

Motion and
Statement of Consistency with the Legacy Comprehensive Plan
The Southwest Suburban Area Plan Update

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

The Southwest 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 Southwest Suburban Area Plan Update contains recommendations to guide future growth and development within southwest Forsyth County and a portion of southwestern Winston-Salem, which is intended to help the Planning Board and the governing board make planning and zoning recommendations and decisions, respectively; and
3. The Southwest 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 Southwest Suburban Area Plan Update.

Second:

Vote:

FORSYTH COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: August 31, 2015 AGENDA ITEM NUMBER: _____

SUBJECT:-

- A. Public Hearing on the *Southwest Suburban Area Plan Update* which was developed during the past year by Planning and Development Services staff with 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 April 9, 2015 and unanimously recommended the plan to the Forsyth County Board of Commissioners. The Winston-Salem City Council adopted the plan on June 1, 2015 for the portion of the planning area within its municipal boundaries.

- B. Adoption of *Southwest Suburban Area Plan Update*

COUNTY MANAGER'S RECOMMENDATION OR COMMENTS:-

SUMMARY OF INFORMATION:-

See attached documentation.

After consideration, the Planning Board recommended adoption of the *Southwest Suburban Area Plan Update*.

ATTACHMENTS:- YES NO

SIGNATURE: _____ DATE: _____
County Manager

**RESOLUTION ADOPTING
THE SOUTHWEST SUBURBAN AREA PLAN UPDATE**

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

WHEREAS, the *Southwest Suburban Area Plan Update* process included four community meetings where plan recommendations were generated and refined, resulting in the preparation of a draft Plan by staff and citizens of the area; and

WHEREAS, the proposed *Southwest Suburban Area Plan Update* contains recommendations to guide future growth and development within southwest Forsyth County and a portion of southwestern Winston-Salem; and

WHEREAS, the City-County Planning Board held a public hearing on the *Southwest Suburban Area Plan Update* on April 9, 2015 and recommended the Plan as written.

NOW, THEREFORE, BE IT RESOLVED by the Forsyth County Board of Commissioners as follows:

1. The *Southwest Suburban Area Plan Update*, as endorsed by the City-County Planning Board, is hereby adopted by Forsyth County as an area plan for southwest Forsyth County area subject to the limitations set forth herein.
2. The *Southwest Suburban Area Plan Update* will be used as a supplement to *Legacy* as a land development guide for making planning and zoning decisions relating to property located within the area covered by this Plan that come before the county for action. This Plan shall be given priority consideration where it is more specific than and not inconsistent with *Legacy* or any applicable laws and ordinances; however, in all other instances *Legacy* shall be given priority consideration over this Plan.
3. The Plan includes many voluntary or optional planning, zoning, and development initiatives for the County's consideration. However, by adopting this Plan, it is not the intent of the County to sanction, adopt, or require the adoption of these voluntary or optional initiatives that may or may not be consistent with *Legacy*, the *Unified Development Ordinances* (UDO), or other applicable law or priorities for the County.
4. It is not the intent of Forsyth County by adopting this Plan to make prior judgments on any rezoning requests.
5. It is not the intent of Forsyth County by adopting this Plan to commit any county funding to any specific capital projects that might be recommended or mentioned within the said Plan.

Adopted this ____ day of _____, 2015.

**NOTICE OF PUBLIC HEARING CONCERNING ADOPTION OF THE
SOUTHWEST SUBURBAN AREA PLAN UPDATE**

Notice is hereby given that Forsyth County will schedule a public hearing on Monday, _____ at 6:00 p.m. in the Forsyth County Commissioners' Meeting Room on the Fifth Floor of the Forsyth County Government Center located at 201 N. Chestnut Street in Winston-Salem, N. C. pursuant to the provisions of N.C.G.S. 153A-323 on the following proposed item:

Adoption of the Southwest Suburban Area Plan Update

This notice shall be published once a week for two successive calendar weeks. The notice shall be published the first time not less than 10 days, or more than 25 days, before the date fixed for the hearing. In computing such period, the day of publication is not to be included but the day of the hearing shall be included.

The _____ day of _____, 20__.

FORSYTH COUNTY BOARD OF COMMISSIONERS
Carla D. Holt, Clerk

TO: Chairman David R. Plyler and Members of the Forsyth County Board of Commissioners
FROM: A Paul Norby, Director of Planning and Development Services
DATE: July 9, 2015
SUBJECT: Briefing and Consideration of Draft *Southwest Suburban Area Plan Update*

Bryce A. Stuart Municipal Building
100 E. First Street
P.O. Box 2511
Winston-Salem, NC 27102
CityLink 311 (336.727.8000)
Fax 336.748.3163

Planning staff is ready to present to the Board of Commissioners the draft *Southwest Suburban Area Plan Update*.

The *Southwest Suburban Area Plan Update* was prepared by planning staff, with extensive input and participation by citizens from the area. Four community meetings were held between December 2014 and March 2015 to review and comment on the draft Plan update.

The City-County Planning Board held a public hearing on the draft Plan on April 9, 2015, heard comments from citizens and recommended the Plan as written to the Winston-Salem City Council and the Forsyth County Board of Commissioners. The City Council held a public hearing on the Plan on June 1 and adopted it for use in the City jurisdiction.

Staff will be available to brief the Board and answer any questions before or after the public hearing.

A. Paul Norby, FAICP
Director of Planning and Development Services



SOUTHWEST SUBURBAN
AREA PLAN

Update

DRAFT
MARCH 2015

City-County
Planning
BOARD
FORSYTH COUNTY
& WINSTON-SALEM
NORTH CAROLINA

SOUTHWEST SUBURBAN AREA PLAN UPDATE

DRAFT

March 2015

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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. *Legacy 2030*, 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 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 seven urban area plans, a downtown plan, and 13 suburban/small town area plans. Seven plans cover the Urban Neighborhoods and Downtown as defined in *Legacy 2030*. Urban Neighborhoods were typically built before 1940 and include the residential, commercial, industrial, and institutional development that surrounds the Center City of Winston-Salem. The Urban Neighborhoods area has been divided into study areas based on geography and common features.

Thirteen plans cover the Suburban Neighborhoods and Future Growth Area as defined in the *Legacy 2030*. These areas have been divided into study areas based on geography and common features. Suburban Neighborhoods include a large portion of the county and most of the small towns where suburban development has occurred in recent decades. It is also the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur. Future Growth Areas do not usually have sewer or other facilities and services to support urban development; however, because of their potential to be served efficiently by sewer and other facilities and services in the future and/or their proximity to towns, major roads and other public investments, the Growth Management Plan calls for them to eventually be developed.

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 that 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 consistent terminology, information, mapping, and land use colors. 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.

Introduction

***BOUNDARIES OF THE STUDY AREA**

The Southwest Suburban Planning Area encompasses 13,242 acres in the southwestern portion of Forsyth County. The plan area is generally bounded on the north by Business 40/US 421 and Silas Creek Parkway; on the east by Ebert Road; on the south by the Forsyth County/Davidson County boundary; and on the west by Muddy Creek. Approximately 60% of the area is in Winston-Salem. The remainder is in unincorporated Forsyth County (see **Map 1** on **page yy**).

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 *Southwest Suburban Area Plan* was adopted in 2009. The *Southwest Suburban Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the Southwest Suburban plan area.

Legacy 2030's Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan about 81% of the plan area is designated as Suburban Neighborhoods Growth Management Area (GMA 3). The remaining 19%, located south of Fraternity Church Road, is designated as Future Growth Area (GMA 4) (see **Map 2** on **page yy**).

***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** on **page yy**. 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 City Council 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 and City Council 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.

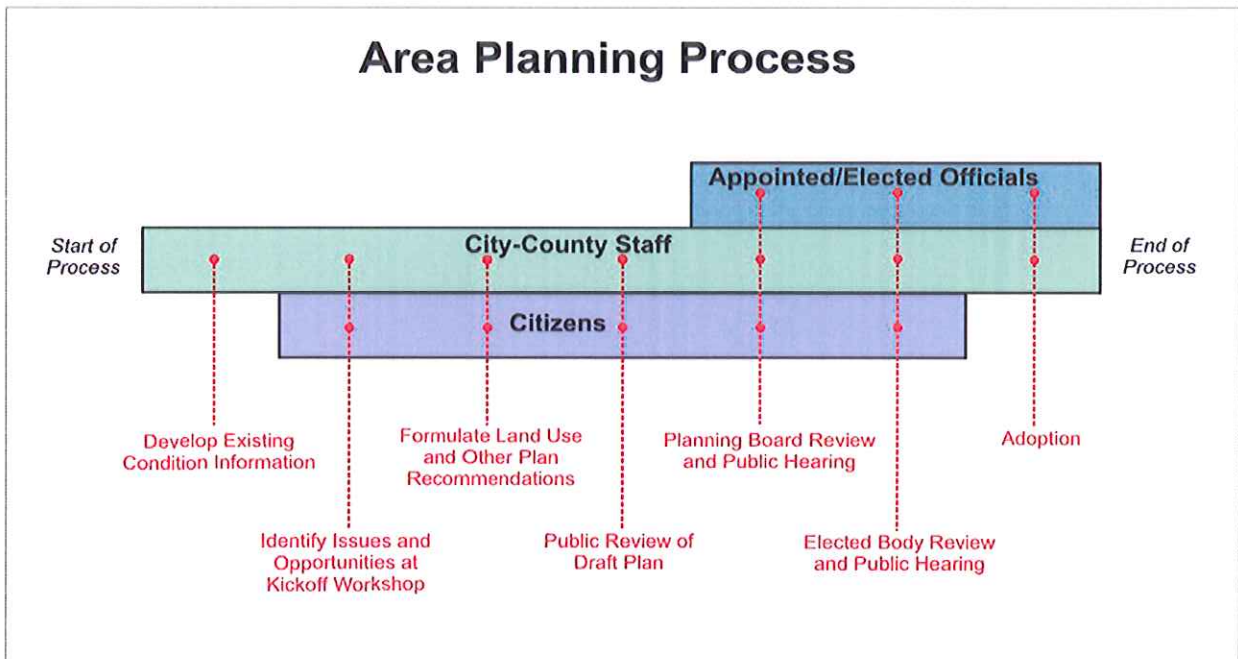
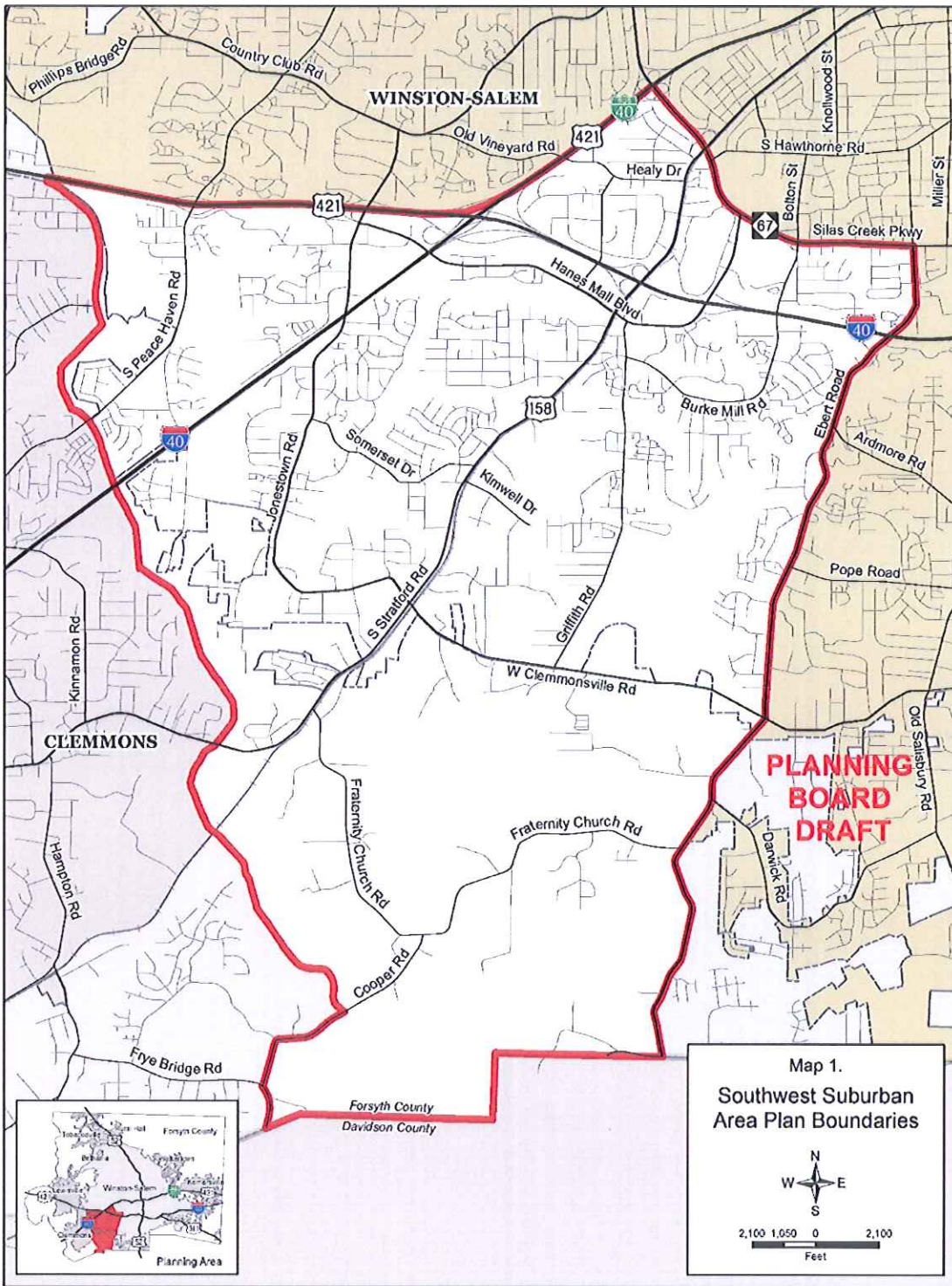
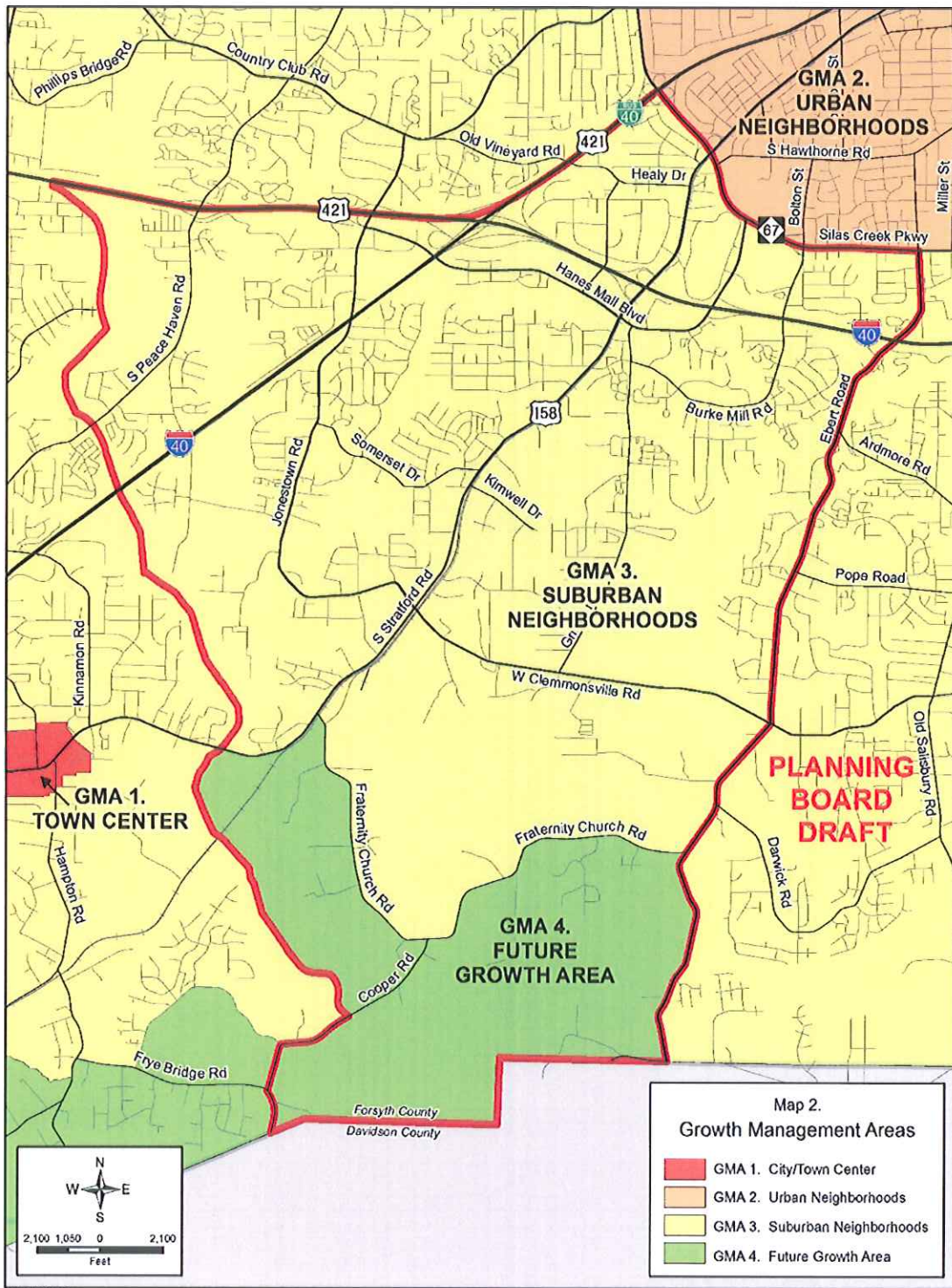


Figure 1. Area Planning Process



Map 1. Southwest Suburban Area Plan Boundary



Map 2. Growth Management Areas

Existing Conditions

*GENERAL CHARACTER

The Southwest Suburban Plan Area has a diverse mix of residential, commercial, office, institutional, industrial, and recreational land uses. The most intensive uses are concentrated in the northern half of the area where substantial commercial and office development activity has occurred and continues to occur along Hanes Mall Boulevard. The central part of the plan area has a significant number of industrial uses that occupy a large land area. The southern portion of the area beyond the City limits consists mainly of low-density residential areas and a significant amount of undeveloped land with a more rural character, though only a small amount is actually in agriculture use.

*DEMOGRAPHICS

Based on 2010 Census, 21,819 people, or 6% of Forsyth County's population, live in the Southwest Suburban Plan Area. This is a 77% increase in population over 10 years, a significantly higher rate of growth than that of Forsyth County, which had a 15% increase in population during the same time period (see Table 1).

