

Merschel Park

*Implementation of Long
Term Downtown Goals*

New Housing

Passageway Improvement

CVS Renovations

Pepper Bldg. – Indigo Hotel

Reynolds Bldg. – Kimpton Hotel and Luxury Apts.



Nissen Bldg.

Hampton Inn Hotel

Future Kaleideum

Demolition of City Owned Liberty Plaza

Future Hyatt Place Hotel

Historic County Courthouse – Apartments

Merschel Park

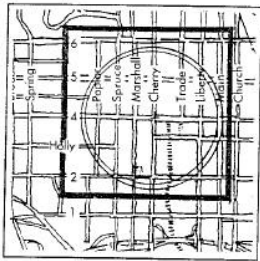
- The concept started as a stated need to improve the core of Downtown Winston-Salem during the turn of the century
- Plans were developed as early as 2003
- Efforts to bring this plan to a reality with a public private partnership were tried and failed several times starting in 2003
- DWSP acquired the Pepper Building and Crawford Lot and coordinated with Piedmont Federal Savings Bank to and the City of Winston-Salem to assemble the property property to build Civic Plaza and the adjacent buildings
- Civic Plaza (now known as Merschel Park) was included in 2007 Plan)
- The DWSP bought the conservation easement with the support of Council Member Wanda Merschel to preserve the space for a park consistent with earlier plans
- Civic Plaza (now known as Merschel Park) was included in 2013 Plan

Merschel Park

- The DWSP advocated and championed a \$3M Bond item in the city 2014 Bond Elections for construction of Merschel Park, consistent with the already approved Vision and Design Framework for the park
- Mayfair Street Partners acquired the Pepper Building, the Crawford Lot, and Piedmont Federal Parking Lot - 2016
- Mayfair entered into development Agreement with the City of Winston-Salem to develop Merschel Park based upon the existing Concept Plan
- Public art will be installed and will be dedicated to highlighting the “Contributions that women have made to the history of Winston-Salem.”
- Demolition quickly started in August 2018
- Indigo Hotel in the Pepper Building opened in April 2019
- Hyatt Place Hotel and Crawford Residences are currently scheduled to be completed in 2020
- Merschel Park construction will begin immediately after with a completion date in Summer of 2021
- Kaleideum is currently scheduled to be completed in 2022

Current Plans Evolved from Existing Plans

Planning for Downtown Winston-Salem



Prepared for
The City of Winston-Salem

Brown and Keener Urban Design
10 January 1996

THE WINSTON-SALEM PLAN: *A GREENWAY FOR THE NEW CENTURY PLAN*

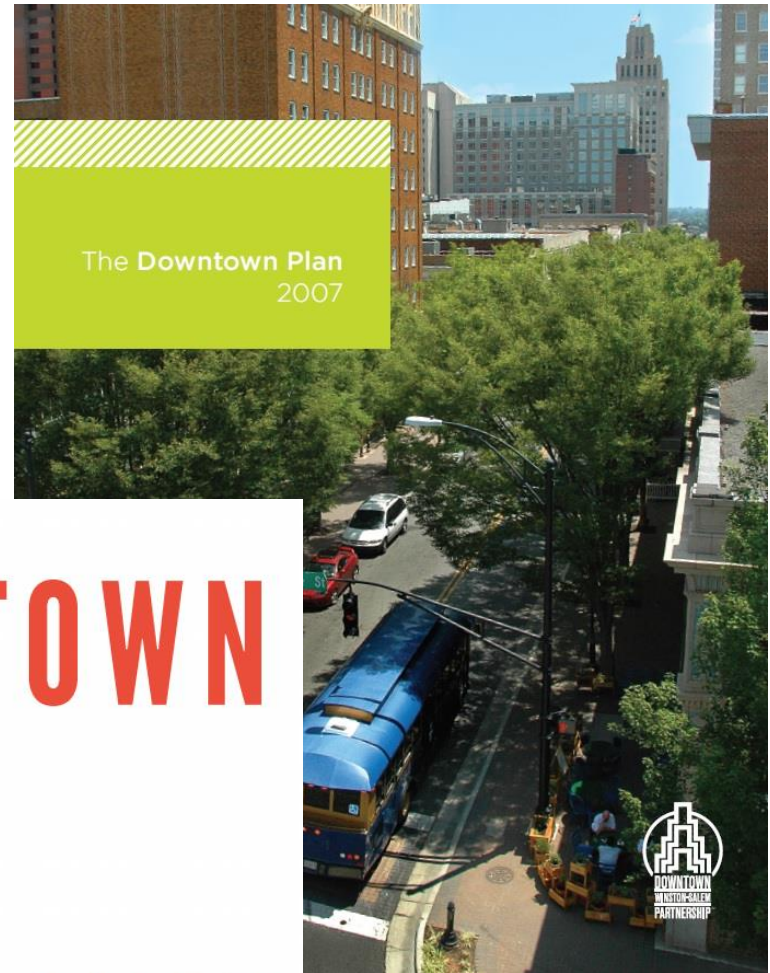
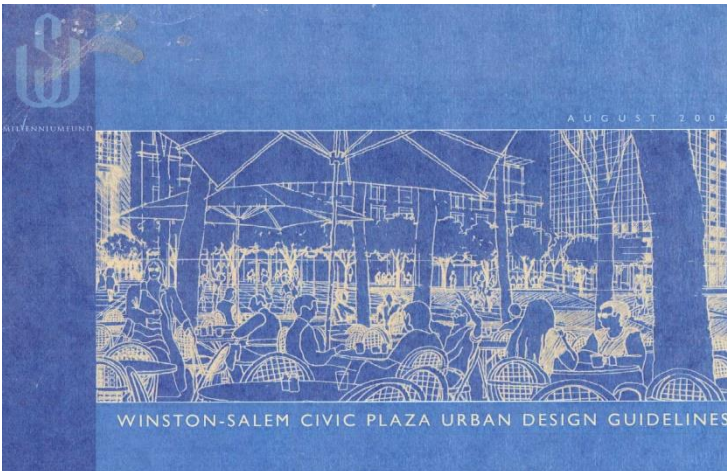
For the Winston-Salem Downtown Development Corporation

