Manual For Revitalizing Urban Commercial Areas (RUCAs)

December, 2010

In October 2010, City Council approved $2.5 million to be used for a second round of funding for the city’s Revitalizing Urban Commercial Areas (RUCA) program. RUCA is a concerted effort to breathe new life into declining commercial areas in order to:

- Improve accessibility to older commercial areas and services to neighborhoods
- Provide economic benefits to City and citizens (tax base and jobs)
- Lead to a reduction of sprawl (required infrastructure is already in place)
- Increase walkable communities (health benefits to citizens)

Urban Commercial Areas are defined as compact, walkable areas providing needed goods and services to surrounding neighborhoods. These centers encourage a mixture of land uses including retail, services, office, institutional, and in some cases, residential. It is the goal of this program to assist existing urban commercial areas to revitalize their Activity Centers.

Project proposals to the RUCA program will be evaluated on a series of criteria including how well the project area addresses the objectives outlined in the RUCA study. The City encourages all interested RUCA areas to engage a partner CDC, neighborhood association, or third party not for profit entity to assist with the project development and proposal submission.

This manual helps to define how the objectives of the program need to be addressed. For instance, if screening is needed at a site this manual gives the current standards for screening, as well as any alternative compliance measures that may be applied. It is recognized by the City that many older sites will not meet many of today’s development regulations. RUCA applicants should consider the project cost impact when estimating meeting building and site standards.

RUCA proposals should contain a cost analysis of the total project including estimated costs for landscape improvements, curbing, and other materials used on the projects. Obtaining recent costs for all improvements will assist the project to establish a realistic budget for a RUCA area. As the City Council’s plan is to fund up to four RUCA areas the total available funding per area could approach $500,000. The RUCA program has allocated $500,000 for public infrastructure improvements and will allocate that fund based on the needs of the four approved areas.

Proposal Submission:
By applying the standards in this manual the partner organization should be able to discuss with business owners the improvements needed at each location and assist them in coming up with approximate project costs. At a minimum the City is asking for a written commitment from each area business on how they plan to participate in the process and their estimated amount of investment. During the proposal submission phase the City is not requiring site or building plans for each business, though such information certainly may be submitted. More detailed information will be required after RUCA areas have been selected for the program.
Contents

Ordinance Standards for Business Improvements
  Landscaping Standards
    Motor Vehicle Surface Area
    Streetyard Requirements
    Interior Motor Vehicle Surface Area
    Motor Vehicle Display Area
  Screening Standards
    Outdoor Storage Area
    Utility Service Area
  Bufferyard Standards
  Landscaping and Screening Specifications and Maintenance
  Parking Surfaces
  Driveways and Curb Cuts
  Sign Regulations
    Prohibited Signs
    Permitted Signs
    Ground Signs
    Roof and Wall Signs
  Land Use Conditions
    Outdoor Display Retail
    Motor Vehicle Storage Yards
Other Standards for Business Site Improvements
  Fencing Types
  Design Guidelines for Façade Improvements and Rehabilitation of Existing
    Structures
  Design Standards for New Construction/Expansion
  Amenities
Cost of Public RUCA Improvements
Definitions
Suggested Planting Materials List
Examples of Site Improvements
Ordinance Standards for Business Site Improvements

The following is a summary of standards that new (and in some cases existing) businesses must conform to in order to meet current Unified Development Ordinance (UDO) standards (zoning regulations). A relevant UDO reference accompanies each standard below. It is understood that on many older commercial sites, these standards probably cannot be fully met due to space constraints, or other practical limitations and alternative measures will need to be recommended for sites. Alternative compliance suggestions and guidelines for RUCAs are discussed for each UDO standard cited below. See end of this Manual for definitions of terms.

To look at the UDO, go to www.municode.com/resources. Click on “North Carolina, Winston-Salem, Winston-Salem Unified Development Ordinances”.

Landscaping Standards

Motor Vehicle Surface Area Landscaping Standards (Section B. 3-4.3)
Landscaping helps visually break up large expanses of asphalt parking areas and provides shade and green space within business sites. Approved planting materials are listed at the end of the Manual. There are three landscaping subcategories listed below:

1) Streetyard Requirements (Section B.3-4.3(B))
UDO Current regulations require that parking lots must provide a ten (10) foot wide streetyard when these lots are located within 100 feet of a street. A streetyard is a landscaped area between a parking lot and a street or right-of-way. A maximum of fifteen (15) percent of this streetyard may be covered with impervious surfaces, such as sidewalks, walls, or wall planters.

Trees. A streetyard must have two (2) deciduous trees per every 100 linear feet. Trees must be deciduous or broadleaf evergreen (not Pine or Bradford Pear). It is recommended that small variety trees be planted within twenty-five (25) feet of power
lines, while medium and large variety trees are desirable elsewhere (at least thirty-five (35) feet from nearest power line).

Trees should be large or medium variety deciduous or broadleaf evergreen trees, eight (8) feet tall at planting with a two (2) inch diameter trunk measured six (6) inches above the ground.