Table 1. Demographic Trends/Comparisons					
Population Statistics					
Area	Population				
	2010	2000	2000-2010 Growth	2010 Portion of Forsyth County Population	2010 Density (Persons per Acre)
Southwest Suburban Area	21,819	12,356	77%	6.2%	1.6
Winston-Salem	230,345	185,776	24%	65%	2.7
Forsyth County	351,798	306,067	15%	-	1.3
Diversity Statistics					
Area	Diversity (Percent)				
	African-American	White	Asian	Other	Hispanic
Southwest Suburban Area	25	60	3	3	9
Forsyth County	26	59	2	1	12
Age Statistics					
Area	Age (Percent)				
	Less than 5 years	5 - 17 years	18 - 39 years	40-64 years	65 years and older
Southwest Suburban Area	7	15	31	32	15
Forsyth County	7	18	29	33	13

Source: 2010 U.S. Census

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

*EXISTING LAND USE

The Southwest Suburban Plan Area is an area of diverse land uses. The focus of new development since 2008 has been new commercial and office activity in the Hanes Mall Boulevard/Stratford Road area. Most of the area south of West Clemmons Road has remained relatively undeveloped. See **Map 3** on page yy for the 2014 existing land use pattern. **Table 2** shows existing land use by acreage and percentage of total area.

Land Use	Acres	%	Land Use	Acres	%
Large Lot Residential	1,369	10.3	Commercial	663	5.0
Single-Family Residential	2,908	22.0	Industrial	648	4.9
Low-Density Attached Residential	253	1.9	Institutional	410	3.1
Intermediate-Density Residential	190	1.4	Parks/Open Space/Commercial Recreation	294	2.2
High-Density Residential	48	0.4	Utilities/Rights-of-Way	1,912	14.4
Manufactured Housing Park	57	0.4	Total Developed	9,025	68.2
Total Residential	4,814	36.4	Agriculture	1,359	10.3
Office	284	2.1	Undeveloped Land	2,857	21.6
			Total Area	13,242	100.0

Source: Survey by City-County Planning Staff, Fall 2014

RESIDENTIAL

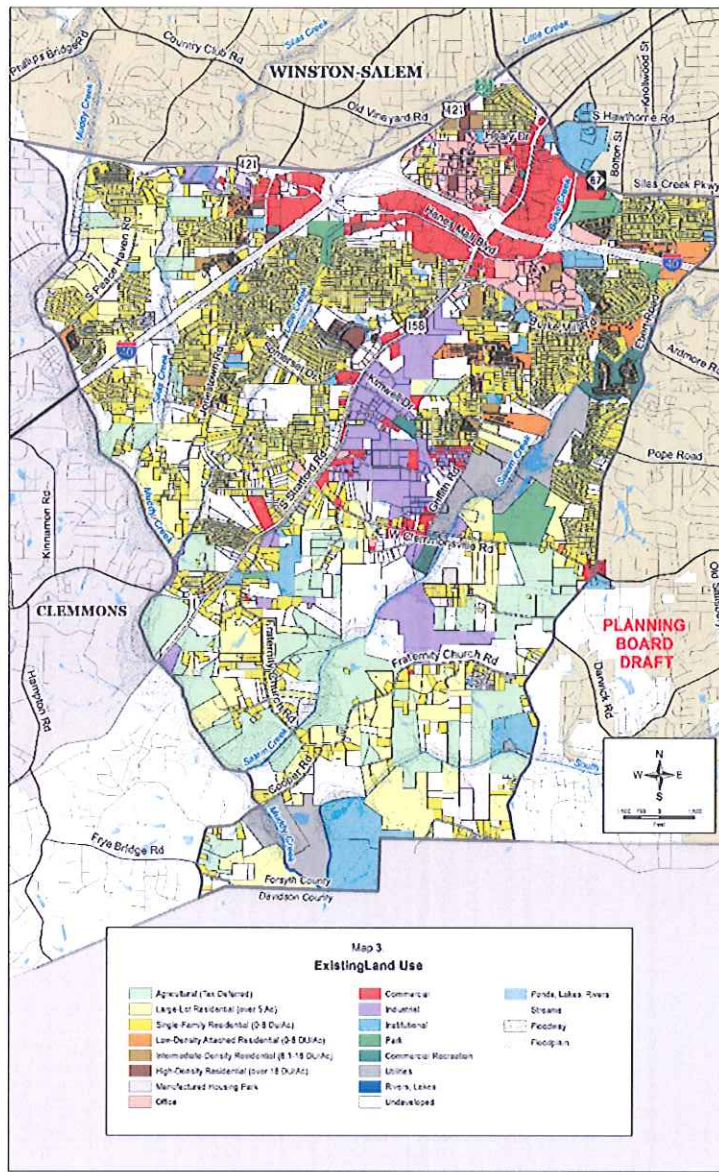
The predominant land use in the planning area is residential use, which accounts for 4,822 acres, 36% of the total land area. Single-family development is the dominant type of residential use accounting for 22% of the total land area. A total of 1,369 acres, 10% of the land area, is in large-lot residential development with single residential units on parcels of 5 or more acres. Large-lot residential development is concentrated in the southern part of the planning area. Low-density attached residential, intermediate-density residential, and high-density residential development account for 4% of the total land use in the planning area. These forms of multifamily development are located in the northern part of the planning area with concentrations on Griffith Road, Burke Mill Road, Ebert Road and Old Vineyard Road.

COMMERCIAL

Over 654 acres, 5% of the land in the planning area, is developed with commercial uses. The primary concentrations of retail development are near Hanes Mall Boulevard, South Stratford Road north of Hanes Mall Boulevard, the Jonestown Road/Kester Mill Road area and in the South Stratford Road/West Clemmons Road/Griffith Road area. Most offices in the planning area are located in close proximity to or mixed in with commercial uses.

OFFICE

Office uses are mainly located in the Hanes Mall Boulevard/Burke Mill Road/Kimel Park Drive area and the Healy Drive/Vest Mill Road/Westgate Center Drive/Westbrook Plaza area. Office uses take the form of larger office complexes as well as scattered smaller offices. Office uses account for 2% of all land uses in the area.



Map 3. Existing Land Use

REPLACE PAGE

INDUSTRIAL

Industrial uses occupy 627 acres, accounting for 5% of land in the planning area. Industrial uses are concentrated east of South Stratford Road at Kimwell Drive, west of Griffith Road and north and south of West Clemmonsville Road.

INSTITUTIONAL

Institutional uses, such as schools, churches, cemeteries and a fire station, are located throughout the planning area. The 393 acres of institutional uses account for 3% of all uses in the planning area.

PARKS, OPEN SPACE, AND COMMERCIAL RECREATION

There are four public parks, one open space area, a private driving range and a private golf course in the planning area totaling 277 acres and accounting for 2% of the land area. Recreational 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 15% of the land in the Southwest Suburban Plan Area. The planning area includes major water treatment plant sites, major roads and rail rights-of-way.

AGRICULTURE

Agricultural uses account for 10% (1,378 acres) of land in the planning area. Sites that are actively used for agriculture are located mostly outside the City limits, concentrated on large parcels in the southern part of the planning area.

UNDEVELOPED

There are 2,892 acres of undeveloped land in the planning area. Undeveloped land constitutes 22% of the total land in the planning area and is located mainly in the southern portion of the area outside of the city limits.

***ZONING**

There are a variety of zoning districts within the planning area. The most prevalent zoning districts are single-family residential districts which occupy 9,379 acres of land located throughout the planning area. There are approximately 1,234 acres zoned for industrial use, located mainly east of South Stratford Road, north and south of West Clemmonsville Road and west of Griffith Road and 1,284 acres zoned for commercial and office uses, located primarily near Hanes Mall Boulevard and South Stratford Road, and north of Burke Mill Road

In the period from 2006 to 2014, there were 31 rezoning petitions covering greater than 216 acres of land in the plan area. Within the same period, there were 22 subdivisions approved which did not require rezoning. These subdivisions cover another 392 acres of land, bringing the total amount of land involved in either a rezoning request or subdivision approval to 608 acres, 5% of the total land area in the plan area. The majority of these rezonings and subdivisions are located in the northern two-thirds of the plan area.

*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 land use decisions.

ROADS

OVERALL STREET PATTERN

Interstate 40 and US 421/Business 40 are the two interstates/freeways that cross through the plan area. Two boulevards provide major circulation routes in the plan area: South Stratford Road (US 158) that bisects the study area and Silas Creek Parkway (NC 67) that is a part of the area's northern boundary. Major thoroughfares include Ebert Road along the area's eastern boundary, Jonestown and West Clemmons roads which furnish an east/west road network, and Hanes Mall Boulevard, a major commercial corridor (see Table 3). Minor thoroughfares offer many road connections between Winston-Salem, Clemmons, Lewisville, southwest Forsyth County and adjacent northern Davidson County. Numerous collector and local streets feed vehicles into these thoroughfares to circulate traffic throughout and beyond the plan area.

Freeways	Description	2013 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Interstate 40	6-lane, median-divided, controlled access	64,000 – 97,000	91,800-129,600	103,600	72	Adequate
US 421/Business 40	4 to 6-lane, median-divided, controlled access	44,000 – 70,000	58,000-72,800	95,500	48 – 72	Adequate
Expressways	Description	2013 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Silas Creek Parkway	4 to 6-lane, median-divided, limited access	17,000 – 53,000	37,500-49,400	32,200-48,400	48 – 72	Adequate
Boulevards	Description	2013 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
Hanes Mall Boulevard	4 to 6-lane, median-divided	14,000 – 27,000	15,100-38,500	40,900	76	Adequate
South Stratford Road (US 158 to Silas Creek Parkway)-- the proposed Northern Beltway	4 and 5-lane, curb and gutter, and 6-lane, median-divided	16,000 – 18,000	29,500-51,000	38,100-65,300	64 – 84	4 to 6-lane, median-divided
Major Thoroughfares	Description	2013 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
West Clemmons Road	2 and 3-lane, shoulder	11,000 – 12,000	10,100-11,600	16,100-17,700	22 – 35	3-lane, curb and gutter
Ebert Street/Road	3-lane, curb and gutter and 2-lane, shoulder	3,800 – 15,000	3,900-21,600	11,100-16,100	22 – 35	3-lane, curb and gutter
Jonestown Road	5-lane, curb and gutter 2-lane, shoulder	13,000 5,600 – 6,300	28,100 7,300	29,000 16,100	60 20	4-lane, median divided 3-lane, curb and gutter

Minor Thoroughfares	Description	2013 ADT (Average Daily Traffic)	2035 Estimated Volume	Current Road Capacity	Road Width	Future Cross-Section
South Stratford Road (US 158), west of proposed Northern Beltway)	5-lane, curb and gutter	14,000 – 39,000	14,000-29,800	32,400	73	4 to 6-lane, median-divided
Burke Mill Road	Wide 2 or 3-lane, curb and gutter	10,000 – 14,000	9,800-16,500	16,100	20 – 36	3-lane, curb and gutter
Cooper Road	2-lane, shoulder	2,000 – 2,100	1,900	11,100	19	Widen shoulder for bicycle lanes
Fraternity Church Road	2-lane, shoulder	1,500 – 1,700	1,700-5,200	11,100	17 – 18	3-lane, curb and gutter
Griffith Road	2-lane, shoulder or 3-lane, curb and gutter	5,500	12,100-15,300	16,100	24	3-lane, curb and gutter
Healy Drive	2 to 3-lane, curb and gutter	14,000	18,700	14,600	32 – 36	Adequate
Kimwell Drive	2-lane, curb and gutter	4,500	7,100	16,100	36	Adequate
Peace Haven Road	2-lane, shoulder	13,000	12,800	18,500	22	3-lane, curb and gutter
Somerset Drive	2-lane, shoulder	4,100	7,900	11,100	18 – 28	3-lane, curb and gutter
List of Existing Collector Streets						
Amesbury Road		Flintfield Drive		London Lane		
Annapolis Drive		Foxcroft Drive		McGregor Road		
Atwood Road		Frontis Plaza Drive		Old Vineyard Road		
Brookridge Drive		Heathrow Drive		Sandersted Road		
Carrollwood Drive		Hillcrest Center Drive		Sharon Road		
Charnel Road		Hope Church Road		Tesh Road		
Cheltenham Drive		Kester Mill Road		Vest Mill Road		
Empire Road		Lake Drive		Westpoint Boulevard		
Evans Road		Lockwood Drive		Woodard Road		

PUBLIC TRANSPORTATION

LOCAL BUS ROUTES

The Winston-Salem Transit Authority (WSTA) currently provides bus service within the Southwest Suburban Planning Area on five routes, all but one of which originates from the Downtown Transportation Center. WSTA is developing new routes and schedules that will take effect later in 2015. Table 4 describes the existing routes in more detail.

Route Number	Direction	General Route
#18 Day	Outbound	Transportation Center to Trade St. to Fifth St. to Glade St. to Hawthorne Rd. to Forsyth Hospital loop to Hanes Mall Blvd.
#18 Day	Inbound	Hanes Mall Blvd. to Forsyth Hospital loop to Hawthorne Rd. to Glade St. to Fourth St. to Spruce St. to Fifth Street to Transportation Center
#19 Day	Outbound	Transportation Center to Liberty St. to First St. to South Stratford Rd. to West Clemmons Rd. to Hope Church Rd. to West Point Blvd. to Empire Rd. to Stratford Industrial Park and West Point Business Park on Kimwell Dr.
#19 Day	Inbound	Stratford Industrial Park and West Point Business Park on Kimwell Dr. to South Stratford Rd. to First St. To Second St. to Spruce St. to Fifth St. to Transportation Center.

#23 Day	Outbound	Transportation Center to Liberty St. to Broad St. to Academy St. to Granville Dr. to Peters Creek Pkwy. to Link Rd. to Lockland Av. to Silas Creek Pkwy. to Miller St. at Forsyth Technical Community College Main Campus to Oak Grove Rd. to Ebert Rd. to Salem Crest Ln. to London Ln. to Bolton St. and Forsyth Technical Community College West Campus.
#23 Day	Inbound	Salem Crest Apartments to Ebert Rd. to Oak Grove Rd. to Miller St. to Silas Creek Pkwy. to Lockland Av. to Link Rd. to Peters Creek Pkwy. to Granville St. to Academy St. to Broad St. to Fifth St. to Transportation Center.
#2323 Night	Outbound	Transportation Center to Liberty St. to First St. to Peters Creek Pkwy. to Link Rd. to Lockland Av. to Silas Creek Pkwy. to Miller St. to Oak Grove Rd. to Ebert Rd. to Salem Crest Ln. to London Ln. to Bolton St and Forsyth Technical Community College.
#2323 Night	Inbound	Salem Crest Ln. to Ebert Rd. to Oak Grove Rd. to Miller St. to Silas Creek Pkwy. to Peters Creek Pkwy. southbound to Walmart to Peters Creek Pkwy. northbound to Second St. to Spruce St. to Transportation Center.
#43 Westside Connector	Loop Route	Start at Hanes Mall Transfer to Hanes Mall Blvd. to Frontis Plaza to Kimel Park Dr. to Burke Mill Rd. to South Stratford Rd. to Westbrook Plaza Dr. to Westgate Center Dr. to Hanes Mall Blvd. to Kester Mill Rd. to Jonestown Rd. to Country Club Rd. to Old Vineyard Rd. to Healy Dr. to South Stratford Rd. to Bethesda Rd. to Maplewood Av. to Forsyth Hospital serving Pavilions Shopping Center, VA medical center, Hanes Mall Blvd., Walmart and Jonestown Road shopping.
#20 Night	Inbound	Hanes Mall to Forsyth Hospital to Baptist Hospital to Thruway Shopping Center to Transportation Center.
#20 Night	Outbound	Transportation Center to Baptist Hospital, Thruway Shopping Center, Forsyth Hospital and Hanes Mall.

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 for all of the Piedmont Triad.

RAIL

The following rail line is located in the Southwest Suburban Plan Area:

- The Norfolk Southern L-line running parallel to South Stratford Road (US 158), which has been out of service for many years.

BICYCLE FACILITIES

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan*, adopted in 2005, identifies a number of roads in the planning area as suitable or moderately suitable for bicycling.

BICYCLE ROUTES

The plan area has two signed bike routes described in Table 5.

Route Name	Route Map Symbol	General Route
Burke Mill Connector	#7	From Hawthorne Rd. along Burke Mill Rd. to South Stratford Rd. and along Atwood Rd.
NC Alternate Mountains to Sea Trail	MSA	From Ebert Rd. along Fraternity Church Rd. and Cooper Rd.

DESIGNATED BICYCLE LANES

One bicycle lane has been recently completed in the planning area as proposed in the *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* (see Table 6).

Project	Length	Description, Completions
London Lane	0.53 miles.	Ebert Road to Burke Mill Road – shared lane markings

PEDESTRIAN FACILITIES

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

Sidewalks

Major sidewalk locations in the planning area include portions of the following thoroughfares:

- Bolton Street and Burke Mill Road from Silas Creek Parkway to South Stratford Road
- Griffith Road
- Hanes Mall Boulevard from Silas Creek Parkway to Jonestown Road
- Healy Drive from South Stratford Road to Business 40
- Jonestown Road from Hanes Mall Boulevard to Flintfield Drive
- Kester Mill Road
- Miller Street from Silas Creek Parkway to Oak Grove Road
- Silas Creek Parkway from Bolton Street to Ebert Street
- Westgate Center Drive

*COMMUNITY FACILITIES

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

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. There are four public schools in the planning area. Two, Ward and Kimmel Farm, are elementary schools, and two, Clemmons and Flat Rock, are middle schools.

RECREATION FACILITIES

PARKS

There are four public parks located in the planning area. These parks, which total 178 acres, include a variety of recreational facilities. Hobby Park, which services the entire community, is a Special Purpose Park with specialized facilities (see Table 7).

The Southwest Suburban Plan (2009) made recommendations for increasing park acreage and adding recreation facilities in the plan area.

Table 7. Recreation Facilities		
Park Name	Acreage	Major Facilities
Neighborhood Parks: Provide for intense recreation activities at locations easily accessible to neighborhoods		
Little Creek Park	33.8	Ball fields and courts, recreation center, shelter, trail, playground
District Parks: Larger parks which provide a wide array of recreational facilities or focus on specialized activities		
Bolton Park	38.0	Tennis courts, swimming pool, playgrounds, fitness course, shelter, sand volley ball
Hobby Park	93.5	Model airplane fields, soap box derby tracks, model car tracks, mountain bike trails and lakes.
Open Space: Natural landscapes that remain relatively undisturbed		
British Woods Park	11.6	None

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 is one existing greenway within the planning area: Little Creek Greenway. The Little Creek Greenway was recently completed and is 0.8 miles in length. The greenway runs from the Little Creek Recreation Center to Atwood Road with a connection to the Shoppes on Little Creek development.

