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 Citizen's Advisory Committee is created by the Planning Board to work with staff as they interpret *Legacy* for each individual community.

**Suburban Area 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.

An Area Plan does not change the current zoning of an area. The Plan contains guidelines to help the Planning Board, governing bodies, community leaders, and neighborhoods of Forsyth County make decisions on zoning, public investment, and private initiatives. Upon adoption, each Area Plan becomes a part of the comprehensive plan, *Legacy*. While the Area Plan process seeks the extensive involvement on the part of residents, property owners, and investors, the City-County Planning Board (CCPB) has the responsibility to see that each Area Plan is consistent with the broad public interest and with the elements of the comprehensive plan.

To assure implementation of the recommendation of Area Plans, an Annual Status Report will be completed for each Area Plan adopted under *Legacy*. The report includes the status of each action/project listed in the implementation schedule.
The Southwest Suburban Area Plan

Adopted by the City-County Planning Board on June 12, 2008
Adopted by the Winston-Salem City-Council on August 4, 2008
Adopted by the Forsyth County Board of Commissioners on January 26, 2009

Publication Date: May 2009
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Map 1.
Southwest Suburban Planning Area Boundaries

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The Southwest Suburban Planning Area encompasses approximately 13,292 acres of land in the southwestern portion of Forsyth County. Approximately 60% of the area is in Winston-Salem. The remainder is in unincorporated Forsyth County (see Map 1).

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 chapter of Legacy defines a series of specialized areas within the county: the City Center, Urban Neighborhoods, Suburban Neighborhoods, the Future Growth Area, and the Rural Area. Each of the defined areas has specific characteristics and recommendations.

The entire Southwest Planning Area is designated as a Suburban Neighborhoods Area in the Growth Management Plan (see Map 2).

Citizen participation is a critical part of the Area Plan process. A Citizens’ Advisory Committee (CAC) is set up for each plan 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 from various City and County departments is also formed to give input into the process and review the final recommendations.

The first step of the planning process is the assessment of current conditions and the summary of the recommendations of existing plans. A handbook is created for the CAC containing information the CAC may need to make recommendations for the study area (see Figure 1).

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 can be discussed. 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. An implementation plan is formulated to outline tasks and timing needed for each recommendation.

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 City Council and 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, City Council, and County Commissioners to guide land use, infrastructure, and public investment decisions.
The Southwest Suburban Planning Area has developed rapidly in the last two decades. The area has a diverse mix of residential, commercial, office, institutional, industrial, and recreational uses and opportunities. The most intensive uses are concentrated in the northern half of the area where substantial commercial and office development activity has occurred since Hanes Mall opened in 1975. The central part of the area has a significant amount of established industrial uses. The southern portion of the area, beyond the city limits, consists mainly of low-density residential areas and a significant amount of undeveloped land with a more rural character, though only a small amount is actually in agriculture. Since the most undeveloped land is in this part of the Planning Area it is expected that in the long term much of the Planning Area’s future development will take place in this area depending on the availability of sewer. The development of alternatives to conventional subdivisions represents a challenge for the area.

**DEMOGRAPHICS**

In 2000, the population of the Southwest Suburban Planning Area was 15,034. This is an increase of 8.3% from 1990, a slower rate of growth than that of Forsyth County which had a 15.1% increase in population over the decade.

The racial make-up of the Planning Area is white, (76.7%), African-American (17%), and other racial groups that make up the remainder of the Planning Area’s population. The Hispanic ethnic group constitutes 3.1% of the area’s population.

There were 7353 housing units in the Planning Area at the time of the 2000 census with 93% of them being occupied. Some 64% of housing units were occupied by the owner with the remainder renter-occupied. The homeownership rate in the Planning Area is therefore higher than the citywide rate of 56% and almost the same as the countywide rate of 66%.

The Southwest Suburban Planning Area is an area of diverse land uses. Intense development activity has taken place in the area since 1975 with the opening of Hanes Mall. The most extensive changes in land use over the past 10 years have involved new commercial and office activity in the Hanes Mall Boulevard/South Stratford Road area and Jonestown Road north of I-40; new residential development along Griffith Road and Ebert Road; and, the ongoing development of the former Hillcrest golf course to a mixed-use development. Development has been focused mainly in the northern portion of the area but has been moving steadily southward. Most of the area south of Clemmonsville Road is relatively undeveloped. **Map 3** shows the existing land use pattern in the Planning Area in 2008. **Table 1** shows existing land use by acreage and percentage of total area.

**Table 1. Existing Land Use**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acres</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Total</td>
<td>5571</td>
<td>41</td>
</tr>
<tr>
<td>Single-Family Residential</td>
<td>3229</td>
<td>24</td>
</tr>
<tr>
<td>Large-Lot Residential</td>
<td>1841</td>
<td>13</td>
</tr>
<tr>
<td>Multifamily</td>
<td>501</td>
<td>4</td>
</tr>
<tr>
<td>Office</td>
<td>278</td>
<td>2</td>
</tr>
<tr>
<td>Commercial</td>
<td>855</td>
<td>6</td>
</tr>
<tr>
<td>Industrial</td>
<td>621</td>
<td>5</td>
</tr>
<tr>
<td>Institutional</td>
<td>314</td>
<td>2</td>
</tr>
<tr>
<td>Mixed-use</td>
<td>153</td>
<td>1</td>
</tr>
<tr>
<td>Parks/Open Space/ Commercial Recreation</td>
<td>254</td>
<td>2</td>
</tr>
<tr>
<td>Utilities/Rights-of-Way</td>
<td>1481</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total Developed</strong></td>
<td>9,527</td>
<td>72</td>
</tr>
<tr>
<td>Agriculture</td>
<td>753</td>
<td>6</td>
</tr>
<tr>
<td>Vacant Land</td>
<td>3012</td>
<td>22</td>
</tr>
<tr>
<td><strong>Total Undeveloped</strong></td>
<td>3765</td>
<td>28</td>
</tr>
<tr>
<td><strong>Total Area</strong></td>
<td>13,292</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey by City-County Planning staff, 2006
RESIDENTIAL
The predominant land use in the Planning Area is residential use which accounts for 5570-acres or 41% of the total land area. Single-family development is the dominant type of residential use accounting for 24% of the total land area. Approximately 1841 acres or 13% of the total land area is in large-lot residential development with single residential units on parcels of 5+ acres. Large-lot residential development is concentrated in the southern part of the Planning Area. Multifamily development accounts for 4% of the total land use in the Planning Area. Concentrations of multifamily land use exist in the northeast part of the Planning Area, particularly along Ebert Road and Griffith Road.

OFFICE
Most office use in the Planning Area is located in close proximity to or mixed in with commercial uses. Office uses are mainly located in the Hanes Mall Boulevard/Burke Mill Road/Kimel Park Drive area and the Healy Drive/Vest Mill Road/Westgate Center Drive/Westbrook Plaza area. Office uses take the form of larger office complexes as well as scattered smaller offices. Office uses account for 2% of all land uses.

COMMERCIAL
Over 855 acres or 6% of the land in the Planning Area is developed with commercial uses. The primary concentrations of commercial land are along Hanes Mall Boulevard, South Stratford Road north of Hanes Mall Boulevard, the Jonestown Road/Kester Mill Road area and in the South Stratford Road/Clemmonsville Road/Griffith Road area.

MIXED-USE
There is one major mixed-use development in the area, the Hillcrest Towne Center development. It is a 153 acre development consisting of a mix of single-family, multifamily and commercial development located west of South Stratford Road within the city limits. The site on which the development is being constructed was previously a golf course.

INSTITUTIONAL
Institutional uses, such as schools, churches, cemeteries and a fire station, are located throughout the Planning Area. The 314 acres of institutional uses account for 2% of all uses in the Planning Area.

PARKS AND OPEN SPACE
There are 4 public parks and open space areas and a private golf course in the Planning Area totaling 254 acres and accounting for 2% of the land area. Recreational facilities are discussed in more detail in the Community Facilities section.

AGRICULTURE
Agricultural uses account for 6% of land in the Planning Area. Lands that are actively used for agriculture are located mostly outside the city limits, concentrated on large parcels in the southern part of the Planning Area.

INDUSTRIAL
Industrial uses occupy 621 acres accounting for 5% of land in the Planning Area. Industrial uses are concentrated east of South Stratford Road at Kimwell Drive, west of Griffith Road and north and south of Clemmonsville Road.

UTILITIES AND RIGHTS-OF-WAY
Combined together, utilities, road and railroad rights-of-way account for approximately 13% of land area of the Southwest Suburban Planning Area. The Planning Area includes major water treatment plant sites, major roads and rail rights-of-way.

VACANT
There are approximately 3012 acres of vacant land in the Planning Area. This constitutes 22% of the total land in the Planning Area. The majority of the vacant land is located in the southern portion of the area outside of the city limits, towards the county boundary, and has no sewer service.
ZONING

Rezoning and subdivision changes since 1995 have impacted the character and pattern of development in the area. In the period 1995 to 2006, there were approximately 120 rezoning petitions covering over 1141 acres of land in the Planning Area. Within the same period, there were approximately 23 subdivision approvals granted that did not require a rezoning petition. These subdivisions cover another 479 acres of land consisting of 1137 lots, bringing the total amount of land involved in either a rezoning request or subdivision approval to 1620 acres or 12% of the total land area in the Southwest Suburban Planning Area. The majority of these rezonings and subdivisions are located in the northern two-thirds of the Planning Area.

TRANSPORTATION FEATURES

Existing transportation features include roads, bus routes, bicycle routes, sidewalks, and greensways.

ROADS

Road Types

Every street and highway is classified to identify its function as part of an overall network.

- **Interstate Highways** are controlled access facilities with 4 or more lanes carrying traffic between cities and states.
- **Freeways/Expressways** are usually controlled access facilities with 4 or more lanes that provide fast and efficient movement of large volumes of traffic.
- **Thoroughfares** function as the primary traffic arteries or “arterials” of a community.
- **Major Thoroughfares** move traffic both within cities and between cities, yet may also provide access to abutting properties. They range in size from 2 lanes to 6 lanes.
- **Minor Thoroughfares** converge traffic from collector and local streets to move it to major thoroughfares or highways.
- **Collector** streets carry traffic from local streets to thoroughfares in addition to providing access to adjoining property.
- **Local** streets are used predominantly to provide access to abutting property.

*Table 2 and Map 4* detail classifications, features and locations of roads in the Planning Area.

Bolton Park provides a range of recreational facilities.
Map 4. Transportation & Pedestrian Features

- Freeways/Expressways
- Sidewalks
- Major Thoroughfares
- Minor Thoroughfares
- Railroad

Legend:

- Freeways/Expressways
- Sidewalks
- Major Thoroughfares
- Minor Thoroughfares
- Railroad

Legend:

- Miles

Legend:

- Miles
CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS

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

The Thoroughfare Plan has long-served 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 Thoroughfare Plan is not fiscally constrained, as it shows all desired road projects – both funded and unfunded road projects.
### Table 2. Southwest Suburban Area Road Classifications and Features (...continued from page 9)

<table>
<thead>
<tr>
<th>Minor Thoroughfares</th>
<th>Description</th>
<th>2005 ADT (Average Daily Traffic volume)</th>
<th>2025 Estimated Volume</th>
<th>Current Road Capacity</th>
<th>Road Width</th>
<th>Future Cross-Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burke Mill Road</td>
<td>Wide 2- or 3-lane, curb and gutter</td>
<td>6,200-14,000</td>
<td>9,800-16,500</td>
<td>16,100</td>
<td>20-36</td>
<td>3-lane, curb and gutter</td>
</tr>
<tr>
<td>Cooper Road</td>
<td>2-lane, shoulder</td>
<td>1,500-1,600</td>
<td>1,900</td>
<td>11,100</td>
<td>19</td>
<td>Widen shoulder for bicycle lanes</td>
</tr>
<tr>
<td>Fraternity Church Road</td>
<td>2-lane, shoulder</td>
<td>1,600-4,100</td>
<td>1,700-5,200</td>
<td>11,100</td>
<td>17-18</td>
<td>3-lane, curb and gutter</td>
</tr>
<tr>
<td>Griffith Road</td>
<td>2-lane, shoulder or 3-lane curb and gutter</td>
<td>5,400</td>
<td>12,100-15,300</td>
<td>16,100</td>
<td>24</td>
<td>3-lane, curb and gutter</td>
</tr>
<tr>
<td>Healy Drive</td>
<td>2- to 3-lane, curb and gutter</td>
<td>11,000 to 17,000</td>
<td>18,700</td>
<td>14,600</td>
<td>32-36</td>
<td>Adequate</td>
</tr>
<tr>
<td>Kimwell Drive</td>
<td>2-lane, curb and gutter</td>
<td>4,700</td>
<td>7,100</td>
<td>16,100</td>
<td>36</td>
<td>Adequate</td>
</tr>
<tr>
<td>Peace Haven Road</td>
<td>2-lane, shoulder</td>
<td>11,000</td>
<td>12,800</td>
<td>18,500</td>
<td>22</td>
<td>3-lane, curb and gutter</td>
</tr>
<tr>
<td>Somerset Drive</td>
<td>2-lane, shoulder</td>
<td>2,600</td>
<td>7,900</td>
<td>11,100</td>
<td>18-28</td>
<td>3-lane, curb and gutter</td>
</tr>
</tbody>
</table>

**List of Existing Collector Streets**

<table>
<thead>
<tr>
<th>Amesbury Road</th>
<th>Cheltenham Drive</th>
<th>Heathrow Drive</th>
<th>London Lane</th>
<th>Vest Mill Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annapolis Drive</td>
<td>Empire Drive</td>
<td>Hillcrest Ctr. Drive</td>
<td>McGregor Road</td>
<td>Westpoint Boulevard</td>
</tr>
<tr>
<td>Atwood Road</td>
<td>Evans Road</td>
<td>Hope Church Road</td>
<td>Old Vineyard Road</td>
<td>Woodard Road</td>
</tr>
<tr>
<td>Brookridge Drive</td>
<td>Flintfield Drive</td>
<td>Kester Mill Road</td>
<td>Sandersted Road</td>
<td></td>
</tr>
<tr>
<td>Carrollwood Drive</td>
<td>Foxcroft Drive</td>
<td>Lake Drive</td>
<td>Sharon Road</td>
<td></td>
</tr>
<tr>
<td>Channel Road</td>
<td>Frontis Plaza Drive</td>
<td>Lockwood Drive</td>
<td>Tesh Road</td>
<td></td>
</tr>
</tbody>
</table>

While the Thoroughfare Plan deals with streets and highways, 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.

An additional 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 Thoroughfare Plan will become the street and highway component of the CTP.

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 7 year period for all modes of transportation.

**Table 7** and **Map 8** in the Transportation Recommendations section show future street and highway projects in the MTIP and the Thoroughfare Plan.
PUBLIC TRANSPORTATION

Local Bus Routes

The Winston-Salem Transit Authority currently provides bus service originating in the downtown and traveling within the Planning Area on 4 day routes and 2 night routes (see Table 3; Map 5).

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.

Light Rail

A proposed regional passenger rail line connecting Forsyth and Guilford Counties is currently being developed by the Piedmont Authority for Regional Transportation (PART). Potential rail station locations include downtown Greensboro, PTI Airport/Kernersville, Winston-Salem State University, downtown Winston-Salem, Thruway Shopping Center/Baptist Hospital, Hanes Mall/Forsyth Medical Center, and Clemmons. The proposed light rail system has the potential to provide new transportation opportunities.

BICYCLE FACILITIES

Bicycle Routes

The Planning Area has two main signed bike routes described in Table 4 and shown on Map 5.

The Winston-Salem Urban Area Comprehensive Bicycle Master Plan identifies a number of roads in the Planning Area as suitable or moderately suitable for bicycling.

PEDESTRIAN FACILITIES

With the adoption of the Long-Range Transportation Plan, enhancing and improving the pedestrian infrastructure throughout the county has become a transportation priority.

Sidewalks

The Winston-Salem Urban Area Sidewalk and Pedestrian Facilities Plan adopted in 2007 takes a comprehensive look at pedestrian needs including sidewalk policies, sidewalk standards, existing sidewalks needing repair, and recommendations for locations of new sidewalks. Because funding is limited, sidewalk ranking criteria was developed as part of the Pedestrian Facilities Plan to help determine which recommended sidewalks are most needed. Criteria includes street type, school locations, location of “pedestrian generators” such as.

