

# WEST SUBURBAN AREA PLAN

*Update*

**PLANNING BOARD  
DRAFT**

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

# Preface

Under special State enabling legislation, the City-County Planning Board of Forsyth County and Winston-Salem is responsible for preparing and maintaining a comprehensive plan for Forsyth County. The *Legacy 2030 Update*, the current comprehensive plan, was adopted in 2012. Comprehensive plans take a broad, communitywide perspective for guiding growth and development. *Legacy 2030* includes chapters on local trends; growth management; land use; transportation; economic development; environmental quality and sustainability; healthy, complete, and equitable communities; community character; Downtown and the Center City; neighborhoods and towns; rural character; area plans; and key public investments.

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

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

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

## 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 updated 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 this one, replace these older, existing area plans. Updated area plans provide a current picture of area conditions and an up-to-date set of future development recommendations.

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

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

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# Introduction

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

The West Suburban Planning Area encompasses 19,814 acres. The plan area is generally bounded on the north by Reynolda Road, on the east by Silas Creek Parkway; on the south by US 421, and on the west by the Lewisville municipal limits and properties located near the location of the proposed western leg of the Northern Beltway (see **Map 1** on **page XX**). The plan area includes land in Winston-Salem and in unincorporated Forsyth County. Approximately 73% of the land area in the planning area is in the City of Winston-Salem, with 34% of the total area in the West Ward, 34% of the area in the Northwest Ward, and 5% in the Southwest Ward. Twenty-seven percent of the total area is in unincorporated Forsyth County.

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

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

*Legacy 2030's* Growth Management Plan defines a series of specialized areas, each having specific characteristics. In the Growth Management Plan (see **Map 2** on **page XX**), 98% of the West Suburban Plan Area is designated as Suburban Neighborhoods, Growth Management Area (GMA) 3; 1.8% is designated as Rural Area, GMA 5, and the remaining 0.2% as Urban Neighborhoods, GMA 2.

## **\*AREA PLAN PROCESS**

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

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

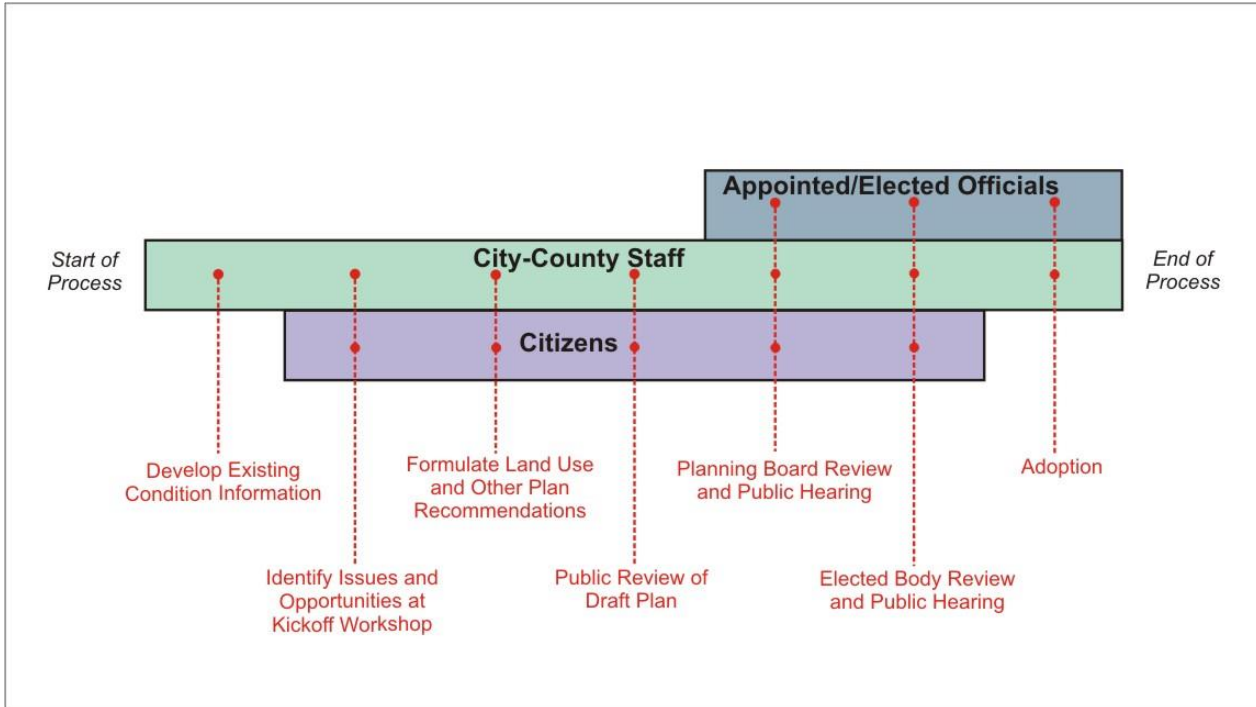
Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in *Legacy 2030*, serve as the basis for the next step in the process: the formulation of recommendations by planning staff. These recommendations primarily focus on proposed land use recommendations, and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

The Planning Board reviews the recommendations for consistency with the broad public interest and with *Legacy 2030*. The Planning Board holds a public hearing to consider the plan and make amendments, as appropriate, before recommending adoption of the plan. The document is then forwarded to the Winston-Salem City Council

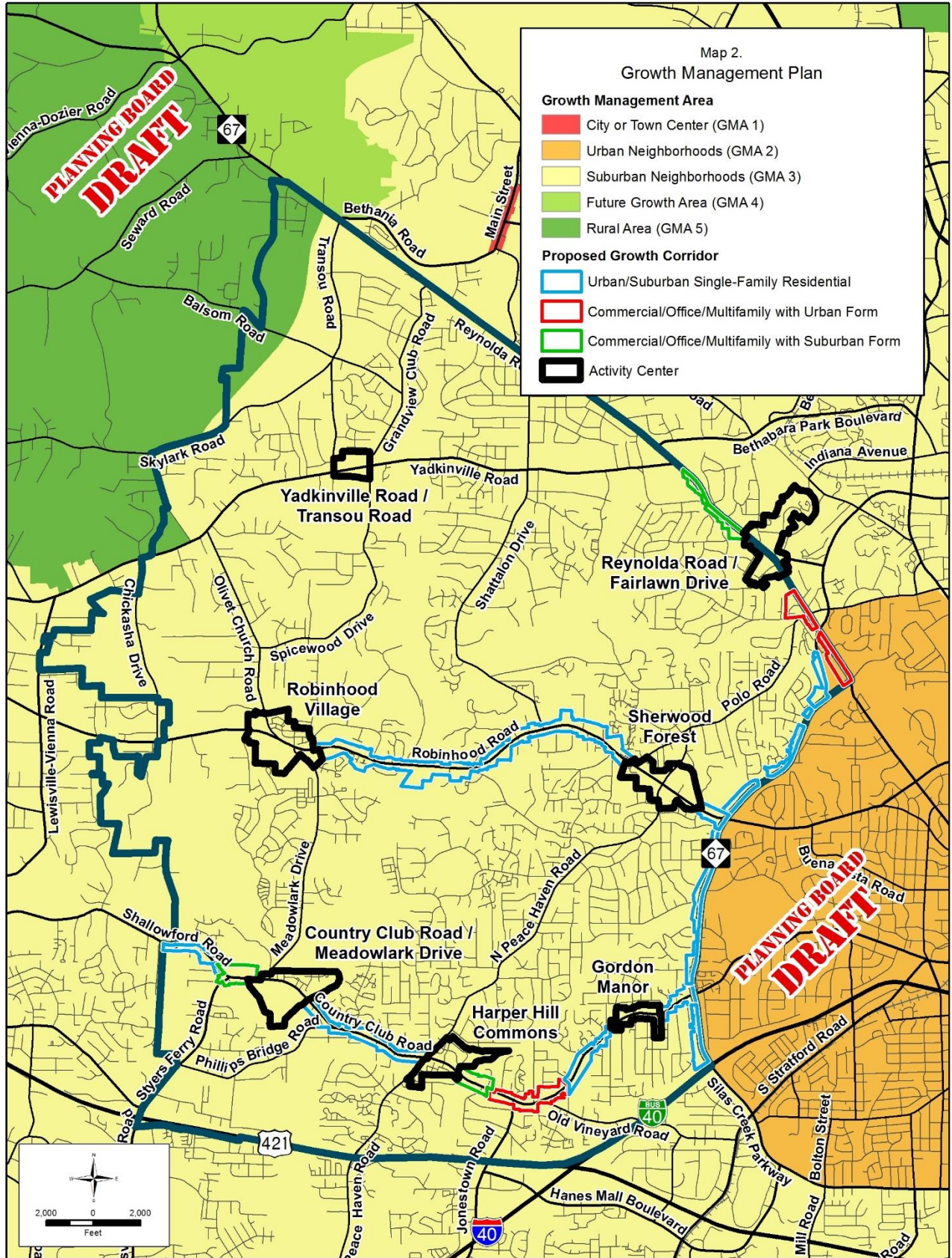
and the Forsyth County Board of Commissioners for consideration, amendment, and adoption after a public hearing.

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

**Figure 1. Area Planning Process**







# Existing Conditions

## \*GENERAL CHARACTER

The West Suburban Plan Area is the largest and most populous planning area in Forsyth County. The planning area increased in population by greater than 12.7% in a 14-year period, from 40,782 in 2000 to 45,957 in 2014.

The area remains one of the more popular residential sections of Winston-Salem. Existing residential land use occupies 56% of the total acreage in the planning area. This proportion is the highest of any of the planning areas. As a point of reference, the next highest percentages of land for residential uses occur in the Northeast Suburban and South Suburban planning areas, which are at 47%. Multifamily development is concentrated along either the US 421 or Country Club Road corridors to the south, the Reynolda Road corridor to the north, or near one of the seven area activity centers.

Much of the recent growth in this area has been occurring west of Muddy Creek along Robinhood Road, Meadowlark Drive, Olivet Church Road, Transou Road, and Grandview Club Road. Commercial activity remains high in the Activity Centers located at Reynolda Road and Fairlawn Drive, Sherwood Forest (Robinhood Road/N. Peace Haven Road), Gordon Manor (Country Club Road/Gordon Road), Country Club Road and Shallowford Road, Robinhood Village (Robinhood Road/Meadowlark Drive), and Yadkinville Road and Transou Road. Mixed-use developments have occurred recently at Robinhood Village on Robinhood Road and Harper Hill Commons on Country Club Road. Most of the large undeveloped parcels in the area are located either in parts of the floodplains of Muddy Creek or Mill Creek, or in Forsyth County in the central western portion of the planning area.

## \*DEMOGRAPHICS

Based on recent US Census estimates, just under 46,000 people live in the West Suburban Planning Area, an increase of 13% (1% annually) from the 2000 Census. The area's population accounts for approximately 13% of Forsyth County's total population. The racial make-up of the planning area is 75% White, 13% African-American/Black and 7% Hispanic (see **Table 1** and **Table 2**). On average, the residents of the planning area are older in 2014 than they were in 2000.

## \*EXISTING LAND USE

The existing land uses in the West Suburban Planning Area include residential, office, commercial, institutional, parks and open space, industrial, utilities, and agricultural uses (see **Map 3** on **page XX** and **Table 3** on **page XX**). The area is predominantly single-family residential in character with commercial development located mostly along Reynolda Road, Robinhood Road between Silas Creek Parkway and Polo Road and at Meadowlark Drive, along intermittent sections of Country Club Road, and Jonestown Road. Recent residential development has occurred mostly west of Muddy Creek and Mill Creek.

## RESIDENTIAL

The planning area has a variety of housing types ranging from individual homes on large lot to high-density (over 18 dwelling units per acre) and intermediate-density (8 to 18 dwelling units per acre) multifamily developments. The predominant land use in the planning area is residential, which accounts for approximately 56% of the total land area. Single-family residential which includes single-family and large lot residential, is the most common of the residential types, accounting for roughly 52% of area land. Multifamily (approximately 3% of land area) and low density attached residential housing developments (1.5% of land area) also exist in the planning area.

**Table 1. Population Statistics**

<b>Population Statistics</b>					
<b>Area</b>	<b>Population</b>				
	<b>2014</b>	<b>2000</b>	<b>2000-2014 Average Annual Growth (percent)</b>	<b>2014 Portion of Forsyth County Population (percent)</b>	<b>2014 Density (Persons per Acre)</b>
West Suburban Area Plan	45,957	40,782	0.9%	12.8%	2.3
Winston-Salem	234,569	185,776	1.9%	65%	2.8
Forsyth County	358,130	306,067	1.2%	N/A	1.4

**Table 2. Diversity and Age Statistics**

<b>Diversity Statistics</b>					
<b>Area</b>	<b>Diversity (Percent)</b>				
	<b>African-American</b>	<b>White</b>	<b>Asian</b>	<b>Other</b>	<b>Hispanic</b>
2014 West Suburban Area Plan	13	75	4	1	7
2000 West Suburban Area Plan	10	83	2	1	4
2000-2014 Change	+3	-8	+2	0	+3
2014 Winston-Salem	34	47	2	2	15
2000 Winston-Salem	37	54	1	0	8
2000-2014 Change	-3	-7	+1	+2	+7

<b>Age Statistics</b>					
<b>Area</b>	<b>Age (Percent)</b>				
	<b>Less than 5 years</b>	<b>5 - 17 years</b>	<b>18 - 39 years</b>	<b>40-64 years</b>	<b>65 years and older</b>
2014 West Suburban Area Plan	5	16	25	35	19
2000 West Suburban Area Plan	5	17	26	36	16
2000-2014 Change	0	-1	-1	-1	+3
2014 Winston-Salem	7	17	33	30	13
2000 Winston-Salem	7	17	35	28	13
2000-2014 Change	0	0	-2	+2	0

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

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

## **COMMERCIAL AND OFFICE**

Approximately 516 acres, about 3% of the planning area, is developed with commercial and office uses. Most of this area, 397 acres, is commercial land use. Retail land uses are primarily located along Reynolda Road, Robinhood Road, Jonestown Road, and Country Club Road. Office uses account for 119 acres (0.6% of the planning area) and are found along Reynolda Road, Robinhood Road, Country Club Road, and Old Vineyard Road.

**Table 3. Existing Land Use Summary**

<b>Land Use</b>	<b>Acres</b>	<b>%</b>	<b>Land Use</b>	<b>Acres</b>	<b>%</b>
Single-Family	8,706	43.9	Commercial Recreation	44	0.2
Large Lot Residential	1,595	8.1	Parks, Recreation & Open Space	175	0.9
Low-Density Attached Res.	298	1.5	Agriculture	1,477	7.5
Manufactured Housing	19	0.1	Rail & Road Right-of-Ways	2,120	10.7
Multifamily	530	2.7	Utilities	76	0.4
<b>Total Residential</b>	<b>11,148</b>	<b>56.3</b>	Total Utilities & ROW	2,196	11.1
Commercial/Office	516	2.6	<b>Total Developed</b>	<b>16,218</b>	<b>81.9</b>
Industrial	33	0.2	Undeveloped Land	3,595	18.1
Institutional	629	3.2	<b>Total Area</b>	<b>19,813</b>	<b>100.0</b>

Source: Survey by City-County Planning Staff (September, 2017)

## **INSTITUTIONAL**

Institutional uses are located throughout the planning area. The 629 acres of institutional use accounts for approximately 3% of the land in the planning area. This includes both public institutional uses such as schools, fire stations, and community centers; and private uses such as churches and cemeteries. The most common institutional uses in the planning area are churches and schools.

## **INDUSTRIAL**

Industrial uses comprise approximately only 33 acres (approximately 0.2% of the plan area). Industrial uses are located along Reynolda Road in the northeastern portion of the planning area, and off of Jonestown Road and Phillips Bridge Road in the southern portion of the planning area.

## **PARKS, RECREATION, COMMERCIAL RECREATION AND OPEN SPACE**

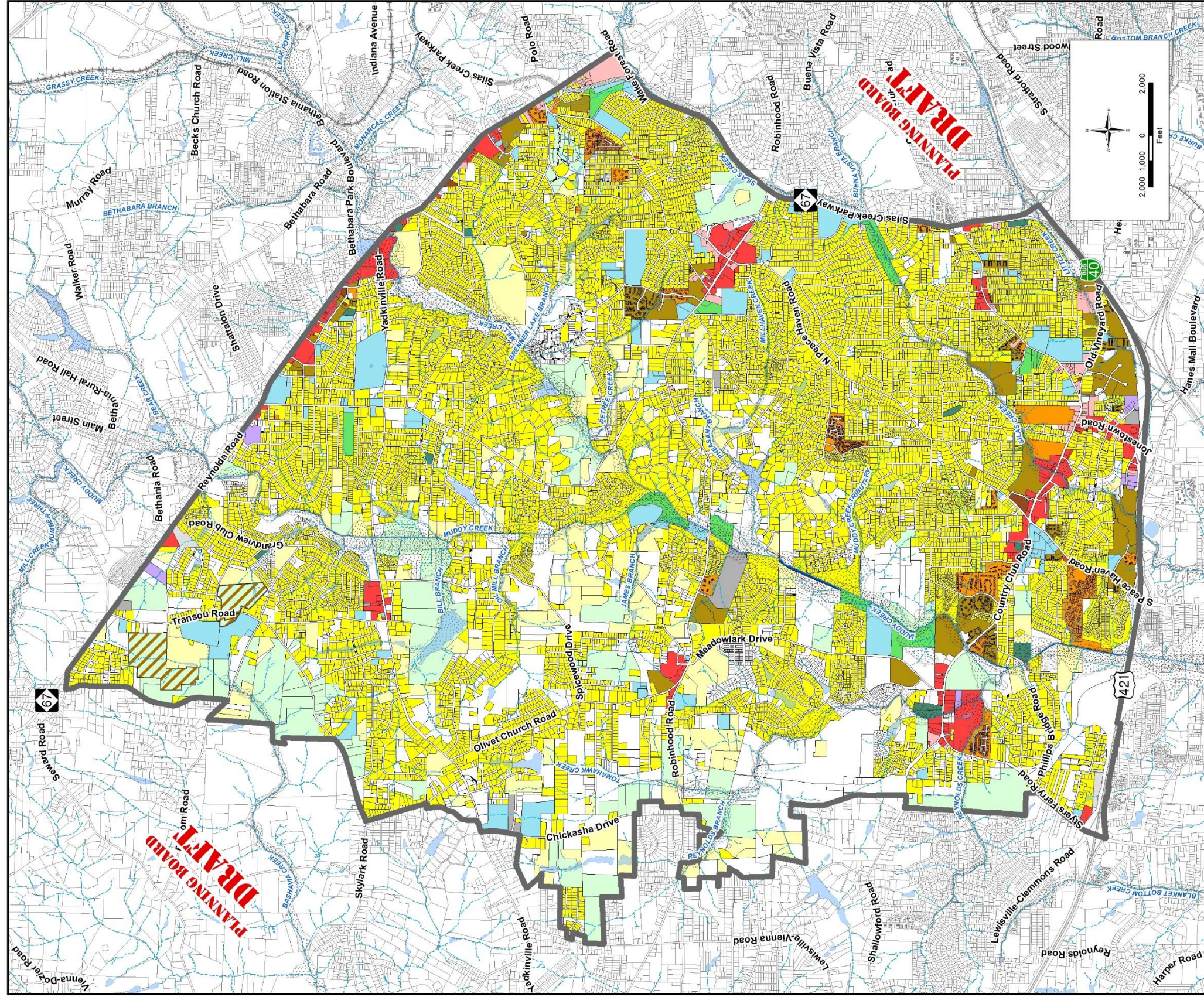
There are 6 public parks and one recognized open space in the planning area, totaling 175 acres and accounting for approximately 1% of the land area. Six of the seven recreation facilities are located near public schools (Leinbach, Jamison, Polo, Shaffner, South Fork, and Jefferson). The largest park in the planning area is Shaffner Park, located on the south side of Yorkshire Road at Silas Creek Parkway. Other community parks include Jamison, Polo and South Fork. There are two neighborhood parks (Leinbach and Old Town) and one open space area (Jefferson) in the planning area. There are also 6 commercial recreation uses that account for 0.2% (44 acres) which are found along Crosland Road (a swim club), Briarcliff Road (a swim club), Harper Street (a swim/tennis club), Hearthside Drive (a swim/tennis club), Phillips Bridge Road (baseball fields) and Country Club Road (a golf driving range). Public recreation facilities are discussed in more detail in the Community Facilities section.