UTILITIES

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

There are two major wastewater treatment plants in the area – the Elledge Wastewater Treatment Plant located off Griffith Road and the Lower Muddy Creek Wastewater Treatment Plant located off Cooper Road. There is a closed landfill site which adjoins the northeast boundary of the Elledge Wastewater Treatment Plant that is accessed off Ebert Road. These uses together occupy approximately 400 acres of land.

Sewer is potentially accessible to most of the planning area. Sewer is made available upon request to developments in this area. A gravity-flow outfall has been constructed recently along Salem Creek that is served by the Lower Muddy Creek Wastewater Treatment Plant, which is near capacity. A sewer force main is scheduled to be constructed from the Lower Muddy Creek Wastewater Treatment Plant along Salem Creek to the Elledge Wastewater Treatment Plant within the next five years, alleviating treatment capacity issues and potentially opening up a large area south of West Clemmons Road for more intense development.

*HOUSING

According to the 2010 Census, there are an estimated 10,162 housing units in the Southwest Suburban Plan Area. Approximately 59% of households own their own homes, less than the 64% of households countywide who own their own homes (see Table 8 for more details).

Table 8. Housing Statistics					
Housing Type					
Area	Total Housing Units	Single-Family Detached (Percent)	Single-Family Attached (Percent)	Manufactured Housing (Percent)	Multifamily (Percent)
Southwest Suburban	10,162	57	11	3	29
Winston-Salem	103,974	64	4	2	30
Forsyth County	156,872	68	3	4	25
Housing Tenure and Value					
Area	Owner-Occupied (Percent)	Renter-Occupied (Percent)	Average Home Value (Dollars)		
Southwest Suburban	59	32	181,902		
Winston-Salem	51	36	141,200		
Forsyth County	57	31	150,800		

Source: 2010 U.S. Census; U.S. Census Bureau, 2008-2012 American Community Survey 5-year estimates.

*DESIGN AND APPEARANCE

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

View corridors are designated areas along thoroughfares in which off-premises signs are prohibited. The purpose of view corridors is to preserve views of significant natural or constructed features. Both sides of two sections of I-40 in the planning area are designated view corridors. They include a section of I-40 between Jonestown Road and Ebert Road, and a section between McGregor Road and Muddy Creek.

I-40 is also designated a Thoroughfare Overlay District (TO District). The main purpose of the TO District is to encourage development and redevelopment which preserves the visual quality and functional operation of the roadway. All development within the TO District is subject to specific site development guidelines in addition to the guidelines of the underlying zoning district. These additional guidelines 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 street yards.

There are design, landscaping, and development and guidelines that are applied to large-scale commercial, industrial and residential developments in the community. These guidelines impact the quality and livability of the built environment in the planning area. A design challenge is to integrate housing and commercial/office/institutional development while encouraging aesthetically pleasing, walkable communities.

LEGACY 2030 UPDATE GROWTH CORRIDORS

The South Stratford Road Growth Corridor is located within the Southwest Suburban Plan Area. Growth corridors are recommended in *Legacy* as tools for improved utilization of infrastructure and development sites along major transportation corridors, particularly when revitalizing older, automobile-oriented strip

commercial areas 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 2030 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 guidelines 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 guidelines for site planning and design.
- Explore the use of zoning overlay districts to ensure good site planning principles, sensitive design and to promote continuity in the design of corridors.

***HISTORIC RESOURCES**

The Southwest Suburban Plan Area is fortunate to possess a number of historic resources (see **Map 9** on **page yy**). The area is unique in that three early groups lived and farmed side by side at the union of the three forks of Muddy Creek as the creek drained out of the Wachovia Tract. The three groups included the Hope Moravian Colonial Congregation, the Dunkards or German Baptist Brethren Church, and the original English Settlement that existed as early as 1750.

The historic resources in the area include early rural homes and farms that reflect a developing and expanding county. These historic properties vary in type and form, along with several potential archaeological resources. Comprising a significant portion of the built environment, these resources help to tell the story of a rural and growing area, and serve as a tangible reminder of Southwest Forsyth County's outstanding history.

Historic Resources Commission (HRC) staff has reviewed the major historic resources studies/surveys and has determined that a number of historic resources are located within the planning area. 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 reduction was found to be the case throughout all of Forsyth County, including the Southwest area. However, the survey update project also identified new historic resources. Properties that are currently listed on the National Register of Historic Places or have been designated Local Historic Landmarks are documented, along with others that have been identified as North Carolina Study List properties or have been determined eligible for the National Register. Other properties were simply identified for written and photographic documentary purposes.

Since the original Southwest Suburban Area Plan was adopted, two new North Carolina Study List Districts have been added: the Jonestown Historic District in 2007 and the Hope-Fraternity Rural Historic District in 2009.

Appendix A on **page yy** shows a list of recognized historic resources in the Southwest Suburban Plan Area which lists their current designations.

***ECONOMIC DEVELOPMENT**

The Southwest Suburban Area is an important center of commerce and industry in Forsyth County. The largest single concentration of retail activity in the county is located in the Hanes Mall Boulevard/South Stratford Road area. There is also significant office development at this location. The planning area contains a mix of older and newer industrial developments concentrated in the South Stratford Road/West Clemmons Road/Griffith Road area east of the Norfolk Southern rail line. Both of these concentrations of economic activity are major sources of employment opportunities in the planning area. Since 2008, most of the new non-residential development in the area has been concentrated in the Hanes Mall Boulevard/South Stratford Road area.

*** THE ENVIRONMENT**

A number of environmental issues are of concern in the plan area including floodplains, wetlands, topography, and water quality (see **Map 4** on **page yy**).

FLOODPLAINS

Floodplains are broad, flat, flood-prone lands adjacent to creeks and streams. There are requirements to manage activities in these areas. There are approximately 2,233 acres with identified floodplains in the planning area. These include the floodplains of the Muddy Creek, Salem Creek, South Fork Muddy Creek, Silas Creek, Burke Creek and Little Creek.

WETLANDS

Wetlands are defined as areas inundated or saturated, permanently or seasonally, by surface or ground water. They can be distinguished from other land forms or water bodies because of the characteristic vegetation that is adapted to its unique soil conditions. Wetlands have been identified along the same creeks where floodplains have been mapped.

TOPOGRAPHY

Most of the land in the plan area consists of slopes that are developable. The majority of the land with slopes greater than 20 percent is located along railroad tracks, major roadways, creeks and creek 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 heavy industrial, dry cleaning, or fuel sales 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).

WATER QUALITY

The N.C. Division of Water Quality's *Yadkin-Pee Dee River Basin Plan 2008* and the *2012 North Carolina Integrated Report for the Yadkin-Pee Dee River Basin* identified the aquatic life rating for Muddy Creek and Salem Creek as impaired. The impairment is primarily attributed to nonpoint source pollution from storm water runoff from construction sites and developed areas.

***ANNEXATION AGREEMENTS**

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

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

North Carolina General Statutes authorize municipalities to enter into agreements for up to 20 years. Once adopted, participating municipalities must both agree to change or terminate the agreement before it expires. A municipality may unilaterally terminate an agreement after a five-year notification period.

Each participating municipality must also notify the other(s) of all subsequent annexation proposals within the affected area.

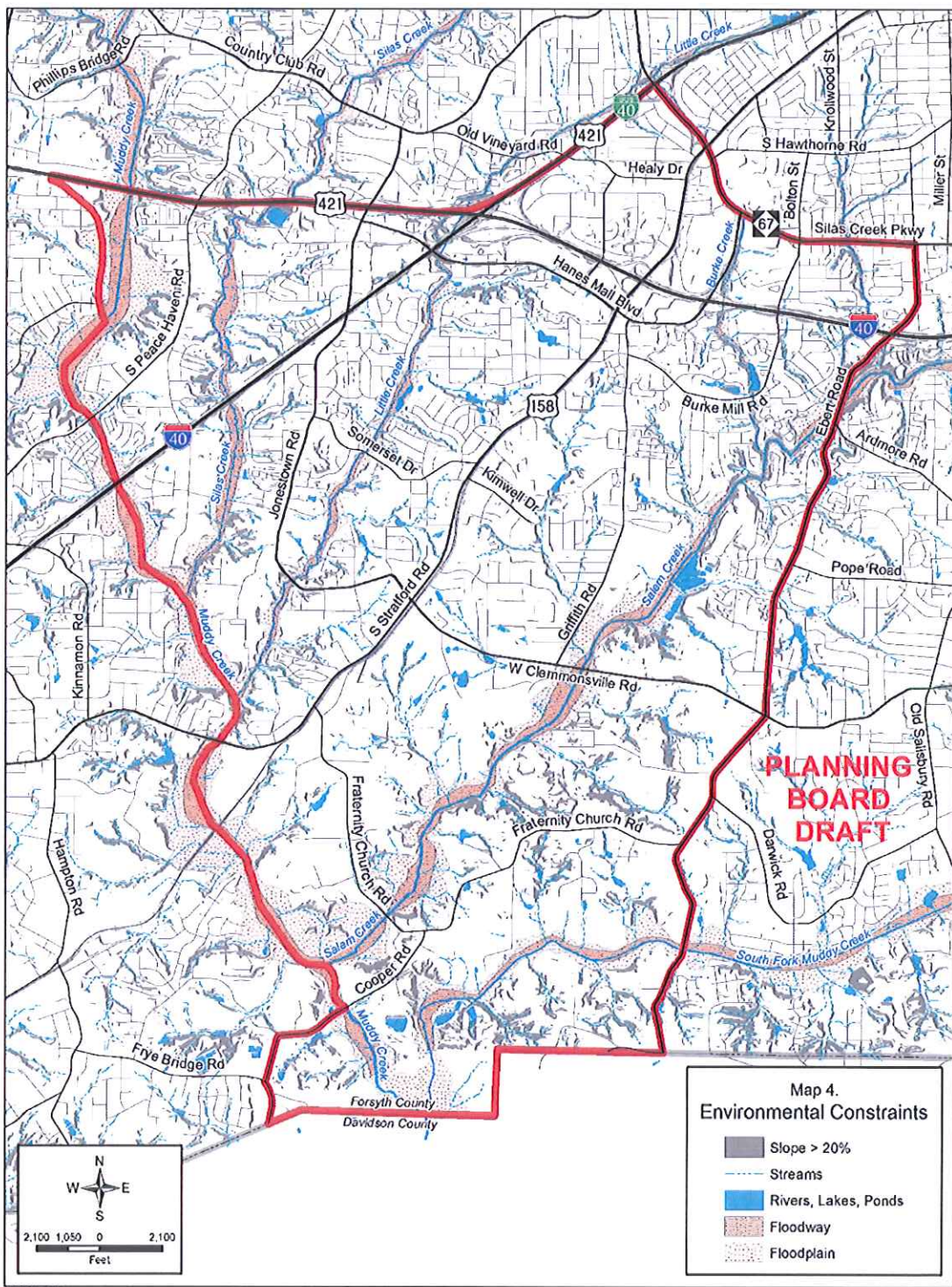
The annexation agreement between the City of Winston-Salem and the Village of Clemmons, adopted in 1993, stipulated that Clemmons would not annex land east of the Muddy Creek and Winston-Salem would not annex land west of Cooper Road and Frye Bridge Road. This agreement is now expired.

***PLANS/STUDIES IN THE PLAN AREA**

The following plan has been completed in the planning area:

SOUTHWEST SUBURBAN AREA PLAN (2009)

The Southwest Suburban Area Plan covers approximately the same area as this update. The area plan included recommendations for land use, transportation, community facilities, housing, historic preservation, design and appearance, the environment, and economic development.



Map 4. Environmental Constraints

Southwest Suburban Area Plan Update

Recommendations

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

GENERAL RECOMMENDATIONS

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

- The highest intensity, mixed use development should be located in proposed activity centers and proposed mixed-use areas.
- Commercial development should be concentrated in designated areas and not be allowed to take the form of strip development along the major roads in the planning area.
- 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.
- The revitalization of older/underutilized commercial and industrial sites and buildings is encouraged.
- Neighborhoods should be protected from inappropriate residential, commercial, industrial and institutional encroachment.
- Site design should incorporate pedestrian-oriented elements such as street trees, buildings located close to the street, building façade articulation and variety, and transparent windows and doors.
- Consideration should be given to protecting significant natural features, existing 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 the amount of land available, surrounding land uses, proximity to major roads and services and access to utilities are all considered in determining recommendations for residential uses 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. The sites are shown

on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see **Map 5** on page yy and **Map 6** on page yy, respectively).

Large Lot Residential

Large-lot residential development is recommended for the majority of the sites in the southern portion of the planning area, generally south of West Clemmons Road. This designation is generally intended to reflect land parcels of five acres or greater, although the Agriculture (AG) zoning district allows lots of approximately one acre or larger. A sewer outfall line has been constructed along Salem Creek between the Elledge Wastewater Treatment Plant on Griffith Road and the Lower Muddy Creek Wastewater Treatment Plant along Cooper Road just north of the Davidson County line. This sewer outfall will serve all of the plan area south of West Clemmons Road between Ebert Road and South Stratford Road though sewage may need to be pumped uphill between smaller sub-basins within this area. The use of package wastewater treatment plants is not recommended in this area.

This area is best suited for large-lot, low-density residential development and farmland/open space preservation. Where the preservation of farmland/open space is a priority, a range of tools can be considered in Forsyth County (see **Appendix B** on page yy). Clustering of lots in new subdivisions to protect environmentally-sensitive areas, preserve additional open space and reduce street and infrastructure costs is strongly encouraged in these areas.

Development pressures in the southern portion of the planning area have been limited in recent years, though development pressure could increase in the future. Rezoning to more intense residential districts has been typically discouraged in these areas. A complicating factor here is that much of the area has for many years been zoned Residential Single Family-9 (RS-9) which allows individual lots with a minimum lot size of 9,000 square feet if public water and sewer is available. Owners may wish to collectively rezone their properties to an Agriculture (AG) or Residential Single Family-40 (RS-40) zoning district which requires a minimum lot size of 40,000 square feet. Alternatively, owners may wish to place private restrictions or covenants on their property for a period of time or consider donating land or easements to the Piedmont Land Conservancy to preserve open space.

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. This plan makes no assumption on the legality of these uses. If uses are legally non-conforming, they should be allowed to remain. If the uses are illegal, this plan does not recommend rezoning these properties to legalize their nonconforming status. Single-family residential development is recommended for:

- Vacant individual lots and small tracts within in existing single-family residential neighborhoods dispersed throughout the planning area shown for single-family residential use.
- Approximately 220 acres along the west side of Ebert Road from Kimmel Park Elementary School and Flat Rock Middle School northward to Evan Road.
- Approximately 12 acres previously used as a commercial recreation fishing facility located along Smith Lake Road and Eddystone Lane, north of Atwood Road.
- Undeveloped land near Peacehaven Road, Jonestown Road and McGregor Road zoned for Residential Single-Family-9 (RS-9) requiring a minimum lot size of 9,000 square feet.

Low-Density Attached Residential

Low-density attached residential development has a density of up to eight (8) 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 multifamily, townhouses, duplex, triplex, or quad units. Guidelines for Multifamily Developments can be found in **Appendix C** on **page yy**.

Low-density attached residential is recommended for:

- Approximately 50 acres along the west side of Ebert Road from Evans Road northward to the West Clemmonsville Road/Ebert Road Activity Center.
- Along the frontage of the west side of South Stratford Road between the Hillcrest/Somerset Drive Activity Center and Lockwood Drive.
- Interspersed along both sides of Griffith Road between Burke Mill Road and Snead Road.
- Along both sides of West Clemmonsville Road west of the West Clemmonsville Road/Ebert Road Activity Center.
- Along the west side of Ebert Road between Pope Road and Brookhill Drive and just north of I-40.

Intermediate Density Residential

Intermediate-density residential development has a density of eight to eighteen (8 – 18) 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. Guidelines for Multifamily Developments can be found in **Appendix C** on **page yy**. Intermediate-density residential is recommended for:

- Southwest corner of Silas Creek Parkway and Ebert Road (see (*f) in Special Land Use Conditions on **page yy**).
- An area located on the south side of Kester Mill Road east of Silas Creek.

High Density Residential

High-density multifamily residential development has a density of over eighteen (18) dwelling units per acre. Generally, high-density residential land use is recommended for large sites that are most appropriately developed with multifamily structures or at Activity Centers as part of mixed-use developments.

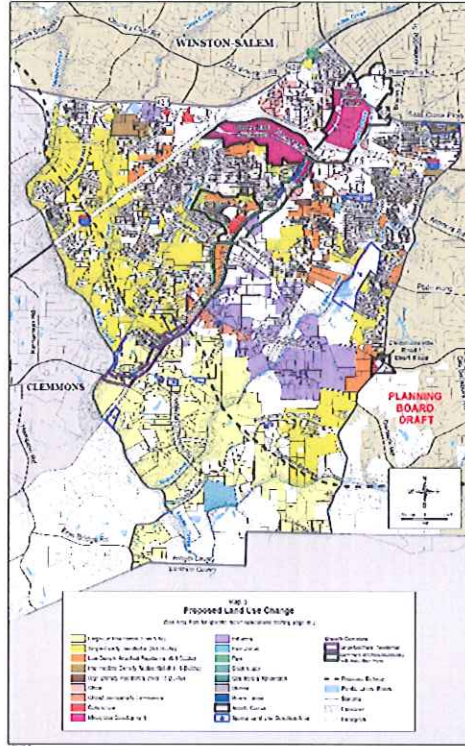
Guidelines for Multifamily Developments can be found in **Appendix C** on **page yy**.

Locations in the planning area recommended for high-density multifamily residential development are:

- The proposed South Stratford Road Activity Center.
- The proposed Hanes Mall Boulevard Activity Center from South Stratford Road to I-40.
- A mixed-use development area bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and the realigned Burke Mill Road to the south.
- A commercial/multifamily area bordered by Hanes Mall Boulevard to the north, Griffith Road to the east, Burke Mill Road to the south and South Stratford Road to the west.
- An area on the west side of Griffith Road south of Burke Mill Road.