<table>
<thead>
<tr>
<th>Table 3. Southwest Suburban Plan Area Local Bus Routes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Route Number</strong></td>
</tr>
<tr>
<td>18 (Day)</td>
</tr>
<tr>
<td>19 (Day)</td>
</tr>
<tr>
<td>23 (Day &amp; Night)</td>
</tr>
<tr>
<td>43 Westside Connector (Day)</td>
</tr>
<tr>
<td>20 (Night)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4. Southwest Suburban Plan Area Bicycle Routes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Route Number</strong></td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>NC Alternate Mountains to Sea Trail</td>
</tr>
</tbody>
</table>
Map 5.
Public Transportation & Bicycle Features

- PART Bus Routes
- Bus Routes
- City and County Bicycle Routes
- Mountains to Sea Bicycle Route
- Bus Route Number
- Bicycle Route Number
- Railroad
- Streams

Legend

Miles

N

W

E

S
stores and parks, connectivity to the overall pedestrian system, and location of bus stops.

Area Plans may make additional recommendations for sidewalks beyond what the Pedestrian Facilities Plan currently recommends. As each Area Plan is adopted, the additional recommendations become part of the Pedestrian Facilities Plan. All proposed sidewalks in the Pedestrian Facilities Plan are evaluated on an annual basis and ranked for future construction.

The City of Winston-Salem and Forsyth County have adopted street design standards for new developments that include requirements for sidewalks.

Existing sidewalks in the Planning Area are limited to Healy Drive and sections of Hanes Mall Blvd., Burke Mill Road, Kimel Park Drive, Jonestown Road, Silas Creek Pkwy., South Stratford Road, Westbrook Drive, and Westgate Center Blvd.

Greenways
Greenways are linear parks that provide pedestrian and bicycle access to community facilities and neighborhoods. Greenways are discussed in more detail in the Community Facilities section.

There are no existing greenways in the Planning Area. A study is currently underway on the Little Creek Greenway.

RAIL
The Norfolk-Southern “L” line, runs from downtown Winston-Salem, adjacent and parallel to South Stratford Road (US 158) until just past Fraternity Church Road, where the rail line heads southwest toward Clemmons and the Yadkin River. The line has been dormant for many years but the Piedmont Authority for Regional Transportation (PART) is studying its potential for a future light rail regional commuter service.

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 3 miles northeast of downtown Winston-Salem and approximately 5 miles from the commercial center of the Southwest Suburban 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 Mid-Atlantic FEDEX hub will open at PTIA in 2009.

COMMUNITY FACILITIES

The Southwest Suburban Planning Area has a number of facilities that serve the community including schools, parks, 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 are 2 public schools in the Planning Area: Clemmons Middle School and Ward Elementary School, which are located adjacent to each other off Fraternity Church Road. Bolton Elementary School and the West Campus of Forsyth Technical Community College are located on Silas Creek Parkway just outside that boundary of the Planning Area. There are no high schools in the area. A site west of Ebert Road and south of Fraternity Church Road has been acquired for future elementary and middle schools to service the area. A site east of Ebert Road located opposite the elementary and middle school site has been acquired for the construction of a future high school.

RECREATION FACILITIES

The 2015 Parks and Open Space Plan was adopted in 2007. This Plan discusses existing parks, community park needs, existing open space and open space needs, park proposals, and recommended facilities.

Four public parks are currently located in the Planning Area. Parks are classified based on their size, facilities and function. Table 5 lists recreation facilities in the Planning Area by type with acreage and major facilities. These parks, which total 178 acres, have a variety of recreational facilities. Hobby Park, which services the entire community,
is a Special Purpose Park with specialized facilities. The Parks and Open Space Plan recommends the development of a neighborhood park on a 5.8-acre City-owned site adjacent to Marvin Ward Elementary School.

There is one existing privately-owned golf course, Heather Hills Golf Course, located at Ebert Road and Salem Creek.

**GREENWAYS**

Greenways are linear open space corridors that can be managed for conservation, recreation, and/or transportation. Many greenways have paved trails and accompanying land that provide pedestrian and bicycle access to neighborhoods and community facilities in addition to the waterways of Forsyth County. In 2002, 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 20 years.

There are currently no greenways in the Southwest Suburban Planning Area. However, construction is expected to commence in 2009 on the proposed Little Creek Greenway.

Other greenway trails proposed in the Greenway Plan include the Muddy Creek, Silas Creek and Salem Creek trails. Established trails along these

<table>
<thead>
<tr>
<th>Park Type/Name</th>
<th>Acreage</th>
<th>Major Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood Parks: Provide for intense recreation activities at locations easily accessible to neighborhoods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Creek Park</td>
<td>33.8</td>
<td>Ball fields and courts, recreation center, shelter, trail</td>
</tr>
<tr>
<td>District Parks: Larger parks which provide a wide array of recreational facilities or focus on specialized activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bolton Park</td>
<td>38.0</td>
<td>Ball courts, swimming pool, playgrounds, fitness course, shelter</td>
</tr>
<tr>
<td>Hobby Park</td>
<td>93.5</td>
<td>Model airplane fields, soap box derby tracks, model car tracks, mountain bike trails and lakes.</td>
</tr>
<tr>
<td>Open Space: Natural landscapes that remain relatively undisturbed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>British Woods Park</td>
<td>11.6</td>
<td>None</td>
</tr>
</tbody>
</table>

creeks are located outside of the Planning Area. The Greenway Plan proposes the development of trails over time along these creeks within the Southwest Suburban Planning Area that would eventually link to the existing trails where feasible.

**OTHER**

Fire Stations serving the Planning Area are located on Somerset Drive and Griffith Road. The location of additional Fire Stations in the area is dependent on future annexation and development in the southern part of the Planning Area.

There are no libraries in the Planning Area. The closest public library facilities are the Clemmons Branch Library on Clemmons Road and the Southside Branch Library on Buchanan Road. There are no existing plans for future library facilities in the Planning Area.

**UTILITIES**

The Winston-Salem/Forsyth County Utilities Commission is responsible for distributing drinking water and providing wastewater treatment in the Planning Area. Public water service is generally available throughout the Planning Area.

There are two major wastewater treatment plants in the area: the Elledge Wastewater Treatment Plant, located off Griffith Road; and the Lower Muddy Creek Wastewater Treatment Plant, located off Cooper Road. There is a closed landfill site which adjoins the northeast boundary of the Elledge Wastewater Treatment Plant that is accessed off
Map 6.
Existing Sewer Availability

- Sewer not available
- Floodway
- Stream

Legend:

- Sewer not available
- Floodway
- Stream

Scale:

0.5  0.25  0  0.5

MILES
Ebert Road. These uses together occupy approximately 400 acres of land. There are no plans at this time to extend the acreage of these areas, though on-site improvements to the treatment plants are ongoing and are likely to continue over the Plan period. There are no plans to develop the closed landfill site because of ongoing methane gas emissions.

There is municipal sewer service available to approximately two-thirds of the Planning Area. Sewer service is made available upon request to developments in this area. The land not currently served with sewer service is located south of the city limits bounded roughly by South Stratford Road, Clemmons Road, Ebert Road, the county line and Muddy Creek (see Map 6). Some consideration has been given to constructing a sewer line from the Lower Muddy Creek Wastewater Treatment Plant along Salem Creek to the Elledge Wastewater Treatment Plant. This could potentially open up for development a large area not currently served by sewer. The project is not considered economically feasible at this time.

**DESIGN AND APPEARANCE**

A functionally efficient and aesthetically pleasing physical environment is important to the image of a community and has become increasingly important in attracting residents, businesses and visitors to a community. Urban design standards and community appearance initiatives result in well designed public and private projects that create an attractive environment in which to live, work and play. The City of Winston-Salem has developed a number of initiatives to improve the appearance and pedestrian orientation of neighborhoods and commercial areas. City efforts are usually, but not always, undertaken in the right-of-way and can include: landscaping and tree planting; sidewalks and other pedestrian improvements; benches, trash receptacles, and other street furniture; public art; decorative street lighting; and public spaces. Other design standards have been adopted as part of the community’s Unified Development Ordinances.

View Corridors are designated areas along thoroughfares in which off-premises signs are prohibited. The purpose of view corridors is to preserve views of significant natural or constructed areas such as the downtown skyline of Winston-Salem or the rural countryside of Forsyth County. Both sides of sections of I-40 in the Planning Area are designated view corridors. They include a section of I-40 between Jonestown Road and Ebert Road, and a section between McGregor Road and Muddy Creek.

I-40 is also a designated Thoroughfare Overlay District (TO District). The main purpose of the TO District is to encourage development and redevelopment which preserves the visual quality and functional operation of the roadway. All development within the TO District is subject to specific site development standards in addition to the standards of the underlying zoning district. These additional standards relate mainly to screening outside storage, shielding of on-site utilities, screening of loading and garage bays, establishing minimum setbacks from the right-of-way, and creating landscaped streetyards.

Many suburban residential and commercial developments lack the special character and sense of community found in more urban neighborhoods. There are design, landscaping, and development standards and guidelines that are applied to large-scale commercial, industrial and residential developments in the community. These standards impact the quality and livability of the built environment in the Planning Area. A future design challenge in suburban areas is to integrate housing and commercial/office/institutional development while encouraging aesthetically pleasing, walkable communities. A number of newer developments in Forsyth County are already moving in this direction.

**HISTORIC BACKGROUND AND RESOURCES**

A number of designations exist for the preservation of the community’s 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 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
The history of the Southwest Suburban Area begins even before the Moravians entered Forsyth County. Various Native American tribes inhabited the area along with other early settlers outside of the Moravian settlement. Evidence of this is the number of archeological sites that have been identified in the Planning Area. Pre-existing the two main religious denominations was a group of early settlers to the area. The group was centered around John Douthit and his neighbors, which included such families as the Freys, the Elrods, and McKnights, among others. This settlement came to be known as the Muddy Creek Settlement.

While the Southwest Suburban Area is fortunate to retain important properties from early in the county’s history, there are also many early to mid-twentieth century resources. Styles such as bungalow began to appear in the 1920s and 1930s. Many architectural resources from the early twentieth century, such as the Jonestown Civic Club, can be found on Jonestown Road. Also found within the Planning Area are several examples of unique structures either due to their architectural style, material selection, or craftsmanship. There are several different examples of rural building types. The area is home to several small stone period cottages of exceptional quality. Examples are located on Vest Mill Road, Griffith Road, and Clemmonsville Road. There are also many modern neighborhoods dating from the 1940s which include such architectural styles as minimal traditional, ranch, split level, and contemporary that warrant future study.

Within the Southwest Suburban Area there are no Local Historic Landmarks, Local Historic or Historic Overlay Districts, or National Register properties. The only areas that have potential for listing at this time are a portion of the original Hope town lot and a small area on Jonestown Road (see Map 11).
**ECONOMIC DEVELOPMENT**

The Southwest Suburban Area is an important center of commerce and industry in Forsyth County. The largest single concentration of retail activity in the county is located in the Hanes Mall Boulevard/ South Stratford Road area. There is also significant office development at this location. The Planning Area has a mix of older and newer industrial developments concentrated in the South Stratford Road/Clemmons Road/Griffith Road area east of the Norfolk-Southern rail line. Both of these concentrations of economic activity are major sources of employment opportunities in the Planning Area. There are a few vacant or underutilized commercial and industrial sites located in the Planning Area. These properties offer opportunities to attract new businesses or expand existing ones, create new jobs and provide needed goods and services to residents of the Planning Area and the larger community.

**THE ENVIRONMENT**

**FLOODPLAINS**

Floodplains are broad, flat, flood-prone lands adjacent to creeks. They are inherently hazardous and costly locations in which to build and where development should be limited. Federal, State and local agencies have established various legal requirements, public policies and guidelines to manage activities in flood-prone areas. These standards are included in the local *Unified Development Ordinances* (UDO).

The Southwest Suburban Planning Area is bounded on the west by Muddy Creek. Salem, South Fork Muddy, Silas, Burke, and Little Creeks flow through the Planning Area. Several other small, unnamed creek branches also dissect the area. The floodplains of these creeks comprise 2233 acres or 16.8 % of the Planning Area (see Map 6).

**WATER QUALITY**

The N.C. Division of Water Quality’s Water Quality Management Plan for the Yadkin-Pee Dee River Basin (2003) classified Salem Creek and Muddy Creek as having impaired water quality and recommended action by Forsyth County and the City of Winston-Salem to improve water quality. The impairment of Muddy Creek is primarily attributed to nonpoint source pollution from stormwater runoff from construction sites and developed areas. The input of developed and/or impaired tributaries such as Silas, Salem, Mill, and Reynolds Creeks contributes to the pollution. The management plan recommends further investigation into the causes of biological impacts to Muddy and Salem Creeks. It also recommends that local actions are needed to reduce sedimentation, turbidity and fecal coliform contamination to promote the production of in-stream habitat by restoring riparian vegetation throughout the watershed. There is ongoing water quality monitoring of Muddy Creek by the City of Winston-Salem. An update of the management plan is ongoing and will be completed in 2009.
**ANNEXATION AGREEMENTS**

An annexation agreement is a legal agreement which defines territory 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 5-year notification period. Each participating municipality must also notify the other(s) of all subsequent annexation proposals within the affected area.

There is an existing annexation agreement between the City of Winston-Salem and the Village of Clemmons. This agreement effective April 1992, and adopted in 1993 stipulates that Clemmons would not annex land east of the Muddy Creek and Winston-Salem would not annex land west of Cooper Road and Frye Bridge Road.

**EXISTING PLANS IN THE STUDY AREA**

The following past plan has been completed in the Planning Area:

**South Stratford Road Development Guide**
(adopted 1989)

The only existing Area Plan that covers part of the area defined as the Southwest Suburban Area is the *South Stratford Road Development Guide*, which was an update of the original South Stratford Road Area Plan adopted in 1982. The boundaries of the *South Stratford Road Development Guide* were US 421, Business 40 and Silas Creek Parkway on the north; Jonestown Road and Little Creek on the west; Jonestown and Clemmons Road on the south; and Burke and Salem Creeks and Burke Mill Road on the east. This Guide covers roughly the north-eastern part of the Southwest Suburban Planning Area, and has been influential in directing the growth of this rapidly growing part of Winston-Salem. There are some elements of the Guide that have not been implemented. For example, greenway trails have not as yet been established as proposed in the Guide.

![Somerset Plaza near the Hillcrest Development](image)
The Hillcrest/Somerset Drive Community Activity Center
The Legacy Development Guide is a general, 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 Southwest Suburban Area Plan are needed to provide more specific guidance for future growth, appropriate land uses, and infrastructure at a community and neighborhood level. The Growth Management Plan and its components contained in Legacy are the basis for Area Plan recommendations. (See Map 2 for Growth Management Areas.)

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 and county over the past fifty years has been auto dependent, low-density residential development with large-scale commercial projects at the urban fringe. With a limited supply of raw land 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.

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, Urban Neighborhoods, Suburban Neighborhoods, and Town Centers. In addition, Metro Activity Centers, Urban Boulevards and Rail Corridors/Stations may overlay any of these subareas.

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 an 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 this area.

Urban Boulevards
Urban Boulevards are special corridors along selected major arterial roads that connect the Center City with selected Metro Activity Centers. The purposes of Urban Boulevards are to: 1) create attractive urban gateways leading into downtown Winston-Salem; 2) provide locations for the concentration of jobs, retail, and higher density housing; 3) promote high-quality transit service and pedestrian access by increasing densities at specific location along these corridors; and 4) incorporate design features that support pedestrian activity and provide a sense of place.

Rail Transit Lines and Transit Stations
Transportation alternatives are essential to our future, and high-speed rail passenger 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 have residential density high enough to support transit service. For this reason, all of the 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 similar principles as 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 providing 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.

### Other Planning Concepts

#### SMART GROWTH

Smart Growth is a comprehensive approach to improve 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 many communities have today.

#### MIXED-USE DEVELOPMENT

The appropriate vertical and horizontal mixing of compatible commercial, office, residential, institutional, and recreational uses can reduce automobile trips and trip length, facilitate pedestrian activity and transit use, promote revitalization, and enhance aging Activity Centers. For a mixed-use development to function effectively, detailed attention must be given to the design and layout of the project. Effective urban design techniques are necessary to ensure different uses are cohesively integrated. Additionally, street connectivity is essential to reduce the travel distance between destinations and to encourage pedestrian trips.

Successful mixed-use developments allow people to choose to walk, bike, or drive to a destination. People can choose to live near where they work or where their daily needs are within walking distance. A successful mixed-use development provides options – options not available in single-use developments. Two types of mixed-use development are Traditional Neighborhood Developments and Transit-Oriented Developments.
TRADITIONAL NEIGHBORHOOD DEVELOPMENT

Traditional Neighborhood Developments (TNDs) incorporate a range of residential densities and housing types, a limited and comprehensively planned mixture of commercial, office, institutional, and civic uses, and a network of connected streets and sidewalks. TNDs are an alternative to standard subdivisions, shopping centers, office parks, and institutional uses that are rigidly separated from one another through the zoning process.

