Smith Reynolds Airport/Whitaker Park
Strategic Area Plan

2nd Community Meeting
December 5, 2019
2nd Community Meeting Agenda

- Welcome and Introductions
- Strategic Area Plan Purposes
- Planning Process
- Summary Notes from Kickoff Meeting
- Economic Development Recommendations
- Streetscape/Business Structure Design Concepts
- Next Steps/Future Meetings
Primary Purposes of Smith Reynolds Airport/ Whitaker Park Strategic Area Plan

- Examine ways to improve economic development opportunities for Smith Reynolds Airport and Whitaker Park and the surrounding community

- Provide input/ideas relating to design within the plan area as it relates to future development

- Identify key areas to target public investment/improvement to help leverage the two community assets

- Examine transportation linkages between Smith Reynolds/Whitaker Park and Downtown/WFIQ
• Assessment of Existing Conditions
• Developing Area ED Recommendations/Design Concepts
• Refining Final Area Vision
• Review/Comments on Draft Plan
Strategic Area Plan Boundaries

Map showing the boundaries of the strategic area plan.
Kickoff Meeting Summary Notes

Desired Businesses:
• Aviation-Related
• Cook Medical
• Healthy Foods—Grocery Store
• Gym/Fitness center
• Hotel/Convention Space
• Move Whitaker Park Retail to East Side
• Business that pays a living wage

Undesirable Businesses:
• Convenience Stores/Gas Stations
• Car Dealerships
• Loud Businesses
How to attract jobs/grow businesses?
• Educate workers thru schools/Forsyth Tech
• Offer business assistance
• Improve dilapidated properties
• Pay living wages
• Need live/work spaces

Desired Appearance Improvements:
• Street Trees
• Street Lighting: Fill in gaps
• Sidewalks: Akron, Liberty, Lansing, Glenn
• Repurpose underutilized warehouses
• Remove overgrown vegetation
Kickoff Meeting Summary Notes

Improve Vehicular/Pedestrian Connections to/from Innovation Quarter/Downtown

- Increase mass transit infrastructure/service;
- Upgraded bus shelters
- Add bike lanes—Carver School, Glenn, and Akron
- Extend Long Branch Trail to 25th Street
Proposed Airport/Whitaker Park Improvements

$86 Million in Proposed Airport Improvements:

- Taxiway Quebec ($26M)
- Taxilane Lima and Ramp ($14M)
- Terminal Renovations and Hangar Development ($21M)
- Runway Reconstruction ($8.5M)
- Airfield Drainage Improvement ($500,000)
- Forsyth Tech Mazie S. Woodruff Aviation Lab ($16M)

$120-$140 Million in Proposed Whitaker Park Improvements:

- Cook Medical Renovations ($55M)
- Historic R. J. Reynolds Buildings conversion to 164 loft apartments; 150 new residential units; 25,000 sq. ft. new retail/restaurants; 125 room hotel ($60-$80M)
- Construction of two public streets in Whitaker Park East ($4M)
Economic Development Recommendations

Sources:
• 2017 Aerotropolis Study commissioned by Chamber of Commerce
• 2019 Future of Flight Report by Venture Café in Innovation Qtr.
• Citizen Comments from 10/17/2019 Kickoff Meeting
• Peer Cities/Counties

Maximize the benefits of the Airport and Whitaker Park’s proximity to Downtown and the Innovation Quarter

• Airport one of a handful in the nation located so close to Downtown
• 3 – 4 miles apart -- 10 minute drive
• Potential exists for there to be a mini-aerotropolis (small Airport City)
Economic Development Recommendations

- “Aerotropolis emerges where air travelers and locals alike work, shop, meet, exchange knowledge, conduct business, eat, sleep, and are entertained, often without going more than 15 minutes from the Airport”
Economic Development Recommendations

- Hire consultant to conduct Transportation/Telecommunications Assessment of connections between Airport, Whitaker Park, and WFIQ to:
  - Determine locations for visitor wayfinding signs
  - Evaluate current transit routes linking the 3 hubs to reduce time, improve transit stops, and sync with employer shift changes
  - Assess if intermodal rail-to-air service is practical
  - Determine feasibility of extending Rail with Trail greenway from WFIQ to 25th Street, and extend it to Liberty Street and the Airport
  - Provide state-of-the-art telecommunications
Economic Development Recommendations