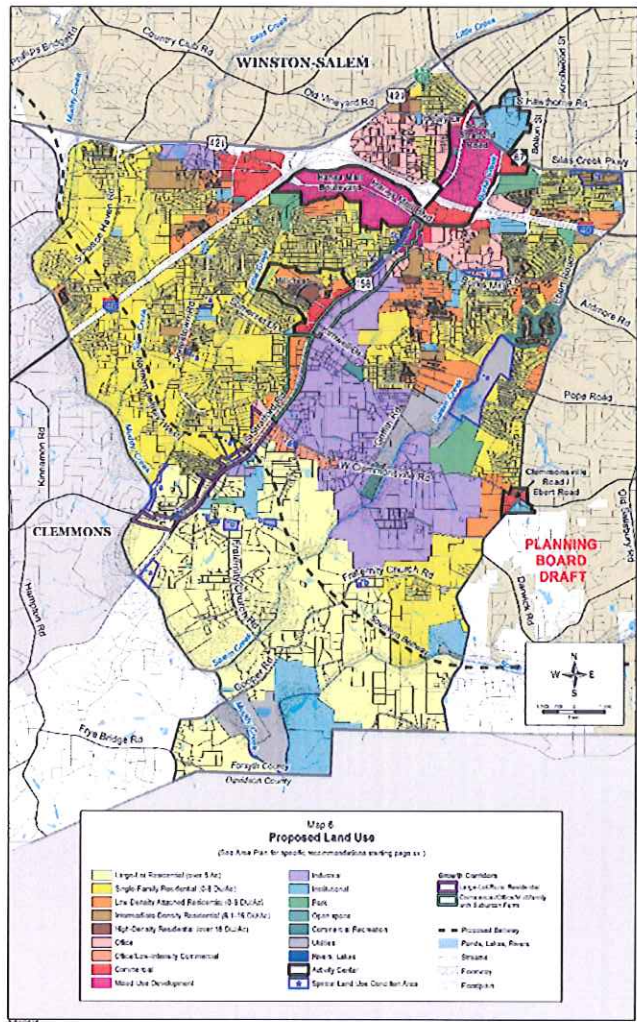
***OFFICE AND COMMERCIAL**

This plan recommends the consolidation of office and commercial uses at existing commercial/office locations, in designated mixed-use areas and activity centers and at appropriate 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.



Map 5. Proposed Land Use Change

REPLACE PAGE



Map 6. Proposed Land Use

REPLACE PAGE

Office

Office uses typically have few negative impacts on adjacent land uses and can provide services to area residents, making them an appropriate transitional use between residential uses and more intense uses. Small-scale office development is recommended for the following locations, provided proposals conform to guidelines and guidelines (see **Appendix D**, Guidelines for Conversion of Existing Homes to Office or Commercial Uses, on **page yy**):

- Along the west side of South Stratford Road between Summerlin Street and the Hillcrest/Somerset Drive Activity Center. To blend with adjoining single-family neighborhoods to the west, rezoning to construct small-scale offices should be considered.
- At the northwest and southwest corners of South Stratford Road and Jonestown Road along the South Stratford Road Growth Corridor.
- Residences and vacant parcels in the Vest Mill Road area suitable for conversion to small-scale offices. Land may also be assembled for larger-scale office developments. Vehicular cross-access drives should link new development with adjacent parcels to ease traffic congestion and improve traffic circulation.

Larger-scale offices are appropriate in the following areas:

- The area near the Kimel Park office development bounded by Hanes Mall Boulevard and I-40 to the north, Burke Mill Road to the east and south, and Griffith Road to the west. Remaining single-family homes on the north side of Burke Mill Road should be assembled and developed as office, multifamily or higher-density single-family development (see (*g) in Special Land Use Conditions on **page yy**).
- The Hanes Mall Boulevard Activity Center (see **page yy**).
- The South Stratford Road Activity Center, particularly north of Hanes Mall (see **page yy**).
- A commercial/multifamily area bordered by Hanes Mall Boulevard to the north, Griffith Road to the east, Burke Mill Road to the south and South Stratford Road to the west.

Office/Low-Intensity Commercial

This land use category includes all office uses as well as commercial uses listed in **Table 9**. This plan recommends two areas for new office/low-intensity commercial and the conversion of some existing residential structures to office/low-intensity commercial land use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority; however, it may be difficult to retain existing single-family use at certain locations. The establishment of a transition between residential uses and commercial uses is recommend at the following location:

- The area south of West Clemmons Road and east of Hope Church Road between the existing Duke Energy facility and the proposed industrial opportunity area. This area is proposed for new small-scale developments and the conversion of existing structures.

Guidelines for Office/Low-Intensity Commercial Developments can be found in **Appendix E** on **page yy**.

Table 9. 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 improvement of existing commercial areas to blend with existing development and not infringe on 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.

Commercial uses are also recommended for the following areas:

- Along Jonestown Road between US 421 and I-40;
- The mixed-use commercial/multifamily area bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and the realigned Burke Mill Road to the south;
- The Hanes Mall Boulevard Activity Center;
- The South Stratford Road Activity Center;
- The Hillcrest Activity Center;
- The West Clemmons Road/Ebert Road Activity Center; and
- Special Land Use Condition Areas (* b) where existing commercial uses may be retained with specific conditions.

***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, tearing down single-family structures can be detrimental to the fabric of the neighborhood. 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 makes the following general recommendations:

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

Guidelines to be applied for institutional expansion into neighborhoods are found in **Appendix F** on page yy.

Wake Forest University Primate Center

There have been proposals in the past to expand the Wake Forest University Primate Center, the largest institutional use in the planning area. The existing facility is located on a site south of the South Fork Muddy Creek extending to the County line. An additional 76 acre site north of the existing center, owned by the University, is recommended for expansion of the facility in the future.

***PARKS/OPEN SPACE**

The Existing and Proposed Community Facilities Map (see **Map 8** on page yy) shows a number of existing and possible sites for parks and open space. Open space may consist of land protected by conservation easements, City- or County-owned land, and open space designated as part of a subdivision or Planned Residential Development (PRD). Most of the existing open space is concentrated in the floodplains along the area's creeks. Greenway easements exist or are proposed as part of the open space

system (see Community Facilities recommendations on page yy for detailed open space, park and greenway recommendations).

***INDUSTRIAL**

Industrial areas are mainly located along the east side of South Stratford Road between Burke Mill Road and Kimwell Drive and extend from South Stratford Road eastward to Griffith Road south of Kimwell Drive to West Clemmons Road. Much of the area on the south side of West Clemmons Road between South Stratford and Ebert Road is either zoned or designated for industrial use. This plan recommends industrial uses not encroach on residential areas and the consolidation of industrial uses at existing locations.

This plan recommends the consolidation of industrial uses at existing locations as well as the development of new industrial sites (see Map 6 on page yy). The plan makes the following general recommendations:

- 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.
- Utilize guidelines, where feasible, to ensure high-quality development of suburban business parks (see Appendix G on page yy).

Specific industrial recommendations are made for the following areas:

- Develop vacant land and underdeveloped parcels and vacant buildings in the existing industrial area located east of South Stratford Road, west of Griffith Road and north of West Clemmons Road.
- Develop vacant land, underdeveloped parcels and vacant buildings in the existing industrial area located on the north side of Kester Mill Road west of Kirk Road (near Jonestown Road).
- Develop new industrial/business parks in the area located along the south side of West Clemmons Road between South Stratford Road and Ebert Road. Development of significant new industrial uses in this area is primarily contingent upon construction of a segment of the Western Beltway from I-40 to South Stratford Road to provide adequate access.

***MIXED-USE LAND USE CATEGORIES**

ACTIVITY CENTERS

Activity centers are compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance of residential areas. Activity centers may also serve as neighborhood gathering places. Larger activity centers are envisioned to provide shopping and services that meet the day-to-day needs of nearby residents and ideally contain a grocery store and a pharmacy. Activity centers may also include a housing component, especially in suburban or future growth 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 as well as motor vehicle connections between uses. See Appendix

The *Southwest Suburban Area Plan Update* identifies four activity centers: the South Stratford Road Activity Center, the Hanes Mall Boulevard Activity Center, the Hillcrest/Somerset Drive Activity Center and the West Clemmons Road/Ebert Road Activity Center.

SOUTH STRATFORD ROAD ACTIVITY CENTER

The South Stratford Road Activity Center includes the Hanes Mall retail center, Novant Health Forsyth Medical Center, the Silas Creek Crossing shopping center, the Pavilions shopping center along and individual Best Buy, Barnes & Noble and Haverly's Furniture stores. It encompasses nearly 400 acres and includes the retail uses along the west side frontage of South Stratford Road (see **Figure 2**). Hanes Mall is poised for intensification through the reuse of its existing out-parcels and surface parking lots (see **Figure 3**). These outparcels could be redeveloped with multistory, mixed-use buildings that would give the mall area a pedestrian-oriented urban form (see **Figure 4** on page yy).

The activity center also includes the potential location of a future regional rail transit station on South Stratford Road. The station would most likely be located on South Stratford Road between Hanes Mall and Silas Creek Parkway. A potential site for the station is south of the intersection of South Stratford Road and Healy Drive. This rail service would use the existing Norfolk Southern rail line linking Greensboro, Winston-Salem State University, downtown Winston-Salem, Wake Forest Baptist Hospital, Thruway Shopping Center, Novant Health Forsyth Medical Center, Hanes Mall, and Clemmons.

The construction of sidewalks on both sides of South Stratford Road, Silas Creek Parkway, and Hanes Mall Boulevard should be a top priority. These sidewalk connections should eventually connect to the proposed Little Creek Greenway.

Most of the land east of South Stratford Road, north of Hanes Mall, is currently used for warehousing and light manufacturing, or is vacant. This area would most likely be the first to redevelop due to its proximity to the proposed rail station and its current uses.

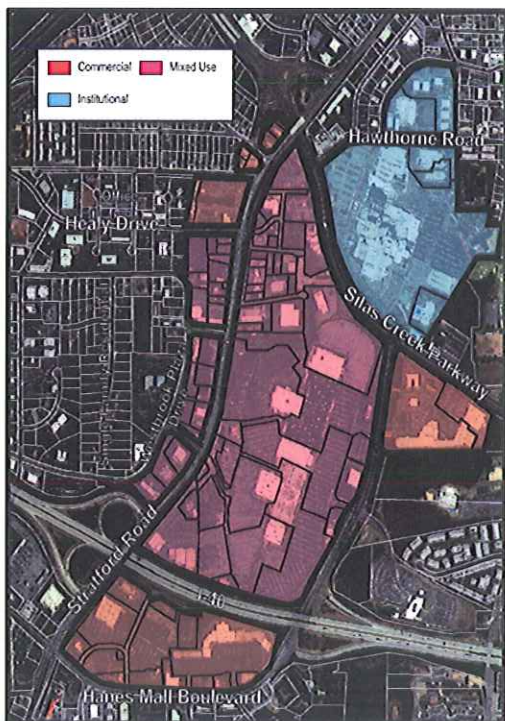


Figure 2. South Stratford Road Activity Center

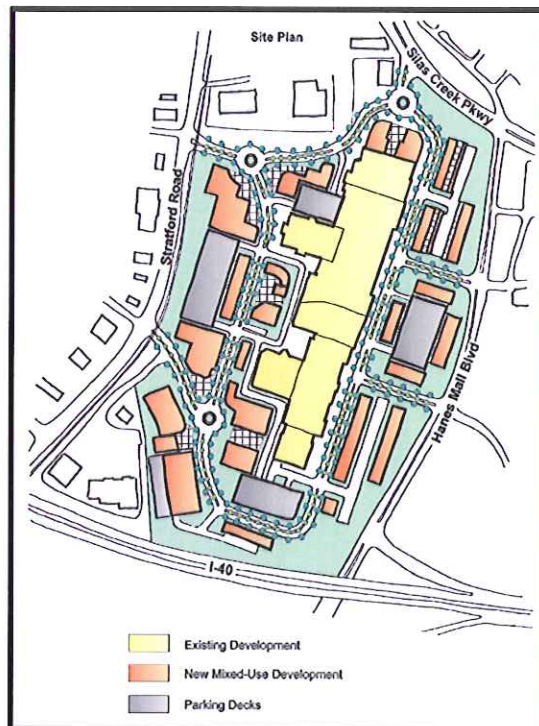


Figure 3. Redevelopment Concept for Hanes Mall

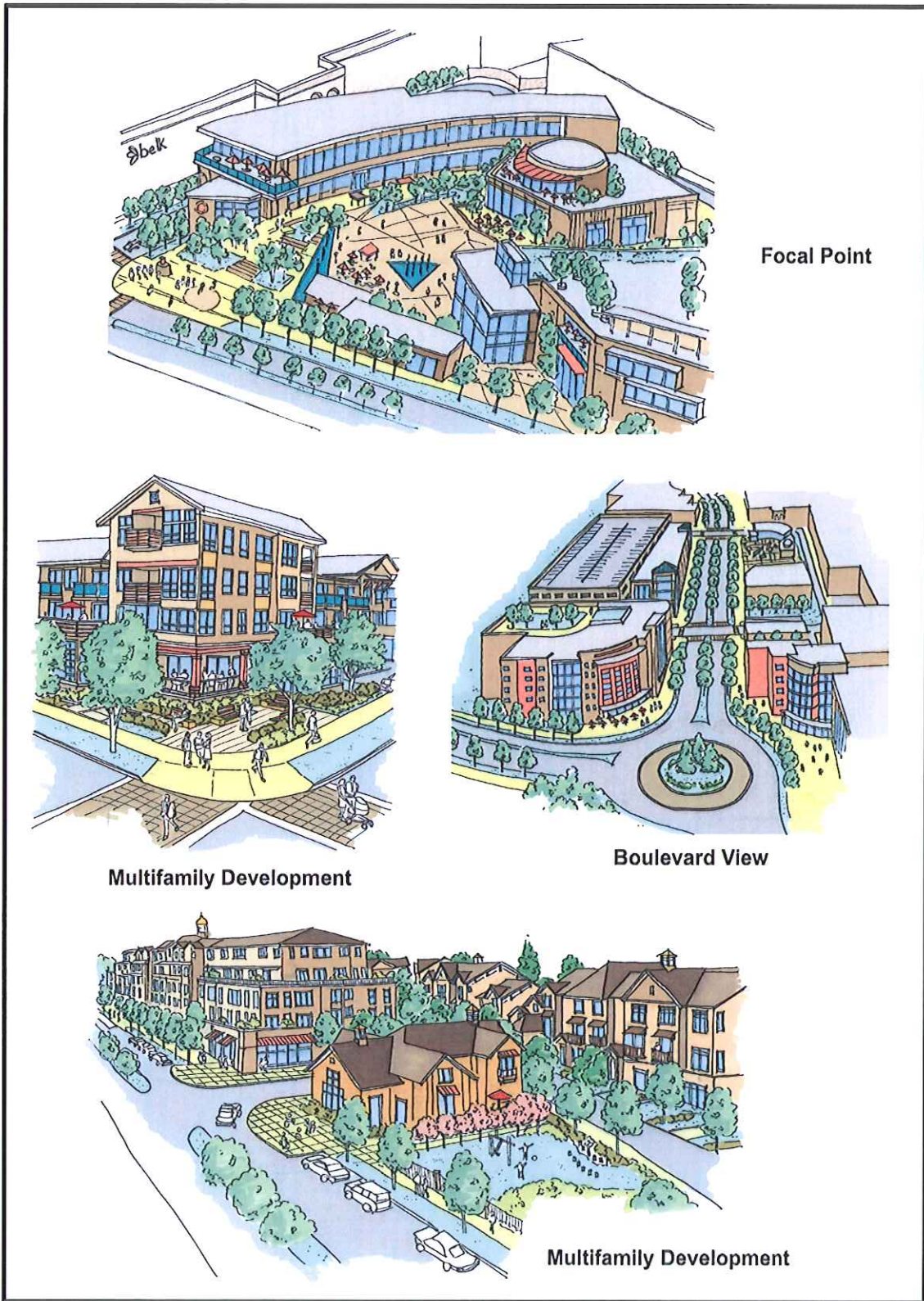


Figure 4. Conceptual Redevelopment Renderings for Hanes Mall

Redevelopment here should:

- Link South Stratford Road with Silas Creek Parkway and Novant Health Forsyth Medical Center, as well as Hanes Mall to the south.
- Incorporate a grid or modified grid street network with on-street parking where feasible.
- Incorporate a vertically-oriented mix of uses including retail, office, institutional, and residential uses.
- Include appropriately-scaled signage coordinated within the development. Signs should be scaled for both the automobile and the pedestrian.
- Feature buildings located as close to the street as possible to create a sense of enclosure of the pedestrian environment.
- Incorporate decked parking or surface parking shielded from view by buildings or landscaping.
- Include a pedestrian circulation system that ties South Stratford Road and Silas Creek Parkway and the proposed rail station with Healy Drive, Novant Health Forsyth Medical Center, and Hanes Mall Boulevard.
- Use sidewalks and street trees wherever possible to enhance the pedestrian orientation. Feature buildings with pedestrian-scaled architectural detailing.
- Include a significant amount of multifamily housing to support the large number of jobs in the area.
- Have a minimum residential density of at least twenty (20) units per acre surrounding the transit station.
- Incorporate urban-scale, common open space such as pedestrian plazas/green spaces to enhance the livability for residents of the area.
- Incorporate lighting that does not negatively affect adjoining residential property.

The west side of South Stratford Road is currently home to a variety of small-scale commercial uses. More intensive, mixed-use development would also be appropriate here.

HANES MALL BOULEVARD ACTIVITY CENTER

The Hanes Mall Boulevard Activity Center encompasses approximately 265 acres along Hanes Mall Boulevard from I-40 to South Stratford Road. This area is shown for mixed-used development and currently consists primarily of big box commercial development, strip centers, outparcel development, and a large amount of surface parking (see **Figure 5** on **page yy**).

This area is proposed for a mix of multifamily and retail uses. Surface parking lots could be redeveloped as vertically-oriented, mixed-use developments incorporating multifamily residential and structured parking with pedestrian-scaled architectural detailing. **Figure 6** on **page yy** shows a possible mixed-use redevelopment concept for this area.

Redevelopment should:

- Incorporate a vertically-oriented mix of uses including retail, office, institutional, and residential uses.
- Incorporate decked parking or surface parking shielded from view by buildings or landscaping.
- Feature buildings located as close to the street as possible to create a sense of enclosure of the pedestrian environment and use sidewalks and street trees wherever possible to enhance the pedestrian orientation.
- Feature buildings with pedestrian-scaled architectural detailing such as awnings and allow for a visual connection between the public realm and activity inside buildings.
- Include appropriately-scaled signage coordinated within the development. Signs should be scaled for both the automobile and the pedestrian.

