This annual report is required under the Planning Board’s established procedures, and covers July 1, 2009-June 30, 2010 fiscal year.

Established under special enabling legislation that authorized the Board in 1947, the City-County Planning Board (CCPB) is the longest standing joint planning operation between a city and county in North Carolina. The Board is comprised of nine citizens appointed jointly by the Forsyth County Board of Commissioners and the Winston-Salem City Council. This year the Board welcomed a new member, Barry Lyons. Mr. Lyons will serve out the remaining term of former Board Member Carol Eickmeyer. Ms. Eickmeyer, a member since 2004, resigned her position due to family obligations. During this year, Lynne Mitchell and Arthur King were also reappointed and fellow members reelected Chairman Arnold King and Vice Chairman Arthur King to their leadership positions on the Board.

The Board generally meets twice each month or more often, as the need arises. Board members also devoted extra meeting time this past October for continuing education concerning planning law and practice from one of North Carolina’s most recognized experts, Mr. David Owens, of the Institute of Government at UNC-Chapel Hill.

In June 2009, the Planning Board adopted the 2009-10 work program, which is used to guide future Planning staff activities. A major component of the Board’s planning work program is defined by the adopted comprehensive plan for the City and County, Legacy. The Planning Board and staff also perform other planning duties as requested by the City of Winston-Salem, Forsyth County, and the smaller municipalities of Forsyth County.

Planning staff consists primarily of professional planners that are supported by administrative support and technical support positions. This year the Planning Board commenced the year with a 29-person staff that included three (3) frozen vacancies, resulting in 26 staff to complete all work program duties assigned.

New BB&T Ballpark,
Rezoning Case W-2936

Fortunately, some welcome relief came in February when one of the vacancies was unfrozen and Byron Brown was hired as a GIS Project Planner. Since then, the other two frozen permanent positions have been deleted from the budget, leaving the staff at 27 authorized positions.

The following narrative describes the work of the Planning Board and its staff during the 2009-10 fiscal year and can be summarized as falling under several general categories: Legacy-related work items; downtown/central city work items; historic preservation; appearance and open space; special topics planning issues; small town planning; development review/regulation; and administrative matters.

### 2009-10 Planning Highlights

- Action on 5 Area Plans
- Preparing for update to Legacy
- Industrial site study
- Commercial infill UDO amendment
- 2010 Census Complete Count
- Sale of agricultural products
- Winston Overlay District for downtown
- Phase III Historic Resources Study
- Community Appearance Awards
LEGACY-RELATED PLANNING

Legacy, Forsyth County’s comprehensive plan, was originally approved in 2001. From that time until 2009, a special Legacy Citizens Oversight Committee met annually to assess the progress of Legacy's implementation. Over that time, the committee had determined that, overall, the implementation of Legacy had been going well. However, it also determined that it was time to begin an update to the plan. Therefore, an update schedule and scope of project was developed that was to be launched in late FY 09/10. However, due to difficult budget constraints, the launch was postponed and is now scheduled for FY 10/11. During this interim time, staff has continued to explore and develop strategies of public outreach and do background work projecting future growth and future land use needs. It is vitally important to plan and prepare for these needs, as the State Demographer projects that approximately 3 million additional residents will make their home in North Carolina by 2030, and 130,000 of them are expected to be added to Forsyth County. Once officially launched, staff is anticipating that the Legacy update will take a total of two (2) years to complete.

In the meantime, the Planning Board continued their Unified Development Ordinance (UDO) text amendment efforts related to Legacy. Examples of these include the long-discussed Tree Ordinance (adopted by only the City so far), commercial infill and improvement standards for the Urban Neighborhoods Growth Management Area, basic design standards for development in the downtown core of Winston-Salem, and further reduction of minimum parking requirements for various uses and districts. These text amendments were among the last of the approximately 160 proposed action items that were originally set out in Legacy’s original implementation schedule; another reason why a revisiting of Legacy is warranted.

