plan calls for them to eventually be developed.

As of 2012, all planning areas within Forsyth County have a corresponding area plan which was developed since the 2001 adoption of the original Legacy plan to guide future area development decisions. Area plan updates, such as this one, replace these older, existing area plans. Updated area plans provide a current picture of area conditions and an up-to-date set of future development recommendations.

Area plans follow a basic, standardized format that provides for consistent terminology, information, mapping, and land use colors for all area plans. Consistency between plans is important to city staff, the CCPB, and elected officials as they use the plans to make zoning, funding, and other decisions based on area plan recommendations.

To facilitate implementation of area plan recommendations, a biennial Area Plan Status Report is prepared which includes the current status of recommendations of all adopted area plans. The report includes the status of each action/project listed in the implementation table for each plan. Area plan recommendations are funded in a variety of ways including bonds, bond referendums, transportation funds, general government funds, the Motor Vehicle Tax, capital improvements, and Community Development Block Grants. Inclusion of a project in the area plan implementation table does not mean the recommended project has funding. Area plan projects are prioritized along with other projects and programs by the elected officials.

How Do Area Plans Relate To Rezoning?

Area plans convey a community vision and general goals to the Planning Board, elected officials, and other community leaders. The land use plan component does not, however, change the zoning of an area or force property owners to develop their land before they choose to do so. Area plans are simply recommendations developed using a public process to help guide future planning decisions.

Historically, elected and appointed officials follow the area plan land use recommendations in most cases. However, decision makers must also take into account current site conditions, community needs and changing circumstances, as well as other information which was not apparent during the initial area planning process. Officials give serious consideration to the recommendations of the area plans but also must take into account all current and available information to make the most informed decisions on future rezoning proposals.
South Central Area Plan Update

Adopted by the City-County Planning Board on August 14, 2014
Adopted by the Winston-Salem City Council on October 6, 2014

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Introduction

**Boundaries of the Study Area**

The South Central Planning Area encompasses approximately 2400 acres. The plan area is generally bounded on the north by the Southern Railway line and Business 40; on the east by downtown Winston-Salem and US 52; on the south by I-40; and on the west by Hawthorne Road and Peters Creek Parkway (see Map 1 on page v).

The entire South Central Planning Area is within the limits of the City of Winston-Salem. The majority of the planning area is in the South Ward, with the balance in the Northwest, East, and Southeast Wards. A very small portion of the planning area is in the North and Southwest Wards.

**Relationship to Legacy 2030**

Legacy 2030, Forsyth County’s comprehensive plan serves as the framework on which all area plans are built, both geographically and as a policy guide. The original *South Central Winston-Salem Area Plan* was adopted in 2003. The *South Central Winston-Salem Area Plan Update* is intended to translate Legacy 2030 policies into more detailed recommendations for the South Central Winston-Salem Plan Area.

Legacy 2030’s Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan about 90% of the plan area is designated as Urban Neighborhoods, Growth Management Area (GMA) 2. The remaining 10%, located in the West End area near Broad Street from 4th Street to the Winston-Salem Dash Baseball Park, the Brookstown/Marshall area and the Wake Forest Innovation Quarter south of Business 40, is designated as City Center, GMA 1 (see Map 2 on page 2).
Citizen participation is a critical part of the area plan process. Multiple opportunities for public participation exist in the area planning process. The steps in the development of an area plan are shown in Figure 1. The first step of the planning process is the assessment of current conditions and the consolidation of existing plans. A summary of this information is created and given to citizens at the plan kickoff workshop.

The plan kickoff workshop is the first meeting in the area planning process and is an opportunity for citizens who live and work in the area to share their comments and concerns about the area and its future with planning staff. Staff facilitates this process to help citizens document their thoughts, which provide the basis for the next step in the process.

Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in Legacy 2030, serve as the basis for the next step in the process: the formulation of recommendations by Planning staff. These recommendations primarily focus on proposed land use recommendations, and site specific design recommendations for corridors and activity centers. Staff works with the citizens on these recommendations to reach a consensus. Staff and citizens refine the plan recommendations at the meetings which follow the kickoff workshop. The final recommendations are then presented to the entire community for review at the concluding open house. If no consensus is reached, both sets of recommendations will be presented to the City-County Planning Board.

The Planning Board reviews the recommendations for consistency with the broad public interest and with Legacy 2030. The Planning Board holds a public hearing to consider the plan and make amendments, as appropriate, before recommending adoption of the plan. The document is then forwarded to the City Council for consideration, amendment, and adoption after a public hearing.

The adopted plan replaces the existing adopted plan for the area and will be used on an ongoing basis by the Planning Board and City Council to guide land use, infrastructure, and public investment decisions. An implementation schedule is included in the adopted plan to outline tasks and timing needed for each recommendation. Additionally, developers and neighborhood groups may also use the plan to guide their future business and community development decisions.
Main Street in Old Salem. Photo by Wes Steward, courtesy of Old Salem Museums & Gardens.
**GENERAL CHARACTER**

The South Central Winston-Salem Plan Area is rich in history and diverse in land use. The area is home to Salem, the city’s first permanent settlement, as well as the city’s earliest outlying and suburban developments. Most of the area was developed prior to 1940 in the pattern of traditional neighborhoods with a predominance of single-family land use, but with a mix of other residential types and densities, along with a variety of other land uses including institutions, parks, businesses and industries. Institutional uses are particularly important to the character and vitality of the South Central Planning Area.

Most of the neighborhoods in planning area are healthy with well-maintained housing stock and strong neighborhood associations. However, most of the planning area is experiencing the challenges faced by older urban neighborhoods elsewhere including aging building stock and infrastructure, declining commercial areas, and conflicts between land uses. While most of the planning area is already developed, there are some pockets of undeveloped land and there are extensive opportunities for redevelopment throughout the area. Assuring that new development complements and blends with existing development is one of the most important challenges in the planning area.

**DEMOGRAPHICS**

Based on the 2010 Census, approximately 11,159 people live in the South Central Planning Area, a decrease of approximately 4% from the 2000 Census and accounting for approximately 3% of Forsyth’s County total population. The percent of persons of Hispanic origin living in the planning area increased from about 11% in 2000 to 16% in 2010 (see Table 1 for more details).

<table>
<thead>
<tr>
<th>Table 1. Demographic Trends/Comparisons</th>
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<tr>
<td><strong>Population Statistics</strong></td>
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<td>South Central Area Plan</td>
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<td>Winston-Salem</td>
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<tr>
<td>Forsyth County</td>
</tr>
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<td><strong>Diversity Statistics</strong></td>
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<tr>
<td>Area</td>
</tr>
<tr>
<td>African-American</td>
</tr>
<tr>
<td>2010 South Central</td>
</tr>
<tr>
<td>2000 South Central</td>
</tr>
<tr>
<td>2000-2010 Change</td>
</tr>
<tr>
<td>2010 Winston-Salem</td>
</tr>
<tr>
<td>2000 Winston-Salem</td>
</tr>
<tr>
<td>2000-2010 Change</td>
</tr>
</tbody>
</table>

*Table continued on next page*
EXISTING LAND USE

Most of the South Central Planning Area was developed prior to 1940 and includes a diverse mix of land uses common to older urban areas which were developed prior to the dominance of the automobile. Commercial and industrial uses were often located in close proximity to residential uses, making it convenient for people to get to jobs and to acquire necessary goods and services. Much of this original pattern of development has been maintained in the planning area, although there has been some shift in land use over the last 30 years, especially related to conversion of industrial sites to residential and some single-family to multifamily land use.

Existing land uses in the plan area include residential, office, commercial, institutional, parks and open space, industrial, and utilities (see Table 2 on page 9 and Map 3 on page 5).

RESIDENTIAL

The predominant land use in the planning area is residential which accounts for approximately 27% of the total land area. Low-density, single-family residential is the dominant residential type in most neighborhoods, with the exception of the West End, South Marshall, and Happy Hill neighborhoods which have a diverse mix of residential types. Single-family residential accounts for approximately 19% of the total land area in the planning area.

Multifamily development accounts for approximately 8% of total land area. Concentrations of multifamily land use exist in the Happy Hill neighborhood, along South Marshall Street, north of Cotton Street and at the end of Hutton Street.

COMERCIAL AND OFFICE

Approximately 270 acres, about 11% of the land area, is developed with commercial and office uses. The primary concentrations of commercial land use are along Peters Creek and Silas Creek Parkways and on Brookstown Avenue, Burke Street, and Acadia Avenue. There is also a significant area of commercial land use located north of West End Boulevard at the very northern edge of the planning area.

Office development as an exclusive land use accounts for about 3% of the land area and is concentrated in the West End, South Marshall Street area, and around the Southeast Gateway.

MIXED-USE

Mixed-use comprises approximately five acres of the plan area and includes the Southeast Gateway development. This vertical mixed-use development, located south of the downtown area, includes some residential located above commercial uses.

INSTITUTIONAL

Institutional uses are located throughout the planning area. The 365 acres of institutional uses accounts for approximately 15% of the land in the planning area. In addition to numerous schools and churches, major institutional uses in the planning area include: Old Salem, Salem Academy & College, University of North Carolina School of the Arts (UNCSA), and Piedmont International University.
INDUSTRIAL

Industrial uses account for approximately 41 acres or 2% of the plan area. Industrial uses are concentrated off Rams Drive, including the City’s maintenance and storage facility and in the area between UNCSA and US 52. Industrial uses are also mixed with commercial uses at the very northern edge of the planning area near Northwest Boulevard and the Norfolk Southern Railway tracks. The amount of industrial land use in the planning area has declined over the last 30 years, as industrial sites and buildings have been abandoned or redeveloped for residential and other land uses.

COMMERCIAL RECREATION

Commercial recreation uses comprise approximately 32 acres or about 1% of the plan area. Larger commercial recreation uses include the YMCA and YWCA, BB&T Ballpark (the home of Winston-Salem Dash baseball team), and the Vintage Theater. Smaller facilities including a theater, opera house, and some physical fitness centers are located in the West End neighborhood.

PARKS AND OPEN SPACE

There are nine public parks in the planning area, totaling 163 acres and accounting for approximately 7% of the land area. The largest parks in the planning area are Happy Hill, Washington, and Hanes.

UTILITIES AND RIGHTS-OF-WAY

Combined together, utilities, road and railroad rights-of-way account for approximately 24% of the land area or 569 acres. This percentage is considerably higher than is typically found in other planning areas, likely because Duke Energy has major transmission lines, two large substations, and a service facility in the planning area.

UNDEVELOPED

There is not extensive vacant land in the planning area. About 303 acres or 13% of the total land area is undeveloped. Some of the undeveloped land is not topographically suitable for development because of steep slopes or the land is adjacent to Salem Creek located in floodplains or wetlands. The largest portions of undeveloped land are found in the southern end of Innovation Quarter and in and around Happy Hill.

### Table 2. Existing Land Use Summary

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acres</th>
<th>%</th>
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<tbody>
<tr>
<td>Single-Family</td>
<td>457</td>
<td>19.0</td>
</tr>
<tr>
<td>Duplex/Triplex/Quadraplex</td>
<td>31</td>
<td>1.3</td>
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<tr>
<td>Multifamily</td>
<td>164</td>
<td>6.9</td>
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<tr>
<td>Total Residential</td>
<td>652</td>
<td>27.2</td>
</tr>
<tr>
<td>Office</td>
<td>64</td>
<td>2.7</td>
</tr>
<tr>
<td>Commercial</td>
<td>206</td>
<td>8.6</td>
</tr>
<tr>
<td>Mixed-Use</td>
<td>5</td>
<td>0.2</td>
</tr>
<tr>
<td>Industrial</td>
<td>41</td>
<td>1.7</td>
</tr>
<tr>
<td>Institutional</td>
<td>365</td>
<td>15.2</td>
</tr>
<tr>
<td>Commercial Recreation</td>
<td>32</td>
<td>1.3</td>
</tr>
<tr>
<td>Parks, Recreation &amp; Open Space</td>
<td>163</td>
<td>6.8</td>
</tr>
<tr>
<td>Rail &amp; Road Rights-of-Way</td>
<td>557</td>
<td>23.2</td>
</tr>
<tr>
<td>Utilities</td>
<td>12</td>
<td>0.5</td>
</tr>
<tr>
<td>Total Utilities &amp; Rights-of-Way</td>
<td>569</td>
<td>23.7</td>
</tr>
<tr>
<td>Total Developed</td>
<td>2,097</td>
<td>87.4</td>
</tr>
<tr>
<td>Undeveloped Land</td>
<td>303</td>
<td>12.6</td>
</tr>
<tr>
<td>Total Area</td>
<td>2,400</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Survey by City-County Planning Staff, January 2014

Burke Street
ZONING

Rezoning cases since the early 2000s have had some impact on land use patterns in portions of the planning area. Many successful residential developments in the South Marshall area have been developed including, Tar Branch Towers, Hilltop House Apartments and South Apartments, and Salem Place. Also new residential development has occurred in the Happy Hill neighborhood along Mock Street, including Alder Point, an elderly housing complex, Providence Place, Willows Peak Apartments, and new single-family homes. North of Business 40, the BB&T Ballpark has been completed and adjacent apartments are being developed. The former YWCA property in West End is being redeveloped with single-family residences and The Glade Condominiums.

Since the adoption of the South Central Area Plan in 2003, there have been 35 rezoning petitions approved for the plan area. The most prevalent rezoning petition was for commercial zoning, of which seventeen were approved and eight were denied or withdrawn from consideration.

TRANSPORTATION FEATURES

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

ROADS

Overall Street Pattern

The planning area has a highly networked transportation system that establishes an ease of access within the area, as well as providing convenient connections to destinations in the city, county and region.

There are three major highways in the planning area. Business 40 forms the planning area’s northern boundary from Broad Street to US 52. US 52 defines the eastern boundary from Business 40 to Interstate 40. Interstate 40 forms the southern boundary.

NC 150 (Peters Creek Parkway) is the primary expressway in the area, generally defining the western area boundary south of Business 40. Located at the very northern edge of the planning area, N. Cherry Street and N. Marshall Street (one-way pairs referred to together as “Cherry-Marshall Street”) are the southern end of University Parkway, a designated expressway.

Four boulevards provide connections within the planning area: in the south, Silas Creek Parkway; in the northwest, North Broad Street and Peters Creek Parkway (north of Business 40); and, in the northeast, Research Parkway.

Several major thoroughfares serve the planning area. These include Fayetteville Street, West First Street, South Liberty Street, South Main Street, West Northwest Boulevard, Old Salem Road and Waughtown Street.

Several other minor thoroughfares, residential collector and other local streets connect and feed vehicular traffic to the major thoroughfares for circulation in the planning area. Map 7 on page 58 and Table 3 on page 11 show existing streets, thoroughfares and highways.
### Existing Conditions

#### Table 3. Road Classifications and Features

<table>
<thead>
<tr>
<th>Interstate Highways</th>
<th>Description</th>
<th>2011 Average Daily Traffic</th>
<th>2035 Estimated Volume</th>
<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstate 40</td>
<td>6 lanes with median</td>
<td>86,000 - 99,000</td>
<td>116,300 - 131,700</td>
<td>94,700</td>
<td>72 - 84</td>
<td>8 lanes with grass median and wide paved shoulders</td>
</tr>
<tr>
<td>Interstate 40 Business</td>
<td>4 lanes with median</td>
<td>68,000 - 74,000</td>
<td>75,300 - 102,000</td>
<td>62,300</td>
<td>48 - 72</td>
<td>4 lanes with grass median and paved shoulders</td>
</tr>
<tr>
<td>US 52</td>
<td>4 lanes with median</td>
<td>61,000 - 67,000</td>
<td>71,900 - 97,100</td>
<td>62,300</td>
<td>48</td>
<td>6 lanes with grass median and wide paved shoulders; 8 lanes with grass median and wide paved shoulders</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expressways</th>
<th>Description</th>
<th>2011 Average Daily Traffic</th>
<th>2035 Estimated Volume</th>
<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cherry-Marshall Street</td>
<td>4 lanes with median</td>
<td>- - -</td>
<td>34,200</td>
<td>49,000</td>
<td>40-55</td>
<td>4 lanes with raised median, curb and gutter, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Peters Creek Parkway</td>
<td>6 lanes with median</td>
<td>24,000 - 27,000</td>
<td>28,200 - 46,900</td>
<td>73,400</td>
<td>80</td>
<td>6 lanes with raised median, curb and gutter, wide outside lanes and sidewalks</td>
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<table>
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<tr>
<th>Boulevards</th>
<th>Description</th>
<th>2011 Average Daily Traffic</th>
<th>2035 Estimated Volume</th>
<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. Broad Street</td>
<td>2 - 4 lanes</td>
<td>- - -</td>
<td>6,100 - 20,200</td>
<td>19,500 - 38,100</td>
<td>36 - 44</td>
<td>4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>Peters Creek Parkway</td>
<td>4 lanes with median</td>
<td>8,800</td>
<td>12,700 - 34,300</td>
<td>38,100 - 43,500</td>
<td>44 - 48</td>
<td>6 lanes with raised median, curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>Research Parkway</td>
<td>4 lanes with median</td>
<td>- - -</td>
<td>17,300</td>
<td>43,500</td>
<td>75 - 115</td>
<td>4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks</td>
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<tr>
<td>Silas Creek Parkway</td>
<td>4 - 6 lanes</td>
<td>8,300 - 18,000</td>
<td>8,900 - 24,800</td>
<td>43,500 - 65,300</td>
<td>48 - 76</td>
<td>4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks</td>
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## Existing Conditions

