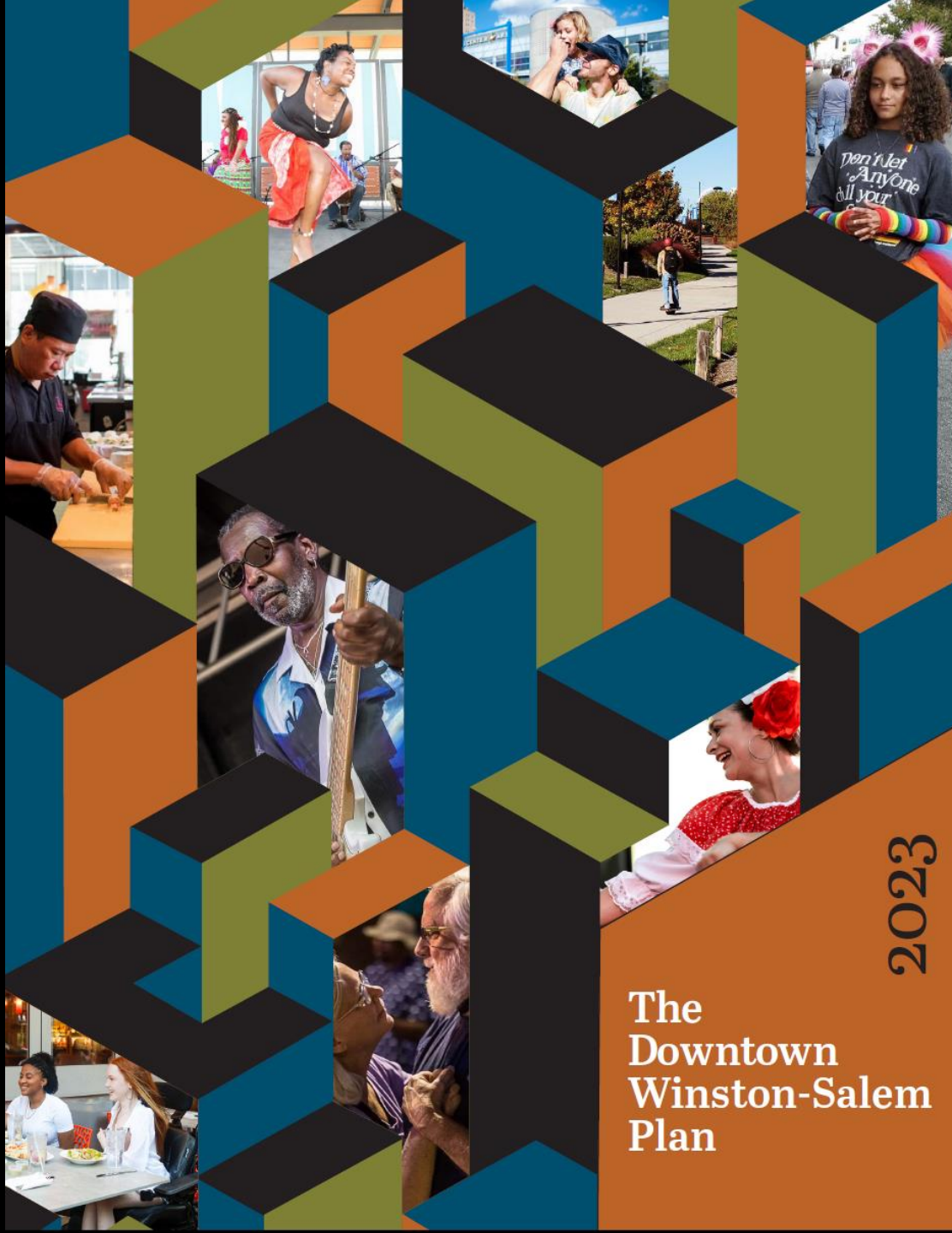


2023 Downtown Plan



2023

The
Downtown
Winston-Salem
Plan

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

Background

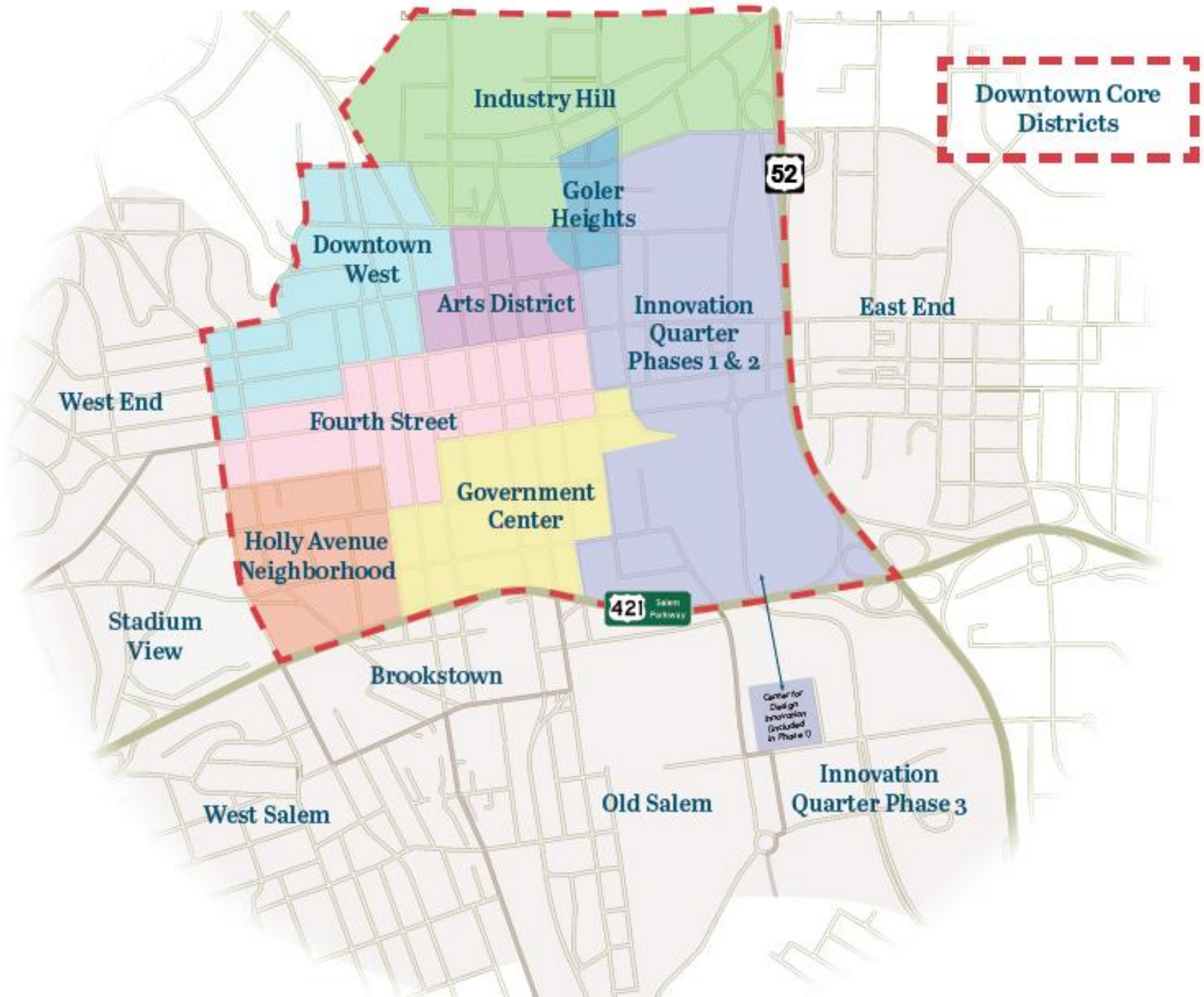
- The current Downtown Plan was adopted by City Council in April 2013.
- Similar to the current plan, the 2023 Plan will cover a 10-year timeframe.
- Downtown Winston-Salem Partnership lead the planning process with assistance from Planning and Development Services staff.

Planning Process

- The process was led by the Planning Committee of the Downtown Winston-Salem Partnership.
 - 3 Subcommittees
- Outreach
 - Community leader interviews
 - 2 public surveys
 - 1,700 responses
 - 3 public workshops
 - 2 in-person and 1 virtual
 - Community group presentations
 - Subcommittee meetings

Vision

As the City of Arts and Innovation, Winston-Salem is focused on creating and maintaining a vibrant, inclusive, and engaging downtown. This Plan embraces creativity, equity, and the pursuit of excellence through a unique downtown environment alive with opportunity.



Boundary and Districts

Strategic Framework

- Based on topic areas of the three subcommittees:
 - Growth
 - Connectivity
 - Appearance

- Goals and recommendations set forth will:

“Help Downtown become the place this Plan envisions: a walkable, safe, and connected community that welcomes a diverse group of workers, visitors, and residents...”