AREA PLANS

Planning staff and the Planning Board devoted attention to five different area plans over the last fiscal year. The Southeast Suburban Area Plan was adopted in November 2009 by both the Winston-Salem City Council and the Forsyth County Commissioners. The Southwest Winston-Salem Area Plan, representing the Ardmore, Hanestown, and Biltmore neighborhoods, was adopted by the City Council in October 2009. As scheduled, staff also started work on both the Northeast Suburban and South Suburban Area Plans. After these plans, there are only three (3) more area plans before the entire county except for the designated Rural Growth Management Area is covered by adopted area plans. Planning staff also provided assistance to Clemmons for their update to the Clemmons Area Development Guide.

The Area Plan Implementation Status Report also received its update. This report contains all area plan recommendations, their status and suggested timing, along with budget and capital improvement project implications. The report will be used by various departments as they develop their work programs and budgets.

GROWTH MANAGEMENT EFFORTS

The CCPB is responsible for promoting the growth management policies as outlined in Legacy. Over the past year, relevant actions or initiatives took place related to these policies:

- The April 13th, 2010, opening of the newly constructed 5,500 seat downtown baseball stadium, adding to the vitality and future development prospects of the central city and downtown area.
- Continued downtown redevelopment efforts which include the commencement of the Downtown Center of the Arts and a next phase of development in the Piedmont Triad Research Park.
- The adoption of a commercial infill ordinance for the Urban Neighborhoods Area (GMA 2) that allows flexibility in meeting some dimensional and landscaping requirements for existing nonconforming and predeveloped sites that otherwise could not meet today’s standards, and at the same time requiring improvements that will benefit the appearance of such properties.
- Continued development of the previously undeveloped Peters Creek Metro Activity Center.
• Initial work to prepare a Central City Development Strategy which would enhance the quality of life and mobility for the existing 3.4 million citizens, visitors, residents, students and employees that currently frequent this area.

• Continued design and area plan assistance to the increasingly popular Revitalizing Urban Commercial Areas (RUCAs) program.

• The adoption of revisions to the Planned Residential Development (PRD) Ordinance.

• Planning Board endorsement of Winston-Salem Urban Area 2035 Transportation Plan

• An industrial site study that identifies existing and potential industrial sites across Forsyth County to assist economic development and recruitment efforts.

• Continued success in outreach initiatives with developers and property owners regarding the future PART commuter rail corridor which runs east-west through Winston-Salem and connecting with Greensboro.

PUBLIC EDUCATION

In keeping with the Legacy Citizens Oversight Committee recommendations, the Planning staff, in cooperation with WSTV 13, The Government Channel, has continued to host a 30-minute educational show concerning Legacy issues. During the past year, episodes featured the 2010 Census and the Piedmont Triad’s Aerotropolis Initiative. Planning staff also started to work with TV 13 on short “how-to” videos on various components of our development review processes. It is intended that a stakeholder or petitioner can watch one and then have a much better understanding of what to expect or what is expected of them. Examples will include the ins and outs of how to speak at a public hearing, what a Friday Morning Review meeting is, and the role of the Interdepartmental meeting. TV 13 is also continuing to run the Department’s “commercials” or Public Service Announcements (PSAs) that highlight a principle of community growth or improvement that is emphasized in Legacy. With appreciation to the Lincoln Institute of Land Policy, TV 13 aired three different documentaries that the Lincoln Institute had produced on planning issues and policies contained in Legacy as they have been experienced in three other cities: Cleveland, OH; Phoenix, AZ; and Portland, OR. Each of the “Making Sense of Place” stories was aired by TV 13 with a video segment introducing and commenting on the documentary by Planning Director Paul Norby. They are still available as on-demand videos on the City’s web site.

