Portions of Martin Luther King, Jr. Drive just east of US 52 have a planted median with turn lanes, creating a visually pleasing boulevard. Future improvements along Martin Luther King, Jr. Drive should extend this successful design concept to build a stronger link between the East Winston community and the core of downtown.

Along US 52, any improvement to the aesthetic character of the corridor on behalf of the traveling public would be a welcome change. The lack of visual variety and overall blandness of the US 52 corridor as it currently exits does not promote the City of Winston-Salem as a vibrant, unique, growing community.

8.2.2 Proposed Design Theme for US 52 Corridor

The thread that will weave the US 52 corridor together is public art. Winston-Salem is well-known for its support for the arts. The community’s past, present, and future will be interpreted through artistic expressions at key gateways and locations throughout the highway corridor. There are a few key concepts that are common and significant throughout time in the Winston-Salem community. Those are the concepts of education, technology, and industry. This is what Winston-Salem was built on and continues to grow from. As the City’s official website reads, “Winston-Salem offers a diverse, dynamic community with a special blend of old and new; a rich heritage, and a vision for tomorrow”.

Figure 8-1 indicates locations for major aesthetic treatment opportunities along the US 52 corridor. The public art at these various locations will translate these concepts into experiences as one moves through the corridor.

8.3 Overview of Aesthetic Design

Winston-Salem is an area of great history with an incredible future ahead. The juxtaposition of old and new exists and is celebrated by the community. The design concept proposed for the US 52 corridor and cross streets build on that concurrence of past, present, and future.

At each of the indicated over/under-passes along the US 52 corridor there will be a bold artistic statement created as an element of the bridge. The inspiration for these elements is the tower. This form emerges as a reminder of the Moravians that founded this area and continues as a beacon for the future of Winston-Salem. Each tower will be treated differently in materials and finishes to reflect the concepts of education, technology, and industry throughout the history of Winston-Salem. For example, one of the towers might be constructed of iron and brick and other historic materials, while another will be constructed of steel and glass to reflect the present-day Winston-Salem.
8.3.1 Design Concepts for US 52 Corridor and Major Thoroughfares

The following is a brief narrative of the aesthetic treatments and design concepts proposed for the US 52 corridor and major cross streets for the Phase 2 Plan.

- **Figure 8-1 Aesthetic Treatment Opportunities**

  Along the US 52 corridor, there will be several large expanses of retaining wall. This creates a prime opportunity for more public art. These wall treatments will incorporate different materials and finishes just like the towers, to continually move through the area’s history as one drives through the corridor. Stadium Drive represents the area’s past, Third, Fourth and Fifth Streets represent the future, and Martin Luther King, Jr. Drive represents the industrial era of Winston-Salem. Figures 8-2 through 8-19 illustrate these concepts.

- **Figure 8-2 Stadium Drive – Old Salem**

  This is the southern gateway to downtown Winston-Salem. The overpass and retaining wall treatments here reflect the rich history of Old Salem while announcing to the driver that they have now arrived in downtown Winston-Salem. Brick and stone are used in both the tower elements on the overpass and as a wall treatment on the retaining walls.

- **Figure 8-3 Stadium Drive – (Detail)**

  In this close up view of one of the tower elements, the use of brick and stone can be seen.

- **Figure 8-4 Stadium Drive – (Alternate Detail)**

  This alternate version of the historic towers incorporates the Moravian Star, a powerful symbol of Old Salem’s Moravian founders.

- **Figure 8-5 Stadium Drive – Bird’s-Eye**

  Stadium Drive may become a streetcar corridor while accommodating automobile traffic. The aesthetic character of the street will reflect the area’s history while creating a new multimodal connection for Winston-Salem.

- **Figure 8-6 Stadium Drive Treatment Option**

  Historically inspired spires accent the overpass and highlight the surrounding historic context.

- **Figure 8-7 Third, Fourth, and Fifth Street – Research**

  As one moves further north through downtown Winston-Salem, the treatment of the US 52 freeway elements becomes more decidedly modern. The retaining walls are patterned with the abstracted image of chromosome maps. These ideas are used to express the education, research, and technology that is such an integral part of life in Winston-Salem.

- **Figure 8-8 Third, Fourth, and Fifth Street – Research (Detail)**

  The use of materials and forms on these towers is far more simple and streamlined. The clean spaces and surfaces of a laboratory are part of the inspiration of these towers. Like technology itself, these towers also have their genesis in history. The basic form is taken from the points of the Moravian Star. The Moravian Star is composed of a combination of two different shapes; the four sided pyramid and the three-sided pyramid. In the Old Salem area, the towers are constructed with four sides- a more traditional look, and here they are three-sided and more progressive in design.

- **Figure 8-9 Third and Fourth Street – Freeway Cap**

  The dramatic modern towers pierce through the roadway and into the sky. These towers are lit from within at night, creating a vivid landmark to signify the main entrances to downtown Winston-Salem. A park is created by constructing a freeway cap over and between Third and Fourth Streets.

- **Figure 8-10 Third, Fourth, and Fifth Street – Bird’s Eye**

  A series of lit towers showcase Third, Fourth, and Fifth Streets as they run directly into the central business district downtown. Day and night these towers will serve as a beacon directing people downtown.

- **Figure 8-11 Third and Fourth Street Bridges Treatment Option**

  A landscaped highway cap provides green space, while spires and walls represent high-technology research and industry.

- **Figure 8-12 Martin Luther King, Jr. Drive Interchange**

  Martin Luther King, Jr. Drive is the northernmost gateway to downtown Winston-Salem. This interface differs from the others in that Martin Luther King, Jr. Drive is an underpass of US 52, not an overpass. The vertical towers are an especially important element here because they create a dramatic impact at a very significant threshold to downtown.

