



# PLANNING AND DEVELOPMENT SERVICES NEWSLETTER

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A Publication of the Forsyth County & Winston-Salem Planning and Development Services Department

## Commercial Development/Redevelopment Design Techniques



*Neighborhood scale commercial redevelopment example*

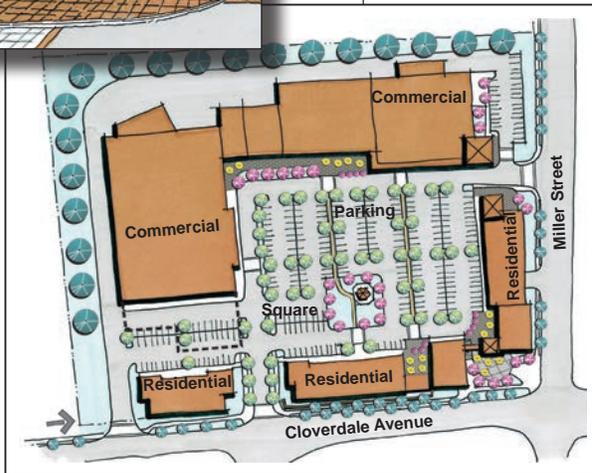
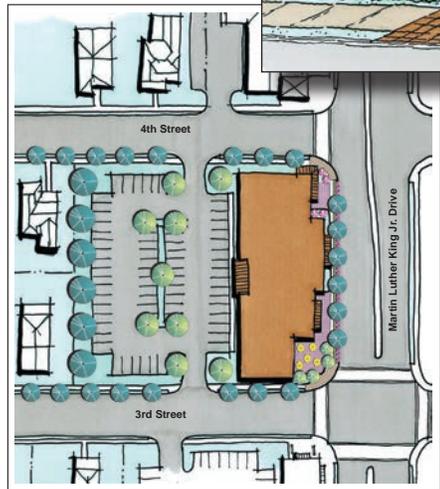
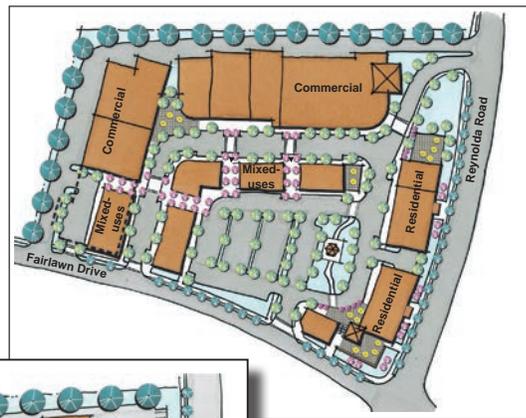
Planning staff recently prepared a visual report showing commercial development/redevelopment techniques in response to local and national demographic trends. Baby boomers with great buying power and more young adults are seeking out the convenience and opportunity of living in urban areas. They are attracted by certain aspects of city life including walkability, diversity, restaurants, nightlife and other amenities. Consequently, demand will continue to grow for walkable urban environments to meet the living, working, and shopping desires of our citizens. Unfortunately, older commercial areas may be unsightly or have

problems due to age and decline. Suburban commercial areas, on the other hand, lack connectivity, walkability, and variety of land uses. Retrofitting, redeveloping, and developing new infill projects in urban and suburban areas are needed to create the pedestrian-friendly commercial areas people are looking for.

The design techniques presented in the Commercial Development/Redevelopment visual report can assist developers in improving the relationship commercial areas have with nearby residential areas and help the developments better relate to the street they are located on. To show development/redevelopment possibilities, this document applies design techniques to real examples of different commercial development types in our community: neighborhood scale retail; stand-alone commercial buildings; strip development; and shopping centers in urban and suburban settings. The examples are provided simply as illustrative concepts and are not intended to limit possible redevelopment options for the sites.

The full report can be found online at [www.cityofws.org/planning](http://www.cityofws.org/planning) under Developers Toolbox. Please contact Marco Andrade at [marcoa@cityofws.org](mailto:marcoa@cityofws.org) for additional information or to schedule a presentation about the report to any interested organization or group.

