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 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.

Area Plan boundaries are determined, in part, by the Growth Management Plan in *Legacy*. Six Plans cover the Urban Neighborhoods as defined in the *Legacy* plan. Urban Neighborhoods are older neighborhoods and commercial, industrial, and institutional development built mostly before 1940 that surround the Center City of Winston-Salem. The Urban Neighborhoods area has been divided into study areas based on geography and common features.

An Area Plan does not change the 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 Planning Board 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 recommendations 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.
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**Boundaries of the Study Area**

The East/Northeast Winston-Salem Planning Area (which will be referred to as the Planning Area throughout this Plan), as shown on Map 1, encompasses approximately 4,389 acres. The Planning Area is generally bounded on the north by Akron Drive and the start of Lansing Drive; on the east by Brushy Fork Branch and US 158; on the south by the Southern Railway; and on the west by US 52. Currently, the Planning Area has land area in two City Council Wards. Approximately one-half the Planning Area is the East Ward while the other half is in the Northeast Ward.

**Relationship to Legacy**

The Legacy Development Guide, Forsyth County’s comprehensive plan, serves as the framework on which all Area Plans are built, both geographically and as a policy guideline. Most of the Planning Area is designated in the Urban Neighborhoods (GMA 2) of the Growth Management Plan of Legacy. Two small portions around Davis Garage and the area inside the intersection of Martin Luther King, Jr. Drive, Fifth Street, and US 52 are designated as Center City (GMA 1) in Legacy. Map 5 shows the Growth Management Areas in the Planning Area.

**Area Plan Process**

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 consolidation of existing plans. A handbook is created for the CAC.
containing information the CAC may need to make recommendations for the Planning Area (see Figure 1).

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

The Planning Board reviews the recommendations for consistency with the broad public interest and with Legacy. The Planning Board holds a public hearing to consider the Plan and make amendments, as appropriate, before recommending the Plan for adoption. The document is then forwarded to the City Council for consideration and adoption after a public hearing. The adopted plan is used on an ongoing basis by the Planning Board and City Council to guide land use, infrastructure, and public investment decisions. An implementation Plan is formulated to outline tasks and timing needed for each recommendation, which is shown in the Implementation Schedule section of this Plan.
Most of the East/Northeast Planning Area was developed prior to 1940 in the pattern of traditional urban neighborhoods with a mix of residential types and densities, along with a variety of other land uses including neighborhood business areas and commercial development. The East/Northeast Planning Area is home to some of the first major housing developments constructed in Winston-Salem which includes Reynoldstown (1917), Dreamland (early 1920s), and City View (early 1920s). Known as being the African-American side of Winston-Salem, the area has begun to see an increase in its Hispanic population since the late 1990s.

Most of the Planning Area is experiencing the challenges faced by older neighborhoods elsewhere including aging building stock and infrastructure, declining commercial areas, and conflicts between land uses. The City of Winston-Salem has taken a great interest in encouraging reinvestment in the Planning Area and has been at the focal point of numerous redevelopment and housing improvement initiatives. Urban redevelopment has had a significant impact on the Planning Area since the late 1950s, removing most concentrations of blighted housing. Although urban renewal made remarkable physical improvements, a large number of substandard housing units remain in the area. Poor housing conditions have been addressed recently by code enforcement and community development programs.

The area is home to the Smith Reynolds Airport, a general aviation airport that occupies over 600 acres in the northern section of the Planning Area. Although it is not currently used for commercial aviation, the Smith Reynolds Airport has a runway large enough to handle any but the largest jets and is close to downtown Winston-Salem, adding an important component to the City’s business development.

Most of the Planning Area is already developed making redevelopment of existing sites and structures more likely to happen. A challenge for the future of the Planning Area is to ensure that redevelopment and expansions compliment and blend with existing development.
**DEMOGRAPHICS**

Based on the 2000 census, approximately 16,500 people live in the East/Northeast Planning Area, an increase of approximately 4% from the 1990 census. A significant demographic change since 1990 has been the increase in the percentage of persons of Hispanic origin living in the Planning Area, an increase from less than 1% in 1990 to approximately 11% in 2000 (see Table 1).

**LAND USE**

Most of the East/Northeast Planning Area was developed prior to 1940 and includes a diverse mix of land uses common to older urban areas which were developed prior to the dominance of the automobile. Residential development consists of mostly single-family units although multifamily units have captured an increasingly larger share of the total housing units over the years. Commercial uses are developed along major roads including Liberty Street, Martin Luther King Jr. Drive and New Walkertown Road. Other small pockets of commercial uses are dispersed throughout the area located in close proximity to residential uses, making it convenient for people to acquire necessary goods and services. Industrial uses are located at Smith Reynolds Airport and Lowery Street Business Park at the north and south ends of the Planning Area. Institutional uses including churches, schools, a library, and social services facilities are dispersed throughout the area. Much of the original pattern of development has been maintained in the Planning Area, except for areas of redevelopment where a more suburban-type of development is taking place.

Map 2 shows the existing land use pattern in the Planning Area today. Table 2 shows existing land use by acreage and percent of total area.

### Table 1. East/Northeast Planning Area: Demographic Trends/Comparisons

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<thead>
<tr>
<th></th>
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<td>16,499</td>
<td>15,812</td>
<td>4.30</td>
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<tr>
<td>Winston-Salem</td>
<td>185,776</td>
<td>143,485</td>
<td>29.50</td>
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<tr>
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<td>2,114.80</td>
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<td>*Hispanic</td>
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<td>Winston-Salem</td>
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<td>White</td>
<td>103,243</td>
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<td>Black or African-American</td>
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<table>
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<th>Housing Units</th>
<th>2000</th>
<th>1990</th>
<th>%Change (1990 - 2000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Area</td>
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<tr>
<td>Total Number of Housing Units</td>
<td>7,070</td>
<td>7,463</td>
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<tr>
<td>Owner Occupied</td>
<td>2,114</td>
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<tr>
<td>Renter Occupied</td>
<td>4,312</td>
<td>4,278</td>
<td>0.80</td>
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<tr>
<td>Vacant</td>
<td>644</td>
<td>995</td>
<td>-35.30</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Total Number of Housing Units</td>
<td>82,593</td>
<td>65,631</td>
<td>25.90</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>42,539</td>
<td>31,055</td>
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<tr>
<td>Renter Occupied</td>
<td>33,708</td>
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<tr>
<td>Vacant</td>
<td>6,346</td>
<td>5,712</td>
<td>11.10</td>
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</table>
RESIDENTIAL
The predominant land use in the Planning Area is residential, which accounts for approximately one-quarter of the total land area. Single-family is the primary residential type in most neighborhoods. For the purposes of mapping, single-family and duplex uses have been grouped together. There are few duplexes, with most located in the southwestern portion of the Planning Area.

Multifamily development accounts for approximately 6% of total land area. Concentrations of multifamily uses are located in: Piedmont Circle, Ladeara Crest Estates Apartments, Cleveland Avenue Homes, Lakeside Apartments, Rolling Hills Apartments, and Forest Ridge; east of US 52 to Cleveland Avenue between Second and Fifth Streets; on Cleveland Avenue between Martin Luther King Jr. Drive and Twelfth Street; and on small sites scattered throughout the area. The Planning Area is a source of much of the City’s public and assisted housing.

OFFICE
Office land use accounts for less than 1% of the land area. Office uses are concentrated in the southern portion of the Planning Area on Martin Luther King Jr. Drive, Fifth Street, and New Walkertown Road. The northern portion of the Planning Area has some office uses on Fairchild Drive.

INSTITUTIONAL
A large amount of land in the Planning Area is devoted to public and semi-public uses, including schools, churches, institutions, health and social services. The approximately 300 acres of institutional use accounts for about 9% of the land in the area. In addition to numerous schools and churches, there are a number of community services located in the Planning Area.

PARKS AND OPEN SPACE
Parks and open space account for approximately 8% of the land in the Planning Area. The nine public parks with their respective acreage and facilities are discussed more in detail in the Community Facilities Section.

INDUSTRIAL
Industrial land use represents a significant portion of the Planning Area with 17% of the total area. Industrial land uses are located at both north and south ends of the Planning Area. The Smith Reynolds Airport and industrial uses along rail lines facing Liberty Street and Glenn Avenue anchor the north end. At the south end, multiple industrial uses are located in the Lowery Street Business Park.

UTILITIES AND RIGHTS-OF-WAY
About 15% of the land area of the East/Northeast Planning Area is devoted to utilities, road and railroad rights-of-way.
VACANT

Although it appears that there is a high percentage of unused land in the Planning Area (20%), few vacant parcels can actually be developed. With the exception of some vacant parcels in the Lowery Business Park, most of the vacant land in the Planning Area is not suitable for development because of steep slopes and drainageways or proximity to the Smith Reynolds Airport. There are however, two larger vacant parcels of land expected to be developed in the near future, the Airport Business Park, and residential development next to Winston Lake.

ZONING

Rezoning cases since 1990 have affected the character and pattern of development in the Planning Area. Two of the most significant rezonings have been initiated by the City consistent with adopted plans in the area: 1) the rezoning of a portion of the Liberty Street Corridor from a highway-oriented business district to a pedestrian-oriented business district; and 2) the rezoning and redevelopment of the former Brookwood Neighborhood for the Airport Business Park.

Another significant change has been the rezoning of about 50 acres of Winston Lake Park to allow a residential development.

TRANSPORTATION FEATURES

Existing transportation features include roads, streets, bus routes, sidewalks, and greenways. The location and function of transportation features has a significant impact on land use decisions (see Map 3).

ROADS

Overall Street Pattern

The general street pattern reflects development time with the older section of the Planning Area being primarily a grid pattern (rectangular blocks) and newer areas around Old Greensboro Road and Carver School Road having curvilinear blocks.

Road Types

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

- **Interstate Highways** are controlled-access facilities with four or more lanes carrying traffic between cities and states.
- **Freeways/Expressways** are usually controlled-access facilities with four or more lanes that provide fast and efficient movement of large volumes of traffic.
- **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 two lanes to six 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.

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.

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 seven-year period for all modes of transportation.

The Proposed Transportation Improvements are shown on Map 8 and Table 8 in the Transportation Recommendations section of this plan.

Table 3. East/Northeast Planning Area: Road Classification and Features

<table>
<thead>
<tr>
<th>Interstate or Divided Highways</th>
<th>Direction</th>
<th>Description</th>
<th>2005 ADT (Average Daily Traffic)</th>
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<tbody>
<tr>
<td>Interstate 40</td>
<td>East-West</td>
<td>4-Lane, Median-Divided, Controlled Access</td>
<td>46,000-92,000</td>
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<tr>
<td>US 52</td>
<td>North-South</td>
<td>4-Lane, Median-Divided, Controlled Access</td>
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<table>
<thead>
<tr>
<th>Major Thoroughfares</th>
<th>Direction</th>
<th>Description</th>
<th>2005 ADT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron Drive</td>
<td>East-West</td>
<td>2-3 Lane Road</td>
<td>7,400-17,000</td>
</tr>
<tr>
<td>Fifth Street</td>
<td>East-West</td>
<td>3-Lane Road</td>
<td>5,400-9,600</td>
</tr>
<tr>
<td>Fourth Street</td>
<td>East-West</td>
<td>2-Lane Road</td>
<td>3,100</td>
</tr>
<tr>
<td>Liberty Street</td>
<td>North-South</td>
<td>2-4 Lane Road</td>
<td>6,200-16,000</td>
</tr>
<tr>
<td>Martin Luther King Jr. Drive</td>
<td>North-South</td>
<td>4-Lane, Median-Divided</td>
<td>13,000-22,000</td>
</tr>
<tr>
<td>New Walkertown Road/US 311</td>
<td>North-South</td>
<td>3-4 Lane Road</td>
<td>13,000-16,000</td>
</tr>
<tr>
<td>Northwest Boulevard</td>
<td>East-West</td>
<td>3-Lane Road</td>
<td>2,500</td>
</tr>
<tr>
<td>Reidsville Road/US 158</td>
<td>North-South</td>
<td>4-Lane, Median-Divided</td>
<td>14,000</td>
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</table>

<table>
<thead>
<tr>
<th>Minor Thoroughfares</th>
<th>Direction</th>
<th>Description</th>
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<tbody>
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<td>Attucks Avenue</td>
<td>North-South</td>
<td>2-Lane Road</td>
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<tr>
<td>Bowen Boulevard</td>
<td>East-West</td>
<td>2-Lane Road</td>
<td>3,600</td>
</tr>
<tr>
<td>Carver School Road</td>
<td>North-South</td>
<td>2-Lane Road</td>
<td>7,600-8,400</td>
</tr>
<tr>
<td>Cleveland Avenue</td>
<td>North-South</td>
<td>2-Lane Road</td>
<td>4,700</td>
</tr>
<tr>
<td>Fourteenth Street</td>
<td>East-West</td>
<td>3-Lane Road</td>
<td>3,100-8,400</td>
</tr>
<tr>
<td>Glenn Avenue</td>
<td>North-South</td>
<td>2-Lane Road</td>
<td>3,700</td>
</tr>
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<td>Ogburn Avenue</td>
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<td>2-Lane Road</td>
<td>1,100</td>
</tr>
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<td>Old Greensboro Road</td>
<td>East-West</td>
<td>2-Lane Road</td>
<td>6,800</td>
</tr>
<tr>
<td>Third Street</td>
<td>East-West</td>
<td>4-Lane Road</td>
<td>1,100-2,800</td>
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<tr>
<td>Twenty-Fifth Street</td>
<td>East-West</td>
<td>2-Lane Road</td>
<td>4,700-6,000</td>
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<tr>
<td>Waterworks Road</td>
<td>North-South</td>
<td>3-Lane Road</td>
<td>4,500</td>
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</table>
PUBLIC TRANSPORTATION

Local Bus Routes
The Winston-Salem Transit Authority currently provides bus service within the East/Northeast Planning Area on six routes originating from the downtown terminal. Table 4 and Map 3 describe the routes in more detail.

BICYCLE FACILITIES

Bicycle Routes
The Planning Area has one signed bike route described in Table 5 and shown on Map 3. A signed bike route is a shared roadway which has been designated by signing as a preferred route for bicycle use.

Two streets in the Planning Area are also included in the proposed bicycle route for the North Carolina Mountains to Sea Trail; Fifth Street and Old Greensboro Road.

PEDESTRIAN FACILITIES

With the adoption of the multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the county has become a transportation priority.

Sidewalks
The 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 Plan to help determine which recommended sidewalks are most needed. Criteria includes street type, school locations, location of “pedestrian generators” such as stores and parks, connectivity to the overall pedestrian system, and location of bus stops.

Sidewalks are found in the Planning Area in a good number of residential and commercial areas that were developed before 1940. Generally, the areas that have sidewalks are located west of New Walkertown Road and west of the intersection of Fifth Street and Old Greensboro Road. Areas developed after 1950 do not have the same level of pedestrian facilities. These developments are generally located between Brushy Fork Creek and Business 40.

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

The Pedestrian Plan identified all existing sidewalks located in the Planning Area as well as those sidewalk projects that are funded through the year 2015. Funded sidewalk projects include: Addison Avenue between New Walkertown Road and Twelfth Street, Emerald Street between Dellabrook Road and El Dora Street, and Caledonia Drive to connect at both ends with Elbon Drive. A sidewalk along the east side of New Walkertown Road between Winston Lake Road and Waterworks Road has been completed.

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

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

There are two constructed greenway trails in the Planning Area, the Virginia K. Newell/Ann Massey Trail, and a section of the Bowen Branch Trail which serves as a neighborhood connector.

RAIL

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

A possible site for the Winston-Salem Intercity Passenger Rail Station would be the historic Union Station situated east of the city center, at Martin Luther King Jr. Drive. This location is under consideration in the Southeast Corridor high-speed rail study. The Winston-Salem station would include a
### Table 4. East/Northeast Planning Area: Local Bus Routes

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Direction</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>North-South</td>
<td><strong>Downtown to Oakridge.</strong> Begins along Fourth Street to Cleveland Avenue, Martin Luther King Jr. Drive, US 311, Ferrell Avenue, Tenth Street, Cameron Avenue, Twelfth Street to US 311 before continuing on Carver School Road out of the Planning Area to Butterfield Drive. Evening service is provided from 6:30 p.m. to midnight on extended route #1.</td>
</tr>
<tr>
<td>2</td>
<td>East-West</td>
<td><strong>Downtown to Castle Heights.</strong> Begins along Martin Luther King Jr. Drive to Highland Avenue, Fourteenth Street, Jackson Avenue, Twenty-Fifth Street, Ansonia Street, Manchester Street, Twenty-Fourth Street, Douglas Hill Drive, Bowen Boulevard and Rosemary Drive.</td>
</tr>
<tr>
<td>3</td>
<td>North-South</td>
<td><strong>Downtown to Happy Hill Gardens.</strong> Begins along Third Street to Martin Luther King Jr. Drive out of the Planning Area to Happy Hill Gardens.</td>
</tr>
<tr>
<td>17</td>
<td>North-South</td>
<td><strong>Downtown to Cleveland Avenue.</strong> Begins along Fourth Street to Highland Avenue, Martin Luther King Jr. Drive, File Street, Claremont Avenue, Tenth Street, Cleveland Avenue to Twenty-Sixth Street. Evening service is provided from 6:30 p.m. to midnight on extended route #17.</td>
</tr>
<tr>
<td>25</td>
<td>East-West</td>
<td><strong>Downtown to Old Greensboro Road.</strong> Begins along Third Street to Jackson Avenue, First Street, Maryland Avenue before continuing along Old Greensboro Road to East Forsyth High School.</td>
</tr>
</tbody>
</table>

### Table 5. East/Northeast Planning Area: Bicycle Routes

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Direction</th>
<th>General Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Loop</td>
<td><strong>East Winston Loop.</strong> This route is laid out along existing roads where bicyclists can be served by sharing the travel lanes with motor vehicles. The route includes Liberty Street, Fourteenth Street, Cleveland Avenue, Twenty-Third Street, Bowen Boulevard, Waterworks Road, and Fifth and Third Streets. Off-road trails in the area are also used in this route including the Bowen Branch Trail and the Virginia Newell/Ann Massey Trail.</td>
</tr>
</tbody>
</table>

Cyclist enjoys a ride on one of Winston-Salem’s greenways
waiting room for 25 to 50 passengers, restrooms, ticket office, and baggage/mail areas. The parking lot would accommodate 75 parking spaces, and there would be parking for taxis, buses, and shuttles. A new platform, canopy, and service track would be built. The station could be designed to incorporate other uses such as a visitor center, retail shops, etc.

AIRPORTS
Air traffic in Winston-Salem and Forsyth County departs or originates at the Smith Reynolds Airport. This airport, operated by the Airport Commission of Forsyth County, serves the local citizens as a general aviation airport with limited commuter flights. The airport has good access to US 52 and is located approximately three miles northeast of downtown Winston-Salem.

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 East/Northeast Area Plan has a number of facilities that serve the community including parks, schools, churches, and other institutional uses.

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 five public schools in the Planning Area, with one school housing middle as well as high school students. There are two elementary schools, Ashley Elementary Magnet School and David H. Petree Elementary School; two middle schools, the J.F. Kennedy Learning Center and the Winston-Salem Preparatory Academy; and two high schools, Atkins Academic and Technology High School Complex and the Winston-Salem Preparatory Academy.

There is one private school in the Planning Area: Ephesus Junior Academy.

RECREATION FACILITIES
Parks
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. Nine public parks are currently located in the East/Northeast Planning Area. Parks are classified based on their size, facilities, and function. Table 6 lists recreation facilities in the East/Northeast Planning Area by type with acreage and major facilities. Based on the service area analysis completed for the Winston-Salem and Forsyth County 2015 Parks and Open Space Plan, the East/Northeast Planning Area is adequately served by parks and community center facilities.

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

Bowen Branch Trail is 0.3 miles of paved path running along Brushy Creek from Bowen Boulevard to US Highway 311. It is accessible to pedestrians, cyclists, and skaters/rollerbladers.

The Virginia K. Newell/Ann Massey Trail is 1.0 mile paved path that connects Old Greensboro Road and Waterworks Road near the entrance of Winston Lake. It is accessible for pedestrians, cyclists and skaters/rollerbladers.
The Greenway Plan recommends construction of the following greenways in the Planning Area:

**Brushy Fork Creek Greenway Trail (south),** a paved recreation and transportation trail, 1.2 miles in length, connecting the Virginia K. Newell/Ann Massey Trail on Old Greensboro Road to the Salem Creek Trail east of Winston-Salem State University.

**Brushy Fork Creek Greenway Trail (north),** a paved recreation and transportation trail connecting the Virginia K. Newell/Ann Massey Trail with Winston Lake, Helen Nichols Park, Carver High School, Crawford Park to end at the Mazie Woodruff Center and Library on Lansing Drive.

**LIBRARY FACILITIES**
There is a branch library facility in the East/Northeast Planning Area, the Malloy/Jordan East Winston Heritage Center located on east Seventh Street at Cleveland Avenue.

**FIRE STATIONS**
There are two fire stations in the East/Northeast Planning Area:

**Fire Station #3,** the Liberty North Fire Station, covers the area in and around Smith Reynolds Airport and serves a mixture of industrial and residential areas.

**Fire Station #4,** the Lester E. Irvin Fire Station, covers the areas in and around Winston Salem State University, Bowman Gray Stadium and the Business 40/Highway 52 interchange.

### Table 6. East/Northeast Planning Area: Recreation Facilities

<table>
<thead>
<tr>
<th>Park Type</th>
<th>Acreage</th>
<th>Major Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mini/Ornamental Parks:</strong></td>
<td></td>
<td>Small facilities designed to serve a specific population segment or to be primarily ornamental in nature.</td>
</tr>
<tr>
<td>Clark/Mickens Park</td>
<td>1.0</td>
<td>Playground</td>
</tr>
<tr>
<td><strong>Neighborhood Parks:</strong></td>
<td></td>
<td>Provide intense recreational activities accessible to neighborhoods.</td>
</tr>
<tr>
<td>Harambee Park</td>
<td>1.1</td>
<td>Walking Trail</td>
</tr>
<tr>
<td>Kingston Greens Park</td>
<td>0.7</td>
<td>Playground</td>
</tr>
<tr>
<td>Fairview Park</td>
<td>2.1</td>
<td>Playground, Softball Field, Basketball Court</td>
</tr>
<tr>
<td>Skyland Park</td>
<td>17.8</td>
<td>Picnic Shelter, Playground, Fitness Trail, Basketball Court, Restrooms</td>
</tr>
<tr>
<td><strong>Community Parks:</strong></td>
<td></td>
<td>Provide active recreational opportunities drawing people from multiple neighborhoods.</td>
</tr>
<tr>
<td>Bowen Boulevard/ Hansel B. Thomas Park</td>
<td>17.5</td>
<td>Playground, Fitness Trail, Restrooms</td>
</tr>
<tr>
<td>Fourteenth Street Park</td>
<td>6.9</td>
<td>Playground, Softball Field, Tennis Courts (3), Restrooms, Recreation Center</td>
</tr>
<tr>
<td>Rupert Bell Park</td>
<td>19.0</td>
<td>Picnic Shelter, Playground, Softball Field, Restrooms, Basketball Court (2), Recreation Center</td>
</tr>
<tr>
<td><strong>District Park:</strong></td>
<td></td>
<td>Provide recreation opportunities focusing on one or more specialized activities such as golf or tennis.</td>
</tr>
<tr>
<td>Winston Lake Park</td>
<td>467.0</td>
<td>Picnic Shelter (5), Playground (3), Softball Field (4), Fitness Trail, Restrooms, Football Field, Fishing</td>
</tr>
</tbody>
</table>
OTHER COMMUNITY FACILITIES

Health Facilities
The East/Northeast Planning Area has a number of health related facilities as follows:

Forsyth County Department of Social Services – Highland Avenue
The Forsyth County Department of Social Services is located in the former Reynolds Hospital building on Highland Avenue. The Department of Social Services provides a wide range of services to families, adults and children in the community.

