

August 8, 2016

Item # 3

**BRIEFING  
DRAFT**

Rural Hall Area Plan Update

**FORSYTH COUNTY**  
**BOARD OF COMMISSIONERS**

MEETING DATE: August 8, 2016 AGENDA ITEM NUMBER: \_\_\_\_\_

**SUBJECT:-**

- A. Public Hearing on the *Rural Hall Area Plan Update*
- B. Resolution Adopting the *Rural Hall Area Plan Update*

**COUNTY MANAGER'S RECOMMENDATION OR COMMENTS:-**

**SUMMARY OF INFORMATION:-**

See attached documentation.

After consideration, the Planning Board recommended approval of the *Rural Hall Area Plan Update*.

ATTACHMENTS:-  YES  NO

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_  
County Manager

**RESOLUTION ADOPTING  
THE RURAL HALL AREA PLAN UPDATE**

**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; and

**WHEREAS**, the *Rural Hall Area Plan Update* process included four community meetings where plan recommendations were generated and refined resulting in the preparation of a draft Plan by staff and citizens of the area; and

**WHEREAS**, the proposed *Rural Hall Area Plan Update* contains recommendations to guide future growth and development within the Town of Rural Hall and a portion of Forsyth County; and

**WHEREAS**, the City-County Planning Board held a public hearing on the *Rural Hall Area Plan Update* on June 9, 2016 and recommended the Plan as written.

**NOW, THEREFORE, BE IT RESOLVED** by the Forsyth County Board of Commissioners as follows:

1. The *Rural Hall Area Plan Update* as endorsed by the City-County Planning Board is hereby adopted by Forsyth County as an area plan for Rural Hall and a portion of Forsyth County area subject to the limitations set forth herein.
2. The *Rural Hall Area Plan Update* will be used as a supplement to *Legacy* as a land development guide for making planning and zoning decisions relating to property located within the area covered by this Plan that come before the county for action. This Plan shall be given priority consideration where it is more specific than and not inconsistent with *Legacy 2030* or any applicable laws and ordinances; however, in all other instances *Legacy 2030* shall be given priority consideration over this Plan.
3. The Plan includes many voluntary or optional planning, zoning, and development initiatives for the County's consideration. However, by adopting this Plan, it is not the intent of the County to sanction, adopt, or require the adoption of these voluntary or optional initiatives that may or may not be consistent with *Legacy 2030*, the *Unified Development Ordinances (UDO)*, or other applicable law or priorities for the County.
4. It is not the intent of Forsyth County by adopting this Plan to make prior judgments on any rezoning requests.
5. It is not the intent of Forsyth County by adopting this Plan to commit any county funding to any specific capital projects that might be recommended or mentioned within the said Plan.

Adopted this 11<sup>th</sup> day of July, 2016.



# *RURAL HALL*

# *AREA PLAN*

# *Update*

**PLANNING BOARD  
DRAFT  
JUNE 2016**

City-County  
**Planning  
BOARD**  
FORSYTH COUNTY  
& WINSTON-SALEM,  
NORTH CAROLINA





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# Preface

Under special State enabling legislation, the City-County Planning Board of Forsyth County and Winston-Salem is responsible for preparing and maintaining a comprehensive plan for Forsyth County. The *Legacy 2030 Update*, the current comprehensive plan, was adopted in 2012. Comprehensive plans take a broad, communitywide perspective for guiding growth and development. *Legacy 2030* includes chapters on local trends; growth management; land use; transportation; economic development; environmental quality and sustainability; healthy, complete, and equitable communities; community character; Downtown and the Center City; neighborhoods and towns; rural character; area plans; and key public investments.

The Planning Board prepares a series of urban and suburban area plans for the city and county in an effort to translate *Legacy 2030* into site specific recommendations. An area plan generally contains information about the plan area's existing conditions and recommendations for guiding future growth and development. Citizen participation is an important part of the area plan process, and multiple opportunities for public participation exist within the area planning process.

In 2004, the City-County Planning Board (CCPB) adopted boundaries, names, and priority rankings for seven urban area plans, a Downtown Plan, and thirteen suburban/small town area plans. Seven plans cover the Urban Neighborhoods and Downtown as defined in *Legacy 2030*. Urban Neighborhoods are older neighborhoods and commercial, industrial, and institutional development built mostly before 1940 that surround the Center City of Winston-Salem. The Urban Neighborhoods Area has been divided into study areas based on geography and common features.

