



2023

# The Downtown Winston-Salem Plan



# 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.



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# Building On Success



*Pictured above: Bailey Power Plant (opened in 2018) and Bailey South (opened in 2022) in the Innovation Quarter.*

Since its last plan was adopted 10 years ago, Downtown Winston-Salem has entered a period of prominence and prosperity not seen since our city was the largest in the state, 100 years ago.

Located in the heart of Forsyth County—on the western side of the Piedmont Triad and at the gateway to the foothills—Downtown Winston-Salem serves as the central identifying feature and economic driver for the city, county, and nearby rural areas. At a time when Winston-Salem is gaining regional and national attention for livability, people considering investing or relocating here increasingly view the growing success of Downtown as a key asset.

Like all communities, we have changed with the times, but Downtown Winston-Salem remains a place of understated elegance and southern charm. We have been intentional in preserving our historic character while continually moving forward.

Downtown has celebrated many successes in the last decade, including:

- ◆ Developing many new residential units, from East End and Industry Hill to West End and Stadium View.

- ◆ Growing the number of retail and dining options available across Downtown.
- ◆ Completing major adaptive reuse projects of the Pepper Building, Reynolds Building, GMAC Building, and historic Forsyth County Courthouse.
- ◆ The emergence of Industry Hill as an exciting new mixed-use neighborhood.
- ◆ Completing the redevelopment of Business 40 into Salem Parkway, a new road featuring enhancements made possible by the efforts of the Creative Corridors Coalition.
- ◆ Creating the new Salem Creek Connector to link Downtown and the Innovation Quarter with US 52.
- ◆ Returning several Downtown streets to two-way traffic, most recently 1st and 2nd Streets.
- ◆ Completing infrastructure improvements to the Innovation Quarter in anticipation of its second major phase of development.
- ◆ Creating the Long Branch Trail through Downtown and the Innovation Quarter.
- ◆ Creating a new Central Library and Forsyth County Courthouse.
- ◆ Developing new public open spaces, such as Merschel Park, ARTivity on the Green, Bailey Park, and 2nd Street Park.



- ◆ Completing major renovations to the Benton Convention Center.
- ◆ Creating works of public art at major destinations such as the Sylvia Y. Sprinkle–Hamlin Forsyth County Central Library, the Benton Convention Center, and ARTivity on the Green.
- ◆ Establishing a Downtown Business Improvement District (BID) that provides supplemental cleaning, safety services, and promotion efforts.
- ◆ Establishing a new National Register Historic District for Downtown.
- ◆ Rezoning the Holly Avenue neighborhood to preserve its residential character.
- ◆ Preparing a comprehensive *Downtown Streetscape Master Plan* to ensure that Downtown rights-of-way develop in a consistent, attractive manner.
- ◆ Revising the Winston Overlay District standards with new provisions for parking decks, upper floor building façade transparency, and signage.

Despite these accomplishments, we are not resting on our laurels. In the coming years, Downtown is poised to reach even greater heights and attract even more activity.

Downtown’s impressive array of high-quality arts and cultural venues—including film, theater, dance, craft-making, and live music—will expand with the upcoming additions of the soon-to-open Kaleideum museum of arts and sciences, as well as the anticipated MUSE history museum and adjacent Peter Oliver Pavilion Gallery. These museums will increase Downtown’s daytime appeal, especially for families with children.

The future of Downtown is a vibrant one filled with opportunities. The goal of the 2023 Downtown Plan is to provide specific strategies and recommendations in a framework for building upon our successes as we take Downtown Winston-Salem to the next level.



Pictured above: Green Street Pedestrian Bridge on Salem Parkway (completed in 2020).



Pictured above: Sylvia Y. Sprinkle–Hamlin Forsyth County Central Library (completed in 2017).



Rooftop libations with friends.

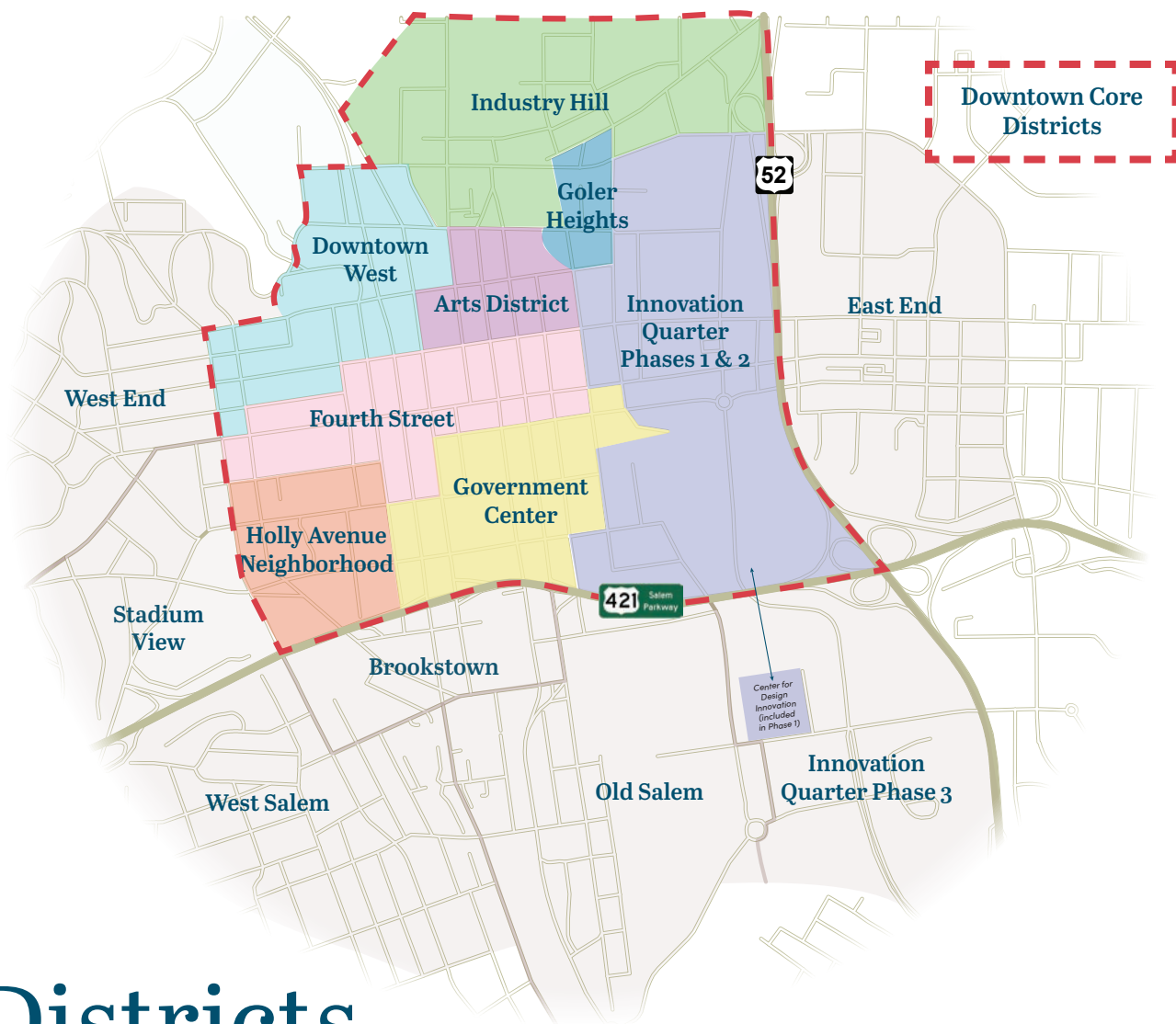


# Plan Process

This Plan is a project of the Planning Committee of the Downtown Winston-Salem Partnership (DWSP), which is a standing volunteer committee of Downtown stakeholders and is assisted by professional staff from the DWSP and the City-County Planning Board (CCPB). This Plan took into consideration previously adopted plans and sought public input through public meetings, surveys, interviews, and extensive committee work. To better direct its work on the 2023 Downtown Plan, the Planning Committee was organized into three subcommittees: Growth, Connectivity, and Appearance.

Public participation was gathered through: (1) interviews with community leaders, (2) public surveys, (3) public workshops, (4) subcommittee meetings, and (5) presentations to community groups. Each subcommittee conducted interviews with dozens of community leaders on topics relevant to their subcommittee scope of work. Over 1,700 responses were collected through two separate community surveys. Additionally, there were three public workshops, two in-person and one virtual, to collect opinions and feedback.

The overall process of creating the 2023 Downtown Plan included a wide variety of participants, viewpoints, and expertise to best advance Downtown as an inclusive urban center that is welcoming, inviting, and thriving.



# Districts

What makes our Downtown so appealing is that it is a compact collection of unique districts. Eight districts comprise the Downtown core, four of which offer residents and visitors alike a variety of options for dining, drinking, shopping, and entertainment. Six outer districts surround the Downtown core.

The proximity of all these districts to each other gives our Downtown a more compact footprint than many of our peer cities. Creating a consistently pleasant pedestrian experience within and between districts will further enrich the Downtown environment.

The recommendations in this Plan are intended to (1) further strengthen and connect the four core destination districts and (2) continue to integrate these districts with Downtown's other core districts and outer districts. As our districts are further woven together, Downtown's overall identity will continue to become greater than the sum of its parts. Downtown Winston-Salem is entering its next chapter as a walkable, dynamic, and diverse urban hub that embraces progress while honoring its unique character and rich legacy of fine architecture and design.



# Core Destination Districts

## Fourth Street

Fourth Street is Downtown's mixed-use centerpiece district. At the heartbeat of the Downtown core, it is filled with vibrant bars, restaurants, theaters, apartments, parks, convention space, museums, businesses, shops, and hotels. It serves as the gateway to Downtown's other core destination districts and includes 4th Street from Broad to Church Streets, parallel sections of 5th and 3rd Streets, and cross streets in between.

With its cozy, narrow streets and exquisite historic architecture, Fourth Street has a unique sense of place with the atmosphere and amenities of a much larger city. A prominent feature of Fourth Street is the wide variety of historic buildings—the majority from the 1920s and '30s—that exude fine design and understated elegance. Many buildings are individually listed on the National Register of Historic Places, including the iconic Reynolds Building (1929) designed by Shreve and Lamb, the same architectural firm that shortly after designed the remarkably similar-looking Empire State Building in New York City.

