Under special State enabling legislation, the City-County Planning Board of Forsyth County and Winston-Salem is responsible for preparing and maintaining a comprehensive plan for Forsyth County. The Legacy Development Guide, the current comprehensive plan, was adopted in 2001. Comprehensive plans take a broad, communitywide perspective for guiding growth and development. Legacy includes chapters on growth management, transportation alternatives, regional planning and development, economic vitality, environmental quality, open space, parks and recreation, city, and town centers, building better neighborhoods, community character, community life, and active citizenship.

The Planning Board prepares a series of Urban and Suburban Area Plans for the city and county in an effort to translate Legacy into more precise terms, which can be followed on a community level. An Area Plan generally contains information about the Planning Area’s existing conditions and recommendations for guiding future growth and development. Citizen participation is an important part of the Area Plan process, and a Citizens’ Advisory Committee is created by the Planning Board to work with staff as they interpret Legacy for each individual community.

In 2004, the City-County Planning Board (CCPB) adopted boundaries, names, and priority rankings for seven urban Area Plans, a Downtown Plan, and thirteen suburban/small town Area Plans. Urban Area Plan boundaries are determined, in part, by the Growth Management Plan in Legacy. Seven Plans cover the Urban Neighborhoods and Downtown as defined in the Legacy Plan. Urban Neighborhoods are older neighborhoods and commercial, industrial, and institutional development built mostly before 1940 that surround the Center City of Winston-Salem. The Urban Neighborhoods area has been divided into study areas based on geography and common features.

Suburban Areas Plan boundaries are determined in part by the Growth Management Plan in Legacy. Thirteen plans cover the Suburban Neighborhoods and Future Growth Area as defined in the Legacy Plan. These areas have been divided into study areas based on geography and common features. Suburban Neighborhoods include a large portion of the county and most of the small towns where suburban development has occurred in recent decades. It is also the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur. Future Growth Areas do not usually have sewer or other facilities and services to support urban development. However, because of their potential to be served efficiently by sewer and other facilities and services in the future and/or their proximity to towns, major roads and other public investments, the Growth Management Plan calls for them to eventually be developed.

In the past few years, planning staff has developed an Area Plan format that provides for consistent terminology, information, mapping, and land use colors for all Area Plans. Consistency between Plans is important to city staff, the CCPB, and elected officials as they use the Plans to make zoning, funding, and other decisions based on Area Plan recommendations.

To facilitate implementation of Area Plan recommendations, an Annual Area Plan Status Report is prepared which includes the recommendation for all Area Plans adopted by Legacy. The report includes the status of each action/project listed in the implementation table for each Plan. Area Plan recommendations are funded in a variety of ways including bonds, bond referendums, transportation funds, general government funds, the Motor Vehicle tax, Capital Improvements, and Community Development Block Grants. Inclusion of a project in the Area Plan implementation table does not mean the recommendation project has funding. Area Plan projects are prioritized along with other projects and programs by the elected officials.
How Do Area Plans Relate To Rezoning?

Area Plans convey a community vision and general goals to the Planning Board, elected officials, and other community leaders. The land use plan component does not, however, change the zoning of an area or force a property owner to develop their land before they choose to do so. Area Plans are simply recommendations developed using a public process to help guide future planning decisions.

Historically, elected and appointed officials follow the Area Plan land use recommendations in most cases. However, decision makers must also take into account current site conditions, community needs and changing circumstances, as well as other information which was not apparent during the initial Area Planning process. Officials give serious consideration to the recommendations of the Area Plans but also must take into account all current and available information to make the most informed decisions on future rezoning proposals.
The Rural Hall Area Plan

Adopted by City-County Planning Board on May 12, 2011
Recommended for adoption by the Rural Hall Town Council on June 13, 2011
Adopted by Forsyth Board of County Commissioners on September 12, 2011

Publication Date: March 2012
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The Rural Hall Planning Area, as shown on Map 1, encompasses approximately 11,147 acres. The Planning Area is generally bounded on the north by the Forsyth County boundary line, on the east by Buffalo Creek, which runs parallel to Germanton Road, on the south by the Eastern Section of the Northern Beltway, and on the west by US 52 and the future growth boundary line of the Village of Tobaccoville.

**Relationship to Legacy**

The Legacy Development Guide, Forsyth County’s comprehensive plan, serves as the framework on which all Area Plans are built, both geographically and as a policy guideline. The Growth Management Plan defines a series of specialized areas, each having specific characteristics (see section on Legacy Recommendations). Most of the Planning Area (62%) is designated as Growth Management Area (GMA) 5, Rural Area, in the Growth Management Plan of Legacy. The remainder 38% is designated as GMA 3 and 4, Suburban Neighborhoods and Future Growth Area, in Legacy. There is also a small portion of the Planning Area designated as GMA 1, Central Business District (see Map 2).

**Area Plan Process**

The Rural Hall Area Planning process includes the participation of citizens, the Citizens’ Advisory Committee, City-County Planning staff, an Interdepartmental Committee, the City-County Planning Board, the Forsyth County Board of Commissioners and the Rural Hall Town Council.

Citizen participation is a critical part of the Area Planning process. A Citizens’ Advisory Committee (CAC) is established to work with staff throughout the planning process. The CAC includes a variety of people concerned about the Planning Area including residents, merchants, business people, property owners, and representatives of institutions and organizations. An Interdepartmental Committee made up of staff from various City and County departments is also formed to give input into the process and review the final recommendations.

The steps in the development of an Area Plan area are shown in Figure 1. The first step of the planning process is the assessment of current conditions and the examination of existing plans. A handbook of this information is created for the CAC to help them make recommendations for the Planning Area.

While existing conditions information is being compiled, staff conducts a Visioning Process in the community. Staff facilitates this process to assist themselves and the CAC in determining what the citizens of an area want their community to be like at a specific point in the future. Once the Vision is defined, goals, objectives, obstacles, and opportunities toward reaching the Vision are discussed with the CAC. These discussions, along with the policies spelled out in Legacy, serve as the basis for the next step in the process: the formulation of recommendations by both the Citizens’ Advisory Committee and the Planning staff. Staff and the Committee attempt to reach consensus in their recommendations; however, if no consensus is reached, both sets of recommendations will be presented to the City-County Planning Board.

The Planning Board reviews the recommendations for consistency with the broad public interest and with Legacy. The Planning Board holds a public hearing to consider the Plan and make amendments, as appropriate, before recommending the Plan for adoption. The document is then forwarded to the County Commissioners for consideration, possible amendment, and adoption after a public hearing. The adopted Plan is used on an ongoing basis by the Planning Board and the County Commissioners to guide land use, infrastructure, and public investment decisions. An implementation plan is formulated to outline tasks and timing needed for each recommendation. Additionally, developers and neighborhood groups may also use the Plan to guide their future business and community development decisions.
Figure 1. Area Plan Process

- Gather Information and Assess Existing Conditions
- Visioning Process
  - Identify Problems and Opportunities
- Formulate Land Use Plan and Recommendations
- Public Review
- City-County Planning Board
  - Public Hearing, Amendment and Adoption
- Elected Officials
  - Public Hearing, Amendment and Adoption

IMPLEMENTATION

Planning Staff  Citizens' Advisory Committee
GENERAL CHARACTER

The Rural Hall Planning Area consists of the Town of Rural Hall and surrounding land located in Forsyth County. The community of Rural Hall originated in the late 1700s to early 1800s where the Mount Airy and North Wilkesboro railroads converged. By the late 1800s, a bustling trade and industrial center had developed and Rural Hall was founded. The Town of Rural Hall was incorporated in 1974 with a population of just over 1000. Although the town has grown in size and in population to about 3000 people today, it retains a small town character. Rural Hall has developed primarily along two major thoroughfares, Broad Street (NC 66) and Bethania-Rural Hall Road (NC 65), which cross in the northern portion of town at the edge of the downtown area. Older residential and nonresidential structures are found along these two roads.

Much of the unincorporated area is still rural in character. To the north and east, existing environmental features including Buffalo Creek, a number of tributaries and associated steep slopes contribute to a more rural character with agricultural parcels, larger residential lots, limited development, areas of open space and few east-west connections. To the west, a similar situation is found with Muddy Creek and its tributaries.

DEMOGRAPHICS

Approximately 4500 people lived in the Rural Hall Planning Area in 2000. It is estimated that 4800 people, or 1.3% of the total population of Forsyth County, lived in the Planning Area in 2008. This is an increase of 7% over ten years, less than the 17% growth rate for Forsyth County over this same time period (Table 1).

EXISTING LAND USE

Existing land uses in the Planning Area include residential, office, commercial, institutional, parks and open space, industrial, utilities, and agriculture. The area is predominantly single-family residential in character with a good number of large-lot residential properties of more than five acres in size. Large wooded areas and open fields are found scattered on the north and east sections of the Planning Area. There are limited amounts of multifamily residential, commercial and office uses. A number of institutional uses are found in the area including a school and a number of churches. Industrial development is found along the US 52 corridor off Bethania-Rural Hall Road and Westinghouse Road. Park/open space land includes Covington Memorial Park and a small neighborhood park within the boundaries of the Town of Rural Hall (see Map 3 and Table 2).

RESIDENTIAL

The predominant land use in the Planning Area is residential, which accounts for approximately 38% of the total land area. Single-family residential development with lot sizes of less than five acres is the primary residential type in most neighborhoods taking 21% of the land area. The remaining 17% of residential land comprises large-lot, single-family residential development (five acres or more) and a Manufactured Home Park.

Multifamily development accounts for about 0.5% of the residential use. Concentrations of multifamily uses are located in two areas: along Bethania-Rural Hall Road and Broad Street.

OFFICE

Office accounts for less than 1% of the land area. Office uses are located along Broad Street and the downtown area.

Carolina Farm Credit Union
Table 1. Rural Hall Planning Area Demographic Trends/Comparisons

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Area</td>
<td>2008</td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>Rural Hall Area Plan</td>
<td>4,800</td>
<td>4,500</td>
<td>7</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>235,000</td>
<td>185,800</td>
<td>27</td>
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<tr>
<td>Forsyth County</td>
<td>360,000</td>
<td>306,000</td>
<td>17</td>
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<table>
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<tr>
<th>Diversity Statistics</th>
<th>Diversity (Percent)</th>
<th>African-American</th>
<th>Asian</th>
<th>Hispanic*</th>
<th>Other</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural Hall Area Plan</td>
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<td>8</td>
<td>0</td>
<td>5</td>
<td>5</td>
<td>87</td>
</tr>
<tr>
<td>Forsyth County</td>
<td></td>
<td>26</td>
<td>1</td>
<td>6</td>
<td>4</td>
<td>69</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Statistics</th>
<th>Age (Percent)</th>
<th>Less than 5 years</th>
<th>5-17 years</th>
<th>18-39 years</th>
<th>40-64 years</th>
<th>65 years and older</th>
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<td>Area</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural Hall Area Plan</td>
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<td>5</td>
<td>16</td>
<td>27</td>
<td>35</td>
<td>17</td>
</tr>
<tr>
<td>Forsyth County</td>
<td></td>
<td>7</td>
<td>17</td>
<td>33</td>
<td>31</td>
<td>13</td>
</tr>
</tbody>
</table>

Source: 2000 U.S. Census Bureau
*Note – “Hispanic” is not a race; it is an ethnic group. Numbers are provided for comparison purpose.

COMMERCIAL
Approximately 101 acres, about 1% of the land area, is developed with commercial uses. The primary concentrations of commercial land use are at the intersection of US 52 and Bethania-Rural Hall Road, along Broad Street and in the Rural Hall downtown area.

INSTITUTIONAL
Both public institutional uses, such as schools, fire stations, community centers, and private uses, such as churches are dispersed throughout the Planning Area. The approximately 158 acres of institutional use account for about 1.4% of the land area. In addition to numerous churches and cemeteries, a major institutional use is Rural Hall Elementary School.

PARKS AND OPEN SPACE
Parks and open space account for eight acres of the Planning Area, about 0.1% of the total land area. Recreation facilities are discussed in more detail in the Community Facilities section.

INDUSTRIAL
Industrial uses comprise a little more than 6% (690 acres) of the Planning Area. Most industrial uses are concentrated along the US 52 corridor at the Bethania-Rural Hall Road and Westinghouse Road interchanges. Industrial uses are also found in downtown Rural Hall, along NC 66 and at the Northridge Business Park.
Table 2. Rural Hall Planning Area Existing Land Use Summary

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acres</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>4,239.0</td>
<td>38.0</td>
</tr>
<tr>
<td>Single-Family/Duplex</td>
<td>4,188.0</td>
<td>37.5</td>
</tr>
<tr>
<td>Multifamily</td>
<td>51.0</td>
<td>.5</td>
</tr>
<tr>
<td>Office</td>
<td>11.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Commercial</td>
<td>101.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Industrial</td>
<td>690.0</td>
<td>6.2</td>
</tr>
<tr>
<td>Institutional</td>
<td>158.0</td>
<td>1.4</td>
</tr>
<tr>
<td>Agriculture</td>
<td>1,340.0</td>
<td>12.0</td>
</tr>
<tr>
<td>Parks &amp; Open Space</td>
<td>8.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Utilities &amp; Right-of-Way</td>
<td>860.0</td>
<td>7.7</td>
</tr>
<tr>
<td>Utilities</td>
<td>44.0</td>
<td>0.4</td>
</tr>
<tr>
<td>Roads &amp; Rail R-O-W</td>
<td>816.0</td>
<td>7.3</td>
</tr>
<tr>
<td>Total Developed Land</td>
<td>7,407.0</td>
<td>66.5</td>
</tr>
<tr>
<td>Vacant Land</td>
<td>3,740.0</td>
<td>33.5</td>
</tr>
<tr>
<td>Total Land Area</td>
<td>11,147.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Survey by City-County Planning staff, Summer 2010

TOWN CENTER

Legacy defines “Town Centers” as traditional areas of commercial, residential, and community service uses arranged in a compact, walkable form. Town Centers have a distinctive character and are designed on a human scale to encourage pedestrian access and use.

The Rural Hall Town Center was built in an earlier time and thus has an established character and context upon which to build. The area around the railroad depot along Broad Street from US 65 to Anderson Street is considered downtown to Rural Hall residents. However, as Rural Hall has grown, commercial development has moved from downtown Broad Street to the periphery in the form of strip commercial centers. The movement of commercial uses away from the Town Center together with the decline in the railroad has led to a lack of investment in the Town Center for many years. However, there are still a number of historic buildings and structures that are significant to the history of Rural Hall and need to be preserved. Recent efforts to preserve and rehabilitate older structures should continue to ensure downtown remains a viable part of the community.

UTILITIES AND RIGHTS-OF-WAY

Together, utilities and road/rail rights-of-way account for about 7.7%, approximately 860 acres, of the total land area in the Rural Hall Planning Area.

Duke Energy runs the Rural Hall Operation Center at 8700 Circle Drive. A large power substation is located close to downtown Rural Hall at the end of Anderson Street. Five electric transmission lines come in/out of this substation: west to the US 52/Moore/RJR Drive interchange, southwest to the Westinghouse Plant, northeast to Stokes County by Forsto Road, southeast to the intersection of Stanleyville Drive/Germanton Road and south along Bethania-Rural Hall Road to the US 52/NC 66 ramp.

Railroad lines are discussed in more detail in the Transportation section.

AGRICULTURAL

The Existing Land Use Map (Map 3) shows that much of the Planning Area is rural and undeveloped. About 12% or 1340 acres of the land in the Planning Area is in agricultural use. The parcels shown as agricultural use participate in the Forsyth’s County Tax Deferred Program. There are no farms located within the boundaries of the Planning Area that participate in the Farmland Preservation Program.

VACANT

Vacant land accounts for 3740 acres or slightly more than 33% of the land area. Most of the vacant land is found along tributaries of Buffalo Creek to the east of the Planning Area, tributaries of Town Fork Creek to the north of the Planning Area closer to the Stokes County line, and to the west along tributaries of Muddy Creek.

ZONING

Since the adoption of Legacy in 2001, there have been seventeen approved rezoning petitions within the Rural Hall Planning Area. The majority of the rezoning petitions have been from residential zoning to business or industrial zoning. Subdivision activity includes thirteen development approvals involving 482 acres of the Planning Area and 835 lots/units. See Appendix B. Planning Area Zoning/Development Reviews for a summary of major zoning and development reviews.

The two largest subdivisions recently approved involving a total of 438 lots/units are the Pine Ridge and Bitting Hall subdivisions. Both subdivisions are partially built.
TRANSPORTATION FEATURES

Existing transportation features include roads, regional bus routes, bicycle routes, and sidewalks. The location and function of transportation features have a significant impact on land use decisions (see Map 4).

ROADS

Overall Street Pattern
Two major thoroughfares (NC 65 and NC 66) provide the major north-south and east-west connections within the Planning Area. Numerous other minor thoroughfares, residential collector and other local streets connect and feed vehicular traffic to NC 65 and NC 66 for circulation in and around the Town of Rural Hall. To the east, Stanleyville Drive and Germanton Road (NC 8) also provide north-south connections to the City of Winston-Salem and the Town of Germanton. To the west, Tobaccoville Road, Jefferson Church Road, and Tuttle Road are the main arteries. US 52 is the western boundary of the Planning Area, and it provides access into the Planning Area at the NC 65 and Westinghouse Road interchanges.

Very few streets connect between NC 65 and NC 66 and between NC 66 and NC 8 due to a number of important factors:
• Topographical constraints, namely the hilly terrain and major creeks, make it difficult to build connecting streets.
• The two railroad lines, the Norfolk-Southern and the Yadkin Valley, create a number of physical barriers.
• Existing development patterns offer few opportunities to provide connections.

As a result, most traffic movements in the Planning Area (vehicular, bicycle and pedestrian) must use portions of either NC 65 or NC 66, or both.

Road Types
Every street and highway is classified to identify its function as part of an overall network (see Table 3).
• Interstate Highways are controlled-access facilities with four or more lanes carrying traffic between cities and states.
• Freeways/Expressways are usually controlled-access facilities with four or more lanes that provide fast and efficient movement of large volumes of traffic.
• Boulevards move traffic with some control of access and range from four to six lanes with a median divider.

CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS

Forsyth County has several long-range transportation plans/processes: the Long Range Transportation Plan (LRTP), the Comprehensive Transportation Plan (CTP), and the Metropolitan Transportation Improvement Program (MTIP).

The Long Range Transportation Plan (LRTP) includes all modes of transportation. The LRTP is fiscally constrained, as it only includes projects for which funding is anticipated. The LRTP is required under federal provisions and must include an assessment of air quality impacts.

The State transportation planning requirement is the Comprehensive Transportation Plan (CTP). The CTP is a long-range plan for all modes of transportation and is not fiscally constrained. The CTP serves as the street and highway master plan for the urban area by identifying both existing roads and the general location of future planned roads.

The Metropolitan Transportation Improvement Program (MTIP) is the official transportation investment schedule for State- and federally-funded surface transportation projects planned within the metropolitan area. The Winston-Salem Metropolitan Area includes most of Forsyth County and portions of Stokes, Davie, and Davidson Counties. The MTIP programs project funding for a seven-year period for all modes of transportation.

There are some proposed streets and highway improvements listed for the Rural Hall Planning Area from the above plans (see Map 8 and Table 10).
Table 3. Rural Hall Area Plan Road Classifications and Features

<table>
<thead>
<tr>
<th>Freeways</th>
<th>Description</th>
<th>2009 ADT (Average Daily Traffic)</th>
<th>2035 Estimated Volume</th>
<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>US 52</td>
<td>4 lanes with median</td>
<td>41,000 - 42,000</td>
<td>64,600 - 97,000</td>
<td>61,200</td>
<td>48</td>
<td>6 lanes with median</td>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Major Thoroughfares</th>
<th>Description</th>
<th>2009 ADT (Average Daily Traffic)</th>
<th>2035 Estimated Volume</th>
<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bethania-Rural Hall Rd.</td>
<td>2-4 lanes</td>
<td>8,400 - 14,000</td>
<td>12,400-25,400</td>
<td>13,800-27,500</td>
<td>21-48</td>
<td>2 lanes to 5 lanes, Adequate + Sidewalk</td>
</tr>
<tr>
<td>Broad Street (NC 66)</td>
<td>2-3 lanes</td>
<td>4,800 - 11,000</td>
<td>7,200 - 26,200</td>
<td>13,800-18,200</td>
<td>21-48</td>
<td>3 lanes, Adequate + Sidewalk</td>
</tr>
<tr>
<td>Germanton Road (NC 8)</td>
<td>2 lanes</td>
<td>6,400 - 13,000</td>
<td>8,500 - 24,100</td>
<td>13,800-15,300</td>
<td>23-26</td>
<td>2 lanes, Wide Shoulders</td>
</tr>
<tr>
<td>Moore Road</td>
<td>2 lanes</td>
<td>5,900</td>
<td>10,600</td>
<td>15,300</td>
<td>23-32</td>
<td>Adequate + Sidewalk</td>
</tr>
<tr>
<td>NC 65</td>
<td>2 lanes</td>
<td>5,000</td>
<td>6,200</td>
<td>15,800</td>
<td>20-26</td>
<td>2 lanes, Wide Shoulders</td>
</tr>
<tr>
<td>NC 66</td>
<td>2 lanes</td>
<td>5,600</td>
<td>7,300</td>
<td>15,800</td>
<td>22-23</td>
<td>2 lanes, Wide Shoulders</td>
</tr>
<tr>
<td>Tobaccoville Road</td>
<td>2 lanes</td>
<td>3,100</td>
<td>4,000-6,700</td>
<td>15,800</td>
<td>24</td>
<td>2 widened inside lanes with parking on one side</td>
</tr>
<tr>
<td>University Parkway</td>
<td>2 lanes</td>
<td>12,000</td>
<td>29,000</td>
<td>15,300</td>
<td>21-22</td>
<td>3 lanes</td>
</tr>
</tbody>
</table>

PUBLIC TRANSPORTATION

Local Bus Routes

The Winston-Salem Transit Authority does not currently provide bus service within the Rural Hall Planning Area.