Thirteen plans cover the Suburban Neighborhoods and Future Growth Area as defined in the *Legacy 2030*. These areas have been divided into study areas based on geography and common features. Suburban Neighborhoods include a large portion of the county and most of the small towns where suburban development has occurred in recent decades. It is also the area with the most undeveloped land where much of the future residential, commercial, and industrial development should occur. Future Growth Areas do not usually have sewer or other facilities and services to support urban development. However, because of their potential to be served efficiently by sewer and other facilities and services in the future and/or their proximity to towns, major roads and other public investments, the Growth Management Plan calls for them to eventually be developed.

## How Do Area Plans Relate To Rezoning?

Area plans convey a community vision and general goals to the Planning Board, elected officials, and other community leaders. The land use plan component does not, however, change the zoning of an area or force property owners to develop their land before they choose to do so. Area plans are simply recommendations developed using a public process to help guide future planning decisions.

Historically, elected and appointed officials follow the area plan land use recommendations in most cases. However, decision makers must also take into account current site conditions, community needs and changing circumstances, as well as other information which was not apparent during the initial area planning process. Officials give serious consideration to the recommendations of the area plans but also must take into account all current and available information to make the most informed decisions on future rezoning proposals.

As of 2012, all planning areas within Forsyth County have a corresponding area plan which was developed since the 2001 adoption of the original *Legacy* plan to guide future area development decisions. Area plan updates, such as this one, replace these older, existing area plans. Updated area plans provide a current picture of area conditions and an up-to-date set of future development recommendations.

Area plans follow a basic, standardized format that provides for consistent terminology, information, mapping, and land use colors for all area plans. Consistency between plans is important to city staff, the CCPB, and elected officials as they use the plans to make zoning, funding, and other decisions based on area plan recommendations.

To facilitate implementation of area plan recommendations, a biennial Area Plan Status Report is prepared which includes the current status of recommendations of all adopted area plans. The report includes the status of each action/project listed in the implementation table for each plan. Area plan recommendations are funded in a variety of ways including bonds, bond referendums, transportation funds, general government funds, the Motor Vehicle Tax, capital improvements, and Community Development Block Grants. Inclusion of a project in the area plan implementation table does not mean the recommended project has funding. Area plan projects are prioritized along with other projects and programs by the elected officials.

# Introduction

## **\*BOUNDARIES OF THE PLAN AREA**

The Rural Hall Planning Area encompasses 11,311 acres. The plan area is generally bounded on the north by the Forsyth County line, on the west by US 52 and Tobaccoville, on the south by the Eastern Section of the Northern Beltway, and on the east by Buffalo Creek, which runs parallel to Germanton Road (see **Map 1**). The plan area includes land in the Town of Rural Hall and unincorporated Forsyth County.

## **\*RELATIONSHIP TO *LEGACY 2030***

*Legacy 2030*, Forsyth County's comprehensive plan, serves as the framework on which all area plans are built, both geographically and as a policy guide. The original *Rural Hall Area Plan* was adopted in 2011. The *Rural Hall Area Plan Update* is intended to translate *Legacy 2030* policies into more detailed recommendations for the Rural Hall Plan Area.

*Legacy 2030's* Growth Management Plan defines a series of specialized areas, each having specific characteristics. The Rural Hall Planning Area is comprised of Suburban Neighborhoods, Growth Management Area (GMA) 3; the Future Growth Area, GMA 4; and the Rural Area, GMA 5. There is a small area of Town Center, GMA 1, in the downtown Rural Hall area (see **Map 2**).

## **\*AREA PLAN PROCESS**

Citizen participation is a critical part of the area plan process. Multiple opportunities for public participation exist in the area planning process. The steps in the development of an area plan are shown in **Figure 1**. The first step of the planning process is the assessment of current conditions and the consolidation of existing plans. A summary of this information is created and given to citizens at the plan kickoff workshop.