*This redevelopment example on Martin Luther King, Jr. Drive shows a building closer to the street and parking to the rear. The corners of the site are set back to allow for outdoor seating.*

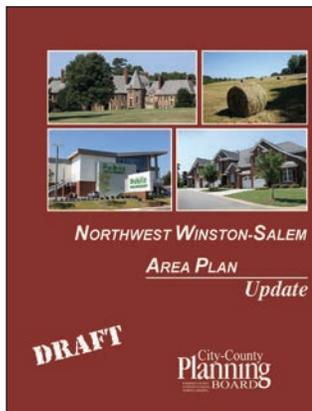


*Two different techniques for redeveloping existing shopping centers: Cloverdale Plaza with new buildings located at the existing street edge, and Reynolda Manor with a "main street" concept where new buildings are located parallel to existing ones.*

# Planning Staff Working on Three Area Plans



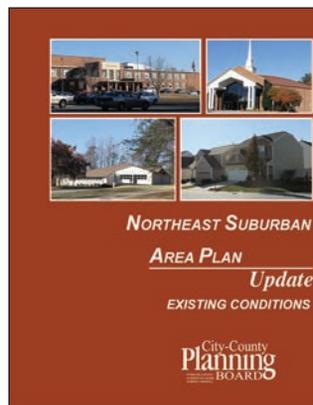
Planning staff is currently working with citizens on area plan updates for three planning areas: Northwest Winston-Salem, Northeast Suburban, and South Suburban.



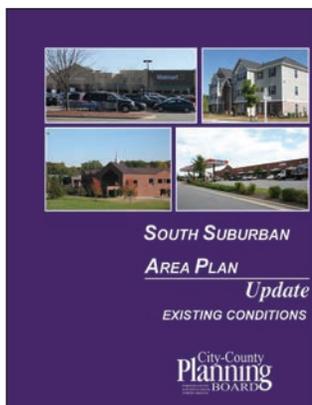
After a four-month citizen involvement process which started in September 2016, the *Northwest Winston-Salem Area Plan Update* was recommended by the Planning Board in February 2017. A City Council public hearing and plan consideration are expected in April.

Staff kicked off the *Northeast Suburban Area Plan Update* in November 2016. The third citizen meeting covering recommendations for transportation, historic resources, community

facilities, design and economic development was held in February 2017. A citizen drop-in meeting on the complete draft plan will be held on March 21 from 6:00-7:30 p.m. at the Mazie Woodruff Center. The plan is expected to be briefed for the Planning Board at its April work session, with Planning Board, City Council, and County Commissioners' public hearings taking place later in spring and summer.



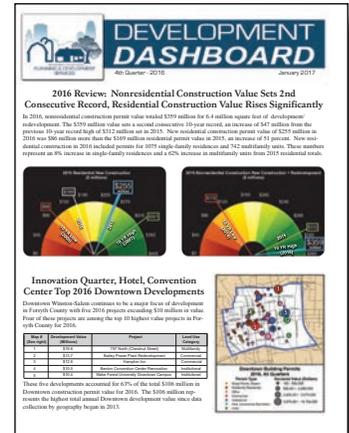
The *South Suburban Area Plan Update* process began in January 2017. The second citizen meeting, on proposed land use recommendations, was held in February. The next meeting, covering transportation, historic resources, community facilities, design and economic development recommendations, will be on March 21 at 6:00 p.m. at the Southside Branch Library. The process will end with a citizen drop-in meeting on April 18 from 6:00-7:30 p.m. at the Southside



Library. Planning Board and elected body public hearings will follow in summer 2017.

# Development Summary Available

The *Development Dashboard* report summarizing development activity in Winston-Salem and Forsyth County during 2016 is now available. Total permitted construction value was \$614 million, up 28% over 2015. Nonresidential construction permit value totaled \$359 million, setting a 10-year record high. The report includes additional information on construction permits issued during 2016, a summary of major Downtown development projects, and a list of the highest value developments throughout the county in 2016. Copies of the report are available in the Planning & Development Services offices and on-line at: <http://www.cityofws.org/departments/planning/publications-and-maps/development-dashboard>



## Want more information?

Contact the City-County Planning Board Office  
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