Regional Transit

PART, The Piedmont Authority for Regional Transportation, was authorized in 1997 by the North Carolina General Assembly as a Regional Transportation Authority. Based on regional cooperation, PART coordinates regional bus service, vanpools, carpools, and other transportation-related services (see Map 5 and Table 4).
Table 3. Rural Hall Area Plan Road Classifications and Features (continued from page 10)

<table>
<thead>
<tr>
<th>Minor Thoroughfares</th>
<th>Description</th>
<th>2009 ADT (Average Daily Traffic)</th>
<th>2035 Estimated Volume</th>
<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forum Parkway</td>
<td>4 lanes</td>
<td>3,700</td>
<td>13,500</td>
<td>27,500</td>
<td>48</td>
<td>Adequate + Sidewalks</td>
</tr>
<tr>
<td>Jefferson Church Road</td>
<td>2 lanes</td>
<td>1,200</td>
<td>2,600</td>
<td>13,800</td>
<td>20</td>
<td>2 lanes, 3 lanes</td>
</tr>
<tr>
<td>Northridge Park Drive</td>
<td>2 lanes</td>
<td>3,000</td>
<td>18,800</td>
<td>13,800</td>
<td>32-36</td>
<td>Adequate + Sidewalks</td>
</tr>
<tr>
<td>Stanleyville Drive</td>
<td>2 lanes</td>
<td>6,000 - 6,800</td>
<td>7,400 - 9,200</td>
<td>15,300</td>
<td>19</td>
<td>2 lanes</td>
</tr>
<tr>
<td>Tobaccoville Road</td>
<td>2 lanes</td>
<td>2,000 - 2,800</td>
<td>1,300 - 4,300</td>
<td>13,800 - 15,300</td>
<td>22-24</td>
<td>2 widened inside lanes with parking on one side</td>
</tr>
<tr>
<td>Tuttle Road</td>
<td>2 lanes</td>
<td>1,800</td>
<td>3,300</td>
<td>15,800</td>
<td>18</td>
<td>2 lanes</td>
</tr>
<tr>
<td>Wall Street</td>
<td>2 lanes</td>
<td>NA</td>
<td>NA</td>
<td>13,800</td>
<td>20</td>
<td>3 lanes</td>
</tr>
</tbody>
</table>

Existing Collector Streets

<table>
<thead>
<tr>
<th>Abshire Road</th>
<th>Academy Road</th>
<th>Falconbridge Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academy Street</td>
<td>Church Street</td>
<td>Pebblebrook Road</td>
</tr>
<tr>
<td>Church Street</td>
<td>Circle Drive</td>
<td>Sauratown Road</td>
</tr>
<tr>
<td>Circle Drive</td>
<td>Edwards Road</td>
<td>Shiloh Church Road</td>
</tr>
<tr>
<td>Edwards Road</td>
<td>Emorywood Road</td>
<td>Tesh Road</td>
</tr>
<tr>
<td>Emorywood Road</td>
<td>Falconbridge Road</td>
<td>Washington Street</td>
</tr>
</tbody>
</table>

Sidewalk along Bethania-Rural Hall Road
Table 4. Rural Hall PART – Express Bus Routes

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Direction</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Surry County Express</td>
<td>SuCE Southbound</td>
<td>Mount Airy Park &amp; Ride Lot, Pilot Mountain Park &amp; Ride Lots 1 and 2, King Park &amp; Ride Lot, Rural Hall (future stop upon Park &amp; Ride development), Winston-Salem Transportation Center, WFU Baptist Medical Center, Five Points, Stratford Executive Park, Forsyth Medical Center, Hanes Mall, Truliant, Novant, Kimel Park.</td>
</tr>
<tr>
<td>6 Surry County Express</td>
<td>SuCE Northbound</td>
<td>Kimel park, Novant, Truliant, Hanes Mall, Forsyth Medical Center, Stratford Executive Park, Five Points, Baptist Medical Center, Winston-Salem Transportation Center, Rural Hall (future stop upon Park &amp; Ride development), King Park &amp; Ride Lot, Pilot Mountain Park &amp; Ride Lots 1 and 2, Mount Airy Park &amp; Ride Lot.</td>
</tr>
</tbody>
</table>

BICYCLE FACILITIES
The Winston-Salem Urban Area Comprehensive Bicycle Master Plan was adopted by the Winston-Salem City Council on August 15, 2005, and by the Transportation Advisory Committee on September 15, 2005. This detailed study evaluates current cycling facilities in Forsyth County including the use of a Bicycle Level of Service (BLOS) model, and makes recommendations to create a comprehensive bicycle network for the area. The recommended network includes off-road trails, designated bike lanes, wide shoulders for roads, and bicycle route signage.

Bicycle Routes
The Planning Area has one signed bike route described in Table 5 and shown on Map 5.

Table 5. Rural Hall Bicycle Routes

<table>
<thead>
<tr>
<th>Route Name</th>
<th>Route Map Symbol</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stokes County Connector</td>
<td>SCC</td>
<td>Northbound on Broad Street, left on Bethania-Rural Hall Road, right at Tobaccoville Road, right at Jefferson Church Road, right at Moore Road, continue into Stokes County.</td>
</tr>
</tbody>
</table>
PEDESTRIAN FACILITIES
With the adoption of the multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the county has become a transportation priority.

Sidewalks
The Town of Rural Hall Bicycle and Pedestrian Facilities Plan, adopted by the Town of Rural Hall in 2001, takes a comprehensive look at pedestrian needs within the entire community including sidewalk policies, sidewalk standards, existing sidewalks needing repair, and recommendations for locations of new sidewalks. Because funding is limited, a phasing plan was prepared to make pedestrian improvements in a cost-effective and efficient manner. The Phasing Plan calls for starting with the downtown area moving outwards from the older residential neighborhoods to the town limits and beyond. Existing sidewalk locations are found along the following roads:

- Broad Street and Bethania-Rural Hall Road corridors.
- On some side streets, mostly along Belle Meade Avenue and Church Street located off Broad Street, in the older neighborhoods of Rural Hall.

Area Plans may make additional recommendations for sidewalks beyond what is currently recommended. Topography and the presence of curb and gutter along streets are considered when evaluating projects.

Forsyth County has adopted street design standards for new developments that include requirements for sidewalks.

Greenways
Greenways are linear parks that provide pedestrian and bicycle access to community facilities and neighborhoods. Currently the Planning Area has no built greenways, but a major greenway is recommended along Grassy Fork Creek. Greenways are discussed in more detail in the Community Facilities section.

RAIL
The Piedmont Authority for Regional Transportation (PART) is the agency in charge of administering and developing rail service studies in the Triad. The Intercity Rail Study examines the feasibility of providing intercity rail travel between Raleigh and Asheville through Winston-Salem generally along the Interstate 40 corridor. The Commuter Rail Study examines the major travel corridors within the Triad to determine which corridors can support a major transit capital investment to enhance public transit.

A possible site for the Winston-Salem Intercity Passenger Rail Station would be the historic Union Station situated east of downtown Winston-Salem, at Martin Luther King Boulevard. Other stops in Forsyth County have been discussed at Kernersville, the Thruway Shopping Center area, Hanes Mall and Clemmons.

The following rail lines are located in the Rural Hall Planning Area:
- The Yadkin Valley Railroad consists of two lines, one from Rural Hall to Mount Airy and one from Rural Hall to North Wilkesboro. Both lines connect to the Norfolk-Southern Railway at Rural Hall.
- The route of the lines within the Planning Area run parallel to Grassy Creek extending north from US 52 at the southern boundary of the Area Plan, through the middle of the town limits, continuing northwest parallel to NC 66 into Stokes County. A spur takes off due west near the intersection of Depot Street and Anderson Street.

AIRPORTS
Air traffic in Winston-Salem and Forsyth County departs or originates at the Smith Reynolds Airport. This airport, operated by the Airport Commission of Forsyth County, serves the local citizens as a general aviation airport with limited commuter flights. The airport has good access to US 52 and is located approximately three miles northeast of downtown Winston-Salem and approximately nine miles from the center of the Rural Hall Planning Area.
The Piedmont Triad International Airport (PTIA) is located approximately 20 miles east of downtown Winston-Salem in Guilford County. PTIA provides the region with direct and connecting commercial air passenger and air freight service to national and international destinations. The FedEx Mid-Atlantic Hub is anticipated to open by the end of 2010.

COMMITTEE FACILITIES

The Rural Hall Planning Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (see Map 10).

SCHOOLS

The Winston-Salem Forsyth County Board of Education uses a “controlled choice” plan to assign students to schools. The Plan gives parents and students a choice between their residential school and several others within the same zone. The State of North Carolina also funds charter schools, privately run and publicly funded schools to provide students with additional educational options, at no cost to the student. There is one public school in the Planning Area, Rural Hall Elementary School.

RECREATION FACILITIES

Parks

The 2015 Parks and Open Space Plan for Winston-Salem and Forsyth County was adopted in 2007. This Plan discusses existing parks, community park needs, existing open space and open space needs, park proposals, and recommended facilities. There are two public parks currently located in the Rural Hall Planning Area. Parks are classified based on their size, facilities, and function. Table 6 lists recreation facilities in the Rural Hall Planning Area by type with acreage and major facilities.

Based on the service area analysis completed for the 2015 Parks and Open Space Plan, the Rural Hall Planning Area is not adequately served by parks and recreation facilities. The Town of Rural Hall has a 25-acre site adjacent to the existing Covington Memorial Park reserved for future recreation use. No projects are proposed on the site at this time. In addition, the Town of Rural Hall owns a lot that will be used for a small neighborhood park similar to the Pla-Mor Park.

The 2015 Parks and Open Space Plan recommends the following:

- Developing a neighborhood park in association with the proposed Grassy Creek Greenway to service the southern part of Rural Hall since existing park facilities are located in the northern part of town;
- Identifying additional parks needed in the Area Planning process;
- Building a community recreation center within the next five years; and
- Assessing the demand for a soccer field to be built within the next five years.

Greenways

Greenways are linear open space corridors that can be managed for conservation, recreation, and/or transportation purposes. Many greenways have paved trails and accompanying land that provide pedestrian and bicycle access to neighborhoods and community facilities in addition to waterways of Forsyth County. In 2007, the 2015 Greenway Plan for Winston-Salem and Forsyth County was adopted. The Plan covers greenway trail design, priorities for greenway construction, operational policies and procedures, funding issues, and citizen involvement. Greenway easements along creeks and other linear features have been requested through the zoning and subdivision process in Forsyth County for over 25 years.

<table>
<thead>
<tr>
<th>Park Type</th>
<th>Acreage</th>
<th>Major facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood Parks:</td>
<td></td>
<td>Provide intense recreational activities accessible to neighborhoods.</td>
</tr>
<tr>
<td>Pla-Mor Park</td>
<td>0.1</td>
<td>Playground.</td>
</tr>
<tr>
<td>Community Parks:</td>
<td></td>
<td>Provide active recreational opportunities drawing people from multiple neighborhoods.</td>
</tr>
<tr>
<td>Covington Memorial Park</td>
<td>8.0</td>
<td>Ball Field, Tennis Courts, Volleyball Court, Playground, Picnic Shelter, Walking Trails.</td>
</tr>
</tbody>
</table>
Currently, there are no greenways built in the Rural Hall Planning Area. The 2015 Greenway Plan for Winston-Salem and Forsyth County, adopted in 2007, recommends construction of the following greenways in the Planning Area:

- The Grassy Fork Creek Greenway Trail. First phase will be to construct a one-mile paved trail from Summit Street to Wall Street. Long term, the Grassy Fork Creek Trail could be extended to connect with the proposed Mill Creek Greenway at the Sara Lee Soccer Park.
- The Forum Trail. A proposed trail running under the power lines from the intersection of Bethania-Rural Hall Road and Runningbrook Lane to Monroyal Road.

LIBRARY FACILITIES
There is one library facility in the Rural Hall Planning Area, the Rural Hall/Stanleyville Branch Library located off Broad Street. This facility was built in 1981 and has approximately 8500 square feet.

FIRE STATIONS
The Rural Hall Fire and Rescue Department was formed in 1939, and was the first volunteer fire department in Forsyth County. In 1949, a two-story building near Rural Hall Elementary School was constructed to give the department a place to house their equipment. The building was expanded in 1988 to house the Forsyth County Emergency Medical Service paramedic unit. The area of response for the fire department includes Forsyth and Stokes Counties, the Town of Rural Hall and the City of Winston-Salem.

UTILITIES
Water and Sewer
The Winston-Salem/Forsyth County Utilities Commission is responsible for distributing drinking water and providing wastewater treatment in the Rural Hall Planning Area.

Public water service is available within the town limits and along Tobaccoville Road, Circle Drive, University Parkway, Simmons Road, Stanleyville Drive and Germanton Road.

Public sewer service is available in parts of the Planning Area. The majority of land within the boundaries of the Town of Rural Hall is served by gravity sewer or can be served with the extension of sewer lines. The main outfall runs along Grassy Fork Creek down to Mill Creek and serves the older areas of the town. An additional outfall is found on the western edge of Rural Hall and serves the Northridge Business Park and new subdivisions off Bethania-Rural Hall Road.

OTHER COMMUNITY FACILITIES
Entertainment and Sports Facilities

North Forsyth Swim Club
The North Forsyth Swim Club is located at 235 Cook Street close to the public library. Chartered in 1967, the club has been serving Rural Hall and surrounding communities for decades.

North Forsyth Little League
The North Forsyth Little League offers organized Little League baseball and softball to northern Forsyth County youth. Five ball fields located near Rural Hall Elementary School serve children of different ages. Programs include tee ball, pee wee, minors, majors and juniors.

Rural Hall ASA Girls Softball League
Established in 2006, the Rural Hall ASA Girls Softball League is open to girls from age 4 to 18. Balls fields are located at Covington Memorial Park.

Cemeteries

Rural Hall Memorial Park
The Rural Hall Memorial Park is located on Tobaccoville Road. The cemetery was founded in 1935 by four area churches. The cemetery and the operations were turned over to the Town of Rural Hall in 1994. The Rural Hall Town Council establishes the purchase price and terms of sale for all grave plots or any services furnished by Rural Hall Memorial Park.

Other cemeteries found in the Planning Area include: Crestview Memorial Park, Nazareth Lutheran Cemetery and St. James UMC Cemetery.

Solar Housing

GENERAL INFORMATION
According to the 2000 Census, there are approximately 2062 housing units in the Rural Hall Planning Area. Of the occupied housing units (“households”), approximately 70% were homeowner occupied, significantly more than the 51% of households in Winston-Salem and the 61% of households in the county that are homeowner occupied.
Based on 2008 data from the Forsyth County Tax Assessor’s Office, single-family detached structures in the Planning Area have a somewhat lower assessed value than structures in Winston-Salem and in Forsyth County, as a whole. The average assessed value of a single-family detached structure in the Planning Area is $97,100, about 5% lower than the average value in Winston-Salem of $102,200, and about 15% lower than the average value countywide of $114,000 (see Table 7).

**Urban Design and Appearance**

Urban design is intended to bring, order, clarity and pleasing harmony to the network of public spaces, streets, parks, and sidewalks. The character of the public spaces is formed by the arrangement and details of the elements that define them, such as the storefronts along a commercial street or the dwellings that line a residential street.

A good portion of the Planning Area was developed after 1940 when the automobile became the dominant form of transportation. The automobile, combined with the construction of the U.S. Interstate System as a defense measure from World War II, were two major factors that led to suburban residential and then commercial development. People were no longer dependent upon mass transit to move about easily through the city.

With the relatively inexpensive cost of gasoline for commuting, it became easier for developers to purchase farmland tracts located farther from the center

### Table 7. Rural Hall Planning Area Housing and Income Statistics

<table>
<thead>
<tr>
<th>Area</th>
<th>Income</th>
<th>Below Poverty Level</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average</td>
<td>Per capita</td>
<td>Families</td>
<td>Individuals</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Household</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural Hall Area Plan</td>
<td>39,800</td>
<td>19,960</td>
<td>5</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forsyth County</td>
<td>46,262</td>
<td>25,587</td>
<td>8</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Housing</td>
<td>Single-Family</td>
<td>Single-Family</td>
<td>Multifamily</td>
<td>Manufacturing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Units</td>
<td>Detached</td>
<td>Attached</td>
<td></td>
<td>Housing</td>
<td></td>
</tr>
<tr>
<td>Rural Hall Area Plan</td>
<td>2,062</td>
<td>78</td>
<td>1</td>
<td>13</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>82,840</td>
<td>61</td>
<td>5</td>
<td>32</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Forsyth County</td>
<td>133,093</td>
<td>67</td>
<td>3</td>
<td>25</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Housing Tenure and Value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Owner-Occupied</td>
<td>Renter-Occupied</td>
<td>Average Home Value (Dollars)</td>
<td>Average Rent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural Hall Area Plan</td>
<td>70</td>
<td>24</td>
<td>97,100</td>
<td>442</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>51</td>
<td>41</td>
<td>102,200</td>
<td>518</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forsyth County</td>
<td>61</td>
<td>32</td>
<td>114,000</td>
<td>523</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2000 U.S. Census Bureau
city and subdivide into larger, more private lots and construct homes. Demand for such housing rose dramatically, thereby resulting in more homogenous products that could be constructed more rapidly. As a result, newer zoning codes began to inadvertently promote suburban development requiring larger minimum lot sizes, greater setbacks from streets, and wider streets for public safety purposes. Additionally, commerce centers developed along highways, road corridors, or major intersections in the form of shopping centers. Unfortunately, many of these suburban residential and commercial developments lack the special character and sense of community found in more urban neighborhoods. The future design challenge in suburban areas is to integrate housing and commercial/office/institutional development and encourage aesthetically pleasing, walkable communities. A number of newer developments in Forsyth County are already moving in this direction.

In general, there is good maintenance of existing businesses in the area. Downtown preservation and revitalization efforts have taken place in the last 10 years with the rehabilitation of older structures and appearance improvements. Continued efforts are needed to preserve the original buildings and structures as a reminder of Rural Hall’s historic past as a traditional American railroad town. Neighborhoods are generally well maintained although there are several residential areas where the character varies from good to neglected. The Planning Area lacks community focal points which are places where residents can meet and mingle freely. A comprehensive approach is needed where building design, landscaping, streetscape and open space are considered together to give a distinctive image and character.

**APPEARANCE INITIATIVES**

**Garden Spot of the World Club**

A family garden club has been organized for Rural Hall and northern Forsyth County to help promote Rural Hall’s theme which is “Garden Spot of the World.” Topics of interest to the club are lawn improvement, vegetable gardening, raised beds, fruit and shade trees, flower beds, landscaping, container gardening, outdoor lighting and many other ideas and activities. Among the beautification projects that the garden club undertakes each year are:
- Plantings and maintenance of flowers and shrubs at three “Welcome to Rural Hall” signs.
- Bulb and flower plantings at different locations throughout Rural Hall including the public library, the post office and in front of the Town Hall building.
- “Yard of the Month” Awards.
- Planting and maintenance of flower baskets located at the intersection of Bethania-Rural Hall Road and Broad Street.
- Community Gardens at the Nazareth Evangelical Lutheran Church on Bethania-Rural Hall Road.

**HISTORIC RESOURCES**

A number of designations exist for the preservation of historic resources. District designations include the National Register of Historic Places, Historic District (H), and Historic Overlay District (HO). The National Register Program is administered by the State, and does not impose regulations on property owners unless federal or State funding is involved or federal income tax benefits are applied for. The Historic and Historic Overlay Districts are local zoning districts and do require specific guidelines to be met when altering, constructing, moving, or demolishing properties.

Individual property designations are also available for qualifying sites. The National Register program can be used for individual structures or sites and follows the same regulations as National Register Historic Districts. Local Historic Landmark designation is available for highly significant structures and sites within Forsyth County, and provides local property tax benefits. As with locally-zoned historic districts, once a property is designated as a Local Historic Landmark, design review criteria and processes are required.

Four major historical studies/surveys have been completed in Forsyth County: *Forsyth County Architectural Survey Update*, a survey update, three phases completed by Heather Fearnbach in 2009; *Forsyth County Architecture: From Frontier to Factory: An Architectural History of Forsyth County*, a survey completed by Gwynne S. Taylor in 1981;
Historic Resources

Most of these properties were identified in either the 1981 Architectural Survey or the 2009 Architectural Survey Update. The purpose of both surveys has been to identify and record the full range of historic resources that contribute to Forsyth County’s unique character. While some surveyed buildings are of National Register quality, others were included simply to provide context. The inclusion of a building in the Forsyth County Architectural Survey means only that it has been recorded for documentary purposes (see Map 11).

Regarding eligibility for listing a property or area on the National Register of Historic Places, there are two principal issues to consider: significance and integrity. A property may have "significance" for association with important events or patterns of history; for association with an important historical figure; as an important example of period architecture, landscape, or engineering; or for the information it is likely to yield (primarily applied to archaeological sites and districts). Second, the property or area must also have "integrity" of "location, design, setting, materials, workmanship, feeling, and association." This means that the property must retain enough of its historic physical character (or in the case of archaeological sites, intact archaeological features) to represent its historic period and associations adequately.

In the Rural Hall Planning Area there is one property currently listed on the National Register of Historic Places – the Rural Hall Depot at 8170 Depot Street in the Town of Rural Hall. Additionally, several properties in the area have been recognized by the State Historic Preservation Office and are included on the North Carolina National Register (Study List).
they came was the area surrounding and including what is now Rural Hall. The area was settled by German Lutherans at least as early as 1790 when 102 acres bordering on “Beaver Dam Creek to Fessler’s line” was bought and held in trust for the Lutheran congregation by Adam Geiger and Jacob Petree. Traveling Lutheran clergy from larger congregations in towns like Salisbury served the Lutheran church occasionally, but visiting Moravians also frequently preached there. During the late 19th century, the Rural Hall area expanded even more, brought on by the anticipated building of the railroad, which was the case in several of Forsyth County’s smaller populated areas. In 1887, the Cape Fear Railroad opened its office in Rural Hall with Z.B. Bitting as the first station agent. The Bitting family figured prominently in the history of Rural Hall, and it was a Bitting house that gave Rural Hall its name. As the story is told, on March 11, 1875, Benjamin J. Bitting was appointed the first postmaster of the community. His home, built in 1800 with a very wide hall, had long been a meeting place for the people of the community, which they appropriately called “the Hall.” Mail began arriving in the Salem post office addressed to “The Hall,” and the postmaster was uncertain if that meant Bitting’s Hall, or Main Hall at Salem Academy. In order to minimize the confusion, the Salem postmaster began marking mail “The Rural Hall” in order to distinguish it, and the name remained.