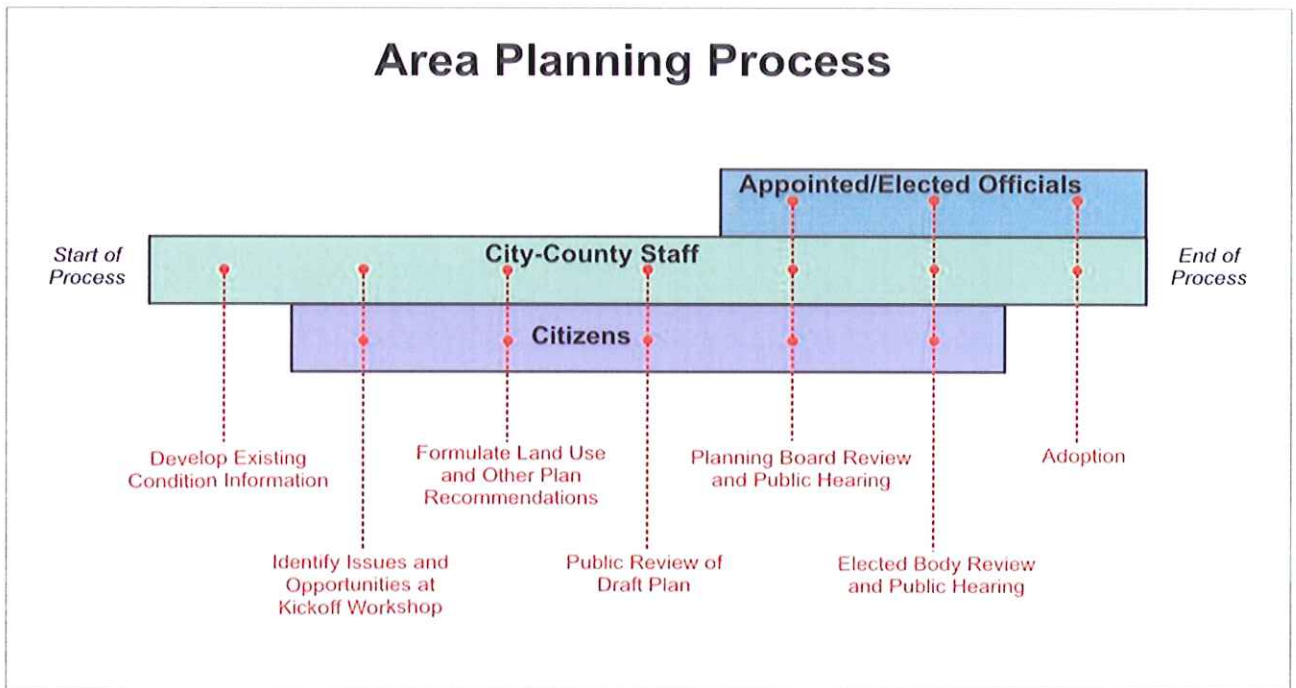
The plan kickoff workshop is the first meeting in the area planning process and is an opportunity for citizens who live and work in the area to share their comments and concerns about the area and its future with planning staff. Staff facilitates this process to help citizens document their thoughts, which provide the basis for the next step in the process.

Ideas and issues identified at the process kickoff workshop, along with the policies spelled out in *Legacy 2030*, serve as the basis for the next step in the process: the formulation of recommendations by Planning staff. These recommendations primarily focus on proposed land use recommendations, and site specific design recommendations for corridors and activity centers. Staff works with the citizens on these recommendations to reach a consensus. Staff and citizens refine the plan recommendations at the meetings which follow the kickoff workshop. The final recommendations are then presented to the entire community for review at the concluding open house. If no consensus is reached, both sets of recommendations will be presented to the City-County Planning Board.