Many of Downtown's arts and cultural assets are in this central district. These venues include the University of

*Pictured below: Future Kaleideum, a 70,000 sq. ft. innovative children's museum, will open in early 2024.*



Gensler

North Carolina School of the Arts' historic Stevens Center, offering a Broadway-level setting for theater, opera, and dance; the Milton Rhodes Center for the Arts, presenting three theaters, gallery space, and multi-function areas; a/perture cinema, bringing high-quality national and international films to the heart of the center city; the Sawtooth School for Visual Art, offering child and adult classes in multiple disciplines; and the soon-to-open Kaleideum, an interactive museum of arts and sciences providing exploration, learning, and fun for all ages. In addition to the Kaleideum, new construction in this district includes Link Apartments 4th Street (2022) and Merschel Park (2023).

Recommendations moving forward include branding Fourth Street in ways that highlight its unique character, creating intentional Downtown gateways along 4th Street from the east and west, further improving the walks from Fourth Street to Innovation Quarter and the Arts District, updating Winston Square Park, and setting design standards for sidewalk dining.

*Pictured below: Live music at Summer on Fourth in July 2023.*



DWSP



Elizabeth Carlson



# Arts District

In the Downtown North National Historic District—between Fourth Street, Industry Hill, Goler Heights, and Innovation Quarter—lies the Downtown Arts District. This district includes Trade and Liberty Streets between 5th and 7th Streets, with the heart of the district at the intersection of 6th and Trade Streets.

A friendly, bohemian hangout for locals and visitors, many of the district's studios, galleries, shops, restaurants, and bars are housed in historic buildings once used by people visiting and working in the area's thriving tobacco markets. In the 1980s, artists began renovating the district's old brick buildings into vibrant studios and galleries. New mixed residential/commercial buildings were later added, including Trader's Row.

Recent renovations of historic buildings on Liberty Street have included the 2022 opening of Roar, an entertainment and dining emporium. The conversion of Liberty Street to two-way traffic (anticipated 2024) will increase the street's appeal. Continued development along Liberty Street will add to the vitality that the Arts for Art's Sake community center and ARTivity on the Green have brought to the street. It will also help fill the gap between the Arts District and Goler Heights and Innovation Quarter. Moving forward, the Arts District will need to address the pressures placed on artist studios and galleries by rising market-lease rates. Another goal should be to strengthen the district's artistic, quirky look. More public art should be added in a variety of forms, including murals, sidewalk art, artistic crosswalks, art on trash bins and utility boxes, and sculpture.

*"ARTivity on the Green" opened in 2015 and was made possible by the hard work and creativity of AFAS (Art for Art's Sake).*

 Visit Winston-Salem



*Pictured above: "Art Crush" on a Friday in the Arts District.*



*Pictured above: A mural being painted in the Arts District.*



# Industry Hill

Industry Hill is a growing organic and creative community rising like a phoenix from an area of Downtown that, until recently, was filled with empty lots and abandoned warehouses. Now brimming with youthful energy, this area next to the Arts District has fast become a Go-To place for people looking to eat, play, and live.

Artistic, visionary developers are committed to teaming up with businesses and institutions that existed before the area's revitalization began, connecting the neighborhood's past with an inclusive present and future. Already zoned as Downtown's "Entertainment District"—

with its collection of breweries, clubs and restaurants with live music—this Plan seeks to add more amenities that enhance the neighborhood's historic, eccentric vibe.

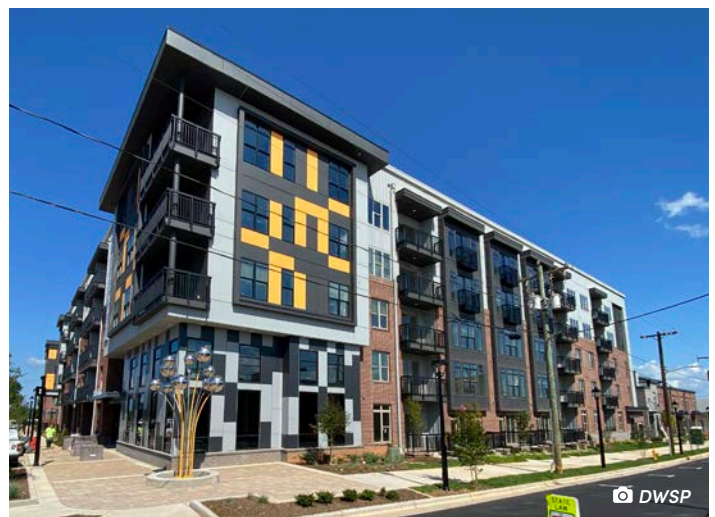
These enhancements include east-west trail connections to the Long Branch Trail, public art with plans brewing for more murals, displays of vintage industrial artifacts, as well as large sculptures to be created from reused metal at the community's creative hub, Mixxer. The new 242-unit Artreaux apartment community (2023) will add many new residents to the neighborhood, and more housing will be added in the future.

*Pictured below: Wise Man Brewing opened in 2017 in Industry Hill.*



*Ashley Johnson*

*Pictured below: "The Artreaux" Apartments on 9th and Trade Streets opened in summer of 2023.*



*DWSP*

*Live music at the Ramkat, which opened in 2018 in Industry Hill.*



*The Ramkat*



# Innovation Quarter

One of the leading innovation districts in the world, the Innovation Quarter creates an ecosystem where ideas can grow, collaborations can emerge, and a diverse array of innovators can thrive. From startups to sole proprietors to emerging and established businesses, companies in the Innovation Quarter create a vital entrepreneurial community that contributes to national innovation culture and serves the people who live, work, learn, and play in and around this vibrant district.

Since 2012, 2.1 million square feet of mixed-use space has been completed, integrating new construction with revitalized historic buildings around a beautiful central greenspace, Bailey Park. And this is only the beginning. This Downtown Plan seeks to celebrate and uplift the second phase of Innovation Quarter development, announced in 2021. This proposed development includes up to 10 buildings and 2.7 million total square feet of additional development, including the same type of mixed-use ground-level activation found in the successful first phase.

*Pictured below: Aerial photo of the revitalized Innovation Quarter and vacant areas to be developed in Phases 2 & 3.*



*Pictured above: Bailey Park in the Innovation Quarter.*



*Pictured above: Entrance to 525@vine in the Innovation Quarter.*

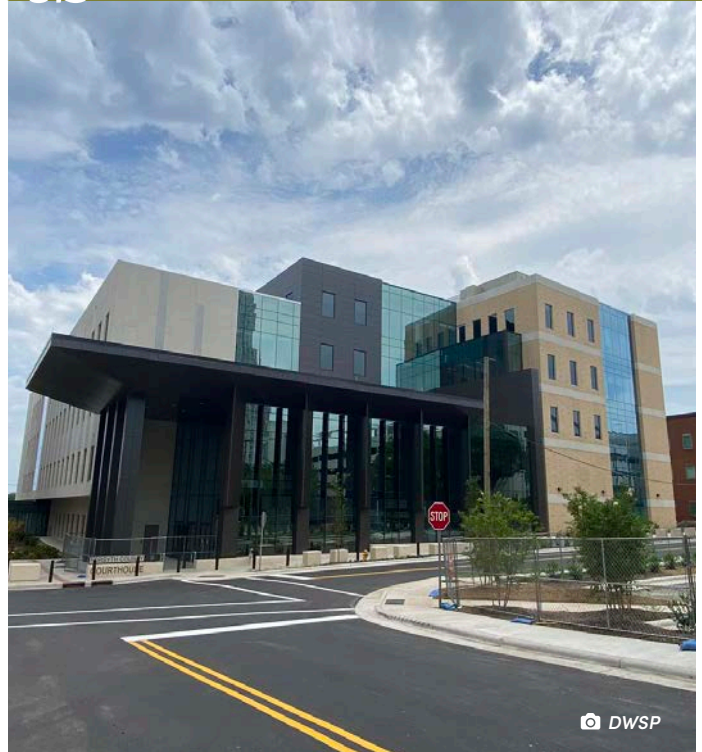


# Other Core Districts

## Government Center

Located between Fourth Street to the north and Brookstown to the south, this attractive, well-landscaped district is home to several city, county, and federal government buildings, including the new 250,679-square-foot Forsyth County Courthouse (2023) and the Winston-Salem City Hall (1926) listed on the National Register of Historic Places.

Other outstanding architecture in the district includes the 34-story Wells Fargo Center designed by world-renowned architect Caesar Pelli and the former BB&T Financial Center skyscraper overlooking Corpening Plaza, a park with fountains that serves as a quiet spot for reflection and a gathering place for community events. The BB&T skyscraper and the recently vacated Forsyth County Hall of Justice, both in prime locations, offer excellent opportunities for renewal.



*Pictured above: Forsyth County Courthouse completed in 2023.*

## Goler Heights

Located between the Arts District, Innovation Quarter, the East End, and Industry Hill sits Goler Heights. Historically known as Depot Street, this neighborhood attracted African Americans who worked in the nearby tobacco factories. Some historic buildings remain,

including the former P.H. Hanes Knitting Company/Brown & Williamson tobacco plant (1921), the Craver Building apartments (1942), and Goler Memorial AME Zion Church (1919).

Continuing its heritage of caring for the community, in 1998, the Goler Memorial AME Zion Church congregation decided to revitalize this once-bustling African American residential and business district. The Goler Community Development Corporation was born and embarked on creating a multi-cultural, mixed-income neighborhood for all ages.

An area renewal ensued, including the renovation of the tobacco plant into the Gallery Lofts, Goler Manor for seniors, an enrichment center for preschoolers, The Arts Based School, Truliant Federal Credit Union, Downtown Health Plaza, and the 757 North apartment community.



*Pictured left: Michael Suggs, President of the Goler Community Development Corporation, busy at work in Goler Heights.*



## Downtown West

Once the section of Downtown that contained “Millionaires’ Row,” where city elite lived in Victorian elegance at the turn of the century, most of this district’s original dwellings have been replaced by parking lots and mid-century modern buildings.

In 2014, a stylish 55,000-square-foot Class-A office building was constructed at the corner of 4th and Broad Streets, home to The Winston-Salem Foundation. In 2017, the beautiful new Sylvia Y. Sprinkle-Hamlin Forsyth County Central Library on 5th Street opened its doors to the community as an inviting state-of-the-art learning hub.

The district is well-situated for more mixed-use investment, especially housing, as it sits between the Downtown core and the West End Historic District. Creating a unique district identity is a priority and would help further development.



