

FORSYTH COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: NOVEMBER 14, 2019AGENDA ITEM NUMBER: 2A-2B**SUBJECT: A. PUBLIC HEARING ON THE PETERS CREEK PARKWAY GROWTH
CORRIDOR PLAN****B. RESOLUTION ADOPTING THE PETERS CREEK PARKWAY GROWTH
CORRIDOR PLAN****COUNTY MANAGER'S RECOMMENDATION OR COMMENTS:****SUMMARY OF INFORMATION:**

See attached staff report.

After consideration, the City-County Planning Board recommended adoption of the *Peters Creek Parkway Growth Corridor Plan*. City Council adopted the plan update on October 7, 2019.

ATTACHMENTS: YES NOSIGNATURE: _____ DATE: _____
COUNTY MANAGER

**RESOLUTION ADOPTING THE
PETERS CREEK PARKWAY GROWTH CORRIDOR PLAN**

WHEREAS the *Legacy 2030 Comprehensive Plan* recommends the completion of area plans to implement *Legacy 2030* and guide land use and growth in all parts of Winston-Salem and Forsyth County;

WHEREAS the *Legacy 2030 Comprehensive Plan* recommends studying the feasibility of zoning overlay districts for growth corridors that emphasize design compatibility for surrounding land uses;

WHEREAS the *Legacy 2030 Comprehensive Plan* recommends developing design standards for growth corridors;

WHEREAS the proposed *Peters Creek Parkway Growth Corridor Plan* is being completed for Winston-Salem and Forsyth County as designated in *Legacy 2030*;

WHEREAS the *Peters Creek Parkway Growth Corridor Plan* was developed by staff with input and participation from area citizens at four community meetings;

WHEREAS the City-County Planning Board held a public hearing and recommended adoption of the *Peters Creek Parkway Growth Corridor Plan* on June 27, 2019; and

WHEREAS the proposed *Peters Creek Parkway Growth Corridor Plan* contains desired site plan elements to consider in the design of properties, design visions for selected areas, and recommendations/guidelines for future development/redevelopment along the corridor;

NOW, THEREFORE, BE IT RESOLVED, that the Forsyth County Board of Commissioners hereby adopt the attached *Peters Creek Parkway Growth Corridor Plan* and encourage the plan's use as a guide for future development/redevelopment along the corridor, public investment decisions, and continued improvement in the area.

Adopted this the 14th day of November 2019.

TO: Forsyth County Board of Commissioners
FROM: Aaron King, Director of Planning and Development Services
DATE: October 17, 2019
SUBJECT: Draft *Peters Creek Parkway Growth Corridor Plan*

Bryce A. Stuart Municipal Building
100 E. First Street
P.O. Box 2511
Winston-Salem, NC 27102
CityLink 311 (336.727.8000)
Fax 336.748.3163

Planning staff is prepared to brief the Board of Commissioners on the draft *Peters Creek Parkway Growth Corridor Plan*. The draft *Peters Creek Parkway Growth Corridor Plan* was developed this year by Planning staff with extensive input and participation from the general public at four community meetings.

The City-County Planning Board held a public hearing on the draft plan on June 13, 2019 and unanimously recommended adoption of the plan. The Winston-Salem City Council held a public hearing on the draft plan on October 7, 2019 and unanimously recommended adoption of the plan.

Staff will be happy to answer any questions you may have regarding the draft corridor plan.

**CITY-COUNTY PLANNING BOARD
PUBLIC HEARING
MINUTES FOR PETERS CREEK PARKWAY
GROWTH CORRIDOR PLAN
JUNE 13, 2019**

Marco Andrade presented the *Peters Creek Parkway Growth Corridor Plan*.

PUBLIC HEARING

FOR: None

AGAINST:

David Mount, 1238 West Fourth Street, Winston-Salem, NC 27101

- I am here to say what I am against as far as the potential development of the West Fourth Street area. This area is bound by Business 40 on the north, Peters Creek Parkway on the east, and Peters Creek on the south.
- I live slightly above the Fourth Street bridge; the people that live in this area, and the West End Association, of which I am a member, are against this development because of several things: It will eliminate a lot of affordable housing, and it has also been determined to be eligible for the National Register of Historic Places.
- There have been discussions at our association meetings and with neighbors about how horrendous the traffic is in this area. We are definitely against this redevelopment plan for this part of Peters Creek Parkway.

WORK SESSION

Melynda Dunigan asked if any of the recommendations presented would change the current zoning recommendations from what is in the existing area plans. Marco Andrade stated that there would be no changes to the recommendations in the existing area plans – rather, this plan would refine existing plan recommendations.

Melynda asked if there were any transportation plans for the northern section of Peters Creek Parkway. Marco stated that the City did hire a consultant, NCDOT did get involved, and they were okay with the concept, but Business 40 needed to be completed first.

Melynda asked the same question with regard to the multi-use path, whether it was a recommendation for the future, or if there was a funding stream for it now. Marco stated that the

only section that is funded is from the Washington Park Greenway and the southern creek extending towards Forsyth Tech.

Melynda inquired as to the availability of pedestrian walkways and whether the vision was to be able to cross over Peters Creek Parkway. Marco stated that crosswalks would have to be placed where a traffic light is located. Aaron King pointed the Board to pages 34 and 37 that reflected where crosswalks would be placed.

Melynda inquired as to what the green dotted lines were in the handout. Marco stated that the green lines indicated a greenway.

Aaron made the Board aware of an email from Carolyn Highsmith that was placed at their seats regarding the *Peters Creek Parkway Growth Corridor Plan*.

Aaron clarified that there is no plan or request on the table to change the zoning of the area that Mr. Mount described, and staff was not proposing to change the zoning, nor the recommendations of the area plan for the land use of this area. Aaron referred the Board to Page 20 of the handout and mentioned the two zoning requests that have come through in this area, and that this was a sensitive area. As Marco reiterated, staff did not embark on these growth corridor plans to change the zoning that has already been established through long area plan processes. This plan does not give any additional development rights to anybody that they didn't have before the plan. It fleshes out design concepts, and it was specifically stated to leave the adopted area plan recommendations in place for this area. As has been stated, if Planning Board or City Council wanted to consider something else, it should be done through a charrette that would involve an extensive amount of input from the neighborhoods.

George Bryan stated that the Peters Creek Parkway corridor is the most exciting area in Winston-Salem because of the diversity of home ownership and income levels in the area; a good transportation system for people who do not have cars; and the variety of restaurants and retail in the area. There are ideas to make this area even better. With intense residential on both sides of the corridor, it could feed a lot more retail and businesses. Mayor Allen Joines' initiatives on affordable housing and poverty are being addressed in this corridor. George and Melynda raised concerns about the language in the second paragraph of Page 20. There was discussion of Page 20 among the Board members, and it was ultimately decided by the Board to take up this issue at work session so that some additional language could be discussed.

MOTION: Clarence Lambe recommended that the *Peters Creek Growth Corridor Plan* be continued to the June Work Session.

SECOND: Brenda Smith

VOTE:

FOR: George Bryan, Melynda Dunigan, Tommy Hicks, Clarence Lambe, Chris Leak, Johnny Sigers, Brenda Smith, Jack Steelman

AGAINST: None

EXCUSED: None

Aaron King
Director of Planning and Development Services

**CITY-COUNTY PLANNING BOARD
WORK SESSION MINUTES FOR PETERS CREEK
PARKWAY GROWTH CORRIDOR PLAN
JUNE 27, 2019**

Marco Andrade presented the *Peters Creek Parkway Growth Corridor Plan*.

PUBLIC HEARING

Marco Andrade presented a handout of some proposed changes to the *Peters Creek Parkway Corridor Plan* as presented at the June public hearing. Melynda Dunigan had asked staff to make the illustrations more clear so that the casual reader could grasp the concept of what was being presented. Staff added text to a number of pages explaining the illustrations better.

The other big question was about West Fourth Street. Again, staff worked with Melynda and George Bryan. Some of the issues staff needed to clarify are: the West Fourth Street area is recommended for residential in the existing *South Central Winston-Salem Area Plan*; this corridor plan is not recommending a change in land use, only pointing out factors that exist in the area that could lead to redevelopment with more intense residential use in the future; and it will be up to the Planning Board and the City Council, in consultation with the community, to decide whether to change the land use in the area in the future.

MOTION: Clarence Lambe moved to recommend approval of the revisions to the Peters Creek Parkway Corridor Plan, with the proposed revisions.

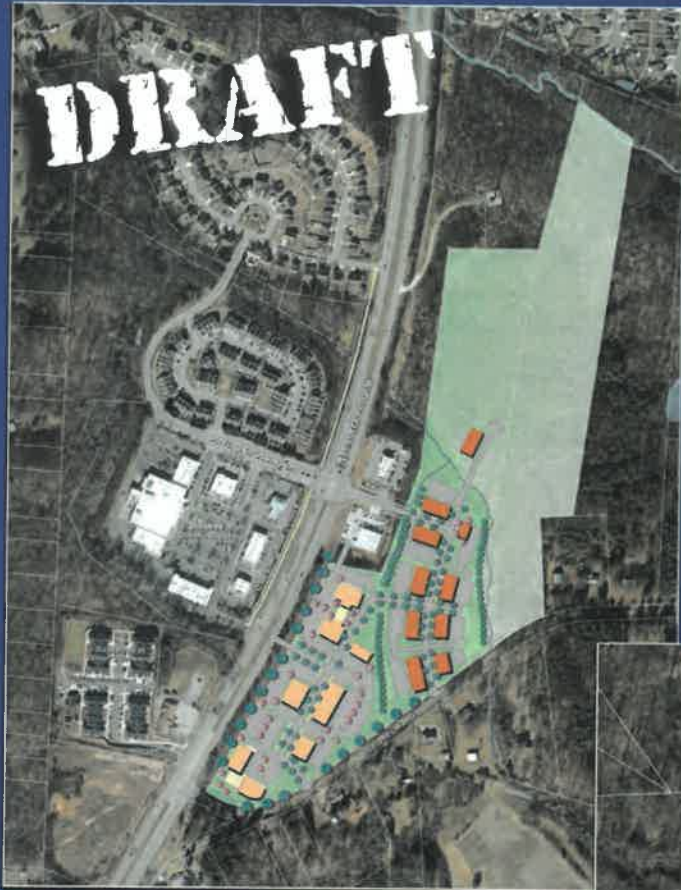
SECOND: Brenda Smith.

VOTE:

FOR: George Bryan, Melynda Dunigan, Jason Grubbs, Tommy Hicks, Clarence Lambe, Chris Leak, Johnny Sigers, Brenda Smith

AGAINST: None

EXCUSED: None



PETERS CREEK PARKWAY GROWTH CORRIDOR PLAN

TABLE OF CONTENTS

INTRODUCTION

Peters Creek Parkway Growth Corridor Plan.....	1
Corridor Plan Process.....	2
Public Participation.....	2
Corridor Plan Section Boundaries.....	3

NORTH SECTION

A. Existing Character.....	4
B. Design Strategy.....	7
C. Development Focus Areas.....	8
Peters Creek Parkway Corridor Study (2014).....	9
Alternate Option for Combining Driveways.....	10
Site Plan Elements to Consider.....	12
D. Design Vision.....	16
Link Road Site.....	16
West Salem Shopping Center.....	17
Ardsley Street Neighborhood Connector.....	18
E. Other Studied Areas.....	19
Site Next to Volvo Dealership.....	19
West Fourth Street Between Salem Parkway/US 421 (formerly Business 40) and Academy Street.....	20

CENTRAL SECTION

A. Existing Character.....	21
B. Design Strategy.....	22
C. Development Focus Area.....	25
Site Plan Elements to Consider.....	25
D. Design Vision.....	30
West Side of Peters Creek Parkway South of W. Clemmons Road.....	30

SOUTH SECTION

A. Existing Character.....	32
B. Design Strategy.....	33
C. Development Focus Area.....	35
Site Plan Elements to Consider.....	35
D. Design Vision.....	36
Vacant Site Across from the Shoppes at Oliver's Crossing.....	36

SUMMARY RECOMMENDATIONS/ GUIDELINES.....

	38
--	----

APPENDIX A: Kickoff Meeting Citizen

Comments.....	42
---------------	----

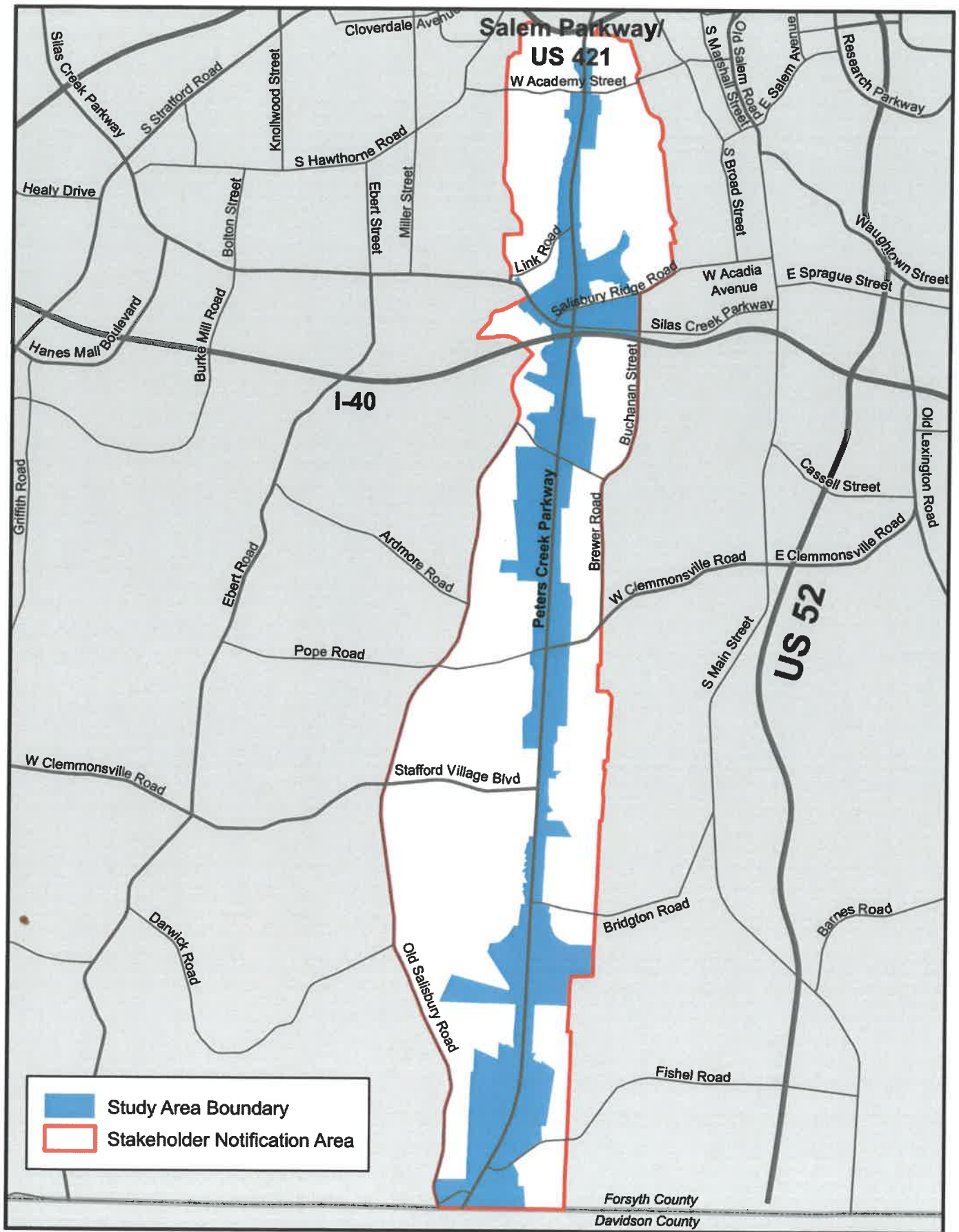
MAPS AND ILLUSTRATIONS

Map 1. Peters Creek Parkway Growth Corridor Boundary.....	ii
Map 2. Legacy 2030 Growth Mangement Plan.....	1
Map 3. Peters Creek Parkway Growth Corridor Sections.....	3
Map 4. North Section Boundary.....	4
Map 5. North Section Design Strategy.....	5
Map 6. West Fourth Street Between Salem Parkway/US 421 (formerly Business 40) and Academy Street.....	20
Map 7. Central Section Boundary.....	21
Map 8. Central Section Design Strategy.....	23
Map 9. South Section Boundary.....	32
Map 10. South Section Design Strategy.....	34