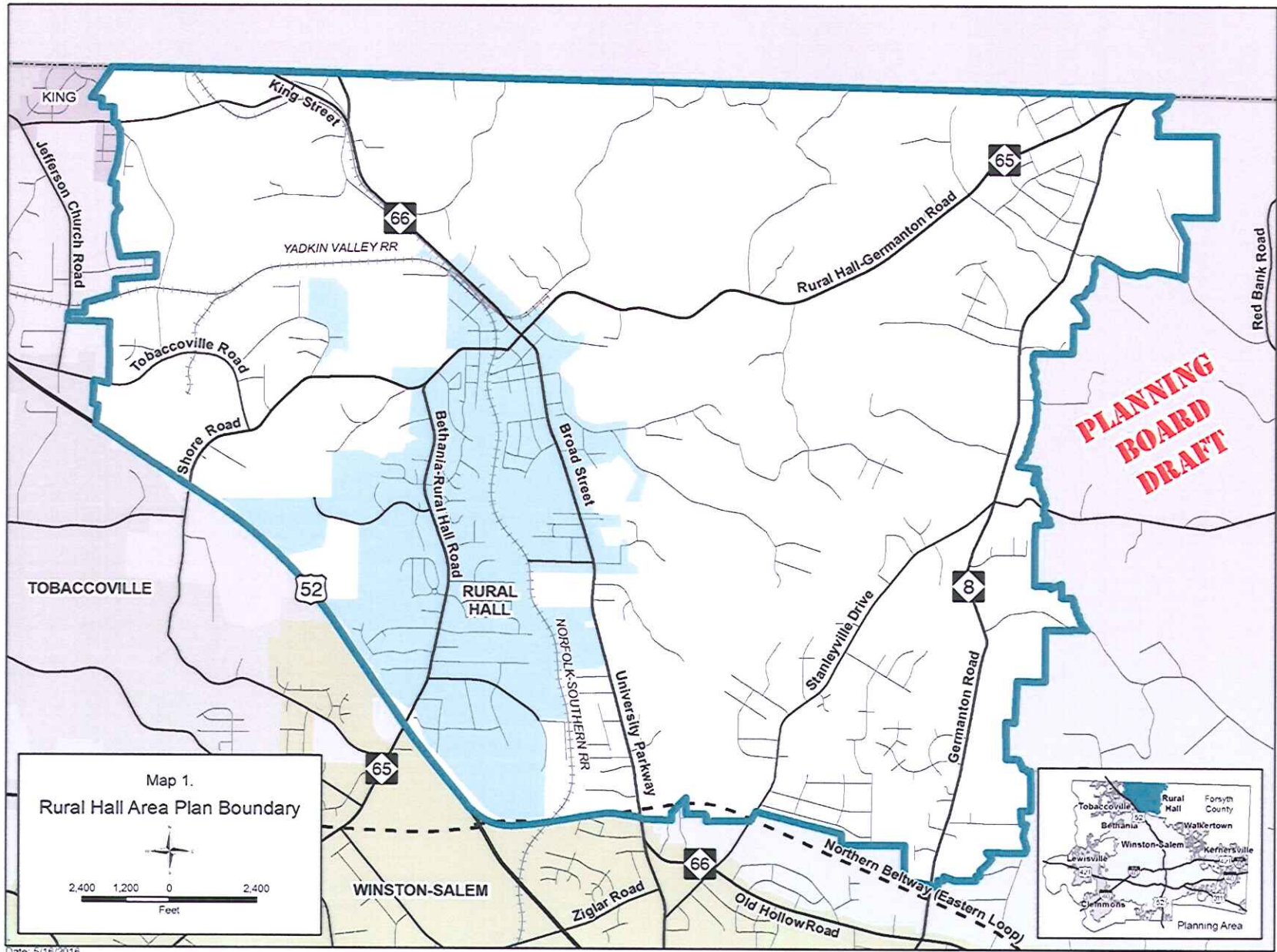
The Planning Board reviews the recommendations for consistency with the broad public interest and with *Legacy 2030*. The Planning Board holds a public hearing to consider the plan and make amendments, as appropriate, before recommending adoption of the plan. The document is then forwarded to the Rural Hall Town Council, and the Forsyth County Board of Commissioners for consideration, amendment, and adoption after a public hearing.

The adopted plan replaces the existing adopted plan for the area and will be used on an ongoing basis by the Planning Board, the Rural Hall Town Council and the Forsyth County Commissioners to guide land use, infrastructure, and public investment decisions. An implementation schedule is included in the adopted plan to outline tasks and timing needed for each recommendation. Additionally, developers and neighborhood groups may also use the plan to guide their future business and community development decisions.