Smith Reynolds Airport and the surrounding area need to become a better aesthetic gateway to Winston-Salem

“The visual impact of Smith Reynolds Airport forms the first and often last impression for air visitors of all types to Winston-Salem”

Views looking north on Liberty Street, south of Smith Reynolds Airport.
Economic Development Recommendations

Significant infrastructure improvements will be needed:

• Expedite construction of planned airport terminal renovations and new hangar development

• Prepare comprehensive streetscape plan for Akron Drive and Liberty Street between Whitaker Park and Smith Reynolds Airport

• Resurface Akron Drive as streetscape improvements are being completed

• Improve/maintain appearance of buildings and sites through code enforcement, change of use, rezoning requests, RUCAs

• Discourage businesses with outdoor storage, auto sales lots, and all metal-siding business structures
Economic Development Recommendations

- Ensure appropriate zoning exists for new business/industrial development along area business corridors
- Rebrand Brookwood Business Park to include “Airport” in its name and erect identification monument sign on Liberty Street
Economic Development Recommendations

- Encourage construction of 10,000 – 15,000 sq. ft. multi-tenant “flex space” buildings on Akron Drive and Liberty Street.

- Offer reimbursements for portion of construction costs of industrial “flex space” or client-based buildings on Akron Drive, Liberty Street, or Brookwood Business Park.
Economic Development Recommendations

Recruit aviation/aerospace-related businesses to Smith Reynolds Airport, Whitaker Park, Brookwood Business Park, and nearby business areas

• Local/regional business recruiters should regularly attend aviation-related and aerospace-related trade and exhibit shows

• Develop marketing materials promoting the “Innovation Triangle” (Airport, Whitaker Park, Innovation Quarter) for prospective companies/clients

• Frequently update on-line inventory of available business/industrial buildings and sites within 2-mile radius of Airport

• Promote City’s NRSA Commercial Real Estate Listing Service
NRSA—Neighborhood Revitalization Strategy Area
Economic Development Recommendations

• “Future of Flight”--Target start-up companies in eVTOL aircraft and drone technologies to develop prototypes by additive manufacturing (3-D printers)

• Need “Aerospace Center of Excellence” established at Innovation Quarter

• Need first-of-its-kind FAA certification acceleration office to locate at Airport to attract/facilitate product testing/flying by companies
Cultivate the job skills of area residents of all ages

“Workforce development and job creation are inextricably tied and need to engage all levels of education with a focus on youth. The Forsyth Tech Aviation Lab is a good and necessary start but efforts need to reach back to middle/high schools, especially those in central and east Winston-Salem, to generate interest in aviation-related careers”
Economic Development Recommendations

- Encourage creation of a coordinated curriculum between high school students and Forsyth Tech regarding aviation/aerospace-related job training

- Offer scholarships to workers over age 21 residing in the NRSA to attend and earn associate degrees from Forsyth Tech in aviation maintenance or other innovative work training programs

- Encourage the recruitment of area residents to fill new jobs that pay a living wage. Consider offering employers incentives for hiring people that reside within the NRSA
Inform existing business owners of available business assistance programs offered by the City

- Building Improvement Rehabilitation Program
- Small Business Loan Program
- Business Training Program
- RUCAs—Revitalizing Urban Commercial Areas
Buildings/Streetscape Design Concept
Liberty Street/Fairchild Road
Streetscape Design Concepts
Buildings/Streetscape Design Concept
Akron Drive
## Future Meetings

<table>
<thead>
<tr>
<th>Meeting/Purpose</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Drop-in Meeting to Review Draft Plan</td>
<td>Thursday, February 13, 2020</td>
<td>Smith Reynolds Airport, 3801 Liberty St.</td>
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<tr>
<td>Name</td>
<td>Agency</td>
<td>Email</td>
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Information/Contact

- The City/County Planning and Development Services Department’s web page:
  - www.cityofws.org/planning
- (Look under Airport/Whitaker Park Plan)
- Steve Smotherman (336) 747-7066 steves@cityofws.org