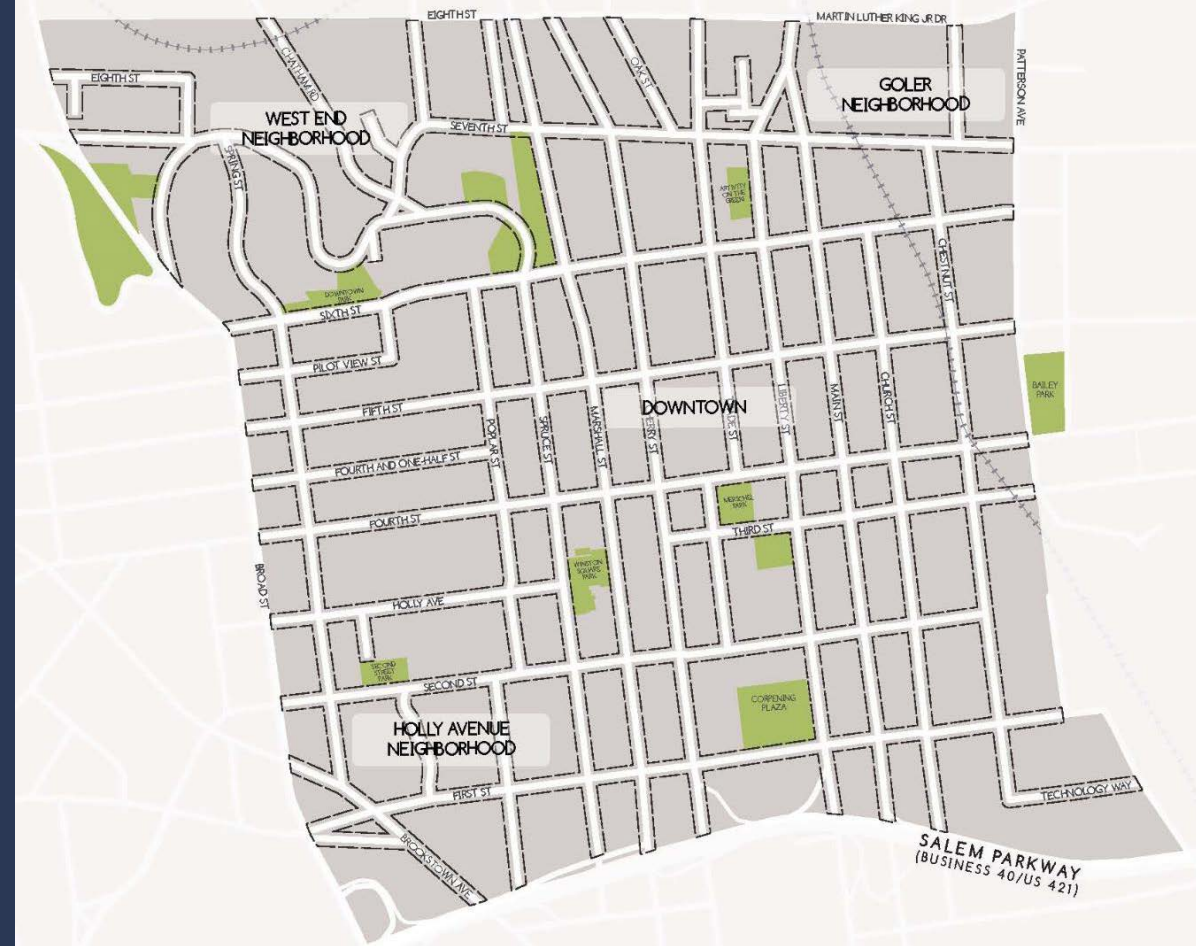


DOWNTOWN WINSTON-SALEM STREETSCAPE MASTER PLAN

CDHGG Committee Meeting
September 15th, 2020

Project Goals

- Improve **Safety and Comfort**
- Encourage **Walking and Biking**
- Enhance Downtown's **Identify**
- Create A Clear Roadmap for **Phased Improvements**
- Catalyze **Economic Development**
 - Strengthen Existing Business
 - Attract New Private Developments
 - Attract New Residents