29 February 2000

Ralph Lerner Architect PC
306 Alexander Street
Princeton, New Jersey 08540

Buckhurst Fish & Jacquemart, Inc.
881 Broadway
New York, NY 10003-1216

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DOWNTOWN PLAN

WINSTON-SALEM



1996 Plans Stressed the Need to Strengthen the Core.

“As the dominant location of government, official headquarters, arts and meeting spaces, the Downtown Core will be Winston-Salem’s strongest anchor ...”

— 1983 Central Area Action Plan

Conclusions and Recommendations

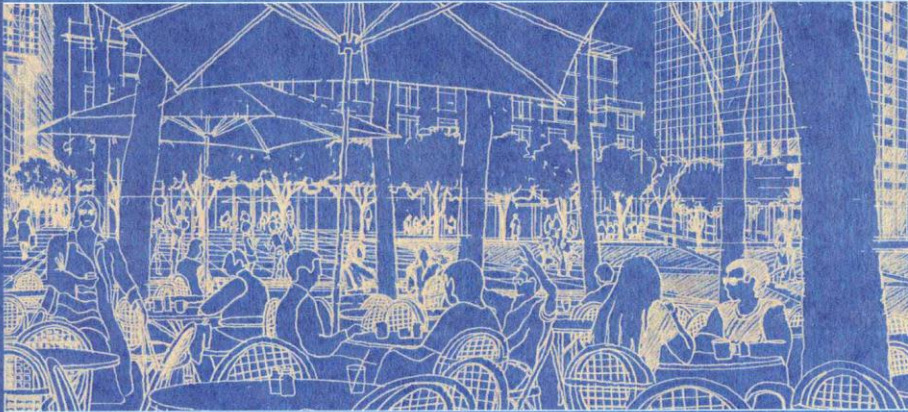
Planning Needs for the Future

It has become clear in the course of this study that, while a great deal of very positive thinking and working has taken place concerning the improvements to the greater downtown, there is a void in planning for downtown’s traditional Core. This fact was evident to everyone interviewed, even if they hadn’t read the many reports and recommendations, since they perceived that there is a void in the activity and character at the center of town — an obvious parallel to the void in planning. This condition relates directly to the success of the several new developments that surround the Core, and to the dramatic fact of relocating the buses and the Terminal from 4th Street to 5th Street, at the heart of the Core. The recommendations here are therefore meant to build on what has gone before, to take advantage of new opportunities, and to set in motion the efforts to correct the flaws in the existing conditions. Because planning is not an end in itself, it is expected that the proposals for planning made here must result in actions that continue to move Winston-Salem forward.



