

Motion and  
Statement of Consistency with Comprehensive Plan  
The South Suburban Area Plan Update

I move that the following statement be adopted in support of a *Motion to Approve* the Resolution Adopting the South Suburban Area Plan Update:

The South Suburban Area Plan Update is consistent with the recommendations in the Legacy Comprehensive Plan and is reasonable and in the public interest because:

1. The Legacy Comprehensive Plan recommends the completion of a series of Area Plans to implement Legacy in all parts of Forsyth County;
2. The South Suburban Area Plan Update contains recommendations to guide future growth and development in southern Forsyth County, which is intended to help the Planning Board and the governing board make planning and zoning recommendations and decisions, respectively; and
3. The South Suburban Area Plan Update will be used as a supplement to Legacy as a land development guide relating to property located within the area covered by the Plan and will be given priority consideration where it is more specific than Legacy.

Based on the foregoing Statement, I move adoption of the Resolution Adopting the South Suburban Area Plan Update.

Second:

Vote:



**RESOLUTION ADOPTING THE  
PROPOSED SOUTH SUBURBAN AREA PLAN UPDATE**

**WHEREAS**, the *Legacy 2030 Comprehensive Plan* recommends the completion of area plan updates to implement *Legacy 2030* and guide land use and growth in all parts of Winston-Salem and Forsyth County; and

**WHEREAS**, the proposed *South Suburban Area Plan Update* is being completed for Forsyth County as designated in *Legacy 2030*; and

**WHEREAS**, the *South Suburban Area Plan Update* was developed by staff with input and participation by the general public at four community meetings; and

**WHEREAS**, the City-County Planning Board held a public hearing and recommended adoption of the *South Suburban Area Plan Update* on June 8, 2017; and

**WHEREAS**, the proposed *South Suburban Area Plan Update* contains recommendations to guide the future land use and public investment decisions in south Forsyth County.

**NOW, THEREFORE, BE IT RESOLVED** that the Forsyth County Board of Commissioners hereby adopts the attached *South Suburban Area Plan Update* and encourages the plan's use as a guide for future decisions on zoning, public investment, and continued improvement in the area.

Adopted this 30th day of November 2017.

Public hearing on the *South Suburban Area Plan Update*. The plan area is bounded on the north by I-40 and Silas Creek Parkway, on the east by NC 109/Old Thomasville Road, on the south by the Forsyth County/Davidson County line, and on the west by Ebert Road.

Steve Smotherman presented the staff report.

## PUBLIC HEARING

FOR:

Brian Allison, 1141 Bent Grass Lane, Winston-Salem, NC 27127

- I've been here before to discuss Sides Road traffic concerns. The decisions made by this body and the elected officials have direct and long-lasting impacts on our community.
- All future proposed development regarding Sides Road impacts the quality of life but also has life and death implications for residents that reside in the surrounding neighborhoods and as such must be given serious consideration. The increased traffic has adversely impacted the quality of life and safety of Kingstree and surrounding neighborhoods. There have been fatalities and numerous accidents on Sides Road attributed to speed along the S-curve. Sides Road was never designed to accommodate the traffic volume and dangerous manner of driving exercised by many drivers.
- The proposed development options suggested during the *South Suburban Area Plan* discussions for Sides Road will require numerous land owners to agree and will take years to come to fruition. We request that before any future development materializes the configuration of Sides Road and increased traffic be given top priority to reduce cut-through traffic in neighborhoods, as that narrow dangerous curvy road directly impacts the lives of thousands of residents that reside in the surrounding neighborhoods.
- With the cut-through traffic for Kingstree and Sides Road, enjoying a walk and run is a challenge. We need a nice community park within walking distance and ask that a park be given serious consideration for a portion of land along Sides Road. The City already owns a parcel of land with a water tower on it. It would make logistical and practical sense for the City to acquire adjoining land for the creation of a park for the betterment of community residents and would enhance the proposed future development plans for this area.
- There is not a lot of park space below Clemmonsville Road to serve the whole population of the south suburban area. Peters Creek Parkway would benefit more from having some green space around the water tower as an iconic symbol as well as providing recreational needs for the additional commercial developments which already exist along this heavily developed corridor.
- Sides Road is a very vulnerable and fragile area and for residents that live in surrounding neighborhoods it's our only buffer from Peters Creek Parkway.
- As residents we are in favor of removing the multifamily option from the existing 2011 *South Suburban Area Plan*. We have a rare opportunity to solve most of the problems with proper use of the space. Recreational opportunities reduce traffic congestion and accident problems by the addition of green space along a very busy and visible commercial corridor. Now is the time to commit for the betterment of the whole area. A community park would improve the quality of life and housing values for the residents in surrounding neighborhoods.

Elaine Renegar, 1108 Twin Knolls Court, Winston-Salem, NC 27127

- We've been at war about that Sides Road property over the past few years and it's going to continue. We've had 300 people at meetings and we're going to fight to the bitter end to keep that property from destroying our quality of life. Just give us that one little piece as a buffer area and maybe we can put this war to bed once and for all if we have it as a park.
- There are a lot of City parks scattered around the City until you get down to our area. Yes, we do have parks where we have tennis balls bouncing back and forth and people running around. It's an intense type of recreation area. Why can't we just have a nice strolling park with a gazebo, fountain, or something like that? I see women with their babies and strollers and kids dodging traffic in Kingstree and the surrounding neighborhoods. There's nowhere for them to walk peacefully and have these babies grow up where they don't have any stress inflicted on them. We have our tax dollars going up into the north area of town (to pay for a new park there). What would be wrong with us finally having our tax dollars go into a nice, relaxed environment like a park where people could go? We could have concerts on Sunday afternoons or something of that sort in the summer and enhance the quality of life for our area.
- People at the shopping areas could go eat their lunch there in the spring especially and in the fall and have a more relaxing area to be in.
- You are going to have a war over that property from now until the bitter end. That's just all there is to it because we're the ones living there. We see the cars shooting through at 50 mph right past our neighborhoods and right past little kids and people walking with strollers and so forth so we're going to fight for it. It's not going to end. If you turn that into a park we'll shut up and get out of your way and leave it alone.

Fred Lowrey, Jr., 422 Gus Hill Road, Clemmons, NC 27012

- Mr. Lowrey lives on Gus Hill Road but owns property at 2208 Old Salisbury Road.
- I'm referring to the property located at 2208 Old Salisbury Road.
- We're like a little island here where the surrounding area used to be residential but is now commercial all around us and we'd like to request that we get commercial zoning there and become uniform with about half a dozen other businesses that are right there in the area. I've talked to a number of people so far. I don't know of any objections.
- This is right next to Advent Church and they are in the process of drafting a letter of support stating that they have no problems.
- When I go up there mowing grass I have observed there are apparently a lot of people in this densely populated area that don't have cars because I've seen people walking all the way up to the shopping center on Peters Creek Parkway coming back with food and things. I think it would not only not be a problem, I think it might actually be a very helpful thing if we could have the commercial setting there.
- We are buffered all the way around. There's a buffer area behind the property and you're between two churches. There are no houses behind the property. There are no houses directly in front or on either side so we're basically the last site that's not commercial.

At the request of the chairman, Steve Smotherman explained that the area Mr. Lowrey mentioned is part of the land on West Clemmons Road between Peters Creek Parkway and Old Salisbury Road Activity Center. The Lowrey site is recommended for office. The property

owners, developers, and realtors would like to see that corner shown on the land use map for commercial use. Arnold King noted that they can file a rezoning petition. Steve Smotherman: The last area plan showed the property for office use. Staff's concern with not showing it for retail automatically is that it is surrounded by churches on three sides. We did mention that if they came in with something that was conditioned properly commercial rezoning might be possible.

Carolyn Highsmith, 3335 Anderson Drive, Winston-Salem, NC 27127

- I'm here today on behalf of the Konnoak Hills Community Association in support of the *South Suburban Area Plan Update* providing the Planning Department's amendment that you've already seen noting changes to five (5) nonconforming properties on West Clemmonsville Road and S. Main Street along with some additional editing changes are incorporated into the *South Suburban Area Plan Update*. The changes to these five (5) nonconforming properties are being recommended as suitable for rezoning only to a low intensity commercial and/or office zoning districts and are being recommended to be rezoned to special use zoning to improve the compatibility of the properties and adjacent residential uses.
- I urge the Planning Board to approve these supplemental changes to the *South Suburban Area Plan Update* so that the Konnoak Hills Community and surrounding area neighborhoods will be able to fully support the entire *South Suburban Area Plan Update*.
- Also, the Konnoak Hills Community is supporting the additional changes to the *South Suburban Area Plan Update* that have been submitted today by the Kingstree Neighborhood where they are recommending a park as the primary future use for the property along Sides Road.
- Finally I would like to recommend that future area plan update sessions be extended to five (5) meetings instead of the current four (4) where there are four (4) resident meetings and all final land use recommendations are presented at the fourth update meeting before the final drop-in meeting. This extra update meeting should help to give the needed time for maximum discussion of all area plan concerns.
- In conclusion, we urge you to support these amendment changes provided by the Planning Department to address nonconforming property concerns along the West Clemmonsville Road and S. Main Street areas.

Jacqueline Speas, 100 Cassell Street, Winston-Salem, NC 27127

- I'm talking about properties on the south side of Cassell Street. The water in the back of those fifteen (15) homes has totally ruined those backyards. Is there any kind of help that the City of Winston-Salem can give those residents? Any kind of FEMA money or Home Restoration money? Any kind of money that can help, because when I first moved there in 1972 you could just walk across there but now you could drive a big bus through there. I have had my niece and my son fall into that area back there. Just so happens they are still alive. I just want to know if the city is going to be able to do anything about that.

Arnold King stated that he was not sure this is an area plan issue, but asked Paul Norby to address it. Paul Norby explained that it sounds like there is a combination of stormwater issues and housing issues so that's probably something that would involve a couple of different departments. In response to a question about whether there had been discussions with those

departments in the past, Ms. Speas stated that there had been. Chris Murphy: There was an article in the paper within the past two weeks that talked about this. It mentioned some long-term discussions which have been going on since the late seventies or early eighties with the Western Electric expansion and some other things. Keith Huff, Stormwater Director, and Greg Turner, Assistant City Manager with Public Works, are aware of the situation. So, yes there have been discussions but I think it would likely be a matter for the Community Development/Housing/General Government Committee or Public Works Committee. Paul Norby: I think this issue is beyond the scope of an area plan, but I think those departments would be the key there. Jacqueline Speas asked when something would actually be done about it. Paul Norby replied that the Planning Board isn't the Board that decides whether it's done or not. It's the Public Works or Stormwater Management Departments that may if they have money from the City Council to address those issues. He recommended contacting Greg Turner for more information. Arnold King: Ms. Speas, we'll make sure we have staff get with you and give you the name and contact information for Mr. Turner.

Tommy Hicks: Ms. Speas, if I may provide you with a bit of direction that you and the other residents of that neighborhood may choose to follow. Do you know if you have flood insurance? Jacqueline Speas: I don't know. Tommy Hicks: Okay. I would suggest that you check into your ... Jacqueline Speas: No, we don't have flood insurance. What if you don't have flood insurance? What's going to be done about it? Tommy Hicks: Just to be helpful and to provide a little direction for you because your question is being addressed to the wrong board. I'm trying to provide you with a little bit of direction for some help and I will even take it upon myself if you will give me a call to help you. Jacqueline Speas: Okay and what's your name? Tommy Hicks: My name is Tommy Hicks and I work in the banking industry which is why I asked if you have flood insurance. Chris Leak: I don't think flood insurance would cover that.

Aaron King: Council Member Taylor is aware of this issue. It's been brought up in the neighborhood before. This item was on the agenda for the May 9th Public Works Committee meeting. The comments from that meeting about this item are: "This item was pulled by Council Member Taylor. Mr. Gregory Turner, Assistant City Manager, gave the staff presentation on this item. Council Member Taylor requested staff put together information that would provide options available to help with the erosion problem along Cassell Street. Council Member Montgomery requested information regarding the success of other neighborhoods in compelling neighbors into storm water project actions." It looks like it was held in Committee until June so Council is aware of this issue. It's an ongoing issue and it's been brought to Council's attention. Jacqueline Speas: I understand that but it's time to get something done about it. I know James Taylor. Allan Younger: You said a meeting is set to address this, right? Aaron King: Correct.

AGAINST: None.

### WORK SESSION

During discussion by the Planning Board, the following points were made:

George Bryan: What is the zoning of this one area I'm looking at? (Referring to the area between Sides Road and Peters Creek Parkway.) What is the current area plan recommendation

for that area? Steve Smotherman: The current area plan recommends Sides Road for Office and/or Multifamily use. Paul Norby: If you're asking about zoning, it's zoned RS9, Single Family Residential.

Chris Leak: Going back to category "c." and going back to last month's case what happens if Unlimited Wireless goes out of business? Would that property stay at the same zoning or would it go back to residential zoning? Steve Smotherman: That would stay the same zoning because it is already zoned for commercial uses. Category "b." is actually most similar to that case. That site was rezoned to the most restrictive district that allowed that use.

Paul Norby emphasized for the public who were present about this item that area plans do not determine the specific site of a park. Area plans look at the land use, community facilities, and needs for improvement in certain areas. When it comes to community facilities, staff makes general recommendations, but takes pains to not identify a specific site because there's a whole different process of budgeting for those facilities, of determining what sites work best, negotiating prices and things like that. All of those decisions are much more detailed than the scope of an area plan. So while the plan certainly acknowledges that this area is lacking in parks and could use some additional park facilities and showed a general idea that something could be located there, staff also includes land use recommendations so that if a park is not built in that general area then other land use recommendations exist there. I know in some of the emails I've seen over the last couple of days some of the folks who were writing in were thinking that this public hearing was solely about whether a park is going to be in that location and that's not really the role and function of the area plan. It sets the table for the discussion but it doesn't make the decision as to a park being there. That's a different process.

Allan Younger asked Steve Smotherman if the proposed rerouting of Sides Road addressed any of the concerns about traffic. Did any members of the community speak to that thinking it would solve some of the issue? Steve Smotherman: The sense I got from the community was that if someone came in and built staff's Sides Road design concept they seemed to be okay with that. Paul Norby emphasized that we were dealing with a couple of issues here. One is the Kingstree folks have consistently been against having multifamily or commercial on Sides Road immediately across from the entrance to Kingstree. So in our thinking about this we were thinking having single family homes on the west side of Sides Road directly across from the neighborhood would help with that land use transition. But in terms of the road, having the traffic network filter through the area behind the single family zones would discourage traffic from using Sides Road as a cut-through and hopefully keep them on Peters Creek Parkway to go up to Clemmonsville Road. Not everyone is going to do that but if you make it more difficult for people to do that it's going to work better. We also recognize that along Peters Creek Parkway it's going to be hard to market single family homes there so you need something that is more feasible there but at the same time we were sensitive to the citizens in the area not wanting apartment complexes so that's why we tried to keep that as low intensity as possible. That was the idea behind that concept there to just illustrate how that could solve both the land use and the traffic issue.

George Bryan: The changes that you're bringing in to us today, did you give the property owners of these properties an opportunity to chime in on this as well? Steve Smotherman: No. The



reason is that this is just a plan. It's not a rezoning case. It's saying that if it changes we may not recommend as intense a district as what's there. And a lot of these properties had the same type of condition on them in the previous plan. George Bryan: I am perfectly excited about citizens getting behind and coming out to an area plan but I still remain concerned about us coming up with these changes without going back to the process and giving everybody the access and opportunity to talk about these things. I feel like we're going around the corner on some of this and I still want to hear from the citizens that are signed up today about Sides Road because as I asked before, how did you as staff come up with saying the plan you had in there was acceptable when we've been down this road with the neighborhoods on other zoning cases before and have heard we want residential there and so I was trying to be sure there was a comfort level that worked through this process with that. I'm not hearing the methodology of how that happened at this point. Paul Norby: Let me just kind of give you the parallel. We've made a special effort with all the area plans we've done since *Legacy 2030* to take specific areas and do some design ideas about how an area could be developed. We're just illustrating what could happen. You just saw the *Northeast Suburban Area Plan Update* with Ogburn Station. We didn't go to the owners of Ogburn Station and say, "What do you think of this?" But we're just trying to illustrate a way to revitalize that area and make it more of a mixed use center. Just because an area plan makes a recommendation on a land use or gives an illustration like that doesn't mean when it comes down to rezoning the rezoning would be approved. As you know it goes through a very public process and even if the plan said it ought to be exactly that and only exactly that, that doesn't guarantee a rezoning is actually going to happen. Under the existing plan for this area there was a multifamily proposal that came in. It could be argued that it was consistent with the area plan land use recommendation there, but the rezoning didn't go anywhere.

Melynda Dunigan: I had a question related to that. So now the recommendation is office for this piece. If a petition came in for multifamily, how would you analyze that in terms of intensity when the plan recommends office? Would you be more likely to approve multifamily or would that be considered too intense? Paul Norby: It probably depends on the density. The zoning case that came in a couple of years ago was twelve (12) or fifteen (15) units to the acre. Multifamily which is more like five (5) or six (6) units to the acre, not that much denser than single family development, could potentially be considered as appropriate. It really would depend on what's proposed. That's why it's so hard in an area plan to pin down precisely what development and only that development is acceptable because you're trying to give some guidance but allow the zoning process to nuance the details.

George Bryan: Ms. Renegar, I've been trying to determine the community input process on Sides Road and should there be a recommendation other than leaving the zoning as RS9. Did you feel like you had agreed with the proposed scenario of changing Sides Road to multifamily use and mixed family use in that area or did you want to change the zoning in that area on Sides Road? Elaine Renegar: We want a park. George Bryan: Okay you want a park and that may or may not occur but what I'm interested in there's a plan in front of us that comes up with a recommendation and regardless of what is said here it does affect what comes up with the plan and when staff says, "Well this is in agreement with the area plan", it does affect my sense of vote so I'm trying to figure if the neighborhood is happy with a recommendation that changes that zoning potentially from what it currently is, which is RS9, which is more like single family homes? Elaine Renegar: No, they won't be thrilled with anything unless it's single family homes

or a park basically because it's sort of like what this gentleman was saying earlier. If it were something like a very low density or low intensity commercial or low density residential that would be one thing but there were crimes committed in the process of all of this on the other side against us. The police were involved. It has been a very dirty and nasty process all throughout and it's not a joke at all. There's a lot of money involved and the other folks are ready to fight and fight big time to get that money. What I'm saying is if they get their money and if they sell it maybe they'll be happy and we'll be happy and everybody can go about their business. George Bryan: I'm aware of that. I think what we're coming about is whether to recommend this plan to the City Council and I want to have a comfort level that the community is in agreement with the plan and I'm not hearing you say that and I think Mr. Allison made one comment that was pretty clear that he did not agree with a change of zoning on that as well and that there had been some discussions in the neighborhood about that so I'm trying to figure out whether I should vote to recommend this to the Council or whether it should go back to the neighbors for more discussion. Elaine Renegar: Yeah, we would hope that you vote against it because the more cars we have there the more lives that are going to be put in jeopardy. When you start having another complex and an apartment complex or multifamily or whatever, how do you control the density? How do you keep it down to a reasonable amount and once you change the zoning then Katie bar the door. Who knows what's going to go on there and it's just going to turn into a free-for-all, so we're against it. Jason Grubbs: So are you saying that the neighborhood would not support a scenario like staff presented where the road was rerouted? Elaine Renegar: I think the road sounded great, but not multifamily. When you're talking about another apartment complex it does not sound great. Having something done about that road would be wonderful so no one else gets hurt but all we're trying to do is to find some way to calm down the traffic and to leave it a nice, quiet neighborhood. Kingtree and that area is sort of a flagship community for that area. It sort of raises the bar so do we want to lower the bar or are we going to keep the bar higher? If you want the southern part of the City to develop in a nice and friendly and higher quality of life manner then we've got to support that somehow. There's just no other way around it. We need a better quality of life than what we've got in terms of traffic and the dangers that are going on in that neighborhood so that's what we're trying to keep out - the crime. We're still prepared to keep fighting and if we have to we will. We just would also like to see it stop. Just let us live our quiet lives and go about our business and we won't bother y'all anymore. I promise. Well, until something else comes up. Arnold King: Thank you. Kirk, do you have a comment you want to make?

Kirk Ericson: Thank you Chairman King. I just want to point out a couple of things and make sure the Board is on the same page regarding what the current plan recommendations are versus what the previous plan recommendations are and just talk a little bit about the public discourse on this. The previous 2011 plan is the document that recommended either office or multifamily along Sides Road. As Steve mentioned in his presentation, one of the biggest, most well discussed area of the whole plan was Sides Road and it became clear very early on that the neighbors didn't want to see commercial or multifamily on Sides Road. At the same token, there were definitely some property owners who came and participated in these meetings and they were certainly advocating off-line, as they had in the previous plan, to make sure they had some useable, non-single family use of the property. At that point, staff basically came up with the development concept to provide an alternative to just office use of this site that would try to address the neighbors' concerns about cut-through traffic and also provide some sort of options

for the developers or owners of this property that was not single family in nature. I just want to make clear that what Steve was showing you, this concept here, isn't a by-right concept. Someone would have to piece together this whole area south of the water tower for the plan to even support something that wasn't office here. Also, I think the citizens who participated in this process, as the last speaker mentioned, absolutely would prefer if they had their druthers, for the property to remain exactly as it is now under the current RS9 zoning, but I think during the couple of meetings where we talked about this there was a general understanding that this sort of compromise scenario would provide some extra protection to the Kingstree neighborhood by including some single family homes and reducing the cut-through potential but would also meet the development faction half-way. The scenario recognizes the fact that from a planning perspective we don't think it necessarily makes a lot of sense to have single family homes backing up to a numbered State highway where there's commercial zoning on the other side of the street and to the north and south. I just wanted to clarify that.

Arnold King: And we all need to keep in mind that we're not rezoning anything right now. If any of these things happen they have to come through here for approval anyway.

Paul Norby: Let me just also point out that on page 43 of the plan, there is just about two-thirds of a page on Sides Road and this area. It talks about the possibility of a mixed use development if it was kept pretty low key but it also includes a reference that "A city park may also be incorporated as a component of mixed use development here." Then back over on page 52 under recreation facilities it is also mentioned as a possibility in this area for a new community park. The plan is not devoid of a reference to that. It's just not trying to say that this is the only thing that can happen. As park is one of a number of the possibilities that can happen there.

Melynda Dunigan: I just want to say I appreciate the staff's working on the nonconforming issues because I felt that was very important and I think we got a much better result there. I'm also in agreement with the statement that Ms. Highsmith made about the need to change the area plan process to maybe add at least one more land use meeting. This plan really showed that there were some unresolved issues that didn't get totally worked out in the process and this Sides Road is as I see it one of the unresolved issues that still was not resolved in my mind. I think if we had another meeting we would have worked some of this out but from the public hearing and since Mr. Allison is already gone, it's kind of hard to know exactly what the neighbors would prefer in terms of whether they want this kind of proposed mixed use concept to be included or whether they would prefer just a straight up office recommendation. I thought I heard Mr. Allison say he would like to have the mixed use concept removed. In terms of the issue with the park that's very, very difficult to resolve. I think maybe it needs some more discussion but if we're talking about what is a reasonable recommendation for this land it seems like offices is pretty reasonable to me. There are enough questions in my mind about how the neighbors feel about resolving it that I think it needs some more discussion. I'm prepared to vote on this but I just think between now and the time it goes to City Council there should be further discussions on the Sides Road issue.

George Bryan: Again, I don't feel it's good for us and there's no advantage to us to send something to City Council that has unresolved issues and maybe misunderstandings about

particular things in there, particularly when we've had such good outpouring of interest in this. It would seem to me that we should go back to the neighborhood and the property owners and let them resolve this and then bring it in. That's what the planning process is and this is the most democratic, the best opportunity for citizens to really get involved and talk about it. They need another chance to look at this and if they're happy with that fine. I don't see any advantage of sending this to City Council with these kinds of unclear issues and particularly some of the bumpy road that we've had in this whole presentation of the *South Suburban Area Plan Update* to us so I really can't support it at this time. I'm really not happy about not supporting an area plan. I don't like to be in that kind of a situation.

Arnold King: I would just say two things. I don't think we want to automatically extend area plans. If you have a unique situation like this it might require a fifth or sixth meeting. I don't think staff would be opposed to that but for the most part most of our area plans are getting accomplished in the time allowed. As far as going back, this Sides Road DMZ is going to exist whether there are three or four more meetings so I don't think that's going to be resolved.

MOTION: Jason Grubbs moved approval of the area plan update with staff's recommendations.

SECOND: Chris Leak

VOTE:

FOR: Melynda Dunigan, Jason Grubbs, Tommy Hicks, Arnold King, Chris Leak, Brenda Smith, Allan Younger

AGAINST: George Bryan

EXCUSED: None

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A. Paul Norby, FAICP

Director of Planning and Development Services

**TO:** Forsyth County Board of Commissioners  
**FROM:** A. Paul Norby, Director of Planning and Development Services  
**DATE:** September 25, 2017  
**SUBJECT:** Draft *South Suburban Area Plan Update*

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100 E. First Street  
P.O. Box 2511  
Winston-Salem, NC 27102  
CityLink 311 (336-727-8000)  
Fax 336-744-3100

Planning staff is prepared to brief the Forsyth County Board of Commissioners on the draft *South Suburban Area Plan Update*.