**Shrubs, Fences, Walls, Planters.** Shrubs, fences, walls, planters, or a combination of these elements are also required. Shrubs should be spaced no further apart than eighteen (18) inches and should be eighteen (18) inches tall at planting, and thirty-six (36) inches in height in three (3) years. Fences and walls should be a minimum of thirty-six (36) inches high and be constructed of masonry, stone, wood, or the same material as the principal structure. Wall planters should be constructed of masonry, stone, or other permanent material. There should be one shrub for every five (5) square feet of planter area, and tree and shrub spacing should follow the above streetyard standards (page 2).

**RUCAs.** In RUCAs, the streetyard can be reduced to five (5) feet, though each streetyard tree planting area must have a minimum diameter of seven (7) feet (see below). In instances where a five (5) foot wide streetyard is not practical, a planting area as narrow as two (2) feet may be considered with the proper selection of shrub and planting materials. Businesses will need to work closely with the City on the creation of streetyards when they impact sidewalks areas.

In situations where landscape improvements cannot be installed outside the right-of-way, the City may consider street trees and other landscape enhancements within the public right-of-way. The City would need to evaluate each situation individually. Such
improvements may include “bulb-out” planting locations with associated parallel on-street parking.

“Bulb-out” planting islands with parallel parking

2) Interior Motor Vehicle Surface Area (Parking Lot) Planting Requirements (Section B.3-4.3(C))

UDO In addition to the streetyard, additional landscaping is required internal to all parking lots. Parking lots should contain planting areas located along their edges or landscaped interior islands and medians. Each planting area should be a minimum of 150 square feet and have a minimum radius of seven (7) feet, and contain at least one deciduous or evergreen tree. One tree is required for every 2500 square feet of parking lot area, and no parking space should be located more than fifty (50) feet from a tree. Streetyard and bufferyard trees meeting these criteria can also count towards interior planting requirements. If a parking lot has more than 500 spaces, a landscaping plan may be proposed which varies from these rules in order to accommodate unique site characteristics and encourage innovative design. Interior plantings are not required for Vehicular Display Areas
RUCAs  In RUCAs, parking spaces may not be expendable due to smaller sites sizes. In such instances trees may be considered for placement anywhere they may seem appropriate to provide shade and/or aesthetic appeal. Care must be taken not to interfere with site distance, turning movements, or other vehicular or pedestrian safety concerns. Trees should be located where they do not conflict with underground or above ground utilities. Below are a couple of options for planting areas that do not reduce parking space numbers. Each tree planting area must have a minimum diameter of seven (7) feet.

Alternative design for adding interior plantings without losing parking spaces

3) Motor Vehicle Display Area (Car Lots) Landscaping Standards (Section B.3-4.3)

UDO  Car sales lots have the same issues as other parking areas, and as a result, landscaping requirements exist for these areas as well. The streetyard width may be reduced to a minimum of five (5) feet, provided that the minimum required streetyard area square footage and plant quantities for the expansion are planted. Additionally, these planting areas must meet all other previously mentioned streetyard standards.
(pages 2-3) for impervious surfaces, shrubs, planters, etc., however a reduced streetyard height is allowed. While the minimum combined height at installation is still eighteen (18) inches, the minimum combined height in three (3) years is only thirty (30) inches. Fences are also allowed a reduction to minimum thirty (30) inches height at installation. No interior planting are required.

RUCAs In instances where a standard five (5) foot wide streetyard is not practical, a planting area as narrow as two (2) feet may be considered with the proper selection of shrub and planting materials. Tree planting areas must be a minimum of seven (7) feet in diameter.

**Screening Standards**

**Outdoor Storage Area Screening Standards (Section B.3-4.5)**

UDO Outdoor storage areas, if left unregulated, can be a visual and functional problem for any type of development. Outdoor storage areas include dumpsters, loading docks, outdoor storage areas, and outdoor vehicle repair. Current regulations state that any outdoor storage area having a length or width of fifteen (15) feet or greater which is not already screened by an intervening building, must be screened from view from the street. Also, any dumpster with a length or width of five (5) feet or greater not screened by an intervening building must be screened from view from any street right-of-way. This includes controlled access highways, whether or not it may provide access to the site, for its entire length except for necessary access to the dumpster. A six (6) foot high solid fence or wall constructed of masonry, stone, wood, or of the same material as the building where the business is located, or a double row (staggered) of natural evergreen plants at least six (6) feet tall, or a combination of these two elements are currently required to screen outdoor storage areas.
RUCAs  In RUCAs, a single row of evergreens may be used if space is limited. In many RUCAs, dumpsters and outdoor storage areas are located in prominent locations, increasing the visual impact. Businesses should move dumpsters and storage areas to the rear of properties whenever possible, but not when adjacent to a residential area. Outdoor vehicle repair areas should be screened in some fashion or moved indoors. Loading and unloading areas should not face a major street, unless not otherwise feasible.

