



The “Passageway Park” as we have renamed it was originally built by the city in 1974 as part of the Trade Street Pedestrian Mall. This pedestrian path connected Trade Street to stairs to the left that took you to Cherry Street and an underground tunnel that took you to the basemen of the parking deck that is now the “Grand Pavilion Ballroom” for the Embassy Suites Hotel. It has been an ice skating rink in the past.



This graphic was provided by the Winston-Salem Journal. The passageway is not a straight. It has a middle transition zone that moves the passageway to the north. The passageway began to show its age and had become a safety concern for downtown stakeholders. The DWSP began to speak to the city and nearby property owners in 2015 about new design concepts and started raising funds for improvements to the area.



Existing conditions in 2015 viewed
down the steps from Cherry Street
looking east



View from the underground tunnel looking east in 2015.



Existing conditions in 2015 viewed from inside the passageway looking east prior to the northward turn.



Existing conditions in 2015 viewed from inside the passageway from the middle section looking north. The brick wall in front is the Marriott.



Existing conditions in 2015 viewed from inside the passageway looking east at Trade Street. The large wall on the south side is the International Headquarters of the Odd Fellows.



Existing
Conditions
in 2015



Concept Design

- The DWSP received Grant Funding from the Downtown Winston-Salem Foundation (DWSP Affiliated Foundation), The Winston-Salem Foundation, and the Millennium Fund to develop a conceptual design.
- Roots First Design, a local design firm was hired to develop a conceptual plan to build support for a common vision.
- Once the collective vision was achieved additional fundraising started and was completed by early 2016.
- Construction began soon thereafter.
- You can see higher resolution versions in .pdf format on the DWSP Passageway Park Web Page at downtownws.com, click on Passageway Park.

PASSAGEWAY PARK

A Pocket Park for Downtown



interactive light projections



linear art panels



stormwater planters



signage and branding



living facade



lighting installations



overhead string lights



bike racks

PASSAGEWAY PARK

A Pocket Park for Downtown

The Big Idea

Strategies to improve this leftover space in a quick and cost effective way. The design will be flexible enough to accommodate a variety of users and activities.