The *South Suburban Area Plan Update* was developed during the past year by Planning staff with extensive input and participation by the general public at four community meetings.

The City-County Planning Board held a public hearing on the draft plan on June 8, 2017 and recommended the plan to the Board of Commissioners with a 7 - 1 vote.

Staff will be happy to answer any questions concerning the draft plan.



# *SOUTH SUBURBAN AREA PLAN*

*Update*

**PLANNING BOARD  
DRAFT**

City-County  
**Planning  
BOARD**  
FORSYTH COUNTY  
& DAVENPORT AREA  
NORTH CAROLINA

# Preface

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 2030 Update*, the current comprehensive plan, was adopted in 2012. Comprehensive plans take a broad, communitywide perspective for guiding growth and development. *Legacy 2030* includes chapters on local trends; growth management; land use; transportation; economic development; environmental quality and sustainability; healthy, complete, and equitable communities; community character; Downtown and the Center City; neighborhoods and towns; rural character; area plans; and key public investments.

The Planning Board prepares a series of urban and suburban area plans for the city and county in an effort to translate *Legacy 2030* into site specific recommendations. An area plan generally contains information about the plan area's existing conditions and recommendations for guiding future growth and development. Citizen participation is an important part of the area plan process, and multiple opportunities for public participation exist within the area planning process.

In 2004, the City-County Planning Board (CCPB) adopted boundaries, names, and priority rankings for six urban area plans, a Downtown Plan, and thirteen suburban/small town area plans. *Legacy 2030's* Growth Management Plan divides Winston-Salem and Forsyth County into five growth management areas: City Center, Urban Neighborhoods, Suburban Neighborhoods, Future Growth Area, and Rural Area. The Center City refers to the Downtown Core of Winston-Salem and other towns in Forsyth County. Urban Neighborhoods are older neighborhoods and commercial, industrial, and institutional development built mostly before 1940 that surround the Center City of Winston-Salem. The Urban Neighborhoods Area has been divided into study areas based on geography and common features. Suburban Neighborhoods include a large portion of the county and most of the small towns where suburban development has occurred in recent decades. It is also the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur. Future Growth Areas do not usually have sewer or other facilities and services to support urban development. However, because of their potential to be served efficiently by sewer and other facilities and services in the future and/or their proximity to towns, major roads and other public investments, the Growth Management Plan calls for them to eventually be developed. Rural Areas are not expected to ever receive public sewer and are recommended to remain low density in nature.

## How Do Area Plans Relate To Rezoning?

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

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

As of 2012, all planning areas within Forsyth County have a corresponding area plan which was developed since the 2001 adoption of the original *Legacy* plan to guide future area development

decisions. Area plan updates, such as this one, replace these older, existing area plans. Updated area plans provide a current picture of area conditions and an up-to-date set of future development recommendations.

Area plans follow a basic, standardized format that provides for consistent terminology, information, mapping, and land use colors for all area plans. Consistency between plans is important to city staff, the CCPB, and elected officials as they use the plans to make zoning, funding, and other decisions based on area plan recommendations.

To facilitate implementation of area plan recommendations, a biennial Area Plan Status Report is prepared which includes the current status of recommendations of all adopted area plans. The report includes the status of each action/project listed in the implementation table for each plan. Area plan recommendations are funded in a variety of ways including bonds, bond referendums, transportation funds, general government funds, the Motor Vehicle Tax, capital improvements, and Community Development Block Grants. Inclusion of a project in the area plan implementation table does not mean the recommended project has funding. Area plan projects are prioritized along with other projects and programs by the elected officials.



# Table of Contents

## PREFACE

How Do Area Plans Relate to Rezoning? .....	XX
---	----

## INTRODUCTION

Boundaries of the Plan Area .....	XX
Relationship to <i>Legacy 2030</i> .....	XX
Area Plan Process .....	XX

## EXISTING CONDITIONS

General Character .....	XX
Demographics .....	XX
Existing Land Use .....	XX
Zoning .....	XX
Transportation Features .....	XX
Community Facilities .....	XX
Housing .....	XX
Design and Appearance .....	XX
Historic Resources .....	XX
Economic Development .....	XX
The Environment .....	XX
Annexation Agreements .....	XX
Existing Plans/Studies in the Plan Area .....	XX

## PLAN RECOMMENDATIONS

Land Use Recommendations .....	XX
Residential .....	XX
Office and Commercial .....	XX
Institutional .....	XX
Parks/Open Space .....	XX
Industrial .....	XX
Mixed-Use Land Use Categories .....	XX
Special Land Use Conditions .....	XX
Transportation Recommendations .....	XX
Community Facilities Recommendations .....	XX
Housing and Community Development Recommendations .....	XX
Design and Appearance Recommendations .....	XX
Historic Preservation Recommendations .....	XX
Economic Development Recommendations .....	XX
Environmental Recommendations .....	XX

## IMPLEMENTATION SCHEDULE .....

XX

## APPENDICES

Appendix A: Comprehensive Transportation Plan Classifications and Features .....	XX
Appendix B: Significant Historic Resources .....	XX
Appendix C: Guidelines for Conversion of Existing Homes to Office or Commercial Uses .....	XX

Appendix D: Guidelines for Office/Low-Intensity Commercial Developments-----	XX
Appendix E: Guidelines for Suburban Business Parks-----	XX

## MAPS

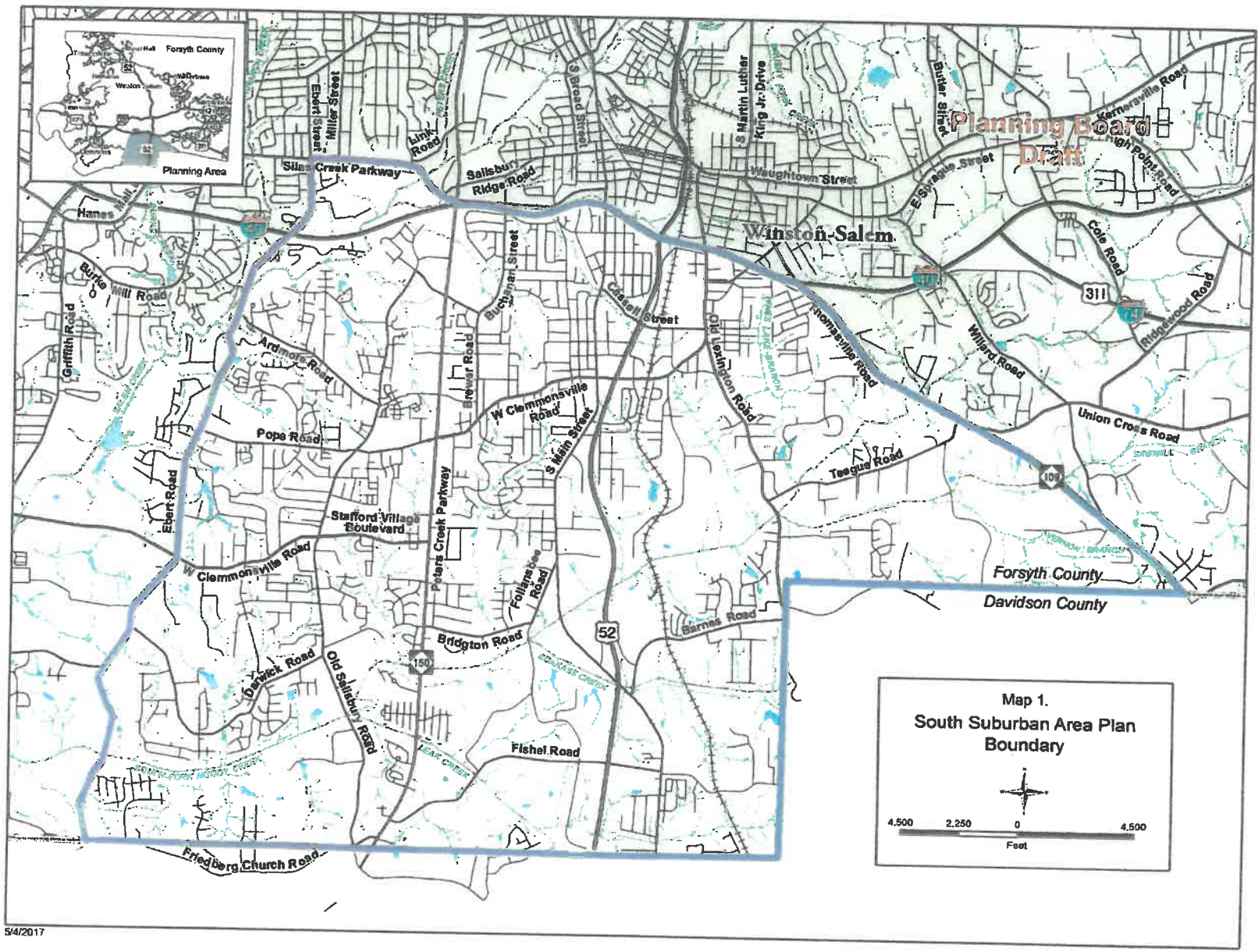
Map 1. South Suburban Area Plan Boundary-----	XX
Map 2. Growth Management Plan-----	XX
Map 3. Existing Land Use-----	XX
Map 4. Environmental Constraints-----	XX
Map 5. Proposed Land Use Changes-----	XX
Map 6. Proposed Land Use-----	XX
Map 7a. Existing Transportation Features-----	XX
Map 7b. Proposed Transportation Features-----	XX
Map 8. Existing and Proposed Community Facilities-----	XX
Map 9. Recognized Historic Resources-----	XX

## FIGURES

Figure 1. Area Planning Process-----	XX
Figure 2. Peters Creek Activity Center-----	XX
Figure 3. Oliver's Crossing Activity Center-----	XX
Figure 4. West Clemmons Road/South Main Street Activity Center-----	XX
Figure 5. West Clemmons Road/Old Salisbury Road Activity Center-----	XX
Figure 6. West Clemmons Road/Ebert Road Activity Center-----	XX
Figure 7. Redevelopment Concept for West Clemmons Road/Ebert Road Activity Center-----	XX
Figure 8. Conceptual Redevelopment Rendering for West Clemmons Road/Ebert Road Activity Center-----	XX
Figure 9. Redevelopment Concept for Sides Road-----	XX

## TABLES

Table 1. Population Statistics-----	XX
Table 2. Diversity and Age Statistics-----	XX
Table 3. Existing Land Use Summary-----	XX
Table 4. Current Transit Routes-----	XX
Table 5. Bicycle Routes-----	XX
Table 6. Plan Area Recreation Facilities-----	XX
Table 7. Housing Statistics-----	XX
Table 8. Defined Low-Intensity Commercial Uses-----	XX
Table 9. Transportation Improvement Projects-----	XX



# Introduction

## **\*BOUNDARIES OF THE PLAN AREA**

The South Suburban Planning Area encompasses 15,538 acres. The plan area is generally bounded on the north by I-40 and Silas Creek Parkway; on the west by Ebert Road; on the south by the Forsyth County/Davidson County line; and on the east by NC 109/Old Thomasville Road (see **Map 1 on page XX**). The plan area includes land in Winston-Salem and in unincorporated Forsyth County. Approximately 73% of the land area in the planning area is in the City of Winston-Salem, with 36% of the total area in the South Ward, 36% of the area in the Southeast Ward, and 2% in the Southwest Ward. Approximately 27% of the total area is in unincorporated Forsyth County.

## **\*RELATIONSHIP TO *LEGACY 2030***

*Legacy 2030*, Forsyth County's comprehensive plan serves as the framework on which all area plans are built, both geographically and as a policy guide. The original *South Suburban Area Plan* was adopted in 2011. The *South Suburban Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the South Suburban Plan Area, taking into account changes in the area since the adoption of the original area plan in 2011.

*Legacy 2030's* Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan (**Map 2 on page XX**), roughly 13% of the South Suburban Plan Area is designated as Urban Neighborhoods, Growth Management Area (GMA) 2; and the remaining 87% as Suburban Neighborhoods, GMA 3.

## **\*AREA PLAN PROCESS**

Citizen participation is a critical part of the area plan process. Multiple opportunities for public participation exist in the area planning process. The steps in the development of an area plan are shown in **Figure 1**. The first step of the planning process is the assessment of current conditions and the consolidation of existing plans. A summary of this information is created and given to citizens at the plan kickoff workshop.

The plan kickoff workshop is the first meeting in the area planning process and is an opportunity for citizens who live and work in the area to share their comments and concerns about the area and its future with planning staff. Staff facilitates this process to help citizens document their thoughts, which provide the basis for the next step in the process.

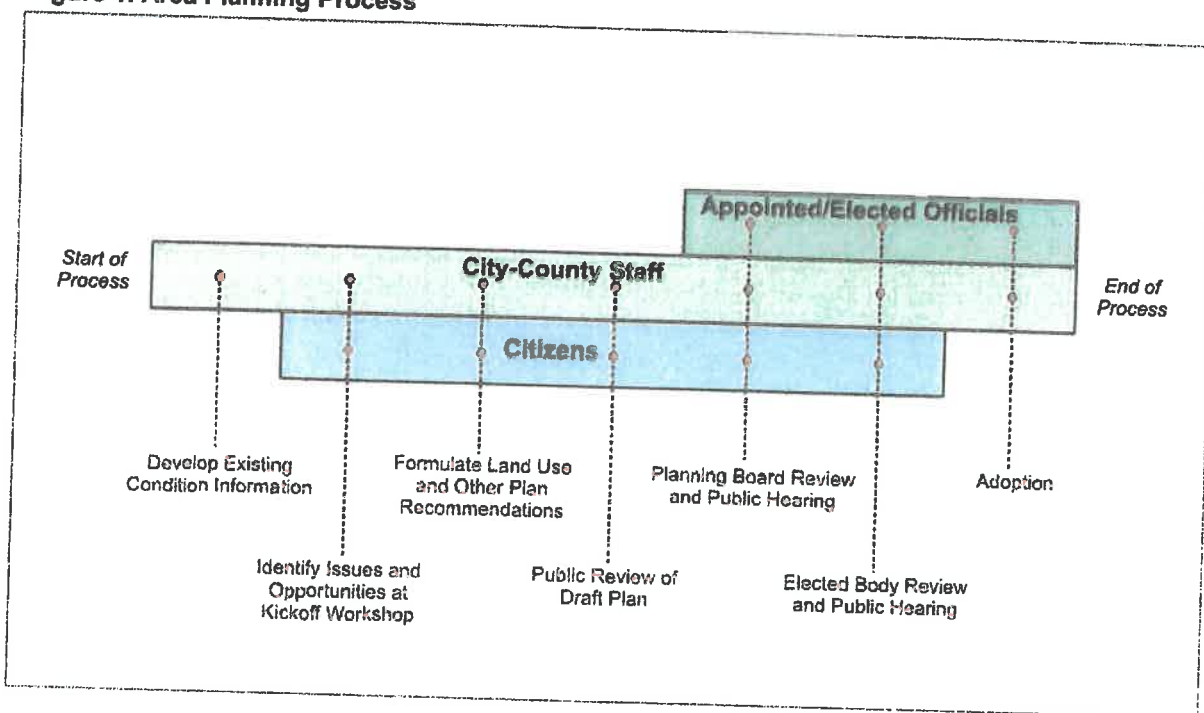
Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in *Legacy 2030*, serve as the basis for the next step in the process: the formulation of recommendations by planning staff. These recommendations primarily focus on proposed land use recommendations, and site specific design recommendations for corridors and activity centers. Staff works with the citizens on these recommendations to reach a consensus. Staff and citizens refine the plan recommendations at the meetings which follow the kickoff workshop. The final recommendations are then presented to the entire community for review at the concluding open house. If no consensus is reached, both sets of recommendations will be presented to the City-County Planning Board.

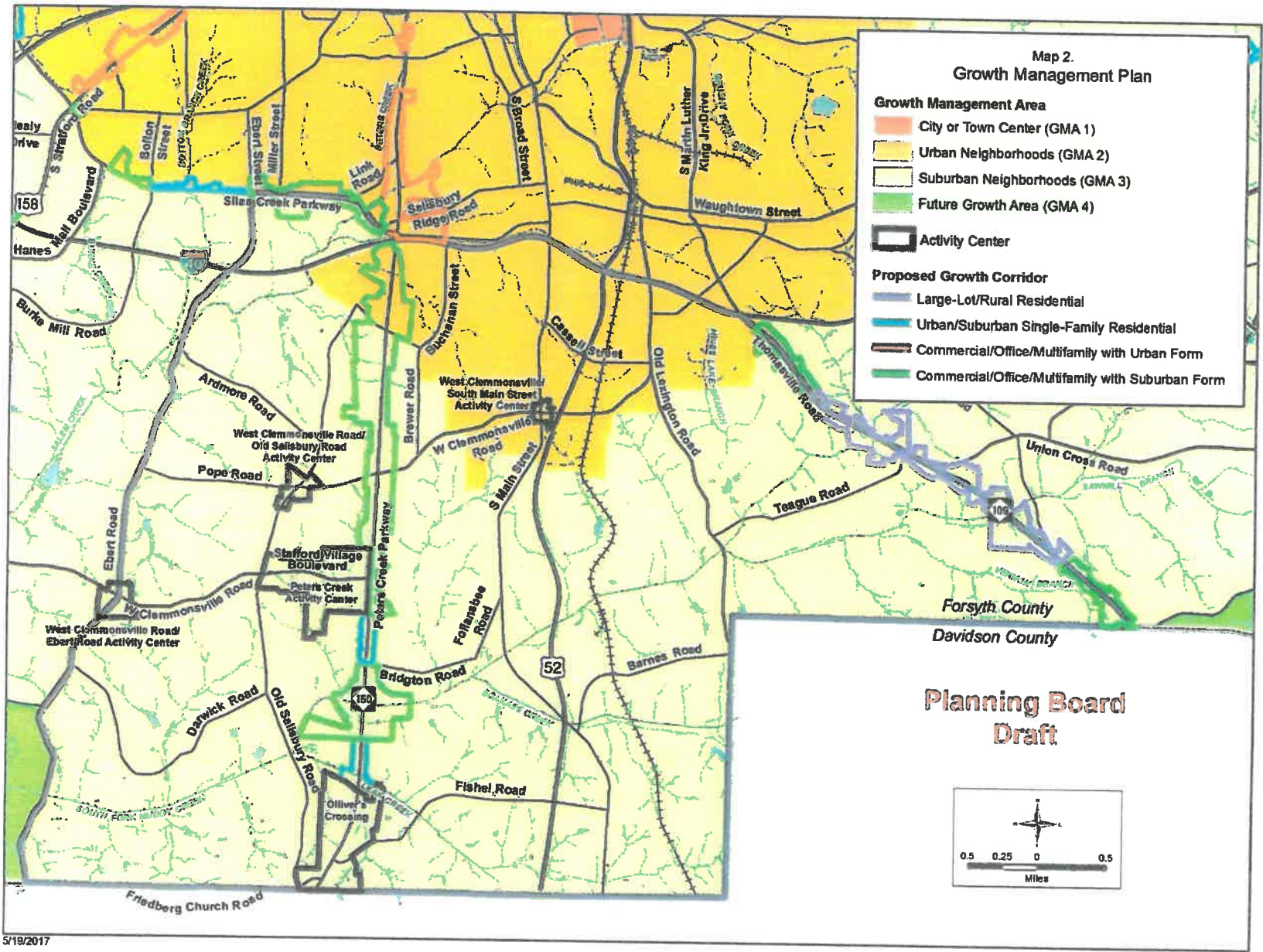
The Planning Board reviews the recommendations for consistency with the broad public interest and with *Legacy 2030*. The Planning Board holds a public hearing to consider the plan and make amendments, as

appropriate, before recommending adoption of the plan. The document is then forwarded to the Winston-Salem City Council and the Forsyth County Board of Commissioners for consideration, amendment, and adoption after a public hearing.

The adopted plan replaces the existing adopted plan for the area and will be used on an ongoing basis by the Planning Board, the City of Winston-Salem City Council, and the Forsyth County Board of Commissioners to guide land use, infrastructure, and public investment decisions. An implementation schedule is included in the adopted plan to outline tasks and timing needed for each recommendation. Additionally, developers and neighborhood groups may also use the plan to guide their future business and community development decisions.

**Figure 1. Area Planning Process**





# Existing Conditions

## \*GENERAL CHARACTER

The South Suburban Plan Area has been the most rapidly growing area of Forsyth County in terms of absolute population numbers since 2000. The planning area increased in population by greater than 10,000 people in a 14-year period, from 24,088 in 2000 to 34,663 in 2014. The area remains one of the more popular residential sections of Winston-Salem. It has a diverse population and a wide array of housing options available at affordable prices. The northern section of the Peters Creek Parkway corridor along with the Peters Creek and Oliver's Crossing activity centers provide a multitude of shopping and personal service opportunities for area residents. The area is also convenient to Downtown Winston-Salem, being located roughly 5 miles from Fourth and Trade Streets.

Most of the recent planning area growth has been occurring west of Peters Creek Parkway, the area's prime arterial, and has been suburban residential in nature. The strongest land use conflicts have related to determining the transition points between commercial or multifamily development to single-family neighborhoods along both sides of Peters Creek Parkway. However, some mixed-use development is occurring in or near the Peters Creek and Oliver's Crossing activity centers. Industrial development remains along the rail line running parallel to and east of US 52. The eastern and southeastern portions of the planning area are beginning to face redevelopment pressure of agricultural lands, though much agricultural land remains in this area.

Konnoak Hills and other residential neighborhoods in the northern part of the planning area lost much of their connectivity and interaction with the Washington Park and Waughtown neighborhoods due to construction of I-40 in the 1980s. These neighborhoods are experiencing the same challenges as many urban areas elsewhere in the city and county including aging building stock and infrastructure (particularly streets), challenges related to infill development, and in some cases, redevelopment.

## \*DEMOGRAPHICS

Based on the most recent US Census estimates, approximately 34,650 people live in the South Suburban Planning Area, an increase of 44% (3% annually) from the 2000 Census. The area's population accounts for approximately 7% of Forsyth County's total population. The racial make-up of the planning area is 40% white, 27% African-American/Black and 18% Hispanic (see Table 1 and Table 2). On average, the residents of the planning area are younger in 2014 than they were in 2000.

**Table 1. Population Statistics**

Population Statistics					
Area	Population				
	2014	2000	2000-2014 Average Annual Growth (percent)	2014 Portion of Forsyth County Population (percent)	2014 Density (Persons per Acre)
South Suburban Area Plan	34,663	24,088	3.1%	6.7%	2.1
Winston-Salem	234,569	185,776	1.9%	65%	2.8
Forsyth County	358,130	306,067	1.2%	N/A	1.4

**Table 2. Diversity and Age Statistics**

Diversity Statistics					
Area	Diversity (Percent)				
	African-American	White	Asian	Other	Hispanic
2014 South Suburban Area Plan	27	40	2	13	18
2000 South Suburban Area Plan	27	55	1	7	10
2000-2014 Change	0	-15	+1	+6	+8
2014 Winston-Salem	34	47	2	2	15
2000 Winston-Salem	37	54	1	0	8
2000-2014 Change	-3	-7	+1	+2	+7

Age Statistics					
Area	Age (Percent)				
	Less than 5 years	5 - 17 years	18 - 39 years	40-64 years	65 years and older
2014 South Suburban Area Plan	8	19	32	30	11
2000 South Suburban Area Plan	6	13	31	33	17
2000-2014 Change	+2	+6	+1	-3	-6
2014 Winston-Salem	7	17	33	30	13
2000 Winston-Salem	7	17	35	28	13
2000-2014 Change	0	0	-2	+2	0

Sources: ESRI Community Analyst, 2000 U.S. Census and U.S. Census Bureau, 2010 -2014 American Community Survey (5 year estimates)

\*Note: "Hispanic" is not a race; it is an ethnic group. Numbers are provided for comparison purpose.

### \*EXISTING LAND USE

The existing land uses in the South Suburban Planning Area include residential, office, commercial, institutional, parks and open space, industrial, utilities, and agricultural uses (see Map 3 on page XX and Table 3 on page XX). The area is predominantly single-family residential in character with commercial development located mostly along Peters Creek Parkway and South Main Street. Industrial uses are located along Old Lexington Road and Overdale Road. Recent residential development has occurred mostly west of Peters Creek Parkway. There remains a significant amount of agricultural and undeveloped land in the planning area.

### RESIDENTIAL

The planning area has a variety of housing types ranging from individual homes on large lot to high-density (over 18 du/ac). The predominant land use in the planning area is residential, which accounts for approximately 45% of the total land area. Single-family residential is the most common of the residential types, accounting for roughly 29% of land area. Multifamily (approximately 2% of land area) and manufactured housing developments (approximately 1% of land area) also exist in the planning area.