When construction on the railroad began in 1887, the superintendent of the railroad, Mr. J.W. Frye, laid out the town of Rural Hall, and Mr. B.L. Bitting donated the land for Broad Street, the town’s main artery. A small frame depot was built and rail service came to Rural Hall in 1888, stimulating new businesses and a flurry of new construction. Along Broad Street several frame, two-story houses were built by families such as the Walls, the Andersons, the Bittings, the Flynts, the Moores, the Smiths, the Helsabecks, and others. Substantial brick commercial buildings were also erected around 1900. A few resources, built beginning in the 1920s and continuing through the second quarter of the 20th century, have been identified in the area. These include such Craftsman-style residences as the Griffin-Toler House and the Aubrey Payne House; the W.D. and Joy Craft House stands as a solid example of the Period Cottage-style.

Several African-American historic resources in the Rural Hall Planning Area have been identified. These include the (former) Hooksville School, constructed in the last quarter of the 19th century. The ungraded school was in session four months a year, and children from Rural Hall, Germanton, and Red Bank walked to attend classes there. Additionally, Steward’s Chapel A.M.E. Zion Church, has been in existence since 1901 or 1902, when organized by Rev. J.L. Lash of Bethania.

The standard of age for a historic structure is generally 50 years or older (yielding a few exceptions). As time goes by, more and more properties are reaching that threshold. These properties include such architectural styles as Minimal Traditional, Ranch, Split Level and Contemporary. A few Modernist-style properties have been identified, such as the Kingswood United Methodist Church and a service station, both located on University Parkway.

In addition to buildings, the area possesses sites such as graveyards and potential archaeological resources. Historic resources are significant to the built environment of the area and serve as a tangible reminder of Forsyth County’s outstanding history.

HISTORIC PROPERTIES AND OTHER CULTURAL RESOURCES

The Rural Hall Planning Area includes several historically significant individual properties and resources. Some have been placed on the North Carolina National Register Study List. Others may not be eligible for the National Register, but are still significant to the cultural or historical development of Forsyth County. These properties may be worthy of designation as Local Historic Landmarks or at least recognition through documentation or placement of a historic plaque or marker. Additional research may help determine the appropriate level of recognition. Some of the properties of particular significance are discussed in Appendix A. Historic Resources.

THE ENVIRONMENT

A number of environmental issues are of concern in the Planning Area including watersheds, floodplains, and wetlands (see Map 6).

WATERSHEDS

The Planning Area drains into two separate watersheds, the Muddy Creek and the Dan River basins. The Grass Fork and Muddy Creeks are the two major streams that flow from the Rural Hall area into the Yadkin River which supplies drinking water for a large number of customers in Forsyth County.
Water-supply watersheds have specific State-mandated protection regulations. These regulations attempt to maintain or restore the natural stormwater infiltration and purification process by:

- Limiting housing density by restricting the maximum number of housing units per acre.
- Limiting the built-upon area, or the amount of land covered by pavement and structures.
- Maintaining natural vegetative buffers along streams.
- Requiring engineered stormwater controls that trap sediment and other pollutants before reaching streams.

**FLOODPLAINS**

Floodplains are broad, flat, flood-prone lands adjacent to creeks and streams. They are inherently hazardous and costly locations for structures, therefore, development should be limited. Federal, State, and local agencies have established various requirements to manage activities in flood-prone areas. There are approximately 12 miles of floodplain in the Rural Hall Planning Area. Portions of Muddy Creek, Grassy Fork Creek and Buffalo Creek have identified mapped flood-prone areas.

**WETLANDS**

Wetlands are defined as areas inundated or saturated by surface or ground water at a frequency and duration sufficient to support and, under normal circumstances, do support a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs, and similar areas, and are defined by soil type.

**ANNEXATION AGREEMENTS**

An annexation agreement is a legal agreement that defines land that each participating municipality may not annex within a specific timeframe. The agreement sets limits on each municipality’s future annexation into an area, thus establishing its potential future jurisdiction. The agreement, however, does not obligate a municipality to undertake annexations. Two major benefits from this type of agreement are that:

- It promotes the orderly and logical extension of municipal services because communities are not competing to annex an individual development; and
- It reduces uncertainty among property owners and public or private development interests.

North Carolina General Statutes authorize municipalities to enter into agreements for up to 20 years. Once adopted, participating municipalities must both agree to change or terminate the agreement before it expires. A municipality may unilaterally terminate an agreement after a five-year notification period. Each participating municipality must also notify the other(s) of all subsequent annexation proposals within the affected area.

<table>
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<th>Adoption Year</th>
<th>Agreement Length</th>
<th>Amendments (Year)</th>
<th>Termination Year</th>
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<td>20 years</td>
<td>N/A</td>
<td>2016</td>
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<tr>
<td>Winston-Salem/Tobaccoville</td>
<td>1997</td>
<td>20 years</td>
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<td>2017</td>
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<tr>
<td>Rural Hall/Tobaccoville</td>
<td>1999</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Covington Memorial Park
The following past Plans have been completed in the Planning Area:

**VILLAGE OF TOBACCOVILLE – Village Development Guidelines, 2020.**  
(Adopted 2001)  
The Village Development Guidelines have been developed to serve as a guide for Tobaccoville in making development decisions. The Plan has four major components to guide growth: General Development Guidelines, Residential Development, Commercial Development and Industrial Development. The Village Development Guidelines were adopted in November 2000, revised in January 2001 and adopted by the Forsyth Board of Commissioners in May 2001.

**DOWNTOWN PRESERVATION AND REVITALIZATION STRATEGY FOR RURAL HALL**  
(Adopted 1999)  
The Downtown Preservation and Revitalization Strategy for Rural Hall was developed as a guide for the citizens of Rural Hall for the preservation and revitalization of their downtown. The goal of the strategy is to create a friendly and comfortable downtown that will attract shoppers, visitors, new merchants and residents.

**TOWN OF RURAL HALL BICYCLE AND PEDESTRIAN FACILITIES PLAN**  
(Adopted 2001)  
The purpose of this study was to develop a bicycle and pedestrian facilities plan for the Town of Rural Hall. While the focus of the study was to develop recommendations for improving/constructing bicycle and pedestrian facilities along the Bethania-Rural Hall Road (NC 65) and the University Parkway/Broad Street (NC 66) corridors, the entire community was analyzed for possible opportunities to enhance bicycling and walking.
Deer Creek Subdivision

Rite Aid Pharmacy on Bethania-Rural Hall Road
Legacy Recommendations

The Legacy Development Guide is a long-range policy guide for decisions concerning the overall growth and development of the community. The recommendations for development patterns contained in Legacy are general in nature, rather than focused on decisions for land use at specific sites. Legacy is adopted as an official public document but is not a development ordinance. Because the comprehensive plan is broad in nature, detailed plans such as the Rural Hall Area Plan are needed to provide more specific guidance for future growth, appropriate land uses, and infrastructure at a community and neighborhood level.

Planning Concepts Identified in Legacy

Growth Management Plan
The approach proposed in Legacy for managing growth and development is not whether our community will grow, but how. The predominant development pattern in the city of Winston-Salem and the County over the past fifty years has been auto dependent, low-density residential development with large-scale commercial projects at the urban fringe (urban sprawl). With a limited supply of raw land available for development, a new development model must be created that will allow us to grow, maintain our economic vitality and achieve a high quality of life. The Growth Management Plan is proposed to manage growth, create a more compact and balanced urban development pattern, and preserve open space and rural character.

The Growth Management Plan divides the county into three major areas: 1) the Municipal Services Area, 2) the Future Growth Area, and 3) the Rural Area.

Municipal Services Area
The Municipal Services Area is generally described as the area within the Muddy Creek drainage basin and includes a large portion of Forsyth County that is currently served by adequate infrastructure and services, especially public sewer. The Municipal Services Area is further divided into subareas: Center City/Town Centers, Urban Neighborhoods and Suburban Neighborhoods. In addition, Metro Activity Centers, Urban Boulevards and Rail Corridors/Stations may overlay any of these subareas.

Center City/Town Centers (GMA 1)
Center City/Town Centers are the traditional compact centers of mixed-use commercial, residential, and community services located in each of the seven smaller municipalities in Forsyth County. Major local governmental and community institutions serving the residents of the towns and surrounding rural areas are located in these centers. They typically have a distinctive character and are designed on a human scale to encourage pedestrian access and use.

Urban Neighborhoods (GMA 2)
The Urban Neighborhoods Area contains older neighborhoods and commercial, industrial, and institutional development that surrounds the Center City/Town Centers. Smaller lots, houses set close to the street, sidewalks, interconnected streets, and the mixture of residential, commercial, and institutional uses give this area an urban feel. Quality infill development, increased residential densities, where appropriate, neighborhood-serving retail and community services should be encouraged in Urban Neighborhoods. Historic preservation, rehabilitation, and the reuse of existing structures should also be encouraged here.

Suburban Neighborhoods (GMA 3)
The Suburban Neighborhoods Area includes a substantial portion of the county where a large amount of development has taken place in recent decades. It is also the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur. Suburban Neighborhoods are appropriate for urban or suburban development and many of the proposed Metro Activity Centers are located within GMA 3.

Future Growth Areas (GMA 4)
The Future Growth Area generally does not have sewer or other facilities and services to support urban development. However, because of the potential to be served efficiently by sewer and other facilities in the future and/or their proximity to towns, major roads and other public investments, the Growth Management Plan calls for this area to eventually become urban. People living in designated Future Growth Areas can expect to become part of an incorporated municipality in the long term. Development
in these areas will be discouraged until the Municipal Services Area is more fully developed and until more detailed land use plans can be prepared. Development that does occur will be encouraged to install public sewer.

**Rural Area (GMA 5)**

The Rural Area is located outside the Future Growth Area and beyond the area that can be provided with public sewer and other services in a cost-effective manner. This area includes tracts of land in the Forsyth County Farmland Preservation Program and land along the Yadkin River Corridor. Provisions should be made for the protection of farmland, natural areas, and rural character in this area. The Rural Area is intended to remain in very low-density residential and agricultural uses for the duration of Legacy.

**Rail Transit Lines and Transit Stations**

Transportation alternatives are essential to our future, and high-speed passenger rail service is almost certainly part of that future. The Growth Management Plan identifies three major rail corridors and some specific station locations. The station locations have the potential to become Activity Centers around which more intense mixed-use development occurs. Such developments are frequently referred to as Transit-Oriented Developments. Residents living close to rail stations can benefit from convenient access to jobs and other destinations. Infill development and redevelopment that occurs around stations can increase ridership potential and the use of transit.

**Metro Activity Centers**

*Legacy* recommends the development of compact, mixed-use regional centers for retail, office, civic, and residential activity. These areas, called Metro Activity Centers (MACs), are focal points for a diverse mix of community activities that include living, working, shopping, education, recreation, civic, cultural, and spiritual activities. These Activity Centers, with their more intense concentrations of employment, are intended to be the hub of daily activity for those who live in surrounding neighborhoods. A goal for each MAC is to include residential density high enough to support transit service. For this reason, all MACs are planned for areas that are within a quarter-mile of the intersection of major roads.

The ideal MAC has a densely developed Core Area surrounded by a less densely developed “support” area. The Core Area is the focus for commercial, institutional, office, and high-density residential uses, while the surrounding support area would be made up of high- and medium-density residential uses that would support the activities of the Core Area. The support area also acts as a buffer between the more intense uses of the Core Area and the lower-density residential uses beyond the boundaries of the MAC.

Not just a center for commerce, a MAC is also a busy neighborhood center that is designed for a safe and comfortable pedestrian experience. A unique sense of place should be created by the attention given to the appropriate scale and placement of buildings, the creation of green and public spaces, and attractive architectural detailing.

**Neighborhood and Community Activity Centers**

*Legacy* calls for the identification of Neighborhood Activity Centers (NACs) and Community Activity Centers (CACs) during the Area Plan process. NACs and CACs should be designed using principles similar to those recommended for MACs, such as mixing uses, connecting the street network, and providing a pedestrian-friendly environment.

NACs are small, pedestrian-friendly business and office districts that provide needed services within walking distance of residential areas. A number of commercial uses that serve the daily shopping/service needs of nearby residents and are considered appropriate for NACs include: video rentals, dry cleaners, bakeries, specialty food shops, cafes, sit-down restaurants, service stations, medical offices, insurance offices, churches, synagogues, and day care centers. In the Suburban Neighborhoods and Future Growth Areas, small-scale groceries and/or drug stores may also be appropriate land uses.

CACs are scaled and designed to provide daily and weekly shopping/service needs and services, as well as recreation, offices, institutional facilities and a social gathering place. CACs are pedestrian-friendly developments that accommodate the automobile and they are about one-quarter mile in diameter. Their center or Core Area is most appropriate for the more intense uses suggested for these mixed-use developments. Along with the uses suggested for NACs, a number of additional uses are considered appropriate for the Core Area of CACs including: large supermarkets, large drugstores, hotels, restaurants, movie theaters, entertainment spots, medium-sized offices, schools, large day care centers, and large churches.
Smart Growth
Smart Growth is a comprehensive approach to improving how communities grow and develop. Elements of Smart Growth include: a range of housing opportunities, walkable neighborhoods, a mixture of land uses, compact building design, the preservation of open space and rural areas, transportation choices including transit, and sound environmental practices. Smart growth is an alternative to the more typical “sprawl” model present in many communities today.

Mixed-Use Development
Mixed-use development typically includes a vertical and horizontal mixing of compatible commercial, office, residential, institutional, and recreational uses. Mixed-use development can reduce the number of automobile trips and trip length, facilitate pedestrian activity and transit use, and promote revitalization of aging Activity Centers. For a mixed-use development to function effectively, attention must be given to the design and layout of the project. To ensure different uses are cohesively integrated, mixed-use developments allows people to walk, bike, or drive to a destination. Street connectivity in mixed-use developments is essential for reducing the travel distance between destinations and encouraging pedestrian trips. A successful mixed-use development provides options not available in single-use developments.

Transit-Oriented Development
Transit-Oriented Developments (TODs) integrate transit stations with a mixture of complementary land uses and design elements that encourage transit ridership. TODs are cohesive developments that facilitate pedestrian activity through a connected transportation network with streets, sidewalks and pathways, increased residential densities, a pedestrian-friendly streetscape, and neighborhood environments with a strong sense of place.

TODs can also be instrumental in stimulating economic development opportunities by revitalizing existing neighborhoods and Town Centers and by creating focused Activity Centers. TODs can be attractive locations for companies that seek an alternative to the suburban office park and enables employees across a metropolitan area to have efficient access to and from their workplace.

Brownfields
The United States Environmental Protection Agency defines brownfields as real property that, if, expanded, redeveloped, or reused, may have complicating factors due to the presence or potential presence of a hazardous substance, pollutant, or contaminant. Cleaning up and reinvesting in these properties takes development pressures off undeveloped greenfield land while improving and protecting the environment.

Greyfields
Comparable to brownfields, greyfields are derelict or declining commercial centers that are suitable for redevelopment. Typically, greyfields are characterized by large tracts of land having nondescript, decaying, and often long-term vacant commercial structures surrounded by acres of parking lots and asphalt. However, greyfields usually do not have the environmental difficulties associated with brownfields and, therefore, can be more appealing to potential developers. Greyfield redevelopment is a unique type of infill redevelopment. Greyfield redevelopment can revitalize a struggling commercial area by introducing well-designed development with a mixture of uses to nearby neighborhoods.

Figure 2. Transit-Oriented Development Compared to Automobile-Oriented Development.
Transferable Development Rights
Transferable development rights (TDRs) are innovative financing mechanisms for the retention of farmland and open space. Under a TDR program, development rights are separated from the other rights of ownership in a parcel of land and sold to a private party, usually a developer. The developer can then transfer those development rights to increase the intensity of development on another property. The local government usually designs a TDR program and designates a "sending area" and a "receiving area." One advantage of a TDR program is that the private sector, rather than public tax dollars, is paying for preservation of farmland and open space on the parcel from which the rights are purchased. TDR programs are difficult to create, both politically and technically, and expert guidance is needed setting up a local TDR program.

Forsyth County Farmland Preservation Program
The Forsyth County Farmland Preservation program is a voluntary program in which Forsyth County purchases the rights to develop land from farmland owners. The development rights are held in trust assuring that areas with good soils and active farms remain in agricultural use. The Forsyth County Commissioners created the program in 1984 and the first development rights were purchased in 1987. To date, the program has protected over 1600 acres of farmland. Unfortunately, funding has not been available in recent years to expand the program.

Planned Residential Development (PRD)
Planned Residential Developments (PRDs) are recommended in Legacy as a tool for preserving open space and rural character. PRDs are an alternative to conventional subdivisions that allow the use of smaller lots provided the overall density of the underlying zoning district is not exceeded. Three types of open space are required for PRDs; active open space, passive open space, and thoroughfare/roadside open space. Each type of open space plays a role in the protection of environmental features, community character, recreational land, and view corridors. Developers of PRDs benefit through reduced infrastructure and maintenance costs.
Visioning is the process by which a community defines its future. The visioning process brings together people representing various points of view to create a shared image of what the community values and how it wants to look and function in the future. The resulting vision statement defines expectations and directions for the future, sets the framework for the detailed recommendations of the Plan, and provides a way to measure progress as the Plan is implemented.

Staff conducted a visioning exercise with residents from the Rural Hall Planning Area in the fall of 2010 to generate ideas on how to accommodate the area’s growth in the future. Participants shared their ideas about what their community should look like in the future and how to make it a better place in which to live, work, do business and play. Following the community workshop, the Rural Hall Planning Area Citizens’ Advisory Committee synthesized the ideas from the community meeting into an overall vision statement for the Planning Area along with the Plan’s goals and objectives. The results of the visioning exercise are described below.

In the year 2025, we envision ………

LAND USE

The Rural Hall Planning Area has a variety of land uses that supports the needs of the residents. The area has a mix of well-integrated and complementary land uses providing diverse housing choices and convenient goods and services. New retail, industrial and office uses and revitalized commercial areas enhance the community with the variety of services provided and their attractive appearance. Businesses and industries have expanded in ways that are compatible with surrounding residential uses. Older revitalized neighborhoods and quality new ones contain a compatible mixture of uses that provide housing, employment, convenient goods and services, entertainment, cultural activities and open spaces within walking distance. The preservation of farmland and open space has helped retain the rural character and agricultural heritage of the area.

TRANSPORTATION

The Rural Hall Planning Area has an integrated transportation network accommodating cars, public transportation, bicycle and pedestrian facilities and rail. Traffic moves efficiently on all roadways due to improved connectivity, but local streets are safe and friendly. Improvements to the street system are coordinated with land use changes to minimize traffic congestion. The public transit system is comfortable, accessible and reliable, serving the area via bus, trolley and rail effectively. Sidewalks throughout the area as well as bike and greenway systems connect all neighborhoods in the Planning Area.

COMMUNITY FACILITIES

The Rural Hall Planning Area has a mix of green spaces, parks and recreational facilities that provide opportunities for outdoor events, entertainment activities and sports competitions for all ages. Parks and additional community facilities are well maintained, safe, and frequently upgraded. The many institutions in the area are active partners in maintaining a quality community. A system of safe and attractive walking and greenway trails connect schools, parks, services and neighborhoods and is enjoyed by all residents wanting to walk or ride their bicycles.

Rural Hall Elementary School – 4th Grade Class
Housing

Neighborhoods in the Planning Area are safe and peaceful with well-kept yards and streets. The area provides a diversity of housing choices for all ages and income groups within well-planned and attractive new and redeveloped communities. New housing blends well with rehabilitated and preserved older buildings. Neighborhood centers are located within walking distance from homes and provide goods and services to all residents. Residents work together on projects that improve the quality of life in their neighborhoods.

Design Appearance

The Planning Area is an attractive community with clean and well-maintained streets and public spaces. The historic character of neighborhoods is respected through compatible residential, commercial and institutional development. The local heritage, culture, and architecture of the community has been protected and promoted as a valuable asset to the entire community. Visitors are attracted to the area to participate in the community’s celebrations of their traditions and rich heritage.

Historic Preservation

The Planning Area is recognized by the community for the area’s rich history and significant heritage. Preservation and sensitive rehabilitation of the historic resources in the area provide a strong sense of place and history. There are many neighborhoods/buildings that have been recognized as historic and placed on the National Register of Historic Places.

Visioning Meeting at Rural Hall Town Hall
General policies from *Legacy* provide the framework for recommendations in all Area Plans. Specific recommendations for the *Rural Hall Area Plan* were developed through the Visioning exercise and the work of the Citizens’ Advisory Committee, the Interdepartmental Committee and Planning staff.

**LAND USE RECOMMENDATIONS**

Land use recommendations serve as a guide for future development and zoning decisions in the Planning Area. As directed by *Legacy*, land use recommendations designate locations and formulate policies for compatible residential development, commercial and office uses, Mixed-Use Opportunity Areas, industrial uses and Activity Centers.

**GENERAL RECOMMENDATIONS**

Planning policies used to develop land use recommendations for the Rural Hall Area Plan are:

- To cluster new residential development in large undeveloped tracts of land, where possible, to protect natural features, natural vegetation, and provide open space.
- To protect residential areas from inappropriate residential, commercial, institutional and industrial encroachment.
- To concentrate commercial services in designated areas and not allow them to take the form of strip development along major roads in the Planning Area.
- To direct industrial uses in areas identified for business/industrial parks.
- To allow institutions to grow and expand to meet their needs in a manner compatible with their surrounding neighborhoods.
- To facilitate walking, bicycling, use of public transportation, and rail, with new development and redevelopment in the Planning Area.
- To promote greater flexibility in land use while having more design controls over site design to create mixed-use, variety-rich neighborhoods.

**SPECIAL LAND USE CONDITIONS**

The Proposed Land Use map (see Map 7) shows recommended land uses for all vacant property in the Planning Area and changes in land use for some developed sites. In some circumstances, there are special conditions or prohibitions of certain uses. These situations are referenced on the map with a (*) and a small case letter and are described in detail on page 42.