The TND model requires a movement away from single-use zoning categories towards an approach that blends various uses into a pedestrian-friendly, compact form. The City-County Planning Board’s Traditional Neighborhood Development Guidelines address specific recommendations that should be incorporated into TNDs.

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 Town Centers and neighborhoods and by creating focused Activity Centers. TODs can be an attractive location for companies that seek an alternative to the suburban office park or those that would like to locate near a transit station enabling employees across a metropolitan area to have efficient access to and from their workplace.

GREYFIELDS

Greyfields are derelict or declining commercial centers that are suited 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 can therefore be more appealing to potential developers. Greyfield redevelopment is essentially a unique type of infill redevelopment. It can help to revitalize a struggling commercial area by introducing a well-designed development with a mixture of uses to nearby neighborhoods.

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.
Kimel Park office development
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 Southwest Suburban Planning Area in spring 2007 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 Southwest Suburban 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

VISION

The Southwest Suburban Planning Area is a desirable and thriving place in which to live, work, play and do business. The expectations about the location, type and design of new development and the preservation, rehabilitation or redevelopment of existing older development articulated in the Southwest Suburban Area Plan have been realized. The Plan has successfully guided developers, citizens, and local elected officials in accommodating growth and appropriate development in the community.

The area has a mix of well-integrated and complementary land uses that support the needs of residents by providing diverse housing choices, convenient shopping and services, public spaces and varied job opportunities. New mixed-use development is concentrated at Activity Centers, infill sites and at specific locations along major road and transit corridors. New residential developments provide a variety of housing types and prices that supplement and complement existing residential development. Small, compact commercial areas provide convenient goods and services for the surrounding neighborhoods. Reinvestment has reinvigorated what were once declining, underutilized commercial and industrial areas. Quality business/industrial parks provide good paying high technology jobs. The preservation of farmland and open space has helped retain the rural character and agricultural heritage of the historic Hope area.

Goals and Objectives

• Coordinate development with investments in infrastructure.
• Concentrate commercial developments at Activity Centers and in other areas identified in the land use Plan. Discourage strip commercial development.
• Promote compact, mixed-use development along major roads and corridors.
• Provide opportunities for more multifamily residential development.
• Encourage appropriate infill development and redevelopment in areas where there is existing infrastructure.
• Identify vacant and abandoned commercial and industrial sites and buildings and encourage their reuse and redevelopment prior to seeking and/or developing greenfield locations.
• Identify potential locations and design guidelines for business/industrial parks.
• Locate community services and facilities at easily accessible locations to serve the needs of residents.
• Develop strategies for preserving farmland and open space.
• Maintain large-lot, single-family residential development in the more agricultural/rural parts of the Planning Area and in areas without sewer.
TRANSPORTATION

VISION
In the Southwest Suburban Planning Area, the transportation system accommodates pedestrians, bicycles, transit and other modes of transportation as well as motor vehicles. This integrated system provides local residents with practical transportation options, which help reduce auto-dependency and encourage walking and biking throughout the community. Improvements to the street system are coordinated with land use changes to minimize traffic congestion. A connected street system reduces traffic congestion. Street design and traffic calming measures reduce vehicle speeds in neighborhoods. The road and the transit system provide excellent accessibility within the Planning Area and to the wider region.

Goals and Objectives
• Coordinate land use and transportation policies.
• Provide easy access within the area and to other parts of Winston-Salem, Forsyth County and the region.
• Provide people and businesses with varied transportation options.
• Integrate the pedestrian and the bicycle into the transportation system linking neighborhoods, work places and services.
• Consider transit options for the existing rail and major roads corridors in the area.
• Enhance the local street network by increasing street connectivity and improving design where practical.
• Maintain roads and other transportation infrastructure.
• Reuse older parking lots for other purposes and consider underground parking.

CHARACTER, DESIGN AND APPEARANCE

VISION
The livability and appeal of the area to residents, visitors and investors is enhanced by the pervasive-ness of high-quality development and attractive well-designed signs and buildings; the popularity of sustainable designed buildings with distinctive landscaping and the widespread prevalence of trees and greenspaces and well-maintained streets, buildings and neighborhoods.

Goals and Objectives
• Support tree preservation measures that help maintain the area’s existing tree cover and natural character.
• Improve the appearance of highways, businesses and public places with attractive landscaping and signs.
• Maintain buildings, streets, sidewalks and green spaces.
• Encourage and support the rehabilitation and/or redevelopment of older/abandoned commercial and industrial sites/buildings.
• Design new buildings that complement the existing buildings in an area.
• Encourage and support the design of new or rehabilitation of older buildings using sustainable design standards.
**HISTORIC RESOURCES**

**VISION**

The Planning Area is recognized by the community for its rich history and significant heritage. Preservation and sensitive rehabilitation of the historic resources in the area provide a strong sense of place and history. Designation of historic properties and/or districts to the National Register of Historic Places or as Local Historic Landmarks could recognize the most significant of the historic resources.

**Goals and Objectives**

- Actively pursue the identification and preservation of the area’s historic resources.
- Determine the potential of the area’s historic resources for National Register and Local Historic Landmark eligibility.
- Consider the development of a Forsyth County Historic Marker Program to recognize significant historic sites within the Planning Area.
- Sensitively rehabilitate historic structures.
- Incorporate historic structures into the design of new developments, where possible, rather than resorting to relocation or demolition.
- Preserve agricultural land, farmsteads and woodlots.
- Pursue public outreach efforts that advise the community and property owners about the benefits of and opportunities for the preservation of the area’s historic properties.
- Identify organizations, funding resources and incentive programs that could contribute to preserving the area’s historic resources.

**COMMUNITY FACILITIES**

**VISION**

New and improved community facilities offer a diverse range of users opportunities for education, relaxation, physical fitness and safety. New greenway trails enhance the community’s greenway system by connecting neighborhoods and providing easy access to parks, green spaces, shopping, schools and community facilities.

**Goals and Objectives**

- Provide active and passive parks and recreation facilities that meet the needs of residents.
- Encourage the setting aside of functional and natural open space in new developments.
- Encourage the establishment of neighborhood gardens and other community green spaces.
- Provide for a range of high-quality schools.
- Establish a system of greenway trails that connect neighborhoods, services and businesses.
- Establish integrated/multiuse community facilities with opportunities for many uses.
- Improve community safety.
**ENVIRONMENT**

**VISION**

The Southwest Suburban Planning Area contributes to clean water and air which are major assets for the economic development, the health of citizens and the scenic beauty of our community. The quality of water in the area’s creeks, once considered impaired, now receives a high rating. Recycling is commonplace. Use of alternative energy sources is widespread. New buildings and developments are designed and built in an environmentally-sensitive manner.

**Goals and Objectives**

- Protect creeks from industrial pollution, runoff and soil erosion.
- Protect floodplains from inappropriate development.
- Reduce all types of pollution including air and noise pollution.
- Increase recycling in the Planning Area.
- Promote sustainable, energy-efficient developments/buildings.
- Encourage the use of alternative fuels/energy.

**COMMERCIAL/ECONOMIC DEVELOPMENT**

**VISION**

New high technology, bio-medical industries and agribusiness provide a variety of employment opportunities in the area. Energy-efficient industry is the norm. Telecommuting and home offices are widespread. Older commercial and industrial areas are rehabilitated and redeveloped. Development is coordinated with public investments in transportation and public utilities.

**Goals and Objectives**

- Develop new high technology, energy-efficient, bio-medical industries and agribusiness.
- Concentrate economic development in areas where utilities and transportation currently exist or are planned.
- Rehabilitate and reuse older industrial and commercial areas.
- Redevelop and maximize the use of underutilized commercial and industrial areas.
- Promote wider use of telecommuting and home offices.

**Historic Theophilos Kimel House**
General policies from *Legacy* provide the framework for recommendations in all Area Plans. Specific recommendations for the *Southwest Suburban 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 Southwest Suburban Area include:

- The highest density and mix of development should be concentrated at existing and proposed Activity Centers and Transit Stations.
- Goods and services should be available near where people live and work.
- The mix, type, density and design of development should facilitate walking, bicycling and the use of transit facilities.
- Residential areas should be protected from inappropriate residential, commercial, industrial and institutional encroachment.
- Clustering of residential development is recommended for large undeveloped parcels identified for residential use to protect natural features, natural vegetation, historic resources, farmland and provide open space.
- Industrial uses are best located in areas identified for business/industrial parks.
- Commercial development should be concentrated in designated areas and not be allowed to take the form of strip development along the major roads in the Planning Area.
- Institutions are valued land uses and should be allowed to grow and expand to meet their needs in a manner compatible with their surrounding neighborhoods.
- More emphasis should be placed on site design that creates 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 41.

**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 land uses. *Legacy* recommends compact, pedestrian-oriented neighborhoods.

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 residential land uses:

**Low-Density Residential**

Low-density residential development has a density of 0 to 5 dwelling units per acre and consists mostly of single-family, detached units. Low-density residential development is recommended for:

- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of land in the area west of South Stratford Road, south of the proposed South Stratford Road Metro Activity Center (MAC) (page 37). There is significant existing low-density, single-family development in this area. There are also large parcels of undeveloped land off Peace Haven Road, Jonestown Road and McGregor Road zoned single-family, 9000 square
foot minimal lots (RS9) and suitable for single-family development. These can be developed either as conventional subdivisions or as Traditional Neighborhood Developments (TNDs). TNDs, which include a limited mixture of land uses, are recommended for larger parcels of land. For more details see Legacy Recommendations section on page 23.

Large-Lot Residential/Agriculture

Large-lot residential development combined with farmsteads is recommended for:

- Large undeveloped parcels of land south of the proposed alignment of the Southern Beltway and Fraternity Church Road. There is no municipal sewer service in most of this area. Some of these parcels of land are currently in agricultural use and are located in the historic Hope area. The area is suitable for large-lot, very low-density residential development and farmland/open space preservation. Where land is to be subdivided, Planned Residential Developments (PRDs) are recommended, where feasible. Where the preservation of farmland/open space is a priority, a range of tools can be considered for the preservation of farmland/open space in Forsyth County. For more details on PRDs and tools for farmland/open space preservation see the Legacy Recommendations section on page 23, and Appendix B.

Moderate-Density Residential

Moderate-density residential development has a density of 5 to 8 dwelling units per acre. Generally, moderate-density residential land use is recommended for sites greater than 2 acres that are most appropriately developed with multifamily, townhouses or clustered single-family structures.

Most of the existing multifamily development in the Planning Area is moderate-density residential development. The main areas recommended for new developments at this density are:

- Griffith Road north of the industrial area.
- Some sections of Ebert Road north of Clemonsville Road.
- Parcels along the western side of South Stratford Road, south of the proposed Hillcrest/Somerset Drive Community Activity Center to the Jonestown Road area.
- Parcels along Clemonsville Road east of Hobby Park.
- Vacant multifamily-zoned land located south of the proposed Hanes Mall Mixed-Use Area. Figure 3 illustrates a design alternative for multifamily residential development on this site.

Figure 3. Multifamily Development: A Design Concept
**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.

There is a limited amount of existing intermediate-density multifamily residential development in the Planning Area. The main areas recommended for new developments at this density are:
- The proposed South Stratford Road Metro Activity Center including the Core Area and Support Areas.
- An area on the south side of Kester Mill Road immediately east of Silas Creek.

**High-Density Residential**
High-density multifamily residential development has a density of over 12 dwelling units per acre. Generally, high-density residential land use is recommended for large sites that are most appropriately developed with multifamily structures or at Metro Activity Centers as part of mixed-use developments.

Locations in the Planning Area recommended for high-density multifamily residential development are:
- The proposed South Stratford Road Metro Activity Center including the Core Area and Support Areas.
- The Mixed-Use Opportunity Area along Hanes Mall Boulevard from I-40 to South Stratford Road.
- The Jonestown Road/Kester Mill Road Mixed-Use Area.
- The Commercial/Multifamily Area bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and the realigned Burke Mill Road to the south.
- An area west of Griffith Road and south of the realigned Burke Mill Road.

**OFFICE AND COMMERCIAL**
There is a significant amount of existing commercial and office use in the Planning Area. This Plan, therefore, recommends the consolidation and redevelopment of commercial and office uses at existing commercial/office locations and new development at designated Activity Centers and Mixed-Use Opportunity Areas.

All new and redeveloped commercial and office uses should be designed and developed to be compatible with nearby uses.

**OFFICE**
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. Larger-scale offices are appropriate in Mixed-Use Opportunity Areas and Metro Activity Centers.

**SPECIFIC RECOMMENDATIONS**
In addition to existing office areas in the Planning Area new infill and redeveloped office areas are recommended at the following locations (see Map 7):
- The Vest Mill Road small-scale office area is bounded by I-40 to the south, Business 40 to the north and west, and the South Stratford Road MAC to the east. This area is composed primarily of 1980s and 1990s vintage office development on small parcels. Some vacant land exists in the area, and some older single-family residential development is also present. The location of these single-family residences makes them prime candidates for redevelopment. Additionally, two multistory, multifamily buildings exist in this area.

Redevelopment of this area should consist of comprehensively-planned office development. Where comprehensive redevelopment is not viable, individually developed office uses similar in character to the existing development in the area are also acceptable. Vehicular cross-access easements should link new development with adjacent parcels. These vehicular connections will ease traffic problems and improve circulation in the area. Commercial or additional multifamily development is not suitable at this location due to limited vehicular access to the area as demonstrated by current traffic congestion.

- The Burke Mill Road Campus Office Area is generally bounded by Griffith Road to the west, Hanes Mall Boulevard and I-40 to the north, and the realigned Burke Mill Road to the south and east. This area is comprised primarily of Kimel Park, a campus-style office development north of Burke Mill Road. A small amount of commercial, multifamily, and single-family residential development also exists in the area. While the
majority of this area is made up of relatively new construction and is unlikely to redevelop, the single-family homes along Burke Mill Road may redevelop in the near future. This land should be redeveloped as campus-style office, multifamily, or higher density single-family development. These single-family homes should not redevelop individually, but should be redeveloped in a comprehensive fashion. Additional commercial development is not recommended in this subarea, as there is an abundance of commercial development in close proximity to this location. Redevelopment in this area should incorporate sidewalks and other elements of pedestrian orientation and should be compatible with the character of the existing office development in the area.

• The South Stratford Road Urban Boulevard, specifically the northwest and southwest corners of the intersection of South Stratford Road and Jonestown Road.

• Small-scale offices and home office conversions are proposed for the area along the west side of South Stratford Road between Atwood Road and the Hillcrest/Somerset Drive CAC, and the homes fronting South Stratford Road from Atwood Road north to Summerlin Street. Amalgamation of single-family residential lots to construct small-scale offices may be considered provided that proposals conform to guidelines and standards (see Appendix C).

• The Mixed-Use Commercial/Multifamily Area bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and the realigned Burke Mill Road to the south (see page 35).

• The Mixed-Use Opportunity Area located along Hanes Mall Boulevard from I-40 to South Stratford Road (see page 35).

• The Jonestown Road/Kester Mill Road Mixed-Use Area (see page 35).

• The South Stratford Road Metro Activity Center and Transit-Oriented Development (TOD) (see page 37).

• The Hillcrest/Somerset Drive Community Activity Center (CAC) (see page 36).

• The Clemmonsville Road/Ebert Road Neighborhood Activity Center (NAC) proposed for small neighborhood-serving offices (see page 36).

Table 6. Defined Low-Intensity Commercial Uses

<table>
<thead>
<tr>
<th>Uses* Include:</th>
<th>Uses* Do Not Include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Day Care</td>
<td>Furniture/Home Furnishings</td>
</tr>
<tr>
<td>Arts/Crafts Studio</td>
<td>General Merchandise Store</td>
</tr>
<tr>
<td>Bed and Breakfast</td>
<td>Hardware Store</td>
</tr>
<tr>
<td>Child Care Drop-in</td>
<td>Museum, Art Gallery</td>
</tr>
<tr>
<td>Child Day Care Center</td>
<td>Nonstore Retailer</td>
</tr>
<tr>
<td>Combined Use</td>
<td>Post Office</td>
</tr>
<tr>
<td>Food/Drug store without Drive-through</td>
<td>Residential Building, Multifamily</td>
</tr>
<tr>
<td>Funeral Home</td>
<td>Residential Building, Townhouse</td>
</tr>
</tbody>
</table>

*Uses defined in the UDO
OFFICE/HIGH DENSITY RESIDENTIAL

One site has been designated on the Proposed Land Use Map for Office/High-Density Residential uses. It is bounded by the realigned Burke Mill Road to the north, South Stratford Road to the west, existing industrial development to the south, and an unnamed creek to the east. This site is also identified as Special Land Use Condition Site *r. Recommendations for development of the site are on page 43.