### COMMERCIAL AND OFFICE

Approximately 390 acres, about 2.5% of the planning area, is developed with commercial and office uses. Most of this area, 347 acres, consists of commercial land use. Retail land uses are primarily located along Peters Creek Parkway, South Main Street, and Old Lexington Road. Office uses account for 43 acres



(0.3% of the planning area) and are found along Silas Creek Parkway, Trademart Boulevard, and on many side streets intersecting with Peters Creek Parkway such as Brewer Road and Southpark Boulevard.

**Table 3. Existing Land Use Summary**

Land Use	Acres	%	Land Use	Acres	%
Single-Family	4,548	29.3	Commercial Recreation	126	0.8
Large Lot Residential	1,754	11.3	Parks, Recreation & Open Space	81	0.5
Low-Density Attached Res.	208	1.3	Agriculture	1,490	9.6
Manufactured Housing	85	0.6	Rail & Road Right-of-Ways	1,726	11.1
Multifamily	337	2.2	Utilities	95	0.6
<b>Total Residential</b>	<b>6,932</b>	<b>44.7</b>	<b>Total Utilities &amp; ROW</b>	<b>1,821</b>	<b>11.7</b>
Commercial/Office	390	2.5	<b>Total Developed</b>	<b>12,090</b>	<b>77.8</b>
Industrial	626	4.0	Undeveloped Land	3,448	22.2
Institutional	624	4.0	<b>Total Area</b>	<b>15,538</b>	<b>100.0</b>

Source: Survey by City-County Planning Staff (December, 2016)

## INSTITUTIONAL

Institutional uses are located throughout the planning area. The 624 acres of institutional use accounts for 4% of the land in the planning area. This includes both public institutional uses such as schools, fire stations, and community centers; and private uses such as churches and cemeteries. The most common institutional uses in the planning area are churches and schools.

## INDUSTRIAL

Industrial uses comprise approximately 626 acres (4% of the plan area). Most industrial uses are located along Old Lexington Road and Overdale Road.

## PARKS, RECREATION, COMMERCIAL RECREATION AND OPEN SPACE

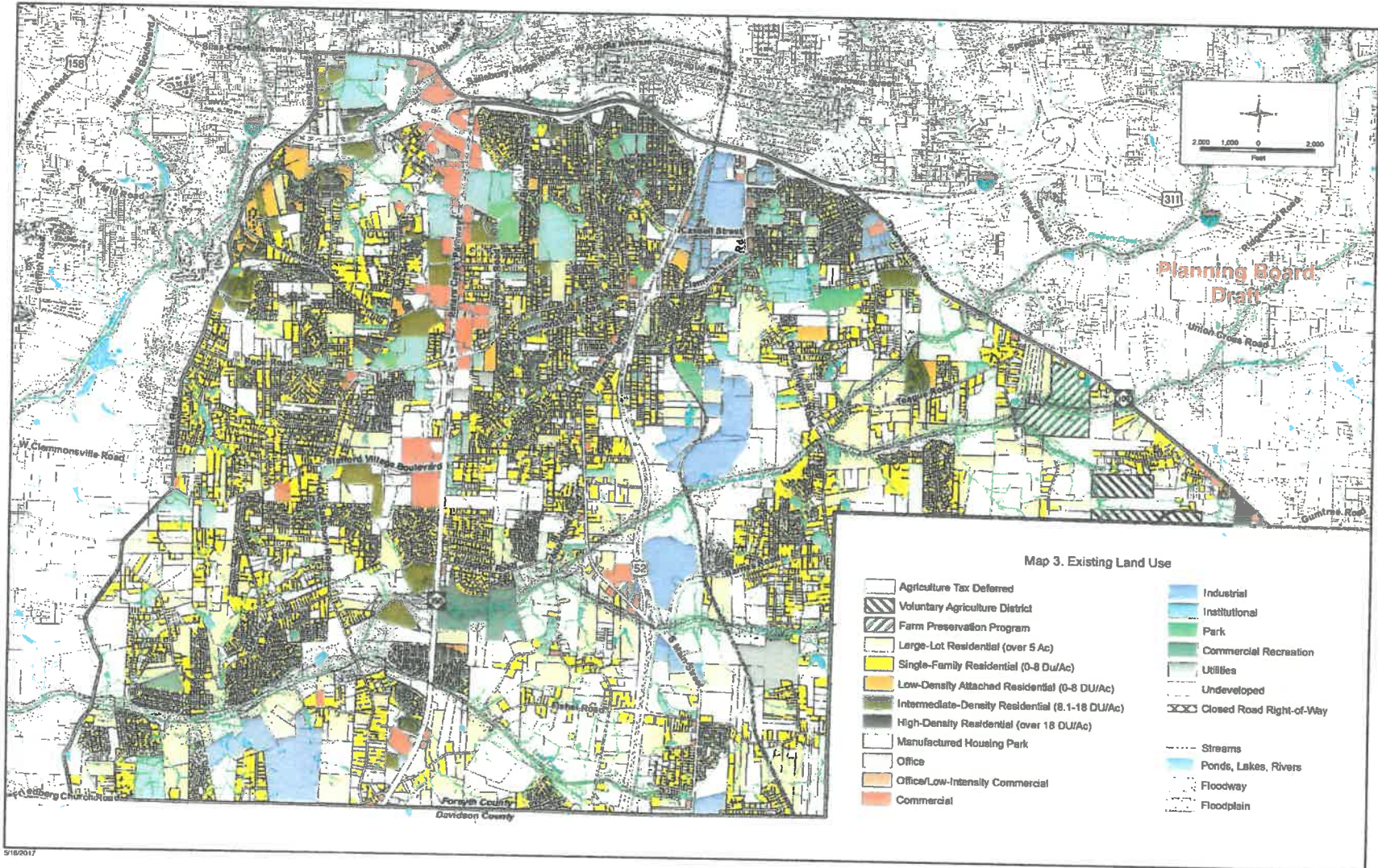
There are five public parks and one recognized open space area in the planning area, totaling 81 acres and accounting for approximately 0.5% of the land area. The largest park in the planning area is Parkland community park, located on either side of a roundabout at the intersection of Buchanan Street with Brewer Road near Parkland High School. Griffith community park, and Easton, Weston, and South neighborhood parks are also located in the planning area. There are also commercial recreation uses that account for 0.8% (126 acres) which are found along Peters Creek Parkway (the Wilshire golf course), Silas Creek Parkway (a golf driving range), Darwick Road (a riding stable), West Clemmons Road (a little league baseball field), and Trademart Boulevard (a bowling alley). Public recreation facilities are discussed in more detail in the Community Facilities section.

## UTILITIES AND RIGHTS-OF-WAY

Combined together, utilities, road and railroad rights-of-way account for approximately 12% of the land area (1,821 acres).

## AGRICULTURAL

Agriculture accounts for 1,490 acres (approximately 10% of the plan area), the majority of which is located in the southern or eastern portions of the planning area. Sites designated as agricultural are either enrolled in the Farmland Preservation, Voluntary Agricultural District Programs, or the agricultural tax deferral program.



5/16/2017



## UNDEVELOPED

Undeveloped land accounts for 3,448 acres (approximately 22% of the land area). Undeveloped land is distributed throughout the planning area with the largest concentrations located along Fishel Road and adjacent to Old Lexington Road opposite of its intersection with Teague Road.

## \*ZONING

Rezoning petitions in the past 10 years have had some impact on land use patterns in the planning area. The most significant of these is a 36-acre request for mixed-use multifamily, retail, and office development for a portion of the 230-acre Peters Creek Activity Center west of the Walmart development (approved in 2008). Since the adoption of the original *South Suburban Area Plan* in 2011, there have been 22 rezoning petitions or site plan amendments approved for the plan area. Most rezoning petitions were for retail, industrial, or multifamily zoning.

## \*TRANSPORTATION FEATURES

Existing transportation features include roads, bus routes, bicycle routes, sidewalks, and greenways. The location and function of transportation features have a significant impact on area land use decisions (see **Map 7a on page XX**).

## ROADS

### Overall Street Pattern

The South Suburban Planning Area is comprised of a network of streets and roadways that provide access to a variety of goods, services, and residential opportunities. A major interstate highway (I-40) provides east-west access along the northern boundary of the planning area, while US 52 provides north-south access through the center of the planning area. NC 150 (Peters Creek Parkway), NC 67 (Silas Creek Parkway) and NC 109 (Thomasville Road) are major expressways in the planning area, providing circulation routes for residents, travelers and area consumers.

Major thoroughfares include Old Lexington Road, Clemmonsville Road, and Stafford Village Boulevard. Numerous minor thoroughfares and collector streets contribute to the area's overall transportation network, circulating traffic throughout the area and beyond. There are limited east-west connections throughout the planning area and limited connectivity between some residential neighborhoods and commercial areas.

### Road Types

Every street and highway is classified to identify its function as part of the overall road network (see **Appendix A on page XX**). Roads are classified as part of the Comprehensive Transportation Plan (CTP). Transportation and land use planning are linked by using these road classifications in zoning district purpose statements and in use conditions in the Winston-Salem/Forsyth County *Unified Development Ordinances* (UDO.) For example, the Neighborhood Office (NO) zoning district purpose statement states: "the district is intended to be located on the periphery of established residential areas, along major and minor thoroughfares."

Road classifications:

- **Interstate Highways** are controlled-access facilities with four or more lanes carrying traffic between cities and states.
- **Freeways/Expressways** are usually controlled-access facilities with four or more lanes that provide fast and efficient movement of large volumes of traffic.
- **Boulevards** move traffic with some control of access and range from four to six lanes with a median-divider.

- **Other Major Thoroughfares** move traffic both within cities and between cities, and 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.

Appendix A starting on page XX lists the CTP classifications and features of roads in the planning area.

### Transportation Plans/Processes

Winston-Salem and Forsyth County have several long-range transportation plans/processes, including the *Comprehensive Transportation Plan (CTP)*, the *Metropolitan Transportation Plan (MTP)*, and the Metropolitan Transportation Improvement Program (MTIP).

The *Comprehensive Transportation Plan (CTP)* is required by the State of North Carolina. The CTP is a long-range plan for all modes of transportation and is not fiscally constrained. It is the broadest and longest range transportation plan. The Highway Map in the CTP serves as the street and highway master plan for the urban area by identifying both existing roads and the general location of future planned roads. The CTP includes classification of roads by type and function. The current CTP was adopted in May 2012.

The *Metropolitan Transportation Plan (MTP)*, formerly called the *Long Range Transportation Plan (LRTP)*, also includes all modes of transportation. All projects in the MTP should also be in CTP, but since the MTP is a fiscally constrained plan, it only includes projects for which funding is identified. The MTP is required under federal provisions and must include an assessment of air quality impacts. The current MTP, the *2040 Metropolitan Transportation Plan*, was adopted by the Winston-Salem Urban Area Metropolitan Planning Organization (MPO) in September 2015.

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 must be a subset of the MTP—meaning all projects in the MTIP must also be in the MTP. The MTIP is a transportation funding plan, and programs State and federal funding for a ten-year period for all modes of transportation. The current MTIP is for 2016-2025. The State will adopt a new Transportation Improvement Program this summer and the MPO will likely adopt the 2018-2027 MTIP in early fall 2017.

## PUBLIC TRANSPORTATION

### Local Bus Routes

The Winston-Salem Transit Authority (WSTA) currently provides limited bus services within the South Suburban Planning Area. New bus routes were recently established by WSTA that are described in more detail in Table 4.

Route Number	Route Name	Major Stops in South Suburban Area
83	Transportation Center/Peters Creek/Brewers Crossing/South Park	Walmart, Brewers Crossing
100	Union Station/WSSU/UNCSA/FTCC/	Forsyth Technical Community College

	Gateway YMCA	
101	SE Plaza Shopping Center/Food Lion/South Park/Peters Creek	South Park Shopping Center, Walmart
108	Green Oak Apt/Plaza Hollow/Whitford Place Apartments	Second Harvest Food Bank

## Regional Transit

PART, The Piedmont Authority for Regional Transportation, was authorized in 1997 by the North Carolina General Assembly as a Regional Transportation Authority. Based on regional cooperation, PART coordinates regional bus service, vanpools/carpools, and other transportation-related services in the plan area. PART has a regional bus route that runs from Hanes Mall, just west of the planning area, to Davidson County via I-40 and US 52.

## RAIL

The Winston-Salem Southbound Line is a north-south rail line that parallels US 52 and runs through the center of the South Suburban Planning Area.

## BICYCLE FACILITIES

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

## Bicycle Routes

The plan area has four signed bike routes described in **Table 5** below and shown on **Map 7a** on page **XX**.

**Table 5. Bicycle Routes**

Route Name	Route Map Symbol	General Route
7	7	From Forsyth Tech, head north on Miller Street, left on Cherokee Lane, right on Bolton Street, right on Hawthorne Road, left on Knollwood Street, right on Queen Street and left on Hawthorne Road
10	10	From Sprague Street, right at Willard Road, left at Union Cross road to Ridgewood Road, back along Union Cross Road, right at Thomasville Road (NC 109), left at Teague Road
Old Salem Connector	11	From downtown, head south on Trade Street, left on 4 <sup>th</sup> Street, right on Liberty Street, straight on Main Street, and left on Cassell Street
Mountains to Sea Alternate Route	NA	From High Point Road, left at Union Cross Road, right at Thomasville Road (NC 109), left at Teague Road

## PEDESTRIAN FACILITIES

With the adoption of the multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the City of Winston-Salem and Forsyth County has become a transportation priority.

## **Sidewalks**

The *Winston-Salem Urban Area Sidewalk and Pedestrian Facilities Plan (Pedestrian Plan)* adopted by the City Council in 2007 takes a comprehensive look at pedestrian needs including sidewalks policies, sidewalk standards, existing sidewalks needing repair, and recommendations for location of new sidewalks.

Area plans may make additional recommendations for sidewalks beyond what the *Pedestrian Plan* currently recommends. As each area plan is adopted, these 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 construction. Topography and the presence of curb and gutter along streets are considered, among other factors, when evaluating projects.

Existing sidewalks in the area are located primarily along major commercial and residential highways and thoroughfares such as Peters Creek Parkway (NC 150), Clemmonsville Road, and South Main Street. As with other suburban areas, sidewalk availability is typically tied into subdivision development such as along Konnoak Drive, Woodcote Drive, Beth Avenue, Clemmonsville Circle, and in neighborhoods such as Laurel Park and Bridgton Place.

The City of Winston-Salem and Forsyth County have adopted street design standards for new developments that include requirements for sidewalks. Sidewalks are recommended for all thoroughfares and collector streets within growth management areas other than GMA 5, except for freeways and expressways.

## **\*COMMUNITY FACILITIES**

The South Suburban Planning Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (see Map 8 on page X).

### **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. Six public schools are located in the planning area. There are the Easton, Griffith, and Konnoak Elementary Schools, the Philo-Hill Magnet Academy for middle school students, and Parkland High School. Main Street Academy, an alternative school for grades 6-12 that focuses on student behavior issues, and Forsyth Technical Community College are also located within the planning area.

### **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. Five public parks are currently located in the South Suburban Plan Area. Parks are classified based on their size, facilities, and function (see Table 6 below and Map 8 on page X).

Based on the service area analysis completed for the *2015 Parks and Open Space Plan*, the South Suburban Planning Area is not adequately served by community parks and recreation center facilities. The *2015 Parks and Open Space Plan* recommends that a neighborhood park be considered in the vicinity of the Peters Creek Activity Center to serve new residential development. The plan also recommends that the closed construction and debris landfill on Old Milwaukee Lane and the presently open Old Salisbury Road C&D landfill be considered for conversion to parks.

**Table 6. Plan Area Recreation Facilities**

Park Type/Name	Acreage	Major Facilities
<b>Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.</b>		
Easton	26.9	Basketball court, multipurpose field, shelter with picnic tables, and playground.
South	5.4	Softball field and fitness course.
Weston	14.3	Softball field, basketball court, tennis courts, shelter with picnic tables, and playground.
<b>Community Parks: Provide active recreational opportunities drawing people from multiple neighborhoods.</b>		
Griffith	6.8	Recreation center, football field, softball field, tennis courts, fitness course, and playground.
Parkland	24.3	Swimming & wading pool, tennis courts, fitness course, shelter with picnic tables, and playground.

## 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.

Currently, there are no existing greenways within the planning area. The *Greenway Plan Update* for Winston-Salem and Forsyth County, adopted in 2012, does recommend the extension of the Salem Creek Greenway into the northern portion of the planning area.

## URBAN FOOD ACCESS

Food access in the South Suburban Planning Area is mixed, with the central and western areas near Peters Creek Parkway having good access, while eastern areas near South Main Street and Old Lexington Road have very limited access to fresh food. Grocery stores, food assistance locations, and other food access sites currently exist in the planning area.

There are four grocery stores located within the planning area, all located along Peters Creek Parkway, with an additional grocery store located just outside of the planning area near Silas Creek Parkway and Buchanan Street. Twelve food assistance sites are distributed evenly throughout the northern portion of the planning area. Many of these assistance sites are food pantries associated with local churches. The South Suburban Planning Area also includes two Hispanic/Asian specialty food stores and three HOPE (Helping Our People Eat) mobile feeding locations. A farmer's market is located just outside the planning area near the intersection of Ebert Road and Fraternity Church Road. One business, located on South Main Street near Cassell Street, is taking part in the Healthy Corner Store Program and is potentially eligible for state funds to increase consumption of healthy foods.

Areas east of South Main Street and Old Lexington Road are designated as food deserts by the US Department of Agriculture. The USDA defines food deserts as areas where 500 or more residents, or more than 33% of the population of an area, must travel more than a mile from their home to reach the nearest grocery store. An area west of Peters Creek Parkway and north of West Clemmons Road and Ardmore Road is indicated as a food desert since the overall census tract which extends beyond the planning area boundary meets the USDA definition. However, given the presence of three grocery stores along the northern section of Peters Creek Parkway this part of the plan area is adequately served by food retailers.



Existing food access sites and food deserts within the planning area are shown on **Map 8** on page **XX**.

## LIBRARY FACILITIES

There is one library in the South Suburban Planning Area, the Southside Branch Library on Buchanan Street.

## FIRE STATIONS

There are two fire stations in the South Suburban Planning Area. The Southwest Fire Station, located on Pope Road, serves West Clemmons Road and other areas in the southern part of Winston-Salem. The Palmer Lane South Fire Station, located on East Clemmons Road, serves the South Main Street, Old Lexington Road, US 52 and East Clemmons Road area.

## \*HOUSING

According to the US Census American Community Survey, there are approximately 16,000 housing units in the South Suburban Planning Area. Approximately 57% of the housing units in the planning area are owner-occupied, somewhat higher than the 48% of housing units citywide that are owner-occupied (see **Table 7**). Rates of ownership vary by neighborhood within the plan area. Housing conditions also vary widely in the planning area from neighborhoods where most homes are well-maintained to neighborhoods with deteriorated structures.

**Table 7. Housing Statistics**

Housing Tenure (2014)				
Area	Total Housing Units	Owner-Occupied (Percent)	Renter-Occupied (Percent)	Vacant Units (Percent)
South Suburban Area Plan	16,032	57	34	9
Winston-Salem	105,647	48	43	9
Forsyth County	160,648	55	36	9

*Sources: ESRI Community Analyst; U.S. Census Bureau, 2010-2014 American Community Survey (5 year estimates)*

## \*DESIGN AND APPEARANCE

Urban design can bring order, clarity and pleasing harmony to the network of public spaces, streets, parks, and sidewalks in a community. Much of the southern and western portions of the South Suburban Planning Area were developed after 1940 during a period that marked the dominance of the automobile. The automobile, combined with the construction of the U.S. Interstate System, were two major factors that led to suburban residential and then commercial development. With the relatively inexpensive cost of gasoline, the burden of commuting became less of a factor, and rural areas began to develop with inexpensive large lot houses. In response to the growing demand for housing, the first homogenous style housing subdivisions started popping up throughout rural areas nationwide. As a result, newer zoning codes began to inadvertently promote suburban development requiring larger minimum lot sizes, greater setbacks from streets, and wider streets for public safety purposes. Additionally, commercial centers started developing along highways, road corridors, and other major intersections near these sprawling areas. Unfortunately, many of these suburban residential areas and commercial developments lacked special character and a sense of community that is often found in more urban neighborhoods.

The design challenge in suburban areas is to integrate housing and commercial/office/institutional development and encourage aesthetically pleasing, walkable communities with character while attracting the right mix of development in activity centers to create a mix of uses so residents can choose to live, work, shop and play in the same area. The Peters Creek and Oliver's Crossing Activity Centers in the South Suburban Planning Area have developed in a fashion that helps to integrate housing with retail development through pedestrian connectivity, building orientation, façade articulation, and building materials.

There have been a number of initiatives to improve the appearance and pedestrian orientation of neighborhoods and commercial areas in Winston-Salem and Forsyth County. City efforts are usually, but not always, undertaken in the right-of-way and can include: landscaping and tree planting; sidewalks and other pedestrian improvements; benches; trash receptacles and other street furniture; public art; decorative street lighting; and public spaces. Other design standards have been adopted as part of the community's *Unified Development Ordinances*.

Frontage properties on either side of I-40 and US 52 are designated as Thoroughfare Overlay (TO) Districts. The main purpose of the TO District is to encourage development and redevelopment that preserves the visual quality and functional operations of the roadway. All development within the TO District is subject to specific site development standards in addition to the standards of the underlying zoning district. These additional standards relate mainly to screening outside storage, shielding of on-site utilities, screening of loading and garage bays, establishing minimum setbacks from the right-of-way, and creating landscaped streetyards.

### **LEGACY 2030 GROWTH CORRIDORS**

Growth corridors are recommended in *Legacy 2030* as tools for improved utilization of development sites and infrastructure along major transportation corridors. *Legacy's* growth corridor policies are particularly important when revitalizing older, automobile-oriented strip commercial sites experiencing decline. The redevelopment of these corridors should include increased residential densities where appropriate, mixed-use development, improved design and appearance, and more transportation options. *Legacy* recommendations include:

- Develop corridor master plans for improvements taking into account the unique character of each corridor. The basis for such master plans will be found in the design standards for the growth corridor identified in this plan.
- Define the boundaries of growth corridors through area plan updates.
- Identify potential locations for redevelopment along growth corridors for transit-oriented, high density, mixed-use nodes.
- Ensure compatibility between commercial and residential land uses and appropriate transitions between higher-density development and single-family residential areas.
- Provide development standards for site planning and design.
- Explore the use of zoning overlay districts to ensure good site planning principles and sensitive design, and to promote continuity in the design of corridors.

*Legacy 2030* identifies three Growth Corridors in the planning area: Silas Creek Parkway, Peters Creek Parkway (NC 150), and Thomasville Road (NC 109) (see **Map 2** on **page XX**).

### **\*HISTORIC RESOURCES**

The South Suburban Planning Area is fortunate to possess a number of historic resources that range in time period from the early- and mid-19<sup>th</sup> century to the 1960s. As can be seen in several of the suburban areas in the community, the South Suburban Planning Area does not have one cohesive history. Rather,

the resources in the area tell the story of an early Moravian country congregation, rural farms, and a developing city and county. These historic properties vary in type and form; there are individual buildings of note as well as entire neighborhoods. Additional resources include bridges, graveyards, and potential archaeological resources. Comprising a significant portion of the built environment, these resources help to tell the story of a burgeoning population and serve as a tangible reminder of Winston-Salem and Forsyth County's outstanding history. Historic resources in this area have been impacted by the development and growth of the surrounding areas (see **Map 9** on **page XX**).

Forsyth County's first comprehensive architectural survey was completed in 1980 and an update to that survey was finalized in 2009. As might be expected, during the intervening years, a number of historic resources were demolished or removed from their original sites. This was found to be the case throughout all of Forsyth County, including in the South Suburban Planning Area. The updated architectural survey documents properties that are currently designated Local Historic Landmarks and those listed on the National Register of Historic Places. The survey also includes properties that have been determined eligible for the National Register and those identified as North Carolina Study List properties. Some properties were simply identified for written and photographic documentary purposes.

Historic Resources Commission staff has reviewed the major historic resources studies/surveys to identify historic resources located within the planning area.

**Appendix B** on **page XX** includes a list of recognized historic resources in the South Suburban Planning Area and their current designations.

## **\*ECONOMIC DEVELOPMENT**

Economic development covers a wide variety of issues in the planning area including the health of existing retail, commerce and industry, strategies for attracting new businesses to the community, small business development, the provision of jobs for citizens, the revitalization of older business areas, and the availability of sites for new businesses.