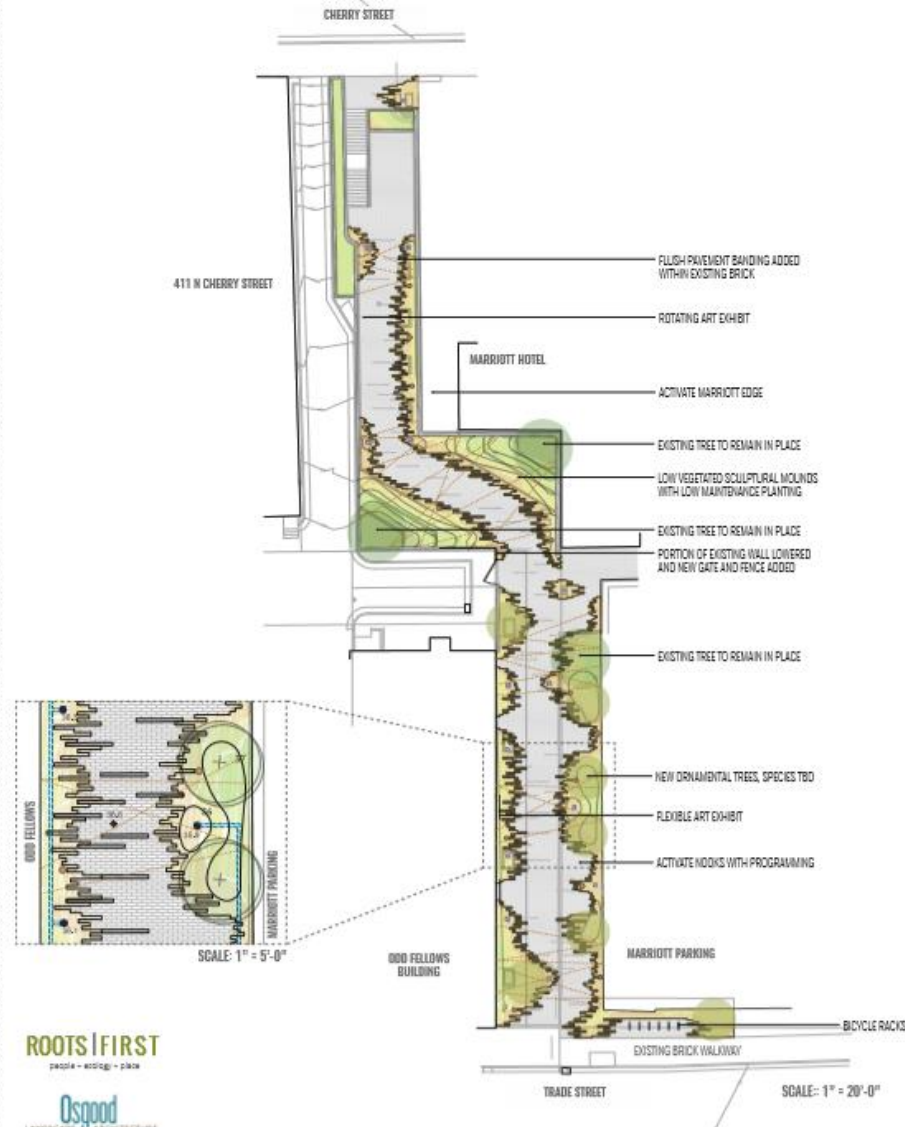
1 ILLUMINATE



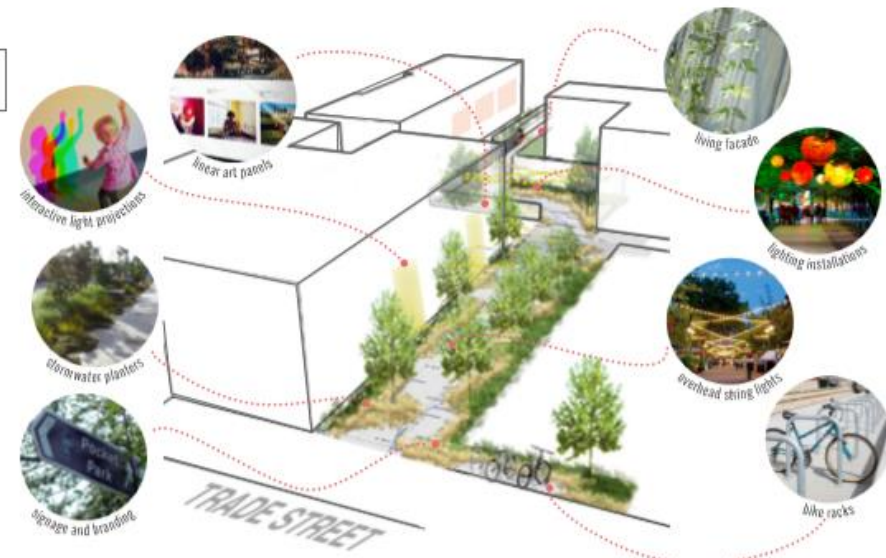
2 CULTIVATE



3 ACTIVATE



Site Features





Construction begins with removing outdated planters, removing bricks to create landscape areas, and installing functioning stormwater systems.

The existing bricks were preserved and repaired which also helped us with managing costs.

Construction Photos



Underground tunnel was secured with a gate.



Extensive removal of brick and newly defined landscape areas created. Stormwater systems installed. New soil was installed that could support new plant life.