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 G). This land use category includes all office uses as well as commercial uses listed in Table 6. This Plan recommends office/low-intensity commercial in the following area:

• An area east of Hope Church Road and south of Clemmonsville Road between the existing Duke Power facility and the proposed industrial area. This area is proposed for new small-scale office/low-intensity commercial uses and conversion of existing buildings to office/low-intensity commercial uses.

COMMERCIAL

This Plan calls for the creation of new commercial opportunities and the improvement of existing commercial areas that are compatible with existing development and do not infringe on nearby neighborhoods. Commercial areas should be compact with limited-access onto major thoroughfares. Strip commercial development should be avoided.

SPECIFIC RECOMMENDATIONS

In addition to existing commercial areas, new infill, and redeveloped commercial areas are recommended at the following locations (see Map 7):

• The Jonestown Road/Kester Mill Road Mixed-Use Area.
• The Mixed-Use Commercial/Multifamily Area bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and the realigned Burke Mill Road to the south.

• The Hanes Mall Retail/Residential Mixed-Use Area located along Hanes Mall Boulevard from I-40 to South Stratford Road.
• The South Stratford Road Metro Activity Center (MAC) and Transit-Oriented Development (TOD).
• The Hillcrest/Somerset Drive Community Activity Center (CAC).
• The Clemmonsville Road/Ebert Road Neighborhood Activity Center (NAC).
• Special Land Use Condition Areas where existing commercial use can be retained with specific conditions.

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 to meet their needs 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.

Planning policies to guide the location of community facilities and proposed generalized locations for these facilities are indicated on Map 10 and discussed on page 50. Planning policies to be applied for institutional expansion into neighborhoods are included in Appendix E.

Agricultural use in the Planning Area
Wake Forest University Primate Center
There are proposals to expand the Wake Forest University Primate Center, the largest institutional use in the Planning Area. The existing facility is located on a site south of the South Fork Muddy Creek extending to the county line. However, an additional 76-acre site north of the creek, currently zoned for single-family residential use, is owned by the University. This site could be available for further expansion of the facility over time.

SPECIFIC RECOMMENDATIONS
• Develop vacant land and redevelop underdeveloped parcels and vacant buildings in the main existing industrial area located east of South Stratford Road, west of Griffith Road and north of West Clemmons Road
• Consider in the longer term the development of new industrial/business parks in the area located south of Clemmonsille Road, north of Fraternity Church Road, and west of Ebert Road and the proposed Clemmonsille Road/Ebert Road Neighborhood Activity Center. Development of significant new industrial uses in this area is contingent upon construction of the Southern Beltway to provide adequate access to the area and the extension of sewer facilities to service the area.
• Utilize design guidelines to ensure high-quality development of industrial/business parks (see Appendix D).

PARKS/OPEN SPACE
The Proposed Community Facilities Map (see Map 10) shows a number of existing and possible sites for parks and open space. Open space may consist of land protected by conservation easements, City- or County-owned land, or City or County Parks. Most of the existing open space is concentrated in the floodplains along the area’s creeks. Greenway easements exist or are proposed as part of the open space system. (see Community Facilities, page 50, for detailed park and greenway recommendations.)

INDUSTRIAL
This Plan recommends the consolidation of industrial uses at existing locations as well as the development of new industrial sites (see Map 7). New and redeveloped industrial uses should be designed in a manner which makes them compatible with nearby residential uses.

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

Figure 4. Mixed-Use Redevelopment Concept: Hanes Mall Boulevard
and convenient sharing of parking and other resources. For more details on Mixed-Use Development, see the **Legacy Recommendations** section on page 22.

In this Plan, mixed-use development is proposed at Activity Centers (see page 36). In addition, three Mixed-Use Opportunity Areas are identified on the Proposed Land Use Map. These are:

**The Hanes Mall Retail/Residential Mixed-Use Area**
This area, proposed for a mix of multifamily use and retail uses, is located along Hanes Mall Boulevard from I-40 to South Stratford Road. This area currently consists primarily of big-box commercial development, strip centers and outparcel development. This area also contains a large amount of surface parking. As development pressures mount in future decades, these surface parking lots could be redeveloped as vertically-oriented, mixed-use developments incorporating multifamily residential and structured parking. **Figure 4** shows a possible multiuse redevelopment concept for this area.

Redevelopment of this area should incorporate pedestrian-scaled architectural detailing such as awnings and allow for a visual connection between the public realm and activity inside buildings. Sidewalks should also be constructed along both sides of Hanes Mall Boulevard and should include a connection to the proposed Little Creek Greenway to the south.

**The Jonestown Road/Kester Mill Road Mixed-Use Area**
This area is located west of Jonestown Road, north of Kester Mill Road, east of an existing quarry, and south of US 421. Currently, this area features a concentration of individually developed commercial uses along Jonestown Road. The remainder of this area consists of a mixture of industrial development, single-family residential, and a manufactured home park.

Redevelopment of this area should consist of a comprehensively-planned mixture of commercial, office, and multifamily residential development. A new moderate-density residential development, Tatton Park, is located directly south of this mixed-use area on Kester Mill Road. Any new development at this location should be compatible with the Tatton Park development. Redevelopment of this site should include neighborhood-serving commercial uses for the residents in the surrounding area. Redevelopment of this area should incorporate pedestrian-scaled architectural detailing and allow for a visual connection between the public realm and activity inside buildings. Sidewalks should also be constructed along Jonestown Road and Kester Mill Road.

**The South Stratford Road/Burke Mill Road Commercial/Multifamily Mixed-Use Area**
This proposed commercial/multifamily area is bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and the realigned Burke Mill Road to the south. This area is primarily commercial uses along with a small percentage of older single-family residential development. This single-family residential development is likely to redevelop in the near future. Redevelopment in this area should incorporate a high-density mix of commercial and multifamily residential uses. While commercial uses are appropriate in this area as part of a comprehensively-planned development, commercial development of any kind is not recommended south of the realigned Burke Mill Road. Development in the mixed-use area should have pedestrian connections to the residential/office development south of Burke Mill Road. **Figure 5** shows a possible multiuse development concept for this area.

Future development in the commercial/multifamily area should incorporate pedestrian-scaled architectural detailing and allow for a visual connection between the public realm and activity inside buildings. Sidewalks and street trees should also accompany new development here, and a conscious effort should be made to link this area to the South Stratford MAC and the Hanes Mall Mixed-Use Area. Any new road construction in this subarea should maximize connectivity.

Proposals at other sites for mixed-use development should be individually evaluated based on their consistency with the MU-S (Mixed-Use Special District) zoning requirements of the UDO and how they integrate with and complement the neighborhoods where they are located.

**TRADITIONAL NEIGHBORHOOD DEVELOPMENTS (TNDs)**
Specific sites for TND developments are not identified in this Plan because the largest vacant parcels of land in the Planning Area are located
south of Clemmonsville Road. This area, for the most part, is not served by sewer and consists of historic farms. It is more suitable in some areas for PRDs, and in other areas, for future industrial use. However, developments on the larger parcels of vacant land west of South Stratford Road, including parcels located off Peace Haven Road proposed for low-density residential development, can be developed to include elements of Traditional Neighborhood Developments, where appropriate. For more details on TNDs, see the section on the Legacy Recommendations section, page 23.

NEIGHBORHOOD ACTIVITY CENTERS (NACS)

Neighborhood Activity Centers (NACs) are compact, pedestrian-oriented, neighborhood business areas, which provide needed services within walking distance of residential areas. NACs may serve as neighborhood gathering places.

The area at the periphery of a NAC may be suitable for moderate-density housing that transitions to the density of the surrounding neighborhood. For more detail on NACs, see Legacy Recommendations section, page 22.

Clemmonsville Road/Ebert Road Neighborhood Activity Center (NAC)

This Plan identifies one potential NAC, the Clemmonsville/Ebert NAC (see Map 7), containing approximately 35 acres, located at the intersection of Clemmonsville Road and Ebert Road. This NAC is focused around existing older commercial development that serves the southeastern portion of the Planning Area. A gas station and a small shopping center are the major commercial uses located there. A church anchors the southeastern corner of the NAC.

Existing development in this NAC could be successfully redeveloped to serve the concentration of existing and newer residential units in the vicinity. Sidewalks should link the uses within a redeveloped NAC as well as link the NAC to its service area. New commercial development in the area should be designed to address the street and should display pedestrian-friendly design features. Any expansion of the institutional component of the NAC should also exhibit neighborhood-scale, pedestrian-oriented design. Consideration may be given to locating a park and recreation facilities in the vicinity of the NAC. Sidewalks should connect the NAC with the moderate-density multifamily development to the west on Clemmonsville Road, to the north on Ebert Road and to schools/parks.

COMMUNITY ACTIVITY CENTERS (CACs)

Community Activity Centers (CACs) are larger business areas that provide shopping and services meeting the day-to-day needs of nearby residences, and ideally contain a grocery store and a pharmacy. The area at the periphery of a CAC may be suitable for moderate-density housing such as duplexes, townhomes and low-rise apartments that transition to the density of the surrounding neighborhood. For more detail on CACs, see section on Legacy Recommendations, page 22.

Hillcrest/Somerset Drive Community Activity Center (CAC)

One existing CAC, the Hillcrest/Somerset Drive CAC, which is approximately 180 acres, serves the...
The southwestern portion of the Planning Area (see Map 7). This CAC consists primarily of the Hillcrest mixed-use development, which is a residentially-oriented development. This development incorporates some characteristics of a Traditional Neighborhood Development such as a mixture of commercial and residential uses, sidewalks and street trees, on-street parking, and buildings with minimal front setbacks. Hillcrest incorporates various types of residential development including townhouses, apartments and single-family homes.

The CAC also includes a variety of commercial uses on South Stratford Road. Existing commercial development includes a neighborhood-scale shopping center at the intersection of South Stratford Road and Somerset Drive, a restaurant, gas station, and other automobile-oriented uses further north on South Stratford Road. A large portion of the commercial development within the CAC has been approved as part of the Hillcrest development but has not yet been built. This commercial development will serve nearby residences and can be accessed by sidewalk from the residential portion of the development. New commercial development in the area should be designed to address the streets within the development.

While sidewalks currently exist throughout most of the CAC, sidewalks should be constructed along the portion of South Stratford Road where they do not currently exist. A pedestrian connection should also be made, when feasible, from the CAC to the proposed Little Creek Greenway.

**METRO ACTIVITY CENTERS (MACS)**

MACs are compact, mixed-use regional centers for retail, office, civic, and residential activity. MACs have both a Core Area containing business and institutional uses, and a Support Area comprised of higher-density housing. The Core Area has land uses, street configurations, and design features that create a “town center.” For more detail on MACs, see section on Legacy Recommendations, page 21. Also, the City-County Planning Board’s Metro Activity Center Design Guidelines address specific recommendations that should be incorporated into MACs.

**South Stratford Road Metro Activity Center and Transit-Oriented Development (TOD)**

The Hanes Mall area was recommended as an Activity Center in Vision 2005, the county’s comprehensive plan adopted in 1987, and was designated a Metro Activity Center (MAC) as part of Legacy, adopted in 2001. However, Legacy noted that although there is a mix of retail, office and some residential development, the area lacks the compactness and pedestrian-friendly character of an ideal MAC. Legacy recommended that a major retrofitting would be necessary to enable it to more adequately function as a MAC. It also identified the location of a transit station in the vicinity of the MAC off South Stratford Road as a commuter stop on a proposed commuter rail service. This service would use the existing Norfolk-Southern rail line linking Greensboro, Winston-Salem State University, downtown Winston-Salem, Thruway/Baptist Hospital, Hanes Mall/Forsyth Hospital, and Clemmons.

There is redevelopment potential in this Hanes Mall area as a combination MAC and Transit-Oriented Development (TOD) (see Map 7). Redevelopment of this area should contain a mix of uses and should demonstrate a more compact, urban form.

A regional rail station is proposed as the center of the South Stratford Road MAC. The station would most likely be located on South Stratford Road between Hanes Mall and Silas Creek Parkway. A potential site for the station is south of the intersection of South Stratford Road and Healy Drive.

The proposed Core Area and primary growth area of the TOD/MAC would extend roughly 0.25 mile from the proposed station. A large part of this Core Area is suitable for redevelopment. Most of the land east of South Stratford Road in the MAC Core Area is currently used for warehousing and light manufacturing, or is vacant. This area would most likely be the first to redevelop due to its proximity to the proposed rail station and its current uses.

Redevelopment in the Core Area should:

- Make a conscious effort to link South Stratford Road with Silas Creek Parkway and Forsyth Medical Center, as well as Hanes Mall to the south.
- Contain a vertically-oriented mix of uses including retail, office, institutional, and residential uses.
Map 7.
Proposed Land Use

- Agriculture / Large-Lot Residential
- Low-Density Residential
- Moderate-Density Residential up to 8 du/ac (see text page 30)
- Intermediate-Density Residential 8-12 du/ac (see text page 31)
- High-Density Residential 12+ du/ac (see text page 31)
- Institutional
- Park/Open Space
- Commercial Recreation
- Office
- Office/High-Density Residential (see text page 33)
- Office/Low-Intensity Commercial (see text page 33)
- Commercial
- Mixed-Use (see text page 34)
- Industrial
- Utilities
- Special Land Use Conditions (see text page 41)
- Activity Center
• Have a minimum residential density of at least 20 units per acre surrounding the transit station.
• Contain a significant amount of multifamily housing to support the large number of jobs in the area.
• Feature buildings located as close to the street as possible to create a sense of enclosure of the pedestrian environment.
• Feature buildings with pedestrian-scaled architectural detailing.
• Incorporate a grid or modified grid street network with on-street parking, where feasible.
• Incorporate decked parking or surface parking shielded from view by buildings or landscaping.
• Incorporate provisions for alternative modes of transportation such as train, bus, and bicycle.
• Use sidewalks and street trees wherever possible to enhance the pedestrian-orientation of the MAC Core Area.
• Be accompanied by appropriately-scaled signage coordinated within the development. Signs should be scaled for both the automobile and the pedestrian.
• Incorporate lighting that does not negatively affect adjoining residential property.
• Incorporate urban-scale, common open space such as pedestrian plazas/greenspaces to enhance the livability for residents of the area.
• Incorporate screening of utility and service areas using landscaping or brick or other materials compatible with the MAC development.

**Figure 6** shows a possible redevelopment concept for a section of South Stratford Road located in the Metro Activity Center.

The Support Area of the Hanes Mall TOD/MAC would extend from the edge of the Core Area to approximately 0.5 mile from the rail station. This area contains Hanes Mall, Forsyth Medical Center, the Healy Drive office corridor, low-intensity commercial uses along South Stratford Road, commercial development bounded by Hanes Mall Boulevard, South Stratford Road, I-40, and single-family and multifamily residential development. The variety of uses in this area reinforces the mixed-use orientation of MACs, and provides support for the MAC Core Area.

The west side of South Stratford Road adjacent to the MAC Core Area is currently home to a variety of small-scale commercial uses. A more intensive, mixed-use development would also be appropriate. Additionally, Hanes Mall is poised for intensification through the reuse of its existing outparcels and surface parking lots. These outparcels could be redeveloped with multistory, mixed-use buildings that would give the mall area a pedestrian-oriented urban form. While it is not likely that this area will significantly redevelop in the next few years, comprehensive redevelopment may happen when light rail arrives in the area (**Figure 6**).

Both the MAC Core Area and Support Area should be redeveloped in a pedestrian-friendly manner. A pedestrian circulation system should link South Stratford Road and Silas Creek Parkway and the proposed rail station with Healy Drive, Forsyth Medical Center, and Hanes Mall Boulevard. The construction of sidewalks within the MAC boundaries on both sides of South Stratford Road, Silas Creek Parkway, and Hanes Mall Boulevard should be a top priority. Sidewalks should also be constructed on both sides of new streets created in the MAC Core Area as it redevelops. These sidewalk connections should eventually connect to the proposed Little Creek Greenway.
Beyond the designated South Stratford Road MAC Support Area are 4 additional areas with specific development recommendations: the Vest Mill Road Small-Scale Office Area, the Hanes Mall Boulevard Mixed-Use Area, the South Stratford Road/Burke Mill Road Commercial/Multifamily Mixed-Use Area, and the Burke Mill Road Campus Office Area (see Map 7). These areas function as an additional Support Area for the Metro Activity Center (see Office and Mixed-Use Opportunity Areas, pages 31, 34).

