SOUTHWEST SUBURBAN

AREA PLAN

Update

City-County Planning Board
FORSYTH COUNTY & WINSTON-SALEM, NORTH CAROLINA
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. Legacy 2030, 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 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 13 suburban/small town area plans. Seven plans cover the Urban Neighborhoods and Downtown as defined in Legacy 2030. Urban Neighborhoods were typically built before 1940 and include the residential, commercial, industrial, and institutional development that surrounds 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 that 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 consistent terminology, information, mapping, and land use colors. 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.
Southwest Suburban Area Plan Update

Adopted by the City-County Planning Board on April 9, 2015
Adopted by the Winston-Salem City Council on June 1, 2015
Adopted by the Forsyth County Board of Commissioners on August 31, 2015

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Introduction

**Boundaries Of The Study Area**

The Southwest Suburban Planning Area encompasses 13,242 acres in the southwestern portion of Forsyth County. The plan area is generally bounded on the north by Business 40/US 421 and Silas Creek Parkway; on the east by Ebert Road; on the south by the Forsyth County/Davidson County line; and on the west by Muddy Creek. Approximately 60% of the area is in Winston-Salem. The remainder is in unincorporated Forsyth County (see Map 1 on page v).

**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 Southwest Suburban Area Plan was adopted in 2009. The Southwest Suburban Area Plan Update is intended to translate Legacy 2030 policies into more detailed recommendations for the Southwest Suburban Plan Area.

Legacy 2030’s Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan, about 81% of the plan area is designated as Suburban Neighborhoods Growth Management Area, GMA 3. The remaining 19%, located south of Fraternity Church Road, is designated as Future Growth Area, GMA 4 (see Map 2 on page 2).
Introduction

Area Planning Process

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 and County Commissioners 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, City Council and County Commissioners to guide land use, infrastructure, and public investment decisions. An implementation schedule is included in the adopted plan to outline tasks and timing needed for each recommendation. Additionally, developers and neighborhood groups may also use the plan to guide their future business and community development decisions.

Figure 1. Area Planning Process

Area Planning Process

- Start of Process
- City-County Staff
- Citizens
- Appointed/Elected Officials
- End of Process

- Develop Existing Condition Information
- Formulate Land Use and Other Plan Recommendations
- Planning Board Review and Public Hearing
- Elected Body Review and Public Hearing
- Adoption
- Public Review of Draft Plan
- Identify Issues and Opportunities at Kickoff Workshop
The Southwest Suburban Plan Area has a diverse mix of residential, commercial, office, institutional, industrial, and recreational land uses. The most intensive uses are concentrated in the northern half of the area where substantial commercial and office development activity has occurred and continues to occur along Hanes Mall Boulevard. The central part of the plan area has a significant number of industrial uses that occupy a large land area. The southern portion of the area, beyond the City limits, consists mainly of low-density residential areas and a significant amount of undeveloped land with a more rural character, though only a small amount is actually in agriculture use.

According to the 2013 American Community Survey of the U.S. Census Bureau, 20,550 people (6% of Forsyth County’s population) are estimated to reside in the Southwest Suburban planning area. This 8,200 person increase reflects an average annual growth rate of greater than 5% between 2000 and 2013. The planning area’s growth rate is significantly higher than that of Forsyth County, which had an average annual population growth rate of 1.2% during the same time period (see Table 1).

### Table 1. Demographic Trends/Comparisons

#### Population Statistics (2013)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest Suburban Area</td>
<td>20,550</td>
<td>12,356</td>
<td>5.1%</td>
<td>5.8%</td>
<td>1.6</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>230,345</td>
<td>185,776</td>
<td>1.9%</td>
<td>65%</td>
<td>2.7</td>
</tr>
<tr>
<td>Forsyth County</td>
<td>351,798</td>
<td>306,067</td>
<td>1.2%</td>
<td>N/A</td>
<td>1.3</td>
</tr>
</tbody>
</table>

#### Diversity Statistics (2013)

<table>
<thead>
<tr>
<th>Area</th>
<th>African-American</th>
<th>White</th>
<th>Asian</th>
<th>Other</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest Suburban Area</td>
<td>30</td>
<td>55</td>
<td>4</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>34</td>
<td>47</td>
<td>2</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>Forsyth County</td>
<td>26</td>
<td>59</td>
<td>2</td>
<td>1</td>
<td>12</td>
</tr>
</tbody>
</table>

#### Age Statistics (2013)

<table>
<thead>
<tr>
<th>Area</th>
<th>Less than 5 years</th>
<th>5-17 years</th>
<th>18-39 years</th>
<th>40-64 years</th>
<th>65 years and older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest Suburban Area</td>
<td>6</td>
<td>14</td>
<td>30</td>
<td>32</td>
<td>18</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>7</td>
<td>17</td>
<td>33</td>
<td>30</td>
<td>13</td>
</tr>
<tr>
<td>Forsyth County</td>
<td>7</td>
<td>18</td>
<td>29</td>
<td>33</td>
<td>13</td>
</tr>
</tbody>
</table>

Source: 2000 U.S. Census; 2010 U.S. Census; U.S. Census Bureau, 2009-2013 American Community Survey 5-year estimates. *Note: “Hispanic” is not a race; it is an ethic group. Numbers are provided for comparison purposes.
**EXISTING LAND USE**

The Southwest Suburban Plan Area is an area of diverse land uses. The focus of new development since 2008 has been commercial and office activity in the Hanes Mall Boulevard/Stratford Road area. Most of the area south of West Clemmonsville Road has remained relatively undeveloped. See Map 3 on page 5 for the 2014 existing land use pattern. Table 2 shows existing land use by acreage and percentage of total area.

**RESIDENTIAL**

The predominant land use in the planning area is residential use, which accounts for 4,822 acres, 36% of the total land area. Single-family development is the dominant type of residential use accounting for 22% of the total land area. A total of 1,369 acres, 10% of the land area, is in large-lot residential development with single residential units on parcels of 5 or more acres. Large-lot residential development is concentrated in the southern part of the planning area. Low-density attached residential, intermediate-density residential, and high-density residential development account for 4% of the total land use in the planning area. These forms of multifamily development are located in the northern part of the planning area with concentrations on Griffith Road, Burke Mill Road, Ebert Road and Old Vineyard Road.

**COMMERCIAL**

Over 654 acres, 5% of the land in the planning area, is developed with commercial uses. The primary concentrations of retail development are near Hanes Mall Boulevard, South Stratford Road north of Hanes Mall Boulevard, the Jonestown Road/Kester Mill Road area and in the South Stratford Road/West Clemmonsville Road/Griffith Road area. Most offices in the planning area are located in close proximity to or mixed in with commercial uses.

**OFFICE**

Office uses are mainly located in the Hanes Mall Boulevard/Burke Mill Road/Kimel Park Drive area and the Healy Drive/Vest Mill Road/Westgate Center Drive/Westbrook Plaza area. Office uses take the form of larger office complexes as well as scattered smaller offices. Office uses account for 2% of all land uses in the area.

**INDUSTRIAL**

Industrial uses occupy 627 acres, accounting for 5% of land in the planning area. Industrial uses are concentrated east of South Stratford Road at Kimwell Drive, west of Griffith Road and north and south of West Clemmonsville Road.

**INSTITUTIONAL**

Institutional uses, such as schools, churches, cemeteries and a fire station, are located throughout the planning area. The 393 acres of institutional uses account for 3% of all uses in the planning area.

**PARKS, RECREATION, AND OPEN SPACE**

There are four public parks, one open space area, a private driving range and a private golf course in the planning area totaling 277 acres and accounting for 2% of the land area. Recreational facilities are discussed in more detail in the Community Facilities section.

### Table 2. Existing Land Use Summary

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acres</th>
<th>%</th>
<th>Land Use</th>
<th>Acres</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Lot Residential</td>
<td>1,369</td>
<td>10.3</td>
<td>Industrial</td>
<td>648</td>
<td>4.9</td>
</tr>
<tr>
<td>Single-Family Residential</td>
<td>2,908</td>
<td>22.0</td>
<td>Institutional</td>
<td>410</td>
<td>3.1</td>
</tr>
<tr>
<td>Low-Density Attached Residential</td>
<td>253</td>
<td>1.9</td>
<td>Parks/Open Space/Commercial Recreation</td>
<td>294</td>
<td>2.2</td>
</tr>
<tr>
<td>Intermediate-Density Residential</td>
<td>190</td>
<td>1.4</td>
<td>Utilities/Rights-of-Way</td>
<td>1,912</td>
<td>14.4</td>
</tr>
<tr>
<td>High-Density Residential</td>
<td>48</td>
<td>0.4</td>
<td>Total Developed</td>
<td>9,025</td>
<td>68.2</td>
</tr>
<tr>
<td>Manufactured Housing Park</td>
<td>57</td>
<td>0.4</td>
<td>Agriculture</td>
<td>1,359</td>
<td>10.3</td>
</tr>
<tr>
<td>Total Residential</td>
<td>4,814</td>
<td>36.4</td>
<td>Undeveloped Land</td>
<td>2,857</td>
<td>21.6</td>
</tr>
<tr>
<td>Office</td>
<td>284</td>
<td>2.1</td>
<td>Total Area</td>
<td>13,242</td>
<td>100.0</td>
</tr>
<tr>
<td>Commercial</td>
<td>663</td>
<td>5.0</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Source: Survey by City-County Planning Staff, Fall 2014
UTILITIES AND RIGHTS-OF-WAY
Combined together, utilities, road and railroad rights-of-way account for almost 15% of the land in the Southwest Suburban Plan Area. The planning area includes major water treatment plant sites, major roads and rail rights-of-way.

AGRICULTURAL
Agricultural uses account for 10% (1,378 acres) of land in the planning area. Sites that are actively used for agriculture are located mostly outside the city limits, concentrated on large parcels in the southern part of the planning area.

UNDEVELOPED
There are 2,892 acres of undeveloped land in the planning area. Undeveloped land constitutes 22% of the total land in the planning area and is located mainly in the southern portion of the area outside of the city limits.

ZONING
There are a variety of zoning districts within the planning area. The most prevalent zoning districts are single-family residential districts which occupy 9,379 acres of land located throughout the planning area. There are approximately 1,234 acres zoned for industrial use, located mainly east of South Stratford Road, north and south of West Clemmons-ville Road and west of Griffith Road and 1,284 acres zoned for commercial and office uses, located primarily near Hanes Mall Boulevard and South Stratford Road, and north of Burke Mill Road.

In the period from 2006 to 2014, there were 31 rezoning petitions covering greater than 216 acres of land in the plan area. Within the same period, there were 22 subdivisions approved which did not require rezoning. These subdivisions cover another 392 acres of land, bringing the total amount of land involved in either a rezoning request or subdivision approval to 608 acres, 5% of the total land area in the plan area. The majority of these rezonings and subdivisions are located in the northern two-thirds of the plan area.

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
Interstate 40 and US 421/Business 40 are the two interstates/freeways that cross through the plan area. Two boulevards provide major circulation routes in the plan area: South Stratford Road (US 158) that bisects the study area and Silas Creek Parkway (NC 67) that is a part of the area’s northern boundary. Major thoroughfares include Ebert Road along the area’s eastern boundary, Jonestown and West Clemmonsville roads which furnish an east/west road network, and Hanes Mall Boulevard, a major commercial corridor (see Table 3 on page 10). Minor thoroughfares offer many road connections between Winston-Salem, Clemmons, Lewisville, southwest Forsyth County and adjacent northern Davidson County. Numerous collector and local streets feed vehicles into these thoroughfares to circulate traffic throughout and beyond the plan area.
### Table 3. Road Classifications and Features

<table>
<thead>
<tr>
<th>Freeways</th>
<th>Description</th>
<th>2013 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 lane, median-divided, controlled access</td>
<td>64,000 - 97,000</td>
<td>91,800 - 129,600</td>
<td>103,600</td>
<td>72</td>
<td>Adequate</td>
</tr>
<tr>
<td>US 421/ Business 40</td>
<td>4 - 6 lane, median-divided, controlled access</td>
<td>44,000 - 70,000</td>
<td>58,000 - 72,800</td>
<td>95,500</td>
<td>48 - 72</td>
<td>Adequate</td>
</tr>
<tr>
<td>Expressways</td>
<td>Description</td>
<td>2013 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>Silas Creek Parkway</td>
<td>4 - 6 lane, median-divided, limited access</td>
<td>17,000 - 53,000</td>
<td>37,500 - 49,400</td>
<td>32,200 - 48,400</td>
<td>48 - 72</td>
<td>Adequate</td>
</tr>
<tr>
<td>Boulevards</td>
<td>Description</td>
<td>2013 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>Hanes Mall Boulevard</td>
<td>4 - 6 lane, median-divided</td>
<td>14,000 - 27,000</td>
<td>15,100 - 38,500</td>
<td>40,900</td>
<td>76</td>
<td>Adequate</td>
</tr>
<tr>
<td>South Stratford Road (US 158 to Silas Creek Parkway) - the proposed Northern Beltway</td>
<td>4 and 5 lane, curb and gutter, and 6 lane median-divided</td>
<td>16,000 - 18,000</td>
<td>29,500 - 51,000</td>
<td>38,100 - 65,300</td>
<td>64 - 84</td>
<td>4 to 6 lane, median-divided</td>
</tr>
<tr>
<td>Major Thoroughfares</td>
<td>Description</td>
<td>2013 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>West Clemmonsville Road</td>
<td>2 and 3 lane, shoulder</td>
<td>11,000 - 12,000</td>
<td>10,100 - 11,600</td>
<td>16,100 - 17,700</td>
<td>22 - 35</td>
<td>3 lane, curb and gutter</td>
</tr>
<tr>
<td>Ebert Street/Road</td>
<td>3 lane, curb and gutter and 2 lane, shoulder</td>
<td>3,800 - 15,000</td>
<td>3,900 - 21,600</td>
<td>11,100 - 16,100</td>
<td>22 - 35</td>
<td>3 lane, curb and gutter</td>
</tr>
<tr>
<td>Jonestown Road (Country Club Road to Interstate 40)</td>
<td>5 lane, curb and gutter</td>
<td>13,000</td>
<td>28,100</td>
<td>29,000</td>
<td>60</td>
<td>4 lane, median divided</td>
</tr>
<tr>
<td>Jonestown Road (from Interstate 40 to South Stratford Road)</td>
<td>2 lane, shoulder</td>
<td>5,600 - 6,300</td>
<td>7,300</td>
<td>16,100</td>
<td>20</td>
<td>3 lane, curb and gutter</td>
</tr>
<tr>
<td>South Stratford Road (US 158), west of proposed Northern Beltway</td>
<td>5 lane, curb and gutter</td>
<td>14,000 - 39,000</td>
<td>14,000 - 29,800</td>
<td>32,400</td>
<td>73</td>
<td>4 to 6 lane, median-divided</td>
</tr>
<tr>
<td>Minor Thoroughfares</td>
<td>Description</td>
<td>2013 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>Burke Mill Road</td>
<td>Wide 2 or 3 lane, curb and gutter</td>
<td>10,000 - 14,000</td>
<td>9,800 - 16,500</td>
<td>16,100</td>
<td>20 - 36</td>
<td>3 lane, curb and gutter</td>
</tr>
<tr>
<td>Cooper Road</td>
<td>2 lane, shoulder</td>
<td>2,000 - 2,100</td>
<td>1,900</td>
<td>11,100</td>
<td>19</td>
<td>Widen shoulder for bicycle lanes</td>
</tr>
<tr>
<td>Fraternity Church Road</td>
<td>2 lane, shoulder</td>
<td>1,500 - 1,700</td>
<td>1,700 - 5,200</td>
<td>11,100</td>
<td>17 - 18</td>
<td>3 lane, curb and gutter</td>
</tr>
</tbody>
</table>
### Existing Conditions