The City's Office of Business Inclusion and Advancement monitors and promotes economic development opportunities throughout the city. Programs providing concentrated assistance to targeted areas and groups include:

- **RUCA (Revitalizing Urban Commercial Areas):** Provides funding for the rehabilitation and improvement of commercial districts in specific distressed urban areas of the City. No funded RUCA areas are located in the South Suburban Planning Area. However, one Tier II RUCA (South Main Street/Cassell Street) and one Tier III RUCA (South Main Street/East Clemmons Road) are located in the planning area, which could potentially receive funding in the future.
- **Small Business Training Program:** The City of Winston-Salem offers an eight-week training program to provide participants with 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 class is free and open to local entrepreneurs, minorities, and women business owners.
- **NRSA Building Rehabilitation Program:** Provides financial assistance to commercial and industrial property owners for building rehabilitation and site improvements. Most of the planning area east of US 52 is located within the Neighborhood Revitalization Strategy Area (NRSA).
- **Small Business Loan Program:** Provides financial assistance to businesses unable to secure financing from conventional sources. The business must be located in the Winston-Salem Neighborhood Revitalization Strategy Area.

Similarly, the City's Community Development Department offer the following programs in the plan area:

- **Housing Rehabilitation:** Provides financial and technical assistance to qualified owner occupants and investor owners to repair substandard properties.
- **TURN (Transforming Urban Residential Neighborhoods):** Provides financial assistance for improving housing in specific urban neighborhoods in Winston-Salem. Under TURN, a homeowner can get up to \$45,000 for housing rehabilitation, in the form of deferred-payment, direct, or forgivable loans. The Easton neighborhood has been designated as a TURN neighborhood. Depending on the program selected, funds can be used for buying properties, for site or facility improvements, rehabilitation of older buildings, purchasing equipment, or starting a new business.

## **\*THE ENVIRONMENT**

A number of environmental issues are of concern in the plan area including floodplains, wetlands, topography, and natural heritage sites (see **Map 4** on **page XX**).

### **FLOODPLAINS**

Floodplains are broad, flat, flood-prone lands adjacent to creeks and streams. They are naturally hazardous and costly locations to construct structures, for which development should be limited. Federal, state, and local agencies have established various requirements to manage activities in floodplains. Approximately 1,300 acres within the South Suburban Planning Area are located within designated floodplains including areas along:

- South Fork Muddy Creek
- Salem Creek
- Leak Creek
- Soakass Creek
- Fiddlers Creek
- Hines Lake Branch, and
- Vernon Branch

### **WETLANDS**

Wetlands are defined as areas inundated or saturated, permanently or seasonally, by surface or ground water. Wetlands can be distinguished from other land forms or water bodies because of the characteristic vegetation that is adapted to its unique soil conditions. The Friedberg Marsh wetland is an identified wetland in the southwestern portion of the planning area. This area was purchased by the North Carolina Department of Transportation for wetland mitigation purposes.

### **NATURAL HERITAGE INVENTORY SITES**

The State's *Natural Heritage Inventory for Forsyth County* identified the occurrence of significant plant and animal communities, geologic features, historic resources and stream corridors in Forsyth County. The Friedberg Marsh is an identified natural heritage site located in the planning area.

### **TOPOGRAPHY**

Most of the land in the plan area consists of slopes that are developable. Land with slopes greater than 20% is located mostly along identified creeks and their tributaries.

### **CONTAMINATED SITES**

Some sites in the planning area may have environmental contamination due to the presence of a hazardous substance, pollutant, or other contaminant. Contamination is often found on or near sites that

were previously used for industrial, dry cleaning, fuel sales, or other commercial uses. Often, contamination issues only surface as properties are more closely examined as they are being developed or redeveloped. For more specific and up-to-date information on contaminated sites, contact the North Carolina Department of Environment and Natural Resources (NCDENR).

### **\*ANNEXATION AGREEMENTS**

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

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

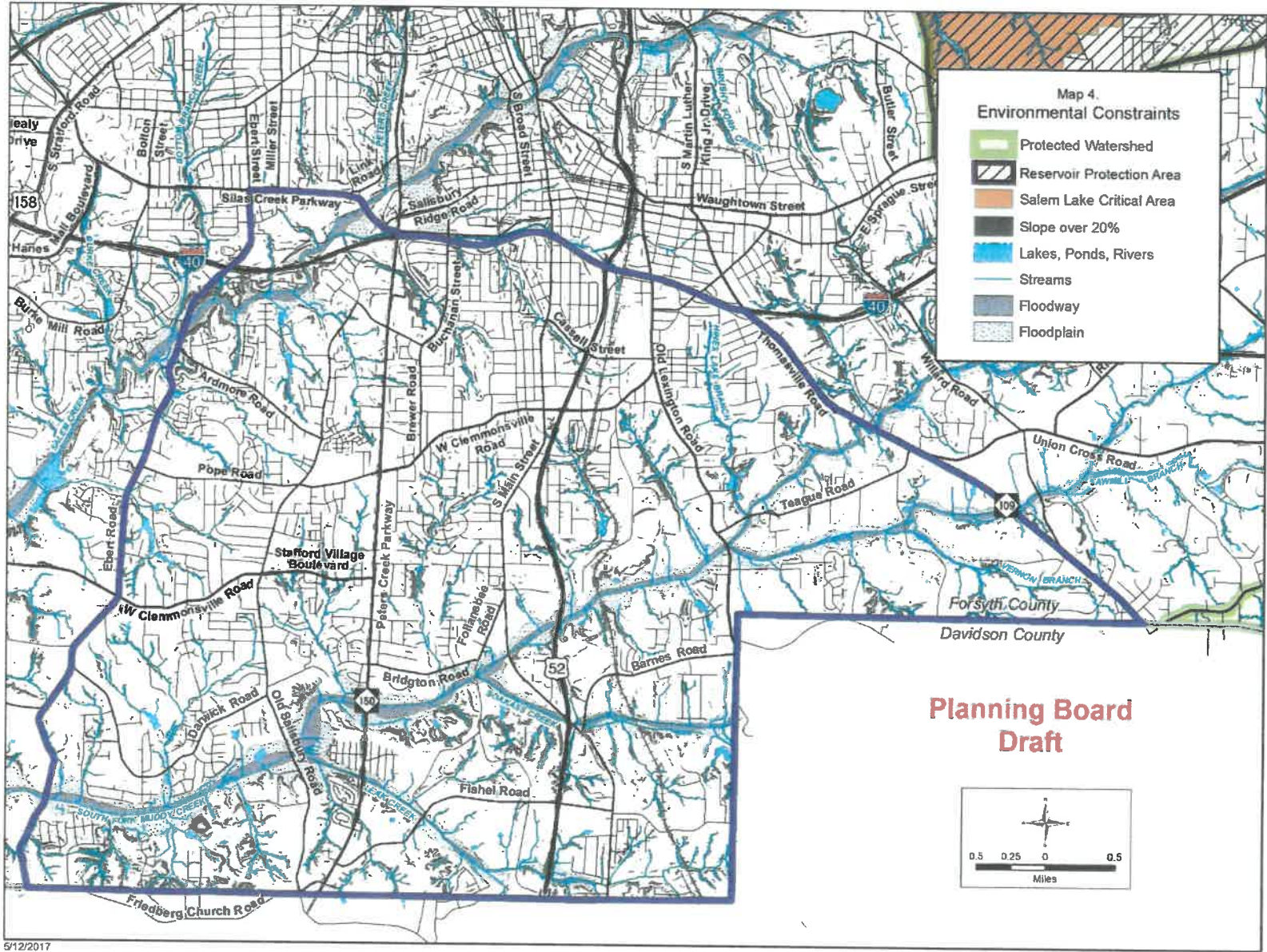
North Carolina General Statutes authorize municipalities to enter into agreement for up to 20 years. Once adopted, participating municipalities must both agree to change or terminate the agreement before it expires. A municipality may unilaterally terminate an agreement after a five-year notification period. Each participating municipality must also notify the other(s) of all subsequent annexation proposals within the affected area. The City of Winston-Salem has had annexation agreements in place with several of its surrounding communities for years. These agreements have fostered positive relationships among our local governments as well as provided enhanced predictability and stability for development within the county. There are presently no annexation agreements with other municipalities within the South Suburban Planning Area, however.

### **\*EXISTING PLANS/ STUDIES IN THE PLAN AREA**

The following studies have been completed for the plan area:

#### **SOUTH SUBURBAN AREA PLAN (2011)**

The *South Suburban Area Plan*, which this document updates, made land use and public investment recommendations within generally the same geographic boundaries as this plan. Major recommendations included concentrating the highest density and mix of development at the Peters Creek and the Oliver's Crossing Activity Centers; focusing commercial development in designated areas and not allowing it to take the form of strip development along major roads; developing new parks and recreation areas at identified potential park locations; improving accessibility in the area, including making improvements to US 52, NC 109 (Thomasville Road) and West Clemmons Road; and locating industrial uses in areas identified for business and industrial parks concentrated off US 52.



# South Suburban Area Plan Update

## Recommendations

General policies from *Legacy 2030* provide the framework for recommendations in all area plans. Specific recommendations for the *South Suburban Area Plan Update* were developed through comments heard from citizens at public meetings in conjunction with the work of the City-County 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 2030*, land use recommendations designate the locations and formulate policies for compatible residential development, commercial and office uses, industrial uses and activity centers. All future recommendations are shown on the Proposed Land Use Map (**Map 6 on page XX**). Additionally, the Proposed Land Use Changes Map (**Map 5 on page XX**) identifies properties where the Proposed Land use indicated on Map 6 is different than the existing land use shown on the Existing Land Use Map (**Map 3 on page XX**). Proposed land use changes may or may not require a change in zoning. Determinations of the need for rezoning would be evaluated when site-specific development proposals are submitted for review.

### **GENERAL RECOMMENDATIONS**

Planning policies used to develop land use recommendations for the South Suburban Planning Area are:

- The highest intensity, mixed-use development should be located in proposed activity centers.
- Commercial development should be concentrated in designated areas and not allowed to take the form of strip development along the major roads in the planning area.
- Goods and services should be available near where people live and work.
- The mix, type, and design of development should facilitate walking and bicycling where feasible.
- Industrial development should be concentrated in designated industrial areas.
- The revitalization of older/underutilized commercial and industrial sites and buildings is to be encouraged.
- Neighborhoods should be protected from inappropriate residential, commercial, industrial, and institutional encroachment.
- Site design should incorporate pedestrian-oriented design elements such as street trees, buildings located close to the street, building façade articulation and variety, and transparent windows and doors.
- Pedestrian-friendly design and connections to the surrounding area are important site design factors.
- Consideration should be given to protecting significant natural features, natural vegetation, historic resources, and open space by clustering development on-site.

### **\*RESIDENTIAL**

*Legacy 2030* 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 amount of land available, surrounding land uses, proximity to major roads and services and access to utilities are all considered in determining recommendations for residential uses and densities.

The following are general descriptions for categories of residential land uses and specific recommendations for locations within the planning area suitable for these categories of use. The sites are shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see **Maps 5 and 6** on **pages XX and XX**, respectively).

### **SINGLE-FAMILY RESIDENTIAL**

Single-family residential development consists mostly of single-family, detached units; however, scattered throughout neighborhoods are duplex, triplex, quadraplex, and a few multifamily developments built before zoning was established for the city and county. This plan makes no assumption on the legality of these uses. If uses are legally non-conforming, they should be allowed to remain. If they are illegal uses, this plan does not recommend rezoning these properties to legalize their nonconforming status.

Single-family residential development is recommended for:

- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of undeveloped residential land in the southwestern portion of the planning area, mostly in Forsyth County's zoning jurisdiction, and zoned Residential Single-Family, 9000 square foot lot minimum (RS-9). Most of these areas have access to sewer and are suitable for single-family residential development.
- Large parcels of undeveloped residential land in the southeastern portion of the planning area, mostly in Forsyth County's zoning jurisdiction and zoned RS-9 or for agricultural use (AG). Much of these areas have access to sewer.

### **LOW-DENSITY ATTACHED RESIDENTIAL**

Low-density attached residential development has a density of zero to eight dwelling units per acre.

Generally, low-density attached residential land use is recommended for sites greater than two acres that are most appropriately developed with duplex, triplex, quadraplex, multifamily, and townhouse uses.

Design recommendations for multifamily developments can be found in the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office. Low-density residential attached residential uses is recommended for:

- Sites located along the east side of Ebert Road between Silas Creek Parkway and Ardmore Road.
- Sites located intermittently along Old Salisbury Road between Brewer Road and West Clemmons Road.
- Sites located within the Peters Creek and Oliver's Crossing Activity Centers.
- A site near Buchanan Street.
- A site located near the US 52/Clemmons Road interchange.
- Sites located along South Main Street near the US 52 interchange.
- Sites located near Old Lexington Road.

### **INTERMEDIATE-DENSITY RESIDENTIAL**

Intermediate-density residential development has a density of eight to eighteen dwelling units per acre.

Generally, intermediate-density residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily or townhouse structures. Intermediate-density residential is recommended for:

- Sites located intermittently along and near Peters Creek Parkway.
- Individual sites located along Ebert Road, West Clemmons Road, Old Lexington Road, Thomasville Road, and Teague Road.
- Sites located within the Peters Creek and Oliver's Crossing Activity Centers.



## \*OFFICE AND COMMERCIAL

This plan recommends the consolidation of office and commercial uses at existing commercial/office locations, in designated activity centers, and in Special Land Use Condition Areas. All new and redeveloped commercial and office uses should be designed and developed to be 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. The only significant concentration of office uses within the planning area is located south of Silas Creek Parkway between Forsyth Tech and Ebert Street. Larger-scale office development is recommended for:

- The Peters Creek and Oliver’s Crossing Activity Centers.
- Sites on the west side of Sides Road.

Smaller-scale office developments exist along Brewer Street north of West Clemmons Road and at the southwest corner of South Main Street and Cassell Street. New small-scale office development is recommended for:

- The West Clemmons Road/Old Salisbury Road Activity Center.
- The southwest corner of South Main Street and Cassell Street.

### OFFICE/LOW-INTENSITY COMMERCIAL

This land use category includes all office uses as well as commercial uses listed in **Table 8**. Land uses allowed in the Neighborhood Business (NB) District in the Winston-Salem/Forsyth County *Unified Development Ordinances (UDO)* would be appropriate in areas designated for office/low-intensity commercial use. This plan recommends one area for new office/low intensity commercial and the conversion of some existing residential structures into office/low intensity commercial land use.

Preserving the existing character of the older historic neighborhoods in the planning area is a priority of the plan; however, at certain locations it may be difficult to retain the existing single-family use on a specific property. Office/low-intensity commercial is recommended at the following location:

- South Main Street between Cornell Boulevard to the north and Southview Drive to the south.

*Guidelines for Converting Existing Homes to Office or Commercial Uses* can be found in **Appendix C** on page **XX**.

**Table 8. Defined Low-Intensity Commercial Uses**

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

\*Uses defined in the *Unified Development Ordinances*.

## **COMMERCIAL**

This plan calls for the creation of new commercial opportunities and the improvement of existing commercial areas to blend with existing development and not negatively impact nearby neighborhoods. Commercial areas should be compact with limited access to major thoroughfares and should not promote strip development. The reuse of vacant buildings and the redevelopment of existing undeveloped and underutilized sites is recommended, where possible. New commercial development and improvements of existing commercial areas are recommended for the following areas:

- All activity centers: Peters Creek, Oliver's Crossing, South Main Street/West Clemmonsville Road, West Clemmonsville Road/Old Salisbury Road, and West Clemmonsville Road/Ebert Road.
- Sites located on the west side of Peters Creek Parkway between West Clemmonsville Road and the Peters Creek Activity Center.
- Sites located on the west side of South Main Street between Cornell Boulevard and Konnoak Street.
- South Main Street west of its intersection with US 52.
- Sites located on the west side of South Main Street between Fishel Road and McKinley Drive.
- Scattered infill sites identified on the Proposed Land Use Map including those along South Main Street, Thomasville Road, Old Lexington Road, and Old Salisbury Road.

## **\*INSTITUTIONAL**

Institutional uses in the planning area are an important aspect of its character, vitality and future. Institutional uses include schools, churches, government offices and services, community organizations and nonprofit agencies. Existing institutions should be permitted to grow and expand in a manner that is compatible with surrounding neighborhoods. Because of the unique nature of institutions (many of which are allowed by right in residential zoning), it is not possible to indicate on the Proposed Land Use Map all properties for which institutional use would be appropriate.

Many institutional uses found in the planning area are surrounded by single-family residential uses. As these facilities grow, the potential to tear down single-family structures can be detrimental to the urban fabric of the neighborhood, particularly in older historic areas. New construction or additions to institutional uses can have a negative effect on adjacent single-family homes because institutional uses typically have a larger building footprint and massing. This plan recommends the following:

- Retain older single-family structures adjacent to institutional uses.
- When converting parcels to parking lots for institutional uses in residential districts, maintain neighborhood character by buffering lots with street yards.
- Encourage institutions owning single-family homes adjacent to their properties to maintain these structures in good condition.

## **\*PARKS/OPEN SPACE**

The Community Facilities Map (**Map 8 on page XX**) shows proposed parks and open space areas. Open space may consist of land protected by conservation easements or City-, State-, or railroad-owned land, such as the Friedburg marsh on Old Salem Road (see Community Facilities Recommendations on **page XX**, for detailed park recommendations).

## **\*INDUSTRIAL**

With access to US 52, I-40, Peters Creek Parkway (NC 150) and Thomasville Road (NC 109), there are several areas suitable for industrial land use in the planning area. The plan recommends the following:

- New and redeveloped industrial uses should be designed in a manner that makes them compatible with nearby residential uses.

- Continue revitalization of vacant or underutilized industrial sites in the planning area. Existing industrial sites could be converted to other uses compatible with surrounding residential areas.

Specific areas recommended for industrial development include:

- Develop vacant and underdeveloped land in existing industrial areas located along Old Lexington Road, Cassell Street, Overdale Road, and Barnes Road.
- Promote new industrial/business parks:
  - along Thomasville Road between Baden Road and Fiddlers Court.
  - along South Main Street between Barnes Road and Jones Road.
  - along Follansbee Road and Fishel Road immediately west of US 52. For the area along the western edge of this designated area adjacent to existing single-family uses, every attempt should be made to save existing trees within the required bufferyard. Additional buffering may be requested depending on topography and other natural features.

*Guidelines for Suburban Business Parks* can be found in **Appendix E** on **page XX**.

## **\*MIXED-USE LAND USE CATEGORIES**

### **ACTIVITY CENTERS**

Activity centers are typically compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance of residential areas. Activity centers may serve as neighborhood gathering places. Larger activity centers are envisioned to provide shopping and services meeting the day-to-day needs of nearby residences, and ideally contain a grocery store and a pharmacy. Activity centers may also include a housing component, especially in suburban areas where new activity centers are being proposed. Certain very large activity centers can serve as compact mixed-use regional centers for retail, office, civic and residential activity. It is important to install sidewalk connections throughout activity centers to encourage pedestrian connections between uses. The South Suburban Area Plan Update identifies five activity centers: the Peters Creek Activity Center, the Oliver's Crossing Activity Center, the West Clemmons Road/South Main Street Activity Center, the West Clemmons Road/Old Salisbury Road Activity Center, and the West Clemmons Road/ Ebert Road Activity Center.

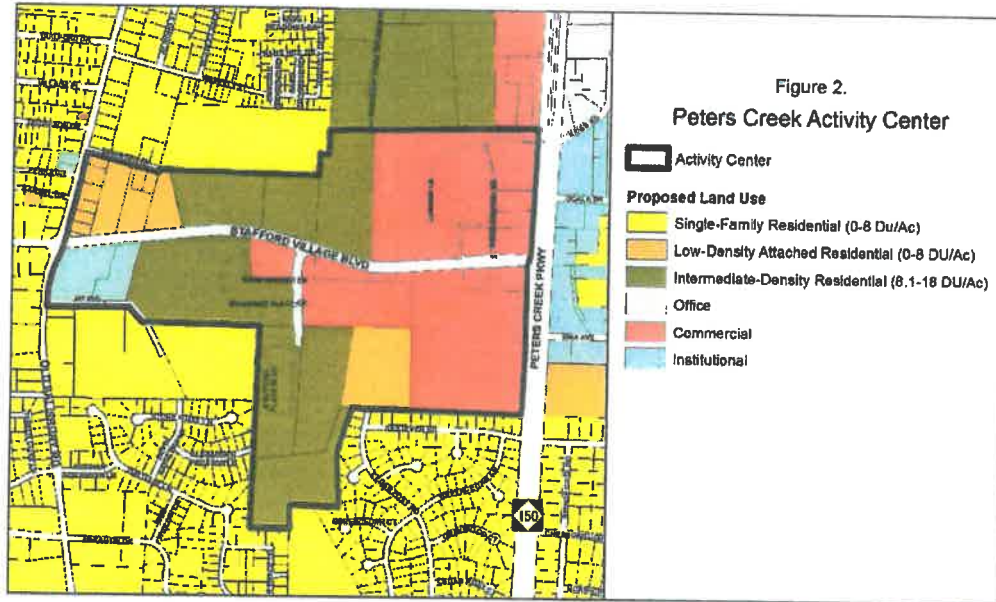
#### **Peters Creek Activity Center**

The Peters Creek Activity Center contains approximately 230 acres and is located along Stafford Village Boulevard between Peters Creek Parkway (NC 150) and Old Salisbury Road (see **Figure 2** on **page XX**). This activity center serves all of the South Suburban Planning Area in addition to northern Davidson County. The Peters Creek Activity Center is developed with a big-box retail store, a big-box hardware store, a small retail complex, fast food restaurants, banks, and a grocery store. An intermediate-density multifamily development has been constructed west of the retail area along Stafford Village Boulevard.

New development in this activity center should include:

- A mixture of residential densities along the southern and western portions of the activity center.
- Commercial and office uses should be located in the central core of the activity center.
- Developments should have a pedestrian-oriented urban form with buildings placed near the street, on-street public parking, and private parking located to the rear and sides of buildings.
- Uses should be linked to each other and adjoining properties with vehicular and pedestrian connections.
- Commercial uses should be adequately buffered from existing residential uses.

- Property located north of Stafford Village Boulevard, west of the home improvement center, may be suitable for intermediate-density residential (as shown on the proposed land use map) as well as commercial or office development.

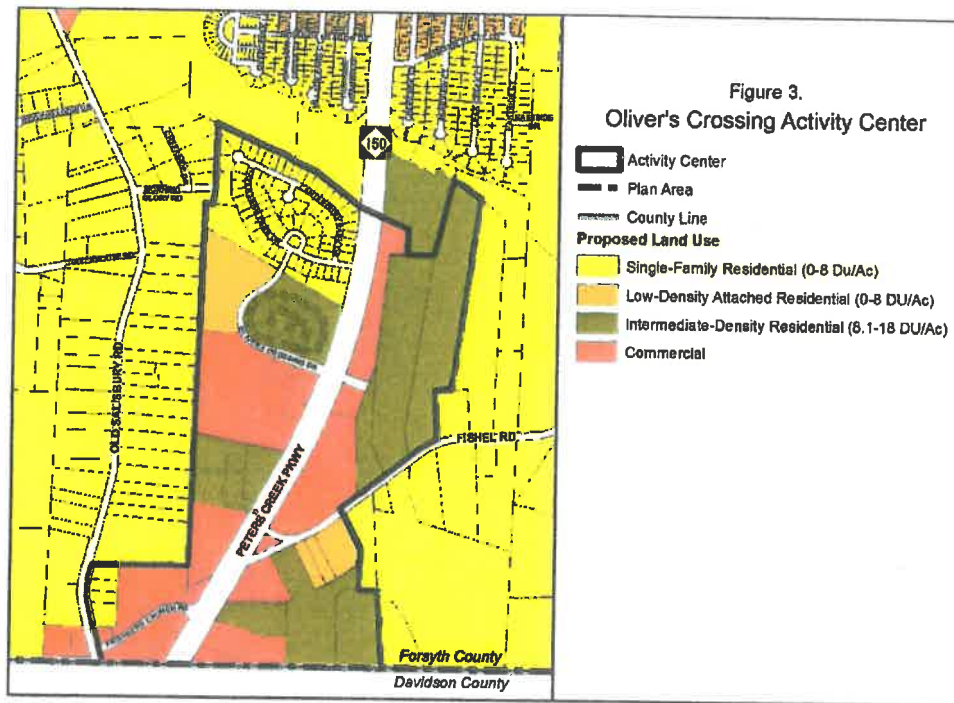


### Oliver's Crossing Activity Center

The Oliver's Crossing Activity Center contains approximately 190 acres and is located along Peters Creek Parkway (NC 150) between the Parkside residential development and the Forsyth/Davidson County line (see Figure 3 on page XX). This activity center serves the southern portion of the planning area in addition to northern Davidson County. The core of this activity center is the Oliver's Crossing mixed-use development, a suburban development with commercial, office, townhomes, and single-family residential. A new multifamily development was recently constructed to the south of Oliver's Crossing. The remainder of the activity center contains a mix of commercial, individual single-family homes and vacant land.

Development in this activity center should include:

- New commercial uses located adjacent to Peters Creek Parkway with the redevelopment of older land uses, where feasible.
- Pedestrian-oriented design features with sidewalk and street connections to adjoining parcels.
- A delineated pedestrian access across Peters Creek Parkway linking the east and west sections of the activity center.
- Intermediate-density residential along the eastern edge of the activity center should be developed comprehensively with coordinated pedestrian and vehicular circulation, so that individual piecemeal development on small lots is avoided. A 100-foot buffer should be provided between the intermediate-density residential development along the eastern side of the activity center and adjoining single-family residential areas outside of the activity center.
- Development should not encroach into the floodplain of Leak Creek along the northern edge of the activity center.