## **UTILITIES AND RIGHTS-OF-WAY**

Combined together, utilities, road and railroad rights-of-way account for approximately 11% of the land area (2,196 acres).























## **AGRICULTURAL**

Agriculture accounts for 1,477 acres (approximately 7.5% of the plan area), with the primary acreage being located in the northern portion of the planning area. Sites designated as agricultural are either enrolled in the agricultural tax-deferred or Voluntary Agricultural District programs.



Map 3.

Existing Land Use

	Agriculture Tax Deferred		Commercial		Streams
	Voluntary Agriculture District		Industrial		Ponds, Lakes, Rivers
	Large-Lot Residential (over 5 Ac)		Institutional		Floodway
	Single-Family Residential (0-8 Du/Ac)		Park		Floodplain
	Low-Density Attached Residential (0-8 DU/Ac)		Commercial Recreation		
	Intermediate-Density Residential (8.1-18 DU/Ac)		Open space		
	High-Density Residential (over 18 DU/Ac)		Utilities		
	Manufactured Housing Park		Undeveloped		
	Office		Rivers, Lakes		

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## **UNDEVELOPED**

Undeveloped land accounts for 3,595 acres (approximately 18% of the land area). Undeveloped land is distributed throughout the planning area with the largest concentrations located west of Meadowlark Drive or near Muddy and Mill Creeks.

## **\*ZONING**

Rezoning petitions in the past 10 years have had some impact on land use patterns in the planning area. The two most significant rezonings are several individual rezonings involving phases of Brookberry Farm, a nearly 800-acre mixed-use development composed mostly of single-family residences, that extends westward from Meadowlark Drive to near the Lewisville municipal limits; and rezoning for a retail center at the northeast corner of Country Club Road and Meadowlark Drive in 2013. Since the adoption of the original *West Suburban Area Plan* in 2012, there have been 43 rezoning petitions or site plan amendments approved for the plan area. Most rezoning petitions were for multifamily, mixed-use, or retail developments.

## **\*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 (see **Map 4** on **page XX**).

## **ROADS**

### **Overall Street Pattern**

The West Suburban Planning Area is comprised of a network of streets and roadways that provide access to a variety of goods, services, and residential opportunities. This planning area is bounded on the south by US 421 and Business 40, two heavily traveled freeways. Major thoroughfares include Reynolda Road, the area's northern boundary; Country Club Road; Jonestown Road; Robinhood Road; and Yadkinville Road. These thoroughfares provide circulation routes for residents, travelers, and area shoppers. Country Club Road, Robinhood Road, and Yadkinville Road travel in an east-west direction across Muddy Creek in the center of the planning area. Polo Road also aids in facilitating east-west traffic circulation.

Major roads carrying traffic in north-south movements in the planning area are not as direct as the east-west connectors. The major north-south connectors include Transou Road, Grandview Club Road/Spicewood Drive, Shattalon Drive, Olivet Church Road/Meadowlark Drive, Peace Haven Road, and Chickasha Drive. North to south connectivity will improve with the construction of the western section of the Northern Beltway.

Numerous minor thoroughfares and collectors streets such as Peace Haven Road, Meadowlark Drive, and Shattalon Drive contribute to the area's overall transportation network, circulating traffic throughout the planning area and beyond.

**Map 4** on **page XX** shows existing streets, thoroughfares and highways.

### **Road Types**

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

established residential areas, along major and minor thoroughfares.”

Road classifications include:

- **Interstate Highways** are controlled-access facilities with four or more lanes carrying traffic between cities and states.
- **Freeways/Expressways** are usually controlled-access facilities with four or more lanes that provide fast and efficient movement of large volumes of traffic.
- **Boulevards** move traffic with some control of access and range from four to six lanes with a median-divider.
- **Other Major Thoroughfares** move traffic both within cities and between cities, and may also provide access to abutting properties. They range in size from two lanes to six lanes.
- **Minor Thoroughfares** converge traffic from *collector* and *local* streets to move it to *major thoroughfares* or highways.
- **Collector** streets carry traffic from local streets to thoroughfares in addition to providing access to adjoining property.
- **Local** streets are used predominantly to provide access to abutting property.

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

### **Transportation Plans/Processes**

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

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

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

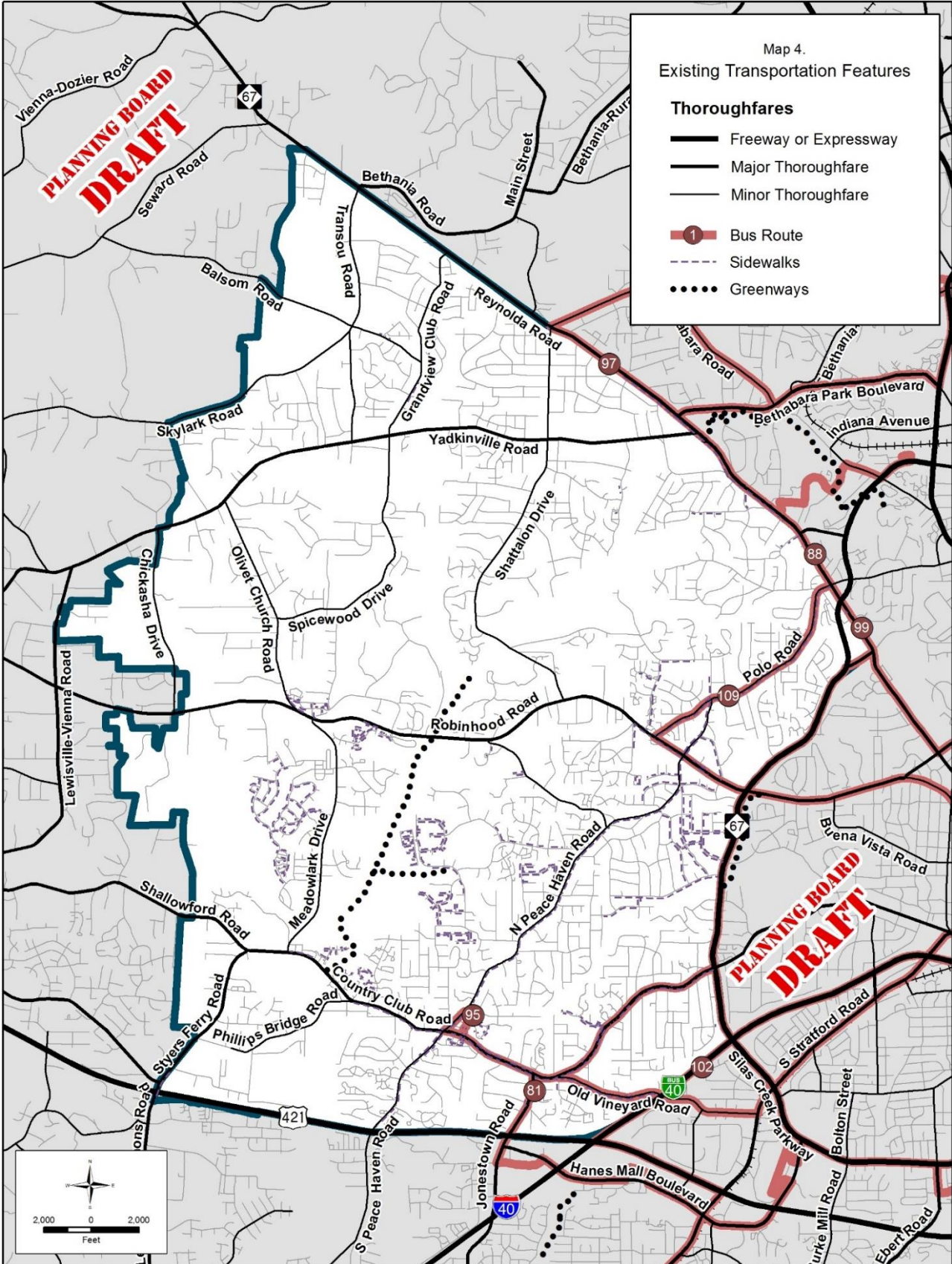
The Metropolitan Transportation Improvement Program (MTIP) is the official transportation investment schedule for State-and federally funded surface transportation projects planned within the metropolitan area. The Winston-Salem Metropolitan Area includes most of Forsyth County and portions of Stokes, Davie, and Davidson Counties. The MTIP must be a subset of the MTP—meaning all projects in the MTIP must also be in the MTP. The MTIP is a transportation funding plan, and programs State and Federal funding for a seven-year period for all modes of transportation. The current MTIP is for 2018 -2027.

## **PUBLIC TRANSPORTATION**

### **Local Bus Routes**

The Winston-Salem Transit Authority (WSTA) currently provides bus services within parts of the West Suburban Planning Area. WSTA routes in the plan area are shown on **Map 4** on **page XX** and described in **Table 4** below.





**Table 4. Current Transit Routes**

Route Number	Route Name	Major Stops in West Suburban Area
81	<i>Westside Circulator:</i> Hanes Mall Boulevard- Kester Mill Road – Walmart/Jonestown Road – Healy Drive	Old Vineyard Road, Country Club Road, Jonestown Road
88	Wake Forest- Reynolda Road- Old Town Drive- Industries for the Blind	Reynolda Road
95	Transit Center – First Street- Northwest Boulevard- Stratford Road- Vinegar Hill Road	Country Club Road, South Fork Elementary School
97	<i>Northside Circulator:</i> Walmart- Target- Bethabara Park- Oldtown Shopping Center- Sam’s Club	Reynolda Road
99	<i>Crosstown Route:</i> Sturmer Park – Wake Forest University - Forsyth Tech (Main Campus)	Silas Creek Parkway, Reynolda Road
109	Towergate Apartments- Old Town Shopping Center- Reynolda Road- Polo Road – Robinhood Road- Transit Center	Robinhood Road, Polo Road, Reynolda Road, Speas Elementary School

**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. There are no PART regional bus routes within the West Suburban Plan Area. The closest regional bus route is the Surry County Express that travels between Hanes Mall and Wake Forest Baptist Hospital to the Winston-Salem Transit Center and then to King, Pilot Mountain, and Mt. Airy via US 52.

**BICYCLE FACILITIES**

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

**Bicycle Routes**

The plan area has one signed bike route described in **Table 5** below and shown on **Map 4** on **page XX**.

**Table 5. Bicycle Routes**

Route Name	Route Map Symbol	General Route
Yadkin County Connector	1	From Buena Vista neighborhood, west on Yorkshire Road, left on Doncaster Road, left on Archer Road, right on Kirklees Road, left on Quarterstaff Road, right on Will Scarlet Road, left on Staffordshire Road, right on Hearthsides Drive, right on Peace Haven Road, left on Mountain View Road, left on Hillsboro Drive, right on Mountain View Road, left on Gatewood Drive, right on Stone Crossing Drive, left on Stonebridge Drive, right on Country Club Road

## **PEDESTRIAN FACILITIES**

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

### **Sidewalks**

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

Area plans may make additional recommendations for sidewalks beyond what the *Pedestrian Plan* currently recommends. As each area plan is adopted, these additional recommendations become part of the *Pedestrian Plan*. All proposed sidewalks in the *Pedestrian Plan* are evaluated on an annual basis and ranked for future construction. Topography and the presence of curb and gutter along streets are considered, among other factors, when evaluating projects.

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

Existing sidewalks in the area are located primarily along major commercial and residential thoroughfares such as Peace Haven Road, Country Club Road and Reynolda Road. Sidewalk construction has also occurred in the development of recent subdivisions such as along Heron Ridge Road, Grandview Club Road, and in neighborhoods such as Brookberry Farm, Lochurst, and Grandview Crossing. New sidewalks have also been added along older residential streets such as Peace Haven Road and Kirklees Road.

## **\*COMMUNITY FACILITIES**

The West Suburban Planning Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (see **Map 9** on **page XX**).

### **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 eleven public schools in the planning area. Of these, seven are elementary schools (Jefferson, Meadowlark, Old Town, Sherwood Forest, South Fork, Speas, and Vienna); two are middle schools (Jefferson and Meadowlark) and two are high schools (Mount Tabor and Reagan). There are four private schools located in the planning area: Calvary Baptist Day School, Cedar Forest Christian School, Greenhills School, and the Special Children’s School.

## **RECREATION FACILITIES**

### **Parks**

The *2015 Parks and Open Space Plan* was adopted in 2007. This plan discusses existing parks, community park needs, existing open space and open space needs, park proposals, and recommended facilities. Seven public parks or open space facilities are currently located in the West Suburban Plan Area. Parks are classified based on their size, facilities, and function (see **Table 6** below and **Map 9** on **page XX**).

Based on the service area analysis completed for the *2015 Parks and Open Space Plan*, the West Suburban Planning Area is not adequately served by community parks and recreation center facilities. The *2015 Parks and*

*Open Space Plan* recommends developing Jamison Park to perform the dual functions of a neighborhood park and a community park to serve the western portion of the planning area.

**Table 6. Plan Area Recreation Facilities**

<b>Park Type/Name</b>	<b>Acreage</b>	<b>Major Facilities</b>
<b>Neighborhood Parks:</b> Provide intense recreational activities accessible to neighborhoods.		
Leinbach	9.5	Playground, picnic tables, shelters, tennis courts, and a fitness course.
Old Town	16.2	Recreation Center, playground, picnic tables, shelter, softball field, tennis court, and a fitness course
<b>Park Type/Name</b>	<b>Acreage</b>	<b>Major Facilities</b>
<b>Community Parks:</b> Provide active recreational opportunities drawing people from multiple neighborhoods.		
Jamison	36.8	Comfort station, playground, picnic tables, dog park, maintenance building
Polo	19.9	Recreation Center, playground, picnic tables, softball field, soccer field, tennis courts, swimming and wading pools, and a fitness course.
Shaffner	56.0	Playground, picnic tables, soccer field, tennis courts, and a fitness course.
South Fork	14.1	Recreation Center, playground, picnic tables, shelter, softball field, tennis courts, and a fitness course.
<b>Park Type/Name</b>	<b>Acreage</b>	<b>Major Facilities</b>
<b>Open Space:</b> Natural landscapes that remain relatively undisturbed.		
Jefferson	22.2	Undeveloped.

The Plan also recommends that the development of Jefferson Park as a district park. It is likely, however, that Jefferson Park would serve as a linear passive park along the Muddy Creek Greenway trail.

## **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.

Within the planning area, there is one existing greenway, Muddy Creek Greenway, and one greenway connector, Cedar Trails Connector. The Muddy Creek Greenway is 2.91 miles in length and runs from Jefferson Elementary School to Country Club Road. The Cedar Trails Connector is 0.5 miles in length and provides a connection to the Muddy Creek Greenway from the New Sherwood Forest neighborhood.

## **URBAN FOOD ACCESS**

Food access in the West Suburban Planning Area is fairly good, with areas south of Yadkinville Road and east of Mill and Muddy creeks having access to a wider variety of grocery stores than areas north of Yadkinville Road and west of Mill and Muddy creeks. There are ten grocery stores located within the planning area. The Sherwood Forest Activity Center has three grocery stores alone. Three grocery stores are located along Country Club Road between Jonestown Road and Meadowlark Drive. The Reynolda Road/Fairlawn Drive Activity Center has two grocery stores. Meanwhile, there are only two grocery stores north of Yadkinville Road and three grocery stores west of Muddy Creek.

No food assistance locations exist within the planning area. The West Suburban Planning Area includes two specialty food stores: one located on Jonestown Road and the other located at the intersection of Reynolda Road and Shattalon Drive.

An area bounded by Country Club Road to the north, Silas Creek Parkway to the east, Business 40/US 421 to the south and Jonestown Road to the west is designated as a food desert by the US Department of Agriculture. The USDA defines food deserts as areas where 500 or more residents, or more than 33% of the population of an area, must travel more than a mile from their home to reach the nearest grocery store.

Existing food access sites and food deserts within the planning area are shown on **Map 9** on **page XX**.

## LIBRARY FACILITIES

There is one library in the West Suburban Planning Area, the Reynolda Branch Library located on Fairlawn Drive.

## FIRE STATIONS

There are three fire stations in the West Suburban Planning Area. The Country Club West Fire Station (Station 10), located on Country Club Road at Jonestown Road, serves the southern portion of the planning area including US 421, Jonestown Road, and Country Club Road. The Robert S. Northington Jr. Fire Station (Station 18), located on North Peace Haven Road south of Robinhood Road, serves the eastern portion of the planning area. The Old Town Fire Station (Station 15) located on Shattalon Drive between Reynolda Road and Yadkinville Road serves the northern portion of the planning area.

## \*HOUSING

According to the US Census American Community Survey, there are 22,848 housing units in the West Suburban Planning Area. Approximately 60% of the housing units in the planning area are owner-occupied, somewhat higher than the 48% of housing units citywide that are owner-occupied (see **Table 7**). Rates of ownership vary by neighborhood within the plan area. The planning area generally has excellent housing conditions where most homes are well-maintained.

**Table 7. Housing Statistics**

Housing Tenure (2014)				
Area	Total Housing Units	Owner-Occupied (Percent)	Renter-Occupied (Percent)	Vacant Units (Percent)
West Suburban Area Plan	22,848	60	32	8
Winston-Salem	105,647	48	43	9
Forsyth County	160,648	55	36	9

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

## \*DESIGN AND APPEARANCE

Urban design can bring order, clarity and pleasing harmony to the network of public spaces, streets, parks, and sidewalks in a community. Most of the West Suburban Planning Area was developed after 1940 during a period that marked the dominance of the automobile. The automobile, combined with the construction of the U.S.

Interstate System, were two major factors that led to suburban residential and then commercial development. With the relatively inexpensive cost of gasoline, the burden of commuting became less of a factor, and rural areas began to develop with inexpensive large lot houses. In response to the growing demand for housing, the first homogenous style housing subdivisions started popping up throughout rural areas nationwide. As a result, newer zoning codes began to inadvertently promote suburban development requiring larger minimum lot sizes, greater setbacks from streets, and wider streets for public safety purposes. Additionally, commercial centers started developing along highways, road corridors, and other major intersections near these sprawling areas. Unfortunately, many of these suburban residential areas and commercial developments lacked special character and a sense of community that is often found in more urban neighborhoods.

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

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

Frontage properties on both sides of Business 40 and US 421 are designated as Thoroughfare Overlay Districts (TO Districts). The main purpose of the TO District is to encourage development and redevelopment that preserves the visual quality and functional operations of the roadway. All development within the TO District is subject to specific site development standards in addition to the standards of the underlying zoning district. These additional standards relate mainly to screening outside storage, shielding of on-site utilities, screening of loading and garage bays, establishing minimum setbacks from the right-of-way and creating landscaped streetyards.

### **LEGACY 2030 GROWTH CORRIDORS**

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

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

*Legacy* identifies four Growth Corridors in the planning area: a portion of Reynolda Road (NC 67), a portion of Robinhood Road, all of Country Club Road, and all of Silas Creek Parkway (NC 150) (see **Map 7** on **page XX**).

## \*HISTORIC RESOURCES

The West Suburban area includes early-mid 19<sup>th</sup> century to the late 19<sup>th</sup>-early 20<sup>th</sup> century resources in the northern part of the area which tell the story of early rural homes and farms, and a developing and expanding county, including Pfafftown. These historic properties vary in type and form and there are a few individual properties of note. The majority of the remainder of the West Suburban area includes a large number of 1950s and 1960s suburban neighborhoods filled with a range of architectural styles including period cottage, ranch, split-level, Minimal Traditional and Modernist.

HRC staff has reviewed the major historic resource studies/surveys and identified significant historic resources located within the planning area (see **Map 10** on **page XX**).

Forsyth County's first comprehensive architectural survey was completed in 1980 and an update to that survey was finalized in 2009. As might be expected, during the intervening years, a number of historic resources were demolished or removed from their original sites. This was found to be the case throughout all of Forsyth County, including the West Suburban Planning Area. However, the survey update project also identified new historic resources. At this time only two properties in the West Suburban Planning Area are listed on the National Register and have been designated Local Historic Landmarks. However, other properties have been identified for written and photographic documentary purposes. Two historic markers have also been erected recently in the planning area, one in the Pfafftown area and the other near Silas Creek Parkway.

**Appendix B** on **page XX** lists recognized historic resources in the West Suburban Planning Area and lists their current designations.