Growth

- Promote small business
- Focus on housing affordability and variety
- Utilize vacant office and courthouse space
- Fill ground-floor vacant spaces and add storefront variety
- Grow the food scene
- Support new and existing festivals and events

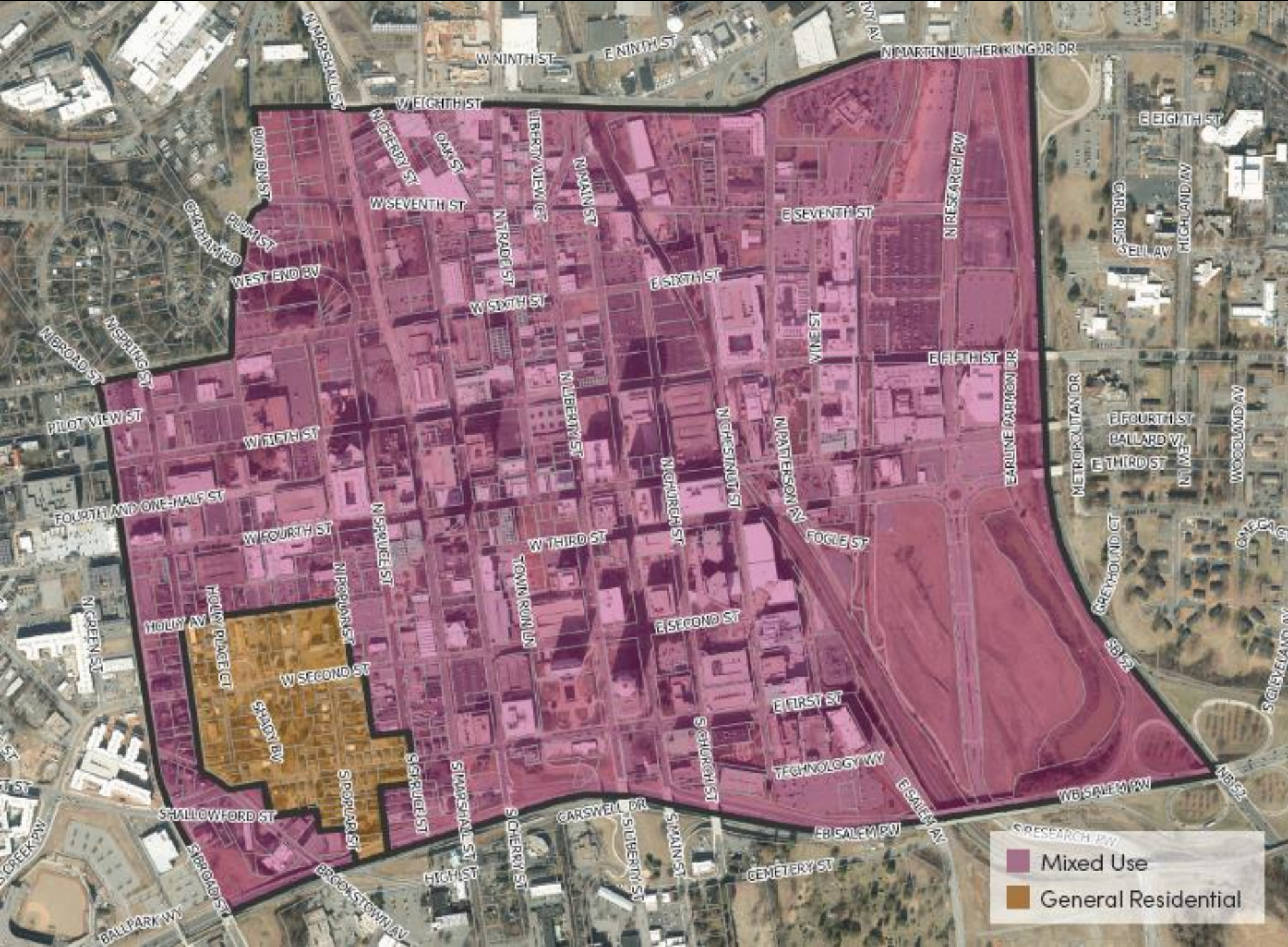
Connectivity

- Improve parking
- Enhance public safety
- Add pedestrian lighting
- Promote micro mobility
- Improve pedestrian connectivity
- Enhance existing parks
- Create big new entertainment/recreation draws

Appearance

- Leverage legacy of outstanding architecture
- Refine design standards
- Upgrade sidewalk dining
- Add public art
- Beautify the pedestrian experience
- Further brand districts
- Add trees and landscaping

Land Use Recommendation



Downtown Plan Update

Recommendation

- The Downtown Winston-Salem Partnership Board unanimously approved the plan on September 21, 2023.
- The City-County Planning Board held a public hearing on October 12, 2023 and unanimously recommended approval of the plan.

Downtown Plan Update

Next Steps

- Request to schedule date for public hearing at a City Council meeting.