DWSP

## Holly Avenue Neighborhood

The Holly Avenue neighborhood at the southwestern edge of the Downtown core is listed on the National Register of Historic Places as a Historic District. Quiet and tree-lined, it is a Downtown residential neighborhood intact from the early 20th century filled with single-family homes and small apartment buildings. A two-minute walk to the center of Downtown, this charming district abuts Fourth Street, Government Center, and Stadium View. This Plan supports efforts to maintain Holly Avenue as a distinctive, historic residential neighborhood within Downtown.

At the heart of the neighborhood lies the former Salem Waterworks, an underground spring once used by 18th century Moravians. Above these springs, one can now find the peaceful Second Street Park, opened in 2019. In 2023, the neighborhood’s two main streets, 1st and 2nd Streets, were converted to two-way traffic in order to slow down cars and make the area even more pleasant for walking.



Home in the historic Holly Avenue neighborhood.

DWSP



# Outer Districts



*Pictured above: Aerial view of Truist Stadium with Downtown skyline in the background on July 4, 2023.*

## Stadium View

South of Burke Street and the West End lies Stadium View, a newly created district. It mainly consists of Truist Stadium, home of the Winston-Salem Dash, as well as a growing collection of mid-rise apartment communities attracting young people and empty nesters. The name "Stadium View" was inspired by the views that many apartment dwellers have of the Downtown or the

Stadium, as well as by the view that stadium-goers have of the Downtown skyline. Road improvements from the Salem Parkway exit to Broad Street have improved area appearance and traffic flow. There is room for more development in the district, and mixed-use is strongly encouraged. Particular demand exists within and around the district for a full-service grocery store.





## East End

The East End District lies directly across US 52 from the Innovation Quarter. Bounded on the east by Martin Luther King, Jr. Drive, East End has long been a vital part of Winston-Salem's African American community. This area connects growing Winston-Salem State University with the Downtown Core and is well-positioned for new development. The *East End Master Plan*, prepared for the area in 2018, envisions East End as a vibrant, inclusive mixed-use community. The Metropolitan Village development, which is currently under construction, represents a first step in implementing the *Master Plan's* vision.



## Brookstown District

The Brookstown District is located between Old Salem and West Salem on the south side of Salem Parkway. The Brookstown District is connected to the Government Center District and other areas of the Downtown Core by a new landscaped and lighted pedestrian bridge, part of the Downtown Strollway. Brookstown is home to quaint eateries, historic residences, unique hotels, and the Winston-Salem Visitors Center. A new building for the MUSE history museum and adjacent Peter Oliver Pavilion Gallery are anticipated to open here in the coming years.

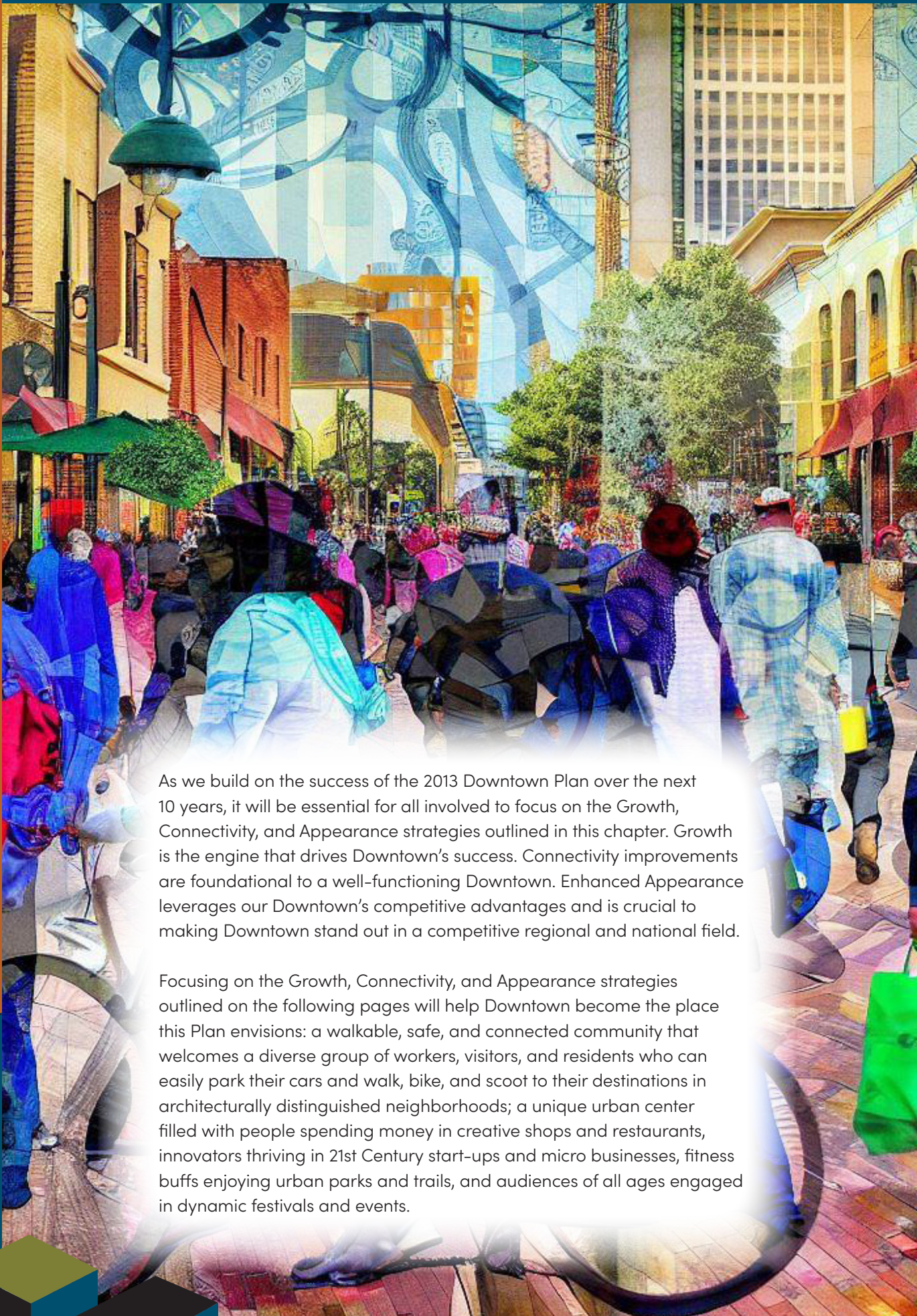


## Old Salem, West Salem, and West End

All three of these districts are listed on the National Register of Historic Places and enhance Downtown's character and charm. Unlike the other outer districts, these three districts have long-established identities as separate but adjacent to Downtown, and separate plans exist for their continued success. However, the connectedness of these districts to Downtown, as well as their proximity—all within walking distance to core Downtown amenities—further the success of these districts and of Downtown as a whole.



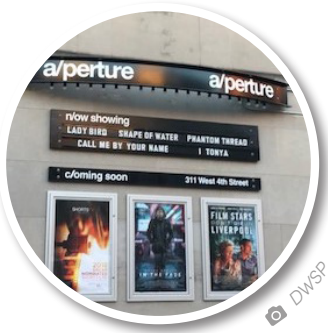
# Strategic Framework



As we build on the success of the 2013 Downtown Plan over the next 10 years, it will be essential for all involved to focus on the Growth, Connectivity, and Appearance strategies outlined in this chapter. Growth is the engine that drives Downtown's success. Connectivity improvements are foundational to a well-functioning Downtown. Enhanced Appearance leverages our Downtown's competitive advantages and is crucial to making Downtown stand out in a competitive regional and national field.

Focusing on the Growth, Connectivity, and Appearance strategies outlined on the following pages 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 who can easily park their cars and walk, bike, and scoot to their destinations in architecturally distinguished neighborhoods; a unique urban center filled with people spending money in creative shops and restaurants, innovators thriving in 21st Century start-ups and micro businesses, fitness buffs enjoying urban parks and trails, and audiences of all ages engaged in dynamic festivals and events.





# Growth

The Downtown Winston-Salem Foundation has provided Street Level Improvement Matching (SLIM) Grants of up to \$5,000 to improve street level aesthetics. The photo to the left is of new signage for a/perture cinema.

## G1: Promote Small Business

With a heritage of birthing local companies that become national brands, Winston-Salem in recent years has been ranked as one of the best cities in the country for entrepreneurs, in the top 15 according to *Livability* magazine (2023). Promoting small, locally owned businesses is essential for stimulating growth and ensuring sustainability in Downtown. Providing opportunities and attractive Downtown spaces appealing to a broad variety of businesses will attract diverse businesses and foster an entrepreneurial spirit among local creatives. Promoting collaboration among the existing small business incubator groups will inform small business owners about the support resources that are available to help them continue to thrive and remain in the area.

### This Plan recommends:

- ♦ Developing a "Pop-Up Program" that would provide "pop-up" space to small retail startups with minimal overhead and startup costs, assist small "pop-up" retailers

to obtain permanent storefront space with funding through loans and grants, and use this incubator to actively expand minority-owned storefront businesses in Downtown Winston-Salem.

- ♦ Continuing the Meade Willis Loan Fund that is administered through the Downtown Winston-Salem Foundation and has been active for more than 20 years. The Fund has provided more than 30 loans totaling more than two million dollars (\$2,000,000) to small Downtown businesses to help them become self-sustaining.
- ♦ Continuing to raise money for additional Street Level Improvement Matching (SLIM) Grants for ground floor enhancements to existing businesses.
- ♦ Being an advocate for the already existing "entrepreneurial ecosystem," which provides support for entrepreneurs seeking programming, mentorship, and networking opportunities and includes such organizations as Winston Starts, Flywheel, and the Center for Creative Economy.

## G2: Focus on Housing Affordability and Variety

Housing affordability and variety is paramount to promoting diversity and inclusivity. Prior to 2000, Downtown had not seen much housing construction for many decades. The housing that did exist was older and was mostly in the Holly Avenue neighborhood and the West End. However, in the last 20 years, over 4,000 housing

units have been built in Downtown, most of them mid-rise garden-style apartments for rent at a price that is too expensive for many to afford.

### This Plan recommends:

- ♦ Advocating for more affordable housing options so that a more diverse range of

residents can afford to live Downtown. When public funds are used in private housing projects, workforce housing requirements must continue to be built into the cost structure of the projects.

- ♦ Advocating for more diverse housing types to be constructed Downtown. Although most of the new

apartments over the last two decades have been mid-rise garden style apartments, recommended going forward are a greater variety of housing types, including high-rise, townhomes, and single-family home types suited for an urban environment.