<table>
<thead>
<tr>
<th>Minor Thoroughfares</th>
<th>Description</th>
<th>2013 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>Griffith Road</td>
<td>2 lane, shoulder or 3 lane, curb and gutter</td>
<td>5,500</td>
<td>12,100 - 15,300</td>
<td>16,100</td>
<td>24</td>
<td>3 lane, curb and gutter</td>
</tr>
<tr>
<td>Healy Drive</td>
<td>2 to 3 lane, curb and gutter</td>
<td>14,000</td>
<td>18,700</td>
<td>14,600</td>
<td>32-36</td>
<td>Adequate</td>
</tr>
<tr>
<td>Kimwell Drive</td>
<td>2 lane, curb and gutter</td>
<td>4,500</td>
<td>7,100</td>
<td>16,100</td>
<td>36</td>
<td>Adequate</td>
</tr>
<tr>
<td>Peace Haven Road</td>
<td>2 lane, shoulder</td>
<td>13,000</td>
<td>12,800</td>
<td>18,500</td>
<td>22</td>
<td>3 lane, curb and gutter</td>
</tr>
<tr>
<td>Somerset Drive</td>
<td>2 lane, shoulder</td>
<td>4,100</td>
<td>7,900</td>
<td>11,100</td>
<td>18-28</td>
<td>3 lane, curb and gutter</td>
</tr>
</tbody>
</table>

### List of Existing Collector Streets

- Amesbury Road
- Annapolis Drive
- Atwood Road
- Brookridge Drive
- Carrollwood Drive
- Charnel Road
- Cheltenham Drive
- Empire Road
- Evans Road
- Flintfield Drive
- Foxcroft Drive
- Frontis Plaza Drive
- Heathrow Drive
- Hillcrest Center Drive
- Hope Church Road
- Kester Mill Road
- Lake Drive
- Lockwood Drive
- London Lane
- McGregor Road
- Old Vineyard Road
- Sandersted Road
- Sharon Road
- Tesh Road
- Vest Mill Road
- Westpoint Boulevard
- Woodard Road

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Hanes Mall Boulevard
PUBLIC TRANSPORTATION
Local Bus Routes
The Winston-Salem Transit Authority (WSTA) currently provides bus service within the Southwest Suburban Planning Area on five routes, all but one of which originates from the Downtown Transportation Center. WSTA is developing new routes and schedules that may take effect later in 2015. Table 4 describes the existing routes in more detail.

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Direction</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>#18 Day</td>
<td>Outbound</td>
<td>Transportation Center to Trade Street to Fifth Street to Glade Street to Hawthorne Road to Forsyth Hospital loop to Hanes Mall Boulevard</td>
</tr>
<tr>
<td>#18 Day</td>
<td>Inbound</td>
<td>Hanes Mall Boulevard to Forsyth Hospital loop to Hawthorne Road to Glade Street to Fourth Street to Spruce Street to Fifth Street to Transportation Center</td>
</tr>
<tr>
<td>#19 Day</td>
<td>Outbound</td>
<td>Transportation Center to Liberty Street to First Street to S. Stratford Road to West Clemmonsville Road to Hope Church Road to West Point Boulevard to Empire Road to Stratford Industrial Park and West Point Business Park on Kimwell Drive</td>
</tr>
<tr>
<td>#19 Day</td>
<td>Inbound</td>
<td>Stratford Industrial Park and West Point Business Park on Kimwell Drive to South Stratford Road to First Street To Second Street to Spruce Street to Fifth Street to Transportation Center</td>
</tr>
<tr>
<td>#23 Day</td>
<td>Outbound</td>
<td>Transportation Center to Liberty Street to Broad Street to Academy Street to Granville Drive to Peters Creek Parkway to Link Road to Lockland Avenue to Silas Creek Parkway to Miller Street at Forsyth Technical Community College Main Campus to Oak Grove Road to Ebert Road to Salem Crest Lane to London Lane to Bolton Street and Forsyth Technical Community College West Campus.</td>
</tr>
<tr>
<td>#23 Day</td>
<td>Inbound</td>
<td>Salem Crest Apartments to Ebert Road to Oak Grove Road to Miller Street to Silas Creek Parkway to Lockland Avenue to Link Road to Peters Creek Parkway to Granville Street to Academy Street to Broad Street to Fifth Street to Transportation Center</td>
</tr>
<tr>
<td>#2323 Night</td>
<td>Outbound</td>
<td>Transportation Center to Liberty Street to First Street to Peters Creek Parkway to Link Road to Lockland Avenue to Silas Creek Parkway to Miller Street to Oak Grove Road to Ebert Road to Salem Crest Lane to London Lane to Bolton Street and Forsyth Tech Community College</td>
</tr>
<tr>
<td>#2323 Night</td>
<td>Inbound</td>
<td>Salem Crest Lane to Ebert Road to Oak Grove Road to Miller Street to Silas Creek Parkway to Peters Creek Parkway southbound to Walmart to Peters Creek Parkway northbound to Second Street to Spruce Street to Transportation Center</td>
</tr>
<tr>
<td>#43 Westside Connector</td>
<td>Loop Route</td>
<td>Start at Hanes Mall Transfer to Hanes Mall Boulevard to Frontis Plaza to Kimel Park Drive to Burke Mill Road to S. Stratford Road to Westbrook Plaza Drive to Westgate Center Drive to Hanes Mall Boulevard to Kester Mill Road to Jonestown Road to Country Club Road to Old Vineyard Road to Healy Drive to S. Stratford Road to Bethesda Road to Maplewood Avenue to Forsyth Hospital serving Pavilions Shopping Center, VA medical center, Hanes Mall Boulevard, Walmart and Jonestown Road shopping</td>
</tr>
<tr>
<td>#20 Night</td>
<td>Inbound</td>
<td>Hanes Mall to Forsyth Hospital to Baptist Hospital to Thruway Shopping Center to Transportation Center</td>
</tr>
<tr>
<td>#20 Night</td>
<td>Outbound</td>
<td>Transportation Center to Baptist Hospital, Thruway Shopping Center, Forsyth Hospital and Hanes Mall</td>
</tr>
</tbody>
</table>

Table 4. Local Bus Routes
Regional Transit
PART, The Piedmont Authority for Regional Transportation, was authorized in 1997 by the North Carolina General Assembly as a Regional Transportation Authority. Based on regional cooperation, PART coordinates regional bus service, vanpools, carpools, and other transportation-related services for all of the Piedmont Triad.

Rail
The following rail line is located in the Southwest Suburban Plan Area:
- The Norfolk Southern L-line running parallel to South Stratford Road (US 158), which has been out of service for many years.

BICYCLE FACILITIES
The Winston-Salem Urban Area Comprehensive Bicycle Master Plan, adopted in 2005, identifies a number of roads in the planning area as suitable or moderately suitable for bicycling.

Bicycle Routes
The plan area has two signed bike routes described in Table 5.

Designated Bicycle Lanes
One bicycle lane has been recently completed in the planning area as proposed in the Winston-Salem Urban Area Comprehensive Bicycle Master Plan (see Table 6).

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

Sidewalks
Major sidewalk locations in the planning area include portions of the following thoroughfares:
- Bolton Street and Burke Mill Road from Silas Creek Parkway to South Stratford Road
- Griffith Road
- Hanes Mall Boulevard from Silas Creek Parkway to Jonestown Road
- Healy Drive from South Stratford Road to Business 40
- Jonestown Road from Hanes Mall Boulevard to Flintfield Drive
- Kester Mill Road
- Miller Street from Silas Creek Parkway to Oak Grove Road
- Silas Creek Parkway from Bolton Street to Ebert Street
- Westgate Center Drive

Table 5. Bicycle Routes
<table>
<thead>
<tr>
<th>Route Name</th>
<th>Route Number</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burke Mill Connector</td>
<td>7</td>
<td>From Hawthorne Road along Burke Mill Road to South Stratford Road and along Atwood Road</td>
</tr>
<tr>
<td>NC Alternate Mountains to Sea Trail</td>
<td>MSA</td>
<td>From Ebert Road along Fraternity Church Road and Cooper Road</td>
</tr>
</tbody>
</table>

Table 6. Designated Bicycle Lanes
<table>
<thead>
<tr>
<th>Project</th>
<th>Length</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>London Lane</td>
<td>0.53 miles</td>
<td>Ebert Road to Burke Mill Road - shared lane markings</td>
</tr>
</tbody>
</table>
**COMMUNITY FACILITIES**

The Southwest Suburban Plan Area has a number of facilities that serve the community, including schools, parks, churches and other institutional uses (see Map 8 on page 44).

**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 schools in the planning area. Two, Ward and Kimmel Farm, are elementary schools, and two, Clemmons and Flat Rock, are middle schools.

**RECREATION FACILITIES**

**Parks**
There are four public parks located in the planning area. These parks, which total 178 acres, include a variety of recreational facilities. Hobby Park, which services the entire community, is a Special Purpose Park with specialized facilities (see Table 7).

_The Southwest Suburban Plan (2009)_ made recommendations for increasing park acreage and adding recreation facilities in the plan area.

**GREENWAYS**
Greenways are linear open space corridors that can be managed for conservation, recreation, and/or transportation purposes. Many greenways have paved trails and accompanying land that provide pedestrian and bicycle access to neighborhoods and community facilities in addition to waterways of Forsyth County. Currently, there is one existing greenway within the planning area: Little Creek Greenway. The Little Creek Greenway was recently completed and is 0.8 miles in length. The greenway runs from the Little Creek Recreation Center to Atwood Road with a connection to the Shoppes on Little Creek development.

**UTILITIES**
The Winston-Salem/Forsyth County Utilities Commission is responsible for distributing drinking water and providing wastewater treatment in the planning area. Public water service is generally available throughout the planning area.

There are two major wastewater treatment plants in the area – the Elledge Wastewater Treatment Plant located off Griffith Road and the Lower Muddy Creek Wastewater Treatment Plant located off Cooper Road. There is a closed landfill site which adjoins the northeast boundary of the Elledge Wastewater Treatment Plant that is accessed off Ebert Road. These uses together occupy approximately 400 acres of land.

Sewer is potentially accessible to most of the planning area. Sewer is made available upon request to developments in this area. A gravity-flow sewer outfall has recently been constructed along Salem Creek that allows sewage to drain southward to the Lower Muddy Creek Wastewater Treatment Plant, which is located just north of the Forsyth County-Davidson County boundary line. A sewer force main is also scheduled to be constructed along Salem Creek that will pump sewage northward from the Lower Muddy Creek Wastewater Treatment Plant to the Elledge Wastewater Treatment Plant, located at the intersection of West Clemmonsville Road and Griffith Road.

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<table>
<thead>
<tr>
<th>Table 7. Recreation Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Park Name</strong></td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>Neighborhood Parks: Provide for intense recreation activities at locations easily accessible to neighborhoods</td>
</tr>
<tr>
<td>Little Creek Park</td>
</tr>
<tr>
<td>District Parks: Larger parks which provide a wide array of recreational facilities or focus on specialized activities</td>
</tr>
<tr>
<td>Bolton Park</td>
</tr>
<tr>
<td>Hobby Park</td>
</tr>
<tr>
<td>Open Space: Natural landscapes that remain relatively undisturbed</td>
</tr>
<tr>
<td>British Woods Park</td>
</tr>
</tbody>
</table>
Existing Conditions

These two sewer outfalls, in tandem, could allow a large portion of the planning area, south of West Clemmonsview Road between South Stratford Road and Ebert Road, to be served by public sewer. As a result, higher density single-family residential development could be constructed in many areas presently zoned Residential Single-Family (RS-9). Despite these sewer improvements, the undulating topography in this area may still make specific locations difficult to serve with sewer without a combination of smaller force mains and gravity flow lines.

Housing

According to the 2013 American Community Survey of the U.S. Census Bureau, there are an estimated 10,287 housing units in the Southwest Suburban Plan Area. Approximately 59% of the housing units are owner-occupied, slightly higher than the 57% of housing units countywide that are owner-occupied. See Table 8 for more details on housing.

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.

View corridors are designated areas along thoroughfares in which off-premises signs are prohibited. The purpose of view corridors is to preserve views of significant natural or constructed features. Both sides of two sections of I-40 in the planning area are designated view corridors. They include a section of I-40 between Jonestown Road and Ebert Road, and a section between McGregor Road and Muddy Creek.