Utility Service Area Screening Standards (Section B.3-4.6)

UDO Utility service area screening standards exist for the same reason as outdoor storage area standards. Utility service structures, such as air conditioning and heating units that are at least five (5) feet tall or wide, and are located less than 100 feet from the nearest street right-of-way, are required to be screened from that right-of-way. Unless there is an intervening building blocking the view of the utility, screening is required through two options: by evergreen or deciduous plantings (eighteen (18) inches high at planting, eighteen (18) inches edge to edge, reaching a matured height of the equipment being screened), or a solid fence or wall constructed of masonry, stone, wood, or of the same material as the building where the business is located. This fence should be of a height and width equal to or greater than the utility service structures that are being screened.

RUCAs  RUCAs should be able to meet the above standards since minimal space is required for screening. Utility boxes were not noted on the RUCA maps.
Bufferyard Standards (Section B.3-5.2)

UDO Bufferyards are necessary to separate potentially conflicting land uses from each other. In most situations, bufferyards are required to be located at the outer edge of a lot or parcel. The type of bufferyard needed for a development is determined according to what type of zoning district is adjacent to that property. Businesses may be classified as low intensity or high intensity commercial areas, and are required to buffer against single and multifamily residential uses. Low intensity commercial development would require either a type I or II buffer, and high intensity commercial would require a type II or type III buffer.

A type I bufferyard is a low-density screen designed to partially block visual contact and create spatial separation between adjacent uses. This bufferyard is generally ten (10) feet wide and consists of two deciduous trees, plus eight (8) additional evergreen plants and ten (10) evergreen shrubs per 100 linear feet. Trees should be eight (8) feet and evergreens six (6) feet in height at installation, and need a planting area of seven (7) feet in diameter. Evergreens should be six (6) feet in height at installation. A type II bufferyard is a medium-density screen designed to block visual contact and create spatial separation between adjacent uses, and is generally the same as a type I bufferyard, with the exception of a fifteen (15) foot width and a requirement of ten (10) additional evergreen shrubs.

Fence Option A solid fence, not chain link or wire, or wall at least six (6) feet above the ground may be used instead of half of the required bufferyard plantings, and earthen berms six (6) feet high or greater, or earthen berms with combined evergreen shrub plantings reaching a minimum height of six (6) feet, may be used instead of not more than half of the bufferyard plantings. Plantings are to be located between the fence and the adjoining property. Bufferyards are not required on any portion of an existing, dedicated, proposed right-of-way, or a private street.
RUCAs. Many RUCAs do not have the space to install a 10 or 15 foot bufferyard. Reducing the width of the bufferyard is acceptable, as long as all trees have a planting area of seven (7) feet in diameter. If the RUCA business does not have room for a bufferyard that can contain trees, evergreen shrubs and/or a modified fence option is acceptable. In those circumstances where space is very limited, a fence standing alone is better that no bufferyard at all. The fence should be solid, and should be softened in appearance with plant material whenever possible. Two sample bufferyards are shown below for illustration, but each RUCA site will have to work with their space limitations.
Landscaping and Screening Specifications and Maintenance
(Section B.3-4.2)

- Required landscaping must be placed so as not to interfere with sight distances at intersections and driveways.
- When planting area is adjacent to parking lots, the planting area is to be protected from vehicles driving into them (such as wheel stops and curbing) and from excessive fuels and oils.
- The soil in planting areas must be stabilized to prevent erosion. This may be done with mulch, live ground cover, shrubs, or permeable pavement.
- Existing trees must be protected during any construction activity.
- Landscaping should be planned so that safety and security problems are not created. The Winston-Salem Police Department has trained officers who can assist in safe design.
- A five (5) foot clear radius must be maintained around fire hydrants and other fire protection equipment.
- The landowner is responsible for maintaining all required plants in good health. Dead or missing plants must be replaced with plants of minimum installation size within one month of written notification by the City Inspections. If plants are damaged by unusual weather, the landowner has six months to replant.

Parking Surfaces (Section B.3-3)

UDO Commercial parking lot appearance/condition can have a negative impact on the visual image of a business. In the Center City, the UDO requires all parking areas to be paved and permanently maintained with asphalt, concrete, or similar material of sufficient thickness and consistency to support anticipated traffic volumes and weights. In all other areas, including all RUCA areas, parking areas must contain a minimum of 4 inches of crushed rock (gravel) and wheel stops.

![Gravel lot with timbered edges and streetyard](image)

RUCA: While gravel lots with wheel stops are the maximum requirement for areas outside of the Center City, gravel is not always the most desirable surface type, especially if it is not maintained. Gravel "thins out" with time, leaving an uneven surface and weedy growth. Through repeated use, many gravel lots have the gravel "pulled out" onto
the sidewalk and street, causing problems for cyclist and pedestrians. Unmaintained asphalt or concrete lots can crack and crumble, also creating a weed problem. Some lots in RUCAs have two or more types of material (concrete, asphalt, dirt, and gravel) in one lot, creating an unattractive appearance for the business. A maintained asphalt lot with vehicle spaces clearly marked shall be the preferred parking lot surface type for RUCAs receiving financial assistance. If gravel must be used, planting areas should be rimmed with concrete curbing, timbers, or other materials to provide protection to planting and keep vegetation out of the parking area. More details on parking lot design and regulations can be found in the UDO.