- ♦ Advocating for more housing that is for sale.

## G3: Utilize Vacant Office and Courthouse Space

The worldwide pandemic that started in 2020 changed the national workplace with many companies downsizing office spaces and allowing employees to work remotely for all or some of their work week. Though this change has impacted the demand on Downtown office space, Downtown is still an attractive and competitive office location.

### This Plan recommends:

- ♦ Continuing efforts to recruit and retain businesses and institutions that use Downtown as their office location, including headquarter companies of all sizes.
- ♦ Continuing the successful efforts to find adaptive reuse of vacant and underutilized buildings. Some examples of past residential conversions include: Nissen Building (2005), Piedmont Leaf Lofts (2006), Gallery Lofts (2009), the Winston Factory Lofts (2009), Hilltop House (2011), Winston Factory Lofts 2 (2014), Village Apartments above Mast General Store (2014), Plant 64 (2014), 50 W. Fourth (2015), Mill 800 (2016), Twin City Condos (2017), and Eight West Third Apartments (2023).
- ♦ Giving the highest priority to the adaptive reuse of two significant Downtown buildings that are vacant:
  - One Triad Park Office Tower, which is 340 feet high (2nd tallest in Winston-Salem), has 19 floors, and is 271,000 square feet in size.
  - Former Forsyth County Courthouse, built in 1975, which is 163,000 square feet in size. This building was included as a contributing

structure in the recently approved Downtown Winston-Salem National Historic District and is eligible for historic tax credits.

These buildings are not only large but also are in high profile locations.

Their reuse as private buildings would generate tremendous tax revenue.



*Pictured left: Former Forsyth County Courthouse.*

*Pictured below: Concept illustrating the potential for repurposing the vacant One Triad Park Office Tower for condominium and hotel uses.*



*Adaptive Reuse Concept by LAMBERT Architecture + Interiors*



## G4: Fill Ground-Floor Vacant Spaces and Add Storefront Variety

A vibrant Downtown has minimal vacant space and a compelling mixture of ground-floor storefront spaces. Although Downtown Winston-Salem has much to offer in storefront variety, especially compared to 25 years ago, Downtown also has several storefront spaces that are long-term vacant or underutilized. With the large increase of people living Downtown over the past two decades, the next 10 years present the need and the opportunity to enhance Downtown's storefront experience.



*Pictured above: Shopping in the Arts District by Body & Soul on Trade Street.*

### **This Plan recommends:**

- ◆ Recapitalizing the Vacant Building Fund with one million dollars (\$1,000,000). These funds would be used on targeted long-term vacant storefronts, with matching grants for permanent building improvements that guarantee long-term reuse of these buildings.
- ◆ Using one or two storefront spaces for the “Pop-Up Program” mentioned in strategy G1. This recommendation would require raising funds to sign a master lease and the building owner guaranteeing space availability.
- ◆ Expanding retail offerings to include more apparel and adding more stores that support the needs of Downtown residents.



## G5: Grow the Food Scene

Restaurants and food markets are a vital component of the already strong and dynamic food scene in Downtown Winston-Salem.

### **This Plan recommends:**

- ◆ Recruiting a grocery store.
- ◆ Expanding and supporting existing weekly and seasonal markets that provide vibrancy, such as the Cobblestone Farmer's Market.
- ◆ Developing more shared culinary kitchens and startups that strengthen the food and restaurant ecosystem.
- ◆ Encouraging the development of an annual festival that celebrates the Downtown Winston-Salem food scene.

*Pictured right: Farmer selling produce at Cobblestone Farmers Market.*





## G6: Support New and Existing Festivals and Events

As the City of Arts and Innovation, it is imperative that area festivals continue to be championed, as they enhance the City's unique identity and sense of place while serving as economic drivers that appeal to residents, visitors, and prospective transplants.

With more families expected Downtown to visit the soon-to-open Kaleideum and the anticipated MUSE history museum and adjacent Peter Oliver Pavilion Gallery, the next 10 years offer the opportunity to strengthen existing festivals and events, as well as to add new Downtown happenings for people of all ages to enjoy after their museum visits.

### This Plan recommends:

- ◆ Celebrating, promoting, and growing the already incredible list of festivals and events already taking place in Downtown Winston-Salem, such as: The National Black Theatre Festival, Fiesta, Pride Festival and Parade, Gears and Guitars, River Run Film Festival, Bookmarks Festival of Books and Authors,

Downtown Summer Music Series, Arts District events, Juneteenth, Holiday Parade, and more.

- ◆ Encouraging the introduction of additional events of different sizes.
- ◆ Adding a festival that celebrates the Downtown Winston-Salem food scene. (See strategy G5.)



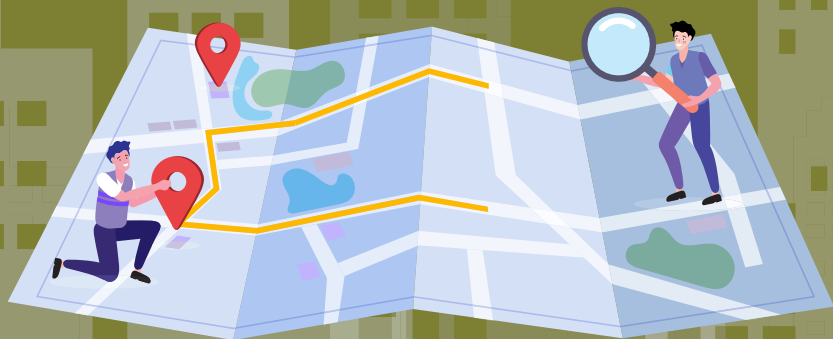
*Pictured above: Hispanic League celebrates "Fiesta" festival in Downtown Winston-Salem.*

*Pictured below: Downtown Jazz in Corpening Plaza.*





# Connectivity



## C1: Improve Parking

Downtown currently has 800 metered on-street spaces, plus loading zones and unmetered on-street spaces. Metered parking time limits range from 30 minutes to 10 hours. Most meters allow one- to two-hour parking. Regular meters accept only quarters. There are now more than 2,300 off-street parking spaces. Off-street parking provides convenient parking in a protected location. Nearly three-quarters of all off-street spaces are located in decks. The remainder are in parking lots.

### **This Plan recommends:**

- ♦ Updating technology for on-street parking to a non-cash system.
- ♦ Reviewing rates as related to other North Carolina downtowns.

- ♦ Creating more on-street parking on 5th Street.
- ♦ Promoting parking decks.
- ♦ Promoting the addition of charging stations for electric cars.
- ♦ Creating and establishing affordable parking for Downtown businesses and employees.
- ♦ Creating better access for physically disabled.
- ♦ Creating a taskforce to examine the feasibility of additional drop off and loading zones.
- ♦ Retrofitting bike racks to parking meters where appropriate.

## C2: Enhance Public Safety

Staff from the Downtown Winston-Salem Partnership and the Winston-Salem Police Department, including the Bike Patrol, meet on a regular basis to discuss public safety issues relating to Downtown. The purpose of these meetings is to address all matters regarding public safety Downtown.

### **This Plan recommends:**

- ♦ Installing more working cameras in Downtown.
- ♦ Adding Bike Patrol as needed with growth.
- ♦ Using available technology to enhance pedestrian crossing safety at intersections, including the Martin Luther King, Jr. Drive crosswalk in Industry Hill and the Main Street/Salem Parkway off ramp.
- ♦ Improving lighting in Downtown, particularly in the parking decks.



*Downtown Bike Patrol serves with community policing.*

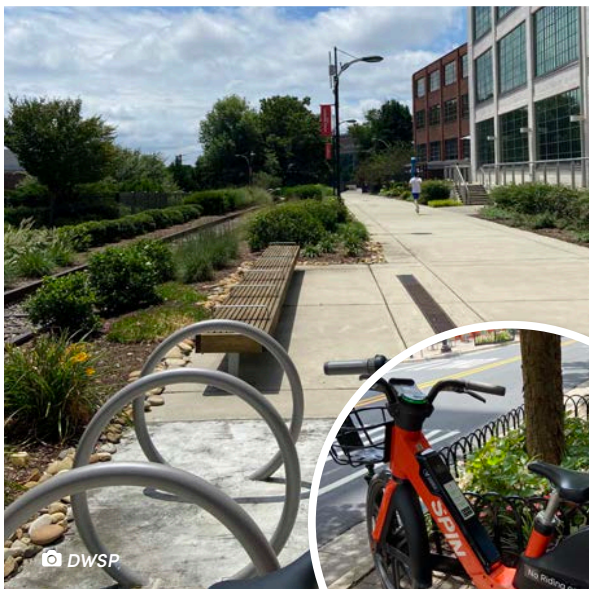
## C3: Add Pedestrian Lighting

For the purposes of aesthetics and continuity, as well as safety, this Plan recommends:

- ♦ Studying the feasibility of adding pedestrian lighting in front of existing buildings on select center city blocks. (See the “Implementation” section for specifics.)
- ♦ Adding pedestrian lighting when other ground-disturbing projects are occurring, such as street improvements and new construction.
- ♦ Updating requirements for pedestrian lighting to ensure that private developers are required to install pedestrian lighting where pedestrian lights are lacking and that they follow the lighting style standards identified in the 2020 *Downtown Streetscape Master Plan*.



*Pictured above: Improved and updated lighting is needed Downtown.*



*Pictured above: Long Branch Trail in the Innovation Quarter.*



## C4: Promote Micro Mobility

Scooters and bikes available for short-term rentals in Winston-Salem are helpful components of our transportation system. These types of mobility provide a convenient means for “last mile” and “first mile” transportation—for example, getting from the bus stop to your office, and for getting back to the bus stop when it is time to return home.

**This Plan recommends:**

- ♦ Continuing to be a micro mobility-friendly Downtown.
- ♦ Proactively taking steps to ensure micro mobility offerings that are compliant with the Americans with Disabilities Act (ADA).
- ♦ Enhancing and promoting bicycle use Downtown.
- ♦ Encouraging the addition of more widespread availability of electric bicycles for rent Downtown.





## C5: Improve Pedestrian Connectivity

The growth of the Downtown footprint requires additional ways to help people get from district to district. Improved connectivity reduces congestion on the local street network.