I-40 is also designated a Thoroughfare Overlay District (TO District). The main purpose of the TO District is to encourage development and redevelopment which preserves the visual quality and functional operation of the roadway. All development within the TO District is subject to specific site development guidelines in addition to the guidelines of the underlying zoning district. These additional guidelines relate mainly to screening outside storage, shielding of on-site utilities, screening of loading and garage bays, establishing minimum setbacks from the right-of-way, and creating landscaped street yards.

There are design, landscaping, and development and guidelines that are applied to large-scale commercial, industrial and residential developments in the community. These guidelines impact the quality and livability of the built environment in the planning area. A design challenge is to integrate housing and commercial/office/institutional development while encouraging aesthetically pleasing, walkable communities.

Table 8. Housing Statistics

<table>
<thead>
<tr>
<th>Housing Type (2013)</th>
<th>Total</th>
<th>Single-Family Detached (Percent)</th>
<th>Single-Family Attached (Percent)</th>
<th>Manufactured Housing (Percent)</th>
<th>Multifamily (Percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest Suburban</td>
<td>10,287</td>
<td>57</td>
<td>11</td>
<td>2</td>
<td>30</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>105,025</td>
<td>63</td>
<td>4</td>
<td>2</td>
<td>31</td>
</tr>
<tr>
<td>Forsyth County</td>
<td>157,715</td>
<td>67</td>
<td>4</td>
<td>4</td>
<td>25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Housing Tenure and Value (2013)</th>
<th>Owner-Occupied (Percent)</th>
<th>Renter-Occupied (Percent)</th>
<th>Average Home Value (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest Suburban</td>
<td>59</td>
<td>34</td>
<td>135,800</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>50</td>
<td>38</td>
<td>140,400</td>
</tr>
<tr>
<td>Forsyth County</td>
<td>57</td>
<td>31</td>
<td>150,600</td>
</tr>
</tbody>
</table>

Source: U.S. Census; 2009-2013 American Community Survey 5-Year estimates.
**LEGACY 2030 UPDATE GROWTH CORRIDORS**

The South Stratford Road Growth Corridor is located within the Southwest Suburban Plan Area. Growth corridors are recommended in *Legacy* as tools for improved utilization of infrastructure and development sites along major transportation corridors, particularly when revitalizing older, automobile-oriented strip commercial areas 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 2030* 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 guidelines 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 guidelines for site planning and design.
- Explore the use of zoning overlay districts to ensure good site planning principles, sensitive design and to promote continuity in the design of corridors.

**HISTORIC RESOURCES**

The Southwest Suburban Plan Area is fortunate to possess a number of historic resources (see Map 9 on page 50). The area is unique in that three early groups lived and farmed side by side at the union of the three forks of Muddy Creek as the creek drained out of the Wachovia Tract. The three groups included the Hope Moravian Colonial Congregation, the Dunkards or German Baptist Brethren Church, and the original English Settlement that existed as early as 1750.

The historic resources in the area include early rural homes and farms that reflect a developing and expanding county. These historic properties vary in type and form, along with several 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 Southwest Forsyth County’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. 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 reduction was found to be the case throughout all of Forsyth County, including the Southwest area. However, the survey update project also identified new historic resources. Properties that are currently listed on the National Register of Historic Places or have been designated Local Historic Landmarks are documented, along with others that have been identified as North Carolina Study List properties or have been determined eligible for the National Register. Other proprieties were simply identified for written and photographic documentary purposes.

Since the original Southwest Suburban Area Plan was adopted, two new North Carolina Study List Districts have been added: the Jonestown Historic District in 2007 and the Hope-Fraternity Rural Historic District in 2009.

Appendix A on page 55 shows a list of recognized historic resources in the Southwest Suburban Plan Area which lists their current designations.

**ECONOMIC DEVELOPMENT**

The Southwest Suburban Area is an important center of commerce and industry in Forsyth County. The largest single concentration of retail activity in the county is located in the Hanes Mall Boulevard/South Stratford Road area. There is also significant office development at this location. The planning area contains a mix of older and newer industrial developments concentrated in the South Stratford Road/ West Clemmonsville Road/Griffith Road area east of the Norfolk Southern rail line. Both of these concentrations of economic activity are major sources of employment opportunities in the planning area. Since 2008, most of the new non-residential development in the area has been concentrated in the Hanes Mall Boulevard/South Stratford Road area.
A number of environmental issues are of concern in the plan area including floodplains, wetlands, topography, and water quality (see Map 4 on page 18).

**FLOODPLAINS**
Floodplains are broad, flat, flood-prone lands adjacent to creeks and streams. There are requirements to manage activities in these areas. There are approximately 2,233 acres with identified floodplains in the planning area. These include the floodplains of the Muddy Creek, Salem Creek, South Fork Muddy Creek, Silas Creek, Burke Creek and Little Creek.

**WETLANDS**
Wetlands are defined as areas inundated or saturated, permanently or seasonally, by surface or ground water. They 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 percent is located along railroad tracks, major roadways, creeks and creek tributaries.

**CONTAMINATED SITES**
Some sites in the planning area may have environmental contamination due to the presence of a hazardous substance, pollutant, or other contaminant. Contamination is often found on or near sites that were previously used for heavy industrial, dry cleaning, or fuel sales uses. Often, contamination issues only surface as properties are more closely examined as they are being developed or redeveloped. For more specific and up-to-date information on contaminated sites, contact the North Carolina Department of Environment and Natural Resources (NCDENR).

**WATER QUALITY**
The N.C. Division of Water Quality’s Yadkin-Pee Dee River Basin Plan 2008 and the 2012 North Carolina Integrated Report for the Yadkin-Pee Dee River Basin identified the aquatic life rating for Muddy Creek and Salem Creek as impaired. The impairment is primarily attributed to nonpoint source pollution from storm water runoff from construction sites and developed areas.

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

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

North Carolina General Statutes authorize municipalities to enter into agreements for up to 20 years. Once adopted, participating municipalities must both agree to change or terminate the agreement before it expires. A municipality may unilaterally terminate an agreement after a five-year notification period.

Each participating municipality must also notify the other(s) of all subsequent annexation proposals within the affected area.

The annexation agreement between the City of Winston-Salem and the Village of Clemmons, adopted in 1993, stipulated that Clemmons would not annex land east of the Muddy Creek and Winston-Salem would not annex land west of Cooper Road and Frye Bridge Road. This agreement is now expired.

The following plan has been completed in the planning area:

**SOUTHWEST SUBURBAN AREA PLAN (2009)**
The Southwest Suburban Area Plan covers approximately the same area as this update. The area plan included recommendations for land use, transportation, community facilities, housing, historic preservation, design and appearance, the environment, and economic development.
General policies from *Legacy 2030* provide the framework for recommendations in all area plans. Specific recommendations for the *Southwest Suburban Area Plan Update* were developed through comments heard from citizens at public meetings in conjunction with the work of Planning and Development Services 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 (see *Map 6 on page 25*). Additionally, the Proposed Land Use Changes Map (see *Map 5 on page 23*) identifies properties where the proposed land use indicated on *Map 6* is different than the existing land use shown on *Map 3 on page 5*.

Proposed land use changes may or may not require a change of zoning. Determinations of the need for rezoning will be evaluated when site-specific development proposals are submitted for review.

**General Recommendations**

Planning policies used to develop land use recommendations for the Southwest Suburban 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 encouraged.
- Neighborhoods should be protected from inappropriate residential, commercial, industrial and institutional encroachment.
- Site design should incorporate pedestrian-oriented 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. The sites are shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see Map 5 on page 23 and Map 6 on page 25, respectively).

Large Lot Residential
Large-lot residential development is recommended for the majority of the sites in the southern portion of the planning area, generally south of West Clemmonsville Road. This designation is generally intended to reflect land parcels of five acres or greater, although the Agriculture (AG) zoning district allows lots of approximately one acre or larger. A sewer outfall line has been constructed along Salem Creek between the Elledge Wastewater Treatment Plant on Griffith Road and the Lower Muddy Creek Wastewater Treatment Plant along Cooper Road just north of the Davidson County line. This sewer outfall will serve all of the plan area south of West Clemmonsville Road between Ebert Road and South Stratford Road though sewage may need to be pumped uphill between smaller sub-basins within this area. The use of package wastewater treatment plants is not recommended in this area.

This area is best suited for large-lot, low-density residential development and farmland/open space preservation. Where the preservation of farmland/open space is a priority, a range of tools can be considered in Forsyth County (see Appendix B on page 56). Clustering of lots in new subdivisions to protect environmentally-sensitive areas, preserve additional open space and reduce street and infrastructure costs is strongly encouraged in these areas.

Development pressures in the southern portion of the planning area have been limited in recent years, though development pressure could increase in the future. Rezoning to more intense residential districts has been typically discouraged in these areas. A complicating factor here is that much of the area has for many years been zoned Residential Single Family (RS-9) which allows individual lots with a minimum lot size of 9,000 square feet when public water and sewer is available. Owners may wish to collectively rezone their properties to an Agriculture (AG) or Residential Single Family (RS-40) zoning district which requires a minimum lot size of 40,000 square feet. Alternatively, owners may wish to place private restrictions or covenants on their property for a period of time or consider donating land or easements to the Piedmont Land Conservancy to preserve open space.

Single-Family Residential
Single-family residential development consists mostly of single-family, detached units; however, scattered throughout neighborhoods are duplex, triplex, quadruplex, and a few multifamily developments built 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 the uses are illegal, this plan does not recommend rezoning these properties to legalize their nonconforming status.

Single-family residential development is recommended for:
• Vacant individual lots and small tracts within in existing single-family residential neighborhoods dispersed throughout the planning area shown for single-family residential use.
• Approximately 220 acres along the west side of Ebert Road from Kimmel Park Elementary School and Flat Rock Middle School northward to Evan Road.
• Approximately 12 acres previously used as a commercial recreation fishing facility located along Smith Lake Road and Eddystone Lane, north of Atwood Road.
• Undeveloped land near Peac'haven Road, Jonestown Road and McGregor Road zoned for Residential Single-Family (RS-9) requiring a minimum lot size of 9,000 square feet.

Low-Density Attached Residential
Low-density attached residential development has a density of up to eight (8) 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. Guidelines for Multifamily Developments can be found in Appendix C on page 58.

Low-density attached residential is recommended for:
• Approximately 50 acres along the west side of Ebert Road from Evans Road northward to the West Clemmonsville Road/Ebert Road Activity Center.
Plan Recommendations

• Along the frontage of the west side of South Stratford Road between the Hillcrest/Somerset Drive Activity Center and Lockwood Drive.
• Interspersed along both sides of Griffith Road between Burke Mill Road and Snead Road.
• Along both sides of West Clemmonsville Road west of the West Clemmonsville Road/Ebert Road Activity Center.
• Along the west side of Ebert Road between Pope Road and Brookhill Drive and just north of I-40.

Intermediate Density Residential
Intermediate-density residential development has a density of eight to eighteen (8-18) 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. Guidelines for Multifamily Developments can be found in Appendix C on page 58. Intermediate-density residential is recommended for:
• Southwest corner of Silas Creek Parkway and Ebert Road (see *(f) in Special Land Use Conditions on page 37).
• An area located on the south side of Kester Mill Road east of Silas Creek.

High Density Residential
High-density multifamily residential development has a density of over eighteen (18) dwelling units per acre. Generally, high-density residential land use is recommended for large sites that are most appropriately developed with multifamily structures or at Activity Centers as part of mixed-use developments. Guidelines for Multifamily Developments can be found in Appendix C on page 58.

Locations in the planning area recommended for high-density multifamily residential development are:
• The proposed South Stratford Road Activity Center.
• The proposed Hanes Mall Boulevard Activity Center from South Stratford Road to I-40.
• A mixed-use development area bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and the realigned Burke Mill Road to the south.
• A commercial/multifamily area bordered by Hanes Mall Boulevard to the north, Griffith Road to the east, Burke Mill Road to the south and South Stratford Road to the west.
• An area on the west side of Griffith Road south of Burke Mill Road.

Office AND COMMERCIAL

This plan recommends the consolidation of office and commercial uses at existing commercial/office locations, in designated mixed-use areas and activity centers and at appropriate 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 for the following locations, provided proposals conform to guidelines and guidelines (see Appendix D, Guidelines for Conversion of Existing Homes to Office or Commercial Uses, on page 59):
• Along the west side of South Stratford Road between Summerlin Street and the Hillcrest/Somerset Drive Activity Center. To blend with adjoining single-family neighborhoods to the west, rezoning to construct small-scale offices should be considered.
• At the northwest and southwest corners of South Stratford Road and Jonestown Road along the South Stratford Road Growth Corridor.
• Residences and vacant parcels in the Vest Mill Road area suitable for conversion to small-scale offices. Land may also be assembled for larger-scale office developments. Vehicular cross-access drives should link new development with adjacent parcels to ease traffic congestion and improve traffic circulation.
Larger-scale offices are appropriate in the following areas:

- The area near the Kimel Park office development bounded by Hanes Mall Boulevard and I-40 to the north, Burke Mill Road to the east and south, and Griffith Road to the west. Remaining single-family homes on the north side of Burke Mill Road should be assembled and developed as office, multifamily or higher-density single-family development (see (*g) in Special Land Use Conditions on page 37).
- The Hanes Mall Boulevard Activity Center (see page 31).
- The South Stratford Road Activity Center, particularly north of Hanes Mall (see page 29).
- A commercial/multifamily area bordered by Hanes Mall Boulevard to the north, Griffith Road to the east, Burke Mill Road to the south and South Stratford Road to the west.

**Office/Low-Intensity Commercial**

This land use category includes all office uses as well as commercial uses listed in Table 9. This plan recommends one area for new office/low-intensity commercial and the conversion of some existing residential structures to office/low-intensity commercial land use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority; however, it may be difficult to retain existing single-family use at certain locations. The establishment of a transition between residential uses and commercial uses is recommend at the following location:

- The south side of West Clemmonsville Road from South Stratford Road to Salem Industrial Drive. New small-scale developments and the conversion of existing structures are proposed for this area.

Guidelines for Office/Low-Intensity Commercial Developments can be found in Appendix E on page 60.