**Driveways/Curb Cuts**

*(Section B.3-3 of the UDO), Section 74-211 – 217 of the City Code*

Too many curb cuts or poorly placed curb cuts in a concentrated commercial area can cause several problems. When businesses have a curb cut running the width of the property, unpredictable, unsafe vehicle movements become an issue, especially for pedestrians. Curb cuts too close to road intersections cause safety problems for vehicles trying to enter or leave a business due to traffic coming from so many directions. The pavement used for wide or numerous curb cuts precludes the provision of landscaped areas.

Generally, a rule of thumb is a driveway width of 12 feet for one-way traffic, and 20 feet for two-way traffic, though in some cases the Fire Department may require a wider lane. Curb cuts should be set back as far away from intersections as possible.

**RUCAs** The overall purpose for looking at changing/reducing curb cuts in RUCAs is to create defined, safe ingress and egress points to businesses while providing space for streetyards and other planting areas. Businesses on corner properties having multiple curb cuts should consider closing those curb cuts closest to the intersection and use that space for a streetyard/planting area. All businesses should consider consolidating curb cuts wherever possible. Where there is limited space, the owners of adjoining properties are encouraged to provide combined driveways and cross-easement connections whenever practical. Each situation will be unique, and will require different solutions to improve the way the sight functions and looks. Below is a conceptual design for the Waughtown/Thomasville area showing how a commercial area can reduce and close curb cuts.

Businesses will need to work closely with the City on coordinating curb cut changes with sidewalk needs and street tree planting.

For detailed regulations on curb cuts/driveway entrances, check the City Code online at: [www.municode.com/resources/online](http://www.municode.com/resources/online) Click on North Carolina, Winston-Salem, Winston-Salem Code of Ordinances, Chapter 74, sections 211-217.
**Sign Regulations (Section B.3-2.1)**

On-premises signage is another aspect of site design that can have a strong effect on the aesthetics of the streetscape. Small, clearly organized signage can guide shoppers to their destination effectively. Conversely, an overabundance of signs, large signs, and excessive signage can confuse people while contributing to a chaotic/cluttered appearance. Sign regulation has progressed over the past several decades, and as a result, Forsyth County’s sign ordinance is currently under revision. Because of this, parts of the current and proposed sign standards are presented here. **RUCA sites are strongly encouraged to meet the new proposed sign regulation if signage changes are proposed.**
Prohibited Signs (3-2.1 (A))
UDO Temporary, nonpermanent signs such as banners or paper product signs are not permitted in any zoning district. These include product advertisement signs (cigarettes, sodas, etc.) typically found posted on fences and light posts at convenience stores and some grocery stores. Portable signs, flashing lights, and flashing sign are also not allowed. Under the proposed new sign ordinance, roof signs and abandoned signs are also prohibited.

In RUCA areas, any store using RUCA funding will agree to not display illegal signs on their property, and any nonprofit coordinating the funding for their area will be expected to monitor the sign situation on an ongoing basis. Any business receiving RUCA funding shall remove any existing unused signage poles or support structures on their property.

BILLBOARDS?

Permitted Signs (3-2.1 (B))
UDO Signs that are allowed in any zoning district include such signs as entrance and exit signs, emergency, safety, warning, or traffic signs, local, state, and national flags, and real estate signs. These signs are generally seen as beneficial to the public. Awning and canopy signs are allowed in all commercial zoning districts, and can be used as a pedestrian-oriented design feature. Similarly, projecting signs may add visual interest to a streetscape, especially in pedestrian-oriented zoning districts. These signs may extend a maximum of eighteen (18) inches into the right-of-way.

Ground (Freestanding) Signs (3-2.1 (F))
UDO Freestanding signs are the most common type of sign, and the design of these signs is very important to the visual appearance of a development. In the current ordinance, permitted sign size varies by zoning district. The maximum height of a ground or projecting sign is thirty-five (35) feet in all districts. Lots with 250 feet of frontage or less are limited to one (1) ground and one (1) projecting sign per street or right-of-way frontage. Two signs of each type are allowed for lots with more than 250 feet of frontage. Shopping centers have their own set of rules and restrictions.

Freestanding signs are considerably smaller under the proposed sign ordinance than under the existing ordinance. These sign sizes reflect an appropriate distinction between highway-oriented commercial development and more pedestrian-oriented development. Sign heights are also shorter than what the current ordinance allows, with fifteen (15) feet being the maximum height allowed in any business district. Shopping centers have their own set of rules and restrictions.