Over the past year, staff also continued to explore more ways to take advantage of the City’s participation in Facebook and Twitter. As the use of these technologies becomes more mainstream, they are becoming increasingly important ways to learn more about the community, to involve public participation, and to disseminate information. This goal of reaching out to the public has continued onto the Department’s web site. There is more information now available, and people can also sign up for automated e-mail notification for a variety of planning-related topics, such as text amendments, historic preservation and/or Planning Board meetings. The Department’s bimonthly newsletter continues to inform a wide variety of stakeholders in the community of the planning activities that are being conducted, and how they can get more information or participate in our initiatives.

UDO AMENDMENTS

In addition to completing the protracted work of the Tree Ordinance, Planning staff also used the last year to critically look at several aspects of the Unified Development Ordinances (UDO) to make a simpler and more efficient ordinance. As a result of these efforts and foresight, staff is hopeful that as the economy continues to improve, development within our community will be regarded as easier and much more straightforward then it used to be. Examples of these significant changes include: reductions to required parking standards, the consolidation of some permitted uses, and flexibility to the required setback requirements.

The County Commissioners, City Council, and Planning Board also requested Planning staff to bring forward specific text amendments that they requested. An example of these include the Commissioners’ request to allow more flexibility in the sale of locally-grown agricultural products off of the property on which they were grown. This seemingly simple change will now allow farmers to sell their produce on someone else’s property to take advantage of a well-traveled road. The Planning Board and Commissioners also supported the initiation of a text amendment that allowed the establishment of Land Clearing and Inert Debris (LCID) landfills in agricultural and other very low-density districts without requiring a zoning change.

The process of considering UDO text amendments continues to be made more transparent through various means, including expanded use of an e-mail distribution list, and use of stakeholder outreach to get input on proposed text
amendments as they are being drafted and evaluated. The Planning Board is fully committed to providing an interactive, participatory and transparent process for all.

**ECONOMIC DEVELOPMENT**

**Trends Report**
Planning staff published *The 2009 Forsyth County Trends and Development Patterns* report in July 2010. Known as the “Trends Report,” it is an annual document intended to be an easy-to-read and informative economic tool for downtown development within the community. It provides various statistics from the 2000 Census that have been broken into blocks representing the 22 geographic “planning areas” that encompass Forsyth County. Some of the categories that it includes are: household income, diversity, education levels, and age and gender breakdowns. This year’s report reflects information from more than 800 zoning and development approvals of the City-County (i.e., Winston-Salem/Forsyth County) Planning Board between 2004 and 2009. It also includes data from nearly 15,000 construction permits from this same period. Next year’s Report will include 2010 Census statistics and the more formulated prediction that by 2030, more than 130,000 additional people will likely move into Forsyth County.

**Central City Planning**
Steady progress in our downtown continued over this past year regardless of the difficult economic times that surround us. As examples, several buildings along Fourth Street were renovated into restaurants and one former office space was converted into a small, two-screen cinema. The former downtown Brown Rogers Dixon industrial warehouse, now renamed Winston Factory Lofts, was also completed and then immediately occupied. It contains 85 rental units. Overall downtown continues to thrive, and within its 2-mile radius, well over 38,364 residents now reside and almost 30,000 employees come to work each day. This momentum is also anticipated to continue. By 2030 it is projected that an additional 10,000 people will make downtown Winston-Salem their home.

The Downtown Winston Salem Partnership (DWSP) initiated a form-based code overlay of downtown called the Winston Overlay zone district. In April, it was recommended for approval by the Planning Board. As of June 2010, it is still being considered by the City Council. The overlay includes basic development standards designed to reinforce the pedestrian nature of downtown. These include how buildings address the street, the location of parking, and the level of transparency on the ground floor of a building with minimum standards for windows and doors. These standards will provide some level of consistent approach to downtown development that will protect investments already made and encourage future investments. These standards are to apply to new construction and substantial renovations only. It is expected to be reviewed and acted on by the entire City Council in July.