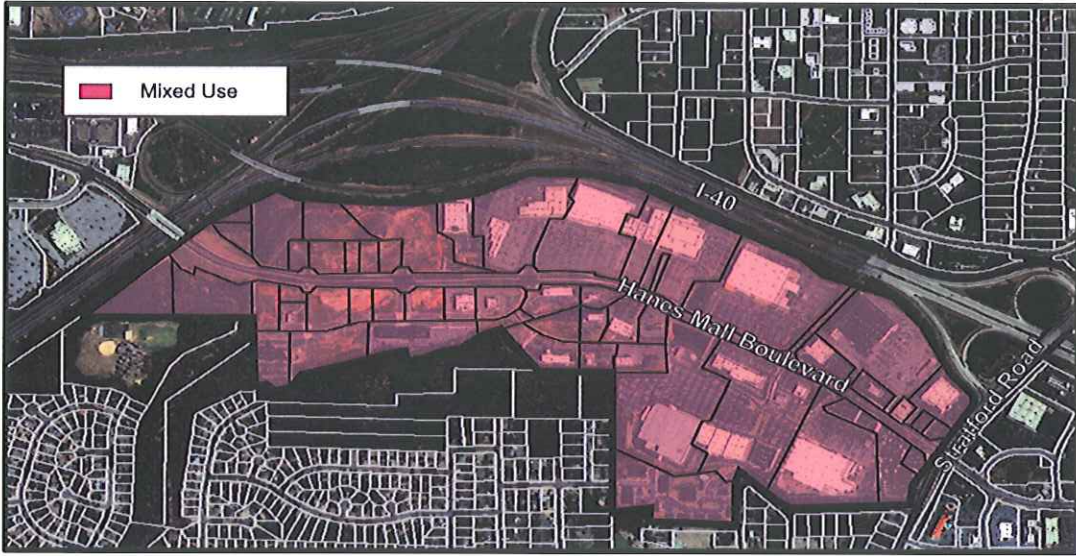


Figure 5. Hanes Mall Boulevard Activity Center



Figure 6. Redevelopment Concept for portion of Hanes Mall Boulevard Activity Center

HILLCREST/SOMERSET DRIVE ACTIVITY CENTER

The Hillcrest/Somerset Drive Activity Center, which is approximately 175 acres, serves the southwestern portion of the planning area (see Figure 7). This activity center consists primarily of the Hillcrest mixed-use development, which contains a mixture of residential and supporting commercial uses with sidewalks and street trees, on-street parking, and buildings with minimal front setbacks. Hillcrest incorporates various types of residential development including townhouses, apartments and single-family homes.

The activity center includes a neighborhood-scale shopping center at the intersection of South Stratford Road and Somerset Drive, a restaurant, gas station, and other automobile-oriented uses further north on

South Stratford Road. This commercial development serves the surrounding community and nearby residences and can be accessed by sidewalk from the Hillcrest development. Sidewalks should also be constructed along portions of South Stratford Road. A pedestrian connection should also be made in the future to the Little Creek Greenway.

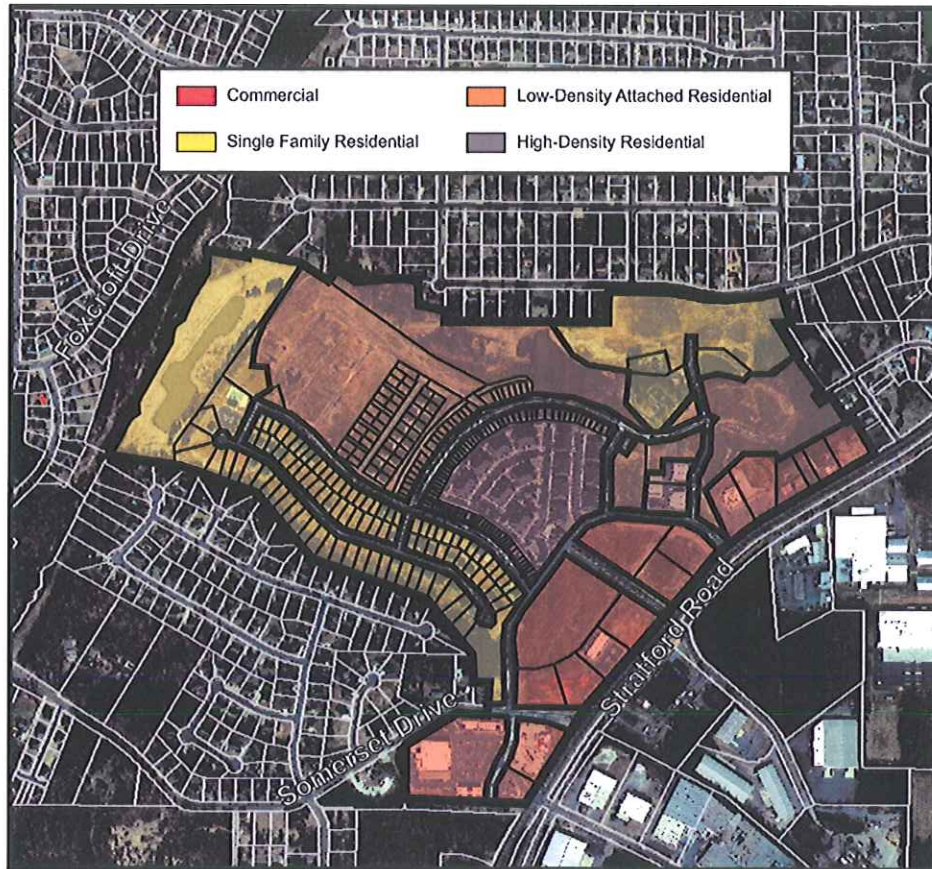


Figure 7. Hillcrest/Somerset Drive Activity Center

WEST CLEMMONSVILLE ROAD/EBERT ROAD ACTIVITY CENTER

The West Clemmons Road/Ebert Road Activity Center (see **Figure 8** on page yy) includes approximately 35 acres and is focused around older commercial development that serves the southeastern portion of the planning area. A gas station and a small shopping center are the major commercial uses in the activity center. A church anchors the southeastern corner and a general retail discount store is under construction on the northwest corner of the activity center.

Existing development could be successfully redeveloped to serve the concentration of existing and newer residential units in the vicinity. New commercial development in the area should be designed to address the street and should display pedestrian-friendly features. Any expansion of the institutional component of the activity center should also exhibit neighborhood-scale, pedestrian-oriented design. 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.

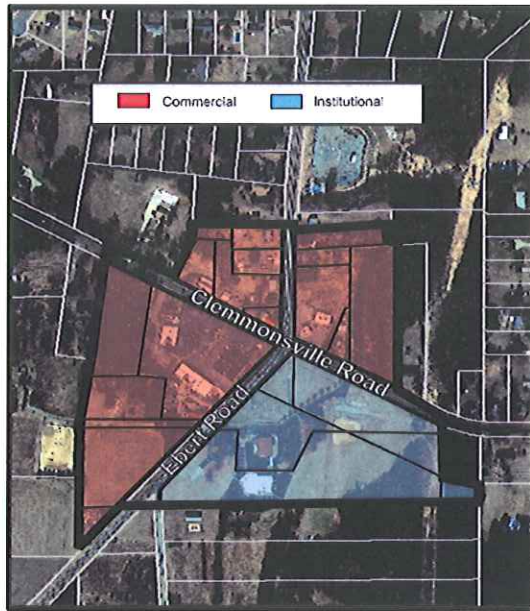


Figure 8. West Clemmons Road/Ebert Road Activity Center

MIXED-USE DEVELOPMENT

Mixed-use development may contain varied residential types and densities, commercial and office uses, and incorporates of institutional facilities. Mixing uses can provide for a higher level of supporting services central to residents and businesses, as well as provide for an economical and convenient sharing of parking and other resources. All locations proposed for mixed uses will be evaluated by how well they integrate with and complement surrounding neighborhoods. Mixed-use development is proposed at all activity centers (see page yy) and at the South Stratford Road/Burke Mill Road commercial/multifamily mixed use area.

THE SOUTH STRATFORD ROAD/BURKE MILL ROAD COMMERCIAL/MULTIFAMILY MIXED-USE AREA

This proposed commercial/multifamily area is bounded by South Stratford Road to the west, Griffith Road to the east, Hanes Mall Boulevard to the north, and Burke Mill Road to the south. This area is currently made up of primarily commercial uses along with a small percentage of older single-family residential development. This single-family residential development is likely to redevelop in the near future. Redevelopment in this area should incorporate a high-density mix of commercial and multifamily residential uses. While commercial uses are appropriate in this area as part of a comprehensively planned development, commercial development of any kind is not recommended south of Burke Mill Road. Development in the mixed-use area should have pedestrian connections to the residential/office development south of Burke Mill Road.

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

***SPECIAL LAND USE CONDITIONS**

The Proposed Land Use Map (see **Map 6** on **page yy**) shows recommended land uses for all undeveloped property in the planning area and changes in land use for some developed sites. In fourteen circumstances, there are special conditions or prohibitions of certain uses. These situations are referenced on the map with a blue star (*) and a lower case letter as follows:

***a.**

Nonconforming Uses

A number of properties with similar characteristics are grouped under this Special Land Use Condition. These properties are currently zoned Residential Single Family-9 (RS-9) and have a non-conforming commercial or industrial land use on the property. This land use is typically surrounded by large areas of single-family residences that do not make it conducive to rezone the property to conforming status or for expansion of the land use. The current land uses may continue to operate under their nonconforming status. Single-family residential development would be most appropriate at these locations if the nonconforming land uses cease to exist.

This plan does not recommend rezoning for the following properties listed by location:

- Abandoned retail structure located on the east side of Jonestown Road between Netterillo Drive and Beaverton Trail.
- Abandoned commercial structure located on the east side of Jonestown Road between Heritage Path Lane and McGregor Road.
- A greenhouse operation located on the west side of South Stratford Road between Lockwood Drive and Mid-Salem Drive.
- A scuba-diving operation located on the northeast corner of South Stratford Road and Copeland Road.
- A sand dredging operation located along Muddy Creek approximately ¼ mile north of South Stratford Road.
- A sand dredging operation located along Muddy Creek south of South Stratford Road and just east of the proposed Idols Road connector.

***b.**

Scattered Small-Scale Commercial/Industrial-Zoned Sites

Four properties, located in the southern portion of the planning area near Fraternity Church Road, with similar characteristics are grouped under this Special Land Use Condition. All of these properties are zoned either Limited Business (LB), Limited Business-Special Use (LB-S), or Light Industrial-Special Use (LI-S) and have a non-residential structure or use on the property. They are small business operations surrounded by large single-family residential areas zoned Residential Single Family-9 (RS-9). These properties are listed by location as follows:

- An automotive repair business located on the east side of Fraternity Church Road north of Canter Lane.
- A contractor's business located on the north side of Hall Lane, an unpaved private road, just east of Fraternity Church Road.
- An industrial structure and use located at the eastern terminus of Hall Lane, an unpaved private road connecting to Fraternity Church Road.
- A pipe organ builder located on the south side of Fraternity Church Road between Hanover Road and Woodlake Road.

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

- Retention of existing zoning.
- Adequate buffering to surrounding residential properties to be determined for each individual site.
- No expansion of the existing use to adjacent lots.
- Discourage expansion of the existing use on site.

*c.

Small-Scale Offices or Home to Office Conversions on the west side of South South Stratford Road between Summerlin Street and the Hillcrest/Somerset Drive Activity Center

The area between Summerlin Street and the Hillcrest/Somerset Drive Activity Center along the west side of South Stratford Road is proposed for small-scale office use and a home to office conversion area. New small, residentially-scaled office development is appropriate in this area as a transition from retail to residential uses. New office development or home to office conversions should follow the development guidelines in **Appendix D, Guidelines for Conversion of Existing Homes to Office Uses or New Residentially-Scaled Office Buildings.**

*d.

Low-Intensity Commercial at Southeast Corner of West Clemmons Road and Woodard Road

A small clothing store zoned Residential Single Family-9 (RS-9) is located on the south side of West Clemmons Road at its intersection with Woodard Road. This site is generally well-maintained and would be an appropriate location for the low-intensity commercial or office uses proposed in the plan for this area. Neighborhood Office or Business (NO or NB) or Limited Office or Business (LO or LB) zoning would be the most suitable zoning at this location.

*e.

Former Landfill Sites northeast of Hobby Park

This 43-acre area, which is located northeast of Hobby Park and the Elledge Wastewater Treatment Plant, consists of two closed former landfill sites. The 13-acre South Ebert Road Landfill site is adjacent to Hobby Park. Use of this site as a landfill was discontinued in 1975 and there is a small passive gas system on the northeast side of the landfill. The 30-acre North Ebert Road Landfill site was closed in 1984 and has an active gas extraction system to prevent landfill gas from migrating to adjacent residential properties. This site is designated as a storage/staging area for storm debris in the event of a natural disaster. Salem Creek is the western boundary of these sites. It is proposed that the Salem Creek Greenway be extended along Salem Creek to Hobby Park. A study should be done to determine the most appropriate reuse of these landfills and for their suitability for the proposed greenway.

*f.

Multifamily Use or Small-Scale Offices at Southwest Corner of Silas Creek Parkway and Ebert Road

The area bounded on the north by Silas Creek Parkway, the east by Ebert Road, the south by Kaywood Lane, and the west by a creek is located in close proximity to Forsyth Technical Community College. There is existing single-family residential development on the majority of lots and the area is currently zoned RS-9. The area appears suitable for future redevelopment as a comprehensively planned, intermediate-density multifamily area. Multifamily development would only be supported if it incorporated a significant number of the parcels in this area. Development should be oriented towards

Silas Creek Parkway and Ebert Road, and should be compatible with the character of the single-family residential development south of Kaywood Lane.

Recognizing that a comprehensive redevelopment may be difficult to achieve at this location, parcels fronting Ebert Road and Silas Creek Parkway are also suitable for home office conversions. New, small, residentially-scaled office development would also be appropriate for these parcels. Cross-access easements between these home office conversions are recommended to improve access and ease traffic congestion in the area (see **Appendix D**, Guidelines for Conversion of Existing Homes to Office Uses or New Residentially-Scaled Office Buildings).

*g.

Multifamily or Office Use south of the Kimel Park Office Development between Hanes Mall Boulevard and Burke Mill Road, east of Griffith Road.

This area is bounded by Hanes Mall Boulevard and I-40 to the north, Burke Mill Road to the east and south, and Griffith Road to the west. This area is comprised primarily of Kimel Park, a campus-style office development, with a small amount of additional commercial, multifamily, and single-family residential development. While the majority of this area is made up of relatively new construction and is unlikely to redevelop, single-family homes along Burke Mill Road may redevelop in the near future.

This land should be redeveloped as campus-style office, multifamily, or higher density single-family development. These single-family homes should not redevelop individually, but should be assembled and redeveloped in a comprehensive fashion. Redevelopment should incorporate sidewalks and other elements of pedestrian orientation and should be compatible with the character of the existing office development. The design of office redevelopment should discourage the spread of office uses south of Burke Mill Road. Additional commercial development is not recommended in this area, as there is an abundance of commercial development in close proximity on Hanes Mall Boulevard.

***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 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

Forsyth County has several long-range transportation plans/processes: the *Metropolitan Transportation Plan (MTP)*, the *Comprehensive Transportation Plan (CTP)*, and the *Metropolitan Transportation Improvement Program (MTIP)*. Details of these plans are available online.

North Carolina Department of Transportation (NCDOT) Metropolitan Transportation Improvement Program (MTIP) Projects

(See **Map 7** on page yy and **Table 10** on page yy.)

Idols Road Extension Project (U-2707)

This proposed road connects existing Idols Road at the intersection with Hampton Road to South Stratford Road (US 158) and provides additional capacity and access to southwestern Forsyth County.

The project consists of constructing a wide two-lane road on new location. The project has been designed and the right-of-way has been purchased. Construction is to begin in 2016 with funds scheduled in the Fiscal Year 2016-2020 MTIP.

Winston-Salem Northern Beltway, Peace Haven Interchange with US 421 (R-2247CD)

The purpose of the proposed project is to alleviate congestion and improve access to US 421 from Peace Haven Road prior to the construction of the Northern Beltway in western Forsyth County. The Strategic Transportation Initiative identified this project as a Statewide Funded project in June of 2014. The project will be included in the Fiscal Year 2016-2020 MTIP and is scheduled for construction of the new interchange and improvements to the approaches in 2016 – 2018.

Winston-Salem Northern Beltway, Western Section (R-2247)

The purposes of the proposed project are to improve north-south connectivity in western Forsyth County, provide direct connections to US 52, US 421, and I-40, and provide congestion relief on local roadways. The project consists of constructing a four-lane freeway on a new location from US 52 to I-40. Portions of the project right-of-way have been purchased by NCDOT. This project is presently unfunded in the 2016-2020 MTIP.

Winston-Salem Northern Beltway, Western Section from I-40 to South Stratford Road (R-2247A)

This section of the Northern Beltway connects the terminus of the R-2247 project at Interstate 40 to South Stratford Road (US 158) to provide local access to the new freeway and a needed connection to Interstate 40 between the I-40/US 421 interchange and the Lewisville-Clemmons Road interchange in Clemmons. The project consists of constructing a four-lane freeway on a new location from I-40 to US 421. This project is presently unfunded in the 2016-2020 MTIP.

Comprehensive Transportation Plan Projects

Winston-Salem Northern Beltway, Southern Section

The purposes of the proposed project are to improve east-west connectivity in southern Forsyth County, provide direct connections to US 52 and I-40 on the east, and provide congestion relief on existing I-40 and local roadways. This section of the Northern Beltway connects the terminus of the R-2247A project of the Northern Beltway, Western Section at South Stratford Road (US 158) to the Northern Beltway, Eastern Section/I-74 at US 311. The project consists of constructing a four-lane freeway on a new location from South Stratford Road (US 158) to the Northern Beltway/I-74.

Table 10. Transportation Improvement Projects

Location	Description	Current Status	Completion
R-2707 Idols Road Extension	Minor Thoroughfare	MTIP Project Design Completed Right-of-Way Purchased	Construction in 2016
R-2247CD – Western Beltway (US 421 Interchange with Peace Haven Road)	Interchange and approaches for Freeway on new location	MTIP Project elevated through the Strategic Transportation Initiative, Statewide Transportation Improvement Program	Right-of-Way 2016 Mitigation 2016 Construction 2016 - 2018
R-2247 – Western Beltway (I-40 to US 52)	Freeway on new location	Unfunded MTIP Project	---
R-2247A – Western Beltway (South Stratford Road (US 158) to I-40)	Freeway on new location	Unfunded MTIP Project	---

Sources: 2012 Winston-Salem Urban Area Comprehensive Transportation Plan, 2035 Winston-Salem Urban Area Long-Range Transportation Plan, NCDOT Updates

Ebert Road – Stratford Road Connector

The purpose of this project is to provide a local east-west connection between Ebert Road and South Stratford Road in order to provide more local access to residential developments and relieve congestion on Burke Mill Road and cut-through traffic on residential streets. Portions of the road will use existing Kimwell Drive and other local streets constructed through the development process and a portion will be built on a new location adjacent to the Elledge Treatment plant. The project consists of constructing a wide two-lane road on new location.

