Tonight's Agenda

1. Welcome and Introductions
2. Development Concepts Presentation
3. Development Concepts Review
4. Next Steps
Land Use Plan Versus Corridor Plan

Land Use Plan (USE)  Corridor Plan (FORM)
• Property Access – Limit curb cuts and consolidate entrances

• Front Building Setback

• Parking Location

• Vehicular and Pedestrian Connections

• Site Amenities
DESIGN STANDARDS/GUIDELINES
Pedestrian Collisions

- 2009 – 2018
• NORTH – Business 40 to I-40

• CENTRAL – I-40 to Walmart

• SOUTH – Walmart to County Line
Peters Creek Parkway Corridor Study – 2014

- Peters Creek Parkway from Business 40 to Silas Creek Parkway
North – Cross Section Design Concept

- 120’ Right-of-Way

Business 40 to Mayflower Seafood Restaurant

- 200’ Right-of-Way

Mayflower Seafood Restaurant to I-40
North Section

- West Salem Shopping Center
- Undeveloped Land Next to Volvo Dealership
- Link Road
- W 4th street
- Ardsley Street Neighborhood Connector
West Salem Shopping Center

- Access Points
- Underutilized Parking
West Salem Shopping Center

- New buildings facing Peters Creek Parkway
- Buildings located to emphasize entry points
West Salem Shopping Center

- Parking is broken up into smaller sections
West Salem Shopping Center

- Green space next to Peters Creek Parkway
- Pedestrian connections through parking areas
West Salem Shopping Center

- Development concept
Undeveloped Land Next to Volvo Dealership

- 4 acres
- Steep slopes
- Potential park?
• Entry point from Peters Creek Parkway
• Entry point from Peters Creek Parkway
• Entry point from Peters Creek Parkway
• View towards Peters Creek Parkway from bottom of hill
• Entry point from top of the hill
• View of the site from top of the hill
• View of the site from opposite side
Undeveloped Land Next to Volvo Dealership

Area Plan Recommendation:

- Low-Density Attached Residential
- Intermediate-Density Residential
Undeveloped Land Next to Volvo Dealership

- Granville Park
- Washington Park
- Service road
- Back connection
• Shared drives and cross-access easements connecting properties at the rear

• Multiuse path
• New buildings facing Peters Creek Parkway to take advantage of multiuse path
• Parking located to the back of buildings
• Buildings are located near front property lines
• Building entrances are facing Peters Creek Parkway
• Building are accesses directly from multiuse path
• A plaza defines the corner
• Additional buffering along creek
Link Road

- Development concept
• No change in land use proposed in Area Plan (2014)
• Proposal for mixed-use denied by Planning Board (2016)
• New interchange and improvements to Business 40
• Gateway into downtown
• Mostly in single ownership
• Multiuse paths on Peters Creek Parkway & Business 40
• Target Area Study
Ardsley Street Neighborhood Connector
Ardsley Street Neighborhood Connector

- Development concept
Large Parcels

- West side of Peters Creek Parkway south of Clemmonsville Road
• New road parallel to Sides Branch Creek with buildings facing the road and parking facing Peters Creek Parkway
• Commercial and office (medical) uses
• Roundabout on Clemmonsville Road
• Cross-access easements connecting parcels
• Right-in/right-out access from Peters Creek
• Walking trail and street trees
• New Road connecting Clemmons Road with Lumber Lane
• Roundabout at Clemmons Road and Berchefield Drive
• Access road to Peters Creek Parkway
• Connection to potential multifamily development
• Buildings facing new road with parking to the rear
• Limited number of driveways accessing parking areas
• Cross-access easements connecting parcels
Street trees along new road

Landscaping to buffer parking areas from Peters Creek Parkway

Walking trail parallel to Sides Branch Creek

Retention of existing pond as a water feature
Large Parcels

- Undeveloped land across from The Shoppes at Oliver’s Crossing
• Parking facing the street – 2 rows
• Buildings located behind parking
• Cross-access easements connecting parcels
• Crosswalks connecting front building entrances to parking
• Plazas between buildings
• Corner plazas with tables, umbrellas, and planters
Site Planning Elements

- Extending Oliver’s Crossing Drive
- Roundabout?
- Cross-access easements connecting parcels
- Right-in/right-out access facing the one at Shoppes at Oliver’s Crossing
- Corner plaza on Fishel Road
- Multiuse path and crosswalk connections
- Parking located between Peters Creek Parkway and proposed buildings
• Buffer between commercial and multifamily uses

• Road and pedestrian connection between the two developments
Group Exercise

• Review of development concepts for site planning, property access, and future character and form
Design Vision

Next Steps

• April 30th - Drop-in meeting

• May 9th - City County Planning Board Briefing

• June 13th - City County Planning Board Public Hearing

• Elected Body Review and Public Hearings
• The City/County Planning and Development Services Department’s web page:

www.cityofws.org/planning

• Marco Andrade (336) 747-7057 marcoa@cityofws.org