**Special Land Use Conditions**

*a. Jonestown Road between Netterillo Drive and Barbara Anne Circle.* An abandoned commercial site is located on the east side of Jonestown Road between Netterillo Drive and Barbara Anne Circle. A small, dilapidated commercial building exists on the site, which is zoned RS-9. This site is not recommended for future commercial development or zoning as it is surrounded by residential and institutional uses.

*b. Jonestown Road between Still Point Drive and McGregor Road.* An abandoned commercial site is located on the east side of Jonestown Road between Still Point Drive and McGregor Road. A small metal garage building is located on the site, which is zoned RS-9. This site is not recommended for future commercial development or zoning as it is completely surrounded by residential zoning.

*c. South Stratford Road between Lockwood Drive and Mid Salem Drive.* Myers Greenhouse is located on the west side of South Stratford Road between Lockwood Drive and Mid Salem Drive. A variety of buildings currently exist on the site, including several greenhouses. This site, which is zoned RS-9, is generally well maintained, and the impact of its current use has been minimal to date. However, a commercial rezoning at this location may lead to the creation of strip commercial development in the surrounding area and is not recommended by this Plan. The greenhouse can continue to operate under its nonconforming status.

*d. Clemmonsiville Road at its intersection with Woodard Road.* An abandoned commercial building is located on the south side of Clemmonsiville Road at its intersection with Woodard Road. This small commercial-style building is currently zoned RS-9. While not currently occupied, this site is generally well maintained and would be an appropriate location for the low-intensity commercial or office uses proposed in the Plan for this area (see page 33). NO or NB zoning would be the most suitable zoning at this location.

*e. Hall Lane off Fraternity Church Road.* Dunnco Contractors is located on the north side of Hall Lane, an unpaved private road east of Fraternity Church Road. This use is zoned Light Industrial (LI-S) and is housed within a large metal building located on the site. Additional industrial development is not recommended in this area due to the historic resources in the immediate vicinity. The impact of this use has been minimal to date. However, expansion of this use would not be appropriate at this location, and single-family residential development would ultimately be the ideal use at this location.

*f. Hall Lane off Fraternity Church Road.* The Dunn, Foster and Spainhour, Commercial Site Work company is located at the eastern terminus of Hall Lane, an unpaved private road east of Fraternity Church Road. This use is zoned Limited Business (LB) and a large metal building is located on the site. While additional industrial development is not recommended in this area due to the historic resources in the immediate vicinity, the impact of this use has been minimal to date. However, expansion of this use would not be appropriate at this location, and single-family residential development would ultimately be the ideal use at this location.

*g. South Stratford Road between Old Sides Mill Road and Faw Road.* The Blue Dolphin Dive Center is located on the northwest side of South Stratford Road between Old Sides Mill Road and Faw Road. A small commercial building is located on the site, which is generally well maintained. The site is zoned RS-9 and is located in the historic Hope Area. The impact of its current use has been minimal to date. However, a commercial rezoning at this location may lead to the creation of strip commercial development in the surrounding area. The Dive Center can continue to operate under its nonconforming status.

*h. Fraternity Church Road east of Hanover Road and west of Woodlake Road.* J. A. Pipe Organ Builders is located on the south side of Fraternity Church Road east of Hanover Road.
and west of Woodlake Road. Although this site is zoned LB-S, it is densely wooded and does not have the usual visual impact of commercial development from the street. Additionally, due to the nature of the use, little additional traffic results from its presence in the area. While limited expansion of this use, appropriately done, would be acceptable at this location, other commercial uses would not be desirable here. Single-family residential development would be the ideal use of this property if this commercial use ceased to exist.

*i. Eddystone Lane and Smith Lake Road.*
Smith Lake is located off Smith Lake Road west of Eddystone Lane and north of Atwood Road. The property is zoned RS-9 and is currently being used for a commercial recreational use (fishing for a fee). The surrounding area consists primarily of low-density, single-family residential development, and as such, this property would not be appropriate for commercial zoning or other commercial uses. If the current commercial recreational use ceased to exist, residential development would be the ideal use at this location. The Smith Lake business can continue to operate under its nonconforming status.

*j. Former Landfill Sites northeast of Hobby Park.* This 43-acre area which is located northeast of Hobby Park and the Elledge Wastewater Treatment Plant consists of two closed former landfill sites. The 13-acre South Ebert Road Landfill site is adjacent to Hobby Park. Use of this site as a landfill was discontinued in 1975 and the site is not currently used. There is a small passive gas system on the northeast side of the landfill. The 30-acre North Ebert Road Landfill site, located north of the South Ebert Road Landfill site, was closed in 1984. It has an active gas extraction system to prevent landfill gas from migrating to adjacent residential property. This site is designated as a storage/staging area for storm debris in the event of a natural disaster. Salem Creek is the western boundary of these sites. It is proposed that the Salem Creek Greenway be extended along Salem Creek to Hobby Park. A study should be done to determine the suitability of the site for the proposed greenway and the most appropriate uses for these sites.

*k. Clemmons Ville Road between the Elledge Wastewater Treatment Plant and Hobby Park.* This 60-acre site is located on the north side of Clemmons Ville Road east of the Elledge Wastewater Treatment Plant and west of Hobby Park. The site consists of several parcels of land on which are located some single-family residences. They are currently zoned for residential use. Due to its location, the site has the potential to be used in the future for any of the following uses:
- Expansion of the Wastewater Treatment Plant facilities.
- Expansion of Hobby Park.
- Industrial use. It is located directly opposite land located on the south side of Clemmons Ville Road proposed in this Plan for future industrial use.

*l. South Stratford Road between Summerlin Street and the Hillcrest/Somerset Drive CAC.* The area between Summerlin Street and the Hillcrest/Somerset Drive CAC along the west side of South Stratford Road is proposed for small-scale office use and a home office conversion area. Existing homes in this area are suitable for conversion to office uses. New small, residentially-scaled office development is also appropriate in this area. New office development or home office conversions in this area should follow the development standards in Appendix C.

*m. Silas Creek Parkway and Ebert Road.*
The area bounded on the north by Silas Creek Parkway, the east by Ebert Road, the south by Kaywood Lane, and the west by a creek is located off a major thoroughfare in close proximity to Forsyth Technical Community College. There is existing single-family residential development on the majority of lots and the area is currently zoned RS-9. The area appears suitable for future redevelopment as a comprehensively-planned, moderate-density multifamily area. Multifamily development would only be supported if it incorporated a significant number of the parcels in this area. Development at this location should be oriented towards Silas Creek Parkway and Ebert Road, and should be compatible with the character of the single-family residential development south of Kaywood Lane. Recognizing that a comprehensive redevelopment may be difficult to achieve at this location, parcels fronting Ebert Road and Silas Creek Parkway are also suitable for home office conversions. New, small, residentially-scaled office development would also be appropriate for these parcels. Cross-access easements between these home office conversions are recommended to improve access and ease traffic congestion in the area.
(see Appendix C, Standards for Conversion of Existing Homes to Office Uses or New Residentially-Scaled Office Buildings).

**n. Forsyth Friends Meeting Church on Jonestown Road.** The Forsyth Friends Meeting Church is located between Romara Drive and Westchester Road on Jonestown Road. This church is well maintained and is zoned Institutional Public (IP). Continued use of this property for the present institutional use is recommended. However, if the present institutional use were to vacate the site and the site was not desirable for another institutional use, moderate-density residential development would be recommended for the site. Moderate-density residential is recommended directly to the north as well as to the south of this site.

**o. Muddy Creek north of South Stratford Road.** A small sand-dredging operation is currently located along Muddy Creek approximately 0.25 mile north of South Stratford Road. This operation is a legally nonconforming use and has existed on the site for several decades. This site, which is zoned RS-9, is obscured from South Stratford Road and has not had a significant impact on the character of the surrounding area. However, further expansion of this use or an industrial rezoning would not be appropriate at this location. If this use ceased to exist, single-family residential development would be the ideal use at this location. The sand-dredging operation can continue to operate under its nonconforming status.

**p. Muddy Creek west of Shady Acres Lane.** A moderately-sized sand-dredging operation is currently located along Muddy Creek approximately 0.75 mile east of the intersection of Shady Acres Lane and Fraternity Church Road. This operation is a legally nonconforming use and has existed on the site for several decades. This site, which is zoned RS-9, is well hidden from public view and has not had a significant impact on the character of the surrounding area. However, further expansion of this use or an industrial rezoning would not be appropriate at this location. If this use ceased to exist, single-family residential development would be the ideal use at this location. The sand-dredging operation can continue to operate under its nonconforming status.

**q. Fraternity Church Road north of Canter Lane.** An automobile repair business is located on the east side of Fraternity Church Road north of Canter Lane. This site is zoned LB-S and the commercial activity on-site primarily exists towards the rear of the site. Expansion of the existing commercial development is not recommended in this area due to the historic resources in the immediate vicinity. While the impact of this use has been minimal to date, expansion of this use would not be appropriate at this location. Single-family residential development would be the ideal use at this location if the current use ceases to exist.

**r. Burke Mill Road and South Stratford Road.** The area bounded by the realigned Burke Mill Road to the north, South Stratford Road to the west, existing industrial development to the south, and an unnamed creek to the east is recommended for a comprehensively-planned mixture of campus-style office and high-density (12+ units per acre) multifamily residential development. This site should be designed so that the multifamily and office uses are integrated and feature vehicular and pedestrian cross-access and connectivity, both within the site and to the multifamily development recommended to the east of the site. Additionally, multifamily development at this location should follow the Design Guidelines for Multifamily Developments (Appendix H). Alternatively, this site may be developed exclusively as high-density multifamily or office development.

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**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 for needed transportation choices for all segments of the population.

**ROAD AND BRIDGE IMPROVEMENTS**

The Proposed Transportation Improvements Map (see Map 8) shows the location of the proposed projects listed on Table 7. For a discussion on the long-range planning process for roads and bridges, please see Transportation Features in the Existing Conditions section of this document.
Map 8.
Proposed Transportation Improvements

- New Roads
- Proposed Realignments
- Road Widening/Improvements
- Bridge Improvements
- Railroad
Other Recommendations

- Facilitate implementation of the recommendations in the adopted *Winston-Salem Urban Area Collector Street Plan* during the zoning and subdivision approval process for new developments. The *Collector Street Plan* includes recommendations for the general location of new collector streets. It also recognizes existing local streets that function as collector streets and are designated for possible future improvements through development of funded sidewalk projects.

- Proposed locations for new collector streets are:
  - Ploughboy Lane extended to Lisa Drive.
  - Extension of Lockwood Drive to Somerset Drive.
  - Extension of McGregor Road across Jonestown Road to Lockwood Drive.
  - Extension of Annapolis Drive to Clemmonsville Road.
  - Extension of Woodard Road to W. Clemmonsville Road at Griffith Road.
  - New road from the new Woodard Road to Fraternity Church Road.
  - Cottontail Lane extended to Fraternity Church Road.
  - Hanover Road extended to Welfare Road.
  - New road from Clemmonsville Road to Fraternity Church Road at Glen Hill Drive and crossing Evans Road.
  - Charnel Road extended to Loop Road.
  - Frontage Road along the east side of South Stratford Road, a minimum of 300 feet from the railroad right-of-way, between Burke Mill Road and Hope Church Road.

- Proceed with the road improvement projects in the Thoroughfare Plan and the Transportation Improvement Program as listed in Table 7.

- Incorporate attractive and pedestrian-oriented features into any road improvement projects.

- Encourage residents and neighborhood associations to identify local streets where traffic speeds create unsafe situations and to seek evaluation of potential projects under the City’s Traffic Calming Policy. Based on evaluation, physical changes and other measures may be implemented to slow down traffic and improve safety.

- Continue the ongoing safety improvements and follow-up studies in the Planning Area. Traffic Calming and Safety studies are currently underway for the following locations:
  - Burke Mill Road
  - Ebert Road
  - Hanes Mall Boulevard
  - Healy Drive
  - Jonestown Road
  - London Lane
  - South Stratford Road
  - Westgate Center Drive

- Minimize the use of dead ends and culs-de-sac in new subdivisions and redeveloped areas.

- Connect local streets, where feasible, when developing or redeveloping sites.

TRANSIT

- Consider utilizing the Norfolk-Southern “L” line for a future regional commuter transit service that could include a light rail system linking Winston-Salem and Greensboro.

- Establish a regional commuter transit stop on South Stratford Road between Hanes Mall and Silas Creek Parkway.

- Review the existing Winston-Salem Transit Authority (WSTA) transit routes for level of transit service and any needed additional bus stop locations in the Planning Area. Provide safe pedestrian access to transit routes. For current bus routes, see Transportation Features in the Existing Conditions section of this document.

- Develop a schedule with WSTA for replacing or repairing damaged bus shelters. Identify locations for potential new bus shelters and place them on WSTA’s priority list for capital improvements.

PEDESTRIAN

Construction of sidewalks in the Planning Area is achieved through public funding and also through private funding of new developments designed to meet adopted street design standards.

Sidewalk recommendations from the *Pedestrian Facilities Plan* as well as recommendations made through this area planning process are shown on Map 9. Recommendations are as follows:

- Construct funded sidewalks from the *Pedestrian Facilities Plan* at the following locations:
  - Burke Mill Road, east side, south of London Lane, from Williamsburg Square to Burke Mill condos. Complete unfinished sections.
  - Jonestown Road from Hanes Mall Boulevard to I-40. Complete unfinished sections.
  - Old Vineyard Road from US 421 to Westgate Center Drive.
  - South Stratford Road north of Hanes Mall Boulevard from Healy Drive to Hanes Mall Boulevard.
• Westbrook Plaza Drive. Complete unfinished sections.
• Westgate Center Drive between existing sidewalk and Westbrook Plaza Drive.
• Review the following proposed sidewalk projects for future funding:
  • Complete missing sections along Burke Mill Road on the north/west sides.
  • Complete missing sections along Griffith Road.
  • Complete missing sections along Hanes Mall Boulevard.
  • Extend sidewalk along Jonestown Road to Somerset Drive from Crestview Drive on the east side.
  • Consider sidewalks along South Stratford Road from Hanes Mall Boulevard to Atwood Road on the west side.
  • Consider sidewalks along Ebert Road from Silas Creek Parkway to Ardmore Road on both sides.
  • Consider sidewalks along London Lane from Ebert Road to Burke Mill Road on both sides.
  • Consider sidewalks along Atwood Road from South Stratford Road to Birchway Drive on either side.
  • Consider sidewalks along Kester Mill Road from Jonestown Road to Kirk Road.
  • Consider sidewalks along Somerset Drive from South Stratford Road to Jonestown Road on the north side.
  • Consider sidewalks along Clemmonsville Road from Hobby Park to Ebert Road.
  • Consider sidewalks along Ebert Road from Clemmonsville Road to the proposed school sites.

Other Recommendations
• Implement other recommendations of the Pedestrian Facilities Plan that are applicable to the Planning Area.
• Link uses within the Activity Centers with sidewalks as part of approved developments.
• Connect the Activity Centers to surrounding residential and institutional uses with sidewalks.
• Identify and recommend locations for pedestrian crossing signals at key intersections.
• Consider alternatives for providing pedestrian linkage between a possible future transit station located on South Stratford Road and Hanes Mall and Forsyth Medical Center.
• Assure that pedestrians are accommodated in all road and bridge construction and modification projects.

BICYCLE
• Implement the recommendations of the adopted Winston-Salem Urban Area Comprehensive Bicycle Master Plan that are applicable to the Planning Area (see Map 9):
  • Phased upgrading of roads in the Planning Area to improve their suitability for biking. Proposed upgrading includes sidepaths along South Stratford Road and Clemmonsville Road; shoulders and/or edgelines along Ebert Road; sidepath and/or shoulders along Hanes Mall Boulevard; and shoulders along the South Stratford-Ebert Connector, Jonestown Road and McGregor Road.
  • Determining the feasibility of the Salem Creek Greenway Extension, a shared-use path between Market Place Mall and London Lane.
  • Improving bike route signage along all the existing bike routes in the Planning Area including the Mountains to Sea Route.
  • Improving critical road intersections to enhance their suitability for biking. Intersections identified include Fraternity Church Road/South Stratford Road, South Stratford Road/Hanes Mall Boulevard and South Stratford Road/Silas Creek Parkway.
  • Construct greenway trails proposed in the Southwest Suburban Area Plan (see Map 10).
• Assure that bicycles are accommodated in all road and bridge construction and modification projects.