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<tr>
<th>Major Thoroughfares</th>
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<th>2011 Average Daily Traffic</th>
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<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. Broad Street</td>
<td>2 lanes</td>
<td>4,500</td>
<td>7,200</td>
<td>13,800</td>
<td>36 - 44</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Fayetteville Street</td>
<td>2 lanes</td>
<td>- - -</td>
<td>8,100</td>
<td>13,800</td>
<td>36</td>
<td>2 lanes with curb and gutter, bike lanes and sidewalks</td>
</tr>
<tr>
<td>W. First Street</td>
<td>2 - 4 lanes</td>
<td>7,900</td>
<td>7,100 - 23,000</td>
<td>13,800 - 27,500</td>
<td>26 - 54</td>
<td>2 lanes with curb and gutter, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>S. Liberty Street</td>
<td>3 lanes</td>
<td>- - -</td>
<td>3,100 - 8,100</td>
<td>13,500 - 15,800</td>
<td>40</td>
<td>2 lanes with curb and gutter, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>S. Main Street</td>
<td>2 - 4 lanes</td>
<td>3,900</td>
<td>6,600 - 13,300</td>
<td>13,800 - 27,500</td>
<td>34 - 56</td>
<td>2 lanes with wide paved shoulders; 3 lanes with curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>W. Northwest Boulevard</td>
<td>2 lanes</td>
<td>7,400 - 9,000</td>
<td>7,200 - 11,800</td>
<td>11,900</td>
<td>34 - 50</td>
<td>2 lanes with curb and gutter, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Old Salem Road</td>
<td>4 lanes with median</td>
<td>5,100 - 11,000</td>
<td>8,000 - 16,500</td>
<td>27,500</td>
<td>40 - 56</td>
<td>4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>Waughtown Street</td>
<td>2 - 4 lanes</td>
<td>2,800 - 7,100</td>
<td>7,100 - 36,400</td>
<td>13,800 - 27,500</td>
<td>40 - 52</td>
<td>2 lanes with curb and gutter, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks</td>
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<th>Minor Thoroughfares</th>
<th>Description</th>
<th>2011 Average Daily Traffic</th>
<th>2035 Estimated Volume</th>
<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>W. Academy Street</td>
<td>2 lanes</td>
<td>5,400</td>
<td>3,100 - 11,900</td>
<td>13,800</td>
<td>26 - 34</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks</td>
</tr>
<tr>
<td>W. Acadia Avenue</td>
<td>2 lanes</td>
<td>4,000 - 6,800</td>
<td>3,700 - 9,200</td>
<td>13,800</td>
<td>34</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Minor Thoroughfares</td>
<td>Description</td>
<td>2011 Average Daily Traffic</td>
<td>2035 Estimated Volume</td>
<td>Current Road Capacity</td>
<td>Road Width</td>
<td>Future Cross-Section</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------------</td>
<td>----------------------------</td>
<td>----------------------</td>
<td>----------------------</td>
<td>------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>S. Broad Street</td>
<td>2 lanes</td>
<td>6,100</td>
<td>7,500 - 12,600</td>
<td>11,900 - 13,800</td>
<td>34 - 52</td>
<td>2 lanes with curb and gutter, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Brookstown Avenue</td>
<td>2 lanes</td>
<td>1,500</td>
<td>3,200 - 3,800</td>
<td>13,800</td>
<td>32 - 36</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Buchanan Street</td>
<td>2 lanes</td>
<td>4,600 - 9,000</td>
<td>7,000 - 14,000</td>
<td>13,800</td>
<td>36</td>
<td>2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>Burke Street</td>
<td>2 lanes</td>
<td>- -</td>
<td>7,000 - 10,300</td>
<td>13,800 - 15,800</td>
<td>26 - 42</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks</td>
</tr>
<tr>
<td>E. Cemetery Street</td>
<td>3 lanes</td>
<td>- -</td>
<td>3,700</td>
<td>15,800</td>
<td>36</td>
<td>2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks</td>
</tr>
<tr>
<td>W. Cemetery Street</td>
<td>2 lanes</td>
<td>- -</td>
<td>3,400</td>
<td>11,900</td>
<td>24</td>
<td>2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks</td>
</tr>
<tr>
<td>S. Cherry Street</td>
<td>2 - 3 lanes</td>
<td>- -</td>
<td>1,100 - 13,700</td>
<td>11,900 - 15,800</td>
<td>26 - 42</td>
<td>2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks; 3 lanes with curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>S. Church Street</td>
<td>2 lanes</td>
<td>- -</td>
<td>2,300</td>
<td>13,800</td>
<td>40</td>
<td>2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks</td>
</tr>
<tr>
<td>City Yard Drive</td>
<td>2 lanes</td>
<td>- -</td>
<td>3,700</td>
<td>13,800</td>
<td>22</td>
<td>2 lanes with raised median, curb and gutter, bike lanes and sidewalks</td>
</tr>
<tr>
<td>W. Fifth Street</td>
<td>2 lanes</td>
<td>- -</td>
<td>2,100</td>
<td>13,800</td>
<td>36</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>W. First Street</td>
<td>3 lanes</td>
<td>- -</td>
<td>10,300 - 13,800</td>
<td>15,800</td>
<td>40 - 46</td>
<td>3 lanes with curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>W. Fourth Street</td>
<td>2 - 3 lanes</td>
<td>- -</td>
<td>1,200 - 8,200</td>
<td>13,800 - 15,800</td>
<td>48 - 52</td>
<td>2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Minor Thoroughfares</td>
<td>Description</td>
<td>2011 Average Daily Traffic</td>
<td>2035 Estimated Volume</td>
<td>Current Road Capacity</td>
<td>Road Width</td>
<td>Future Cross-Section</td>
</tr>
<tr>
<td>---------------------</td>
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<td>-----------------------------</td>
<td>-----------------------</td>
<td>-----------------------</td>
<td>------------</td>
<td>--------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Glade Street</td>
<td>2 lanes</td>
<td>- - -</td>
<td>1,200 - 22,000</td>
<td>13,800</td>
<td>34 - 52</td>
<td>2 lanes with curb and gutter, bike lanes and sidewalks; 2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>N. Hawthorne Road</td>
<td>2 - 3 lanes</td>
<td>7,600</td>
<td>8,900 - 17,000</td>
<td>13,800 - 15,800</td>
<td>34 - 46</td>
<td>2 lanes with curb and gutter, parking on one side, bike lanes and sidewalks; 4 lanes with raised median, curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>S. Main Street</td>
<td>2 lanes</td>
<td>6,600 - 8,300</td>
<td>9,300 - 16,200</td>
<td>13,800</td>
<td>38 - 40</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>S. Marshall Street</td>
<td>2 - 3 lanes</td>
<td>2,300</td>
<td>2,900 - 13,100</td>
<td>11,900 - 13,800</td>
<td>36 - 40</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Rams Drive</td>
<td>3 lanes</td>
<td>- - -</td>
<td>9,900</td>
<td>13,500</td>
<td>34 - 40</td>
<td>3 lanes with curb and gutter, wide outside lanes and sidewalks</td>
</tr>
<tr>
<td>Reynolda Road</td>
<td>4 lanes</td>
<td>14,000</td>
<td>20,700</td>
<td>27,500</td>
<td>46</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>E. Salem Avenue</td>
<td>2 lanes</td>
<td>4,100</td>
<td>2,500 - 3,400</td>
<td>13,800</td>
<td>34 - 44</td>
<td>2 lanes with curb and gutter, bike lanes and sidewalks</td>
</tr>
<tr>
<td>W. Salem Avenue</td>
<td>2 lanes</td>
<td>- - -</td>
<td>3,800 - 9,500</td>
<td>13,800</td>
<td>34</td>
<td>3 lanes with curb and gutter, bike lanes and sidewalks</td>
</tr>
<tr>
<td>Salisbury Ridge Road</td>
<td>2 lanes</td>
<td>4,000</td>
<td>5,200 - 7,900</td>
<td>13,800</td>
<td>22 - 36</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>E. Sprague Street</td>
<td>2 lanes</td>
<td>6,100</td>
<td>12,100</td>
<td>13,800</td>
<td>40</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
<tr>
<td>West End Boulevard</td>
<td>2 lanes</td>
<td>- - -</td>
<td>15,100</td>
<td>13,800</td>
<td>34</td>
<td>2 lanes with curb and gutter, parking on both sides, bike lanes and sidewalks</td>
</tr>
</tbody>
</table>
### Existing Conditions

#### List of Existing Collector Streets

<table>
<thead>
<tr>
<th>Street Name</th>
<th>Street Name</th>
<th>Street Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>W. Academy Street</td>
<td>W. Fourth Street</td>
<td>Mock Street</td>
</tr>
<tr>
<td>E. Acadia Avenue</td>
<td>Granville Drive</td>
<td>Montgomery Street</td>
</tr>
<tr>
<td>Alder Street</td>
<td>S. Green Street</td>
<td>Summit Street</td>
</tr>
<tr>
<td>Brookstown Avenue</td>
<td>Haled Street</td>
<td>Sunnyside Avenue</td>
</tr>
<tr>
<td>E. Cascade Avenue</td>
<td>N. Hawthorne Road</td>
<td>Vargrave Street</td>
</tr>
<tr>
<td>W. Cascade Avenue</td>
<td>High Street</td>
<td>Wachovia Street</td>
</tr>
<tr>
<td>Cemetery Street</td>
<td>Hutton Street</td>
<td>W. Walnut Street</td>
</tr>
<tr>
<td>Chatham Road</td>
<td>Konnoak View Drive</td>
<td>West End Boulevard</td>
</tr>
<tr>
<td>Crafton Street</td>
<td>Link Road</td>
<td></td>
</tr>
</tbody>
</table>

---

*Bob’s Subs and Pub*
PUBLIC TRANSPORTATION

Local Bus Routes
The Winston-Salem Transit Authority (WSTA) currently provides extensive bus service within the South Central Winston-Salem Planning Area, with seventeen routes, including four night routes, all originating from the downtown terminal. Table 4 on page 17 describes the routes in more detail.

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

Rail
The following rail lines are located in the South Central Winston-Salem Planning Area:
• The Norfolk Southern line (Winston-Salem to Greensboro) from US 52 to near the Reidsville Road exit on Business 40.
• The Winston-Salem Southbound line (Winston-Salem to Lexington) from Business 40 to I-40.

BICYCLE FACILITIES
The Winston-Salem Urban Area Comprehensive Bicycle Master Plan was adopted by the Winston-Salem City Council and by the Transportation Advisory Committee of the Winston-Salem Urban Area MPO in 2005. This detailed study evaluates current cycling facilities in Forsyth County including the use of a Bicycle Level of Service (BLOS) model, and makes recommendations to create a comprehensive bicycle network for the area. The recommended network includes off-road trails, designated bike lanes, wide shoulders for roads, and bicycle route signage.

Bicycle Routes
The planning area has six signed bike route described in Table 5 on page 19.

PEDESTRIAN FACILITIES
With the adoption of the multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the county has become a transportation priority.

Sidewalks
Major sidewalk locations in the planning area include portions of the following thoroughfares: West Academy Street, West Acadia Avenue, North Broad Street, South Broad Street, Brookstown Avenue, Buchanan Street, Burke Street, Cemetery Street, South Cherry Street, South Church Street, Fayetteville Street, West Fifth Street, West First Street, West Fourth Street, Glade Street, North Hawthorne Road, South Hawthorne Road, South Liberty Street, South Main Street, South Marshall Street, West Northwest Boulevard, Old Salem Road, Peters Creek Parkway, Rams Drive, Research Parkway, Reynolda Road, East Salem Avenue, West Salem Avenue, Salisbury Ridge Road, East Sprague Street, Waughtown Street, and West End Boulevard.
# Table 4. Local Bus Routes

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Direction</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>#3</td>
<td>Outbound</td>
<td>From Vargrave Street, right on Mock Street, right on Alder Street</td>
</tr>
<tr>
<td>#3</td>
<td>Inbound</td>
<td>From Alder Street, right at Liberia Street, right at Free Street, left at Eller Way, left at Mock Street, left at Vargrave Street, continue to transit center</td>
</tr>
<tr>
<td>#4</td>
<td>Outbound</td>
<td>From W. Sixth Street, right at Thurmond Street</td>
</tr>
<tr>
<td>#4</td>
<td>Inbound</td>
<td>From Thurmond Street, left at W. Sixth Street, continue to transit center</td>
</tr>
<tr>
<td>#12</td>
<td>Outbound</td>
<td>From N. Liberty Street, right at W. First Street, left at Cloverdale Avenue</td>
</tr>
<tr>
<td>#12</td>
<td>Inbound</td>
<td>From Cloverdale Avenue, right at W. First Street, left at Burke Street, right at W. Fourth Street, continue to transit center</td>
</tr>
<tr>
<td>#13</td>
<td>Outbound</td>
<td>From W. First Street, left at Peters Creek Parkway</td>
</tr>
<tr>
<td>#13</td>
<td>Inbound</td>
<td>From Peters Creek Parkway, continue on W. Second Street, continue to transit center</td>
</tr>
<tr>
<td>#114</td>
<td>Outbound</td>
<td>From S. Liberty Street, continue on Old Salem Road, continue to S. Main Street, right at W. Acadia Avenue, left at Salisbury Ridge Road, left at Buchanan Street, left at Silas Creek Parkway, right at S. Main Street</td>
</tr>
<tr>
<td>#14</td>
<td>Inbound</td>
<td>From S. Main Street, left at Silas Creek Parkway, right at Buchanan Street, right at Salisbury Ridge Road, right at W. Acadia Avenue, left at S. Main Street, continue on Old Salem Road, continue on S. Main Street, continue to transit center</td>
</tr>
<tr>
<td>#16</td>
<td>Outbound</td>
<td>From W. Fifth Street, right at N. Broad Street, left at West End Boulevard, right at Reynolda Road</td>
</tr>
<tr>
<td>#16</td>
<td>Inbound</td>
<td>From Reynolda Road, left at West End Boulevard, right at N. Broad Street, left at W. Sixth Street, continue to transit center</td>
</tr>
<tr>
<td>#18</td>
<td>Outbound</td>
<td>From W. Fifth Street, right at Glade Street, left at N. Hawthorne Road right at Hanes Mall Boulevard, continue to Hampton Inn Court</td>
</tr>
<tr>
<td>#18</td>
<td>Inbound</td>
<td>From Hanes Mall Boulevard, right at N. Hawthorne Road, right at Glade Street, left at W. Fourth Street, continue to transit center</td>
</tr>
</tbody>
</table>
**Table 4. Local Bus Routes**

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Direction</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>#19</td>
<td>Outbound</td>
<td>From N. Liberty Street, right at W. First Street, left at S. Stratford Road, continue to Stratford Industrial Park</td>
</tr>
<tr>
<td>#19</td>
<td>Inbound</td>
<td>From Stratford Industrial Park, right on S. Stratford Road, right on W. First Street, continue to transit center</td>
</tr>
<tr>
<td>#20</td>
<td>Outbound</td>
<td>From N. Liberty Street, right at W. First Street, left at S. Hawthorne Road, continue to Thruway Shopping Center, Forsyth Hospital, and Hanes Mall</td>
</tr>
<tr>
<td>#20</td>
<td>Inbound</td>
<td>From Hanes Mall, right at S. Stratford Road, continue to Thruway Shopping Center, left at Cloverdale Avenue to Wake Forest University Baptist Medical Center, right at W. First Street, continue to transit center</td>
</tr>
<tr>
<td>#21</td>
<td>Outbound</td>
<td>Left at W. Fifth Street, right at N. Broad Street, Reynolda Road to Buena Vista Road, continue to Sherwood Plaza and Whitaker Square Shopping Center, left at Petree Road, left at Huntinggreen Lane</td>
</tr>
<tr>
<td>#21</td>
<td>Inbound</td>
<td>Left at Robinhood Road, right at Reynolda Road, left at W. Sixth Street, continue to transit center</td>
</tr>
<tr>
<td>#23</td>
<td>Outbound</td>
<td>From W. First Street, left at S. Broad Street, right at W. Academy Street, left at Granville Drive, right at W. Academy Street, left at Peters Creek Parkway, right at Link Road</td>
</tr>
<tr>
<td>#23</td>
<td>Inbound</td>
<td>From Link Road, left at Peters Creek Parkway, right at W. Academy Street, left at Granville Drive, right at W. Academy Street, left at S. Broad Street, continue on N. Broad Street, right at W. Fifth Street, continue to transit center</td>
</tr>
<tr>
<td>#29</td>
<td>Outbound</td>
<td>From W. First Street, left at S. Marshall Street, left at W. Salem Avenue, right at S. Main Street, left at Waughtown Street, continue on Fayetteville Street, right at Lomond Street, left at E. Sprague Street</td>
</tr>
<tr>
<td>#29</td>
<td>Inbound</td>
<td>From E. Sprague Street, right at Lomond Street, left at Fayetteville Street, continue on Waughtown Street, right at S. Main Street, left at W. Salem Avenue, right at S. Marshall Street, right at High Street, left at S. Cherry Street, continue to transit center</td>
</tr>
<tr>
<td>#30</td>
<td>Outbound</td>
<td>From Technology Way, right at E. Salem Avenue, left at Rams Drive, right at S. Martin Luther King, Jr. Drive</td>
</tr>
<tr>
<td>#30</td>
<td>Inbound</td>
<td>From S. Martin Luther King, Jr. Drive, left at Rams Drive, right at E. Salem Avenue, left at E. First Street, continue to transit center</td>
</tr>
</tbody>
</table>
### Table 4. Local Bus Routes