**COMMERCIAL**

This plan calls for the improvement of existing commercial areas to blend with existing development and 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. Commercial uses are also recommended for the following areas:

- Along Jonestown Road between US 421 and I-40.
- The mixed-use commercial/multifamily area bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and the realigned Burke Mill Road to the south.
- The Hanes Mall Boulevard Activity Center.
- The South Stratford Road Activity Center.
- The Hillcrest Activity Center.
- The West Clemmonsville Road/Ebert Road Activity Center.
- Special Land Use Condition Areas (* b) on page 36 where existing commercial uses may be retained with specific conditions.

### Table 9. 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>Auto-related Uses</td>
</tr>
<tr>
<td>Food/Drug store without Drive-Through</td>
<td>Convenience Stores</td>
</tr>
<tr>
<td>Residential Building, Townhouse</td>
<td>Clubs/bars</td>
</tr>
<tr>
<td>Arts/Crafts Studio</td>
<td></td>
</tr>
<tr>
<td>Funeral Home</td>
<td></td>
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<tr>
<td>Restaurant without Drive-Through</td>
<td></td>
</tr>
<tr>
<td>Bed and Breakfast</td>
<td></td>
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<tr>
<td>Furniture/Home Furnishings</td>
<td></td>
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<tr>
<td>Services A</td>
<td></td>
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<tr>
<td>Child Care Drop-in</td>
<td></td>
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<tr>
<td>Museum, Art Gallery</td>
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<tr>
<td>Veterinary Services</td>
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<tr>
<td>Child Day Care Center</td>
<td></td>
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<tr>
<td>Post Office</td>
<td></td>
</tr>
<tr>
<td>Retail Store</td>
<td></td>
</tr>
<tr>
<td>Combined Use</td>
<td></td>
</tr>
<tr>
<td>Residential Building, Multifamily</td>
<td></td>
</tr>
</tbody>
</table>

*Uses defined in the Unified Development Ordinances.*
Map 5.
Proposed Land Use Change
(See Area Plan for specific recommendations starting page 19.)
Map 6. Proposed Land Use
(See Area Plan for specific recommendations starting page 19.)
Institutional uses in the planning area are an important aspect of its character, vitality and future. 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.

Many institutional uses found in the planning area are surrounded by single-family residential uses. As these facilities grow, tearing down single-family structures can be detrimental to the fabric of the neighborhood. New construction or additions to institutional uses can have a negative effect on adjacent single-family homes because institutional uses typically have a larger building footprint and massing. This plan makes the following general recommendations:

- Retain older single-family structures adjacent to institutional uses.
- Maintain neighborhood character by buffering lots with street yards when converting parcels to parking lots for institutional uses in residential districts.
- Encourage institutions owning single-family homes adjacent to their properties to maintain these structures in good condition.

Guidelines to be applied for institutional expansion into neighborhoods are found in Appendix F on page 61.

Wake Forest University Primate Center
There have been proposals in the past to expand the Wake Forest University Primate Center, the largest institutional use in the planning area. The existing facility is located on a site south of the South Fork Muddy Creek extending to the county line. An additional 76-acre site north of the existing center, owned by the University, is recommended for expansion of the facility in the future.

Parks/Open Space
The Existing and Proposed Community Facilities Map (see Map 8 on page 44) shows a number of existing and possible sites for parks and open space. Open space may consist of land protected by conservation easements, City- or County-owned land, and open space designated as part of a subdivision or Planned Residential Development (PRD). Most of the existing open space is concentrated in the floodplains along the area’s creeks. Greenway easements exist or are proposed as part of the open space system (see Community Facilties recommendations on page 43 for detailed open space, park and greenway recommendations).
**Industrial**

Industrial areas are mainly located along the east side of South Stratford Road between Burke Mill Road and Kimwell Drive and extend from South Stratford Road eastward to Griffith Road south of Kimwell Drive to West Clemmonsville Road. Much of the area on the south side of West Clemmonsville Road between South Stratford and Ebert Road is either zoned or designated for industrial use. This plan recommends industrial uses not encroach on residential areas and the consolidation of industrial uses at existing locations.

This plan recommends the consolidation of industrial uses at existing locations as well as the development of new industrial sites (see Map 6 on page 25). The plan makes the following general recommendations:

- New and redeveloped industrial uses should be designed in a manner that makes them compatible with nearby residential uses.
- 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.
- Utilize guidelines, where feasible, to ensure high-quality development of suburban business parks (see Appendix G on page 63).

Specific industrial recommendations are made for the following areas:

- Develop vacant land and underdeveloped parcels and vacant buildings in the existing industrial area located east of South Stratford Road, west of Griffith Road and north of West Clemmonsville Road.
- Develop vacant land, underdeveloped parcels and vacant buildings in the existing industrial area located on the north side of Kester Mill Road west of Kirk Road (near Jonestown Road).
- Develop new industrial/business parks in the area located along the south side of West Clemmonsville Road between South Stratford Road and Ebert Road. Development of significant new industrial uses in this area is primarily contingent upon construction of a segment of the Western Beltway from I-40 to South Stratford Road to provide adequate access.

**Mixed-Use Land Use Categories**

**Activity Centers**

Activity centers are compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance of residential areas. Activity centers may also 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 (see Appendix H on page 66).

The Southwest Suburban Area Plan Update identifies four activity centers: the South Stratford Road Activity Center, the Hanes Mall Boulevard Activity Center, the Hillcrest/Somerset Drive Activity Center and the West Clemmonsville Road/Ebert Road Activity Center.
SOUTH STRATFORD ROAD ACTIVITY CENTER

The South Stratford Road Activity Center includes the Hanes Mall retail center, Novant Health Forsyth Medical Center, the Silas Creek Crossing shopping center, the Pavilions shopping center along and individual Best Buy, Barnes & Noble and Haverty’s Furniture stores. It encompasses nearly 400 acres and includes the retail uses along the west side frontage of South Stratford Road (see Figure 2). Hanes Mall is poised for intensification through the reuse of its existing out-parcels and surface parking lots (see Figure 3). These outparcels could be redeveloped with multistory, mixed-use buildings that would give the mall area a pedestrian-oriented urban form (see Figure 4 on page 30).

The activity center also includes the potential location of a future regional rail transit station on South Stratford Road. The station would most likely be located on South Stratford Road between Hanes Mall and Silas Creek Parkway.

A potential site for the station is south of the intersection of South Stratford Road and Healy Drive. This rail service would use the existing Norfolk Southern rail line linking Greensboro, Winston-Salem State University, downtown Winston-Salem, Wake Forest Baptist Hospital, Thruway Shopping Center, Novant Health Forsyth Medical Center, Hanes Mall, and Clemmons.

The construction of sidewalks on both sides of South Stratford Road, Silas Creek Parkway, and Hanes Mall Boulevard should be a top priority. These sidewalk connections should eventually connect to the proposed Little Creek Greenway.

Most of the land east of South Stratford Road, north of Hanes Mall, is currently used for warehousing and light manufacturing, or is vacant. This area would most likely be the first to redevelop due to its proximity to the proposed rail station and its current uses.
Figure 4. Conceptual Redevelopment Renderings for Hanes Mall
Plan Recommendations

Redevelopment here should:
- Link South Stratford Road with Silas Creek Parkway and Novant Health Forsyth Medical Center, as well as Hanes Mall to the south.
- Incorporate a grid or modified grid street network with on-street parking where feasible.
- Incorporate a vertically-oriented mix of uses including retail, office, institutional, and residential uses.
- Include appropriately-scaled signage coordinated within the development. Signs should be scaled for both the automobile and the pedestrian.
- Feature buildings located as close to the street as possible to create a sense of enclosure of the pedestrian environment.
- Incorporate decked parking or surface parking shielded from view by buildings or landscaping.
- Include a pedestrian circulation system that ties South Stratford Road and Silas Creek Parkway and the proposed rail station with Healy Drive, Novant Health Forsyth Medical Center, and Hanes Mall Boulevard.
- Use sidewalks and street trees wherever possible to enhance the pedestrian orientation. Feature buildings with pedestrian-scaled architectural detailing.
- Include a significant amount of multifamily housing to support the large number of jobs in the area.
- Have a minimum residential density of at least twenty (20) units per acre surrounding the transit station.
- Incorporate urban-scale, common open space such as pedestrian plazas/green spaces to enhance the livability for residents of the area.
- Incorporate lighting that does not negatively affect adjoining residential property.

The west side of South Stratford Road is currently home to a variety of small-scale commercial uses. More intensive, mixed-use development would also be appropriate here.

HANES MALL BOULEVARD ACTIVITY CENTER

The Hanes Mall Boulevard Activity Center encompasses approximately 265 acres along Hanes Mall Boulevard from I-40 to South Stratford Road. This area is recommended for mixed-used development and currently consists primarily of big box commercial development, strip centers, outparcel development, and a large amount of surface parking (see Figure 5 on page 32).

This area is proposed for a mix of multifamily and retail uses. Surface parking lots could be redeveloped as vertically-oriented, mixed-use developments incorporating multifamily residential and structured parking with pedestrian-scaled architectural detailing. Figure 6 on page 32 shows a possible mixed-use redevelopment concept for this area.

Redevelopment should:
- Incorporate a vertically oriented mix of uses including retail, office, institutional, and residential uses.
- Incorporate decked parking or surface parking shielded from view by buildings or landscaping.
- Feature buildings located as close to the street as possible to create a sense of enclosure of the pedestrian environment and use sidewalks and street trees wherever possible to enhance the pedestrian orientation.
- Feature buildings with pedestrian-scaled architectural detailing such as awnings and allow for a visual connection between the public realm and activity inside buildings.
- Include appropriately scaled signage coordinated within the development. Signs should be scaled for both the automobile and the pedestrian.
Figure 5. Hanes Mall Boulevard Activity Center

Figure 6. Redevelopment Concept for portion of Hanes Mall Boulevard Activity Center
HILLCREST/SOMERSET DRIVE ACTIVITY CENTER
The Hillcrest/Somerset Drive Activity Center, which is approximately 175 acres, serves the southwestern portion of the planning area (see Figure 7). This activity center consists primarily of the Hillcrest mixed-use development, which contains a mixture of residential and supporting commercial uses with sidewalks and street trees, on-street parking, and buildings with minimal front setbacks. Hillcrest incorporates various types of residential development including townhouses, apartments and single-family homes.

The activity center includes a neighborhood-scale shopping center at the intersection of South Stratford Road and Somerset Drive, a restaurant, gas station, and other automobile-oriented uses further north on South Stratford Road. This commercial development serves the surrounding community and nearby residences and can be accessed by sidewalk from the Hillcrest development. Sidewalks should also be constructed along portions of South Stratford Road. A pedestrian connection should also be made in the future to the Little Creek Greenway.

Figure 7. Hillcrest/Somerset Drive Activity Center
WEST CLEMMONSVILLE ROAD/EBERT ROAD ACTIVITY CENTER

The West Clemmonsville Road/Ebert Road Activity Center (see Figure 8) includes approximately 35 acres and is focused around older commercial development that serves the southeastern portion of the planning area. A gas station and a small shopping center are the major commercial uses in the activity center. A church anchors the southeastern corner and a general retail discount store is under construction on the northwest corner of the activity center.

Existing development could be successfully redeveloped to serve the concentration of existing and newer residential units in the vicinity. New commercial development in the area should be designed to address the street and should display pedestrian-friendly features (see Figures 9 and 10 on pages 34-35). Any expansion of the institutional component of the activity center should also exhibit neighborhood-scale, pedestrian-oriented design. Sidewalks should connect with the low-density attached residential areas to the west on West Clemmonsville Road, to the north on Ebert Road and to nearby housing developments, schools and parks.

MIXED-USE DEVELOPMENT

Mixed-use development may contain varied residential types and densities, commercial and office uses, and incorporates of institutional facilities. Mixing uses can provide for a higher level of supporting services central to residents and businesses, as well as provide for an economical and convenient sharing of parking and other resources. All locations proposed for mixed uses will be evaluated by how well they integrate with and complement surrounding neighborhoods. Mixed-use development is proposed at all activity centers (see page 28) and at the South Stratford Road/Burke Mill Road commercial/multifamily mixed-use area.

THE SOUTH STRATFORD ROAD/BURKE MILL ROAD COMMERCIAL/MULTIFAMILY MIXED-USE AREA

This proposed commercial/multifamily area is bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and Burke Mill Road to the south. This area is currently made up of primarily commercial uses along with a small percentage of older
Plan Recommendations

single-family residential development. This single-family residential development is likely to redevelop in the near future. Redevelopment in this area should incorporate a high-density mix of commercial and multifamily residential uses. While commercial uses are appropriate in this area as part of a comprehensively planned development, commercial development of any kind is not recommended south of Burke Mill Road. Development in the mixed-use area should have pedestrian connections to the residential/office development south of Burke Mill Road.

Future development in the commercial/multifamily area should incorporate pedestrian-scaled architectural detailing and allow for a visual connection between the public realm and activity inside buildings. Sidewalks and street trees should also accompany new development and a conscious effort should be made to link to the South Stratford Road and the Hanes Mall Boulevard activity centers. Any new road construction in this sub-area should maximize connectivity.
The Proposed Land Use Map (see Map 6 on page 25) shows recommended land uses for all undeveloped property in the planning area and changes in land use for some developed sites. In fourteen 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. These properties are currently zoned Residential Single Family (RS-9) and have a non-conforming commercial or industrial land use on the property. This land use is typically surrounded by large areas of single-family residences that do not make it conducive to rezone the property to conforming status or for expansion of the land use. The current land uses may continue to operate under their nonconforming status. Single-family residential development would be most appropriate at these locations if the nonconforming land uses cease to exist.

This plan does not recommend rezoning for the following properties listed by location:
• Abandoned retail structure located on the east side of Jonestown Road between Netterillo Drive and Beaverton Trail.
• Abandoned commercial structure located on the east side of Jonestown Road between Heritage Path Lane and McGregor Road.
• A greenhouse operation located on the west side of South Stratford Road between Lockwood Drive and Mid-Salem Drive.
• A scuba-diving operation located on the northeast corner of South Stratford Road and Copeland Road.
• A sand dredging operation located along Muddy Creek approximately ¼ mile north of South Stratford Road.
• A sand dredging operation located along Muddy Creek south of South Stratford Road and just east of the proposed Idols Road connector.