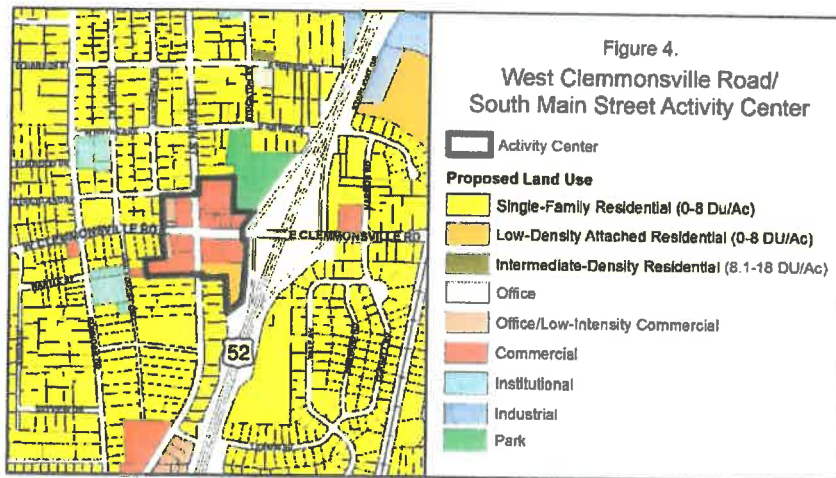


### West Clemmons Road/South Main Street Activity Center

The West Clemmons Road/South Main Street Activity Center contains approximately 13 acres and is located at the intersection of West Clemmons Road and South Main Street just west of US 52 (see **Figure 4** on **page XX**). This activity center serves the central portion of the planning area and has direct access to US 52. This activity center is mostly developed and contains many business services and convenient retail uses such as fast food restaurants, gas stations, convenience stores, and a veterinary office.

Development in this activity center should include:

- Installation of bufferyards, street yards, and parking area plantings where feasible.
- Buildings should be placed close to the street with parking located to the side or rear of the buildings.
- Pedestrian-oriented connections between uses.
- Low-density attached residential development is recommended for the vacant parcel at the southeastern edge of the activity center.
- Existing residential structures at the western edge of the activity center along West Clemmons Road are recommended for low-intensity commercial or office use. *Guidelines for Converting Existing Homes to Office or Commercial Uses* can be found in **Appendix C** on **page XX**.

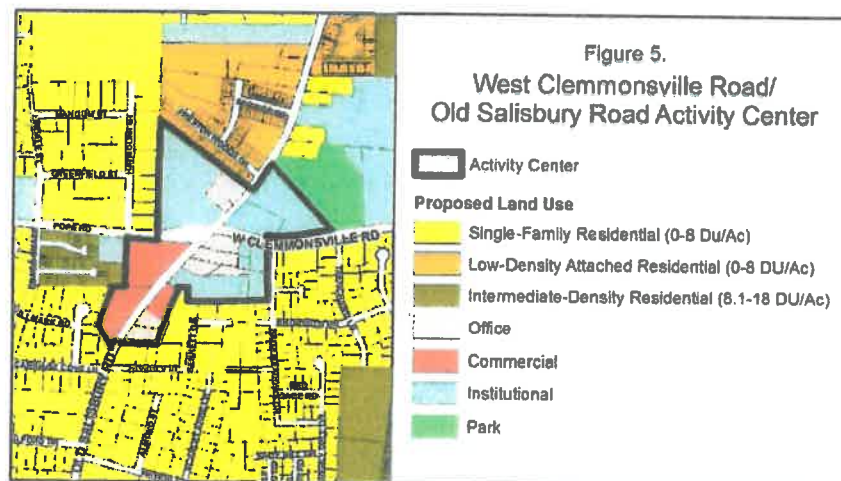


### West Clemmons ville Road/Old Salisbury Road Activity Center

The West Clemmons ville Road/Old Salisbury Road Activity Center contains approximately 28 acres and is located at the intersection of West Clemmons ville Road with Old Salisbury Road (see **Figure 5** on **page XX**). This activity center serves the western section of the planning area. It is currently developed with a convenience store and gas station, a couple of restaurants, three churches, and a few single-family residences.

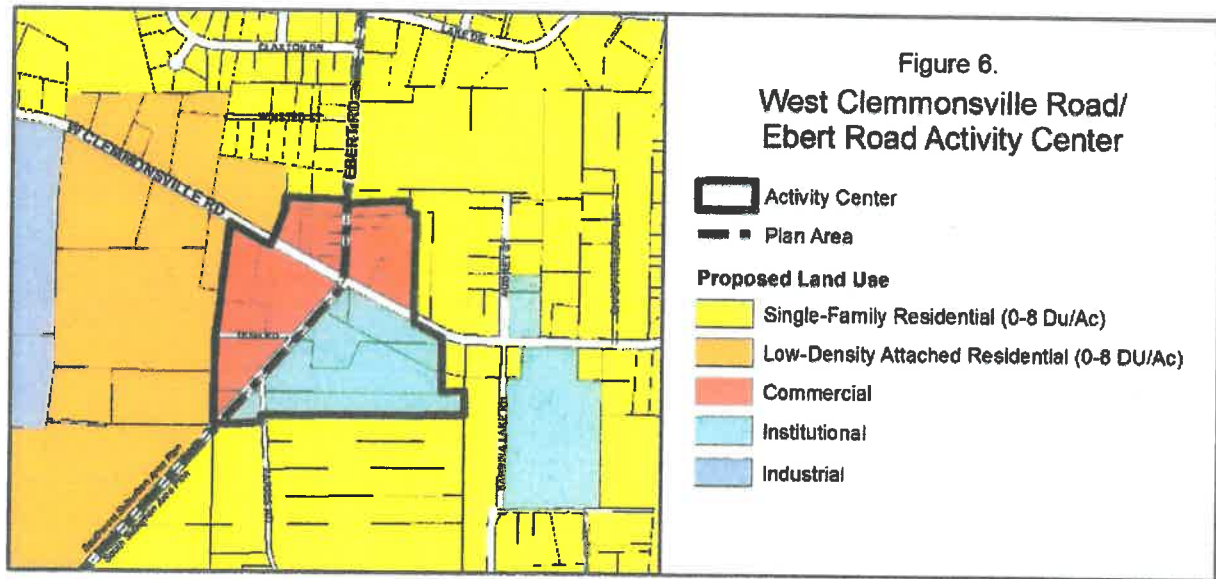
New development in this activity center should include:

- Installation of bufferyards, street yards, and parking area plantings where feasible,
- Buildings should be placed close to the street with parking located to the side or rear of the buildings.
- Pedestrian-oriented connections between uses.
- Office or low-density attached residential development on the vacant land located at the southeast corner of the intersection of Old Salisbury Road with West Clemmons ville Road.
- Existing residential structures in the activity center are recommended for conversion to office uses, or replacement with a new structures. *Guidelines for Converting Existing Homes to Office or Commercial Uses* can be found in **Appendix C** on **page XX**.



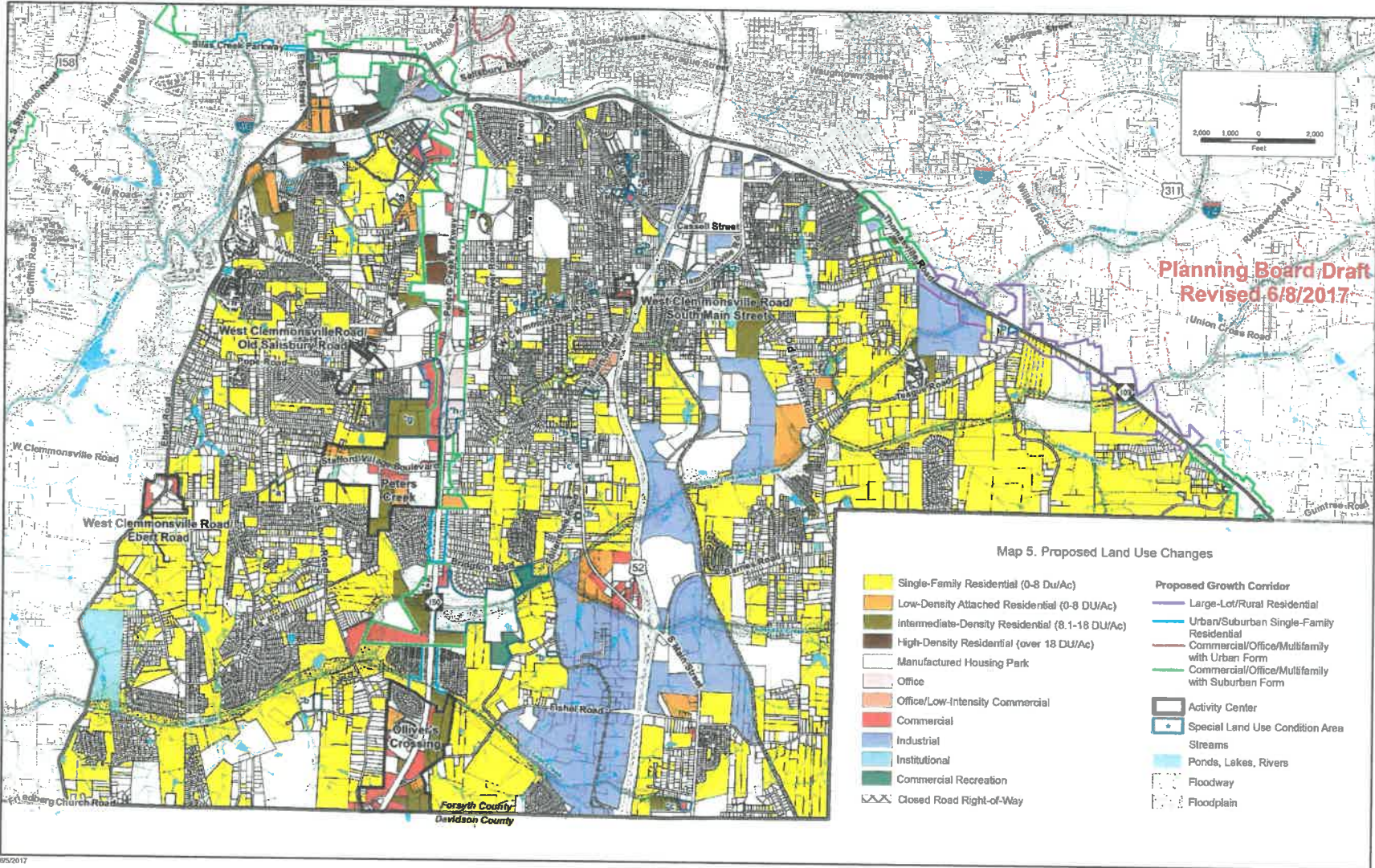
## West Clemmons Road/Ebert Road Activity Center

The West Clemmons Road/Ebert Road Activity Center (see **Figure 6** on **page XX**) contains approximately 35 acres and is focused around older commercial development that serves the southwestern portion of the planning area. A gas station and a small shopping center are the major commercial uses in the activity center. A church anchors the southeastern corner and a general retail discount store has opened recently in the northwest corner of the activity center. Existing development could be successfully redeveloped here to serve the concentration of residential units in the vicinity.



New development in the activity center should include:

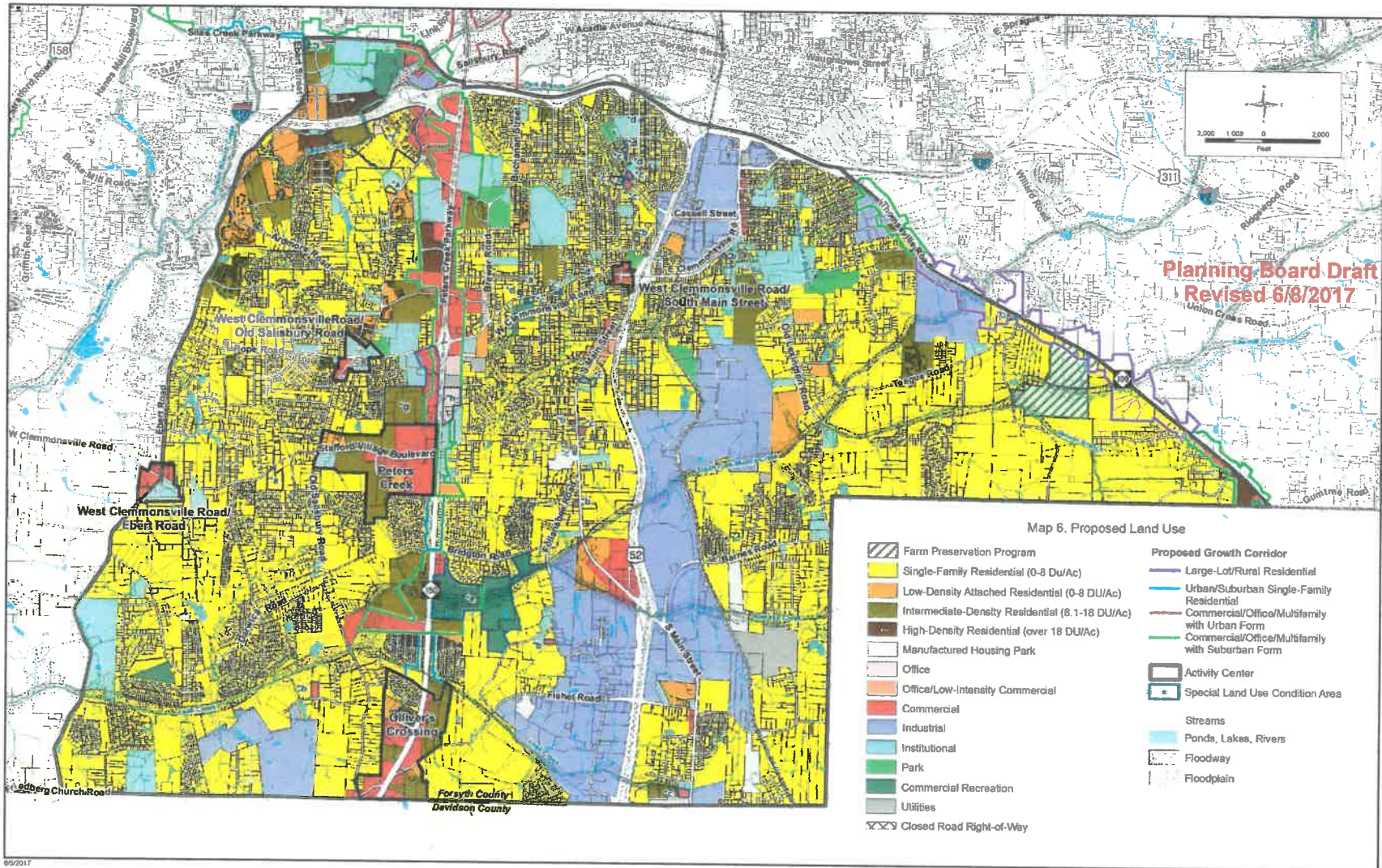
- Installation of bufferyards, street yards, and parking area plantings where feasible,
- Buildings should be placed close to the street with parking located to the side or rear of the buildings (see **Figures 7 and 8** on **page XX**).
- Pedestrian-oriented connections between uses. Sidewalks should connect with the low-density attached residential areas to the west on West Clemmons Road, to the north on Ebert Road, and to nearby housing developments, schools and parks.
- Any expansion of the institutional component of the activity center should be designed to be neighborhood-scale and pedestrian-oriented.



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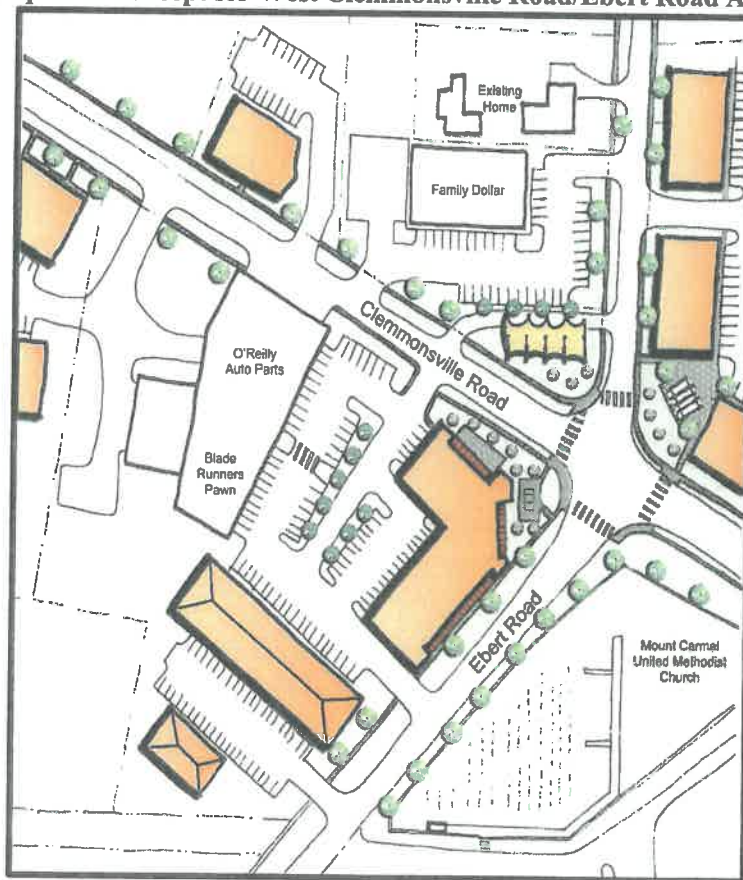




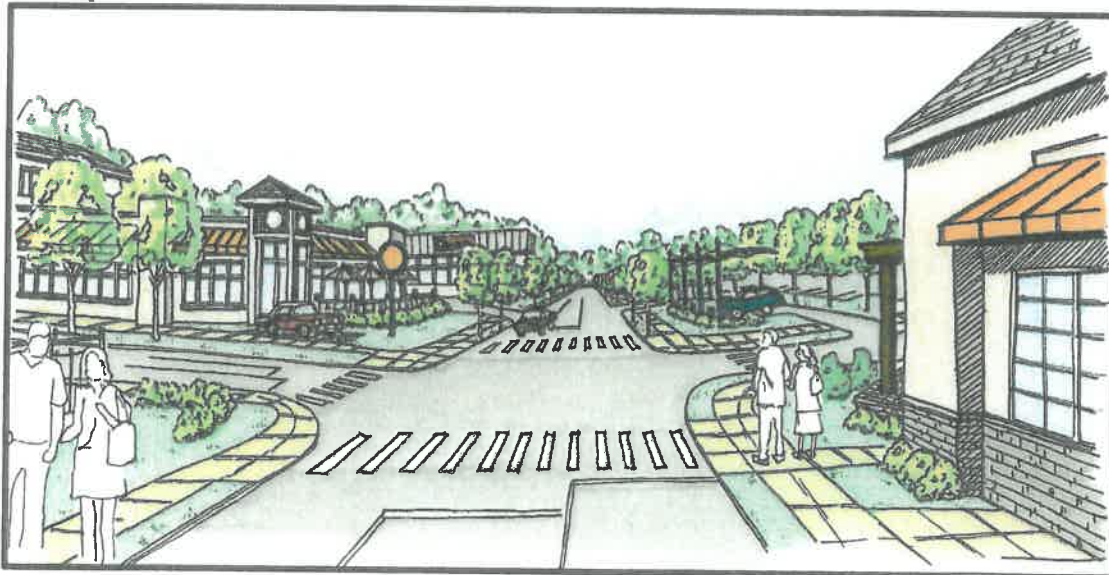
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**Figure 7: Redevelopment Concept for West Clemmons Road/Ebert Road Activity Center**



**Figure 8: Conceptual Redevelopment Rendering for West Clemmons Road/Ebert Road Activity Center**



## **\*Special Land Use Conditions**

The Proposed Land Use Map (see **Map 6** on **page XX**) shows recommended land uses for all undeveloped property in the planning area and changes in land use for some developed sites. In 32 circumstances, there are special conditions or prohibitions of certain uses. Concentrated locations of special land use condition properties along a portion of S. Main Street and W. Clemmons Road are shown on two inset maps on **page XX**. These situations are referenced on the map with a blue ★ (star) and a lower case letter as follows:

### **\*a. Nonconforming Uses Not Suitable for Rezoning**

Three properties are listed under this Special Land Use Condition. The properties are occupied by an existing nonconforming use.

The properties are described as follows:

- A greenhouse operation located on the south side of West Clemmons Road between Old Salisbury Road and Fairview Boulevard, currently zoned RS-9.
- A building, formerly occupied by a motorcycle repair use, located on the west side of Old Salisbury Road between Brewer Road and Gyro Drive, currently zoned RS-7.
- A landscaping materials company located on the north side of West Clemmons Road between Potomac Street and Wyandotte Avenue, currently zoned RS-9.

The plan recommends the following for the sites listed above:

- Do not rezone the property to a nonresidential district. Lot size makes it difficult to appropriately protect adjacent single-family homes and to provide adequate parking on site.
- The existing commercial use can continue to operate under its existing nonconforming status.

### **\*b. Nonconforming Uses Suitable for Rezoning to the Most Restrictive Zoning District Allowing the Current Use**

Seven properties are listed under this Special Land Use Condition. All seven of the properties are presently zoned RS-9. The properties are situated in such a fashion that rezoning to the most restrictive zoning district that permits the nonconforming uses may be possible. This classification is intended to allow only the existing nonconforming use to remain without impacting adjoining properties.

The properties are described as follows:

- An office use located on the east side of Stockton Street between Harson Street and Rhyne Avenue, currently zoned RS-9.
- A used car dealership located on the south side of East Clemmons Road between Mineola Street and Utica Street, currently zoned RS-9.
- A used car dealership located on the west side of South Main Street between Pasadena Drive and Davie Avenue, currently zoned RS-9.
- A building contractor located on the west side of Follansbee Road south of its intersection with Hopewell Church Road, currently zoned RS-9.
- A gas station with auto repair located on the west side of South Main Street south of its intersection with Follansbee Road, currently zoned RS-9.
- A used car dealership located on the south side of Thomasville Road between Fiddler's Court and Teague Road, currently zoned RS-9.
- A nursery and greenhouse operation located on the north side of Greenhouse Road, west of Old Salisbury Road and north of the City's landfill site, currently zoned RS-9.

The plan recommends the following for all the sites listed above:

- The property is recommended to be rezoned to a special use zoning district to enable conditions to be added that will help insure that the use will remain compatible with adjoining residential uses.
- Do not expand any nonresidential zoning to adjoining properties.

### **\*c. Properly-Zoned Conforming Uses with No Off-Site Expansion**

Twelve properties with similar characteristics are grouped under this Special Land Use Condition. These land uses are properly zoned and are generally surrounded by single-family residential uses.

These properties are listed as follows:

- A home to office conversion located on the south side of West Clemmons Road between Rosemont Avenue and Potomac Street zoned LO-S.
- An office use located on the south side of West Clemmons Road between Clinard Avenue and Hastings Avenue zoned GO-S.
- A vacant shop located on the south side of West Clemmons Road between Hastings Avenue and Renon Road zoned NB-L.
- An automotive repair shop located on the northwest corner of East Clemmons Road and Harmon Road zoned HB-S.
- A convenience store located on the west side of South Main Street between Woodleigh Street and Union Street zoned LB.
- An undeveloped property located on the southwest corner of South Main Street and Cassell Street zoned HB-L.
- A vacant parcel of land located on the east side of South Main Street between Barber Street and Cassell Street, zoned LB, which is currently being developed with a retail store.
- A restaurant and an auto repair shop located on the east side of South Main Street between Davie Avenue and Davidson Avenue, zoned GB-S and HB-S, respectively.
- A veterinary office located on the west side of South Main Street between Cassell Street and Anderson Drive zoned HB.
- A small warehouse located on the east side of South Main Street between Hilton Drive and Avondale Street zoned LI.
- A gas station/convenience store located on the west side of South Main Street between Davidson Avenue and Overdale Road zoned LB-S.
- A gas station located on the northwest corner of South Main Street and Derende Street zoned HB-S.

The plan recommends the following for all the sites listed above:

- Do not expand current nonresidential zoning to adjoining properties.
- Redevelop the existing sites under current zoning or a less intensive zoning classification where feasible.

### **\*d. Nonconforming Uses Suitable for Rezoning to Low-Intensity Commercial or Office Zoning District**

Five properties are listed under this Special Land Use Condition. Four of the properties are presently zoned RS-9 and one property is zoned as a Residential Multifamily, unlimited density-Special Use District (RMU-S). The properties are situated in such a fashion that rezoning to a low-intensity commercial or office zoning district would be the most suitable land use recommendation for these properties.