Forsyth County Department of Public Health – Highland Avenue
The Forsyth County Department of Public Health offers a number of clinics, from Family Planning to Teen Clinic, at its facility located on Highland Avenue. These clinics are staffed daily by registered nurses, physician assistants and other professional staff. These clinics do not provide primary physician care or sick care. Also located on Highland Avenue is the Behavioral Health Plaza.

Forsyth County Emergency Services – Fifth Street
Established in 1968, Forsyth County Emergency Medical Services has grown from a small, basic life support provider into a high-volume, EMT-Paramedic service. Forsyth County EMS (FCEMS) provides 24 hour-a-day advanced life support, pre-hospital emergency medical care for Winston-Salem and Forsyth County residents. With an annual call volume in excess of 33,000 responses, FCEMS operates a minimum of thirteen Advance Life support (ALS) ambulances and two ALS Quick Response Vehicles each day.

Wake Forest University Baptist Medical Center
Community Physicians (formerly Aegis Family Health Center) – Winston East Pediatrics – Fourteenth Street
Wake Forest University Baptist Medical Center Community Physicians was formed in 1994 as a not-for-profit joint venture between the Wake Forest University School of Medicine and North Carolina Baptist Hospital. It was initially incorporated under the name of Primary Care Corporation (PCC); however, in December 1995, the name was changed to Aegis Family Health Centers, and on July 1, 2007, was changed to Wake Forest University Baptist Medical Center Community Physicians. This name change was made to more closely align it with Wake Forest University Baptist Medical Center.

Wake Forest Baptist Community Physicians is a group of neighborhood health care practices serving communities in northwestern North Carolina. They provide affordable, preventive medicine and patient education with 40 providers (34 physicians and six mid-level practitioners) in 14 medical offices, one of them located on Fourteenth Street and serving the East/Northeast Planning Area.

Winston-Salem Forsyth County Board of Education Homebound/Hospital Education Center – Twelfth Street
The Homebound/Hospital School provides instruction to students who are unable to attend school due to critical injury, serious illness, or other authorized out-of-school placement.

Cemeteries

Evergreen Cemetery
The Evergreen Cemetery is located on a 47-acre plot of land located on New Walkertown Road. It was opened in 1944 to take place of the former Evergreen Cemetery located in the Liberty Street area, backing up to Smith Reynolds Airport. It had to be moved in the early 1940s because the airport needed to expand runways in order to ship goods during WWII. The cemetery was expanded in the late 1960s to 32.5 acres. In 1998, the cemetery was again expanded to 48 acres, increasing the cemetery’s capacity for future interments.

The Proposed Community Facilities map (see Map 9) in the Community Facilities Recommendations section shows existing facilities as well as additional facility improvements identified in the other plans discussed above or during the planning process.
HOUSING AND COMMUNITY DEVELOPMENT

GENERAL INFORMATION
According to the 2000 Census, there are approximately 7,070 housing units within the East/Northeast Planning Area. The Census shows 6,426 units (91%) are occupied while 644 units (9%) are vacant. Of the 6,426 occupied housing units (“households”), approximately 2,114 units (33%) are owner-occupied, while 4,312 units (67%) are renter-occupied. This is significantly different than the average for Winston-Salem where 56% of housing units are owner-occupied and 44% of units are renter-occupied.

Housing strategies for the Planning Area since the 1960s include: the rehabilitation of existing houses through the designation of some areas as Rehabilitation, Conservation and Reconditioning Areas eligible for Community Development Block Grant (CDBG) money and other funds; demolition of dilapidated homes which cannot be repaired economically; certification of areas for redevelopment; and programs to increase the rate of homeownership among Planning Area residents.

HOUSING IMPROVEMENT EFFORTS
Housing conditions vary in the Planning Area with some neighborhoods having moderate-to-well-maintained housing units and other neighborhoods having individual streets with deteriorated structures. The City’s primary means of maintaining housing conditions is enforcement of its minimum housing code. The City also uses federal community development and local housing funds to assist both owner-occupants and investor-owners to rehabilitate residential structures. Most of these funds are provided to property owners in the form of low-interest loans.

As of 2004, the City of Winston-Salem has targeted its community development funds to the Neighborhood Revitalization Strategy Area (NRSA), an area designated based on the rate of poverty. All of the East/Northeast Planning Area is located in the NRSA.

In areas where housing conditions are extremely deteriorated and code enforcement/rehabilitation efforts have been unsuccessful, the City-County Planning Board can certify the area as a Redevelopment Area based on the provisions of North Carolina Redevelopment Law. Blight Certification allows the City to acquire property through the power of eminent domain (condemnation) based on an adopted redevelopment plan. Due to the regulations and processes that must be followed, including the relocation of occupants, City redevelopment efforts can be expensive and slow.

Redevelopment authority has been used in Winston-Salem since the late 1960s to acquire and clear blighted housing. While early urban redevelopment projects acquired and cleared large areas, recent efforts to improve housing conditions focus more on code enforcement, encouragement of rehabilitation, and include only limited acquisition and clearance. This change occurred mainly due to reductions in federal community development funding, but also due to recognition that wholesale clearance can have many negative impacts on a community.

Recent City Redevelopment Efforts
A significant number of homes in the Planning Area have been demolished through redevelopment and through code enforcement. Since the 1960s, most of the Planning Area has been included at various times in different public development and redevelopment projects. Public projects have varied from urban renewal, to neighborhood improvement/code enforcement, to community development (see Map 4).

East Winston General Neighborhood Renewal Plan
The East Winston General Neighborhood Renewal Plan (GNRP) was the first urban renewal program undertaken by the City of Winston-Salem. In 1957, the City designated 718 acres within the East/Northeast Planning Area to be considered for urban renewal activities. The GNRP was subdivided into four project areas for separate treatment strategies:

- **Project 1.** Began September 1, 1961, and officially ended October 14, 1966. Eighty percent (80%) of the redeveloped land in Project 1 provided sites for public facilities and highway construction including US 52, J.F. Kennedy Middle School, the Forsyth County Health and Social Services Center, and new housing located within the area.

- **Project 2.** Began July 1963 and covered 217 acres on both sides of US 52. New development in the area included 80 single-family dwellings
and 600 multifamily units. Public facilities included the Winston-Salem Housing Authority Administrative Center, the Reynolds Health Center, and the Forsyth-Stokes Counties Mental Health Complex. A commercial site was developed, including a shopping center, fast food restaurants, and office. Numerous sites were provided for new construction and for expansion of existing churches. Redevelopment also made 15 new industrial locations available including sites for Reynolds Industries, Piedmont Natural Gas, and the Greyhound Bus Terminal.

**Project 3.** Begun in September 1969 covering 156 acres of which 70 were designated for rehabilitation rather than clearance. Nineteen acres were assembled for the development of Rupert Bell Park. Another 12 acres, often referred to as the “7th and Graham Site,” were developed as well.

**Project 4.** A Neighborhood Development Plan was submitted for a part of the GNRP Project 4 area on April 1, 1972. Seven acres between Tenth and Eleventh Streets were acquired, cleared, and redeveloped for construction of 23 single-family units.

**Neighborhood Improvement Program East (NIPE)**

East/Northeast Planning Area neighborhoods outside the GNRP project areas were assisted through the Neighborhood Improvement Program East (NIPE), a systematic housing code enforcement program that provided direct federal grants and loans to eligible property owners for rehabilitation of substandard housing. Operating from 1970 to 1973, NIPE included three areas in the Planning Area contiguous with the redeveloped GNRP area: Old City Hospital, Eleventh Street, and Dreamland. Street improvements and expanded recreational facilities in the Brushy Fork area were also provided by NIPE funds and private donations. The total area of 526 acres designated as NIPE also included the City View neighborhood.

**Community Development Programs**

The Community Development Act of 1974 superseded previous urban renewal grant programs, allocating annual block grants to cities for general redevelopment activities. The remainder of GNRP Project 4, not addressed in earlier plans, was designated East Winston #4 under the Community Development Program.

**East Winston #4.** This area was certified in 1975 and includes the area from Eleventh to Fourteenth Streets between Cameron and Cleveland Avenues. The initial development activity cleared a 25-acre tract between Eleventh and Twelfth Streets. Fourteen (14) acres of this area were developed for Summit Square and the remainder was redeveloped for single-family housing. The area between Twelfth and Fourteenth Streets was rehabilitated selectively rather than totally cleared. The remainder of the project area was acquired in 1988 and has now been completely redeveloped.

**East Winston #5.** East Winston #5, certified in 1988, is bounded by Eighteenth Street on the north, Jackson Avenue on the east, Fourteenth Street on the south, and Cleveland Avenue on the west. The area contains 42 acres and was found to have 136 residential structures and 11 nonresidential with only 18 of them rated as standard, needing no repairs. The Redevelopment Plan included the relocation of 164 families and individuals and three businesses as well as the demolition of 137 structures. Single-family homes were built for homeownership, existing churches were expanded, and commercial businesses located along Fourteenth Street between Claremont and Jackson Avenue. The total estimated project cost was $7,554,000.

**Northeast Winston #1.** Northeast Winston #1 Redevelopment Area was certified in 1989 and is bounded by the rear lot lines north of Twenty-First Street on the north, Eighteenth Street on the south, the rear lot lines east of Lafayette Street on the east, and Cleveland Avenue on the west. Northeast #1 included recommendations for the acquisition of 61 parcels, relocation of 104 families and individuals, and the demolition of 73 structures.

**Northeast Winston #2.** Certified as a blighted area in 1988, the area is bounded on the north by the rear property lines of homes fronting on Twenty First Street, on the south by New Hope Lane, on the east by Cleveland Avenue, and on the west by US 52/Liberty Street. The Redevelopment Plan called for the acquisition and clearance of 42 parcels, the relocation of 28 families and two businesses, the demolition of up to 25 structures, the construction of two new streets, and the construction or rehabilitation
of approximately 25 single-family homes designated for homeownership. Preferred developers have been selected but new homes have not been built to date.

- **Northeast Winston #3.** Northeast Winston #3 was certified in October 1999 as Rehabilitation, Reconditioning and Conservation Area with the western portion certified as a Redevelopment Subarea. This rehabilitation project was designed to improve the housing quality in an area where no new housing has been built since 1985. The area is generally bounded on the west by US 52, on the north by Twenty-Sixth Street, on the east by Bowen Park, and on the south by the rear property lines of homes on Twenty-Second Street. Northeast Winston #3 encompasses 104 acres with a total of 385 structures. Forty-eight of the structures were classified as substandard and in need of repair. Work on the Northeast Winston #3 Rehabilitation Area has yet to begin. Northeast Winston #3 Subarea encompasses 26 acres with a total of 73 structures. Seventy percent of the structures were classified as substandard. Redevelopment work has also not begun.

- **Brookwood.** The Brookwood Area was certified as a blighted area in 2000. Brookwood includes 77 acres located south of the Smith Reynolds Airport and immediately north and east of the Piedmont Circle public housing development. The area had 155 structures, mostly single-family homes, with almost 70% of the structures found to be substandard and in need of repair or demolition. The Brookwood Redevelopment Plan included the acquisition and clearance of 155 structures and redevelopment of the site as an airport-oriented industrial park. Acquisition and clearance has been completed.

- **Liberty Street.** The Liberty Street Area is predominantly nonresidential with 74% of the land developed for commercial uses. To assist with the revitalization efforts, the area was certified as a Nonresidential Redevelopment Area in 2005, giving the City the ability to use the power of eminent domain to acquire properties based on a redevelopment plan. At that time, 63% of the total structures were classified as nonstandard. The plan includes acquisition of four structures and four vacant lots to be demolished and replaced with new structures.

**Assistance from Habitat for Humanity**
The City of Winston-Salem has worked to expand opportunities for affordable housing and promotion of homeownership in a variety of ways. In addition to assisting with the rehabilitation of multifamily units, the City has provided funding to Habitat for Humanity to assist them to build single-family houses for low-income persons. In the East/Northeast Planning Area, most of these units have been in redevelopment areas. The City also provided
funding assistance to scattered-site new home construction by Habitat for Humanity at various sites in the East/Northeast Planning Area.

Certified Areas
At various times, entire neighborhoods or areas have been certified as Rehabilitation, Conservation and Reconditioning including: City View, Bowen Park, Short Street, Eleventh Street, Old City Hospital, and Dreamland. Programs including concentrated code enforcement and rehabilitation loan and grant assistance were developed for these areas. Other areas, Dreamland, Old City Hospital and Eleventh Street, have been recertified for participation in the City’s “Buy-Rehab Program.” This program attempted to increase homeownership within the certified areas and ensure that the newly purchased houses were brought up to standard.

PUBLIC AND ASSISTED HOUSING
There are a number of public and assisted housing developments throughout the East/Northeast Planning Area. Most are small and serve specific populations, including elderly and handicapped persons, low-income families and homeless persons. There are three assisted or public housing developments with more than 100 units in the Planning Area as follows:

Cleveland Avenue Homes
Cleveland Avenue Homes is a 244-unit development built in 1953 along Cleveland Avenue between Fifteenth and Seventeenth Streets. This complex is owned and operated by the Housing Authority of Winston-Salem and together with Piedmont Park; provide the two types of low-rent public housing family developments found in the East/Northeast Planning Area.

Piedmont Park
Piedmont Park is a 240-unit development built in 1952 and located on Twenty-Eighth Street between US 52 and Claremont Avenue. This complex is owned and operated by the Housing Authority of Winston-Salem.

Sunrise Tower
Sunrise Tower is located at the intersection of Martin Luther King Jr. Drive and Cleveland Avenue. Residents have a choice of single-room occupancy in an efficiency or one-bedroom unit. This tower is owned and operated by the Housing Authority of Winston-Salem and provides high-rise living accommodations. Rental rates for both conventional and high-rise living are based on income or a flat rate is charged depending on the number of bedrooms needed.
DESIGN AND APPEARANCE

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

Part of the East/Northeast Planning Area was developed prior to 1940 and the dominance of the automobile. Street widths were minimal, buildings were placed close to the street and there was a mix of land uses. Nonresidential uses, including retail stores, institutions, and industries were generally small and designed to serve or employ nearby residents. This original development pattern created a special character and sense of community. However, the nature and scale of businesses and institutions have changed over time, creating urban design issues and land use challenges in the Planning Area including: assuring compatibility between land uses; maintaining (and creating) mixed-use neighborhoods; assuring that roads move traffic but remain pedestrian-friendly; reusing vacant/abandoned industrial and commercial sites; allowing businesses and institutions to grow without harming the surrounding neighborhoods; and preserving historic character while adapting to current needs.

In general, there is poor maintenance of existing businesses and parking lots in the East/Northeast Planning Area, giving commercial streets a neglected appearance. The same can be said with residential areas where the character varies from good to neglected, depending on location. The area lacks community focal points, places where residents can meet and mingle freely. A comprehensive approach is needed where building design, landscaping, streetscape, and open space are considered together to give a distinctive image and character.

The Proposed Design and Appearance map (see Map 10) in the Design and Appearance Recommendations section shows existing efforts listed above and additional improvements identified in the planning process.

APPEARANCE INITIATIVES
The City has developed a number of initiatives to improve the appearance and pedestrian-orientation of neighborhoods and commercial areas in Winston-Salem. City efforts are usually, but not always, undertaken in the right-of-way and can include: landscaping and tree planting where appropriate, adding new sidewalks or crosswalks, and adding improvements to make pedestrians feel more comfortable including benches, trash receptacles, decorative pedestrian lighting among others. Three specific initiatives in the East/Northeast Area include:

Martin Luther King Jr. Drive
Martin Luther King Jr. Drive is a prominent road in the East/Northeast Planning Area. In the 1990s, the City contracted a landscape architect to design streetscape improvements along the corridor from Highland Avenue to Business 40. Work has been completed adding street trees, brick pavers and ground covers on both sides of the road, crosswalks, and updating of traffic signals. These improvements were added at an estimated cost of over 1 million dollars.

Liberty Street
The City has and continues to invest in infrastructure improvements to enhance the attractiveness and function of the Liberty Street Corridor. Among the improvements completed to date are: new pedestrian-oriented street lighting, sidewalk repair, and the addition of pavers and landscaping at most intersections, and general landscaping along the corridor. The estimated cost for the improvements was over 2 million dollars.

Community Roots Day
Community Roots Day is an annual springtime tree planting project held at a different location in the City each year. Roots Day is coordinated by Keep Winston-Salem Beautiful with assistance from the Winston-Salem/ Forsyth County Community Appearance Commission, the Vegetation Management Division of the City, and a variety of local sponsors. The program brings together community volunteers to plant hundreds of trees at the selected location. Not only does the planting of trees enhance the overall appearance and environmental health of our city, it also fosters community spirit. Five East/Northeast Planning Areas have been Community Roots Day target areas:
• 1995 – Northwest Boulevard
• 1998 – Atkins Middle School
• 2000 – East Winston
• 2003 – Kennedy Middle School
• 2006 – Fifth Street Corridor
**Historic Resources**

A number of designations exist for the preservation of historic resources. District designations include the National Register of Historic Places, Historic District (H), and Historic Overlay District (HO). The National Registrar 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 Districts. Local Historic Landmark designation is available for highly significant structures and sites within Forsyth County, and provides local property tax benefits.

Three major studies/surveys have been completed: *Forsyth County Architecture: From Frontier to Factory: An Architectural History of Forsyth County*, a survey completed by Gwynne Taylor in 1981; and, *Winston-Salem’s African-American Neighborhoods 1870-1950*, by Langdon E. Oppermann in 1993; and, *Spanning the Past, a Survey of Selected Historic Bridges in Winston-Salem*. Forsyth County Historic Resource Commission (HRC) staff reviewed these three major studies/surveys and completed a windshield survey of the Planning Area. Forsyth County also possesses a limited amount of information about archaeological resources in the Planning Area. Although these studies provide some information on the East/Northeast Planning Area, a complete historical/architectural study of every section of the Planning Area has not been completed.

Appendix A includes of brief discussion of neighborhoods and properties identified as historically significant and potentially eligible for listing on the National Register of Historic Places (NRHP) and/or local designation based on the staff review and survey. Also included in the Appendix is a listing of other properties in the Planning Area surveyed in *Frontier to Factory*, and *Winston-Salem’s African-American Neighborhoods 1870-1950*. HRC staff is conducting an update of the countywide architectural survey, which should provide additional information about historically significant properties.

The East/Northeast Planning Area is fortunate to possess a number of historic resources, generally dating from the early-20th century through the mid-20th century. Sadly, several of the earliest properties and areas have been lost; some of these dated to a time prior to the merger of Winston and Salem in 1913. Remaining historic resources tell the story of a developing and expanding city. These historic properties vary in type and form; there are individual buildings of note as well as entire neighborhoods. Additional resources include graveyards, bridges, and potential archaeological resources. Comprising a significant portion of the built environment, these resources help to tell the story of a burgeoning city and serve as a tangible reminder of Winston-Salem’s outstanding history.

Since the early 1900s, the East/Northeast Planning Area has been an area of transition. The area’s initial population was predominantly white. However, the first dramatic change in the racial composition occurred during World War I, when R.J. Reynolds brought in trainloads of workers from farther south. Most were African-American and settled in portions of what is today the East/Northeast Planning Area. During the mid-20th century, entire neighborhoods transitioned from all white to all African-American communities.

**Historic Districts**

The East/Northeast Planning Area includes a district listed on the National Register of Historic Places, Reynoldstown, and three areas/structures that have been determined eligible for the National Register of Historic Places, (former) Fairview Moravian Church, Northeast Winston #2 Redevelopment Area, and a portion of East Winston (see Appendix A).

**Historic Properties and Other Cultural Resources**

The East/Northeast Planning Area includes many historically significant areas and properties including graveyards and bridges. Some may be eligible for listing on the National Register of Historic Places, either individually or along with other properties, while others may not be eligible for the National Register but are still significant to the cultural or historic development of Winston-Salem and Forsyth County. These properties may be worthy of designation as a Local Historic Landmark or at least recognition through documentation or
placement of a historic plaque or marker. Additional research and greater understanding will help determine the appropriate level of recognition.

The Existing and Proposed Historic Resources map in the Historic Preservation Recommendations section (see Map 11) shows the existing significant historic resources.

**ECONOMIC DEVELOPMENT**

A primary purpose of a community’s economic development programs is to increase the wealth, job opportunities, and prosperity of its citizens. Strategies to accomplish this purpose are typically programs designed to help business and industry generate new higher-paying jobs, or retain existing jobs that may be threatened. Oftentimes, programs involve the proffer of low-interest loans or no-interest grants anticipated to be repaid through revenues from an increased tax base.

**ECONOMIC OPPORTUNITY AREAS**

Vacant industrial/commercial properties or buildings offer an opportunity to attract new business/industry or allow for the expansion of existing business and industry, creating new jobs and providing needed goods and services to residents of the Planning Area, the city, and the Piedmont Triad. Some existing corridors/areas in the Planning Area offer opportunities for economic development because they have a good number of industrial or commercial sites, are zoned for business and have good road access connecting them to the rest of the community. Corridors in the Planning Area include:

- The Liberty Street Corridor
- Martin Luther King Jr. Drive
- New Walkertown Road
- Carver School Road

Two business parks in the Planning Area also offer opportunities for attracting new businesses and creating new jobs in the area. The Lowery Business Park, south of Business 40, and the Airport Business Park located close to the Smith Reynolds Airport. The City is currently receiving bids for the construction of Phase I of the Airport Business Park.

**EXISTING ECONOMIC DEVELOPMENT PROGRAMS**

The City of Winston-Salem offers a variety of programs to help businesses create jobs and expand the tax base. Most programs are low-interest, long-term loans. Depending on the program, funds can be used for buying properties, site or facility improvements, rehabilitation of older buildings, purchase of equipment and/or working capital.

A limited number of programs are available citywide. However, most are designed to induce business to locate in and create jobs in distressed areas of the city. As of 2003, the City of Winston-Salem has targeted most of its business loan programs to the Neighborhood Revitalization Strategy Area (NRSA), an area designated based on the rate of poverty.

Some of the City’s economic assistance programs are designated for specific geographic areas within the NRSA. The following is a summary of the existing City economic development programs available in the East/Northeast Planning Area:

**Economic Development Revolving Loan Program**

The Revolving Loan Program provides financial assistance to small businesses that create or retain jobs for low- to moderate-income persons. The business or industry must be located in or doing work in the NRSA. Funds can be used to purchase, build or rehabilitate structures; to purchase equipment and fixtures; and/or for working capital/operational funds. Loans are made only to businesses unable to secure full financing from conventional lending sources. Loans averaging $50,000 are provided at 7% interest, usually for a 10-year term and must be secured with collateral. The loan application requires extensive information, including a business plan.
Business Training Program
The City of Winston-Salem offers a ten-week training program to provide participants with the basic skills necessary to become owners/operators of small businesses. Participants learn how to write a business plan and about a wide range of issues, including legal, insurance and management/marketing. The program is offered free of charge to minority and women business owners, low-income persons or employers of low-income persons.