★ b. Scattered Small-Scale Commercial/Industrial-Zoned Sites
Four properties, located in the southern portion of the planning area near Fraternity Church Road, with similar characteristics are grouped under this Special Land Use Condition. All of these properties are zoned either Limited Business (LB), Limited Business-Special Use (LB-S), or Light Industrial-Special Use (LI-S) and have a non-residential structure or use on the property. They are small business operations surrounded by large single-family residential areas zoned Residential Single Family (RS-9). These properties are listed by location as follows:
• An automotive repair business located on the east side of Fraternity Church Road north of Canter Lane.
• A contractor’s business located on the north side of Hall Lane, an unpaved private road, just east of Fraternity Church Road.
• An industrial structure and use located at the eastern terminus of Hall Lane, an unpaved private road connecting to Fraternity Church Road.
• A pipe organ builder located on the south side of Fraternity Church Road between Hanover Road and Woodlake Road.

The plan recommends the following conditions for all of the sites listed above:
• Retention of existing zoning.
• Adequate buffering to surrounding residential properties to be determined for each individual site.
• No expansion of the existing use to adjacent lots.
• Discourage expansion of the existing use on site.

★ c. Small-Scale Offices or Home to Office Conversions on the west side of South South Stratford Road between Summerlin Street and the Hillcrest/Somerset Drive Activity Center
The area between Summerlin Street and the Hillcrest/Somerset Drive Activity Center along the west side of South Stratford Road is proposed for small-scale office use and a home to office conversion area. New small, residentially-scaled office development is appropriate in this area as a transition from retail to residential uses. New office development or home to office conversions should follow the development guidelines in Appendix D on page 59, Guidelines for Conversion of Existing Homes to Office Uses or New Residentially-Scaled Office Buildings.

★ d. Low-Intensity Commercial at Southeast Corner of West Clemmonsville Road and Woodard Road
A small clothing store zoned Residential Single Family (RS-9) is located on the south side of West Clemmonsville Road at its intersection with Woodard Road. This site is
generally well-maintained and would be an appropriate location for the low-intensity commercial or office uses proposed in the plan for this area. Neighborhood Office or Business (NO or NB) or Limited Office or Business (LO or LB) zoning would be the most suitable zoning at this location.

**e.**

**Former Landfill Sites northeast of Hobby Park**

This 43-acre area, which is located northeast of Hobby Park and the Elledge Wastewater Treatment Plant, consists of two closed former landfill sites. The 13-acre South Ebert Road Landfill site is adjacent to Hobby Park. Use of this site as a landfill was discontinued in 1975 and there is a small passive gas system on the northeast side of the landfill. The 30-acre North Ebert Road Landfill site was closed in 1984 and has an active gas extraction system to prevent landfill gas from migrating to adjacent residential properties. This site is designated as a storage/staging area for storm debris in the event of a natural disaster. Salem Creek is the western boundary of these sites. It is proposed that the Salem Creek Greenway be extended along Salem Creek to Hobby Park. A study should be done to determine the most appropriate reuse of these landfills and for their suitability for the proposed greenway.

**f.**

**Multifamily Use or Small-Scale Offices at Southwest Corner of Silas Creek Parkway and Ebert Road**

The area bounded on the north by Silas Creek Parkway, the east by Ebert Road, the south by Kaywood Lane, and the west by a creek is located in close proximity to Forsyth Technical Community College. There is existing single-family residential development on the majority of lots and the area is currently zoned RS-9. The area appears suitable for future redevelopment as a comprehensively planned, intermediate-density multifamily area. Multifamily development would only be supported if it incorporated a significant number of the parcels in this area. Development should be oriented towards Silas Creek Parkway and Ebert Road, and should be compatible with the character of the single-family residential development south of Kaywood Lane.

Recognizing that a comprehensive redevelopment may be difficult to achieve at this location, parcels fronting Ebert Road and Silas Creek Parkway are also suitable for home office conversions. New, small, residentially-scaled office development would also be appropriate for these parcels. Cross-access easements between these home office conversions are recommended to improve access and ease traffic congestion in the area (see Appendix D on page 59, Guidelines for Conversion of Existing Homes to Office Uses or New Residentially-Scaled Office Buildings).

**g.**

**Multifamily or Office Use south of the Kimel Park Office Development between Hanes Mall Boulevard and Burke Mill Road, east of Griffith Road**

This area is bounded by Hanes Mall Boulevard and I-40 to the north, Burke Mill Road to the east and south, and Griffith Road to the west. This area is comprised primarily of Kimel Park, a campus-style office development, with a small amount of additional commercial, multifamily, and single-family residential development. While the majority of this area is made up of relatively new construction and is unlikely to redevelop, single-family homes along Burke Mill Road may redevelop in the near future.

This land should be redeveloped as campus-style office, multifamily, or higher density single-family development. These single-family homes should not redevelop individually, but should be assembled and redeveloped in a comprehensive fashion. Redevelopment should incorporate sidewalks and other elements of pedestrian orientation and should be compatible with the character of the existing office development. The design of office redevelopment should discourage the spread of office uses south of Burke Mill Road. Additional commercial development is not recommended in this area, as there is an abundance of commercial development in close proximity on Hanes Mall Boulevard.
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.

CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS

Forsyth County has several long-range transportation plans/processes: the Metropolitan Transportation Plan (MTP), 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) Metropolitan Transportation Improvement Program (MTIP) Projects

(See Map 7 on page 40 and Table 10.)

Idols Road Extension Project (U-2707)
This proposed road connects existing Idols Road at the intersection with Hampton Road to South Stratford Road (US 158) and provides additional capacity and access to southwestern Forsyth County. The project consists of constructing a wide two-lane road on new location. The project has been designed and the right-of-way has been purchased. Construction is to begin in 2016 with funds scheduled in the Fiscal Year 2016-2020 MTIP.

Winston-Salem Northern Beltway, Peace Haven Interchange with US 421 (R-2247CD)
The purpose of the proposed project is to alleviate congestion and improve access to US 421 from Peace Haven Road prior to the construction of the Northern Beltway in western Forsyth County. The Strategic Transportation Initiative identified this project as a Statewide Funded project in June of 2014. The project will be included in the Fiscal Year 2016-2020 MTIP and is scheduled for construction of the new interchange and improvements to the approaches in 2016-2018.

Winston-Salem Northern Beltway, Western Section (R-2247)
The purposes of the proposed project are to improve north-south connectivity in western Forsyth County, provide direct connections to US 52, US 421, and I-40, and provide congestion relief on local roadways. The project consists of constructing a four-lane freeway on a new location from US 52 to I-40. Portions of the project right-of-way have been purchased by NCDOT. This project is presently unfunded in the 2016-2020 MTIP.

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Current Status</th>
<th>Completion</th>
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<tbody>
<tr>
<td>R-2707 Idols Road Extension</td>
<td>Minor Thoroughfare</td>
<td>MTIP Project Design Completed Right-of-Way Purchased</td>
<td>Construction in 2016</td>
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<td>R-2247CD - Western Beltway (US 421 Interchange with Peace Haven Road)</td>
<td>Interchange and approaches for Freeway on new location</td>
<td>MTIP Project elevated through the Strategic Transportation Initiative, Statewide Transportation Improvement Program</td>
<td>Right-of-Way 2016 Mitigation 2016 Construction 2016-2018</td>
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<td>R-2247 - Western Beltway (I-40 to US 52)</td>
<td>Freeway on new location</td>
<td>Unfunded MTIP Project</td>
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<tr>
<td>R-2247A - Western Beltway (South Stratford Road (US-158) to I-40)</td>
<td>Freeway on new location</td>
<td>Unfunded MTIP Project</td>
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</tr>
</tbody>
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Source(s): 2012 Winston-Salem Urban Area Comprehensive Transportation Plan, 2035 Winston-Salem Urban Area Long-Range Transportation Plan, NCDOT Updates
Plan Recommendations

Winston-Salem Northern Beltway, Western Section from I-40 to South Stratford Road (R-2247A)
This section of the Northern Beltway connects the terminus of the R-2247 project at Interstate 40 to South Stratford Road (US 158) to provide local access to the new freeway and a needed connection to Interstate 40 between the I-40/US 421 interchange and the Lewisville-Clemmons Road interchange in Clemmons. The project consists of constructing a four-lane freeway on a new location from I-40 to US 421. This project is presently unfunded in the 2016-2020 MTIP.

COMPREHENSIVE TRANSPORTATION PLAN (CTP) PROJECTS

Winston-Salem Northern Beltway, Southern Section
The purposes of the proposed project are to improve east-west connectivity in southern Forsyth County, provide direct connections to US 52 and I-40 on the east, and provide congestion relief on existing I-40 and local roadways. This section of the Northern Beltway connects the terminus of the R-2247A project of the Northern Beltway, Western Section at South Stratford Road (US 158) to the Northern Beltway, Eastern Section/I-74 at US 311. The project consists of constructing a four-lane freeway on a new location from South Stratford Road (US 158) to the Northern Beltway/I-74.

Ebert Road – Stratford Road Connector
The purpose of this project is to provide a local east-west connection between Ebert Road and South Stratford Road in order to provide more local access to residential developments and relieve congestion on Burke Mill Road and cut-through traffic on residential streets. Portions of the road will use existing Kimwell Drive and other local streets constructed through the development process and a portion will be built on a new location adjacent to the Elledge Treatment plant. The project consists of constructing a wide two-lane road on new location.

Peace Haven - Styers Ferry Connector
The purpose of this project is to provide a local east-west connection from the communities west of Muddy Creek to Peace Haven Road with a bridge crossing of the Northern Beltway. The road will use existing Springfield Farm Road and other local streets constructed through the development process to connect to Lewisville-Clemmons Road to the west. The project consists of constructing a wide two-lane road on a new location.

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 (see Table 11). The Collector Street Plan includes the general location of new collector streets and recognizes existing streets that function as collector streets.

<table>
<thead>
<tr>
<th>Street</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ploughboy Lane</td>
<td>Jonestown Road</td>
<td>Lisa Drive</td>
</tr>
<tr>
<td>Lockwood Drive</td>
<td>South Stratford Road</td>
<td>Somerset Drive</td>
</tr>
<tr>
<td>McGregor Road</td>
<td>Jonestown Road</td>
<td>Lockwood Drive</td>
</tr>
<tr>
<td>Annapolis Drive</td>
<td>West Clemmonsville Road</td>
<td>Griffith Road</td>
</tr>
<tr>
<td>Woodard Road (proposed circle road south of West Clemmonsville Road)</td>
<td>West Clemmonsville Road</td>
<td>Fraternity Church Road</td>
</tr>
<tr>
<td>New Road (east of Salem Creek)</td>
<td>West Clemmonsville Road</td>
<td>Fraternity Church Road</td>
</tr>
<tr>
<td>Hope Church Road</td>
<td>Kimwell Drive</td>
<td>Burke Mill Road</td>
</tr>
<tr>
<td>Cottontail Lane</td>
<td>Fraternity Church Road</td>
<td>Extension</td>
</tr>
<tr>
<td>Hanover Road</td>
<td>Fraternity Church Road</td>
<td>Welfare Road</td>
</tr>
<tr>
<td>Charnel Road</td>
<td>Fraternity Church Road</td>
<td>Loop Road</td>
</tr>
</tbody>
</table>
OTHER STREET RECOMMENDATIONS

Other street recommendations include:

• Encourage residents and neighborhood associations to identify local streets where traffic speeds create unsafe situations and to seek evaluation of potential projects under the City’s Traffic Calming Policy. Based on evaluation, physical changes and other measures may be implemented to slow down traffic and improve safety.

• Continue the on-going safety improvements and follow-up studies in the planning area. Traffic calming and safety studies are currently underway for the following locations:
  • Burke Mill Road
  • Ebert Road
  • Hanes Mall Boulevard
  • Jonestown Road
  • London Lane
  • South Stratford Road
  • Westgate Center Drive

• Minimize the use of dead ends and cul-de-sacs in new subdivisions and redeveloped areas.

• Connect local streets, where feasible, when developing or redeveloping sites.

PUBLIC TRANSPORTATION

Light Rail

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

Public transportation recommendations include:

• Establish a regional rail transit stop on South Stratford Road between Hanes Mall Boulevard and Silas Creek Parkway.

• Review the existing Winston-Salem Transit Authority (WSTA) transit routes for level of transit service and any needed additional bus stop locations in the planning area. Provide safe pedestrian access to transit routes. For current bus routes, see Table 4 on page 12.

PEDESTRIAN

With the adoption of multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the county has become a priority. Construction of sidewalks in the planning area may be achieved through public funding and through private funding of new developments on existing streets. 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.
Sidewalks
Current plans call for construction of sidewalk on the streets listed in Table 12. The City of Winston-Salem and Forsyth County have adopted street design guidelines for new developments that include requirements for sidewalks. Sidewalks are recommended for all thoroughfares and collector streets within growth management areas other than GMA 5, except for freeways and expressways.

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. A portion of the Little Creek Greenway is currently the only greenway in the planning area. It is 0.8 miles in length and runs from the Shoppes at Little Creek to Atwood Road. Six additional greenways have been proposed for the planning area. Information and recommendations pertaining to greenway projects can be found in the Community Facilities Recommendations section on page 43.

BICYCLE
Bicycle Lanes and Shared Lane Markings
The City of Winston-Salem has begun installing bicycle lanes and shared lane markings on city streets to provide a network of bicycle facilities that connect residential areas with key destinations, such as schools, parks, libraries, and commercial areas. Bicycle lanes provide a separate lane (typically five or six feet wide) on the road for cyclists, while shared lane markings are placed in the travel lane and indicate to drivers that they should expect to share the lane with cyclists. The Winston-Salem Urban Area Comprehensive Bicycle Master Plan recommends one additional designated bicycle lane (see Table 13). Other bicycle recommendations include:
• Upgrade roads to improve bicycling suitability such as sidepaths along South Stratford Road and West Clemmons Road; shoulders and/or edgelines along Ebert Road; sidepath and/or shoulders along Hanes Mall Boulevard; and shoulders along Jonestown Road, McGregor Road and the proposed Stratford – Ebert connector.
• Improve bicycle signage along all existing routes in the planning area.
• Improve street intersections to enhance bicycling suitability including South Stratford Road/Fraternity Church Road, South Stratford Road/Hanes Mall Boulevard and South Stratford Road/Silas Creek Parkway.

