PETERS CREEK PARKWAY GROWTH CORRIDOR PLAN
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Map 1. Peters Creek Parkway Growth Corridor Boundary
Peters Creek Parkway Growth Corridor Plan

The Legacy 2030 Comprehensive Plan provides a vision for how Winston-Salem and Forsyth County should grow in the future. This vision calls for growing smarter, which includes better managing our future growth and development to promote compact development in appropriate places to accommodate our growing population. Growth corridors are part of this growth management strategy. These corridors link activity centers to Downtown Winston-Salem, town centers, and each other.

Growth corridors are roads that can support a mix of office, retail, and higher density housing, reducing development pressure on adjacent residential neighborhoods, encouraging efficient use of public infrastructure, and supporting transit. These corridors are envisioned as places where increased density at selected locations is desirable.

Legacy has identified 12 major roadways as growth corridors countywide (see Map 2). In 2018, the City-County Planning Board selected the Peters Creek Parkway Growth Corridor, from Salem Parkway (formerly Business 40) to the Davidson County line, as the first growth corridor to be studied. Legacy calls for completing plans for Forsyth County’s identified growth corridors in order to study the feasibility of zoning overlay districts that emphasize mixed-use development, pedestrian and bicycle circulation, and design compatibility for surrounding neighborhoods. This plan expands on the work already completed by the City of Winston-Salem in 2014 on the Peters Creek Parkway Corridor Study and in the area plan updates which encompass the corridor. The purpose of the 2014 study was to enhance the Peters Creek Parkway corridor by providing landscaping, improved pedestrian facilities (sidewalks and pathways), and accommodation for bicycles and transit. The plan also recommended maintaining a level of traffic service that will accommodate commuters while supporting an urban neighborhood business district.

Generally, the Peters Creek Parkway Growth Corridor Plan is expected to:

- Involve community stakeholders in developing a long-term vision for the corridor.
- Define general guidelines that will shape how the corridor should change in the future.
- Provide urban design guidance along the corridor.
- Recommend future infrastructure improvements to sidewalks or the street network, including bike and pedestrian improvements.

As previously stated, the Peters Creek Parkway Growth Corridor Plan builds upon the work completed in recently adopted area plan updates, but it also relies heavily on general urban design principles to develop corridor recommendations. These recommendations include specific improvements to key parcels along the corridor as well as guidelines defining character and aesthetics for corridor sections.
Corridor Plan Process

This plan expands on the work already completed in the South Central Winston-Salem Area Plan Update (2014), the Southwest Winston-Salem Area Plan Update (2016), and the South Suburban Area Plan Update (2017), particularly as it relates to design and appearance. The corridor plan process proposes a variety of methods for engaging community stakeholders and collecting feedback at various stages. The process includes four project phases:

A. Describing the existing character of the section
B. Developing a design strategy based upon the comments received from participants
C. Identifying development focus areas which the agreed upon design principles can be applied to
D. Developing a design vision for the selected parcels

These four phases are explained in detail in the following pages.

Figure 1. Corridor Plan Process

Public Participation

The kickoff meeting for the Peters Creek Parkway Growth Corridor Plan was held on November 15, 2018, where residents gave input on how they would like the corridor to develop in the future (see Appendix A on page 42). Community feedback from the kickoff meeting and visual aids depicting site elements to be considered in the development of design concepts were presented at a second meeting on January 29, 2019. Citizens also worked with staff on establishing general development parameters for strategic parcels in each section of the corridor at this meeting. These community guidelines/recommendations were used to prepare design concepts for a number of sites, which were presented at the third community meeting on Tuesday, March 26, 2019. Design concepts were revised and finalized and a design vision for each section was presented in a drop-in session on April 30, 2019 for final citizen review prior to the plan adoption process.
The Peters Creek Parkway Growth Corridor extends from Salem Parkway (formerly Business 40) to the Davidson County line (approximately 6.4 miles). This plan includes parcels located on both sides of the road (see Map 1 on page ii). For the purpose of this plan, the corridor has been divided into three sections: north, central, and south (see Map 3). The north section contains the area between Salem Parkway and Interstate 40. The central section includes the area between Interstate 40 and the activity center at Stafford Village Boulevard. The south section contains the area from the activity center at Stafford Village Boulevard to the Davidson County line.

This plan used the process described on page 2 to develop the design visions for each of the three sections.

On the following pages are detailed descriptions of the three sections of the corridor, and a summary of recommendations/guidelines highlighting the main site plan elements used to illustrate each of the site concepts.
A. Existing Character

The north section of Peters Creek Parkway is bounded on the north by Salem Parkway (formerly Business 40) and on the south by Interstate 40 (see Map 4). The North Section is designated as Urban Neighborhoods (GMA 2) in Legacy’s Growth Management Plan.