The properties are described as follows:

- An automotive repair use located on the north side of West Clemmons Road between Krites Street and Rosemont Avenue, currently zoned RS-9.
- An abandoned gas station/auto repair shop located on the southwest corner of West Clemmons Road and Konnoak Drive, currently zoned RS-9. This use has been abandoned for more than one year at this location.
- A sign shop located on the east side of Stockton Street between Lemly Street and Wright Street, currently zoned RS-9. This site is only suitable for possible rezoning to the NB district due to the building's small setbacks from adjacent residential properties and the lack of any parking on-site.
- A mixture of a single-family residence, a church, a day-care, and three commercial buildings located on the west side of South Main Street between Wright Street and Union Street, currently zoned RS-9.
- A commercial use located on a church property on the east side of South Main Street, also between Barber Street and Cassell Street, currently zoned RMU-S.

The plan recommends the following for all the sites listed above:

- The property is recommended to be rezoned to a special use zoning district to enable conditions to be added to help improve the compatibility of the property and adjacent residential uses.
- Do not expand any nonresidential zoning to adjacent properties.

#### **\*e. Wilshire Golf Course east of Peters Creek Parkway**

The Wilshire Golf Course is located on the east side of Peters Creek Parkway between Bridgton Road and Brannigan Village Drive. This site is approximately 120 acres in size and is zoned RS-9. It is surrounded mostly by single-family residences, but a small area of commercial zoning exists to the north of the golf course along Peters Creek Parkway. The current use of the property is appropriate since much of it is located in the floodplain associated with the South Fork of Muddy Creek. If the site is discontinued as a golf course, then the site should be developed as mixed-use residential with a range of housing types and densities. This site could also accommodate a community park on all, or a portion of the site, given its location on a major thoroughfare with much of the site being located in a floodplain.

#### **\*f. Edgewood Neighborhood west of Old Salisbury Road near Interstate 40**

The Edgewood neighborhood is generally bounded to the west and south by Salem Creek, to the east by Old Salisbury Road, and to the north by I-40. This area is approximately 56 acres in size with the specific boundaries shown in **Map 6 on page XX**. The neighborhood consists of a mix of smaller, older homes, some business uses along the west side of Old Salisbury Road, and vacant land. The land in this area is generally zoned RS-7, with property owned by Spectrum Communications located on Fairfield Drive zoned RM-5, and properties along Old Salisbury Road zoned LB and GI.

The following land uses and design standards are recommended for the neighborhood:

- Single-family residential should remain as the general land use here, unless a substantial number of contiguous lots, or whole blocks, can be assembled. Zoning of individual residentially zoned property is not recommended.
- Office, low-intensity commercial, and intermediate-density residential (or a mix of these uses) could be considered for larger tracts if appropriately located and designed. A combination of office and storage or warehousing land uses (e.g. building contractors) may also be considered. Special-Use Zoning Districts are suggested for this area due to its proximity to existing residences.
- Proposed office and low-intensity commercial development should follow the *Guidelines for Office/Low-Intensity Commercial Developments* listed in **Appendix D on page XX** and land uses listed in **Table 8 on page XX**.

- Design recommendations for multifamily developments can be found in the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office. Development near Salem Creek should not encroach into the floodplain.
- Existing trees along I-40 should be preserved if possible.

**\*g. West side of Peters Creek Parkway between West Clemmons Road and the Peters Creek Activity Center**

This site, approximately 70 acres in size, is located on the west side of Peters Creek Parkway between West Clemmons Road and the Peters Creek Activity Center (see **Map 6** on **page XX**). The site is recommended for commercial and intermediate-density residential uses. The following land use and design standards are recommended for development of this site:

- Nonresidential development should not be located west of the stream which is approximately 400 feet west of and parallel to Peters Creek Parkway.
- Nonresidential buildings should be designed with the pedestrian in mind and should include architecturally interesting features such as transparent doors and windows, varied roof designs, and building articulation to create a vibrant streetscape.
- Nonresidential buildings should have dual-frontage orientation to both Peters Creek Parkway and a new internal road that extends from West Clemmons Road to Stafford Village Boulevard.
- Parking areas should not be concentrated in one area and should be attractively landscaped.
- Restaurants should add outdoor eating areas to add variety and interest to the streetscape.
- Monument signage should be used to reduce the impact of signage on the appearance of the site.
- Multifamily residential buildings should be oriented to the street and should include doors, windows, balconies, and other design features that enhance visual interest.
- The design and location of bus stops, street furniture, and landscaping should be reviewed comprehensively.
- Street connections should be made between the site, the Peters Creek Activity Center, and the single-family residential neighborhood to the north of the site.
- Sidewalks should connect all buildings on-site with each other, with the Peters Creek Activity Center, and with community facilities north of the site on West Clemmons Road.
- A sidewalk or natural all-weather trail should be constructed next to the stream which runs through the site. This trail will provide for recreation opportunities and pedestrian connectivity.
- Trees within 50 feet of both sides of the stream which runs through the site should be preserved.
- In addition to preserving existing trees where possible, large variety trees should be planted to provide shade and improve the appearance of the site.
- Necessary stormwater Best Management Practices (BMPs) should be designed to enhance the visual character of the site and provide a connected habitat for plant and animal life on-site.

**\*h. Sides Road between Peters Creek Parkway and West Clemmons Road**

This approximately 14-acre site, composed of 12 different properties, is located on the east side of Peters Creek Parkway extending north from its intersection with Sides Road to just south of the City water tank property (see **Map 6** on **page XX**). The site is generally recommended for office use. However, if the 14 acres were to be comprehensively assembled and if Sides Road was rerouted to remove an unsafe s-curve, a comprehensive mixed-use development with the following land use and design standards (see **Figure 9** on **page XX** for development concept) may be proposed:

- Individual office or low-intensity commercial uses could occur on the southernmost 4 acres closest to the intersection of Sides Road with Peters Creek Parkway.
  - The northernmost 9 acres of the site should be developed with a mixture of single-family residences along the frontage of the west side of Sides Road across from the Kingtree

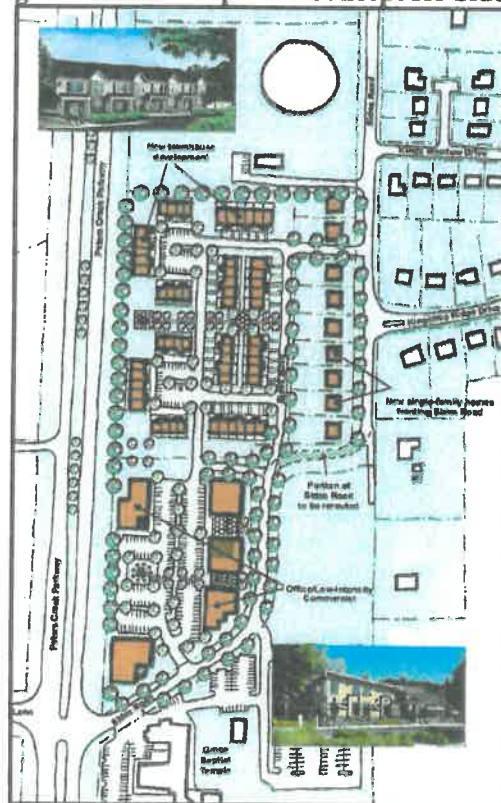


- A realignment of Sides Road would need to be designed in a more circuitous fashion to connect Peters Creek Parkway and the Kingstree neighborhood without encouraging cut-through traffic.
- The development may be phased so that the residential portion of the site could be constructed prior to the low-intensity office/commercial portion, provided that the realignment of Sides Road is completely constructed.
- The development is not recommended to be phased to allow construction of low-intensity commercial uses prior to construction of the residential portion of the development.
- No direct vehicular access connection shall be allowed from the site to Peters Creek Parkway.
- Nonresidential buildings should be designed with the pedestrian in mind and should include architecturally interesting features such as transparent doors and windows, varied roof designs, and building articulation to create a vibrant streetscape.
- Parking areas should be designed as smaller areas and should be attractively landscaped.
- Restaurants should add outdoor eating areas to add variety and interest to the streetscape.
- Monument signage should be used to reduce the impact of signage on the appearance of the site.
- Residential buildings should be oriented to the street and should include doors, windows, balconies, and other design features that enhance visual interest.
- Sidewalks should connect all buildings on-site with each other and the surrounding area.

**\*i. Southeast Corner of Silas Creek Park and Ebert Road**

Four single-family residences located at the southeast corner of Silas Creek Parkway and Ebert Road, currently zoned RS-9, may be suitable to be rezoned to a low-intensity office zoning district. Any rezoning request should follow the Guidelines for Converting Existing Homes to Office or Commercial Uses that can be found in **Appendix C** on page XX.

**Figure 9: Redevelopment Concept for Sides Road**

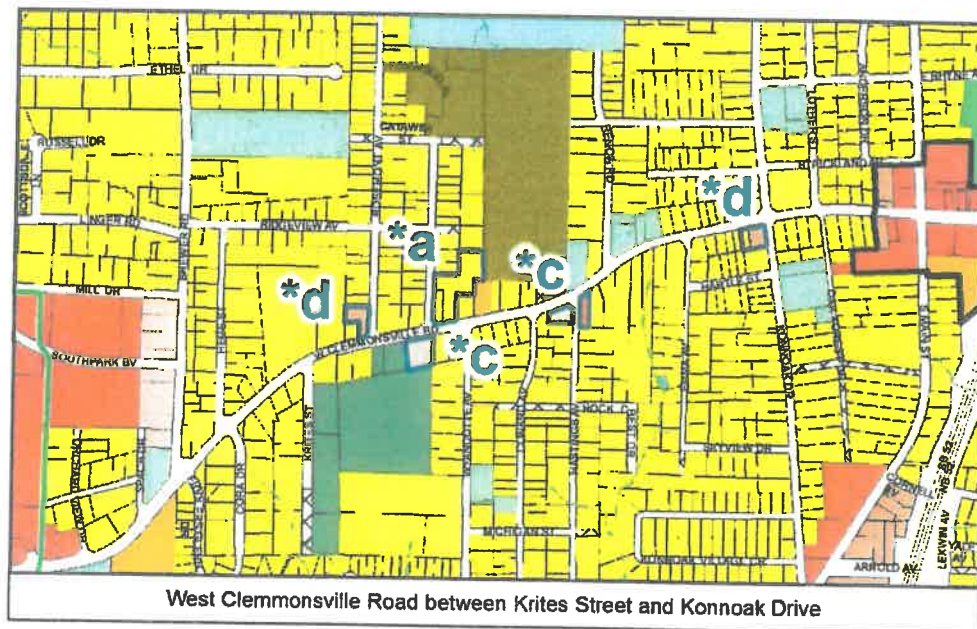
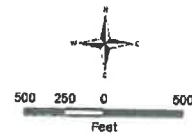


Inset maps of Selected Special Land Use Condition Areas

**Planning Board Draft**  
**Revised: 6/8/2017**



- Single-Family Residential (0-8 DU/Ac)
- Low-Density Attached Residential (0-8 DU/Ac)
- Intermediate-Density Residential (8.1-18 DU/Ac)
- Manufactured Housing Park
- Office
- Office/Low-Intensity Commercial
- Commercial
- Industrial
- Institutional
- Park
- Commercial Recreation
- Utilities
- Activity Center
- \*
 Special Land Use Condition Area



## \*TRANSPORTATION RECOMMENDATIONS

*Legacy 2030* calls for a balanced, sustainable network of all transportation modes that provide choices for travel needs. Street networks should develop in a manner that is consistent with the land use plan and promotes connectivity in communities. A more compact pattern of growth as outlined in the land use recommendations section supports public transportation as a practical alternative to 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.

### CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS

The Winston-Salem Urban Area (which includes most of Forsyth County) has several long-range transportation plans/processes: the *Metropolitan Transportation Improvement Program* (MTIP); the *Metropolitan Transportation Plan* (MTP); and the *Comprehensive Transportation Plan* (CTP). General information on these plans/processes is provided in Transportation Features section in the Existing Conditions section of this document; details are available online. **Table 9 on page XX** below and the Proposed Transportation Features Map (**Map 7b on page XX**) show the transportation projects from these plans in the South Suburban Planning Area.

**Table 9. Transportation Improvement Projects**

Project ID#	Location	Description	Current Status	Completion
<b>Road Widening and Improvements</b>				
I-5880	Interstate 40/US 311	Interchange modification at NC 109 (Thomasville Road)	MTIP Project; Right-of-Way scheduled to begin in November 2019	Construction scheduled to begin in 2022
U-2826	US 52	Add lanes from south of Clemmonsville Road to Winston-Salem Northern Beltway.	MTIP Project; Right-of-Way and Utilities scheduled to begin in 2025	
<b>New Roads</b>				
R-2568C	Thomasville Road/NC 109	Widen NC 109 and other improvements from south of I-85 Business in Thomasville to I-40/US 311 in Winston-Salem, with bypass of Wallburg.	MTP Proposal NCDOT has undertaken planning work on the project, including completion of a draft Environmental Impact Statement.	Based on the results of NCDOT's funding formula, project is not currently funded in the State Transportation Improvement Plan. All work on the project has been concluded, and the project is no longer active.
WS-L012	Ebert Road-Stratford Road Connector	Construct a new 3 lane minor thoroughfare with bicycle and pedestrian elements	MTP Proposal	
WSMP-0229-H	Southern Beltway	4-6 lane freeway on new location	CTP Project	
<b>Bridge Improvements</b>				
B-5770	Salisbury Ridge Road	Replace Bridge on Salisbury Ridge Road	MTIP Project	Construction scheduled to begin in 2020

		over Peters Creek Parkway	Right-of-Way scheduled to begin in January 2019	
<b>B-5950</b>	Silas Creek Parkway	Replace bridge over Salem Creek	MTIP Project Right-of-Way scheduled to begin in 2026	TBD

*Sources: NCDOT Division 9 MPO Transportation Update Reports; the 2016-2025 Metropolitan Transportation Improvement Program (MTIP), the 2040 Metropolitan Transportation Plan (MTP), Comprehensive Transportation Plan (CTP), and the draft 2017-2027 State Transportation Improvement Program*

### **Metropolitan Transportation Improvement Program (MTIP) Projects**

#### **I-40/US 311 Interchange (I-5880)**

This project will convert the half diamond interchange at NC 109 to a full diamond interchange, removing connector roads and the half diamond interchange at Clemmons Road. This project will also remove the one-way service roads between NC 109 and Clemmons Road. This project is included in the 2016-2025 MTIP. Project construction scheduled to begin in 2022.

#### **US 52 (U-2826)**

US 52 from south of Clemmons Road to the proposed Northern Beltway is currently over capacity. This project would add lanes to US 52 to increase capacity and improve the facilities. US 52 project was added to the draft 2017-2027 State Transportation Improvement Program with right-of-way and utility phases scheduled to begin in 2025. The project's construction phase is currently unfunded.

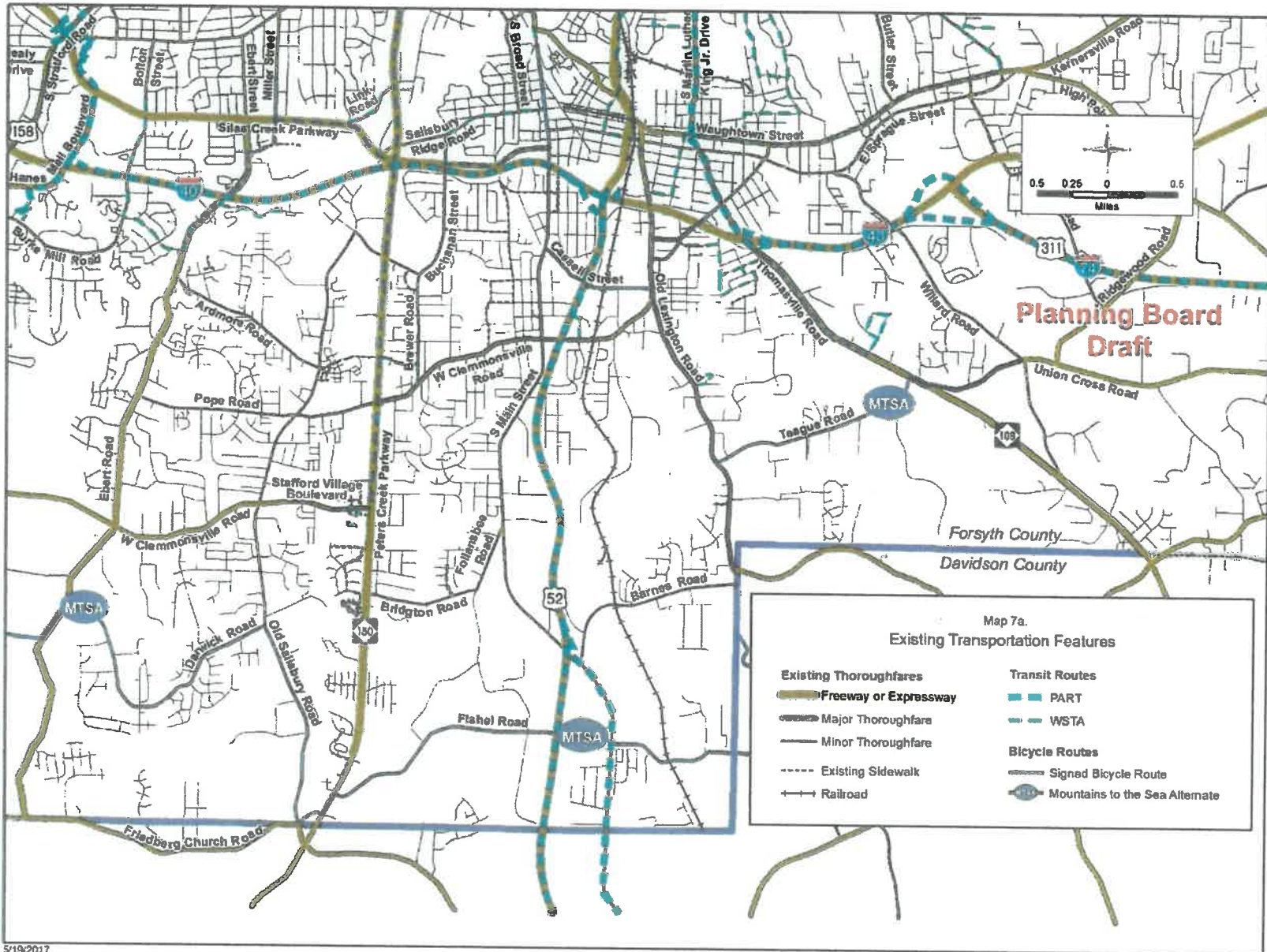
### **Metropolitan Transportation Plan (MTP) Projects**

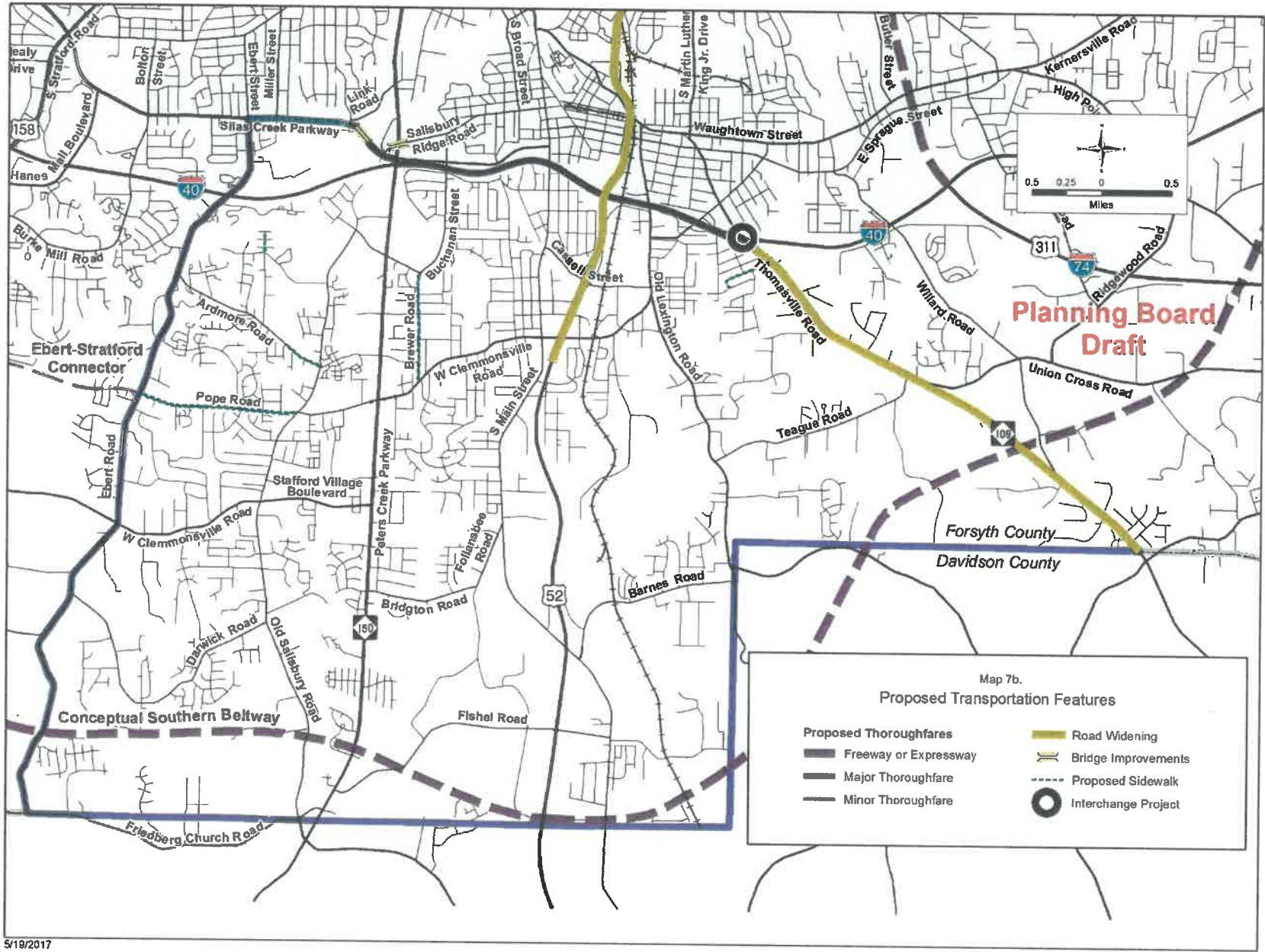
#### **NC 109/Thomasville Road (Wallburg Bypass) (R-2568C)**

This proposed improvement project involves widening some portions of existing NC 109, construction some new road sections, and other improvements between Old Greensboro Road in Davidson County and I-40/US 311 in Forsyth County. Based on the results of NCDOT's funding formula, this project is not currently funded in the State Transportation Improvement Plan. All work on the project has been concluded, and the project is no longer active.

#### **Ebert Road – Stratford Road Connector (WS-L012)**

There are currently a limited number of facilities that link the southern part of Winston-Salem. The primary purpose of this project is to create system linkage in the southern part of Winston-Salem by connecting Ebert Road to Kimwell Drive. The proposed connector will provide needed access from the high growth residential areas in the southern section of Winston-Salem to the commercial and employment areas along South Stratford Road and the Hanes Mall Boulevard area. In addition, it will relieve traffic congestion on existing residential streets, including West Clemmons Road and Burke Mill Road, by handling the demand of cross town traffic. The project is shown in the 2022 –2030 timeframe in the MTP, but is currently unfunded.





5/19/2017

## Comprehensive Transportation Plan (CTP) Projects

### Winston-Salem Southern Beltway (WSMP-0229-H)

A “Southern Beltway” connecting the eastern and western segments of Winston-Salem’s Northern Beltway has been proposed as part the Comprehensive Transportation Plan. The road would run through Forsyth County and northern Davidson County. The project is currently in the preliminary stages of planning and development, with no specific route identified and no timeline for construction or funding.

### COLLECTOR STREETS

As properties come in for rezoning or subdivision review, the *Winston-Salem Urban Area Collector Street Plan* will be consulted for recommended street connections (see **Table 9** on **page XX**). The *Collector Street Plan* includes the general location of new collector streets and recognizes existing streets that function as collector streets. Proposed collector streets and/or extensions in the planning area include:

- Beckel Road Extension
- Cash Drive Extension
- Ferndale Avenue Extension
- Hidden Creek Road Extension
- Jasper Lane Extension
- Paragon Drive Extension, and
- Parkside Place Drive Extension

### OTHER STREET RECOMMENDATIONS

**Other street recommendations include:**

- Encourage residents and neighborhood associations to identify local streets where traffic speeds create unsafe situations and to seek evaluation of potential projects under the City’s Traffic Calming Policy. Based on evaluation, physical changes and other measures may be implemented to slow down traffic and improve safety.
- Continue the on-going safety improvements and follow-up studies in the planning area. Traffic calming and safety studies are being considered for the following locations:

- Kingstree neighborhood, and
- Sides Road

The Winston-Salem Department of Transportation and the North Carolina Department of Transportation will continue to evaluate and monitor safety conditions at the intersection of Sides Road and Peters Creek Parkway. Additional, more detailed studies will require additional funding and time.

