

RESOLUTION ENDORSING THE EAST END MASTER PLAN

WHEREAS, in late 2016, the S.G. Atkins Community Development Corporation and the Baltimore-based planning and design firm Ayers Saint Gross partnered, with assistance from the City, to develop a Master Plan for the area bounded by US 52 to the west, Business 40 to the south and Martin Luther King, Jr. Drive to the north and east known as the “East End;” and

WHEREAS, the Plan was developed over the course of more than two years and after significant involvement from a number of stakeholder groups including area residents and business owners; and

WHEREAS, in general, the Plan calls for the East End to be developed into a vibrant, mixed-income and mixed-use neighborhood that is walkable, accessible and livable; and

WHEREAS, the Plan also establishes a vision and conceptual design providing overall guidance on community building elements in the Master Plan footprint such as: housing mix, block and street design, open spaces, commercial opportunities, interconnectivity, and a central civic hub and enterprise zone; and

WHEREAS, the East End is situated geographically in an area that is covered by the East-Northeast Area Plan; and

WHEREAS, City staff determined that, while some minor differences in land use recommendations exist, the Plans have the same overall goals for the area—a revitalized, connected, mixed-use and mixed-income community; and

WHEREAS, the Master Plan was also determined to be consistent with the Legacy 2030 Update and the East-Northeast Area Plan Update; and

WHEREAS, the final version of the Master Plan was presented to the community in August of 2018 and the City-County Planning Board formally endorsed the Plan as a general guide for use in the future development and revitalization of the area in September.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Winston-Salem, that the East End Master Plan be formally adopted as a general guide for use in the future development and revitalization of the area and be referred to as decisions are made concerning land use, public infrastructure, and private investment in the East End footprint.

ADOPTED this 5th day of November, 2018.