The character and appearance of the north section of the corridor are a function of two key elements:

- The natural environment, with Peters Creek defining the western boundary of the area, and some steep slopes delineating the eastern edge.
- The visual character of Peters Creek Parkway and its relationship with adjoining land uses and neighborhoods.

The natural environment is the main determinant of developable areas. The western edge between Peters Creek and the roadway is generally narrow, with single buildings located near the road. The eastern edge of the corridor, where there are few steep slopes, has larger parcels of land, including some occupied with shopping centers.

The North Section of the corridor is located adjacent to the urban neighborhoods of Ardmore, West Salem, and Washington Park, but functions and feels more like a suburban area. This results from having a six-lane road that moves traffic rapidly through the area and the location of parking areas in front of buildings.

One of the predominant land uses along the corridor in this section is auto sales, resulting in large roadside areas dedicated to vehicle display. Some of the parcels used for this purpose present opportunities for redevelopment as a different use. The road currently lacks visual appeal, with limited landscaping along the corridor and on private properties. With a few exceptions, the general appearance of the built environment of this section needs improvement as well. This general area would benefit from new investment to make it more pedestrian friendly, and to make it more appealing to nearby residents and users of the corridor.
B. Design Strategy

Converting the north section of the corridor into a pedestrian and transit friendly environment will require both a redesign of the road and the redevelopment of properties with an urban form. A corridor study completed in 2014 (discussed in detail on page 9) recommends changes to the design and appearance of the roadway to create a more appropriate urban character for the North Section of Peters Creek Parkway. The Legacy Growth Management Plan identifies a number of activity centers along major corridors. These centers promote a mix of residential, office, and retail uses adjacent to established neighborhoods, where a sense of place is important. In the planning area, the West Salem Shopping Center and Parkway Plaza are both designated activity centers. However, there are also other areas along this section of the corridor that could be improved/redeveloped to better serve the surrounding neighborhoods. These areas are shown on Map 5 on page 5 and design concepts have been prepared for some of them.

Additional elements of the North Section Design Strategy include:

• Establishing gateways at both ends of the north corridor section, where buildings or landscaping can create distinctive entrances into the area.
• Developing design concepts for larger parcels and for narrow lots to show development ideas for these parcels.
• Finding ways to improve intersections from a visual standpoint, using building location or corner treatments.
• Implementing the proposed transportation improvements in the 2014 Peters Creek Parkway Corridor Study.
• Establishing pedestrian/vehicular connections to adjacent neighborhoods and to the proposed Salem Creek Greenway.
• Protecting and enhancing the view to Peters Creek.
C. Development Focus Areas

Three general focus areas for redevelopment were identified along the north section of the corridor, representing distinct development opportunities. A more effective use of existing land, reconfiguration of lots, and adding new land uses that will significantly alter the character of the corridor are recommended for these areas. These areas are as follows:

• The West Salem Shopping Center (large parcel site)
• Intersection of Link Road and Peters Creek Parkway (narrow parcel site)
• The Ardsley Street Neighborhood Connector

Citizens prepared a list of the key elements needed to guide the design process for each of these focus areas. To accomplish this, the Peters Creek Parkway Corridor Study (2014) was reviewed with participants and its recommended typical roadway section was considered by this plan. Another recommendation from the 2014 study related to combined driveway cuts for multiple parcels was also discussed. As a result, an alternate option for designing combined driveways was incorporated into the recommendations of this plan. Additionally, elements to consider in the development of a design vision were reviewed with citizens, and meeting participants selected the more appropriate options for developing this section of the corridor with an urban form. This information is presented on the following pages and served as the basis for the site-specific development vision prepared for each development focus area.
**Peters Creek Parkway Corridor Study (2014)**

The City of Winston-Salem completed a corridor study of Peters Creek Parkway from Salem Parkway (formerly Business 40) to I-40 in 2014. The project studied the feasibility of a “road diet” for Peters Creek Parkway, reducing the number of automobile travel lanes from six to four and adding amenities that would enhance the overall appearance of the corridor. Amenities include landscaping, improved pedestrian facilities (sidewalks and pathways), and accommodations for bicycles and transit.

This Peters Creek Parkway Growth Corridor Plan builds upon the recommendations of the 2014 corridor study to propose design guidelines for future development/redevelopment along the corridor.

![Figure 2. Typical Roadway Section - 200' Right-of-Way](image)

The study proposes a conceptual roadway design with four lanes, a wide landscaped median, sidewalks on the east side of the road, and a wide multi-use path with landscaped areas for pedestrians and bicycles on the west side of the road. The reduction to four lanes from the current six lanes creates the opportunity to narrow and shift the roadway within the right-of-way to add the pedestrian and multimodal facilities described above. This concept is the centerpiece of the design recommendations for the built environment in this plan.