Roof and Wall Signs (3-2.1 (G))
UDO After ground signs, wall signs are the next most common type of signage for most commercial establishments. While these signs do not have as large of an impact as freestanding signs, they can still contribute positively or negatively to the appearance of a development. Currently, wall signs are permitted in all commercial zoning districts with no size restrictions, except in sign size shall be limited to eight (8) square feet in the Neighborhood Office (NO) District and four (4) square feet in the Neighborhood
Business (NB) District. There are no restrictions on the number of wall signs, except in
the NO and NB Districts where only one (1) awning, ground, projecting, or wall sign is
permitted. Roof signs are permitted in all commercial districts with the exception of NB.
On a flat roof building, no roof signs are allowed.

In the proposed ordinance, all signage in commercial zoning districts must make up no
more than fifteen percent (15%) of total building wall area, with the exception that the
total amount of signage allowed for all signs in NB and NO, which are eight to eighteen
(8-18) square feet. In buildings with multiple tenants, this sign area will be allocated to
Tenants based on the amount of building frontage taken up by that individual tenant.

RUCAs In RUCA areas, businesses should follow the new sign ordinance under
consideration for adoption. The details of the new sign ordinance can be found on the
Planning Department website at www.cityofws.org/planning.

Land Use Conditions

A number of specific land uses in the UDO have what are known as “Use Conditions”.
“Use Conditions” place specific regulations on a single land use in addition to zoning
district regulations. The full RUCA report suggests additional Use Conditions for
several land uses in RUCAs. For the topics below, both the current regulations as well
as the suggested UDO changes for RUCAs are discussed. RUCA sites seeking
funding are strongly encouraged to conform to the suggested UDO changes.

Outdoor Display Retail (Car Sales Lots) (Section B 2-5.57)
Use Conditions currently exist for the Outdoor Display Retail in more rural areas of the
County. In addition, the RUCA report suggest the following additional conditions: No
more than one (1) accessory building per car lot; parking areas shall be paved, marked
and landscaped; the periphery of the parking area shall be defined and edged in timbers
or other materials; and no parking shall be allowed on grass or other vegetation. A
streecyard (as discussed on pages 4 and 5) should also be installed.

Motor Vehicle Storage Yards (Section B 2-5.55)
Motor Vehicle Storage Yards can suffer from visual effects caused by vehicles in various
states of decay and disrepair. Currently, a Motor Vehicle Storage Yard created or
expanded after the adoption of the UDO is required to have an enclosed storage area of
between 3,000 and 11,000 square feet, depending on the zoning district. In order to
minimize negative impacts on surrounding properties, no repair work can be done on
motor vehicles while located in the storage yard.

When the UDO was adopted, a seven-year amortization period went into effect during
which all existing Storage Yards had to come into compliance with both Outdoor Storage
Area Screening Standards (where a site is adjacent to a vehicular right-of-way), and
Bufferyard Standards for the rear and sides of Storage Yards. An alternative compliance
measure was provided for both the screening and bufferyard requirements due to site
constraints. The alternative compliance measure allowed chain link fencing with wood, metal, or vinyl slats of a single color. Many of these fences have become eye sores in RUCA areas. It is strongly suggested that opaque (solid) fencing replace the slats-through-chain link fencing where these existing fences are visible or could be considered an eye sore.

For new Motor Vehicle Storage Yards, the Outdoor Storage Screening Standards described in 3-4.5 (discussed on pages 5 and 6) must be met where the site is adjacent to a vehicular right-of-way. Current bufferyard standards are also applicable.

Other Standards for Business Site Improvements

Below are standards and suggestions for other site issues addressed in the RUCA report. While UDO standards do not apply to these guidelines, they are important considerations for evaluating the RUCA proposals.

Fencing Types

Fences in commercial areas are regulated by the UDO and required to get a permit only if they are solid fences six feet and above in height (which require a building permit and an engineer’s seal) or are used for screening or buffering requirements.

RUCA sites Many businesses choose to use chain link and razor wire fence for security, giving an unsightly and “prison-camp” appearance to a commercial area. This adds to the perceptions of crime and deterioration in a neighborhood. RUCA sites seeking funding should consider new plastic composite and steel security fences that are now on the market. Below are photos of some of the fencing types that are encouraged for RUCA sites. Many types of security fences can be found through searching on the internet.
Design Guidelines for Façade Improvements and Rehabilitation of Existing Structures

The condition of building facades (the exterior face of a building) has a large impact on the perception of a business’ health. Some RUCAs have boarded up or barred windows and doors, peeling paint, and deteriorated or out-of-date awnings. While the UDO does not control façades of commercial buildings, businesses using RUCA funding or other City program monies should adhere to the below design standards first developed for Liberty Street.

Building Construction Systems
Older buildings use systems of materials that are different from today’s material systems. Older buildings should be repaired with materials that match their original construction system rather than to apply new materials that do not fit or will not harmonize with the older materials/structure.

Code Requirements
All building rehabilitation work must comply with the North Carolina Building Code, the Americans with Disabilities Act (ADA), the rules of the Occupational Safety and Health Administration (OSHA) and the City of Winston-Salem’s Unified Development Ordinance (UDO). Volume IX of the North Carolina Building Code allows modifications to older buildings under certain circumstances using the Building Code that was in place at the time of original construction.