### This Plan recommends:

- ♦ Enhancing and modernizing the bridges across US 52 (3rd, 4th, and 5th Street bridges – coordinating with Creative Corridors).
- ♦ Promoting the expansion of the Long Branch Trail.
- ♦ Enhancing and expanding pedestrian Wayfinding signage.
- ♦ Minimizing conflicts to improve access along Downtown sidewalks for all individuals.
- ♦ Increasing safe pedestrian crossing across Martin Luther King, Jr. Drive at the Trade Street and Patterson Street intersections.



*Pictured above: Strollway Bridge over Salem Parkway, designed by internationally acclaimed landscape architect Walter Hood.*

*Pictured below: Winston Square Park.*



## C6: Enhance Existing Parks

Efforts should be focused on updating select Downtown parks where significant investment has already been made. Upgrading these strategic locations will enhance Downtown's image as an engaging place to relax amidst

greenery, building on the newly added Merschel Park and soon-to-open sensory garden at Liberty Plaza across the street.

### This Plan recommends:

- ♦ Enhancing and modernizing the Strollway section north of Salem Parkway to Merschel Park and along Trade Street to Industry Hill, thus greatly enhancing North-South connectivity through the entirety of Downtown.
- ♦ Updating Winston Square Park, further branding it as an outdoor performance venue next to the Milton Rhodes Center for the Arts.

*Pictured below: This block between 2nd and 3rd Streets is part of the Strollway section that needs to be updated.*





## C7: Create Big New Entertainment/Recreation Draws

With the increasing number of Downtown residents, as well as visitors from the county, state, and beyond, additional facilities are recommended to promote activity, bring together a diverse group of people, and create a buzz around the growth of our entire city. Each of the following recommendations would require their own feasibility study to determine viability, location options, and costs.

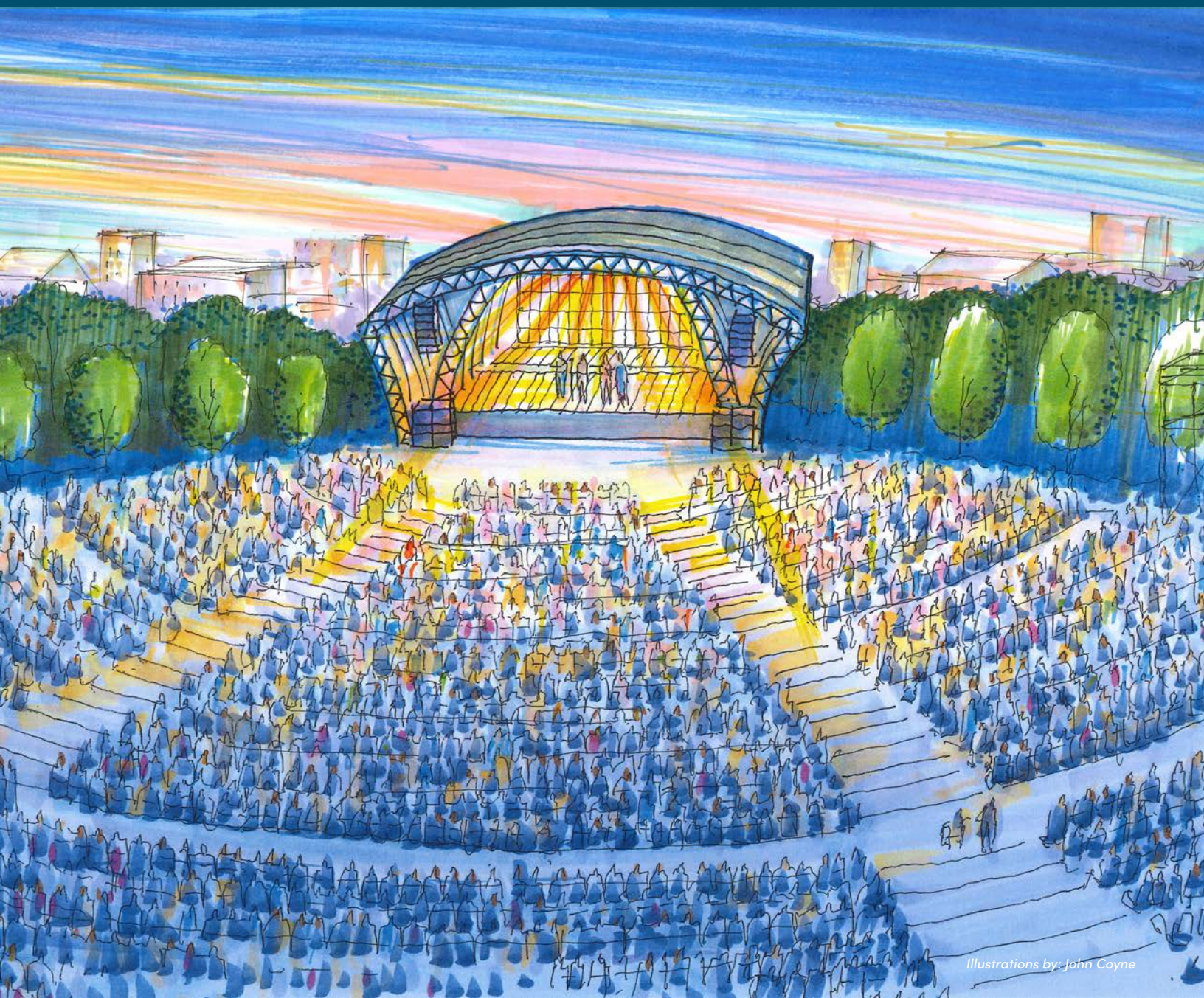


*Illustrated on this and next page:  
An envisioned multi-use destination  
with a national-level skateboard/  
BMX park, children's playground, and  
adult parcourse; and a 5,000-seat  
amphitheater.*

*These illustrations reflect this Plan's  
vision for potentially game-changing  
new amenities for Downtown. These are  
artistic sketches, not final design plans.  
Specific locations in Downtown for these  
amenities are not suggested. This Plan  
recommends establishing a task force  
of community stakeholders to conduct  
a feasibility study for each of these  
proposals.*

*Illustrations by: John Coyne*





#### **This Plan recommends:**

- ♦ Building a Downtown outdoor amphitheater that would host a diverse selection of live entertainment events with a 5,000 or more seating capacity. This new facility would spark and sustain Downtown vitality by bringing large groups together to enjoy our Downtown and support Downtown businesses.
- ♦ Building a multi-use destination with a national-level skateboard/BMX park, children's playground,

and adult parcourse. Designed to be a healthy and uplifting gathering place for a diverse group of people of many ages, this park would seek to build upon the success of the already existing skate park at the Winston-Salem Fairgrounds and take this concept to the next level. This Plan also recommends an urban dog park for the growing number of Downtown residents and visitors.



# Appearance

## A1: Leverage Legacy of Outstanding Architecture

Downtown's historic architecture is nationally recognized. In addition to many individually listed buildings on the National Register of Historic Places, Downtown has seven National Historic Districts, including the Downtown Winston-Salem Historic District added in 2023.

### This Plan recommends:

- ◆ Continuing to value and promote Downtown's outstanding architectural heritage.
- ◆ Encouraging that new construction honors the City's legacy of good design.
- ◆ Continuing to promote adaptive reuse in older structures of all types, building on the success of adaptive reuse projects to date. These types of projects add to Downtown's unique character and sense of place.



Pictured above: Sawtooth Center and Downtown skyline.



Pictured above: Historic Reynolds Building, originally built in 1929, was reopened in 2016 as a luxury hotel and apartments.

Background photo: Courtesy of Forsyth County Public Library Photograph Collection, Winston-Salem, N.C.



## A2: Refine Design Standards

At this time, this Plan does not recommend implementing additional form-based code requirements, design guidelines, or a design review board. However, the Plan recommends reevaluating this position periodically to ensure that current standards continue to promote an aesthetically appealing Downtown.

### This Plan recommends:

- ◆ Exploring further refinements to the Winston Overlay District standards, such as refinements to standards for signage and the placement of mechanical systems on building facades, as well as exploring guidelines for long-term vacant storefronts.
- ◆ Encouraging new residential buildings to feature retail and other commercial uses along the street.



Pictured above: Outdoor dining on Trade Street.



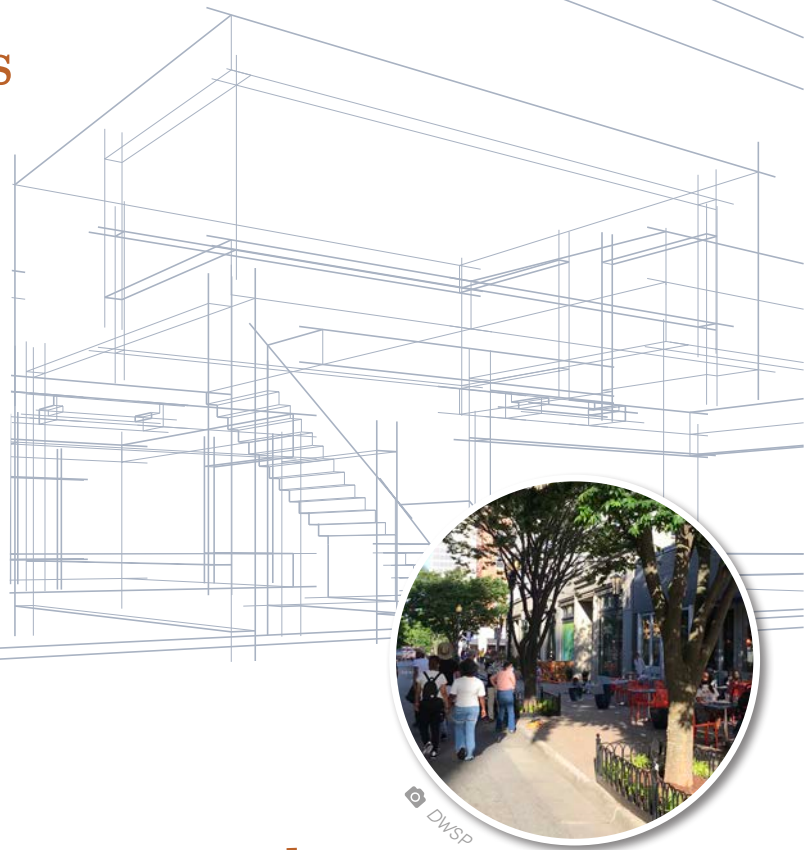
Pictured above: Outdoor dining on 4th Street.

## A3: Upgrade Sidewalk Dining

Sidewalk dining continues to be popular and successful Downtown. For a more uniformly attractive look on our sidewalks, one where dining barriers consistently complement and highlight Downtown's beautiful historic architecture, standards are needed.