Peace Haven - Styers Ferry Connector

The purpose of this project is to provide a local east-west connection from the communities west of Muddy Creek to Peace Haven Road with a bridge crossing of the Northern Beltway. The road will use existing Springfield Farm Road and other local streets constructed through the development process to connect to Lewisville-Clemmons Road to the west. The project consists of constructing a wide two-lane road on a new location.

Collector Streets

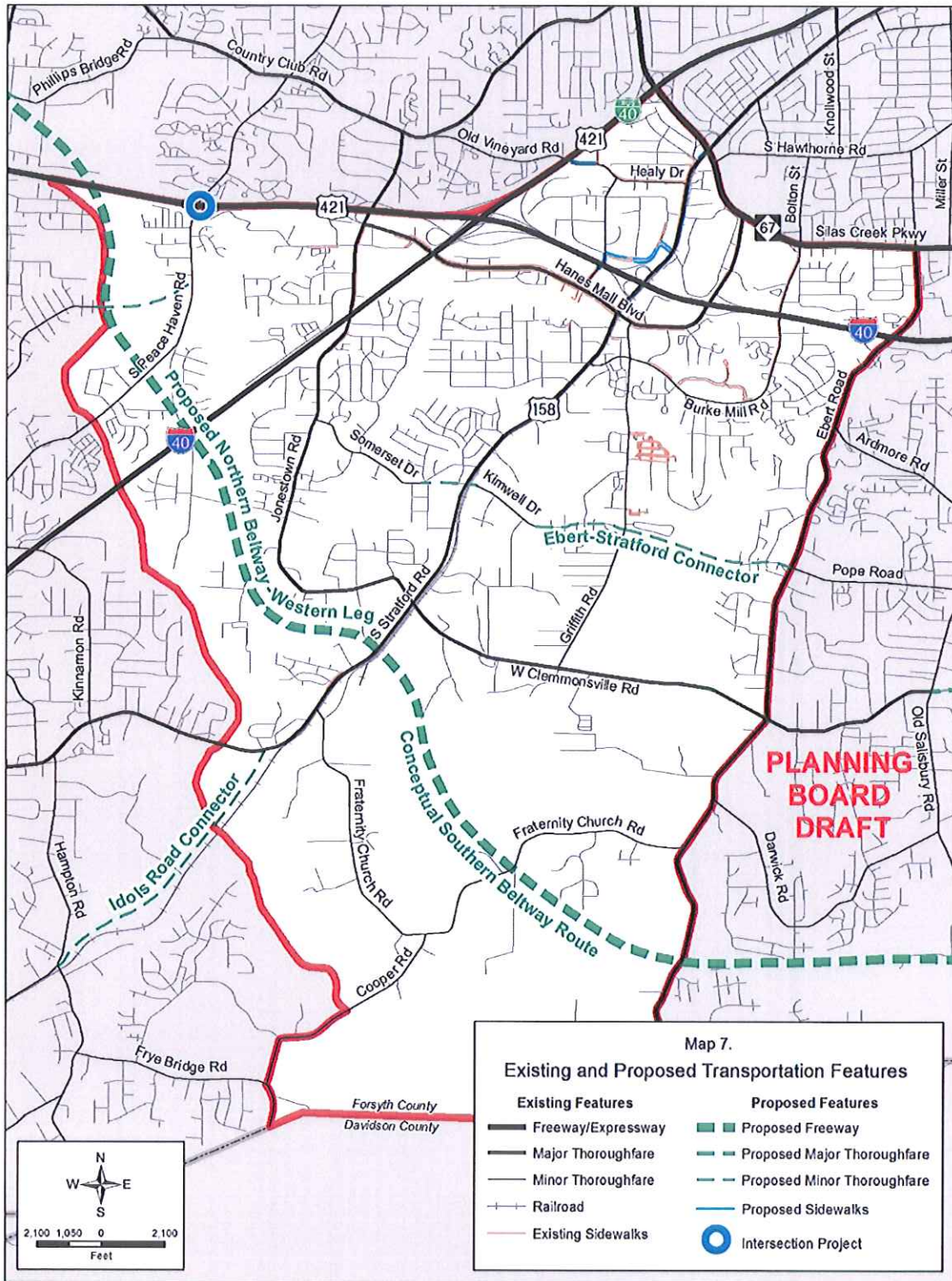
As properties come in for zoning or subdivision review, the *Winston-Salem Urban Area Collector Street Plan* will be consulted for recommended street connections (see **Table 11** below). The *Collector Street Plan* includes the general location of new collector streets and recognizes existing streets that function as collector streets.

Table 11. Designated Collector Street Extensions		
Name	From	To
Ploughboy Lane	Jonestown Road	Lisa Drive
Lockwood Drive	South Stratford Road	Somerset Drive
McGregor Road	Jonestown Road	Lockwood Drive
Annapolis Drive	West Clemmonsville Road	Westpoint Boulevard
Woodard Road (proposed circle road south of West Clemmonsville Road)	West Clemmonsville Road	Griffith Road
Woodard Road	West Clemmonsville Road	Fraternity Church Road
New Road (east of Salem Creek)	West Clemmonsville Road	Fraternity Church Road
Hope Church Road	Kimwell Drive	Burke Mill Road
Cottontail Lane	Fraternity Church Road	Extension
Hanover Road	Fraternity Church Road	Welfare Road
Charnel Road	Fraternity Church Road	Loop Road

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 currently underway for the following locations:
 - Burke Mill Road
 - Ebert Road
 - Hanes Mall Boulevard
 - Healy Drive
 - Jonestown Road



Map 7. Existing and Proposed Transportation Features

- o London Lane
- o South Stratford Road
- o Westgate Center Drive
- 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.

PUBLIC TRANSPORTATION

Light Rail

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

Public transportation recommendations include:

- Establish a regional rail transit stop on South Stratford Road between Hanes Mall Boulevard and Silas Creek Parkway.
- Review the existing Winston-Salem Transit Authority (WSTA) transit routes for level of transit service and any needed additional bus stop locations in the planning area. Provide safe pedestrian access to transit routes. For current bus routes, see **Transportation Features in the Existing Conditions** section on page yy.

PEDESTRIAN

With the adoption of multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the county has become a priority. Construction of sidewalks in the planning area may be achieved through public funding and through private funding of new developments on existing streets. Sidewalks are recommended in the *Pedestrian Facilities Plan* for all thoroughfares and collector streets except for freeways and expressways. All proposed sidewalks in the *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.

Sidewalks

Current plans call for construction of sidewalk on the streets listed in **Table 12** below. The City of Winston-Salem and Forsyth County have adopted street design guidelines 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.

Street	From	To
Silas Creek Parkway	Ebert Street	Lockland Avenue
Griffith Road	Hanes Mall Boulevard	Kimwell Drive
Atwood Road	South Stratford Road	Carrollwood Drive
Ebert Road	Ardmore Road	Pope Road
Emory Drive	South Stratford Road	Fortune Street
Arlington Drive	Emory Drive	Fortune Street
Old Vineyard Road	Johnsborough Court	Maureen Road
Kester Mill Road	Jonestown Road	Kirk Road
Ashleybrook Lane	Healy Drive	Vest Mill Road
Flintwood Drive	Jonestown Road	Foxcroft Drive

GREENWAYS

Greenways serve a dual purpose within a community. Beyond being a recreational amenity, greenways play an integral role in establishing an active transportation network along with sidewalks and bikeways. A portion of the Little Creek Greenway is currently the only greenway in the planning area. It is 0.8 miles in length and runs from the Shoppes at Little Creek to Atwood Road. Six additional greenways have been proposed for the planning area. Information and recommendations pertaining to greenway projects can be found in the Community Facilities Recommendations section on page yy.

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 *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* recommends one additional designated bicycle lane (see Table 13).

Street	From	To
Burke Mill Road (bicycle lanes and shared lane markings)	South Stratford Road	Silas Creek Parkway

Other bicycle recommendations include:

- Upgrade roads to improve bicycling suitability such as sidepaths along South Stratford Road and West Clemmons Road; shoulders and/or edgelines along Ebert Road; sidepath and/or shoulders along Hanes Mall Boulevard; and shoulders along Jonestown Road, McGregor Road and the proposed Stratford – Ebert connector.
- Improve bicycle signage along all existing routes in the planning area.
- Improve street intersections to enhance bicycling suitability including South Stratford Road/Fraternity Church Road, South Stratford Road/Hanes Mall Boulevard and South Stratford Road/Silas Creek Parkway.

GROWTH CORRIDORS

Growth corridors are identified in *Legacy 2030* as major roadways that connect activity centers to each other and Downtown Winston-Salem. To help improve the function, safety, and appearance of growth corridors, new development should include mixed-use development, increased residential densities where appropriate, attention to design and appearance, and multiple transportation options. The Southwest Suburban Planning Area includes the South Stratford Road Growth Corridor. This corridor is proposed to generally include the first tier properties on both sides of the road. Recommendations for growth corridors are outlined in the Design and Appearance section on page yy. Transportation recommendations include:

- Improve the South Stratford Road Growth Corridor by adding pedestrian and bicycle facilities and making landscape improvements where feasible.
- Develop minimal and simple guidelines to preserve flexibility and creativity in making a pedestrian-oriented rural residential, suburban residential and suburban commercial growth corridor.
- Develop activity centers along growth corridors as transit-oriented, high density, mixed-use nodes. The South Stratford Road and Hanes Mall Boulevard Activity Centers already have concentrated commercial activity and large expanses of surface parking that can be converted to new stand-alone buildings for needed services or higher-density residential land uses. The Hillcrest/Somerset Drive Activity Center has large areas of mixed residential densities with community-supporting commercial services, with land available for additional suburban development.

***COMMUNITY FACILITIES RECOMMENDATIONS**

The availability of public and private community facilities such as schools, parks, recreational facilities, greenways and day care providers should keep pace with existing and proposed development in the planning area and be easily accessible to all segments of the area's population. *Legacy* also promotes the sharing of institutional facilities as a way to meet the various needs of the community. **Map 8** on page yy) shows existing and proposed community facilities.

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

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:

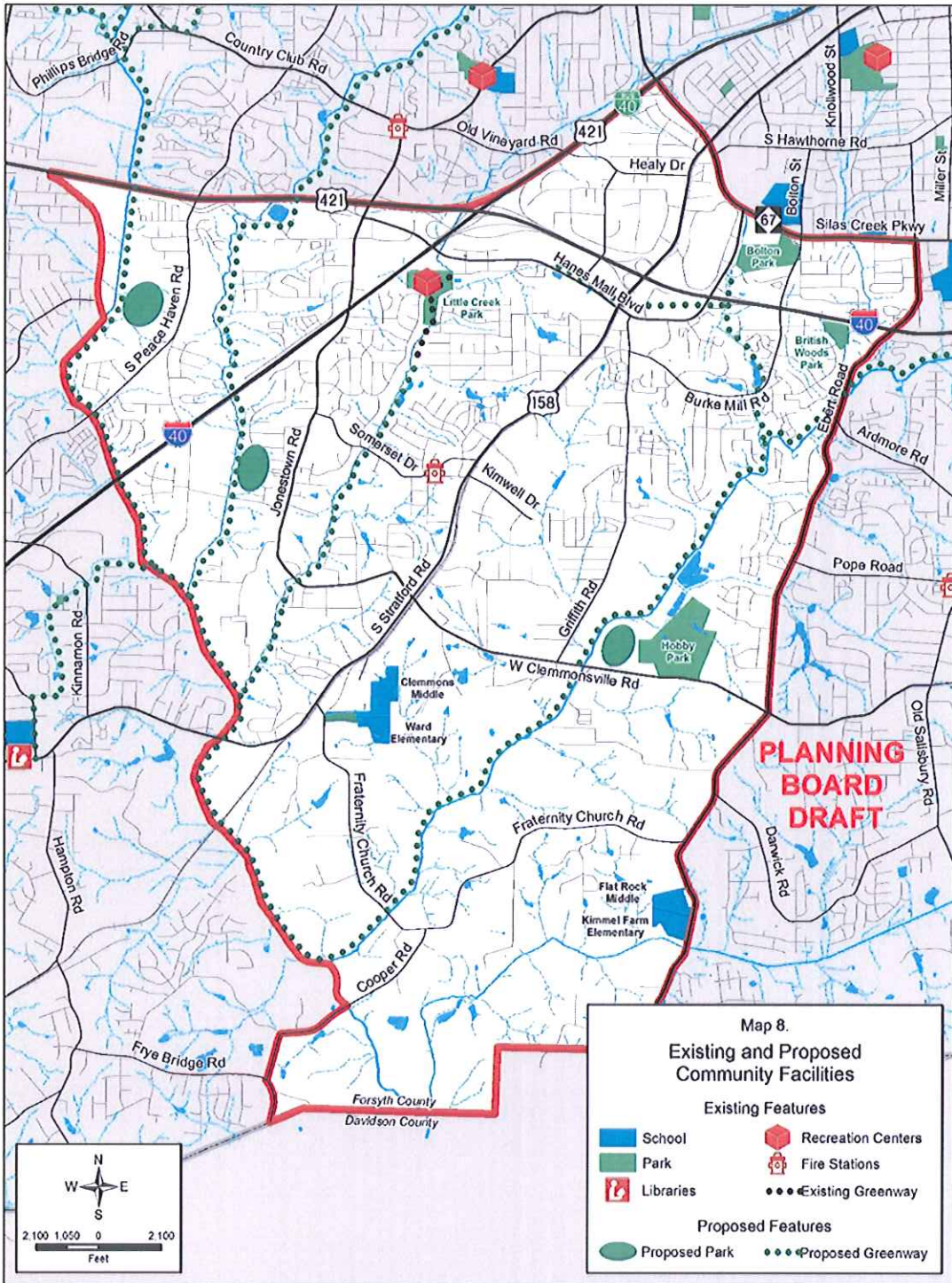
- Complete plans and seek funding for a high school on a site acquired for that purpose on Ebert Road.
- Consider sharing new recreation facilities at the proposed schools with the City of Winston-Salem, such as the City-owned property adjacent to Ward Elementary School.

RECREATION FACILITIES

Recommendations for proposed parks, recreation facilities, greenways and open space take into consideration the number, size and location of existing facilities; existing inadequate recreational facilities; the anticipated location of future growth; and the expectations of the community as identified during this planning process.

Following are recommendations for various categories of recreation and open space:

- Assess usage of the area's existing recreation facilities and the community's preferences for facilities and programs.
- Establish at least one new Community park to provide for future recreation needs. Community Park sites should be easily accessible from a main road and where possible connect to a proposed greenway trail. Potential locations for park sites include:
 - A site in the vicinity of the proposed West Clemmons Road/Ebert Road activity center.
 - A site located off Peace Haven Road east of the proposed Northern Beltway.
 - A site off Jonestown Road/Ploughboy Lane east of the proposed Northern Beltway.



Map 8. Existing and Proposed Community Facilities

- Consider the feasibility of expanding Hobby Park and expanding existing specialized facilities or other facilities.
- Consider the establishment of Neighborhood Parks where feasible and design proposed Community Parks to serve also as Neighborhood Parks for the surrounding neighborhoods.
- Consider the integration of recreation facilities/open space into the design of large-scale residential and mixed-use developments to provide neighborhood activity areas, focal points and green spaces.
- Consider the establishment of linear parks in conjunction with the construction of proposed greenway trails.
- Consider construction of a multiuse Community Center to service the planning area. This center should preferably be located along with other outdoor recreation facilities or at the proposed Community Park.
- Construct multi-purpose courts and fields at proposed parks to meet existing and future needs.

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 agricultural purposes. Many trees are found in these open areas and throughout the whole of southwest suburban Winston-Salem and rural southwest Forsyth County. These trees add aesthetic and financial value, and have a positive environmental impact.

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 potential exists in the very long term for the construction of approximately 20 miles of greenway trails and connectors in the planning area located primarily along creeks. Greenways, sidewalks and pedestrian trails should connect existing and proposed developments, activity centers, shopping areas, parks, and schools to existing/proposed greenway trails where feasible and ultimately to the larger greenway system.

The *Greenway Plan Update* shows six proposed greenways within the plan boundaries (see **Map 8** on **page yy**): Little Creek Phase 2A, Little Creek Phase 2B, Salem Creek, Silas Creek, Burke Creek, and Muddy Creek Phase 5B. Little Creek Greenway Phase 2A is listed as a Tier 2 project in the *Greenway Plan Update* with the design work completed and construction beginning within the next seven to fifteen years (see **Figure 9** on **page yy**). The greenway will extend the recently completed Little Creek Greenway from Atwood Road to Somerset Drive. The other five proposed greenways are listed as long-range projects with design and construction not beginning for at least fifteen years. The proposed Muddy Creek and Salem Creek Greenways are shown as urban segments of the North Carolina Mountains-to-Sea Trail.

Specific greenway recommendations for the planning area are:

- Work with area residents and the development community to obtain necessary minimum 40-foot wide easements for the construction of the Little Creek Greenway Phase 2A.
- Begin design work and construction of the Little Creek Greenway Phase 2A.
- Continue to obtain minimum 40-foot wide easements through the development process along Muddy Creek, Silas Creek, Salem Creek, Little Creek, and Burke Creek.
- Study the feasibility of extending the Salem Creek Greenway southward towards Muddy Creek.
- Begin the process of listing the proposed Muddy Creek and Salem Creek Greenways as part of the North Carolina Mountains-to-Sea Trail to potentially allow for additional funding.



Figure 9. Little Creek Greenway, Phase 2A

*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 the 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 and densities for different ages, income levels, family sizes, and personal preferences, particularly when developing large parcels of land along transportation corridors.
- 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, street connectivity 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.

***DESIGN AND APPEARANCE RECOMMENDATIONS**

Design and appearance improvements create a positive visual image and encourage private reinvestment 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. *Legacy 2030* recommends the creation of attractive neighborhood gateways, business districts, and corridors through both physical improvements and regulation.

GENERAL RECOMMENDATIONS

- Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, streetyard and bufferyard plantings, and parking area improvements.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
- Encourage a mix of outdoor cafes, small stores and services at a pedestrian scale that meet the needs of all residents in the area.
- Encourage residents and neighborhood associations to participate in Keep Winston-Salem Beautiful's programs to improve the appearance of the planning area, such as Adopt-A-Flower Bed, Adopt-A-Stream, Adopt-A-Park, and Adopt-A-Street.
- Encourage high-quality new developments throughout 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 residents gather.
- Encourage a high quality of developments in the Planning Area using existing guidelines for different categories of development, particularly when evaluating rezoning cases.
- 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 corridor master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor. The basis for such master plans will be the guidelines for the growth corridor identified in this plan.

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 in certain areas:

- Urban form growth corridors should be developed at higher densities with buildings close to the street and parking to the side and rear of buildings to encourage pedestrian-friendly spaces.
- Suburban form growth corridors should be less dense than urban form corridors with parking located in front of buildings.
- 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.