<p>| Table 12. Proposed Sidewalk Projects |</p>
<table>
<thead>
<tr>
<th>Street</th>
<th>From</th>
<th>To</th>
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</thead>
<tbody>
<tr>
<td>Silas Creek Parkway</td>
<td>Ebert Street</td>
<td>Lockland Avenue</td>
</tr>
<tr>
<td>Griffith Road</td>
<td>Hanes Mall Boulevard</td>
<td>Kimwell Drive</td>
</tr>
<tr>
<td>Atwood Road</td>
<td>South Stratford Road</td>
<td>Carrollwood Drive</td>
</tr>
<tr>
<td>Ebert Road</td>
<td>Ardmore Road</td>
<td>Pope Road</td>
</tr>
<tr>
<td>Emory Drive</td>
<td>South Stratford Road</td>
<td>Fortune Street</td>
</tr>
<tr>
<td>Arlington Drive</td>
<td>Emory Drive</td>
<td>Fortune Street</td>
</tr>
<tr>
<td>Old Vineyard Road</td>
<td>Johnsborough Court</td>
<td>Maureen Road</td>
</tr>
<tr>
<td>Kester Mill Road</td>
<td>Jonestown Road</td>
<td>Kirk Road</td>
</tr>
<tr>
<td>Ashleybrook Lane</td>
<td>Healy Drive</td>
<td>Vest Mill Road</td>
</tr>
<tr>
<td>Flintwood Drive</td>
<td>Jonestown Road</td>
<td>Foxcroft Drive</td>
</tr>
</tbody>
</table>

<p>| Table 13. Proposed Bicycle Lanes |</p>
<table>
<thead>
<tr>
<th>Street</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burke Mill Road (bicycle lanes and shared lane markings)</td>
<td>South Stratford Road</td>
<td>Silas Creek Parkway</td>
</tr>
</tbody>
</table>
GROWTH CORRIDORS

Growth corridors are identified in Legacy 2030 as major roadways that connect activity centers to each other and Downtown Winston-Salem. To help improve the function, safety, and appearance of growth corridors, new development should include mixed-use development, increased residential densities where appropriate, attention to design and appearance, and multiple transportation options. The Southwest Suburban Planning Area includes the South Stratford Road Growth Corridor. This corridor is proposed to generally include the first tier properties on both sides of the road. Recommendations for growth corridors are outlined in the Design and Appearance section on page 47. Transportation recommendations include:

• Improve the South Stratford Road Growth Corridor by adding pedestrian and bicycle facilities and making landscape improvements where feasible.
• Develop minimal and simple guidelines to preserve flexibility and creativity in making a pedestrian-oriented rural residential, suburban residential and suburban commercial growth corridor.
• Develop activity centers along growth corridors as transit-oriented, high density, mixed-use nodes. The South Stratford Road and Hanes Mall Boulevard Activity Centers 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. The Hillcrest/Somerset Drive Activity Center has large areas of mixed residential densities with community-supporting commercial services, with land available for additional suburban development.

COMMUNITY FACILITIES

The availability of public and private community facilities such as schools, parks, recreational facilities, greenways and day care providers should keep pace with existing and proposed development in the planning area and be easily accessible to all segments of the area’s population. Legacy also promotes the sharing of institutional facilities as a way to meet the various needs of the community. Map 8 on page 44 shows existing and proposed community facilities.

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 community 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.

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:

• Complete plans and seek funding for a high school on a site acquired for that purpose on Ebert Road.
• Consider sharing new recreation facilities at the proposed schools with the City of Winston-Salem, such as the City-owned property adjacent to Ward Elementary School.
RECREATION FACILITIES
Recommendations for proposed parks, recreation facilities, greenways and open space take into consideration the number, size and location of existing facilities; existing inadequate recreational facilities; the anticipated location of future growth; and the expectations of the community as identified during this planning process.

Following are recommendations for various categories of recreation and open space:

- Assess usage of the area’s existing recreation facilities and the community’s preferences for facilities and programs.
- Establish at least one new Community Park to provide for future recreation needs. Community Park sites should be easily accessible from a main road and where possible connect to a proposed greenway trail. Potential locations for park sites include:
  - A site in the vicinity of the proposed West Clemmonsville Road/Ebert Road activity center.
  - A site located off Peace Haven Road east of the proposed Northern Beltway.
  - A site off Jonestown Road/Ploughboy Lane east of the proposed Northern Beltway.
- Consider the feasibility of expanding Hobby Park and expanding existing specialized facilities or other facilities.
- Consider the establishment of Neighborhood Parks where feasible and design proposed Community Parks to serve also as Neighborhood Parks for the surrounding neighborhoods.
- Consider the integration of recreation facilities/open space into the design of large-scale residential and mixed-use developments to provide neighborhood activity areas, focal points and green spaces.
- Consider the establishment of linear parks in conjunction with the construction of proposed greenway trails.
- Consider construction of a multiuse Community Center to service the planning area. This center should preferably be located along with other outdoor recreation facilities or at the proposed Community Park.
- Construct multi-purpose courts and fields at proposed parks to meet existing and future needs.

TREES AND OPEN SPACE
The planning area not only contains older neighborhoods and commercial areas, but also has some large acreage tracts either undeveloped or used for agricultural purposes. Many trees are found in these open areas and throughout the whole of southwest suburban Winston-Salem and rural southwest Forsyth County. These trees add aesthetic and financial value, and have a positive environmental impact. Recommendations in the planning area 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 right-of-way.
- Explore opportunities to plant street trees in the area on an upcoming Community Roots Day.
GREENWAYS

The potential exists in the very long term for the construction of approximately 20 miles of greenway trails and connectors in the planning area located primarily along creeks. Greenways, sidewalks and pedestrian trails should connect existing and proposed developments, activity centers, shopping areas, parks, and schools to existing/proposed greenway trails where feasible and ultimately to the larger greenway system.

The Greenway Plan Update shows six proposed greenways within the plan boundaries (see Map 8 on page 44): Little Creek Phase 2A, Little Creek Phase 2B, Salem Creek, Silas Creek, Burke Creek, and Muddy Creek Phase 5B. Little Creek Greenway Phase 2A is listed as a Tier 2 project in the Greenway Plan Update with the design work completed and construction beginning within the next seven to fifteen years (see Figure 11). The greenway will extend the recently completed Little Creek Greenway from Atwood Road to Somerset Drive. The other five proposed greenways are listed as long-range projects with design and construction not beginning for at least fifteen years. The proposed Muddy Creek and Salem Creek Greenways are shown as urban segments of the North Carolina Mountains-to-Sea Trail.

Specific greenway recommendations for the planning area are:

- Work with area residents and the development community to obtain necessary minimum 40-foot wide easements for the construction of the Little Creek Greenway Phase 2A.
- Begin design work and construction of the Little Creek Greenway Phase 2A.
- Continue to obtain minimum 40-foot wide easements through the development process along Muddy Creek, Silas Creek, Salem Creek, Little Creek, and Burke Creek.
- Study the feasibility of extending the Salem Creek Greenway southward towards Muddy Creek.
- Begin the process of listing the proposed Muddy Creek and Salem Creek Greenways as part of the North Carolina Mountains-to-Sea Trail to potentially allow for additional funding.

Figure 11. Little Creek Greenway, Phase 2A
HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS

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

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.
• Develop a variety of housing types and densities for different ages, income levels, family sizes, and personal preferences, particularly when developing large parcels of land along transportation corridors.
• Incorporate traditional neighborhood design principles in proposed new neighborhood developments, where feasible. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas, and incorporating walkability and connectivity in neighborhoods.
• Encourage the design of neighborhoods to allow residents to age in place.
• Integrate new developments with existing neighborhoods through careful planning, site design, street connectivity and compatible architecture.
• Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
• Encourage the establishment of neighborhood associations where they do not exist to facilitate citizen involvement in neighborhood issues.

DESIGN AND APPEARANCE RECOMMENDATIONS

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. Legacy 2030 recommends the creation of attractive neighborhood gateways, business districts, and corridors through both physical improvements and regulation.

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.
• Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
• Encourage a mix of outdoor cafes, small stores and services at a pedestrian scale that meet the needs of all residents in the area.
• Encourage residents and neighborhood associations to participate in Keep Winston-Salem Beautiful’s programs to improve the appearance of the planning area, such as Adopt-A-Flower Bed, Adopt-A-Stream, Adopt-A-Park, and Adopt-A-Street.
• Encourage high-quality 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.
• Encourage a high quality of developments in the Planning Area using existing guidelines for different categories of development, particularly when evaluating rezoning cases.
• Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.
• Develop minimal and simple guidelines in growth corridors to preserve design flexibility and creativity in making a suburban, pedestrian-oriented environment.
• Develop growth corridor master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor. The basis for such master plans will be the guidelines for the growth corridor identified in this plan.

GROWTH CORRIDORS

While this plan’s land use recommendations help define the types of uses in an area (residential, commercial, industrial, etc.), growth corridor recommendations help to define the forms those uses should take in certain areas:
• Urban form growth corridors should be developed at higher densities with buildings close to the street and parking to the side and rear of buildings to encourage pedestrian-friendly spaces.
• Suburban form growth corridors should be less dense than urban form corridors with parking located in front of buildings.
• Rural form growth corridors should be less dense than suburban form corridors with buildings and parking set back from the road corridor to preserve rural visual character.

Because the South Stratford Road Growth Corridor passes from suburban to rural settings (see Map 6 on page 25), it has multiple location-based recommendations.

South Stratford Road Growth Corridor Guidelines
- Develop new commercial, office, and multifamily uses with a suburban form (see guidelines below) between Hanes Mall Boulevard and West Clemmonsvoile Road.
- Develop uses with a large-lot rural residential form (see guidelines below) between West Clemmonsvoile Road and the western boundary of the planning area.

Suburban Form—Commercial, Office, Multifamily Guidelines: South Stratford Road between Hanes Mall Boulevard and West Clemmonsvoile Road
- **Height**: Buildings should generally be no more than 4 stories in height on larger sites; 1 to 2 stories on smaller sites.
- **Building Setback**: Buildings may be located a reasonable distance behind required streetyards.
- **Building Style**: When abutting low-density residential uses, commercial or office buildings 4,000 square feet or less should follow the Guidelines for Conversion of Existing Homes to Office Uses or Construction of New Residentially-Scaled Office Buildings (Appendix D on page 59).
- **Canopies**: Canopies for gas stations or similar uses should not be located immediately adjacent to South Stratford Road.
- **Multifamily**: Develop multifamily sites in a manner that preserves the integrity of any directly adjacent low-density residential development.
- **Driveways**: Minimize driveway cuts on South Stratford Road and connect adjacent parcels wherever possible.

Rural Form—Large Lot Residential Guidelines: South Stratford Road (US 158) between West Clemmonsvoile Road and the western boundary of the planning area
- **Building Setback**: Buildings should be located 50 feet or more from South Stratford Road (US 158) to preserve rural character.

- **Parking**: Parking should be screened from South Stratford Road (US 158) to preserve rural corridor appearance.

**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 areas south of West Clemmonsvoile Road and generally east of South Stratford Road as indicated in initial surveys (see Map 9 on page 50 and Appendix A on page 55). Following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets (see Appendix B Agricultural and Historic Preservation Tools for Forsyth County on page 56).

**GENERAL RECOMMENDATIONS**
- Retain historic buildings including residential homes, agricultural buildings and institutional structures, when possible.
- Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.
- 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.
  - 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.
- Specific historic preservation recommendations for the planning area are:
  - Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties or districts.
  - Encourage property owners to apply for Historic Markers for significant sites.
**ECONOMIC DEVELOPMENT RECOMMENDATIONS**

*Legacy 2030* goal for economic development is to attract environmentally-sensitive new businesses and expand both 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.

The planning area, already an important center of commerce and industry in the county, is likely to see an increase in economic activity in the long term. The Northern Beltway, particularly the segment from US 421 to South Stratford Road, will improve access to business and industry in the planning area. Efforts should be made to maintain and preserve existing farms and agricultural businesses in the southern portion of the planning area. Specific economic development recommendations for the planning area are:

- Support balanced, compatible economic development by the private and public sectors.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial areas.
- Promote and encourage agribusiness on the farmlands located in the southern part of the planning area.

**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 sustainable development of land and buildings.
- Improve or preserve the water quality of the creeks by protecting the natural stream corridors.
- Support organizations and programs that educate residents on environmental issues.
- Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area. This would be especially appropriate for residential, institutional, and public gathering uses on sites near current and former heavy industrial operations with documented environmental hazards.

Specific environmental recommendations for the planning area are to continue monitoring the water quality of Muddy Creek, Salem Creek and other creeks.