### This Plan recommends:

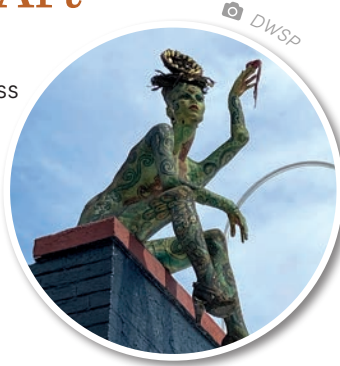
- ◆ Working with stakeholders in a supportive and helpful way to establish sidewalk dining standards. Across the country, such standards are commonplace and promote ADA compliance. Sidewalk dining standards here should not be too difficult or costly, and grants should be provided.
- ◆ Implementing standards for dining barriers that allow for transparency, encourage pedestrian engagement, and use high-quality materials.
- ◆ Allowing for periodic flexible sidewalk dining at special times, such as on weekends, monthly, or for special events.





## A4: Add Public Art

Nowadays, as public art becomes more plentiful in downtowns across the state and country, visitors' impressions of downtowns are often influenced by the quantity and quality of the public art. The Winston-Salem City Council should be commended for increasing funding for public art, and their continued support is encouraged.



*Pictured above: Mannequin "Jenna" by Cheryl Ann Lipstreu on Trade Street.*

### This Plan recommends:

- ♦ Prioritizing adding more public art in a variety of forms to the Arts District and entrances leading into it to enhance this key district's identity and appeal.
- ♦ Establishing a percent-for-art ordinance.
- ♦ Exploring the idea of Downtown developers paying a percentage public art fee for large projects.
- ♦ Creating a permanent public art scavenger hunt along core destination streets that is geared toward children. (See the "Implementation" section for more information.)

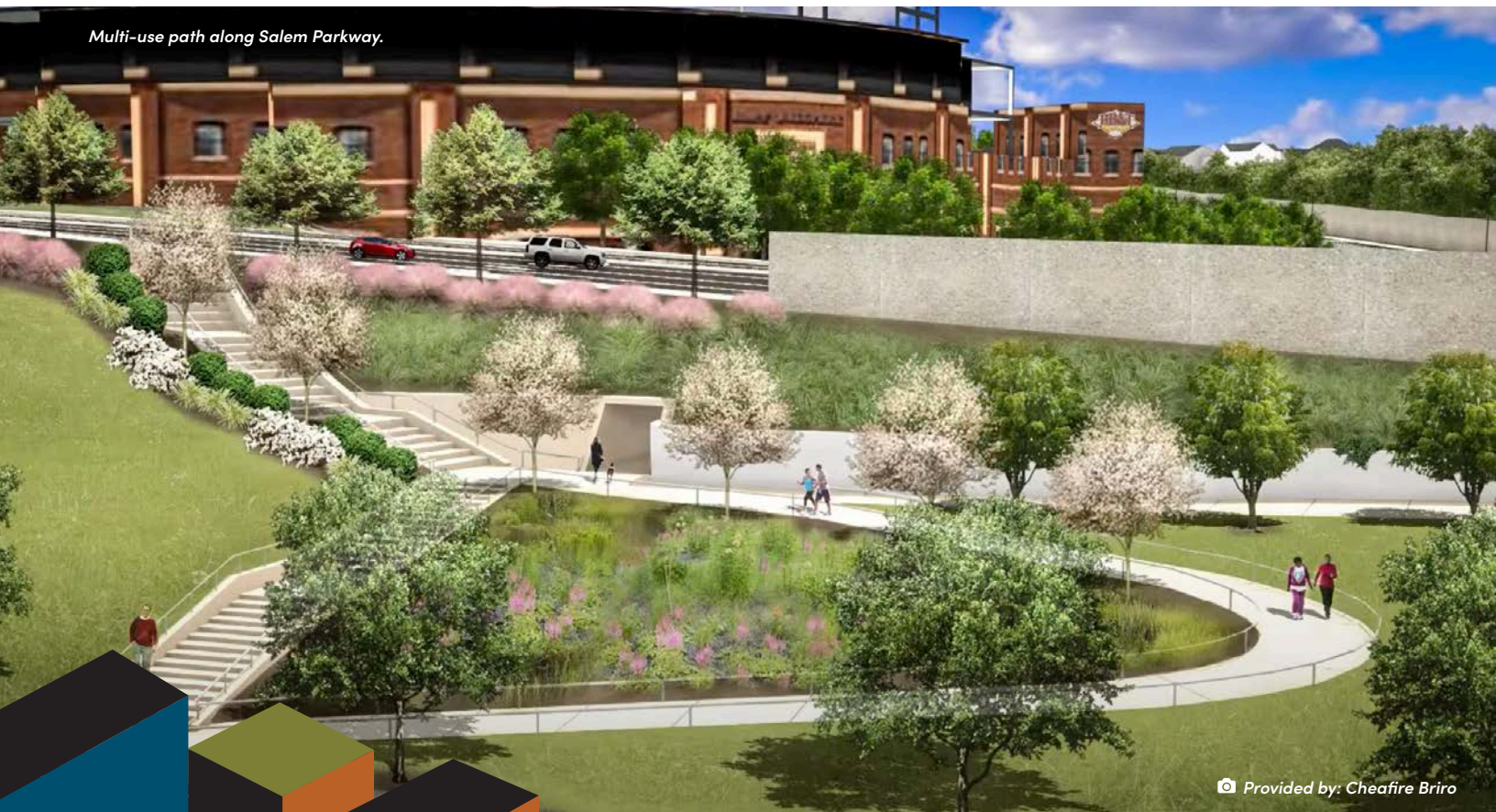
## A5: Beautify the Pedestrian Experience


Downtown's four adjacent core destination districts filled with narrow streets offer pedestrians a sense of intimacy and charm as they walk from district to district. This Plan aims to build on these assets and bring the pedestrian experience to the next level.

### This Plan recommends:

- ♦ Beautifying blank facades.
- ♦ Considering attaching high-quality murals and exhibits to blank facades, especially ones that celebrate Downtown's history and culture in an inclusive way.
- ♦ Prioritizing blank facades in or between core destination districts, such as along 4th Street between Fourth Street and Innovation Quarter.
- ♦ Considering the addition of aesthetic enhancements in general in key locations connecting Downtown's core destination districts, as well as in key locations connecting outer Downtown districts to the Downtown core. (See "Implementation" section for priority locations.)

*Multi-use path along Salem Parkway.*



 Provided by: Cheafire Bririo



## A6: Further Brand Districts

Distinctive districts give a city interest and character.

### This Plan recommends:

- ◆ Further branding Downtown districts, using banners and other aesthetic elements that complement each district's unique heritage and character.
- ◆ Creating intentional Downtown gateways into Fourth Street, specifically along 4th Street from the east and west, with consideration of a landscaped median near the wider western gateway.



Pictured above: Downtown 4th Street western gateway illustrating the potential for an added landscaped median. Pictured left: Downtown 4th Street western gateway as it is today, June 2023.

## A7: Add Trees and Landscaping

Due to the aesthetic, health, and environmental benefits of trees, as well as the time it takes for them to mature, this Plan recommends adding more trees in the Downtown core as a top priority, as did the *2020 Downtown Streetscape Master Plan*. As of 2023, Downtown is losing trees, and steps need to be taken now to ensure that in the future there is a healthy tree canopy.



### This Plan recommends:

- ◆ Replacing trees that have been removed.
- ◆ Adding new trees on prioritized destination streets.
- ◆ Using structural soil, as funding allows.
- ◆ Requiring new construction projects to plant trees.
- ◆ Improving landscaping in the Downtown core, specifically beautifying empty tree wells and planting strips. (See the "Implementation" section for priority areas.)
- ◆ Creating a volunteer Downtown Tree and Landscaping Committee.

(See the "Implementation" section for more recommendations and specifics.)



This rendering illustrates the potential for trees to be added along Liberty Street as described in strategy A7.





## Specific Land Use Recommendations

Future Downtown developments that require rezoning or site plan approval will be evaluated by the City's Planning and Development Services staff on a case-by-case basis to ensure that these proposals are responsive to the policies and recommendations of this Plan and are compatible with the character of the area.



# General Land Use Recommendations

The policies of Winston-Salem and Forsyth County's Comprehensive Plan provide a framework for recommendations relating to future land use and development Downtown. They provide guidance on compatible uses and development types for Downtown and serve as the foundation for more specific land use recommendations.

## The general policies related to Downtown growth and development are:

- ◆ Encourage the construction of high-rise buildings Downtown to use land efficiently and to add to the unique character of our skyline.
- ◆ Designate the best locations in Downtown for concentrating tall buildings.
- ◆ Encourage the continued use and adaptive reuse of Downtown office space.
- ◆ Encourage retail and other active uses to be located in the lower and ground floors of structures to contribute to the vitality and energy of downtown street life.
- ◆ Continue to promote a variety of engaging activities and mixed-use development focused around the new Merschel Park and Kaleideum museum to serve as a vibrant urban redevelopment centerpiece in the heart of Downtown.
- ◆ Encourage housing development in Downtown for diversity of occupants from all socio-economic backgrounds and life stages, including students, empty nesters, young professionals, and families, to enhance the vibrancy and inclusivity of Downtown.
- ◆ Encourage a good mixture of rental and owner-occupied housing units Downtown available at a variety of price points.
- ◆ Consider form-based code approaches in other areas of Downtown.
- ◆ Support the improvement and redevelopment of older commercial and industrial sites.
- ◆ Encourage transitional uses between high-intensity areas and low-density residential areas.
- ◆ Discourage inappropriate commercial encroachment into neighborhoods.
- ◆ Enhance pedestrian, bicycle, and micro-mobility safety and infrastructure Downtown.