Because the South Stratford Road Growth Corridor passes from suburban to rural settings (see **Map 6** on page yy), it has multiple location-based recommendations.

South Stratford Road Growth Corridor Guidelines

- Develop new commercial, office, and multifamily uses with a suburban form (see guidelines below) between Hanes Mall Boulevard and West Clemmons Road.
- Develop uses with a large-lot rural residential form (see guidelines below) between West Clemmons Road and the western boundary of the planning area.

Suburban Form Commercial, Office, Multifamily Guidelines (South Stratford Road between Hanes Mall Boulevard and West Clemmons Road):

- **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 streetyards.
- **Building Style:** When abutting low-density residential uses, commercial or office buildings 4,000 square feet or less should follow the Guidelines for Conversion of Existing Homes to Office Uses or Construction of New Residentially-Scaled Office Buildings.
- **Canopies:** Canopies for gas stations or similar uses should not be located immediately adjacent to South Stratford 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 South Stratford Road and connect adjacent parcels wherever possible.

Rural Form—Large Lot Residential Guidelines (South Stratford Road (US 158) between West Clemmons Road and the western boundary of the planning area)

- **Building Setback:** Buildings should be located 50 feet or more from South Stratford Road (US 158) to preserve rural character.
- **Parking:** Parking should be screened from South Stratford Road (US 158) to preserve rural corridor appearance.

***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 areas south of West Clemmons Road and generally east of South Stratford Road as indicated in initial surveys (see **Map 9** on **page yy** and **Appendix A** on **page yy**). Following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets (see **Appendix B** Agricultural and Historic Preservation Tools for Forsyth County on **page yy**).

GENERAL RECOMMENDATIONS

- Retain historic buildings including residential homes, agricultural buildings and institutional structures, when possible.
- Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.
- Initiate public outreach programs involving property owners and community organizations on the importance and economic benefits of preserving historic resources. Examples of potential workshops include:
 - 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.

***ECONOMIC DEVELOPMENT RECOMMENDATIONS**

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.

The planning area, already an important center of commerce and industry in the county, is likely to see an increase in economic activity in the long term. The Northern Beltway, particularly the segment from US 421 to South Stratford Road, will improve access to business and industry in the planning area. Efforts should be made to maintain and preserve existing farms and agricultural businesses in the southern portion of the planning area. Specific economic development recommendations for the planning area are:

- Support balanced, compatible economic development by the private and public sectors.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial areas.
- Promote and encourage agribusiness on the farmlands located in the southern part of the planning area.

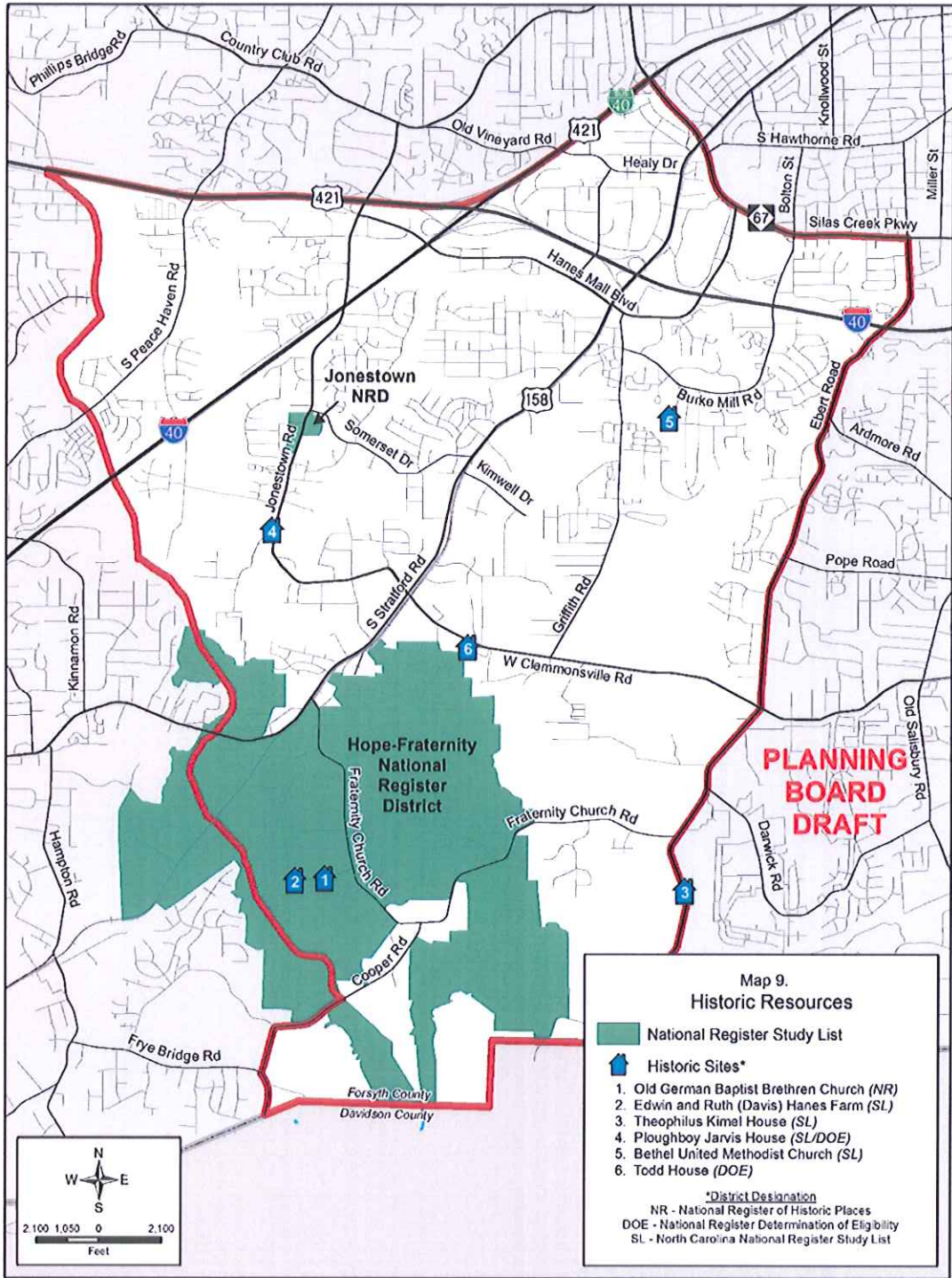
***ENVIRONMENTAL RECOMMENDATIONS**

The preservation and enhancement of our environmental resources 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.
- Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area. This would be especially appropriate for residential, institutional, and public gathering uses on sites near current and former heavy industrial operations with documented environmental hazards.

Specific environmental recommendations for the planning area are to continue monitoring the water quality of Muddy Creek, Salem Creek and other creeks.



3/13/2015

Map 9. Historic Resources

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*
Land Use Recommendations		
Follow Proposed Land Use Plan, land use policies, and Special Land Use Condition Areas (pages yy-zz). Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, WSCC, FCBOC	Ongoing
Transportation Recommendations		
NCDOT Metropolitan Transportation Improvement Projects (MTIP)		
Construct Idols Road Connector (page yy)	NCDOT	Immediate
Construct US 421 (Western Beltway) Interchange Improvements with Peacehaven Dr. (page yy)	NCDOT	Immediate
Construct Western Beltway from I-40 to South Stratford Rd. (US 158) (page yy)	NCDOT	Long Range
Construct Western Beltway from US 52 to I 40 (page yy)	NCDOT	Long Range
NCDOT Comprehensive Transportation Plan (CTP)		
Construct Western Beltway, Southern Section (page yy)	NCDOT	Long Range
Construct Ebert Road/South Stratford Road Connector (page yy)	Private developers in conjunction with WSDOT	Ongoing
Construct Peace Haven Road/Styers Ferry Road Connector (page yy)	Private developers in conjunction with NCDOT	Ongoing
Proposed Collector Streets (page yy)		
Construct collector streets as recommended for the following locations: - Ploughboy Lane from Jonestown Rd to Lisa Dr. - Lockwood Dr. from South Stratford Rd to Somerset Dr. - McGregor Rd. from Jonestown Rd to Lockwood Dr. - Annapolis Dr. from West Clemmonsville Rd. to Westpoint Blvd. - Woodard Rd. from West Clemmonsville Rd. to Fraternity Church Rd. - New collector street from West Clemmonsville Rd. (east of Salem Creek) to Fraternity Church Rd. - Hope Church Road from Cloverdale Dr. to Burke Mill Rd. - Cottontail Rd. extension from Fraternity Church Rd. - Hanover Rd. from Fraternity Church Rd. to Welfare Rd. - Charnel Rd. from Fraternity Church Rd. to Loop Rd.	Private developers in conjunction with WSDOT	Ongoing
Pedestrian		

Construct sidewalks on the following streets as recommended in the Pedestrian Facilities Plan (page yy): <ul style="list-style-type: none"> - Silas Creek Pkwy. from Ebert Rd. to Lockland Ave. - Griffith Rd. from Hanes Mall Blvd. to Kimwell Dr. - Atwood Rd. from South Stratford Rd. to Carrollwood Dr. - Ebert Rd. from Ardmore Rd. to Pope Rd. - Emory Dr. from South Stratford Rd. to Fortune St. - Arlington Dr. from Emory Dr. to Fortune St. - Old Vineyard Rd. from Johnsborough Ct. to Maureen Rd. - Kester Mill Rd. from Jonestown Rd. to Kirk Rd. - Ashleybrook Ln. from Healy Dr. to Vest Mill Rd. - Flintwood Dr. from Jonestown Rd. to Foxcroft Dr. 	WSDOT	Immediate
Review identified sidewalk projects under the City's sidewalk priority funding system (page yy)	WSDOT	Ongoing
Construct sidewalks within residential areas and along designated thoroughfares and collector streets	Private developers in conjunction with WSDOT	Ongoing
Bicycle		
Add bike lanes on the following streets as recommended in the Winston-Salem Urban Area Bicycle Plan (page yy) <ul style="list-style-type: none"> - Burke Mill Rd. from South Stratford Rd. to Silas Creek Pkwy. 	WSDOT	Immediate
<ul style="list-style-type: none"> - Upgrade South Stratford Rd., West Clemmonsville Rd., Ebert Rd., Hanes Mall Blvd., Jonestown Rd., McGregor Rd., and Stratford-Ebert connector. 	WSDOT	Long Range
<ul style="list-style-type: none"> - Improve intersections of South Stratford Rd. with Fraternity Church Road, Hanes Mall Boulevard, and Silas Creek Parkway to improve bicycle suitability. 	WSDOT	Long Range
<ul style="list-style-type: none"> - Improve bicycle signage along all existing routes. 	WSDOT	Long Range
Community Facilities Recommendations		
Parks (page yy)		
Establish at least one new Community Park to provide for future recreation needs. Potential locations for park sites include: <ul style="list-style-type: none"> - A site in the vicinity of the proposed West Clemmonsville Road/Ebert Road activity center. - A site located off Peacehaven Road east of the proposed Northern Beltway. - A site off Jonestown Road/Ploughboy Lane east of the proposed Northern Beltway. 	WSRP	Long Range
Consider the feasibility of expanding Hobby Park and expanding existing specialized facilities or other facilities.	WSRP	Long Range
Consider the establishment of Neighborhood Parks where feasible and design proposed Community Parks to serve also as Neighborhood Parks for the surrounding neighborhoods.	WSRP	Long Range
Consider the integration of recreation facilities/open space into the design of large-scale residential and mixed-use developments to provide neighborhood activity areas, focal points and green spaces.	Private Developers	Ongoing
Consider the establishment of linear parks in conjunction with the construction of proposed greenway trails.	Private Developers	Ongoing
Greenways (page yy)		
Work with area residents and the development community to obtain necessary minimum 40-foot wide easements for the construction of the Little Creek Greenway Phase 2A.	CCPB, WSENG	Medium to Long Range
Begin design work and construction of the Little Creek Greenway Phase 2A.	WSENG, WSRP	Medium to Long Range

Obtain minimum 40-foot wide easements through the development process along Muddy Creek, Silas Creek, Salem Creek, Little Creek, and Burke Creek.	CCPB	Ongoing
Study the feasibility of extending the Salem Creek Greenway southward towards Muddy Creek.	WSENG	Long Term
Begin the process of listing the proposed Muddy Creek and Salem Creek Greenways as part of the North Carolina Mountains-to-Sea Trail to potentially allow for additional funding.	CCPB	Ongoing
Housing and Community Development Recommendations (page yy)		
Develop a variety of housing types and densities for different ages, income levels, family sizes, and personal preferences, particularly when developing large parcels of land along transportation corridors.	Private Developers	Ongoing
Incorporate traditional neighborhood design principles in proposed new neighborhood developments, where feasible.	Private developers, CCPB	Ongoing
Integrate new developments with existing neighborhoods through careful planning, site design, street connectivity and compatible architecture.	Private developers, CCPB	Ongoing
Encourage the establishment of neighborhood associations where they do not exist to facilitate citizen involvement in neighborhood issues.	Citizens, NAs	Ongoing
Design and Appearance Recommendations (page yy)		
Encourage site and building improvements in older and underutilized commercial sites.	CCPB, WSCC, FCBOC	Ongoing
Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.	WSDOT, CCPB, WSCC, NCDPT, FCBOC	Ongoing
Refer to the area plan guidelines when reviewing zoning requests and site plans in the planning area.	CCPB, WSCC, FCBOC	Ongoing
Encourage residents and neighborhood associations to participate in Keep Winston-Salem Beautiful' s programs to improve the appearance of the planning area, such as Adopt-A-Flower Bed, Adopt-A-Stream, Adopt-A-Park, and Adopt-A-Street.	WSCC, FCBOC, NCDOT	Ongoing
Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where residents gather.	WSCC	Ongoing
Encourage a high quality of development in the planning area using existing guidelines for different categories of development, particularly when evaluating rezoning cases.	CCPB, WSCC, FCBOC	Ongoing
Follow proposed guidelines for new construction along South Stratford Road (US 158).	CCPB, WSCC, FCBOC	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, FCBOC	Long Range
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. The basis for such master plans will be the guidelines for the growth corridor identified in this plan.	CCPB, WSCC, FCBOC	Long Range
Historic Preservation Recommendations (page yy)		
Retain existing historic resources.	CCPB, HRC, Property Owners, WSCC, FCBOC	Ongoing
Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.	CCPB, HRC, WSCC, FCBOC	Ongoing
Initiate public outreach on the benefits of preserving historic resources.	CCPB, HRC	Ongoing
Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.	HRC	Ongoing

Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.	CCPB, HRC, WSCC, FCBOC	Ongoing
Encourage property owners to apply for Historic Markers for significant sites.	CCPB, HRC, WSCC, FCBOC	Ongoing

Economic Development Recommendations (page yy)

Economic Development recommendations include (page yy):

Support balanced, compatible economic development by the private and public sector in the planning area.	CCPB, WSCC, FCBOC	Ongoing
Encourage and support the redevelopment/rehabilitation of older/underutilized commercial sites.	CCPB, WSCC, FCBOC	Ongoing
Promote and encourage agribusiness on the farmland located in the southern part of the planning area.	CCPB, FCBOC	Ongoing

Environmental Recommendations (page yy)

Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas.	WSRP, CCPB, WSCC, FCBOC	Ongoing
Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.	PLC, CCPB, WSCC, FCBOC	Ongoing

Abbreviations Used:

CCPB	City County Planning Board	PLC	Piedmont Land Conservancy
FCBOC	Forsyth County Board of Commissioners	WSCC	Winston-Salem City Council
HRC	Winston-Salem/Forsyth County Historic Resources Commission	WSDOT	Winston-Salem Department of Transportation
NA	Neighborhood Associations	WSENG	Winston-Salem Engineering Department
NCDOT	North Carolina Department of Transportation	WSRP	Winston-Salem Recreation and Parks Department

Appendices

Appendix A. Significant Historic Resources

Name	General Location	Date	Survey Site Number
Hope-Fraternity Historic Distract [SL]	Fraternity Church Road and vicinity		FY03916
Jonestown Road Historic District [SL]	1316-1350 Jonestown Road	1880-1960	FY04107
Old German Baptist Brethren Church [NR]	4916 Charnel Road South Side	1860, early 1900s, 1950	FY00203
Edwin and Ruth (Davis) Hanes Farm [SL]	5030 Charnel Road	ca.1820-1840	FY00214
Theophilus Kimel House [SL]	4610 Ebert Road	ca. 1869	FY00236
Ploughboy Jarvis House [SL/DOE]	1532 Jonestown Road	ca. 1897	FY00259
Bethel United Methodist Church [SL]	2390 Bethel Church Road	1977	FY00273
Todd House [DOE]	2510 West Clemmons ville Road	1870-1890s, 1930s	FY03174

Abbreviations:

NR: National Register of Historic Places
 DOE: National Register Determination of Eligibility
 SL: North Carolina National Register Study List

Appendix B. Forsyth County Agricultural and Historic Preservation Tools

The following is a summary of the zoning districts and other tools for preserving agricultural and historical assets in Forsyth County.

AG Zoning: The Agricultural (AG) District is primarily intended to accommodate agricultural uses as well as scattered non-farm residences on large tracts of land. The district is not intended for small-lot residential subdivisions, and accordingly requires a minimum 40,000 square foot lot size for the development of single-family homes. The district is intended for use in Growth Management Areas 4 (Future Growth Area) and 5 (Rural Area), and is established to preserve the rural character of these areas and encourage the continued use of land for agricultural, forest, and open space purposes. The district is also intended to discourage the establishment of scattered commercial and industrial land uses, prevent premature conversion of farmland into urban uses, and to limit premature public infrastructure and service demands. AG zoning would be an appropriate tool for limiting development intensity and conserving agricultural land in the Southwest Suburban Planning Area. Property owners may initiate rezoning by submitting a rezoning application that would be considered by the Planning Board and elected body.

Voluntary Agricultural District: The Voluntary Agricultural District (VAD) program adopted by the Forsyth County Commissioners in January, 2008 is a tool that helps preserve farmland in an increasingly urbanized county. Landowners receive a set of benefits in exchange for restricting development on their land for a specific time period. Voluntary Agricultural Districts promote agricultural values as well as the agricultural community and its way of life. The Voluntary Agricultural District program also provides increased protection from nuisance suits, encourages the economic and financial health of agriculture, and provides protection from non-farm development and other negative impacts on properly managed farms. Unlike other agricultural and open space preservation tools which protect farmland, Voluntary Agricultural Districts protect farmers by making farming more economically viable and helping to preserve farmland. These farms must participate in the present-use-value taxation program. Further study is necessary to determine the eligibility of farms in the Southwest Suburban Planning Area for this program.