**RESIDENTIAL**

*Legacy* recommends a variety of housing types throughout the county. Residential recommendations are made for housing densities, and in some cases, types of housing. Factors such as the amount of land available, surrounding land uses, proximity to major roads and services and access to utilities are all considered in determining recommendations for residential uses and densities.

The following are general descriptions for categories of residential land uses and specific recommendations for locations within the Planning Area suitable for these categories of use. The sites are shown on the Proposed Land Use map (see Map 7).

**Low-Density Residential**

Low-density residential development has a density of up to five dwelling units per acre and consists mostly of single-family, detached units. Low-density residential development is recommended for:

- Existing individual lots, small tracts of land in existing single-family neighborhoods and large-lot residential parcels within the town limits.
- Large parcels of vacant land or existing large-lot residential land on the east side of the railroad tracks and south of Wall Street outside the town limits and in the Suburban Neighborhoods (GMA 3) Area.
- Large parcels of vacant land or existing large-lot residential land on the east side of the railroad tracks and south of Wall Street outside the town limits and in the Suburban Neighborhoods (GMA 3) Area.
- Large parcels of vacant land or existing large-lot residential land west of NC 66 and the Duke Energy maintenance facility, north of Circle Drive to the Forsyth County boundary line in the Future Growth Area (GMA 4). This area does not have public sewer, but it can be provided by extending existing sewer lines.
Map 7.
Proposed Land Use

Agriculture / Large-Lot Residential
Low-Density Residential
Moderate-Density Residential
Urban Residential
Intermediate-Density Residential
Manufactured housing Development
Office
Office / Commercial
Office / Moderate-Density Residential
Commercial
Commercial / Industrial
Industrial
Park / Open Space
Commercial Recreation
Institutional
Utilities
Mixed-Use
Mixed-Use Opportunity Area
Special Land-Use Condition Areas
Activity Centers
Planning Area
Municipal Limits
--- Proposed Beltway

Bethania-Rural Hall Mixed-Use Area
- Encourage the use of Planned Residential Developments (PRD) in the Future Growth Areas for land planned to be subdivided.

**Large-Lot Residential/Agriculture**

The area east of NC 66 in the Rural Area (GMA 5) has large undeveloped parcels of land, some agricultural uses, and low-density residential development of up to two units per acre, the maximum density allowed when using septic systems. Since public sewer cannot be provided east of NC 66 in a cost-effective manner, the general area is suitable for large-lot, very-low density residential development and farmland/open space preservation. This Plan recommends the following:

- Encourage large-lot residential development combined with farmsteads in the Rural Area (GMA 5) generally east of NC 66 where public sewer cannot be provided in a cost-effective manner.
- Discourage rezoning to more intensive districts in the Rural Area.
- Encourage the use of Planned Residential Developments (PRD) in the Rural Area for land planned to be subdivided.
- Discourage the use of package treatment plants in rural areas distant from public sewer systems because of maintenance problems.

Where the preservation of farmland/open space is a priority, a range of tools can be considered in Forsyth County. For more details on PRDs and other Tools for farmland/open space preservation, see **Legacy Recommendations on page 28** and **Appendix C. Agricultural Preservation Tools – Forsyth County on page 73**.

**Urban Residential**

Urban residential development is a mix of single-family, duplex, triplex, quadraplex and townhouse units at varying densities. Generally, urban residential land is recommended for smaller sites in urban areas of small towns. Urban residential development is recommended for a vacant tract of land at the intersection of Glade Street and Bethania Street proposed to be included within the boundaries of Growth Management Area 2, Urban Neighborhoods.

**Moderate-Density Residential**

Moderate-density residential development has a density of five to eight dwelling units per acre. Generally, moderate-density residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily, townhouses or clustered single-family structures. Moderate-density residential is recommended for:

- Bethania-Rural Hall Road and Jackson Street. See page 44 (*k) for Special Land Use Conditions.
- A vacant tract of land facing University Parkway north of the Bill Plemmons RV World and south of some existing single-family homes. The site has a stream at the rear of the property and some steep slopes making a development of clustered single-family structures or small footprint townhouse more appropriate.
- A site currently zoned for an elderly housing complex, Residential Multifamily, 8 units per acre, Special Use zoning (RM8-S), at the intersection of University Parkway and Bray Street.
- West side of University Parkway and the Northern Beltway interchange area. See page 46 (*r) for Special Land Use Conditions.

**Intermediate-Density Residential**

Intermediate-density multifamily residential development has a density of 8 to 12 dwelling units per acre. Generally, intermediate-density residential land use is recommended for larger sites that are most appropriately developed with multifamily or townhouse structures. Intermediate-density residential is recommended for:

- A large-lot residential parcel located on the north side of the proposed Forum Parkway Extension from the railroad tracks to Cross Baptist Church Road. The parcel to the south is currently zoned for multifamily, Residential Multifamily, 12 units per acre (RM12).
- A vacant parcel at the end of Pasco Street currently zoned for multifamily development, Residential Multifamily-Special Use zoning (RM12-S).

**Manufactured Housing Development**

Manufacturing Housing Developments are low-density developments consisting of manufactured housing that has a density of up to 5.5 units per acre. Single manufactured homes on individual zoning lots are considered a single-family development. New manufactured housing developments must be a minimum of four acres and have at least 10 spaces for initial development and a common access point. There are two existing manufactured housing park developments; University Parkway south of Bray Street and Weigh Station Road at the Forsyth County boundary line. No new manufactured housing developments are proposed in the Plan.
OFFICE AND COMMERCIAL

This Plan recommends the consolidation of office and commercial uses at existing commercial/office locations, in designated Activity Centers and in Mixed-Use Opportunity Areas. All new and redeveloped commercial and office uses should be designed and developed to be compatible with nearby residential uses.

OFFICE

Office land use is almost nonexistent in the Planning Area. No new large-scale office developments are recommended for the Planning Area. However, some sites for small-scale office uses have been identified and proposed. Small-scale office uses typically have few negative impacts on adjacent land uses and can provide services to area residents, making them an appropriate transitional use between residential uses and more intense uses. Recommendations for office use have been made for:

- Bethania-Rural Hall Mixed-Use Opportunity Area. See page 37
- Various sites in Downtown Rural Hall. See page 42 (*c,*d,*e) for Special Land Use Conditions.
- Bethania-Rural Hall and Jackson Streets. See page 44 (*k) for Special Land Use Conditions.
- Broad Street across from Paso Street. See page 46 (*p) for Special Land Use Conditions.
- Sites located on the northwest quadrant of the intersection of the proposed Northern Beltway and University Parkway. See page 46 (*r) for Special Land Use Conditions.

OFFICE/LOW-INTENSITY COMMERCIAL

Office and low-intensity commercial uses provide services to area residents, often with minimal negative impacts on adjacent residential uses (see Appendix D. Standards for Conversion of Existing Homes to Office or Commercial Use on page 75). This land use category includes all office uses as well as commercial uses listed in Table 9. This Plan recommends office/low-intensity commercial in the following areas:

- Sites in Downtown Rural Hall. See page 43 (*e) for Special Land Use Conditions.
- Sites located in the proposed US 52/Bethania-Rural Hall Road Community Activity Center. See page 45 (*n) for Special Land Use Conditions.
- Broad Street/Summit Street Neighborhood Activity Center. See page 45 (*o) for Special Land Use Conditions.
- Sites located on University Parkway north of Opal Drive and across from Bill Plemmons RV World. See page 46 (*r) for Special Land Use Conditions.

Table 9. Defined Low-Intensity Commercial Uses (uses defined in the UDO)

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<thead>
<tr>
<th>Uses* Include:</th>
<th>Uses* Do Not Include:</th>
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<td>Adult Day Care</td>
<td>Auto-related Uses</td>
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<tr>
<td>Food/Drug store without Drive-through</td>
<td>Convenience Stores</td>
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<tr>
<td>Residential Building, Multifamily</td>
<td>Clubs/bars</td>
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<td>Arts/Crafts Studio</td>
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<td>Funeral Home</td>
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<td>Residential Building, Townhouse</td>
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<td>Bed and Breakfast</td>
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<td>Retail Store</td>
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<td>Child Care Drop-in</td>
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<td>Museum, Art Gallery</td>
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<td>Restaurant without Drive-through</td>
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<td>Child Day Care Center</td>
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<td>Nonstore Retailer</td>
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<tr>
<td>Veterinary Services</td>
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<td>Combined Use</td>
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<td>Post Office</td>
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</table>

*Uses defined in the Unified Development Ordinances
COMMERCIAL

This Plan calls for the improvement of existing commercial areas that blend with the existing development and do not infringe on nearby neighborhoods. Generally, the reuse of vacant buildings and the redevelopment of existing vacant and underutilized sites are recommended as an alternative to rezoning land for additional commercial development. Commercial areas should be compact with limited access directly onto major thoroughfares and should not promote strip development.

This Plan recommends the consolidation of commercial uses at existing locations along major corridors including Bethania-Rural Hall Road, University Parkway, Broad Street/NC 66, as well as at the proposed Activity Centers and Downtown area as an alternative to rezoning additional land for nonresidential uses.

INSTITUTIONAL

Institutional uses in the Planning Area are an important aspect of the character, vitality and future of the area. Institutional uses include schools, churches, community organizations and nonprofit agencies. Existing institutions should be permitted to grow and expand in certain circumstances in a manner that is compatible with surrounding neighborhoods.

Because of the unique nature of institutions, it is not possible to indicate on the Proposed Land Use Map all properties for which institutional use would be appropriate. Therefore, this Plan establishes policies to guide the location of new institutional uses and the expansions of existing ones. (See Appendix E. Design Guidelines and Standards - Institutional Expansion on page 77).

POLICIES

- Institutions are strongly encouraged to involve community residents, neighborhood associations and Town of Rural Hall and City staff in the development of their master plans.
- Prior to seeking property rezoning, special use approvals, demolition permits or major building permits, area institutions should meet with neighborhood associations and/or nearby residents about the proposed project.
- Reuse of existing structures is strongly encouraged. Historic structures should be adaptively reused or relocated to an appropriate site.
- Rezoning of single-family residential property for nonresidential institutional development should only be considered when appropriate vacant or underutilized land is not available or when vacant or underutilized nonresidential buildings are not available.

Policies for Site Design and New Building Construction

- Sites and buildings should be designed in a manner that is complimentary in scale, orientation, height and setback to the surrounding character of the neighborhood.
- Mature vegetation and unique site features should be retained, whenever possible.
- Oversized structures or intense uses should be located away from residential areas or should be appropriately screened with vegetation.
- Parking areas should be located to the rear or sides of buildings and should be attractively screened with fences and plantings designed to be compatible with the surrounding neighborhood; large expanses of paving should be divided into smaller components with interior planting areas.
- Fences and walls should use traditional materials such as brick, stone, cast iron, or wood; the height, scale, design and location of fences or walled areas should not adversely affect the character of the surrounding area; chain-link fencing should be located away from public view.
- Service components (such as trash dumpsters or mechanical/technical equipment) should be located away from residential uses and screened from public view.
**Parks/Open Space**

The Proposed Land Use map shows existing parks and open space sites (see Community Facilities, page 52, for detailed park recommendations). Open space may consist of land protected by conservation easements, public parks or Rural Hall-owned land or County-owned land.

The Planning Area is served with an existing public park, a playground area and a commercial recreation site with a swimming pool. The area west and north of Tobaccoville Road, designated in the Growth Management Plan as a Future Growth Area, will need access to a park in the future as development takes place in the area.

**Industrial**

This Plan recommends the consolidation of industrial uses at existing locations as well as the development of new industrial/business parks. Reuse of existing buildings and further development of vacant or underutilized sites within current industrial areas is also recommended. New and redeveloped industrial uses should be designed in a manner that makes them compatible with nearby residential uses. The following vacant tracts of land within industrial areas and currently zoned for industrial use are recommended for industrial expansion:

- Sites in the Forum Parkway area between Angus Street and US 52.
- Sites in the Northridge Business Park.
- Sites around the Westinghouse Road and US 52 interchange and north of Tobaccoville Road.

An area outside the current town boundaries has been identified as a high potential future industrial area. This approximately 350-acre site is generally bounded on the north by Tuttle Road, on the east by back property lines on Laurel Glenn Drive and existing industrial development off Chipboard Road and Broad Street, on the south by the Yadkin Valley Railroad, and on the west by Muddy Creek. This Plan recommends the following:

- Preserve/reuse the historically significant 1928 Wall House located on the adjacent lot to the east of the site.
- Develop the site comprehensively with a mixture of residential, office, retail, institutional and open space under an urban village concept.
- The mixed-use development should have a variety of housing choices that could include single-family, duplexes, townhouses, small multifamily buildings and elderly housing.
- Moderate-density multifamily development (eight dwelling units per acre) in the form of townhouse or small apartment buildings should be located between commercial development and single-family homes to act as a transition from high-intensity to low-intensity uses.

**Mixed-Use Land Use Categories**

**Mixed-Use Opportunity Areas**

Mixed-use development may contain varied residential types and densities, commercial and office uses, and the incorporation of institutional facilities. Mixing uses can provide for a higher level of supporting services central to residents and businesses, as well as provide for an economical and convenient sharing of parking and other resources. For more detail on Mixed-Use Development, see the Legacy Recommendations section on page 25.

This Plan recommends one general location for mixed-use development described below. This Mixed-Use Opportunity Area site is shown on the Proposed Land Use map (see Map 7).

**Bethania-Rural Hall Road Mixed-Use Area**

This approximately 116-acre tract of land, located just outside the Rural Hall Town limits, is currently in single-family residential and agricultural uses. The property fronts onto Bethania-Rural Hall Road and sits across from the Town Hall building. Although the property is being used primarily for farming and may continue to be used for that purpose, this Plan recognizes the potential of this tract of land in the future development of Rural Hall. With the extension of sewer lines, this property could be developed with a mixture of uses instead of a typical suburban subdivision of single-family residential lots.

**Development Recommendations**

- Preserve/reuse the historically significant 1928 Wall House located on the adjacent lot to the east of the site.
- Develop the site comprehensively with a mixture of residential, office, retail, institutional and open space under an urban village concept.
- The mixed-use development should have a variety of housing choices that could include single-family, duplexes, townhouses, small multifamily buildings and elderly housing.
- Moderate-density multifamily development (eight dwelling units per acre) in the form of townhouse or small apartment buildings should be located between commercial development and single-family homes to act as a transition from high-intensity to low-intensity uses.
• Office/low-intensity commercial uses should be located closer to Bethania-Rural Hall Road. The site has a limited amount of road frontage and some steep slopes, but more intense uses should be located near the main road. Emphasize uses which serve the proposed development as well as surrounding neighborhoods and institutions.
• New commercial buildings should be designed to mimic the traditional “Main Street” development pattern. Buildings should be located to define the street right-of-way and brought up to the sidewalk edge to give maximum visibility to pedestrians.
• Make sure streets in the area are pedestrian-friendly and include features that add to pedestrian comfort such as street trees, benches and street-level lighting. On-street parking should be allowed on most streets and traffic calming devices used, where needed.
• Create a “front door” to the development with the placement of the buildings, architectural elements or site furnishings to distinguish this urban village. The use of special street signage, street banners and ornamental lighting should be explored to highlight the overall unique character of the area.
• Sidewalks should be provided to the commercial core from the adjacent residential areas to encourage walking.
• Extend Bethania Street west to connect to this proposed development. Explore providing a secondary access to the site off Circle Drive.

**NEIGHBORHOOD ACTIVITY CENTERS (NACS)**

Neighborhood Activity Centers (NACs) are compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance of residential areas. NACs may serve as neighborhood gathering places. For more detail on NACs, see the Legacy Recommendations section on page 25.

This Plan identifies one potential NAC at the Broad Street and Summit Street intersection.

**Broad Street/Summit Street Neighborhood Activity Center**

The Broad Street/Summit Street NAC (approximately 6 acres) is located at the intersection of Broad Street and Summit Street. This Activity Center has good road access and is currently zoned Limited Business (LB) for commercial and office uses. The area has a variety of land uses including a branch bank, gas station with convenience store, auto repair shop, a hair salon, some retail and office space and single-family homes.
serves the immediate neighborhoods as well as highway customers. The area has a variety of uses including two shopping centers with a grocery store, a hardware store, retail, sit-down restaurants, fast-food restaurants, a drug store and storage mini-warehouses.

**Strengths and opportunities:** Bethania-Rural Hall Road provides easy access to US 52 and it is a major corridor into the downtown area of Rural Hall. This CAC is the largest commercial area within the town of Rural Hall with a number of established businesses serving the surrounding neighborhoods and highway motorists. There are vacant parcels in this CAC as well as underutilized sites which provide additional opportunities for new development to serve the surrounding neighborhoods. The proposed improvements to the Northern Beltway and US 52 could help in the redevelopment of this CAC to provide additional uses in a pedestrian friendly character.

**Constraints and issues:** This CAC has a highway business orientation with high volumes of traffic. Some of this traffic is heavy due to the proximity of two industrial areas. There is no pedestrian access due to the lack of sidewalks leading to the CAC from surrounding neighborhoods and there are no internal pedestrian connections. There is no landscaping on the properties, but there are some street trees. The strip centers are almost 30 years old and will need some updating soon.

**Needed land uses:** Suggested additional land uses include mixed-uses, pedestrian-friendly commercial areas and office/low-intensity commercial development.

**General recommendations:**
- Utilize the proposed modifications to the US 52/Bethania-Rural Hall Road interchange as part of the Northern Beltway project to redevelop this area in a pedestrian-friendly manner. Improvements to the interchange will create a controlled access situation from the interchange all of the way to Forum Parkway. When many of the existing commercial driveways are closed, an enhanced appearance can be created for this important town entrance.
- Concentrate development by retrofitting and redeveloping existing sites and by bringing new mixed-use development to help this area function better as a Community Activity Center.
- Create a pedestrian-friendly character through the development/redevelopment of properties by ensuring buildings and streets are designed for pedestrian comfort.
- Locate new buildings and redevelop existing ones to be closer to the street to create an interesting and inviting public/private streetscape and locate parking to the side or rear of structures to de-emphasize vehicles.
- Design building façades to add interest to the street and have pedestrian-friendly features such as awnings, porches, columns and no blank walls facing Bethania-Rural Hall Road.
- Add street trees, sidewalks, street furniture, special paving areas, attractively-scaled lighting fixtures and planting areas/planters with flowers or evergreen plants, where feasible.
- Investigate the feasibility of locating the primary access to all of the commercial properties on both sides of Bethania-Rural Hall Road at Forum Parkway. A traffic light is already located at this intersection making it easy to access the two strip centers. Additional land for right-of-way on the west side of Bethania-Rural Hall Road will need to be acquired to extend Forum Parkway west to access the existing shopping center with a new drive.
- With new access points extending south from Forum Parkway for both strip centers, redevelopment opportunities include locating new businesses along the new drive between the existing buildings and Bethania-Rural Hall Road, breaking large expanses of parking into smaller parking areas and providing some open space between buildings.
Area North of Bethania-Rural Hall Road and Forum Parkway

A transition needs to be established between the high-intensity uses found south of Forum Parkway and the single-family residential uses north of Angus Street. The character of the road changes significantly north of Angus Drive and needs to be protected from encroaching nonresidential uses. The Plan recommends the following:

• Do not extend nonresidential uses along Hallmark Drive and north of Angus Drive. Allow limited conversion of existing homes or redevelopment of properties fronting on Bethania-Rural Hall Road for office or low-intensity commercial south of Angus Drive to establish the use transition.
• The property on the southwest corner of Hallmark Drive and Bethania-Rural Hall Road is shown as needed for future right-of-way for road widening. If the home is purchased by the NC Department of Transportation, leave the remaining property as a buffer to the neighborhood.

See page 45 (*) for Special Land Use Conditions.

Residential Area off Pine Tag Road

There is a small residential area off Norvasa Street along Pine Tag Road. A number of single-family structures, mostly manufactured housing, are located in this area between the commercial development facing Bethania-Rural Hall Road and the industrial development located east of Pine Tag Road. If the general area continues to develop with additional nonresidential buildings, this Plan recommends the following for this area:

• Allow for the comprehensive rezoning of single-family properties along Pine Tag Road and Montroyal Road to a commercial or industrial use.
• Eliminate the existing barricade located on Montroyal Road to allow free traffic movement in the area.

DOWNTOWN RURAL HALL

The area around the railroad depot along Broad Street from Bethania-Rural Hall Road to Anderson Street is the area considered downtown to Rural Hall residents. This area has a number of significant buildings constructed after railroad service came to town in the late 1880s including two-story frame houses and some commercial buildings. These are significant buildings in the development of the Rural Hall community and give the Town a unique character. However, current activity in downtown Rural Hall is modest and some of the historic buildings are vacant and in danger of being lost to neglect.
• Explore removing the railroad tracks on the back of the former A.L. Payne and Sons Store on the east side of Broad Street to provide needed off-street parking.
• Continue exploring the feasibility of creating the Railroad Park by asking the railroad to abandon the rails between Broad Street and Depot Street (see Figure 5).

See page 42 (*b, *c,*d,*e) for Special Land Use Conditions.

Figure 4. Proposed On-street Parking and Bulb-out Sidewalks.

Figure 5. Proposed Railroad Park

Transit Station
Attitudes about rail have changed dramatically and many communities in North Carolina are planning for regional commuter rail systems. The Legacy Comprehensive Plan identified a major rail corridor for future passenger travel running to a transit station in Rural Hall and then northwest out of the county. Using the old depot building as a future transit stop will give a boost to plans to revitalize the Town Center. Although this may not happen within the lifespan of this Plan, steps need to be taken to ensure that future commuter rail service includes Rural Hall. This Plan recommends the following:
• Continue exploring the feasibility of bringing future passenger service to Rural Hall and beyond.
• Preserve existing rail lines for future regional/local rail service or pedestrian use.
• Ensure the Rural Hall Depot building listed in the National Register of Historic Places and designated as a Forsyth County Local Historic Landmark is preserved.
• Support increased development densities at the two locations recommend in this Plan. Two sites are located in close proximity to the proposed rail station at the Old Depot building: an Urban Residential site located off Glade Street and the Bethania-Rural Hall Road Mixed-Use Opportunity Area.

See Light Rail on page 51 for more discussion on the proposed transit station and surrounding area.