- Minimize the use of dead ends and cul-de-sacs in new subdivisions and redeveloped areas.
- Connect local streets, where feasible, when developing or redeveloping sites.

### PEDESTRIAN

Construction of sidewalks in the planning area is likely to be achieved through public funding and through private developments designed to meet street design standards. Sidewalks are recommended in the *Sidewalk and Pedestrian Facilities Plan* for all thoroughfares and collector streets except for freeways and expressways. All proposed sidewalks in the *Sidewalk and Pedestrian Facilities Plan* are evaluated on an annual basis and ranked for future construction. Topography and the presence of curb and gutter along streets are considered when evaluating projects. The City of Winston-Salem and Forsyth County have adopted street design standards for new developments that include requirements for sidewalks.

The *Sidewalk and Pedestrian Facilities Plan* does not make any specific recommendations for sidewalks in the planning area. General sidewalk recommendations for the planning area include:

- Identify and recommend locations for pedestrian crossing signals at key intersections
- Assure that pedestrians are accommodated in all road and bridge construction and modification projects.
- Provide sidewalks on at least one side of all new roads and on both sides of roads that provide access to institutions and public facilities.

## **GREENWAYS**

Greenways serve a dual purpose within a community. Beyond being a residential amenity, greenways play an integral role in establishing an active transportation network along with sidewalks and bikeways. No greenways currently exist in the planning area and four additional greenways have been proposed here. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section and on the Community Facilities Map.

## **BICYCLE**

### **Bicycle Lanes and Shared Lane Markings**

The City of Winston-Salem has begun installing bicycle lanes and shared lane markings on city streets to provide a network of bicycle facilities that connect residential areas with key destinations, such as schools, parks, libraries, and commercial areas. Bicycle lanes provide a separate lane (typically five or six feet wide) on the road for cyclists, while shared lane markings are placed in the travel lane and indicate to drivers that they should expect to share the lane with cyclists. The City of Winston-Salem Department of Transportation has several proposed bicycle lane projects within the planning area.

- Cassell Street (S. Main Street to Old Lexington Road)
- Peters Creek Parkway (I-40 to Clemmons Road)
- Thomasville Road
- Old Lexington Road, and
- S. Main Street

## **\*COMMUNITY FACILITIES RECOMMENDATIONS**

Both public and private community facilities such as schools, parks, medical offices, and day care providers should be easily accessible to all segments of the population. *Legacy 2030* promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from *Legacy 2030* is the creation of a central public space in all communities to serve as an urban reference point and the focus of civic and community life. The Community Facilities Recommendations Map (see **Map 8 on page XX**) shows existing and proposed community facilities in the area.

## **GENERAL RECOMMENDATIONS**

- Encourage schools, churches, and recreational facilities to share facilities and work cooperatively to provide services and host community events.
- Provide a high level of maintenance at schools, parks, and other facilities on an ongoing basis.
- Consider safety and environmental sensitivity when designing community facilities.
- Assess the need for additional police and fire services in the planning area based on future growth and development.
- Acquire land or obtain easements for parks, recreation facilities, open space, and other community facilities.
- Actively pursue local, state, federal, and private funding for land acquisition and development of these facilities.



- Seek cooperation with the school board, non-profit, and private organizations, where appropriate, to implement park and recreation proposals.
- Involve residents in master planning for parks, greenways, and other community facilities.

## **SCHOOLS**

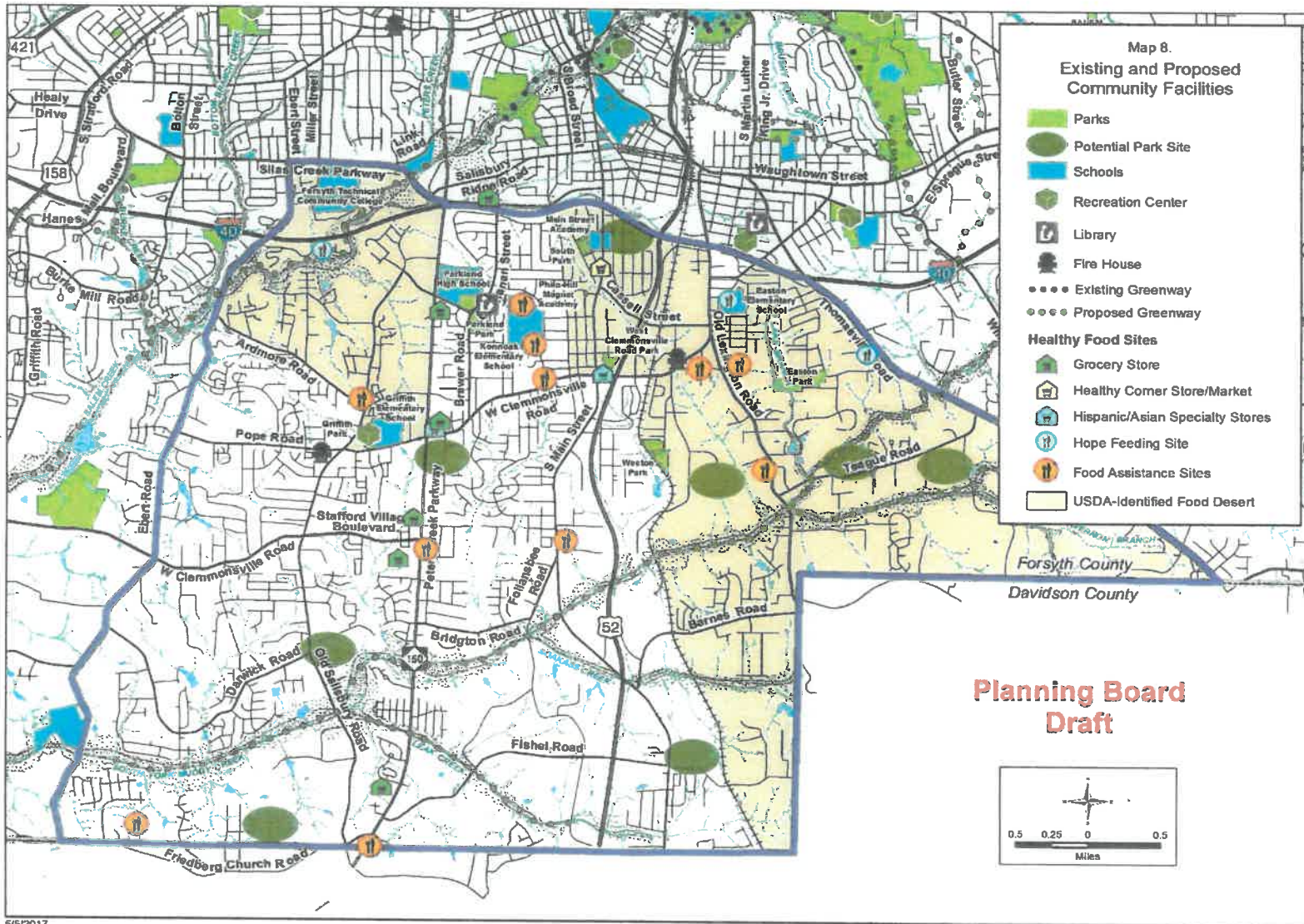
*Legacy 2030* calls for quality schools that are assets to the neighborhoods in which they are located. School planning should be coordinated with parks and other public facilities. Recommendations for schools in the planning area are:

- Replace, upgrade, or expand existing schools to meet the needs of the planning area as its population grows.
- Promote alternative uses for school property that is no longer needed for school facilities.
- Consider improved arrangements for using school property and facilities for community events and recreational activities.
- Provide a high level of maintenance at schools on an ongoing basis.
- Build new schools that are integrated with surrounding neighborhoods through pedestrian and bicycle connections.

## **RECREATION FACILITIES**

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

- Assess usage of the area's existing parks, recreation facilities, and the community's preferences for facilities and programs. Modify facilities and programs as needed.
- Integrate recreation facilities/open space into design of large-scale residential developments to provide neighborhood parks, activity areas, focal points, and green spaces.
- Consider multi-purpose courts and fields to meet existing and future needs.
- Consider acquiring an additional vehicular access to Easton Park off Old Lexington Road. Explore the feasibility of collaborating with St. Peter's World Outreach Center to develop a master plan that would facilitate better use of the park.
- Determine the feasibility of developing the Old Salisbury Road Landfill site, after its closure, for a district park. Include walking and biking trails as part of the development.
- Complete a feasibility study and reclamation plan for use of the closed landfill off Old Milwaukee Lane as a district park.
- Establish at least one new community park that is easily accessible from a main road. Potential locations include:
  - A site located somewhere on Teague Road.
  - A site in the vicinity of the Old Salisbury Road/Jasper Lane intersection.
  - A site on a portion of the Wilshire Golf Course if the course becomes available for development.
  - A site located northeast of the South Main Street/Jones Road intersection.
  - A site located between Peters Creek Parkway and Sides Road, north of the intersection of Sides Road with Peters Creek Parkway.
- Consider the development of additional neighborhood parks, where feasible. One possible site is located on the east side of South Main Street between East Lemly Street, Stockton Street, and East Wright Street.
- Establish a new recreation center in the planning area to serve the southward growth of Winston-Salem.



## URBAN FOOD ACCESS

Despite the presence of existing urban food access facilities in the planning area (shown on **Map 8** on page **XX**), there are still opportunities for improving food access for local residents. Undeveloped parcels may provide opportunities for community gardening, and certain commercial sites may be ideally located to be redeveloped as grocery stores or other food retail locations. Adding new food access sites is particularly important since the eastern part of the South Suburban Planning Area is considered a food desert by the US Department of Agriculture. Urban food access sites are recommended at the following locations within the planning area:

- A grocery store should be developed to serve the area near Thomasville Road (NC 109).

## TREES AND OPEN SPACE

The planning area not only contains older neighborhoods and commercial areas, but also has some large acreage tracts either undeveloped or used for agriculture purposes. A farmland preservation site is located along Thomasville Road. Many trees are found in these open areas and throughout the whole of the South Suburban Planning Area. These trees add aesthetic and financial value and have a positive environmental impact. Permanent open space is proposed for sites that have significant environmental constraints, streams, floodplains, and/or steep slopes, making them unsuitable for development.

Recommendations in the planning area include:

- Protect the planning area's tree canopy as much as possible.
- Retain existing large trees on private property whenever possible.
- Identify additional areas for planting street trees on public right-of-way.
- Explore opportunities to plant street trees in the area on an upcoming Community Roots Day.

## GREENWAYS

The *Greenway Plan Update* shows four future greenways within the plan boundaries: Salem Creek Greenway Extension, South Fork of Muddy Creek Greenway, Leak Creek Greenway, and Fiddlers Creek Greenway. The Salem Creek Greenway Extension will extend the existing Salem Creek Greenway from Marketplace Mall to Forsyth Tech and is listed as a Tier 1 Priority project in the *Greenway Plan Update*. The project received some funding as part of the 2014 City bond referendum. Construction of the project should begin within the next five to seven years. The South Fork of Muddy Creek, Leak Creek, and Fiddlers Creek Greenways are proposed long-range, Tier 4 greenways with construction not anticipated to begin for at least twenty years. The greenway recommendations for the planning area are:

- Complete a formal feasibility analysis of the Salem Creek Greenway Extension. Once completed, begin design work and allocate additional funding necessary for construction.
- Begin construction of the Salem Creek Greenway Extension.
- Work with developers and property owners to obtain the necessary greenway easements. The easements should be a minimum of forty (40) feet in width.
- Work with property owners and the Winston-Salem Engineering Department to establish connections between main greenway trails and adjacent neighborhoods and destinations as projects are being designed and constructed.

## \*HOUSING AND COMMUNITY DEVELOPMENT

### RECOMMENDATIONS

*Legacy 2030* recommends that neighborhoods offer a variety of quality housing types for different income levels, family sizes, and types that reduce segregation of neighborhoods by race, age, and income. Affordable housing should be promoted throughout Forsyth County by providing incentives, using 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.
- Promote the Neighborhood Improvement Plan to educate residents and newcomers about the City's regulations related to zoning, sanitation ordinances, and minimum housing code, and encourage neighborhood associations to participate.
- Incorporate traditional neighborhood design principles in proposed new neighborhood developments, where feasible. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas, and incorporating walkability and connectivity in neighborhoods.
- Encourage the design of neighborhoods to allow residents to age in place.
- Integrate new developments with existing neighborhoods through careful planning, site design, and compatible architecture.
- Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
- Encourage the establishment of neighborhood associations where they do not exist to facilitate citizen involvement in neighborhood issues.
- Plan, locate, and design shopping areas, community facilities, parks, and open space to make them easily accessible to neighborhood residents.
- Improve connectivity of neighborhood streets to improve accessibility within and between neighborhoods.

## **AFFORDABLE HOUSING**

- Encourage for-profit developers and nonprofit developers to build affordable housing for different income levels in the planning area.
- Ensure that 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**

- 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 programs.
- Market/promote the tax credit programs available to National Register properties for building rehabilitation.
- Concentrate code enforcement and promotion of conservation/rehabilitation programs in areas in danger of becoming blighted.
- Ensure that redeveloped housing is compatible with the existing character of the neighborhoods.
- Encourage investor-owners and renters to participate in neighborhood organization membership and activities.
- Work with investor-owners to improve maintenance and management of rental properties, where needed.

## **\*DESIGN AND APPEARANCE RECOMMENDATIONS**

The creation of attractive gateways, business districts and corridors through the use of regulations or physical improvements is recommended by *Legacy 2030*. Design and appearance improvements create a positive visual image and encourage private investment in an area. The appearance and design of

buildings and roadways within the planning area contribute greatly to the image residents and outsiders have of the community. Many of the recommendations of this plan have design components that emphasize quality and attractive design.

## GENERAL RECOMMENDATIONS

- Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, street yards and buffer yard plantings, and parking area improvements.
- Encourage a mix of restaurants, outdoor cafes, small stores, and services at a pedestrian scale that meet the needs of all residents of the area.
- 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; Adopt-A-Park; or Adopt-A-Street.
- Encourage high-quality design for new development throughout the planning area.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
- Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced in the planning area to eliminate blighted and burned down structures and maintain vacant lots.
- Develop a planting program that includes street trees throughout the planning area and street yards in commercial districts. Identify areas in need of screening and areas needing buffers adjacent to residential areas.
- Refer to the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office, when reviewing zoning request and site plans for multifamily development within the planning area.
- Refer to the *Guidelines for Converting Existing Homes to Office or Commercial Uses*, as detailed in **Appendix C** on page XX, when reviewing zoning request and site plans within the planning area.
- Refer to the *Guidelines for Office/Low-Intensity Commercial Developments*, as detailed in **Appendix D** on page XX, when reviewing zoning request and site plans within the planning area.
- Refer to the *Guidelines for Suburban Business Parks*, as detailed in **Appendix E** on page XX, when reviewing zoning request and site plans within the planning area.
- Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where resident gather.
- Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.
- Develop minimal and simple guidelines in growth corridors to preserve design flexibility and creativity in making a suburban, pedestrian-oriented environment.
- Develop growth corridors master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor. This basis for such master plans will be the guidelines for the growth corridor identified in this plan.
- Add pedestrian and bicycle facilities in all growth corridors where feasible.
- Develop activity centers along growth corridors as transit-oriented, high-density, mixed-use nodes.

## LEGACY GROWTH CORRIDORS

While this plan's land use recommendations help define the *types* of uses in an area (residential, commercial, industrial, etc.), growth corridor recommendations help to define the *forms* those uses should take:

- Suburban form growth corridors generally include parking located in the front of buildings and generous landscaping.

- Rural form growth corridors should be less dense than suburban form corridors with buildings and parking set back from the road corridor to preserve rural visual character.

By their nature of passing through multiple settings, each of the South Suburban Planning Area’s growth corridors—Silas Creek Parkway, Peters Creek Parkway (NC 150), and Thomasville Road (NC 109) (see **Map 2 on page XX**) – have multiple distinct location-based recommendations:

### **General Recommendations**

- Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of corridors.
- Develop minimal and simple standards to preserve design flexibility and creativity in making an urban, pedestrian-oriented environment.
- Develop corridor master plans for improvements taking into account the unique character of each corridor. The basis for such master plans will be the design standards for the growth corridor identified in this plan.
- Improve all identified growth corridors by adding pedestrian and bicycle facilities, making landscape improvements, and reducing motor vehicle lanes where feasible.

### **Silas Creek Parkway Growth Corridor Guidelines**

- Develop new commercial, office, and multifamily uses with a suburban form (see guidelines below) between Ebert Road and I-40.

### **Peters Creek Parkway (NC 150) Growth Corridor Guidelines**

- Develop new commercial, office, and/or multifamily uses with a suburban form (see guidelines below) between I-40 and Sides Road and between Bridgton Road to south of Brannigan Village Drive.
- Develop new single-family residential uses with an urban/suburban form (see guidelines below) between south of Brannigan Village Drive to north of Haversham Park Drive. This area includes the Parkside Place and Parkside Meadows subdivisions and vacant parcels south of Leak Creek.

### **Thomasville Road (NC 109) Growth Corridor Guidelines**

- Develop new commercial, office, and multifamily uses with a suburban form (see guidelines below) between Baden Road and I-40; and between Willard Road and the Davidson County line.
- Develop uses with a large-lot rural residential form (see guidelines below) between Baden Road and Willard Road.

### **Suburban Form – Commercial, Office, Multifamily Guidelines:**

- **Silas Creek Parkway between Ebert Road and Interstate 40,**
- **Peters Creek Parkway (NC 150) between Interstate 40 and Sides Road and between Bridgton Road to South of Brannigan Village Drive, and**
- **Thomasville Road (NC 109) between Baden Road and Interstate 40 and between Willard Road and the Davidson County line.**
  - **Height:** Buildings should generally be no more than 4 stories in height on larger sites; 1 to 2 stories on smaller sites.
  - **Building Setback:** Buildings may be located a reasonable distance behind required street yards.
  - **Building Style:** When abutting low-density residential uses, commercial or office buildings 4,000 square feet or less should follow the *Guidelines for Converting Existing Homes to Office or Commercial Uses (Appendix C on page XX)*.
  - **Canopies:** Canopies for gas stations or similar uses should not be located immediately adjacent to Silas Creek Parkway, Peters Creek Parkway, and Thomasville Road.

- **Multifamily:** Develop multifamily sites in a manner that preserves the integrity of any directly adjacent low-density residential development.
- **Driveways:** Minimize driveway cuts on Silas Creek Parkway, Peters Creek Parkway, Thomasville Road and connect adjacent parcels wherever possible.

#### **Urban/Suburban Single-Family Residential Guidelines:**

- **Peters Creek Parkway (NC 150) from south of Brannigan Village Drive to north of Haversham Park Drive.**
  - **Height:** Buildings should be generally no more than four stories in height on larger sites; one to two stories on smaller sites.
  - **Building Setback:** Buildings should be located a reasonable distance behind required street yards.
  - **Building Density:** Residential development should be limited to no more than eight units per acre.
  - **Multifamily:** Multifamily sites should be developed in a manner that preserves the integrity of any directly adjacent low-density residential development.
  - **Off-Street Parking:** Parking should be screened from Peters Creek Parkway.
  - **Driveways:** Minimize driveway cuts on Peters Creek Parkway and connect adjacent parcels wherever possible.

#### **Rural Form – Large Lot Residential Guidelines:**

- **Thomasville Road (NC 109) between Baden Road and Willard Road.**
  - **Building Setback:** Buildings should be located 50 feet or more from Thomasville Road to preserve rural character.
  - **Parking:** Parking should be screened from Thomasville Road to preserve the rural corridor appearance.

## **DESIGN FOR ACTIVE LIVING**

Over the past several decades, health professionals and planners have been focusing attention on the relationship between the built environment and increasing rates of obesity and related health problems in America. Specifically, they are addressing how the way streets, neighborhoods and communities are designed and built plays a critical role in the ability of residents to incorporate physical activity into their daily routines. The recommendations proposed in this plan help address some of the disparities within the environment that may be limiting residents from leading active lives.

The presence of and access to sidewalks, bike lanes, greenways, parks, and transit are critical to establishing an active transportation network for community residents. Various sections of this plan provide detailed recommendations for future improvements to infrastructure and policy that will allow residents to incorporate physical activity into their daily lives. The Transportation section provides recommendations on new sidewalks and bike lanes, as well as, road and bridge improvements. The Community Facilities section provides recommendations for future schools, parks, and greenways. In addition to the recommendations listed in these sections, it is recommended that:

- Staff work with residents to complete pedestrian audits as requested to determine critical pedestrian and bicycle infrastructure needs and develop an implementation strategy to fund needed improvements.
- Bus shelters be located at each transit route stop. Amenities to allow for safe access for all users to each stop should also be provided.
- Transit routes be reevaluated and revised as necessary to best serve area residents.

- Incorporate bicycle and pedestrian access from surrounding neighborhoods when developing new parks within the area.

In addition to establishing the infrastructure to allow for routine physical activity, it is also important to establish an environment that is conducive to physical activity by providing well designed, mixed-use developments that offer residents access to goods and services within a reasonable walking and biking distance. The Land Use section of this plan provides recommendations to guide future development in the area with specific recommendations toward developing pedestrian-oriented, mixed-use activity centers that will provide goods and services to residents.

## **\*HISTORIC PRESERVATION RECOMMENDATIONS**

*Legacy 2030* promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural, and environmental quality of neighborhoods as well as its contribution to a community's economic development. Significant historic resources have been identified in the planning area as indicated in initial surveys (see **Map 9** on **page XX** and **Appendix B** on **page XX**). The 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:

- Retain historic buildings including houses, commercial storefronts, agricultural buildings, and institutional structures, when possible.
- Recognize buildings, events, and areas of historical, cultural, and architectural significance with signs, plaques, or markers.
- Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources. Examples of potential workshops include:
  - How and why to nominate a structure or site to the National Register of Historic Places.
  - Issue-related topics such as how to maintain an older or historic building.
- Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.
- Specific historic preservation recommendations for the planning area are:
  - Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties or districts.
  - Encourage property owners to apply for Historic Markers for significant sites.
  - Coordinate with organizations such as the Piedmont Land Conservancy to preserve not only the architectural elements, but also significant farmland and open space.

## **\*ECONOMIC DEVELOPMENT RECOMMENDATIONS**

Economic development can be defined as the creation and/or retention of jobs and increases in the tax base that improve or enhance the economic welfare of a community and its citizens. *Legacy 2030's* goal for economic development is to attract environmentally-sensitive new businesses and expand both large and small businesses to provide a broad range of employment opportunities and a high quality of life for people living and working in Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses. Areas recommended for future commercial and industrial use are shown on the Proposed Land Use Map (see **Map 6** on **page XX**). Industrial uses in the planning area have access to three important highways: US 52, I-40 and NC 109 (Thomasville Road).

Economic development recommendations for the planning area are:



- Along and near Old Lexington Road, focus on the redevelopment of underutilized and older commercial development and the infilling of existing industrial parks.
- Provide future sewer access to the large future industrial areas designated on the proposed Land Use Map along Follansbee Road and Fishel Road.
- Support balanced, compatible economic development by the private and public sector.
- Encourage technologically-advanced, high-quality, environmentally-sustainable businesses and industries to locate or expand in the planning area.
- Rezone land for business/industrial development in a manner consistent with the recommended Proposed Land Use Plan.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites.
- Identify funding sources to implement economic development initiatives including energy-efficient, high-technology businesses/industries.
- Direct public improvements and funding to designated activity centers, industrial sites, and to other potential economic development opportunity areas identified in the plan.
- Recognize and support business opportunities associated with the growing diversity of cultures in the area.
- 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.
- Promote and encourage agribusiness on the farmlands located throughout the planning area.
- Support the recommendations of the 2016 Forsyth County Farmland Protection Plan which promote agriculture as a viable economic activity in the area.
- Explore and encourage economic development opportunities associated with local foods and urban agriculture.

## **\*ENVIRONMENTAL RECOMMENDATIONS**

The preservation and enhancement of our environmental resources results in a high quality of life for Forsyth County residents. *Legacy 2030* calls for the protection of watersheds, wetlands, natural areas, and streams throughout the county. Clean water, air, and the scenic beauty of the planning area should be maintained. Of particular concern is the loss of the tree canopy in the area and the need to protect the county's many creeks from pollution and its floodplains from inappropriate development.

## **GENERAL RECOMMENDATIONS**

- Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, and scenic areas.
- Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.
- Encourage land owners to use Best Management Practices for stormwater protection.
- Encourage sustainable development of land and buildings.
- Improve or preserve the water quality of the creeks by protecting the natural stream corridors.
- Support organizations and programs that educate residents on environmental issues.
- Support the Voluntary Agriculture District provisions adopted by Forsyth County that identify farms and farmers who want to keep their land in agriculture.
- Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area. This would be particularly appropriate for residential, institutional, and public gathering uses on sites near current and former heavy industrial or commercial operations with documented environmental hazards.



# 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 or Forsyth County Commissioners based on the availability of funding and consideration of priorities.