Elements of the Downtown Plan Update are now really coming to fruition. Pedestrian-oriented retail uses are being concentrated in a core district that heads eastward from the Stevens Center on Fourth Street, and then turns northward to go along Trade Street to Seventh Street. This core district connects the former Sawtooth Center, a historic building being renovated into the Downtown Center of the Arts performing arts center, with the “visual arts” anchors to the north. “Restaurant Row” along Fourth Street, and other supplementary retail uses are interspersed throughout. Finally, a significant portion of the Strollway from north of Fourth Street to Seventh Street was completed. This extends the Strollway from Old Salem, through downtown, and almost to Martin Luther King Jr Drive. Future plans include extending the strollway even further northward.

The Central City Strategy previously mentioned has also had a positive effect on the continuing discussions regarding the development of a modern rail streetcar system and its benefit for the long-term development and livability of the entire Central City, including downtown, the Medical Center, the Research Park, visitor and sports attractions, the university campuses, and a diverse collection of urban neighborhoods.

Further planning work in the Central City included the RUCA (Revitalizing Urban Commercial Areas) program. In 2007, the City Council initiated and implemented the RUCA program with three sites in the Urban Neighborhoods Growth Management Area, which were Liberty Street, Waughtown and Washington Park. In total, they received $1.5 million to do limited site and building improvements. The program was quickly regarded as a very useful tool. This past year, the Council requested that Planning staff update its evaluation of potential RUCA areas, and that evaluation resulted in additional potential areas that could benefit from possible RUCA funding, if it were made available. These additional areas include: North Cherry Street and Polo Road; North Cherry Street and Indiana Avenue; Baux Mountain Road and Old Rural Hall Road; and North Cherry Street and North Point Boulevard.
COMMUNITY APPEARANCE

Typically held in April, the 16th Annual Community Roots Day was moved to a fall event, beginning this fall. This decision was influenced by fall being a better planting time for small trees and the difficulties of the economy. It will continue to be co-sponsored by the Community Appearance Commission (CAC), Keep Winston-Salem Beautiful, and the Division of Vegetation Management.

The Technical Advisory and Project Review (TAPR) subcommittee, which reviews publicly-funded projects in both Winston-Salem and Forsyth County, reviewed several projects, which included the Career Center and Career Tech Buildings, Zone 7 Elementary School, Civitan Park’s lighting plan, and the Joint Firearms Training Facility. They also updated their brochure which assists applicants in explaining the TAPR process.

This past year may have been tough moneywise, but the CAC persevered and still had their biennial awards ceremony on October 19th. The invited speaker was Raleigh Planning Director Mitchell Silver, who made a captivating presentation concerning the history of city planning and the role of the comprehensive plan, particularly appropriate as the Legacy update gets started. The CAC also this past year added a new marker program to their awards program. The marker is styled similarly to historic markers and is intended to bring attention to an area rather than a person. The Trade Street Arts District was the first marker awarded through this new initiative.

HISTORIC PRESERVATION PLANNING

In May, staff and the Forsyth County Historic Resources Commission (HRC) celebrated Historic Preservation Month with the publication of their 7th year annual poster. Numerous educational opportunities throughout the month were offered and the Odd Fellows Cemetery historic marker was unveiled to an audience of over 100 people on May 16th. The 10-acre cemetery, which has many graves that indicate individuals who had lived through the Civil War, is one of the largest African American cemeteries within Forsyth County and is thought to have over 10,000 grave sites. However, in recent years it had largely been abandoned. The placement of the historic marker at its entrance is just one of many efforts currently going on to bring the cemetery back.

The HRC, in conjunction with the City-County Planning Board and the North Carolina State Historic Preservation Office, also continued to update the 1980 survey of historic architectural resources in Winston-Salem and Forsyth County. Phase III, the last phase, was completed this year. The completion of this survey represents information involving 8,367 historic sites and structures across Forsyth County. The consultant-produced survey provides photographic, architectural and historical data associated with each historic building and site throughout Forsyth County. These results are now creating a database that will assist the City and County to protect and promote our historic resources, while also continuing to develop and grow in population. The National Register nominations for the Sunnyside/Central Terrace and Centerville Historic Districts in Winston-Salem were completed, and Reynoldstown, a residential neighborhood in Winston-Salem, received approval as a National Register Historic District. Finally, the Hope Area National Register Study has been outlined and funded.