South Stratford Road – potential site for transit station
The availability of public and private community facilities such as schools, parks, recreational facilities, greenways and day care providers should keep pace with existing and proposed development in the Planning Area and be easily accessible to all segments of the area’s population. Legacy promotes the sharing of institutional facilities as a way to meet the various needs of the community.

The Community Facilities Recommendations Map (see Map 10) shows existing and proposed community facilities.
SCHOOLS
• Construct an elementary school and a middle school on sites acquired for that purpose and for which bond funding is available.
• Complete plans and seek funding for a high school on a site acquired for that purpose.
• Consider sharing new recreation facilities at the proposed schools with the City of Winston-Salem.

RECREATION FACILITIES
Recommendations for proposed parks, recreation facilities, greenways and open space take into consideration the number, size and location of existing facilities; existing inadequate 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.
• Assess usage of the area’s existing recreation facilities and the community’s preferences for facilities and programs.
• Establish at least one new Community Park to provide for future recreation needs. Community Park sites should be easily accessible from a main road and, where possible, connect to a proposed greenway trail. Potential locations for park sites include:
  • a site in the vicinity of the proposed Clemonsville Road/Ebert Road NAC.
  • a site located off Peacehaven Road east of the proposed Northern Beltway.
  • a site off Jonestown Road/Ploughboy Lane east of the proposed Northern Beltway.
• Consider the feasibility of expanding Hobby Park and expanding existing specialized facilities and/or include other facilities.
• Consider the establishment of Neighborhood Parks, where feasible, and design proposed Community Parks to serve also as Neighborhood Parks for the surrounding neighborhoods.
• Consider the integration of recreation facilities/open space into the design of large-scale residential and mixed-use developments to provide neighborhood activity areas, focal points and green spaces.
• Consider the establishment of linear parks in conjunction with the construction of proposed greenway trails.
• Consider construction of a multiuse Community Center to service the Planning Area. This center should preferably be located along with other outdoor recreation facilities or at the proposed Community Park.
• Construct multipurpose courts and fields at proposed parks to meet existing and future needs.

GREENWAYS
The potential exists in the long term for the construction of approximately 20 miles of greenway trails and connectors in the Planning Area focused primarily along creeks. Greenways proposed in the 2015 Greenway Plan for Winston-Salem and Forsyth County include Salem Creek, Burke Mill Creek, Silas Creek, Little Creek and Muddy Creek. Proposed future trails along the Muddy Creek and Salem Creek are designated as urban segments of the Western Piedmont Section of the North Carolina Mountains to Sea Trail.

Since trail construction is expected to continue well beyond the lifespan of the 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:
• Little Creek Greenway. Construction of Phase I of this trail is expected to commence in 2009. This will link the Shoppes at Little Creek/Hanes Mall Boulevard Area to the Little Creek Park/Recreation Center and to Atwood Road. Phase II will continue from Atwood Road to the Hillcrest/Somerset Drive CAC. A sidewalk is proposed along Brookridge Drive to link the CAC to Somerset Drive. Phase III will extend the trail from Somerset Drive to Muddy Creek. These phases will be constructed as easements become available.
• Burke Creek Greenway. This trail will follow Burke Creek from Hanes Mall Boulevard to Salem Creek. It will link existing/proposed commercial, office, multifamily and single-family developments. Greenway easements are already available along most of this creek. Efforts should be made to obtain the remaining easements.
• Salem Creek Greenway. There is a proposal to extend the existing Salem Creek Greenway that now connects Salem Lake to Marketplace
Mall. Construction of a section of the proposed trail, between Marketplace Mall and London Lane is identified as a priority in the *Winston-Salem Urban Area Comprehensive Bicycle Master Plan*. Some easements and City-owned land are available along Salem Creek from the proposed Burke Mill Greenway trail to Hobby Park/Clemmons-ville Road. Efforts should be made to obtain the remaining easements to construct a trail along this section of Salem Creek.

**GENERAL RECOMMENDATIONS**

- Encourage schools, churches and recreational facilities to share facilities and work cooperatively to provide services and host community events.
- Provide a high level of maintenance at schools, parks and other facilities on an ongoing basis.
- Use safe design guidelines and environmentally-sensitive principles when designing community facilities.
- Consider alternatives for improving police services such as neighborhood police teams.
- Assess the need for additional fire services in the Planning Area based on future growth and development.
- Take action to acquire land or obtain easements for parks, recreation facilities, open space and other community facilities.
- Actively pursue local, State, federal and private funding for land acquisition and development of these facilities.
- Seek cooperation with the school board, nonprofit and private organizations, where appropriate, to implement park and recreation proposals.
- Involve residents in master planning for parks, greenways and other community facilities.

**HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS**

*Legacy* recommends that neighborhoods offer a variety of quality housing types for different income levels, family size, and family 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.

**GENERAL RECOMMENDATIONS**

- Apply Traditional Neighborhood Design principles to proposed new neighborhood developments and neighborhood commercial areas, where feasible.
- Encourage developers to include a range of housing styles, sizes, and densities to provide accommodation for a diversity of groups particularly when developing larger parcels of land along transportation corridors.
- Explore the potential to plan and design aging-in-place opportunities in new developments in the Planning Area.
- Integrate new developments with existing neighborhoods through careful planning, site design and architecture.
- Encourage developers, large land holders and surrounding neighborhood residents to work together when new development is contemplated in a neighborhood.

![Little Creek Recreation Center](image)
• Plan, locate and design shopping areas, community facilities, parks and open space to make them easily accessible to neighborhood residents.
• Consider sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more safe and pedestrian friendly.
• Encourage the use of Crime Prevention Through Environmental Design (CPTED) techniques for new developments to facilitate safe and secure neighborhoods.
• Improve connectivity of neighborhood streets to improve accessibility within and between neighborhoods.
• Consider the establishment of neighborhood associations where they do not exist to facilitate citizen involvement in neighborhood issues and projects.
• Undertake projects to improve and/or revitalize neighborhoods and maintain neighborhood character, where necessary.

🌈 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.

URBAN BOULEVARDS

Urban Boulevards are special corridors along selected major arterial roads that connect the Center City with Activity Centers. South Stratford Road is the one designated Urban Boulevard in the Planning Area. Following are recommendations for land use and design for developments along this Urban Boulevard.

South Stratford Road Urban Boulevard
• Encourage comprehensively-planned development as the alternative to individual, piecemeal development of existing vacant parcels along South Stratford Road.
• Increase residential densities at appropriate locations along the corridor. High-density residential development (12+ units per acre) can be accommodated in the area bounded by South Stratford Road, Griffith Road and Burke Mill Road; intermediate-density residential development (8-12 units per acre) in the area east of South Stratford Road, north of Browndale Street, west of Griffith Road and south of the proposed high-density development; and moderate-density multifamily development (8 units per acre or less) along the western side of South Stratford Road between the proposed realigned Somerset Drive to the north and the proposed intersection of the Northern Beltway and South Stratford Road.
• Develop multifamily sites in a manner that preserves the integrity of any low-density residential development directly adjacent to these areas.
• The area between Summerlin Street and the Hillerest/Somerset Drive CAC along the west side of South Stratford Road is proposed for small-scale office use and a home office conversion area. Existing homes in this area are suitable for conversion to office uses. New small, residentially-scaled office development is also appropriate in this area. New office development or home office conversions in this area should follow the development standards in Appendix C.
• Develop the southern portion of this Urban Boulevard, which is within a historically significant area, in a way that would not adversely affect the historic resources in the area.
• Plan future development for the possibility of some form of transit service along this Urban Boulevard. An existing rail line runs parallel to South Stratford Road. This rail line is currently being considered by the Piedmont Authority for Regional Transportation (PART) for use as a commuter rail line that would link Winston-Salem to Clemmons and Greensboro.
• Minimize driveway cuts on South Stratford Road and connect parcels, wherever possible.

For more details on Urban Boulevards, see the section on Legacy Recommendations, page 21.
OTHER RECOMMENDATIONS

• Ensure that UDO standards applicable to the I-40 Thoroughfare Overlay District are followed.
• Encourage a high quality of design for developments in the Planning Area. Design guidelines and standards for different categories of development are found in Appendices C, D, E, F, G, and H.

HISTORIC PRESERVATION RECOMMENDATIONS

Legacy promotes historic preservation due to its contribution to the aesthetic, social, historical, cultural, and environmental quality of neighborhoods as well as to the economic development of the community.

Significant historic resources have been identified in the Southwest Suburban Planning Area as indicated in initial surveys (see Map 11; Appendix A). 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 (see Appendix B. Agricultural and Historic Preservation Tools).

GENERAL RECOMMENDATIONS

• Retain historic buildings including residential homes, agricultural buildings, and institutional structures, 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.
  • Issues-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.
• Coordinate with organizations such as the Piedmont Land Conservancy to preserve not only the architectural elements, but also significant farm and open land.

PROPOSED STUDIES

• Identify additional historic resources in the Planning Area as part of the update of the countywide architectural inventory currently being completed by Historic Resources staff and a historic preservation consultant.
• In cooperation and partnership with property owners, seek State and local grants or other funding to complete studies and National Register nominations for the following potentially eligible properties or areas:
  • The Moravian Country Congregation of Hope. In September 2007, the Forsyth County Historic Resources Commission initiated a study of the Hope/Fraternity area for listing on the North Carolina National Register Study List. As of April 2009, the study was complete and sent to the State Historic Preservation office for review and submission to the National Register Advisory Committee.
  • Significant graveyards related to the Moravians and Dunkards.
• Encourage/assist property owners and organizations to undertake or commission studies for individual unique rural properties and the Jonestown Road area to learn more about them and to determine whether they are eligible for historic designations.
• Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.

ECONOMIC DEVELOPMENT RECOMMENDATIONS

Economic development can be defined as the creation and/or retention of jobs and increases in the tax base that improve or enhance the economic welfare of a community and its citizens. Legacy’s goal for economic development is to attract environmentally-sensitive new businesses and expand existing large and small businesses to provide a broad range of employment opportunities and a high quality of life for people living and working in Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses.

The Planning Area, already an important center of commerce and industry in the county, is likely to see an increase in economic activity during the life of this Plan. The Northern Beltway, when
Map 11.
Selected Historic Resources & Potential Historic Districts

Select Historic Resources
1. Old Fraternity Church of the Brethren
2. Abram Beckner House
3. Hope Moravian Church
4. Theophilos Kimel House
5. Ploughboy Jarvis House
6. Henry Wesley Johnson House
7. Jonestown Civic Club
8. Jones Store
9. Fraternity Church of the Brethren
10. Lustron House

Historic Cemeteries
a. Old Fraternity Church Cemetery
b. Old Hope Moravian God’s Acre

Potential Historic Study Areas
constructed, will improve access to the Planning Area and will impact economic development in the area.

In the short-term, economic activity is likely to focus on infill development and the redevelopment, rehabilitation and reuse of underutilized and older commercial and industrial areas. In the longer term, if sewer becomes available and the Northern and Southern Beltways are constructed, the focus of economic development activities will likely be on new industrial development in the area south of Clemmons Avenue which is identified for industrial use in the Proposed Land Use Plan (see Map 7).

**SPECIFIC RECOMMENDATIONS**

- Support balanced, compatible economic development by the private and public sectors.
- Encourage technologically-advanced, environmentally-sustainable businesses and industries to locate or expand in the Planning Area.
- Focus commercial and industrial development in planned commercial/industrial areas and Activity Centers where transportation and utilities exist or are planned.
- Encourage environmentally-sensitive development of business areas.
- Rezone land for business/industrial park development in a manner consistent with the Proposed Land Use Plan.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial areas.
- Identify funding sources to implement economic development initiatives including energy-efficient, high-technology businesses/industries.
- Direct public improvements and funding to designated Activity Centers, industrial/business park areas, and to other economic development opportunity areas identified in the Plan.
- Promote and encourage agribusiness on the farmlands located in the southern part of the Planning Area.

**ENVIRONMENTAL RECOMMENDATIONS**

The preservation and enhancement of our environmental resources result 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 for 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.

**SPECIFIC 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 southern part of the Planning Area.
- Encourage Planned Residential Developments particularly in the southern part 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 Muddy Creek, Salem Creek and other creeks in the area.
Myers Green House – A Special Land Use Condition Area site
**Implementation Schedule**

*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 Winston-Salem City Council and County Commissioners based on the availability of funding and consideration of priorities.*

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<th>ACTION/PROJECT</th>
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<td>Land Use Recommendations</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>General</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow proposed Land Use Plan and policies, (pages 29-43).</td>
<td>CCPB, FCBC, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Cluster residential development on large parcels to protect natural/historic resources/farmland and provide open space (page 29).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Allow institutions to expand to meet their needs in a manner compatible with their surrounding neighborhoods (page 29).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Protect residential areas from inappropriate residential, commercial, industrial and institutional encroachment (page 29).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Utilize recommended guidelines to retrofit the S. Stratford Rd. MAC/TOD (page 37).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Utilize recommended guidelines for the Hillcrest/Somerset Drive CAC and the Ebert Rd./Clemmonsville Rd. NAC (page 36).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage revitalization of underutilized commercial/industrial areas (page 34).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Concentrate industrial/commercial uses in designated areas (page 29).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Emphasize site design which creates mixed-use, variety-rich neighborhoods (page 29).</td>
<td>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

Hillcrest multifamily development
Facilitate walking, bicycling and the use of transit facilities in the design, mix, type, and density of development (page 29).

Transportation Recommendations

General

Facilitate implementation of the recommendations of the *Winston-Salem Urban Area Collector Street Plan* (page 45).

Incorporate attractive and pedestrian-oriented features into any road improvement projects (page 45).

Minimize the use of dead ends/culs-de-sac in new developments (page 45).

Connect local streets, where feasible, when developing sites (page 45).

Roads and Bridge Improvements

Extend Idols Rd. from Hampton Rd. to S. Stratford Rd. (page 48).

Widen Ebert Rd to at least 3-lanes from Silas Creek Parkway to the Southern Beltway (page 44).

Realign Burke Mill Rd from Griffith Rd to S. Stratford Rd.

Realign Somerset Drive (page 48).

Replace bridges on US 421 over Muddy Creek (page 48).

New Roads

Construct the S. Stratford Rd.-Ebert Rd. Connector (page 48).

Construct the Peace Haven Rd.-Styers Ferry Rd. Connector (page 48).

Complete plans for the Northern Beltway – Western Section (page 48).

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitate walking, bicycling and the use of transit facilities in the design, mix, type, and density of development (page 29).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Transportation Recommendations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>General</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilitate implementation of the recommendations of the <em>Winston-Salem Urban Area Collector Street Plan</em> (page 45).</td>
<td>WSDOT, CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Incorporate attractive and pedestrian-oriented features into any road improvement projects (page 45).</td>
<td>WSDOT, CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Minimize the use of dead ends/culs-de-sac in new developments (page 45).</td>
<td>WSDOT, CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Connect local streets, where feasible, when developing sites (page 45).</td>
<td>WSDOT, CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Roads and Bridge Improvements</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extend Idols Rd. from Hampton Rd. to S. Stratford Rd. (page 48).</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Widen Ebert Rd to at least 3-lanes from Silas Creek Parkway to the Southern Beltway (page 44).</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Realign Burke Mill Rd from Griffith Rd to S. Stratford Rd.</td>
<td>WSDOT</td>
<td>Complete</td>
</tr>
<tr>
<td>Realign Somerset Drive (page 48).</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Replace bridges on US 421 over Muddy Creek (page 48).</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td><strong>New Roads</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construct the S. Stratford Rd.-Ebert Rd. Connector (page 48).</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Construct the Peace Haven Rd.-Styers Ferry Rd. Connector (page 48).</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Complete plans for the Northern Beltway – Western Section (page 48).</td>
<td>WSDOT, NCDOT</td>
<td>Long Range</td>
</tr>
</tbody>
</table>
### Traffic Calming and Safety Improvements

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Install closed loop traffic control systems on S. Stratford Rd. at Hanes Mall Blvd (page 48).</td>
<td>WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>Install closed loop traffic control systems at Peace Haven Rd. and US 421 (page 48).</td>
<td>WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>Complete Traffic Calming studies and safety improvements underway for Burke Mill Rd, Ebert Rd., Jonestown Rd., London Lane, S. Stratford Rd., Westgate Center Dr., Healy Dr., Hanes Mall Blvd (page 45).</td>
<td>WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>Encourage residents to seek evaluation of potential projects under the City’s Traffic Calming Policy (page 45).</td>
<td>WSDOT</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### Transit

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider utilizing the Norfolk-Southern “L” line for a future regional commuter transit service (page 45).</td>
<td>WSDOT, PART</td>
<td>Long Range</td>
</tr>
<tr>
<td>Consider establishing a regional commuter transit stop on S. Stratford Rd., between Hanes Mall and Silas Creek Parkway (page 45).</td>
<td>WSDOT, PART</td>
<td>Long Range</td>
</tr>
<tr>
<td>Review WSTA routes for level of service and additional bus stops (page 45).</td>
<td>WSDOT, WSTA</td>
<td>Short Range</td>
</tr>
<tr>
<td>Develop a schedule with WSTA to replace/repair damaged bus shelters and locate new bus shelters (page 45).</td>
<td>WSDOT, WSTA</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### Pedestrian/Bicycle

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement the recommendations of the Winston-Salem Urban Area Sidewalk and Pedestrian Plan (pages 45,46).</td>
<td>WSDOT</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

**Construct funded sidewalks:**
- Burke Mill Rd., east side, south of London Lane
- Unfinished sections on Jonestown Rd. from Hanes Mall Blvd. to I-40

### Timing

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

(Pedestrian/Bicycle, continued...)