![Figure 3. Combined Driveways](image)

The 2014 plan’s conceptual design proposes a parallel service drive between the Peters Creek Parkway right-of-way and the multi-use path for accessing the parking lots of individual parcels. This concept was discussed with participants and an alternative is proposed in this plan (see following page).
The proposed concept for combining driveways in the 2014 study results in pedestrians accessing buildings from the multi-use path having to cross a service drive. This proposal negatively impacts the pedestrian environment and appearance of the streetscape.
Accordingly, this plan proposes an alternate way of combining driveways where a shared drive from the main road allows connection of properties at the rear. This way, pedestrians accessing buildings from the multi-use path have a direct building connection, from the street, resulting in a pedestrian-friendly streetscape.

Figure 5. Alternate Option for Combining Driveways
Site Plan Elements to Consider

Illustration boards were prepared to help citizens attending the meetings visualize the different elements that need to be considered when designing an urban site. The boards presented a number of design alternatives that could be included in the development of design concepts for key sites along the corridor. Citizens selected the ones they thought should be considered in the development of site concepts for the northern corridor section. They are as follows:

- Locate buildings along the street edge with minimal setbacks and locate parking areas to the rear or side of the building.
- Design intersections with buildings or open space framing them.
- Include building cut outs at corners for areas of activity such as outdoor cafes or plazas.
- Include open space/plazas between buildings along the corridor.
- Recess building entrances to create front door spaces.
- On larger sites such as shopping centers, locate additional buildings at the street edge to improve the streetscape and create an urban feel.
- For smaller parcels with parking to the side of the building, design parking to occupy no more that 50% of the street frontage.
- Use shared vehicular access driveways to access multiple properties.
- Use cross-access easements to allow properties to share a single street access.
When a building corner is recessed, it provides an opportunity for outdoor seating or open space that enhances the pedestrian experience.

Buildings should front the street to achieve an urban form of development. Aligned building facades help create a consistent street wall and a better environment for pedestrians.

Open space should be provided between buildings and along the street for recreation, enjoyment of nature, and aesthetic value.

If the main entrance needs to be located to the side of the building, display windows facing the main street can create a link between pedestrians and the business.

A facade is recessed to provide an inviting "front door" to a business.

Example of an existing shopping center where surplus parking was re-used to develop new buildings closer to the street.

The visual impact of locating parking to the side of the building on narrow lots, should be considered. A continuous building frontage along the street is preferable, but if this is not possible, parking should be designed so it does not occupy more than 50% of the street frontage.

Continuous building street frontage

50% building along street frontage

Less than 50% building along street frontage

Figure 6. Site Planning Concepts
Figure 7. Driveway Curb Cuts, Cross-Access Easements, Service Drive Location

- **MULTIPLE DRIVEWAYS**: Multiple driveway curb cuts slow traffic down and create conflicts between drivers and pedestrians.

- **DESIGN CONCEPT**: Shared vehicular access driveways are used to access multiple properties.

- **EXAMPLE**: Shared driveways on properties along Peters Creek Parkway.

- **PARKING LOTS NOT CONNECTED**: Parking lots are not connected here so vehicles have to enter the roadway to access adjacent parcels.

- **DESIGN CONCEPT**: Cross access allows adjacent properties to share a single street access. Vehicles can move between properties without entering the roadway.

- **EXAMPLE**: Cross access easement allows connection between numerous parking lots.

- **LOCATION OPTIONS FOR SERVICE DRIVES**: Service drives can be located in the front or to the rear of properties.

- **EXAMPLE**: Service drive located in front of properties.

- **EXAMPLE**: Shared driveway used to connect to service drive located to the rear of properties.
Pedestrian-friendly streets have buildings close to the street and parking areas located to the side or rear of the building. This creates a sense of enclosure that makes a more comfortable environment for pedestrians.

To help citizens visualize how small changes to front setbacks have an impact on the pedestrian environment, illustrations and development examples found along Peters Creek Parkway were shown.

Figure 8. Front Building Setbacks
D. Design Vision

Link Road Site

The Link Road Site Design Vision shows how the proposed multi-use path could be accommodated in the redevelopment of multiple properties. These lots are identified in the North Section Design Strategy as narrow lots and located at an intersection. The site plan elements selected by citizens and described previously were applied to this concept, which illustrates the following:

- Use of shared drives and cross-access easements connecting properties at the rear.
- New buildings facing Peters Creek Parkway to take advantage of the multi-use path.
- Buildings with minimal front yard setbacks.
- Building entrances facing Peters Creek Parkway.
- Buildings accessed directly from the multi-use path.
- Parking located to the rear of buildings.
- A corner plaza is shown to highlight the importance of the corner.
- Additional buffering is included along Peters Creek.