Nonprofit Technical Assistance
The City of Winston-Salem provides technical assistance and pre-development funding assistance to community development corporations (CDCs) – private nonprofit community-based organizations working to redevelop and revitalize distressed areas of Winston-Salem through housing production and maintenance. The City also provides assistance to economic development organizations. In 1999, the City helped create the Liberty CDC, an organization dedicated to rebuilding the Liberty Street Corridor.

Revitalizing Urban Commercial Areas (RUCAs)
As part of the City Council’s strategic plan, staff formulated revitalization strategies for older commercial areas in Winston-Salem. Twelve Revitalizing Urban Commercial Areas (RUCAs) have been identified as qualifying for the first round of funding; other declining commercial areas have been identified as well. An overall strategy has been developed for such areas that include public improvements, private site improvements, and regulatory strategies. Two of the identified top 12 RUCAs are located in the East/Northeast Planning Area: Liberty Street and Old Greensboro Road/Barbara Jane Avenue. The City Council has awarded $1.5 million to RUCA improvements starting in Fiscal Year 2006-2007. The three RUCAs selected for the first round of funding are: Liberty Street in the East/Northeast Planning Area, Waughtown Street in the Southeast Planning Area, and Washington Park in the South Central Planning Area.

Other RUCA locations identified in East/Northeast Planning Area are:
- East Winston
- Fourteenth Street/New Walkertown Road
- Glenn Avenue/Ogburn Avenue
- Jetway
- New Walkertown/Carver School Road
- Reynoldstown

Infrastructure Improvements
The City may use voter approved bonds and other resources to complete targeted landscaping, gateway construction, and streetscape improvements. In 1999, the City began installation of such improvements along the Liberty Street Corridor at an estimated cost of more than $2 million.

Building Improvement Rehabilitation Program
The Building Improvement Rehabilitation Program was designed to provide private building owners inducements to rehabilitate commercial and industrial properties in distressed areas. This program can be used throughout the NRSA outside of downtown. Under the program, the City provides funding of up to $10,000 based on the amount of private investment. The loan repayment is deferred for five years and the balance is forgiven in full if the property has been properly maintained.

Target Area Business Assistance Program
The Target Area Business Assistance Program provides loans or grants up $50,000 to businesses locating within targeted distressed areas of the City. The amount, type of funding and terms are based on the number of jobs and tax base created. Six target areas have been approved based on building conditions and vacancy rates. One of the areas eligible for this program located in the East/Northeast Planning Area is Liberty Street from Twelfth Street to Twenty-First Street.

RUCA improvements to business on Liberty and Fourteenth Street
Brownfields
The U.S. Environmental Protection Agency (EPA) defines “brownfields” as “abandoned, idled, or under-used industrial and commercial facilities where expansion or redevelopment is complicated by real or perceived environmental contamination.” A grant from the EPA Brownfields Assessment Program has been used to identify, assess and promote the development of selected brownfield sites along the Liberty Street Corridor. The City has also received funding for a brownfields revolving loan program and a job training program.

THE ENVIRONMENT
A number of environmental issues are of concern in the Planning Area including floodplains and brownfields (see paragraph above).

FLOODPLAINS
Floodplains are broad, flat, flood-prone lands adjacent to streams where development is limited. There are approximately 38,000 linear feet of floodplain in the East/Northeast Planning Area. Portions of Brushy Fork Creek, Frazier Creek, Brushy Fork Branch and Bowen Boulevard Branch have identified mapped flood-prone areas.

EXISTING PLANS IN STUDY AREA
The following past plans have been completed in the Planning Area:

EAST WINSTON AREA PLAN
(Adopted 1987)
Adopted in September 1987 by the Board of Alderman, the East Winston Area Plan includes most of the land currently being studied in the East/Northeast Planning Area. Most of the recommendations of the original East Winston Area Plan have been implemented.

LIBERTY STREET CORRIDOR STUDY
(Adopted 1995)
Adopted in January 1995 by the Board of Alderman, the Liberty Street Corridor Study runs north of the downtown area to the Smith Reynolds Airport. Two subareas of the East/Northeast Planning Area were part of the Liberty Street study: 1) a portion of the Central Segment from US 52 to Twenty-First Street recommended for neighborhood serving businesses; and 2) Northern Segment from Twenty-Ninth Street to Smith Reynolds Airport recommended for heavy industrial and airport related businesses.

LIBERTY STREET MASTER PLAN
(Adopted 1997)
The Liberty Street Master Plan report was finalized in 1997 for the area covered in the Liberty Street Corridor Study. The Master Plan was prepared by a consultant to detail some of the recommendations in the Corridor Plan, especially those concerning design. The Master Plan calls for area amenities, an urban development pattern, and transportation improvements.

Based on the recommendations of the Corridor Study and Master Plan, the City has made infrastructure improvements along the Liberty Street corridor using voter approved bonds and other funds.

REVITALIZING URBAN COMMERCIAL AREAS (RUCAS)
(2006)
As part of the City Council’s strategic plan, staff formulated revitalization strategies for older commercial areas in Winston-Salem. Twelve Revitalizing Urban Commercial Areas (RUCAs) have been identified. Two RUCAs are located in the East/Northeast Planning Area: Liberty Street and Barbara Jane Avenue.

An overall strategy has been developed that includes public improvements, private site improvements and regulatory strategies. The City Council has committed $1.5 million to RUCA improvements for Fiscal Year 2006-2007. Three RUCAs have been selected for the first round funding: Liberty Street, Waughtown Street and Washington Park.

SALEM LAKE AREA PLAN
(Adopted 1986)
The Salem Lake Area Plan defined a water quality sensitive area close to Salem Lake that limits development to mostly low-density residential uses. A small portion of that water quality sensitive area overlaps the East/Northeast Planning Area at its eastern extremity. State watershed regulations have been adopted since completion of this Area Plan.
US 52 LAND USE AND TRANSPORTATION STUDY
(Adopted 2003 by the City-County Planning Board and the Winston-Salem Urban Area Metropolitan Planning Organization)
This study developed a comprehensive, long-range land use and transportation plan to guide the overall development and improvement of the entire Winston-Salem portion of the US 52 corridor. The study focuses not only on how to improve the safety and efficiency of US 52, but also on its potential ability to be a catalyst for future land use development and economic revitalization along its corridor.

WINSTON-SALEM STATE UNIVERSITY (WSSU) CAMPUS MASTER PLAN
(Developed 1989; Updated 2001)
A Master Plan was developed for the campus in 1989 providing a long-range planning tool to facilitate the orderly growth of WSSU. To date, a number of projects have been completed: Haywood Residence Hall, designated pedestrian crossing areas on Martin Luther King Jr. Drive, pedestrian promenades around campus, parking improvements, and the Student Center.

A consultant was hired in 2001 to analyze the campus and prepare a Master Plan outlining a list of projects to be undertaken. The Master Plan has been completed and project implementation has begun.
Legacy Recommendations

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 East/Northeast Area Plan are needed to provide more specific guidance for future growth, appropriate land uses, and infrastructure at a community and neighborhood level (see Map 5, Growth Management Plan).

Planning Concepts Identified in Legacy

GROWTH MANAGEMENT PLAN

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

The Growth Management Plan divides the county into three major Planning Areas: 1) the Municipal Services Area, 2) the Future Growth Area, and 3) the Rural Area. The entire Planning Area is included in the Municipal Services Area.

Municipal Services Area

The Municipal Services Area is generally described as the area within the Muddy Creek drainage basin and includes a large portion of Forsyth County that is currently served by adequate infrastructure and services, especially public sewer. The Municipal Services Area is further divided into subareas:

Center City, Urban Neighborhoods, Suburban Neighborhoods, and Town Centers. In addition, Metro Activity Centers, Urban Boulevards and Rail Corridors/Stations may overlay any of these subareas. Following is a description of the subareas and other components of the Growth Management Plan found in the Planning Area.

Center City (GMA 1)

The Center City of Winston-Salem is intended to be the focus of development in the county and where the most intense urban development will take place. It is a major employment center as well as a hub for the arts, cultural activities, and the convention and tourism business. Increasing residential development is crucial to the success of the Center City. Ultimately, the Center City should have a rich mix of office, service, health, retail and residential uses.

Urban Neighborhoods (GMA 2)

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

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.
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 and with easy vehicular and bicycle access. 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.

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 are experiencing 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.

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.

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

GREYFIELDS
Comparable to “brownfields,” 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.

BIG BOX/LARGE-SCALE RETAIL DEVELOPMENT
A large portion of all the new retail space being built in America today is for Big Box retailers. Big Box retailers, or superstores, are industrial-scale structures that range in size from 75,000 to 250,000 square feet. These buildings are often designed with homogeneous architecture and appear to be multiple stories tall, but only contain one story of floor space. The sites have large parking lots and are built on less costly greenfield sites on the fringes of town. Big Box retailers have demonstrated an ability to provide a wide selection of goods and services at extremely competitive prices. They have undoubtedly provided sizeable benefits to consumers and have significantly impacted national and global economies. However, Big Box retailers...
are frequently criticized nationally for contributing to the struggle of downtowns and loss of community identity, supplanting locally-owned businesses, providing low-paying jobs, creating traffic congestion, increasing the cost for public infrastructure, and consuming vast amounts of open space and farmland.

Big Box stores, as described above, are generally found in suburban, or even rural, locations. However, in recent years many Big Box retailers have increasingly sought sites in more urban locations. In doing so, they have demonstrated flexibility adapting their suburban store prototype to the urban environment. For example, Big Box retailers have built multilevel stores compatible with their urban location, provided alternative product selections to satisfy the preferences of urban consumers, and offered increased delivery services to compensate for relatively less parking.

These changes may not impact some of the social and economic implications of Big Box retailers, both positive and negative, but from a land use perspective the Urban Big Box Model should be promoted as communities seek to encourage commercial development and redevelopment in compact Activity Centers.

**LIGHT RAIL**

The new *Downtown Plan* for Winston-Salem discusses the possibility of a light rail system serving the downtown area and surrounding close-in neighborhoods. Both a north-south line from Wake Forest University to North Carolina School of the Arts and an east-west route from Baptist Hospital to east Winston/Winston-Salem State University are tentatively being studied.
Over 35 citizens participated in a community discussion on the Planning Area in the fall of 2006. Staff gathered the ideas from this meeting and then conducted a Visioning exercise with the East/Northeast Winston-Salem Citizens’ Advisory Committee to generate ideas on how to make the Planning Area a better place in the future. A scenario was presented and participants listed their ideas about how their community would look in the future. The East/Northeast Citizens’ Advisory Committee and planning staff synthesized the information into the following overall vision statements for the Planning Area.

**In the year 2022, we envision…**

The East/Northeast area of Winston-Salem is a thriving and desirable place to live, work and do business.

**LAND USE**

The Planning Area has a variety of land uses that support the needs of the residents. New retail, industrial, and office uses enhance the area with their consistent look and variety of services provided. Older revitalized neighborhoods and quality new ones contain compatible mixed-uses that provide housing, employment, convenient goods and services, entertainment, cultural activities, and open spaces within walking distance.

**TRANSPORTATION**

The East/Northeast Planning Area has a convenient and interconnected transportation system that includes the good roads, public transportation, bicycle and pedestrian facilities, and rail. The highways that serve the area are efficient and are designed to minimize traffic congestion. Local streets are safe and friendly. The public transit system is accessible, well designed, reliable, and understandable. Sidewalks throughout the area and a bike trail system connect all neighborhoods in the Planning Area.

**COMMUNITY FACILITIES**

Community facilities in the area provide gathering places for young and old alike to develop their skills and share their talents with others. The Planning Area has a mix of green spaces, parks, and recreational facilities that provide opportunities for outdoor cultural events, musical concerts, entertainment activities, and sport competitions. Parks and recreation centers support the families living in the area with their wide range of amenities and supervised programs for all ages. A system of safe and attractive greenway trails connecting schools, parks, and neighborhoods is enjoyed by all residents wanting to walk or ride their bicycle.

**HOUSING AND NEIGHBORHOODS**

Neighborhoods in the Planning Area are safe, secure, and peaceful with litter-free streets and well-kept yards. Neighborhoods are free of crime and drugs, and have adequate public safety personnel and involved citizens including police, neighborhood watch programs and community policing. The area provides a diversity of housing choices for all ages and income groups within well-planned and attractive new and redeveloped communities. There is constant enforcement of housing and sanitation codes, and resources and assistance is available for the rehabilitation and preservation of existing older homes in the area. There is a high rate of home ownership and rental properties are well-maintained.

**COMMUNITY CHARACTER, DESIGN AND APPEARANCE**

The East/Northeast Planning Area is a community of clean, tree-lined streets, attractive commercial signage, and buildings of architectural distinction surrounded by properly designed and well-maintained landscaping. The community is physically attractive to its residents making it a good place to raise a family and provides a positive self-image and strong pride of the area residents call home.
Visitors are attracted to the area to participate in the community’s celebrations of their traditions, rich heritage and diversity.

**Historic Resources**

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

**Economic Development**

The East/Northeast Planning Area is a thriving community where citizens know, understand and support a diverse business environment. Old and new buildings for commercial, office and industrial development are well maintained and provide employment with a wide range of job opportunities for local residents. Community partnerships between commercial, service, manufacturing, and educational institutions provide a framework for developing skills in young, work-ready residents as well as the prospect of continual advancement for more established workers. Many locally-owned businesses serve the area and are conveniently located within walking distance from residences.

**Sense of Community**

There is a strong sense of community in the East/Northeast Planning Area. Ethnically and economically diverse neighborhoods work together to solve problems in the community and to keep it safe. Older residents and newcomers appreciate the interests of a diverse population where children, youth, seniors and other segments of the population feel welcome and understand each other. Neighbors often gather on sidewalks and front porches and work together to maintain strong neighborhood associations.

Community meeting at Rupert Bell Park Neighborhood Recreation Center
General policies from Legacy provide the framework for recommendations in all Area Plans. Specific recommendations for the East/Northeast 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 (see Map 6).

**GENERAL RECOMMENDATIONS**

Planning policies used to develop land use recommendations for the East/Northeast Area are:

- To encourage efficient development patterns that help preserve green space and sensitive environmental features.
- To encourage mixed-use developments with residential, retail, and employment uses that meet the daily needs of their residents, offer a high quality of life, and reduce the need for automobile trips by facilitating walking, bicycling, and the use of public transportation.
- To direct needed commercial services to the Metro Activity Center, Neighborhood Activity Centers and along transit corridors in areas already zoned for commercial development.
- To apply Traditional Neighborhood Design principles and standards to new and existing neighborhoods and to neighborhood commercial areas.
- To promote greater flexibility in land use while having more design controls over site design to create mixed-use, variety-rich neighborhoods.

**SPECIAL LAND USE CONDITIONS**

The Proposed Land Use Changes map (see Map 6) 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 land uses. These situations are referenced on the map with a (*) and a small case letter and are described in detail on page 56.

**RESIDENTIAL**

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

**Low-Density Residential**

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

**Urban Residential**

Urban residential development is a mix of single-family, duplex, triplex, quadrplex, and townhouse units at varying densities. Generally, urban residential land is recommended for smaller sites in urban areas of Winston-Salem and small towns.

**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 two acres that are most appropriately developed with multifamily, townhouses or clustered single-family structures.

**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 townhouses structures.
SPECIFIC RESIDENTIAL LAND USE RECOMMENDATIONS

This Plan includes recommendations for residential land use at small sites and for designated Residential Infill and Redevelopment Opportunity Sites. The following is a summary of the residential land use recommendation in the North Central Planning Area:

This Plan includes recommendations for residential land use on small sites and designated Residential Infill and Redevelopment Opportunity Areas. The following is a summary of the residential land use recommendations for the East/Northeast Planning Area.

Low Density

- Low-density, typically single-family infill is recommended for existing individual lots and very small tracts of land in existing single-family neighborhoods.
- Larger vacant tracts recommended for single-family development are: Eldora Street and Emerald Street, Barbara Jane Avenue and Woodrow Powell Drive, Barbara Jane Avenue and Tanders Street, Business 40 and Mount Vernon Avenue, Business 40 and Stratton Avenue/Mason Street, Ross Street and Reidsville Road, Fries Drive and Blaine Street, and Old Greensboro Road and Churchland Drive.

Higher Densities

- Urban residential development, including single-family, duplex, triplex, quadraplex and townhouse units is recommended for an area developed with a mix of residential types; in areas zoned RSQ or RM5; and as a transitional use between lower- and higher-intensity uses. Vacant tracts recommended for urban residential development are located at the intersection of Glenn Avenue, Hanes Avenue and Hemlock Drive.
- Moderate-density residential uses are recommended at the periphery of single-family areas; at sites with existing multifamily zoning; and near commercial, institutional and other nonresidential uses. Larger vacant tracts recommended for moderate-density residential development are: Waterworks Road across from the Winston Lake YMCA’s Branch and Fourteenth Street and Addison Avenue.
- Intermediate-density residential uses are recommended along the designated Urban Boulevards and other major roads; at sites with existing multifamily zoning; at the Mixed-Use Opportunity Areas, the East Winston Metro Activity Center, and near commercial, institutional and other nonresidential uses. A large track recommended for intermediate density development is Old Greensboro Road and Reidsville Road.

RESIDENTIAL INFILL OPPORTUNITY SITES

This Plan identifies larger sites (greater than 2.5 acres) in the Planning Area that are appropriate for residential infill, rehabilitation, and redevelopment for residential use, or a combination of infill and rehab/redevelopment. The text below describes each site and provides development recommendations including recommended densities, dwelling types, and in some cases, site development recommendations. The sites are shown on the Proposed Land Use Changes map (see Map 6).

Site A. Eldora Street and Emerald Street

These two sites (partially owned by the City) with approximately 13.5 acres are located: 1) along Eldora Street, and 2) between Emerald Street and Brushy Fork Creek. Approximately two-thirds of the site, mostly the City-owned portion, is currently zoned RS-9 with the remaining portion zoned RS-7. Three unopened streets, Eldora, Dunbar, and Booker Streets, would provide access to the larger portion of this site that runs along Brushy Fork Creek.

Opportunities

The City owns approximately 9.17 acres on the eastern portion of the site along Brushy Fork Creek. The site is currently vacant and the property is near the Brushy Fork Creek Greenway.

Constraints

A large portion of the two sites is in the floodplain, considerably limiting development. Eldora, Dunbar, and Booker Streets east of Emerald Street are not opened. Some deteriorated residential structures exist in the surrounding neighborhood and there is steeply sloping topography.

Development Recommendations

Develop the site to accommodate low-density, single-family residential development as a Planned Residential Development (PRD) based on surrounding RS-7 zoning. A PRD is a residentially-zoned area that is planned and developed as a unit and
uses flexible development standards that allows structures to be clustered due to site constraints. Separate access points may need to be provided to the development by extending Eldora Street and Dunbar or Booker Streets.

**Site B. Barbara Jane Avenue and Woodrow Powell Drive**

This approximately 9.80-acre site is located along Barbara Jane Avenue, between Woodrow Powell Drive and the back property lines of houses along Chandler Street and Amanda Place. The site is currently owned by a local church and zoned RS-9.

**Opportunities**
The site is vacant with no significant topographic limitations, has good access via Barbara Jane Avenue to Old Greensboro Road, and is in single ownership.

**Constraints**
The site is heavily wooded and there is uncertainty about the church’s plans to develop the site.

**Development Recommendations**
Develop the site based on existing RS-9 zoning requirements to accommodate low-density, single-family residential. Provide a street connection to the east to Amanda Place.

**Site C. Barbara Jane Avenue and Tanders Street**

This approximately 6.85-acre site is located along Barbara Jane Avenue west of Galaxy Court and north of the back property lines of houses facing Mount Vernon Avenue. The site is currently zoned RS-9.

**Opportunities**
The site is vacant with a buildable portion in the front facing Barbara Jane Avenue and good access via Barbara Jane Avenue.

**Constraints**
There is a drainageway through the back portion of the site and adjacent steep slopes. There is an awkward lotting configuration and the site is in multiple ownership.

**Development Recommendations**
Develop the site to accommodate low-density, single-family residential as a Planned Residential Development (PRD) based on existing RS-9 zoning.

Due to site constraints, structures will need to be clustered in the front portion of the site facing Barbara Jane Avenue.

**Site D. Business 40 and Mount Vernon Avenue**

This approximately 6.2-acre site is located along Business 40 between Belews Creek Road and Mount Vernon Avenue. The site is currently zoned RS-9. An unopened street and an access easement would provide access to both Belews Creek Road and Old Greensboro Road.

**Opportunities**
The site is vacant and in single ownership.

**Constraints**
Accesses to Belews Creek Road and Old Greensboro Road are not constructed. There are some steep slopes in the middle of the site and noise is an issue due to proximity to Business 40.

**Development Recommendations**
Develop the site to accommodate low-density, single-family residential as a Planned Residential Development (PRD) based on existing zoning. Development should be clustered on the northern portion of the site to buffer new homes from Business 40. Access to the site should be off Belews Creek Road rather than through the easement to Old Greensboro Road. A connection to Mount Vernon Avenue is desirable as a secondary option.

Infill development along East Tenth Street
Site E. Business 40 and Stratton Avenue/Mason Street
This approximately 9.78-acre site is located along Business 40 between Barbara Jane Avenue and Mason Street. The site is currently zoned RS-9. The site has direct access off Barbara Jane Avenue and could be accessed also by extending Stratton Avenue.

Opportunities
The area is already seeing some new construction by Habitat for Humanity along Nash Avenue. The site has easy access via Barbara Jane and Stratton Avenues to Old Greensboro Road and is currently vacant.

Constraints
There are some steep slopes towards the middle of the site. The site has an awkward lot configuration with a triangular shape and noise is an issue due to proximity to Business 40.

Development Recommendations
Develop the site to accommodate low-density, single-family residential as a Planned Residential Development (PRD) based on existing zoning. Development should be clustered closer to Barbara Jane Avenue with an additional access to Stratton Avenue.

Site F. Ross Street and Reidsville Road (US 158)
This approximately 3.65-acre site is located at the end of Ross Street and backs up onto Reidsville Road (US 158). The site is currently zoned RS-9.

Opportunities
The property is in single ownership. There are some recently built homes in the vicinity and there is good access via Ross Street to Old Greensboro Road.

Constraints
There are steep slopes throughout the entire site. There is no access to Reidsville Road (US 158), and noise is an issue due to proximity to US 158.

Development Recommendations
Develop the site to accommodate low-density, single-family residential as a Planned Residential Development (PRD) based on existing zoning with homes clustered on the western portion of the site.

Site G. Fries Drive and Blaine Street
This approximately 17.70-acre site is located along Earl Street between Fries Drive and Blaine Street. The site is currently zoned RS-9. The site is already platted and a road system with both paved and unpaved roads is in place. The area was annexed into the City in 2006.

Opportunities
The area is already platted as a subdivision and few homes have been built to date. Access is good via Harvest Drive to Old Greensboro Road.

Constraints
There are steep slopes along Earl Street that impact a number of lots and portions of Earl Street, Blaine Street, and Fries Drive are unpaved.

Development Recommendations
Develop as originally platted to accommodate low-density, single-family residential. Extend Harvest Drive north to connect to Kittering Lane as new development occurs as recommended in the Collector Street Plan.

Site H. Old Greensboro Road and Churchland Drive
This approximately 15-acre site is split by the Area Plan boundaries with approximately 6.2 acres within the Planning Area. This site is located along Reidsville Road (US 158) between back property lines of the homes facing Churchland Drive and the Human Service Alliance on Old Greensboro Road. The entire site is currently zoned RS-9.