DOWNTOWN PLAN

WINSTON-SALEM

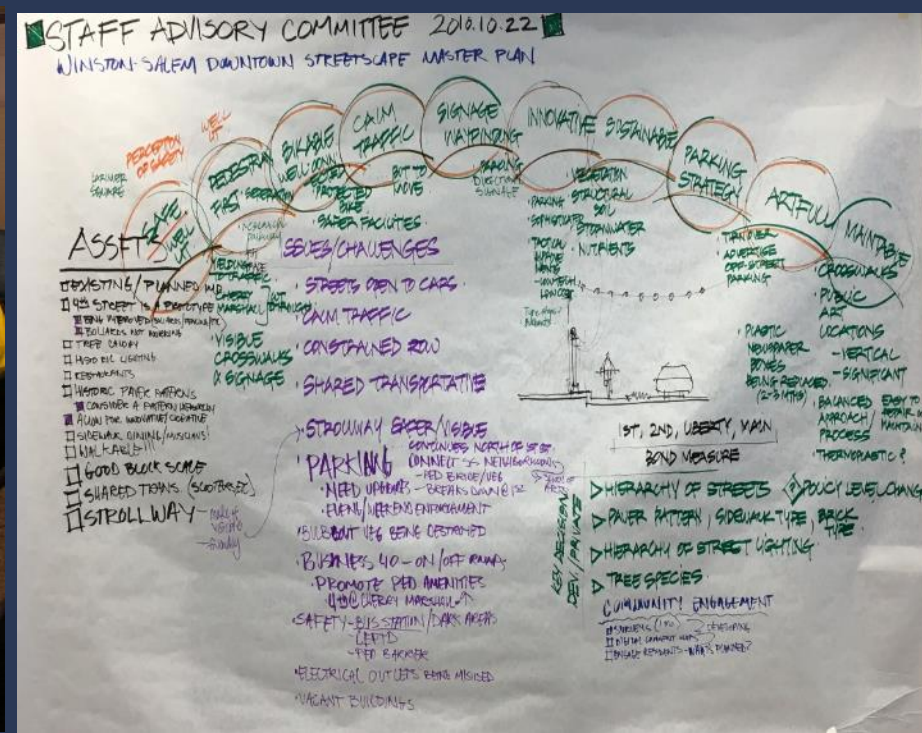
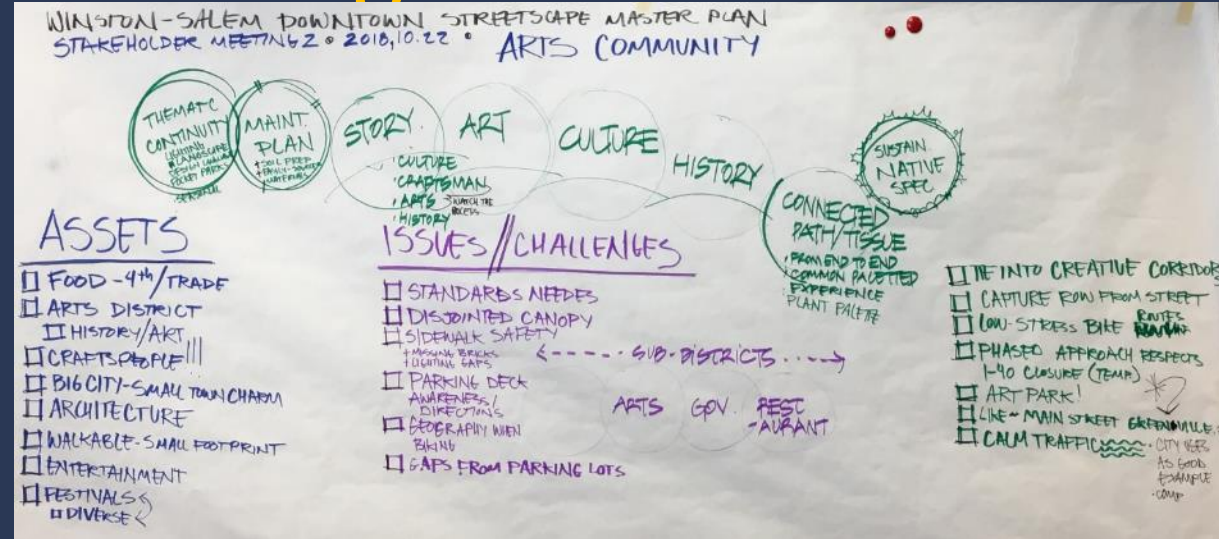