![Figure 9. Link Road Site Diagram](image)

![Figure 10. Link Road Site Concept](image)
West Salem Shopping Center

The West Salem Shopping Center shows a potential development concept for a larger parcel along the corridor. This site is identified in the North Section Design Strategy as a key development site due to its size and potential to impact the redevelopment of the corridor. Again, the site plan elements selected by citizens were applied here and illustrate the following:

- Underutilized surface parking area could be turned into additional building sites. If the remaining parking on site was needed to meet parking requirements of the existing building, a rezoning of the property to the Pedestrian Business (PB) zoning district could be requested to take advantage of the flexibility it offers for parking calculations.
- Maintain three access points into the site.
- Locate new buildings closer to the street edge which emphasize the entry points.
- Break up parking areas into smaller sections.
- Create a landscaped area next to the proposed sidewalk along Peters Creek Parkway.
- Provide pedestrian connections through parking areas.

Figure 11. West Salem Shopping Center Diagram

Figure 12. West Salem Shopping Center Concept
The North Section Design Strategy proposes pedestrian connections from adjacent neighborhoods to the Peters Creek Parkway Corridor. The western edge of the north section between Academy Street and Link Road does not currently have pedestrian or bicycle access to the corridor. The Ardsley Street Neighborhood Connector has the potential to connect the Ardmore Neighborhood with Peters Creek Parkway.

The development concept shows additional multifamily buildings located on the north side of Ardsley Street in an undeveloped tract of land zoned for multifamily residential. A pedestrian bridge crosses Peters Creek, giving users a closer view of this important community asset. The existing buildings on both sides of the connector are in single ownership, providing the potential for a comprehensive redevelopment that takes into consideration the proposed connector.
E. Other Areas Studied

Site Next to Volvo Dealership

The 2014 Peters Creek Parkway Corridor Study recommends considering the purchase of the property on the east side of Peters Creek Parkway South of the Volvo dealership for a public park. This idea was brought up for discussion by citizens at the plan meetings.

The site is currently vacant and was used previously for rock extraction, with remains of that operation scattered throughout the site. The site can be accessed off Peters Creek Parkway through a narrow opening next to the Volvo dealership. A main feature of this site is a wooded hill fronting on Peters Creek Parkway which limits visibility into the site and makes it feel isolated. This isolation is increased by the lack of development surrounding the site.

There are two public parks in close proximity to this site, Granville Park and Washington Park. For all the above reasons, this plan recommends not considering the purchase of this site for a public park unless the property to the east or the Volvo site are developed with residential land uses. The reason for this recommendation is that residential uses nearby will bring activity to reduce the isolation of this site and make it feel safer for potential users.
West Fourth Street Between Salem Parkway (formerly Business 40) and Academy Street

Issues related to the potential redevelopment of the West Fourth Street area were discussed by citizens during this plan process. This area is generally bounded on the north by Salem Parkway (formerly Business 40); on the east by Peters Creek Parkway; and on the south and west by Peters Creek (see Map 6). The area includes mostly residential land uses at different densities and a commercial land use at the southern edge. The adopted South Central Area Plan Update recommends this area remain residential in nature.

A proposed rezoning with mixed-uses was prepared by a developer in 2016 and presented to the City-County Planning Board. The Planning Board denied the request and the applicants ultimately withdrew their proposal. There is neighborhood sensitivity to proposals for redeveloping this area since it provides affordable housing and has been determined to be eligible for the National Register of Historic Places. While this plan does not recommend any changes to the proposed land use recommendations in this area, it does recognize that there are some unique factors that have spurred requests for more intense residential development. Those factors include:

- Improvements to Salem Parkway (formerly Business 40) and to its interchange with Peters Creek Parkway
- The location of the area, which could be improved to become a gateway into the downtown.
- The area is mostly in single ownership, which is uncommon to find in an urban environment.
- The proposed multi-use path along Salem Parkway (formerly Business 40) which connects Baptist Hospital to the downtown area.
- The proposed multi-use path along the western edge of Peters Creek Parkway.
- The potential to include a mixture of uses at this location.

This plan does not recommend that the land use at this location be changed. However, if the Planning Board and City Council determine that the proposed land use recommendations for this area need to be re-evaluated in the future, this plan recommends examining this site using a dedicated process where all interested parties could collaborate on a potential redevelopment alternative for the site. Such a process would not take place unless directed by the Planning Board and City Council.
A. Existing Character

The central section of Peters Creek Parkway is bounded on the north by I-40 and on the south by the Stafford Village Boulevard Activity Center (Walmart) (see Map 7).