Urban Neighborhoods — Growth Management Area 2 (GMA2)

The Growth Management Plan of the Legacy Comprehensive Plan identifies Urban Neighborhoods as areas that contain older neighborhoods and commercial, industrial and institutional development surrounding City and Town Centers, (see Legacy Recommendations on page 25). While GMA 1, the Town Center for Rural Hall, was identified in Legacy, the existing Growth Management Plan does not include an Urban Neighborhoods area for the Town of Rural Hall. Since the adoption of Legacy, a number of Unified Development Ordinances changes have been adopted by the City of Winston-Salem to help protect the existing character of older neighborhoods. Rural Hall’s older neighborhoods built mostly before 1940 have been identified through the Area Plan process. Recommendations include:
• Use the boundary for the Town Center identified in the Downtown Preservation and Revitalization Strategy as the boundary for GMA 1.
• Eliminate the section that is currently shown as GMA 1 in the Growth Management Plan along Broad Street from Bethania-Rural Hall to Summit Street. Instead, include this section in the Urban Neighborhoods (GMA 2).
• Designate the areas shown on Figure 6 as GMA 2.
• Pursue adoption of existing and future regulations by the Board of County Commissioners.
**SPECIAL LAND USE CONDITIONS**

The Proposed Land Use Recommendations map (see Map 7) shows recommended land uses for all vacant property in the Planning Area and changes in land use for some developed sites. In some circumstances, there are special conditions or prohibitions of certain uses. These situations are referenced on the map with a (star) and a lower case letter as follows:

*a. Broad Street south of Leak Branch Road*
This approximately 5.5-acre site is currently zoned Limited Business (LB). Retail buildings, a service garage, a bowling alley, a transmission tower and single-family homes are located on the site. Some of the commercial buildings appear to be vacant. Public sewer is not available in the area.

- Do not expand the nonresidential zoning district into surrounding residential parcels.
- Redevelop the vacant/underutilized parcel at the northern end of this area to provide needed neighborhood services.
- Explore bringing back the convenience store with gas pumps as recommended by the Citizens’ Advisory Committee.

*b. Broad Street north of Post Office*
This approximately nine-acre, single-family residential site is located northwest of the downtown area. Some significant historic resources are found in this area including the Miller-Cox House which is currently on the North Carolina National Register Study List. Protection of these significant structures in the development of Rural Hall is important.

Recommendations include:
- Maintain the existing residential zoning for the entire area. Rezoning to a nonresidential zoning district is not recommended.
- Allow for reuse of significant structures for a bed and breakfast or similar use that does not require rezoning to a nonresidential use.

*c. Broad Street and Edwards Road*
This approximately six-acre site is within the downtown Rural Hall area boundary (GMA 1). Currently, three single-family structures are located on the site. Two of the structures, the E.E. Shore House on Broad Street and the Aubrey Payne House on Edwards Road, have been identified as being significant historic resources. In an attempt to preserve these structures, the following is recommended:
- Redevelop the entire area comprehensively for a limited commercial or office zoning district that includes the reuse of the two significant structures.
- If properties are redeveloped comprehensively for nonresidential uses, the preferred zoning district at this location, due to the existing character of the surrounding area, is PB (Pedestrian Business). This proposed district has flexible dimensional requirements, reduced parking requirements and limitations in land use.
- Locate the access to the entire development as far away as possible from the intersection of Broad Street and Edwards Road.

*d. Former Nichols & Stone Furniture building on Depot Street*
This approximately six-acre site is located between Depot Street and Glade Street in the downtown area. The site is zoned General Industrial (GI) and was used for light manufacturing and warehousing in a number of connected buildings. The 1947 two-story brick building appears to be in good condition and will be the one most likely to be reused. The property is for sale now and because of its size, represents an opportunity for redevelopment in the downtown area. Recommendations include:
• Explore using the property for a mixture of uses rather than just concentrating on its current industrial zoning. A mixture of uses that includes some warehousing, commercial, office or institutional uses will add vitality to this section of downtown Rural Hall.
• Since a number of uses are desired at this location, no preferred zoning district is recommended.
• Improve the curb appeal of this property along Depot Street by updating façades or removing unsightly buildings, making streetscape improvements, such as adding sidewalks and street trees, organizing on-street parking, and improving the landscaping along the railway lines.
• Explore adding a second entrance to the property off Glade Street for employee/visitor parking. Glade Street ends at the southeastern property line, but the right-of-way continues providing an opportunity to extend the road to access the back of this property. Glade Street is not designed to carry heavy traffic, therefore truck traffic should not be permitted at this second entrance.

*e. Bethania-Rural Hall Road and Broad Street

Four single-family homes are located on the northwest quadrant of the intersection of Bethania-Rural Hall Road and Broad Street in the downtown area. These properties are zoned Residential Single-Family, 9000 square foot minimum lot (RS-9). The Plan recommends the following:
• Retain these valuable and significant historic resources for the downtown area.
• Allow for conversion to office or low-intensity commercial uses with the retention of the existing structures if parking can be provided to the back of the structures. Providing off-street parking will be a challenge since the lots are very small. A comprehensive approach to include two or more structures with shared access and parking could facilitate the conversion.
• If properties are redeveloped comprehensively for nonresidential uses, the preferred zoning district at this location, due to the existing character of the surrounding area, is PB (Pedestrian Business District). This proposed district has flexible dimensional requirements, reduced parking requirements, and limitations in land use.
• Since the most important issue is the retention of the existing structures, PB-L (Pedestrian Business-Special Use Limited zoning) is recommend. A site plan is not required under this zoning classification.
• Allowing these homes to convert to a nonresidential use does not mean that this type of zoning is recommended to be extended along Bethania-Rural Hall Road, west of Broad Street.

Rural Hall-Germanton Road

east of Broad Street

Two single-family homes located along Rural Hall-Germanton Road, between Broad Street and College Street, are heavily impacted by traffic on this major thoroughfare and the institutional land uses nearby, the Rural Hall Elementary School and the Volunteer Fire and Rescue Department. The Plan recommends the following:
• Do not extend nonresidential zoning along Rural Hall Road-Germanton Road east of Broad Street. The property on the north side of Rural Hall-Germanton Road is currently zoned Residential Multifamily (RM12) which allows for both residential and institutional/public uses.

* f. Rural Hall-Germanton Road

Three areas in close proximity to each other along Rural Hall-Germanton Road currently zoned General Industrial (GI) and Limited Industrial (LI) are included here. The first area of approximately 11.6 acres is located east of the Oak Leaf Apartments and north of the Rural Hall Elementary School. This site is currently vacant except for a small lot that has an old cemetery for St James United Methodist Church. A concrete-mix facility was located on this property, but it has been abandoned for some time. The second area, approximately 7.5 acres, is located further east along Rural Hall-Germanton Road closer to Freedom Baptist Church. Land uses found here include retail and warehousing. There is also a vacant tract of land of about two acres. The third area, approximately 4.7 acres, is located along Rural Hall-Germanton Road east of Crestbrook Road. This site is currently vacant. These three areas at one time had access to the railroad and are zoned for industrial use, but the tracks have been removed. Without access to the railroad and lack of sewer in the area, this Plan recommends the following for these sites:
• Encourage the rezoning of these sites to a less intensive zoning classification. Preferred use for the vacant parcels is single-family residential.
• Do not expand the nonresidential zoning to adjacent residential parcels.
g. Rural Hall Elementary School
- Consider creating a school campus that includes the current Rural Hall Elementary School and a future middle school. Vacant land to the east of the elementary school could be used for a new middle school.
- Consider contributing to the development costs, for example, building new sidewalks, to attract a middle school to Rural Hall.
- The preferred zoning district for the entire campus district is Institutional and Public (IP).

h. Intersection of Rural Hall-Germanton Road and Germanton Road
A portion of a property northeast of the intersection of NC 65 and NC 8 is currently used for auto sales. The site is zoned Residential Single-Family (RS-9), and is split between Stokes County and Forsyth County. Do not rezone the nonconforming use to a nonresidential zoning district. The existing business can continue to operate under its nonconforming status.

i. Properties north of the Duke Energy Maintenance Facility
Approximately 11 acres of vacant land, located north of the Duke Energy facility, are currently zoned Residential Single-Family (RS-9). The properties are in multiple ownerships, but do not have direct access to a public street because Duke Energy owns the property to the south and east. In addition, there is a platted subdivision to the west of this area and the railroad tracks are located to the north. Because of the access constraint, allow these properties to be rezoned for industrial use.

j. Intersection of Tobaccoville Road and Circle Road
This approximately 0.9-acre site is currently zoned for Limited Business use (LB). An auto repair shop is located on the site. The expansion of the nonresidential zoning into adjacent residential parcels is not recommended.

k. Bethania-Rural Hall Road and Jackson Street
This approximately 8.7-acre site, along Bethania-Rural Hall Road, is zoned Residential Multifamily (RM12), and Neighborhood Office-Limited Use (NO-L). General Industrial zoning (GI) is located to the back of the site. The industrial portion of the site has a collection of buildings dating back to the 1950s that appear to be vacant and a section of land that is heavily wooded and not developed. The main access to the site is off Bay Street with an at-level railroad crossing. The site has limited frontage onto Bethania-Rural Hall Road and is controlled almost entirely by the guardrail for the railroad overpass. In addition, the existing topography limits possible access to the site from Bethania-Rural Hall Road. The vacant Residential Multifamily (RM 12) and General Industrial (GI) properties recently changed hands, but plans for development are not known at this time. The property can be developed under its current general GI zoning, but because of the surrounding single-family residential uses and possible negative impacts of industrial uses at this location, the Plan recommends the following:
- Encourage developing the site comprehensively with a mixture of residential and office uses.
- Small-scale office or multifamily uses should be located along Bethania-Rural Hall Road between Jackson Street and the railroad tracks. Properties should be developed comprehensively to coordinate access and off-street parking.
- Redevelop the remainder of the site with a mixture of multifamily at a moderate density (eight dwelling units per acre) or clustered single-family homes.

If the site is redeveloped under the existing GI and RM12 zoning, the Plan recommends:
- Do not rezone the RM12 portion of the site to an industrial zoning category. This type of zoning is not compatible with the existing uses along Bethania-Rural Hall Road.
- Do not provide access through the RM12-zoned land to the GI portion of the site. The existing topography and railroad guardrail along Bethania-Rural Hall Road greatly limit visibility for traffic coming from the site.
- Consider providing access to the GI portion of the site off Jackson Street since the existing access to the site off Bay Street crosses the railroad tracks.
- Do not expand the industrial zoning into adjacent residential parcels along Jackson Street or across the railroad tracts along Bay Street or Belle Meade Avenue.
- Encourage the conversion of the existing single-family structure located at the intersection of Bethania-Rural Hall Road and Bay Street to an office use with the retention of the existing structure for the property. The property is currently zoned GI, but faces a number of single-family homes.
*l. Bethania-Rural Hall Road north of Bodenhamer Farm Road
This 0.4-acre site is currently used for auto sales. The property is zoned Single-Family Residential (RS-9). This Plan recommends not rezoning the nonconforming use to a nonresidential zoning district. The existing business can continue to operate under its nonconforming status.

*m. Bethania-Rural Hall Road and Northridge Park Drive
This 4.6-acre site is in single ownership and is zoned Highway Business-Special Use (HB-S) and Limited Industrial (LI). A site plan has been approved for a Rural Hall Pharmacy at the corner of Bethania-Rural Hall Road and Northridge Park Drive, but has not been built. There is building activity on a portion of the LI-zoned land. The Plan recommends the following:
• Do not extend the HB zoning beyond the area already zoned for the pharmacy.
• Do not extend the HB zoning south of Northridge Park Drive along Bethania-Rural Hall Road.
• Keep the existing LI zoning district for the remainder of the property.

*n. US 52/Bethania-Rural Hall Road Community Activity Center (CAC)
• Keep the existing undisturbed buffer along the north and west portions of the Food Lion Shopping Center. This buffer area should not be rezoned for nonresidential uses.
• The recommended zoning district for redevelopment of the Highway Business (HB) properties is Pedestrian Business (PB) to create the pedestrian-friendly character proposed in this Plan. Buildings can be located closer to the street and parking to the side or the rear of buildings. The allowed uses in PB discourage uses that could have a negative visual impact in the area.
• Allow for the conversion of an existing single-family home along Bethania-Rural Hall Road on the north side of Hallmark Drive to an office use with the retention of the existing structure. The building’s main entrance is off Hallmark Drive but, the functional entrance to the house is off Bethania-Rural Hall Road where the garage and driveway are located.
• Allow for the conversion or redevelopment of the property located at the northeast corner of Bethania-Rural Hall Road and Angus Drive and the vacant lot south of this property and north of the drugstore. Office or low-intensity commercial development is recommended. Access to these properties should be off Bethania-Rural Hall Road only. The NC Department of Transportation (NCDOT) will most likely recommend a shared access to the two properties. A buffer should be planted along the south side of Angus Drive if these properties are redeveloped.
• The preferred zoning district at this location for redevelopment of existing parcels due to the existing character of surrounding area is Pedestrian Business-Special Use (PB-S). This proposed district has flexible dimensional requirements, reduced parking requirements and limitation on land uses.

See page 38 for more discussion on the US 52/Bethania Rural Hall Road CAC and Appendix D. Standards for Conversion of Existing Homes to Office or Commercial Use on page 75.

*o. Broad Street/Summit Street NAC
• Do not expand the nonresidential zoning beyond the existing boundaries of the Limited Business (LB) zoned land into adjacent residential parcels.
• The preferred zoning district at this location for redevelopment of existing parcels due to the existing character of surrounding area is Pedestrian Business (PB). This proposed district has flexible dimensional requirements, reduced parking requirements and limitation on land uses.
• Encourage redevelopment to attract needed neighborhood services into this NAC.
*p. Broad Street across from Paso Street
This 2.6-acre site is located on the east side of Broad Street and is currently zoned Limited Business-Special Use (LB-S). The site is currently vacant and has a structure that was used for a financial institution. To the south of the LB-S property there is a car sales property currently zoned Residential Single-Family (RS-9). The circle-around driveway for the car sales lot is encroaching into the adjacent single-family lot. Recommendations include:
• Do not allow expansion of nonresidential zoning beyond the existing boundaries of the Limited Business-Special Use (LB-S) zoned land and into adjacent residential parcels.
• Do not rezone the nonconforming use to a nonresidential zoning district. The existing business can continue to operate under its nonconforming status.

*q. University Parkway north of RV World
This 12.4-acre site is located on the east side of University Parkway and north of Bill Plemmons RV World. The site sits across the street from the Flynt House, which is currently on the North Carolina National Register Study List. This site is currently zoned Residential Single-Family, 20,000 square foot minimum lot (RS-20). The existing topography and stream located to the back of the property limit the development potential of this site. Allow for the rezoning of this site with the following conditions:
• Allow for development of this site with compatible townhouse or clustered single-family structures at an overall density of up to eight dwelling units per acre.
• Locate compatible duplex and/or small footprint townhouse or clustered single-family structures at a moderate density to the front of the property where the topography is less steep.
• Keep the clearing and grading of the site to those areas to be developed retaining as much existing vegetation as possible, particularly to the back of the property.

*r. Proposed Forum Parkway Extension and University Parkway to Northern Beltway
This Plan recommends the following for the different areas included here.

University Parkway North of Cross Baptist Church Road
Two single-family structures located on the west side of University Parkway, north of Opal Drive, currently zoned Residential Single-Family (RS-9) are heavily impacted by the commercial development across the street. Land currently zoned Highway Business (HB) is found on the south side of Opal Street fronting on University Parkway. These two properties and an adjoining vacant lot could be allowed to redevelop under the following conditions:
• Allow the conversion from residential to small-scale office or limited commercial use with the retention of the existing structure. Include the vacant lot to the north, if additional land is needed.
• Preferred zoning districts include Limited Office District (LO) and Limited Business District (LB).

Most of the Highway Business (HB) zoning found along University Parkway extends back one tier of property on both sides. However, south of Sunset Drive there is one property that goes deep into the existing surrounding neighborhoods. The property can redevelop under the current HB zoning, but because of the possible negative impacts of this property if developed entirely, the Plan recommends:
• Consider redeveloping only the front portion of the property facing University Parkway where the existing abandoned building is located.
• Keep the back portion of the site currently undeveloped and heavily wooded and as natural as possible to have the least impact on the surrounding single-family neighborhood.
• Do not extend the Highway Business (HB) zoning district south from this property into single-family residential uses along the west side of University Parkway.
• If redeveloped under current Highway Business (HB) zoning, consider providing substantial buffers abutting residential uses.

Forum Parkway Extension
Forum Parkway is proposed to be extended from Northstar Drive to University Parkway to give the Forum Parkway industrial area a second access point. Recommendations for the general area include:
• Allow for rezoning of approximately 5.7 acres from Residential Single-Family (RS-9) to a
multifamily zoning district to an overall
density of up to 12 dwelling units per acre.
The property is located on the north side
of the proposed Forum Parkway Extension
between the railroad tracks and Cross Baptist
Church Road and across from a vacant site
already zoned Residential Multifamily (RM12).

- Protect the residential area along University
  Parkway between the new alignment of Webster
  Road to north of Cross Baptist Church Road
  until the proposed Forum Parkway Extension
  is built. Do not rezone these properties to a
  nonresidential zoning district. These properties
  sit across from Highway Business (HB) zoned
  land, but the existing development is small-
  scale in nature including some single-family
  structures and nonconforming multifamily and
  commercial buildings.
- Do not rezone the nonconforming uses on the
  east side of University Parkway north of Bray
  Street to a nonresidential zoning district. A
  multifamily building and an auto related use
  are located in this very narrow triangular piece
  of land. The existing business can continue to
  operate under its nonconforming status.

University Parkway south of Webster Road
Properties facing University Parkway between
Tickle Road and Webster Road are proposed
to have no direct access to University Parkway
from the Northern Beltway Interchange up to
Webster Road. New access roads are proposed
on both sides of University Parkway to access
the back of the properties. The current design
does not leave enough width to accommodate
intense land uses between University Parkway
and the proposed access roads. Without direct
access to University Parkway and possibly not
enough width, this Plan recommends the follow-
ning for the west side of University Parkway:
- Do not rezone for intense commercial land uses
  at this location. Rezoning more properties will
  lead to unwanted strip commercial development
  at this location.
- The NC Department of Transportation
  (NCDOT) will be acquiring properties
  in this area for the Northern Beltway.
  Rezoning properties to commercial use will
  make them more expensive to purchase.
- A parcel was rezoned to General Business-
  Special Use (GB-S) for a used car lot in this
  area. At the time the property was rezoned,
  the intention was not to encourage future
  commercial rezoning along this section of

University Parkway. The NCDOT has since
acquired this property.

- A determination will have to be made later
  for the feasibility of small-scale office or
  small-scale multifamily development on the
  west side of University Parkway. An attractive
  entryway to the Town of Rural Hall could be
  established by leaving some of these parcels
  for open space with landscaping.

Properties rezoned but not yet developed
Two properties in this general area are already
zoned for nonresidential uses. They have not
been developed at this time, but the zoning and
site plans are in place. This Plan recognizes the
current zoning. The properties are as follows:

- The backside of RV World on University
  Parkway is zoned Highway Business-Special
  Use (HB-S) and Residential Single-Family-
  Special Use, 30,000 square foot minimum lot
  (RS-30-S). The site plan shows a recreational
  vehicle park and outdoor display area for the
  HB-S portion and recreational vehicle park
  for the RS-30-S portion.
- Property at the end of Bray Street is zoned
  Residential Multifamily-Special Use (RM-8-S)
  for an elderly housing development and
  Highway Business-Special Use (HB-S), for a
  driving range. The commercial zoning was
  granted, in part, because this section of the site
  sits on a former landfill, considerably limiting
  its potential use.

*s. Germanton Road south of Pebblebrook Road
- This 1.3-acre site is currently zoned Limited
  Business-Special Use (LB-S). A gas station
  with a service garage and a single-family
  structure are located on the property. A pet
  memorial park is located to the back of the site.
  The Plan recommends not allowing expansion
  of nonresidential zoning beyond the existing
  boundaries of the LB-S-zoned land.
TRANSPORTATION RECOMMENDATIONS

Legacy calls for a balanced, sustainable network of all transportation modes that provide choices for travel needs. Street networks should develop in a manner that is consistent with the land use plan and promote connectivity in communities. A more compact pattern of growth as outlined in the land use recommendations will allow public transportation to compete with the automobile. Developing walkable neighborhoods and creating a network of bikeways, sidewalks and greenways will provide needed transportation choices for all segments of the population (see Map 8).

ROAD AND BRIDGE IMPROVEMENTS

The Proposed Transportation Improvements map (see Map 8) shows the location of the proposed projects listed below in Table 10, Transportation Improvement Projects. For a discussion of the long-range planning process for roads and bridges, please see Transportation Features in the Existing Conditions section of this document.

North Carolina Department of Transportation (NCDOT)
Metropolitan Transportation Improvement Program (MTIP)

Winston-Salem Northern Beltway (U-2579)
Work is planned to construct a new multilane freeway between US 52 and US 311. The project is divided into multiple sections with Section F in proximity to the Rural Hall area. Section F extends from US 52 to Germanton Road (NC 8). When completed, the eastern section of the Northern Beltway will serve as the I-74 corridor. This section is currently unfunded.

US 52 Upgrade to Interstate Standards (I-4404)
Work is planned to upgrade US 52 to interstate standards from NC 66 in Winston-Salem to I-74 in Surry County. Planning and design work is in progress. The construction is currently unfunded.

Comprehensive Transportation Plan Projects

Forum Parkway Extension
This project proposes a connection from Forum Parkway to University Parkway potentially utilizing the existing Northstar Drive and Grace Baptist Church Road right-of-way. The construction of this connection may assist in relieving traffic from Bethania-Rural Hall Road and the US 52 interchange.

Northridge Park Drive Extension
This project proposes the extension of Northridge Park Drive from its current end to Tobaccoville Road where it intersects Circle Drive. This extension would be one segment in the development of the Rural Hall Loop.

Rural Hall Loop
This project proposes a connection from Circle Drive north of Ridge View Terrace to Broad Street. This extension together with the Northridge Park Drive Extension would complete the development of the Rural Hall Loop.

