Smith Reynolds Airport/Whitaker Park
Strategic Area Plan

3rd Community Meeting
January 16, 2020
3rd Community Meeting Agenda

• Welcome and Introductions
• Strategic Area Plan Purposes
• Planning Process
• Revised Economic Development Recommendations
• Streetscape/Business Structure Design Concepts
• Next Steps/Future Meeting
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/improvements 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
Proposed Airport/Whitaker Park Improvements

$86 Million in Proposed Airport Improvements:

• New Taxiway Quebec, or relocation of Taxiway Alpha ($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)
Wake Forest Innovation Quarter

- Innovation Quarter is a combination of donated R.J. Reynolds facilities along with new building construction.
- First RJR building used in 1994 followed by 3 new buildings totaling 320,000 sq. ft. constructed in the 2000s.
- Since 2010, 7 former RJR buildings converted into 1.5 million square foot mixed-use development.
- The $725 million Innovation Quarter home to:
  - 170 companies
  - 3,700 employees
  - 5 academic institutions with 1,800 students
  - 1,230 multifamily units
- By 2035, Innovation Quarter anticipated to have 10,000 employees, 5 million square feet, and $1.7 billion investment.
Renovated Innovation Quarter North District with Wake Forest Biotech Place, 525@Vine, Bowman Gray School of Medical Education, Wake Downtown, Bailey Power Plant, and Bailey Park
Historic Neighborhoods

- Montview (1915-late 1940s)
- Bowen Park (late 1940s)
- Castle Heights (late 1950s)
- Carver Lake Estates (early to mid 1960s)
- Northwood Estates (mid 1960s to early 1970s)
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 the first 2 Community Meetings
• 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 uniform 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 along Akron Drive between Whitaker Park and Smith Reynolds Airport and along Liberty Street between US 52 and Ogburn Station

• Resurface Akron Drive as streetscape improvements are being completed

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

- Discourage businesses with outdoor storage, auto sales lots, and all metal-siding business structures.

- Ensure that compatible buffering treatments are used to soften the impact of new business/industrial uses (including the Airport) and protect the character of adjoining neighborhoods, many of which are historic in character.

- 2018 Bond Project (Liberty St. Redevelopment, Phase 1) has $2.5 M allocated for blight reduction (e.g. streetscape enhancements, property acquisition, demolition/clearing, land banking).
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 3 hubs of the 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 2015
NRSA—Neighborhood Revitalization Strategy Area North 2019
NRSA—Neighborhood Revitalization Strategy Area South 2019
Economic Development Recommendations

• Encourage companies looking to invest in buildings/property at the Airport, Whitaker Park, or Brookwood Business Park to investigate the potential tax benefits of establishing or investing in a Qualified Opportunity Fund in a designated Opportunity Zone.
Winston-Salem Opportunity Zones
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
Economic Development Recommendations

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. Encourage employers and start-ups in the planning area paying at least $15.20/hour to seek local incentives for hiring people that reside within the NRSA
Inform existing business owners of available business assistance programs offered by local government and Forsyth Technical Community College

- Building Improvement Rehabilitation Program
- Small Business Loan Program
- Business Training Program
- RUCAs—Revitalizing Urban Commercial Areas
- Small Business Center at Forsyth Tech
- NC Works Customized Training Program
Building Design Context
Buildings/Streetscape Design Concept

Liberty Street/Fairchild Road
Buildings/Streetscape Design Concept
Akron Drive

Aerial View

Akron Drive
Potential Development & Streetscape Improvements
## Future Meeting

<table>
<thead>
<tr>
<th>Meeting/Purpose</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Meeting 4: Drop-in Meeting to Review Draft Plan</td>
<td>Thursday, February 13, 2020 6:00 – 7:30 pm</td>
<td>Smith Reynolds Airport, 3801 Liberty St.</td>
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<tr>
<td>Name</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
Historic Neighborhoods

Five historic neighborhoods in the vicinity of Smith Reynolds Airport and Whitaker Park

- Montview
  - First subdivided in 1915
  - 4- to 5-room bungalows constructed in 1922
  - 125 electrified homes in 1927
  - Majority of homes developed after WWII

- Bowen Park
  - Named for former landowners Richard & Louise Bowen
  - One of first subdivisions developed for African-Americans post-WWII
  - Encompasses portions of 13 blocks
  - Average lot size of 4,300 square feet
Historic Neighborhoods

- **Castle Heights**
  - Started in 1958
  - Newspaper reported at the time that more than 100 4- to 5-room ranch homes averaging 950 square feet would be for sale at around $9,000 each

- **Northwood Estates**
  - Phase 1 (54 lots) developed in 1965
  - 11 additional phases totaling 500 ranch and split level homes constructed between 1966 and early 1970s

- **Carver Lake Estates**
  - 13 lot subdivision started 1961 and completed mid-1960s