The central section is mostly designated as Suburban Neighborhoods (GMA 3) in Legacy’s Growth Management Plan. Only a small portion of this section, from I-40 to Brewer Road, is designated as Urban Neighborhoods (GMA 2). This portion of the corridor does not have an urban feel due to the seven-lane roadway and interstate ramps in the area.

The central section of the corridor demonstrates a typical suburban character with a lack of pedestrian orientation, buildings set back from the road, and parking areas located to the front of parcels. Although there are some sidewalks along Peters Creek Parkway, there are missing sections and few connections to adjacent neighborhoods. In addition, there are few safe routes for cyclists along this section.

This area has a more varied growth pattern than the north section, with different land uses located on both sides of the corridor. Larger footprint buildings tend to be located in the northern portion of this section, and medium to small-sized commercial development is located mostly on the east side of the road. Parcels vary in depth along the corridor with many areas taking on a linear form of development due to the lack of parcel depth.

In general, this section was perceived by meeting attendees as an area that has a good suburban character, but needs additional open space, pedestrian and bicycle connectivity, more landscaping, and nicer looking buildings.
B. Design Strategy

There are no major road improvements proposed for the central section of the corridor. Among the issues identified by meeting attendees were building appearance and traffic congestion. The Central Section Design Strategy (see Map 8 on page 23) recommends studying a key site within this section of the corridor to illustrate the potential suburban-form development of a large tract of land.

Additional elements included in the Central Section Design Strategy include:

- Establishing a gateway at the north end of this corridor section.
- Extending the Peters Creek Parkway median landscaping south of W. Clemmons Road.
- Constructing additional sidewalk connections to adjacent neighborhoods and adding missing sidewalk sections along the corridor.
- Improving the general appearance of the corridor with additional street trees and landscaping.
- Promoting the use of cross-access easements when redeveloping small parcels.
C. Development Focus Area

The process for identifying and guiding the design process for this corridor section was the same process used for the other sections of the corridor. One vacant tract of land located on the west side of Peters Creek Parkway (south of W. Clemmons-ville Road) was identified as a development focus area for the central corridor section. This site represents a unique suburban-form development opportunity.

Citizens prepared a list of the key elements to guide the design process for this focus area. Additionally, elements to consider in the development of a design vision were reviewed, and participants selected the most appropriate options for developing this section of the corridor with a suburban form. This information is presented on the following pages and served as the basis for the site-specific development vision prepared for the development focus area.

Site Plan Elements to Consider

For this step of the process, illustration boards were prepared to help citizens attending the meetings visualize the different elements that should be considered when designing a suburban site. The boards presented a number of design alternatives that could be included in design concepts for key sites along the corridor. Citizens selected the ones they thought should be considered in the development of site concepts. They are as follows for the central corridor section:

- Locate buildings away from the street edge and locate parking areas to the front or side of the building.
- Include open space/plazas between buildings along the corridor.
- Recess building entrances to create front door spaces.
- On larger parcels such as shopping centers, locate smaller buildings closer to the street to give a front face to the development behind parking areas.
- For smaller parcels with parking to the side of the building, design parking to occupy no more than 50% of the street frontage.
- Use shared access driveways to provide vehicular access to multiple properties.
- Use cross-access easements to allow connections among properties that share a single street access.
- Include pedestrian connections between the sidewalk and the front building entrance.
- Install crosswalks between parking areas and front building entrances.
- Locate sidewalks close to the interior parking lot edge instead of the corridor for increased pedestrian comfort.
Medium-sized building with good site design elements for a suburban site: sidewalk along the street connected to sidewalk system on-site, bus stop, limited parking to the front of the building, prominent entrance, loading and unloading to the rear.

Commercial area designed with open space and pedestrian connections to buildings from parking areas.

Restaurants with outdoor seating add interest to the area and create more lively places.

Figure 15. Site Planning Concepts
Sidewalks along the suburban part of Peters Creek Parkway are located at various distances from the street. These illustrations were prepared to show citizens the different options available for future sidewalk construction and the implications the location of sidewalks have for pedestrian comfort and safety.

**Figure 16. Sidewalks**

**OTHER ELEMENTS TO CONSIDER RELATED TO SIDEWALKS**

- Missing sections of sidewalks in the planning area should be completed before adding sidewalks to other areas.
- Connect front entrances of buildings to existing and proposed sidewalks.
- Find creative ways to connect adjacent properties when topographic issues are present.
Cross-access easements connecting adjacent properties are an effective tool to maximize the road capacity and minimize the number of driveway cuts.

For multiple parcels, cross-access easements are effective in improving the traffic flow between parcels.

Three existing examples along Peters Creek Parkway of parking lot cross-access resulting in a limited number of driveway cuts serving multiple parcels.