Opportunities
The site is currently vacant, in single ownership and, has direct access to Reidsville Road (US 158).

Homes in the Lake Park Subdivision
Constraints
A stream/drainageway divides the site into two sections. The site is located behind existing residential homes. There is a need for road improvements on Reidsville Road (US 158) for left turn access into the site for northbound traffic and noise is an issue due to the high volume of traffic on this road.

Development Recommendations
Develop the site to accommodate low-density, single-family residential based on existing zoning if the existing stream/drainageway can be piped. Otherwise, develop the site to accommodate low-density, single-family residential as a Planned Residential Development (PRD) based on existing zoning with homes clustered behind the existing houses along Churchland Drive and Lakeland Avenue with access off the existing easement.

Site I. Waterworks Road
This approximately 14.6-acre site is located along Waterworks Road across from the Winston Lake YMCA. The site is currently zoned RS-9.

Opportunities
This is a large, vacant site in single ownership with good road access. The site was cleared few years ago of mature, large vegetation although some has grown back.

Constraints
A drainageway runs through the middle of the site. There are some steep slopes towards the back property line of homes facing Wallingford Road. The lot configuration is long and narrow. The site is located along a three-lane road. There is objection from surrounding residents for higher-density development.

Development Recommendations
Develop site with compatible duplex, quadruplex, small footprint townhouse development or clustered single-family structures at a moderate-density, up to 8 dwelling units per acre. This proposed density is comparable to the one found across the street on the Senior Residence Inc./Ivy Acres development. Site design should be compatible with the adjacent single-family neighborhood, possibly including quadruplex or small footprint townhouse development located along Waterworks Road and lower-density development next to existing homes facing Wallingford Road.

Site J. Old Greensboro Road and Reidsville Road
This approximately 22.7-acre site is located at the intersection of Old Greensboro Road and Reidsville Road (US 158). The entire site is currently zoned RS-9 except for a small tract at the intersection of Old Greensboro and Reidsville Roads zoned LO-S.

Opportunities
Good road frontage exists along Old Greensboro and Reidsville Roads (US 158) and the site is contiguous to an RM-12 site to the southwest currently under renovation, Forest Ridge Apartments.

Constraints
The land is in multiple ownership. There are some steep slopes along Reidsville Road (US 158). There is no access onto Reidsville Road (US 158) and the traffic noise may be an issue. Possible development restrictions may exist due to the Salem Lake Watershed Regulations.

Development Recommendations
Redevelop site with compatible multifamily or townhouse structures at intermediate-density, up to 12 dwelling units per acre. Require site design that continues the existing pattern in the neighborhood of buildings with street frontage along Old Greensboro Road. Parking areas need to be broken into several small lots, screened from view, and located behind buildings fronting Old Greensboro Road.

Multifamily housing on East Third Street
OFFICE AND COMMERCIAL

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

OFFICE

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. Small-scale office development is recommended at:

- Various Neighborhood Activity Centers (see Mixed-Use Land Use Categories).
- On vacant land along Fourteenth Street between Winston East Pediatrics and Addison Avenue.

Large-scale office development is recommended at:

- Mixed-Use Opportunity Areas and at the East Winston Metro Activity Center (see Mixed-Use Land Categories).

This Plan also recommends some sites for possible conversion from residential to office use. Some single-family homes next to commercial uses are heavily impacted by the nonresidential use. Likewise, single-family homes along some portions of major thoroughfares are impacted by high traffic volumes. Areas recommended for conversion of existing single-family structures to office use with the retention of the existing structure include (See Appendix B. Standards for Conversion of Existing Homes to Office or Commercial Use):

- East Twenty-Fifth Street between Ansonia and Manchester Streets.
- Glenn Avenue south of Sherbrooke Drive.

OFFICE/LOW-INTENSITY COMMERCIAL

Office and low-intensity commercial uses provide services to area residents, often with minimal negative impact on adjacent residential uses. This land use category includes all office uses and the uses listed on Table 7.

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Site K. Fourteenth Street and Addison Avenue

This approximately 8.4-acre site is located at the intersection of Fourteen Street and Addison Avenue. The entire site is currently zoned RS-9 except for three lots on the east side of Addison Avenue zoned RS-7.

Opportunities

Good frontage road exists along Fourteenth Street and the site is contiguous to an LO site to the east currently being developed with small-scale office buildings.

Constraints

The land is in multiple ownership. There are some steep slopes on the southern portion of the site next to an existing drainageway.

Development Recommendations

This plan recommends two possible developments for this site, residential or office: 1) Develop site with compatible duplex, quadruplex, small footprint townhouse development or clustered single-family structures at a moderate-density, up to 8 dwelling units per acre; or 2) Develop both side of Fourteenth Street with small-scale office comparable in size to the existing development on Premier Park.

Medical offices on Cleveland Avenue
The expected growth in the area, together with planned developments in the downtown, Piedmont Triad Research Park, and Winston-Salem State University, present opportunities for additional office/low-intensity commercial development in the Planning Area. This Plan recommends the following areas for development of office and limited commercial uses:

- Martin Luther King Jr. Drive from Business 40 to New Walkertown Road.
- Fifth Street from Cameron Avenue to Highland Avenue.

Table 7. Office/Low-Intensity Commercial Uses

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<tr>
<td>• Adult Day Care</td>
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<td>• Arts and Craft Studio</td>
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<tr>
<td>• Banking and Financial Services</td>
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<tr>
<td>• Bed and Breakfast</td>
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<tr>
<td>• Child Day Care Center</td>
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<tr>
<td>• Child Care Drop-in</td>
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<tr>
<td>• Combined Use</td>
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<tr>
<td>• Food or Drug Store, without Drive-Through</td>
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<tr>
<td>• Funeral Home</td>
</tr>
<tr>
<td>• Furniture/Home Furnishing Stores</td>
</tr>
<tr>
<td>• General Merchandise Store</td>
</tr>
<tr>
<td>• Government Offices</td>
</tr>
<tr>
<td>• Hardware Store</td>
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<tr>
<td>• Medical and Surgical Offices</td>
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<tr>
<td>• Museum or Art Gallery</td>
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<td>• Neighborhood Organization</td>
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<tr>
<td>• Non-store Retailer</td>
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<tr>
<td>• Offices, Miscellaneous</td>
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<tr>
<td>• Post Office</td>
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<tr>
<td>• Professional Offices</td>
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<tr>
<td>• Recreation Services, Indoor</td>
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<tr>
<td>• Residential Building, Multifamily</td>
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<tr>
<td>• Residential Building, Townhouse</td>
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<tr>
<td>• Residential Building, Urban</td>
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<tr>
<td>• Restaurant without Drive-Through</td>
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<tr>
<td>• Retail Store, Specialty or Miscellaneous</td>
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<td>• Services, Business A</td>
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<td>• Services, Personal</td>
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<td>• Veterinary Services</td>
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<th>Excludes:</th>
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<tbody>
<tr>
<td>• ABC Store</td>
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<tr>
<td>• Auto-related uses</td>
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<tr>
<td>• Car Wash</td>
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<tr>
<td>• Convenience Store</td>
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<tr>
<td>• Club/Bar</td>
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<tr>
<td>• Motor Vehicle Repair and Maintenance</td>
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<tr>
<td>• Outdoor Display Retail (car lot)</td>
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<tr>
<td>• Restaurant with Drive-Through</td>
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<tr>
<td>• Rooming and Boarding House</td>
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<td>• Uses with Drive-Throughs</td>
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</tbody>
</table>

The expected growth in the area, together with planned developments in the downtown, Piedmont Triad Research Park, and Winston-Salem State University, present opportunities for additional office/low-intensity commercial development in the Planning Area. This Plan recommends the following areas for development of office and limited commercial uses:

- Martin Luther King Jr. Drive from Business 40 to New Walkertown Road.
- Fifth Street from Cameron Avenue to Highland Avenue.

**COMMERCIAL**

Generally, the reuse of vacant buildings and the redevelopment of existing vacant and underutilized sites are recommended as an alternative to rezoning land for additional commercial development. Commercial areas should be compact with limited access onto major thoroughfares and should not promote strip development. This Plan recommends the consolidation of commercial uses at existing locations as an alternative to rezoning additional land for nonresidential development. However, some additional land is recommended for expansion of commercial uses in the Metro and Neighborhood Activity Centers, in the Mixed-Use Opportunity Areas, and along the Martin Luther King Jr. Drive corridor (see Mixed-Use Land Use Categories).

**INSTITUTIONAL**

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

Institutional lands uses are typically found adjacent to residential land uses and often serve to stabilize the neighborhoods they are located in. As the institutional uses grow, they typically need to expand into adjacent residential areas putting development pressure on the surrounding neighborhoods they serve. This Plan recommends maintaining all institutional uses within their current boundaries while paying special attention to requests for expansion into surrounding residential neighborhoods. Since it is not possible to indicate all properties that would be appropriate for institutional use nor show all of them on the Land Use Changes map, this Plan establishes policies for the expansion of institutional uses. These policies are intended to assure that institutions can grow and expand in a manner that is compatible with the surrounding neighborhoods (see Appendix D. Institutional Expansion Design Guidelines).
**PARKS/OPEN SPACE**

The Proposed Land Use Changes map (Map 6) shows a limited number of sites for parks or open space. The sites identified typically have environmental constraints since they are found along streams where floodplains, steep slopes and no direct or difficult road access make them unsuitable for development. All the properties shown for open space are owned by the City of Winston-Salem or the State of North Carolina. One additional park site has been identified at Fourteenth Street and Jackson Avenue on a City-owned tract of land (see Community Facilities for detailed park recommendations).

**INDUSTRIAL**

This Plan recommends the consolidation of industrial uses at existing locations as well as the development of two new industrial sites. Reuse of existing buildings and redevelopment of vacant or underutilized sites is recommended instead of rezoning additional land for industrial use. New and redeveloped industrial uses should be designed in a manner which makes them compatible with nearby residential uses.

One small residential area is recommended for possible industrial expansion, a small neighborhood inside the Lowery Business Park. This area is currently zoned for single-family, residential use and is recognized as providing affordable housing opportunities in the Planning Area. However, because of the area’s location and surrounding conditions, it should be allowed to be rezoned for industrial use if developed comprehensively (see Map 6).

Properties located between Business 40 and the Lowery Business Park should be allowed to rezone for industrial use only if: comprehensively redeveloped with adjacent properties in the Business Park and developed in conformance with the Industrial Expansion Design Guidelines (see Appendix E). The view from Business 40 should be given special consideration for the redevelopment of the area. No piecemeal zoning should be approved. See page 62 (*f) for Special Land Use Conditions.

**MIXED-USE OPPORTUNITY AREAS**

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

This Plan recommends four general locations for mixed-use development described below and shown on the Proposed Land Use Changes map (see Map 6). Development or redevelopment of these areas should be consistent with Legacy and the MU-S (Mixed Use-Special) District requirements of the Unified Development Ordinances (UDO). However, the concept of mixing uses is not limited to these areas only. Other locations may be appropriate and will need to be evaluated individually on how they are integrated with and complement the surrounding neighborhoods.

**Union Station Mixed-Use Area**

The Piedmont Authority for Regional Transportation (PART) is responsible for a major transportation planning effort in the Winston-Salem area that includes regional commuter rail transit service anticipated to be operational by 2015. One of the rail corridors identified runs from Clemmons to Burlington, with a stop at the former Winston-Salem Union Station on Martin Luther King Jr. Drive. A Multi-modal Regional Transportation Center to include passenger rail, local and regional bus systems is currently being discussed at this location. A private development initiative for this site that includes development of the transit station as well as additional space for a commercial, office and residential uses is currently being presented to gather public support (see Figure 3).
Changes to land use patterns adjacent to the future transit station are necessary in order to support the proposed new service. A planning concept identified in *Legacy*, Transit-Oriented Development (TOD), calls for a compact, pedestrian-friendly, transit-supportive development to include opportunities for walking, bicycling, light rail transit, bus, and the automobile.

**Development Recommendations**

- Allow the Union Station site and vacant tract on the east side of Martin Luther King Jr. Drive between the railroad tracts and Business 40 to rezone to MU-S (Mixed Use-Special) District (see Map 6.) See page 62 (*e*) for Special Land Use Conditions.
- Develop the area around Union Station (within ¼ mile) with a mixture of residential, commercial, retail and institutional uses at higher levels of intensity, where appropriate. Use a vertical-oriented mix of distinct land uses at the core area.
- Protect homes on Excelsior Street unless properties are part of a comprehensive development.
- Allow retail/commercial uses that attract pedestrian traffic throughout the day and night, creating a more lively and secure environment. Do not allow auto-dependent uses such as auto sales, service stations, and drive-through businesses.
- Locate new buildings close to the street with entrances oriented to the public street following the pattern established by the Union Station building and new development by WSSU along Martin Luther King Jr. Drive.
- Locate low-intensity commercial uses on the ground level to capture trade from transit users. Locate office uses at the ground level or upstairs over commercial uses. Do not locate residential units on the ground level of mixed-use buildings.
- Design parking to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings or in a parking deck.
- Provide safe and adequate access for pedestrians and bicyclists. Use signalized crosswalks at key locations and/or pedestrian bridges along Martin Luther King Jr. Drive to connect the station area with new development and Winston-Salem State University (WSSU) on the east side of the road.
- Design streetscapes around station area to be pleasant and secure to increase users’ willingness to walk in the area. Streetscape should include street trees, street furniture, pedestrian-level lighting, easily understood and visible signage, artwork, banners, and other pedestrian area amenities.

**Conference Center Mixed-Use Area**

This approximately 35-acre tract of land located between Old Greensboro Road, Byerly Road and Business 40 is owned by Delta Visions Inc. A site plan prepared for this site shows the retention of two existing structures on Old Greensboro Road, new single-family homes, multifamily development, and a conference center facing Business 40.

This Plan is supportive of the mixture of uses proposed at this location. However, the existing site plan does not show sufficient connections to surrounding neighborhoods and has some cross-access problems. A site plan that includes the same mixture of uses with the addition of limited commercial development along Old Greensboro Road and a different road arrangement will work better at this location (see Figure 4).
Development Recommendations
- Develop site with a mix of uses including commercial, office, and residential uses under an urban village concept.
- Allow office/low-intensity commercial uses fronting Old Greensboro Road. Emphasize uses which serve the proposed development as well as surrounding neighborhoods and institutions.
- Design office/low-intensity commercial uses that front Old Greensboro Road to be sensitive to the residential development across the street. Small, residually-scaled buildings should front Old Greensboro Road designed with façades that enhance the pedestrian environment by including display windows, main entrances facing the street, and architectural components such as porches, columns or awnings. Parking to the back or side and screened from public view by buildings/landscaping (see Appendix C - Standards for New Office/Low-Intensity Commercial Development).
- Align access to the site with Waterworks Road. Locate an automated flashing light at the intersection of Old Greensboro Road and Waterworks Road. Explore feasibility of a traffic light at this intersection once development of this site occurs.
- Moderate-density multifamily development in the form of townhouse or small apartment buildings should be located between commercial development and single-family homes to act as a transition from high-intensity to low-intensity uses.
- Locate new single-family residential to face existing homes along Byerly Street and behind homes along Mason Street. Extend Buick Street and Travis Street to connect surrounding neighborhoods with new single-family development.
- Locate conference center or other institutional land use at the intersection of Byerly Street and Business 40 and use existing drainage way to buffer nonresidential use from single-family development.
- Improve the intersection of Byerly Street and Reidsville Road (US 158) and explore providing a left-turn lane on northbound Reidsville Road (US 158).

New Walkertown/Dellabrook Road Mixed-Use Area
New Walkertown Road (US 311) is a major thoroughfare with four traffic lanes and a center turning lane that carries approximately 15,000 vehicles per day around its intersection with Fourteenth Street. New Walkertown Road’s current capacity is 34,600 vehicles per day and is expected to have a traffic volume of 20,900 vehicles per day by 2025. Although the existing capacity exceeds the projected volumes of traffic, single-family residential homes facing New Walkertown Road are heavily impacted not only by heavy traffic, but also by adjacent commercial and recreational uses.

This Plan recommends creating a mixed-use area east of the New Walkertown Road/Fourteenth Street Neighborhood Activity Center to Waterworks Road. The site is divided in two by New Walkertown Road, with the south side comprising approximately 12 acres, and the north section containing six acres.
The south section is in multiple ownership, making it more difficult to assemble the entire site, while the north portion is in single ownership. The market will dictate how the entire site is developed, but it appears that the south portion is more conducive to be developed with a mixture of commercial and office uses continuing the existing pattern found in the Neighborhood Activity Center. The north portion of the site should include some limited commercial development mixed with office and moderate-density residential.

Development Recommendations

- Develop the site comprehensively with a mixture of uses to include low-intensity commercial, office, institutional and multifamily residential at a moderate-density (8 dwelling units per acre). These uses should be integrated as much as possible, even within the same building.
- Orient commercial/office buildings towards New Walkertown Road and design public entrances facing the road.
- Locate parking to the back or side of structures and use buildings or landscaping to screen parking from public view.
- Provide access to parking areas located behind buildings to avoid multiple curb cuts along New Walkertown Road. Align entrance to the south portion of the site with Dellabrook Road to take advantage of existing traffic light.
- Incorporate access to existing Virginia K. Newell/Ann Massey Greenway into the mixed-use development.

MLK Jr. Drive/Cleveland Avenue/New Hope Lane Mixed-Use Area

The Housing Authority of the City of Winston-Salem (HAWS) is interested in the redevelopment of a large portion of the Planning Area that includes a number of multifamily developments owned by them or privately-owned: Sunrise Towers Apartments, Cleveland Avenue Homes, Colony Place Apartments, Summit Square Gardens Apartments, Johnson Square Apartments, and Scales Manor Apartments. HAWS’ vision for this area includes a mixture of uses that includes low-income and market rate housing, office and commercial developments with a strong pedestrian orientation. The redevelopment of this area could take place through the creation of new public/private partnerships.

Master Plan Development Recommendations

- Develop a Master Plan that includes a pedestrian-friendly, mixed-use and mixed-income housing that is integrated with the existing neighborhoods. New developments should include low-rise units for elderly housing, public housing, market-rate housing for homeownership, and economic development business activities in a traditional neighborhood setting.
- Preserve and rehabilitate existing single-family residential neighborhoods and identify new housing opportunities areas and how to best fit these areas with existing communities.
- Make sure streets in the area are pedestrian-friendly and include features that add to pedestrian comfort such as street trees, benches, and street level lighting. On-street parking should be allowed on most streets and traffic calming devices used where needed.
- Review traffic patterns in the area and make necessary adjustments to have an interconnected network of streets that minimizes walking and cycling distances. Ensure mass transit is provided and bus stops are clearly defined along bus routes.
- Include the Liberty Street corridor as an area that could provide the necessary commercial component to the redevelopment of this area. Make recommendations on how to strengthen existing businesses and identify locations for new commercial and retail businesses.
- Designate locations for vertical mixed use having commercial/office space located on the ground floor and residential use above.
- Incorporate community facilities, recreation areas, medical and other support facilities and design village centers with public spaces that become gathering spots and the focus of public life and activity. Identify large, mature, existing trees in the redeveloped areas and preserve as many as possible.
- Include new urbanism principles in the design of new housing:
  - Divide superblocks into smaller blocks and replace high-rise buildings with mix of housing types to include townhouses, single homes, and/or small apartment buildings.
  - New homes should be located close to the street, designed with front porches to encourage neighbor interaction and provide “eyes on the street.”
  - Each unit should have its own entrance.
  - Front and/or back yards should be designed to belong to individual units.
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. For more detail on NACs, see section on Legacy, page 23.

Five Neighborhood Activity Centers (NACs) have been designated in the East/Northeast Planning Area. The Proposed Land Use Changes map shows the boundaries of the NACs (see Map 6). Two new NACs, Reynoldstown and Glenn Avenue/Ogburn Avenue, were identified through the Area Plan process. Current business use, zoning of the property, and services provided to surrounding residential uses were the determining factors for the designation of these new NACs.

A major infusion of public money has been given to Liberty Street and property owners are currently seeking funding for improvements. Other NACs in the Planning Area have no funds committed for revitalization. However, for these areas to continue to be desirable shopping/service destinations, public and private improvements are needed. Funding sources and a phasing schedule for spreading out the costs over a multiyear period for public facilities/services improvements, and incentives and assistance for private sites is recommended.

Below is a summary of each NAC, with a list of needed land uses and public/private improvements necessary to redevelop and strengthen these Neighborhood Activity Centers to better serve the surrounding neighborhood. As mentioned above, the following proposed public/private improvements are not funded and, therefore, a financing schedule has not been prepared nor have property owners been contacted. They are presented here as a guide of what is needed at each location so if funding is provided, and there is willingness on the part of property owners to not only apply for such funding but to self-finance a portion of the improvements, necessary changes can be completed.

Liberty Street Neighborhood Activity Center
The Liberty Street NAC (approximately 35 acres) is located immediately east of US 52 and runs along Liberty Street from approximately Twelfth Street to Bethlehem Lane. This NAC serves the surrounding neighborhoods and is zoned for commercial use. The area has a variety of land uses including a fast food restaurant, furniture store, drug store, convenience store, building supplies, a funeral home, auto repair, and service stations.

To help implement existing plans, the Liberty Street Community Development Corporation (CDC) was formed and charged with the revitalization of the Liberty Street Corridor. The Liberty Street CDC has adopted the National Main Street Initiative model of economic development and initiated its “Liberty Street Main Street Program” for its revitalization target area which is consistent with the NAC boundaries.

Strengths and Opportunities: Liberty Street provides easy access to US 52 and it is a major corridor into downtown connecting the Center City with the Smith Reynolds Airport. The Liberty Street NAC is in close proximity to the downtown area, the Goler Heights “New Town Downtown” Mixed-Use Area, Research Park, and the proposed Patterson Avenue/Thomasville Furniture Plant Retail/Residential Mixed-Use Area (North Central Winston-Salem Area Plan). There are a number of established businesses in this NAC and public facility improvements along the right-of-way have been completed including sidewalks, brick pavers, landscaping, pedestrian lighting, banners and street trees.

Constraints and Issues: There is a large amount of crime reported in the area. Numerous dilapidated or deteriorated structures exists as well as a number of businesses with site issues such as unsafe curb cuts, parking availability issues, no buffering between businesses and residential uses. There is also a proliferation of unsightly auto-related uses.

Needed Land Uses Include: Grocery store, drug store, hardware store, clothing store, restaurants (fast food and sit-in)/outdoor dining/entertainment, discount department/variety stores, dance/theater/drama/martial arts instruction, culinary school, amusement/recreation center, fitness facility, business/professional/medical offices, office supply store, specialty shops, video store, newsstand, and higher-density residential uses.
Public Improvement Recommendations:
- Build sidewalks on both sides of New Hope Lane east of Liberty Street.
- Provide striped crosswalks along Liberty Street at intersections from Twelfth Street to Seventeenth Street.
- Assess need for bus route along Liberty Street.
- Place bike racks near the proposed focal point at Fourteenth and Liberty Streets.
- Create on-street parking where feasible.
- Provide bike lanes along Liberty Street.

Private Site Improvement Needs: Encourage private improvements through incentives and regulatory measure as follows:
- Close/change curb cuts.
- Screen dumpsters, grease traps, and loading docks.
- Use vegetation or fencing to screen view of commercial areas from residential uses.
- Improve parking lot areas by resurfacing, defining spaces, redesigning and adding landscaping.
- Improve appearance of security or opaque fencing.
- Improve building façades.
- Remove excessive signage and replace damaged/out-of-date signage.
- Improve structural condition of auto repair/storage sites.