Downtown Streetscape Plan Report

City County Planning Board
May 2016

Project Process – Stakeholder Meetings

- City and Agency Staff
- Business and Property Owners
- Neighborhood Residents
- Artists & Creative Class

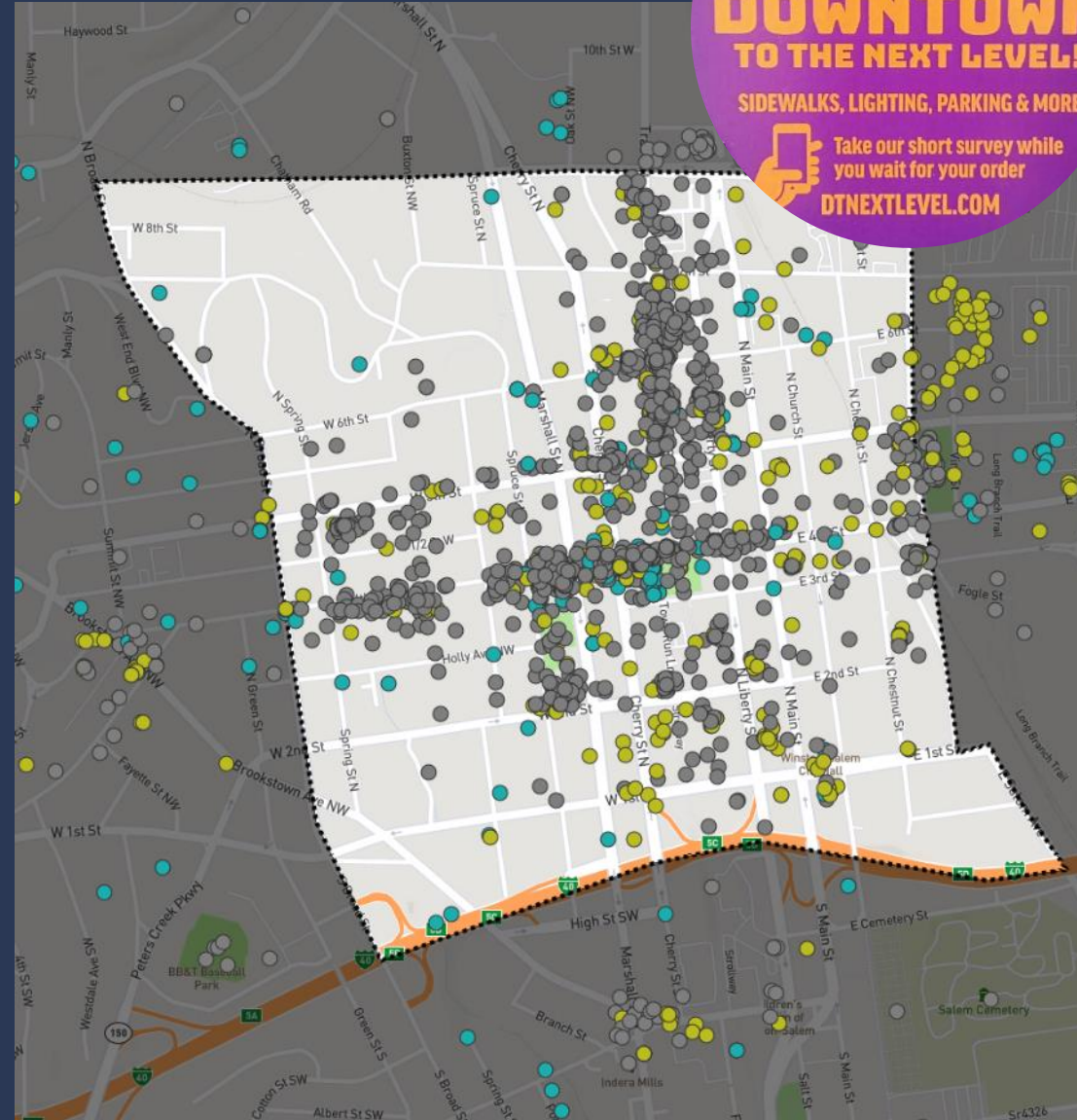


Project Process – Online and In-Person Survey

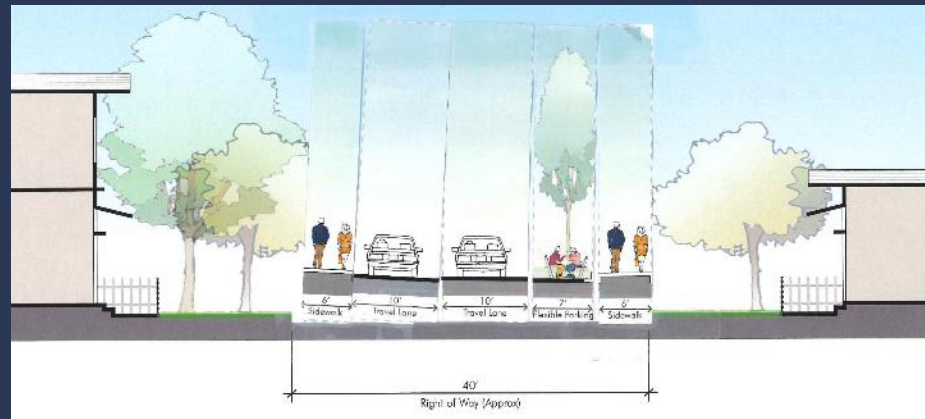
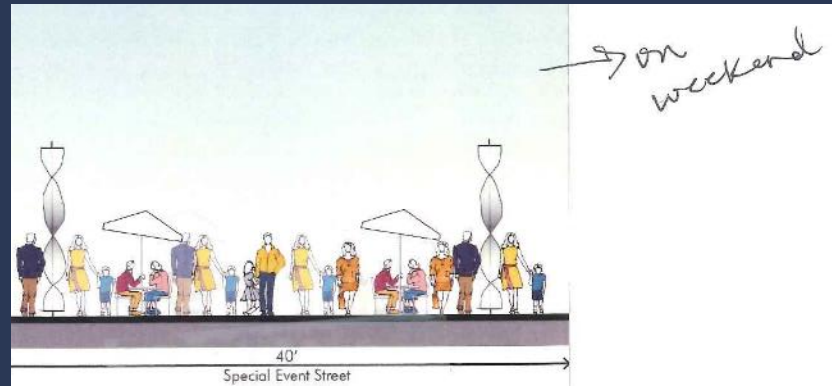
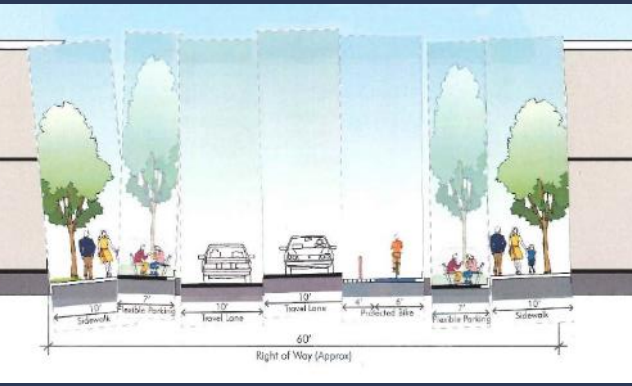
- Engaging & interactive online survey where participants added ideas on digital map
- Over 1,150 people participated
- Nearly 7,500 individual map responses



HELP US TAKE DOWNTOWN TO THE NEXT LEVEL!
SIDEWALKS, LIGHTING, PARKING & MORE!
Take our short survey while you wait for your order
DTNEXTLEVEL.COM



Project Process – Design Charrettes and Open Houses



Assets

- Regional and Local Context
- Historic Context
- Multi-Modal Access
- Mix of Uses & Destinations
- Well Established Neighborhoods
- Development Synergy & Investment



Issues & Opportunities

- Varying Block Structure and Street Definition
- Constrained ROW
 - Roadway
 - Sidewalks
 - Utilities
 - Trees
- Bicycle Access
- Tree Management
- Inconsistent Palette Of Furnishings



Overarching Vision



Safe & Well Connected:
Ensure all scales of design allow for safe multi-modal transportation.



Diverse: Provide designs to streetscapes that can be accessed and enjoyed by all people.



Economic & Business Development: Enhance the streetscape so that it is welcoming for customers and visitors.



Environmentally Sustainable: Increase water conservation and replace and plant new trees where possible.