Figure 17. Cross-Access Between Parcels
Peters Creek Parkway is a major thoroughfare which carries a large volume of cars. It is not as critical to have buildings close to the street in suburban parts of the corridor as it is in urban areas, but large parking areas in front of buildings are still not desirable due to their visual impact on the streetscape. These illustrations show parking lot design and building setbacks alternatives for narrow lots in this area.

**Other Elements to Consider in the Design of Parking Lots**
- Screening of parking lots from public view
- Pedestrian connections between parking rows and buildings
- Pedestrian connection between the sidewalk and the front entrance to the building

**Example 1:** One row of parking facing the street
- One row of parking facing the street can be used to reduce the building setback to approximately 30'

**Example 2:** Two rows of parking in front of the building
- Double row of parking in front of the building
- Multiple rows of parking in front of the building increase the building setback from the street

**Example 3:** One row of parking facing the building
- One row of parking facing the building

**Example 4:** One-way angled parking facing the street
- One-way angled parking facing the street can be used to reduce the building setback to approximately 30'

**Example 5:** Parking can also be located to the side of the building

Figure 18. Parking Lot Design and Building Setbacks
A design vision for the West Side of Peters Creek Parkway South of W. Clemmonsville Road was prepared to show how new commercial and office land uses could be developed with a suburban form on a mostly vacant tract of land. The site plan elements selected by citizens were applied to this concept, which illustrates the following:

- A new road proposed parallel to Sides Branch Creek connecting W. Clemmonsville Road and Lumber Lane.
- A potential roundabout connecting the new road with W. Clemmonsville Road at the entrance of Griffith Elementary School.
- A right-in/right-out access near the middle of this site from Peters Creek Parkway.
- New development on this mostly vacant site includes commercial and office land uses.
- A limited number of driveways from the main internal road to parking areas.
- Cross-access easements connecting different properties within the larger site.
- Buildings facing the new internal road with parking located next to Peters Creek Parkway.
- Street trees along the new road.
- Landscaping to buffer parking areas from Peters Creek Parkway.
- A walking trail parallel to Sides Branch Creek.
- Retention of an existing pond as a water feature.
Figure 20. Central Section - Site Concept
A. Existing Character

The south section of the Peters Creek Parkway Corridor is bounded on the north by the Stafford Village Boulevard Activity Center (Walmart) and on the south by the Davidson County line (see Map 9). The South Section is designated as Suburban Neighborhoods (GMA 3) in Legacy’s Growth Management Plan.

The south section of the corridor has scattered development patterns with single-family subdivisions and multifamily developments found on both sides of the roadway. These developments have their backs facing the corridor with no sidewalk connections to their surroundings. There is very little street connectivity between adjacent developments. Limited commercial developments exist in this section, and most are located around the intersection of Peters Creek Parkway and Oliver’s Crossing Drive.

In general, this section was perceived by meeting attendees as an area that offers diversity of housing options and good access, but lacks street lighting, sidewalks, and safe paths for cyclists. The area also needs more landscaping along Peters Creek Parkway. Additional commercial development similar to the Shoppes at Oliver’s Crossing, with coordinated access, building, and parking locations, is desired for the area extending south of Bojangle’s to the Davidson County line.
B. Design Strategy

Currently, there are no major road improvements proposed for the south corridor section. Citizens identified building appearance, traffic congestion and vehicle speed as the main issues for this section. The South Section Design Strategy (see Map 10 on page 34) recommends looking at a key site within this corridor section to illustrate the potential mixed-use development of a large tract of land with a suburban form.

Additional elements included in the South Section Design Strategy include:

- Using the Shoppes at Oliver’s Crossing as a potential example for new suburban commercial development in terms of building and parking relationships.
- Extending the Peters Creek Parkway median landscaping into this corridor section.
- Constructing sidewalks to connect adjacent neighborhoods to the corridor.
- Studying the potential for extending the multi-use path proposed for the north section into this section.
- Creating pedestrian connections to the proposed South Fork Muddy Creek and Leak Creek Greenways.
- Improving the general appearance of the corridor with street trees and additional landscaping.
- Retaining the Wilshire Golf Course as open space in the area.
C. Development Focus Area

The design process used for this section was the same process used for the other sections of the corridor. One vacant tract of land located on the east side of Peters Creek Parkway across from the Shoppes at Oliver’s Crossing was identified in the south corridor section as a distinct suburban-form development opportunity.

Citizens prepared a list of the key elements to guide the design process for this focus area. Additionally, elements to consider in the development of a design vision were reviewed, and participants selected the most appropriate options for developing this section of the corridor with a suburban form. This information is presented on the following pages and served as the basis for the site-specific development vision prepared for the development focus area.