Development/Zoning Recommendations:
• (*i) Allow properties located between US 52 and the Liberty Street Neighborhood Activity Center from Twelve and one-half to Thirteenth Streets to rezone from General Business (GB) District to office/low-intensity commercial use and become part of the Liberty Street NAC (see Map 6). Rezoning to the PB-S (Pedestrian Business-Special Use) is recommended to continue the urban commercial character along Liberty Street. Creating an inviting view from US 52 should be given special consideration for the redevelopment of this area. By using the PB-S (Pedestrian Business-Special Use), property owners are exempt from minimum lot area or setbacks, and have a 30% reduction on off-street parking requirements.

Reynoldstown Neighborhood Activity Center
The Reynoldstown NAC (approximately 8 acres) is located along New Walkertown Road between Ferrell and Addison Avenues and directly across from the City’s Evergreen Cemetery. The NAC has a mixture of zoning districts including single-family, multifamily residential and commercial. This NAC serves the East Winston community with hair salons, a market, the Community Care Center, a multifamily building, and new single-family homes.

Strengths and Opportunities: This NAC has good road access, sidewalks on main roads, and it is in close proximity to established neighborhoods. Existing development includes a well-maintained health care center, an elderly housing complex within walking distance, recently constructed single-family homes, and a planned townhouse development on a RM12-S tract of land.

Constraints and Issues: There are businesses with site issues such as deteriorated buildings, façades, and parking lots, and unsafe curb cuts. There is little landscaping on private property and no street trees. Traffic moves fast on New Walkertown Road.

Needed Land Uses Include: Additional low-intensity commercial uses.

Public Improvement Recommendations:
- Repair sidewalk along New Walkertown Road.
- Investigate use of traffic calming.
- Plant street trees along New Walkertown Road in front of the Community Care Center.

Private Site Improvement Needs: Encourage private improvements through incentives and regulatory measure as follows:
- Close/change curb cuts at the hair salon and market properties.
- Screen dumpsters.
Use vegetation or fencing to screen view of commercial areas from residential uses.

Improve parking lot by resurfacing, defining spaces, and adding landscaping along the edge and internally.

Improve building and building façades.

Remove or replace damaged/out-of-date signage.

Clean up trash and overgrown vegetation on private property.

The Reynoldstown NAC is in close proximity, approximately 600 feet, to the New Walkertown/Fourteenth Street NAC. This Plan recommends that these two areas remain separated, with existing residential uses in between them. Rezoning to nonresidential uses along New Walkertown from Addison Avenue to Fourteenth Street should not be allowed.

New Walkertown/Fourteenth Street Neighborhood Activity Center

The New Walkertown/Fourteenth Street NAC (approximately 54 acres) is located along New Walkertown Road between Fourteenth Street and Dellabrook Road. This NAC serves the surrounding neighborhoods with a variety of land uses. The NAC has a mix of zoning districts including commercial, office, institutional, and residential with the majority being zoned for commercial land use under HB (Highway Business). The existing land uses in the NAC include: gas stations, car wash, restaurant, bank, art gallery, cemetery, office, health care center, single-family homes, and a church.

Strengths and Opportunities: There is good road access and there are sidewalks within the NAC and from surrounding neighborhoods. A good number of businesses with well-maintained structures provide a variety of services to the community. There is vacant land surrounding the NAC, which provides additional opportunities for new development to serve surrounding neighborhoods.

Constraints and Issues: This NAC has a highway business orientation with high volumes of traffic and a number of curb cuts along New Walkertown Road. The existing topography does not allow properties on the north side of New Walkertown Road to be accessed by sidewalk along the road. There are some appearance issues particularly the chain-link fencing next to the right-of-way. The depth of some properties on south side of New Walkertown Road is not conductive to business development.

Needed Land Uses Include: Suggested land uses include: sit-down restaurant, laundry, additional office uses, and multifamily residential.

Public Improvement Recommendations:

- Repair sidewalk along New Walkertown Road.
- Build sidewalks on west side of Fourteenth Street from Addison Avenue to New Walkertown Road and along Gerald Street from Addison Avenue to New Walkertown Road.
- Provide striped crosswalks at New Walkertown Road and Fourteenth Street and at Dellabrook Road.
- Investigate use of traffic calming.

Private Site Improvement Needs: Encourage private improvements through incentives and regulatory measure as follows:

- Close/change curb cuts at the two gas stations.
- Screen dumpsters, grease traps, and loading docks.
- Improve parking lot areas by resurfacing, defining spaces, redesigning, and adding landscaping.
- Improve appearance of chain-link fencing close to right-of-way.
- Improve building façades.
- Remove excessive signage and replace damaged/out-of-date signage.
- Add landscaping on banks to prevent erosion and improve appearance.

Jetway Neighborhood Activity Center

The Jetway NAC (approximately 2.5 acres) is located at the intersection of Waterworks Road and New Walkertown Road. Although small, this strip development style of NAC serves surrounding neighborhoods with a variety of land uses and is zoned Limited Business. Land uses found in this NAC include: laundry, hair/barber/beauty salons, toy shop, shoe store, clothing store, restaurant, and convenience store (see Figure 5).

Strengths and Opportunities: NAC has good road access and good location at the intersection of two major roads. NAC is served by existing bus route on New Walkertown Road with a bus stop across the street. There is a high-density multifamily residential and an elderly housing complex in close proximity with a good number of potential users. The NAC provides a variety of services in a small and compact form and is fully occupied.
Constraints and Issues: The existing topography and fast moving traffic on New Walkertown Road make it difficult to access the NAC. There is limited pedestrian access due to the lack of sidewalks leading to the NAC. The strip center has some site problems such as deteriorated buildings, façades, and parking lot. There is no landscaping on property and no street trees. Expansion options are limited due to steep slope on the back of the property. The proximity to Lakeside Apartments is challenging because of the age of the complex, maintenance, and safety issues.

Needed Land Uses Include: This NAC has a good variety and mix of uses.

Public Improvement Recommendations:
• Build sidewalk on east side of New Walkertown Road from Waterworks Road to tie with existing one on New Walkertown Avenue at Kellum Place.
• Investigate use of traffic calming.

Private Site Improvement Needs: Encourage private improvements through incentives and regulatory measures as follows:
• Close/change curb cuts.
• Improve parking lot areas by resurfacing, defining spaces, redesigning and adding landscaping.
• Improve building façades.
• Remove excessive signage and replace damaged/out-of-date signage.

New Walkertown/Carver School Road Neighborhood Activity Center

The New Walkertown/Carver School Road NAC (approximately 14 acres) is located along New Walkertown Road and includes businesses fronting on Carver School Road and Bowen Boulevard. This NAC serves the adjoining neighborhoods with most of the land zoned for commercial use. The area has a variety of land uses including: Nail/hair salon, restaurant, dry cleaner store, convenience store, church, and auto repair. However, a good number of businesses on the northern section of the NAC are vacant.

Strengths and Opportunities: The NAC has approximately eight acres of undeveloped land. Road access is good as well as the location at the intersection of New Walkertown Road and Carver School. There are sidewalks within the NAC connecting to surrounding neighborhoods. The realignment of Bowen Boulevard presents an opportunity for redevelopment. There is a bus route on New Walkertown Road and Bowen Boulevard serving the site.

Constraints and Issues: The NAC is in close proximity to the Smith Reynolds landing strip. It is difficult to make a left turn into sites along New Walkertown Road closer to Carver School Road. The NAC has dilapidated or deteriorated buildings and façades and business sites have numerous site issues such as unsafe curb cuts, no buffering between businesses and residential uses,
parking lots in need of repaving; dumpsters not screened from public view, and signage damaged or out-of-date. There may be a perception that the area is not good for business because of high vacancy rate.

**Needed Land Uses Include:** Suggested new land uses include: convenience store, restaurant, specialty shops and video store.

**Public Improvement Recommendations:**
- Build new sidewalk on both sides of the proposed Bowen Boulevard realignment.
- Repair sidewalk along New Walkertown Road.
- Provide striped crosswalks at Bowen Boulevard and Carver School Road.
- Place bike racks near the intersection of Carver School Road and New Walkertown Road.
- Redesign intersection of New Walkertown Road and Carver School Road to allow easy left turns into properties and consider study for a traffic light at the intersection.

**Private Site Improvement Needs:** Encourage private improvements through incentives and regulatory measure as follows:
- Close/change curb cuts.
- Screen dumpsters, grease traps, and loading docks.
- Use vegetation or fencing to screen view of commercial areas from residential uses.
- Improve parking lot areas by resurfacing, defining spaces, redesigning and adding landscaping.
- Improve building façades.
- Remove excessive signage and replace damaged/out-of-date signage.

**Old Greensboro Road/Barbara Jane Neighborhood Activity Center**
The Old Greensboro Road/Barbara Jane NAC (approximately 3 acres) is located just southwest of Winston Lake Park and the new Atkins High School. When first identified, this NAC was serving the City View neighborhood with all the land zoned for commercial use. However, the Baby Milk Store has closed and the church was demolished. Remaining land uses include a funeral home and three residential structures (one boarded up).

**Strengths and Opportunities:** This NAC is surrounded with a large number of residences and is in close proximity to Atkins High School and Winston Lake Park. There is a bus route running along Old Greensboro Road. The entire NAC is already zoned for commercial use and the majority of properties are either gone or dilapidated, presenting an opportunity for redevelopment.

**Constraints and Issues:** A number of drug offenses have been reported in the surrounding neighborhood. Some structures are dilapidated or vacant and have numerous site problems.

**Needed Land Uses Include:** Suggested new land uses include: general/variety/convenience store, restaurant, hair/barber/beauty shop, and laundry or dry cleaners.

**Public Improvement Recommendations:**
- Repair/maintain sidewalks on west side of Barbara Jane Avenue north of Old Greensboro Road.
- Build sidewalks on east side of Barbara Jane Avenue from Old Greensboro Road to Lunar Court and on south side of Old Greensboro Road from Barbara Jane Avenue to Glenbrook Drive.
- Provide striped crosswalks at Old Greensboro Road and Barbara Jane Avenue.
- Add bus bench to bus stops if warranted.
- Place bike racks on redeveloped sites south of Old Greensboro Road.
- Plant street trees on both sides of Old Greensboro Road in the NAC area.

**Private Site Improvement Needs:** Encourage private improvements through incentives and regulatory measure as follows:
- Close/change curb cuts.
- Use vegetation or fencing to screen view of commercial areas from residential uses.
- Improve parking lot areas by resurfacing, defining spaces, redesigning and adding landscaping.
- Improve building façades.
- Remove excessive signage and replace damaged/out-of-date signage.
Glenn Avenue/Ogburn Avenue Neighborhood Activity Center
The Glenn Avenue/Ogburn Avenue NAC (approximately 5 acres) is located along Glenn Avenue between Delaware Avenue and south of nonresidential uses facing Sherbrooke Drive. This NAC serves the adjoining neighborhood, and all of its land is zoned for commercial use. Uses found in the NAC are a hair/barber salon, a couple of churches, the Veterans of Foreign Wars building, some single-family homes and a vacant building.

Strengths and Opportunities: This NAC is located between residential and industrial areas with a potential to serve residents as well as employees. The NAC has good road access from Glenn and Ogburn Avenues, and it is in close proximity to the US 52 interchange at Akron Drive.

Constraints and Issues: There are dilapidated or deteriorated structures and some businesses with site issues such as unsafe curb cuts, unmarked/undefined parking areas, no buffering between businesses and residential uses. The industrial/warehouse character of Glenn Avenue is not conducive to pedestrian traffic. There may be competition from other commercial areas nearby.

Needed Land Uses Include: Suggested new land uses include: laundry and office uses.

Public Improvement Recommendations:
• Build sidewalks on both sides of Glenn Avenue from US 52 to Gaynor Street and on both sides of Ogburn Avenue from Gaynor Street to Akron Drive.
• Provide striped crosswalks at intersection of Glenn and Ogburn Avenues.
• Assess need for bus route along Glenn Avenue.
• Plant street trees where feasible.
• Create on-street parking, where feasible.

Private Site Improvement Needs: Encourage private improvements through incentives and regulatory measure as follows:
• Close/change curb cuts.
• Use vegetation or fencing to screen view of commercial areas from residential uses.
• Improve parking lot areas by resurfacing, defining spaces, redesigning and adding landscaping.
• Improve building façades.
• Remove excessive signage and replace damaged/out-of-date signage.

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. The City-County Planning Board’s Metro Activity Center Design Guidelines address specific recommendations that should be incorporated into MACs.
East Winston Metro Activity Center
(MAC)

The East Winston MAC is bounded to the north by Twelfth Street, to the south by Third and the northbound ramp from Business 40 to US 52, to the east by Cameron and Jackson Avenues, and to the west by US 52. This MAC serves a regional area and surrounding neighborhoods with a variety of land uses. The MAC has a mix of zoning districts including commercial, office, institutional, multifamily and single-family residential. The existing land uses consist of: shopping opportunities, including two shopping centers; several offices, including two office towers; day care facilities; churches; institutional uses, including a school and a library; health-related services for Forsyth County; a community park; and high-density residential developments. Single-family residential uses encircle the area except on the west side, which is bounded by US 52.

Strengths and Opportunities: Road access is good via Business 40 and US 52 and there are good connections with downtown and surrounding residential neighborhoods. The proposed improvements to Martin Luther King Jr. Drive and US 52 could attract new development to the area to provide additional needed uses. There is a proposed rail stop at the former Union Station site (Davis Garage). Public transportation is available throughout this area including four bus routes. Sidewalks exist throughout the area connecting downtown and the WSSU Campus to the MAC. There is a good mix of land uses serving a large population. Nonprofit agencies are targeting portions of the MAC to improve multifamily and single-family residential areas. The Simon Green Atkins Community Development Corporation is developing a master plan that includes a portion of the MAC.

Constraints and Issues: There is a need for development that is more concentrated and more pedestrian-friendly in character for this area to function as a MAC. There are few entertainment venues, sit-down restaurants, and additional retail and office is needed to bring more people and activity to the area. There are dilapidated multifamily and single-family developments as well as deteriorated and outdated signage and façades. The MAC does not have a discernable “center” identifying the area and making it unique and lacks places for public gathering such as plazas or squares and natural open space.

Needed Land Uses Include: Suggested additional land uses include: more intense mixed-use, pedestrian-friendly commercial areas, office/low-intensity commercial development, and a variety of housing types including townhomes and multifamily units for different income levels to provide a range of affordable housing.

Public Improvement Recommendations:
- Repair sidewalks throughout the area, particularly some sections along Fourth Street.
- Plant street trees:
  - On sections of Third, Fourth, and Fifth Streets where street trees are missing.
  - On both sides of File Street, Mount Zion Place, Claremont Avenue and Highland Avenue north of Eighth, Eleventh, and Twelfth Streets.
- Create on-street parking, where feasible.
- Add bus stop bench and shelter at the East Winston Shopping Center and along Martin Luther King Jr. Drive between First and Fifth Streets when this section is redeveloped.
- Add bike racks at the East Winston and Eastway Plaza Shopping Centers.
- Ongoing maintenance of the public right-of-way.

Private Improvement Recommendations:
Encourage private improvements through incentives and regulatory measure as follows:
- Screen dumpsters particularly in multifamily areas.
- Use vegetation or fencing to screen view of commercial areas from residential uses.
- Improve the appearance and circulation of parking lots by resurfacing, defining spaces, and adding landscaping.
- Improve building façades and fix boarded-up multifamily units.
- Fix crumbling/in-need-of-repair retaining walls.
- Remove or replace damaged/out-of-date signage.
- Identify locations for building neighborhood entry signs and design them with resident input.
- Repair/paint chain-link and wood fences that are located next to the public right-of-way.
- Clean area facing Business 40 and US 52 of kudzu.
- Ongoing maintenance of yards and trash pick up.

Development Recommendations:
- Add more concentrated development by retrofitting and redeveloping existing sites and by bringing new mixed-use development to help this area to function better as a Metro Activity Center.
• Encourage more retail, office, and entertainment developments to serve the existing neighborhoods and to bring more people from surrounding areas such as the Research Park and WSSU.

• Create a pedestrian-friendly character through the development/redevelopment of properties by making sure buildings and streets are designed for pedestrian comfort.

• Locate buildings close to the street to create an interesting and inviting public/private streetscape and locate parking to the rear or side of primary structures to de-emphasize vehicles (see Figure 6).

• Design building façades to add interest to the street and have pedestrian-friendly features, such as awnings, porches, columns, recessed doors, and no blank walls facing main roads.

• Add street trees, on-street parking, wide sidewalks, street furniture, special paving areas, attractively-scaled lighting fixtures, and planting areas/planters with flowers or evergreen plants where feasible.

• Make main roads connecting to and from the East Winston MAC pedestrian-friendly with features such as street trees and on-street parking, where feasible. Main roads include Fourth and Fifth Streets, connecting to the downtown/Research Park areas, and New Walkertown Road, Third Street, Liberty Street and Cleveland Avenue, connecting surrounding neighborhoods to the East Winston MAC.

• Take advantage of existing plans/redevelopment proposals in close proximity to the East Winston MAC such as the Research Park, the proposed Transit Station, Goler Heights, the Patterson Avenue/Thomasville Furniture Plant Mixed-Use Area, and the improvements to Martin Luther King Jr. Drive to make this road the main connector in the area.

• Redevelop Martin Luther King Jr. Drive from Business 40 to US 52 with a mixture of uses and a special character to attract people from adjoining and surrounding areas and for economic development purposes. Development recommendations for this corridor include:
  – Create a more intense, pedestrian-friendly center of activity in and around the East Winston Shopping Center. Encourage redevelopment of these properties to have an urban mix of uses to include retail, office, entertainment, institutional, and residential land uses. Encourage use of multi-story and multi-use buildings at this location (see Figure 7).
  – Provide a public gathering place, such as a pedestrian plaza or public open space, around the intersection of Martin Luther King Jr. Drive and New Walkertown Road. A Plaza or square with some natural open space at this busy intersection will promote human interaction and will provide a special identity to the MAC.
  – Allow office/low-intensity commercial on the west side of Martin Luther King Jr. Drive from First to Fifth Streets while protecting existing historic homes on the east side of the road facing Wheeler and Fourth Streets.

• Allow the conversion of existing homes facing Fifth Street from Martin Luther King Jr. Drive to Cameron Avenue to office/low-intensity commercial use with the retention of the existing structure (see Appendix B. Standards for Conversion of Existing Homes to Office or Commercial Use).

• Allow the properties facing Fifth Street from Highland Avenue to Martin Luther King Jr. Drive to redevelop to office/low-intensity commercial development (see Appendix C. Standards for New Office/Low-Intensity Commercial Development).

• Identify possible sites for redevelopment for higher-density residential in close proximity to the Research Park development. These sites could absorb future demand for housing for Research Park employees as the need spills over adjacent areas. One possible area includes existing multifamily housing between Second and Fifth Streets from US 52 to Woodland Avenue.

An Urban Design Concept summarizing the development recommendations for the East Winston Metro Activity Center (MAC) is shown on Map 7.
The Proposed Land Use Changes Map (see Map 6) 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 blue ★ (star) and a small case letter as follows:

*a. East Winston Shopping Center.* The general area that includes the shopping center, parcels in front of shopping center along Martin Luther King Jr. Drive, and a vacant tract next to Mechanics and Farmers Bank is zoned Highway Business (HB). This property could be redeveloped with a mixture of uses including commercial, office and residential under the MU-S (Mixed Use-Special Use) District to become the “core” of the MAC. Vertical mixed use and multistory buildings are encouraged at this location to increase the level of activity and to take advantage of topographic features to possibly access upper levels through Cleveland Avenue the same way Eastway Shopping Center accesses Mount Zion Place. If the area does not undergo a complete redevelopment, a second option is the rezoning to the PB-S (Pedestrian Business-Special Use District) because of the district’s flexible dimensional requirements, reduced parking requirements, and limitations on land uses. Auto-related uses, stores that sell alcohol, and clubs/bars are
discouraged at this location because of their negative visual impact and possible negative neighborhood impact (See Figure 7).

*b. Martin Luther King Jr. Drive and Fifth Street. The RM-18 multifamily residential site across the street from the East Winston Shopping Center is recommended for redevelopment for office/low-intensity commercial development. The special use zoning process is recommended to limit the land uses, to assure that the design of the site complements the Martin Luther King Jr. Drive Corridor and proposed redevelopment of the East Winston Shopping Center, and protect single-family residential homes on the back of the site. A church located at the intersection of Martin Luther King Jr. Drive and New Walkertown Road, Galilee Baptist Church, could be redeveloped similarly to the multifamily site described above only if church members so desire (see Figure 7).

c. Martin Luther King Jr. Drive between Business 40 and New Walkertown Road. Properties along Martin Luther King Jr. Drive between Business 40 and Fifth Street currently have a mix of zoning districts. Office/low-intensity commercial land use is recommended for the properties located on the west side of Martin Luther King Jr. Drive (see Figure 8). Rezoning to the PB-S (Pedestrian Business-Special Use District) is needed to create a pedestrian-friendly character with buildings closer to the street and parking to the side or rear of buildings and to discourage uses that could have a negative visual or neighborhood impact. Existing homes on the east side of Martin Luther King Jr. Drive, facing Wheeler Street, Third and Fourth Streets, should be protected and not rezoned to a more intense zoning district. These homes have been determined to have historic significance and are eligible to be placed in the National Register of Historic Places. This Plan recommends building a decorative fencing and screening back and side yards of these homes as part as the proposed improvements to Martin Luther King Jr. Drive.

d. Fifth and Second Streets between US 52 and Woodland Avenue. The Planning Area is in close proximity to downtown and to the Piedmont Triad Research Park. The Master Plan for the Research Park shows a mixture of research facilities with office buildings as well as retail, restaurants and residential structures. Mixed-use development along Third and Fourth Streets is intended to link the Research Park with downtown and East Winston. Additional residential development in close proximity to the park will most likely be needed in the future as the park develops. No vacant parcels of land are nearby, making redevelopment of existing sites a possibility. RM-18 zoning tracts developed for multifamily between Fifth and Second Streets from US 52 to Woodland Avenue could redevelop with the existing multifamily density to capture the potential housing market not only for the Research Park, but for the downtown as well. Multistory buildings with public amenities and sufficient open space in the form of plazas or squares could fill that future need.
*e. Union Station.
- Allow the Union Station site and vacant tract on the east side of Martin Luther King, Jr. Drive between the railroad tracts and Business 40 to rezone to the MU-S (Mixed Use-Special District).
- Develop the area around Union Station (within ¼ mile) with a mixture of residential, commercial, retail, and institutional uses at higher levels of intensity, where appropriate. Use a vertically-oriented mix of distinct land uses at the core area.
- Protect homes on Excelsior Street unless properties are part of a comprehensive development.
- Allow retail/commercial uses that attract pedestrian traffic throughout the day and night, creating a more lively and secure environment. Do not allow auto-dependent uses such as auto sales, service stations and drive-through businesses.
- Locate new buildings close to the street with entrances oriented to the public street following the pattern established by the Union Station building and new development by WSSU along Martin Luther King Jr. Drive.
- Locate low-intensity commercial uses on the ground level to capture trade from transit users. Locate office uses at the ground level or upstairs over commercial uses. Do not locate residential units on the ground level of mixed-use buildings.
- Design parking to be visually unobtrusive and pedestrian-friendly. Locate parking beside/behind buildings or in a parking deck.
- Provide safe and adequate access for pedestrians and bicyclists. Use signalized crosswalks at key locations and/or pedestrian bridges along Martin Luther King Jr. Drive to connect the station area with new development and WSSU on the east side of the road.
- Design streetscapes around the station area to be pleasant and secure increasing user’s willingness to walk in the area. Streetscape should include street trees, street furniture, pedestrian-level lighting, easily understood and visible signage, artwork, banners, and other pedestrian area amenities.

