

Resolution #20-0408  
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**RESOLUTION ADOPTING THE  
DOWNTOWN WINSTON-SALEM STREETScape MASTER PLAN**

**WHEREAS**, the *Legacy 2030 Comprehensive Plan* identified the goal of creating streetscapes that will demonstrate a vibrant, exciting character while encouraging pedestrian activity and retail development opportunities with the policy to promote landscaping and comprehensive streetscape improvements Downtown along all streets; and

**WHEREAS**, the *Downtown Plan* recommends the development of a streetscape design standard for Downtown to ensure a functional and attractive pedestrian environment; and

**WHEREAS**, the *Downtown Winston-Salem Streetscape Master Plan* was developed by MIG, Inc. with input and participation from City staff through five meetings and the general public through three community workshops, an online survey, and multiple stakeholder meetings; and

**WHEREAS**, the City-County Planning Board held a public hearing and recommended adoption of the *Downtown Winston-Salem Streetscape Master Plan* on August 13, 2020; and

**WHEREAS**, the *Downtown Winston-Salem Streetscape Master Plan* contains design guidelines and a palette of materials to address future improvements along all Downtown streets.

**NOW, THEREFORE, BE IT RESOLVED** that the Mayor and City Council of the City of Winston-Salem hereby adopts the attached *Downtown Winston-Salem Streetscape Master Plan* and encourages the plan's use in determining future improvements to the streetscape along all Downtown streets.