Site Plan Elements to Consider

For this step of the process, illustration boards were prepared to help citizens visualize the different elements that should be considered when designing a suburban site. The boards presented a number of design alternatives that could be included in design concepts for key sites along the corridor. Citizens selected the ones they thought needed to be considered in the development of site concepts. They are as follows for the south corridor section:

- Locate buildings away from the street edge and locate parking areas to the front or side of the building. No more than two rows of parking should be located in front of buildings.
- Include building cut-outs at corners to accommodate features such as outdoor cafes or plazas.
- Include open space/plazas between buildings along the corridor.
- Recess building entrances to highlight front door spaces.
- On larger parcels such as shopping centers, locate smaller buildings closer to the street to give a front face to the development behind parking areas.
- Use shared access driveways to provide vehicular access to multiple properties.
- Use cross-access easements to allow connections between properties that share a single street access.
- Install crosswalks between parking areas and front building entrances.
- The illustration boards for the south corridor section are the same as those proposed for the central corridor section and can be found on page 26 to 29.
D. Design Vision

Vacant Site Across from the Shoppes at Oliver’s Crossing

A design vision for this vacant tract of land across from the Shoppes at Oliver’s Crossing was prepared to show how new commercial and multifamily land uses could be developed with a suburban form. Site plan elements selected by citizens were applied to this concept, which illustrates the following:

- Extending Oliver’s Crossing Drive to access the proposed multifamily portion of the site.
- Proposing a new road parallel to Peters Creek Parkway from O’Reilly Auto Parts to Fishel Road.
- A new right-in/right-out access across from the Shoppes at Oliver’s Crossing.
- Cross-access easements connecting adjacent properties.
- A potential roundabout to distribute multifamily traffic through the site.
- A corner plaza located at the intersection of Peters Creek Parkway and Fishel Road.
- Buildings facing the new internal street with parking located next to Peters Creek Parkway.
- Landscaping to screen parking areas from Peters Creek Parkway.
- A landscaped buffer between commercial and multifamily uses.
- A vehicular and pedestrian connection between commercial and multifamily uses.

Figure 21. South Section - Site Diagram
Figure 22. South Section - Site Concept
PETERS CREEK PARKWAY CORRIDOR PLAN
Summary Recommendations/Guidelines

The following information summarizes the main site plan elements used to illustrate the design concepts for each section of the corridor. Some site plan elements are unique to the north section of the corridor while others may be applied to all three sections of the corridor. Additional illustrations are presented here to explain the concepts in more detail.

North Section

Locating buildings near the corridor and adjacent to one another helps to spatially define the street frontage. Parking areas should be located to the rear or side of the building to minimize their visual impact.

Building Placement
The location of buildings should be one of the first design considerations in the north section of this corridor since building location plays the crucial urban design role of defining the character of the street.

A complimentary series of commercial buildings located near the sidewalk and adjacent to one another creates a street wall and defines the pedestrian space.
Street Edge for Larger Properties
Underutilized parking areas should be turned into additional buildings when feasible. For larger parcels such as shopping centers, locate additional buildings at the street edge to improve the streetscape and create an urban feel.

Special Corridor Features
One of the most striking features proposed for the north section of the corridor is the multi-use path planned along the western edge of the corridor.

Sites in this area should take advantage of the multi-use path and potential number of new users to create an inviting pedestrian-scale environment along this section of the corridor.

Peters Creek Natural Area
Development should take advantage of the unique natural feature that Peters Creek provides. Incorporate Peters Creek into the design of sites by making it more visually accessible. This can be done by creating observation points, providing outdoor seating along the creek, and keeping the creek free of debris.
All Sections of the Corridor

On-Site Open Space Placement
Small inset bays for entrances, outdoor seating, and special corner features can add variation to the streetscape and provide activity along the street.

Building cut-outs should be included at corners for active areas such as outdoor cafes or plazas.

 Include open space/plazas between buildings along the corridor as well.

Recessed entryways can provide a clearly defined building entrance and a sheltered transition between the public space and the building.

Driveway Locations
Curb cuts located too close to one another can create conflicts with pedestrians, traffic hazards, and street congestion.

Limit the number of driveways and curb cuts by requiring coordination between adjacent parcels.

Use cross-access easements to allow properties to share a single street access to Peters Creek Parkway.
**Parking Placement**

Surface parking should be located so it does not detract from the pedestrian experience. Parking that faces the street reduces the level of activity and interest for pedestrians.

For smaller parcels with parking located to the side of the building, parking should be designed so it does not occupy more than 50% of the street frontage.

**Pedestrian Circulation Within Parking Lots**

Pedestrian circulation should be provided within larger parking areas to connect these areas to a sidewalk or other pedestrian system adjacent to the site.