Outdoor Dining: Provide opportunities for restaurants to incorporate outdoor dining.



Connect Surrounding Neighborhoods: Improve connectivity to surrounding neighborhoods.



Places to Socialize: Activate under-utilized public spaces with retail, dining, play, and public art pieces.



Slower & Calmer Traffic: Encourage design of streets to be calm, safe, and efficient for all users.



Financially Sustainable & Well Maintained: Ensure that improvements are able to be maintained.



Celebrating History: Encourage the integration of Winston-Salem's history where possible.




Expressing Local Art: Provide opportunities for local artists to activate the streetscape with original art.

Street Typology

Criteria

- Existing and Future Adjoining Uses
- ROW
- Modes of Travel
- Existing & Future Role

-  COMMUNITY CONNECTOR
-  DESTINATION STREET
-  NEIGHBORHOOD STREET
-  URBAN FLEX



Destination Street



- 'Outdoor living rooms'
- Slow streets: great places to gather, stroll, and bike within shared roadway.
- Iconic art, flexible parking lanes



Tree lined sidewalks and outdoor dining



Share bike road



Strolling and gathering



Flexible parking lanes



Unique identity and special paving



Festival street

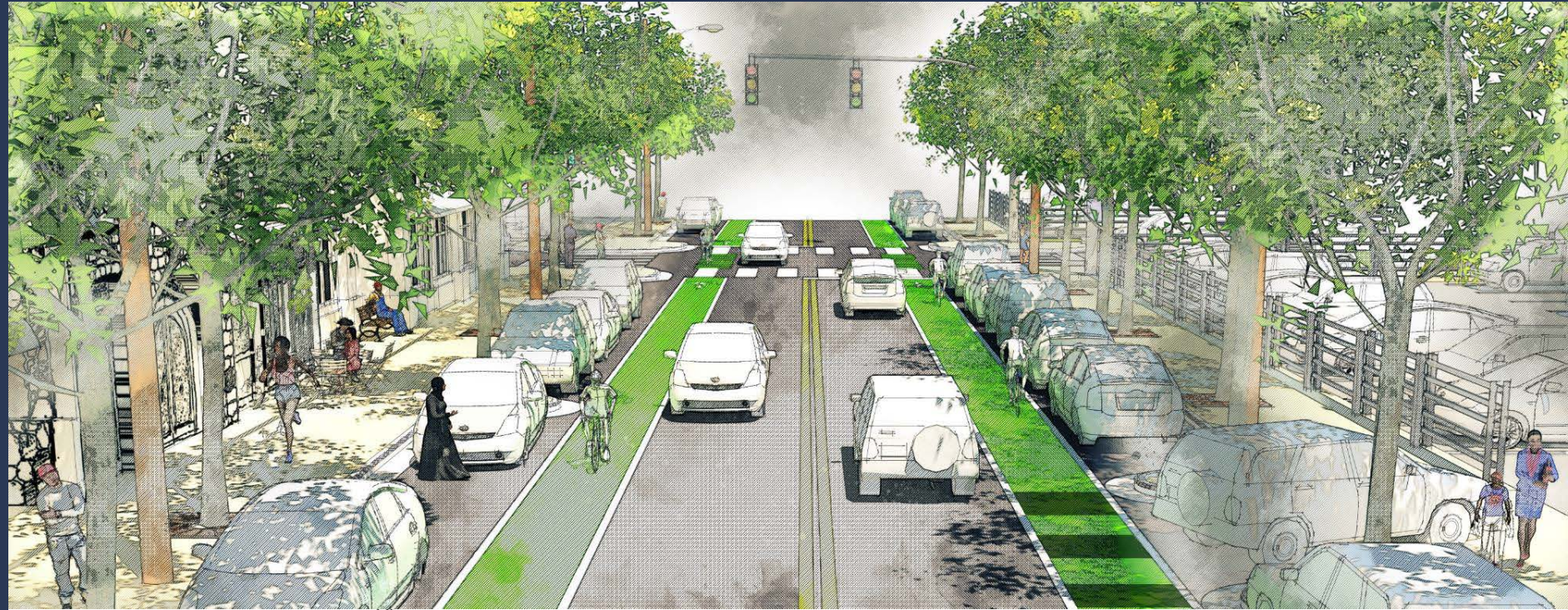
Destination Street



Community Connector Street



- Connect downtown to surrounding districts and neighborhoods
- Equally serve pedestrians, bicyclists transit users and drivers.
- Tree lined sidewalks, well signed, well-lit