## \*ECONOMIC DEVELOPMENT

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

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

- **RUCA (Revitalizing Urban Commercial Areas):** Provides funding for the rehabilitation and improvement of commercial districts in specific distressed urban areas of the City. No funded RUCA areas are located in the West Suburban Planning Area.
- **Small Business Training Program:** The City of Winston-Salem offers an eight-week training program to provide participants with basic skills necessary to become owners/operators of small businesses. Participants learn how to write a business plan and about a wide range of issues including legal, insurance, and management/marketing. The class is free and open to local entrepreneurs, minorities, and women business owners.
- **NRSA Building Rehabilitation Program:** Provides financial assistance to commercial and industrial property owners for building rehabilitation and site improvements. None of the West Suburban Planning Area is located in the Winston-Salem Neighborhood Revitalization Strategy Area (NRSA).

- **Small Business Loan Program:** Provides financial assistance to businesses unable to secure financing from conventional sources. The business must be located in the Winston-Salem Neighborhood Revitalization Strategy Area (NRSA). The West Suburban Planning Area is not located in the Winston-Salem NRSA.

Similarly, the City’s Community Development Department offer the following programs:

- **Housing Rehabilitation:** Provides financial and technical assistance to qualified owner occupants and investor owners to repair substandard properties.
- **TURN (Transforming Urban Residential Neighborhoods):** Provides financial assistance for improving housing in specific urban neighborhoods in Winston-Salem. Under TURN, a homeowner can get up to \$45,000 for housing rehabilitation, in the form of deferred-payment, direct, or forgivable loans. The Easton neighborhood has been designated as a TURN neighborhood. Depending on the program selected, funds can be used for buying properties, for site or facility improvements, rehabilitation of older buildings, purchasing equipment, or starting a new business. No TURN neighborhoods have been identified in the West Suburban Planning Area.

## **\*THE ENVIRONMENT**

A number of environmental issues are of concern in the plan area including floodplains, wetlands, topography, and Natural Heritage sites (see **Map 5 on page XX**).

### **FLOODPLAINS**

Floodplains are broad, flat, flood-prone lands adjacent to creeks and streams. They are naturally hazardous and costly locations to construct structures, for which development should be limited. Federal, state, and local agencies have established various requirements to manage activities in floodplains.

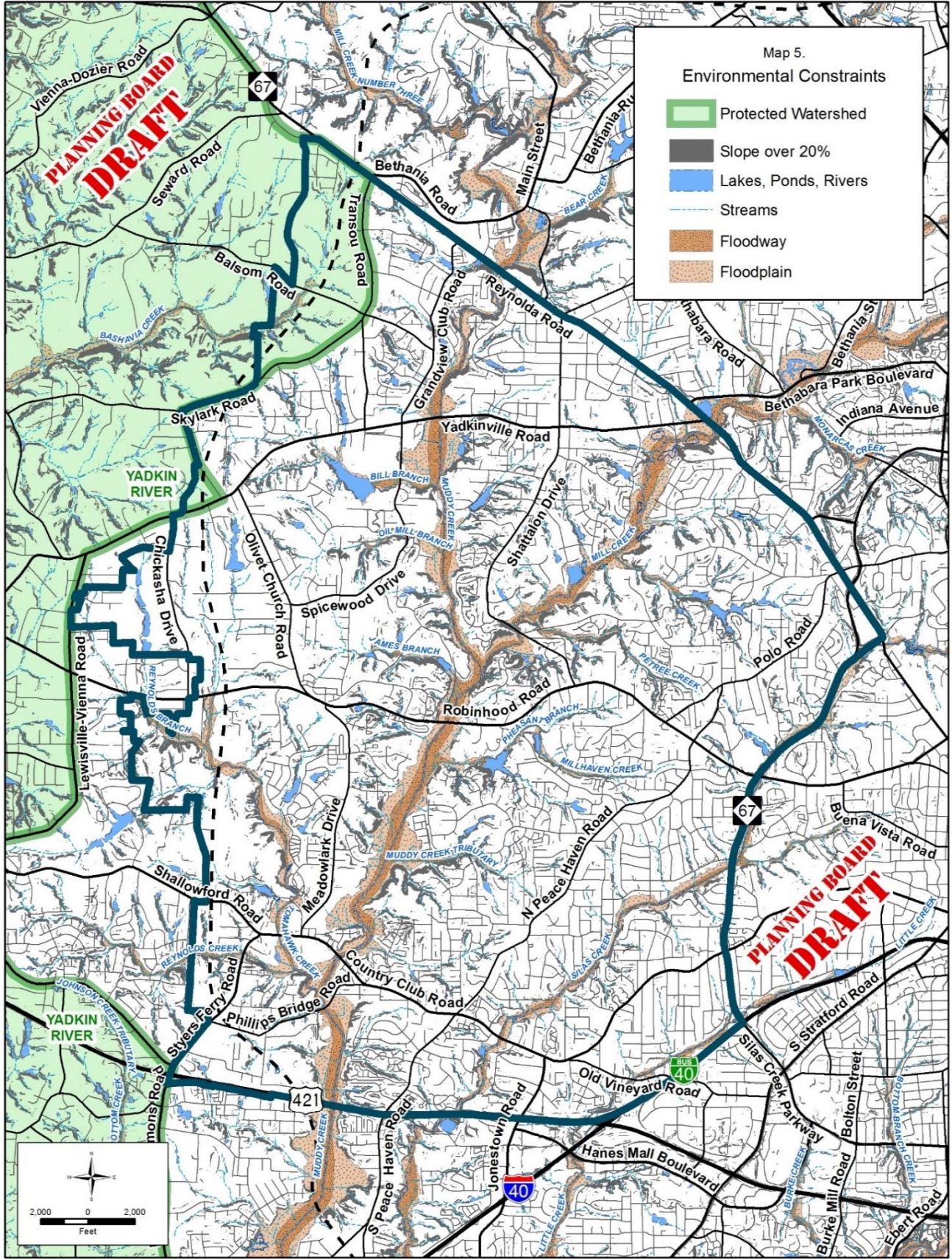
Approximately 1,790 acres within the West Suburban Planning Area are located within designated floodplains including areas along:

- Little Creek
- Millhaven Creek
- Muddy Creek
- Petree Creek
- Reynolds Creek
- Silas Creek
- Tomahawk Creek
- Bill Branch
- Brenner Lake Branch
- James Branch
- Old Mill Branch, and
- Reynolds Branch.

### **WETLANDS**

Wetlands are defined as areas inundated or saturated, permanently or seasonally, by surface or ground water. Wetlands can be distinguished from other land forms or water bodies because of the characteristic vegetation that is adapted to its unique soil conditions. The Mill Creek wetland has been identified in the planning area.





## **NATURAL HERITAGE INVENTORY SITES**

The State's *Natural Heritage Inventory for Forsyth County* identified the occurrence of significant plant and animal communities, geologic features, historic resources and stream corridors in Forsyth County. The Mill Creek Wetland is an identified Natural Heritage site located in the planning area and is currently in private ownership.

## **TOPOGRAPHY**

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

## **CONTAMINATED SITES**

Some sites in the planning area may have environmental contamination due to the presence of a hazardous substance, pollutant, or other contaminant. Contamination is often found on or near sites that were previously used for industrial, dry cleaning, fuel sales, or other commercial uses. Often, contamination issues only surface as properties are more closely examined as they are being developed or redeveloped. For more specific and up-to-date information on contaminated sites, contact the North Carolina Department of Environment and Natural Resources (NCDENR).

## **\*ANNEXATION AGREEMENTS**

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

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

North Carolina General Statutes authorize municipalities to enter into agreement for up to 20 years. Once adopted, participating municipalities must both agree to change or terminate the agreement before it expires. A municipality may unilaterally terminate an agreement after a five-year notification period. Each participating municipality must also notify the other(s) of all subsequent annexation proposals within the affected area.

The City of Winston-Salem has had annexation agreements in place with several of its surrounding communities for years. These agreements have fostered positive relationships among our local governments as well as provided enhanced predictability and stability for development within the county.

There is an annexation agreement between Winston-Salem and Lewisville along a portion of the western boundary of the planning area that will expire in 2023.

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

The following studies have been completed for the plan area within the past 10 years:

### **WEST SUBURBAN AREA PLAN (2012)**

The *West Suburban Area Plan*, which this document updates, made land use and public investment recommendations within generally the same geographic boundaries as this plan. Major recommendations included concentrating the highest density and mix of development at the Country Club Road/Shallowford Road,

Robinhood Village, Sherwood Forest, and Reynolda Road/Fairlawn Activity Centers; focusing commercial development in designated areas and not allowing it to take the form of strip development along major roads; creating new parks and recreation areas at identified potential park locations; improving accessibility in the area, including improvements to US 421, NC 67 (Reynolda Road and Silas Creek Parkway), and the eventual construction of the western section of the Northern Beltway from US 52 to US 421.

**WAKE FOREST UNIVERSITY AREA BICYCLE, PEDESTRIAN, AND TRANSIT STUDY (2014)**

The Winston-Salem Planning and Development Services Department and the Winston-Salem Department of Transportation, in cooperation with Wake Forest University, conducted a study to improve active transportation options and usage within the neighborhoods surrounding Wake Forest University. The Wake Forest University Bicycle, Pedestrian and Transit Study includes both infrastructure and policy recommendations for an area within an approximate two-mile radius around the university campus. Major recommendations within the planning area include the construction of a sidepath along Reynolda Road between Silas Creek Parkway and the Graylyn Estate, and the extension of the Silas Creek Greenway from Robinhood Road to Reynolda Road.

# West Suburban Area Plan Update

## Recommendations

General policies from *Legacy 2030* provide the framework for recommendations in all area plans. Specific recommendations for the *West Suburban Area Plan Update* were developed through comments heard from citizens at public meetings in conjunction with the work of the City-County Planning Staff.

### \*LAND USE RECOMMENDATIONS

Land use recommendations serve as a guide for future development and zoning decisions in the planning area. As directed by *Legacy 2030*, land use recommendations designate the locations and formulate policies for compatible residential development, commercial and office uses, industrial uses and activity centers. All future recommendations are shown on the Proposed Land Use Map (**Map 7** on **page XX**). Additionally, the Proposed Land Use Changes Map (**Map 6** on **page XX**) identifies properties where the Proposed Land use indicated on **Map 6** is different than the existing land use shown on the Existing Land Use Map (**Map 3** on **page XX**). Proposed land use changes may or may not require a change in zoning. Determinations of the need for rezoning would be evaluated when site-specific development proposals are submitted for review.

### GENERAL RECOMMENDATIONS

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

- The highest intensity, mixed use development should be located in proposed activity centers.
- Commercial development should be concentrated in designated areas and not allowed to take the form of strip development along the major roads in the planning area.
- Goods and services should be available near where people live and work.
- The mix, type, and design of development should facilitate walking and bicycling where feasible.
- Industrial development should be concentrated in designated industrial areas.
- The revitalization of older/underutilized commercial and industrial sites and buildings is to be encouraged.
- Neighborhoods should be protected from inappropriate residential, commercial, industrial, and institutional encroachment.
- Site design should incorporate pedestrian-oriented design elements such as street trees, buildings located close to the street, building façade articulation and variety, and transparent windows and doors.
- Consideration should be given to protecting significant natural features, natural vegetation, historic resources and open space by clustering development on-site.
- The Town of Lewisville's *Northeast Area Plan* (adopted in 2018) land use recommendations should be considered in tandem with the recommendations of this plan where parcels are located within the Town's area of annexation consideration west of the Northern Beltway. Should land in this area be annexed into the Town of Lewisville, then the land use recommendations of the *Northeast Area Plan* shall supercede the recommendations of this plan.

### \*RESIDENTIAL

*Legacy 2030* recommends a variety of housing types throughout the county. Residential recommendations are made for housing densities, and in some cases, types of housing. Factors such as amount of land available, surrounding land uses, proximity to major roads and services and access to utilities are all considered in determining recommendations for residential uses and densities.

The following are general descriptions for categories of residential land uses and specific recommendations for locations within the planning area suitable for these categories of use. The sites are shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see **Maps 6 and 7** on **pages XX and XX**, respectively).

### **SINGLE-FAMILY RESIDENTIAL**

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

- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of undeveloped residential land in many parts of the planning area, excluding uses within proposed activity centers and other designated sites. Most of this land is located west of Muddy Creek, most is zoned RS-9 (Residential, Single-Family, 9,000 square foot lot minimum), has access to sewer, and is suitable for suburban residential development.
- A site located on Yadkinville Road near Myrtle Avenue.
- A site located on the east side of Meadowlark Drive south of Ashlyn Drive.
- A site located east of Whitaker Ridge Drive north of Robinhood Road.
- A site located at the terminus of Stonebridge Drive north of Country Club Road.

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

Low-density attached residential development has a density of zero to eight dwelling units per acre. Generally, low-density attached residential land use is recommended for sites greater than two acres that are most appropriately developed with duplex, triplex, quadraplex, multifamily, and townhouse uses. Design recommendations for multifamily developments can be found in the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office. Low-density attached residential use is recommended for:

- Sites located in the proposed Robinhood Village Activity Center.
- Sites located in the proposed Gordon Manor Activity Center.
- Sites located on the west side of Styers Ferry Road between Shallowford Road and Phillips Bridge Road.
- Sites located on both sides of Cliffdale Drive northwest of the Country Club Road/Silas Creek Parkway interchange.
- A site located in the proposed Yadkinville Road/Transou Road Activity Center.
- A site located on the east side of N. Peace Haven Road, south of Archer Road.
- A site located at the southwest corner of the intersection of Yadkinville Road and Shattalon Drive.

### **INTERMEDIATE-DENSITY RESIDENTIAL**

Intermediate-density residential development has a density of eight to eighteen dwelling units per acre. Generally, intermediate-density residential land use is recommended for larger sites that are most appropriately developed with multifamily or townhouse structures. Intermediate-density residential use is recommended for:

- A site located on the north side of Robinhood Road east of Woodview Drive.
- A site located on the east side of Styers Ferry Road north of Hollow Wood Court.
- A site located on the west side of Reynolda Road between Grandview Club Road and Leinbach Drive.

- Two sites located on the west side of Reynolda Road between Transou Road and Grandview Club Road.

## **HIGH-DENSITY RESIDENTIAL**

High-density residential development has a density of over 18 dwelling units per acre. Generally, high-density residential land use is recommended for large sites that are most appropriately developed with multifamily structures. High-density residential is recommended for:

- Sites located in the southern portion of the Robinhood Village Activity Center.
- Sites located in the southeastern portion of the Country Club Road/Meadowlark Drive Activity Center.

## **\*OFFICE AND COMMERCIAL**

This plan recommends the consolidation of office and commercial uses at existing commercial/office locations, in designated activity centers, and in Special Land Use Condition Areas. All new and redeveloped commercial and office uses should be designed and developed to be compatible with nearby residential uses.

### **OFFICE**

Office uses typically have few negative impacts on adjacent land uses and can provide services to area residents, making them an appropriate transitional use between residential uses and more intense uses. Significant concentrations of office uses within the planning area can be found in the area bordered by Silas Creek Parkway, Reynolda Road and Wake Forest Road, and along Country Club Road near its intersection with Old Vineyard Road. Larger-scale office development is recommended for:

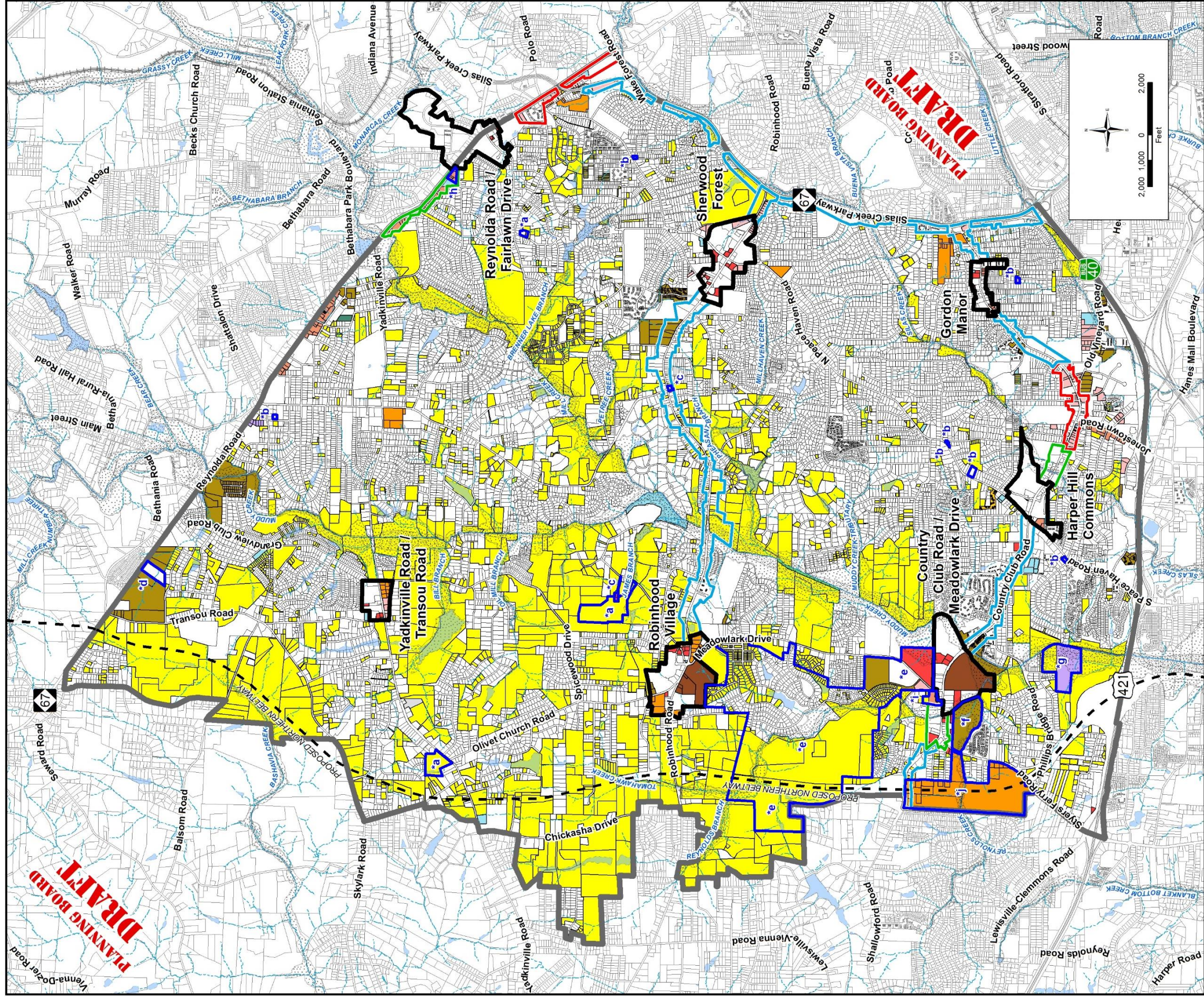
- Sites located along the north side of Old Vineyard Road between Country Club Road and US 421.

Smaller-scale office developments exist along Reynolda Road between the Reynolda Road/Fairlawn Drive Activity Center and Silas Creek Parkway, within the periphery of the Sherwood Forest Activity Center, and along Country Club Road near its intersection with Jonestown Road. New small-scale office development is recommended for:

- Sites located along Mar-Don Drive east of Jonestown Road.
- Sites located along Benton Road located near the northwest corner of the US 421/Jonestown Road interchange.
- Sites located along Reynolda Road between Fairlawn Drive and Silas Creek Parkway.
- Sites located along Silas Creek Parkway south of Country Club Road.
- Sites located along Country Club Road near Jonestown Road.
- Sites located along Polo Road near Reynolda Road and near Robinhood Road.
- Sites located within the Sherwood Forest Activity Center on Robinhood Road.
- Sites located on the south side of Robinhood Road, east of the Sherwood Forest Activity Center.
- Sites located within the Yadkinville Road/Transou Road Activity Center.

New office development on Reynolda Road between Fairlawn Drive and Silas Creek Parkway and along Country Club Road should be residentially scaled and designed to complement the residential character of the surrounding area.