Wall Street Extension
This project proposes to extend Wall Street from its western terminus to Bethania-Rural Hall Road. The construction of this connection may assist in relieving traffic from Bethania-Rural Hall Road and the US 52 interchange.

Collector Streets
As properties come in for zoning or subdivision review, the Winston-Salem Urban Area Collector Street Plan will be consulted for recommended street connections. The Collector Street Plan includes the general location of new collector streets and recognizes existing streets that function as collector streets. Proposed locations for new collector streets in the Planning Area are:
• Extension of Laverton Lane to Germanton Road.
• Extension of Pebblebrook Road to Stanleyville Road.

Other Recommendations
• Incorporate attractive and pedestrian-oriented features into any road improvement projects.
• Minimize the use of dead ends and cul-de-sac in new subdivisions and redeveloped areas.
• Connect local streets, where feasible, when developing or redeveloping sites.
<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Current Status</th>
<th>Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Road Widений and Improvements</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>I-4404 - US 52</td>
<td>NC 65 in Winston-Salem to I-74 in Surry County. Upgrade to interstate standards</td>
<td>Unfunded MTIP project</td>
<td></td>
</tr>
<tr>
<td>U-2730 B - Bethania-Rural Hall Road (NC 65)</td>
<td>US 52 to NC 66 in Rural Hall. Widen to multiple lanes</td>
<td>Scheduled for reprioritization</td>
<td></td>
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<tr>
<td><strong>New Roads</strong></td>
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<tr>
<td>U-2579 - Northern Beltway, Eastern Section (Future I-74)</td>
<td>Freeway</td>
<td>Unfunded MTIP project</td>
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<tr>
<td>Forum Parkway Extension</td>
<td>Extension from end of Forum Parkway to University Parkway</td>
<td>Thoroughfare Plan proposal</td>
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<tr>
<td>Northridge Park Drive Extension</td>
<td>Extension from end of Northridge Park Drive up to Tobaccoville Road</td>
<td>Thoroughfare Plan proposal</td>
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<tr>
<td>Wall Street Extension</td>
<td>Extension from end of Wall Street to Bethania-Rural Hall Road</td>
<td>Thoroughfare Plan proposal</td>
<td>_</td>
</tr>
<tr>
<td>Extension of Laverton Lane to Germanton Road</td>
<td>Collector Street</td>
<td>Collector Street Plan proposal</td>
<td>Based on developer participation</td>
</tr>
<tr>
<td>Extension of Pebblebrook Road to Stanleyville Road</td>
<td>Collector Street</td>
<td>Collector Street Plan proposal</td>
<td>Based on developer participation</td>
</tr>
<tr>
<td><strong>Bridge Improvements</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>B - 4506 US 52 - Tobaccoville Rd (SR1620)</td>
<td>Rehabilitate Bridge No. 319 and Bridge No. 335</td>
<td>Right-of-way 2011</td>
<td>Construction 2012</td>
</tr>
</tbody>
</table>

Sources: *Collector Streets, Pedestrian Facilities, and Transit Maps.*  
*Metropolitan Transportation Improvement Program*, August 2008.  
City of Winston-Salem DOT 22nd Annual Safety Improvement Report 2008.  
TRANSIT
While transit in Forsyth County is currently limited to traditional bus routes, special-needs bus service and PART regional commuter routes, other modes of transit such as light rail and a street car system are also under discussion for future travel needs in parts of Forsyth County.

Light Rail
The 2009 Comprehensive Transportation Plan includes a Public Transportation and Rail Map showing the active and recommended high-speed rail corridors. Although the main emphasis to this point has been in developing an east/west line from Clemmons to Greensboro, a goal of the transportation plan has been to maximize rail travel and transport opportunities. As additional growth takes place along the Norfolk-Southern railroad line from Downtown Winston-Salem to the City of King, the feasibility of developing a commuter rail system increases. Recommendations include:
• Support and work with the Piedmont Authority for Regional Transportation to coordinate regional transportation planning in the Triad.
• Ensure that facilities and services planned for a future rail system are interconnected and coordinated with public transportation systems. A rail transit stop should be coordinated with the public transportation system to bring in passengers from a wider area to use the rail line.
• Ensure that land uses along the rail transit corridors and around rail stations support increased development densities and have a transit-friendly design.

See Downtown Rural Hall on page 40 for more discussion on the proposed transit station and surrounding area.

PART
(Piedmont Authority for Regional Transportation)
• Develop a PART Park and Ride Lot near the intersection of US 52 and Bethania-Rural Hall Road.
• Add a future express route from Downtown Winston-Salem to the PART Park and Ride Lot.
• Explore adding bus shelters at key bus stop locations for patron comfort.
• Continue the level of transit service now provided in the Planning Area.
• Continue evaluation and improvements to the fixed bus route service so that it remains an attractive and viable transportation alternative for citizens in the Planning Area.
• Ensure that sidewalks are located in and around the bus stops to provide safe access to transit.

See Regional Transit in the Existing Conditions Section on page 10 for more discussion on the current routes and stops.

PEDESTRIAN
Construction of sidewalks in the Planning Area is achieved through public funding and through private funding of new developments designed to meet recently adopted street design standards. Greenway recommendations are covered in the Community Facilities section.

The adopted Winston-Salem Urban Area Sidewalk and Pedestrian Facilities Plan does not recommend sidewalks in the Planning Area. Sidewalk recommendations from the Town of Rural Hall Bicycle and Pedestrian Facilities Plan as well as recommendations made through this planning process are shown on Map 9.

The Town of Rural Hall Bicycle and Pedestrian Facilities Plan currently recommends the following sidewalks as top priorities:
• Sidewalks on both sides of University Parkway from Wall Street to the Northern Beltway.
• Sidewalk on one side of Broad Street from Anderson Street to Leak Branch Road.
• Complete missing sections of sidewalks on both sides of Bethania-Rural Hall Road from Broad Street to US 52.
• Sidewalks on both sides of Tobaccoville Road, Westinghouse Road, Forum Parkway, Forum Parkway Extension, Northridge Park Drive Extension, the Rural Hall Loop and the Wall Street Extension.
• Sidewalk on one side of each residential collector and local street to provide safe access from residential neighborhoods to the Town Hall, Covington Memorial Park, the proposed new park, Rural Hall Elementary School, businesses and the Post Office.
• Sidewalk on one side of selected residential streets.
• Improve the current at-grade pedestrian crossing at the western end of Summit Street over the railroad tracks. Consider building a pedestrian bridge to improve safety.
Other Recommendations

- Indentify and recommend locations for pedestrian crossing signals at key intersections.
- Assure that pedestrians are accommodated in all road and bridge construction and modification projects.
- Ensure that sidewalks are constructed in Activity Centers as they are developed.

BICYCLE

The following recommendations from the Winston-Salem Area Comprehensive Bicycle Master Plan are applicable to the Planning Area (see Map 9):

- On-road bicycle facilities should be added to roads when they are widened in the Planning Area.
- In the shorter-term, add sidepaths on both sides of Broad Street south of NC 65 and on Bethania-Rural Hall Road east of Broad Street in the historic Rural Hall area.
- Add paved shoulders when development occurs along Tobaccoville Road, Bethania-Rural Hall Road and Germantown Road.
- Add a new signed bicycle route to the Stokes County Connector in accordance with the mapped bicycle route on the Winston-Salem Urban Area Bicycle Map.
- Provide a new signed bicycle route between the towns of Bethania and King utilizing Tobaccoville Road, Jefferson Church Road and Moore Road.

Other Recommendations

- Construct greenway trails, as proposed, for the Rural Hall Planning Area.
- Assure that bicycles are accommodated in all road and bridge construction and modification projects.

COMMUNITY FACILITIES RECOMMENDATIONS

Both public and private community facilities such as schools, parks, medical offices and day care providers, should be easily accessible to all segments of the population. Legacy promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from Legacy is the creation of the central public space in all communities to serve as an urban reference point and the focus of civic and community life.

The Proposed Community Facilities Improvements map (see Map 10) shows existing and proposed community facilities.

SCHOOLS

Legacy calls for quality schools that are assets to the neighborhoods in which they are located. School planning should be coordinated with parks and other public facilities. Recommendations for schools in the Planning Area are:

- Create a school campus district that includes the current Rural Hall Elementary School and a future middle school. Vacant land to the east of the elementary school could be used for a new middle school.
- Initiate conversations with the school system to study the feasibility of attracting a middle school to Rural Hall.
- Consider sharing some of the infrastructure costs to attract a middle school to the area. One example would be building sidewalks to connect existing neighborhoods with the school campus district.
- Explore the feasibility of expanding/building additional recreational facilities within the school campus district. Work with the school system to ensure use of the school property for community events and recreation activities.

RECREATION FACILITIES

Recommendations for proposed parks, recreation facilities, greenways and open space take into consideration the number, size and location of existing facilities; the need for updating existing recreational facilities; the anticipated location of future growth; and the expectations of the community as identified during this planning process. Following
are recommendations for various categories of recreation and open space:

- Establish a new Community Park to provide for future recreational needs. Consider locating this new park on property owned by Rural Hall along Jackson Street between Summit Street and Darkbridge Road on the west side of the railroad tracks. The entire property is about 25 acres, but most of it is in the floodplain, which limits its potential use considerably.

- Consider using the portion of the site closer to the railroad tracks and Covington Memorial Park for active recreation to include athletic fields. Explore the feasibility of connecting the two parks.

- Build pedestrian/bicycle trails throughout the site and connect them with the proposed Grassy Fork Creek Greenway.

- Leave the majority of the wooded areas undisturbed and in a natural state, particularly in the southern portions of the site, as protected open space.

- Extend and make improvements to Jackson Street to access the site. Consider building a parking area off Jackson Street.

- Provide pedestrian connections to Heatherton Lane and Darkbridge Road so that surrounding neighborhoods can access the new park.

- Explore the feasibility of building a community recreation center to serve the community. Depending on its size, one possible location includes the proposed park off Jackson Street in the buildable area off Heatherton Lane, or alternatively, within the proposed school campus district adjacent to the Rural Hall Elementary School. Complete surveys to determine the community preferences for the type of facility and desired programs.

- Establish a park in the Town Center to function as a community focal point and gathering place.

- Continue building small neighborhood parks similar to Pla-Mor Park throughout the community.

- Explore adding a neighborhood park in the southern part of Rural Hall as recommended in the 2015 Parks and Open Space Plan. The area between Omar Drive and Sommerdale Court along Grassy Fork Creek should be considered.

- A new neighborhood park will be needed in the northern part of the Planning Area as more development takes place. No specific site is recommended in this Plan.

- Encourage cooperative use, maintenance and monitoring of parks by citizens, neighborhood organizations and area institutions. Encourage community members and neighborhood associations to become actively involved in the ongoing maintenance of parks.

**GREENWAYS**

The potential exists in the long term for the construction of approximately three miles of greenway trails and connectors in the Planning Area focusing primarily along creeks. Greenways proposed in the 2015 Greenway Plan for Winston-Salem and Forsyth County include the Grassy Fork Creek, neighborhood connectors and the Forum Trail.

A preliminary feasibility study of proposed greenways in Forsyth County has been completed. The study looked at the construction feasibility for the proposed Grassy Fork Creek Greenway from the US 52/NC 66 ramp to Covington Memorial Park. A number of conflicts were identified including the location of fences adjacent to the creek bank in the Forum Industrial Park, the severe topography in some areas, and the proximity of the railroad tracks to the creek leaving no room for the greenway to be constructed. The study recommended evaluating an alternative pedestrian facility or further evaluation by the Town of Rural Hall to pursue construction of all/parts of this greenway.

Since trail construction is expected to continue well beyond the lifespan of this Plan, priority projects are identified. Priority projects take into consideration the location of existing greenway easements and the need for links between neighborhoods and Activity Centers, shopping, parks, recreation facilities and schools. To secure greenway corridors and facilitate future trail construction, it is important to secure 40-foot greenway easements along all identified greenway routes when opportunities arise. Sidewalks and pedestrian trails should connect existing and proposed developments, parks, shopping and schools to existing/proposed greenway trails, where feasible, and ultimately to the larger greenway system.

Priorities include:

- Build the Grassy Fork Creek Greenway Trail from Wall Street to Summit Street, approximately a mile long, following the sewer line and the existing roadbed built to serve the line. This trail will run between Grassy Fork Creek and the railroad tracks.

- Build the proposed connectors to link the main trail with the existing Covington Memorial Park and from Wall Street to Paso Street following a tributary to Grassy Fork Creek.

- Build neighborhood connectors from the Grassy Fork Creek Greenway to surrounding neighborhoods.
• Extend the trails in the area of the proposed new park to give additional opportunities to walk and bike.
• Evaluate extending the Grassy Fork Creek south of Wall Street through the Forum Parkway industrial area.
• Build the Forum Trail from Omar Drive to Montroyal Road under the existing power lines.

This Plan proposes requesting the railroad to abandon rails between Broad Street and Second Street for the Railroad Park. The line suggested for abandonment has remaining rail tracks from Broad Street east to the Forsyth Floral Supply building facing on Rural Hall-Germanton Road. If the tracks are removed, a railroad right-of-way of up to 160’ wide is left from the downtown area to Crestbrook Road. With the removal of the rails, there is a good opportunity for adding a walking/biking trail of approximately 1.5 miles in this section of the county. This Plan recommends:
• Continuing conversations between the Town and railroad representatives to remove rails from this abandoned section of the railroad.
• Exploring the feasibility of building a trail on the abandoned railroad bed.

Abandoned railroad

LIBRARY FACILITIES
Public libraries play an essential role in providing learning opportunities for all citizens. The reuse of existing structures, joint locations with other facilities, and central siting should be considered in the development of libraries. Recommendations for libraries in the Planning Area are:
• Continue work with the Forsyth County Library Board to ensure a satellite facility is kept in the Planning Area.
• Maintain the existing Rural Hall/Stanleyville Branch Library off Broad Street.

HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS

GENERAL RECOMMENDATIONS
Legacy recommends that neighborhoods offer a variety of quality housing types for different income levels, family size and types that reduce the segregation of neighborhoods by race, age and income. Affordable housing should be promoted throughout the city and county by providing incentives, utilizing cost-effective site design and permitting accessory dwellings and congregate care facilities.
• Maintain and improve the quality of the housing stock in the Planning Area by promoting home ownership, supporting rehabilitation efforts, encouraging quality management of rental properties, and enforcing housing codes and sanitation ordinances.
• Encourage a variety of housing types to provide a mixture of housing opportunities.
• Integrate new developments with existing neighborhoods through careful planning, site design and architecture.

Encourage new housing designs to be compatible with the historic character of the surrounding areas, and incorporate design elements found elsewhere in the neighborhood such as front porches, columns and railing, façades with more than one bay, and similar roof pitch.

DESIGN AND APPEARANCE RECOMMENDATIONS

The creation of attractive gateways, business districts and corridors through the use of regulation or physical improvements is recommended by Legacy. Design and appearance improvements create a positive visual image and encourage private reinvestment in an area.

GENERAL RECOMMENDATIONS
• Encourage a high quality of design for new developments in the Planning Area.
• Enhance the physical appearance of the identified commercial districts, the downtown area, the US52/Bethania-Rural Hall Road CAC and the Broad Street/Summit Road NAC.
  – Rehabilitate existing buildings and sites to support a walkable and visually appealing community.
  – Improve the appearance of existing building façades with the addition of architectural detailing.
  – Encourage retrofitting existing parking lots
with low evergreen hedges.

- Develop a planting program that includes street trees, street yards, screening of dumpsters and buffers adjacent to residential areas.
- Implement a planting program through a partnership between the Town of Rural Hall and property owners.

- Revitalize older multifamily residential areas to improve the image of the area.
- Continue the efforts in beautifying the community with welcome signs, flowerpots and community gardens.
- Explore creating a Flower Bed Program and identify areas of right-of-way at neighborhood entrances that can be used for planting areas. Involve neighborhood associations, the Garden Spot of the World Club, and other groups interested in the beautification of the community.
- Build the landscaped areas, paved areas and structural components proposed in front of the Rural Hall Town Hall building.
- Plant appropriate street trees on all roadway and redevelopment projects.
- Incorporate accessibility for pedestrians and bicyclists, users of public transportation and auto users in the design of new developments, where possible.

**ENVIRONMENTAL RECOMMENDATIONS**

The preservation and enhancement of our environmental resources results in a high quality of life for Forsyth County residents. Legacy calls for the protection of watersheds, wetlands, natural areas, and streams throughout the county.

In their vision for the community, residents expressed a desire for clean water and air and maintaining the scenic beauty of the Planning Area. Of particular concern is the need to protect its many creeks from pollution and its floodplains from inappropriate development.

**GENERAL RECOMMENDATIONS**

- Manage development pressures to preserve environmentally sensitive areas, forested areas, wildlife habitats, agricultural lands, and scenic areas.
- Encourage the donation of easements to preserve and protect high-quality natural and scenic areas and farmlands, particularly those located in the northern sections of the Planning Area.
- Encourage Planned Residential Developments, particularly in the north and eastern portions of the Planning Area, to protect these resources.
- Encourage sustainable development of land and buildings.
- Improve or preserve the water quality of the creeks by protecting the natural stream corridors.
- Expand recycling efforts in the Planning Area targeting the commercial and industrial areas.
- Support organizations and programs that educate residents on environmental issues.
- Continue monitoring the water quality of Grassy Fork Creek, Muddy Creek and Buffalo Creek and other smaller creeks in the area.

**HISTORIC PRESERVATION RECOMMENDATIONS**

*Legacy* promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural and environmental quality of an area as well as its contribution to a community’s economic development (see Map 11).

Significant historic resources have been identified in the Planning Area as indicated in initial surveys (see Appendix A. Historic Resources on page 65). Following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets.

**GENERAL RECOMMENDATIONS**

- Retain historic resources, including residential structures, commercial structures and institutional buildings, when possible.
- Recognize buildings, events, or areas of historic, cultural or architectural significance with signage, plaques or markers.
- Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources. Examples of potential workshops include:
  - How and why to nominate a structure or site to the National Register of Historic Places;
  - How to use the historic preservation rehabilitation tax credit program; and
  - Issue-related topics such as how to maintain an older or historic building.
- Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.
- Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.
### Land Use Recommendations

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow proposed Land Use Plan, land use policies, and Special Land Use Condition Areas (page 31).</td>
<td>CCPB, FCBOC, RHTC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Protect residential areas from inappropriate residential, commercial, industrial and institutional encroachment (page 31).</td>
<td>CCPB, FCBOC, RHTC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Cluster new residential development in large tracts of land to preserve rural character and open space (page 31).</td>
<td>CCPB, FCBOC, RHTC, Private Developers</td>
<td>Ongoing</td>
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<tr>
<td>Assure compatible institutional growth consistent with the Institutional Land Use Policies (page 31).</td>
<td>CCPB, RHTC, Area Institutions</td>
<td>Ongoing</td>
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<tr>
<td>Encourage revitalization of underutilized commercial and industrial sites (page 31).</td>
<td>CCPB, FCBOC, RHTC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage concentration of nonresidential land use in designated commercial areas and industrial/business park areas (page 31).</td>
<td>CCPB, FCBOC, RHTC</td>
<td>Ongoing</td>
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<tr>
<td>Facilitate walking, bicycling, and the use of transit facilities with new development and redevelopment in the Planning Area (page ).</td>
<td>CCPB, FCBOC, RHTC</td>
<td>Ongoing</td>
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</table>

### Downtown Rural Hall

<table>
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<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
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<tbody>
<tr>
<td>Continue implementing recommendations of the Downtown Preservation and Revitalization Strategy (page 40).</td>
<td>RHTC, FCBOC, CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Continue making the downtown more pedestrian-friendly and attract new small-scale uses (page 40).</td>
<td>RHTC, FCBOC, CCPB, Property Owners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Provide new areas for on-street parking and organize and delineate existing on-street parking areas (page 40).</td>
<td>RHTC, FCBOC, CCPB</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

*Timing: Immediate: 1-2 years  Short Range: 3-5 years  Medium Range: 6-10 years  Long Range: 10 years or more

**Note:** The recommendations of this Plan serve as a guide to future action and decision making and are not a commitment to funding. Funding for specific projects/actions will be allocated by the Forsyth County Commissioners and the Rural Hall Town Council based on the availability of funds and consideration of other funding priorities.
### Urban Neighborhoods - GMA 2

Designate the area identified in the Plan for GMA 1 and GMA 2 (page 41).