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This year also brought the initiation of another regionally based effort called Aerotropolis. It was initiated by the Piedmont Triad Partnership and focuses on maximizing the future regional economic development opportunities surrounding the Piedmont Triad International Airport (PTI) and even the Smith Reynolds Airport. Few other places in the nation have the advantages of the PTI area, which is located at the convergence of five interstate highways and has outstanding materials storage and transport systems already in place from the area’s textile and furniture histories. All of these advantages ensure that this area will continue to develop, as demonstrated by the recently opened FedEx east coast hub. Coordinated planning efforts, initiated among the region’s many stakeholders, are critical in order for our area to grow successfully.

Another cooperative regional planning effort is the completion of the next phase of the regional commuter rail study. Completing the study qualifies the region to receive federal and state funds for a system. Planners from all jurisdictions have been involved in planning transit-supportive development in the areas adjacent to each of the possible stations. The first phase is planned to be the east-west route, linking eastern Greensboro to the Hanes Mall area.

**Rural Preservation**

In February 2008, Voluntary Agricultural Districts became available within Forsyth County. Related to that, Agricultural Tourism uses were added to the UDO to enhance economic opportunities from farming and agricultural activities. Continuing these efforts of promoting rural preservation and local agricultural efforts, this past year, County Commissioners initiated a text amendment that allows for the sale of locally-grown produce to be sold at another location other then where it was grown. This seemingly small change is important to the growers of Forsyth County because many of them are not located on well-traveled roads where passers-by can easily purchase their seasonal products. This change now allows growers to sell their products on someone else’s property that does front on a busier roadway.

**Addressing and Street Naming**

Prior to 2006, Forsyth County and Winston-Salem never had an organized approach to addressing and street naming. As a result, each interest within the community had created their own system of addressing very specific to their needs. There are estimated to be at least 35 systems in existence in the county today. An Addressing Technical Committee was formed in 2006 that represents stakeholders from all of the communities and the varying emergency responders. It is their goal to create one master addressing database (MAD) system that will integrate everyone’s information into one system and one format. Working towards having one standard for all users is also important because the federal government is currently reviewing addressing and street naming standards required to be used starting with the 2020 Census. The Committee, with the support of Planning staff, has also been working to formulate the first-ever codified “addressing” policies and procedures. Clearly, this is a massive undertaking that is going to take much time and even more effort and cooperation among all stakeholders. Very slowly, Planning staff has been making noteworthy forward progress on these efforts. Obviously, much work remains, which will continue as resources and staffing allow.

**Orthophotography and Mapping**

The next flyover for an orthophotography and mapping project has again been postponed because of the lack of funding in the slow economy. It has been the Planning Board’s practice to update its orthophotos every 3-4 years because of their invaluable importance to numerous City and County departments including among others, the Tax Assessor, Inspections, the Sheriff and the Police Department. The last project was done in 2005. At this point, it is unclear when another will be scheduled. The Planning Board continues to look for alternative
sources and/or funding in order to move it forward whenever and wherever possible. A statewide effort early this year to obtain aerial photography for each county will help some, although it will lack some of the features that the orthophotography program could provide. As the economy starts to show improvement, the flyover will again be included in the Department’s budget submission.

The 2005 orthophoto maps are available for viewing at the Planning Office’s zoning counter at map scales of 1” to 200’ (1:2400) for the whole project area and at 1” to 100’ (1:1200) for the greater downtown area. Digital images are also available for download in Seamless Image Data (SID) format from the City's GIS web page, http://www.GIS.cityofws.org. These maps were used to update the County Tax Office’s GeoData Explorer application at http://maps2.co.forsyth.nc.us/geodata_08. Additionally, 2005 planimetric and topographic data is also available as hardcopy maps at the zoning counter and is also downloadable in CADD (DWG) format from the City's GIS web site.