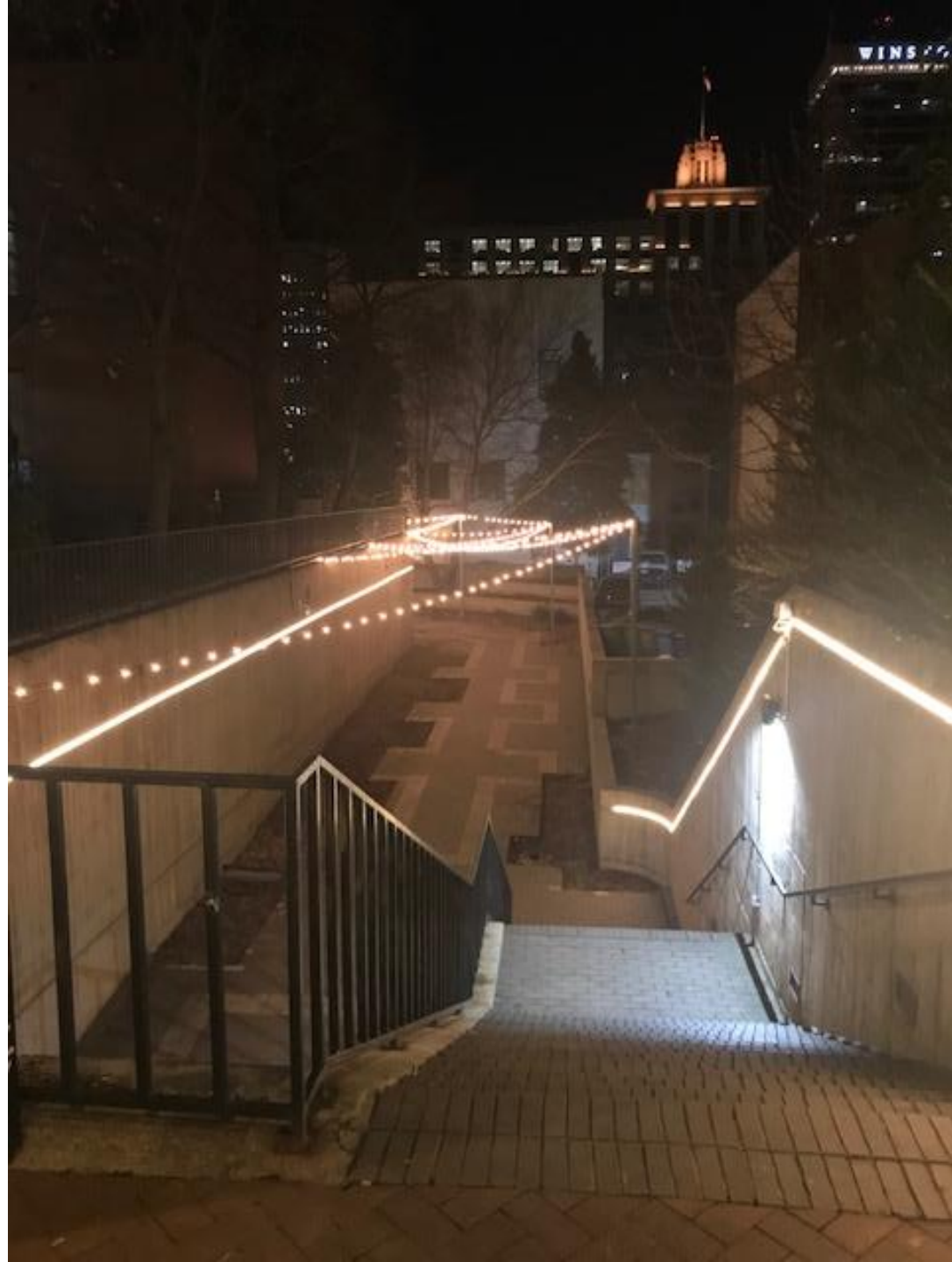


Water line installed to maintain vegetation.



New sol and trees planed along with new black metal picket fencing.





New LED lighting installed and string lights overhead.











Security Cameras were installed along with mirrors to assist seeing around the turns in the middle of the Passageway Park.

Bike Racks were installed on the Trade Street side.





New natural signage installed. The steel background was designed to allow for the type of rusting that is occurring.



The rehabilitation of The Passageway was made possible by generous gifts from:

Downtown Winston-Salem Business Improvement District

City of Winston-Salem

Downtown Winston-Salem Partnership

Downtown Winston-Salem Foundation

Millennium Fund

The John Wesley and Anna Hodgkin Hanes Foundation

The Winston-Salem Foundation

Marriott Winston-Salem Hotel

Garden Club Council of Winston-Salem

Donations made in memory of:

R. Phillip Hanes, Jr.

Richard W. Redding

Recognition signage for all of the entities that helped rehabilitate the Passageway Park.

The City of Winston-Salem was most helpful with significant in-kind support, supervision, and technical support. The project was entirely funded by private funds and from the Downtown Winston-Salem Business Improvement District, which is special taxing district dedicated to the improvement of downtown Winston-Salem.