  The area of downtown adjacent to this road is predominantly manufacturing and industry-based, so the towers and other aesthetic treatments reflect the importance of industry to Winston-Salem. These light towers represent the textile industry as threads that weave together Winston-Salem’s past, present, and future.
• **Figure 8-13 Martin Luther King, Jr. Drive Interchange (Detail)**

A “weave” pattern will be imprinted on the retaining wall here. This feature along with the threads of the tower, symbolize the textile manufacturing of the City. These design elements highlight the vital manufacturing past and present of Winston-Salem.

• **Figure 8-14 Martin Luther King, Jr. Drive Interchange - Bird’s Eye**

The retaining walls appear to “billow” like fabric along the roadway.

• **Figure 8-15 Martin Luther King, Jr. Drive Interchange (View from Martin Luther King, Jr. Drive)**

The view of US 52 from Martin Luther King, Jr. Drive here is just as significant as the experience on US 52 itself. This aesthetic treatment will celebrate the importance of industry and manufacturing to this growing city.

• **Figure 8-16 Martin Luther King, Jr. Drive Treatment Option**

Flowing retaining walls, signature spires, and colorful planting create a visual landmark.

• **Figure 8-17 Median Planting Option**

In areas along the US 52 corridor where there is sufficient right-of-way, there will be a landscaped median.

• **Figure 8-18 Terraced Roadside Planting Areas**

In areas along the US 52 corridor where there is sufficient right-of-way, there will be terraced landscaping.

• **Figure 8-19 Signage Options**

Site amenities, such as signage and lighting should be developed in keeping with the overall design theme for the US 52 corridor within the Phase 2 study area. For example, signage at top of entrance and/or exit ramps may reflect the style and character of nearby communities. These sketches demonstrate signage examples that correspond to design options for the major cross streets of US 52 within the Phase 2 study corridor-Stadium Drive, Third, Fourth, and Fifth Street bridges, and Martin Luther King, Jr. Drive.
<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TREATMENT OPTIONS</th>
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| MARTIN LUTHER KING, JR. DRIVE| **Inspiration:** Textiles and manufacturing.  
**Focus Area:** US-52 overpass over Martin Luther King, Jr. Drive  
**Candidate Treatments:** Fabric and textile patterns on bridge; planting areas with graceful, flowing lines; industrial materials (iron, steel, heavy-duty concrete); traditional lighting. |
| FIFTH FOURTH & THIRD STREETS | **Inspiration:** Research and biotechnology.  
**Focus Area:** 3rd, 4th, and 5th Street bridges.  
**Candidate Treatments:** Bioscience patterns (DNA, molecules, etc.) on retaining walls; contemporary materials (stainless steel, aluminum); modern lighting. |
| BUSINESS I-40                | **Inspiration:** Natural beauty of NC flora.  
**Focus Area:** Infield areas of Business I-40 interchange.  
**Candidate Treatments:** Colorful, low maintenance, native grasses, shrubs and trees; terraced landscape areas; plant palette to be consistent with the entire downtown corridor. |
| STADIUM DRIVE               | **Inspiration:** Old Salem, WSSU, Local History  
**Focus Area:** Stadium Drive Bridge  
**Candidate Treatments:** Historic building materials on bridge; incorporate symbols of Old Salem (Moravian star); use pictures along with words for wayfinding. |
| INTERMEDIATE AREAS          | **Inspiration:** Natural beauty of NC flora.  
**Focus Area:** Medians and areas along the corridor with right-of-way and visibility sufficient to accommodate accent planting.  
**Candidate Treatments:** Colorful, low maintenance, native grasses, shrubs and trees; terraced landscape areas; plant palette to be consistent with the entire downtown corridor. |
Inspired by Old Salem, brick and stone are used in both the spires and wall treatment.
Spires are constructed of brick and stone, railing based on local architectural precedents.
STADIUM DRIVE (ALTERNATE DETAIL)
Incorporates the Moravian Star, a powerful symbol of Old Salem’s founders.
STADIUM DRIVE (BIRD'S EYE)

Stadium Drive may become a Streetcar corridor while still accommodating automobile and pedestrian traffic.
STADIUM DRIVE TREATMENT OPTION
Historically inspired spires accent the overpass
Figure 8-7
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3RD, 4TH, & 5TH STREET
Inspired by biotech research, retaining walls patterned with the abstracted image of chromosome maps
Spires are elegant and streamlined, potentially illuminated from within.
3RD & 4TH STREET – FREEWAY CAP

Green space created by constructing a freeway cap over and between 3rd and 4th Streets
Spires will serve as a beacon inviting people downtown.
3RD & 4TH ST. BRIDGES TREATMENT OPTION

Landscaped highway cap provides green space; spires and walls represent high-technology research & industry.
MLK, JR. DRIVE INTERCHANGE
Spires represent the textile industry that weaves together Winston-Salem’s past, present, and future.
MLK, JR. DRIVE INTERCHANGE (DETAIL)
“Weave” pattern imprinted on retaining wall
MLK, JR. DRIVE INTERCHANGE (BIRD’S EYE)
Retaining walls appear to “billow” like fabric along the roadway.
MLK, JR. DRIVE INTERCHANGE (VIEW FROM MLK)

Aesthetic treatment celebrates the importance of industry and manufacturing to this growing city.
Flowing retaining walls, signature spires, and colorful planting create a landmark.
MEDIAN PLANTING OPTION
Planting between north and southbound travel lanes would create a boulevard through downtown.
Native and naturalized plant material highlight the beauty of the Winston-Salem region.
SIGNAGE OPTIONS

Figure 8-19
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