**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 (see Map 4 on page 18). Clean water, air, and the scenic beauty of the planning area should be maintained. Of particular concern is the loss of the tree canopy in the area and the need to protect the county’s many creeks from pollution and its floodplains from inappropriate development.
Implementation Schedule

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

**ACTION/PROJECT** | **RESPONSIBLE AGENCY** | **TIMING**
--- | --- | ---
**LAND USE RECOMMENDATIONS** (pages 19-37)

- Follow Proposed Land Use Plan, land use policies, and Special Land Use Conditions. Ensure that future land use changes do not negatively affect new and existing neighborhoods. | CCPB, WSCC, BOCC | Ongoing

**TRANSPORTATION RECOMMENDATIONS**

**NCDOT Metropolitan Transportation Improvement Program (MTIP) Projects** (page 38)

- Construct Idols Road Connector | NCDOT | Immediate
- Construct US 421 (Western Beltway) Interchange Improvements with Peachaven Dr. | NCDOT | Immediate
- Construct Western Beltway from I-40 to South Stratford Road (US 158) | NCDOT | Long Range
- Construct Western Beltway from US 52 to I-40 | NCDOT | Long Range

**Comprehensive Transportation Plan (CTP)** (page 39)

- Construct Western Beltway, Southern Section | NCDOT | Long Range
- Construct Ebert Road/South Stratford Road Connector | Private Developers in conjunction with WSDOT | Ongoing
- Construct Peace Haven Road/Styers Ferry Road Connector | Private Developers in conjunction with NCDOT | Ongoing

**Designated Collector Street Extensions** (page 39)

- Construct collector streets as recommended for the following locations:
  - Ploughboy Lane from Jonestown Rd. to Lisa Dr.
  - Lockwood Dr. from South Stratford Rd. to Somerset Dr.
  - McGregor Rd. from Jonestown Rd. to Lockwood Dr.
  - Annapolis Dr. from West Clemmonsville Rd. to Westpoint Blvd.
  - Woodard Rd. from West Clemmonsville Rd. to Fraternity Church Rd.
  - New collector street from West Clemmonsville Rd. (east of Salem Creek) to Fraternity Church Rd.
  - Hope Church Road from Cloverdale Dr. to Burke Mill Rd.
  - Cottontail Rd. extension from Fraternity Church Rd.
  - Hanover Rd. from Fraternity Church Rd. to Welfare Rd.
  - Charnel Rd. from Fraternity Church Rd. to Loop Rd. | Private developers in conjunction with WSDOT | Ongoing

**Pedestrian/Sidewalks** (page 42)

- Construct sidewalks on the following streets as recommended in the Pedestrian Facilities Plan
  - Silas Creek Pkwy. from Ebert Rd. to Lockland Ave.
  - Griffith Rd. from Hanes Mall Blvd. to Kimwell Dr.
  - Atwood Rd. from South Stratford Rd. to Carrollwood Dr.
  - Ebert Rd. from Ardmore Rd. to Pope Rd.
  - Emory Dr. from South Stratford Rd. to Fortune St.
  - Arlington Dr. from Emory Dr. to Fortune St.
  - Old Vineyard Rd. from Johnsborough Ct. to Maureen Rd.
  - Kester Mill Rd. from Jonestown Rd. to Kirk Rd.
  - Ashleybrook Ln. from Healy Dr. to Vest Mill Rd.
  - Flintwood Dr. from Jonestown Rd. to Foxcroft Dr. | WSDOT | Immediate

*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*
## Implementation Schedule

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
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</thead>
<tbody>
<tr>
<td><strong>Pedestrian (page 41)</strong></td>
<td></td>
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<tr>
<td>Review identified sidewalk projects under the City’s sidewalk priority funding system</td>
<td>WSDOT</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Construct sidewalks within residential areas and along designated thoroughfares and collector streets</td>
<td>Private Developers in conjunction with WSDOT</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Bicycle (page 42)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add bike lanes on the following streets as recommended in the <em>Winston-Salem Urban Area Bicycle Plan</em></td>
<td>WSDOT</td>
<td>Immediate</td>
</tr>
<tr>
<td>- Burke Mill Rd. from South Stratford Rd. to Silas Creek Pkwy.</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>- Improve intersections of South Stratford Rd. with Fraternity Church Road, Hanes Mall Boulevard, and Silas Creek Parkway to improve bicycle suitability.</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>- Improve bicycle signage along all existing routes.</td>
<td>WSDOT</td>
<td>Long Range</td>
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### COMMUNITY FACILITIES RECOMMENDATIONS

<table>
<thead>
<tr>
<th>RECOMMENDATIONS</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
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<tbody>
<tr>
<td><strong>Recreation Facilities (page 45)</strong></td>
<td></td>
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<tr>
<td>Establish at least one new Community Park to provide for future recreation needs. Potential locations for park sites include:</td>
<td>WSRP</td>
<td>Long Range</td>
</tr>
<tr>
<td>- A site in the vicinity of the proposed West Clemmonsville Road/Ebert Road activity center.</td>
<td>WSRP</td>
<td>Long Range</td>
</tr>
<tr>
<td>- A site located off Peacehaven Road east of the proposed Northern Beltway.</td>
<td>WSRP</td>
<td>Long Range</td>
</tr>
<tr>
<td>- A site off Jonestown Road/Ploughboy Lane east of the proposed Northern Beltway.</td>
<td>WSRP</td>
<td>Long Range</td>
</tr>
<tr>
<td>Consider the feasibility of expanding Hobby Park and expanding existing specialized facilities or other facilities.</td>
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<td>Long Range</td>
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<tr>
<td>Consider the establishment of Neighborhood Parks where feasible and design proposed Community Parks to serve also as Neighborhood Parks for the surrounding neighborhoods.</td>
<td>WSRP</td>
<td>Long Range</td>
</tr>
<tr>
<td>Consider the integration of recreation facilities/open space into the design of large-scale residential and mixed-use developments to provide neighborhood activity areas, focal points and green spaces.</td>
<td>Private Developers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Consider the establishment of linear parks in conjunction with the construction of proposed greenway trails.</td>
<td>Private Developers</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Greenways (page 46)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work with area residents and the development community to obtain necessary minimum 40-foot wide easements for the construction of the Little Creek Greenway Phase 2A.</td>
<td>CCPB, WSENG</td>
<td>Medium to Long Range</td>
</tr>
<tr>
<td>Begin design work and construction of the Little Creek Greenway Phase 2A.</td>
<td>WSENG, WSRP</td>
<td>Medium to Long Range</td>
</tr>
<tr>
<td>Obtain minimum 40-foot wide easements through the development process along Muddy Creek, Silas Creek, Salem Creek, Little Creek, and Burke Creek.</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
</tbody>
</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*
**Implementation Schedule**

### Greenways (page 46)

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study the feasibility of extending the Salem Creek Greenway southward towards Muddy Creek.</td>
<td>WSENG</td>
<td>Long Term</td>
</tr>
<tr>
<td>Begin the process of listing the proposed Muddy Creek and Salem Creek Greenways as part of the North Carolina Mountains-to-Sea Trail to potentially allow for additional funding.</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS (page 47)

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a variety of housing types and densities for different ages, income levels, family sizes, and personal preferences, particularly when developing large parcels of land along transportation corridors.</td>
<td>Private Developers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Incorporate traditional neighborhood design principles in proposed new neighborhood developments, where feasible.</td>
<td>Private Developers, CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Integrate new developments with existing neighborhoods through careful planning, site design, street connectivity and compatible architecture.</td>
<td>Private Developers, CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage the establishment of neighborhood associations where they do not exist to facilitate citizen involvement in neighborhood issues.</td>
<td>Citizens, Neighborhood Associations</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### DESIGN AND APPEARANCE RECOMMENDATIONS (page 47)

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage site and building improvements in older and underutilized commercial sites.</td>
<td>CCPB, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.</td>
<td>WSDOT, CCPB, WSCC, NCDPT, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Refer to the area plan guidelines when reviewing zoning requests and site plans in the planning area.</td>
<td>CCPB, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage residents and neighborhood associations to participate in Keep Winston-Salem Beautiful’s programs to improve the appearance of the planning area, such as Adopt-A-Flower Bed, Adopt-A-Stream, Adopt-A-Park, and Adopt-A-Street.</td>
<td>WSCC, BOCC, NCDOT</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where residents gather.</td>
<td>WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage a high quality of development in the planning area using existing guidelines for different categories of development, particularly when evaluating rezoning cases.</td>
<td>CCPB, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Follow proposed guidelines for new construction along South Stratford Road (US 158).</td>
<td>CCPB, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.</td>
<td>CCPB, WSCC, BOCC</td>
<td>Long Range</td>
</tr>
<tr>
<td>Develop growth corridor master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor. The basis for such master plans will be the guidelines for the growth corridor identified in this plan.</td>
<td>CCPB, WSCC, BOCC</td>
<td>Long Range</td>
</tr>
</tbody>
</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
# Implementation Schedule

## HISTORIC PRESERVATION RECOMMENDATIONS (page 48)

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain existing historic resources.</td>
<td>CCPB, HRC, Property Owners, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.</td>
<td>CCPB, HRC, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Initiate public outreach on the benefits of preserving historic resources.</td>
<td>CCPB, HRC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.</td>
<td>HRC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.</td>
<td>CCPB, HRC, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage property owners to apply for Historic Markers for significant sites.</td>
<td>CCPB, HRC, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

## ECONOMIC DEVELOPMENT RECOMMENDATIONS (page 49)

<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.</td>
<td>CCPB, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage and support the redevelopment/rehabilitation of older/underutilized commercial sites.</td>
<td>CCPB, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Promote and encourage agribusiness on the farmland located in the southern part of the planning area.</td>
<td>CCPB, BOCC</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

## ENVIRONMENTAL RECOMMENDATIONS (page 49)

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage development pressures to preserve environmentally sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas.</td>
<td>WSRP, CCPB, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.</td>
<td>PLC, CCPB, WSCC, BOCC</td>
<td>Ongoing</td>
</tr>
</tbody>
</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

## Abbreviations Used:

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCPB</td>
<td>City-County Planning Board</td>
</tr>
<tr>
<td>BOCC</td>
<td>Forsyth County Board of Commissioners</td>
</tr>
<tr>
<td>HRC</td>
<td>Winston-Salem/Forsyth County Historic Resources Commission</td>
</tr>
<tr>
<td>NCDOT</td>
<td>North Carolina Department of Transportation</td>
</tr>
<tr>
<td>PLC</td>
<td>Piedmont Land Conservancy</td>
</tr>
<tr>
<td>WSCC</td>
<td>Winston-Salem City Council</td>
</tr>
<tr>
<td>WSDOT</td>
<td>Winston-Salem Department of Transportation</td>
</tr>
<tr>
<td>WSENG</td>
<td>Winston-Salem Engineering Department</td>
</tr>
<tr>
<td>WSRP</td>
<td>Winston-Salem Recreation and Parks Department</td>
</tr>
</tbody>
</table>
## Significant 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>Hope-Fraternity Historic District [SL]</td>
<td>Fraternity Church Road and vicinity</td>
<td>FY03916</td>
<td></td>
</tr>
<tr>
<td>Jonestown Road Historic District [SL]</td>
<td>1316-1350 Jonestown Road</td>
<td>FY04107</td>
<td></td>
</tr>
<tr>
<td>Old German Baptist Brethren Church [NR]</td>
<td>4916 Charnel Road South Side</td>
<td>FY00203</td>
<td></td>
</tr>
<tr>
<td>Edwin and Ruth (Davis) Hanes Farm [SL]</td>
<td>5030 Charnel Road</td>
<td>FY00214</td>
<td></td>
</tr>
<tr>
<td>Theophilus Kimel House [SL]</td>
<td>4610 Ebert Road</td>
<td>FY00236</td>
<td></td>
</tr>
<tr>
<td>Ploughboy Jarvis House [SL/DOE]</td>
<td>1532 Jonestown Road</td>
<td>FY00259</td>
<td></td>
</tr>
<tr>
<td>Bethel United Methodist Church [SL]</td>
<td>2390 Bethel Church Road</td>
<td>FY00273</td>
<td></td>
</tr>
<tr>
<td>Todd House [DOE]</td>
<td>2510 West Clemmonsville Road</td>
<td>FY03174</td>
<td></td>
</tr>
</tbody>
</table>

### Abbreviations Used:

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOE</td>
<td>National Register Determination of Eligibility</td>
</tr>
<tr>
<td>SL</td>
<td>North Carolina National Register Study List</td>
</tr>
<tr>
<td>NR</td>
<td>National Register of Historic Places</td>
</tr>
</tbody>
</table>

Hope Moravian Church
Appendix B. Forsyth County Agricultural and Historic Preservation Tools

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

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

VOLUNTARY AGRICULTURAL DISTRICT
The Voluntary Agricultural District (VAD) program adopted by the Forsyth County Commissioners in January, 2008 is a tool that helps preserve farmland in an increasingly urbanized county. Landowners receive a set of benefits in exchange for restricting development on their land for a specific time period. Voluntary Agricultural Districts promote agricultural values as well as the agricultural community and its way of life. The Voluntary Agricultural District program also provides increased protection from nuisance suits, encourages the economic and financial health of agriculture, and provides protection from non-farm development and other negative impacts on properly managed farms. Unlike other agricultural and open space preservation tools which protect farmland, Voluntary Agricultural Districts protect farmers by making farming more economically viable and helping to preserve farmland. These farms must participate in the present-use-value taxation program. Further study is necessary to determine the eligibility of farms in the Southwest Suburban Planning Area for this program.

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

FORSYTH COUNTY FARMLAND PRESERVATION PROGRAM
The Forsyth County Farmland Preservation program is a voluntary program in which Forsyth County purchases from farmers the rights to develop their land for non-farm purposes, such as subdivisions and shopping centers. The development rights are held in trust assuring that areas with good soils and active farms will remain in agricultural use. The Forsyth County Board of Commissioners created the program in 1984 and the first development rights were purchased in 1987. To date, the program has protected over 1600 acres of farmland; however, it has not been funded in recent years.
PIEDMONT LAND CONSERVANCY
CONSERVATION EASEMENTS
The Piedmont Land Conservancy (PLC) protects land by working with landowners who choose to conserve their land. The PLC helps landowners determine which conservation option will best meet their objectives for the land and themselves. A conservation easement is a legal agreement through which the landowner gives specific property rights to the PLC. It provides immediate and permanent protection while keeping the land in private ownership. Each conservation easement is tailored to the specific property. A landowner can choose to donate the conservation easement, or sell the conservation easement at or below its appraised value. If a landowner no longer desires to own the property, the PLC can acquire it. In these situations, the PLC must determine if it is desirable to own the subject property.

LOCAL HISTORIC LANDMARK DESIGNATION
Local historic landmark designation applies to individual properties in Forsyth County. This designation recognizes the importance of a property to the heritage and character of the community and that its protection enriches the community’s residents.

Local landmark properties can be of several different types:
• Buildings: Houses, churches, office buildings, schools, barns.
• Structures: Roads, bridges, fences, silos, kilns, gazebos.
• Sites: Cemeteries, building ruins, natural features, designed landscapes.
• Areas: One or more buildings on a large property, plus a surrounding area.
• Objects: Signs, monuments, sculptures, fountains, mil posts.