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Direction</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>#444</td>
<td>Outbound</td>
<td>From W. Sixth Street, right at Thurmond Street</td>
</tr>
<tr>
<td>#444</td>
<td>Inbound</td>
<td>From Thurmond Street, left at W. Sixth Street, continue to transit center</td>
</tr>
<tr>
<td>#2020</td>
<td>Outbound</td>
<td>From N. Liberty Street, right at W. First Street, left at S. Hawthorne Road</td>
</tr>
<tr>
<td>#2020</td>
<td>Inbound</td>
<td>From S. Hawthorne Road, right at W. First Street, left at W. Second Street, continue to transit center</td>
</tr>
<tr>
<td>#2323</td>
<td>Outbound</td>
<td>From W. First Street, left at Peters Creek Parkway, right at Link Road</td>
</tr>
<tr>
<td>#2323</td>
<td>Inbound</td>
<td>From Silas Creek Parkway, left at Peters Creek Parkway, continue on W. Second Street, continue to transit center</td>
</tr>
<tr>
<td>#2929</td>
<td>Outbound</td>
<td>From Vargrave Street, left at E. Sprague Street, right at Old Lexington Road</td>
</tr>
</tbody>
</table>

### Table 5. Bicycle Routes

<table>
<thead>
<tr>
<th>Route Name</th>
<th>Route Map Symbol</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Winston Loop</td>
<td>6</td>
<td>From Glade Street, right on N. Hawthorne Road, right on W. Northwest Boulevard, left on Thurmond Street</td>
</tr>
<tr>
<td>Baptist Loop</td>
<td>7</td>
<td>From Glade Street, left on N. Hawthorne Road, continue on S. Hawthorne Road</td>
</tr>
<tr>
<td>Downtown Loop</td>
<td>8</td>
<td>From N. Main Street, left on W. Sixth Street, left on Summit Street, right on W. Fifth Street, right on Glade Street, left on West End Boulevard, right on Crafton Street</td>
</tr>
<tr>
<td></td>
<td></td>
<td>From Link Road, left on Hutton Street, right on Montgomery Street, left on Granville Drive, right on West Street, left on S. Green Street, right on W. Academy Street, left on S. Broad Street, left on W. First Street, right on W. Second Street, left on N. Main Street</td>
</tr>
<tr>
<td>Reynolds Park Loop</td>
<td>9</td>
<td>From S. Main Street south of roundabout, left on Waughtown Street, continue on Fayetteville Street, left on Waughtown Street</td>
</tr>
<tr>
<td>Salem Lake Connector</td>
<td>9</td>
<td>From S. Main Street roundabout, west on W. Salem Avenue, left on S. Broad Street</td>
</tr>
<tr>
<td>Old Salem Connector</td>
<td>- - -</td>
<td>From S. Main Street, right at E. Salem Avenue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>From N. Liberty Street, continue on Old Salem Road, continue on S. Main Street</td>
</tr>
</tbody>
</table>
LEGACY GROWTH CORRIDORS

Growth corridors are recommended in Legacy as tools for improved utilization of development sites and infrastructure along major transportation corridors. Legacy’s growth corridor policies are particularly important when revitalizing older, automobile-oriented strip commercial sites experiencing decline. The redevelopment of these corridors should include increased residential densities where appropriate, mixed-use development, improved design and appearance, and more transportation options. Legacy recommendations include:

• Develop corridor master plans for improvements taking into account the unique character of each corridor. The basis for such master plans will be found in the design standards for the growth corridor identified in this plan.
• Define the boundaries of growth corridors through area plan updates.
• Identify potential locations for redevelopment along growth corridors for transit-oriented, high density, mixed-use nodes.
• Ensure compatibility between commercial and residential land uses and appropriate transitions between higher-density development and single-family residential areas.
• Provide development standards for site planning and design.
• Explore the use of zoning overlay districts to ensure good site planning principles and sensitive design, and to promote continuity in the design of corridors.

Peters Creek Parkway Corridor Study

Peters Creek Parkway has been identified as a growth corridor. A Peters Creek Parkway Corridor Study, from Silas Creek Parkway to Business 40, has been completed with considerable community input. Proposed recommendations include infrastructure improvements along the corridor, and improved aesthetics and neighborhood connectivity to promote redevelopment of adjacent properties. One of the stakeholders for this project is the Peters Creek Community Initiative (PCCI), a collaborative organization of churches, neighborhood associations, businesses, and city officials, dedicated to revitalizing the Peters Creek community through economic and community development. The goal of PCCI is to strengthen economic development along the Peters Creek corridor through physical improvements to businesses, attracting preferred business types, and making the area more pedestrian and consumer friendly. (See Transportation Recommendations on page 56 and Design Recommendations on page 65).

The conceptual design for the Peters Creek Corridor Study includes:

• A four-lane urban roadway with a posted speed of 35 miles per hour.
• Superstreet design for three signalized intersections.
• Roundabout alternatives at Link Road and at Academy Street.
• Sidewalks on both sides of the street, a multiuse path, landscaped medians and streetyards, and connections into adjacent neighborhoods.
COMMUNITY FACILITIES

The South Central Winston-Salem Plan Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (see Map 8 on page 63).

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. There are four public/charter schools in the planning area. Of these, three are elementary schools: Diggs-Latham, Brunson, and the Carter G. Woodson School of Challenge, a charter school. The remaining one is Wiley, a middle school.

There are also three private schools in the planning area: Salem Baptist Christian School, Salem Academy, and Winston-Salem Day School.

The planning area is home to three higher education institutions: Salem College, University of North Carolina School of the Arts, and Piedmont International University.

RECREATION FACILITIES

Parks

The 2015 Parks and Open Space Plan was adopted in 2007. This plan discusses existing parks, community park needs, existing open space and open space needs, park proposals and recommended facilities. Eight public parks are currently located in the South Central Winston-Salem Plan Area. Parks are classified based on their size, facilities, and function (Table 6).

Based on the service area analysis completed for the Winston-Salem and Forsyth County 2015 Parks and Open Space Plan (2007), the South Central Plan Area is adequately served by parks and community center facilities.

Table 6. Recreation Facilities

<table>
<thead>
<tr>
<th>Park Name</th>
<th>Acreage</th>
<th>Major Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini Parks: Small facilities designed to serve a specific population segment or to be primarily ornamental in nature.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown Park</td>
<td>1</td>
<td>Playground</td>
</tr>
<tr>
<td>Grace Court Park</td>
<td>1</td>
<td>Gazebo, Gardens</td>
</tr>
<tr>
<td>Spring Park</td>
<td>4</td>
<td>Picnic Area, Gardens</td>
</tr>
<tr>
<td>Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Park</td>
<td>6</td>
<td>Tennis Courts, Parking</td>
</tr>
<tr>
<td>Granville Park</td>
<td>6</td>
<td>Tennis Courts, Shelter, Playground</td>
</tr>
<tr>
<td>Community Parks: Provide active recreational opportunities drawing people from multiple neighborhoods.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Happy Hill Park/Sims Recreation Center</td>
<td>27</td>
<td>Recreation Center, Pool, Basketball Courts, Fields</td>
</tr>
<tr>
<td>District Parks: Provide recreation opportunities focusing on one or more specialized activities such as golf or tennis.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington Park</td>
<td>76</td>
<td>Softball Complex</td>
</tr>
<tr>
<td>Hanes Park</td>
<td>35</td>
<td>Tennis Center, Track, Fields</td>
</tr>
</tbody>
</table>
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.

Currently, there are two existing greenways within the planning area: Salem Creek Greenway and the Strollway. The Salem Creek Greenway is 4.5 miles in length and runs from Market Place Mall on Peters Creek Parkway to the Salem Lake Greenway. The Strollway is 1.6 miles in length and runs from 8th Street to Salem Avenue along Old Salem Road and Trade Street.

BB&T Ballpark
The BB&T Ballpark is home to the Winston-Salem Dash, a minor league baseball team in the Carolina League. The Dash began playing their home games at the BB&T Ballpark beginning in 2010 after having the former Ernie Shore Field as their home from 1956 to 2009.

Housing
According to the US Census, American Community Survey 2012 (5 year estimates) there are approximately 4,879 housing units in the South Central Plan Area. Approximately 34% of households own their own homes, compared to 57% of households citywide who own their own homes. Rates of ownership vary by neighborhood within the plan area (see Table 7, Housing Statistics).

Housing conditions vary widely in the planning area from neighborhoods where most homes are well-maintained to neighborhoods with deteriorated structures, mostly built prior to 1950.

Design and Appearance
Urban design is intended to bring, order, clarity and pleasing harmony to the network of public spaces, streets, parks, and sidewalks. The character of these public spaces is formed by the arrangement and details of the elements that define them, such as the storefronts along a commercial street or the dwellings that line a residential street.

Most of the South Central Plan Area was developed prior to 1940 and the dominance of the automobile. Street widths were minimal, buildings were placed close to the street, and there was a mix of land uses. Nonresidential uses, including retail stores, institutions, and industries were generally small and designed to serve or employ nearby residents. The original development pattern created a special character and sense of community. However, the nature and scale of businesses and institutions have changed over time, creating some urban design issues and land use conflicts in the plan area.

Future land use and design challenges in the plan area include assuring compatibility between land uses, making sure roads move traffic, but remain pedestrian-friendly, reusing industrial sites and buildings, and encouraging the rehabilitation of existing structures.

<table>
<thead>
<tr>
<th>Table 7. Housing Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing Tenure</strong></td>
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<tr>
<td><strong>Area</strong></td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>North Suburban</td>
</tr>
<tr>
<td>Winston-Salem</td>
</tr>
<tr>
<td>Forsyth County</td>
</tr>
</tbody>
</table>

*Source: 2010 U.S. Census, American Survey 2012 (5 year estimates)*
HISTORIC RESOURCES

The South Central Plan Area is fortunate to possess a number of historic resources, which are predominately urban residential in character. The resources in the area tell the story of the establishment of Salem and nearby residential areas, and the joining of the towns of Winston and Salem into one major city, Winston-Salem. Many properties in the study area were in existence when Winston-Salem was the largest city in the state in the 1920’s. These historic properties vary in type and form and include a number of individual properties of note. Additional resources not listed in the plan due to security issues include potential archaeological resources. Comprising a significant portion of the built environment, these resources help to tell the story of a rural and growing area and serve as a tangible reminder of South Central’s outstanding history.

Historic Resources Commission (HRC) staff has reviewed the major historic resources studies/surveys and has determined that a number of historic resources are located within the planning area. (See Map 9 on page 68). The most significant historic resource found in the planning area is Salem, which was begun in 1776 as the Moravian’s central community in the Wachovia Tract. Salem (now known as Old Salem) is a National Historic Landmark and is North Carolina’s first locally-zoned Historic (H) District. (See Map 10 on page 69). The planning area also includes West End, Winston-Salem’s first “streetcar suburb” now a locally-zoned Historic Overlay (HO) District.

Forsyth County’s first comprehensive architectural survey was completed in 1980 and an update to that survey was finalized in 2009. As might be expected, during the intervening years, a number of historic resources were demolished or removed from their original sites. This was found to be the case throughout all of Forsyth County, including the South Central Plan Area. However, the survey update project also identified new historic resources. While some properties in the plan area are listed on the National Register, some are of National Register quality, or are Local Historic Landmarks. However, other properties were simply identified for written and photographic documentary purposes.

Appendix A on page 73 is a list of recognized historic resources in the South Central Plan Area and their current designations.

ECONOMIC DEVELOPMENT

A small number of underutilized or vacant industrial or commercial properties exist in the plan area. Rehabilitation of these properties is needed to attract new businesses or encourage expansion of existing ones to provide employment opportunities to residents in the area.

The Development Office, a division of the City’s Community and Business Development Department, monitors and promotes economic development opportunities throughout the city. Programs providing concentrated assistance to targeted areas and groups include:

- **RUCA (Revitalizing Urban Commercial Areas) Program:** Provides funding for the rehabilitation and improvement of commercial districts in specific distressed urban areas of the City. Washington Park/Acadia RUCA qualified for funding under this program. No new areas or new projects can apply until additional city funding becomes available.

- **NRSA Building Rehabilitation Program:** Provides financial assistance to commercial and industrial property owners for building rehabilitation and site improvements. The Neighborhood Revitalization Strategy Area (NRSA) covers the entire plan area except for Old Salem/Brookstown area.

- **Small Business Loan Program:** Provides financial assistance to businesses unable to secure financing from conventional sources. The business has to be located in the Winston-Salem Neighborhood Revitalization Strategy Area.

- **Urban Progress Zone:** Created to attract new companies and encourage existing companies to add jobs and investment by providing NC State Tax Credits to qualifying businesses. The general area west of Butler Street is located within the Urban Progress Zone.

- **Housing Rehabilitation Program:** Provides financial and technical assistance to qualified owner occupants and investors to repair substandard properties.

Depending on the program selected, funds can be used for buying properties, for site or facility improvements, rehabilitation of older buildings, purchasing equipment, or starting a new business.
THE ENVIRONMENT

A number of environmental issues are of concern in the plan area including floodplains, wetlands, topography, and water quality (see Map 4 on page 25).

FLOODPLAINS

Floodplains are flood-prone lands adjacent to creeks and streams. There are requirements to manage activities in these areas. Two major urban streams running through the plan area, Peters Creek and Salem Creek have identified mapped flood-prone areas.

WETLANDS

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

TOPOGRAPHY

Most of the land in the plan area consists of slopes that are developable. The majority of the land with slopes greater than 20% is located along the identified creeks and their tributaries.

EXISTING PLANS IN STUDY AREA

The following studies have been completed for the plan area:

SOUTH CENTRAL WINSTON-SALEM AREA PLAN (adopted 2003):
The original South Central Winston-Salem Area Plan had approximately the same general boundaries except it included the Holly Avenue neighborhood now part of the Downtown Plan. The area plan included recommendations for land use, transportation, community facilities, housing, historic preservation, sense of community, community safety, and economic development.

WAKE FOREST INNOVATION QUARTER MASTER PLAN (2002)
A master plan was prepared for the Wake Forest Innovation Quarter, formerly known as the Piedmont Triad Research Park. The master plan calls for the development of state-of-the-art lab space combined with office, commercial, retail and residential space to transform this section of downtown into a thriving, urban research community. Plans call for the Wake Forest Innovation Quarter to be developed south of Business 40 with an educational flair. The Center for Design Innovation is under construction in the plan area on Rams Drive.

CREATIVE CORRIDORS MASTER PLAN (endorsed by City Council in 2012)
A Visionary Master Plan and Design Guidelines were developed to mainly improve the visual appearance of bridges over expressways and urban arterials around downtown Winston-Salem by including public art, landscaping, architectural and engineering solutions.

THE WINSTON-SALEM DOWNTOWN PLAN (adopted 2013)
The Downtown Plan was developed to guide future public policy and land use decisions for several districts within the historical boundaries of the downtown. The plan supports the ongoing redevelopment of the surrounding areas and makes recommendations in the areas of economic investment, vibrancy, mobility, and public investment.

OTHER PLANS

Major institutions in the area, Old Salem, Salem Academy & College, University of North Carolina School of the Arts and Piedmont International University have all developed plans for their campuses. All are primarily internal documents and were not developed with extensive public involvement, nor adopted by City-County Planning Board or the Winston-Salem City Council.
Plan Recommendations

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

**LAND USE RECOMMENDATIONS**

Land use recommendations serve as a guide for future development and zoning decisions in the planning area. As directed by Legacy 2030, land use recommendations designate locations and formulate policies for compatible residential development, commercial and office uses, industrial uses and activity centers. All future land use recommendations are shown on the Proposed Land Use Map (Map 6 on page 31). Additionally, the Proposed Land Use Changes Map (Map 5 on page 29) identifies properties where the proposed land use indicated on Map 6 is different than the existing land use shown on the Existing Land Use Map (Map 3 on page 5). Proposed land use changes may or may not require a change of zoning. Determinations of the need for rezoning would be evaluated when site-specific development proposals are submitted for review.

**GENERAL RECOMMENDATIONS**

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

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

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

The following are general descriptions for categories of residential land uses and specific recommendations for locations within the planning area suitable for these categories of use. The sites are shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see Map 5 on page 29 and Map 6 on page 31).

Single-Family Residential
Single-family residential development consists mostly of single-family, detached units. However, scattered throughout the neighborhoods are duplex, triplex, quadraplex and a few multifamily developments built in the planning area before zoning was established for the City. This plan makes no assumption on the legality of these uses. If uses are legally non-conforming, they should be allowed to remain. If they are illegal uses, this plan does not recommend rezoning these properties to legalize their nonconforming status. Single-family residential development is recommended for:
• Existing individual lots and small tracts of land in existing single-family neighborhoods.
• Larger parcels of undeveloped residential land in parts of the planning area. This land is generally located in the southern portion of the West Salem neighborhood and in Washington Park.
• The predominantly single-family portions of Washington Park and Sunnyside/Central Terrace neighborhoods.