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



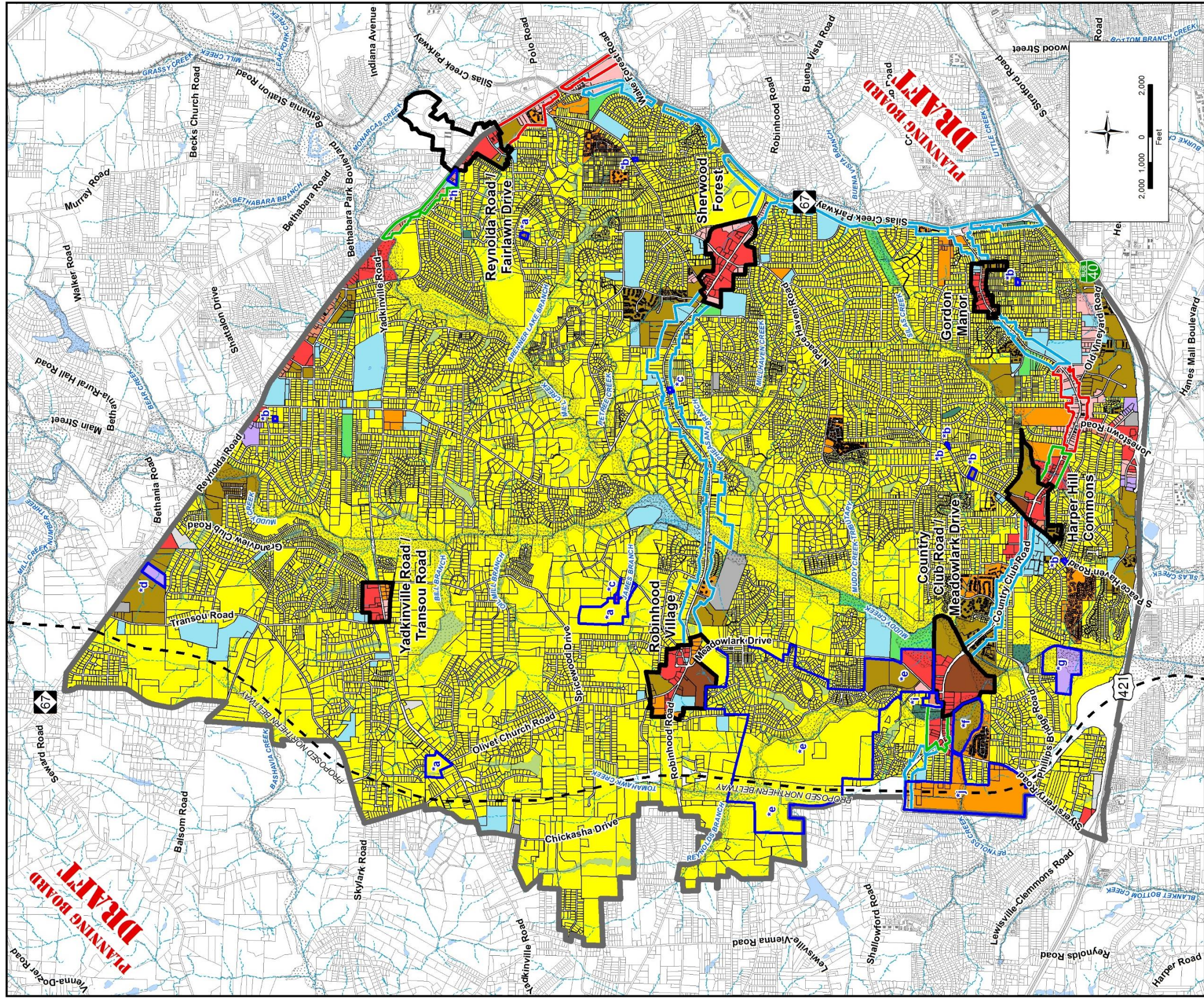
Map 6.

Proposed Land Use Changes

	Single-Family Residential (0-8 DU/Ac)		Commercial	<b>Growth Corridors</b>		Urban/Suburban Form - Single-Family Residential
	Urban Residential Infill		Industrial			Urban Form - Commercial/Office/Multifamily
	Low-Density Attached Residential (0-8 DU/Ac)		Institutional			Streams
	Intermediate-Density Residential (8.1-18 DU/Ac)		Park			Lakes, Ponds, Rivers
	High-Density Residential (over 18 DU/Ac)		Commercial Recreation			Floodway
	Manufactured Housing Park		Activity Center			Floodplain
	Office		Special Land Use Condition Area			
	Office/Low-Intensity Commercial					

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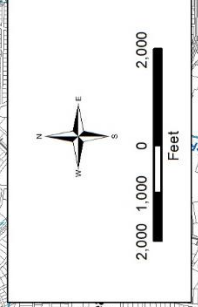
Map 7.

Proposed Land Use

- Single-Family Residential (0-8 Du/Ac)
- Urban Residential Infill
- Low-Density Attached Residential (0-8 DU/Ac)
- Intermediate-Density Residential (8.1-18 DU/Ac)
- High-Density Residential (over 18 DU/Ac)
- Manufactured Housing Park
- Office
- Office/Low-Intensity Commercial
- Commercial
- Industrial

- Institutional
- Park
- Commercial Recreation
- Utilities
- Rivers, Lakes
- Right-of-Way, Private Road
- Streams
- Lakes, Ponds, Rivers
- Floodplain
- Floodway

- Growth Corridors**
- Urban/Suburban Form - Single-Family Residential
- Urban Form - Commercial/Office/Multifamily
- Suburban Form - Commercial/Office/Multifamily
- Activity Center
- Special Land Use Condition Area



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## OFFICE/LOW-INTENSITY COMMERCIAL

This land use category includes all office uses as well as commercial uses listed in **Table 8** on **page XX**. Land uses allowed in the Neighborhood Business (NB) District in the Winston-Salem/Forsyth County Unified Development Ordinances (UDO) would be appropriate in areas designated for office/low-intensity commercial use. Office/low-intensity commercial uses exist along Reynolda Road between Sunny Drive and Valley Road, along Reynolda Road and Briarcliff Road, along the south side of Country Club Drive within the Gordon Manor Activity Center, and along the west side of Jonestown Road. This plan recommends two areas for new office/low intensity commercial and the conversion of some existing residential structures into office/low intensity commercial land use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority of the plan; however, at certain locations it may be difficult to retain the existing single-family use on a specific property. Office/low-intensity commercial is recommended at the following locations:

- Sites located in the proposed Robinhood Village Activity Center.
- Sites located in the proposed Gordon Manor Activity Center.
- Sites located on the west side of Jonestown Road.
- Sites located on Reynolda Road between Sunny Drive and Valley Road.
- Sites located on Reynolda Road between Yadkinville Road and Briarcliffe Road.
- Sites located on the west side of Meadowlark Road north of Country Club Road.

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

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

<b>Uses* Include:</b>		
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	
Child Care Drop-in	Museum, Art Gallery	Services A
Child Day Care Center	Post Office	Veterinary Services
Combined Use	Residential Building, Multifamily	Retail Store
<b>Uses* Do Not Include:</b>		
Auto-related Uses	Convenience Stores	Clubs/bars

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

## COMMERCIAL

This plan calls for the creation of new commercial opportunities and the improvement of existing commercial areas to blend with existing development and not negatively impact nearby neighborhoods. Commercial areas should be compact with limited access to major thoroughfares and should not promote strip development. The reuse of vacant buildings and the redevelopment of existing undeveloped and underutilized sites is recommended, where possible. Existing commercial areas exist within all seven activity centers, along Reynolda Road between Wabash Boulevard and Pratt Road, along Reynolda Road between Valley Road to south of Yadkinville Road, along Country Club Road between Southwin Drive and Ryandale Drive, east of the Harper Hill Commons Activity Center, and along Country Club from west of the Country Club Road/Meadowlark Drive Activity Center to west of the intersection of Shallowford Road and Styers Ferry Road. New commercial development and improvements of existing commercial areas is recommended for:

- All seven activity centers: Robinhood Village, Country Club Road/Meadowlark Drive, Sherwood Forest, Harper Hill Commons, Reynolda Road/Fairlawn Drive, Gordon Manor, and Yadkinville Road/Transou Road.
- Sites located along Reynolda Road between Wabash Boulevard and Pratt Road.
- Sites located along Reynolda Road between Valley Road to south of Yadkinville Road.

- Sites located along Country Club Road between Southwin Drive and Ryandale Drive, west of Jonestown Road.
- Sites located along Country Club Road from west of the Country Club Road/Meadowlark Drive Activity Center to west of its intersection with Styers Ferry Road and Shallowford Road.

## **\*INSTITUTIONAL**

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

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

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

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

The Community Facilities Map (**Map 9 on page XX**) shows proposed parks and open space areas. Open space may consist of land protected by conservation easements or City-, State- or railroad-owned land (see Community Facilities Recommendations on **page XX**, for detailed park recommendations).

## **\*INDUSTRIAL**

There is very little existing industrial development in the West Suburban Area, and development patterns here limit the potential for new industrial development. Where they exist, the plan recommends the following:

- New and redeveloped industrial uses should be designed in a manner that makes them compatible with nearby residential uses.
- Continue revitalization of vacant or underutilized industrial sites in the planning area. Existing industrial sites could be converted to other uses compatible with surrounding residential areas.

## **\*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 serve as neighborhood gathering places. Larger activity centers are envisioned to provide shopping and services meeting the day-to-day needs of nearby residences, and ideally contain a grocery store and a pharmacy. Activity centers may also include a housing

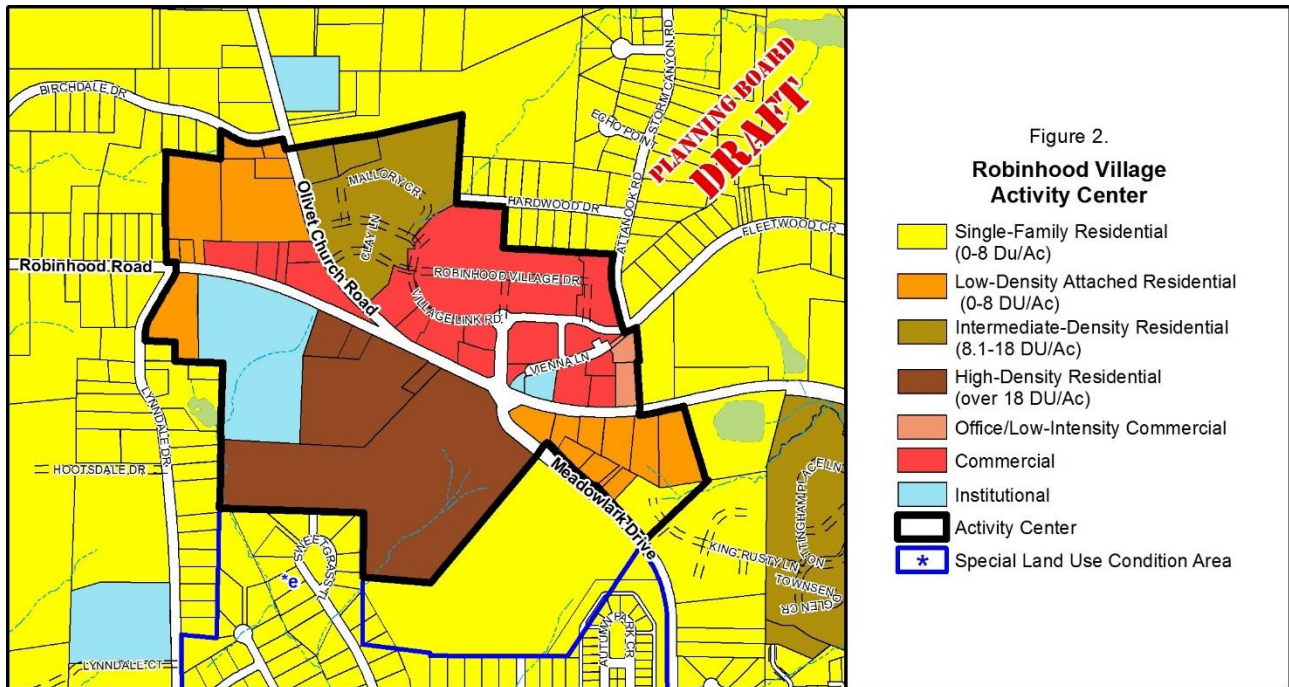
component, especially in suburban areas where new activity centers are being proposed. Certain very large activity centers can serve as compact mixed-use regional centers for retail, office, civic and residential activity. It is important to install sidewalk connections throughout activity centers to encourage pedestrian connections between uses. *The West Suburban Area Plan Update* identifies seven activity centers: the Robinhood Village Activity Center, the Country Club Road/Meadowlark Drive Activity Center, the Sherwood Forest Activity Center, the Harper Hill Commons Activity Center, the Reynolda Road/Fairlawn Drive Activity Center, the Gordon Manor Activity Center, and the Yadkinville Road/Transou Road Activity Center.

## **Robinhood Village Activity Center**

The Robinhood Village Activity contains approximately 125 acres and is located at the intersection of Robinhood Road, Meadowlark Drive, and Olivet Church Road (see **Figure 2** on **page XX**). This activity center serves the west central portion of the planning area. This activity center is anchored by the Robinhood Village shopping center that is designed to feel like a small-town downtown. The development has two-story buildings, sidewalks, street trees, large expanses of transparent glass, and other elements of pedestrian-oriented design. The shopping center is anchored by a grocery store and is developed with both sit-down and fast-food restaurants, a branch bank, a convenience store with gas pumps, a drug store, and personal service shops. A multifamily development has been constructed immediately to the west that has integrated street and pedestrian access with the shopping center. Older automotive-related uses are located to the west of the shopping center at the northwest corner of Robinhood Road and Olivet Church Road. A volunteer fire department is located to the east of the shopping center on the north side of Robinhood Road. The south side of Robinhood Road and the west side of Olivet Church Road within the activity center are presently developed with single-family homes.

Most future development in this activity center will be of primarily undeveloped sites. A significant amount of multifamily and low-density attached development is proposed to the south and west of the shopping center. New development in this activity center should include:

- Commercial uses located immediately to the east of the volunteer fire department transitioning to low-intensity office or commercial uses at the eastern edge of the activity center on the north side of Robinhood Road.
- Commercial uses located on Robinhood Road and Olivet Church Road having a pedestrian-oriented urban form with buildings near the street featuring transparent windows and doors, façade articulation, and parking to the side or rear of buildings.
- Low-density attached residential uses located on the east side of the activity center between Robinhood Road and Meadowlark Drive. Several parcels should be assembled before increasing density here to allow fewer access points to Robinhood Road and Meadowlark Drive.
- High-density residential uses located on the south side of Robinhood Road across from Robinhood Village shopping center.
- Low-density attached residential uses located along the west side of Olivet Church Road at the northwest corner of the activity center, north of existing commercial uses.
- Land uses should be linked to each other and adjoining properties with vehicular and pedestrian connections.
- Installation of bufferyards, street yards, and parking area plantings where feasible.

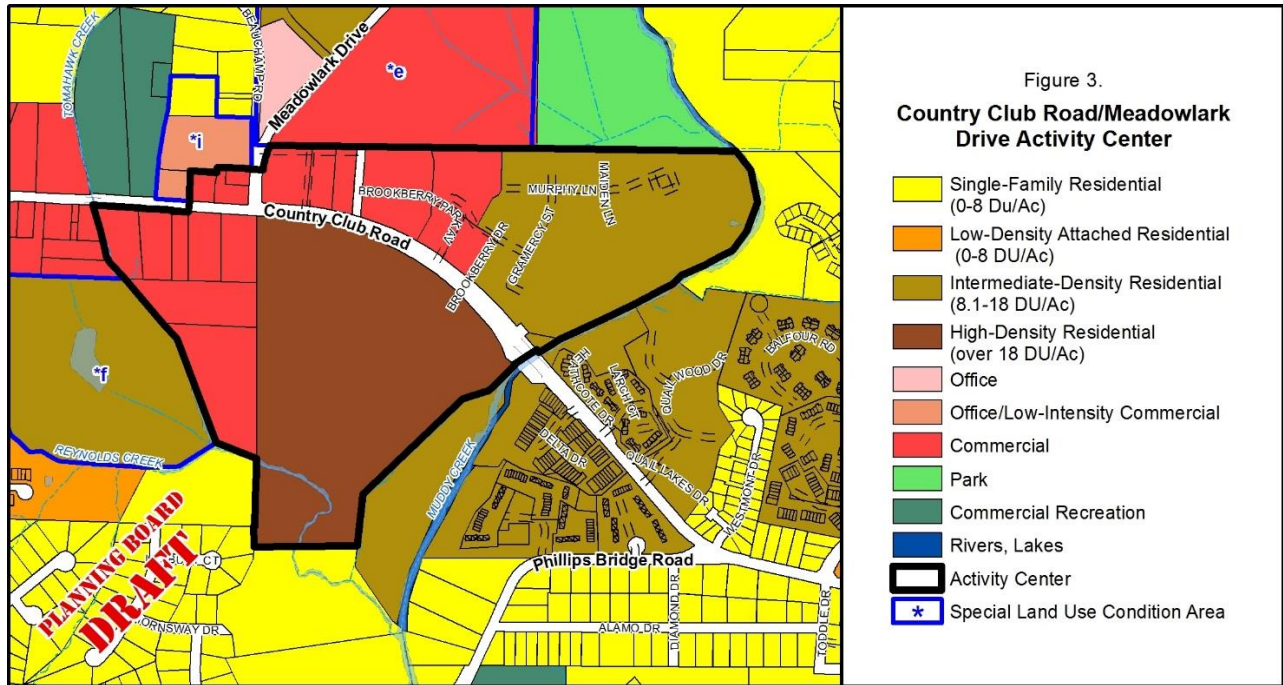


### Country Club Road/Meadowlark Drive Activity Center

The Country Club Road/Meadowlark Drive Activity Center contains approximately 120 acres and is located at the intersection of Country Club Road and Meadowlark Drive (see **Figure 3** on **page XX**). The activity center serves the southwestern portion of the planning area and nearby Lewisville. The activity center contains mostly commercial and multifamily uses. The activity center is anchored by a shopping center located at the northeast corner of Country Club Road and Meadowlark Road, which contains a grocery store, an auto service store, and a convenience store. It is developed with integrated pedestrian access, parking lot landscaping, and streeyards. A multifamily development has been constructed immediately to the east that has pedestrian access to the shopping center. Along Country Club Road to the west of Meadowlark Drive are older nonresidential uses, many of which are suitable for redevelopment. These nonresidential uses include an automotive parts business, a bus transportation company, a pet kennel, a motorcycle dealership, a body shop, a car wash, a plant shop, and a restaurant. There is no coordinated vehicular or pedestrian connections between these uses.

Most future development in this activity center will include the conversion or redevelopment of developed sites. New development or redevelopment in this activity center should include:

- High-density residential uses in the southeastern portion of the activity center.
- Commercial or office uses in the remainder of the activity center.
- Commercial uses located on Country Club Road and Meadowlark Drive having a pedestrian-oriented urban form with buildings near the street featuring transparent windows and doors, façade articulation, and parking to the side or rear of buildings.
- Redevelopment should occur comprehensively and not on a parcel-by-parcel basis.
- Land uses should be linked to each other and adjoining properties with vehicular and pedestrian connections.
- Installation of bufferyards, streeyards, and parking area plantings where feasible.