Tree lined sidewalks



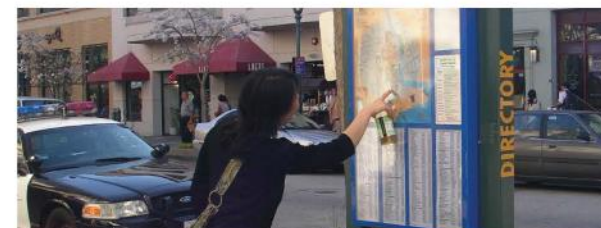
Safe bike facilities



Iconic transit shelter



Landscaping - calm traffic



Proper signage



Lighting

Neighborhood Street



- Local streets serving primarily residential neighborhoods
- Slow moving traffic respect people who live along the streets
- Tree lined, on-street parking on one side or both, and shared bike facilities



Palette of Improvements



Safe places to walk



Shared bike lane



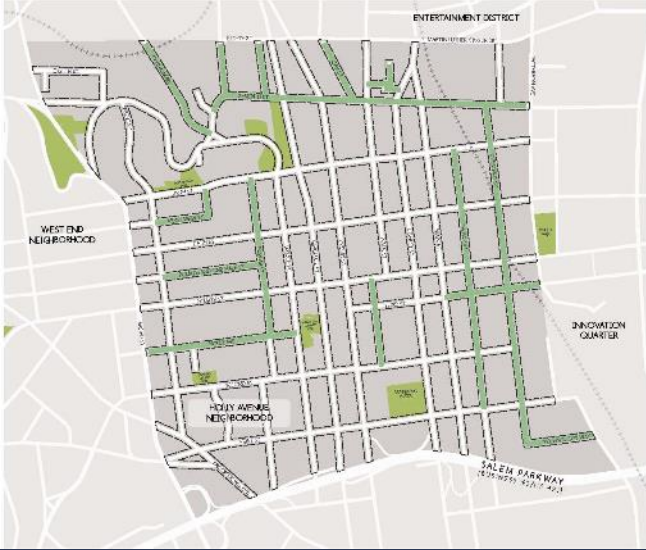
Opportunities to park



Well landscaped



Celebrate established neighborhoods



- Street undergoing transition: Will be better defined as development matures.
- Tree-lined on-street parking, bike facilities & outdoor gathering areas

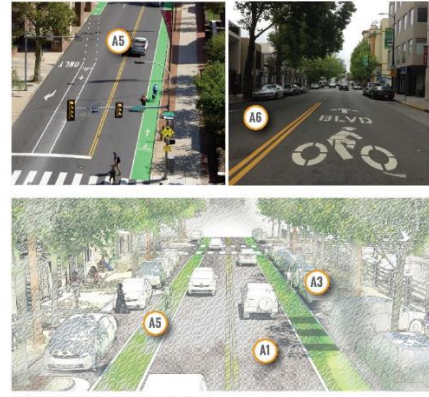


Design Guidelines

- Roadways
- Flexible Parking
- Sidewalks
- Crosswalks
- Lighting
- Street Furniture
- Outdoor Dining
- Paving
- Signage

Roadways

- A1** Provide travel lanes that are 11 feet wide for community connector streets such as Main and Church. Allow travel lanes that are 10 feet wide to be used in destination streets and neighborhood streets where the right-of-way is constrained.
- A2** Provide center turn lanes that are 10 feet wide in all street typologies where applicable.
- A3** Provide parking lanes that are 8 feet wide along community connector, and neighborhood streets where there is existing on-street parallel parking.
- A4** Allow on-street parking to be temporarily closed during City approved outdoor events and gatherings to allow for street vendors, food trucks, seating areas, and bicycle parking.
- A5** Provide bike lanes along community connector streets that are at least 6 feet wide. In areas where the right-of-way is less constrained, a buffer can be provided between cyclists and moving vehicular traffic.
- A6** Allow a sharrow bicycle designation along destination and neighborhood streets that signifies that motor vehicles must share the road with cyclists.