**Figure 1. Area Planning Process**

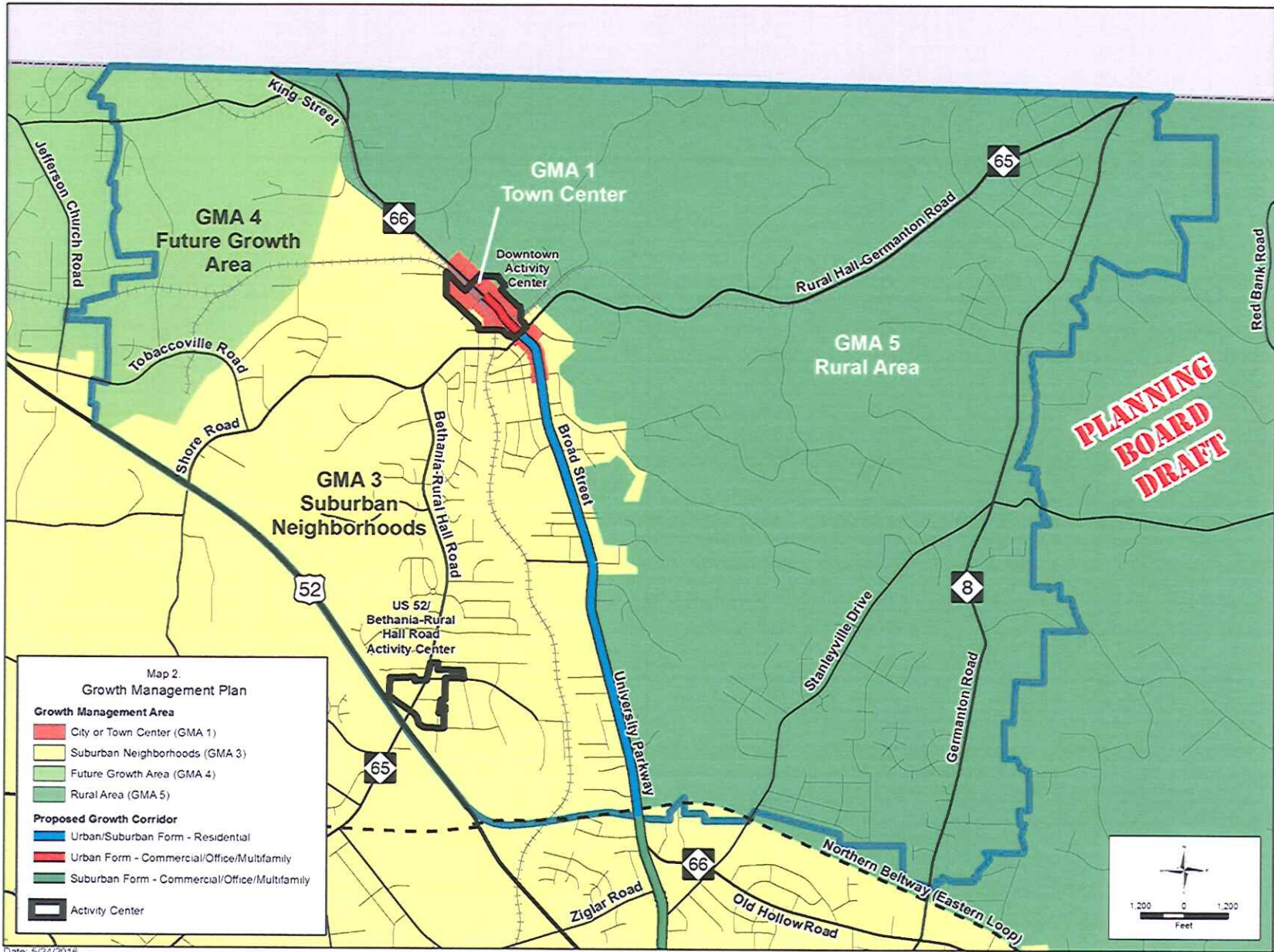






Date: 5/16/2016

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Map 2  
Growth Management Plan

**Growth Management Area**

- City or Town Center (GMA 1)
- Suburban Neighborhoods (GMA 3)
- Future Growth Area (GMA 4)
- Rural Area (GMA 5)

**Proposed Growth Corridor**

- Urban/Suburban Form - Residential
- Urban Form - Commercial/Office/Multifamily
- Suburban Form - Commercial/Office/Multifamily

Activity Center

Date: 5/24/2016

# Existing Conditions

## **\*GENERAL CHARACTER**

The Rural Hall Plan Area is rich in history and character. The Rural Hall community originates back to late 1700s and early 1800s. Its location was conveniently located where the Mount Airy and North Wilkesboro railroads converged which helped the area become a busy center for industry and trade by the late 1800s. The Town of Rural Hall was incorporated in 1974 and had a population of just over 1,000 citizens at the time.

Today, the town has a population of over 3,000 people and has retained its small town and rural character. Residential and commercial uses are concentrated along the two major thoroughfares in the area, Broad Street (NC 66) and Bethania-Rural Hall Road (NC 65). Industrial employment centers are concentrated in industrial parks off of these major corridors. The northern and eastern portions of the plan area are largely rural and agricultural in nature with limited development and large areas of open space.