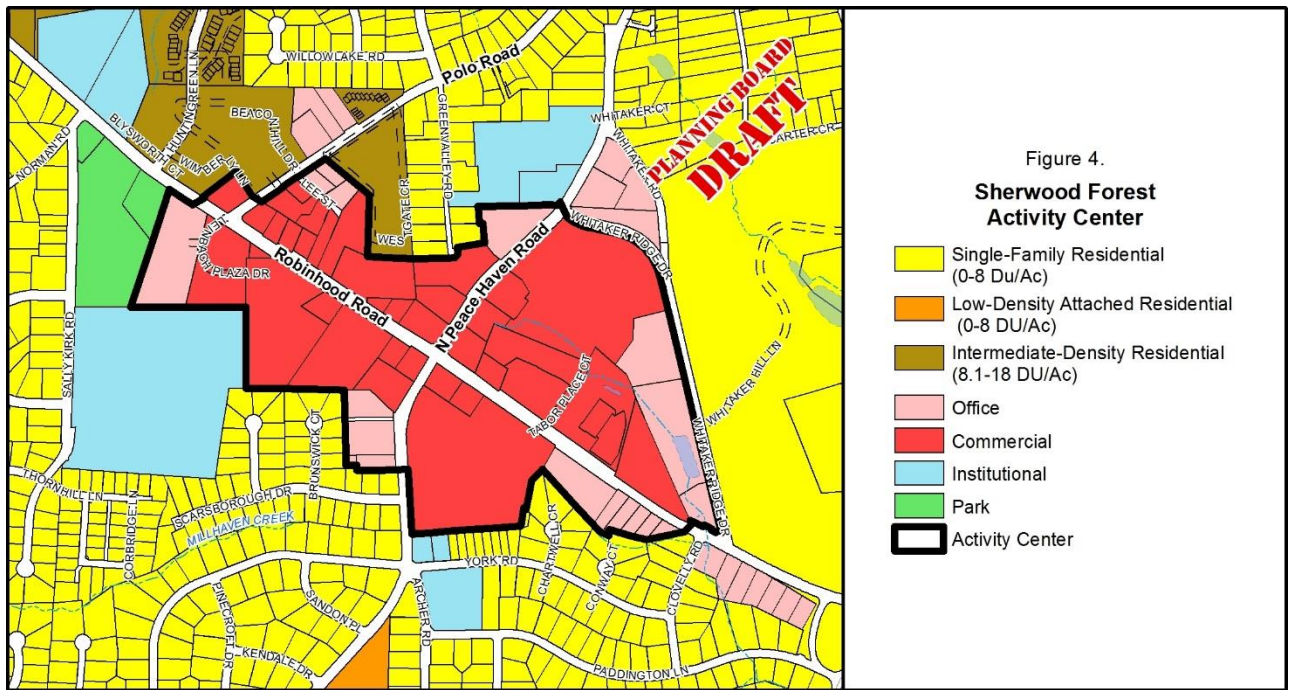
## Sherwood Forest Activity Center

The Sherwood Forest Activity Center contains approximately 100 acres and is centered at the intersection of Robinhood Road and N. Peacehaven Road (see **Figure 4** on **page XX**). This activity center serves the east central portion of the planning area. The activity center contains three shopping centers, a variety of individual commercial, office and institutional development, and a few single-family residences. Commercial uses within the activity center include grocery stores, drugstores, sit-down and fast-food restaurants, a hardware store, convenience stores, a fitness center, banks, and general retail stores. The activity center reflects conventional suburban development patterns with large parking areas between buildings and streets. Some of the developments located between N. Peacehaven Road and Polo Road are older uses and may need be suitable for renovations or redevelopment in the future.

Most future development in this activity center will be the conversion or redevelopment of developed sites. New development or redevelopment in this activity center should include:

- Commercial uses in the core of the activity center.
- Office uses near the perimeter of the activity center in the following locations:
  - The west side of Whitaker Road north of Robinhood Road.
  - The south side of Robinhood Road between the Sherwood Forest shopping center and Whitaker Road in the form of small-scale office conversions.
  - The west side of N. Peace Haven Road south of Robinhood Road, presently developed with banks and a medical office.
  - An area to the southwest of the Robinhood Road/Polo Road intersection currently developed with medical offices.
  - The east side of Polo Road between Lee Street and Westgate Circle.
  - The west side of N. Peace Haven Road immediately south of a church complex.

- Commercial uses located on Robinhood Road, N. Peace Haven Road, and Polo Road having a pedestrian-oriented urban form with buildings near the street featuring transparent windows and doors, façade articulation, and parking to the side or rear of buildings.
- Land uses should be linked to each other and adjoining properties with vehicular and pedestrian connections.
- Installation of bufferyards, streeyards, and parking area plantings where feasible.



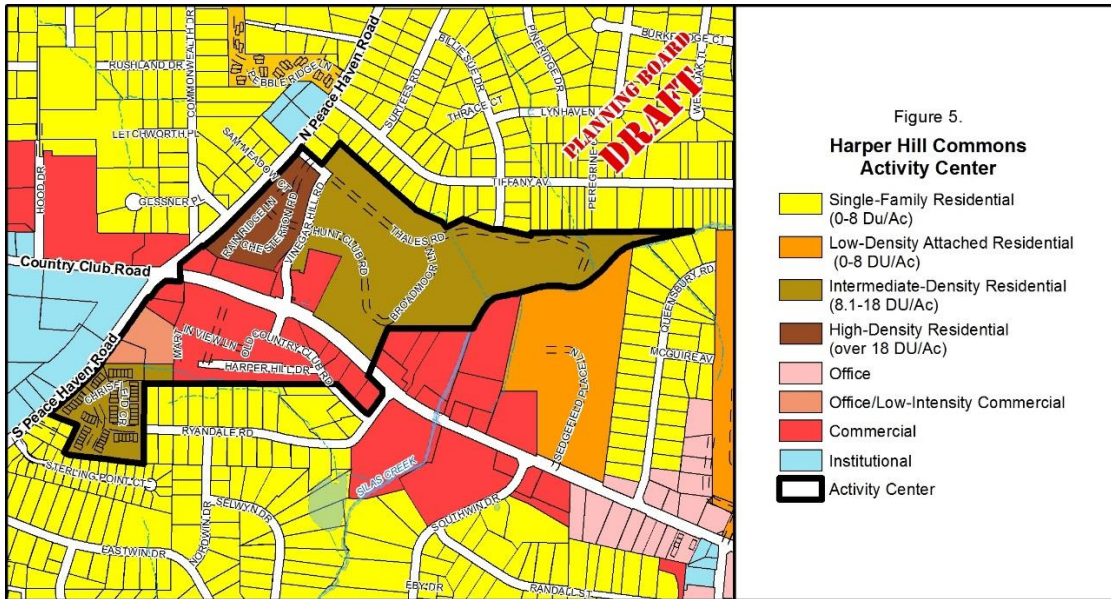
### Harper Hill Commons Activity Center

The Harper Hill Commons Activity Center contains approximately 75 acres and is centered on the intersection of Country Club Road and Vinegar Hill Road (see **Figure 5** on **page XX**). This activity center serves the south central portion of the planning area. The Harper Hill Commons shopping center serves as the anchor of the activity center. The shopping center features a pedestrian-oriented urban form with sidewalks, street trees, and buildings located near the street. Buildings have transparent windows and doors, awnings, and façade articulation. Commercial uses within the activity center include a grocery store, a drug store, a fitness center, sit-down and fast-food restaurants, auto oil-change facilities, an auto parts store, and a convenience store with gas pumps. Commercial uses are linked to the rest of the activity center by sidewalks. Existing multifamily developments are located in the northern and southern portions of the activity center.

Most future development in this activity center will be the conversion or redevelopment of developed sites. New development or redevelopment in this activity center should include:

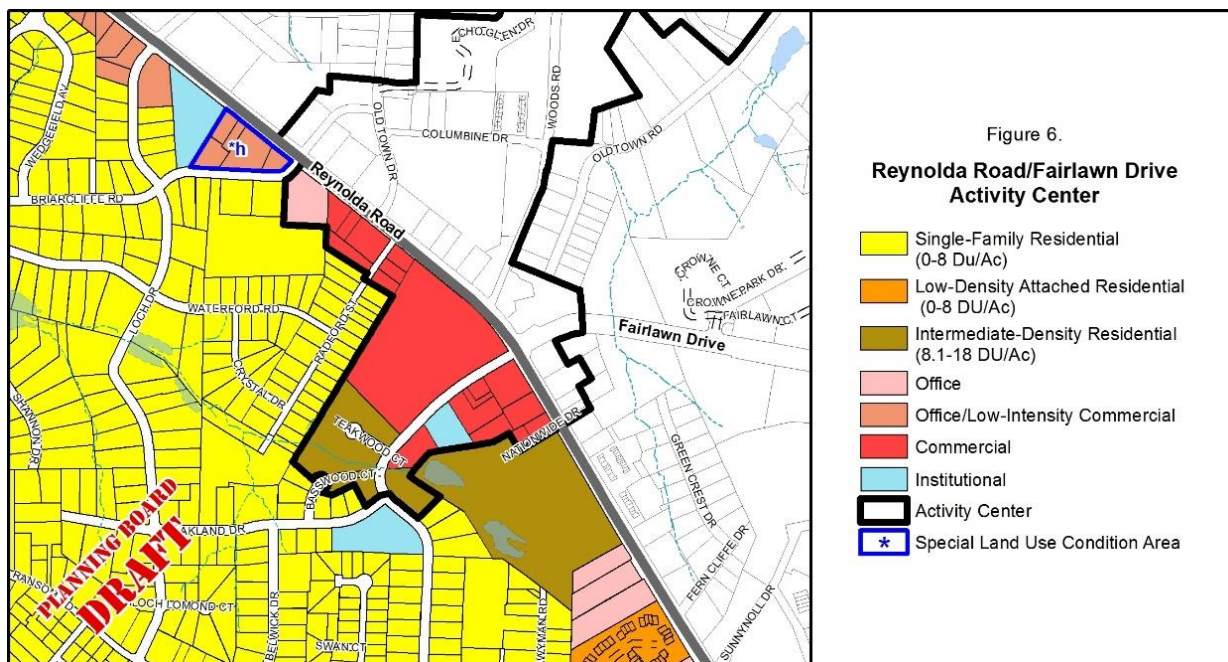
- Low-intensity office and commercial uses in the southwesternmost parcel located north of Harper Hill Drive. This parcel should have no direct access to N. Peace Haven Road, but should obtain its access from Harper Hill Drive and other interior roadways within the Harper Hill Commons shopping center.
- Commercial uses located on Country Club Road having a pedestrian-oriented urban form with buildings near the street featuring transparent windows and doors, façade articulation, and parking to the side or rear of buildings.
- Land uses should be linked to each other and adjoining properties with vehicular and pedestrian connections.
- Installation of bufferyards, streeyards, and parking area plantings where feasible.





### Reynolda Road/Fairlawn Drive Activity Center

The Reynolda Road/Fairlawn Drive Activity Center contains approximately 35 acres (within the West Suburban Area Plan boundaries) and is located at the intersection of Fairlawn Drive and Reynolda Road (see **Figure 6** on page XX). This activity center serves the northeastern portion of the planning area and contains a mix of commercial, office, institutional, and multifamily uses. The activity center reflects conventional suburban development patterns with large parking areas between buildings and streets. Commercial uses within the activity center include a grocery store, a pet store, a fitness center, sit-down and fast-food restaurants, a bakery, a dry-cleaners, a bicycle store, a car wash, a coffee shop, an electric supply store and a public library branch.



Most future development in this activity center will be the conversion or redevelopment of developed sites. New development or redevelopment in this activity center should include:

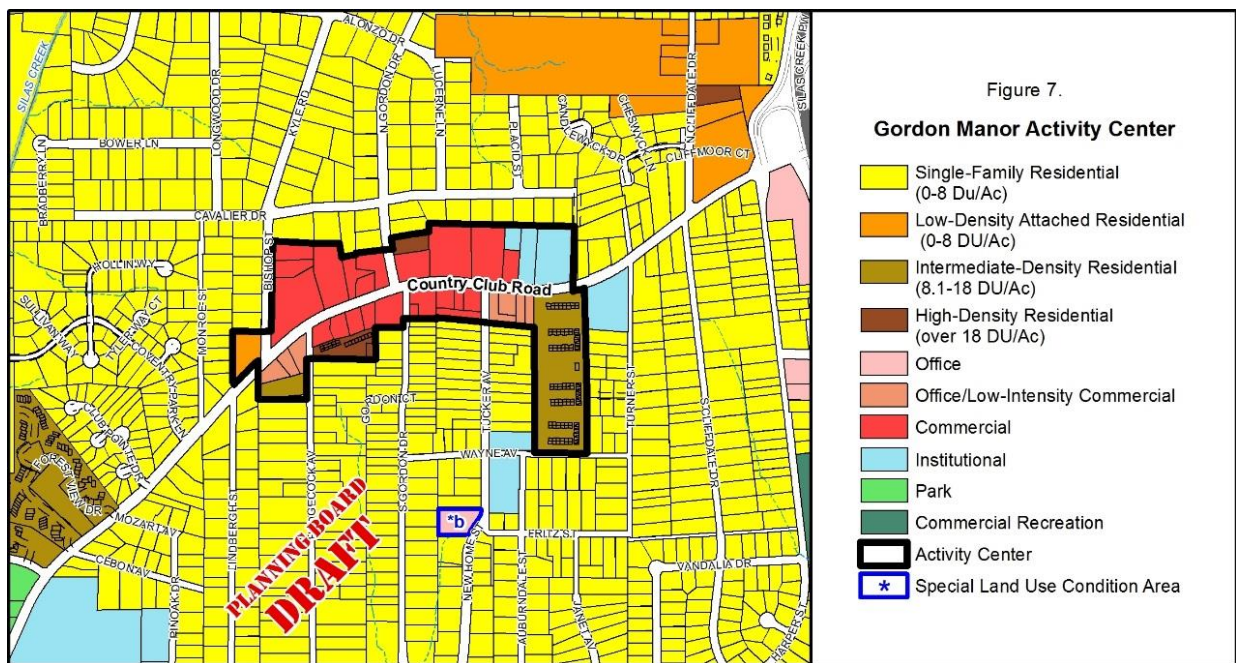
- Commercial uses located on Reynolda Road and Fairlawn Drive having a pedestrian-oriented urban form with buildings located near the street featuring transparent windows and doors, façade articulation, and parking to the side or rear of buildings.
- Land uses should be linked to each other and adjoining properties with vehicular and pedestrian connections, particularly to existing multifamily developments along Fairlawn Drive to the south of the commercial areas.
- Installation of bufferyards, streetyards, and parking area plantings where feasible.

### Gordon Manor Activity Center

The Gordon Manor Activity Center contains approximately 35 acres and is located on Country Club Road between Lindbergh Street and Turner Street (see **Figure 7** on **page XX**). This activity center serves the southeastern portion of the planning area. The activity center reflects conventional suburban development patterns with parking areas located between buildings and streets. Commercial uses within the activity center include sit-down and fast-food restaurants, a fitness center, convenience stores, automotive repair shops, personal service shops, beverage sales, offices, car washes, a dry-cleaners, and general retail stores. Four multifamily developments and a church are also located within the activity center.

Most future development in this activity center will be the conversion or redevelopment of developed sites. New development or redevelopment in this activity center should include:

- Commercial uses located on Country Club Road having a pedestrian-oriented urban form with buildings near the street featuring transparent windows and doors, façade articulation, and parking to the side or rear of buildings.
- Low-density attached residential uses located on two parcels at the northwest corner of Country Club Road and Bishop Street at the western end of the activity center.
- Land uses should be linked to each other and adjoining properties with vehicular and pedestrian connections.
- Installation of bufferyards, streetyards, and parking area plantings where feasible.
- Screening of commercial uses abutting residential development.

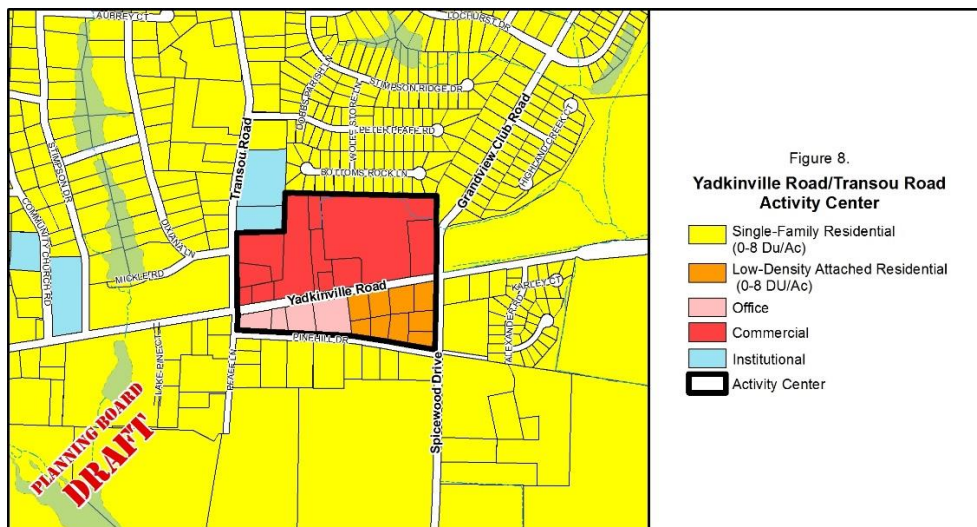


## Yadkinville Road/Transou Road Activity Center

The Yadkinville Road/Transou Road Activity Center contains approximately 35 acres and is located on Yadkinville Road between Transou Road and Grandview Club Road (see **Figure 8** on **page XX**). This activity center serves the northern portion of the planning area. Older developments within the activity center reflect conventional suburban development patterns with large parking areas between buildings and streets. Newer developments have buildings set back from the street but have streetyards and parking lot landscaping and bufferyards. Commercial uses within the activity center include a grocery store, restaurants, a moving rental facility, a convenience store, personal service shops, offices, a dry-cleaners, general retail stores and a post office branch. A small office/personal services park is located in the southwest portion of the activity center while single-family homes are located in the southeast portion.

Most future development in this activity center will be the conversion or redevelopment of developed sites. New development or redevelopment in this activity center should include:

- Commercial uses oriented to Yadkinville Road and having a pedestrian-oriented urban form with buildings located near the street and featuring transparent windows and doors, façade articulation, and parking to the side or rear of buildings.
- Low-density attached residential uses should be located in the southeast portion of the activity center. Redevelopment for attached residential uses should occur comprehensively and not on a parcel-by-parcel basis, with limited access to Yadkinville Road.
- Land uses should be linked to each other and adjoining properties with vehicular and pedestrian connections.
- Installation of bufferyards, streetyards, and parking area plantings where needed.



## \*SPECIAL LAND USE CONDITIONS

The Proposed Land Use Map (see **Map 7** on **page XX**) shows recommended land uses for all undeveloped property in the planning area and changes in land use for some developed sites. In 17 circumstances, there are special conditions for the possible continued land use of developed properties, or the prohibition/discontinuance of certain land uses. These situations are referenced on the map with a blue ★ (star) and a lower case letter as follows:

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

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

The nonconforming properties are described as follows:

- An electrical and plumbing company located on 16 acres on the north side of Yadkinville Road at its intersection with Olivet Church Road, currently zoned RS-20 (Residential Single-Family, 20,000 square foot minimum lot size) and LO-S (Limited Office, Special Use).
- A commercial plant nursery located on 35 acres on the west side of Hilltop Drive, north of Fleetwood Circle, currently zoned RS-9 (Residential Single-Family, 9,000 square foot minimum lot size).
- A multifamily development located on one acre on the east side of Powers Road south of Ransom Road, currently zoned RS-9.

The plan recommends the following for the sites listed above:

- Do not rezone the property to a nonresidential district.
- The existing commercial use can continue to operate under its existing nonconforming status.

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

Six properties are listed under this Special Land Use Condition. All four properties are presently zoned RS-9 (Residential Single-Family, 9,000 square foot minimum lot size). The properties are situated in such a fashion that rezoning to the most restrictive zoning district that permits the nonconforming uses may be possible. This classification is intended to allow only the existing nonconforming use to remain without impacting adjoining properties.

The nonconforming properties are described as follows:

- A 3-unit multifamily development located on 0.7 acres on the east side of Evelyn Road one block west of Shattalon Drive near Reynolda Road, currently zoned RS-9.
- A 15-unit multifamily development located on 1.9 acres on the east side of N. Peace Haven Road north of Country Club Road, currently zoned RS-9.
- An office use located on 0.4 acres on the south side of Polo Road at its intersection with Merrimont Drive, currently zoned RS-9.
- A beauty salon located on 0.52 acres on the west side of S. Peace Haven Road at its intersection with Huntcliff Trail, currently zoned RS-9.
- An office use located on the east side of N. Peace Haven Road on two properties totaling 0.26 acres. The office use is located on the northeast corner of N. Peace Haven and Lynhaven Drive and its accompanying parking is located on southeast corner of N. Peace Haven Road and Lynhaven Drive. Both properties are currently zoned RS-9.
- An office use located on 0.87 acres on the west side of Tucker Avenue at its intersection with Fritz Street, currently zoned RS-9.

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

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

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

Two properties are grouped under this Special Land Use Condition. These land uses are properly zoned to allow their existing uses and are generally surrounded by single-family residential uses.

These properties are listed as follows:

- A veterinary office and an additional office (a total of five small commercial buildings) on a total of 1.5 acres is located on the south side of Robinhood Road at its intersection with Shattalon Drive. The site has a combination of LB-S (Limited Business, Special Use) and NO (Neighborhood Office) zoning.
- A broadcast studio on a 1.6-acre portion of a property located on the west side of Hilltop Drive, north of Fleetwood Circle, currently zoned LB-S.