**\*Timing: Immediate: 1 to 2 years, Short Range: 3 to 5 years, Medium Range: 6 to 10 years, Long Range: 10 years or more, Ongoing: No established completion date**

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
<b>Land Use Recommendations (pages XX - XX)</b>		
Follow Proposed Land Use Plan, land use policies, and Special Land Use Condition Areas. Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, WSCC, BOCC	Ongoing
<b>Transportation Recommendations</b>		
<b>Roads (page XX)</b>		
Improve/build roads identified in the Transportation Plan: -I 40/US 311 Interchange Modification at NC 109 -Widening of US 52 from south of Clemmons Rd. to Northern Beltway -NC 109/Wallburg Bypass -Winston-Salem Southern Beltway -Ebert Road-Stratford Road Connector	NCDOT, WSDOT	Short Range Medium Range Long Range Long Range
Construct collector streets as recommended by the Collector Street Plan.	Private Developers in conjunction with WSDOT	Ongoing
Identify streets to be evaluated by City's Traffic Calming Policy	Neighborhoods Associations with WSDOT	Ongoing
Complete traffic calming and safety studies for the following locations: -Kingstree Neighborhood -Sides Road	WSDOT, NCDOT	Immediate Immediate
<b>Bridge Improvements (page XX)</b>		
Construct Bridge Improvements in the Transportation Plan: -Replace Salisbury Ridge Road over Peters Creek Parkway -Replace Silas Creek Parkway Bridge over Salem Creek	NCDOT, WSDOT	Short Range Long Range
<b>Pedestrian (page XX)</b>		
Review identified sidewalk projects under the City's sidewalk priority funding system.	WSDOT	Immediate
Construct sidewalks within residential areas and along designated thoroughfares and collector streets.	Private Developers in conjunction with WSDOT	Ongoing
<b>Bicycle (page XX)</b>		
Add bike lanes on designated streets.	WSDOT	Ongoing
<b>Community Facilities Recommendations</b>		
<b>Parks (page XX)</b>		
Consider acquiring an additional vehicular access to Easton Park off Old Lexington Road. Explore the feasibility of collaborating with St. Peter's World Outreach Center to develop a master plan that would facilitate better use of the park.	WSRP	Short Range
Determine the feasibility of developing the Old Salisbury Landfill site, after its closure, for a district park.	WSRP	Medium Range

Complete a feasibility study and reclamation plan for use of the closed landfill off Old Milwaukee Lane as a district park.	WSRP	Medium Range
Establish at least one new community park that is easily accessible from a main road. Potential locations include: -A site located between Peters Creek Parkway and Sides Road, north of the intersection of Sides Road with Peters Creek Parkway. -A site located somewhere on Teague Road. -A site in the vicinity of the Old Salisbury Road/Jasper Lane intersection. -A site on a portion of the Wilshire Golf Course if the course becomes available for development. -A site located northeast of the South Main Street/Jones Road intersection.	WSRP	Short Range
Consider the development of additional neighborhood parks, where feasible. One possible site is located on the east side of South Main Street between East Lemly Street, Stockton Street, and East Wright Street.	WSRP	Long Range
<b>Recreation Facilities (page XX)</b>		
Conduct a feasibility study to establish a new recreation center to serve the southward growth of Winston-Salem.	WSRP	Medium Range
<b>Urban Food Access (page XX)</b>		
Establish a grocery store to serve the area near Thomasville Road (NC 109)	Private Developers	Ongoing
<b>Trees and Open Space (page XX)</b>		
Protect the planning area's tree canopy as much as possible.	Neighborhood Associations, Property Owners, Private Developers	Ongoing
Retain existing large trees on private property whenever possible.	Neighborhood Associations, Property Owners, Private Developers	Ongoing
Identify additional areas for planting street trees on public right-of-way.	Vegetation Management, Neighborhood Associations	Ongoing
Explore possibilities to plant street trees in the area on an upcoming Community Roots Day.	CCPB	Short Range
<b>Greenways (page XX)</b>		
Complete a formal feasibility analysis of the Salem Creek Greenway Extension. Once completed, begin design work and allocate additional funding necessary for construction.	WSENG	Medium Range
Extend the Salem Creek Greenway	WSENG	Medium Range
Obtain greenway easements for all new development along all creeks in the planning area.	CCPB	Ongoing
Establish connections between main greenway trails and adjacent neighborhoods/destinations as projects occur.	WSENG, Private Developers, Property Owners	Ongoing
<b>Housing and Community Development Recommendations (page XX)</b>		
Maintain and improve the quality of housing stock in the planning area.	CD, Neighborhood Associations, Property Owners	Ongoing
Market the City's programs for rehabilitation and homeownership.	CD	Ongoing
Improve the connectivity of neighborhood streets	WSDOT	Ongoing
<b>Design and Appearance Recommendations (pages XX-XX)</b>		
Improve all identified growth corridors by adding pedestrian and bicycle facilities, making landscape improvements, and reducing lanes where feasible.	WSDOT, NCDOT	Ongoing

Develop activity centers along growth corridors as transit-oriented, high-density, mixed-use nodes.	CCPB, WSCC, WSDOT	Ongoing
Encourage site and building improvements in older and underutilized commercial sites.	BIA, CD, CCPB, WSCC	Ongoing
Encourage participation in the programs offered by Keep Winston-Salem Beautiful to improve appearances: Adopt-A-Flower Bed; Adopt-A-Stream; Adopt-A-Park; or Adopt-A-Street.	Neighborhood Associations	Ongoing
Refer to the area plan design guidelines when reviewing zoning requests and site plans in the planning area.	CCPB, WSCC, BOCC	Ongoing
Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public spaces where residents gather.	WSCC, PAC	Ongoing
Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.	CCPB, WSCC, BOCC	Ongoing
Develop growth corridor master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor.	CCPB, WSCC, BOCC	Long Range
<b>Historic Preservation Recommendations (page XX)</b>		
Retain existing historic resources.	CCPB, Property Owners	Ongoing
Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques, or markers.	CCPB, HRC	Ongoing
Initiate public outreach on the benefits of preserving historic resources.	CCPB, HRC	Ongoing
Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.	CCPB, HRC	Ongoing
Encourage property owners to apply for Historic Markers for significant sites.	CCPB, HRC	Ongoing
<b>Economic Development Recommendations (page XX)</b>		
Focus on the redevelopment of underutilized and older commercial development and the infilling of existing industrial parks near Old Lexington Road.	BIA, CCPB, WSCC, BOCC, Private Developers	Ongoing
Provide future sewer access to the large future industrial areas designated on the proposed Land Use Map along Follansbee Road and Fishel Road.	CCUC	Long Range
Support balanced, compatible economic development by the private and public sector in the planning area.	BIA, CCPB, WSCC, BOCC	Ongoing
Encourage and support the redevelopment/rehabilitation of older/underutilized commercial sites.	BIA, CCPB, WSCC, BOCC	Ongoing
Promote and encourage agribusinesses.	WSCC, BIA, BOCC	Ongoing
Rezone land for business/industrial development in a manner consistent with the recommended Proposed Land Use Plan.	CCPB, WSCC, BOCC	Ongoing
Direct public improvements and funding to designated activity centers, industrial sites and to other potential economic development opportunity areas identified in the plan.	WSENG, CCUC, WSCC, BOCC	Ongoing
<b>Environmental Recommendations (page XX)</b>		
Manage development pressures to preserve environmentally sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas.	WSRP, CCPB, WSCC, BOCC	Ongoing
Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.	PLC, CCPB, WSCC, BOCC	Ongoing
Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area.	NCDENR, Nonprofit and For-profit Developers	Ongoing

<b>Abbreviations Used:</b>			
BIA	Winston-Salem Office of Business Inclusion and Advancement	NCDOT	North Carolina Department of Transportation
BOCC	Forsyth County Board of Commissioners	PAC	Winston-Salem/Forsyth County Public Art Commission
CCPB	City-County Planning Board	PLC	Piedmont Land Conservancy
CCUC	City-County Utilities Commission	WSCC	Winston-Salem City Council
CD	Winston Salem Community Development Department	WSDOT	Winston-Salem Department of Transportation
HRC	Winston-Salem/Forsyth County Historic Resources Commission	WSENG	Winston-Salem Engineering Department
NCDENR	North Carolina Department of Environment and Natural Resources	WSRP	Winston-Salem Recreation and Parks Department

# Appendix A. Comprehensive Transportation Plan Classifications and Features

Interstate	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
<b>Interstate 40</b>	6 lanes with median	90,000 - 91,000	116,300 – 139,000	94,700	72 - 100	8-lane freeway
Freeways	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
<b>US 52 (NC 8/ Future 285) (I-40 to Forsyth County Line)</b>	4 lanes with median	28,000 – 46,000	35,600 – 62,900	61,200 – 62,300	48 - 60	4 lanes divided with median (4-A)
Expressways	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
<b>Peters Creek Parkway (NC 150) (I-40 – Proposed Southern Beltway)</b>	4 – 6 lanes with median	19,000 - 39,000	27,000 – 52,100	49,000 – 73,400	66 - 88	4-lane divided with median, no curb & gutter. Partial control of access. 6-lane road with raised median, curb & gutter with outside lanes and sidewalk (4-B & 6-B)
<b>Silas Creek Parkway (NC 67) (Ebert Road to Peters Creek Parkway)</b>	4 – 6 lanes with median	23,000 – 32,300	32,800 – 44,500	49,000 – 73,400	52 - 88	4 – 6 lane roadway with raised median, curb & gutter with wide outside lanes and sidewalk (6-B & 4-C)
<b>Thomasville Road (NC 109) (I-40 to Teague Road)</b>	2 – 4 lanes	7,300 – 16,000	27,100	23,600 – 49,000	36 - 66	4-lane roadway with raised median and wide outside lanes and sidewalks(4-C)

Major Thoroughfares	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
<b>E. / W. Clemmonsville Road</b> ( <i>Ebert Road to I-40</i> )	2 – 5 lanes	4,500 – 22,000	8,200 – 44,900	13,800 – 31,700	22 - 64	3-4 lanes, raised median, curb and gutter with wide outside lanes and sidewalk(3-B & 4-C)
<b>Ebert Road</b> ( <i>Silas Creek Parkway to I-40</i> )	2 lanes	12,000 - 14,000	16,100 - 18,200	13,800 – 15,300	22	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Friendship-Ledford Road</b> ( <i>Old Lexington Road to Forsyth County Line</i> )	2 lanes	5,200	7,900	15,300	21	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Old Lexington Road</b> ( <i>Starlight Dr to Forsyth County Line</i> )	2 – 5 lanes	890 – 11,700	1200 – 17,700	15,300 – 31,700	60 - 64	2-4 lanes, wide paved shoulders, curb and gutter with sidewalks, divided/undivided median (2-B, 3-B, 4-B & 4-C)
<b>Peters Creek Parkway (NC 150)</b> ( <i>Proposed Southern Beltway to Forsyth County line</i> )	4 lanes with median	21,000 – 27,300	29,100 – 38,800	31,600	48-74	4 lanes with divided median, no curb & gutter and sidewalks (4-B & 4-C)
<b>Stafford Village Boulevard</b> ( <i>Old Salisbury Road to Peters Creek Parkway</i> )	3-4 lanes with median	4,000	7,800	15,800	36	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Thomasville Road (NC 109)</b> ( <i>Teague Road to Forsyth County line</i> )	2 lanes	8,300 – 22,400	22,400 – 28,400	15,300 – 15,800	30 - 38	2-lanes, curb & gutter, with bike lanes and sidewalks (2-E)
Minor Thoroughfares	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
<b>Ardmore Road</b> ( <i>Old Salisbury Road to Ebert Street</i> )	2 lanes	5,400	9,100	15,300	30	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Barnes Road</b> ( <i>S. Main Street to Old Lexington Road</i> )	2 lanes	4,200	8,400	15,300	24	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Brewer Road</b> ( <i>Old Salisbury Road to W. Clemmonsville Road</i> )	2 lanes	2,400 – 6,000	2,800 – 7,500	13,800 – 15,300	20-36	2-3 lanes, curb & gutter with wide outside lanes and



						sidewalks; parking on one side (3-B & 2-H)
<b>Bridgton Road</b> <i>(Peters Creek Parkway to Follansbee Road)</i>	2 lanes	3,300	6,700	15,800	22	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Buchanan Street</b> <i>(Salisbury Ridge Road to Brewer Road)</i>	2 lanes	6,300 – 11,000	7,000 – 14,000	13,800	36	2-3 lanes, curb & gutter with paved wide outside lanes/shoulders and sidewalks; parking on one side (3-B & 2-H)
<b>Cassell Street</b> <i>(S. Main Street to Old Lexington Road)</i>	2 lanes	2,600 – 3,000	5,200 – 6,500	13,800	24 - 32	2-3 lanes, curb & gutter with wide outside lanes and sidewalks (3-B & 2-C)
<b>Darwick Road</b> <i>(Old Salisbury Road to Ebert Road)</i>	2 lanes	3,400	6,700	15,300	20	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>W. Clemmonsville Road</b> <i>(Peters Creek Parkway to Old Salisbury Road)</i>	2 lanes	18,000	36,300	13,800	36	3 lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Fishel Road</b> <i>(S. Main Street to Peters Creek Parkway)</i>	2 lanes	2,600 – 3,000	5,600 – 6,500	15,300	24 - 28	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Follansbee Road</b> <i>(Bridgton Road to S. Main Street)</i>	2 lanes	2,500	5,300	13,800	22	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Old Salisbury Road</b> <i>(Brewer Road to Friedburg Church Road)</i>	2 lanes	6,000 – 12,000	10,000 – 25,900	13,800 – 15,300	22 - 24	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>Pope Road</b> <i>(Ebert Street to Old Salisbury Road)</i>	2 lanes	5,900	11,500	13,800	25	3-lanes, curb & gutter with wide outside lanes and sidewalks (3-B)
<b>South Main Street</b> <i>(Forsyth County Line to I-40)</i>	2 – 5 lanes	3,100 – 8,400	6,100 – 12,700	13,800 – 32,400	26-64	2 – 4 lanes, curb & gutter with wide outside lanes and sidewalks; parking on both sides and raised median. (3-B, 4-C, 2-G)
<b>Teague Road</b> <i>(Thomasville Road to Old Lexington Road)</i>	2 lanes	2,500	4,600	15,800	21	2 lanes, curb & gutter with bike

						lanes and sidewalks (2-E)
<b>List of Existing Collector Streets</b>						
<b>Arnold Avenue</b>			<b>Harmon Road</b>			<b>Paragon Drive</b>
<b>Baden Road</b>			<b>Haverhill Street</b>			<b>Parkside Place Drive</b>
<b>Beth Avenue</b>			<b>Heitman Drive</b>			<b>Paula Drive</b>
<b>Bridgton Road</b>			<b>Hickory Ridge</b>			<b>Ralee Drive</b>
<b>Cash Drive</b>			<b>Drive</b>			<b>Regal Drive</b>
<b>Cassa Vista Lane</b>			<b>Hopewell</b>			<b>Renon Road</b>
<b>Charles Street</b>			<b>Church Road</b>			<b>Rosann Drive</b>
<b>Clemmons ville</b>			<b>Jasper Lane</b>			<b>Rosemont Avenue</b>
<b>Circle</b>			<b>Jones Road</b>			<b>Sides Road</b>
<b>Clinard Avenue</b>			<b>Kesteven Road</b>			<b>Southdale Avenue</b>
<b>Cloister Drive</b>			<b>Kingstree Ridge</b>			<b>Southland Avenue</b>
<b>Cornell Boulevard</b>			<b>Drive</b>			<b>Southpark Boulevard</b>
<b>Davie Avenue</b>			<b>Konnoak Drive</b>			<b>Starlight Drive</b>
<b>Ethel Drive</b>			<b>Lake Drive</b>			<b>Swaim Road</b>
<b>Fairview</b>			<b>Lance Ridge</b>			<b>Trademart Boulevard</b>
<b>Boulevard</b>			<b>Lane</b>			<b>Waccamaw Path</b>
<b>Ferndale Avenue</b>			<b>Lexwin Avenue</b>			<b>Woodcote Drive</b>
<b>Follansbee Road</b>			<b>Miller Street</b>			
<b>Fox Meadow Lane</b>			<b>Morning Star</b>			
<b>Garland Street</b>			<b>Lane</b>			
<b>Gyro Drive</b>			<b>W. Oak Grove</b>			
			<b>Road</b>			
			<b>Overdale Road</b>			
			<b>Palmer Lane</b>			

## Appendix B. Significant Historic Resources

Name	General Location	Date	Survey Site Number
<b>Individual Properties:</b>			
John Wesley Snyder House [LHL, NR]	2715 Old Salisbury Road	ca. 1922	FY02657
<b>Local Historic Marker(s):</b>			
Easton Neighborhood	Northwest corner of Woodcote Drive and Clemmonsville Circle	1949	FY 04181

Abbreviations:

LHL: Local Historic Landmark

NR: National Register of Historic Places

# Appendix C. Guidelines for Conversion of Existing Homes to Office or Commercial Uses

Converting homes to office or commercial uses can provide a way to re-use existing residential structures along roads where increased traffic, road expansions, or other changes have made an area less suitable for single-family residential uses. Converting these existing structures allows a neighborhood to accommodate changing land use demands while still retaining the residential scale and character of the area. The following recommendations will help these conversion projects fit in with the existing neighborhood context:

## **Existing Buildings**

- The current, street-facing building entrance should be retained as the primary entrance to the structure.
- The exterior appearance of existing single-family structures should be kept as intact as possible to preserve the residential character of the neighborhood.
- Porches on existing buildings should be kept open where possible. If enclosure is necessary, transparent materials, such as glass or screening, should be installed behind the original railings and/or columns.
- Incorporate accessible design features (such as wheelchair ramps) so that they have minimal visual impact on the existing structure.
- Exterior stairs may have a negative impact on the character of the neighborhood. Where exterior stairs are required, they should be located to the side or rear of structures and integrated into the overall building design.

## **New Buildings**

- New residentially-scaled office buildings in areas of home office conversions should be no larger than 4,000 square feet in size.

## **Parking**

- Parking should be located to the side or rear of the building where possible, and screened from view of any nearby residential development.
- On corner lots, parking on the street side corner of the lot should be avoided.
- Parking lots should be designed to minimize their effects on the existing streetscape. Large expanses of paving should be divided into smaller areas through the use of parking lot landscaping.
- Retain existing vegetation, such as mature trees, and incorporate them into the parking lot design where possible.
- Minimize curb cuts and share driveways with adjoining sites where possible.
- Include cross-access with adjacent properties where possible.

## **Lighting**

- An appropriate amount of indirect lighting is recommended. Lighting fixtures should not cast direct light on adjacent property.

## **Site Amenities**

- Site furnishings such as bollards, seating, trash containers, tree grates, special features, fencing, and pedestrian level lighting are recommended to enhance the character of the development.

**Outside Utility Areas**

- All outside storage, waste disposal, and loading areas should be screened from view. All utility, heating, ventilation, and air conditioning units should be located where they will have the least impact on the aesthetic character of the development.

**Landscaping**

- Landscaping should be used to buffer the site from existing residential development.
- Landscaped areas should be properly maintained.

# Appendix D. Guidelines for Office/Low-Intensity Commercial Developments

Office/low-intensity commercial developments can serve as an appropriate transition between more intense commercial areas and residential neighborhoods. These areas provide needed retail services to area residents while preventing the development of more impactful commercial establishments such as auto repair shops, gas stations, and restaurants with drive-throughs. The following recommendations will help office/low-intensity commercial projects fit in with their surrounding context:

## **Building Placement**

- New buildings should front the street to create a continuity of building facades along a corridor. The main entrances to buildings should be on the street fronting facade.

## **Architectural Detailing**

- New structures should match the proportions and scale of existing structures, and reflect existing patterns in the built environment.
- Building façade details such as porches, columns, windows, balconies, and awnings should be included to enhance the pedestrian environment. Solid walls and blank exterior facades should be avoided.
- Where possible, display windows on the street level should be included.
- The visual bulk of larger buildings may be reduced by articulating the façade.

## **Parking**

- Parking should be located to the side or rear of the building where possible, and screened from view of any nearby residential development.
- On corner lots, parking on the street side corner of the lot should be avoided.
- Parking lots should be designed to minimize their effects on the existing streetscape. Large expanses of paving should be divided into smaller areas through the use of parking lot landscaping.
- Retain existing vegetation, such as mature trees, and incorporate them into the parking lot design where possible.
- Minimize curb cuts and share driveways with adjoining sites where possible.
- Include cross-access with adjacent properties where possible.

## **Lighting**

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- All outside storage, waste disposal, and loading areas should be screened from view. All utility, heating, ventilation and air conditioning units should be located where they will have the least impact on the aesthetic character of the development.

**Landscaping**

- Landscaping should be used to buffer the site from existing residential development.
- Landscaped areas should be properly maintained.

# Appendix E. Guidelines for Suburban Business Parks

Suburban sites can be attractive to companies in certain industries by offering affordable land, the flexibility to build a new facility conforming to a company's specific needs, nearby access to an interstate or airport, and access to a regional labor supply. The following recommendations will help promote attractively designed suburban business parks which fit into their surrounding context:

## **Recommended Overall Site Size**

- The recommended minimum site size for new business parks is 100 acres. This will focus business park development at a small number appropriate locations, allow for coordinated park development, and provide enough space for the effective use of buffers and preserved natural areas.

## **Site Buffers**

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

## **Park Access**

- Access to the park should be from a road with a minimum functional classification of "minor thoroughfare"
- Streets in the business park should be designed to allow access from adjacent neighborhoods, but should not encourage industrial traffic to use local residential streets.
- More than one major access point should be provided to the park, and connectivity of the internal street system is encouraged.

## **Common Open Space**

- At least 20 percent of the business park site should be preserved in the form of common open space consisting of streams, lakes, floodplains, wetlands, steep slopes, and similar areas.
- Common open space should be connected, where possible, to form a natural corridor throughout the development.

## **Building Placement**

- All buildings should be set back a minimum of 100 feet from the exterior boundary of the park.
- Buildings on each park development site should face internal streets and be set back a minimum of 60 feet from internal streets.
- Warehouse buildings should be designed and placed on their lots so that views of loading docks are minimized from the street.

## **Architectural Detailing**

- Structures within the business park should exhibit design compatibility with one another.
- A cohesive group of building materials should be used on structures in the park.
- Exposed concrete blocks and prefabricated metal are not recommended building materials, but may be acceptable for the sides and rear of buildings if they are screened from view of external property lines and internal roadways.
- Offices or showrooms should be located at the front of the building.
- Facades facing the street should be articulated and include transparent glass in office or showroom areas.



### **Storage/Process Areas**

- Businesses in suburban business parks should meet the storage requirements of the "Manufacturing B" use in the *Unified Development Ordinances*, which allows requires storage of materials, processing fabrication/assembly of products, and loading and unloading of new materials to take place only within enclosed buildings.
- Storage trailers or containers should be located in designated areas and screened from public streets or from the exterior of the business park.

### **Display Areas**

- No outdoor display areas should be allowed. All display areas should be located within buildings.

### **Service Areas**

- All truck service should be accommodated at the rear of buildings.
- Loading docks should be located at least 300 feet from adjacent residential areas.
- Loading docks should be recessed, screened or otherwise designed to be totally buffered from adjacent properties and public roads.

### **Outside Utility Areas**

- All waste disposal, utility, heating, ventilation and air conditioning units should be located where they will have the least impact on the aesthetic character of the development.

### **Operation Impacts**

- Operations in the business park should not produce dust, smoke, odors, fumes, air or water pollution, noise, gases, or vibrations.
- The use of hazardous materials or volatile chemicals should be in compliance with all federal, state, and local requirements.

### **Pedestrian Circulation**

- A sidewalk system should be included along all streets in the business park.
- Sidewalk should link building entrances to park streets.
- A system of greenway trails that are part of the open space component of the business park is also encouraged.

### **Parking**

- Parking should be screened from view of any nearby residential development.
- Large expanses of paving should be divided into smaller areas through the use of parking lot landscaping.
- Retain existing vegetation, such as mature trees, and incorporate them into the parking lot design where possible.

### **Lighting**

- An appropriate amount of indirect lighting is recommended for the park. Lighting fixtures should not cast direct light on adjacent property outside of the business park.

### **Landscaping**

- Landscaping should be used to buffer the site from existing residential development.
- Landscaped areas should be properly maintained.
- Landscaped medians should be created at major entrance streets into the park.

**Fences**

- Perimeter and chain-link fencing should be avoided. In cases where such fencing is needed, chain-link fencing should be as minimal as possible and its view from public streets or outside the business park should be screened by landscaping or buffering.
- Where it is necessary to use chain-link fencing, black, green, or earth-tone vinyl coated fencing is preferred.



# Acknowledgements



## City of Winston-Salem

<b>Allen Joiner</b> Mayor	<b>* Dan Besse</b> Southwest Ward	<b>Jeff MacIntosh</b> Northwest Ward
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<b>Denise D. Adams</b> North Ward	<b>* John C. Larson</b> South Ward	<b>* James Taylor, Jr.</b> Southeast Ward
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