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Vineyard Rd. from Country Club Road to Westgate Center Dr.</td>
<td>WSDOT</td>
<td>Assessed</td>
</tr>
<tr>
<td>S. Stratford Rd. north of Hanes Mall Blvd.</td>
<td>WSDOT</td>
<td>Assessed</td>
</tr>
<tr>
<td>Unfinished sections of Westbrook Plaza Dr.</td>
<td>WSDOT</td>
<td>Assessed</td>
</tr>
<tr>
<td>Westgate Center Dr. from existing sidewalk to Westbrook Plaza Dr.</td>
<td>WSDOT</td>
<td>Assessed</td>
</tr>
</tbody>
</table>

Review the following proposed sidewalk projects for future funding:

- Missing sections along Burke Mill Rd. – north/west sides
- Missing sections along Griffith Rd.
- Missing sections along Hanes Mall Blvd.
- Sidewalk extended along Jonestown Rd. to Somerset Dr. – east side
- S. Stratford Rd., from Hanes Mall Blvd to Atwood Rd. – west side
- Ebert Rd. from Silas Creek Pkwy. to Ardmore Rd. – both sides
- London Lane from Ebert Rd. to Burke Mill Rd. – both sides
- Atwood Rd. from Stratford Rd. to Birchway Lane – either side
- Kester Mill Rd. from Jonestown Rd. to Kirk Rd.
- Somerset Dr. from S. Stratford Rd. to Jonestown Rd. – north side
- Clemmonsville Rd. from Hobby Park to Ebert Rd.
- Ebert Rd. from Clemmonsville Rd. to proposed school sites

#### Link uses within the Activity Centers and connect the Centers to the surrounding area with sidewalks.

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCPB, WSDOT</td>
<td></td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

#### Identify locations for pedestrian crossing signals at key intersections.

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSDOT</td>
<td></td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

#### Consider a pedestrian linkage between a proposed transit station on S. Stratford Rd./Hanes Mall and Forsyth Medical Center.

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSDOT</td>
<td></td>
<td>Medium Range</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
**ACTION/PROJECT** | **RESPONSIBLE AGENCY†** | **TIMING***
--- | --- | ---
*(Pedestrian/Bicycle, continued...)* |  |  
Implement applicable recommendations of the *Winston-Salem Urban Area Comprehensive Bicycle Master Plan.* | WSDOT | Ongoing

Expand the bicycle network to include the following: (page 46)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>S. Stratford Rd., sidepath</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Ebert Rd., shoulders and/or edgelines</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Clemmonsville Rd., sidepath</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Hanes Mall Blvd., sidepath and/or shoulders</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>S. Stratford-Ebert Connector, shoulder</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Jonestown Rd., shoulder</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>McGregor Rd., shoulder</td>
<td>WSDOT</td>
<td>Long Range</td>
</tr>
</tbody>
</table>

Improve road intersections for biking including: (page 46)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraternity Church Rd./S. Stratford Rd.</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>S. Stratford Rd./Hanes Mall Blvd.</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>S. Stratford Rd./Silas Creek Parkway</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
</tbody>
</table>

Accommodate bicycles/pedestrians in road and bridge projects. | WSDOT | Ongoing

---

**Community Facilities Recommendations**

**General** (Page 51)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquire land/obtain easements for proposed parks, greenways and other community facilities.</td>
<td>WSRP, CCPB, FCPR</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

Complete planning and construct funded elementary and middle schools. | FCSB | Short Range |

Complete planning and seek funding for a high school. | FCSB | Medium Range |

Pursue local, State, federal and private funding for land acquisition and development of facilities. | WSRP | Ongoing |

**Recreation Facilities** (Page 50)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess usage of recreation facilities and priorities for facilities/programs.</td>
<td>WSRP</td>
<td>Short Range</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*
<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a new Community Park.</td>
<td>WSRP</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Consider the establishment of Neighborhood Parks, where feasible.</td>
<td>WSRP</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Consider the feasibility of expanding Hobby Park.</td>
<td>WSRP</td>
<td>Short Range</td>
</tr>
<tr>
<td>Integrate recreation facilities/open space into the design of large-scale</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>residential and mixed-use developments.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consider construction of a multiuse Community Center.</td>
<td>WSRP</td>
<td>Medium Range</td>
</tr>
</tbody>
</table>

**Greenways** (Page 50)

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construct Phase I of the Little Creek Greenway.</td>
<td>WSDOT, WSENG</td>
<td>Short Range</td>
</tr>
<tr>
<td>Complete construction of remainder of the Little Creek Greenway.</td>
<td>WSDOT, WSENG</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Construct the Burke Mill Creek Greenway from Hanes Mall Blvd. to Salem.</td>
<td>WSDOT, WSENG</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Construct the Salem Greenway from the Burke Mill Greenway to Hobby Park/Clemmonsville Rd.</td>
<td>WSDOT, WSENG</td>
<td>Long Range</td>
</tr>
</tbody>
</table>

**Housing and Community Development**

**General** (Page 51)

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply TND principles to new developments, where feasible.</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage developers to provide a range of housing for diverse groups.</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Integrate new developments with existing neighborhoods through careful planning, site design and architecture.</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

**Design and Appearance Recommendations**

Utilize recommended guidelines when considering developments along the S. Stratford Road Urban Boulevard (page 52).

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

#### General (Page 53)
- **Recognize buildings, events or areas of historic, cultural, or architectural significance with signage, plaques or markers.**
  - Responsible Agency: CCPB, HRC
  - Timing: Ongoing
- **Initiate public outreach on the benefits of preserving historic resources.**
  - Responsible Agency: CCPB, HRC
  - Timing: Ongoing
- **Coordinate with organizations such as the PLC, to preserve significant farmland/open space.**
  - Responsible Agency: CCPB, HRC
  - Timing: Ongoing

#### Proposed Studies (Page 53)
- **Identify additional historic resources in the Planning Area.**
  - Responsible Agency: CCPB, HRC
  - Timing: Short Range
- **Seek funding to complete studies/National Register nominations for Hope and significant Moravian and Dunkard graveyards.**
  - Responsible Agency: CCPB, HRC, property owners
  - Timing: Short Range
- **Undertake studies for unique rural properties and the Jonestown Road area to determine their eligibility for historic designations.**
  - Responsible Agency: CCPB, HRC, Property Owners
  - Timing: Ongoing

#### Economic Development Recommendations
- **Focus commercial and industrial development in planned commercial/industrial areas and Activity Centers (page 55).**
  - Responsible Agency: CCPB
  - Timing: Ongoing
- **Rezone land for business/industrial parks consistent with the Proposed Land Use Plan (page 55).**
  - Responsible Agency: CCPB
  - Timing: Ongoing
- **Encourage redevelopment/rehabilitation of older/underutilized commercial and industrial areas (page 55).**
  - Responsible Agency: CCPB
  - Timing: Ongoing
- **Direct public improvements/funding to Activity Centers, business parks, and economic development opportunity areas (page 55).**
  - Responsible Agency: CCPB
  - Timing: Ongoing
- **Encourage agribusiness on farmlands (page 55).**
  - Responsible Agency: CCPB
  - Timing: Ongoing

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

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitor the water quality of Muddy Creek, Salem Creek and other area creeks (page 55).</td>
<td>PW</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage the donation of easements to preserve and protect high-quality natural and scenic areas and farmlands (page 55).</td>
<td>CCPB, PLC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas (page 55).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage environmentally-sensitive designs of developments (page 55).</td>
<td>CCPB</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

† Abbreviations Used in the Implementation Schedule:

- **CAC**: Community Activities Center
- **CCPB**: City-County Planning Board
- **CPTED**: Crime Prevention Through Environmental Design
- **FCCNR**: Forsyth County Department of Conservation and Natural Resources
- **FCBOC**: Forsyth County Board of Commissioners
- **FCCEO**: Forsyth County Cooperative Extension Office
- **FCEAD**: Forsyth County Environmental Affairs Department
- **FCPR**: Forsyth County Parks and Recreation Department
- **FCSB**: Forsyth County School Board
- **HRC**: Forsyth County Historic Resources Commission
- **NCDOT**: North Carolina Department of Transportation
- **PART**: Piedmont Authority for Regional Transportation
- **PLC**: Piedmont Land Conservancy
- **PW**: Winston-Salem Public Works Department
- **UDO**: Unified Development Ordinances
- **VM**: Winston-Salem Vegetation Management Department
- **WSCC**: Winston-Salem City Council
- **WSDOT**: Winston-Salem Department of Transportation
- **WSENG**: Winston-Salem Engineering Department
- **WSRP**: Winston-Salem Recreation and Parks Department
- **WSTA**: Winston-Salem Transit Authority
## Appendix A. Potential Historic Properties

<table>
<thead>
<tr>
<th>Name</th>
<th>General Location</th>
<th>Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Fraternity Church Cemetery</td>
<td>Clemmons Vicinity</td>
<td>ca. 1870s</td>
<td>FCAI #202</td>
</tr>
<tr>
<td>Old Fraternity Church of the Brethren</td>
<td>Clemmons Vicinity</td>
<td>1860</td>
<td>FCAI #203</td>
</tr>
<tr>
<td>Jacob Faw House</td>
<td>Clemmons Vicinity</td>
<td>ca. 1840</td>
<td>FCAI #204</td>
</tr>
<tr>
<td>Hanes Charles House</td>
<td>Clemmons Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #214</td>
</tr>
<tr>
<td>Enoch Robertson House</td>
<td>Clemmons Vicinity</td>
<td>1885</td>
<td>FCAI #215</td>
</tr>
<tr>
<td>Abram Beckner House</td>
<td>Clemmons Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #216</td>
</tr>
<tr>
<td>Hope Moravian Church</td>
<td>Clemmons Vicinity</td>
<td>1780</td>
<td>FCAI #217</td>
</tr>
<tr>
<td>Old Hope Moravian God’s Acre</td>
<td>Clemmons Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #218</td>
</tr>
<tr>
<td>Ralph Pickett House</td>
<td>Winston-Salem Vicinity</td>
<td>1899</td>
<td>FCAI #220</td>
</tr>
<tr>
<td>Allen Farm [D]</td>
<td>Winston-Salem Vicinity</td>
<td>Early 1900s</td>
<td>FCAI #221</td>
</tr>
<tr>
<td>Christian Robertson House</td>
<td>Clemmons Vicinity</td>
<td>Mid 1900s</td>
<td>FCAI #222</td>
</tr>
<tr>
<td>Faw Family Cemetery</td>
<td>Clemmons Vicinity</td>
<td>Early 1800s</td>
<td>FCAI #223</td>
</tr>
<tr>
<td>Sam Robertson House</td>
<td>Clemmons Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #225</td>
</tr>
<tr>
<td>House (Meadow Brook Farm)</td>
<td>Winston-Salem Vicinity</td>
<td>Early 1800s</td>
<td>FCAI #226</td>
</tr>
<tr>
<td>John Henry Reich House</td>
<td>Winston-Salem Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #227</td>
</tr>
<tr>
<td>Indian Burial Ground</td>
<td>Clemmons Vicinity</td>
<td>Pre 1780</td>
<td>FCAI #228</td>
</tr>
<tr>
<td>Chatham-James House</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #229</td>
</tr>
<tr>
<td>Mock House</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #230</td>
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<td>Theophilos Kimel House</td>
<td>Winston-Salem Vicinity</td>
<td>1869</td>
<td>FCAI #231</td>
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<td>Clinard House</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #232</td>
</tr>
<tr>
<td>John Faw House</td>
<td>Winston-Salem Vicinity</td>
<td>1876</td>
<td>FCAI #233</td>
</tr>
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<td>Evans House [D]</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #234</td>
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<td>House</td>
<td>Clemmons Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #235</td>
</tr>
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<td>Snyder House [D]</td>
<td>Winston-Salem Vicinity</td>
<td>1916</td>
<td>FCAI #236</td>
</tr>
<tr>
<td>Swaim House</td>
<td>Winston-Salem Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #237</td>
</tr>
<tr>
<td>Ploughboy Jarvis House</td>
<td>Clemmons Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #238</td>
</tr>
<tr>
<td>Jack Boyer House</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #239</td>
</tr>
<tr>
<td>Kirk House [D]</td>
<td>Winston-Salem Vicinity</td>
<td>1810</td>
<td>FCAI #240</td>
</tr>
<tr>
<td>House [D]</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #241</td>
</tr>
<tr>
<td>Frye-Spainhour House</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #242</td>
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<tr>
<td>Oliver House</td>
<td>Winston-Salem Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #243</td>
</tr>
<tr>
<td>Coggins House</td>
<td>Winston-Salem Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #244</td>
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<td>Frank Saylor House</td>
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<td>Late 1800s</td>
<td>FCAI #245</td>
</tr>
<tr>
<td>Kimel House [D]</td>
<td>Winston-Salem Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #246</td>
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<tr>
<td>Enoch Griffith House</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #247</td>
</tr>
<tr>
<td>Nifong House [D]</td>
<td>Winston-Salem Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #248</td>
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<td>Alsphaugh-Atwood House [D]</td>
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<td>1861</td>
<td>FCAI #249</td>
</tr>
<tr>
<td>House [D]</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #250</td>
</tr>
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<td>Bethel United Methodist Church</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1900s</td>
<td>FCAI #251</td>
</tr>
<tr>
<td>John Hampton House</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #252</td>
</tr>
<tr>
<td>Simon Cook House</td>
<td>Clemmons Vicinity</td>
<td>1887</td>
<td>FCAI #253</td>
</tr>
<tr>
<td>David Stultz House</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #254</td>
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<td>Pine Grove United Methodist</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #255</td>
</tr>
<tr>
<td>Name</td>
<td>General Location</td>
<td>Date</td>
<td>Status</td>
</tr>
<tr>
<td>---------------------------------------------------</td>
<td>-----------------------------------</td>
<td>-----------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Henry Wesley Johnson House</td>
<td>Winston-Salem Vicinity</td>
<td>1900</td>
<td>FCAI #656</td>
</tr>
<tr>
<td>House [D]</td>
<td>Winston-Salem Vicinity</td>
<td>Mid 1800s</td>
<td>FCAI #657</td>
</tr>
<tr>
<td>Ebert House</td>
<td>Winston-Salem Vicinity</td>
<td>Late 1800s</td>
<td>FCAI #1359</td>
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<tr>
<td>Stone English Cottage</td>
<td>3654 Vest Mill Road</td>
<td>1941</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Lustron House</td>
<td>1821 Ebert Road</td>
<td>1955</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Stone English Cottage</td>
<td>2485 Griffith Road</td>
<td>1957</td>
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<td>255 Everidge Road</td>
<td>1921</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Farmhouse</td>
<td>4087 Ebert Road</td>
<td>1898</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Contemporary House</td>
<td>1603 Briar Lake Road</td>
<td>1964</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Jonestown Civic Club</td>
<td>1350 Jonestown Road</td>
<td>1949</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Queen Anne House with Outbuildings</td>
<td>1332 Jonestown Road</td>
<td>1920</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Bungalow House with Outbuildings</td>
<td>1316 Jonestown Road</td>
<td>1926</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Commercial Buildings</td>
<td>1337 Jonestown Road</td>
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<tr>
<td>House and Barn</td>
<td>2680 S. Stratford Road</td>
<td>1930</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House</td>
<td>4921 Ramara Court</td>
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<tr>
<td>Bungalow Cottage with Outbuildings</td>
<td>5079/5081 Silas Creek Road</td>
<td>1915</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House/Barn and Outbuildings</td>
<td>3681 Fraternity Church Road</td>
<td>Early 1900s</td>
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</tr>
<tr>
<td>Fraternity Church of the Brethren/Bungalow House</td>
<td>3760 Fraternity Church Road</td>
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</tr>
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<td>House</td>
<td>3723 Fraternity Church Road</td>
<td>Early 1900s</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House/Log house and Outbuildings</td>
<td>3570 Cotton Tail Lane</td>
<td>Various</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Bungalow and Barn</td>
<td>4850 Charnel Road</td>
<td>1938</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Commercial Building</td>
<td>4791 Cooper Road</td>
<td>1935</td>
<td>Recently Identified</td>
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<tr>
<td>House and Barn</td>
<td>4780 Cooper Road</td>
<td>Early 1900s</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House and Barns</td>
<td>4690 Cooper Road</td>
<td>1854</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House</td>
<td>3155 Fraternity Church Road</td>
<td>Early 1900s</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House/Barns and Outbuildings</td>
<td>4245 Hanover Road</td>
<td>1892</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House</td>
<td>4570 Ebert Road</td>
<td>1928</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House and Barns</td>
<td>4610 Ebert Road</td>
<td>1862</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House and Barns</td>
<td>4820 Ebert Road</td>
<td>1850</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House/Barns and Outbuildings</td>
<td>2868 Woodard Road</td>
<td>Late 1800s</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House/Barns and Outbuildings</td>
<td>2940 Woodard Road</td>
<td>Late 1800s</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Bungalow</td>
<td>2541 Clemmonsville Road</td>
<td>1930</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>Bungalow</td>
<td>2558 Clemmonsville Road</td>
<td>1930</td>
<td>Recently Identified</td>
</tr>
<tr>
<td>House</td>
<td>2510 Bodford Lake Road</td>
<td>Late 1800s</td>
<td>Recently Identified</td>
</tr>
</tbody>
</table>

Abbreviations:
FCAI - 1981 Forsyth County Architectural Inventory; D – Demolished.
Note: This list may not be comprehensive. All attempts have been made to include any property visible from the right-of-way which requires more studying.
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 single-family homes. 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 would be an appropriate tool for limiting development intensity and conserving agricultural land in the Southwest Suburban Planning Area. Rezoning would be required by property owners.