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
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<th>TIMING*</th>
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<tbody>
<tr>
<td>Designate the area identified in the Plan for GMA 1 and GMA 2 (page 41).</td>
<td>CCPB, RHTC, FCBOC</td>
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### Transportation Recommendations

#### Roads and Bridge Improvements

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<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
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<tbody>
<tr>
<td>Widen and upgrade US 52 to Interstate Standards (page 48).</td>
<td>NCDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Widen Bethania-Rural Hall Road to a multi-lane road (page 49).</td>
<td>NCDOT</td>
<td>Long Range</td>
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<tr>
<td>Build the Winston-Salem Northern Beltway, Eastern Section (page 48).</td>
<td>NCDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Build the Forum Parkway Extension (page 48).</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Build the Northridge Park Drive Extension (page 48).</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Build the Rural Hall Loop (page 48).</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Build the Wall Street Extension (page 48).</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Extend Laverton Lane to Germanton Road (page 49).</td>
<td>WSDOT, Private Developers</td>
<td>Long Range</td>
</tr>
<tr>
<td>Extend Pebblebrook Road to Stanleyville Road (page 49).</td>
<td>WSDOT, Private Developers</td>
<td>Long Range</td>
</tr>
<tr>
<td>Rehabilitate Tobaccoville Road bridges over US 52 (page 49).</td>
<td>NCDOT</td>
<td>Immediate</td>
</tr>
</tbody>
</table>

#### Transit

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a PART Park and Ride Lot near the intersection of US 52 and Bethania-Rural Hall Road (page 51).</td>
<td>PART</td>
<td>Immediate</td>
</tr>
<tr>
<td>Install a bus shelter at the PART Park and Ride Lot (page 51).</td>
<td>PART</td>
<td>Immediate</td>
</tr>
<tr>
<td>Explore providing a transit stop in Rural Hall for a future commuter rail system (page 51).</td>
<td>WSDOT, PART, RHTC</td>
<td>Long Range</td>
</tr>
</tbody>
</table>

#### Pedestrian

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review indentified sidewalk projects under the Town of Rural Hall Bicycle and Pedestrian Facilities Plan (page 51).</td>
<td>RHTC</td>
<td>Assessed Annually</td>
</tr>
</tbody>
</table>

*Timing: Immediate: 1-2 years  Short Range: 3-5 years  Medium Range: 6-10 years  Long Range: 10 years or more*
### Pedestrian

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Both sides of University Parkway from Wall Street to the Northern Beltway</td>
<td>WSDOT</td>
<td>Assessed Annually</td>
</tr>
<tr>
<td>• One side of Broad Street from Anderson Street to Leak Branch Road</td>
<td>WSDOT</td>
<td>Assessed Annually</td>
</tr>
<tr>
<td>• Complete missing sections on both sides of Bethania-Rural Hall Road from Broad Street to US 52</td>
<td>WSDOT</td>
<td>Assessed Annually</td>
</tr>
<tr>
<td>• Both sides of Tobaccoville Road, Westinghouse Road, Forum Parkway, Forum Parkway Extension, Northridge Park Drive Extension, the Rural Hall loop and the Wall Street Extension</td>
<td>WSDOT</td>
<td>Assessed Annually</td>
</tr>
<tr>
<td>• One side of residential collectors and local streets to provide access from neighborhoods to public buildings and parks</td>
<td>WSDOT</td>
<td>Assessed Annually</td>
</tr>
<tr>
<td>• Improve the current at-grade pedestrian crossing over the railroad tracks at Summit Street</td>
<td>WSDOT</td>
<td>Assessed Annually</td>
</tr>
</tbody>
</table>

### Bicycle

- Add on-road bicycle facilities when widening roads (page 52).
  - WSDOT                                                                                   Ongoing
- Add paved shoulders with new development along the following roads (page 52).
  - Tobaccoville Road                                                                      WSDOT                                                                                   Ongoing
- Bethania-Rural Hall Road                                                                 WSDOT                                                                                   Ongoing
- Germanton Road                                                                           WSDOT                                                                                   Ongoing
- Add new signed bicycle route to the Stokes County Connector (page 52).                   WSDOT                                                                                   Immediate

### Community Facilities Recommendations

**Schools**

- Create a school campus district that includes a future middle school next to Rural Hall Elementary (page 52).
  - WSFCS                                                                                 Medium

*Timing: Immediate: 1-2 years  Short Range: 3-5 years  Medium Range: 6-10 years  Long Range: 10 years or more*
### Recreation Facilities

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a new Community Park on town-owned property off Jackson Street (page 54).</td>
<td>RHTC, FCPR</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Explore building a community recreation center (page 54).</td>
<td>RHTC</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Establish a Park in the Town Center (page 54).</td>
<td>RHTC, FCPR</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Build additional small neighborhood parks throughout the community (page 54).</td>
<td>RHTC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Explore adding a new neighborhood park in the southern part of Rural Hall (page 54).</td>
<td>RHTC, FCPR</td>
<td>Long Range</td>
</tr>
</tbody>
</table>

### Greenways

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build the Grassy Fork Creek Greenway Trail from Wall Street to Summit Street (page 54).</td>
<td>RHTC, WSDOT, CCPB, WSENG</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Build neighborhood connectors (page 54).</td>
<td>RHTC, WSDOT, CCPB, WSENG</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Build the Forum Trail (page 56).</td>
<td>RHTC, WSDOT, CCPB, WSENG</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Explore feasibility to build a trail on abandoned railroad bed (page 56).</td>
<td>RHTC, Railroad</td>
<td>Short Range</td>
</tr>
</tbody>
</table>

### Library Facilities

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue work to ensure a library facility is maintained in the Planning Area (page 56).</td>
<td>RHTC, FCLB, CCPB</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### Housing and Community Development

### General

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain and improve the quality of housing stock in the Planning Area (page 56).</td>
<td>FCHD, RHTC, Property Owners</td>
<td>Ongoing/ Immediate</td>
</tr>
<tr>
<td>Encourage a variety of housing types to provide a mixture of housing opportunities (page 56).</td>
<td>FCHD, RHTC, CCPB, Developers</td>
<td>Ongoing/ Immediate</td>
</tr>
<tr>
<td>Encourage new housing to be compatible with historic character of area (page 56).</td>
<td>FCHD, RHTC, CCPB, Developers</td>
<td>Ongoing/ Immediate</td>
</tr>
</tbody>
</table>
## Design and Appearance Recommendations

### General

<table>
<thead>
<tr>
<th>Action/Project</th>
<th>Responsible Agency</th>
<th>Timing*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance the physical appearance of the identified commercial districts (page 56).</td>
<td>Property Owners, RHTC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Implement the recommended improvements for Activity Centers (page 56).</td>
<td>RHTC, CCPB, FBOC, Property Owners</td>
<td>Immediate/Short Range</td>
</tr>
<tr>
<td>Revitalize older multifamily areas to improve their image (page 57).</td>
<td>Property Owners, RHTC, CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Continue the efforts in beautifying the community (page 57).</td>
<td>RHTC, Garden Club</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Build the proposed improvements in front of the Rural Hall Town Hall building (page 57).</td>
<td>RHTC, Garden Club</td>
<td>Immediate</td>
</tr>
<tr>
<td>Plant appropriate street trees in all roadways and redevelopment projects (page 57).</td>
<td>RHTC, WSDOT, Property Owners</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

## Historic Preservation Recommendations

<table>
<thead>
<tr>
<th>Action/Project</th>
<th>Responsible Agency</th>
<th>Timing*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain existing historic resources (page 57).</td>
<td>CCPB, HRC, Property Owners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Recognize historic places or events with signage or markers (page 57).</td>
<td>HRC, Community Organizations, Property Owners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Continue public outreach programs on the benefits of preserving historic resources (page 57).</td>
<td>HRC, Community Organizations</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage organizations and property owners to research and recognize the history and significance of properties (page 57).</td>
<td>HRC, Community Organizations, Property Owners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties (page 57).</td>
<td>HRC, Property Owners</td>
<td>Immediate – when determined eligible</td>
</tr>
</tbody>
</table>

*Timing:  Immediate: 1-2 years   Short Range: 3-5 years   Medium Range: 6-10 years   Long Range: 10 years or more
Encourage Planned Residential Development to protect natural resources (page 57).
- CCPB, RHTC, FCBOC
- Ongoing

Encourage sustainable development of land and buildings (page 57).
- CCPB, RHTC, FCBOC
- Ongoing

Preserve water quality by protecting natural stream corridors (page 57).
- CCPB, RHTC, FCBOC
- Ongoing

Expand recycling efforts in the Planning Area (page 57).
- RHTC, FCBOC
- Ongoing

**Environmental Recommendations**

### Abbreviations Used in the Implementation Schedule:

- **CCPB:** City-County Planning Board
- **FCBOC:** Forsyth County Board of Commissioners
- **FCLB:** Forsyth County Library Board
- **FCPR:** Forsyth County Parks and Recreation Department
- **HRC:** Forsyth County Historic Resources Commission
- **NCDOT:** North Carolina Department of Transportation
- **PART:** Piedmont Authority for Regional Transportation
- **RHTC:** Rural Hall Town Council
- **WSDOT:** Winston-Salem Department of Transportation
- **WSENG:** Engineering Department
- **WSFCS:** Winston-Salem/Forsyth County Schools Department
Appendix A. Historic Resources

Flynt House
6780 University Parkway
ca. 1800, 1850, 1950s
According to local tradition, Peter Feisser, a hunter and trapper, built the earliest portion of the Flynt House around 1800. This part of the house is now the rear, log kitchen wing. Feisser is mentioned in the diaries of the Moravians, and his land is shown on a 1779 map of Wachovia. Subsequent owners include Edward Moore (who purchased the property in 1802), Jacob Shouse, Fountain Flynt, Mattie Flynt, and Vernon Flynt. Of note is that Fountain Flynt, who was born in 1809, served as one of Forsyth County’s early county commissioners. If the two-story main house dates to 1781 as family tradition states, then it was heavily altered during the mid-19th century. Remaining architectural evidence is primarily Greek Revival in style. Also located on the property are the Flynt cemetery and a log slave house. The Flynt House property is on the National Register Study List.

Kiger House
8865 Helsabeck Road
ca. 1853, 1880s, 1930
Local tradition states that this two-story log house was built by the Kiger family. In 1979, the initials “W.K.” and the date “Nov. 1853” were on a brick in the house’s exterior end chimney. Unfortunately, the chimney has since been reconstructed and the date brick lost. This German-sided house encompasses a two-story log section connected by a wraparound porch to a one-and-a-half-story frame addition. The log house is not a full two stories, but has more of a second story than a one-and-a-half-story dwelling. This form is sometimes known as a story-and-a-jump. A small gabled addition on the west elevation shelters the root cellar entrance. A variety of window sashes illuminate the interior. Some of the windows in the two-story section appear to be early, if not original. The Kiger House is on the National Register Study List.

(Former) Ledford-Styres Company Store
8096 Broad Street
1905
J.F. Ledford and Holly Hartgrove were the early operators of the 1905 general store and drugstore. Mrs. J.A.P. Wolff located her millinery store there also. Subsequent owners H.A. Speas and Lawrence Fulk used the building as a hardware store, as did John J. McCuiston. Local pharmacists S.S. Flynt and R.M. Lancaster filled prescriptions at the drugstore; a soda fountain was located at the front of the building. In the 1940s, the first local telephone exchange offices were located on the second floor. The two-story brick commercial building features a stepped-parapet façade with a projecting cornice and a recessed double-leaf entry framed by a plate-glass storefront. The front elevation’s second-story features a large central segmental-arched window with a corbelled hood, a granite keystone, and a granite sill. The (former) Ledford-Styres Company Store is on the National Register Study List.

Miller-Cox House
8295 Broad Street
ca. 1896
Dick Miller, a local merchant and broom factory owner, built this house around 1896. It was the first Rural Hall residence to have running water. Subsequent owners included R.M. Cox Sr., R.M. Cox Jr., and Dewey Shropshire, a long-time town clerk of Rural Hall. This weatherboarded I-house features a projecting central bay with decorative shingles and sawnwork ornament in the gable and a wraparound porch with a shingled gable over the entrance bay, turned posts, sawnwork brackets, and a spindle frieze. The house retains original two-over-two sash windows with flat hoods, a double-leaf entry, a pressed metal shingle roof, and brick interior chimneys. The Miller-Cox House is on the National Register Study List.
Nazareth Lutheran Church
460 Bethania-Rural Hall Road
1878
German settlers organized this Lutheran congregation between 1778 and 1785. The cemetery contains grave-markers from the late-18th century. The congregation first met in a brush arbor and then constructed a ca. 1787 log church officially called Nazareth, but also known as Beaver Dam Church, Fessler’s Church, and the Old Dutch Meeting House. The present sanctuary was erected in 1878 under the leadership of Rev. W.A. Lutz, enlarged in 1934 with the construction of Sunday School rooms, and remodeled in 1959. A 1987 fire destroyed the 1934 frame addition, and although the rest of the church was damaged, it was repaired within a year. Beginning in 1993, the North Carolina Office of State Archaeology assisted with a cemetery mapping project, and at least 1900 graves were located. Based on that study, it appears that the Nazareth Lutheran Church cemetery is the oldest and largest continually used church cemetery in the state. The Nazareth Lutheran Church property is on the National Register Study List.

A.L. Payne and Sons Store
8101 Broad Street
1908
A.L. Payne and J.C. Lawrence opened a general store at this location in 1898. They constructed the present building after the original frame store burned in 1907. Payne bought out Lawrence’s interest in 1912 and went into business with his sons, selling a wide variety of other goods, including men’s suits, notions, hardware, feed, seed, fertilizer, and groceries. This two-story brick building features segmental-arched window openings with corbelled hoods and granite sills, two-over-two sash windows, a recessed double-leaf front door framed by a plate-glass storefront, an auxiliary double-leaf door with an arched transom on the north elevation, and a corbelled cornice. The A.L. Payne and Sons Store is on the National Register Study List.

Rural Hall Depot
8170 Depot Street
1888
Many of the small towns across North Carolina owe their success to the coming of the railroad, and Rural Hall is no exception. In January 1888, Mrs. Elizabeth Payne sold a lot to the Cape Fear and Yadkin Valley Railway Company for a depot and freight station; by June of that year the train tracks were operational. The passenger ticket office also offered a telegram and money order service. The depot was in continuous service from the date of its construction until March 25, 1980. On March 26, 1980, it was moved 200 feet south of its original location to its current site so that it would not be demolished. The one-story, side-gable-roofed, German-sided depot has triangular eave brackets, brick interior stovepipe chimneys, and a corrugated metal roof. The building retains some original sliding loading dock doors, but the openings have been infilled with single-leaf doors or sash windows. A bay with three windows projects from the west elevation. The Rural Hall Depot is listed on the National Register of Historic Places and is also designated as a Forsyth County Local Historic Landmark.

A.V. Stoltz House
540 Thacker Road
1874
In 1874, A.V. and Elizabeth A. Stoltz built this substantial brick house. The two-story house features Greek Revival interior finish, such as doors with molded surrounds and mantels. Typical of many late-19th century brick houses in Forsyth County, the brick mortar joints are stenciled with white paint (known as penciling). A double-leaf front door with roundheaded windows and a front porch supported by turned, bracketed posts spanned by a wood railing accentuates the front elevation. Also on the property is a ca. 1880 double-crib log barn with square-notched joints. The A.V. Stoltz House is on the National Register Study List.
Styres-Kiger House
9375 Helsabeck Road
ca. 1800-1820, 1900
Jesse Styres built this two-story house insulated with brick noggin around 1800. Subsequent owners include Oliver Kiger, Ernest Kiger, and Ralph Kiger. Jesse Styres is remembered for his instrumental role in founding Pfafftown Christian Church. The interior retains an enclosed corner stair, plastered walls, molded chair rails, raised-panel doors, and Federal mantels. The Styres-Kiger House is somewhat altered but very significant, as it is one of the oldest extant dwellings in the area. It was also undoubtedly one of the finest houses built in the vicinity at the time of its construction. The Styres-Kiger House is on the National Register Study List.

Nathaniel F. Sullivan House
6285 Stanleyville Drive
ca. 1854
Nathaniel F. Sullivan built this house around the time of his marriage to Lucetta Westmoreland in 1954. Designed in the Greek Revival style, the brick two-story house features a double-leaf front door with a two-pane transom and sidelights. There have been modifications to the house, including replacement of the front hip-roofed porch. A large two-story frame rear addition has been constructed; it replaced a one-story frame addition that featured an enclosed side porch. Also located on the property are a cemetery and a front-gable frame outbuilding. The Nathaniel F. Sullivan House is on the National Register Study List.

Vest-Tuttle Farm
720 Tuttle Road
ca. 1860, ca. 1884, 1910
The Alexander and Charlotte Vest House and the James and Eugenia Tuttle House form a farm complex, which spans the last half of the 19th century. Alexander Vest supposedly built his two-story log house before he left to fight in the Civil War. The weatherboarded house was moved northeast of its original location when Vest’s son-in-law, James Tuttle, decided to build a frame house on the site in the late-19th century. The earlier Vest House retains an enclosed corner stair with a board-and-batten door and a raised-four-panel door on the north elevation. The Tuttle House is characterized by a shed-roofed front porch supported by turned, bracketed posts, two brick end chimneys with corbelled stacks, and a long two-story rear ell. The Vest-Tuttle Farm includes a very significant collection of log and frame outbuildings. The Vest-Tuttle Farm is on the National Register Study List.

It is important not to limit the discussion of the Rural Hall Planning Area’s historic resources to structures. Likely, various Native American tribes inhabited the area along with other early settlers. The North Carolina Office of State Archaeology maintains files on any such sites that have been identified.
<table>
<thead>
<tr>
<th>Name [★]</th>
<th>General Location</th>
<th>Date</th>
<th>Survey Site Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>John N. Anderson House</td>
<td>8485 Broad Street</td>
<td>1885, 1926</td>
<td>FY00553</td>
</tr>
<tr>
<td>Benjamin L. Bitting House</td>
<td>8020 Broad Street</td>
<td>1871</td>
<td>FY01332</td>
</tr>
<tr>
<td>Bitting-Styres House</td>
<td>445 Edwards Road</td>
<td>ca. 1840-1860</td>
<td>FY00548</td>
</tr>
<tr>
<td>Bolejack-Westmoreland Cemetery</td>
<td>Mercer Street</td>
<td>ca. 1800</td>
<td>FY03245</td>
</tr>
<tr>
<td>Bolejack-Westmoreland House [D]</td>
<td>2630 Bethania-Rural Hall Road</td>
<td>ca. 1840-1860</td>
<td>FY00534</td>
</tr>
<tr>
<td>Carmichael House [D]</td>
<td>Redwine Drive</td>
<td>ca. 1840-1860</td>
<td>FY00565</td>
</tr>
<tr>
<td>Collins House</td>
<td>5801 Germanton Road</td>
<td>1944</td>
<td>FY03559</td>
</tr>
<tr>
<td>Robert and Pauline Covington House</td>
<td>325 College Street</td>
<td>1912</td>
<td>FY03563</td>
</tr>
<tr>
<td>Craft House</td>
<td>7990 Broad Street</td>
<td>ca. 1938-1942</td>
<td>FY03229</td>
</tr>
<tr>
<td>Flynt House [SL]</td>
<td>6780 University Parkway</td>
<td>ca. 1800, 1850, 1950s</td>
<td>FY00587</td>
</tr>
<tr>
<td>Fulp-Hartgrove House [D]</td>
<td>Haven Forest Lane</td>
<td>ca. 1840-1860</td>
<td>FY00567</td>
</tr>
<tr>
<td>Griffin-Toler House</td>
<td>8085 Broad Street</td>
<td>1921</td>
<td>FY03227</td>
</tr>
<tr>
<td>T.H. Guinn House</td>
<td>7960 Glade Street</td>
<td>ca. 1887</td>
<td>FY00546</td>
</tr>
<tr>
<td>E.A. Helsabeck Store</td>
<td>385 Second Street</td>
<td>ca. 1893</td>
<td>FY00544</td>
</tr>
<tr>
<td>(former) Hooksville School</td>
<td>360 Thacker Road</td>
<td>ca. 1880-1900</td>
<td>FY00677</td>
</tr>
<tr>
<td>House [D]</td>
<td>115 Bethania Street</td>
<td>ca. 1880-1900</td>
<td>FY00541</td>
</tr>
<tr>
<td>House</td>
<td>165 Bethania Street</td>
<td>ca. 1880-1900</td>
<td>FY01514</td>
</tr>
<tr>
<td>House</td>
<td>Edwards Road</td>
<td>ca. 1840-1860</td>
<td>FY00549</td>
</tr>
<tr>
<td>House</td>
<td>9110 Helsabeck Road</td>
<td>ca. 1880-1900</td>
<td>FY00569</td>
</tr>
<tr>
<td>House [D]</td>
<td>1765 Bethania-Rural Hall Road</td>
<td>ca. 1840-1860, 1880-1900</td>
<td>FY00536</td>
</tr>
<tr>
<td>House</td>
<td>190 Stoltz Street</td>
<td>ca. 1860-1880</td>
<td>FY00559</td>
</tr>
<tr>
<td>Kiger House [SL]</td>
<td>8854 Helsabeck Road</td>
<td>ca. 1853, 1880s, 1930</td>
<td>FY00557</td>
</tr>
<tr>
<td>Kingswood United Methodist Church</td>
<td>6810 University Parkway</td>
<td>1972</td>
<td>FY-3619</td>
</tr>
<tr>
<td>Kiser House [D]</td>
<td>8201 Broad Street</td>
<td>ca. 1880-1900</td>
<td>FY00545</td>
</tr>
<tr>
<td>(former) Ledford-Styres Company Store [SL]</td>
<td>8096 Broad Street</td>
<td>1905</td>
<td>FY00540</td>
</tr>
<tr>
<td>P.A. Merritt House</td>
<td>1725 Shiloh Church Road</td>
<td>1886</td>
<td>FY00528</td>
</tr>
<tr>
<td>Name [★]</td>
<td>General Location</td>
<td>Date</td>
<td>Survey Site Number</td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>-----------------------------------</td>
<td>------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Miller-Cox House [SL]</td>
<td>8295 Broad Street</td>
<td>ca. 1896</td>
<td>FY00552</td>
</tr>
<tr>
<td>John Moore House</td>
<td>8025 Broad Street</td>
<td>ca. 1890</td>
<td>FY01330</td>
</tr>
<tr>
<td>Nazareth Lutheran Church [SL]</td>
<td>460 Bethania-Rural Hall Road</td>
<td>1878</td>
<td>FY00558</td>
</tr>
<tr>
<td>Oak Grove Methodist Church [D]</td>
<td>576 Edwards Road</td>
<td>1900, 1958</td>
<td>FY00550</td>
</tr>
<tr>
<td>A.L. Payne and Sons Store [SL]</td>
<td>8101 Broad Street</td>
<td>1908</td>
<td>FY00539</td>
</tr>
<tr>
<td>Ancus L. and Eunice Flynt Payne House</td>
<td>8010 Broad Street</td>
<td>ca. 1927-1928</td>
<td>FY03228</td>
</tr>
<tr>
<td>Aubrey Payne House</td>
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<td>Payne House [D]</td>
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<td>Rural Hall Depot [NR, LHL]</td>
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<td>Rural Hall Moravian Church</td>
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<td>1927, 1962, 1981, 2001</td>
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<td>Service Station</td>
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<td>C.C. Stoltz Farm [D]</td>
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<td>Styres-Bodenhamer House</td>
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<td>Gabe Tuttle House</td>
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<td>Wall House</td>
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<td>W.F. Wall House</td>
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<td>Wall-Hardy House</td>
<td>170 Bethania Street</td>
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<tr>
<td>Westmoreland House</td>
<td>2515 Bethania-Rural Hall Road</td>
<td>ca. 1870s, 1890s</td>
<td>FY00535, FY00676</td>
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<td>Zimmerman House</td>
<td>6572 University Parkway</td>
<td>ca. 1830-1850</td>
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</table>

Abbreviations: D – Demolished, SL – North Carolina National Register Study List
LHL – Local Historic Landmark, NR – National Register of Historic Places
Note: This list may not be comprehensive. All attempts have been made to include all properties visible from the right-of-way that may be worthy of further investigation.
## Appendix B. Planning Area Zoning / Development Reviews

<table>
<thead>
<tr>
<th>Zoning Case #</th>
<th>Petitioner</th>
<th>Zoning Request</th>
<th>CCPB</th>
<th>Elected Officials</th>
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<tr>
<td>F-1281</td>
<td>J. C. Faw</td>
<td>RS-9 to HB-S</td>
<td>2/10/2000 Denial</td>
<td>3/13/2000 Denial</td>
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<td>F-1320</td>
<td>John Henry Spainhour, J &amp; S Realty Inc.</td>
<td>RS-20 to LI-S</td>
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<td>F-1326</td>
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<td>F-1336</td>
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<td>F-1346</td>
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<td>F-1385</td>
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<td>F-1436</td>
<td>Ronnie &amp; Connie Jones</td>
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<td>F-1475</td>
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<td>F-1520</td>
<td>David &amp; Lori Coe</td>
<td>LI to HB-S</td>
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<td>4/26/10 Approved</td>
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Beaver Creek Farm and Nursery
The following is a summary of the zoning districts and other tools for preserving agricultural and historical assets in Forsyth County.