Building Facade
The Storefront - The storefront should be the focus of the facade, providing the visual interest and sense of activity that makes the street interesting and inviting. Original storefronts and building materials and details should not be covered with metal or aluminum cladding, vinyl, or synthetic stucco. Remove any such existing materials and rehabilitate the storefront to its original design.
Windows and Doors - These are significant architectural elements that can change the building’s character if inappropriately altered.
- Maximize the amount of window exposure at the street level to increase the perception of the store interior accessibility and to invite pedestrians to enter. Display windows should never be filled or covered. Those that have been altered should be restored to their original dimensions.
- Do not replace old windows having mutton bars with modern-day sheet glass in large frames. Insulation of old window openings can be accomplished by installing thermal glass panels on the building interior.
- Do not change the size of original door openings by enlarging them. It is better to add an entirely new opening at an unobtrusive location on the facade.

Entrances - The entrance should be the focal point of the storefront. Recessed entrances should be used to give greater definition to the storefront and provide some overhead protection.

Awnings - Awnings may be used to introduce color, variety, and interest to the streetscape and add comfort to pedestrians by providing overhead protection from sun and rain. Fabric awnings are recommended.

Fences
Perimeter fences should be transparent unless required to be solid for bufferyard purposes.
- Wood and chain link fences should be used on interior side yards and rear yards only. These fence types should not be used within the front yard setback or extend beyond the front wall of a building.
- Wood fences should be painted to match the building and all chain link fences should be vinyl coated in black or dark green.
- Razor wire, barbed wire, or similar materials are strongly discouraged. When uses, razor wire and barbed wire should not be visible from the public right-of-way.

Crime Prevention
Architectural solutions can be incorporated to reduce the opportunity of crime. Provision of adequate lighting and proper design of spaces will reduce the possibility of criminal activity.
- Building mounted lighting shall be installed on alley and side yards, particularly at service/delivery entrances.
- Locate windows in alleys or side elevations to provide the appearance of natural surveillance to discourage break-ins. Do not block up the windows.
- Hiding places and blind corners should be eliminated from site/building, where possible.
- Landscaping should be designed to discourage crime. Tree heights/spread should allow sufficient visibility, not completely block views of/from doors and windows.
- Security bars are not encouraged but may be installed inside of windows and painted to match the mullion pattern and window surrounds.

**Design Standards for New Construction/Expansion**

Some property owners and merchants may be interested in major changes for their businesses including construction of a new structure or expansion of an existing structure. The following standards are strongly encouraged in Revitalizing Urban Commercial Areas where RUCA funding or other City monies are being sought:

**Building Placement**

New buildings shall front the street 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.

**Facades**

The facade shall enhance the pedestrian environment by use of features such as porches, columns, and cornices. Solid walls and blank exterior facades are discouraged.

**Outside Storage**

Outside storage shall be permitted only if screened from view from public streets and be located behind a building whenever possible. The outside storage shall not occupy an area larger than one-half (1/2) 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 view. Loading area should be oriented away from the primary street frontage where feasible.

**Off-Street Parking**

Parking shall be located only in the side or rear yards. 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.

**On-Site Utilities**

All public utilities and related facilities, heating, ventilation and air conditioning (HVAC) units, including on-ground and rooftop mechanical systems, grease traps, and dumpsters, shall be so located and/or shielded so as to not be visible from the public right-of-way.

**Planting Easement**

All new development shall provide a maintenance and planting easement of at least ten
(10) feet to accommodate street trees or other plant material.

**Fences**
Perimeter fences should be transparent unless required to be solid for bufferyard purposes.
- Wood and chain link fences should be used on interior side yards and rear yards only. These fence types should not be used within the front yard setback or extend beyond the front wall of a building.
- Wood fences should be painted to match the building and all chain link fences should be vinyl coated in black or dark green.
- Razor wire, barbed wire, or similar materials are strongly discouraged. When uses, razor wire and barbed wire should not be visible from the public right-of-way.

**Security**
Architectural solutions can be incorporated to improve security. Provision of adequate lighting and proper design of spaces will reduce the possibility of criminal activity.
- Building mounted lighting shall be installed on alley and side yards, particularly at service/delivery entrances.
- Locate windows in alleys or side elevations to provide the appearance of natural surveillance to discourage break-ins. Do not block up the windows.
- Hiding places and blind corners should be eliminated from site/building, where possible.
- Landscaping should be designed to improve security. Tree heights/spread should allow sufficient visibility, not completely block views of/from doors and windows.
- Security bars are not encouraged but may be installed inside of windows and painted to match the mullion pattern and window surrounds.

**Amenities**
The incorporation of pedestrian benches, bike racks, special plantings, public art, trash receptacles (maintained by merchant), interior sidewalks, outdoor dining areas, and standardized decorative features for the entire RUCA area will also be looked at when studying the RUCA proposals.