## **\*DEMOGRAPHICS**

Based on the *2013 American Community Survey of the U.S. Census Bureau* data, 8,309 people are estimated to live in the Rural Hall Planning Area, an increase of more than 9% from the 2000 Census, or 0.7% annually. The area's population accounts for approximately 2.3% of Forsyth County's total population. The racial make-up of the planning area is 72% white, 19% African-American and 8% Hispanic (see **Table 1**).

**Table 1. Plan Area Demographic Trends/Comparisons**

<b>Population Statistics</b>					
<b>Area</b>	<b>Population</b>				
	<b>2013</b>	<b>2000</b>	<b>2000-2013 Annual Growth Rate</b>	<b>2013 Portion of Forsyth County Population</b>	<b>2013 Density (Persons per Acre)</b>
Rural Hall Area	8,309	7,611	0.7%	2.3%	0.7
Winston-Salem	232,200	185,800	1.9%	65.6%	2.7
Forsyth County	354,700	306,100	1.2%	N/A	1.3

Source: 2000 U.S. Census; U.S. Census Bureau, 2009-2013 American Community survey 5-year estimates.

<b>Diversity Statistics</b>					
<b>Area</b>	<b>Diversity (Percent)</b>				
	<b>African-American</b>	<b>White</b>	<b>Asian</b>	<b>Other</b>	<b>Hispanic</b>
2010 Rural Hall Area	19	72	1	0	8
2000 Rural Hall Area	8	87	0	0	5
2010 Forsyth County	26	59	2	1	12
2000 Forsyth County	26	69	1	4	6

Source: 2000 U.S. Census; 2010 U.S. Census

<b>Age Statistics</b>					
<b>Area</b>	<b>Age (Percent)</b>				
	<b>Less than 5 years</b>	<b>5 - 17 years</b>	<b>18 - 39 years</b>	<b>40-64 years</b>	<b>65 years and older</b>
2013 Rural Hall Area	6	18	25	37	14
2000 Rural Hall Area Plan	5	16	27	35	17
2013 Forsyth County	7	17	33	30	13
2000 Forsyth County	7	17	35	28	14

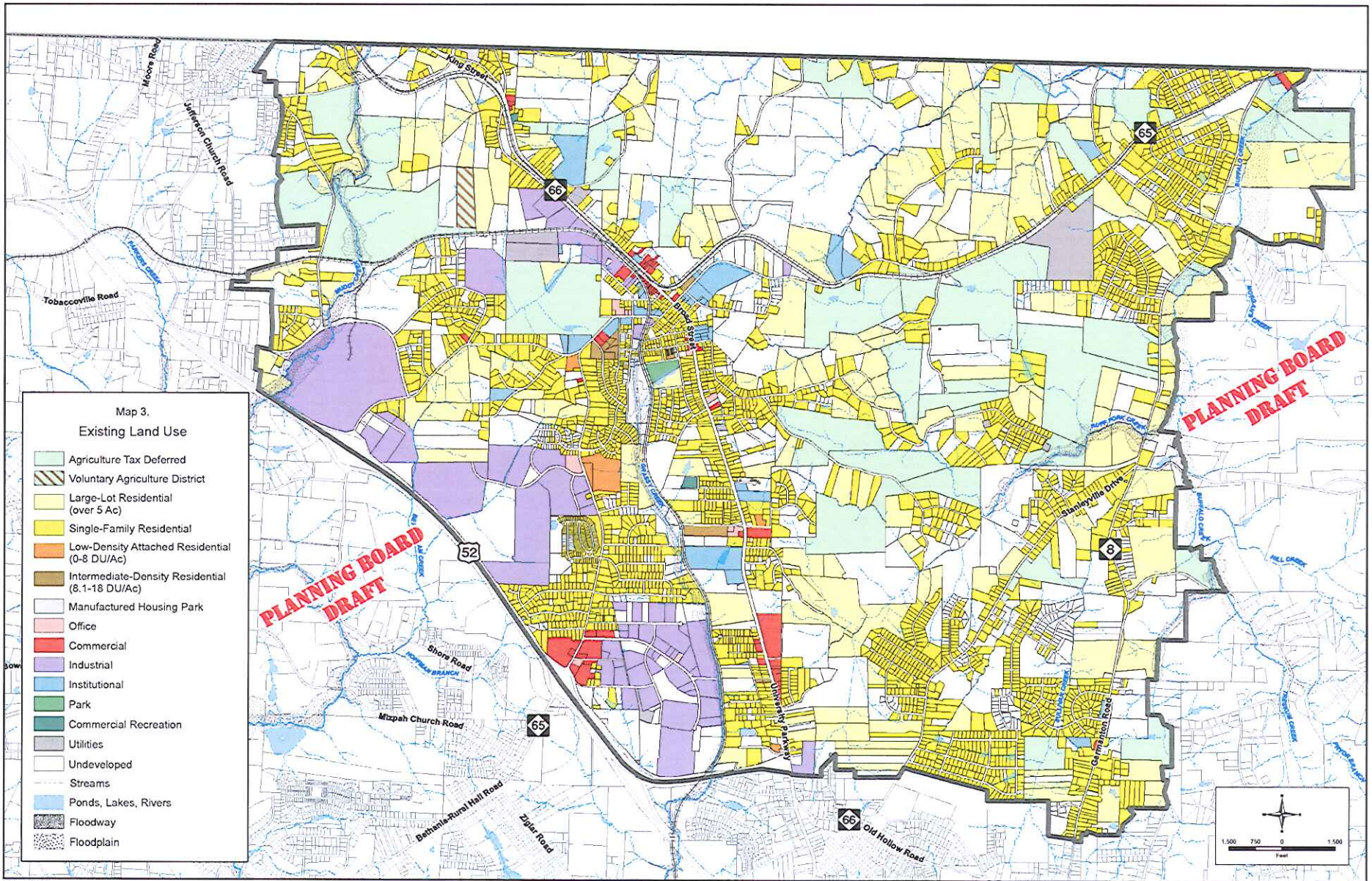
Source: 2000 U.S. Census; 2009-2013 American Community Survey 5-year estimates.