**AG Zoning.** The Agricultural District (AG District) is primarily intended to accommodate agricultural uses as well as scattered nonfarm residences on large tracts of land. The District is not intended for small-lot residential subdivisions, and accordingly requires a minimum 40,000 square foot lot size for the development of a single-family home. The District is intended for use in Growth Management Areas 4 (The Future Growth Area) and 5 (The Rural Area), and is established to preserve the rural character of these areas and encourage the continued use of land for agricultural, forest, and open space purposes. The District is also intended to discourage the establishment of scattered commercial and industrial land uses, prevent premature conversion of farmland into urban uses, and to limit premature public infrastructure and service demands. AG zoning is an appropriate tool for limiting development intensity and conserving agricultural land in the Rural Hall Planning Area. Rezoning would be required by property owners.

**Voluntary Agricultural District.** The Voluntary Agricultural District program, adopted by the Forsyth County Commissioners in January, 2008, is a tool that helps preserve farmland in an increasingly urbanized county. Landowners receive a set of benefits in exchange for restricting development on their land for a specific time period. Voluntary Agricultural Districts promote agricultural values as well as the agricultural community and its way of life. The Voluntary Agricultural District program also provides increased protection from nuisance suits, encourages the economic and financial health of agriculture, and provides protection from nonfarm development and other negative impacts on properly managed farms. Unlike other agricultural and open space preservation tools that protect farmland, Voluntary Agricultural Districts protect farmers by making farming economically viable. When farmers are protected, the preservation of farmland is ensured. To participate in the program, farms must also participate in the present-use-value taxation program. Further study is necessary to determine the eligibility of farms in the Rural Hall Planning Area for this program.

**Agricultural Tourism Use Classification.** The Agricultural Tourism Use Classification, adopted in 2008, provides a way for farm owners to gain greater economic use of their land. This use classification allows farm owners to establish several nonfarm uses that are directly related to the farming activity taking place on site, such as a winery, small retail store, restaurant, or bed and breakfast. Provisions also exist which allow outdoor special events, such as weddings, to be held on site on a limited basis. The Agricultural Tourism use is only available to farms enrolled in the Forsyth County Voluntary Agricultural District program. Further study is necessary to determine the eligibility of farms in the Rural Hall Planning Area for this use classification. A zoning permit for this use classification would be reviewed by the City-County Inspections Division.

**Forsyth County Farmland Preservation Program.** The Forsyth County Farmland Preservation program is a voluntary program in which Forsyth County purchases from farmers the rights to develop their land for nonfarm purposes, such as subdivisions and shopping centers. The development rights are held in trust assuring that areas with good soils and active farms will remain in agricultural use. The Forsyth County Board of Commissioners created the program in 1984 and the first development rights were purchased in 1987. To date, the program has protected over 1600 acres of farmland; however, it has not been funded in recent years.

**Piedmont Land Conservancy Conservation Easements.** The Piedmont Land Conservancy (PLC) protects land by working with landowners who choose to conserve their land. The PLC helps landowners determine which conservation option will best meet their objectives for the land and themselves. A conservation easement is a legal agreement through which the landowner gives specific property rights to the PLC. It provides immediate and permanent protection while keeping the land in private ownership. Each conservation easement is tailored to the specific property. A landowner can choose to donate the conservation easement or sell the conservation easement at or below its appraised value. If a landowner no longer desires to own the property, the PLC can acquire it. In these situations, the PLC must determine if it is desirable to own the subject property.
House Conversion
Appendix D. Standards for Conversion of Existing Homes to Office or Commercial Use

BUILDING INTEGRITY

- The exterior appearance of the existing single-family homes should be preserved as intact as possible to continue the residential character of the street.
- Keep porches open. If enclosure is necessary, transparent materials, such as glass or screening, should be installed behind the original railing and/or columns.
- Design handicapped features so there is minimal visual impact on the existing structure.
- Locate exterior stairs to the side or the rear of the structure.
- Locate mechanical equipment to the side or the rear of the structure.
- Locate trash containers and metal outbuildings in the rear yard.

PARKING

- New parking areas should be designed to minimize their impact on the existing environment and have a neighborhood character.
- Locate new parking areas behind existing buildings or to the side of the structure.
- Screen parking areas from public view.
- Retain existing vegetation, such as mature trees, and incorporate them into the parking lot design.
- Share driveways, whenever practical, to minimize curb cuts.

ACCESS

- Entrances and steps serve as an important first view of the property and should be preserved as they were originally built.
- Maintain the main entrance to the building at the street frontage.

SIGNAGE

- Signs have a strong impact in the quality and appearance of individual buildings and on the streetscape as a whole. Graphic simplicity and compatibility with the building architecture is important.
- Signage in the NO zoning district should not exceed six feet in height and eight square feet in area. Signage in CB, PB, LB, LO, GO, IP, and NB zoning districts should not exceed six feet in height and 36 square feet in area.
- If a sign is located on a residential building, it should be a small identification panel at the entrance.
- Soft, indirect lighting is recommended. Internally illuminated signs are not recommended.

LANDSCAPING

- Landscaped areas should be carefully maintained.
- Prune trees judiciously to maintain their health and to maintain the visual integrity of the streetscape.
Rural Hall elementary School addition
Institutional uses include schools, churches, community health clubs and organizations, nonprofit agencies, and governments. Institutions have played vital roles in the development of Forsyth County. In some instances, historic neighborhoods were formed around institutions and their character and aesthetics were derived from that of the central institution. Because they are often integrated with existing neighborhoods, institutions seeking to expand their facilities should carefully examine how their plans may impact nearby residences.

Institutions are valued land uses and should be allowed to grow. However, a balance between existing neighborhoods and institutional uses that now often serve a larger community, should be maintained. Institutional expansion in established neighborhoods may be more expensive and site options are likely to be more limited than in undeveloped areas. Creative solutions, including adaptive rehabilitation of existing structures, construction of subfloors or underground parking, establishment of satellite facilities or parking areas, and development of multiuse or shared facilities may be necessary to grow compatibly with surrounding neighborhoods.

Institutions are a unique land use, able to be compatible with surrounding residential uses and often serving to support and stabilize the neighborhoods in which they are located. The UDO provides special zoning districts, uses, and conditions to allow institutions to compatibly exist in and near neighborhoods. Some of these policies may be replaced by the infill development guidelines currently being developed by the City-County Planning Board Staff.

GENERAL RECOMMENDATIONS

- When condemnation of property is considered, an open public process should be initiated by the public entity, in conjunction with local government, prior to any decision to condemn land for acquisition or expansion. All public entities capable of condemnation should follow an open public review process, inclusive of local, state, and federal government; local schools and public learning institutions; and, collective development authorities.

- Rehabilitation of existing structures, particularly when those structures are historic in nature, should focus on maintaining the historic character of the structure and its surroundings. This should include limited use of artificial or replacement components (such as artificial sidings, windows, etc.); avoidance of enclosing or removing original porches or vestibules; and, retention of significant architectural features such as dormers, columns, rails, window and door details, and chimneys.

- Conversion of public park land for exclusive use by private institutions is strongly discouraged.

- Before considering the addition of new parking areas and locations, institutions should work with the neighborhood and other adjacent institutions to determine the ability for timesharing parking areas.

- The construction of compatible parking decks is preferable to multiple or large expanses of surface parking.

- On-street parking in residential areas should be designed to better accommodate non-institutional residents. The establishment of permitted parking and time limits for parking should occur wherever institutional uses impact residential streets. Enforcement of parking restrictions should be a task of institutional security operations in addition to governmental enforcement measures.

- Road or alley closures to accommodate institutional expansions should only be considered after a thorough public review process and only if the road closure will not isolate portions of a neighborhood, will not remove a traditionally significant access point into an area, or will not result in historic structures being removed from their street-oriented context.

SITE DESIGN RECOMMENDATIONS

- Site design should repeat site patterns already established in the neighborhood; retain existing positive features (trees, stone/brick walls, substantial shrubbery), whenever possible; and, retain existing mature tree canopies.

- Oversized structures or intense uses should be located away from residential areas or screened with vegetation.
• Operational facilities and other "back door" uses should be designed and maintained to the same standard as public areas when the operational or back door uses are located in neighborhoods or are visible from roadways.

• Heat pumps, air conditioners, and other noise producing equipment should be chosen for quiet operation. To limit impact on surrounding residential uses, equipment should be located away from residential uses (such as on the top of structures) or surrounded by vegetation.

• Large expanses of paving should be divided into smaller components with interior planting areas and alternating materials (brick paver areas, staining, etc.).

• Sidewalks should be maintained for safety and their widths and materials should blend with the neighborhood.

• Public street furniture and lighting fixtures should be designed to blend with or enhance the surrounding streetscape. The use of period lighting is encouraged over contemporary street lighting when placed in historically designated areas.

• Fences or walls that create a fortress-like environment are strongly discouraged.

NEW CONSTRUCTION RECOMMENDATIONS

New construction adjacent to residential areas should be complimentary to the surrounding character of the neighborhood. The following concepts should be applied:

• Lot Coverage and Spacing. New construction should conform to established spacing and lot coverage patterns of the neighborhood, whenever possible.

• setback. Setbacks for new construction should be consistent with existing buildings on the street. The setback should be within 20% of the average setback along the block.

• Orientation. New construction should face the same direction as existing structures on the block.

• Height. The height of new construction should be consistent with existing structures on the block. The height should be within 30% of the average height of structures in the block.

• Scale. The scale of new construction should be compatible with existing and/or surrounding structures in the neighborhood.

• Basic Shape and Form. New construction should be compatible in basic shape and form with existing and/or surrounding structures along the street.

• Roof types. Roof form and pitch should be similar to that of existing structures on the block; roofing materials should be compatible with those of existing structures.

• Exterior Architectural Components. Architectural design components (cornices, lintels, foundations, window patterns) should provide a sense of unity and cohesion with the existing structures on the street.

• Materials and Textures. Exterior materials (such as wood, brick, stone, and stucco) and textures should be compatible with surrounding structures. Modern materials may be used as alternatives to prevalent traditional materials, but oversized brick, exposed concrete blocks, or glass block/plate glass walls should be avoided if such materials are not prevalent on surrounding structures. Exterior colors should blend with surrounding natural and built features.
Appendix F. Design Guidelines and Standards - Suburban Business Parks

Although efforts continue to revitalize Downtown Winston-Salem and other existing employment centers, many companies still prefer to locate at suburban sites in a campus-like environment. For certain companies, the locational advantages that initially shaped our downtowns are often no longer relevant (i.e., railroad access) or substitutes are readily available almost anywhere (i.e., nearby access to financial institutions). These sites, which are referred to here as Suburban Business Parks, can be attractive to companies by offering affordable land, the ability to build a facility conforming to a company’s specific needs, nearby access to an interstate or an airport, access to a regional supply of labor, and a campus setting preferred by some employees. Forsyth County needs to provide a sufficient supply of these sites to help attract new companies or to assist local businesses expanding their operations. Suburban Business Parks should be integral components when implementing comprehensive economic development strategies.

Suburban Business Parks can also create some negative impacts in the immediate area and for the larger community. Because they are often in an isolated location, serving these parks with public transit may not be initially feasible. They are automobile-dependent developments to which employees and visitors must drive, mostly individually. Suburban Business Parks can dramatically increase traffic volumes in areas where the infrastructure may not yet be able to handle it. Suburban Business Park development can also contribute to declining downtowns and Activity Centers by driving new or existing businesses away from traditional areas of economic activity.

DESIGN GUIDELINES

Purpose. The purpose of these design guidelines is to help create high-quality suburban business parks in a campus-like setting consisting of attractive buildings, significant natural open space, and formal landscaped areas.

Application. These guidelines will be used by the City-County Planning Board and its staff as a means of organizing review of master plans for business parks. The guidelines identify important design elements that should be considered. Because the setting and target market for each business park will be unique, no single formula is ideal for creating an excellent design. Therefore, where design elements of a master plan vary from these guidelines, their appropriateness will be judged on how well they address the overall intent of the guidelines and not on strict adherence to particular elements.

Uses. Appropriate uses in these business parks include warehouses, light manufacturing and assembly, scientific and research laboratories, and corporate offices.

Recommended Overall Site Size. The recommended minimum site size for business parks is 100 acres. This threshold size will focus business park development at a few appropriate locations, allow for coordinated development and sufficient land for a campus-like setting, and provide enough space for the effective use of buffers and preservation of natural areas.

Site Buffers. Site buffers consisting of existing vegetation supplemented by additional plantings and berms should be located along the periphery of the site to provide a visual screen and functional separation from public streets and adjoining residential land. The width of these buffers may vary depending on the physical characteristics of a particular site but in any case should not be less than 50-feet in width.

Access. Access should be on roads of at least minor thoroughfare classification, and streets in the business park should be designed to both allow access from adjacent neighborhoods but not draw traffic through local residential streets. More than one major access point should be provided and connectivity of the internal street system is encouraged.

Common Open Space. A minimum of 20% common open space consisting of streams or lakes, floodplains, wetlands, slopes greater than 20%, and other open areas should be retained on the site. Common open space should be connected, where possible, to form a ribbon of green throughout the development. In areas where the site buffers are more than 50-feet, the area
in excess of 50-feet may be counted as part of the common open space requirement if it is linked to other common open space areas. An existing site resources map should be prepared by the developer as part of the site planning process showing natural and constructed site features to be included as common open space.

Stream/Wetland Protection. Streams and wetland areas should be protected by requiring riparian buffers to the edge of the floodway fringe for FEMA regulated streams and 50-foot buffers from each side of streams and wetlands identified in the Forsyth County soil survey. Exact location and extent of streams and wetlands should be verified during preparation of the site resources map required to identify common open space elements.

Architectural Design. Architecturally unified materials should be selected and emphasized for each structure and building site. Exposed standard concrete blocks and prefabricated metal are not recommended but may be acceptable for the sides and rear of buildings if they are screened from view of external property lines and internal roadways. Offices or showrooms should be located at the front of the building and façades facing the street should be articulated to distinguish the building. Additionally, new developments should explore the use of Leadership in Energy and Environmental Design (LEED) standards to help increase energy efficiency and reduce long-term building expenses.

Placement of Structures. All structures should be set back a minimum of 100 feet from the external property lines of the business park site. Employee parking may be located in this setback in the 50 feet closest to the building. Buildings on each building site should face interior streets and be setback a minimum of 60 feet. For large buildings, a larger setback in proportion to their footprint and height is encouraged to contribute to a campus-like setting. Buildings located on the corner of two streets shall be considered to have two front faces. Warehouse buildings should be designed and placed on their lots so that views of loading docks from the street are minimized or prevented.

Storage/Process Areas. Businesses should meet the storage requirements of the "Manufacturing B" use in the Unified Development Ordinances, which allows operations including storage of materials, processing fabrication or assembly of products and loading and unloading of new materials only within enclosed buildings. Storage trailers or containers should be located in designated areas and screened from public streets or from the exterior of the business park. No outdoor processes should be employed in the operation of any business in the business park as stipulated by the requirements of the "Manufacturing B" use in the Unified Development Ordinances. Any waste and recycling receptacles should be located within an enclosed structure.

Operation Impacts. Operations at the business park should not produce dust, smoke, odors, fumes, air or water pollution, noise, gases, or vibrations as required by the requirements of the "Manufacturing B" use in the Unified Development Ordinances. The use of hazardous materials or volatile chemicals should be in compliance with all Federal, State, and local requirements.

Internal Design

Landscaping. Extensive landscaping should be used to:
- Create attractive medians at major entrance streets into the park;
- Highlight public access points to buildings;
- Buffer loading and utility areas;
- Break up large parking areas;
- Provide a transition between neighboring sites;
- Compliment building design and materials; and,
- Provide a transition between parking areas
- Create attractive medians at major entrance streets and the office portion of a structure.

Fences. Perimeter and chain-link fencing should be prohibited unless a special need can be demonstrated. In cases where the need is demonstrated, chain-link fencing should be as minimal as possible and its view from public streets or outside the business park should be screened by landscaping or buffering. Where it is necessary to use chain-link fencing, black, green, or earthtone vinyl coated fencing is preferred.

Pedestrian Circulation. A system of greenway trails that are part of the open space component of the business park and sidewalks along one side of major streets in the business park are encouraged. At each building site, sidewalks should link visitor parking areas and front yard parking areas to the main building entrance. Sidewalks should also link building sites to greenway trails and any sidewalks along major streets in the business park development.

Parking Areas. Parking areas located to the side or rear of buildings are encouraged. Extensive paved areas should be avoided in favor of smaller multiple
lots separated by landscaping and buildings. Parking lots adjacent to and visible from public streets should be screened from view through the use of natural topography and created earthen berms, low screen walls, and changes in elevation, landscaping, or combinations of these design techniques.

**Signs.** A signage plan showing proposed park identification signs and standards for building façade and freestanding signs should be provided as part of the master plan for these developments. Park entrance signs should be a monument type not exceeding 12 feet in height and 54 square feet in area.

**On-site Lighting.** All on-site lighting should be designed, located, shielded, or deflected so as not to shine into neighboring property or impair the vision of pedestrians or the driver of any vehicle. For parking lots and other outdoor areas, full cutoff lighting that conforms to standards defined by the Illuminating Engineering Society of North America should be used. For buildings façades and other lighting surfaces, such as signs, landscaping and fountains, and light fixtures should be full shielded and aimed accordingly as to not project onto neighboring property or skyward.

**Display Areas.** No outdoor display areas should be allowed. All display areas should be located within flex-space or office buildings.

**Service Areas.** Provision for handling all truck service should be located at the rear or sides of buildings. Loading docks should be located at least 300 feet from adjacent residential areas. Where there is an intervening public street, the setback is reduced to 150 feet. Loading docks located on the side of any building should not be nearer than 50 feet from the front face of the building. Loading docks should be recessed, screened, or otherwise designed to be totally buffered from adjacent properties and public roads.

**Exterior Mechanical Devices.** Air conditioners, heating, cooling, ventilating equipment, pumps and heaters and all other mechanical devices including roof-mounted mechanical equipment should be screened from view from the public right-of-ways. All utilities should be placed underground.

**Flex-space and Multitenant Uses.** Multiuse and "flex-space" buildings designed to accommodate a number of tenants or a single tenant with needs for office, research, assembly and storage space in the same structure are encouraged to attract "start-up" operations and entrepreneurs.
Acknowledgments

Citizens Advisory Committee

Clay Cox
Resident-student

Dan Corder
Tobaccoville Administrator

Steve Craver
Rural Hall Moravian Church

Susan Gordon
Resident

Lois W. Hoots
Resident-Realtor

Kent Hunter
Resident-Realtor

Billy Mchone
Tobaccoville resident

Harvey Pardue
Resident

Herschel Redding
Builder

A.C. Reynolds, Jr.
Business Owner

Mary Lee Smith
Resident

Claudia H. Watson
Resident

Wallace Williamson
Resident

Forsyth County Board of Commissioners

Adopted September 12, 2011

Richard V. Linville
Chairman

Beaufort O. Bailey
Walter Marshall
David R. Plyer

Gloria D. Whisenhunt
Bill Whiteheart
Everette Witherspoon

Debra Conrad
Vice Chair

J. Dudley Watts Jr., County Manager

City-County Planning Board

Adopted May 12, 2011

Arnold G. King
Chairman

Clarence R. Lambe Jr.
Darryl Little
Barry Lyons
Lynne Mitchell

*Paul W. Mullican
Brenda J. Smith
Allen Younger

Wesley Curtis Jr., AIA
Vice Chair

*Planning Board Member for the Planning Area

Rural Hall Town Council

Endorsed June 13, 2011

Larry T. Williams
Mayor

Jerry Canady
Councilman

Frank L. James
Town Manager

Herman C. Denny
Mayor Pro Tem

John McDermon
Councilman

Dora Moore
Town Clerk

Ricky S. Plunkett
Councilman

City-County Planning Staff Team

A. Paul Norby, FAICP
Director of Planning

*Marco Andrade
Project Planner

*Project Leader

Judith Hunt, AICP
Principal Planner

Robin Bass
Planner

David Reed, AICP
Principal Planner

LeAnn Pegram
Project Planner

C. Lynn Ruscher, AICP, GISP
Principal Planner

Donna Myers
Planning Graphics Coordinator

Byron Brown
Project Planner

Amy Crum
Project Planner

LeAnn Pegram
Project Planner

Amy Crum
Project Planner

LeAnn Pegram
Project Planner

Amy Crum
Project Planner

City-County Planning Staff Team

Lakesha C. Dunbar
Civil Engineer

Gregg Errett, AICP
Planning Development Coordinator

LeAnn Pegram
Project Planner

Amy Crum
Project Planner

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Project Planner

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Project Planner

Amy Crum
Project Planner
For more information about the

RURAL HALL
AREA PLAN

Contact:

City-County Planning Board
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E-mail: planning@cityofws.org
Web site: www.cityofws.org/planning