**YR Zoning District.** The Yadkin River Conservation District (YR District) is intended to preserve the historic and natural features of the Yadkin River corridor. The YR District is the most restrictive zoning district in Forsyth County and has several objectives. These include: protection of the community’s water supply; maintenance of rural character; protection of sensitive natural, historical, recreational, and visual resources; retention of natural topography and vegetation; control of sedimentation and other nonpoint source pollution; and, support and encouragement of agricultural activities. Additionally, the YR District requires a minimum lot size of 3-acres for the development of single-family areas as well as undisturbed vegetated stream buffers along the Yadkin River and all streams. This buffer extends 100 feet along both sides of the stream channel. Minor modifications to the current ordinance language will be required to make the YR Zoning District applicable to land in the Southwest Suburban 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. These farms must participate in the present-use-value taxation program. Further study is necessary to determine the eligibility of farms in the Southwest Suburban 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 which 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 Southwest Suburban 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.

**Local Historic Landmark Designation.** Local Historic Landmark designation applies to individual properties in Forsyth County. This designation recognizes the importance of a property to the heritage and character of the community and that its protection enriches the community’s residents.

Local landmark properties can be of several different types:
- Buildings, e.g., houses, churches, office buildings, schools, barns;
- Structures, e.g., roads, bridges, fences, silos, kilns, gazebos;
- Sites, e.g., cemeteries, building ruins, natural features, designed landscapes;
- Areas, e.g., one or more buildings on a large property, plus a surrounding area; or
- Objects, e.g., signs, monuments, sculptures, fountains, mileposts.

Once a property has been designated as a historic landmark, the ordinance designating the property provides controls on the appearance of the designated property and new construction on the property. In addition, the property owner may apply to the Forsyth County Tax Office for a 50% property tax deferral, which runs with the property in perpetuity (unless designation is revoked).

**Local Historic Districts.** Local Historic District designation is a zoning classification that applies to a group of contiguous properties. The area must have a concentration of properties that are historically, visually, or culturally related by plan or physical development. A District can include different types of historic properties, but collectively, they must form a unified body with its own identity. Together the properties must convey a physical sense of the historical environment. Examples of Historic Districts include residential areas, business districts, industrial complexes, rural villages, rural landscapes, and college campuses. Once an area has been designated as a Historic District, the zoning ordinance provides controls on the appearance of existing buildings/property and new construction within the districts through the Certificate of Appropriateness process. In North Carolina, Historic Districts can be established in one of two ways:

**Historic Overlay District.** This type of district does not replace or change the underlying zoning classification. Rather, it superimposes the Historic District over the existing zoning. This is the most common type of district found in the state. In 1993, West End, located in Winston-Salem, became the community's first Historic Overlay (HO) District.

**Separate Use Historic District.** A Separate Use Historic District is an entirely separate zoning classification, with its own permitted uses, dimensional requirements, and other zoning regulations. This type of district is rarely found. Forsyth County has the only two such Districts in North Carolina. Old Salem and Bethabara are the two Separate Use Historic Districts. Their classification is listed as "H" zoning in the Winston-Salem/Forsyth County Unified Development Ordinances (UDO).

**National Register of Historic Places.** The National Register of Historic Places is a list maintained by the National Park Service of buildings, structures, sites, objects, and districts that are significant in American history, architecture, archaeology, engineering, and culture, and that meet criteria for evaluation. National Register listing puts no obligation or restriction on private property owners using private resources to maintain or alter their properties. A private owner of a National Register property is obligated to follow federal preservation standards only if federal funding or licensing is used in work on the property, or if the owner seeks and receives a special benefit that comes from National Register designation, such as investment tax credits.
BUILDING INTEGRITY

- The exterior appearance of existing single-family homes should be kept as intact as possible, if an existing building is being converted to office use, to continue the residential character of the street.
- New residentially-scaled office buildings shall be no larger than 4000 square feet in size.
- Keep porches on existing infill buildings 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 existing or new structures.
- Locate mechanical equipment to the side or the rear of existing or new structures.
- Locate trash containers and metal outbuildings in the rear yard of existing or new structures; screen from adjacent properties.

PARKING

- New parking areas should be designed to have a minimal impact on the existing environment and have a neighborhood character.
- Locate new parking areas to the side or rear of buildings.
- 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.
- Include cross-access easements to adjacent properties where possible.

ACCESS

- Entrances and steps of existing buildings serve as an important first view of the property and shall be preserved as they were originally built.
- Maintain the main entrance to existing and new buildings 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.
- If a sign is located on an existing residential building or a new residentially-scaled building, it should be a small identification panel at the entrance.
- Internally-illuminated signs are not recommended.

LIGHTING

- Soft, indirect lighting is recommended. Lighting shall not cast direct light upon adjacent property.

LANDSCAPING

- Landscaping should be used to buffer office uses from existing residential development.
- Landscaped areas should be carefully maintained.
- Prune trees judiciously to maintain their health and to maintain the visual integrity of the streetscape.
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 (e.g., railroad access) or substitutes are readily available almost anywhere (e.g., 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.

**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. Archurally 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. New developments should explore the use of Leadership in Energy and Environmental Design (LEED) standards to increase energy efficiency and reduce long-term building expenses.

Placement of Structures. All structures should be setback a minimum of 100 feet from the external property lines of the 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 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 earhtone 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 free standing 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-way. All utilities should be placed underground.

**Flex-space and Multi-tenant 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.
Appendix E. Design Guidelines and Standards — Institutional Expansion

Institutional uses include schools, churches, community health clubs and organizations, non-profit 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, which 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

• Institutions are strongly encouraged to involve community residents, neighborhood associations, and City-County 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 work with neighborhood associations and/or residents about the proposed project. Institutions should first initiate communication about proposed projects with neighborhood associations. In the absence of an association or organization of neighbors, institutions should contact and work with immediate and peripheral property owners that may be impacted by proposed work.

• 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.

• Application of the Limited Campus Use (LCU) provision of the UDO is strongly encouraged as an alternative to rezoning to the Campus (C) District when institutions desire to expand into nearby residential areas. LCU is residential and office uses associated with institutions that generate limited traffic and have minimum impacts on surrounding neighborhoods. LCU is permitted in residential zoning districts with conditions to assure that new uses are compatible with surrounding uses.

• Rezoning of residential property for higher density residential or nonresidential institutional development should be considered only when appropriate vacant or underutilized land is not available, when vacant or underutilized nonresidential buildings are not available, or when the area is not a part of an established neighborhood.

• Reuse of existing structures is strongly encouraged. Historic structures, particularly those designated as local historic landmarks, should be adaptively reused or relocated to an appropriate site in the neighborhood.

• 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.
Pine Grove United Methodist Church on Jonestown Road
• 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 noninstitutional 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 canopy of trees.
• 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.
• Service components (such as trash dumpsters, mechanical/technical equipment, and loading docks) should be screened from public view.
• 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.
• Parking areas should be located to the rear or to the 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 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 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 (such as chain-link fencing, razor wire, or exposed concrete block). 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, 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 — Activity Centers

The following recommended design guidelines for Activity Centers draw from the adopted Legacy Development Guide. For more general information about Activity Centers, see page 21 under the Legacy Recommendations section.

Mix of Uses. A mix of uses is key to achieving a “village or town center” feel at Activity Centers. All Activity Centers should generally provide retail, office, residential, and institutional uses linked by a highly connected pattern of streets, sidewalks, and shared open spaces.

Residential Uses. A variety of housing types including single-family detached, townhomes, multifamily units, and accessory dwellings should be created to encourage diversity and a range of affordable housing. The residential density and type should reflect the level and intensity of the Activity Center.

Building Placement, Scale and Design. For Activity Centers, building heights should be greatest near the center of these developments and transition to lower heights outward toward the edge of the development. Buildings at the edge should be comparable in height and massing to the adjacent and nearby properties as well as the surrounding neighborhood.

The ground level of commercial buildings should contain public or semi-public uses such as retail or entertainment uses with direct entry from the street to provide pedestrian interest along sidewalks. Pedestrian interest can be enhanced with the use of windows, entrances, and architectural details. Pedestrian signage, awnings, and ornamentation are encouraged. At least 70% of the frontage walls of commercial buildings should be comprised of windows or doors. Storefront windows should be transparent. Mirrored glass, faux windows or display casements are strongly discouraged.

Suggested Building Heights.
Neighborhood Activity Center: 1 - 2 stories
Community Activity Center: 1 - 4 stories
Building Height to Street Width Ratios: 1:1 to 1:6

Pedestrians, Bicyclists, and Transit Users. Activity Centers should be designed for the pedestrian as well as the automobile. A network of sidewalks, pedestrian-oriented streets with designated street crossings, pathways and shared bicycle paths should provide direct pedestrian and bicycle routes and convenience.

Street Design. Streets, along with sidewalks and open spaces, should be designed as the main public spaces of Activity Centers. Activity Centers should have interconnected streets that disperse traffic and connect the Activity Center with surrounding development.

Streets within the development should have a design speed of 25 mph. Parallel on-street parking should be provided on most streets to reduce the need for parking lots and act as a buffer between automobiles and pedestrians. Planted medians are encouraged on multilane roads to provide additional tree canopy and reduce the visual height-to-width ratio of the overall streetscape.

Automobile Parking. Streets and sidewalks lined with buildings rather than parking lots are more inviting and feel safer to the pedestrian. Surface parking lots should not dominate street frontages or negatively impact surrounding developments. A minimum of 40% of required parking should be located to the rear or side of buildings. Parking to the side of buildings should not occupy more than 30% of the frontage of the building.

Parking lots along the street should be screened from the adjacent street and sidewalk by landscaping, walls, or fences. Large parking lots should be divided into several smaller parking areas using landscaping or other means. Parking lots should clearly define safe pedestrian passage to building entrances and the street.

Shared parking is strongly encouraged between adjacent or vertically mixed uses whose peak demand is offset from each other. An example is a church next to an office building.
Open Space. Urban open space should be located where it is visible and easily accessible from public areas and should have direct access from adjacent streets. The space should be visible to people passing by on nearby sidewalks and may be visible from adjacent streets but not wholly exposed to them. Urban open space should be partially enclosed using building walls, free-standing walls, landscaping, raised planters, or on-street parking to help buffer it and create a comfortable "outdoor room."

Sensitive Site Development. Sites within Activity Centers should be designed with the preservation of natural features in mind. Building sites within a development should avoid streams, floodplains, wetlands, and steep slopes. Wherever possible, street locations should account for difficult topographical conditions, paralleling contours to avoid excessive cuts and fills. Every attempt should be made to preserve large existing trees, 12 inches in caliper or more.

Silas Creek Crossing located in the South Stratford Road Metro Activity Center
Cardinal Shopping Center located in the proposed Clemmons Road/Ebert Road Neighborhood Activity Center
• **Building Placement.** New buildings shall front the main road to create a continuity of building façades along the corridor. The main entrances to all buildings shall be at the street frontage.

• **Building Scale and Proportion.** New structures shall take on the proportions, rhythm, scale, and visual integrity of existing structures. This does not imply a direct copy of existing structures. It does refer to the use of existing patterns in the built environment.

• **Building Materials.** Preferred materials brick and wood. Building materials, such as artificial brick or stone, artificial siding, exposed and/or painted concrete blocks or cinder blocks, and plate glass walls, are not recommended.

• **Façades.** The façade shall enhance the pedestrian environment by use of features such as porches, columns, and cornices. Solid walls and blank exterior façades are discouraged.

• **Canopies and Awnings.** These features shall complement the streetscape and other structures in the immediate area. Awnings or other devices may be installed for solar protection and to emphasize the human scale of the ground level spaces.

• **Color.** Earth tone colors are encouraged, and bright colors shall only be used as accents to overall building.

• **Outside Storage.** Outside storage shall be permitted only if screened from view from the main road. The outside storage shall not occupy an area larger than one-half of the area covered by the principal use.

• **Loading/Unloading and Garage Bays.** All loading areas and entrances to motor vehicle repair bays shall be screened from public view from the main road.

• **Off-Street Parking.** Parking shall be located only in the side or rear yards with exceptions noted for each segment. On corner lots, parking on the street side corner of the lot shall be avoided. New parking lots shall be designed to minimize their effects on the existing streetscape. Areas of circulation and parking need to be clearly defined using appropriate markings and materials. Large expanses of paving shall be divided into smaller components with interior planting areas.

• **On-Site Utilities.** All public utilities and related facilities, heating, ventilation and air conditioning (HVAC) units, including onground and rooftop mechanical systems, and dumpsters, shall be so located and/or shielded so as to not be visible from the public right-of-way.

• **Site Amenities.** Include site furnishings such as bollards, seating, trash containers, tree grates, special features, fencing and any special lighting to enhance pedestrian areas.

• **Architectural Characteristics.** Buildings within this area shall encourage the following additional architectural characteristics:
  - Display windows on the street/first level
  - Lighting shall be provided in all display windows
  - The use of cornice canopies, balconies, and arcades to delineate between the ground/street level and upper levels
  - Larger buildings to be broken into smaller scale components at the ground/street level
MULTIFAMILY DESIGN

Multifamily developments are and will continue to be an important component of the community’s housing stock. Additionally, when well-designed, multifamily housing can add to the character of a neighborhood, increase pedestrian activity, reduce automobile trips, and support transit.

To create multifamily developments that are better integrated into the community and that support and encourage walking, the following design features should be incorporated into new multifamily developments where feasible:

- A connected street network
- The use of public streets
- Buildings oriented to the street and with entrances on the street
- Building façade articulation
- Architecture that is compatible with the surrounding context
- Reduced building height and mass where multifamily buildings are adjacent to single-family development
- The use of small parking courts instead of large surface parking lots
- Parking lots placed to the side or rear of buildings so they do not dominate the streetscape
- The use of street and parking area trees and other landscaping
- Parking lots that are well lit and visible from windows and doorways to help increase their safety and discourage crime
- The use of on-street parallel or angled parking
- Limited use of head-in parking
- A sidewalk and/or pedestrian and bicycle trail network
- Open space that is accessible, safe, and functional
- Private outdoor space (e.g., courtyards, decks, or balconies)
- Garages located to the rear of the building, along an alley or recessed from the front

Carlyle Place multifamily development on Ebert Road
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