FIGURES

Figure 1. Corridor Plan Process.....	2
Figure 2. Typical Roadway Section-200' Right-of-Way.....	9
Figure 3. Combined Driveways.....	9
Figure 4. Proposed Option for Combining Driveways.....	10
Figure 5. Alternate Option for Combining Driveways.....	11
Figure 6. Site Planning Concepts.....	13
Figure 7. Driveway Curb Cuts, Cross-Access Easements, Service Drive Location.....	14
Figure 8. Front Building Setbacks.....	15
Figure 9. Link Road Site Diagram.....	16
Figure 10. Link Road Site Concept.....	16
Figure 11. West Salem Shopping Center Diagram.....	17
Figure 12. West Salem Shopping Center Concept...	17
Figure 13. Ardsley Street Neighborhood Connector.....	18
Figure 14. Site Next to Volvo Dealership.....	19
Figure 15. Site Planning Concepts.....	26
Figure 16. Sidewalks.....	27
Figure 17. Cross-Access Between Parcels.....	28
Figure 18. Parking Lot Design and Building Setbacks.....	29
Figure 19. Central Section-Site Diagram.....	30
Figure 20. Central Section-Site Concept.....	31
Figure 21. South Section-Site Diagram.....	36
Figure 22. South Section-Site Concept.....	37

ACKNOWLEDGEMENTS.....



Map 1. Peters Creek Parkway Growth Corridor Boundary

INTRODUCTION

Peters Creek Parkway Growth Corridor Plan

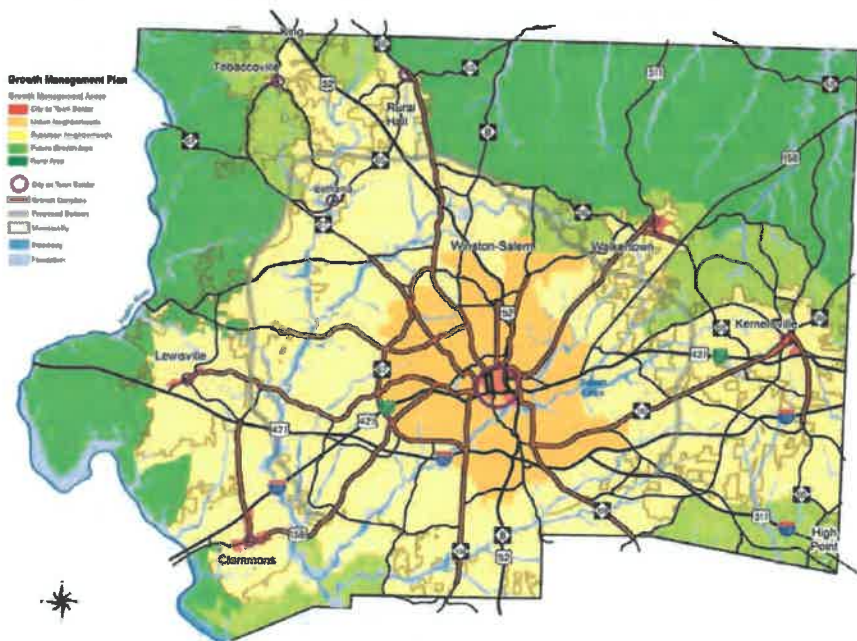
The *Legacy 2030 Comprehensive Plan* provides a vision for how Winston-Salem and Forsyth County should grow in the future. This vision calls for growing smarter, which includes better managing our future growth and development to promote compact development in appropriate places to accommodate our growing population. Growth Corridors are part of this growth management strategy. These corridors link Activity Centers to Downtown Winston-Salem, Town Centers, and each other.

Growth Corridors are roads that can support a mix of office, retail, and higher density housing, reducing development pressure on adjacent residential neighborhoods, encouraging efficient use of public infrastructure, and supporting transit. These corridors are envisioned as places where increased density at selected locations is desirable.

Legacy has identified 12 major roadways as growth corridors countywide (see **Map 2**). In 2018, the City-County Planning Board selected the Peters Creek Parkway Growth Corridor, from Salem Parkway/US 421 (formerly Business 40) to the Davidson County line, as the first growth corridor to be studied. *Legacy* calls for completing plans for Forsyth County's identified growth corridors in order to study the feasibility of zoning overlay districts that emphasize mixed-use development, pedestrian and bicycle circulation, and design compatibility for surrounding neighborhoods. This plan expands on the work already completed by the City of Winston-Salem in 2014 on the Peters Creek Parkway Corridor Study and in the area plan updates which encompass the corridor. The purpose of the 2014 study was to enhance the Peters Creek Parkway corridor by providing landscaping, improved pedestrian facilities (sidewalks and pathways), and accommodation for bicycles and transit. The plan also recommended maintaining a level of traffic service that will accommodate commuters while supporting the urban, neighborhood business district.

Generally, the Peters Creek Parkway Growth Corridor Plan is expected to:

- Involve community stakeholders in developing a long-term vision for the corridor.
- Define general guidelines that will guide how the corridor should change in the future.
- Provide urban design guidance along the corridor.
- Recommend future infrastructure improvements to sidewalks or the street network, including bike and pedestrian improvements.



Map 2. Legacy 2030 Growth Management Plan

As previously stated, the Peters Creek Parkway Growth Corridor Plan builds upon the work completed in recently adopted area plan updates, but it also relies heavily on general urban design principles to develop corridor recommendations. These recommendations include specific improvements to key parcels along the corridor as well as guidelines defining character and aesthetics for corridor sections.

Corridor Plan Process

This plan expands on the work already completed in the *South Central Winston-Salem Area Plan Update* (2014), the *Southwest Winston-Salem Area Plan Update* (2016), and the *South Suburban Area Plan Update* (2017), particularly as it relates to design and appearance. The corridor plan process proposes a variety of methods for engaging community stakeholders and collecting feedback at various stages. The process includes four project phases:

- A. Assessment of existing conditions
- B. Developing a design strategy
- C. Identifying focus areas for development/redevelopment
- D. Developing a design vision

These four phases are explained in detail in the following pages.

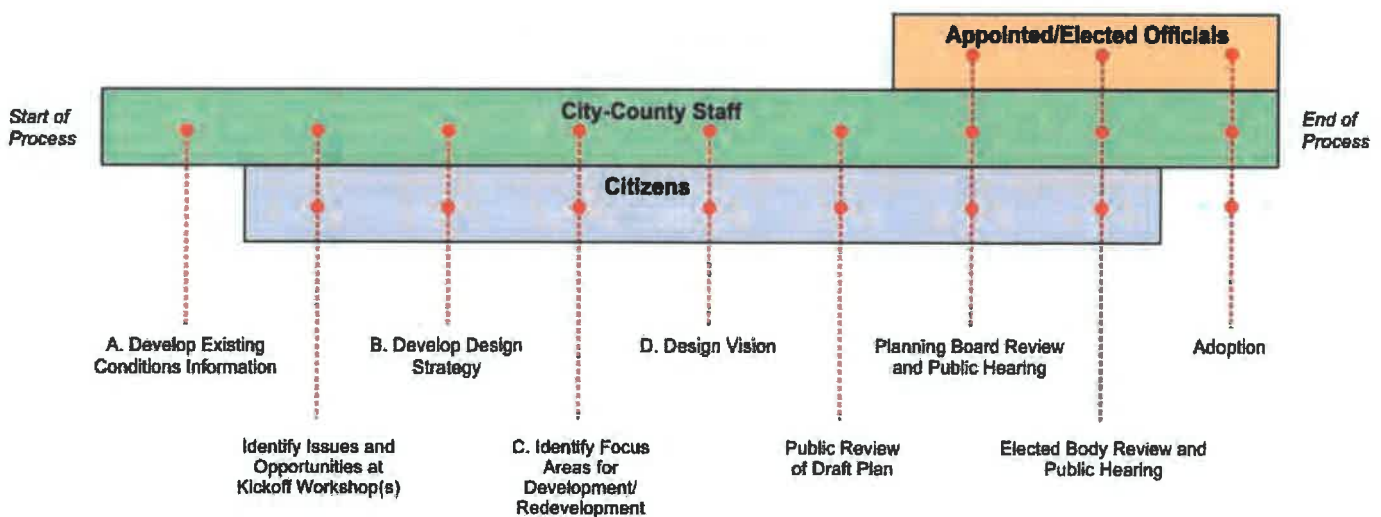


Figure 1. Corridor Plan Process

Public Participation

The kickoff meeting for the Peters Creek Parkway Growth Corridor Plan was held on November 15, 2018, where residents gave input on how they would like the corridor to develop in the future (see **Appendix A** on page 42). Community feedback from the kickoff meeting and visual aids depicting site elements to be considered in the development of design concepts were presented at a second meeting on January 29, 2019. Citizens also worked with staff on establishing general development parameters for strategic parcels in each section of the corridor at this meeting. These community guidelines/recommendations were used to prepare design concepts for a number of sites, which were presented at the third community meeting on Tuesday, March 26, 2019. Design concepts were revised and finalized and a design vision for each section was presented in a drop-in session on April 30, 2019 for final citizen review prior to the plan adoption process.



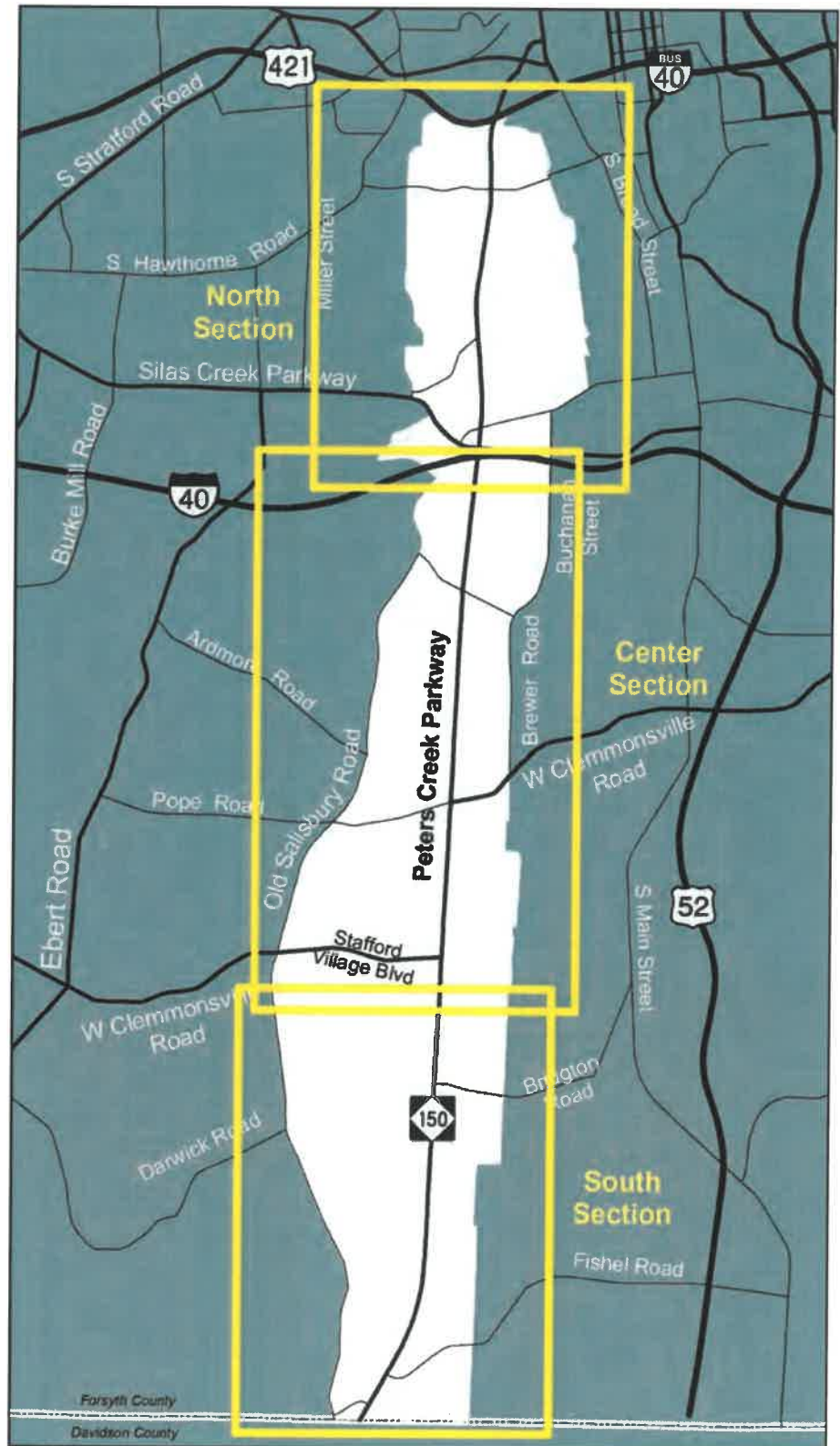
Corridor Plan Section Boundaries

The Peters Creek Parkway Growth Corridor extends from Salem Parkway/US 421 (formerly Business 40) to the Davidson County line (approximately 6.4 miles). This plan includes parcels located on both sides of the road (see **Map 1** on **page ii**). For the purpose of this plan, the corridor has been divided into three sections: North, Central, and South (see **Map 3**). The North Section contains the area between Business 40 and Interstate 40. The Central Section includes the area between Interstate 40 and the Activity Center at Stafford Village Boulevard. The South Section contains the area from the Activity Center at Stafford Village Boulevard to the Davidson County line.