**Cost of Public RUCA Improvements**
The following are cost estimates for public improvements for each RUCA noted in the March 2006 RUCA report. The costs estimates include sidewalk repair and maintenance, new sidewalks, street trees, bus shelters, painted street crossings, and pedestrian crossing signals. Other needs may be noted as proposals are submitted.

<table>
<thead>
<tr>
<th>Area</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Plaza</td>
<td>$313,071</td>
</tr>
<tr>
<td>Liberty Street</td>
<td>$36,256</td>
</tr>
<tr>
<td>Northside</td>
<td>$112,685</td>
</tr>
<tr>
<td>Northwest/Patterson</td>
<td>$40,860</td>
</tr>
</tbody>
</table>
Ogburn Station  $175,297
Patterson/Glenn  $27,096
Peachtree/Waughtown  $30,213
Pleasant/Waughtown  $24,715
Washington Park  $46,461
Waughtown/Thomasville  $273,081
West Salem  $140,627

NEED TO ADD:
Cost estimates for improvements

Definitions

Bufferyard  The portion of a yard where special plantings and/or a fence may be required to separate and partially screen two adjacent land uses.

Façade  The exterior face of a building.

Fence or Wall, Opaque  A vertical structure constructed of masonry, concrete, metal, or wooden material which does not allow light to pass through.

Motor Vehicular Display Area:  Any outdoor area where motor vehicles, trailers, semi-trailers, other vehicles or manufactured homes are stored throughout the day and the night, and are held for the purpose of sale or lease.

Motor Vehicle Storage Yard  An outdoor area for the storage of more than one wrecked, damaged, or inoperable motor vehicle awaiting insurance adjustment, major body work, other repair, or disposition.

Motor Vehicle Surface Area:  Any outdoor off-street area used to store or drive motor vehicles, including private driveways, parking lots, and parking aisles, but excluding uses to which the term “vehicular display area” or “auto wrecking yard” apply.

Outdoor Display Retail  An establishment primarily engaged in selling motor vehicles, trucks, manufactured homes, recreational vehicles, boats, or other large items which require outdoor display.

Outdoor Storage Area:  Any area which contains trash collection areas or dumpster-type refuse containers, outdoor loading, and unloading spaces, docks, outdoor shipping and receiving areas, outdoor storage of bulk materials and/or parts, or areas regularly used for outdoor repair areas of service stations, motor vehicle dealers, or inspections stations.

Planting Area:  An outdoor area, the surface of which may not be covered by impervious surface materials such as asphalt or concrete, nor by structures, and must be devoted
entirely to the planting and maintenance of trees, shrubs, ground covers, fences, wall, or earthen berms.

**RUCA** Commercial district defined by the City of Winston-Salem as a Revitalizing Urban Commercial Area. These districts are eligible to compete for site improvement funding.

**Right-of-Way** Land within legally defined property boundaries whose title vests in the State or the City and which is designated or intended for street or highway purposes.

**Sign; Awning** An on-premises sign constructed of fabric-like, non-rigid material which is part of a structure framed and attached to a building.

**Sign; Ground** A freestanding, on-premises sign which advertises the business on which the sign is located.

**Sign; On-premises** A sign displaying information pertaining only to a business on said premises.

**Sign; Projecting** An on-premises sign supported by a pole or other supporting structure, hanging from a building.

**Sign; Wall** An on-premises sign affixed to the wall of any building and completely in contact with the building.

**Streetyard:** A planting area located between a street right-of-way and vehicular surface or vehicular display area.

**Structure, Accessory** A structure detached from a principal building on the same zoning lot which is customarily incidental to the principal building.

**Tree, Large Variety:** Any deciduous or broadleaf evergreen tree whose maximum mature height is greater than 35 feet.

**Tree, Medium Variety:** Any deciduous or broadleaf evergreen tree whose maximum mature height is greater than 25 feet and less than 35 feet.

**Tree, Small Variety:** Any deciduous or broadleaf evergreen tree whose maximum mature height is greater than 25 feet.

**UDO (Unified Development Ordinances):** Forsyth County’s ordinance containing the Zoning, Subdivision, and Environmental regulations.

**Utility Service Area:** An area which contains any surface-mounted HVAC equipment or free-standing aboveground devices, such as utility boxes, booster boxes, switchgear, and transformers, which are part of an underground utilities system.
Suggested Plant Materials List

The suggested plant materials list includes common trees and shrubs suitable for use in the Forsyth County area. Due to individual site soil, moisture, and microclimate conditions, professional expertise should be sought to determine the appropriate plant materials for any particular development project.

