



City of Winston-Salem City Council Council Agenda Item Summary

Title	Northwest Boulevard Streetscape Feasibility Study Final Report Presentation
City Council Committee	Public Works Committee
Meeting Date	August 11, 2026
Staff Lead (Presenter)	Hunter Staszak, TPO Administrator
Department Head	Jeff Fansler, Director of Transportation
City Manager/ACM	Aaron King, ACM

Agenda Item Summary

Recommended Council Action	Information Item
Strategic Focus Area	Livable Community
Strategic Plan Objective	LC2: Maintaining the Appearance of Neighborhoods
Anticipated Fiscal Impact	Fiscal Impact Anticipated: See Analysis in Summary

Summary of Information

The City of Winston-Salem aims to improve the walkability, safety, and aesthetics of its neighborhoods and communities. The Northwest Boulevard Streetscape Feasibility Study was initiated to improve a segment between University Parkway and North Liberty Street. The Downtown Winston-Salem Streetscape Master Plan, Bicycle Master Plan, and Walkable Winston-Salem Pedestrian Master Plan served as guiding documents.

On March 21, 2024, the Winston-Salem Urban Area Metropolitan Planning Organization (now Winston-Salem Area Transportation Planning Organization) adopted the Fiscal Year 2024 – 2025 Unified Planning Work Program, which dedicated \$160,000 in federal funding (with a \$40,000 local match) to complete the Northwest Boulevard Streetscape Feasibility Study. The City of Winston-Salem selected Rummel, Klepper & Kahl (RK&K) as project consultants. Work formally began on the Northwest Boulevard Streetscape Feasibility Study in the summer of 2025.

Key tasks from the Northwest Boulevard Streetscape Feasibility Study include demographic analysis, traffic and crash analysis, field data collection, steering committee meetings, and the development of a public engagement toolkit. As a result of the data collection, stakeholder involvement, and public and virtual engagement, the consultants provided two conceptual design alternatives for the study area, orders-of-magnitude estimates for each alternative, and a final study report.

The Northwest Boulevard Streetscape Feasibility Study yielded two (2) draft concepts. Concept 1 is more fiscally constrained and was developed to align with the \$1 million

of funding previously authorized by Council. Concept 1 is a short-term action plan focused on improving safety, accessibility, and corridor function. Concept 2 is a long-term vision plan that builds upon previous improvements and makes larger investments in connectivity, placemaking, and corridor identity.

The final Northwest Boulevard Streetscape Feasibility Study report is enclosed with this item.

Consultants from RK&K will present key findings from the Northwest Boulevard Streetscape Feasibility Study and final recommendations to the Public Works Committee of the City Council.

Analysis of Fiscal Impact

Recommendations in Concept 1 will be implemented within the previously authorized \$1 million budget. Should Council choose to pursue Concept 2 or additional improvements in the future, additional budgetary action (e.g. local match for a grant-funded project) may be requested of Council.

Attachments

PRESENTATION – NORTHWEST BOULEVARD STREETSCAPE FEASIBILITY STUDY

REPORT – NORTHWEST BOULEVARD STREETSCAPE FEASIBILITY STUDY

Committee Action	
For:	Against:
Remarks:	