Agricultural Tourism Use Classification: The Agricultural Tourism Use Classification adopted in 2008 provides a way for farm owners to gain greater economic use of their land. This use classification allows farm owners to establish several non-farm uses which are directly related to the farming activity taking place on site, such as a winery, small retail store, restaurant, or bed and breakfast. Provisions also exist which allow outdoor special events, such as weddings, to be held on site on a limited basis. The Agricultural Tourism use is only available to farms enrolled in the Forsyth County Voluntary Agricultural District program. Further study is necessary to determine the eligibility of farms in the Southwest Suburban Planning Area for this use classification. A zoning permit for this use classification would be reviewed by the City-County Inspections Division.

Forsyth County Farmland Preservation Program: The Forsyth County Farmland Preservation program is a voluntary program in which Forsyth County purchases from farmers the rights to develop their land for non-farm purposes, such as subdivisions and shopping centers. The development rights are held in trust assuring that areas with good soils and active farms will remain in agricultural use. The Forsyth County Board of Commissioners created the program in 1984 and the first development rights were purchased in 1987. To date, the program has protected over 1600 acres of farmland; however, it has not been funded in recent years.

Piedmont Land Conservancy Conservation Easements: The Piedmont Land Conservancy (PLC) protects land by working with landowners who choose to conserve their land. The PLC helps landowners determine which conservation option will best meet their objectives for the land and themselves. A conservation easement is a legal agreement through which the landowner gives specific property rights to the PLC. It provides immediate and permanent protection while keeping the land in private ownership. Each conservation easement is tailored to the specific property. A landowner can choose to donate the conservation easement, or sell the conservation easement at or below its appraised value. If a landowner no longer desires to own the property, the PLC can acquire it. In these situations, the PLC must determine if it is desirable to own the subject property.

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

Local landmark properties can be of several different types:

- Buildings: Houses, churches, office buildings, schools, barns.
- Structures: Roads, bridges, fences, silos, kilns, gazebos.
- Sites: Cemeteries, building ruins, natural features, designed landscapes.
- Areas: One or more buildings on a large property, plus a surrounding area.
- Objects: Signs, monuments, sculptures, fountains, mileposts.

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

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

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

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

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

Appendix C. Guidelines for Multifamily Developments

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

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

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

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

Building Integrity:

- The exterior appearance of existing single-family homes should be kept as intact as possible, if an existing building is being converted to office use, to continue the residential character of the street.
- New residentially-scaled office buildings shall be no larger than 4000 square feet in size.
- Keep porches on existing infill buildings open. If enclosure is necessary, transparent materials, such as glass or screening, should be installed behind the original railing and/or columns.
- Design handicapped features so there is minimal visual impact on the existing structure.
- Locate exterior stairs to the side or the rear of existing or new structures.
- Locate mechanical equipment to the side or the rear of existing or new structures.
- Locate trash containers and metal outbuildings in the rear yard of existing or new structures, screen from adjacent properties.

Parking:

- New parking areas should be designed to have a minimal impact on the existing environment and have a neighborhood character.
- Locate new parking areas to the side or rear of buildings.
- Screen parking areas from public view.
- Retain existing vegetation, such as mature trees, and incorporate them into the parking lot design.
- Share driveways, whenever practical, to minimize curb cuts.
- Include cross-access easements to adjacent properties where possible.

Access:

- Entrances and steps of existing buildings serve as an important first view of the property and shall be preserved as they were originally built.
- Maintain the main entrance to existing and new buildings as the street frontage.

Signage:

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

Lighting:

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

Landscaping:

- Landscaping should be used to buffer office uses from existing residential development.

- Landscaped areas should be carefully maintained.
- Prune trees judiciously to maintain their health and to maintain the visual integrity of the streetscape.

Appendix E. Guidelines for Office/Low Intensity Commercial Developments

Building Placement: New buildings shall front the main road to create a continuity of building facades along the corridor. The main entrances to all buildings shall be at the street frontage.

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

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

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

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

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

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

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

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

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

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

Architectural Characteristics: Buildings within this area shall encourage the following additional architectural characteristics:

- Display windows on the street/first level.
- Lighting shall be provided in all display windows.
- The use of cornice canopies, balconies, and arcades to delineate between the ground/street level and upper levels.
- Larger buildings to be broken into smaller scale components at the ground/street level.

Appendix F. Guidelines for Institutional Expansions

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

Institutions are valued land uses and should be allowed to grow. However, a balance between existing neighborhoods and institutional uses, which now often serve a larger community, should be maintained. Institutional expansion in established neighborhoods may be more expensive and site options are likely to be more limited than in undeveloped areas. Creative solutions, including adaptive rehabilitation of existing structures, construction of sub-floors or underground parking, establishment of satellite facilities or parking areas, and development of multiuse or shared facilities may be necessary to grow compatibly with surrounding neighborhoods.

Institutions are a unique land use, able to be compatible with surrounding residential uses and often serving to support and stabilize the neighborhoods in which they are located. The UDO provides special zoning districts, uses, and conditions to allow institutions to compatibly exist in and near neighborhoods. Some of these policies may be replaced by the infill development guidelines currently being developed by the City-County Planning Board Staff

General Recommendations:

- Institutions are strongly encouraged to involve community residents, neighborhood associations, and City/County staff in the development of their master plans.
- Prior to seeking property rezoning, special use approvals, demolition permits, or major building permits, area institutions should work with neighborhood associations and/or residents about the proposed project. Institutions should first initiate communication about proposed projects with neighborhood associations. In the absence of an association or organization of neighbors, institutions should contact and work with immediate and peripheral property owners that may be impacted by proposed work.
- When condemnation of property is considered, an open public process should be initiated by the public entity, in conjunction with local government, prior to any decision to condemn land for acquisition or expansion. All public entities capable of condemnation should follow an open public review process, inclusive of local, State, and federal government; local schools and public learning institutions; and, collective development authorities.
- Application of the Limited Campus Use (LCU) provision of the UDO is strongly encouraged as an alternative to rezoning to the Campus (C) District when institutions desire to expand into nearby residential areas. *LCUs are residential and office uses associated with institutions that generate limited traffic and have minimum impacts on surrounding neighborhoods.* LCUs are permitted in

residential zoning districts with conditions to assure that new uses are compatible with surrounding uses.

- Rezoning of residential property for higher density residential or nonresidential institutional development should be considered only when appropriate vacant or underutilized land is not available, when vacant or underutilized nonresidential buildings are not available, or when the area is not a part of an established neighborhood.
- Reuse of existing structures is strongly encouraged. Historic structures, particularly those designated as local historic landmarks, should be adaptively reused or relocated to an appropriate site in the neighborhood.
- Rehabilitation of existing structures, particularly when those structures are historic in nature, should focus on maintaining the historic character of the structure and its surroundings. This should include limited use of artificial or replacement components (such as artificial sidings, windows, etc.); avoidance of enclosing or removing original porches or vestibules; and, retention of significant architectural features such as dormers, columns, rails, window and door details, and chimneys.
- Conversion of public parkland for exclusive use by private institutions is strongly discouraged.
- Before considering the addition of new parking areas and locations, institutions should work with the neighborhood and other adjacent institutions to determine the ability for timesharing parking areas.
- The construction of compatible parking decks is preferable to multiple or large expanses of surface parking.
- On-street parking in residential areas should be designed to better accommodate non-institutional residents. The establishment of permitted parking and time limits for parking should occur wherever institutional uses impact residential streets. Enforcement of parking restrictions should be a task of institutional security operations in addition to governmental enforcement measures.
- Road or alley closures to accommodate institutional expansions should only be considered after a thorough public review process and only if the road closure will not isolate portions of a neighborhood, will not remove a traditionally significant access point into an area, or will not result in historic structures being removed from their street-oriented context.

Site Design Recommendations:

- Site design should repeat site patterns already established in the neighborhood; retain existing positive features (trees, stone/brick walls, substantial shrubbery), whenever possible; and, retain existing mature canopy of trees.
- Oversized structures or intense uses should be located away from residential areas or screened with vegetation.
- Operational facilities and other "back door" uses should be designed and maintained to the same guideline as public areas when the operational or back door uses are located in neighborhoods or are visible from roadways.
- Service components (such as trash dumpsters, mechanical/technical equipment, and loading docks) should be screened from public view.
- Heat pumps, air conditioners and other noise producing equipment should be chosen for quiet operation. To limit impact on surrounding residential uses, equipment should be located away from residential uses (such as on the top of structures) or surrounded by vegetation.
- Parking areas should be located to the rear or to the sides of buildings and should be attractively screened with fences and plantings designed to be compatible with the surrounding neighborhood. Large expanses of paving should be divided into smaller components with interior planting areas and alternating materials (brick paver areas, staining, etc.).
- Sidewalks should be maintained for safety and their widths and materials should blend with the neighborhood.
- Public street furniture and lighting fixtures should be designed to blend with or enhance the surrounding streetscape. The use of period lighting is encouraged over contemporary street lighting when placed in historically designated areas.

- Fences and walls should use traditional materials (such as brick, stone, cast iron, or wood); the height, scale, design and location of fences or walled areas should not adversely affect the character of the surrounding area (such as chain link fencing, razor wire, or exposed concrete block). Fences or walls that create a fortress-like environment are strongly discouraged.

New Construction Recommendations:

New construction adjacent to residential areas should be complimentary to the surrounding character of the neighborhood. The following concepts should be applied:

- New construction should conform to established spacing and lot coverage patterns of the neighborhood, whenever possible.
- Setbacks for new construction should be consistent with existing buildings on the street. The setback should be within 20% of the average setback along the block.
- New construction should face the same direction as existing structures on the block.
- The height of new construction should be consistent with existing structures on the block. The height should be within 30% of the average height of structures in the block.
- The scale of new construction should be compatible with existing and/or surrounding structures in the neighborhood.
- New construction should be compatible in basic shape and form with existing and/or surrounding structures along the street.
- Roof form and pitch should be similar to that of existing structures on the block; roofing materials should be compatible with those of existing structures.
- Architectural design components (cornices, lintels, foundations, window patterns) should provide a sense of unity and cohesion with the existing structures on the street.
- Exterior materials (such as wood, brick, stone, and stucco) and textures should be compatible with surrounding structures. Modern materials may be used as alternatives to prevalent traditional materials, but oversized brick, exposed concrete blocks, or glass block/plate glass walls should be avoided if such materials are not prevalent on surrounding structures; exterior colors should blend with surrounding natural and built features.

Appendix G. Guidelines for Suburban Business Parks

Although efforts continue to revitalize Downtown Winston-Salem and other existing employment centers, many companies still prefer to locate at suburban sites in a campus-like environment. For certain companies, the locational advantages that initially shaped our downtowns are often not as relevant (i.e., railroad access), or substitutes are readily available almost anywhere (i.e., nearby access to financial institutions).

These sites, which are referred to here as *Suburban Business Parks*, can be attractive to companies by offering affordable land, the ability to build a facility conforming to a company's specific needs, nearby access to an interstate or an airport, access to a regional supply of labor, and a campus setting preferred by some employees. Forsyth County needs to provide a sufficient supply of these sites to help attract new companies or to assist local businesses expanding their operations. Suburban Business Parks should be integral components when implementing comprehensive economic development strategies.

Purpose: The purpose of these guidelines is to help create high-quality suburban business parks in a campus-like setting consisting of attractive buildings, significant natural open space, and formal landscaped areas.

Application: These guidelines will be used by the City-County Planning Board and its staff as a means of organizing review of master plans for business parks. The guidelines identify important design elements that should be considered. Because the setting and target market for each business park will be unique, no single formula is ideal for creating an excellent design. Therefore, where design elements of a master plan vary from these guidelines, their appropriateness will be judged on how well they address the overall intent of the guidelines and not on strict adherence to particular elements.

Uses: Appropriate uses in these business parks include warehouses, light manufacturing and assembly, scientific and research laboratories, and corporate offices.

Recommended Overall Site Size: The recommended minimum site size for business parks is 100 acres. This threshold size will focus business park development at a few appropriate locations, allow for coordinated development and sufficient land for a campus-like setting, and provide enough space for the effective use of buffers and preservation of natural areas.

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

Access: Access should be on roads of at least minor thoroughfare classification, and streets in the business park should be designed to both allow access from adjacent neighborhoods but not draw traffic through local residential streets. More than one major access point should be provided and connectivity of the internal street system is encouraged.

Common Open Space: A minimum of 20 percent common open space consisting of streams or lakes, floodplains, wetlands, slopes greater than 20 percent, and other open areas should be retained on the site. Common open space should be connected, where possible, to form a ribbon of green throughout the development. In areas where the site buffers are more than 50 feet, the area in excess of 50 feet may be counted as part of the common open space requirement if it is linked to other common open space areas. An existing site resources map should be prepared by the developer as part of the site planning process showing natural and constructed site features to be included as common open space.

Stream/Wetland Protection: Streams and wetland areas should be protected by requiring riparian buffers to the edge of the floodway fringe for FEMA regulated streams and 50 foot buffers from each side of streams and wetlands identified in the Forsyth County soil survey. Exact location and extent of streams and wetlands should be verified during preparation of the site resources map required to identify common open space elements.

Architectural Design: Architecturally unified materials should be selected and emphasized for each structure and building site. Exposed guideline concrete blocks and prefabricated metal are not recommended but may be acceptable for the sides and rear of buildings if they are screened from view of external property lines and internal roadways. Offices or showrooms should be located at the front of the building and facades facing the street should be articulated to distinguish the building. New developments should explore the use of Leadership in Energy and Environmental Design (LEED) guidelines to increase energy efficiency and reduce long-term building expenses.

Placement of Structures: All structures should be setback a minimum of 100 feet from the external property lines of the site. Employee parking may be located in this setback in the 50 feet closest to the building. Buildings on each building site should face interior streets and be setback a minimum of 60 feet. For large buildings, a larger setback in proportion to their footprint and height is encouraged to contribute to a campus-like setting. Buildings located on the corner of two streets shall be considered to have two front faces. Warehouse buildings should be designed and placed on their lots so that views of loading docks from the street are minimized or prevented.

Storage/Process Areas: Businesses should meet the storage requirements of the "Manufacturing B" use in the *Unified Development Ordinances* which allows operations including storage of materials, processing fabrication or assembly of products and loading and unloading of new materials only within enclosed buildings. Storage trailers or containers should be located in designated areas and screened from public streets or from the exterior of the business park. No outdoor processes should be employed in the operation of any business in the business park as stipulated by the requirements of the "Manufacturing B" use in the *Unified Development Ordinances*. Any waste and recycling receptacles should be located within an enclosed structure.

Operation Impacts: Operations at the business park should not produce dust, smoke, odors, fumes, air or water pollution, noise, gases, or vibrations as required by the requirements of the "Manufacturing B" use in the *Unified Development Ordinances*. The use of hazardous materials or volatile chemicals should be in compliance with all federal, State and local requirements.

Internal Landscaping:

- Create attractive medians at major entrance streets into the park.
- Highlight public access points to buildings.
- Buffer loading and utility areas.
- Break up large parking areas.
- Provide a transition between neighboring sites.

- Compliment building design and materials.
- Provide a transition between parking areas and the office portion of a structure.

Fences: Perimeter and chain-link fencing should be prohibited unless a special need can be demonstrated. In cases where the need is demonstrated, chain-link fencing should be as minimal as possible and its view from public streets or outside the business park should be screened by landscaping or buffering. Where it is necessary to use chain-link fencing, black, green, or earthtone vinyl coated fencing is preferred.

Pedestrian Circulation: A system of greenway trails that are part of the open space component of the Business Park and sidewalks along one side of major streets in the business park are encouraged. At each building site, sidewalks should link visitor parking areas and front yard parking areas to the main building entrance. Sidewalks should also link building sites to greenway trails and any sidewalks along major streets in the business park development.

Parking Areas: Parking areas located to the side or rear of buildings are encouraged. Extensive paved areas should be avoided in favor of smaller multiple lots separated by landscaping and buildings. Parking lots adjacent to and visible from public streets should be screened from view through the use of natural topography and created earthen berms, low screen walls, and changes in elevation, landscaping, or combinations of these design techniques.

Signs: A signage plan showing proposed park identification signs and guidelines for building facade and free standing signs should be provided as part of the master plan for these developments. Park entrance signs should be a monument type not exceeding 12 feet in height and 54 square feet in area.

On-site lighting: All on-site lighting should be designed, located, shielded or deflected so as not to shine into neighboring property or impair the vision of pedestrians or the driver of any vehicle. For parking lots and other outdoor areas, full cutoff lighting that conforms to guidelines defined by the Illuminating Engineering Society of North America should be used. For buildings facades and other lighting surfaces, such as signs, landscaping and fountains, and light fixtures should be full shielded and aimed accordingly as to not project onto neighboring property or skyward.

Display Areas: No outdoor display areas should be allowed. All display areas should be located within flex-space or office buildings.

Service Areas: Provision for handling all truck service should be located at the rear or sides of buildings. Loading docks should be located at least 300 feet from adjacent residential areas. Where there is an intervening public street, the setback is reduced to 150 feet. Loading docks located on the side of any building should not be nearer than 50 feet from the front face of the building. Loading docks should be recessed, screened or otherwise designed to be totally buffered from adjacent properties and public roads.

Exterior Mechanical Devices: Air conditioners, heating, cooling, ventilating equipment, pumps and heaters and all other mechanical devices including roof-mounted mechanical equipment should be screened from view from the public right-of-way. All utilities should be placed underground.

Flex-space and multi-tenant uses: Multiuse and "flex-space" buildings designed to accommodate a number of tenants or a single tenant with needs for office, research, assembly and storage space in the same structure are encouraged to attract "start-up" operations and entrepreneurs.

Appendix H. Guidelines for Activity Centers

The following recommended guidelines for activity centers draw from the adopted *Legacy 2030 Update*.

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

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

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

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

Suggested Building Heights:

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

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

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

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

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

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

Shared parking is strongly encouraged between adjacent or vertically mixed uses whose peak demand is offset from each other. An example is a church next to an office building.

Open Space: Urban open space should be located where it is visible and easily accessible from public areas and should have direct access from adjacent streets. The space should be visible to people passing by on nearby sidewalks and may be visible from adjacent streets but not wholly exposed to them. Urban open space should be partially enclosed using building walls, free-standing walls, landscaping, raised planters, or on-street parking to help buffer it and create a comfortable "outdoor room."

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

City of Winston-Salem

Adopted

Allen Joines Mayor	*Dan Besse Southwest Ward	Jeff MacIntosh Northwest Ward
Vivian H. Burke Mayor Pro Tempore, Northeast Ward	*Robert C. Clark West Ward	Derwin L. Montgomery East Ward
Denise D. Adams North Ward	*Molly Leight South Ward	James Taylor, Jr. Southeast Ward
	Lee Garrity City Manager	

**City Council Representative for portions of the Planning Area*

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	Darryl Little	

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For more information about the
Southwest Suburban Area Plan Update

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