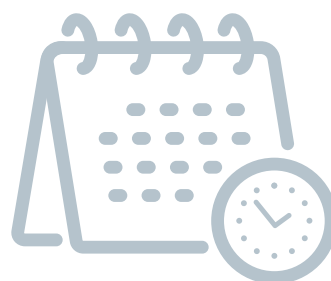
*Pictured right: Wind sculpture named "Balancing Act" In Merschel Park by Lyman Whitaker Studios.*

 DWSP





## Schedule



### TIMING

Ongoing	Work takes place continuously with no formal completion date
Immediate	1 to 2 years
Short-Range	3 to 5 years
Mid-Range	6 to 10 years
Long-Range	10 years or more

### ABBREVIATIONS USED

CCC	Creative Corridors Coalition
CCPB	City-County Planning Board
CWS	City of Winston-Salem
DWSP	Downtown Winston-Salem Partnership
GWSI	Greater Winston-Salem, Inc.
HRC	Winston-Salem/Forsyth County Historic Resources Commission
IQ	Innovation Quarter
PAC	Winston-Salem/ Forsyth County Public Art Commission
WSPD	Winston-Salem Police Department



## DISTRICTS

Action/Project	Responsible Agency	Timing
Promote the further integration of the four core destination districts as well as the integration of Downtown's core and outer districts	DWSP	Ongoing
Ensure branding efforts for Fourth Street reflect its unique character	DWSP, property and business owners	Ongoing
Create intentional Downtown gateways along 4th Street from the east and west	DWSP, CWS, property owners	Mid-Range
Develop design standards for sidewalk dining	DWSP, CWS	Immediate
Help art studios and galleries remain Downtown during a time of rising lease rates	Arts associations, DWSP	Immediate
Strengthen the Arts District's artistic, quirky character through the addition of more public art	DWSP, PAC	Ongoing
Add east-west trail connections to the Long Branch Trail in the Industry Hill neighborhood	Developers, CWS	Short-Range
Add public art to Industry Hill, including murals, display of vintage industrial artifacts, and sculptures	Developers, PAC	Ongoing
Facilitate continued development of Innovation Quarter	IQ, developers	Ongoing
Create a unique district identity for Downtown West District	DWSP, property and business owners	Short-Range
Maintain Holly Avenue as a distinctive, historic residential neighborhood within Downtown	Holly Avenue neighborhood association and property owners	Ongoing
Develop a full-service grocery store in the Stadium View District	Developers	Mid-Range
Support efforts implementing the <i>East End Master Plan</i>	SG Atkins Community Development Corporation, CWS, DWSP	Ongoing
Support the opening of the MUSE history museum in its permanent location	MUSE staff/stakeholders, DWSP	Short-Range
Support the opening of the Peter Oliver Pavilion Gallery	Peter Oliver project stakeholders, DWSP	Short-Range



## GROWTH

Action/Project	Responsible Agency	Timing
Promote small businesses Downtown	DWSP, GWSI	Ongoing
Develop and fund a "Pop-Up Program" to help retail startups and actively expand minority-owned businesses Downtown	DWSP, Downtown Winston-Salem Foundation	Short-Range
Support the Meade Willis Loan Fund administered by the Downtown Winston-Salem Foundation	DWSP, Downtown Winston-Salem Foundation	Ongoing
Raise money for additional Street Level Improvement Matching (SLIM) Grants for ground floor enhancements to existing businesses	DWSP, Downtown Winston-Salem Foundation	Short-Range
Support the entrepreneurial ecosystem Downtown	DWSP, GWSI	Ongoing
Advocate for more affordable housing options Downtown	DWSP, Winston-Salem Affordable Housing Coalition, CCPB	Ongoing
Include a workforce housing requirement where public funds are used in the development of private housing projects	CWS	Ongoing
Advocate for more diverse housing types to be constructed Downtown	DWSP, CCPB	Ongoing
Support the creation of more for-sale housing Downtown	DWSP, CWS, CCPB	Ongoing
Continue efforts to recruit and retain businesses and institutions Downtown	DWSP, GWSI	Ongoing
Support adaptive reuse of vacant and underutilized buildings	DWSP, CCPB, developers	Ongoing
Prioritize the re-use of the vacant One Triad Park office building and Forsyth County Hall of Justice	DWSP, Forsyth County, developers	Immediate
Recapitalize the Vacant Building Fund with \$1,000,000 to target long-term vacant storefronts	DWSP, Downtown Winston-Salem Foundation	Short-Range
Facilitate expanded retail Downtown, including more apparel stores	DWSP	Ongoing
Recruit a full-service grocery store Downtown	DWSP	Mid-Range



## GROWTH (continued)

Action/Project	Responsible Agency	Timing
Support existing weekly and seasonal food markets Downtown	DWSP	Ongoing
Develop shared culinary kitchens and startups to strengthen the food and restaurant ecosystem	DWSP, DWSP, private non-profit organization	Mid-Range
Develop an annual festival to celebrate the Downtown food scene	DWSP, event producer, other interested stakeholders	Mid-Range
Celebrate and promote the festivals and events currently taking place Downtown	DWSP	Ongoing
Encourage the introduction of additional events of various sizes	DWSP	Ongoing

## CONNECTIVITY

Action/Project	Responsible Agency	Timing
Update street parking technology to a non-cash system	CWS	Short-Range
Review parking rates in other North Carolina downtowns	DWSP, CWS	Immediate
Create more on-street parking on 5th Street	CWS	Mid-Range
Promote the use and construction of parking decks	DWSP, CWS, developers	Ongoing
Promote the addition of charging stations for electric cars	CWS, developers	Ongoing
Create affordable parking opportunities for Downtown businesses and employees	Business and property owners, DWSP, CWS	Short-Range
Improve parking access for physically disabled people	CWS, developers	Immediate
Create a taskforce to study the feasibility of additional drop-off and loading zones	DWSP, CWS	Immediate
Retrofit bike racks to parking meters where appropriate	CWS	Short-Range
Install more security cameras Downtown to enhance public safety	Property owners, WSPD	Ongoing
Increase Bike Patrol coverage as necessitated by future growth Downtown	WSPD	Ongoing





## CONNECTIVITY (*continued*)

Action/Project	Responsible Agency	Timing
Use technology to enhance pedestrian crossing safety at intersections (including the Martin Luther King, Jr. Drive crosswalk in Industry Hill and the Main Street/Salem Parkway off ramp)	CWS	Short-Range
Improve lighting Downtown, particularly in parking decks	Property owners, CWS	Ongoing
Study the feasibility of adding pedestrian lighting in front of existing buildings on the following Center City blocks: <ul style="list-style-type: none"> <li>• 5th Street between Cherry and Trade Streets</li> <li>• 4th Street between Main Street and IQ</li> <li>• 4th Street between Broad and Poplar Streets</li> </ul>	DWSP, Downtown Winston-Salem Foundation	Short-Range
Add pedestrian lighting when other ground-disturbing projects, such as street improvements and new construction, occur	Developers, CWS	Ongoing
Update requirements for pedestrian lighting to ensure that private developers install necessary lighting meeting the requirements of the <i>2020 Downtown Streetscape Master Plan</i>	CWS	Short-Range
Promote micro mobility Downtown	DWSP	Ongoing
Ensure micro mobility offerings are compliant with the Americans with Disabilities Act (ADA)	CWS, service providers	Ongoing
Promote bicycle use Downtown	DWSP, cycling advocacy groups	Ongoing
Encourage greater availability of electric bicycles for rent	DWSP	Ongoing
Enhance and modernize the bridges across US 52 (3rd, 4th, and 5th Streets)	CWS, CCC	Mid-Range
Promote the expansion of the Long Branch Trail	CWS, DWSP	Short-Range
Enhance and expand pedestrian Wayfinding signage Downtown	DWSP	Short-Range
Minimize access conflicts for Downtown sidewalks to improve access for all individuals	CWS	Ongoing
Increase safe pedestrian crossings across Martin Luther King, Jr. Drive at Trade Street and Patterson Avenue	CWS, property owners	Mid-Range

## CONNECTIVITY (continued)

Action/Project	Responsible Agency	Timing
Enhance and modernize the Strollway sections from Salem Parkway to Merschel Park and along Trade Street to Industry Hill	CWS	Mid-Range
Update Winston Square Park, further branding it as an outdoor performance venue	CWS	Mid-Range
Build a Downtown outdoor amphitheater with a 5,000 or more seating capacity	DWSP, private developer, CWS	Long-Range
Develop a multi-use recreation destination which includes a national-level skateboard/BMX park, children's playground, and adult parcourse	DWSP, private developer, CWS	Long-Range
Create a Downtown dog park	DWSP, private developer, CWS	Long-Range

## APPEARANCE

Action/Project	Responsible Agency	Timing
Continue to value and promote Downtown's outstanding architectural heritage	HRC, DWSP, CCPB	Ongoing
Promote new construction that honors the City's legacy of good design	DWSP, CCPB	Ongoing
Promote adaptive re-use of older structures of all types which support Downtown's unique character and sense of place	DWSP, CCPB	Ongoing
Explore further refinements to the Winston Overlay (WO) District, such as refinements to standards for signage and placement of building mechanical systems, as warranted	DWSP, CCPB, Downtown stakeholders	Mid-Range
Explore guidelines for long-term vacant storefronts	DWSP, CCPB, Downtown stakeholders	Mid-Range
Encourage street-level retail and other commercial uses as part of new residential buildings	DWSP, CCPB, developers	Ongoing
Work with stakeholders to establish standards for sidewalk dining (including a requirement for barriers that allow for transparency, encourage pedestrian engagement, and require high-quality materials)	DWSP, CWS	Immediate





## APPEARANCE *(continued)*

Action/Project	Responsible Agency	Timing
Allow flexible sidewalk dining at designated times, such as on weekends, on a monthly basis, or for special events	DWSP, CWS, property and business owners	Short-Range
Prioritize the creation of public art in the Arts District and at the entrances leading into it	DWSP, CWS, PAC	Ongoing
Establish a percent-for-art ordinance in Winston-Salem, with 1% of bond-funded public building and park construction projects set aside for public art	CWS, PAC	Immediate
Explore the idea of requiring a percentage-based public art fee for large Downtown development projects	DWSP, CWS, PAC	Short-Range
Create a permanent, child-friendly public art scavenger hunt along core destination streets	DWSP, private non-profit organization, other interested stakeholders	Mid-Range
Beautify blank building facades Downtown	Property owners, developers, DWSP	Ongoing
Consider attaching high-quality murals and exhibits to blank building facades, especially ones that celebrate Downtown's history and culture in an inclusive way; prioritize blank facades in or between core destination districts, such as along 4th Street between the Fourth Street District and Innovation Quarter	Artists and other interested stakeholders, building owners	Ongoing
<p>Consider adding general aesthetic enhancements in key locations connecting Downtown's core destination districts, such as:</p> <ul style="list-style-type: none"> <li>• Trade Street between 4th and 5th Streets</li> <li>• 4th Street from Main to Chestnut Streets</li> <li>• Crossing MLK at Industry Hill</li> <li>• Crossing US 52 via the 3rd, 4th, and 5th Street bridges</li> </ul> <p>Consider adding similar aesthetic enhancements at key locations connecting outer Downtown districts to the core including:</p> <ul style="list-style-type: none"> <li>• East End</li> <li>• West End</li> <li>• Stadium View</li> <li>• Brookstown</li> </ul>	Building owners, developers	Ongoing
Further branding Downtown districts through the use of banners and other aesthetic elements that complement each district's unique heritage and character	DWSP	Short-Range