Low-Density Attached Residential
Low-density attached residential development has a density of zero to eight dwelling units per acre. Generally, low-density attached residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily, townhouses, duplex, triplex, or quad units. Design Guidelines for Multifamily Development can be found in Appendix B on page 77. Low-density attached residential is recommended for two Residential Opportunity Areas discussed below.

Residential Infill
Generally, the residential infill land use is recommended for smaller sites in the Urban Neighborhoods Areas in Winston-Salem and sections of activity centers. Factors to look at for recommending residential infill are:
• Land currently zoned Residential Single-Family Quadruplex (RSQ), allowing single-family to quadraplex units.
• Land zoned Residential Multifamily (RM-5), allowing smaller multifamily buildings.
• Land zoned another district, but which would be most appropriately developed with single-family, duplex, triplex, quadraplex, and/or townhouse units.

Generally, small residential infill sites should be developed under the RSQ or RM-5 districts. However, since the RSQ district does not allow clustering of development (by only allowing one building per zoning lot), in unique circumstances the Residential Multifamily (RM-8) district may be required to develop sites that have topographic or other constraints that necessitate clustering of buildings. Residential Infill development is recommended for:
• Existing smaller sites in the West End area currently zoned RSQ or Residential Single-Family Historic Overlay (RSQ-HO).
• Existing smaller sites in the northern portion of the West Salem area currently zoned RSQ or RM-5.
• Existing smaller sites in the Happy Hill area currently zoned RSQ.
• Existing smaller sites in the Dixie Broadway area currently zoned Residential Multifamily (RM-18).
• A tract of land at the intersection of Junia Avenue and Lomond Street.

Intermediate-Density Residential
Intermediate-density residential development has a density of eight to eighteen dwelling units per acre. Generally intermediate-density residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily or townhouse structures. Design Guidelines for Multifamily Developments can be found in Appendix B on page 77. Intermediate-density residential is recommended for:
• A tract of land at the intersection of Haled Street and Sunnyside Avenue.
• A vacant tract along Peters Creek Parkway south of Academy Street.
• Sites with Special Land Use Conditions.
Residential Opportunity Areas

Site 1: Franklin, Bank, and Gregory Streets
This site has approximately 2.4 acres and is currently zoned RSQ, which allows for single-family to quadraplex units, and RM-18, which allows residential multifamily uses at a maximum density of eighteen units per acre. The site is mostly undeveloped and in single ownership. This plan recommends low-density attached residential land use at this location, up to approximately 8 dwelling units per acre, with compatible duplex, quadraplex, small footprint townhouse/multifamily development or clustered single-family structures. The site has some steep slopes requiring the clustering of some of the units. Developers could consider requesting closure of unopened right-of-ways to facilitate redevelopment of this site.

Site 2: Montgomery Street east of West Salem Shopping Center
This mostly undeveloped site has approximately 5.5 acres and is currently zoned RSQ, which allows for single-family to quadraplex uses along Montgomery and Shuman Streets, with the remainder of the site zoned Residential Single-Family (RS-7), allowing for single-family residential use. The site is mostly undeveloped and has two single-family structures located in the northern portion of the site. This plan recommends low-density attached residential land use at this location, up to approximately 8 dwelling units per acre, with compatible duplex, quadraplex, small footprint townhouse/multifamily development or clustered single-family structures. Access to the site should be off Montgomery or Shuman Streets.

There is an undeveloped four-acre lot adjacent to this site fronting on Peters Creek Parkway. The site is currently zoned General Business (GB), which allows for commercial, office and multifamily uses. The site has a steep slope fronting on Peters Creek Parkway that limits its visibility from the road making it less desirable for commercial development and possibly more desirable for multifamily uses. This plan recommends considering developing these two sites together in order to increase residential densities along this important major thoroughfare. Main site access should be off Peters Creek Parkway and a substantial natural buffer should be retained to minimize the impact of Peters Creek Parkway to the surrounding single-family residential development. A pedestrian connection from this development to Diggs-Latham Elementary School should also be explored.

Site 3: College Park
College Park, funded by the Happy Hill Gardens HOPE VI grant, is a revitalization of the former Happy Hill Gardens public housing site. The new neighborhood is comprised of 272 rental units and 148 homeownership units. All three rental phases are completed: Providence Place is a 56-unit rental complex with townhouse and garden apartments; Alders Point is a 100-unit independent living senior complex; and Willows Peak is a 116-unit development of two-and-three-story garden apartments.

Homeownership opportunities include 59 detached, single-family homes and 89 townhouses. Five detached single-family homes have been sold and the homebuilder continues efforts to pre-sell the remaining lots and townhouses.
**Office and Commercial**

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

**Office**

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. Small-scale office development is recommended at:
- The southeast corner of the BB&T Ballpark.
- Various activity centers (see Mixed-Use Land Use Categories on page 36).
- Various areas with Special Land Use Conditions (see Special Land Use Conditions on page 48).

**Office/Low-Intensity Commercial**

This land use category includes all office uses as well as commercial uses listed in Table 8.

This plan recommends one area for new office/low intensity commercial and the conversion of some existing residential structures into office/low intensity commercial land use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority of the plan; however, at certain locations it may be difficult to retain the existing single-family use on a specific property. The establishment of a transition between residential uses and commercial uses is recommended at the following location:
- West Salem Activity Center (see (*1) in Special Land Use Conditions on page 52).
- A parcel on Salisbury Ridge Road across from Buchanan Street (see (*q) in Special Land Use Conditions on page 54).

Guidelines for Conversion of Existing Homes to Office or Commercial Uses can be found in Appendix C on page 78.

**Commercial**

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

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

<table>
<thead>
<tr>
<th>Uses* Include:</th>
<th>Uses* Do Not Include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Day Care</td>
<td>Food/Drug store without Drive-Through</td>
</tr>
<tr>
<td>Arts/Crafts Studio</td>
<td>Funeral Home</td>
</tr>
<tr>
<td>Bed and Breakfast</td>
<td>Furniture/Home Furnishings</td>
</tr>
<tr>
<td>Child Care Drop-in</td>
<td>Museum, Art Gallery</td>
</tr>
<tr>
<td>Child Day Care Center</td>
<td>Post Office</td>
</tr>
<tr>
<td>Combined Use</td>
<td>Residential Building, Multifamily</td>
</tr>
<tr>
<td>Auto-related Uses</td>
<td>Convenience Stores</td>
</tr>
</tbody>
</table>

*Uses defined in the Unified Development Ordinances.*
INSTITUTIONAL

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

Because of the unique nature of institutions (many of which are allowed by right in residential zoning), it is not possible to indicate on the Proposed Land Use Map all properties for which institutional use would be appropriate.

GENERAL RECOMMENDATIONS

Many institutional uses found in the planning area are surrounded by single-family residential uses. As these facilities grow, the potential to tear down single-family structures can be detrimental to the urban fabric of the neighborhood, particularly in the older, historic sections of the neighborhood. New construction or additions to institutional uses can have a negative effect on adjacent single-family homes because of institutional uses typically have a bigger building footprint and massing. More specific institutional land use recommendations can be found under Special Land Use Conditions on pages 50-54 (**h and m-o**).

The plan recommends the following:

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

• Do not allow conversion of parcels in the National Register District to parking lots through the Special Use Permit (SUP) provision which allows for parking for institutional uses in residential districts.

• Encourage institutions owning single-family homes adjacent to their properties to maintain existing structures in good condition.

• Encourage the use of “green initiatives” in the development and redevelopment of institutional uses.

SPECIFIC INSTITUTIONAL LAND USE RECOMMENDATIONS

University of North Carolina School of the Arts Expansion:

The University of North Carolina School of the Arts opened in 1965 to train students for professional careers in the arts. It became part of the University of North Carolina system in 1972. As one of the largest institutional uses in the planning area with more than 1,100 students, the school’s growth has created concerns about additional expansion into the surrounding historic neighborhoods. Since the adoption of the South Central Area Plan in 2003, Centerville and Sunnyside/Central Terrace neighborhoods have become National Register Historic Districts in addition to the already established Washington Park district. General recommendations include:

• Maintain the future growth of the campus within the following boundaries: to the west on Main Street from Waughtown Street, across from Doone Street, to Acadia Street; to the south on Monmouth Street from Sunnyside Avenue to Lomond Street; to the east on Center Street from Haled Street to Fayetteville Street; and to the north on rear property lines of existing commercial development fronting on Fayetteville Street and Waughtown Street from west of Dixie Broadway to Alder Street (see Proposed Land Use Changes Map on Page 29).

• Continue to build vertically rather than horizontally within the Campus (C) Zoning District boundary. Scale new development to locate more intense/taller buildings inside the campus district and the less intense buildings at the edge next to single-family homes.

• Upgrade/rebuild underutilized areas and existing older facilities instead of taking additional residentially-zoned properties for school expansion.

• Discourage surface parking lots except as a temporary use. Parking structures with street level offices and services are preferable where possible.

More specific recommendations are included under Special Land Use Conditions (**m-o**). See pages 52-54.
**Parks/Open Space**

The Proposed Land Use Changes Map shows proposed parks and open space areas. Open space may consist of land protected by conservation easements or City, State or railroad-owned land (see Community Facilities Recommendations on page 60, for detailed park recommendations).

**Industrial**

The largest area of existing industrial land use, City Yard, will eventually be replaced by the Innovation Quarter South District. The plan recommends the following:

- Continue revitalization of vacant or underutilized industrial sites in the planning area. Existing industrial sites could be converted to other uses compatible with surrounding residential areas.
- New and redeveloped industrial uses should be designed in a manner that makes them compatible with nearby residential uses.

**Mixed-Use Land Use Categories**

**Mixed-Use Development**

Mixed-use development typically includes a mixing of compatible commercial, office, varied residential types and densities, institutional, and recreational uses. This plan recommends two specific areas for mixed-use which are described below and shown on the Proposed Land Use Changes Map (see Map 5 on page 29). However, the concept of mixing uses is not limited to these areas only. The Special Land Use Condition Areas starting on page 48 includes other locations where mixed-uses may be appropriate and will need to be evaluated individually on how they are integrated with and complement the surrounding neighborhoods.

**Wake Forest Innovation Quarter**

The concept of creating a research-based future took root in downtown Winston-Salem in the early 1990s when the Department of Physiology and Pharmacology of the Wake Forest School of Medicine moved into the first downtown Research Park building. The area was recently renamed the Innovation Quarter in recognition of the shift from biotechnology to a mix of biomedical and material sciences, information technology, and other health and communications fields. The Innovation Quarter is becoming a mixed-use hub in the community for scientific innovation and collaboration and a place where people come to work, live, learn and play.

A master plan for the Innovation Quarter was developed to guide future development in the area. The section south of Business 40, called the South District, is intended to have a mixture of academic and office uses in a park like setting with greenway and sidepath connections to other parts of the area and surrounding neighborhoods. The South District will eventually include the area currently occupied by City Yard. The Salem Creek Connector is currently being built in this area.

**Carter G. Woodson School Site**

Carter G. Woodson School is a public charter school serving students in grades K-12 since 1997. The school opened in a renovated building on the north side of Goldfloss Street west of US 52. The school later expanded by building a gym, classrooms and parking on a 32-acre tract of land with frontage on US 52 and I-40, formerly occupied by a textile mill. The majority of the site is zoned Institutional and Public (IP) with a section zoned General Industrial (GI) for general industrial uses west of Lucille Street. General recommendations for the undeveloped GI portion of the site include:

- Develop the site with a mixture of uses compatible with the Sunnyside neighborhood. A mix of residential types and institutional uses is recommended, including single family, low-density attached residential, small multi-family buildings, educational and/or institutional buildings, recreation facilities, and open space.
- Provide open space in the form of a gathering space or plaza that is open to the public and centrally located.
- Develop the entire site comprehensively and do not subdivide it into numerous unrelated uses.
- Develop the site in a manner that takes advantage of its prominent location to present a high quality image from US 52 and I-40.

**Activity Centers**

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

The *South Central Winston-Salem Area Plan Update* identifies seven activity centers: the Parkway Activity Center, the West Salem Activity Center, the Fourth/Burke Activity Center, the Brookstown/ Marshall Activity Center, the Southeast Gateway Activity Center, the Washington Park Activity Center, and the West End Activity Center. All of these activity centers, with the exception of the Southeast Gateway, were prioritized for public improvements by the City’s Revitalizing Urban Commercial Areas (RUCA) program. The West Salem and Washington Park Activity Centers both received public funding for that purpose. General recommendations of the RUCA program are as follows:

**RUCA Program Public Improvement Recommendations:**
- Repair existing and build new sidewalks (see Map 7 on page 58 for locations of proposed sidewalks)
- Provide striped crosswalks at major intersections
- Create on-street parking, where feasible
- Investigate the use of traffic calming measures to reduce traffic speed and improve pedestrian safety and comfort
- Plant street trees along major roads

**Private Site Improvement Needs:**
Encourage private improvements through incentives and regulatory measures as follows:
- Close/consolidate curb cuts
- Screen dumpsters, grease traps, and loading docks
- Use vegetation or fencing to screen the view of commercial areas from residential uses
- Improve parking lot areas by resurfacing, defining spaces, redesigning and adding landscaping
- Improve building façades
- Remove excessive signage and replace damaged/out-of-date signage

**Focal Points**
Many older commercial areas have a center or special feature based on history and/or identity that can be considered a focal point for the area, including historic structures, landmarks, or even favorite restaurants. Such focal points should be retained and enhanced where possible. By creating and/or enhancing a focal point, a commercial area with a sense of place is retained instead of just another commercial strip. This plan recommends that a compact focal point area be identified for each activity center.
### Parkway Activity Center
The Parkway Activity Center (see Figure 2) contains approximately 30 acres and is located along the north side of Silas Creek Parkway east of the intersection with Peters Creek Parkway. It consists of the Parkway Plaza Shopping Center and its outparcels. It includes numerous uses, including a grocery store, drug store, office supplies stores, specialty shops, banks, and several restaurants. Although this shopping center is older and its appearance could benefit from some upgrades, it has a mixture of uses that complement each other. Despite the shopping center’s relatively low vacancy rates there is a great deal of space dedicated to unneeded parking spots that could be used for other uses. This plan recommends the following for this activity center:

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between residential and commercial uses.

### West Salem Activity Center
The West Salem Activity Center (see Figure 3) contains approximately 18 acres and is located along Peters Creek Parkway and Academy Street. It is composed of the West Salem Shopping Center and its outparcels, a mix of uses that includes professional offices, retail shops, restaurants, and gas stations. The shopping center’s anchor space, until recently a grocery store, is now vacant. The shopping center received RUCA funds that were used for façade renovations, roof and parking lot repairs, and landscaping. This plan recommends the following for this activity center:

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between residential and commercial uses.
- Keep the existing boundaries of the commercial district. No additional rezoning to nonresidential uses, except for the area described below, should be allowed unless...
comprehensively redeveloped and oriented towards Peters Creek Parkway.

- Allow single-family properties on the south side of Academy Street and north side of Bank Street to convert to office/low-intensity commercial land use with the retention of the existing structure. See (*i) in Special Land Use Conditions on page 52.
- Explore converting portions of the existing surface parking of the West Salem Shopping Center into new stand-alone buildings for needed services, higher-density residential land uses or a combination of both (see Figure 4).
Fourth/Burke Activity Center
The Fourth/Burke Activity Center (see Figure 5) contains approximately 20 acres and is located along Burke Street from West First Street to West Fourth Street and along West Fourth Street between Brookstown Avenue and Burke Street. The area includes a mix of offices, dining and drinking establishments, retail stores, hair salons, and home improvement stores.

The activity center’s proximity to the West End neighborhood, downtown, and BB&T Ballpark make it an attractive business location. However, some of the successes of new bars and restaurants on Fourth and Trade Streets downtown have come at the expense of Burke Street, with fewer of those types of businesses succeeding in the Fourth/Burke Activity Center.

This plan recommends the following for this activity center:
• Continue strengthening the existing commercial areas through public and private improvements.
• Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
• Strengthen pedestrian connections between residential and commercial uses.
• Design parking areas to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings.
• Make additional streetscape improvements to encourage greater pedestrian activity within the activity center.
**Brookstown/Marshall Activity Center**
The Brookstown/Marshall Activity Center (see Figure 6) contains approximately 21 acres and is located along Brookstown Avenue from Cotton Street to South Liberty Street and along South Marshall Street from High Street to the Tar Branch Towers. The area has a wide mixture of uses, including multifamily residential, hotels, a convention center, several eating establishments, a museum, offices, and retail space. This activity center is strengthened by its proximity to downtown and the Strollway. It has been an attractive place for new multifamily development in recent years; however, commercial uses have struggled here.

This plan recommends the following for this activity center:
- Create additional commercial uses to serve multifamily residents as well as hotel and convention center guests.
- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian and bicycle connections between the activity center and downtown, particularly the bridges over and the Strollway segment under Business 40.
- Strengthen pedestrian connections between residential and commercial uses.
Southeast Gateway Activity Center

The Southeast Gateway Activity Center (see Figure 7) contains approximately 29 acres and is located along West Salem Avenue in the Washington Park neighborhood. It includes a fitness center, doctors’ offices, and a mixed-use building with residential units and commercial space, including a restaurant. The Southeast Gateway was intended to be developed as an urban village with a wide mix of uses and good pedestrian access, including access to the Downtown Strollway and Salem Creek Greenway, which intersect at the activity center. However, the recent economic recession has stalled much of the development in this area.