Place pedestrian paths between parking aisles or in other safe locations to provide direct access to the primary destinations on the site.

Provide crosswalks between parking areas and primary building entrances.
APPENDIX A: Kickoff Meeting Citizen Comments

North Section

Likes

• Being able to cycle in the area
• Existing restaurants like Mr. Barbecue
• Potential for development
• The history in the area
• Good pedestrian traffic
• There are positive businesses here
• The corridor is a gateway to the downtown area
• The section of Peters Creek that was daylighted
• Easy access to retail
• Visual appearance of buildings

Concerns

• Difficult to walk – need more sidewalks
• Dangerous to walk in the area
• Difficult to cross Peters Creek Parkway
• Speed limit should be reduced to 35 miles/hour in the urban section
• Need to improve public transit and have more covered bus stops
• Budget Inn needs improvement
• Crime or perception of crime in the area
• Downtown area creeping into residential neighborhoods, protect the West 4th Street area from development
• Lack of sit down restaurants, drug store, and basic services
• Too many fast food restaurants
• Flooding in the area
• Area needs improvement
• Need to have a better environment to stimulate businesses
• Car dealerships don’t serve the surrounding neighborhoods
• There are some bad businesses here
• Lack of pedestrian bridges
• Need to create a natural buffer along creeks
• Parkway Plaza Shopping Center is a disgrace
• Pawn shops

Design Opportunities

• Proximity to downtown and opportunities to extend development down Peters Creek Parkway
• Retain affordable housing on West 4th Street
• Potential for comprehensive development on West 4th Street since most properties are in single ownership
• Retain the large tree in front of the house at 1142 Bank Street
• Redevelop the Budget Inn property at the intersection of Academy Street and Peters Creek Parkway
• Add a grocery store and coffee shop in the West Salem Shopping Center
• Need more neighborhood serving businesses like drug stores, banks, etc.
• Explore connecting Ardmore and Diggs-Latham Elementary School with a pedestrian bridge
• Bring buildings closer to the street, particularly in the area around Link Road
• Provide safe pedestrian crossings and crosswalks.
• Lower the speed limit in the urban area of Peters Creek Parkway
• Look at Peters Creek as a green ecosystem with creek buffers and a healthy creek
• Use permeable pavement to reduce stormwater runoff
• Redevelop Marketplace Mall
• Improve Parkway Plaza Shopping Center
• Add covered bus stops along the corridor and add cut-outs along the road for bus pick-up
• Create separated bike lanes and consider adding bus rapid transit
Central Section

Likes
- Landscaped median with Crepe Myrtles on Stafford Village Blvd
- Easy access to major highways
- Roundabouts on Clemmons Village Road
- Area diversity
- Area not overly developed with commercial uses
- Area’s convenience
- Northern section of Old Salisbury Road

Concerns
- Amount of traffic in the area
- Lack of directional signage, need better markings directing people to where they need to go
- Safety concerns
- Traffic backing up on Clemmons Village Road during school drop off/pick-up
- Potential additional traffic from future commercial development on the West side of Peters Creek Parkway south of Clemmons Village Road
- The visibility, speed, and length of the access ramp onto Peters Creek Parkway south of Clemmons Village Road
- Lack of through streets making connectivity difficult, too many cul-de-sacs

Design Opportunities
- Need green space, possibly pocket parks
- Connect sidewalk sections, people will use them when available
- Make sure there is pedestrian access to Peters Creek Parkway from adjacent neighborhoods
- Keep commercial traffic on Peters Creek Parkway, not in residential neighborhoods
- Need nicer looking buildings, nicer development overall with good site planning
- Need landscaped parking lots
- Add street trees/landscaping along the corridor
- More upscale restaurants
- Need design standards for new development and need to require green space
- Need good suburban development that includes quality landscaped buffers, pedestrian access, nicely designed buildings that are setback from the street. The Shoppes at Oliver’s Crossing is an example of this.

South Section

Likes
- Existing building setback for The Shoppes at Oliver’s Crossing development, good coordinated access
- All the new growth in the last few years including Walmart, Lowes Home Improvement, etc..
- There is still some green space left
- The open space of Wilshire Golf Course
- Traffic light coordination which allows for good traffic flow
- Variety of housing types
- Cell tower “tree” could be decorated for the Holidays

Concerns
- Absence of green spaces and walking trails
- Lack of park and ride lots
- Amount of trash dumping between Walmart and Davidson County line – the corridor needs littering penalty signs

Design Opportunities
- Nonexistent beautification along roads - add more plantings in medians. Plant Crepe Myrtles or other low-maintenance plantings south of the Speedway gas station.
- Opportunity for more development from Bojangles’ to the Davidson County line
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