## APPEARANCE *(continued)*

Action/Project	Responsible Agency	Timing
Create intentional Downtown gateways into the Fourth Street District, specifically along 4th Street from the east and west, with consideration of a landscaped median near the western gateway	DWSP, CWS, property owners	Mid-Range
Replace trees that have been removed Downtown	CWS	Ongoing
<p>Add new trees on prioritized destination streets</p> <p>High Priority Streets:</p> <ul style="list-style-type: none"> <li>• Liberty Street between 5th and 7th Streets</li> <li>• 4th Street between Spring and Poplar Streets</li> <li>• Trade Street between 4th and 5th Streets (the section nearer to 4th Street)</li> </ul> <p>Lower Priority Streets:</p> <ul style="list-style-type: none"> <li>• 3rd Street between Liberty and Main Streets</li> <li>• Liberty Street between 5th and 3rd Streets</li> <li>• Spruce Street between 4th Street and the Milton Rhodes Center</li> <li>• 5th Street between Broad and Poplar Streets</li> <li>• Broad Street between 1st and 4th Streets</li> </ul>	CWS	Mid-Range
<p>Add new trees where structural soil may not be needed:</p> <ul style="list-style-type: none"> <li>• 5th Street in front of the Transportation Center</li> <li>• In front of the Cherry Street Parking Deck (along Cherry Street looking north to 6th Street)</li> </ul>	CWS	Ongoing
Use structural soil when planting new trees, as funding allows	CWS	Ongoing
Require trees be planted as part of new construction projects	CWS, developers	Ongoing
<p>Improve landscaping in the Downtown core, specifically by beautifying empty tree wells and planting strips, with priority areas being:</p> <ul style="list-style-type: none"> <li>• 4th Street between Broad and Poplar Streets</li> <li>• 4th Street between Main Street and IQ</li> <li>• Trade Street between 5th and 8th Streets</li> </ul>	CWS	Mid-Range
Establish a volunteer Downtown Tree and Landscaping Committee	DWSP, CWS, relevant stakeholders	Mid-Range





# Priorities

## TIMING

Immediate	1 to 2 years
Short-Range	3 to 5 years
Mid-Range	6 to 10 years
Long-Range	10 years or more



## ABBREVIATIONS USED

CCC Creative Corridors Coalition  
CCPB City-County Planning Board  
CWS City of Winston-Salem

DWSP Downtown Winston-Salem Partnership  
IQ Innovation Quarter  
PAC Winston-Salem/ Forsyth County Public Art Commission

## ITEMS FOR IMMEDIATE IMPLEMENTATION

Action/Project	District Strategy	Responsible Agency
Help art studios/galleries remain Downtown during a time of rising lease rates	Arts District	Arts associations, DWSP
Improve parking access for physically disabled people	C1	CWS, developers
Establish a percent-for-art ordinance in Winston-Salem, with 1% of bond-funded public building and park construction projects set aside for public art	A4	CWS, PAC
Create a taskforce to study the feasibility of additional drop-off and loading zones	C1	DWSP, CWS
Review parking rates in other North Carolina downtowns	C1	DWSP, CWS
Work with stakeholders to develop design standards for sidewalk dining (including a requirement for barriers that allow for transparency, encourage pedestrian engagement, and require high-quality materials)	A3	DWSP, CWS
Prioritize the re-use of the vacant One Triad Park office building and Forsyth County Hall of Justice	G3	DWSP, Forsyth County, developers

## ITEMS FOR SHORT-RANGE IMPLEMENTATION

Action/Project	District Strategy	Responsible Agency
Create affordable parking opportunities for Downtown businesses and employees	C1	Business property owners, DWSP, CWS
Retrofit bike racks to parking meters where appropriate	C1	CWS
Update street parking technology to a non-cash system	C1	CWS
Use technology to enhance pedestrian crossing safety at intersections (including the Martin Luther King, Jr. Drive crosswalk in Industry Hill and the Main Street/Salem Parkway off ramp)	C2	CWS
Update requirements for pedestrian lighting to ensure that private developers install necessary lighting meeting the requirements of the <i>2020 Downtown Streetscape Master Plan</i>	C3	CWS
Promote the expansion of the Long Branch Trail	C5	CWS, DWSP
Add east-west trail connections to the Long Branch Trail in the Industry Hill neighborhood	Industry Hill District	Developers, CWS
Enhance and expand pedestrian Wayfinding signage Downtown	C5	DWSP
Create a unique district identity for the Downtown West District	Downtown West District	DWSP, property and business owners
Develop and fund a "Pop-Up Program" to help retail startups and actively expand minority-owned businesses Downtown	G1	DWSP, Downtown Winston-Salem Foundation
Raise money for additional Street Level Improvement Matching (SLIM) Grants for ground floor enhancements to existing businesses	G1	DWSP, Downtown Winston-Salem Foundation
Recapitalize the Vacant Building Fund with \$1,000,000 to target long-term vacant storefronts	G4	DWSP, Downtown Winston-Salem Foundation
Study the feasibility of adding pedestrian lighting in front of existing buildings on the following Center City blocks: <ul style="list-style-type: none"> <li>• 5th Street between Cherry and Trade Streets</li> <li>• 4th Street between Main Street and IQ</li> <li>• 4th Street between Broad and Poplar Streets</li> </ul>	C3	DWSP, Downtown Winston-Salem Foundation
Allow flexible sidewalk dining at designated times, such as on weekends, on a monthly basis, or for special events	A3	DWSP, CWS, property and business owners



## ITEMS FOR SHORT-RANGE IMPLEMENTATION *(continued)*

Action/Project	District Strategy	Responsible Agency
Explore the idea of requiring a percentage-based public art fee for large Downtown development projects	A4	DWSP, CWS, PAC
Further branding Downtown districts through the use of banners and other aesthetic elements that complement each district's unique heritage and character	A6	DWS
Support the opening of the MUSE history museum in its permanent location	Brookstown District	MUSE staff/ stakeholders, DWSP
Support the opening of the Peter Oliver Pavilion Gallery	Brookstown District	Peter Oliver project stakeholders, DWSP

## ITEMS FOR MID-RANGE IMPLEMENTATION

Action/Project	District Strategy	Responsible Agency
Create more on-street parking on 5th Street	C1	CWS
Enhance and modernize the Strollway sections from Salem Parkway to Merschel Park and along Trade Street to Industry Hill	C6	CWS
Update Winston Square Park, further branding it as an outdoor performance venue	C6	CWS
<p>Add new trees on prioritized destination streets</p> <p>High Priority Streets:</p> <ul style="list-style-type: none"> <li>• Liberty Street between 5th and 7th Streets</li> <li>• 4th Street between Spring and Poplar Streets</li> <li>• Trade Street between 4th and 5th Streets (the section nearer to 4th Street)</li> </ul> <p>Lower Priority Streets:</p> <ul style="list-style-type: none"> <li>• 3rd Street between Liberty and Main Streets</li> <li>• Liberty Street between 5th and 3rd Streets</li> <li>• Spruce Street between 4th Street and the Milton Rhodes Center</li> <li>• 5th Street between Broad and Poplar Streets</li> <li>• Broad Street between 1st and 4th Streets</li> </ul>	A7	CWS
<p>Improve landscaping in the Downtown core, specifically by beautifying empty tree wells and planting strips, with priority areas being:</p> <ul style="list-style-type: none"> <li>• 4th Street between Broad and Poplar Streets</li> <li>• 4th Street between Main Street and IQ</li> <li>• Trade Street between 5th and 8th Streets</li> </ul>	A7	CWS
Establish a volunteer Downtown Tree and Landscaping Committee	A7	DWSP, CWS, relevant stakeholders

## ITEMS FOR MID-RANGE IMPLEMENTATION *(continued)*

Action/Project	District Strategy	Responsible Agency
Enhance and modernize the bridges across US 52 (3rd, 4th, and 5th Streets)	C5	DWSP, relevant stakeholders
Increase safe pedestrian crossings across Martin Luther King, Jr. Drive at Trade Street and Patterson Avenue	C5	CWS, property owners
Recruit a full-service grocery store Downtown	G5	DWSP
Develop an annual festival to celebrate the Downtown food scene	G5, G6	DWSP, event producer, other interested stakeholders
Create a permanent, child-friendly public art scavenger hunt along core destination streets	A4	DWSP, private non-profit organization, other interested stakeholders
Explore further refinements to the Winston Overlay (WO) District, such as refinements to standards for signage and placement of building mechanical systems, as warranted	A2	DWSP, CCPB, Downtown stakeholders
Explore guidelines for long-term vacant storefronts	A2	DWSP, CCPB, Downtown stakeholders
Create intentional Downtown gateways into the Fourth Street District, specifically along 4th Street from the east and west, with consideration of a landscaped median near the western gateway	A6	DWSP, CWS, property owners
Develop shared culinary kitchens and startups to strengthen the food and restaurant ecosystem	G5	DWSP, private non-profit organization

## ITEMS FOR LONG-RANGE IMPLEMENTATION

Action/Project	District Strategy	Responsible Agency
Build a Downtown outdoor amphitheater with a 5,000 or more seating capacity	C7	DWSP, private developer, CWS
Develop a multi-use recreation destination which includes a national-level skateboard/BMX park, children's playground, and adult parcourse	C7	DWSP, private developer, CWS
Create a Downtown dog park	C7	DWSP, private developer, CWS



# Acknowledgments



## City of Winston-Salem

**Mayor:** Allen Joines

**City Council:**

Denise D. Adams, *Mayor Pro Tempore*,  
*Northeast Ward*

Barbara H. Burke, *Northeast Ward*

Robert C. Clark, *West Ward*

John C. Larson, *South Ward*

Jeff MacIntosh, *Northwest Ward*

Kevin Mundy, *Southwest Ward*

Annette Scippio, *East Ward*

James Taylor, Jr., *Southeast Ward*

**City Manager:** Lee Garrity, *retired*

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**Latisa Adele Tatum**, *Arts Community*

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