This plan used a consistent process to develop the design visions for each of the three sections. This process is described in detail on the following pages and includes four basic steps:

- Describing the existing character of the section
- Developing a design strategy based upon the comments received from participants
- Identifying development focus areas which the agreed upon design principles can be applied to
- Developing a design vision for the selected parcels

Following detailed descriptions of the three sections of the corridor, a summary of recommendations/guidelines is included highlighting the main site plan elements used to illustrate each of the site concepts.



Map 3. Peters Creek Parkway Growth Corridor Sections

NORTH SECTION

A. Existing Character

The North Section of Peters Creek Parkway is bounded on the north by Salem Parkway/US 421 and on the south by Interstate 40 (see Map 4). The North Section is designated as Urban Neighborhoods (GMA 2) in *Legacy's* Growth Management Plan.

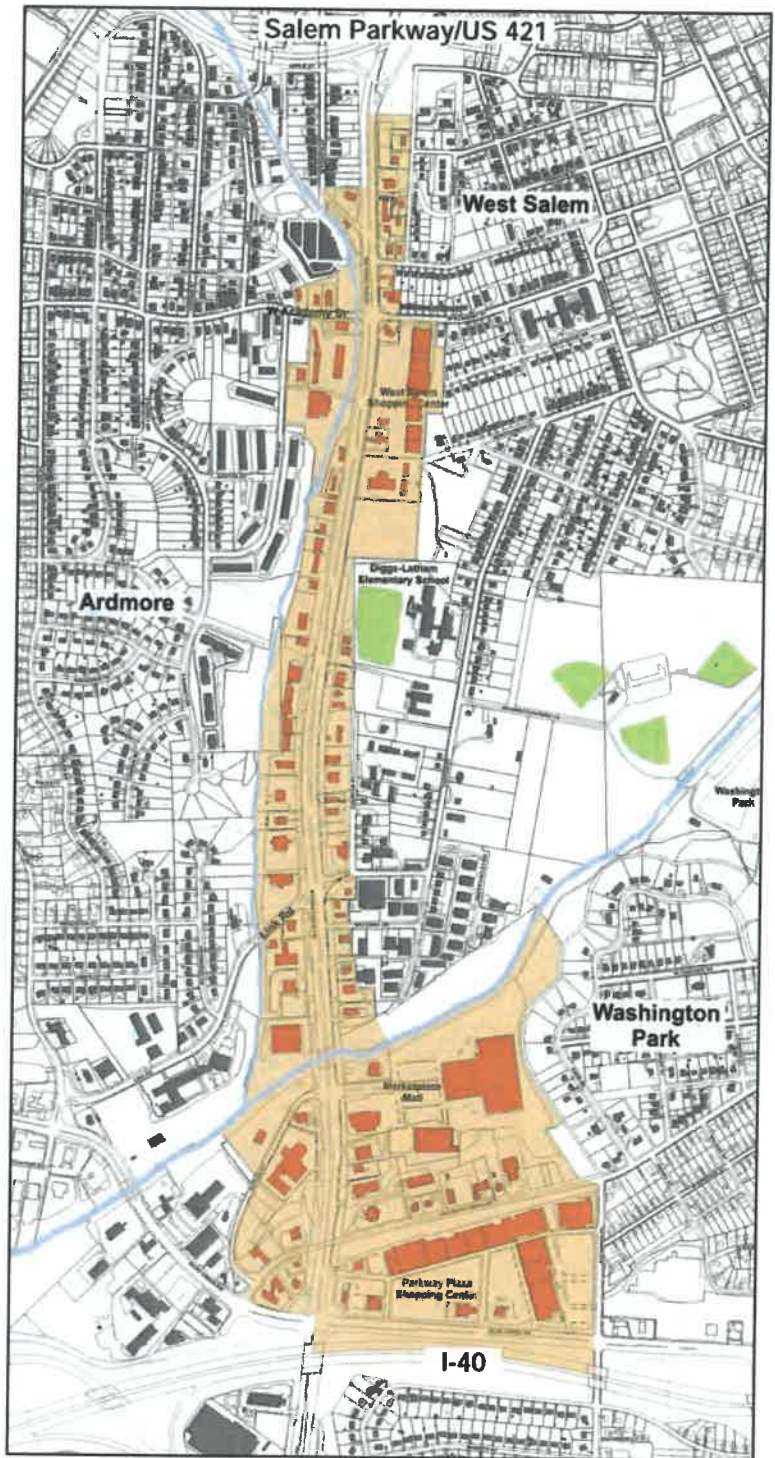
The character and appearance of the north section of the corridor are a function of two key elements:

- The natural environment, with Peters Creek defining the western boundary of the area, and some steep slopes delineating the eastern edge.
- The visual character of Peters Creek Parkway and its relationship with adjoining land uses and neighborhoods.

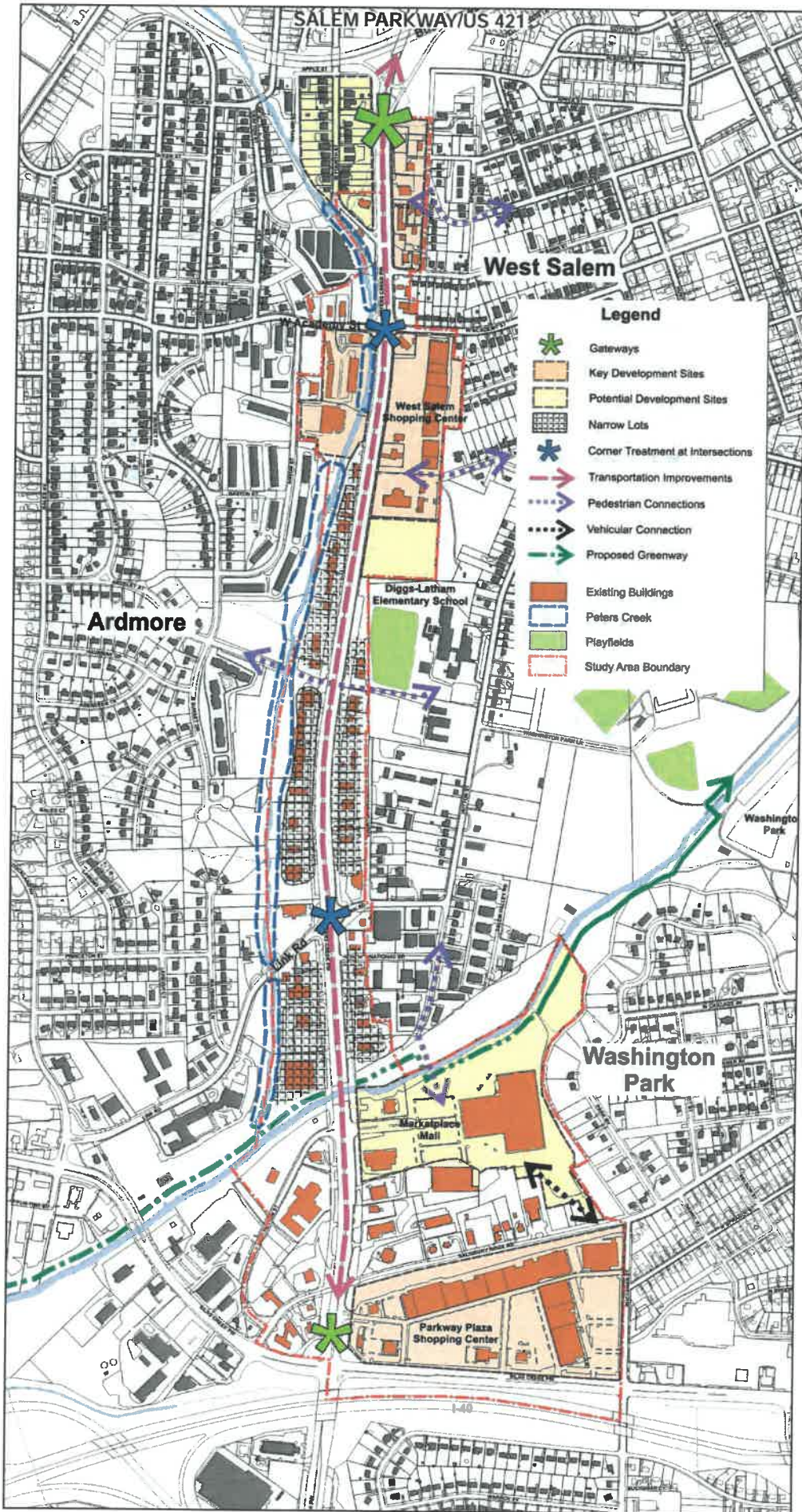
The natural environment is the main determinant of developable areas. The western edge between Peters Creek and the roadway is generally narrow, with single buildings located near the road. The eastern edge of the corridor, where there are no steep slopes, has larger parcels of land, including some occupied with shopping centers.

The North Section of the corridor is located adjacent to the urban neighborhoods of Ardmore, West Salem, and Washington Park, but functions and feels more like a suburban area. This results from having a six-lane road that moves traffic rapidly through the area and the location of parking areas in front of buildings.

One of the predominant land uses along the corridor in this section is auto sales, resulting in large roadside areas dedicated to vehicle display. Some of the parcels used for this purpose present opportunities for redevelopment as a different use. The road currently lacks visual appeal, with limited landscaping along the corridor and on private properties. With a few exceptions, the general appearance of the built environment of this section needs improvement as well. This general area would benefit from new investment to make it more pedestrian friendly, and to make it more appealing to nearby residents and users of the corridor.



Map 4. North Section Boundary



Map 5. North Section Design Strategy

B. Design Strategy

Converting this section of the corridor into a pedestrian and transit friendly environment will require both a redesign of the road and the redevelopment of properties with an urban form. A corridor study completed in 2014 (discussed in detail on page 7) recommends changes to the design and appearance of the roadway to create a more appropriate urban character for the North Section of Peters Creek Parkway. The *Legacy Growth Management Plan* identifies a number of Activity Centers along major corridors. These centers promote a mix of residential, office, and retail uses adjacent to established neighborhoods, where a sense of place is important. In the planning area, the West Salem Shopping Center and Parkway Plaza are both designated activity centers. However, there are other areas along this section of the corridor that could be improved/redeveloped to better serve the surrounding neighborhoods. These areas are shown on **Map 5 on page 5** and design concepts have been prepared for some of them.

Additional elements of the North Section Design Strategy include:

- Establishing gateways at both ends of the north corridor section, where buildings or landscaping can create distinctive entrances into the area.
- Developing design concepts for larger parcels and for narrow lots to show development ideas for these parcels.
- Finding ways to improve intersections from a visual standpoint, using building location or corner treatments.
- Implementing the proposed transportation improvements in the 2014 Peters Creek Parkway Corridor Study.
- Establishing pedestrian/vehicular connections to adjacent neighborhoods and to the proposed Salem Creek Greenway.
- Protecting and enhancing the view to Peters Creek.



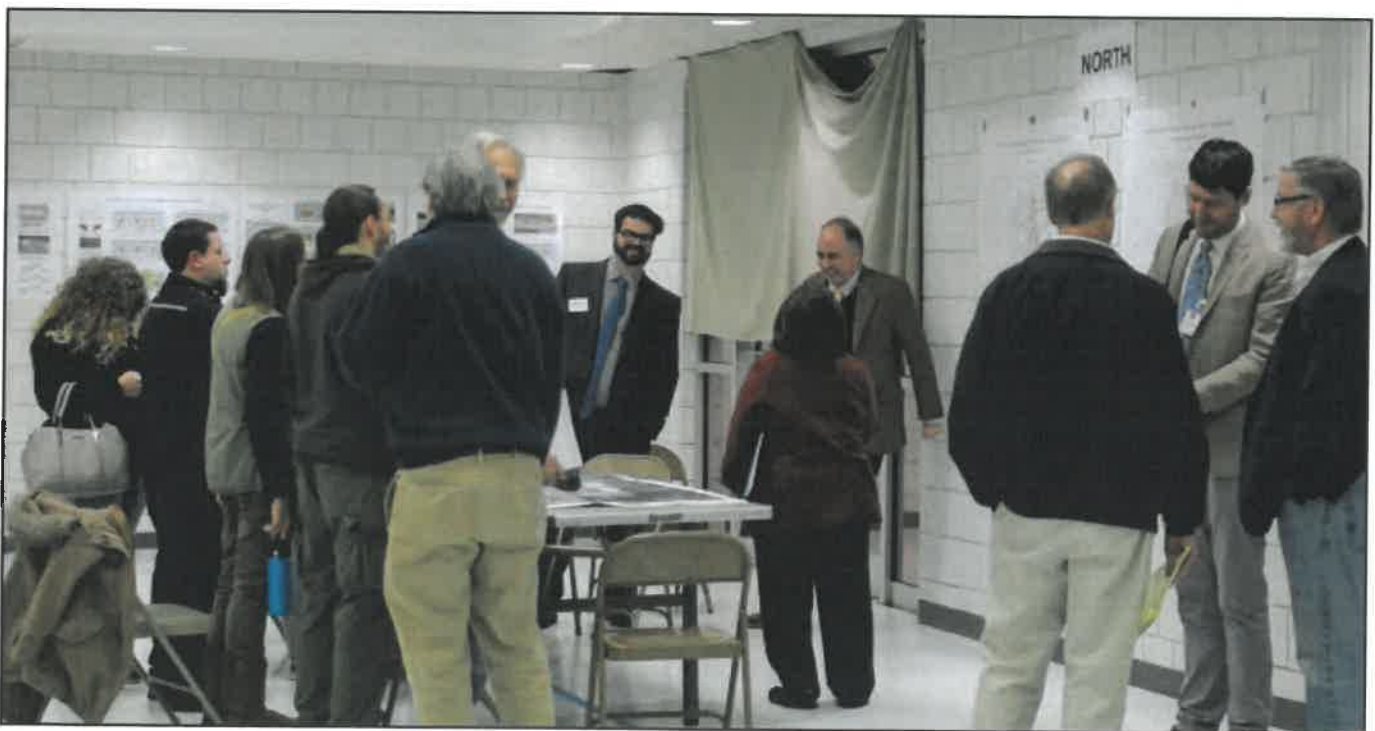
C. Development Focus Areas

Three general focus areas for redevelopment were identified along the north section of the corridor, representing distinct development opportunities. A more effective use of existing land, reconfiguration of lots, and adding new land uses that will significantly alter the character of the corridor are recommended for these areas. These areas are as follows:



- The West Salem Shopping Center (large parcel site)
- Intersection of Link Road and Peters Creek Parkway (narrow parcel site)
- The Ardsley Street Neighborhood Connector

Citizens prepared a list of the key elements needed to guide the design process for each of these focus areas. To accomplish this, the Peters Creek Parkway Corridor Study (2014) was reviewed with participants and its recommended typical roadway section was considered by this plan. Another recommendation from the 2014 study related to combined driveway cuts for multiple parcels was also discussed. As a result, an alternate option for designing combined driveways was incorporated into the recommendations of this plan. Additionally, elements to consider in the development of a design vision were reviewed with citizens, and meeting participants selected the more appropriate options for developing this section of the corridor with an urban form. This information is presented on the following pages and served as the basis for the site-specific development vision prepared for each development focus area.



