Smith Reynolds Airport/Whitaker Park
Strategic Area Plan

Kickoff Meeting Presentation
October 17, 2019
Kickoff Meeting Agenda

- Welcome and Introductions
- The Planning Context - Legacy 2030
- Strategic Area Plans
- Planning Process/Plan Boundaries
- Existing Conditions
- Group Exercises
- Next Steps
Legacy 2030 Comprehensive Plan

- Legacy 2030 adopted by the Forsyth County Commissioners, Winston-Salem City Council, and all small towns
- Serves as a policy guide for the future growth of the community
- Lists goals, policies, and action items
- Provides Framework for area plans
Strategic Area Plans

In 2018, the City-County Planning Board directed staff to begin a new series of long-range plans for The City and County:

- Legacy Growth Corridors
- Northern Beltway Interchanges
- Strategic Areas
Primary Purposes of Smith Reynolds Airport/Whitaker Park Strategic Area Plan Plan

• Examine ways to improve economic development opportunities for Smith Reynolds Airport and Whitaker Park and the surrounding community

• Provide input/ideas relating to design within the plan area as it relates to future development

• Identify key areas to target public investment/improvement to help leverage the two community assets

• Examine transportation linkages between Smith Reynolds/Whitaker Park and Downtown/WFIQ
• **Assessment of Existing Conditions**

• **Developing Area Strategy**

• **Preparing Development Concepts**

• **Developing Area Vision**
Smith Reynolds Airport

< Air Side View of Terminal

View of Downtown From Airport >
Airport Key Figures

- **Land Area**: 773 acres
- **2 Runways**: 15/33 (6,655’); 4/22 (3,938’)
- **Facilities**: Approximately 775,000 sq. ft.
- **Total Employment**: 3,585
- **Current Flight Activity**: Approximately 46,000 per year

**Upcoming /Proposed Improvements**:
- Taxiway Quebec ($26M) – Safety requirement of FAA
- Taxilane Lima and Ramp ($14M)
- Terminal Renovations and Hangar Development ($21M)
- Runway Reconstruction ($8.5M)
- Airfield Drainage Improvement ($500,000)
Forsyth Tech Mazie S. Woodruff Aviation Technology Lab

- $16 million facility under construction at Airport
Whitaker Park

Expansion Rendering >
Whitaker Park Key Figures

- **Land Area**: 125 acres
- **Total Facilities Size**: Approximately 1.7 million sq. ft.
- **Proposed Employment**: Cook Medical—650 Employees; 850,000 sq. ft. of former RJR Whitaker Plant
- **Current Improvement**: Extending Shorefair Drive from Reynolds Boulevard toward Akron Drive
- **Proposed Improvements**: $60 - $80 million project converting historic former R. J. Reynolds Buildings into 164 loft apartments; 150 new residential units; 25,000 sq. ft. new retail/restaurants; 125 room hotel
Land Use—Portions of 3 Adopted Area Plans

- East-Northeast Area Plan Update
  Adopted 2015

- North Central Winston-Salem Area Plan Update
  Adopted 2015

- North Suburban Area Plan Update
  Adopted 2014
Group Exercise 1

Economic Development and Appearance ideas:

• What business/industry would be **DESIRABLE/UNDESIRABLE** in the area?

• How can we help **ATTRACT** jobs to this area?

• How can we help **EXISTING BUSINESSES** grow here?

• What appearance improvements are **DESIRED** by the community?

• What improvements would help **VEHICULAR/PEDESTRIAN** connections between the area and Downtown/Innovation Quarter?
Group Exercise 2

Feedback for Liberty Street and Akron Drive Streetscape Ideas:

- Tree Plantings
- Transit Stops, Street Furniture
- Sidewalks, Crosswalks, Bike Lanes
- Building and Parking Lot Locations
- Street and Pedestrian Lighting
Group Presentations
## Future Meetings

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<td>Meeting 3: Design Concepts</td>
<td>Thursday, January 16, 2020</td>
<td>Smith Reynolds Airport, 3801 Liberty St.</td>
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<tr>
<td>Drop-in Meeting to Review Draft Plan</td>
<td>Thursday, February 13, 2020</td>
<td>Smith Reynolds Airport, 3801 Liberty St.</td>
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Information/Contact

• The City/County Planning and Development Services Department’s web page:

  www.cityofws.org/planning

• (Look under Airport/Whitaker Park Plan)

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