This plan recommends the following for this activity center:

- Use undeveloped land within the site for additional mixed-use development with parking and outdoor spaces. Design outdoor spaces and amenities to enliven the pedestrian environment and provide open space for shoppers, employees, and residents. Patios, plazas, and landscaped areas should be provided as amenities and may include seating, special paving, plantings, artwork, and food sales.
- Provide open space including a gathering square, green or plaza that is open to the public and is centrally located. Include public art in the square.
- Connect open space within the activity center to the Salem Creek Greenway and the Strollway.
- New buildings should be oriented to South Broad Street, Salem Avenue, and the pedestrian facilities that extend from South Marshall Street into the activity center.
- Design parking areas to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings.
- Continue strengthening the existing commercial areas through public and private improvements.
**Washington Park Activity Center**

The Washington Park Activity Center (see Figure 8) contains approximately 7 acres and is located along West Acadia Avenue in the Washington Park neighborhood between Hollyrood Street and South Broad Street. This activity center serves the Washington Park and Sunnyside neighborhoods as well as University of North Carolina School of the Arts students and staff. Current land uses include a small grocery store/deli/coffee shop, pub, café, barber shop, convenience store, and several auto-related uses.

Appearance and community character issues, especially those related to building vacancies, have been the principle problems for the Washington Park Activity Center. RUCA funds were used to help convert a vacant furniture store into the Washington Perk grocery store, as well as to make some streetscape improvements, such as brick-patterned crosswalks. This plan recommends the following for this activity center:

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between residential and commercial uses.
- Design parking areas to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings.
- New auto-related uses or expansion of existing auto-related uses are not recommended in the activity center.
- Encourage redevelopment of auto-related uses into other neighborhood-serving commercial and business uses, such as restaurants and retail space.
Plan Recommendations

One of the biggest concerns in the neighborhood is the proliferation of auto-related uses and the visual impact they have on the neighborhood serving commercial area. General appearance issues related to unattractive building facades and chain link fences are also a concern. The general area is zoned Pedestrian Business (PB) which allows auto repair and maintenance as a use by right. This particular use is a challenge to fit in with the pedestrian-friendly environment and neighborhood serving businesses generally intended by the PB District. This is an issue that comes up often in area plans when discussing neighborhood serving areas and activity centers. This plan recommends consideration of the following to limit or reduce the impacts of this type of use in the Washington Park Activity Center over a period of time:

• Change the PB District standards to eliminate auto-related uses by right. This type of change to limit the impact on existing auto-related uses in the PB district will have citywide implications and will require strong support from the City Council.

• Explore creating a low impact commercial zoning district. This could be accomplished by creating a new district or amending an existing district to exclude auto-related uses.

• Create a zoning overlay district for the Washington Park Activity Center with design standards to address appearance issues. This overlay district could require additional use conditions to minimize visual or other impacts in the neighborhood. Possible use conditions may include prohibiting outside parking of vehicles to be repaired, or additional screening/landscape requirements.
Plan Recommendations

West End Activity Center

The West End Activity Center (see Figure 9) contains approximately 30 acres and is located adjacent to the northeast edge of Hanes Park and runs along West End Boulevard from Reynolda Road to North Broad Street on the south and along Northwest Boulevard between Reynolda Road and North Broad Street on the north. The West End Activity Center has historically served the West End neighborhood, but has more recently served the larger community.

The area has an eclectic mix of shops and offices as well as the new West End Millworks, a redevelopment of older industrial buildings that now feature a brewery, restaurant, yoga studio, distillery, and glass blowing studio. The activity center is bisected by Peters Creek, which could be used to the advantage of surrounding development by connecting this area to other developments along the creek.

This plan recommends the following for this activity center:

- Continue strengthening the existing commercial areas through public and private improvements.
- Incorporate more mixed-use development within the activity center, either through redevelopment or new development.
- Strengthen pedestrian connections between Hanes Park, surrounding neighborhoods, and commercial uses.
- Consider constructing a greenway/pedestrian connector along Peters Creek through the activity center (see Figure 10 on page 47).
- Consider adding a vehicular or pedestrian bridge over Peters Creek on Bridge Street to improve connectivity within the activity center.
Figure 10. Possible New Development and Pedestrian Connector Along Peters Creek (above and on adjacent page)
Plan Recommendations
The Proposed Land Use Map (see Map 6 on page 31) shows recommended land uses for all undeveloped property in the planning area and changes in land use for some developed sites. In some circumstances, there are special conditions or prohibitions of certain uses. These situations are referenced on the map with a blue ⭐ (star) and a lower case letter as follows:

⭐ a. Nonconforming Uses
A number of properties with similar characteristics are grouped under this Special Land Use Condition. All of these properties are currently zoned Residential Multifamily (RM-5), Residential Single-Family Quadruplex (RSQ) or Residential Single-Family (RS-9), have a nonresidential structure on the property, and have an existing nonconforming use. These properties are as follows:

• A large commercial building at the intersection of Wachovia Street and Poplar Street zoned RM-5.
• A commercial building at the intersection of Broad Street and Academy Street zoned RS-9.
• A storage building on Poplar Street between West Street and Washington Avenue zoned RSQ.
• Shops at the intersection of Broad Street and Walnut Street zoned RS-9.
• A commercial building on the north side of the intersection of Acadia Avenue and Konnoak View Drive zoned RS-9.

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

• Do not rezone any of these properties to a nonresidential district. Lot sizes make it difficult to appropriately protect adjacent single-family homes and to provide adequate parking on site.
• The existing commercial uses can continue to operate under their nonconforming status.

⭐ b. First Street and Hawthorne Road
An urban circulator connecting Downtown Winston-Salem with surrounding Center City areas has been proposed. The endorsed streetcar route follows First Street and Hawthorne Road to access Wake Forest Baptist Medical Center. A possible stop location is proposed at this location. The City will pursue federal dollars to implement this project.

For this project to be feasible, compact, mixed-use development patterns will need to be promoted along and near the streetcar route. Since this project most likely will not start during the life span of this plan, no specific recommendations are made related to the streetcar. However, since the general commercial area serves surrounding neighborhoods and the Medical Center complex, this plan recommends the following:

• Strengthen the general area as a neighborhood center by adding neighborhood serving uses, deli, coffee shop dry cleaners, and convenience retail.
• Make the area more pedestrian-friendly and walkable by improving the safety, comfort, and visual quality of the pedestrian environment. Improvements could include using high-visibility, imprinted crosswalks at the main intersection, closing/reducing curb cuts along Hawthorne Road and First Street, and reclaiming areas previously used for greenery.
• Investigate the use of traffic calming measures to reduce traffic speed and improve pedestrian safety.
• Improve parking lot areas by resurfacing, redesigning, and adding landscaping.
• Explore parking-sharing opportunities with Brunson Elementary School.
• Keep the existing parking area for Brunson Elementary School to support the future redevelopment of the area if the school is turned into a park as it has been discussed in the community.

⭐ c. West End Village Area
This 7.7-acre tract of land is bounded on the north by Fourth Street; on the east by Broad Street; on the south by Second Street; and, on the west by Brookstown Avenue. Green Street bisects the site leaving the majority of the developable land on the west side of Green Street. The majority of the site is in single-ownership, about 6 aces, and is zoned Pedestrian Business (PB). The tract at the intersection of Broad Street and Second Street is zoned Highway Business (HB). Recommendations are as follows:

• Develop the site with a mixture of intermediate-density to high-density residential uses, and limited commercial and personal services uses to support this development and adjoining residential neighborhoods. A village type concept, as originally planned, will create a transition between the Downtown/Holly Avenue neighborhood and the West End area. (See Figure 11 on page 49).
• Develop the entire site comprehensively and do not subdivide it into numerous unrelated uses.
• Locate office or low-intensity commercial uses on the ground level to capture trade from surrounding neighborhood.
• Locate buildings to define the street right-of-way and close to the sidewalk edge.
• Locate parking areas internally, so they may be shared by the mixture of uses on site, and design them to be visually unobtrusive and pedestrian-friendly. Locate parking areas under the buildings, where feasible, and provide on-street parking throughout the development.
• Provide open space in the form of a gathering space or plaza that is open to the public and centrally located.

**d. Ballpark Area**

This 28.3-acre site is zoned Pedestrian Business Special Use (PB-S) Two-Phase. Phase one only included the development of the BB&T Ballpark. The remaining parcels of the two-phase site plan were left blank with the intent of having the market demand dictate the build-out time frame. However, the developer introduced some renderings to show the intent to develop the remaining parcels in a well-designed, pedestrian-friendly, mixed-use urban development that would serve to “anchor” the western edge of downtown. One of the future development two-phase parcels is currently being developed for the Link Apartments Brookstown. The other two-phase parcels located north of First Street remain undeveloped. The following conditions were approved by the City Council and remain in effect:

- All final development plans should go to the City Council for final approval.
- Prior to the approval of any Final Development Plans by the City Council, the developer shall submit a master plan for the second phase of the development. The master plan should include proposed building locations/placements, proposed land uses, parking areas, and should incorporate the elements of an urban mixed-use project.
- The developer shall dedicate a minimum of 0.59 acres of public park land within the second phase of the development.

**e. Park Circle**

This 1.8-acre site is zoned RSQ and comprises nine single-family structures on the west side of Park Circle. The existing structures are moderately maintained and are mostly one and one-and-a-half stories. The Link Apartments Brookstown is currently under construction on the east side of Park Circle. This multifamily development includes buildings that are five stories high. Due to the height and massing of this development, the homes on Park Circle are shielded from morning sunlight. Recommendations include:

- Develop the entire site comprehensively, if feasible.
- Allow more intense uses in these properties with low-density attached residential land use of up to 8 dwelling units per acre. Quadraplex, small footprint townhouse/multifamily development is appropriate at this location.
Plan Recommendations

**f. Broad and Green Streets**
Two alternatives are currently being considered as part of the Business 40 improvements for the Broad Street interchange. One of the alternatives calls for modifying the interchange with Business 40 and the other for the removal of the Broad Street ramps. If the removal option is selected, the area could potentially be redeveloped since commercial properties will no longer have a direct access to Business 40 and the ramp right-of-way becomes available. In addition, the Royal Inn Motel and adjacent vacant lots are currently for sale. The entire area is zoned HB, including three lots on the east side of Green Street that are currently developed for residential use. Recommendations include:

• Explore redeveloping the low-budget motel into apartments similar to the close by Hilltop House Apartments.

• Keep an area of open space next to Business 40 and redevelop the remaining ramp right-of-way and adjacent properties to the south for office or low-density attached residential uses. Explore extending Spring Street north to access the units in the back or locate parking areas.

• Develop vacant lots on the west side of Broad Street for low-scale office or low-density attached residential uses of up to 8 dwelling units per acre. Consider including the property at the corner of Broad Street and Cotton Street in this redevelopment.

• The bridge on Green Street over Business 40 is recommended as a pedestrian/utility bridge, not for vehicular traffic. Green Street will no longer be a thru street; a cul-de-sac will be built south of Business 40. Protect existing homes on the west side of Green Street by keeping the three lots currently zoned HB for single-family residential uses. If this is not feasible and the lots need to be redeveloped with the vacant lots facing Broad Street, the following development conditions are recommended:

  • Vehicular access should only be onto Broad Street.

  • Structures, parking, and utility areas should be screened from view from Green Street. No chain link\ fencing, especially with barber or razor wire, should be used.

**g. Wachovia and Green Streets**
This half-acre site is located on both sides of Green Street and is zoned Limited Business-Special Use (LB-S) and Limited Business (LB). The building on the west side of Green Street has a mixture of uses including office, retail, and multifamily all served adequately with parking. The building on the east has retail, institutional, and multifamily uses. Limited parking for these uses appears to be across Wachovia Street. Recommendations include:

• Expansion of these uses to adjoining properties is not recommended.

• Keep the existing RM-5 zoning for a vacant nonresidential structure south of the LB-S zoning.

• For the property on the east side of Green Street, consider acquiring the LB zoned portion of the lot north of this property for additional parking. If the Piedmont International University property is redeveloped, parking for this nonresidential building will be taken away.

**h. Piedmont International University**
This 9-acre site is zoned RM-5 and IP. The area is home to Piedmont International University which provides quality biblical studies to about 600 students. A number of residence halls, classrooms, undeveloped land, and a chapel-gymnasium are part of the campus. Some scattered individual lots are currently for sale at the edges of the campus. However, the possibility of selling the entire campus also exists. The following recommendations apply to different possible scenarios for development of the campus site.

**Selling individuals parcels:**

• Develop the individual vacant tracts of land currently for sale on Green and Bank Streets, Laurel Street, and Academy Street for residential infill under the existing RM-5 zoning. The existing lot sizes will allow only single-family or duplexes on these lots.

• Develop the larger tract of land currently for sale at the corner of Apple and Green Streets across from the four-story high Lee Residence Hall with compatible quadraplex, small footprint townhouse/multifamily development under the existing RM-5 zoning. The current zoning only allows up to four units per building.

• The lot at the intersection of Broad Street and Academy Street is used currently for parking for the Pope Activity Center and Griffith Hall. Selling this parcel takes away the parking for the activity center and could limit its future use.

**Comprehensive redevelopment of the entire campus:**

• Explore finding a new institutional use for the campus.

• Redevelop the campus with a mixture of compatible office, varied residential types and densities, institutional, and recreational uses. Limited, small-scale commercial uses integrated within the buildings to serve the development and surrounding neighborhood is appropriate at this location.
• Redevelop the 2.8 acres on the north portion of the campus bounded by Green Street, Wachovia Street, and Broad Street which are currently undeveloped and used for parking, with compatible urban multi family or townhouse structures. Require site design that continues the existing pattern in the neighborhood of buildings with street frontage. Parking areas should be located behind buildings, broken into several small lots, screened from view or located under the buildings. See Figure 12 and Design Guidelines for Multifamily Developments can be found in Appendix B on page 77.

• Reuse the existing residence halls for multifamily use, if feasible.

• Explore having the campus activity center building redeveloped as a community center.

• Maintain the open space area created by the closing of Franklin Street from Green Street to Board Street. Utilize this area for special activities that could include neighborhood sales, plants or produce sales or special neighborhood celebrations.

• Retain the former Salem Baptist Church Parsonage house, known as Grace Hall, on Broad Street. Explore the reuse of the house for an office or commercial land use.
✿ i.

**Academy and Bank Streets**
The boundaries of the West Salem Activity Center include properties on Academy Street and Bank Streets that currently have residential uses, but are zoned HB. The properties zoned for commercial use can be developed for that use by right. However, if they are converted to a nonresidential use the plan recommends the following:

• Develop HB zoned properties for office or low-intensity commercial use to create a transition between the intense commercial uses fronting on Peters Creek Parkway and the residential uses in the West Salem Neighborhood.

• Allow conversion of single-family structures on the north side of Academy Street currently zoned RSQ, heavily impacted by the gas station and shopping center, to office or low-intensity commercial uses with the retention of the existing structure. Combine/share driveways and locate parking to the rear of the structures.

✿ j.

**Academy Street and Granville Drive**
Two structures and a parking area were rezoned Neighborhood Business-Limited (NB-L) to allow for very limited commercial uses within a residential area. The site is currently vacant. Expansion of this commercial use to adjoining properties is not recommended. Expansion of these uses to adjoining properties is not recommended.

✿ k.

**Broad Street and Salem Avenue**
The block bounded by Broad Street, Salem Avenue, Poplar Street, and Walnut Avenue has multiple zoning districts including LI, LB, and PB. The block contains a number of residential structures, businesses, some of them vacant and for sale, and undeveloped land. This general area was part of a sixty-eight acre farm established by Salem Diacony and Brother Johannes George Stockburger. The original farmhouse and later additions are located on the site. Old Salem has acquired properties in the area since adoption of the *South Central Area Plan* in 2003 with the intent to recreate the farmhouse and its environment. This plan supports the long term efforts of Old Salem, but also recognizes that the entire block is zoned for nonresidential uses and property owners could redevelop individual lots for nonresidential uses. The plan recommends the following:

• Encourage Old Salem to acquire additional needed properties and move ahead with implementation of their plan for the area.

• For the southernmost portion of this block, this plan recommends a mix of uses including single-family residential, small-scale office and low-intensity commercial. Retain existing historic structures and ensure new structures are compatible in character and scale.

✿ l.

**Main and Doune Streets**
This nonresidential land use area is located between the YWCA and the Washington Park neighborhood. A vacant building and a number of businesses are located in this area and are zoned MU-S, LI, RS-9, and HB. Recommendations include:

• Develop the area for institutional uses for the University of North Carolina School of the Arts or with a mixture of intermediate-density residential use of up to 18 dwelling units per acre closer to the YWCA and low-density attached residential use of up to 8 dwelling units per acre adjacent to Washington Park.

• Require buildings to have frontage on Main Street. Doune Street can serve as the main access to the development. A secondary access can be provided off Broad Street.

• Special attention should be given to the streetscape along Main Street to establish an attractive entrance to the Washington Park neighborhood.

✿ m.