2010 was also the year of our country’s decennial Census. As part of the organized preparations for the April Census push, Kelly Bennett, on the Planning staff began organizing the “Complete Count Committee” early in this fiscal year. This involved coordinating the work of other high-level City/County staff who facilitated a large committee, made up of diverse and extremely busy community leaders. Their specific purpose was to identify and then educate various “hard to reach” stakeholders throughout the community about the benefits of participating in the census. The Complete Count Committee’s efforts were very successful, and, as a result, Forsyth County’s participation in the Census increased by 2 percentage points and outperformed both the national and state averages. Winston-Salem increased its participation from the 2000 Census by 3 percentage points.

**SMALL TOWN PLANNING ASSISTANCE**

The City-County Planning Board handles zoning requests and general planning support for the towns of Rural Hall, Tobaccoville, and Bethania, since those communities remain in the zoning and planning jurisdiction of Forsyth County. Additionally, the City-County Planning staff also functions as the planning staff to the Town of Walkertown, which has its own planning/zoning jurisdiction and planning board. City-County Planning staff continued to work with the Village of Clemmons as they finalized their update of the Clemmons Area Development Guide. The Town of Lewisville, the Village of Clemmons and the Town of Kernersville each have their own planning jurisdiction, planning board and planning staff.

**DEVELOPMENT REVIEW ACTIVITIES**

The following table summarizes development review activities processed and coordinated by the Planning Board staff for the past fiscal year:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preliminary subdivision plans approved</td>
<td>4</td>
</tr>
<tr>
<td>Final plats approved</td>
<td>88</td>
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<tr>
<td>Site plans approved through Planning Board Review</td>
<td>17</td>
</tr>
<tr>
<td>Minor subdivisions approved</td>
<td>104</td>
</tr>
</tbody>
</table>

**Zoning Caseload**

- General Use rezoning requests: 15
- Special Use Limited: 8
- Special Use rezoning requests: 22
- Special Use Permits: 6
- Jurisdictional transfers of zoning (County to City): 3
- Site Plan Amendments: 2

**Total Zoning Cases**: 56

- Staff site plan changes to approved special use district site plans: 9
- UDO Text amendments processed: 16

A special note should be made concerning Unified Development Ordinances (UDO) text amendments. Text amendments are initiated in several different ways: 1) by an outside party, usually a development interest, which submits a request for an amendment; 2) by Planning or Inspections staff, through either a review of practical problems or issues in interpreting or administering the ordinance, or through a implementation of a planning initiative specified in the Planning Board’s adopted annual work program; or 3) by special request of the Planning Board or the City or County elected bodies. As UDO text amendments are adopted, the UDO is updated on the MuniCode web site bi-monthly.

**ADMINISTRATIVE MATTERS**

**Budget and Staffing**

In June 2009, the City and County approved their overall budgets allocating $2,747,480 to the City-County Planning operation. This budget was approximately $255,330 less than the previous year’s initially adopted 2008/09 budget of $3,002,810. The decrease resulted from a combination of extended personnel vacancies and eliminated positions, as well as required cuts to the Department’s discretionary spending categories.
**LOOKING AHEAD TO 2010-11**

In June 2010 the Planning Board adopted a new work program to guide the work of staff in the upcoming fiscal year. The 2010-11 work program is posted on the Planning Board web site. Given the continued challenges of the economy and its impact on public financing resources, adequate completion of the work items will entirely depend on the extent of available resources as the fiscal year progresses.

The Planning Board and staff look forward to the challenges and opportunities during 2010-11 and in providing what its mission statement calls for: “visionary leadership in comprehensive, creative planning for our urban and rural community, and responsible stewardship of the natural environment.” Through its many hours of work and careful deliberation on the various issues before it, the Board continues to demonstrate that it “values a beautiful, livable, harmonious, and economically successful community.”