*f. Lowery Street between Lowery Court and Hicks Street. Properties located between Business 40 and the Lowery Business Park should be allowed to rezone for industrial use only if: comprehensively redeveloped with adjacent properties in the Business Park; and developed in conformance with the Industrial Expansion Design Guidelines (see Appendix E). The view from Business 40 should be given special consideration for the redevelopment of the area. No piecemeal zoning should be approved.

*g. Old Greensboro Road between Byerly Road and Ross Street. The properties on the south side of Old Greensboro Road are currently zoned Limited Business (LB) although most of them have single-family residential uses. Office/low-intensity commercial land use is recommended at this location. Comprehensive redevelopment of these sites is required to minimize curb cuts on Old Greensboro Road and to coordinate development. Internal access between sites is recommended.

*h. Old Greensboro Road and Harvest Drive.
Four lots on the north side of Old Greensboro Road between Petree Elementary and Harvest Drive are currently zoned for single-family residential. This site is recommended for office/low-intensity commercial or institutional land use done comprehensively. Special use zoning should be required to limit uses and to assure the site is developed in a manner that is compatible with adjacent uses.

*i. US 52 between Twelfth and Thirteenth Streets. Allow properties located between US 52 and the Liberty Street Neighborhood Activity Center from Twelfth to Thirteenth Streets to rezone from General Business (GB) District to office/low-intensity commercial use and become part of the NAC. Rezoning to the PB-S (Pedestrian Business-Special Use District) is recommended to continue the character along Liberty Street of an urban commercial district. Creating an inviting view from US 52 should be given special consideration for the redevelopment of this area.

*j. US 52 between Fifteenth and Eighteenth Streets. Allow properties located between US 52 and the Liberty Street Neighborhood Activity Center from Fifteenth to Eighteenth Streets to be rezoned from General Business (GB) District to office/low-intensity commercial use and become part of the NAC. Rezoning to the PB-S (Pedestrian Business-Special Use District) is recommended to continue the
character found along Liberty Street of an urban commercial district. Creating an inviting view from US 52 should be given special consideration for the redevelopment of this area.

*k. Manchester and Twenty-Fifth Streets.
A small area around the intersection of Manchester and Twenty-Fifth Streets is zoned LB (Limited Business). Uses include a laundry, a grocery store, churches and single-family homes. Office/low intensity commercial land use is recommended for this area. Rezoning to the PB-S (Pedestrian Business-Special Use) is recommended to continue the character established by the existing grocery store and laundry mat. No expansion of the current zoning boundary is recommended, except for Block 1338 Lot 1207, which should be allowed to convert to office use in the existing structure under the NO-S (Neighborhood Office-Special Use) Zoning District.

**TRANSPORTATION RECOMMENDATIONS**

*Legacy* calls for a balanced, sustainable network of all transportation modes that provide choices for travel needs. Street networks should be developed 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 (see Map 8).

**ROAD IMPROVEMENTS**

- Complete the Proposed US 52 Interim Improvements to manage high volumes of traffic on this highway and reduce the current high accident rate.
- Design Martin Luther King Jr. Drive from First to Fifth Streets as an attractive boulevard incorporating some of the pedestrian-oriented features found elsewhere along the corridor north of Fifth Street and south near WSSU. Features to consider include:
  - Widening of roadway to extend existing left-turn lanes at First, Third, and Fifth Streets to improve traffic flow.
  - Planting strips between the sidewalk and the roadway at least 24 inches in width.
  - Planting street trees on both sides of the street to establish a tree canopy.
  - Installing textured crosswalks at all intersections.
  - Adding pedestrian lighting.
  - Providing pedestrian features such as benches, trash receptacles, and banners.
  - Installing buffers and decorative fencing along back property lines of houses facing Wheeler Street and side yards of houses fronting Third and Fourth Streets on the east side of Martin Luther King Jr. Drive.
- Complete road improvements and new roads in the Thoroughfare Plan as listed in Table 8.
- Incorporate attractive, pedestrian-oriented features on all new and improved roads by providing landscaping, sidewalks on both sides of the road, and landscaped medians where there is sufficient right-of-way.
- Minimize the use of dead ends and cul-de-sacs in new subdivisions and redeveloped areas.
- Require connections of local streets when developing or redeveloping sites unless extreme topography makes it unfeasible.
- Develop the newly adopted Collector Street Plan recommendations.
- Educate and encourage residents and neighborhood associations to use the City’s Traffic Calming Policy. Under the program, identified local streets with high traffic speeds are evaluated for possible physical improvements or other measures to slow down traffic and make the streets safer.
- Include pedestrian-oriented features along Fourth and Fifth Streets such as street trees and on-street parking.
Table 8. East/Northeast Planning Area: Future Street and Highway Projects

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Current Status</th>
<th>Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bowen Boulevard</td>
<td>Realign existing 2-lane intersection, 0.2 miles north of New Walkertown Road.</td>
<td>Planning began in 2005</td>
<td>Construction in 2009</td>
</tr>
<tr>
<td>US 52</td>
<td>Widen and upgrade a 4-6 lane freeway to a 6-lane interstate with auxiliary lanes, covering 12 miles. Create an I-40 Bypass to proposed Northern Beltway (Western Loop) Interchange.</td>
<td>Planning to begin in 2021</td>
<td>Construction in 2030</td>
</tr>
<tr>
<td>US 158</td>
<td>Widen the existing 2-lane road into a 4-lane divided road covering 4.5 miles in Phase A.</td>
<td>Planning began in 2005</td>
<td>Construction in 2014</td>
</tr>
<tr>
<td>Waterworks Road</td>
<td>Convert a 2-lane road to a 3-lane road from Winston Lake to Old Greensboro Road, 0.8 miles</td>
<td>Planning began in 2005</td>
<td>Completed</td>
</tr>
</tbody>
</table>

Source: Winston-Salem Thoroughfare Plan

TRANSIT
- Utilize the former Winston-Salem Union Station site as a stop for the proposed regional commuter rail transit system connecting Burlington with Clemmons. Design this site as a multi-modal regional transportation center to include passenger rail, local, and regional bus systems.
- Explore extending the proposed Street Car line from the Piedmont Research Park to Baptist Hospital to connect with the East Winston Metro Activity Center.
- Continue the level of transit service now provided to the Planning Area.
- Study increasing public transportation service provided at night and on weekends.
- Make sure sidewalks are in place to provide safe access to transit.
- Identify locations for potential new bus shelters and bus stops to better serve the community.

PEDESTRIAN/BICYCLE
- Provide sidewalks on at least one side of all roads and on both sides of roads that provide access to institutions and public facilities.
- Develop and implement a pedestrian and bicycle plan for Martin Luther King Jr. Drive as part as the proposed roadway improvements to safely connect Winston-Salem State University with the East Winston Metro Activity Center.
- Accommodate bicycles and pedestrians in road construction and modification of projects.
- Review the following sidewalks for inclusion in the City’s sidewalk program:
  - Twenty-Sixth Street from Cleveland Avenue to Claremont Avenue (north side) and beyond to the Airport Business Park when developed (north side)
  - Dunleith Avenue from Twenty-Second Street to Twenty-Fifth Street (either side)
  - Gray Avenue from Fourteenth Street to Eighteenth Street (either side)
  - Eighteenth Street from Gray Avenue to Orlando Street (either side)
  - Orlando Street from Eighteenth Street to Dellabrook Road (either side)
  - Fourteenth Street from Addison Avenue to New Walkertown Road (west side)
  - Gerald Street from Addison Avenue to New Walkertown Road (either side)
  - Slater Avenue from Addison Avenue to Gerald Street (either side)
  - Teresa Avenue from Carver School Road to Fondly Road and back to Teresa Avenue (either side)
  - Rosemary Drive from Bowen Boulevard to Teresa Avenue (either side)
  - Kinard Drive from Old Greensboro Road to Crawford Street (either side)
  - Chandler Street from Old Greensboro Road to Apollo Drive (west side)
  - Kingsgate Drive from Waterworks Road to Beechmont Street (either side)
– Byerly Street from Old Greensboro Road to unnamed cemetery (west side)
– Old Greensboro Road from Chandler Street to Freedom Street (south side)
– Harvest Drive from Old Greensboro Road to Earl Street and to connect with Kittering Lane once constructed (either side)
– Lowery Street from Brushy Fork Creek Trail to Lowery Court (either side)
– Lowery Court from Lowery Street to Business 40

**Extend existing sidewalk or complete missing section:**
– Bethlehem Lane from Claremont Avenue to Lafayette Avenue (south side)
– Claremont Avenue from Bethlehem Lane to Seventeenth Street (west side) and section between Willie Davis Drive and Fifteenth Street (west side)
– Section along New Hope Lane from Liberty Street to connect with existing sidewalk (south side)
– Hattie Avenue to Jackson Avenue (west side)
– Section of Hattie Avenue between Twelfth and Fourteenth Streets (west side)
– Twelfth Street from File Street to Jackson Avenue (south side)
– Seventeenth Street between Cleveland Avenue and Claremont Avenue (south side)
– New Walkertown Road from Waterworks Road to Kellum Place (east side)
– Barbara Jane Avenue from Old Greensboro Road to connect with existing sidewalk (east side)
– Barry Street section to connect with Old Greensboro Road (east side)

- Increase bicycle ridership by encouraging civic groups and neighborhood associations to hold “bike days” along the existing East Winston Loop, greenways, or in area neighborhoods.
- Implement the bicycle recommendations in the *Winston-Salem Urban Area Bicycle Plan* for the Planning Area. Add bike lanes on the following streets:
  – Cleveland Avenue from Martin Luther King Jr. Drive to Fourteenth Street
  – Bowen Boulevard from Twenty-Fifth Street to new realignment with New Walkertown Road
  – Old Greensboro Road from Brushy Fork Creek to Reidsville Road
- Create better pedestrian and bicycle linkages between the East Winston Metro Activity Center and Winston-Salem State University and the Piedmont Triad Research Park by providing wider sidewalks or bike lanes.

**Community Facilities Recommendations**

Both public and private community facilities such as schools, parks, medical offices, and day care providers should be easily accessible to all segments of the population (see Map 9). Legacy promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from Legacy is the creation of the central public space in all communities to serve as an urban reference point and the focus of civic and community life.

**Schools**
- Establish better links between the school system/schools in the area for the use of school property and facilities for community events and recreational activities.
- Consider funding the upgrade or expansion of existing schools in the area as part of a future school bond issue.

**Recreation Facilities**
- Assess usage of existing facilities and programs and provide additional programs as needed, and/or target special groups in the community that are not yet covered.
- Improve the new neighborhood park on the City-owned tract of land at the intersection of Fourteenth Street and Jackson Avenue. The new park should include a walking trail and on-street parking as the first phase. Landscaping, shrubbery and hardscape elements should be added at a later phase with additional funding.
- Explore planting street trees at the new Fourteenth Street Park through the Community Roots Day tree planting program. If not feasible at this time, consider plantings in future years.
- Encourage community members and neighborhood associations to assist in the upkeep of this new park and any other existing parks by participating in the City’s “Adopt-a-Park” program.
- Develop Master Plans for the following parks to upgrade, re-design and better integrate existing park facilities:
– **Fairview Park:** located next to Northeast Winston #2 and Northeast #3 Redevelopment Areas, the master plan should look at providing a multiuse, multiage neighborhood park to serve the surrounding neighborhoods.

– **Rupert Bell:** located within the boundaries of the East Winston Metro Activity Center, the master plan should look at the feasibility of turning this site into a focal point for the community by providing activities not currently being offered in the area such as a place for community gatherings, musical events, and entertainment activities for different age groups. The master plan should also look at the feasibility of building a water play facility that the community has expressed a desire to have in the Planning Area.

– **Fourteenth Street Recreation Center:** located in close proximity to the Rupert Bell Recreation Center, the master plan should look at how to better integrate the two recreation centers to avoid duplication of services to the community.

– **Winston Lake Park:** the master plan should look at how to better integrate all the existing park facilities, possibilities for new ones, and connections to surrounding areas/services.

**GREENWAYS**

- Link trails in parks with existing/proposed external sidewalks, bike routes, and greenway trails where feasible.
- Extend the Brushy Fork Creek Trail north to connect to Helen Nichols Park, Carver High School, Crawford Park, the Mazie Woodruff Center and Library, and surrounding neighborhoods.
- Extend the Brushy Fork Creek Trail south to connect to the Salem Creek Trail. Make a connection to the Brushy Fork Park.
- Provide neighborhood connections from the Virginia K. Newell/Ann Massey Trail east to the City View and Skyland neighborhoods, and north through Skyland Park to Reynoldstown and surrounding neighborhoods.
- Extend the Bowen Boulevard walking trail north to connect to the Airport Business Park currently being developed south of Fairchild Road.

**LIBRARY FACILITIES**

- Maintain the existing library facility at Cleveland Avenue and Seventh Street and renovate/expand if feasible. Improve access to this facility to better serve surrounding neighborhoods.

**CEMETERIES**

- Protect existing cemeteries from vandalism.

**HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS**

*Legacy recommends that neighborhoods offer a variety of quality housing types for different income levels, family size, and types that reduce the segregation of neighborhoods by race, age, and income. Affordable housing should be promoted throughout the city and county by providing incentives, utilizing cost-effective site design, and permitting accessory dwellings and congregate care facilities.*

**GENERAL RECOMMENDATIONS**

- Maintain and improve the quality of housing stock in the area by promoting home ownership, supporting rehabilitation of existing homes, and through code enforcement.
- Develop a variety of housing types for different income levels, family sizes, and personal preferences in the Planning Area to provide a mixture of housing opportunities.
- Expand the City’s Neighborhood Improvement Program to educate existing residents and newcomers about the City’s regulations related to zoning, sanitation ordinances, and minimum housing code, and encourage neighborhood associations to participate.
- Make the training materials from the Neighborhood Improvement Program available to civic groups, neighborhood associations and landlords in the Planning Area.
- Encourage residents and neighborhood associations having problems with abandoned vehicles and graffiti to participate in the Trash Busters and Graffiti Programs the City offers.
- Incorporate Traditional Neighborhood Development concepts in the development and redevelopment of the Planning Area. Includes a mixture of housing types, well-designed commercial areas in and near neighborhoods, and reducing the role of the automobile by incorporating walkability and connections to other neighborhoods.
- Enforce Infill Development Regulations to ensure that new infill development and redevelopment activities complement the character of the existing surrounding neighborhoods.
• Develop the identified Residential Infill Opportunity Areas to complement the existing character of the surrounding old neighborhoods (see Residential Recommendations)

AFFORDABLE HOUSING
• Continue to support existing efforts by Community Development Corporations in providing affordable housing opportunities in the Planning Area and encourage for-profit developers to build affordable housing units.
• Encourage other not-for-profit developers, including the WS/FC Housing Partnership and Habitat for Humanity, to develop more housing in the Planning Area.
• Make sure new affordable housing units are compatible with the existing character of older neighborhoods.
• Use existing programs or develop new ones to assist community development and nonprofit housing organizations in providing affordable housing opportunities.

REHABILITATION AND REDEVELOPMENT EFFORTS
• Complete implementation of the adopted Northeast Winston #2 Redevelopment Area. New housing units will bring necessary investment in the area and new residents in need of goods and services.
• Ensure that new housing designs are compatible with the historic character of the area and incorporates design elements found elsewhere in the neighborhood such as front porches, columns and railing, façades with more than one bay, and similar roof pitch.
• Find additional funding for the implementation of the adopted Northeast Winston #3 Redevelopment Subarea and continue efforts to rehabilitate existing residences in the Northeast Winston #3 Rehabilitation, Conservation, and Reconditioning Area.
• Market the City’s programs for rehabilitation of owner-occupied or investor-owned housing units in the Planning Area as well as first-time homebuyers program with an emphasis in the section north of Twenty-First Street between US 52 and Caledonia Drive. Encourage not-for-profit developers to concentrate efforts to build more housing in this section of the Planning Area.

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 (see Map 10).

GENERAL RECOMMENDATIONS
• Enhance the physical appearance of the commercial districts identified in the East Winston Metro Activity Center and all the Neighborhood Activity Centers by:
  – Rehabilitating existing buildings and sites to support a walkable and visually appealing community.
  – Expanding and funding the Façade Improvement Program to improve the appearance of existing buildings. Also marketing the program to business in the Planning Area.
• Revitalize older multifamily areas to improve the image of the area
• Encourage a mix of outdoor cafes, small stores, and services at a pedestrian scale that meet the needs of all residents in the area.
• Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced in the Planning Area to eliminate blighted structures and maintain vacant lots.
• Encourage residents and neighborhood associations to participate in the different programs offered by Keep Winston-Salem Beautiful to improve the appearance of the Planning Area; Adopt-A-Flower Bed, Adopt-A-Stream, or Adopt-A-Street.
• Encourage adoption of regulatory changes proposed by the Revitalizing Urban Commercial Areas (RUCA) Study.
• Fund additional RUCAs.
• Identify areas of right-of-way at neighborhood entrances that can be used for the Flower Bed Program. Free annual plants are given every year to neighborhood associations or other groups.
• Develop a pedestrian-friendly environment by providing the following:
  – Planting strips between the sidewalk and the street on all roadway and redevelopment projects.
– Planting appropriate street trees on all existing and new planting strips.
– Providing marked, on-street parking to serve adjacent properties and for traffic calming purposes.
– Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where residents gather together.

**TRANSPORT STATIONS**

See recommendations in the Mixed-Use Land Use Categories under Union Station Mixed-Use Area.
– Prepare a Master Plan for the proposed Transit Station and surrounding Mixed-Use Area. The Master Plan should reflect the Transit-Oriented Development planning concept identified in Legacy.

**URBAN BOULEVARDS**

Urban Boulevards are special corridors along selected major arterial roads that connect the Center City with Metro Activity Centers. For more detail on Urban Boulevards, see section on Legacy Recommendations.

Two roads leaving downtown and passing through the Planning Area have been identified as Urban Boulevards in Legacy: Liberty Street connecting to the Smith Reynolds Airport area, and Fifth Street to Martin Luther King Jr. Drive, connecting to Reynolds Park Road and the 311 Connector.
– Implement Legacy’s recommendations for the Urban Boulevards in the Planning Area.
– Continue Implementation of the Liberty Street Corridor Study and adopted Liberty Corridor Master Plan.
– Convert Fifth Street to two-way traffic as part as the US 52 Interim Improvements, and make it pedestrian and bike friendly by providing on-street parking, a bike lane, street trees and street furniture.
– Complete proposed improvements to Martin Luther King Jr. Drive as part as the US 52 Interim Improvements to include widening of the road to accommodate left turn lanes, and a median between First and Fifth Street (see Transportation Recommendations under Road Improvements). Expand the proposed improvements to include the following:
  – Enhancement of proposed improvements by the North Carolina Department of Transportation along the right-of-way to possibly include sidewalk treatment, pedestrian crosswalks; building planting strips between the sidewalk and the roadway, landscaping of medians, and adding street trees.
  – Establishment of an attractive entrance to the community from Business 40.
  – Pedestrian and bike connections to the proposed Transit Station and redeveloped East Winston Shopping Center.
  – Comprehensive redevelopment of the west side of Martin Luther King Jr. Drive with possible types of businesses, building and parking locations, and public amenities such as small plazas or pocket parks.
  – Protection of existing houses along the east side of Martin Luther King Jr. Drive to possibly include buffering and fencing of back and side yards.

**GATEWAYS/ENTRY POINTS**

– Create attractive entrances to the Planning Area from Business 40 and US 52 with the use of special landscaping/planting areas. Potential locations for community gateways are:
  – Business 40 at Fifth Street (around the Winston-Salem Journal plant)
  – Business 40 at Martin Luther King Jr. Drive
  – US 52 at Martin Luther King Jr. Drive, Liberty Street; Twenty-Fifth/Twenty-eight Streets and Akron Drive
  – US 158, Reidsville Road, at Old Greensboro Road
  – US 311, New Walkertown Road, at Carver School Road
– Establish neighborhood gateways that include signage, planting areas, and/or public art. The nature and location of neighborhood gateways should be established by neighborhood organizations working with the City. Gateway features should be incorporated when other public improvements are undertaken.

**FOCAL POINT**

A community focal point is proposed in the East Winston Shopping Center area (see Metro Activity Center MAC under Mixed-Use Land Use Categories).
– Design a focal point in the East Winston Shopping Center to encourage people to gather in a place that is unique and has a special character. Design elements should include:
  – A combination of special paving materials
for hardscape areas, and trees, shrubbery and flowers for landscaped areas.
– Buildings surrounding the focal point with facades that add interest, activity, and comfort to the general area.
– Street furniture that includes benches, trash receptacles, bike racks, and pedestrian lighting.
– Public art that reflects the history and special qualities of the Planning Area.

**HISTORIC PRESERVATION RECOMMENDATIONS**

Legacy promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural, and environmental quality of communities as well as its contribution to a community’s economic development.

Significant historic resources have been identified in the East/Northeast Area Plan boundaries as indicated in initial surveys (see 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 Map 11).

**GENERAL RECOMMENDATIONS**

- Retain historic resources, including residential homes and neighborhoods, commercial structures, institutional buildings, and bridges.
- Recognize buildings, events, or areas of historical, 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: 1) how and why to nominate a structure, site, or area to the National Register of Historic Places; 2) how to use the historic preservation rehabilitation tax credit program; and, 3) issue-related topics such as how to maintain an older or historic building, historic bridge preservation, and historic cemetery preservation.
- Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.
- Assist property owners in the Reynoldstown neighborhood seeking federal or State funding or federal income tax benefits once the area is listed in the National Register of Historic Places.

**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.
- Encourage/assist property owners and organizations to undertake or commission studies of individual properties with uniqueness to learn more about them and determine whether they are eligible for historic designations (see Appendix A):
  – City Memorial Hospital
  – Fast Food Stand on New Walkertown Road
  – (Former) Fire Station #4
  – House at 2842 Old Greensboro Road
  – Progressive Apostolic Church
  – (Former) Skyland Elementary School
  – Smith Reynolds Airport
  – United Metropolitan Missionary Baptist Church
  – Winston Mutual Building
  – Winston-Salem Tourist Village
- Encourage/assist property owners and organizations to undertake or commission studies of the following neighborhoods dating from the early to mid-20th century to learn more about them and to determine whether they are eligible for historic designations (see Appendix A):
  – Bowen Park
  – Castle Heights
  – City View
  – Columbian Heights
  – Dreamland Park
  – East Winston
  – Lakeside
  – Skyland Park
  – Slater Park
- 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 eligible properties or areas:
  – (Former) Fairview Moravian Church
  – Northeast Winston #2 Redevelopment Area
  – Northeast #3 Rehabilitation Area
  – East Winston (First and Fifth Streets between Martin Luther King Jr. Drive and back property lines of houses fronting on Dunleith Avenue)
- Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.
ECONOMIC DEVELOPMENT RECOMMENDATIONS

Economic development activity provides a broad range of employment opportunities and a high quality of life for the citizens of Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses.