**Main Street and Sunnyside Avenue**
The University of North Carolina School of the Arts (UNCSA) needs to replace outdated residence halls and apartments located inside the existing campus area. The east side of Sunnyside Avenue between Main Street and Haled Street is the targeted area to locate the new residential development. This section contains 19 contributing buildings out of the originally documented 349 contributing buildings in the Washington Park National Register Historic District. Most of the buildings are owned by UNCSA. Recommendations for the different sections of this area are as follows.

**Sunnyside Avenue:**

• Rezone the east side of Sunnyside Avenue from Main Street to Haled Street to the C-S Zoning District consistent with the majority of the existing campus zoning. Off-street parking required for this future student housing development will need to be provided within the boundaries of the C-S District.

• The front yard setback for the Campus District is twenty feet, which is not entirely compatible with the existing single-family character of the area. Explore reducing the required front yard setback for multifamily residential
Plan Recommendations

in Growth Management Area (GMA) 2 in urban areas where it is not consistent with the existing setbacks. Such a modification would require an amendment to the Unified Development Ordinances (UDO).

- Consider leaving the first 4-5 lots facing on Main Street across from Vintage Avenue for open space to open up the view of the campus from Main Street or for special landscaping to define a possible new vehicular entrance to the campus across from Vintage Avenue. These lots are not deep enough to accommodate new development.
- Reuse of existing historic structures is strongly encouraged. If historic structures cannot be adaptively reused, every effort should be made to try to relocate them to an appropriate site in the neighborhood or on the campus. Demolition of historic structures should be discouraged and should only be considered if no other alternative exists. (See Historic Preservation Recommendations on page 66).
- If demolition of the existing structures is the only viable alternative, UNCSA should make every effort to ensure the design of the new residential development is compatible with the historic residential character of the area.
- Maintain the pedestrian-friendly character of the street by retaining residentially-scaled front setbacks and building heights not to exceed two stories on the front of buildings along Sunnyside Avenue. Building height can be increased on the back side that faces the campus property to take advantage of the sloping topography.
- Design buildings to be residential in character with sloping roofs, porches, and variety in building form. Add architectural detailing to the main façades to add interest to the street and include pedestrian-friendly features such as awnings, porches, columns, and recessed doors. No blank walls should face Sunnyside Avenue.
- Reduce massing of the buildings by dividing the roof and main façade surface into smaller components. This could include changing the roof or wall plane, projecting and recessing elements, or varying roof lines.
- Orient primary building entrances to Sunnyside Avenue, following the pattern established by existing development on the street.
- Add street trees, wide sidewalks, street furniture, special paving areas, attractively-scaled lighting fixtures, and planting areas/planters with flowers or evergreen plants where feasible.

Main Street, Acadia Avenue, and Sunnyside Avenue:
Most of the properties in this triangle of land are owned by UNCSA except for two single-family homes zoned RSQ north of Cascade Avenue and properties facing on Banner Avenue. Recommendations include:
- Use this block to make a transition between the more intense school campus district and the residential neighborhood to the west of Main Street. Do not extend campus zoning to include parts of this block and do not extend it to the residential area west of Main Street.
- Retain four contributing structures facing Main Street north of Banner Avenue: the Harvey A. Giersch House, W. Lee Springs House, Rufus Arthur Spaugh House, and the Lindsay E. Fishel House, to help separate the campus from the residential development west of Main Street.
- Two single-family homes and an apartment complex located south of Banner Avenue and north of the UNCSA storage facility are currently privately-owned. Most of the block is owned by the school so it is possible these properties could become part of the campus in the future. Salem View apartments, although outdated, could be used for student housing. If a new use is desired at this location, institutional uses are recommended.

The Ronald McDonald House is an example of buildings designed to be residential in character.
n. Chapel and Center Streets
This area is within the boundaries of the Centerville National Register Historic District. This section contains 26 contributing buildings out of the originally documented 91 contributing buildings in this district. Many of the buildings west of Chapel Street are owned by UNCSA. A Campus Police Operations Building is currently under construction off Kenan Drive west of Chapel Street. Recommendations include:
• Rezone only the residentially-zoned lots located on the west side of Chapel Street north of Haled Street to the Campus-Special Use (C-S) Zoning District consistent with the majority of the campus zoning. The block bounded by Chapel Street, Waughtown Street, Center Street, and Haled Street should be rezoned only after properties along the west side of Chapel Street have been developed. Off-street parking required for this future development will need to be provided within the boundaries of the C District.
• Recommended uses include small-scale institutional or multifamily residential for the entire area. If a parking deck is needed at this location, it should be located next to the taller buildings at the edge of the campus and not in the block currently used for single-family residential because of the negative impacts a structure like that will have on the surrounding neighborhood.
• Reuse of existing historic structures is strongly encouraged. If historic structures cannot be adaptively reused, every effort should be made to try to relocate them to an appropriate site in the neighborhood or on the campus. Demolition of historic structures should be discouraged and should only be considered if no other alternative exists. (See Historic Preservation Recommendations on page 66).
• If demolition of the existing structures is the only viable alternative, UNCSA should make every effort to ensure the design of the new development is compatible with the historic residential character of the area.

p. Sunnyside and Monmouth
An existing nonresidential structure was rezoned Neighborhood Business-Limited (NB-L) to allow for very limited commercial uses within a residential area. The site is currently vacant. Expansion of this commercial use to adjoining properties is not recommended.

q. Marketplace Mall
Marketplace Mall has had a significant tenant turnover and high vacancy rate in recent years and could benefit from improved vehicular and pedestrian access. Recommendations include:
• Improve pedestrian and bicycle access:
  • Provide a path or a sidewalk to Marketplace Mall from Salisbury Ridge Road.
  • Build a bridge across Salem Creek to connect the extension of the Salem Creek Greenway and Marketplace with the residential neighborhoods north of Salem Creek.
• Explore providing a vehicular connection to the Washington Park neighborhood by an access drive off of Salisbury Ridge Road.
• A tract of land with split zoning, RS-9 and HB, is located on Salisbury Ridge Road, across from Buchanan Street. Allow office or low-intensity commercial development to serve as a transition between commercial development to the east and the Washington Park neighborhood.
TRANSPORTATION RECOMMENDATIONS

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

PROPOSED STREET AND HIGHWAY IMPROVEMENTS

The proposed Transportation Improvements Map (see Map 7 on page 58) shows the location of the proposed projects listed in Table 9 on page 56, 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.

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

North Carolina Department of Transportation (NCDOT) and Metropolitan Transportation Improvement Program (MTIP) Projects are as follows:

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

Business 40 (U-2827BB)
Pavement and bridges along Business 40 need to be replaced, and many of the roadway’s features do not meet today’s standards. In addition, there are high crash rates at many locations in the project study corridor. The purpose of the Business 40 Improvement Project is to address these conditions. Project planning has been underway for many years and includes extensive public involvement. The project will include: improving the width of the road to bring it up to current standards; removing and replacing pavement and bridges; removing and reconfiguring exit and entrance ramps; and widening shoulders and adding new shoulders where possible. This project is scheduled to begin construction in 2017 and will likely be underway for 4 years, with complete closure of the road for up to two years.

Salem Creek Connector (U-2925)
The Salem Creek Connector will enhance access/from US 52 from Winston-Salem State University (WSSU), Salem College and the Wake Forest Innovation Quarter. It will also help reduce traffic congestion and improve pedestrian safety at WSSU, provide a direct route to the revitalized eastern area downtown Winston-Salem, and enhance motorist safety on US 52. The project consists of constructing a new 1.1 mile four-lane divided boulevard on new location from Martin Luther King Jr. Drive (SR 4325) north to Rams Drive (formerly Stadium Drive) at Research Parkway. The project includes US 52 interchange modifications, including closure of the Rams Drive interchange and reconfiguration of the Vargrave interchange into a diverging-diamond interchange. This project is underway and scheduled to be completed by late 2015.

Collector Streets
As properties come in for zoning or subdivision review, the Winston-Salem Urban Area Collector Street Plan will be consulted for recommended street connections. The Collector Street Plan includes the general location of new collector streets and recognizes existing streets that function as collector streets. There are no proposed locations for new collector streets in the study area.
Plan Recommendations

Table 9. Transportation Improvement Projects

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Current Status</th>
<th>Completion</th>
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</thead>
<tbody>
<tr>
<td>Road Widenings and Improvements</td>
<td></td>
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<tr>
<td>U-2826 - US 42 (I-40 to Northern Beltway)</td>
<td>Widen and upgrade roadway and interchanges</td>
<td>Unfunded MTIP Project</td>
<td>2019</td>
</tr>
<tr>
<td>U-2827BB - Business 40</td>
<td>Upgrade roadway and remove one interchange, replace bridges</td>
<td>MTIP Project</td>
<td>2019</td>
</tr>
<tr>
<td>New Roads</td>
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<tr>
<td>U-2925 - Salem Creek Connector</td>
<td>Boulevard</td>
<td>MTIP Project</td>
<td>2015</td>
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<td>Martin Luther King, Jr. Drive Extension</td>
<td>Boulevard</td>
<td>LRTP Project</td>
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<td>Improve interchange with Peters Creek Parkway</td>
<td>MTIP Project</td>
<td>2013</td>
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<td>Bridge Improvements</td>
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<td>B-2882 - Glade Street</td>
<td>Replace bridge over Peters Creek</td>
<td>MTIP Project</td>
<td>2023</td>
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<tr>
<td>B-25000 - S Broad Street</td>
<td>Replace bridge over Salem Creek</td>
<td>MTIP Project</td>
<td>2013</td>
</tr>
</tbody>
</table>

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

GENERAL RECOMMENDATIONS

The Peters Creek Parkway Growth Corridor is proposed to generally include the first tier properties on the east side of the road, including Marketplace Mall and Parkway Plaza Shopping Center, and to follow Peters Creek on the west except for properties around Hutton Street and Academy Street. (See Map 6 on page 31 and Figure 14 on page 57). Recommendations include:

- Support the proposed cross section improvements for Peters Creek Parkway, including the reduction in lanes, the addition of pedestrian/bicycle facilities, and landscape improvements.
- Redevelop this growth corridor with a mixture of uses to include commercial, office, and multifamily land uses.
- Redevelop properties within the existing boundaries of the growth corridor. No additional rezoning to nonresidential districts should be allowed in order to protect the surrounding residential neighborhoods.
- Redevelop this section of Peters Creek Parkway with an urban form where buildings are located near the street and parking is located to the side or rear of the structure. (See Design Recommendations on page 65).

Figure 13. Peters Creek Parkway – 200’ Right-of-Way Typical Section
• Add more concentrated development to the area by retrofitting and redeveloping existing sites.
• Encourage future redevelopment in nodes along the corridor that are already functioning as center for the surrounding neighborhoods. The proposed nodes (Academy Street, Marketplace Mall, and Parkway Plaza Shopping Center) already have concentrated commercial activity and large expanses of surface parking that can be converted to new stand-alone buildings for needed services or higher-density residential land uses. (See Map 6 on page 31).
• Support the efforts of PCCI, particularly on the small to medium-size projects they have identified, to have an impact on the function, appearance, and community perception of the Parkway. These projects include general clean-up and maintenance, beautification, engaging the business community, and improving bus stops and pedestrian safety. (See Transportation Features on page 10).
• Develop minimal and simple standards to preserve design flexibility and creativity in making an urban, pedestrian-oriented environment. The intent of the standards should be to prevent new suburban-style development along the corridor. (See Design Recommendations on page 65).
• Study the feasibility of creating a zoning overlay district for this section of Peters Creek (as well as other Growth Corridors) once all area plans are updated. Consider implementing such standards sooner if conditions along the corridor change substantially due to an increase in redevelopment activity, or if an overlay district request is brought forth by the local community.

POTENTIAL STREETCAR/URBAN CIRCULATOR
City Council in 2014 approved an Alternatives Analysis for a potential Urban Circulator that would connect key employment, activity, entertainment, educational and residential areas in the central city with each other and to the downtown area. Such a project could be a catalyst for higher density, mixed use development that would occur along the route. The analysis identified modern streetcar as the preferred technology and identified a potential route generally extending from Wake Forest Baptist Medical Center on the west to Winston-Salem State University and East Winston on the east. The project is not funded and will likely require participation from numerous sources from local to federal, in order to implement. (See Map 7 on page 58).
PEDESTRIAN
Construction of sidewalks in the planning area may be achieved through public funding and through private funding of new developments which include sidewalks. Sidewalks are recommended in the Pedestrian Facilities Plan for all thoroughfares and collector streets except for freeways and expressways. All proposed sidewalks in the Pedestrian Facilities Plan are evaluated on an annual basis and ranked for future construction. Topography and the presence of curb and gutter along streets are considered when evaluating projects.

The Pedestrian Facilities Plan currently recommends the construction of sidewalks on existing streets in the planning area:
• Bank Street from Granville Drive to Peters Creek Parkway
• Buchanan Street from Silas Creek Parkway to Salisbury Ridge Road
• Crestwood Drive (north side) from Granville Drive to Hutton Street
• Granville Drive from West Walnut Street to dead end at Washington Park
• Gregory Street from Bank Street to Apple Street
• Hutton Street (east side) from Latham School to National Drive
• Mulberry Street from West Street to Washington Street
• Silas Creek Parkway from Konnoak View Drive to Buchanan Street
• Spring Street (east side) from Academy Street to Salem Baptist gymnasium
• Washington Park Lane from Hutton Street to Washington Park

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

Business 40 Multiuse Path
A future possible multiuse path along the north side of Business 40 is currently being considered to link Wake Forest Baptist Medical Center with the downtown area. An engineering analysis is underway to assess its feasibility. The multiuse path is proposed to run from Lockland Avenue to Liberty Street (see Map 7 on page 58).

GREENWAYS
Greenways serve a dual purpose within a community. Beyond being a recreational amenity, greenways play an integral role in establishing an active transportation network along with sidewalks and bikeways. Two greenways currently exist in the planning boundary of this plan and three additional greenways have been proposed for the planning area. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section on page 60.
BICYCLE
Designated Bicycle Lanes
The Winston-Salem Urban Area Comprehensive Bicycle Master Plan recommends a number of designated bicycle lanes in the planning area (see Table 10).

COMMUNITY FACILITIES RECOMMENDATIONS

Both public and private community facilities such as schools, parks, medical offices and day care providers should be easily accessible to all segments of the population. Legacy 2030 promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from Legacy 2030 is the creation of a central public space in all communities to serve as an urban reference point and the focus of civic and community life. The Community Facilities Recommendations Map (see Map 8 on page 63) shows existing and proposed community facilities in the plan area.

SCHOOLS
Legacy 2030 calls for quality schools that are assets to the neighborhoods in which they are located. School planning should be coordinated with parks and other public facilities. Recommendations for schools in the planning area are:
• Replace, upgrade or expand existing schools to meet the needs of the planning area as its population grows.
• Consider alternative uses for school property that is no longer needed for school facilities.
• Consider improved arrangements for using school property and facilities for community events and recreational activities.
• Provide a high level of maintenance at schools on an ongoing basis.

RECREATION FACILITIES
Recommendations for proposed parks, recreation facilities, greenways and open space take into consideration the number, size and location of existing facilities; the need for updating existing recreational facilities; the anticipated location of future growth; and the expectations of the community as identified during this planning process. The following are recommendations for various categories of recreation and open space:
• Complete proposed improvements to Hanes Park identified as potential capital needs in the upcoming municipal bond package.
• Add a new playground to Washington Park.

Table 10. Designated Bicycle Lanes

<table>
<thead>
<tr>
<th>Project</th>
<th>Length</th>
<th>Description, Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>E. Acadia Avenue</td>
<td>620 ft.</td>
<td>S. Main Street to Sunnyside Avenue</td>
</tr>
<tr>
<td>W. Acadia Avenue</td>
<td>2,600 ft.</td>
<td>Salisbury Ridge Road to S. Main Street</td>
</tr>
<tr>
<td>S. Broad Street</td>
<td>7,500 ft.</td>
<td>W. Acadia Avenue to Cotton Street</td>
</tr>
<tr>
<td>Buchanan Street</td>
<td>4,500 ft. (240 ft. in area)</td>
<td>Brewer Road to Silas Creek Parkway</td>
</tr>
<tr>
<td>Fayetteville Street</td>
<td>1,600 ft.</td>
<td>Waughtown Street to Lomond Street</td>
</tr>
<tr>
<td>S. Main Street</td>
<td>12,550 ft. (5,900 ft. in area)</td>
<td>Clemmonsville Road to Salem Avenue</td>
</tr>
<tr>
<td>W. Northwest Boulevard</td>
<td>2,070 ft.</td>
<td>N. Hawthorne Road to Reynolda Road</td>
</tr>
<tr>
<td>E. Salem Avenue</td>
<td>5,290 ft.</td>
<td>S. Main Street to E. First Street</td>
</tr>
<tr>
<td>W. Salem Avenue</td>
<td>930 ft.</td>
<td>S. Broad Street to S. Main Street</td>
</tr>
<tr>
<td>Waughtown Street</td>
<td>1,620 ft.</td>
<td>S. Main Street to Fayetteville Street</td>
</tr>
</tbody>
</table>
• Develop the Gateway Nature Center around Salem Creek.
• Consider establishing a community recreation center in the building currently used as the Richard and Barbara Pope Activities Center at Piedmont International University, if the property is sold.
• Maintain, improve, and expand existing public park facilities to meet the changing recreational needs of area residents.
• 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.