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

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

### **\*d. Property located on the southwest side of Reynolda Road southeast of the Reynolda Road/Transou Road Intersection**

This area includes a 9.2-acre property located on the southwest side of Reynolda Road, southeast of the Reynolda Road/Transou Road intersection. An approximately one acre portion of the property is zoned LI-S (Limited Industrial, Special Use) to allow a plumbing company. The remainder of the property is zoned RS-9. The remaining 8.2 acres may be suitable in the future for either further limited industrial uses under a special use zoning request, or for intermediate-density residential uses. Design recommendations for multifamily developments can be found in the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office.

Light industrial uses are not to be allowed beyond the current property. Retail uses are not suitable at this location.

### **\*e. Brookberry Farm Mixed-Use Development located on the west side of Meadowlark Drive between Robinhood Road and Country Club Road**

The Brookberry Farm development is located on the west side of Meadowlark Drive and extends completely from the Robinhood Village Activity Center to the north to the Country Club Road/Meadowlark Drive Activity Center to the south. The development is zoned MU-S (Mixed Use, Special Use) and is approved for a mixture of single-family, multifamily, office and commercial uses. The complete development is nearly 800 acres in size.

The Brookberry Farm development is designated as a Special Land Use Condition Area because of the two-phase zoning of the property. In two-phase zoning (similar to master plan zoning), the approved uses for the development and their general location have been approved, but the exact layout and site design has not been approved. Future phase development plans will be brought before the City-County Planning Board. The general location of uses for the mixed-use development are: as follows:

- Single-family to multifamily residential uses are approved for the northernmost portion of the development closest to the Robinhood Village Activity Center.
- Single-family residential uses are approved for the largest central portion of the development, most of which has been built.
- Single-family and low-density attached residential uses not to exceed eight (8) units per acre are approved for the area in Land Bay VII west of the proposed Northern Beltway. Single-family residential uses are to be constructed in the western portion of the area and attached units may be constructed in the eastern portion of this area nearest the proposed beltway.

- Intermediate-density multifamily uses not to exceed twelve (12) units per acre are approved for the west side of Meadowlark Drive across from Meadowlark Elementary and Middle schools and Jamison Park, some of which are currently under construction. A maximum of 40,000 square feet of commercial uses are also permitted in this area, with the square footage of the approved office development located on the west side of Meadowlark Drive north of Beauchamp Drive counting toward the 40,000 square foot total.
- Commercial uses up to a maximum of 300,000 square feet are approved for the east side of Meadowlark Drive bordered to the south by the Country Club Road/Meadowlark Drive Activity Center.

Individual site plans for future phases of the Brookberry Farm development should be reviewed for consistency with the land use recommendation of this plan beginning on **page XX**. Future development should also be integrated with the two adjacent Activity Centers through vehicular and pedestrian connections, where possible. Design recommendations for multifamily developments can be found in the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office.

**\*f. Former L. A. Reynolds Nursery Property located on the east side of Styers Ferry Road south of Shallowford Road**

The 38-acre property containing the former L. A. Reynolds nursery development is located on the east side of Styers Ferry Road south of Shallowford Road. The property is zoned HB-S (Highway Business, Special Use). The property should be considered for future intermediate-density residential use to blend with the low-density attached residential and single-family residential developments to the south and west along Styers Ferry Road. Design recommendations for multifamily developments can be found in the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office.

**\*g. East side of Valleystream Road south of Buckhorn Road**

A construction and demolition debris landfill is located on the east side of Valleystream Road south of Buckhorn Road. This site is approximately 14 acres in size and is zoned RS-9. Immediately south of this site is a 33-acre undeveloped parcel zoned GI (General Industrial). These two sites are surrounded by single-family residential uses on the north, east, and west with vacant land zoned RS-9 to the south. Single-family residential would be the preferred use for these two parcels totaling 47 acres if the current industrial use and GI zoning were to change. The existing construction and demolition debris landfill could best be continued through approval of a Special Use Permit under its current single-family residential land use designation and its current RS-9 zoning. Truck traffic is a concern for this site since its access is through a single-family residential area. Development at this location should include adequate buffering and screening to adjacent residential zoning.

**\*h. Southwest corner of the Reynolda Road/Briarcliffe Road intersection**

This area is comprised of five parcels totaling approximately 3 acres located at the southwest corner of Reynolda Road and Briarcliffe Road. The area is developed with three single-family residences and is presently zoned RS-9. The area is indicated for future low-intensity office/commercial development. Any future commercial development on the property should not have any vehicular access to Briarcliffe Road, which is a major vehicular entrance to the Town and Country Estates neighborhood. Additional buffering, limited lighting, and a sidewalk should be considered along Briarcliffe Road.

**\*i. West side of Meadowlark Drive at Beauchamp Road**

This area includes two tax parcels totaling approximately 6 acres that extend from Meadowlark Road near Beauchamp Road to Country Club Road just east of the golf driving range. The 5.2-acre northern L-shaped parcel is presently zoned RS-9 while the southern 0.8-acre parcel is presently zoned HB (Highway Business). These two-parcels combined may be suitable for rezoning to an office/low-intensity commercial zoning district (i.e. NB-S, Neighborhood Business, Special Use, PB-S, Pedestrian Business, Special Use, or LB-S, Limited Business, Special Use) if several standards are met:

- A private roadway/driveway connecting Meadowlark Drive to Country Club Road will be constructed through this area that can serve as an alternate route to ease congestion at the Meadowlark Drive/Country Club Road intersection, particularly during peak travel times.
- Access to the L-shaped site from Meadowlark Drive will be by a right-in/right-out only driveway to be located opposite of the access drive to the shopping center across Meadowlark Drive.
- Retaining all or most of the existing natural vegetation in the northern portion of the L-shaped lot will be necessary as a suitable buffer to protect both existing and proposed single-family residences to the north along Beauchamp Road.
- The southern parcel, which fronts on Country Club Road, may be suitable for a slightly more-intense land use (e.g. Restaurant with drive-through) than the remainder the site.

A cul-de-sac is to be constructed at the southern terminus of Beauchamp Road removing the current hazardous 45-degree angle access to Meadowlark Drive as part of the City’s upcoming widening project for Meadowlark Drive. A substitute access road is to be constructed by the city to the north connecting Beauchamp Road to Meadowlark Drive at a perpendicular access point via two connecting streets.

**\*j. Areas near proposed Northern Beltway between Styers Ferry Road and Shallowford Road**

This area includes approximately 155 acres that extends from the west side of Styers Ferry Road northward to Shallowford Road. Some properties in the area are developed with residential structures and various farm-related buildings. All of the area is zoned RS-9. A portion of the western section of the proposed Northern Beltway is designed to run through the center of these properties in a north-south direction between Styers Ferry Road and Shallowford Road. This area has been indicated as possibly suitable for future low-density attached residential uses up to a maximum density of eight (8) dwelling units per acre under a special use zoning district (such as RM8-S or RM5-S) provided the following standards are met:

- Single family dwellings that are compatible with and sensitive to existing single-family homes should be constructed in areas adjacent to existing single-family subdivisions before transitioning to cluster or attached residential units.
- Residential units should be clustered away from the roadway with additional buffering provided.
- Access to development in this area should be from the most appropriate adjoining stubbed streets to the east or west and shall not cross the future right-of-way of the beltway.

Design recommendations for multifamily developments can be found in the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office.

**\*TRANSPORTATION RECOMMENDATIONS**

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

**CURRENT PROPOSED STREET AND HIGHWAY IMPROVEMENTS**

The Winston-Salem Urban Area (which includes most of Forsyth County) has several long-range transportation plans/processes: the *Metropolitan Transportation Improvement Program (MTIP)*; the *Metropolitan Transportation Plan (MTP)*; and the *Comprehensive Transportation Plan (CTP)*. General information on these plans/processes is provided in Transportation Features section in the Existing Conditions section of this

document; details are available online. **Table 9** below and the Proposed Transportation Features Map (**Map 8** on **page XX**) show the transportation projects from these plans in the West Suburban Planning Area.

**Table 9. Transportation Improvement Projects**

<b>Project ID#</b>	<b>Location</b>	<b>Description</b>	<b>Current Status</b>	<b>Completion</b>
<b>Road Widening and Improvements</b>				
<b>U-6074</b>	Jonestown Road	Upgrade interchange at US 421	MTIP Project; Right-of-way scheduled to begin in 2024	Construction scheduled to begin in 2026
<b>WSMP-0168-H</b>	Meadowlark Drive	Widen and improve roadway from Country Club Road to Robinhood Road	Bond Project; Right-of-way acquisition and design phase in progress	TBD
<b>EB-5920</b>	Jonestown Road	Construct sidewalks from US 421 to Country Club Road	MTIP Project	Construction scheduled to begin in 2025
<b>New Roads</b>				
R-2247CA	Northern Beltway, Western Section	US 421/ S. Peace Haven Rd Interchange	MTIP Project; Right-of-Way and Utilities scheduled to begin in 2027	Let contract date 2027*
R-2247CB	Northern Beltway, Western Section	Construct multilane freeway; US 421 to Robinhood Rd	MTIP Project; Right-of-Way and Utilities scheduled to begin in 2025	Let contract date 2025*
R-2247CD	Northern Beltway, Western Section	US 421 interchange and approaches. Reconstruct interchange.	Design-build; Design and permitting in progress	Bridge construction scheduled to begin in January 2018*
R-2247D	Northern Beltway, Western Section	Construct multilane freeway; Robinhood Rd/ Meadowlark Dr to NC 67/Reynolda Rd	MTIP Project; Right-of-Way and Utilities scheduled to begin in 2023	Let contract date 2023*
<b>Bridge Improvements</b>				
B-5148	Country Club Road	Replace bridge over Silas Creek Parkway	MTIP Project; Right-of-Way scheduled for 2020	Let contract date 2020
B-5775	Robinhood Road	Replace bridge over Silas Creek Parkway	MTIP Project; Right-of-Way scheduled for 2020	Let contract date 2021
17BP.9.R.43	Yadkinville Road	Replace bridge over Muddy Creek	NCDOT Project	Let contract date 2020* or TBD

Sources: \*NCDOT Division 9 MPO Transportation Update Reports; the 2018-2027 Metropolitan Transportation Improvement Program (MTIP), the 2040 Metropolitan Transportation Plan (MTP), Comprehensive Transportation Plan (CTP), and the 2018-2027 State Transportation Improvement Program

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

**Jonestown Road/US 421 Interchange (U-6074)**

This project will upgrade the interchange of US 421 and Jonestown Road. A feasibility study has been completed and design options are being reviewed. This project is included in the 2018-2027 MTIP. Project construction scheduled to begin in 2026.





### **Jonestown Road Sidewalks (EB-5920)**

The Winston-Salem Metropolitan Planning Organization (MPO) has designated Transportation Alternatives Program (TAP) funds for the construction of sidewalks on Jonestown Road between Hanes Mall Boulevard and Country Club Road. This project is included in the 2018-2027 MTIP and is scheduled for construction in 2025.

### **Northern Beltway, Western Section (R-2247)**

The Winston-Salem Northern Beltway is a proposed multilane freeway facility that will begin at US 158 (Stratford Road), southwest of Winston-Salem and end at I 74/US 311 southeast of the city. The total length of this project is 34.5 miles. Currently more than 100,000 vehicles travel through the area daily, a much higher traffic volume than the roadways were designed to handle. This project will alleviate congestion, improve connectivity, and improve safety for travelers.

The Western Section runs 17.4 miles from US 158 (Stratford Road) to US 52. The western section is divided into 10 project segments and is currently funded through the State's Transportation Improvement Program at a cost of approximately \$674 million. Four of the 10 projects fall within the planning area including:

- R-2247-CA (Peace Haven Road to US 421)
- R-2247 CB (US 421 to Robinhood Road)
- R-2247 D (Robinhood Road to NC 67)
- R-2247 CD (Upgrade of Peace Haven/US 421 interchange and approaches)

### **Comprehensive Transportation Plan (CTP) Projects**

#### **Meadowlark Drive**

Meadowlark Drive from Country Club Road to Robinhood Road is a highly traveled and congested facility. Residential development, two schools, and commercial development that bookend the road has increased the vehicle traffic and usage of this roadway over the past several years. The City of Winston-Salem included in its 2014 bond referendum funds to improve this facility by widening and addressing problematic intersections. Currently this project is in the design and right-of-way acquisition phase; a construction contract for this project is expected by June 2018.

### **COLLECTOR STREETS**

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

- Caradco Road Extension (Caradco Road to Dartmoor Street Extension)
- Dartmoor Extension (Dartmoor Street to Bridle Ridge Drive)
- Eastwin Drive Extension (Eastwin Drive to Selwyn Drive)
- Fleetwood Circle Extension (Fleetwood Circle to Robinhood Road)
- Mountain View Road Extension (Mountain View Road to Stonebridge Drive Extension), and
- Ransom Road/Greenbrier Farm Road Extension (Ransom Road to Greenbrier Farm Road)
- Robinhood Forest Drive Extension (Robinhood Forest Drive to Yadkinville Road)
- Robinhood Trace Drive Extension (Robinhood Trace Drive to Robinhood Forest Drive Extension)
- Stonebridge Drive Extension (Stonebridge Drive to Cedar Trails), and
- Kecoughtan Road, realignment to run parallel to the Northern Beltway (Western Section)

### **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 or have been conducted for the following locations:
  - York Road
  - Paddington Lane
  - Clovelly Road
- 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.
- Evaluate the use of roundabouts in all future intersection improvement projects where safe and feasible.
- Provide sidewalks along all adopted Comprehensive Transportation Plan streets and collector streets in the Municipal Service Area and Future Growth Areas (Growth Management Areas 1, 2, 3, and 4) where safe and feasible.
- Include suitable bicycling accommodations in all new roads and road improvement projects where safe and feasible.
- Develop streets and highways in a manner consistent with adopted land use plans.
- Design streets and highways to accommodate public transportation, bicycles, and pedestrians.
- Continue coordination with the Town of Lewisville on the Comprehensive Transportation Plan.

## **PEDESTRIAN**

Construction of sidewalks in the planning area is likely to be achieved through public funding and through private developments designed to meet street design standards. Sidewalks are recommended in the *Sidewalk and Pedestrian Facilities Plan* for all thoroughfares and collector streets except for freeways and expressways. All proposed sidewalks in the *Sidewalk and Pedestrian Facilities Plan* are evaluated on an annual basis and ranked for future construction. Topography and the presence of curb and gutter along streets are considered when evaluating projects. The City of Winston-Salem and Forsyth County have adopted street design standards for new developments that include requirements for sidewalks. Sidewalk construction is also included as part of the most recent bond projects approved by citizens in 2014. Projects proposed for the planning area include:

- Clovelly Road, from Robinhood Road to Paddington Lane
- Meadowlark Road, from Robinhood Road to Country Club Road
- Mountain View Road, from N. Peace Haven Road to Cedar Trail
- Robinhood Road, from N. Peace Haven Road eastward to existing sidewalk
- Yorkshire Road pedestrian tunnel improvements located beneath Silas Creek Parkway.

General sidewalk recommendations for the planning area include:

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

## **GREENWAYS**

Greenways serve a dual purpose within a community. Beyond being a residential amenity, greenways play an integral role in establishing an active transportation network along with sidewalks and bikeways. The Muddy Creek greenway and the Cedar Trail connector currently exist in the planning area with the Lantern Ridge greenway connector under construction with completion expected in late spring 2018. Eight additional greenways and three greenway connectors have been proposed for future development. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section and on the Community Facilities Map.

## **BICYCLE**

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

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

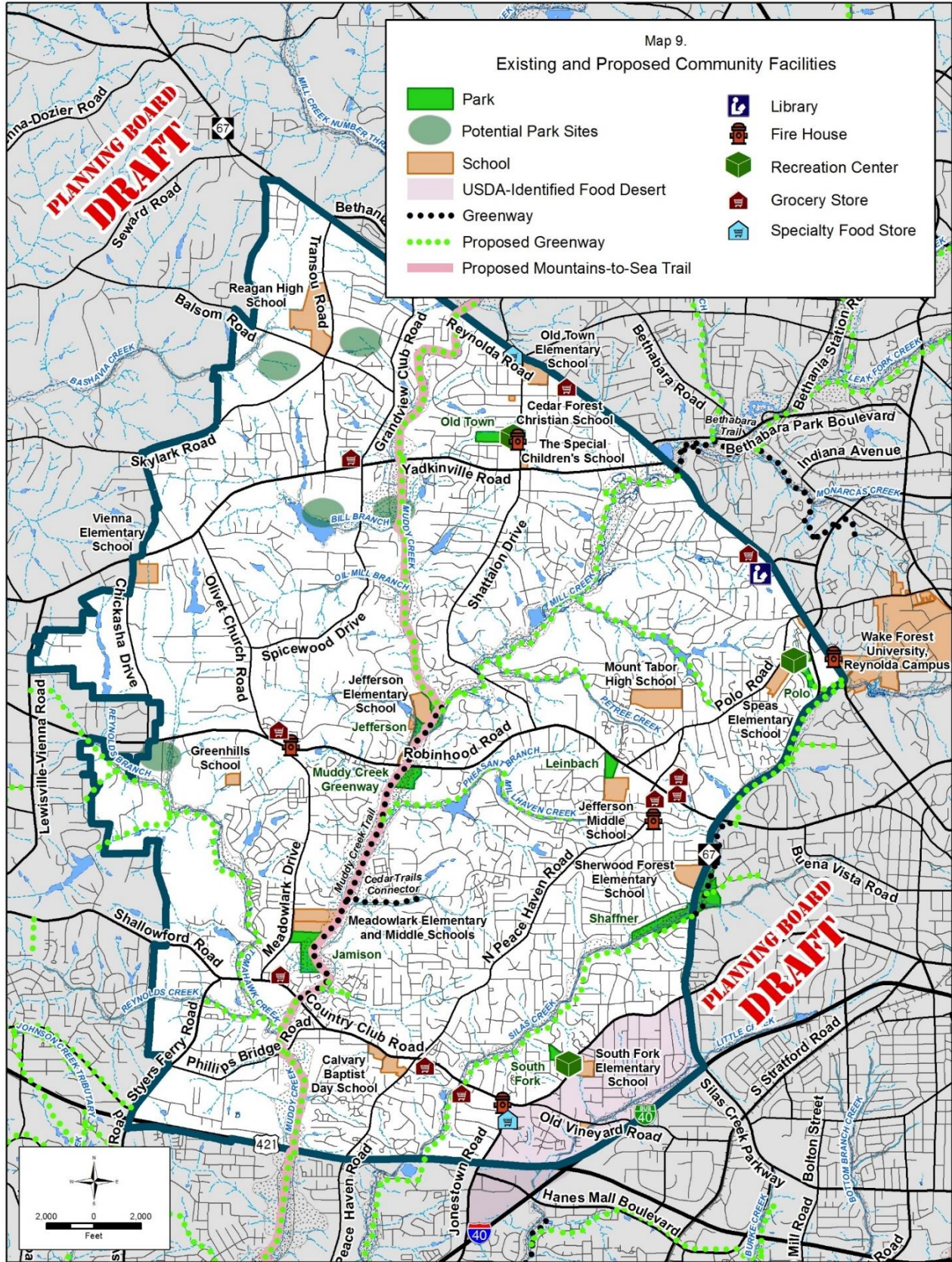
- Country Club Road, Styers Ferry Road to Silas Creek Parkway—bike lane or shoulder
- Jonestown Road, US 421 to Country Club Road—sidepath under review
- Lewisville-Vienna Road, Robinhood Road to Strieter Road
- Millhaven Road, N. Peace Haven Road to Robinhood Road—on-road bikeway connector
- Norman Road, Tallison Drive to Robinhood Road—on-road bikeway connector
- N. Peace Haven Road, Polo Road to Country Club Road—bike lane or shoulder
- S. Peace Haven Road, Country Club Road to Old Plantation Circle—bike lane or shoulder
- S. Peace Haven Road, Old Plantation Circle to US 421—bike lane or shoulder
- Reynolda Road, Transou Road to Shattalon Drive—bike lane or shoulder
- Reynolda Road, Shattalon Drive to Wake Forest Road—bike lane or shoulder
- Robinhood Road, Silas Creek Parkway to Norman Road—bike lane or shoulder
- Robinhood Road, Norman Road to Lewisville-Vienna Road—shoulders
- Shattalon Drive, Reynolda Road to Robinhood Road—bike lane or shoulder
- Silas Creek Parkway, Reynolda Road to Wake Forest Road—sidepath under review
- Skylark Road, Transou Road to Kecoughtan Road—on-road bikeway connector
- Styers Ferry Road, Lewisville-Clemmons Road to US 421 southbound ramps—bike lane or shoulder, and
- Transou Road, Reynolda Road to Yadkinville Road--shoulders

## **\*COMMUNITY FACILITIES RECOMMENDATIONS**

Both public and private community facilities such as schools, parks, medical offices and day care providers should be easily accessible to all segments of the population. *Legacy 2030* promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from *Legacy 2030* is the creation of a central public space in all communities to serve as an urban reference point and the focus of civic and community life. The Community Facilities Map (see **Map 9** on **page XX**) shows existing and proposed community facilities in the area.