Peters Creek Parkway Corridor Study (2014)

The City of Winston-Salem completed a Corridor Study of Peters Creek Parkway from Salem Parkway/US 421 (formerly Business 40) to I-40 in 2014. The project studied the feasibility of a “road diet” for Peters Creek Parkway, reducing the number of automobile lanes from six to four and adding amenities that would enhance the overall appearance of the corridor. Amenities include landscaping, improved pedestrian facilities (sidewalks and pathways), and accommodations for bicycles and transit.

This Peters Creek Parkway Growth Corridor Plan builds upon the recommendations of the 2014 Corridor Study to propose design guidelines for future development/redevelopment along the corridor.



Figure 2. Typical Roadway Section - 200' Right-of-Way

The study proposes a conceptual roadway design with four lanes, a wide landscaped median, sidewalks on the east side of the road, and a wide multi-use path with landscaped areas for pedestrians and bicycles on the west side of the road. The reduction to four lanes from the current six lanes creates the opportunity to narrow and shift the roadway within the right-of-way to add the pedestrian and multimodal facilities described above. This concept is the centerpiece for the design recommendations for the built environment in this plan.

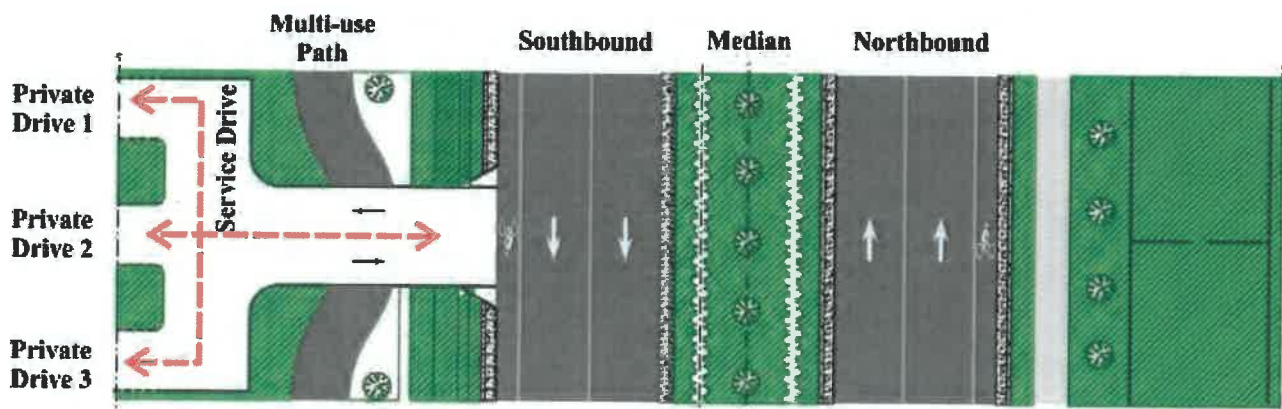


Figure 3. Combined Driveways

The 2014 plan’s conceptual design proposes a parallel service drive between the Peters Creek Parkway right-of-way and the multi-use path for accessing parking lots for individual parcels. This concept was discussed with participants and an alternative is proposed in this plan (see following page).

Alternate Option for Combining Driveways

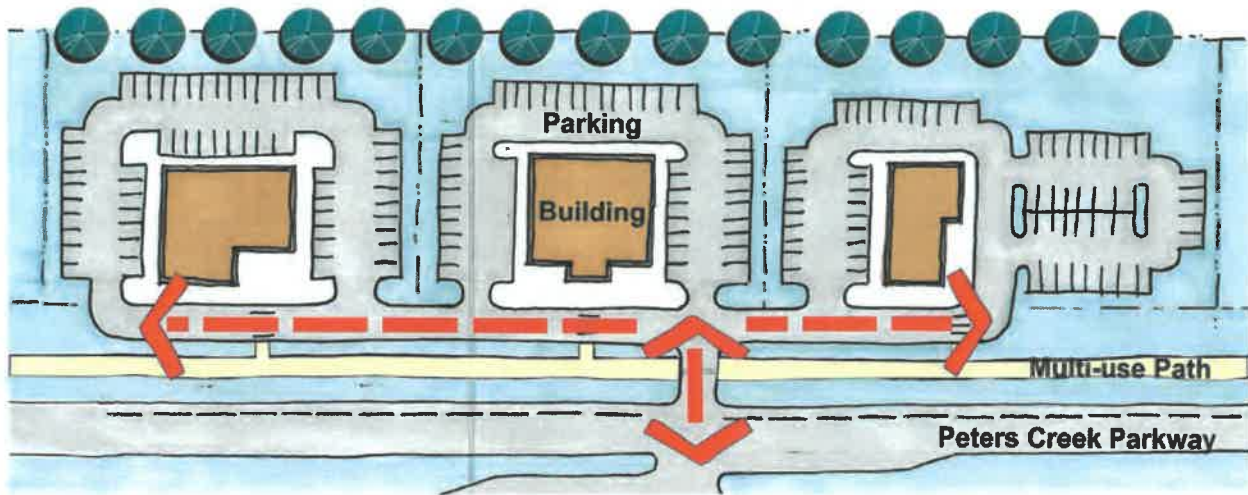
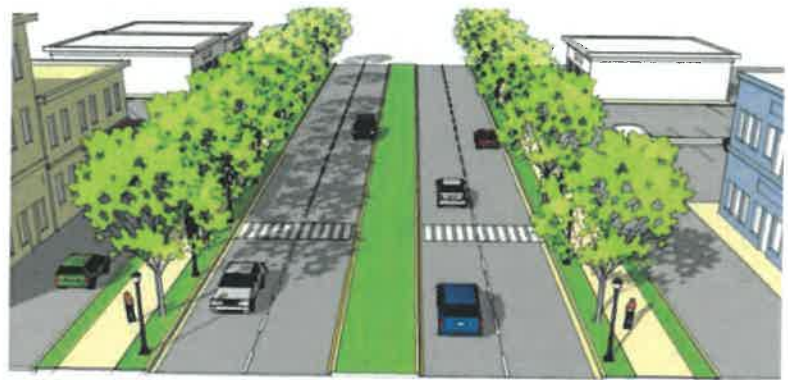


Illustration of proposed concept for combining driveways from the 2014 Peters Creek Corridor Study

The proposed concept for combining driveways in the 2014 plan results in pedestrians accessing buildings from the multi-use path having to cross a service drive. This proposal impacts the pedestrian environment and appearance of the streetscape.



Example of service roads on both sides of the roadway

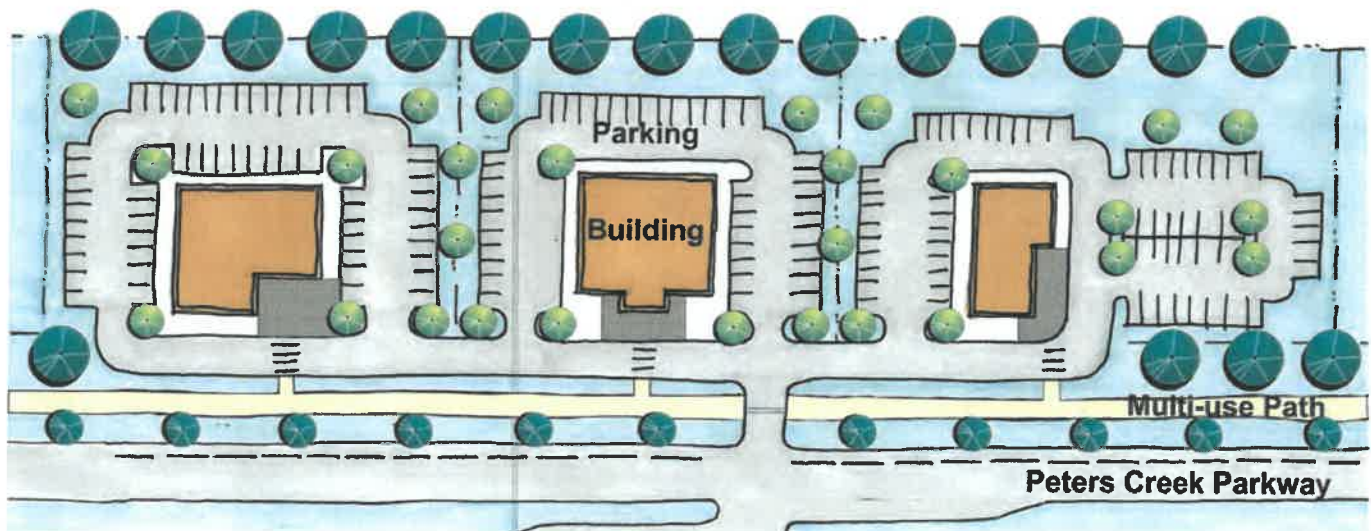
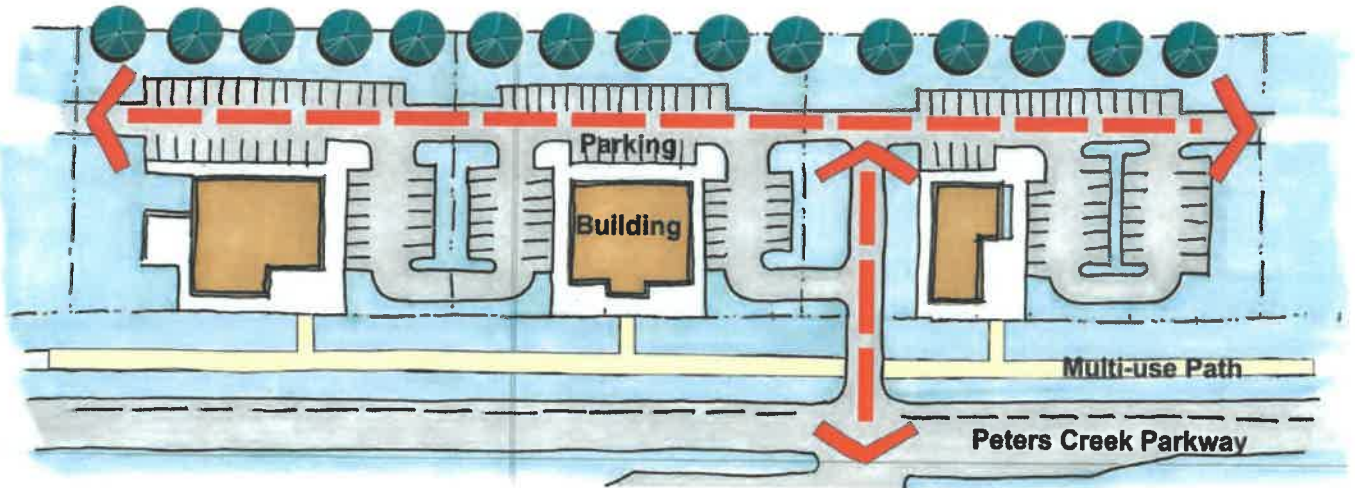


Figure 4. Proposed Option for Combining Driveways



Alternate way of combining driveways with a shared drive from the main road and connecting properties at the rear

This plan proposes an alternate way of combining driveways where a shared drive from the main road allows connection of properties at the rear. This way, pedestrians accessing buildings from the multi-use path have a direct building connection, resulting in a pedestrian-friendly streetscape.



Example of buildings setback from the sidewalk with open space in the front

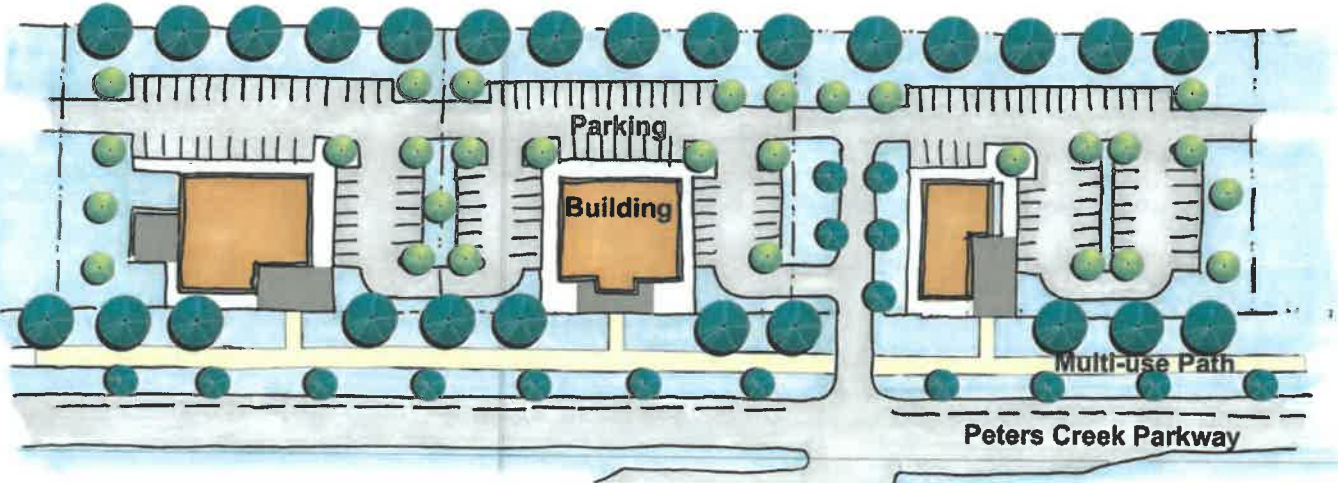


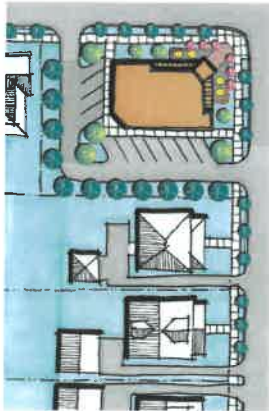
Figure 5. Alternate Option for Combining Driveway

Site Plan Elements to Consider

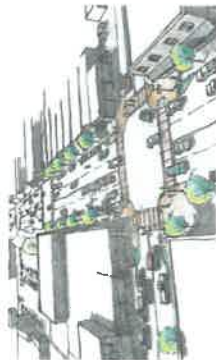
Illustration boards were prepared to help citizens attending the meetings visualize the different elements that need to be considered when designing an urban site. The boards presented a number of design alternatives that could be included in the development of design concepts for key sites along the corridor. Citizens selected the ones they thought should be considered in the development of site concepts for the northern corridor section. They are as follows:

- Locate buildings along the street edge with minimal setbacks and locate parking areas to the rear or side of the building.
- Design intersections with buildings or open space framing them.
- Include building cut outs at corners for areas of activity such as outdoor cafes or plazas.
- Include open space/plazas between buildings along the corridor.
- Recess building entrances to create front door spaces.
- In larger parcels such as shopping centers, locate additional buildings at the street edge to improve the streetscape and create an urban feel.
- For smaller parcels with parking to the side of the building, design parking not to occupy more than 50% of the street frontage.
- Use shared vehicular access driveways to access multiple properties.
- Use cross-access easements to allow properties to share a single street access.