GATEWAY NATURE CENTER
The Gateway Environmental Initiative (GEI) completed the purchase of the Gateway Nature Center property. This site will become part of the City’s Recreation and Parks system and will be managed by the GEI as a nature center. (See Figure 15). Recommendations include:
• Support the efforts of the Gateway Environmental Initiative (GEI) in the development of the Gateway Nature Center.
• Assist GEI in the long-term planning process for the nature center.

Figure 15. Gateway Nature Center
TREES AND OPEN SPACE
The planning area not only contains older neighborhoods and commercial areas, but also large acreage for parks and open space. Open space is proposed for sites that have significant environmental constraints, streams, floodplains, and/or steep slopes, making them unsuitable for development.

Many trees are found in these open areas and throughout the entire South Central Planning Area. These trees add aesthetic and financial value, and have a positive environmental impact. Recommendations for the area trees include:
• Protect the planning area’s tree canopy as much as possible.
• Retain existing large trees on private property whenever possible.
• Identify additional areas for planting street trees on public-rights-of-way.
• Explore Roots Day opportunities to plant additional trees in the area.

GREENWAYS
The Greenway Plan Update shows three proposed greenways within the plan boundaries: Salem Creek Extension, Peters Creek, and Bath Branch. The Salem Creek Extension is rated as a Tier 1 project with construction anticipated to begin in five to seven years. The Peters Creek Greenway, north of Hanes Park, is rated as a long term project with construction not expected to begin for fifteen years or more. Even though a preliminary feasibility analysis was not completed on this section of the greenway during the Greenway Plan Update planning process, staff has noted existing development, an existing culvert at Broad Street, and an existing railroad trestle as potential limitations to the development of a traditional greenway in this area. The Bath Branch Greenway runs adjacent to Rams Drive and will be incorporated into the design for the Salem Creek Connector and Wake Forest Innovation Quarter (WFIQ) Rail with Trail project.

During the Greenway Plan Update planning process, a preliminary feasibility analysis was completed on the southern section of the Peters Creek Greenway, between Silas Creek Parkway and Hanes Park, and on the southern phase of the Strollway adjacent to UNCSA. Both projects were deemed unfeasible for greenway construction. The plan recommended on-street facilities, such as sidewalks and sidepaths, in place of a greenway. Some on-street bicycle and pedestrian facility improvements have already been installed in the Main Street area and in surrounding neighborhoods. The Winston-Salem Department of Transportation is in the process of completing the Peters Creek Corridor Study which details potential on-street bicycle and pedestrian amenities along Peters Creek Parkway. See Transportation Recommendations on page 56 for more information.

The greenway recommendations for the planning area are:
• Begin design and construction of the Salem Creek Extension.
• Complete the WFIQ Rail with Trail project.
• Work with the developers of the West End Mill Works and Chatham Mill to potentially establish bicycle and pedestrian amenities as part of the redevelopment of the surrounding area.
• Work with the Winston-Salem Department of Transportation and Recreation and Parks Department to accommodate requests made by residents to improve access or amenities, such as benches, to the existing Salem Creek Greenway.

GENERAL RECOMMENDATIONS
• Encourage schools, churches and recreational facilities to share facilities and work cooperatively to provide services and host community events.
• Provide a high level of maintenance at schools, parks and other facilities on an ongoing basis.
• Consider safety and environmental sensitivity when designing community facilities.
• Assess the need for additional Police and Fire services in the planning area based on future growth and development.
• Acquire land or obtain easements for parks, recreation facilities, open space and other community facilities.
• Actively pursue local, state, federal and private funding for land acquisition and development of these facilities.
• Seek cooperation with the school board, nonprofit and private organizations, where appropriate, to implement park and recreation proposals.
• Involve residents in master planning for parks, greenways and other community facilities.
HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS

Legacy 2030 recommends that neighborhoods offer a variety of quality housing types for different income levels, family size and types that reduce the segregation of neighborhoods by race, age and income. Affordable housing should be promoted throughout Forsyth County by providing incentives, utilizing cost-effective site design, and permitting accessory dwellings and congregate care facilities at appropriate locations.

GENERAL RECOMMENDATIONS

• Maintain and improve the quality of housing stock in the area by promoting home ownership, supporting rehabilitation of existing homes, and through code enforcement.
• Continue providing a variety of housing types for different income levels, family sizes, and personal preferences in the planning area to offer a mixture of housing opportunities.
• Utilize the Neighborhood Improvement Plan to educate existing residents and newcomers about the City’s regulations related to zoning, sanitation ordinances, and minimum housing code, and encourage neighborhood associations to participate.
• Incorporate traditional neighborhood design principles in infill development and redevelopment in the planning area. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas, where appropriate, and incorporating walkability and connectivity in neighborhoods.
• Encourage the design of neighborhoods which allow for aging-in-place of residents.
• Integrate new infill developments with existing neighborhoods through careful planning, site design and architecture.
• Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
• Consider the establishment of neighborhood associations (where they do not exist) to facilitate citizen involvement in neighborhood issues.
• Undertake projects to improve neighborhoods and maintain neighborhood character, where necessary.
• Develop the identified Residential Opportunity Areas to complement the existing character of the surrounding older neighborhoods (see Residential Recommendations).

AFFORDABLE HOUSING

• Promote the extensive affordable housing opportunities available in the planning area.
• Encourage for-profit developers and nonprofit developers to provide affordable housing in new developments.
• Ensure that new affordable housing units are compatible with the existing character of older neighborhoods.
• Use existing programs or develop new ones to assist community development and nonprofit housing organizations in providing affordable housing opportunities.

REHABILITATION AND REDEVELOPMENT EFFORTS

• Market the City’s programs for rehabilitation of owner-occupied or investor-owned housing units as well as first-time homebuyer programs in the planning area with an emphasis on West Salem, Sunnyside, Happy Hill, and the southern portion of Washington Park.
• Continue the redevelopment of the single-family portion of the Happy Hill neighborhood.
• Market/promote the tax credit rehab programs available to National Register properties for building rehabilitation.
• Ensure that redeveloped housing is compatible with the existing character of the neighborhoods.
• Encourage investor-owners and renters to participate in neighborhood organization membership and activities.
• Work with investor-owners to improve maintenance and management of rental properties, where needed.
**DESIGN AND APPEARANCE RECOMMENDATIONS**

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

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

**GENERAL RECOMMENDATIONS**

- Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, streetyard and bufferyard plantings, and parking area improvements.
- Enhance the physical appearance of buildings and sites visible from public right-of-ways located in industrial districts.
- Ensure that attractive landscaping and special features are integrated into the design of Business 40 and Peters Creek Parkway, and in improvements of existing roads.
- Develop a planting program that includes street trees throughout the planning area and streetyard trees in commercial districts. Identify areas in need of screening and areas needing buffers adjacent to residential areas.
- Implement the planting program through partnerships between the City and business property owners.
- Encourage a mix of outdoor cafes, small stores and services at a pedestrian scale that meet the needs of all residents of the area.
- Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced in the planning area to eliminate blighted and burned down structures and maintain vacant lots.
- Encourage residents and neighborhood associations to participate in the different programs offered by Keep Winston-Salem Beautiful to improve the appearance of the planning area: Adopt-A-Flower Bed; Adopt-A-Stream; Adopt-A-Park; or Adopt-A-Street.
- Encourage high-quality design for new developments throughout the planning area.
- Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where residents gather.

**GROWTH CORRIDORS**

The proposed character for Peters Creek Parkway between Silas Creek and Business 40 is a compact urban core with neighborhood-oriented services/retail businesses and higher-density residential designed to encourage walking within the area, and with a development intensity that supports use of the public transit. Recommendations include:

- Create a pedestrian-friendly character through the development/redevelopment of properties by making sure buildings are designed for pedestrian orientation. Locate buildings close to the street to create an interesting and inviting public/private streetscape.
- Provide a public gathering place, such as a pedestrian plaza or open space, at the identified nodes to promote human interaction and to provide a special identity to the corridor. (See Transportation Recommendations on page 55).
- Design building facades to add interest to the street and include pedestrian-friendly features such as awnings, porches, recessed doors, and no blank walls facing streets.
- Locate parking to the rear or side of primary structures to de-emphasize the visual impact of vehicles.
- Add street trees, planting areas/planters with flowers or evergreen plants where feasible.

Currently, the Unified Development Ordinances (UDO) has requirements for two design-based zoning overlay districts. These districts encourage new development compatible with the existing urban form and character of Downtown and with the proposed urban form of Martin Luther King corridor. These two overlays should be used as examples if a decision is made to implement an overlay district for this section of Peters Creek Parkway. This area plan proposes the following standards, similar to those included in the zoning overlay districts discussed above, for new development:

- **Building setback** – maximum 10 feet building setback.
- **Architectural characteristics** – buildings shall include windows on the ground level when appropriate. Blank walls shall not exceed 50% of the ground floor of street-facing facades.
- **Building entrance** – buildings shall have a minimum of one entrance on each street-facing façade. All main entrances on the street side of the property shall be covered or sheltered.
- **Off-Street Parking** – all parking shall be located to the side or the rear of the building.
- **Signs** – freestanding signs shall have a maximum height of 6’ and a maximum area of 36 square feet.
HISTORIC PRESERVATION RECOMMENDATIONS

Legacy 2030 promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural and environmental quality of neighborhoods as well as its contribution to a community’s economic development. Significant historic resources have been identified in the planning area (see Map 9 on page 68) in addition to general historic resources information (see Appendix A on page 73).

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

GENERAL RECOMMENDATIONS
• Retain historic buildings including residential homes, institutional and commercial structures, agricultural buildings, bridges, etc. when possible.
• Recognize buildings, structures, events, or areas of historical, cultural or architectural significance with signage, plaques or markers.
• Provide pedestrian-scale lighting, street signs, benches, and other pedestrian amenities that reflect the historic nature of the area.
• Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources. Examples of potential workshops include:
  • How and why to nominate a structure or site to the National Register of Historic Places.
  • How to use the historic preservation rehabilitation tax credit programs.
• Issue-related topics such as how to maintain an older or historic building.
• Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.
• Coordinate with organizations, such as the Piedmont Land Conservancy, to preserve not only the architectural elements, but also significant scenic vistas and open space.

DEMOLITION OF STRUCTURES IN NATIONAL REGISTER DISTRICTS
• Demolition of existing historic resources should be discouraged and should only be considered if no other alternatives exist.
• Listing in the National Register of Historic Places does not prevent demolition of a structure. The West Salem, Washington Park, Centerville, and Sunnyside/Central Terrace National Register Districts are not locally designated historic districts, and therefore, the Historic Resources Commission does not have review authority over any construction, demolition, or rehabilitation activities in those districts.
• National Register listing places no restrictions on a private owner using private resources to maintain, alter, or demolish a property. However, a private owner of a National Register property is obligated to follow federal preservation standards if federal funding is used or if the owner seeks and participates in the historic preservation rehabilitation tax credit program.
• State institutions, such as UNCSA, have to comply with NC General Statute 121-12 when considering demolition of structures in a National Register District. The State Historical Commission is charged with:
  • Providing an advisory and coordinative mechanism in and by which the State undertakings of every kind that are potentially harmful to the cause of historic preservation within the State may be discussed, and where possible, resolved, giving due consideration to the competing public interests that may be involved.
• Recommendations made by the State Historical Commission to state agencies are strictly advisory.
• UNCSA should comply with all federal and State laws and regulations. They should work with the Advisory Council for Historic Preservation and/or the NC State Historic Preservation Office to minimize the adverse effect on historic resources whether individually listed or listed as part of district in the National Register of Historic Places.

PROPOSED STUDIES
• Encourage/assist property owners and organizations to undertake or commission studies for individual properties and/or neighborhoods that represent the unique architectural details and development patterns of the mid-twentieth century (1940s to 1960s), to learn more about them and to determine whether they are eligible for historic designations.
• Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.
ECONOMIC DEVELOPMENT RECOMMENDATIONS

Economic development can be defined as the creation and/or retention of jobs and increases in the tax base that improve or enhance the economic welfare of a community and its citizens. Legacy 2030’s goal for economic development is to attract environmentally-sensitive new businesses and expand existing large and small businesses to provide a broad range of employment opportunities and a high quality of life for people living and working in Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses. Areas recommended for future commercial and mixed-use are shown on the Proposed Land Use Map (see Map 6 on page 31).

GENERAL RECOMMENDATIONS

• Support balanced, compatible economic development by the private and public sector.
• Encourage technologically-advanced, high-quality, environmentally-sustainable businesses and industries to locate or expand in the planning area.
• Focus commercial and mixed-use development in planned commercial/mixed-use areas and activity centers where transportation and utilities exist or are planned.
• Rezone land for business/mixed-use development in a manner consistent with the recommended Proposed Land Use Plan.
• Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites.
• Identify funding sources to implement economic development initiatives including energy-efficient, high-technology businesses/industries.
• Direct public improvements and funding to designated activity centers, industrial sites and to other potential economic development opportunity areas identified in the plan.
• Continue the improvement of identified RUCA areas as City funds become available.
• Recognize and support business opportunities associated with the growing diversity of cultures.
• Support community/business organizations such as business watch programs. Explore bringing back a merchants association as more businesses come into the area.
• Market and hold workshops to promote City business training and building rehabilitation loan programs for the purchase or rehabilitation of structures to local/potential merchants particularly in the designated activity centers.

ENVIRONMENTAL RECOMMENDATIONS

The preservation and enhancement of our environmental resources results in a high quality of life for Forsyth County residents. Legacy 2030 calls for the protection of watersheds, wetlands, natural areas and streams throughout the county.

Clean water, air, and the scenic beauty of the planning area should be maintained. Of particular concern is the loss of tree canopy in the area and the need to protect the county’s many creeks from pollution and its floodplains from inappropriate development.

GENERAL RECOMMENDATIONS

• Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, and scenic areas.
• Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.
• Encourage land owners to use Best Management Practices for stormwater protection.
• Encourage sustainable development of land and buildings.
• Improve or preserve the water quality of area creeks by protecting the natural stream corridors.
• Support organizations and programs that educate residents on environmental issues.
Note: The recommendations of this plan serve as a guide to future action and decision making and are not a commitment to funding. Funding for specific projects/actions will be allocated by the Winston-Salem City Council or Forsyth County Commissioners based on the availability of funding and consideration of priorities.

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LAND USE RECOMMENDATIONS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow Proposed Land Use Plan, land use policies, and Special Land Use Conditions (pages 48-54). Ensure that future land use changes do not negatively affect new and existing neighborhoods.</td>
<td>CCPB, WSCC</td>
<td>Ongoing</td>
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<td>Consider measures to limit or reduce impacts of auto related uses in the Washington Park Activity Center (page 54).</td>
<td>CCPB, WSCC</td>
<td>Immediate</td>
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<tr>
<td><strong>TRANSPORTATION RECOMMENDATIONS</strong></td>
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<tr>
<td><strong>New Roads</strong></td>
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<tr>
<td>Build proposed new roads in the Transportation Plan (page 55):</td>
<td>WSDOT</td>
<td>Immediate to Long Range</td>
</tr>
<tr>
<td>- Salem Creek Connector</td>
<td></td>
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<tr>
<td>- Martin Luther King Jr. Drive Extension</td>
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<tr>
<td><strong>Roads and Bridge Improvements</strong></td>
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</tr>
<tr>
<td>Upgrade road, remove interchange, and replace bridges (page 55)</td>
<td>WSDOT</td>
<td>Short Range</td>
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<tr>
<td>- Business 40</td>
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<tr>
<td>Support proposed improvements for the Peters Creek Parkway Corridor (page 56).</td>
<td>WSDOT, PCCI</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Replace Glade Street and Broad Street bridges over Salem Creek (page 56).</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td><strong>Pedestrian</strong></td>
<td></td>
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</tr>
<tr>
<td>Build sidewalks on the following street as recommended in the Pedestrian Facilities Plan (page 59).</td>
<td>WSDOT</td>
<td>Immediate</td>
</tr>
<tr>
<td>- Bank Street</td>
<td></td>
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<tr>
<td>- Buchanan Street</td>
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<td>- Crestwood Drive</td>
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<td>- Granville Drive</td>
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<td>- Gregory Street</td>
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<td>- Hutton Street</td>
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<tr>
<td>- Mulberry Street</td>
<td></td>
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<tr>
<td>- Silas Creek Parkway</td>
<td></td>
<td></td>
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<tr>
<td>- Spring Street</td>
<td></td>
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<tr>
<td>- Washington Park Lane</td>
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<tr>
<td>Review identified sidewalk projects under the City’s sidewalk priority funding system (page 59).</td>
<td>WSDOT</td>
<td>Assessed Annually</td>
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<tr>
<td><strong>Bicycle</strong></td>
<td></td>
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<tr>
<td>Add bike lanes on the following streets as recommended in the Winston-Salem Urban Area Bicycle Plan (page 60):</td>
<td>WSDOT</td>
<td>Immediate</td>
</tr>
<tr>
<td>- E. and W. Acadia Street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- S. Broad Street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Buchanan Street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Fayetteville Street</td>
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<tr>
<td>- S. Main Street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- W. Northwest Boulevard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- E. And W. Salem Avenue</td>
<td></td>
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</tr>
<tr>
<td>- Waughtown Street</td>
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</table>

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

#### Parks
- Complete proposed improvements to Hanes Park (page 60).
- Add playground to Washington Park (page 60).
- Explore reusing Piedmont International University’s Activities Center if property sold (page 61).
- Develop the Gateway Nature Center (page 61).