## **GENERAL RECOMMENDATIONS**

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



- Involve residents in master planning for parks, greenways and other community facilities.

## **SCHOOLS**

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

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

## **RECREATION AND PARK FACILITIES**

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

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

- Assess usage of the area’s existing parks, recreation facilities and the community’s preferences for facilities and programs. Modify facilities and programs as needed.
- Integrate recreation facilities/open space into design of large-scale residential developments to provide neighborhood parks, activity areas, focal points, and green spaces.
- Consider multi-purpose courts and fields to meet existing and future needs.
- Establish at least one new district or community park to provide for future recreation needs. Park sites should be easily accessible from a main road. Potential locations for a park site include:
  - A site located on the east side of Transou Road across from Reagan High School.
  - A site located on the west side of Transou Road south of Reagan High School.
  - Sites located on the east and west side of Spicewood Drive south of Yadkinville Road.
  - A site located on the south side of Robinhood Road near its intersection with Chickasha Drive.
- Complete the master plan for Jamison Park to serve as a community and neighborhood park for the southwestern portion of the planning area.
- Expand and upgrade facilities at the C.G. Hill Memorial Park to serve as a community park for residents in the northwestern portion of the planning area in accordance with the recently completed C. G. Hill Park Master Plan.
- Enhance the function of Jefferson Park as a passive park and open space along the Muddy Creek Greenway by providing minimum facilities (e.g. benches).
- Consider the establishment of additional neighborhood parks, where feasible, and design new community parks to also serve as neighborhood parks.
- Consider the establishment of linear parks in conjunction with the construction of proposed greenways.
- Integrate recreation facilities and open space into the design of large-scale and mixed-use developments to provide neighborhood parks, activity areas, focal points, and green spaces.

## **URBAN FOOD ACCESS**

Despite the presence of existing urban food access facilities in the planning area (shown on **Map 9** on page **XX**), there are still opportunities for improving food access for local residents. Undeveloped parcels may provide opportunities for community gardening, and certain commercial sites may be ideally located to be redeveloped as

grocery stores or other food retail locations. Adding new food access sites is particularly important since a portion of the southeastern part of the West Suburban Planning Area bounded by Country Club Road to the north, Silas Creek Parkway to the east, US 421 to the south, and Jonestown Road to the west is considered a food desert by the US Department of Agriculture. Urban food access sites are recommended at the following locations within the planning area:

- A grocery store should be located along Country Club Road between Silas Creek Park and Jonestown Road, or along Jonestown Road between Country Club Road and US 421.

## **TREES AND OPEN SPACE**

The planning area not only contains older neighborhoods and commercial areas, but also has some large acreage tracts either undeveloped or used for agriculture purposes. Many trees are found in these open areas and throughout the whole of the West Suburban Planning Area. These trees add aesthetic and financial value and have a positive environmental impact. Permanent open space is proposed for sites that have significant environmental constraints, streams, floodplains, and/or steep slopes, making them unsuitable for development. These sites are owned by the City, County, and the State of North Carolina. Recommendations in the planning area include:

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

## **GREENWAYS**

The *Greenway Plan Update* shows seven future greenways within the plan boundaries: Muddy Creek Phase 2, Muddy Creek Phase 3, Muddy Creek Phase 5A, Muddy Creek Phase 4, Mill Creek South, Northeast Creek, and Silas Creek South. Muddy Creek Greenway Phase 2 extends the existing Muddy Creek Greenway north to Yadkinville Road. It was listed as a Tier 1 project in the Update with construction anticipated to begin within the next five to seven years barring engineering or funding issues. Phase 3 of Muddy Creek, which would extend the existing greenway south to Phillips Bridge Road, was listed as a programmed trail in the Update as funds had been allocated for its construction. However, easement acquisition has halted the project. Phase 5A of Muddy Creek would extend the greenway further south toward US 421. It was listed as a Tier 2 project with construction anticipated to begin in seven to fifteen years.

Mill Creek Greenway South would connect the existing Muddy Creek Greenway to Bethabara Trail and was listed as a Tier 3 project with more assessment needed on public sentiment before the project can be prioritized. An alternative route for the Mill Creek Greenway South was proposed during the public input sessions that would end the greenway at Valley Road and use either the Reynolda Commons Shopping Center property or on-street facilities along Valley Road and Yadkinville Road to connect to Bethabara Trail. This alternative route will be fully assessed when design work for the project begins.

Muddy Creek Greenway Phase 4, Northwest Creek Greenway (formerly known as Reynolds Creek and Tomahawk Creek Greenways) and Silas Creek Greenway South are proposed long-range, Tier 4 greenways with construction not anticipated to begin for at least twenty years. Three greenway connectors have also been proposed for the area as part of the *Greenway Plan Update*: Millhaven Creek, Petree Creek, and Brenner Lake Branch.

In 2014, a feasibility study on bicycle, pedestrian, and transit amenities around the Wake Forest University campus was completed by Alta Planning + Design. As part of the study, the Hope Valley Greenway was proposed to provide a connection between Polo Park and Reynolda Road and the Wake Forest campus.

The greenway recommendations for the planning area are:

- Continue to work toward acquiring all necessary easements along Muddy Creek Greenway Phase 3. Once easements have been obtained, begin design and construction of the greenway.
- Obtain all necessary easements and begin design and construction of the Muddy Creek Greenway Phase 2.
- Work with property owners along Mill Creek to gain a better understanding of the community's views on the project and to address any concerns that the public may have about the greenway.
- Work with developers and property owners to obtain the necessary greenway easements. The easements should be a minimum of forty (40) feet in width.
- Work with property owners and the Winston-Salem Engineering Department to establish connections between main greenway trails and adjacent neighborhoods and destinations as projects are being designed and constructed.

## **\*HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS**

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

### **AFFORDABLE HOUSING**

- Encourage for-profit developers and nonprofit developers to build affordable housing for different income levels in the planning area.
- Ensure that new affordable housing units are compatible with the existing character of older neighborhoods.
- Use existing programs or develop new ones to assist community development and nonprofit housing organizations in providing affordable housing opportunities.



## **REHABILITATION AND REDEVELOPMENT EFFORTS**

- Market the City's programs for rehabilitation of owner-occupied or investor-owned housing units in the planning area as well as first-time homebuyers programs.
- Market and promote the tax credit programs available to National Register properties for building rehabilitation.
- Concentrate code enforcement and promotion of conservation and rehabilitation programs in areas in danger of becoming blighted.
- Ensure that redeveloped housing is compatible with the existing character of the neighborhoods.
- Encourage investor-owners and renters to participate in neighborhood organization membership and activities.
- Work with investor-owners to improve maintenance and management of rental properties, where needed.

## **DESIGN FOR ACTIVE LIVING**

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

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

- Staff work with residents to complete pedestrian audits as requested to determine critical pedestrian and bicycle infrastructure needs and develop an implementation strategy to fund needed improvements.
- Improvements be funded and completed at key intersections within the planning area to enhance the pedestrian environment and ensure pedestrian safety, particularly along Robinhood Road, Country Club Road, and Peace Haven Road.
- Bus shelters be located at each transit route stop. Amenities to allow for safe access for all users to each stop should also be provided.
- New transit routes be reevaluated and revised as necessary to best serve area residents.
- Bicycle and pedestrian access from the surrounding neighborhoods be included when developing new parks within the area.

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

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

The creation of attractive gateways, business districts and corridors through the use of regulations or physical improvements is recommended by *Legacy 2030*. Design and appearance improvements create a positive visual image and encourage private investment in an area. The appearance and design of buildings and roadways within the planning area contribute greatly to the image residents and outsiders have of the community. Many of the recommendations of this plan have design components that emphasize quality and attractive design.

### **RECOMMENDATIONS**

Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, streetyards and bufferyard plantings, and parking area improvements.

Encourage a mix of restaurants, outdoor cafes, small stores, and services at a pedestrian scale that meet the needs of all residents of the area.

- Encourage residents and neighborhood associations to participate in the different programs offered by Keep Winston-Salem Beautiful to improve the appearance of the planning area: Adopt-A-Flower Bed; Adopt-A-Stream; Adopt-A-Park; or Adopt-A-Street.
- Encourage high-quality design for new development throughout the planning area.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
- Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced in the planning area to eliminate blighted and burned down structures and maintain vacant lots.
- Develop a planting program that includes street trees throughout the planning area and streetyards in commercial districts. Identify areas in need of screening and areas needing buffers adjacent to residential areas.
- Refer to the *Context Sensitive Multifamily Design Techniques* document, available online or in the Planning and Development Services office, when reviewing zoning requests and site plans for multifamily development within the planning area.
- Refer to the Guidelines for Converting Existing Homes to Office or Commercial Uses, as detailed in **Appendix C** on **page XX**, when reviewing zoning requests and site plans within the planning area.
- Refer to the Guidelines for Office/Low-Intensity Commercial Developments, as detailed in **Appendix D** on **page XX**, when reviewing zoning requests and site plans within the planning area.
- Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where residents gather.
- Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.
- Develop minimal and simple guidelines in growth corridors to preserve design flexibility and creativity in making a suburban, pedestrian-oriented environment.
- Develop growth corridors master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor. This basis for such master plans will be the guidelines for the growth corridor identified in this plan.
- Add pedestrian and bicycle facilities in all growth corridors where feasible.
- Develop activity centers along growth corridors as transit-oriented, high-density, mixed-use nodes.
- Encourage the redevelopment of Oldtown Center located on Reynolda Road. Oldtown Center is a development whose visual image can be improved through the development of newly created outparcels, the redesign of the main structure, and the addition and integration of multifamily units on adjoining property to the rear (see **Figure 9** and **Figure 10** on **page XX**).



**Figure 9. Redevelopment Concept for Oldtown Center**



**Figure 10. Conceptual Redevelopment Rendering for Oldtown Center**

## **LEGACY GROWTH CORRIDORS**

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

- Urban form growth corridors generally includes buildings located close to the street and parking to the rear and side of buildings to encourage pedestrian-friendly spaces.
- Suburban form growth corridors generally include parking located in the front of buildings and generous landscaping.
- Urban/suburban residential growth corridors generally include single-family residential or low-density attached residential up to 8 dwelling units per acre.

By their nature of passing through multiple settings, many of the West Suburban Planning Area’s growth corridors—Country Club Road, Robinhood Road, Silas Creek Parkway, Reynolda Road and Shallowford Road (see **Map 7** on **page XX**) – have multiple distinct location-based recommendations:

### **General Recommendations**

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

### **Country Club Road Growth Corridor Guidelines**

- Develop new commercial, office, and multifamily uses with an urban form (see guidelines below) between Kilpatrick Street to west of Queensbury Road near Jonestown Road and Old Vineyard Road.
- Develop new commercial, office, and multifamily uses with a suburban form (see guidelines below) between west of Queensbury Road and the eastern boundary of the Harper Hill Commons Activity Center and between the western boundary of the Country Club Road/Meadowlark Drive Activity Center and the intersection with Shallowford Road and Styers Ferry Road.
- Develop uses with an urban/suburban residential form (see guidelines below) between Silas Creek Parkway (NC 67) and the eastern boundary of the Gordon Manor Activity Center, between the western boundary of the Gordon Manor Activity Center and Kilpatrick Street, and between the western boundary of the Harper Hill Commons Activity Center and the eastern boundary of the Country Club Road/Meadowlark Drive Activity Center.

### **Robinhood Road Growth Corridor Guidelines**

- Develop uses with an urban/suburban residential form (see guidelines below) between Reynolda Road (NC 67) and the eastern boundary of the Sherwood Forest Activity Center and from the western boundary of the Sherwood Forest Activity Center to the eastern boundary of the Robinhood Village Activity Center.

### **Silas Creek Parkway (NC 67) Growth Corridor Guidelines**

- Develop uses with an urban/suburban residential form (see guidelines below) between Reynolda Road (NC 67) and US 421.

### **Reynolda Road (NC 67) Growth Corridor Guidelines**

- Develop new commercial, office, and multifamily uses with an urban form (see guidelines below) between Silas Creek Parkway and southern boundary of the Reynolda Road/Fairlawn Drive Activity Center.
- Develop new commercial, office, and multifamily uses with a suburban form (see guidelines below) from the western boundary of the Reynolda Road/Fairlawn Drive Activity Center to Yadkinville Road.

### **Shallowford Road Growth Corridor Guidelines**

- Develop uses with an urban/suburban residential form (see guidelines below) between the intersection with Country Club Road/Styers Ferry Road and the western boundary of the West Suburban Planning Area at the proposed Northern Beltway.

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

- Country Club Road between Kilpatrick Street to west of Queensbury Road, and
- Reynolda Road (NC 67) between Silas Creek Parkway (NC 67) and the southeastern boundary of the Reynolda Road/Fairlawn Drive Activity Center.
  - **Building Setback:** Buildings may be located a maximum of 10 feet from street rights-of-way.
  - **Architectural Characteristics:** Buildings should include windows on the ground level when appropriate. Blank walls should not exceed fifty percent (50%) of the ground floor of street-facing facades.
  - **Building Entrance:** Buildings should have a minimum of one entrance on each street-facing façade. All main entrances on the street side(s) of the property should be covered or sheltered.
  - **Off-Street Parking:** All parking should be located to the side or rear of the building.
  - **Signs:** Freestanding signs should have a maximum height of 6 feet and a maximum area of 36 square feet.

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

- Country Club Road between west of Queensbury Road and the eastern boundary of the Harper Hill Commons Activity Center and between the western boundary of the Country Club Road/Meadowlark Drive Activity Center and the intersection with Shallowford Road and Styers Ferry Road, and
- Reynolda Road between the northwestern boundary of the Reynolda Road/Fairlawn Drive Activity Center and Yadkinville 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 street yards.
  - **Building Style:** When abutting low-density residential uses, commercial or office buildings 4,000 square feet or less should follow the Guidelines for Converting Existing Homes to Office or Commercial Uses (see **Appendix C** on **page XX**).
  - **Canopies:** Canopies for gas stations or similar uses should not be located immediately adjacent to Country Club Road or Reynolda 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 Country Club Road and Reynolda Road and connect adjacent parcels wherever possible.

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

- Country Club Road between Silas Creek Parkway (NC 67) and the eastern boundary of the Gordon Manor Activity Center, between the western boundary of the Gordon Manor Activity Center and Kilpatrick Street, and between the western boundary of the Harper Hill Commons Activity Center and the eastern boundary of the Country Club Road/Meadowlark Drive Activity Center,

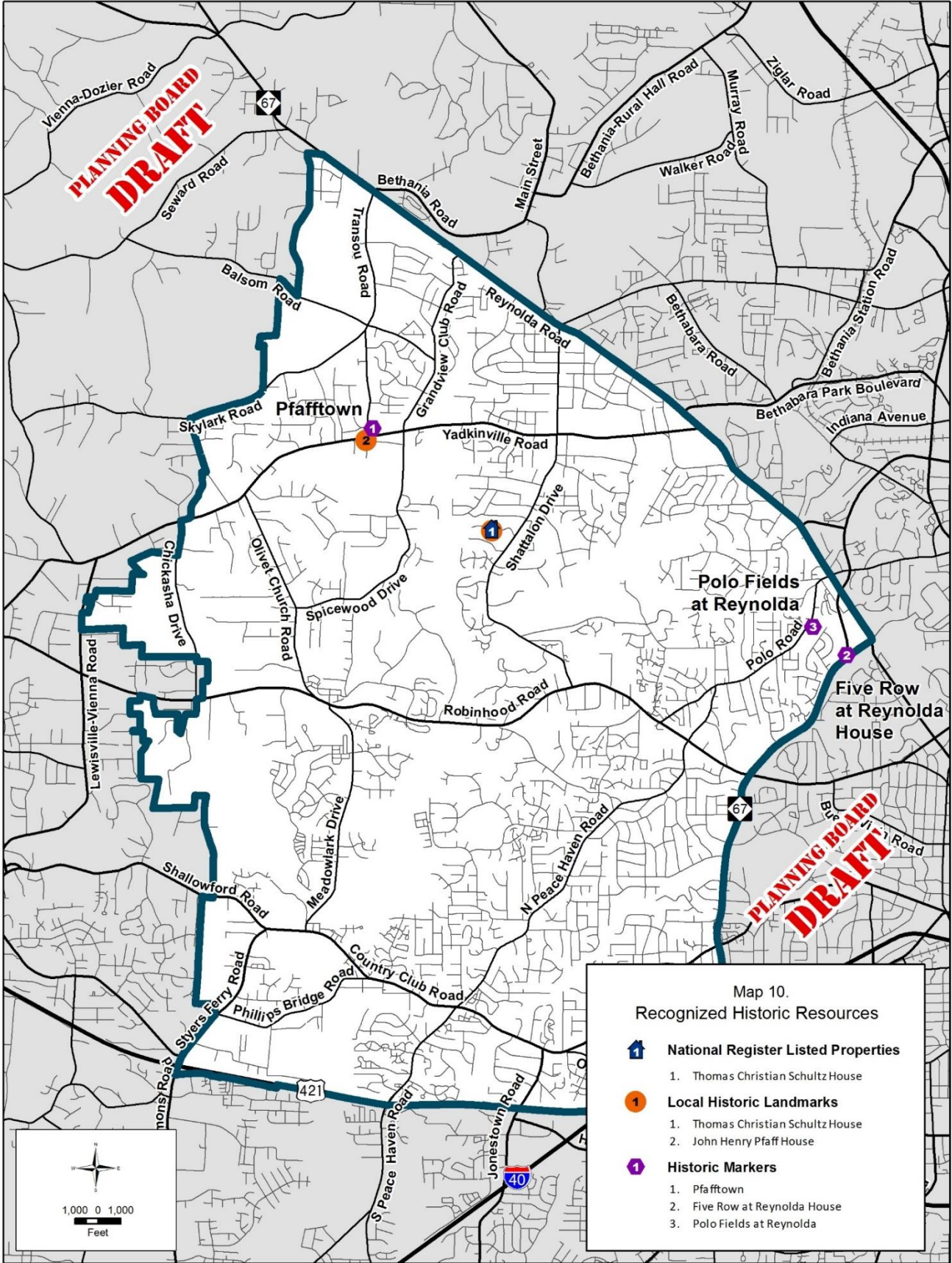
- Robinhood Road between Reynolda Road (NC 67) and the eastern boundary of the Sherwood Forest Activity Center and from the western boundary of the Sherwood Forest Activity Center to the eastern boundary of the Robinhood Village Activity Center,
- Silas Creek Parkway (NC 67) between Reynolda Road (NC 67) and US 421, and
- Shallowford Road between the intersection with Country Club Road/Styers Ferry Road and the western boundary of the West Suburban Planning Area at the proposed Northern Beltway.
  - **Height:** Buildings should generally be no more than four stories in height on larger sites; one to two stories on smaller sites.
  - **Building Setback:** Buildings should be located a reasonable distance behind required street yards.
  - **Building Density:** Residential development should be limited to no more than eight units per acre.
  - **Multifamily:** Multifamily sites should be developed in a manner that preserves the integrity of any directly adjacent low-density residential development.
  - **Off-Street Parking:** Parking should be screened from Country Club Road, Robinhood Road, Silas Creek Parkway (NC 67), and Shallowford Road.
  - **Driveways:** Minimize driveway cuts on Country Club Road, Robinhood Road, Silas Creek Parkway (NC 67), and Shallowford Road and connect adjacent parcels wherever possible.

## **\*HISTORIC PRESERVATION RECOMMENDATIONS**

*Legacy 2030* promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural and environmental quality of neighborhoods as well as its contribution to a community's economic development. Significant historic resources have been identified in the planning area as indicated in initial surveys (see **Map 10** on **page XX** and **Appendix B** on **page XX**). 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.

### **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.
  - How to use the historic preservation rehabilitation tax credit program.
  - 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.
- Coordinate with organizations, such as the Piedmont Land Conservancy, to preserve not only the architectural elements, but also significant farmland and open spaces.
- Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.