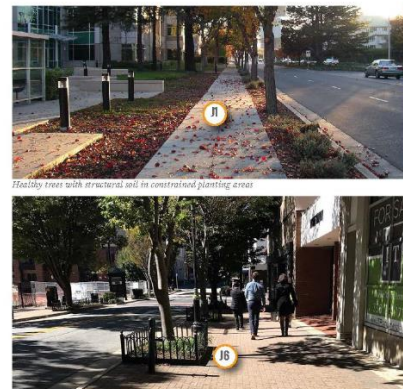
Flexible Parking Lanes

- B1** Allow flexible parking lanes on select blocks of destination streets if there is business owner support.
- B2** Allow parking lanes to be temporarily or permanently used for social gatherings, play, or outdoor commerce, like outdoor dining.
- B3** Provide flexible parking lanes to be 8 feet wide.
- B4** Ensure lanes are protected from adjoining moving traffic through the use of sturdy vertical elements such as planter boxes, railing, cabling, or adequate buffer.
- B5** Articulate parking lanes in the same paving material as adjoining sidewalks to maximize the pedestrian character.
- B6** Allow trees in grates with tree guards to strengthen the pedestrian orientation of destination streets.



Landscaping - Trees

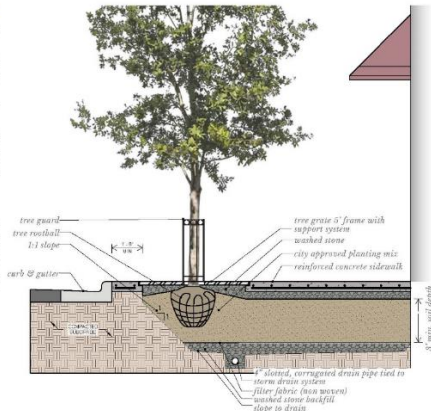
- J1** Provide structural soil for all trees with constrained planting areas of less than 16 square feet.
- J2** Provide trees in grates in areas where on-street parking or bike lanes are present next to the sidewalk such as destination streets and some community connector streets.
- J3** Allow trees to be placed in parking lanes where the right-of-way is constrained, or where a double row of trees is desired to calm traffic or create a more desirable experience.
- J4** Avoid wrapping lights around trees or spotlighting trees.
- J5** Ensure a minimum 12 foot clearance from sidewalk to bottom of tree canopy to allow clear access for emergency services; retain maximum light from lighting fixtures on the sidewalk, and allow for a visual connection to business signage.
- J6** Enclose tree planting strips by a decorative planter fence in Destination or Community Connector streets.
- J7** Ensure no more than 15% of any one tree species is present within the study area.
- J8** Ensure no more than 25% of trees in the study area belongs to one genus.



Soil Volume

- N1** Ensure minimum depth of 36 inches for urban tree planters.
- N2** Provide minimum soil volume of 1,200 CF* (cubic feet) for medium and large maturing trees.
- N3** Provide minimum soil volume of 900 CF* for small maturing trees.
- N4** Recommend tree grates and suspended reinforced sidewalks (shown in cross section) for instances where minimum soil volumes cannot be met in destination streets.

*If the minimum recommended soil volume cannot be achieved due to extraneous site constraints or challenging existing conditions a reduced soil volume may be considered. Any variation from the minimum soil volume requires review and approval from the City's Urban Forester.



- Ground Cover
- Tree Size and Spacing
- Tree Utility Conflicts
- Irrigation
- Soil Volume
- Soil Mix

Streetscape Palette

Overarching Themes

- High Quality
- Context Sensitive and Timeless
- Cohesive Downtown Identity
- Multi-Purpose & Multi-Benefit
- Maintenance Friendly



Cross bands in street



S-42 receptacle example of different color applications



Example of artistic unique receptacle

- Paving
 - Sidewalk/Crosswalk
 - Roadway
 - Bicycle Facilities
- Furnishings
 - Benches & Seating
 - Trash Receptacles
 - Transit Shelters
 - Bicycle Racks
 - Lighting
- Landscaping
 - Tree Treatments
 - Structural Soil

Implementation

- Cost Estimates
 - Destination: \$1.14M
 - Community Connector: \$0.93M
 - Neighborhood: 0.15M
- Potential Funding Sources
 - Public Finance
 - Private Partnerships
 - Non-Governmental Organizational Grants
 - Roadway Repair & Utility Upgrades