GENERAL RECOMMENDATIONS

- Encourage and market the development/redevelopment of business and industrial sites identified in this Plan to create new jobs and improve appearance of the area.
- Align the efforts of property owners, realtors, business owners and the community to strengthen business development efforts.
- Implement the recommendations of this Plan related to public improvements for the Metro and Neighborhood Activity Centers and direct funding to implement such public improvements.
- Encourage nonprofits and existing Community Development Corporations to target the Activity Centers for revitalization and to seek funding for these efforts through the City’s RUCA Program.
- Revitalize older multifamily areas to improve the image they currently present to residents and nonresidents in the area.
- Encourage a broad mix of new retail stores and services in accordance with land use plan, varying in size and type celebrating the diversity of the Planning Area.
- Recognize and support business opportunities associated with the growing diversity of cultures.
- Support community/business organizations such as business watch programs. Explore creating a Merchants Association as more businesses come into the area.

APPLICABLE CITY PROGRAMS

- Strengthen existing businesses and attract new ones by utilizing, promoting and marketing the City’s Economic Development Revolving Loan Program currently available in the area. Promote the State Development Zone Area Program applicable to the Planning Area.
- Encourage use of the Target Area Business Assistance Program, now in place for sections of Liberty Street, in the Planning Area which provides incentives for business location in certain areas of the city to create jobs opportunities. Explore extending this program to possibly target Activity Centers.
- Market and hold workshops to promote City business training and building rehabilitation loan programs for the purchase or rehabilitation of structures to local/potential merchants particularly in the designated Activity Centers.
- Implement the recommendations of the RUCA Report and extend program beyond the current funding.
- Identify brownfield sites in the Planning Area and provide Brownfield Assessment Grant funding to assess sites for environmental problems and, if necessary, assist potential developers in cleaning up problem sites.

Brickmaker, George Black House
### 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 based on the availability of funding and consideration of citywide priorities.

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
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<tbody>
<tr>
<td><strong>Land Use Recommendations</strong></td>
<td></td>
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<tr>
<td>General</td>
<td></td>
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<tr>
<td>Follow proposed Land Use Plan, land use policies and Special Land Use Conditions (page 29).</td>
<td>CCPB, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Apply traditional neighborhood design principles and standards to residential and commercial areas (page 29).</td>
<td>CCPB, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage revitalization of underutilized commercial sites (page 35).</td>
<td>CCPB, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage concentration of nonresidential land use in designated Neighborhood and Metro Activity Centers and recommended commercial areas (page 40).</td>
<td>CCPB, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Transportation Recommendations</strong></td>
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<tr>
<td>General</td>
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<tr>
<td>Identify local streets with high traffic speeds for traffic calming (page 63).</td>
<td>Neighborhood, WSDOT</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Minimize the use of dead ends or cul-de-sacs in new subdivisions and redeveloped areas (page 63).</td>
<td>CCPB, WSDOT</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Require connections of local streets as shown on Map 8 (page 49).</td>
<td>CCPB, WSDOT</td>
<td>Ongoing</td>
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<tr>
<td><strong>Roads/Interchanges/Intersections</strong></td>
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<tr>
<td>Widen and upgrade US 52 to a 6-lane freeway (Table 8, page 64).</td>
<td>NCDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Widen Reidsville Rd. to a 4-lane divided highway (Table 8, page 64).</td>
<td>NCDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>Realign Bowen Boulevard intersection with New Walkertown Rd. (Table 8, page 64).</td>
<td>WSDOT</td>
<td>Immediate</td>
</tr>
<tr>
<td>Redesign intersection of New Walkertown Road and Carver School Rd. (page 56).</td>
<td>WSDOT</td>
<td>Medium Range</td>
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*Timing:  Immediate:  1-2 years  Short Range:  3-5 years  Medium Range:  6-10 years  Long Range:  10 years or more*
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<tbody>
<tr>
<td>(Roads/Interchanges/Intersections, continued...)</td>
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<tr>
<td>Extend Harvest Dr. as recommended on the Collector Street Plan (page 32).</td>
<td>WSDOT</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Complete US 52 Interim Improvements (page 63).</td>
<td>WSDOT, NCDOT</td>
<td>Immediate</td>
</tr>
<tr>
<td>Complete improvements to Martin Luther King Jr. Dr. (page 63).</td>
<td>WSDOT, WSCC, NCDOT, VM</td>
<td>Immediate</td>
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<tr>
<td><strong>Transit</strong></td>
<td></td>
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<tr>
<td>Design a multimodal, regional transportation center at the former Union Station site (page 64).</td>
<td>PART, WSDOT, WSCC</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Develop a Master Plan for the Transit Station and surrounding Mixed-Use Area (page 36).</td>
<td>CCPB, PART, WSCC</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Extend planned street car line from Research Park to East Winston MAC (page 64).</td>
<td>WSDOT, WSCC</td>
<td>Long Range</td>
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<tr>
<td><strong>Pedestrian</strong></td>
<td></td>
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<tr>
<td>Build sidewalk along Lowery St. and Lowery Court from Brushy Fork Creek Trail to E. 1st St. (page 65).</td>
<td>WSDOT</td>
<td>Immediate</td>
</tr>
<tr>
<td>Review identified sidewalk projects under the City’s sidewalk priority funding system (pages 64-65):</td>
<td></td>
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<tr>
<td>• 26th St from Cleveland Ave. to Claremont Ave.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• Gray Ave. from 14th St. to 18th St.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• 18th St. from Gray Ave. to Orlando St.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• Orlando St. from 18th St. to Dellabrook Rd.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• 14th Street from Addison Ave. to New Walkertown Rd.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• Gerald St. from Addison Ave. to New Walkertown Rd.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• Slater Ave. from Addison Ave. to Gerald St.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• Teresa Ave. from Carver School Rd. to Fondly Rd. and back to Teresa Ave.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• Rosemary Dr. from Bowen Blvd. to Teresa Ave.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• Kinard Dr. from Old Greensboro Rd. to Crawford St.</td>
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<td>• Kingsgate Dr. from Waterworks Rd. to Beechmont St.</td>
<td>WSDOT</td>
<td>Long Range</td>
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<tr>
<td>• Byerly St. from Old Greensboro Rd. to unnamed cemetery</td>
<td>WSDOT</td>
<td>Long Range</td>
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</tbody>
</table>

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### (Pedestrian, continued...)

- Old Greensboro Rd. from Chandler St. to Freedom St.
- Harvest Dr. from Old Greensboro Rd. to Earl St. and later to Kittering Lane

Review identified missing sections of sidewalk projects under the City’s sidewalk priority funding system (page 66).

- Bethlehem Lane from Claremont Ave. to Lafayette Ave.
- Claremont Ave. from Bethlehem Lane to 17th St.
- Hattie Ave. to Jackson Ave.
- Hattie Ave. between 12th St. and 14th St.
- 12th St. from File St. to Jackson Ave.
- 17th St. between Cleveland Ave. and Claremont Ave.
- New Walkertown Rd. from Waterworks Rd. to Kellum Place
- Barbara Jane Ave. north from Old Greensboro Rd.
- Barry St. to connect with Old Greensboro Rd.

### Bicycle

Add bike lanes on the following streets as recommended in the Winston-Salem Urban Area Bicycle Plan (page 65):

- Cleveland Ave. from Martin Luther King Jr. Dr. to 14th St.
- Bowen Blvd. from 25th St. to New Walkertown Rd.
- Carver School Rd. from New Walkertown Rd. to Lansing Dr.
- Old Greensboro Rd. from Brushy Fork Creek to Reidsville Rd.

Accommodate bicycles and pedestrians in road construction and modification projects (page 64).

### Community Facilities Recommendations

#### Schools

Encourage the use of educational facilities for community events and neighborhood services (page 65).

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*Timing: Immediate: 1-2 years  Short Range: 3-5 years  Medium Range: 6-10 years  Long Range: 10 years or more*
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<tbody>
<tr>
<td><strong>Recreation Facilities</strong></td>
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<tr>
<td>Continue development of the 14th Street Park (page 66).</td>
<td>WSRP</td>
<td>Underway, Short Range</td>
</tr>
<tr>
<td>Develop a Master Plan for Fairview Park (page 65).</td>
<td>WSRP, WSCC</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Develop a Master Plan for the Rupert Bell Recreation Center (page 66).</td>
<td>WSRP, WSCC</td>
<td>Short Range</td>
</tr>
<tr>
<td>Develop a Master Plan for the 14th Street Recreation Center (page 66).</td>
<td>WSRP, WSCC</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Develop a Master Plan for the Winston Lake Park (page 66).</td>
<td>WSRP, WSCC</td>
<td>Short Range</td>
</tr>
<tr>
<td>Encourage participation in the City’s Adopt-a-Park Program (page 65).</td>
<td>WSRP</td>
<td>Immediate</td>
</tr>
<tr>
<td><strong>Greenways</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extend the Brushy Fork Creek Trail north to the Mazie Woodruff Center and Library (page 66).</td>
<td>WSCC, WSDOT, WSRP</td>
<td>Medium Range</td>
</tr>
<tr>
<td>Extend the Brushy Fork Creek Trail south to connect to the Salem Creek Trail (page 66).</td>
<td>WSCC, WSDOT, WSRP</td>
<td>Short Range</td>
</tr>
<tr>
<td>Extend the Bowen Boulevard walking trail north to connect to the Airport Business Park (page 66).</td>
<td>WSCC, WSDOT, WSRP</td>
<td>Short Range</td>
</tr>
<tr>
<td>Provide neighborhood connections from the Virginia K. Newell/Ann Massey Trail to surrounding neighborhoods (page 66).</td>
<td>WSCC, WSDOT, WSRP</td>
<td>Short Range</td>
</tr>
<tr>
<td><strong>Library Facilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve access to the Malloy/Jordan East Winston Heritage Center (page 66).</td>
<td>FCLB</td>
<td>Short Range</td>
</tr>
<tr>
<td><strong>Housing and Community Development</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>General</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain and improve the quality of housing stock in the Planning Area (page 66).</td>
<td>HND, NS, NAs, Property Owners</td>
<td>Ongoing/ Immediate</td>
</tr>
<tr>
<td>Develop a variety of housing types to provide a mixture of housing opportunities (page 66).</td>
<td>CDCs, HND, Nonprofit and For-profit Developers</td>
<td>Ongoing/ Immediate</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>Expand the City’s Neighborhood Improvement Program (page 66).</td>
<td>NS</td>
<td>Short Range</td>
</tr>
<tr>
<td>Encourage residents and neighborhood associations to participate in the Trash Busters and Graffiti Programs (page 66).</td>
<td>NS, Residents, NAs</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Develop the identified Residential Infill Opportunity Areas (page 66).</td>
<td>CDCs, HND, Nonprofit and For-profit Developers</td>
<td>Ongoing/Immediate</td>
</tr>
</tbody>
</table>

**Affordable Housing and Home Ownership**

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support efforts in providing affordable housing opportunities (page 67).</td>
<td>Builders, CDCs, CCPB, HND</td>
<td>Ongoing/Immediate</td>
</tr>
<tr>
<td>Make sure new affordable housing is compatible with existing character (page 67).</td>
<td>Builders, CDCs, CCPB, HND</td>
<td>Ongoing/Immediate</td>
</tr>
</tbody>
</table>

**Redevelopment and Rehabilitation Efforts**

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market the City’s rehabilitation and home-buyer programs (page 67).</td>
<td>HND</td>
<td>Immediate</td>
</tr>
<tr>
<td>Complete implementation of Northeast Winston #2 Redevelopment Plan (page 67).</td>
<td>CCPB, HND, WSCC</td>
<td>Short Range</td>
</tr>
<tr>
<td>Implement the adopted Northeast Winston #3 Redevelopment Subarea (page 67).</td>
<td>CCPB, HND, WSCC</td>
<td>Short Range</td>
</tr>
<tr>
<td>Continue efforts to rehabilitate existing residences in the Northeast Winston #3 Rehabilitation, Conservation and Reconditioning Area (page 67).</td>
<td>CCPB, HND, WSCC</td>
<td>Short Range</td>
</tr>
</tbody>
</table>

**Design and Appearance Recommendations**

**General**

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
<th>RESPONSIBLE AGENCY†</th>
<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revitalize older multifamily areas to improve the image of the area (page 67).</td>
<td>CDCs, HAWS, Property Owners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Enhance the physical appearance of commercial districts (pages 67-68).</td>
<td>Property Owners, WSCC</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Expand the Façade Improvement Program in the Planning Area (page 67).</td>
<td>Development Office, WSCC</td>
<td>Immediate</td>
</tr>
<tr>
<td>Promote the use of art that reflects local cultures in public spaces (page 68).</td>
<td>Arts Council, Area Institutions, NAs, 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
(Design and Appearance Recommendations, continued...)

**Gateways**

Develop gateways at the following locations (page 68):
- US 52 and Martin Luther King Jr. Dr.
- US 52 and Liberty St.
- US 52 and Akron Dr.
- Business I-40 and 5th St.
- Business I-40 and Martin Luther King Jr. Dr.
- US 158 at Old Greensboro Rd.
- US 311 at Carver School Rd.

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
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<th>TIMING*</th>
</tr>
</thead>
<tbody>
<tr>
<td>US 52 and Martin Luther King Jr. Dr.</td>
<td>VM, WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>US 52 and Liberty St.</td>
<td>VM, WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>US 52 and 25th – 28th Sts.</td>
<td>VM, WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>US 52 and Akron Dr.</td>
<td>VM, WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>Business I-40 and 5th St.</td>
<td>VM, WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>Business I-40 and Martin Luther King Jr. Dr.</td>
<td>VM, WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>US 158 at Old Greensboro Rd.</td>
<td>VM, WSDOT</td>
<td>Long Range</td>
</tr>
<tr>
<td>US 311 at Carver School Rd.</td>
<td>VM, WSDOT</td>
<td>Medium Range</td>
</tr>
</tbody>
</table>

Establish neighborhood gateways (page 68).

Create a focal point in the area around the intersection of Martin Luther King Jr. Dr. and New Walkertown Rd. (page 68).

**Corridor Improvements**

Incorporate attractive and pedestrian-oriented features to Martin Luther King Jr. Dr. Improvement Project (page 68).

Incorporate attractive and pedestrian-oriented features along 4th and 5th Sts. (page 59).

<table>
<thead>
<tr>
<th>ACTION/PROJECT</th>
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<th>TIMING*</th>
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</thead>
<tbody>
<tr>
<td>Incorporate attractive and pedestrian-oriented features to Martin Luther King Jr. Dr. Improvement Project (page 68).</td>
<td>NCDOT, VM, WSDOT</td>
<td>Immediate</td>
</tr>
<tr>
<td>Incorporate attractive and pedestrian-oriented features along 4th and 5th Sts. (page 59).</td>
<td>VM, WSDOT</td>
<td>Short Range</td>
</tr>
<tr>
<td>Incorporate attractive and pedestrian-oriented features to New Walkertown Rd., Liberty St., 3rd St., and Cleveland Ave. (page 59).</td>
<td>VM, WSDOT</td>
<td>Medium Range</td>
</tr>
</tbody>
</table>

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Commercial development along New Walkertown Road

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

#### General

<table>
<thead>
<tr>
<th>Action/Project</th>
<th>Responsible Agency</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain existing historic resources (page 69).</td>
<td>CCPB, CDCs, HND, Property Owners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Place markers to identify historic places or events (page 69).</td>
<td>HRC, Community Organizations, Property Owners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Initiate public outreach programs on the benefits of preserving historic resources (page 69).</td>
<td>HRC, Community Organizations</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage organizations and property owners to research and recognize the history and significance of properties (page 69).</td>
<td>HRC, Community Organizations, Property Owners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties (page 69).</td>
<td>NAs, HRC</td>
<td>Immediate – when determined eligible</td>
</tr>
<tr>
<td>Assist property owners in Reynoldstown seeking income tax benefits or funding for rehabilitation (page 69).</td>
<td>HRC</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

#### Proposed Studies

<table>
<thead>
<tr>
<th>Action/Project</th>
<th>Responsible Agency</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify additional historic resources in the Planning Area as part of the update of the countywide architectural inventory (page 69).</td>
<td>HRC, Consultant</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Seek grants and other funding to complete National Register nominations for identified properties and neighborhoods (page 69).</td>
<td>HRC, Property Owners, Community Organizations</td>
<td>Immediate to Short Range</td>
</tr>
<tr>
<td>Encourage/assist property owners and organizations to undertake or commission studies for identified historic properties and neighborhoods (page 69).</td>
<td>HRC, Property Owners, Community Organizations</td>
<td>Immediate to Medium Range</td>
</tr>
</tbody>
</table>
### Proposed Districts

Seek National Historic Register District designation for eligible areas (page 69).

NAs, HRC

Immediate to Short Range

### Economic Development Recommendations

**General**

Encourage and market the development/redevelopment of identified business and industrial sites in the Planning Area (page 70).

CCPB, Development Office, WSCC

Immediate

Continue development of Airport Business Park as proposed in master plan (page 70).

Development Office, WSCC

Immediate

Complete public improvements identified for Activity Centers (page 70).

PW

Short Range

Support business organizations and community watch programs (page 69).

Area Businesses, Chamber, NAs, WSPD

Ongoing

Encourage nonprofits and CDCs to target areas for revitalization (page 70).

CDCs, Organizations

Ongoing

Identify and assess potential brownfield sites; assist developers to obtain funding for site clean up (page 70).

Development Office

Short Range

### Other Recommendations

Market City economic development programs in Activity Centers (page 70).

Development Office

Immediate

Encourage use of Target Area Business Assistance Program (page 70).

Development Office, WSCC

Short Range

### Abbreviations Used in the Implementation Schedule:

- **CAC**: Community Appearance Commission
- **CCPB**: City-County Planning Board
- **CDC**: Community Development Corporation **Chamber**: Greater Winston-Salem Chamber of Commerce
- **FCLB**: Forsyth County Library Board
- **HAWS**: Housing Authority of Winston-Salem
- **HND**: Winston-Salem Housing & Neighborhood Development
- **HRC**: Winston-Salem/Forsyth County Historic Resources Commission
- **NCDOT**: North Carolina Department of Transportation
- **NAs**: Neighborhood Associations
- **NS**: Neighborhood Services
- **PART**: Piedmont Authority for Regional Transportation
- **PW**: Winston-Salem Public Works Department
- **RUCA**: Revitalizing Urban Commercial Areas Program
- **VM**: Winston-Salem Vegetation Management
- **WSCC**: Winston-Salem City Council
- **WSDOT**: Winston-Salem Department of Transportation
- **WSPD**: Winston-Salem Police Department
- **WSRP**: Winston-Salem Recreation and Parks Department
NATIONAL REGISTER OF HISTORIC PLACES LISTINGS

The East/Northeast Planning Area includes five properties listed in the National Register of Historic Places. The National Register is the nation’s official list of buildings, structures, objects, sites, and districts worthy of preservation for their significance in American history, architecture, archaeology, and culture. As such, it is a high honor for a property to be listed in the National Register. It is important to note that National Register designation does not impose regulations or requirements on property owners unless they plan to use federal or state funds in development activities or obtain federal and/or state income tax credits for rehabilitation of their properties.

(Former) Atkins High School
1215 North Cameron Avenue

The former Atkins High School dates from 1930-1931 and is of statewide significance in the areas of education, African-American heritage, and architecture. This is due to its important role in the development of black education in North Carolina during the first half of the 20th century and because architecturally, it was a state-of-the-art school facility. Atkins High School also symbolizes local and national philanthropic efforts to improve education for African-Americans. Of significance is Atkins’ place as an experiment of the Rosenwald Fund, which supported construction of schools for rural African-American children in the South: the construction of Atkins High School in 1930 and 1931 marked the first use of Rosenwald Funds for an urban high school in the state and a departure from the fund’s traditional philosophy of training black students for success in “Negro jobs.” Atkins was noted for its comprehensiveness in a variety of vocational training and academic preparation. Architecturally, it was a “modern” design, the first building in Winston-Salem with steel frame construction and unit ventilation. The building was designed by local architect Harold Macklin, working with a consulting architect for the Rosenwald Fund, and is a fine example of the institutional Classical Revival style.

George Black House and Brickyard
111 Dellabrook Road

The George Black House and Brickyard served as the home and brickyard of the well-known brickmaker George H. Black from 1934 until his death in 1980 at the age of 101. The property was listed in the National Register as possessing national significance, which is extremely rare. Black, son of a former slave, came to Winston-Salem as a boy, hauled bricks for a white brickmaker, and soon after started his own brickyard. He continued to make bricks in the traditional way, by hand, for many decades of his century-long life. Black also taught others the dying craft even into his nineties. He established a reputation for bricks of quality and durability. As a result, his bricks were used in Winston-Salem’s finest houses, churches, banks, businesses, and hospitals. Black’s work is also seen at Colonial Williamsburg and Old Salem, in walls and walks in Winston-Salem, and across the state and the Southeast. He was a sought-after brickmaker as early as the 1920s. In the 20th century he became nationally and internationally recognized for his 18th and 19th century craft. Initially, handmade “soft-mud” bricks were produced in molds by hand. By the mid-19th century, however, machines were invented that duplicated the hand molding process. By the 20th century, most brickmakers were using very efficient brick-making machines and hand molding had become uncommon. In spite of these advances, George Black continued to make bricks as they had been made in the preceding centuries. His traditional technique took him to Colonial Williamsburg in 1931 to work as a brickmaker in the early years of restoration there. His continued success took him back to Williamsburg in the 1970s to serve as a consultant. Without question, George Black was an individual whose bricks and brick-making technique were an outstanding contribution to the nation’s history.

Goler Metropolitan AME Zion Church
1435 East Fourth Street

Goler Metropolitan AME Zion Church was erected in 1924 to serve the white congregation of the East Fourth Street Baptist Church when this part of East Winston was still a white neighborhood. The church housed the worship services of the white Baptist
congregation for almost 20 years until 1942, when that congregation disbanded and sold the building. Acquired by an African-American congregation of the AME denomination that had recently split from its fire-damaged home church (Goler Memorial AME Zion Church), the building was renovated for the new congregation and opened for worship and religious education as Goler Metropolitan AME Zion Church in March 1942. Goler Metropolitan represents an important aspect of the religious, social, and political life of Winston-Salem. The property is significant in the contexts of social history and African-American heritage. It reflects the growth of the African-American population in Winston-Salem as it spread to the north and east from Depot Street and Columbian Heights, establishing new neighborhoods and adopting formerly white neighborhoods and churches for new congregations. Goler Metropolitan is a reminder of the extraordinary transformation of East Winston from a successful white neighborhood to an equally successful African-American neighborhood in less than two years. The building is also important architecturally as an intact example of the Classical Revival style in religious architecture. It is one of only a few pre-1948 Classical Revival church buildings in Winston-Salem.

Mars Hill Baptist Church and Parsonage
1331 East Fourth Street

Mars Hill Baptist Church was built in 1915 for a white Moravian congregation, but its primary historical significance is its association with the African-American Mars Hill Baptist Church, the congregation that purchased the building in 1944. The Mars Hill congregation was established in 1937 as a split from another church, and met in private houses and locations in the East Winston neighborhood before moving to its present site. Mars Hill has been an institution active in the East Winston neighborhood since 1944, during the few years when African-Americans moved in and white residents left. Mars Hill is representative of the transition, in only a few years, of the East Winston neighborhood as the city’s African-American population grew and became more affluent. It also reflects the ability, in the midst of World War II, of an African-American congregation to acquire and maintain an imposing, dignified church building. The building is important as a little-changed representative of the Gothic Revival style of church architecture. The impressive church has a corner tower anchoring the gable-front façade, and pointed-arch windows with stained glass, and buttresses. Next door to the church is the parsonage, a pebble-dash Queen Anne style house built about 1915.