MILLENNIUM FUND

AUGUST 2003



WINSTON-SALEM CIVIC PLAZA URBAN DESIGN GUIDELINES

S A S A K I

Civic Plaza and
Pedestrian
Improvements
to the Core
were
developed in
2000 with the
New Century
Plan for
Downtown
Winston-Salem



2003 Sasaki Rendering of Civic Plaza Concept

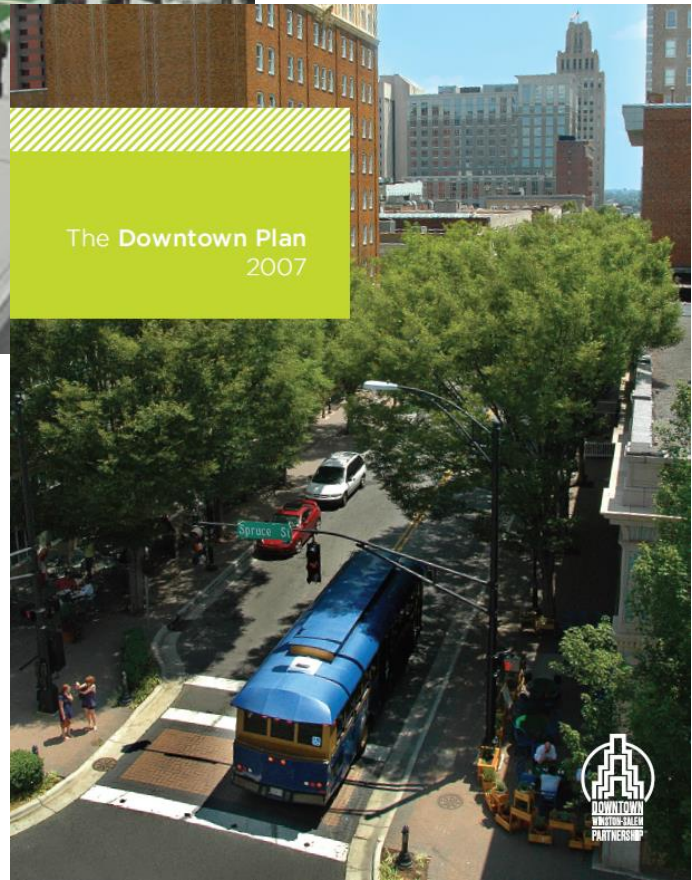
Civic Plaza Plan Excerpts – 2003 (Prepared by Sasaki)

Vision

- The Plaza should be a gathering place in the center of Winston-Salem, serving surrounding uses—offices, the Government District, the convention center, the Arts District and Restaurant Row—and also serving as the civic heart for the broader community.
- The design of the Plaza should reinforce its relationship with the surrounding downtown context. Strong connections with 4th Street and views of landmark buildings and skyline elements should be established.
- The Plaza should be a dynamic place that welcomes people of all ages and races for everyday use and for special events. Areas for recreation should be accommodated.

Design Framework

- A simple, strong design concept should be developed that is related to local context and history, as well as the topography and features of the site. The design should incorporate a symbolic focus or elements.
- The Plaza should provide a setting for both everyday use and special events.



The Downtown Plan
2007

Rendering of “Civic Plaza”
as it was called in 2007 DT Plan

DOWNTOWN PLAN

WINSTON-SALEM



2018

2013 Downtown Plan Text describing Merschel Park

COURTHOUSE SQUARE

This district has significant potential due to the forthcoming construction of Civic Plaza and its accompanying subterranean parking facility along with the adaptive reuse of significant historic buildings, such as the Pepper Building, the original R.J. Reynolds headquarters, and the County Courthouse. The area is in need of significant streetscape repairs, and improvements should be made to government properties such as Liberty Plaza Park.

The Civic Plaza area will become the exciting urban gathering place and mixed-use development that will encompass parts of several blocks in the heart of the Downtown. It will become our Downtown's "living room" and will eventually connect the major office areas, south of W. Second Street and east of N. Liberty Street, with the retail and entertainment areas to the north. The plaza itself will be a well-landscaped public park where people can meet, relax, exercise and enjoy the amenities of a wonderful urban space similar to a typical European town square.



Old County Courthouse & Winston Tower

Visitors, residents and employees will enjoy music and dance performances, as well as arts, crafts and cultural festivals. The eastern edge of the plaza will have a new high-rise mixed-use development that includes ground level retail, other commercial or institutional uses, office development and a significant number of residential units. Parking will be located on the lower levels.



Concept Video of Merschel Park - 2016

To see this video – link to this YouTube Video

<https://youtu.be/nplhHlrNBYS>

Preliminary Plans

- Preliminary plans have been prepared by Stimmel Associates based upon the previous Concept plans
- These plans are still in design. The Public Art pieces shown in the following images are placeholders until the Public Art Commission makes a final decision on public art
- Once the Public Art is chosen, final design elements will need to be analyzed for price as this project is subject to \$3M Budget constraints

Birds Eye from the North



Birds eye from the South