#### Greenways
- Build the Salem Creek Extension (page 62).
- Complete the WFIQ Rail with Trail project (page 62).
- Connect the West End Mill Works and Chatham Mill (page 62).

#### HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS
- Maintain and improve the quality of housing stock in the planning area (page 64).
- Encourage development of the identified Residential Opportunity Areas (page 64).
- Incorporate traditional neighborhood design principles in infill development and redevelopment, where feasible (page 64).
- Market the City’s programs for rehabilitation and homeownership (page 64).
- Market/promote tax credit rehab for National Register properties (page 64).

#### DESIGN AND APPEARANCE RECOMMENDATIONS
- Encourage site and building improvements in older and underutilized commercial sites (page 65).
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads (page 65).
- Refer to the area plan design guidelines when reviewing zoning requests and site plans in the Planning Area (page 65).
- Follow proposed standards for new construction along Peters Creek Parkway (page 65).

#### HISTORIC PRESERVATION RECOMMENDATIONS
- Retain existing historic resources (page 66).
- Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers (page 66).
- Initiate public outreach on the benefits of preserving historic resources (page 66).
- Study mid-twentieth century properties for historic designation eligibility (page 66).
- Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties (page 66).
## Implementation Schedule

### Economic Development Recommendations

<table>
<thead>
<tr>
<th>Action/Project</th>
<th>Responsible Agency</th>
<th>Timing*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support balanced, compatible economic development by the private and public sector in the planning area (page 67).</td>
<td>CBD, CCPB, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage and support the redevelopment/rehabilitation of older/underutilized commercial sites (page 67).</td>
<td>CBD, CCPB, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Continue the improvement of RUCA areas as City funds become available (page 67).</td>
<td>WSCC, CBD</td>
<td>Ongoing</td>
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### Environmental Recommendations

<table>
<thead>
<tr>
<th>Action/Project</th>
<th>Responsible Agency</th>
<th>Timing*</th>
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</thead>
<tbody>
<tr>
<td>Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas (page 67).</td>
<td>WSRP, CCPB, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage the donation of easements to preserve and protect high-quality natural and scenic areas (page 67).</td>
<td>PLC, CCPB, WSCC</td>
<td>Ongoing</td>
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### Abbreviations Used:

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Name</th>
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<tr>
<td>CBD</td>
<td>Community and Business Development</td>
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<tr>
<td>CCPB</td>
<td>City-County Planning Board</td>
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<tr>
<td>GEI</td>
<td>Gateway Environmental Initiative</td>
</tr>
<tr>
<td>HRC</td>
<td>Winston-Salem/Forsyth County Historic Resources Commission</td>
</tr>
<tr>
<td>NA</td>
<td>Neighborhood Associations</td>
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<tr>
<td>PCCI</td>
<td>Peters Creek Community Initiative</td>
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<tr>
<td>PLC</td>
<td>Piedmont Land Conservancy</td>
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<td>WSCC</td>
<td>Winston-Salem City Council</td>
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<td>WSDOT</td>
<td>Winston-Salem Department of Transportation</td>
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<tr>
<td>WSRP</td>
<td>Winston-Salem Recreation and Parks Department</td>
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<tr>
<td>WSENG</td>
<td>Winston-Salem Engineering Department</td>
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*Timing: Ongoing*
## Appendix A. Historic Resources

### South Central Area Plan: Recognized Historic Resources

<table>
<thead>
<tr>
<th>Name</th>
<th>General Location</th>
<th>Date</th>
<th>Survey Site Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Local and National Register Districts:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Centerville Historic District [NR]</td>
<td></td>
<td>ca. 1900-1958</td>
<td>FY03009</td>
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<tr>
<td>Old Salem Historic District [LHL/H/NR]</td>
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<td>1766-1856</td>
<td>FY00098</td>
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<tr>
<td>Sunnyside/Central Terrace Historic District [NR]</td>
<td></td>
<td>ca. 1880-1958</td>
<td>FY02538</td>
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<tr>
<td>Washington Park Historic District [NR]</td>
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<td>FY02510</td>
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<td>West End Historic District [HO/NR]</td>
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<td>1887-1930</td>
<td>FY02507</td>
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<tr>
<td>West Salem Historic District [NR]</td>
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<td>ca. 1843-1957</td>
<td>FY02335</td>
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<tr>
<td><strong>Individually Listed Properties:</strong></td>
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<tr>
<td>Anna Catharina House (Reconstruction) [LHL]</td>
<td>8 West Street</td>
<td>1954 (1772)</td>
<td>FY01357</td>
</tr>
<tr>
<td>Anna Johanna Vogler House [LHL]</td>
<td>823 S. Church Street</td>
<td>1827</td>
<td>FY01374</td>
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<tr>
<td>Bank of Cape Fear [LHL]</td>
<td>500 S. Main Street</td>
<td>1847</td>
<td>FY01389</td>
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<tr>
<td>Beitel-Van Vleck House [LHL]</td>
<td>427 S. Main Street</td>
<td>1832</td>
<td>FY01396</td>
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<tr>
<td>Blum House [LHL]</td>
<td>724 S. Main Street</td>
<td>1815</td>
<td>FY01348</td>
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<tr>
<td>Boys School [LHL]</td>
<td>3 Academy Street</td>
<td>1794</td>
<td>FY01363</td>
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<tr>
<td>Brickenstein-Leinbach House [LHL/NR]</td>
<td>426 Old Salem Road</td>
<td>ca. 1907</td>
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<tr>
<td>Brookstown Inn (Arista Cotton Mill Complex) [LHL/NR]</td>
<td>200 Brookstown Avenue</td>
<td>1836; 1880</td>
<td>FY00779</td>
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<tr>
<td>Burton Craig House [LHL]</td>
<td>134 W. Cascade Avenue</td>
<td>ca.1850</td>
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<tr>
<td>Butner Hat Shop (Reconstruction) [LHL]</td>
<td>521 S. Main Street</td>
<td>1965 (1825)</td>
<td>FY01386</td>
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<tr>
<td>Butner House [LHL]</td>
<td>517 S. Main Street</td>
<td>1829</td>
<td>FY01386</td>
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<tr>
<td>Calvin H. Wiley School [SL]</td>
<td>1400 Northwest Boulevard</td>
<td>1925</td>
<td>FY01034</td>
</tr>
<tr>
<td>Charles A. Cooper Shop [LHL]</td>
<td>419 S. Main Street</td>
<td>1834</td>
<td>FY01399</td>
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<tr>
<td>Charles R. Fogle House [LHL]</td>
<td>29 W. Cascade Avenue</td>
<td>1917</td>
<td>FY01182</td>
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<td>Christian F. Sussdorff House [LHL/NR]</td>
<td>448 Factory Row</td>
<td>1839</td>
<td>FY00020</td>
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<tr>
<td>Christoph Vogler House [LHL]</td>
<td>710 S. Main Street</td>
<td>1797</td>
<td>FY00092</td>
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<tr>
<td>Cicero Francis Lowe House [LHL/NR]</td>
<td>204 W. Cascade Avenue</td>
<td>1911</td>
<td>FY01175</td>
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<tr>
<td>Col. Jacob Lott Lundlow House [NR]</td>
<td>434 Summit Street</td>
<td>1887</td>
<td>FY00939</td>
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<tr>
<td>Commercial Building [SL/DOE]</td>
<td>300-332 S. Main Street</td>
<td>1910</td>
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<td>Name</td>
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<tr>
<td>Community Store [LHL]</td>
<td>626 S. Main Street</td>
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<td>FY01358</td>
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<td>David Reid House [LHL]</td>
<td>1820 S. Main Street</td>
<td>ca. 1894</td>
<td>FY01184</td>
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<td>Denke House [LHL]</td>
<td>498 Salt Street</td>
<td>1831</td>
<td>FY01404</td>
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<tr>
<td>Eberhardt House &amp; Shop [LHL]</td>
<td>919-921 S. Main Street</td>
<td>1832; 1833</td>
<td>FY01337</td>
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<tr>
<td>Ebert-Reich House [LHL]</td>
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<td>FY01349</td>
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<tr>
<td>Edward/Leinbach House [SL/DOE]</td>
<td>235 S. Church Street</td>
<td>1855</td>
<td>FY01409</td>
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<tr>
<td>Edwin Theophilus Ackerman House [LHL/NR]</td>
<td>440 Factory Row</td>
<td>1856</td>
<td>FY00021</td>
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<tr>
<td>Fifth House [LHL]</td>
<td>434 S. Main Street</td>
<td>1767</td>
<td>FY01393</td>
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<tr>
<td>First House (Reconstruction) [LHL]</td>
<td>446 S. Main Street</td>
<td>1969 (1766)</td>
<td>FY00080</td>
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<tr>
<td>Fourth House [LHL]</td>
<td>438 S. Main Street</td>
<td>1768</td>
<td>FY00082</td>
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<tr>
<td>Fourth Street Rowhouses [LHL]</td>
<td>840-848 W. Fourth Street</td>
<td>ca. 1915</td>
<td>FY01007</td>
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<tr>
<td>H.D. Poindexter House [NR]</td>
<td>130 West End Boulevard</td>
<td>ca. 1892</td>
<td>FY00011</td>
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<tr>
<td>Hagen House [LHL]</td>
<td>520 Salt Street</td>
<td>1816</td>
<td>FY01407</td>
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<td>Hall House [LHL]</td>
<td>421 S. Main Street</td>
<td>1827</td>
<td>FY00081</td>
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<td>Herbst House [LHL]</td>
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<td>1821</td>
<td>FY02491</td>
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<td>Indera Mills [NR]</td>
<td>400 S. Marshall Street</td>
<td>ca. 1904-1916</td>
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<tr>
<td>Jacob Christman House [LHL]</td>
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<td>1825</td>
<td>FY00053</td>
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<td>Jacob Siewers House [LHL]</td>
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<td>1845</td>
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<td>John Ackerman House (Reconstruction) [LHL]</td>
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<td>John Francis Shaffner House [LHL/SL]</td>
<td>428 S. Main Street</td>
<td>1874; 1913</td>
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<td>John Siewers House [LHL]</td>
<td>832 S. Main Street</td>
<td>1844</td>
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<td>John Vogler House [LHL]</td>
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<td>John William Fries House (Hylehurst) [LHL/NR]</td>
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<td>Kuehn House [LHL]</td>
<td>901 S. Main Street</td>
<td>1831</td>
<td>FY01340</td>
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<tr>
<td>Leinbach Granary &amp; Stable [LHL]</td>
<td>508 S. Main Street</td>
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<td>FY00054</td>
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<td>Leinbach House [LHL]</td>
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<td>1822</td>
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<td>Levering House (Reconstruction) [LHL]</td>
<td>516 S. Main Street</td>
<td>1972 (ca.1820)</td>
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<tr>
<td>Lick-Boner House [LHL]</td>
<td>512 Salt Street</td>
<td>1787</td>
<td>FY00087</td>
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<td>Livingston N. Clinard House [LHL]</td>
<td>512 Factory Row</td>
<td>1875</td>
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<td>Miksch Tobacco Shop [LHL]</td>
<td>532 S. Main Street</td>
<td>1771</td>
<td>FY01383</td>
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<tr>
<td>Nathaniel Shober Siewers House [LHL]</td>
<td>715 S. Main Street</td>
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<td>FY01351</td>
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<tr>
<td>Philip Reich House [LHL]</td>
<td>813-817 S. Church Street</td>
<td>1824</td>
<td>FY01373</td>
</tr>
<tr>
<td>Philip Reich Shop [LHL]</td>
<td>817 S. Church Street</td>
<td>1832</td>
<td>FY01373</td>
</tr>
<tr>
<td>Rosenbacher House [LHL]</td>
<td>848 W. Fifth Street</td>
<td>1909</td>
<td>FY00942</td>
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<td>Rufus Lenoir Patterson House [NR]</td>
<td>434 Factory Row</td>
<td>1857</td>
<td>FY00022</td>
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<tr>
<td>Saint Philips's Moravian Church [NR]</td>
<td>911-913 S. Church Street</td>
<td>1823, 1861</td>
<td>FY02125</td>
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<tr>
<td>Salem Academy and College [SL/DOE]</td>
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<tr>
<td>Salem Cemetary [SL/DOE]</td>
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<td>Salem Tavern [NHL/LHL/NR]</td>
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<td>1784</td>
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<td>Salem Tavern Dining Room [LHL]</td>
<td>736 S. Main Street</td>
<td>1816</td>
<td>FY00089</td>
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<td>Salem Town Hall [LHL/NR]</td>
<td>50 Cemetery Street</td>
<td>1912; 1915</td>
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<tr>
<td>Schroeter House &amp; Wash-Bake House (Reconstruction) [LHL]</td>
<td>520 S. Main Street</td>
<td>House 1968 (1805) Wash-Bake House 1971 (1809)</td>
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<tr>
<td>Second St. Philips Graveyard [SL/DOE]</td>
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<td>1859</td>
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<td>Shultz House &amp; Shop [LHL]</td>
<td>712-714 S. Main Street</td>
<td>1819</td>
<td>FY01352</td>
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<td>Siewers Shop [LHL]</td>
<td>15 Walnut Street</td>
<td>1842</td>
<td>FY02535</td>
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<tr>
<td>Single Brothers' House [NHL/LHL/NR]</td>
<td>600 S. Main Street</td>
<td>1769</td>
<td>FY00016</td>
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<tr>
<td>Solomon Lick House [LHL]</td>
<td>524 Salt Street</td>
<td>1822</td>
<td>FY00086</td>
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<tr>
<td>Theophilus Vierling House (Welfare House) [LHL]</td>
<td>327 S. Main Street</td>
<td>ca. 1855; 1889</td>
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<td>Third House (Reconstruction) [LHL]</td>
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<tr>
<td>Timothy Vogler House [LHL]</td>
<td>900 S. Main Street</td>
<td>1832</td>
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<td>Timothy Vogler Shop [LHL]</td>
<td>913 S. Main Street</td>
<td>1831</td>
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<tr>
<td>Traugott Bagge House (Reconstruction) [LHL]</td>
<td>10 West Street</td>
<td>1970 (1787)</td>
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### South Central Area Plan: Recognized Historic Resources

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<thead>
<tr>
<th>Name</th>
<th>General Location</th>
<th>Date</th>
<th>Survey Site Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traugott Leinbach House &amp; Leinbach Wash-Bake House (Reconstruction) [LHL]</td>
<td>807 S. Main Street</td>
<td>1824 (House)</td>
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<td></td>
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<td>Wash/Bake House</td>
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<tr>
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<td>1974 (1827)</td>
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<tr>
<td>Vierling House [LHL/NR]</td>
<td>436 S. Church Street</td>
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<td>Volz House [LHL]</td>
<td>916 S. Main Street</td>
<td>1816</td>
<td>FY01341</td>
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<tr>
<td>William Allen Blair House [LHL/NR]</td>
<td>210 S. Cherry Street</td>
<td>1901; 2001</td>
<td>FY01416</td>
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<tr>
<td>Winkler Bakery [LHL]</td>
<td>527-529 S. Main Street</td>
<td>1800</td>
<td>FY01384</td>
</tr>
<tr>
<td>Winston-Salem Southbound Office &amp; Freight Terminal [LHL]</td>
<td>300 S. Liberty Street</td>
<td>1913</td>
<td>FY01339</td>
</tr>
<tr>
<td>Zevely House [LHL/NR]</td>
<td>901 W. Fourth Street</td>
<td>ca. 1815</td>
<td>FY00023</td>
</tr>
<tr>
<td>Zevely House [LHL]</td>
<td>803 S. Main Street</td>
<td>1842</td>
<td>FY01345</td>
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### South Central Area Plan: Historic Markers

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Salem Cotton Manufacturing Company &amp; Arista Cotton Mill</td>
<td>200 Brookstown Avenue</td>
</tr>
<tr>
<td>Salem Town Hall</td>
<td>50 Cemetery Street (Southeast corner of S. Liberty &amp; Cemetery Streets)</td>
</tr>
<tr>
<td>Happy Hill</td>
<td>Adler Street</td>
</tr>
<tr>
<td>West Salem Historic District</td>
<td>Washington Avenue adjacent to Granville Park</td>
</tr>
<tr>
<td>Hotel Zinzendorf</td>
<td>Glade &amp; Fourth Streets adjacent to Grace Court Park</td>
</tr>
<tr>
<td>African-American West End Area</td>
<td>BB&amp;T Ballpark</td>
</tr>
<tr>
<td>Calvin H. Wiley School</td>
<td>1400 Northwest Boulevard</td>
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### Abbreviations Used:

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<td>NHL</td>
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<td>LHL</td>
<td>Local Historic Landmark</td>
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<td>NR</td>
<td>National Register of Historic Places</td>
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<td>DOE</td>
<td>National Register Determination of Eligibility</td>
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<td>SL</td>
<td>North Carolina National Register Study List</td>
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<td>H</td>
<td>Locally Designed as a Historic District</td>
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<td>HO</td>
<td>Locally Designed as a Historic Overlay District</td>
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MULTIFAMILY DEVELOPMENT DESIGN
Multifamily developments are and will continue to be an important component of the community’s housing stock. Additionally, well-designed, multifamily housing can add to the character of a neighborhood, increase pedestrian activity, reduce automobile trips, and support transit.

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

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

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

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

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

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

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

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

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Adopted, 2014

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