A corner store with parking located to the side and rear of building allows for an inviting entrance at the corner.



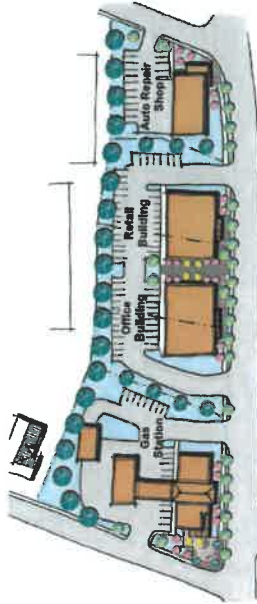
Buildings should front the street to achieve an urban form of development. Aligned building facades help create a consistent street wall and a better environment for pedestrians.



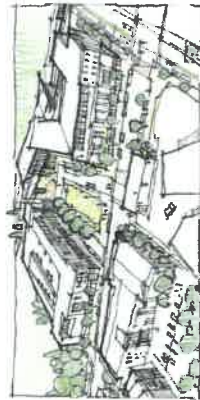
When a building corner is recessed, it provides an opportunity for outdoor seating or open space that enhances the pedestrian experience.



If the main entrance needs to be located to the side of the building, display windows facing the main street can create a link between pedestrians and the business.



A variety of building types normally associated with strip development can be redesigned to provide an interesting and pedestrian-friendly streetscape.



Open space should be provided between buildings and along the street for recreation, enjoyment of nature, and aesthetic value.

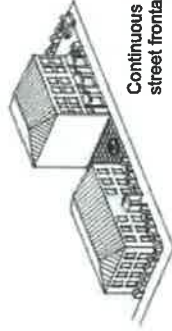


A facade is recessed to provide an inviting "front door" to a business.

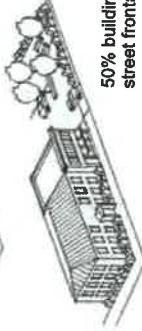


Example of an existing shopping center where surplus parking was re-used to develop new buildings closer to the street.

The visual impact of locating parking to the side of the building on narrow lots, should be considered. A continuous building frontage along the street is preferable, but if this is not possible, parking should be designed so it does not occupy more than 50% of the street frontage.



Continuous building street frontage



50% building along street frontage



Less than 50% building along street frontage

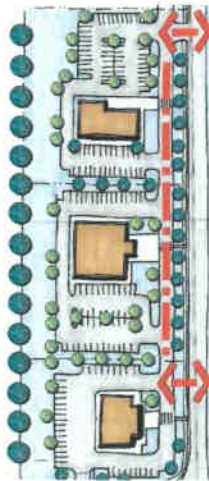
Figure 6. Site Planning Concepts

MULTIPLE DRIVEWAYS



Multiple driveway curb cuts slow traffic down and create conflicts between drivers and pedestrians.

DESIGN CONCEPT



Shared vehicular access driveways are used to access multiple properties.

EXAMPLE



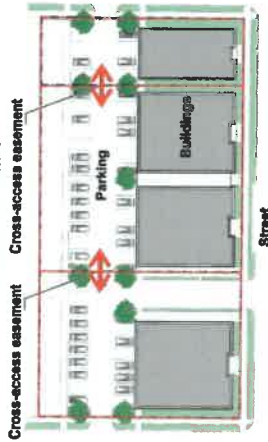
Shared driveways on properties along Peters Creek Parkway.

PARKING LOTS NOT CONNECTED



Parking lots are not connected here so vehicles have to enter the roadway to access an adjacent parcel.

DESIGN CONCEPT



Cross access allows adjacent properties to share a single street access. Vehicles can move between properties without entering the roadway.

EXAMPLE

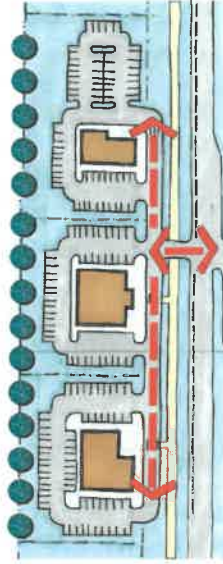


Cross access easement allows connection between numerous parking lots.

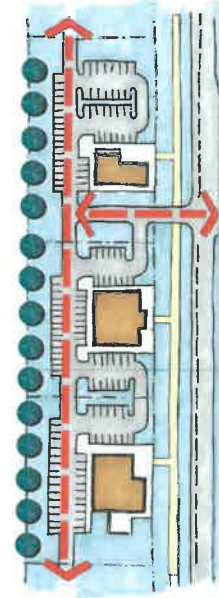
LOCATION OPTIONS FOR SERVICE DRIVES



Service drives can be located in the front or to the rear of properties.

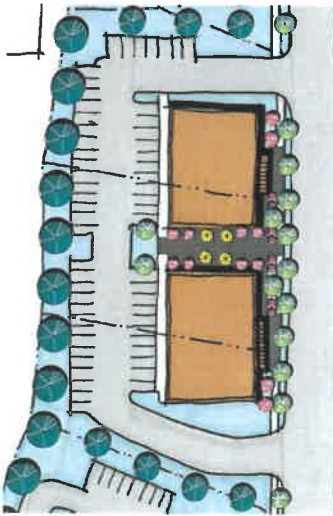


Service drive located in front of properties.



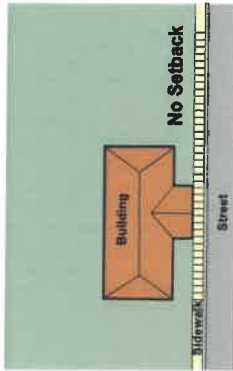
Shared driveway used to connect to service drive located to the rear of properties.

Figure 7. Driveway Curb Cuts, Cross-Access Easements, Service Drive Location

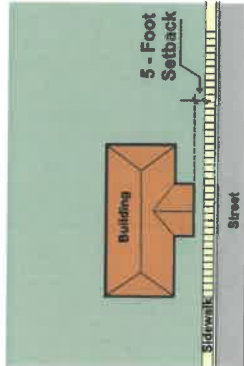


Pedestrian-friendly streets have buildings close to the street and parking areas located to the side or rear of the building. This creates a sense of enclosure that makes a more comfortable environment for pedestrians.

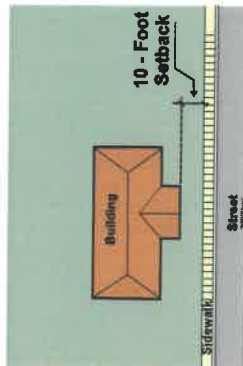
To help citizens visualize how small changes to front setbacks have an impact on the pedestrian environment, illustrations and development examples found along Peters Creek Parkway were shown.



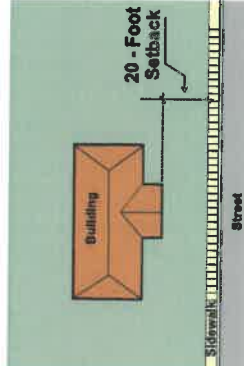
No setback



5' setback



10' setback



20' setback



No setback



5' setback



10' setback



20' setback



No setback



5' setback



10' setback



20' setback

Figure 8. Front Building Setbacks

D. Design Vision

Link Road Site

The Link Road Site Design Vision was prepared to show how the proposed multi-use path could be accommodated in the redevelopment of multiple properties. These lots are identified in the North Section Design Strategy as narrow lots and located at an intersection. The site plan elements selected by citizens and described previously were applied to this concept, which illustrates the following:

- Use of shared drives and cross-access easements connecting properties at the rear.
- New buildings facing Peters Creek Parkway to take advantage of the multi-use path.
- Buildings with minimal front yard setbacks.
- Building entrances facing Peters Creek Parkway.
- Buildings accessed directly from the multi-use path.
- Parking located to the rear of buildings.
- A corner plaza is shown to highlight the importance of the corner.
- Additional buffering along Peters Creek.



Figure 9. Link Road Site Diagram



Figure 10. Link Road Site Concept

West Salem Shopping Center

The West Salem Shopping Center shows a potential development concept for a larger parcel along the corridor. This site is identified in the North Section Design Strategy as a key development site due to its size and potential to impact the redevelopment of the corridor. Again, the site plan elements selected by citizens were applied here and illustrate the following:

- Underutilized surface parking area could be turned into additional building sites. If the remaining parking on site was needed to meet the existing building parking requirements, a rezoning of the property to the Pedestrian Business (PB) zoning district could be requested to take advantage of the flexibility it offers for parking calculations.
- Maintain three access points into the site.
- Locate new buildings closer to the street edge and emphasizing the entry points.
- Break up parking areas into smaller sections.
- Create a green area next to the proposed sidewalk along Peters Creek Parkway.
- Provide pedestrian connections through parking areas.



Figure 11. West Salem Shopping Center Diagram



Figure 12. West Salem Shopping Center Concept

Ardsley Street Neighborhood Connector



The North Section Design Strategy proposes pedestrian connections from adjacent neighborhoods to the Peters Creek Parkway Corridor. The western edge of the North Section between Academy Street and Link Road currently does not have pedestrian or bicycle access to the corridor. The Ardsley Street Neighborhood Connector has the potential to connect the Ardmore Neighborhood with Peters Creek Parkway.

The development concept shows additional multifamily buildings located on the north side of Ardsley Street in an undeveloped tract of land zoned for multifamily residential. A pedestrian bridge crosses Peters Creek, giving users a closer view of this important community asset. The existing buildings on both sides of the connector are in single ownership, providing the potential for a comprehensive redevelopment that takes into consideration the proposed connector.

Figure 13. Ardsley Street Neighborhood Connector



Sample pedestrian bridge



Aerial view of the area

E. Other Areas Studied

Site Next to Volvo Dealership



Figure 14. Site Next to Volvo Dealership

The 2014 Peters Creek Parkway Corridor Study recommends considering the purchase of this property on the east side of Peters Creek Parkway South of the Volvo Dealership for a public park. This idea was brought up for discussion at the meetings by citizens.

The site is currently vacant and was used previously for rock extraction, with remains of that operation scattered throughout the area. The site can be accessed off Peters Creek Parkway through a narrow opening next to the Volvo Dealership. A main feature of this site is a wooded hill fronting onto Peters Creek Parkway which limits visibility into the site and makes it feel isolated. This isolation is increased by the lack of development surrounding the site.

There are two public parks in close proximity to this site, Granville Park and Washington Park. For all the above reasons, this plan recommends not considering the purchase of this site for a public park unless the property to the east and (less likely) the Volvo site are developed with residential land uses. The reason for this recommendation is that residential uses nearby will bring activity to reduce the isolation of this site and make it feel safer for users.



Aerial view of the site



View from top of hill



Rock hill at the entrance



View of site from top of hill

West Fourth Street Between Salem Parkway/US 421 (formerly Business 40) and Academy Street

Issues related to the potential redevelopment of the West Fourth Street area were discussed by citizens during this plan process. This area is generally bounded on the north by Salem Parkway/US 421 (formerly Business 40); on the east by Peters Creek Parkway; and on the south and west by Peters Creek (see Map 6). The area includes mostly residential land uses at different densities and a commercial land use at the southern edge. The adopted South Central Area Plan Update recommends this area remain residential in nature.

A proposed rezoning with mixed-uses was prepared by a developer in 2016 and presented to the City-County Planning Board. The Board denied the request and the applicants ultimately withdrew their proposal. There is neighborhood sensitivity to proposals for redeveloping this area since it provides affordable housing and has been determined to be eligible for the National Register of Historic Places.

However, While this plan does not recommend any changes to the proposed land use recommendations in this area, it does recognize that there are some unique factors that make this area attractive have spurred requests for more intense residential development. Those factors include:

- Improvements to Salem Parkway/Us 421 (formerly Business 40) and to its interchange with Peters Creek Parkway
- NThe location of the area, which could be improved to become a gateway into the downtown
- The area is mostly in single ownership, which is uncommon to find in an urban environment
- The proposed multi-use path along Salem Parkway/US 421 (formerly Business 40) which connects Baptist Hospital to the downtown area
- The proposed multi-use path along the western edge of Peters Creek Parkway
- The potential to include a mixture of uses at this location

If the Planning Board or City Council determine that the proposed land use recommendations for this area need to be re-evaluated in the future, this plan recommends examining this site using a dedicated process where all interested parties could collaborate on a potential redevelopment alternative for the site. The City-County Planning Board could propose such a process be under taken in a future work program. Such a process would not take place unless directed by the Planning Board or City Council.