## **\*ECONOMIC DEVELOPMENT RECOMMENDATIONS**

Economic development can be defined as the creation and/or retention of jobs and increases in the tax base that improve or enhance the economic welfare of a community and its citizens. *Legacy 2030's* goal for economic development is to attract environmentally-sensitive new businesses and expand both large and small businesses to provide a broad range of employment opportunities and a high quality of life for people living and working in Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses. Areas recommended for future commercial and industrial use are shown on the Proposed Land Use Map (see **Map 7** on **page XX**).

Specific economic development recommendations for the planning area are:

- Support balanced, compatible economic development by the private and public sector.
- Encourage technologically-advanced, high-quality, environmentally-sustainable businesses and industries to locate or expand in the planning area.
- Rezone land for business and industrial development in a manner consistent with the recommended Proposed Land Use Plan.
- Encourage and support the redevelopment or rehabilitation of existing older or underutilized commercial and industrial sites.
- Identify funding sources to implement economic development initiatives including energy-efficient, high-technology businesses and industries.
- Direct public improvements and funding to designated activity centers, industrial sites, and to other potential economic development opportunity areas identified in the plan.
- Recognize and support business opportunities associated with the growing diversity of cultures in the area.
- Market and hold workshops to promote City business training and building rehabilitation loan programs for the purchase or rehabilitation of structures to local or potential merchants particularly in the designated activity centers.
- Promote and encourage agribusiness on the farmlands located throughout the planning area.
- Support the recommendations of the 2016 Forsyth County Farmland Protection Plan which promote agriculture as a viable economic activity in the area.
- Explore and encourage economic development opportunities associated with local foods and urban agriculture.

## **\*ENVIRONMENTAL RECOMMENDATIONS**

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

## **GENERAL RECOMMENDATIONS**

- Encourage Planned Residential Developments, particularly in the western half of the planning area that protect sensitive environmental areas by clustering development.
- Continue monitoring the water quality of Muddy Creek, Mill Creek, and other creeks in the planning area.
- Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, and scenic areas.
- Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.
- Encourage land owners to use Best Management Practices for stormwater protection.



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

# Implementation Schedule

Note: The recommendations of this plan serve as a guide to future action and decision making and are not a commitment to funding. Funding for specific projects/actions will be allocated by the Winston-Salem City Council or Forsyth County Commissioners based on the availability of funding and consideration of priorities.

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

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
<b>Land Use Recommendations</b> (pages XX - XX)		
Follow Proposed Land Use Plan, land use policies, Activity Centers, and Special Land Use Condition Areas. Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, WSCC, BOCC	Ongoing
<b>Transportation Recommendations</b>		
<b>Roads</b> (page XX)		
Improve/build roads identified in the Transportation Plan: -Widening of Meadowlark Drive between Robinhood Road and Country Club Road -US 421/Jonestown Road Interchange Upgrade -Winston-Salem Northern Beltway (Western Section) from Reynolda Road (NC 67) to US 421	NCDOT, WSDOT	Immediate  Medium Range Medium to Long Range
Construct collector streets for the following streets as recommended by the <i>Collector Street Plan</i> : -Caradco Road Extension (Caradco Road to Dartmoor Street Extension) -Dartmoor Extension (Dartmoor Street to Bridle Ridge Drive) -Eastwin Drive Extension (Eastwin Drive to Selwyn Drive) -Fleetwood Circle Extension (Fleetwood Circle to Robinhood Road) -Mountain View Road Extension (Mountain View Road to Stonebridge Drive Extension) -Ransom Road/Greenbrier Farm Road Extension (Ransom Road to Greenbrier Farm Road) -Robinhood Forest Drive Extension (Robinhood Forest Drive to Yadkinville Road) Robinhood Trace Drive Extension (Robinhood Trace Drive to Robinhood Forest Drive Extension) Stonebridge Drive Extension (Stonebridge Drive to Cedar Trails), and Kecoughtan Road, realignment to run parallel to the Northern Beltway (Western Section)	Private Developers in conjunction with WSDOT	Ongoing
Complete traffic calming and safety studies for the following locations: -York Road -Paddington Lane, and -Clovelly Drive	WSDOT, NCDOT	Immediate Immediate Immediate
Identify streets to be evaluated by City's Traffic Calming Policy	Neighborhoods Associations with WSDOT	Ongoing
<b>Bridge Improvements</b> (page XX)		
Construct Bridge Improvements in the Transportation Plan: -Replace Country Club Road bridge over Silas Creek Parkway -Replace Robinhood Road bridge over Silas Creek Parkway -Replace Yadkinville Road bridge over Muddy Creek	NCDOT, WSDOT	Short Range Short Range Short Range

<b>Pedestrian (page XX)</b>		
Construct sidewalks on both sides of Jonestown Road between Country Club Road and US 421	NCDOT, WSDOT	Long Range
Construct sidewalks on the following streets as recommended in the <i>Sidewalk and Pedestrian Facilities Plan</i> : -Clovelly Road, from Robinhood Road to Paddington Lane -Meadowlark Road, from Robinhood Road to Country Club Road -Mountain View Road, from N. Peace Haven Road to Cedar Trail -Robinhood Road, from N. Peace Haven Road eastward to existing sidewalk, and -Improving Yorkshire Road Pedestrian Tunnel located beneath Silas Creek Parkway.	WSDOT	Ongoing
Review identified sidewalk projects under the City’s sidewalk priority funding system.	WSDOT	Ongoing
Construct sidewalks within residential areas and along designated thoroughfares and collector streets.	Private Developers in conjunction with WSDOT	Ongoing
<b>Bicycle (page XX)</b>		
Add bike lanes, sidepaths, or shoulders on the following streets as recommended in the <i>Winston-Salem Urban Area Bicycle Plan</i> : -Country Club Road, Styers Ferry Road to Silas Creek Parkway—bike lane or shoulder -Jonestown Road, US 421 to Country Club Road—sidepath under review -Lewisville-Clemmons Road, Marty Lane to US 421 southbound ramps—sidepath under review -Lewisville-Vienna Road, Robinhood Road to Strieter Road -Milhaven Road, N. Peace Haven Road to Robinhood Road—on-road bikeway connector -Norman Road, Tallison Drive to Robinhood Road—on-road bikeway connector -N. Peace Haven Road, Polo Road to Country Club Road—bike lane or shoulder -S. Peace Haven Road, Country Club Road to Old Plantation Circle—bike lane or shoulder -S. Peace Haven Road, Old Plantation Circle to US 421—bike lane or shoulder -Reynolda Road, Transou Road to Shattalon Drive—bike lane or shoulder -Reynolda Road, Shattalon Drive to Wake Forest Road—bike lane or shoulder -Robinhood Road, Silas Creek Parkway to Norman Road—bike lane or shoulder -Robinhood Road, Norman Road to Lewisville-Vienna Road—shoulders -Shattalon Drive, Reynolda Road to Robinhood Road—bike lane or shoulder -Silas Creek Parkway, Reynolda Road to Wake Forest Road—sidepath under review -Skylark Road, Transou Road to Kecoughtan Road—on-road bikeway connector -Styers Ferry Road, Lewisville-Clemmons Road to US 421 southbound ramps—bike lane or shoulder, and -Transou Road, Reynolda Road to Yadkinville Road--shoulders	WSDOT, NCDOT	Ongoing
<b>Community Facilities Recommendations</b>		
<b>Recreation Facilities (page XX)</b>		
Complete implementation of the Jamison Park Master Plan	WSRP	Short Range
<b>Parks (page XX)</b>		
Establish at least one new district or community park to provide for future recreation needs. Park sites should be easily accessible from a main road. Potential locations for a park site include:	WSRP, FCPR	Medium Range

-A site located on the east side of Transou Road across from Reagan High School. -A site located on the west side of Transou Road south of Reagan High School. -Sites located on the east and west side of Spicewood Drive south of Yadkinville Road. -A site located on the south side of Robinhood Road near its intersection with Chickasha Drive.		
Consider coordination between the Winston-Salem Recreation and Parks Department and the Forsyth County Parks and Recreation Department to expand and upgrade facilities at the C.G. Hill Memorial Park to serve as a community park for residents in the northwestern portion of the planning area.	WSRP, FCPR	Long Range
Enhance the function of Jefferson Park as a passive park and open space along the Muddy Creek Greenway by providing minimum facilities (e.g. benches).	WSRP	Medium Range
<b>Urban Food Access</b> (page XX)		
A grocery store should be located along Country Club Road between Silas Creek Park and Jonestown Road, or along Jonestown Road between Country Club Road and US 421.	Private Developers	Ongoing
<b>Trees and Open Space</b> (page XX)		
Protect the planning area's tree canopy as much as possible.	Neighborhood Associations, Property Owners, Private Developers	Ongoing
Retain existing large trees on private property whenever possible.	Neighborhood Associations, Property Owners, Private Developers	Ongoing
Identify additional areas for planting street trees on public right-of-way.	Vegetation Management, Neighborhood Associations	Ongoing
Explore possibilities to plant street trees in the area on an upcoming Community Roots Day.	CCPB	Ongoing
<b>Greenways</b> (page XX)		
Complete Muddy Creek Greenway and Cedar Trail Connector	WSENG, WSRP	Immediate
Construct Phase 2 of the Muddy Creek Greenway	WSENG, WSRP	Medium Range
Construct Phase 3 of the Muddy Creek Greenway	WSENG, WSRP	Long Range
Construct Phase 5A of the Muddy Creek Greenway	WSENG, WSRP	Medium to Long Range
Construct the Mill Creek Greenway South	WSENG, WSRP	Long Range
Construct the Silas Creek Greenway South	WSENG, WSRP	Long Range
Construct the Northwest Greenway	WSENG, WSRP	Long Range
Construct the Hope Valley Greenway	WSENG, WSRP	Long Range
Obtain greenway easements for all new development along all creeks in the planning area.	CCPB	Ongoing
Establish connections between main greenway trails and adjacent neighborhoods (e.g. Millhaven Creek, Petree Creek, and Brenner Lake Branch) as projects occur.	WSENG, Private Developers, Property Owners	Ongoing
<b>Housing and Community Development Recommendations</b> (page XX)		
Maintain and improve the quality of housing stock in the planning area.	CD, Neighborhood Associations, Property Owners	Ongoing
Market the City's programs for rehabilitation and homeownership.	CD	Ongoing
Improve the connectivity of neighborhood streets	WSDOT	Ongoing
<b>Design and Appearance Recommendations</b> (pages XX-XX)		

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

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

# Appendix A. Comprehensive Transportation Plan Classifications and Features

## Road Classifications and Features

<b>Freeways</b>	<b>Description</b>	<b>2015 Average Daily Traffic</b>	<b>2035 Estimated Volume</b>	<b>Current Road Capacity</b>	<b>Road Width</b>	<b>Future Cross-Section</b>
<b>US 421</b> (NC 67) <i>(Silas Creek Pkwy] to Lewisville-Clemmons Road)</i>	4-6 lanes with median	46,000 – 56,000	50,300 – 62,900	62,300 - 94,700	48 - 108	6 lanes divided with grass median (6-A)
<b>Business 40 (US 421)</b> <i>(Silas Creek Pkwy to US 421)</i>	6 lanes with median	73,000	100,000	94,700	108	6 lanes divided with grass median (6-A)
<b>Expressways</b>	<b>Description</b>	<b>2015 Average Daily Traffic</b>	<b>2035 Estimated Volume</b>	<b>Current Road Capacity</b>	<b>Road Width</b>	<b>Future Cross-Section</b>
<b>Silas Creek Parkway (NC 67)</b> <i>(Business 40 [US 421] to Wake Forest Road [NC 67])</i>	4 lanes with median	39,000 – 55,000	56,300 - 60,600	49,000	52 - 73	4 lanes with raised median with wide outside lanes and sidewalk (4-C)
<b>Boulevards</b>	<b>Description</b>	<b>2015 Average Daily Traffic</b>	<b>2035 Estimated Volume</b>	<b>Current Road Capacity</b>	<b>Road Width</b>	<b>Future Cross-Section</b>
<b>Reynolda Road (NC 67)</b> <i>(Wake Forest Road to Seward Circle)</i>	2 - 4 lanes	12,000 - 14,000	12,400 – 33,100	15,800 - 38,100	22 - 60	2 to 4 lanes with raised median, wide outside lanes, curb & gutter with bike lanes and sidewalk (4-C, 4-D, 2-E)
<b>Wake Forest Road</b> <i>Silas Creek Parkway to Reynolda Road (NC 67)</i>	4 lanes with median	12,000	18,100	38,100	68	4 lanes with raised median, curb & gutter with bike lanes and sidewalks (4-D)
<b>Major Thoroughfares</b>	<b>Description</b>	<b>2015 Average Daily Traffic</b>	<b>2035 Estimated Volume</b>	<b>Current Road Capacity</b>	<b>Road Width</b>	<b>Future Cross-Section</b>
<b>Country Club Road</b> <i>(Silas Creek Parkway [NC 67] to Shallowford Road)</i>	2 - 5 lanes	11,000 - 21,000	10,700 - 23,900	15,300 – 31,700	24 - 62	3 to 4 lanes with raised median, curb & gutter with wide outside lanes and sidewalks (3-B & 4-C)

<b>Jonestown Road</b> (Country Club Road to Business 40 [US 421])	5 lanes	20,000	22,600	31,700	56	4 lanes with raised median with wide outside lanes and sidewalk (4-C)
<b>Lewisville-Clemmons Road</b> (Styers Ferry Road to US 421)	4 lanes	14,000 (2013)	25,100	30,700	36	4 lanes with raised median with wide outside lanes and sidewalk (4-C)
<b>Lewisville-Vienna Road</b> (Yadkinville Road to Robinhood Road)	2 lanes	4,100 – 4,800	6,600	15,300	22	2 lanes with curb & gutter, with bike lanes and sidewalks (2-E)
<b>Robinhood Road</b> (Northern Beltway [Western Section] to Silas Creek Parkway [NC 67])	2-5 lanes	4,400 – 27,000	10,200 – 41,900	13,800 – 31,700	22 - 60	4 lanes with raised median with wide outside lanes and sidewalk (4-C)
<b>Shallowford Road</b> (Styers Ferry to Northern Beltway [Western Section])	2 lanes	7,300	11,800	15,300	23	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>Styers Ferry Road</b> (Lewisville-Clemmons Rd to Shallowford Road)	2 lanes	11,000	6,000 - 11,800	15,300	21 - 36	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>Yadkinville Road</b> (Reynolda Road [NC 67] to Chickasha Drive)	2 -3 lanes	8,000 – 12,000	13,400 – 17,200	13,800 – 15,800	21 - 52	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>Minor Thoroughfares</b>	<b>Description</b>	<b>2015 Average Daily Traffic</b>	<b>2035 Estimated Volume</b>	<b>Current Road Capacity</b>	<b>Road Width</b>	<b>Future Cross-Section</b>
<b>Balsom Road</b> (Warner Road to Grandview Club Road)	2 lanes	600 – 1,400	700 – 1,700	15,300	22	2 lanes with wide paved shoulders, curb & gutter and bike lanes and sidewalks (2-B & 2-E)
<b>Chickasha Drive</b> (Yadkinville Road to Robinhood Road)	2 lanes	980-1,200	1,800	15,300	21	2 lanes with wide paved shoulders (2-B)
<b>Grandview Club Road</b> (Yadkinville Road to Reynolda Road [NC 67])	2 lanes	2,200 – 3,500	2,700 -3,700	13,800 – 15,300	20	2 lanes with curb & gutter, with bike lanes and sidewalks (2-E)
<b>Ketner Road</b> (Shallowford Road to terminus)	2 lanes	310	--	15,800	20	2 lanes with wide paved shoulders (2-A)



<b>Meadowlark Drive</b> ( <i>Country Club Road to Robinhood Road</i> )	2 lanes	12,000 – 15,000	8,600	15,300	22	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>Old Vineyard Road</b> ( <i>Country Club Road to Business 40 [US 421]</i> )	2 lanes	10,000	10,900	13,800	36	2 lanes, curb & gutter with parking on one side (2-H)
<b>Olivet Church Road</b> ( <i>Country Club Road to Robinhood Road</i> )	2 lanes	6,400 - 7,900	3,000 – 5,300	15,300	24-25	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>N. Peace Haven Road</b> ( <i>Country Club Road to Polo Road</i> )	2 – 3 lanes	13,000 – 16,000	8,200 – 22,300	13,800 – 15,800	40-48	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>S. Peace Haven Road</b> ( <i>Business 40 [US 421] to Country Club Road</i> )	2 lanes	14,000 – 18,000	24,900	13,800	48	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>Phillips Bridge Road</b> ( <i>Styers Ferry Road to Country Club Road</i> )	2 lanes	2,000 – 2,200	2,300	13,800	20	2 lanes with curb & gutter, with bike lanes and sidewalks (2-E)
<b>Polo Road</b> ( <i>Robinhood Road to Reynolda Road [NC 67]</i> )	3 lanes	4,700 – 14,000	6,900 – 18,700	15,800 – 18,200	36	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>Shattalon Drive</b> ( <i>Robinhood Road to Reynolda Road [NC 67]</i> )	2 lanes	6,900 – 9,000	10,400 - 12,300	15,300	24-29	3 lanes with curb & gutter with outside lanes and sidewalks (3-B)
<b>Skylark Road</b> ( <i>Transou Road to Community Church Road</i> )	2 lanes	1,100	1,200	15,800	21	2 lanes with wide paved shoulders (2-A)
<b>Spicewood Drive</b> ( <i>Olivet Church Road to Yadkinville Road</i> )	2 lanes	2,400	2,600	13,800	21	2 lanes with curb & gutter, with bike lanes and sidewalks (2-E)
<b>Transou Road</b> ( <i>Reynolda Road [NC 67] to Yadkinville Road</i> )	2 lanes	5,800-6,400	1,400 – 8,700	13,800-15,300	24	2 lanes, curb & gutter with parking on one side (2-H)

**List of Existing Collector Streets**

<b>Allistair Road</b>	<b>Fairlawn Drive</b>	<b>Mountain View Road</b>
<b>Archer Road</b>	<b>Fleetwood Circle</b>	<b>Myrtle Avenue</b>
<b>Attanook Road</b>	<b>Four (4) Winds Trail</b>	<b>Norman Road</b>
<b>Briarcliffe Road</b>	<b>Friar Tuck Road</b>	<b>Petree Road</b>
<b>Bridle Ridge Drive</b>	<b>Glendare Drive</b>	<b>Piccadilly Drive</b>
<b>Brookberry Farm Road</b>	<b>North/South</b>	<b>Poindexter Avenue</b>
<b>Bryansplace Road</b>	<b>Gordon Drive</b>	<b>Ransom Road</b>

**Farm Road  
Caradco Road  
Cedar Trails  
Century Oaks Lane  
Chester Road  
Crosland Road  
Commonwealth Drive  
Community Church  
Road  
Dartmoor Street  
Doncaster Road  
Dust Devil Drive  
Eastwin Drive**

**Greenbrier Farm  
Road  
Hearthside Drive  
Hilltop Drive  
Hope Valley Road  
Huntcliff Trail  
Huntingreen Lane  
Kecoughtan Road  
Kilpatrick Street  
Kirklees Road  
Leinbach Drive  
Lindbergh Street  
Loch Drive  
Mount Salem Road**

**Rock Hill Road  
Rosebriar Lane  
Sally Kirk Road  
Southwin Drive  
Staffordshire Road  
Stonebridge Drive  
Storm Canyon Road  
Tallison Drive  
Tiffany Avenue  
Valley Road  
Whitaker Road  
White Haven Road  
Will Scarlet Road  
Yorkshire Road**

## Appendix B. Significant Historic Resources

Name	General Location	Date	Survey Site Number
Thomas Christian Schultz House [LHL/NR]	3956 Walnut Hills Dr.	1830, 1945	FY00646
John Henry Pfaff House [LHL/NR]	4789 Pfaff Lane	ca. 1900	FY00666

Abbreviations:

LHL: Local Historic Landmark  
NR: National Register of Historic Places

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

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

## Existing Buildings

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

## New Buildings

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

## Parking

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

## Lighting

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

## Site Amenities

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

## Outside Utility Areas

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

**Landscaping**

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

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

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

## **Building Placement**

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

## **Architectural Detailing**

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

## **Parking**

- Parking should be located to the side or rear of the building where possible, and screened from view of any nearby residential development.
- On corner lots, parking on the street side corner of the lot should be avoided.
- Parking lots should be designed to minimize their effects on the existing streetscape. Large expanses of paving should be divided into smaller areas through the use of parking lot landscaping.
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# Acknowledgements



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