\*Note: "Hispanic" is not a race; it is an ethnic group. Numbers are provided for comparison purpose.

## **\*EXISTING LAND USE**

The existing land uses in the Rural Hall Planning Area include residential, office, commercial, institutional, parks and open space, industrial, utilities, and agricultural uses (see **Table 2** and **Map 3**). The majority of the developed area is single-family and large-lot residential in nature with limited amounts of multifamily, commercial and office development. Agriculture and industrial are prominent land uses and there still remains a significant amount of undeveloped land in the planning area.





Date: 6/7/2016



**Table 2. Plan Area Existing Land Use Summary**

Land Use	Acres	%	Land Use	Acres	%
Single-Family Residential	2,413	21.3	Parks, Recreation & Open Space	8	0.07
Large-Lot Residential	1,915	16.9	Commercial Recreation	4	0.03
Low-Density Attached Residential	29	0.3	Agriculture/Voluntary Ag. District	1,596	14.1
Manufactured Housing Park	8	0.07	Utilities	40	0.4
Multifamily Residential	22	0.2	Rail & Road Rights-of-Way	792	7.0
<b>Total Residential</b>	<b>4,387</b>	<b>38.8</b>			
Office	16	0.1	<b>Total Developed</b>	<b>7,795</b>	<b>68.9</b>
Commercial	84	0.7	Undeveloped Land	3,517	31.1
Industrial	718	6.4			
Institutional	150	1.3	<b>Total Area</b>	<b>11,312</b>	<b>100</b>

Source: Survey by City-County Planning Staff, July 2015

## RESIDENTIAL

The predominant land use in the planning area is residential which accounts for approximately 38.8% of the total land area. There are a variety of housing types offered in the planning area; however, single-family and large-lot residential (1 unit on over 5 acres) are the most prevalent. Single-family residential accounts for 21.3% of the planning area, while large lot residential makes up 16.9%. There are also low-density attached (0.3%), multifamily (0.2%) and manufactured housing units (0.07%) that make up small portions of the planning area.

## COMMERCIAL AND OFFICE

Approximately 100 acres, or 0.8% of the planning area, is developed with commercial and office uses. Office uses account for 0.1% of the planning area and are scattered on small parcels throughout the area. Commercial land uses represent 0.7% of the land area, or about 84 acres. The area lacks a significant retail commercial area but there are clusters located on University Parkway, at the US 52 Interchange with Bethania-Rural Hall Road and near downtown Rural Hall on Broad Street.

## INSTITUTIONAL

Institutional uses are located at various locations throughout the planning area and account for 150 acres, or 1.3% of the planning area. Public institutional uses include fire stations, community centers, Rural Hall Elementary School and Rural Hall Town Hall. Private institutional uses, such as churches and cemeteries, are also commonly found throughout the area.

## INDUSTRIAL

Industrial uses comprise 718 acres, or 6.4% of the plan area. Several industrial parks are located in the area and are located on Forum Parkway, Northridge Park Drive and Westinghouse Road. A number of other industrial uses are also located in the downtown Rural Hall area.