Map 6. West Fourth Street Between Business 40 and Academy Street

CENTRAL SECTION

A. Existing Character

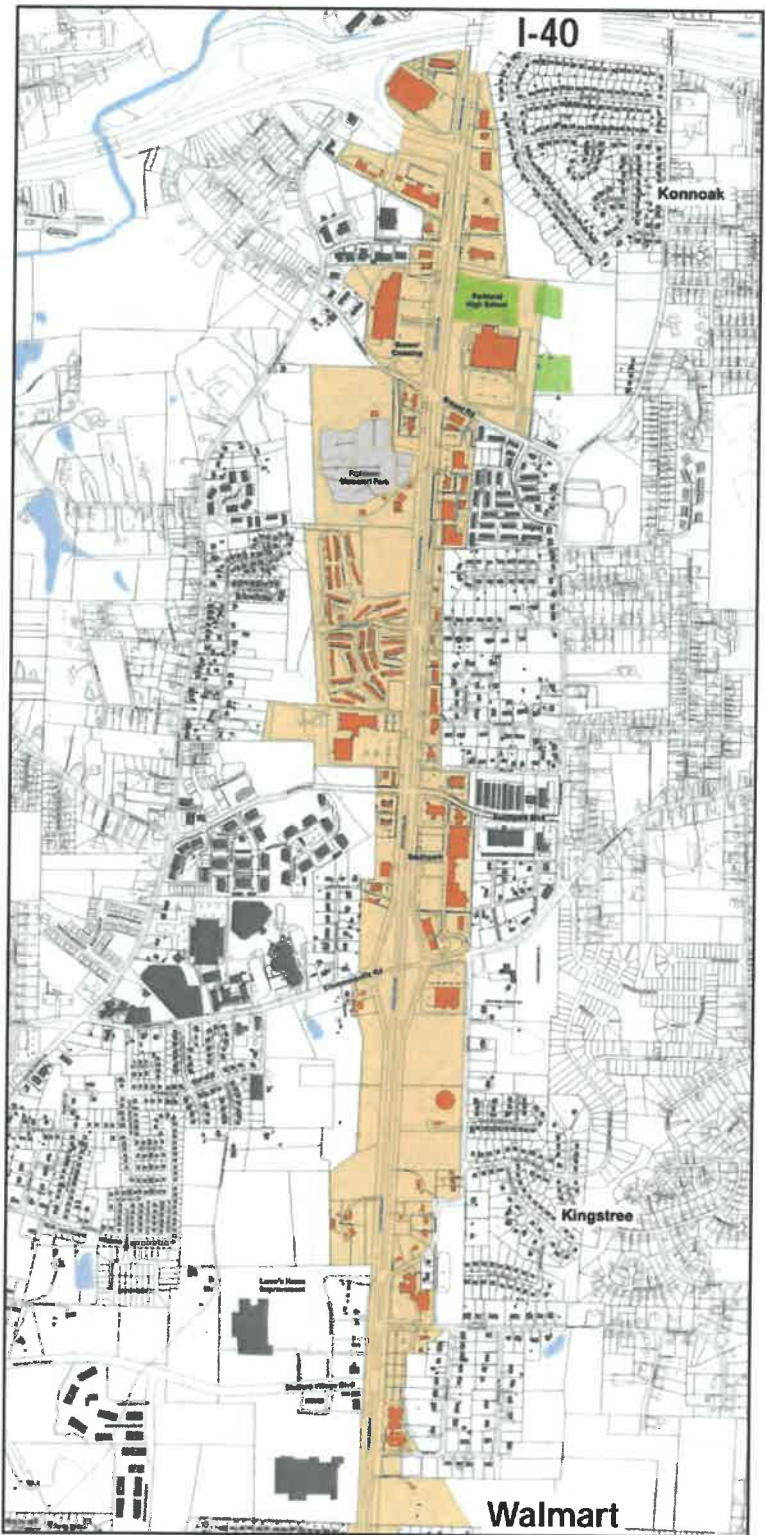
The Central Section of Peters Creek Parkway is bounded on the north by I-40 and on the south by the Stafford Village Boulevard Activity Center (Walmart) (see Map 7).

The Central Section is mostly designated as Suburban Neighborhoods (GMA 3) in *Legacy's* Growth Management Plan. Only a small portion of this section, from I-40 to Brewer Road, is designated as Urban Neighborhoods (GMA 2). However, this portion of the corridor does not have an urban feel due to the seven-lane roadway and interstate ramps in the area.

The Central Section of the corridor demonstrates a typical suburban character with a lack of pedestrian orientation, buildings set back from the road, and parking areas located to the front of parcels. Although there are some sidewalks along Peters Creek Parkway, there are missing sections and a lack of connections to adjacent neighborhoods. In addition, there are few safe routes for cyclists along this section.

This area has a more varied growth pattern than the north section, with different land uses located on both sides of the corridor. Larger footprint buildings tend to be located in the northern portion of this section, and medium to small-sized commercial development is located mostly on the east side of the road. Parcels vary in depth along the corridor with many areas taking on a linear form of development due to the lack of parcel depth.

In general, this section was perceived by meeting attendees as an area that has a good suburban character, but needs additional open space, pedestrian and bicycle connectivity, more landscaping, and nicer looking buildings.



Map 7. Central Section Boundary

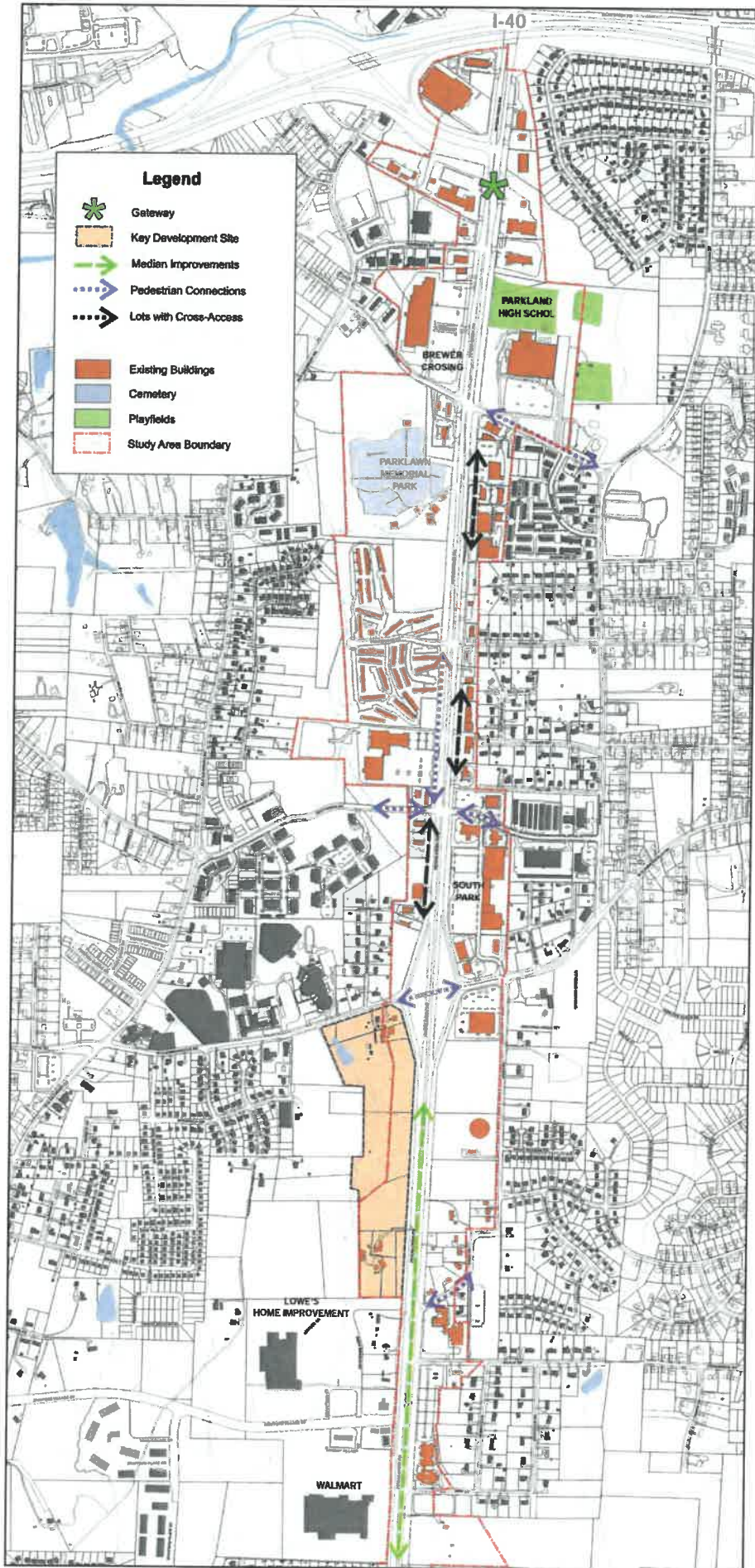
B. Design Strategy

There are no major road improvements proposed for the Central Section of the corridor. Among the issues identified by meeting attendees were building appearance and traffic congestion. The Central Section Design Strategy (see **Map 8** on **page 23**) recommends studying a key site within this section of the corridor to illustrate the potential suburban-form development of a large tract of land.

Additional elements included in the Central Section Design Strategy include:

- Establishing a gateway at the north end of this corridor section.
- Extending the Peters Creek Parkway median landscaping south of W. Clemmonsville Road.
- Building additional sidewalk connections to adjacent neighborhoods and adding missing sidewalk sections along the corridor.
- Improving the general appearance of the corridor with street trees and additional landscaping.
- Promoting the use of cross-access easements when redeveloping small parcels.





Map 8. Central Section Design Strategy

C. Development Focus Area

The process for identifying and guiding the design process for this corridor section was the same process used for the other sections of the corridor. One vacant tract of land located on the west side of Peters Creek Parkway (south of W. Clemmons-ville Road) was identified as a development focus area for the central section of the corridor. This site represents a distinct suburban-form development opportunity.



Citizens prepared a list of the key elements to guide the design process for this focus area. Additionally, elements to consider in the development of a design vision were reviewed, and participants selected the most appropriate options for developing this section of the corridor with a suburban form. This information is presented on the following pages and served as the basis for the site-specific development vision prepared for the development focus area.

Site Plan Elements to Consider

For this step of the process, illustration boards were prepared to help citizens attending the meetings visualize the different elements that should be considered when designing a suburban site. The boards presented a number of design alternatives that could be included in design concepts for key sites along the corridor. Citizens selected the ones they thought should be considered in the development of site concepts. They are as follows for the central corridor section:

- Locate buildings away from the street edge and locate parking areas to the front or side of the building.
- Include open space/plazas between buildings along the corridor.
- Recess building entrances to create front door spaces.
- On larger parcels such as shopping centers, locate smaller buildings closer to the street to give a front face to the development behind parking areas.
- For smaller parcels with parking to the side of the building, design parking to occupy no more than 50% of the street frontage.
- Use shared access driveways to provide vehicular access to multiple properties.
- Use cross-access easements to allow connections among properties that are sharing a single street access.
- Include pedestrian connections between the sidewalk and the front building entrance.
- Install crosswalks between parking areas and front building entrances.
- Locate sidewalks closer to the interior parking lot edge instead of the corridor for increased pedestrian comfort.

Goodwill building



Medium-sized building with good site design elements for a suburban site: sidewalk along the street connected to sidewalk system on-site, limited parking to the front of the building, prominent entrance, loading and unloading to the rear.

Shoppes at Oliver's Crossing



Medium-sized shopping center with good site design elements for a suburban site: sidewalk along the street connected to sidewalk system on-site, coordinated access points, limited parking to the front of buildings, buildings located around a parking court, limited signage.



Commercial area designed with open space and pedestrian connections to buildings from parking areas.



Restaurants with outdoor seating add interest to the area and create more lively places.

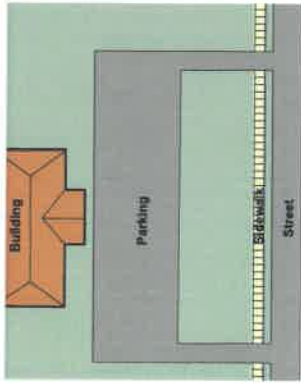


Road intersections can serve as focal points in the environment to make corner buildings more visible. Adding a plaza, open space, or landscaping helps define the corner and create a more inviting streetscape.

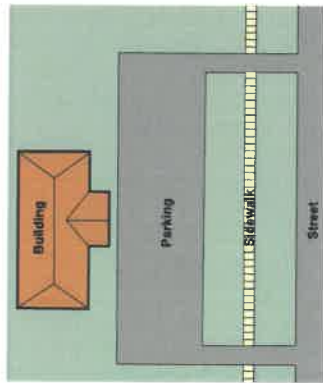
CORNER TREATMENT



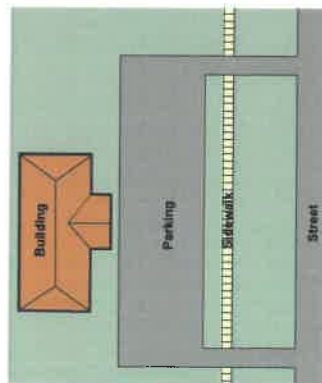
Figure 15. Site Planning Concepts



Sidewalk close to the street



Sidewalk in the middle of the right-of-way



Sidewalk close to the parking area



Waffle House - Pizza Hut area



Big Toy Superstore



Shoppes at Oliver's Crossing

OTHER ELEMENTS TO CONSIDER RELATED TO SIDEWALKS



Missing sections of sidewalks in the planning area should be completed before adding sidewalks to other areas.



Connect front entrances of building to existing and proposed sidewalk

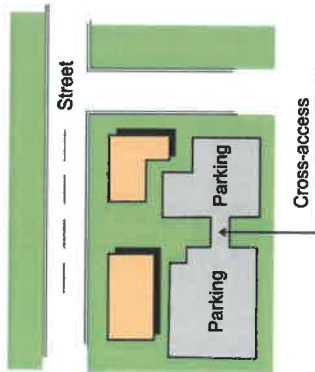


Find creative ways to connect adjacent properties when topographic issues are present.

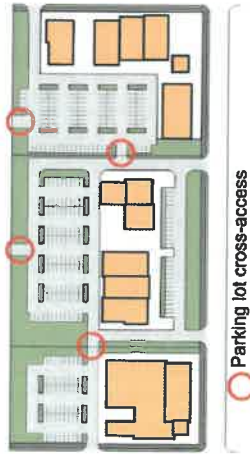
Sidewalks along the suburban part of Peters Creek Parkway are located at various distances from the street. These illustrations were prepared to show citizens the different options available for future sidewalk construction and the implications the location of sidewalks have for pedestrian comfort and safety.

Figure 16. Sidewalks

DESIGN CONCEPT



Cross-access easements connecting adjacent properties are an effective tool to maximize the road capacity and minimize the number of driveway cuts.



For multiple parcels, cross-access easements are effective in improving the traffic flow between parcels.

EXAMPLES



View from Graybar looking north towards Aldi



View from Capital Bank looking north towards Mock Tire

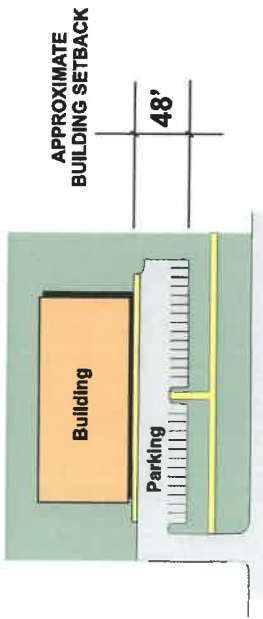


View from CVS looking north towards Arby's

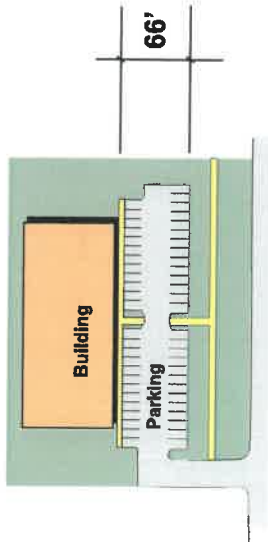
Three existing examples along Peters Creek Parkway of parking lot cross-access resulting in a limited number of driveway cuts serving multiple parcels.