(A) **Large Variety Trees** (mature height: thirty-five (35) feet or greater):

- Willow Oak  
  *Quercus phellos*
- Sugar Maple  
  *Acer saccharum*
- Red Maple  
  *Acer Rubrum*
- Scarlet Oak  
  *Quercus coccinea*
- Southern Magnolia  
  *Magnolia grandiflora*
- London Plane-tree  
  *Platanus acerifolia*
- River Birch  
  *Betula nigra*
- Japanese Zelkova  
  *Zelkova serrata*
- Tulip Poplar  
  *Liriodendron tulipifera*
- Pin Oak  
  *Quercus palustris*
- Black Gum  
  *Nyssa sylvatica*
- Littleleaf Linden  
  *Tilia cordata*
- White Oak  
  *Quercus alba*
- Japanese Scholartree  
  *Sophora japonicum*
- Gingko  
  *Gingko biloba*
- English Oak  
  *Quercus robur*
- Japanese Katsuratree  
  *Cercidiphyllum japonicum*
- Schumard Oak  
  *Quercus schumardi*
- Chinese Elm  
  *Ulmus parviflora*

(B) **Medium Variety Trees** (mature height: twenty-five (25) to thirty-five (35) feet):

- Mountain Silverbell  
  *Halesia monticola*
- Sourwood  
  *Oxydendrum arboreum*
- Thornless Honeylocust  
  *Cercis canadensis*
- Mountain Ash  
  *Sorbus americana*
- Yoshino Cherry  
  *Prunus yedoensis*
- Golden-Rain-Tree  
  *Koelreuteria paniculata*
- Saucer Magnolia  
  *Magnolia soulangeana*
- Weeping Cherry  
  *Prunus subhirtilla pendula*
- Kwansan Cherry  
  *Prunus serrucata "Kwansan"*
- Yellowwood  
  *Cladastris lutea*
- Ironwood  
  *Carpinus carolineana*
- Pistachio  
  *Pistachia chinensis*
- Redmond Linden  
  *Tilia americana "Redmond"*
- American Holly  
  *Ilex opaca*

(C) **Small Variety Trees** (mature height: less than twenty-five (25) feet):

- Japanese Maple  
  *Acer palmatum*
- Japanese Dogwood  
  *Cornus kousa*
Flowering Dogwood: *Cornus florida*
Smoketree: *Cotinus coggyria*
Crape Myrtle: *Lagerstroemia indica*
Crabapple (var.): *Malus hybrida (var.)*
Amur Maple: *Acer ginnala*
Russian Olive: *Eleagnus angustifolia*
Wax Myrtle: *Myrica Cerifer*
Star Magnolia: *Magnolia stellata*

(D) **Streetyard and Interior Shrubs** (mature height: approximately thirty-six (36) inches):

(1) **Evergreen**
- Warty Barberry: *Berberis verruculosa*
- Dwarf Burford Holly: *Ilex cornuta "Burfordii" nana*
- Japanese Holly (var.): *Ilex crenata (var.)*
- Azalea (var.): *Azalea sp.*
- Mugo Pine: *Pinus mugo*
- Juniper (var.): *Juniperus sp.*
- Euonymous (var.): *Euonymous sp.*
- Leatherleaf Viburnum: *Viburnum rhytidophyllum*
- Forsythia: *Forsythia sp.*
- Dwarf Burning Bush: *Euonymous alatus "Compacta"*
- Thunberg Spirea: *Spirea thunbergi*
- Viburnum (var.): *Viburnum sp.*
- Oakleaf Hydrangea: *Hydrangea quercifolia*
- Japanese Flowering Quince: *Chaenomeles japonica*
- Potentilla: *Potentilla fruticosa*
- Ornamental Grass Varieties: *Mahonia bealei*
- Oregonholly Grape: *Nandina domestica*
- Nandina: *Nandina domestica nana*

(E) **Outdoor Storage Area Screening Plants** (installation height: six (6) feet):
- American Holly: *Ilex opaca*
- Burfora Holly: *Ilex cornuta "Burfordii"*
- Nellie Stevens Holly: *Ilex cornata "Nellie Stevens"*
- Red Tip Photinia: *Photinia glabra*
- Wax Myrtle: *Myrica cerifera*
- Hetz Juniper: *Juniperus hetzi*
- Arborvitae: *Thuja occidentalis*
- Eastern Red Cedar: *Juniperus virginiana*
- Japanese Black Pine: *Pinus thunbergiana*

(F) **Groundcovers** (planting areas, berms, wall planters):
- Lily-Turf: *Liriope muscarii*
- Creeping Lilyturf: *Liriope spicata*
<table>
<thead>
<tr>
<th>Plant Name</th>
<th>Scientific Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hybrid Daylily</td>
<td><em>Hemerocallis hybrida</em></td>
</tr>
<tr>
<td>Periwinkle</td>
<td><em>Vinca minor</em></td>
</tr>
<tr>
<td>English Ivy</td>
<td><em>Hedera helix</em></td>
</tr>
<tr>
<td>Purpleleaf Winter-creeper</td>
<td><em>Evonymous fortunei coloratus</em></td>
</tr>
<tr>
<td>Aaronsbeard</td>
<td><em>Hypericum calycinum</em></td>
</tr>
<tr>
<td>Rockspray Cotoneaster</td>
<td><em>Cotoneaster horizontalis</em></td>
</tr>
</tbody>
</table>

**Examples of Site Improvements**