(Former) Union Station
300 Martin Luther King Jr. Drive

Winston-Salem’s former Union Station, when completed in 1926, was proclaimed “one of the most complete and attractive stations in the South.” The building was designed by Fellheimer and Wagner, a New York architectural firm known for designing many prominent railroad stations in the eastern United States in the years between the two world wars. Union Station is architecturally significant in Winston-Salem as a handsome example of the Beaux Arts style of architecture and as an embodiment of the characteristic features of the well-equipped, efficient, and comfortable passenger stations popular in America’s cities during the period. Union Station is also significant for its place in Winston-Salem’s transportation history, representing the fulfillment of the long-time city goal of providing the traveling public with better

Former Atkins High School
facilities and serving as the city’s sole passenger train station between 1926 and 1970. The grandest and most sophisticated of Winston-Salem’s passenger stations, it is also the only one that remains.

Reynoldstown
The Reynoldstown neighborhood was placed on the Study List for the National Register in 1995. During 2005, the City-County Planning Board retained a consultant to prepare a National Register nomination for the neighborhood. Final National Register listing for the neighborhood was achieved in early 2008.

The area known today as Reynoldstown was established by the R.J. Reynolds Tobacco Company. The development was started during World War I for the purpose of reducing the housing shortage in the fast-growing industrial city. In 1917, the company purchased about 85 acres known as the Old Cameron Lands, and the area was first known as Cameron Park. Although residents were employed by Reynolds Tobacco Company, Reynoldstown was never a “mill village” or industrial village in location or purpose. The neighborhood was far from the tobacco factories and was designed to help tobacco workers become homeowners. When first occupied ca. 1920, Reynoldstown was a development primarily for whites adjoining the East Winston area that was also predominantly white. However, the 1931 construction of Atkins High School for African-Americans three blocks north of Reynoldstown had a profound effect on the neighborhood. White residents left immediately. Just a year later, the city directory shows the entire neighborhood populated by African-Americans. Reynoldstown is significant in the history of Winston-Salem as a residential neighborhood that developed from the success of the tobacco industry and the city’s growth into a leading manufacturing center in the South. The district further reflects the city’s increasingly urban character and the growing numbers of African-Americans in middle- and upper-income brackets. The neighborhood retains to an extraordinary degree its original layout, and a high proportion of intact buildings. Within the district is a collection of residences constructed in ca. 1920 and another collection of ca. 1940 residences, with representative examples of stylish Craftsman bungalows, and the later Tudor Revival and Minimal Traditional styles of architecture.
NATIONAL REGISTER
OF HISTORIC PLACES
DETERMINATION OF
ELIGIBILITY

(Former) Fairview Moravian Church
1800 Liberty Street

In 2006, the State Historic Preservation Office (SHPO) determined that this property was eligible for the National Register as part of a North Carolina Department of Transportation study for US 52. Home to Canaan Missionary Baptist Church since 1974, the church was originally built as Fairview Moravian. The church is eligible for the National Register as a unique and significant example of a Moravian church designed in the Neoclassical Revival-style of architecture. Most other Moravian churches in North Carolina were designed in the “Salem Revival” style, mimicking architectural features such as the arched entrance hoods. Additionally, the design of the monumental Neoclassical Revival façade of the former Fairview Moravian Church is a reflection of the growth and prosperity of Winston-Salem during the 1920s.

Northeast Winston #2 Redevelopment Area
During 1999, City-County Planning Board staff worked with the City’s Department of Housing and Neighborhood Development to study these two areas as Redevelopment and Rehabilitation Areas. Because federal funding was planned for use in the area, the State Historic Preservation Office (SHPO) was consulted about the historic nature of this general area. The SHPO made a formal National Register Determination of Eligibility for the Northeast Winston #2 Redevelopment Area. This area included the neighborhood bounded on the west by US 52; on the north by the rear property lines of houses fronting East Twenty-First Street; on the east by Cleveland Avenue; and, on the south by New Hope Lane. This area retains its historic layout and is made up largely of intact 1890-1930-era residential construction, with most of the structures appearing to be of mid-1920s construction.

East Winston
A small portion of the East Winston Area is eligible for listing in the National Register of Historic Places. The area eligible is roughly bounded by East Fifth Street on the north, Martin Luther King Jr. Drive on the west, East First Street on the south, and Dunleith Avenue on the east. This area encompasses the best and highest concentration of historic resources associated with the development of East Winston.

HISTORIC NEIGHBORHOODS
While the Planning Area is rich with history, in some instances there is not enough known information about certain properties or neighborhoods. Additional research will be required to explore the future possibilities for historic determination about the following areas.

Bowen Park
Bowen Park contains housing that ranges from early 20th-century frame vernacular houses to modest post-war Minimal Traditional style housing types. The neighborhood is bounded on the west by the rear property lines of houses fronting Ansonia Street; on the north by Frazier View Lane; on the east by the rear property lines of houses fronting Machine Street; and, on the south by East Twenty-Fifth Street.
Castle Heights
Located on the west side of Carver School Road and to the north of Bowen Boulevard, lies the Castle Heights subdivision. Developed in the early 1950s, Castle Heights is a traditional African-American neighborhood with a solid collection of mid-20th century Ranch-style houses. Castle Heights became a popular place to live among African-American residents due to 30-year mortgages that the development offered on new houses to encourage home ownership in the neighborhood.

City View
The City View area is located north of Business 40, along Old Greensboro Road. Primarily residential in character, the area features some early 20th century houses. Several individual properties of note are located within City View.

Columbian Heights
Columbian Heights was an early neighborhood built for African-American professionals. The concept of a neighborhood for blacks only was initiated by Simon Green Atkins. In 1891, a year after moving to the community, Atkins appeared before the local Board of Trade to request assistance for establishing a college and suggested the development of a suburb for the increasing number of African-American professionals in the city. The purpose was to promote black home ownership. Atkins was successful; in 1891 the Inside Land and Improvement Company was formed. This group assembled the land that was to become Columbian Heights, and a plat was drawn by Jacob Lott Ludlow (the city engineer who also drew the plats for West End and Washington Park). The plat was filed in January 1892 and is recorded in the plat books. Columbian Heights was a success. It soon became the place for African-Americans to live. City directories show among its residents lawyers, doctors, teachers, ministers, as well as skilled craftsmen. Simon Atkins himself appears to have been one of the first residents.

Today, only a small vestige remains of the fine neighborhood that was Columbian Heights. A small one-block section of Excelsior Street stands today just south of Business 40 and west of Martin Luther King Jr. Drive. The remaining buildings are residential and date from the first and second quarters of the 20th century.

Dreamland Park
Dreamland Park is a small, secluded neighborhood northeast of East Fourteenth Street. It was begun in the 1920s and has always been predominantly African-American. Streets today include Attucks, Dunbar, Booker and Emerald Street, Eldora Boulevard, Douglas Avenue, and part of Dellabrook Road. In the 1920s and 1930s, individual lots were sold to African-Americans by the white Byerly family who owned land there and on Mickey Mill Road (now Dellabrook) where they lived. They owned a neighborhood store on Dellabrook at the corner of Attucks. Land was also owned by the Smithdeal Realty Company. The new owners lived in frame houses built in the 1920s and 1930s, some quite small, others sizable 1½-story bungalows. Residents worked in tobacco factories, including those of R.J. Reynolds, Brown & Williamson, and Taylor Brothers. Others worked for railroads, including Norfolk & Western and Southern Railroads. Many of these houses remain today. Even though the neighborhood began to develop, it still retained a rural atmosphere, retaining woods, pigpens, strawberry and blackberry patches. For many years, the city limits stopped at Attucks Street. Residents of Dreamland Park got their mail at a grocery store at East Fourteenth Street and Cameron Avenue. Just before World War II, Dreamland Park was placed on the mail route and residents could put up mailboxes on the corner of Attucks and East Fourteenth Street. Perhaps the new mail route was the reason the neighborhood’s streets began appearing in city directories in 1941.

Existing homes on Dunleith Avenue
**East Winston**
The name East Winston has denoted different areas at different times, reflecting the growth and expansion of the area. East Winston developed as a continuation of the grid pattern and numbered streets of downtown Winston. At the turn of the 20th century and in its early years, houses for whites had been built along East Third, Fourth, and Fifth Streets. The area remained generally rural; farther east were farms including that of R.J. Reynolds at what is now the corner of First Street and Cameron Avenue. His trotting horses exercised on a track between present Third and Fifth Streets where City Hospital was later built; north of Fifth Street were trees and fields.

Construction in East Winston flourished in the next decades with the erection of several institutions and hundreds of houses. City Hospital was built in 1913-1914 (a north wing for black patients was added in 1922), Skyland School was built in 1924 with its park and outdoor swimming pool, in 1925 the new Union Station was built on Claremont Avenue at Excelsior Street, and in 1928 the Junior League Hospital for Incurables was built on Kentucky Avenue on the eastern edge of East Winston. The presence of these institutions reflected the stability and growth of the white neighborhood of East Winston at the time.

However, changes were underway in the area. African-American residents occupied the Columbian Heights neighborhood and other areas south of the white section. As the black community grew with the increasing mechanization of the tobacco factories and with the availability of jobs vacated by white servicemen during World War I, it expanded north of the white section to Seventh and Eighth Streets. Eventually, African-American residential areas grew up on all sides of the white section. However, white residents were comfortable in “their” East Winston and irritated by the encroachment of blacks, even though at first the black expansion did not directly infringe upon the white section. By the late 1910s, African-American residents began to cross the “color line.” By 1920, a few whites recognized that the growing black community would continue to expand within East Winston, and they sold their houses to African-Americans. However, it was not until 1941 that the first black purchased a house in the white community around City Hospital. As a result, white residents began a mass exodus in 1942 and “most all were gone in 12 months.” This story is confirmed by the city directories of the early 1940s, which show an amazingly rapid turnover from whites to blacks. Lawrence Street, for example, had 14 houses, which in two or three years switched from all white to all black occupants.

**Lakeside**
Built in 1951, Lakeside Apartments sits upon the high ground overlooking Winston Lake and Winston Lake Park. Originally inhabited by whites in the 1950s, it slowly became considered by African-Americans as the place to live. In the late 1960s and early 1970s, Lakeside transitioned from predominantly white to black. For more than 30 years, it was home to a large segment of African-Americans due to its popular location, and attractive and roomy apartments.

**Northeast Winston #3 Rehabilitation Area**
During 1999, City-County Planning Board staff studied this area for its historical and architectural significance. This was done in conjunction with the staff’s study of the Northeast Winston #2 Redevelopment Area. While the Northeast Winston #3 Rehabilitation Area (bounded on the west by US 52; on the north by East Twenty-Sixth Street; on the east by Bowen Park; and, on the south by the rear property lines of houses on East Twenty-Second Street) did not receive a formal Determination of Eligibility, additional study and research may determine the area as a potential candidate for National Register listing.
Skyland Park
Skyland Park was an area of East Winston made up of Maryland, Kentucky, and Terrace Avenues. Originally the area had been a farm owned by the white alderman J. Wilbur Crews (Salem Ward alderman 1931-1943). In 1928, the Junior League Hospital for Incurables was built on Kentucky Avenue in the neighborhood east of City Hospital. The earliest houses are bungalows, built for and originally lived in by whites when both hospitals and this part of East Winston were exclusively white. City directories inaccurately show only whites living there as late as 1949; however, residents report that African-Americans began to move in during the 1940s. By the late 1940s, it was predominantly black and many new houses were being built. Deeds and tax records reflect this as well. Only three families, all white, are shown to live here from 1926 to 1940; their occupations are shown as a salesman, a locomotive engineer, and an electrician. By 1951, the city directories show many families here, most in new houses. All were African-American.

Slater Park
Located northeast of Reynoldstown and including Slater, Twelfth and Gerald Streets and Addison Avenue, Slater Park was developed in the 1940s for professional and well-to-do African-Americans. By this time, a large number of African-Americans in Winston-Salem drove cars, had phones and bank accounts and owned houses, as reflected by the houses of Slater Park.

INDIVIDUAL PROPERTIES
In addition to the East/Northeast Area’s historic neighborhoods are also individual properties of note. The following describes several of the buildings with architectural and historical merit.

City Memorial Hospital
1621 East Fourth Street
In 1914, the City Hospital was built, and in 1915, a nurses’ home was constructed. Later, a large sum of money was bequeathed to the city by R.J. Reynolds for building two additions to the hospital. In 1922, the North Reynolds Wing for African-American patients was completed.

Fast Food Stand
3064 New Walkertown Road
Located on New Walkertown Road, this small drive-up food stand is an excellent example of mid-20th century roadside architecture. The term roadside architecture applies to buildings and other structures associated with the proliferation of road and highway systems of the mid-20th century. Examples include restaurants, motels, gas stations, signs, shopping centers, and amusement parks.

(Former) Fire Station #4
214 Dunleith Avenue
Fire Station #4 is one of only two 1920s station buildings remaining in Winston-Salem. It was the home of the first African-American fire company in Winston-Salem.

House
2842 Old Greensboro Road
Located in the general area of City View, this two-story house dates from the late 19th century, but appears to feature an earlier log rear ell.

Progressive Apostolic Church
432 Crews Street
Identified in Forsyth County’s 1981 architectural survey, the Progressive Apostolic Church is located in the City View area. It is a one-story, frame, L-shaped church that dates from ca. 1930 and features Gothic-arched windows. The church is a good example of the Carpenter Gothic style of architecture.

(Former) Skyland Elementary School
(Former 1851 East End Boulevard)
2050 Big House Gaines Boulevard
The former Skyland Elementary School is a three-story brick structure typical of 1920s school architecture. The building is prominently sited and features Classical-style architectural detailing.

Smith Reynolds Airport
3801 North Liberty Street
After World War I, a group of local leaders pooled their talent and resources to construct an aviation facility for the City of Winston-Salem and Forsyth County. Despite the fact that Maynard Field south of Winston-Salem was in use, these leaders recognized the need for a convenient and efficient full-service airport located close to the City of Winston-Salem. A committee searched for new sites and settled upon one 2.8 miles northeast of Winston-Salem. The current terminal building was built in 1941 as a Works Progress Administration (WPA) project.
United Metropolitan Missionary Baptist Church
450 Metropolitan Drive
Designed by architect Robert Arey in 1965, the United Metropolitan Missionary Baptist Church is an outstanding example of contemporary ecclesiastical architecture. Prominently sited just east of US 52, the original building is a visual landmark for the local community.

Winston Mutual Building
1225 East Fifth Street
Located at 1225 East Fifth Street, the Winston Mutual Building was constructed sometime between 1969 and 1970. It is a late example of the International-style of commercial architecture. The Winston Mutual Company is significant to the history of Winston-Salem as a large African-American-owned insurance company. E.E. Hill served as President of Winston Mutual for many years. Originally a teacher, Hill resigned from teaching in 1951 to devote himself full-time to the insurance business. In 1954, he was elected President of Winston Mutual. Hill died in 1967; his obituary states that Winston Mutual was in the planning phases of building a new skyscraper home office in East Winston. City Directories show the office located at its new location on East Fifth Street in 1970.

Winston-Salem Tourist Village
2500 Old Greensboro Road
Located on Old Greensboro Road, the Winston-Salem Tourist Village advertised that visitors could “sleep in safety and comfort without extravagance.” The advertisement also described the “modern cottages and rooms, with private baths and free garages.” The tourist village was owned by United Motor Courts and was managed at one time by Charles A. Dobbins, who also managed the Summit Street Pharmacy.

BRIDGES
Bridges are bearers of history and culture just the same as buildings, though they are not typically the kind of structure considered when thinking of what to preserve. Bridges, like the roads they carry, are reminders of a city’s expansion and changing landscape. In Winston-Salem, many extant bridges originate from the two decades after the merger of Winston and Salem in 1913, at a time when the city witnessed a boom in population and expanded its city limits. At the same time, specifically from 1915 to 1930, Winston-Salem was actually the largest city in North Carolina, as well as the hub of the nation’s tobacco and textile industries. People were continuously streaming into the city and goods were streaming out. Bridges quietly remind us of these points of history. Further, bridges, like other works of architecture, are examples of style. It is important to remember that the National Register and other preservation honors are not just for buildings, but for all cultural landscape elements that tell something about the history of people and the places where they live.

Within the East/Northeast Planning Area are four bridges identified in the 2004-2006 study of Winston-Salem’s historic bridges:

Akron Drive Bridge
Dating from 1928, the Akron Drive Bridge carries two lanes of auto traffic and two sidewalks over six lines of the Norfolk & Western Railroad. The six-span concrete bridge is most notable for two features: its long, dramatic arched form and its embedded lampposts. The end posts and central mid-posts are broad, square shafts topped with flat slabs, each decorated with a blind panel. Obelisk-shaped lampposts top the posts and exposed metal-filled holes near the top of these posts indicate where the lighting mechanisms were once housed. The Akron Drive Bridge is one of only two known extant bridges in Winston-Salem with these unique lampposts.
Cameron Avenue Bridge
The Cameron Avenue Bridge crosses a creek between New Walkertown Road and Eighth Street, lying just inside the boundary of the proposed Reynoldstown National Register Historic District. Dating from 1920, the bridge carries two lanes of auto traffic and two sidewalks. Constructed of concrete and metal, it is a continuous slab bridge with a unique concrete substructure. The North Carolina Department of Transportation (NCDOT) believes that the substructure of this bridge makes it particularly unique. The NCDOT calls it “a rare, nicely detailed, and technologically significant example of slab bridge construction with mushroom columns.” Additionally, this bridge is the only bridge of mushroom column design in North Carolina, and one of the few known examples in the eastern United States.

Old First Street Bridge
The earliest known bridge remaining outside of the historic bridges of Salem is the former First Street Bridge. Crossing high above Brushy Fork Creek, the now-abandoned bridge dates from 1910 and measures one hundred feet in length. Remarkably, the bridge footings are constructed of granite stones stacked together before leading into the concrete form of the bridge itself. These granite footings create speculation on the origins of the bridge form, and suggest that there may have been an earlier bridge on the site. The unique style of the bridge and its unusual granite footings contribute to the bridge’s historical importance to Winston-Salem.

Old Greensboro Road Bridge
The 1950 Old Greensboro Road Bridge crosses Brushy Fork Creek at Old Greensboro Road. This two-span bridge is stylistically simple; each span contains seven pierced, arched panels with chamfered edges. The Old Greensboro Road Bridge is similar to several other bridges in Winston-Salem that date from the 1930s.
CEMETERIES

In addition to the various neighborhoods in the East/Northeast Planning Area, there are several cemeteries that served the citizens of Winston-Salem and are an important part of the social and cultural history of the city. Four have been identified.

Brushy Fork Cemetery

The Brushy Fork Cemetery is located at the south end of Sidney Street, near Brushy Fork Creek, and immediately north of Lowery Street. This was the masons’ cemetery, and also served the African-American community of Brushy Fork. Use of the Brushy Fork Cemetery began to decline after Evergreen Cemetery was opened in the 1940s. At that time, upkeep began to wane, and the graveyard has declined ever since. Although the cemetery is neglected and many stones have fallen, several remain standing and legible.

Evergreen Cemetery

Today’s Evergreen Cemetery on Highway 311 is actually the second Evergreen Cemetery, started about 1940. The first Evergreen, also known as Foy’s Graveyard, was at today’s Smith Reynolds Airport. An African-American named Rufus Foy had owned much of the land for the airport. In 1941, all the graves from Foy’s Graveyard were moved to the new Evergreen due to the airport’s expansion.

Unnamed Cemetery

Located at the end of Byerly Street in the City View area is located a small graveyard containing approximately 75 graves. Most of the names on the grave markers are “Crews” and “Masten.” Several of the gravestones indicate individuals born prior to 1800.

ARCHAEOLOGY

It is important not to limit the discussion of the East/Northeast Planning Area historic resources to structures or planned developments. Eleven archaeological sites have been identified within the boundaries of the Planning Area. One of the sites, the George Black Brickyard, is listed in the National Register of Historic Places. The other sites have either been determined not National Register-eligible or have not been assessed. Some of the sites are likely prehistoric in time period and type. The history of the East/Northeast Planning Area begins long before the Moravians came to Forsyth County in the 18th century. Various Native American groups inhabited the area for centuries prior to the county’s historical development. The North Carolina Office of State Archaeology maintains files on each of the eleven sites identified within the Planning Area.
Appendix B. Standards for Conversion of Existing Homes to Office or Commercial Use

Building Integrity

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

Parking

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

Access

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

Signage

• Signs have a strong impact in the quality and appearance of individual buildings and on the streetscape as a whole. Graphic simplicity and compatibility with the building architecture is important.
• If a sign is located on a residential building, it should be a small identification panel at the entrance.
• Soft, indirect lighting is recommended. Internally illuminated signs are not recommended.

Landscaping

• Landscaped areas should be carefully maintained.
• Prune trees judiciously to maintain their health and to maintain the visual integrity of the streetscape.
BB&T Bank Branch on New Walkertown Road

Medicap Pharmacy on Liberty Street
Appendix C. Standards for Office/Low-Intensity Commercial

- **Building Placement.** New buildings shall front the main road to create a continuity of building facades 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 are 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 facades are discouraged.

- **Canopies and Awnings.** These features shall complement the streetscape and other structures in the immediate area. Awnings or other devices shall 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

*Example Image: House converted into offices on Liberty Street*
Atkins High School on Old Greensboro Road

Elva J. Jones Computer Science Building, Winston-Salem State University
Appendix D. Institutional Expansion Design Guidelines

Institutional uses include schools, churches, community health clubs and organizations, nonprofit agencies, and governments. Institutions have played vital roles in the development of Forsyth County. In some instances, historic neighborhoods were formed around institutions and their character and aesthetics were derived from that of the central institution. Because they are often integrated with existing neighborhoods, institutions seeking to expand their facilities should carefully examine how their plans may impact nearby residences.

Institutions are valued land uses and should be allowed to grow. However, a balance between existing neighborhoods and institutional uses, 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.

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.
- 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.
- 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 pavers 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 E. Industrial Expansion Design Guidelines

- Prior to seeking property rezoning, industrial property owners should meet with neighborhood associations and/or residents about the proposed expansion plans.
- Rezonings for expansions should only be approved when appropriately zoned vacant or underutilized sites are not available or when the expansion area is not a part of an established neighborhood.
- To the greatest extent practical, site expansion areas and new buildings should be designed to compliment and blend with the surrounding neighborhood.
- Large structures, intense uses, and noise producing uses should be located away from residential areas.
- Access drives should be located to direct traffic, especially truck traffic, away from residential areas.
- All facilities and outside storage areas should be appropriately screened with vegetation.
- Mature vegetation and unique site features should be retained whenever possible.
- Parking areas should be attractively screened with fences and plantings designed to be compatible with the surrounding neighborhood; large expanses of paving should be divided into smaller components with interior planting areas.
- Fences and walls should use traditional materials such as brick, stone, cast iron, or wood; the height, scale, design and location of fences or walled areas should not adversely affect the character of the surrounding area; chain-link fencing should be located away from public view; and, the use of razor wire and other materials with a fortress quality is strongly discouraged.
- Service components (such as trash dumpsters, mechanical/technical equipment, and loading docks) should be located away from residential uses and screened from public view.

Lowery Street Business Park
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