Figure 17. Cross-Access Between Parcels

DESIGN CONCEPT



One row of parking in front of the building



Two rows of parking in front of the building

EXAMPLES



One row of parking facing the street



One row of parking facing the building



One-way angled parking facing the street can be used to reduce the building setback to approximately 30'



Double row of parking in front of the building



Multiple rows of parking in front of the building increase the building setback from the street



Parking can also be located to the side of the building

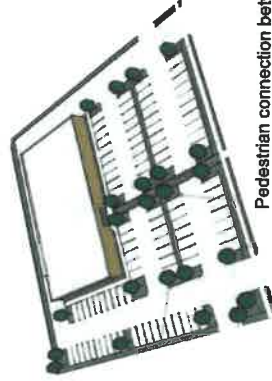
OTHER ELEMENTS TO CONSIDER IN THE DESIGN OF PARKING LOTS



Screening of parking lots from public view



Pedestrian connections between parking rows and buildings



Pedestrian connection between the sidewalk and the front entrance to the building

Figure 18. Parking Lot Design and Building Setbacks

D. Design Vision

West Side of Peters Creek Parkway South of W. Clemmonsville Road

The West Side of Peters Creek Parkway South of W. Clemmonsville Road design vision was prepared to show how new commercial and office land uses could be developed with a suburban form on a mostly vacant tract of land. The site plan elements selected by citizens were applied to this concept, which illustrates the following:

- A new road proposed parallel to Sides Branch Creek connecting W. Clemmonsville Road and Lumber Lane.
- A potential roundabout to connect the new road with W. Clemmonsville Road at the entrance of Griffith Elementary School.
- A right-in/right-out access near the middle of this site from Peters Creek Parkway.
- New development on this mostly vacant site including commercial and office land uses.
- A limited number of driveways from the main internal road to parking areas.
- Cross-access easements connecting different properties within the larger site.
- Buildings facing the new internal road with parking located next to Peters Creek Parkway.
- Street trees along the new road.
- Landscaping to buffer parking areas from Peters Creek Parkway.
- A walking trail parallel to Sides Branch Creek.
- Retention of an existing pond as a water feature.



Figure 19. Central Section - Site Diagram



Figure 20. Central Section - Site Concept

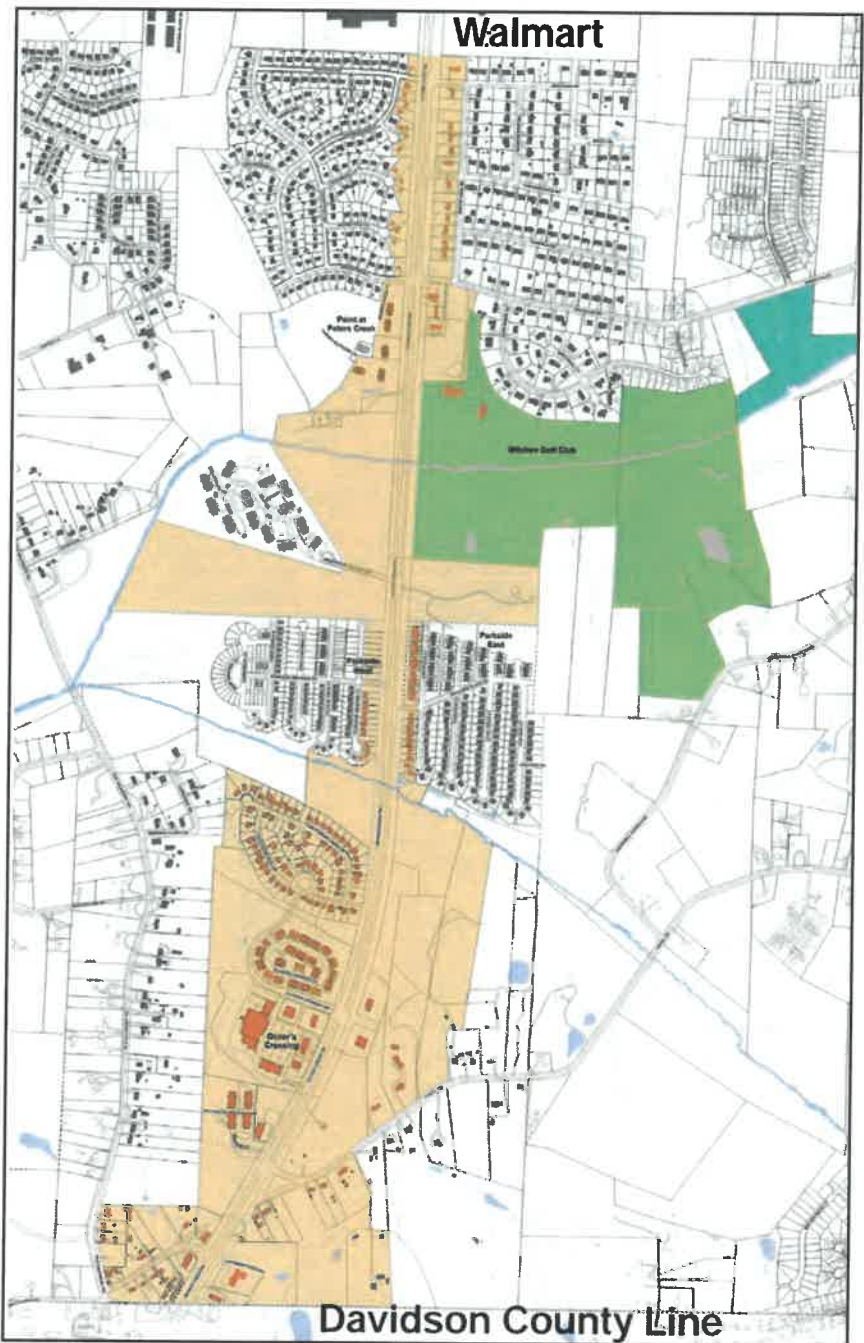
SOUTH SECTION

A. Existing Character

The South Section of the Peters Creek Parkway Corridor is bounded on the north by the Stafford Village Boulevard Activity Center (Walmart) and on the south by the Davidson County line (see **Map 9**). The South Section is designated as Suburban Neighborhoods (GMA 3) in *Legacy's* Growth Management Plan.

The South Section of the corridor has scattered development patterns with single-family subdivisions and multifamily developments found on both sides of the roadway. These developments have their backs facing the corridor with no sidewalks connecting them to their surroundings. There is very little street connectivity between adjacent developments. There are limited commercial developments in this section as well, which are mostly located around the intersection of Peters Creek Parkway and Oliver's Crossing Drive.

In general, this section was perceived by meeting attendees as an area that offers diversity of housing options and good access, but lacks street lighting, sidewalks, and safe paths for cyclists. The area also needs more landscaping along Peters Creek Parkway. Additional commercial development similar to the Shoppes at Oliver's Crossing, with coordinated access, building, and parking locations, is desired for the area south of Bojangle's to the Davidson County line.



Map 9. South Section Boundary

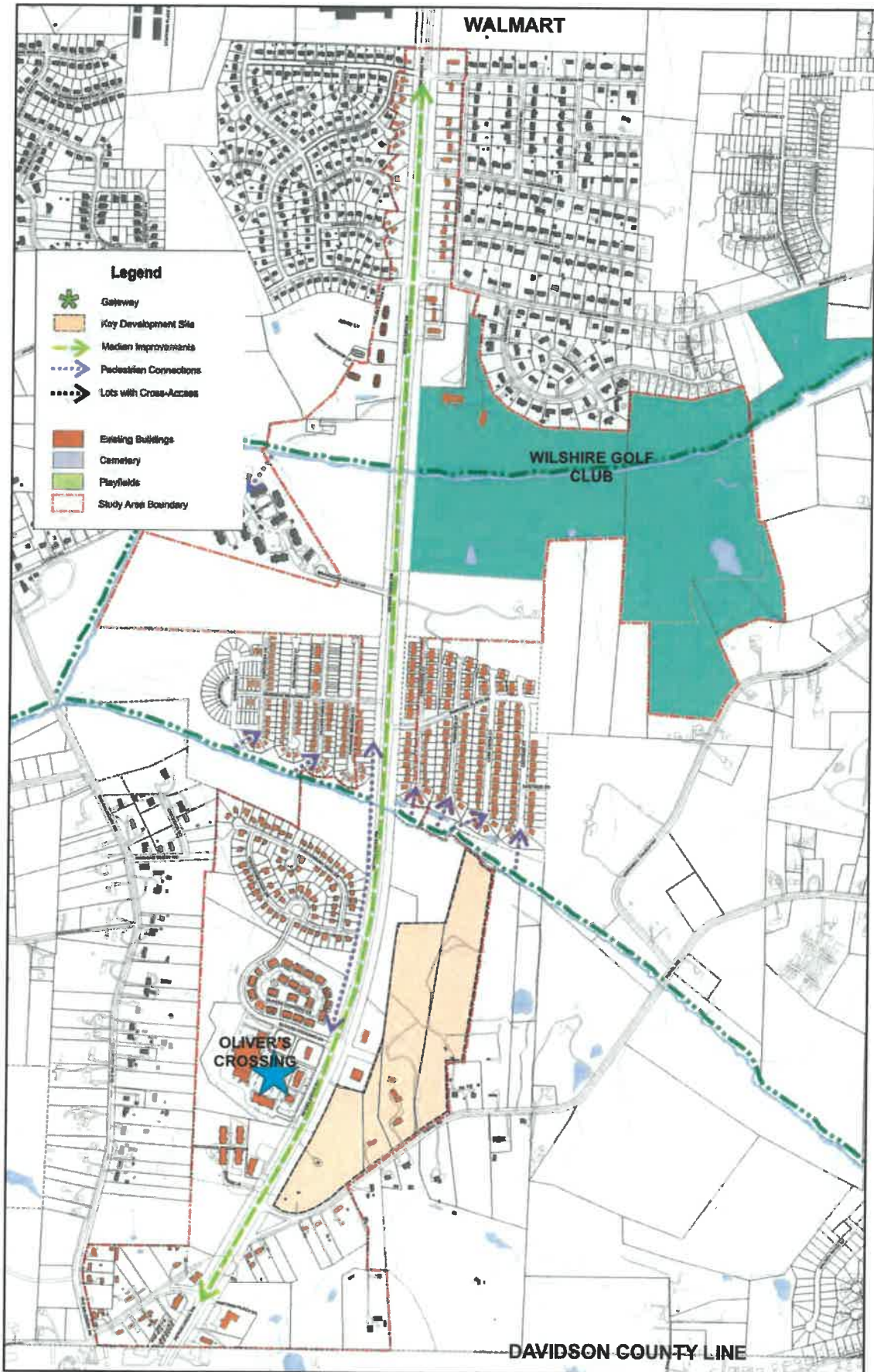
B. Design Strategy

Currently, there are no major road improvements proposed for the south corridor section. Citizens identified building appearance, traffic congestion and vehicle speed as the main issues for this section. The South Section Design Strategy (see **Map 10** on **page 34**) recommends looking at a key site within this corridor section to illustrate the potential mixed-use development of a large tract of land with a suburban form.

Additional elements included in the South Section Design Strategy include:

- Using the Shoppes at Oliver's Crossing as a potential example for new suburban commercial development in terms of building and parking relationships.
- Extending the Peters Creek Parkway median landscaping into this corridor section.
- Building sidewalks to connect adjacent neighborhoods to the corridor.
- Studying the potential for extending the multi-use path proposed for the north section into this section.
- Creating pedestrian connections to the proposed South Fork Muddy Creek and Leak Creek Greenways.
- Improving the general appearance of the corridor with street trees and additional landscaping.
- Retaining the Wilshire Golf Course for open space in the area.





Map 10. South Section Design Strategy

C. Development Focus Area

The design process used for this section was the same process used for the other sections of the corridor. One vacant tract of land located on the east side of Peters Creek Parkway across from the Shoppes at Oliver's Crossing was identified in the south section of the corridor as a distinct suburban-form development opportunity.



Citizens prepared a list of the key elements to guide the design process for this focus area. Additionally, elements to consider in the development of a design vision were reviewed, and participants selected the most appropriate options for developing this section of the corridor with a suburban form. This information is presented on the following pages and served as the basis for the site-specific development vision prepared for the development focus area.

This information is presented on the following pages and served as the basis for the site-specific development vision prepared for the development focus area.

Site Plan Elements to Consider

For this step of the process, illustration boards were prepared to help citizens visualize the different site plan elements that should be considered when designing a suburban site. The boards presented a number of design alternatives that could be included in design concepts for key sites along the corridor. Citizens selected the ones they thought needed to be considered in the development of site concepts. They are as follows for the south corridor section:



- Locate buildings away from the street edge and locate parking areas to the front or side of the building. No more than two rows of parking should be located in front of buildings.
- Include building cut outs at corners to accommodate features such as outdoor cafes or plazas.
- Include open space/plazas between buildings along the corridor.
- Recess building entrances to highlight front door spaces.
- On larger parcels such as shopping centers, locate smaller buildings closer to the street to give a front face to the development behind parking areas.
- Use shared access driveways to provide vehicular access multiple properties.
- Use cross-access easements to allow connections between properties that are sharing a single street access.
- Install crosswalks between parking areas and front building entrances.
- The illustration boards for the south corridor section are the same as those for the central corridor section and can be found on **page 26**.

D. Design Vision

Vacant Site Across from the Shoppes at Oliver's Crossing

The design vision for this vacant tract of land across from the Shoppes at Oliver's Crossing was prepared to show how new commercial and multifamily land uses could be developed with a suburban form. The site plan elements selected by citizens were applied to this concept, which illustrates the following:

- Extending Oliver's Crossing Drive to access the proposed multifamily portion of the site.
- Proposing a new road parallel to Peters Creek Parkway from O-Reilly Auto Parts to Fishel Road.
- A new right-in/right-out access across from the Shoppes at Oliver's Crossing.
- Cross-access easements connecting adjacent properties.
- A potential roundabout to distribute multifamily traffic through the site.
- A corner plaza located at the intersection of Peters Creek Parkway and Fishel Road.
- Buildings facing the new internal street with parking located next to Peters Creek Parkway.
- Landscaping to screen parking areas from Peters Creek Parkway.
- A landscaped buffer between commercial and multifamily uses.
- A vehicular and pedestrian connection between commercial and multifamily uses.