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

LOCAL HISTORIC DISTRICTS
Local Historic District designation is a zoning classification that applies to a group of contiguous properties. The area must have a concentration of properties that are historically, visually, or culturally related by plan or physical development. A district can include different types of historic properties, but collectively, they must form a unified body with its own identity. Together the properties must convey a physical sense of the historical environment. Examples of Historic Districts include residential areas, business districts, industrial complexes, rural villages, rural landscapes, and college campuses. Once an area has been designated as a Historic District, the zoning ordinance provides controls on the appearance of existing buildings/property and new construction within the districts through the Certificate of Appropriateness process. In North Carolina, Local Historic Districts can be established in one of two ways:

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

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

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

Appendix C. Guidelines for Multifamily Developments

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 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).
• Garages located to the rear of the building, along an alley, or recessed from the front.
Appendix D. 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 4,000 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.
- Include cross-access easements to adjacent properties, where possible.

ACCESS
- Entrances and steps of existing buildings serve as an important first view of the property and should be preserved as they were originally built.
- Maintain the main entrance to existing and new buildings 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.
- Prune trees judiciously to maintain their health and to maintain the visual integrity of the streetscape.
Appendix E. Design Guidelines for Office/Low-Intensity Commercial Developments

DESIGN GUIDELINES

Building Placement
New buildings should front the main road to create a continuity of building façades along the corridor. The main entrances to all buildings should be at the street frontage.

Building Scale and Proportion
New structures should be compatible with the proportions, rhythm, scale, and visual integrity of existing structures.

Building Materials
Building materials should be attractive and durable, and be appropriate for the surrounding area.

Façades
The façade should enhance the pedestrian environment by use of features such as porches, columns, and cornices. Solid walls and blank exteriors are discouraged.

Canopies and Awnings
These features should complement the streetscape and other structures in the immediate area. Awnings or other devices may be installed for solar protection and to emphasize the human scale of the ground level spaces.

Color
Earth tone colors are encouraged, and bright colors shall only be used as accents to overall building.

Outside Storage
Outside storage should be permitted only if screened from view from the main road. The outside storage should not occupy an area larger than half of the area covered by the principal use.

Loading/Unloading and Garage Bays
All loading areas and entrances to motor vehicle repair bays should be screened from public view from the main road.

Off-Street Parking
Parking should generally be located to the side or rear of buildings. On corner lots, parking on the street side corner of the lot should be avoided. New parking lots should be designed to minimize their effects on the existing streetscape. Areas of circulation and parking need to be clearly defined using appropriate markings and materials. Large expanses of paving should be divided into smaller components with interior planting areas.

On-Site Utilities
All public utilities and related facilities, heating, ventilation and air conditioning mechanical systems, and dumpsters, should be so located and/or shielded so as to not be visible from the public right-of-ways.

Site Amenities
Include site furnishings such as bollards, seating, trash containers, tree grates, special features, fencing, and any special lighting to enhance pedestrian areas.

Architectural Characteristics
Buildings within this area should encourage the following additional architectural characteristics:
• Display windows on the street/first level.
• Lighting shall be provided in all display windows.
• The use of cornice canopies, balconies, and arcades to delineate between the ground/street level and upper levels.
• Larger buildings to be broken into smaller scale components at the ground/street level.
Institutional uses include schools, churches, community health clubs and organizations, nonprofit agencies, and governments. Institutions have played vital roles in the development of Forsyth County. In some instances, historic neighborhoods were formed around institutions and their character and aesthetics were derived from that of the central institution. Because they are often integrated with existing neighborhoods, institutions seeking to expand their facilities should carefully examine how their plans may impact nearby residences.

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

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

General Recommendations

- Institutions are strongly encouraged to involve community residents, neighborhood associations, and City/County staff in the development of their master plans.
- Prior to seeking property rezoning, special use approvals, demolition permits, or major building permits, area institutions should work with neighborhood associations and/or residents about the proposed project. Institutions should first initiate communication about proposed projects with neighborhood associations. In the absence of an association or organization of neighbors, institutions should contact and work with immediate and peripheral property owners that may be impacted by proposed work.
- When condemnation of property is considered, an open public process should be initiated by the public entity, in conjunction with local government, prior to any decision to condemn land for acquisition or expansion. All public entities capable of condemnation should follow an open public review process, inclusive of local, State, and federal government; local schools and public learning institutions; and, collective development authorities.
- Application of the Limited Campus Use (LCU) provision of the UDO is strongly encouraged as an alternative to rezoning to the Campus (C) District when institutions desire to expand into nearby residential areas. LCUs are residential and office uses associated with institutions that generate limited traffic and have minimum impacts on surrounding neighborhoods. LCUs are permitted in residential zoning districts with conditions to assure that new uses are compatible with surrounding uses.
- Rezoning of residential property for higher density residential or nonresidential institutional development should be considered only when appropriate vacant or underutilized land is not available, when vacant or underutilized nonresidential buildings are not available, or when the area is not a part of an established neighborhood.
- Reuse of existing structures is strongly encouraged. Historic structures, particularly those designated as local historic landmarks, should be adaptively reused or relocated to an appropriate site in the neighborhood.
- Rehabilitation of existing structures, particularly when those structures are historic in nature, should focus on maintaining the historic character of the structure and its surroundings. This should include limited use of artificial or replacement components (such as artificial sidings, windows, etc.); avoidance of enclosing or removing original porches or vestibules; and, retention of significant architectural features such as dormers, columns, rails, window and door details, and chimneys.
- Conversion of public parkland for exclusive use by private institutions is strongly discouraged.
- Before considering the addition of new parking areas and locations, institutions should work with the neighborhood and other adjacent institutions to determine the ability for timesharing parking areas.
- The construction of compatible parking decks is preferable to multiple or large expanses of surface parking.
- On-street parking in residential areas should be designed to better accommodate non-institutional residents. The establishment of permitted parking and time limits for parking should occur wherever institutional uses impact residential streets. Enforcement of parking restrictions should be a task of institutional security operations in addition to governmental enforcement measures.
- Road or alley closures to accommodate institutional expansions should only be considered after a thorough public review process and only if the road closure will not isolate portions of a neighborhood, will not remove a traditionally significant access point into an area, or will
not result in historic structures being removed from their street-oriented context.

**Site Design Recommendations**

- Site design should repeat site patterns already established in the neighborhood; retain existing positive features (trees, stone/brick walls, substantial shrubbery), whenever possible; and, retain existing mature canopy of trees.
- Oversized structures or intense uses should be located away from residential areas or screened with vegetation.
- Operational facilities and other “back door” uses should be designed and maintained to the same guideline as public areas when the operational or back door uses are located in neighborhoods or are visible from roadways.
- Service components (such as trash dumpsters, mechanical/technical equipment, and loading docks) should be screened from public view.
- Heat pumps, air conditioners and other noise producing equipment should be chosen for quiet operation. To limit impact on surrounding residential uses, equipment should be located away from residential uses (such as on the top of structures) or surrounded by vegetation.
- Parking areas should be located to the rear or to the sides of buildings and should be attractively screened with fences and plantings designed to be compatible with the surrounding neighborhood. Large expanses of paving should be divided into smaller components with interior planting areas and alternating materials (brick paver areas, staining, etc.).
- Sidewalks should be maintained for safety and their widths and materials should blend with the neighborhood.
- Public street furniture and lighting fixtures should be designed to blend with or enhance the surrounding streetscape. The use of period lighting is encouraged over contemporary street lighting when placed in historically designated areas.
- Fences and walls should use traditional materials (such as brick, stone, cast iron, or wood); the height, scale, design and location of fences or walled areas should not adversely affect the character of the surrounding area (such as chain link fencing, razor wire, or exposed concrete block). Fences or walls that create a fortress-like environment are strongly discouraged.

**New Construction Recommendations**

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

- New construction should conform to established spacing and lot coverage patterns of the neighborhood, whenever possible.
- Setbacks for new construction should be consistent with existing buildings on the street. The setback should be within 20% of the average setback along the block.
- New construction should face the same direction as existing structures on the block.
- The height of new construction should be consistent with existing structures on the block. The height should be within 30% of the average height of structures in the block.
- The scale of new construction should be compatible with existing and/or surrounding structures in the neighborhood.
- New construction should be compatible in basic shape and form with existing and/or surrounding structures along the street.
- Roof form and pitch should be similar to that of existing structures on the block; roofing materials should be compatible with those of existing structures.
- Architectural design components (cornices, lintels, foundations, window patterns) should provide a sense of unity and cohesion with the existing structures on the street.
- Exterior materials (such as wood, brick, stone, and stucco) and textures should be compatible with surrounding structures. Modern materials may be used as alternatives to prevalent traditional materials, but oversized brick, exposed concrete blocks, or glass block/plate glass walls should be avoided if such materials are not prevalent on surrounding structures; exterior colors should blend with surrounding natural and built features.
Although efforts continue to revitalize Downtown Winston-Salem and other existing employment centers, many companies still prefer to locate at suburban sites in a campus-like environment. For certain companies, the locational advantages that initially shaped our downtowns are often not as relevant (i.e., railroad access), or substitutes are readily available almost anywhere (i.e., nearby access to financial institutions).

These sites, which are referred to here as Suburban Business Parks, can be attractive to companies by offering affordable land, the ability to build a facility conforming to a company’s specific needs, nearby access to an interstate or an airport, access to a regional supply of labor, and a campus setting preferred by some employees. Forsyth County needs to provide a sufficient supply of these sites to help attract new companies or to assist local businesses expanding their operations. Suburban Business Parks should be integral components when implementing comprehensive economic development strategies.

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

**Application**
These guidelines will be used by the City-County Planning Board and its staff as a means of organizing review of master plans for business parks. The guidelines identify important design elements that should be considered. Because the setting and target market for each business park will be unique, no single formula is ideal for creating an excellent design. Therefore, where design elements of a master plan vary from these guidelines, their appropriateness will be judged on how well they address the overall intent of the guidelines and not on strict adherence to particular elements.

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

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

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

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

**Common Open Space**
A minimum of 20 percent common open space consisting of streams or lakes, floodplains, wetlands, slopes greater than 20 percent, and other open areas should be retained on the site. Common open space should be connected, where possible, to form a ribbon of green throughout the development. In areas where the site buffers are more than 50 feet, the area in excess of 50 feet may be counted as part of the common open space requirement if it is linked to other common open space areas. An existing site resources map should be prepared by the developer as part of the site planning process showing natural and constructed site features to be included as common open space.

**Stream/Wetland Protection**
Streams and wetland areas should be protected by requiring riparian buffers to the edge of the floodway fringe for FEMA regulated streams and 50 foot buffers from each side of streams and wetlands identified in the Forsyth County soil survey. Exact location and extent of streams and wetlands should be verified during preparation of the site resources map required to identify common open space elements.
Architectural Design
Architecturally unified materials should be selected and emphasized for each structure and building site. Exposed guideline concrete blocks and prefabricated metal are not recommended but may be acceptable for the sides and rear of buildings if they are screened from view of external property lines and internal roadways. Offices or showrooms should be located at the front of the building and facades facing the street should be articulated to distinguish the building. New developments should explore the use of Leadership in Energy and Environmental Design (LEED) guidelines to increase energy efficiency and reduce long-term building expenses.

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

Storage/Process Areas
Businesses should meet the storage requirements of the “Manufacturing B” use in the Unified Development Ordinances which allows operations including storage of materials, processing fabrication or assembly of products and loading and unloading of new materials only within enclosed buildings. Storage trailers or containers should be located in designated areas and screened from public streets or from the exterior of the business park. No outdoor processes should be employed in the operation of any business in the business park as stipulated by the requirements of the “Manufacturing B” use in the Unified Development Ordinances. Any waste and recycling receptacles should be located within an enclosed structure.

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

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

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

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

Parking Areas
Parking areas located to the side or rear of buildings are encouraged. Extensive paved areas should be avoided in favor of smaller multiple lots separated by landscaping and buildings. Parking lots adjacent to and visible from public streets should be screened from view through the use of natural topography and created earthen berms, low screen walls, and changes in elevation, landscaping, or combinations of these design techniques.

Signs
A signage plan showing proposed park identification signs and guidelines for building facade and free standing signs should be provided as part of the master plan for these developments. Park entrance signs should be a monument type not exceeding 12 feet in height and 54 square feet in area.
Appendix G. Guidelines for Suburban Business Parks

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

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

Service Areas
Provision for handling all truck service should be located at the rear or sides of buildings. Loading docks should be located at least 300 feet from adjacent residential areas.

Where there is an intervening public street, the setback is reduced to 150 feet. Loading docks located on the side of any building should not be nearer than 50 feet from the front face of the building. Loading docks should be recessed, screened or otherwise designed to be totally buffered from adjacent properties and public roads.

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

Flex-space and Multi-tenant Uses
Multiuse and “flex-space” buildings designed to accommodate a number of tenants or a single tenant with needs for office, research, assembly and storage space in the same structure are encouraged to attract “start-up” operations and entrepreneurs.
The following recommended guidelines for activity centers draw from the adopted Legacy 2030 Update.

**Mix of Uses**
A mix of uses is key to achieving a “village or town center” feel at activity centers. All activity centers should generally provide retail, office, residential, and institutional uses linked by a highly connected pattern of streets, sidewalks, and shared open spaces.

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

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

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

**Suggested Building Heights**
- Neighborhood Activity Center: 1 - 2 stories
- Community Activity Center: 1 - 4 stories
- Building Height to Street Width Ratios: 1:1 to 1:6

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

Streets, along with sidewalks and open spaces, should be designed as the main public spaces of activity centers. Activity centers should have interconnected streets that disperse traffic and connect the activity center with surrounding development.

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

Automobile Parking

Streets and sidewalks lined with buildings rather than parking lots are more inviting and feel safer to the pedestrian. Surface parking lots should not dominate street frontages or negatively impact surrounding developments. A minimum of 40% of required parking should be located to the rear or side of buildings. Parking to the side of buildings should not occupy more than 30% of the frontage of the building.

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

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

Open Space

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

Sensitive Site Development

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

Southwest Suburban Area Plan Update

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