Figure 21. South Section - Site Diagram



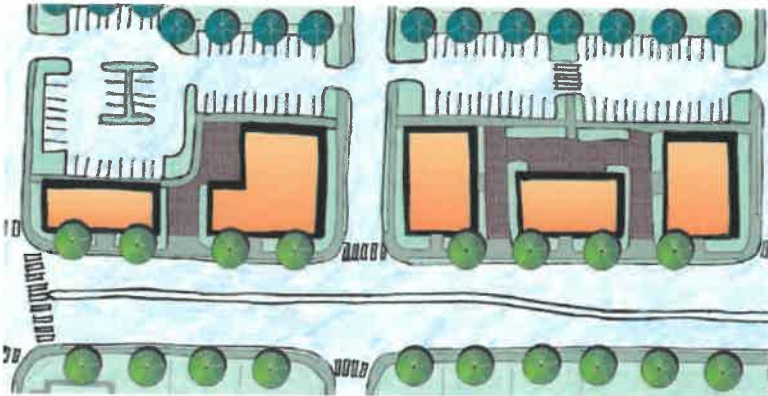
Figure 22. South Section - Site Concept

PETERS CREEK PARKWAY CORRIDOR PLAN

Summary Recommendations/Guidelines

The following information summarizes the main site plan elements used to illustrate the site concepts for each section of the corridor. Some site plan elements are unique to the north section of the corridor while others may be applied to all three sections of the corridor. Additional illustrations are presented here to explain the concepts more in detail.

North Section



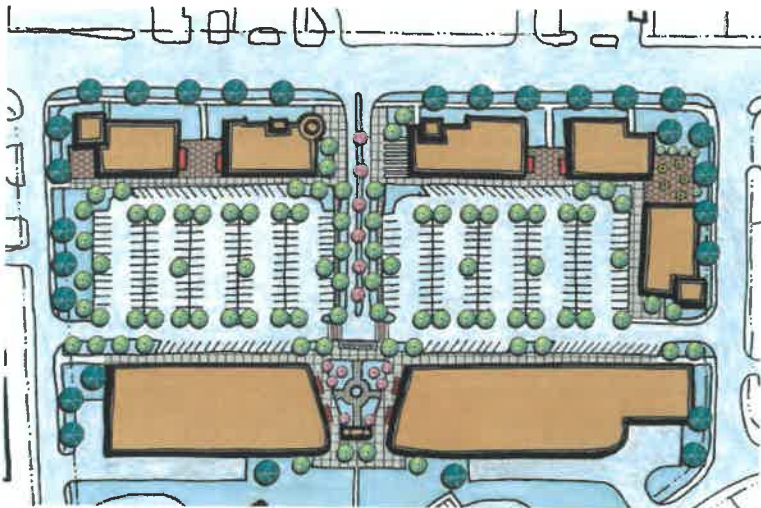
Building Placement

The location of buildings should be one of the first design considerations in the north section of this corridor since building location plays the crucial urban design role of defining the character of the street.

Locating buildings near the corridor and adjacent to one another spatially defines the street frontage. Parking areas should be located to the rear or side of the building to minimize their visual impact.



A consistent series of commercial buildings located near the sidewalk and adjacent to one another creates a street wall and defines the pedestrian space.



Street Edge for Larger Properties

Underutilized parking areas should be turned into additional buildings when feasible. For larger parcels such as shopping centers, locate additional buildings at the street edge to improve the streetscape and create an urban feel.



Special Corridor Features

One of the most striking features proposed for the north section of the corridor is the multi-use path planned along the western edge of the corridor.

Sites should take advantage of the multi-use path and potential number of new users to create an inviting pedestrian-scale environment along this section of the corridor.

Peters Creek Natural Area

Development should take advantage of the unique natural feature that Peters Creek provides. Incorporate Peters Creek into the design of sites by making it more visually accessible. This can be done by creating observation points, providing outdoor seating along the creek, and keeping the creek free of debris.



All Sections of the Corridor

On-Site Open Space Placement

Small inset bays for entrances, outdoor seating, and special corner features can add variation to the streetscape and provide activity along the street.



Building cut outs should be included at corners for active areas such as outdoor cafes or plazas.

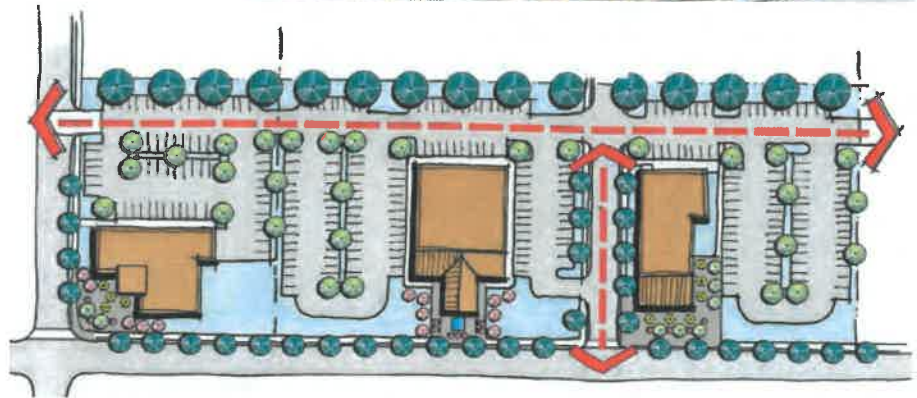
Include open space/plazas between buildings along the corridor as well.

Recess entryways can provide a clearly defined building entrance and a sheltered transition between the public space and the building.



Driveway Locations

Curb cuts located too close to one another can create conflicts with pedestrians, traffic hazards, and street congestion.



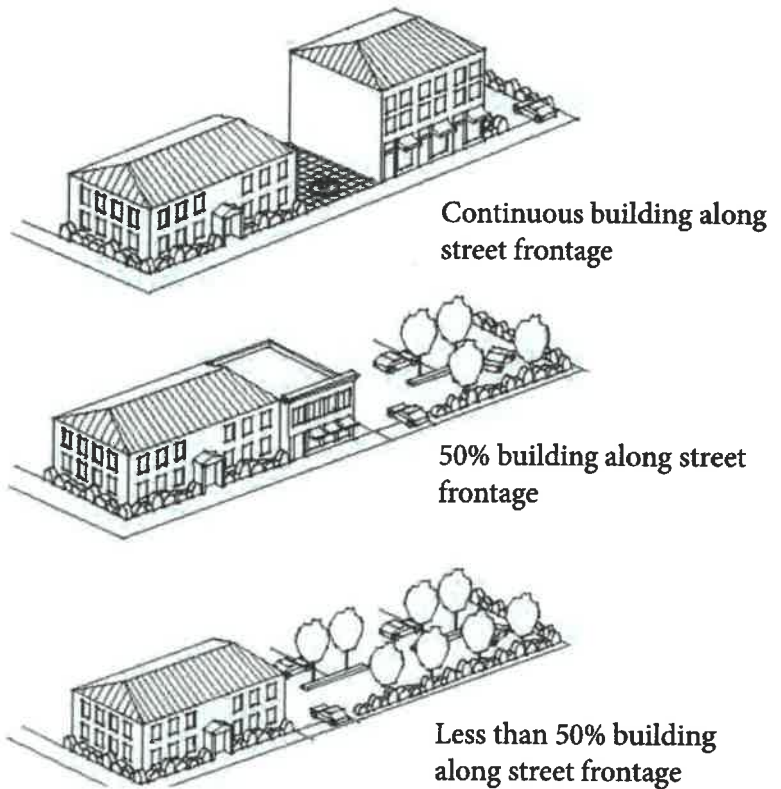
Limit the number of driveways and curb cuts by requiring coordination between adjacent parcels.

Use cross-access easements to allow properties to share a single street access to Peters Creek Parkway.

Parking Placement

Surface parking should be located so it does not detract from the pedestrian experience. Parking that faces the street reduces the level of activity and interest for pedestrians.

For smaller parcels with parking located to the side of the building, parking should be designed so it does not occupy more than 50% of the street frontage.



Pedestrian Circulation Within Parking Lots

Pedestrian circulation should be provided within larger parking areas to connect these areas to a sidewalk or other pedestrian system adjacent to the site.



Place pedestrian paths between parking aisles or in other safe locations to provide direct access to the primary destinations on the site.

Provide crosswalks between parking areas and primary building entrances.

APPENDIX A: Kickoff Meeting Citizen Comments

North Section

Likes

- Being able to cycle in the area
- Existing restaurants – Mr. Barbecue
- Potential for development
- The history in the area
- Good pedestrian traffic
- There are positive businesses here
- The corridor is a gateway to the downtown area
- The section of Peters Creek that was daylighted
- Easy access to retail
- Visual appearance of buildings

Concerns

- Difficult to walk – need more sidewalks
- Dangerous to walk in area
- Difficult to cross Peters Creek Parkway
- Speed limit, should be reduced to 35 miles/hour in the urban section
- Need to improve public transit and have more covered bus stops
- Budget Inn – needs improvement
- Crime or perception of crime in the area
- Downtown area creeping into residential neighborhoods, protect the West 4th Street area from development
- Lack of sit down restaurants, drugstore, and basic services
- Too many fast food restaurants
- Flooding in the area
- Area needs improvement
- Need to have a better environment to stimulate businesses
- Car dealerships don't serve the surrounding neighborhoods
- There are some bad businesses here
- Lack of pedestrian bridges
- Need to create a natural buffer along creeks
- Parkway Plaza Shopping Center is a disgrace
- Pawn shops

Design Opportunities

- Proximity to downtown and opportunities to extend development down Peters Creek Parkway
- Retain affordable housing on West 4th Street
- Potential for comprehensive development on West 4th Street since most properties are in single ownership
- Retain the large tree in front of house at 1142 Bank Street
- Redevelop the Budget Inn property at the intersection of Academy Street and Peters Creek Parkway
- Add a grocery store and coffee shop in the West Salem Shopping Center
- Need more neighborhood serving businesses like drug stores, banks, etc.
- Explore connecting Ardmore with Diggs-Latham Elementary School with a pedestrian bridge
- Bring buildings closer to the street, particularly area around Link Road
- Provide safe pedestrian crossings and crosswalks.
- Lower the speed limit in the urban area of Peters Creek Parkway
- Look at Peters Creek as a green ecosystem with creek buffers and a healthy creek
- Use permeable pavement to reduce stormwater runoff
- Redevelop Marketplace Mall
- Improve Parkway Plaza Shopping Center
- Add covered bus stops along the corridor and add cut outs along the road for bus pick-up
- Create separated bike lanes and look at bus rapid transit

Central Section

Likes

- Landscaped median with Crepe Myrtles on Stafford Village Blvd
- Easy access to major highways
- Roundabouts on Clemmons Road
- Area diversity
- Area not overly developed with commercial uses
- Area's convenience
- Northern section of Old Salisbury Road

Concerns

- Amount of traffic in the area
- Lack of directional signage, need better markings to direct people to where they need to go
- Safety concerns
- Traffic backing up on Clemmons Road during school drop off/pick up.
- Potential additional traffic from future commercial development on the West side of Peters Creek Parkway south of Clemmons Road
- The visibility, speed, and length of the access ramp onto Peters Creek Parkway south of Clemmons Road
- Lack of through streets making connectivity difficult, too many cul-de-sacs

- Too much development
- Lack of crosswalks for pedestrians
- The series of roundabouts on Clemmons Road
- Lack of maintenance throughout the corridor

Design Opportunities

- Need green space, possibly pocket parks
- Connect sidewalk sections, people will use them when available
- Make sure there is pedestrian access to Peters Creek from adjacent neighborhoods
- Keep commercial traffic on Peters Creek Parkway, not in residential neighborhoods
- Need nicer looking buildings, nicer development overall with good site planning
- Need landscaped parking lots
- Add street trees/landscaping along the corridor
- More upscale restaurants
- Need design standards for new development and need to require green space
- Need good suburban development that includes quality landscaped buffers, pedestrian access, nicely designed buildings that are setback from the street. Example: Oliver's Crossing

South Section

Likes

- Existing building setback for Oliver's Crossing development, good coordinated access
- All the new growth in the last few years including Walmart, Lowes Home Improvement, etc..
- There is still some green space left
- The open space of Wilshire Golf Course
- Traffic light coordination which allows for good traffic flow
- Variety of housing types
- Cell tower "tree" – could be decorated for the Holidays

Concerns

- Absence of green spaces and walking trails
- Lack of park and ride lots
- Amount of trash dumping between Walmart and Davidson County line – need littering penalty signs

- Lack of lighting and sidewalks for pedestrians
- Not enough paths for cyclists
- Not enough right-of-way mowing
- Lack of sit-down restaurants
- Need to utilize empty lot across from Walmart or other suitable site for a Starbucks or other business to attract more diverse clientele
- Lack of greenways

Design Opportunities

- Nonexistent beautification along roads, do more plantings along medians. Plant Crepe Myrtles or other low-maintenance plantings south of the Speedway gas station.
- Opportunity for more development from Bojangle's to the Davidson County line



ACKNOWLEDGEMENTS

City of Winston-Salem

Allen Joines
Mayor

*** Dan Besse**
Southwest Ward

Jeff MacIntosh
Northwest Ward

Vivian H. Burke
Mayor Pro Tempore, Northeast Ward

Robert C. Clark
West Ward

Annette Scippio
East Ward

Denise D. Adams
North Ward

*** John Larson**
South Ward

*** James Taylor, Jr.**
Southeast Ward

Lee Garrity
City Manager

*City Council Representative for portions of the Planning Area

Forsyth County Board of Commissioners

David R. Plyler
Chairman

Donald Martin
Vice Chair

Fleming El-Amin

Ted Kaplan

Gloria D. Whisenhunt

Richard V. Linville

J. Dudley Watts, Jr.
County Manager

Tonya D. McDaniel

City-County Planning Board

Arnold G. King
Chairman (former)

Chris Leak
Chair

Melynda Dunigan
Vice Chair

George M. Bryan, Jr.

Tommy Hicks

Johnny Sigers

Jason Grubbs

Clarence R. Lambe, Jr.

Brenda J. Smith

City-County Planning Staff

Aaron King
Director of Planning

Margaret C. Bessette, AICP
Assistant Director

C. Lynn Ruscher, AICP, GISP
Principal Planner

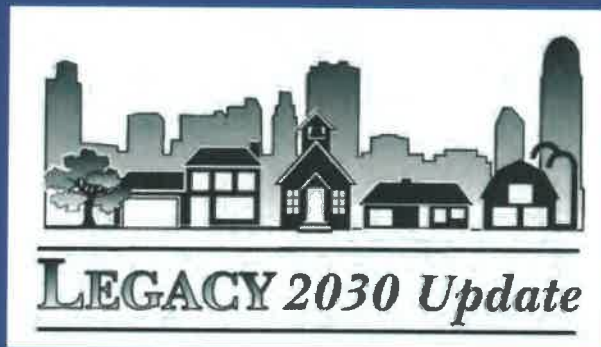
Kirk Ericson, AICP
Principal Planner

***Marco Andrade**
Project Planner

Kevin Edwards, AICP
Project Planner

Angie Plummer
Graphics Coordinator

*Project Leader



Peters Creek Parkway Growth Corridor

City-County Planning Board
Telephone: 336-727-8000
Email: planning@cityofws.org
Web site: www.cityofws.org/planning