## PARKS, RECREATION, COMMERCIAL RECREATION AND OPEN SPACE

Parks, recreation and open space uses total approximately 8 acres or 0.07% of the planning area. There are two public parks in the area: Pla-Mork Park, a small neighborhood playground, and the Numa and Emma Covington Memorial Park, a larger community park. Covington Memorial Park includes facilities for a number of activities including, tennis, softball, volleyball and a walking trail, as well as picnic shelters, concessions and a lake. There is a small commercial recreation use that accounts for 0.03% of



the planning area, or about 4 acres. Recreation facilities are discussed in more detail in the Community Facilities section.

## **UTILITIES AND RIGHTS-OF-WAY**

Combined together, utilities, road and railroad rights-of-way account for approximately 7.4% of the land area or 832 acres in the plan area.

## **AGRICULTURAL**

Agriculture is a major land use in the area as it totals 1,596 acres or 14.1% of the planning area. The area is very much rural with many of the agricultural uses located outside the town limits in the eastern and northwestern portions of the planning area. These parcels participate in Forsyth County's Agricultural Tax Deferred Program. There is one farmland property that is enrolled in the County's Voluntary Agricultural District Program.

## **UNDEVELOPED**

Undeveloped land is the most prevalent land use in the planning area as it accounts for 3,517 acres or 31.1% of the land. Undeveloped land is distributed throughout the planning area.

## **\*ZONING**

Since the adoption of the original *Rural Hall Area Plan* in 2011 there have been very few rezoning petitions in the planning area. Two involved the rezoning of single-family residential parcels to industrial uses to aid the development of adjoining industrial uses. The other case involved the rezoning of a property on the northern boundary of the US-52/Bethania-Rural Hall Road Activity Center from single-family residential to limited business for a new retail store, but the petition was denied due to concerns of intensity and traffic impacts on the surrounding residential neighborhood. Although the number of rezonings is low, signs are pointing to increased interest in developing and investing in the planning area.

## **\*TRANSPORTATION FEATURES**

Existing transportation features in the area include roads, bus routes, bicycle routes and sidewalks. The location and function of transportation features have a significant impact on land use decisions (see **Appendix A**).

## **ROADS**

### **Overall Street Pattern**

Two major thoroughfares (NC 65 and NC 66) provide the major north-south and east-west connections within the planning area. Numerous other minor thoroughfares, residential collector and other local streets connect and feed vehicular traffic to NC 65 and NC 66 for circulation in and around the Town of Rural Hall. To the east, Stanleyville Drive and Germanton Road (NC 8) also provide north-south connections to the City of Winston-Salem and the Town of Germanton. To the west, Tobaccoville Road, Jefferson Church Road, and Tuttle Road are the main arteries. US 52 is the western boundary of the planning area, and it provides access into the planning area at the NC 65 and Westinghouse Road interchanges.

### **Road Types**

Every street and highway is classified to identify its function as part of an overall network. More details about the planning area's roadways, including current traffic counts and future cross sections, are listed in **Appendix A**. The following road types exist in the area:

- **Freeways/Expressways** are usually controlled-access facilities with four or more lanes that provide fast and efficient movement of large volumes of traffic.
- **Other Major Thoroughfares** move traffic both within cities and between cities, and may also provide access to abutting properties. They range in size from two lanes to six lanes.
- **Minor Thoroughfares** converge traffic from collector and local streets to move it to major thoroughfares or highways.
- **Collector Streets** carry traffic from local streets to thoroughfares in addition to providing access to adjoining property.
- **Local Streets** are used predominately to provide access to abutting property.

## Street and Highway Planning Documents

Forsyth county has several long-rang transportation plans/processes: The *Metropolitan Transportation Improvement Program* (MTIP), the *Metropolitan Transportation Plan* (MTP), and the *Comprehensive Transportation Plan* (CTP).

The *Metropolitan Transportation Improvement Program* (MTIP) is the official transportation investment schedule for state and federally funded surface transportation projects planned within the metropolitan area. The Winston-Salem Metropolitan Area includes most of Forsyth County and portions of Stokes, Davie, and Davidson Counties. The MTIP programs project funding for a seven-year period for all modes of transportation.

The *Metropolitan Transportation Plan* (MTP) includes all modes of transportation. The MTP is fiscally constrained, as it only includes projects for which funding is anticipated. The MTP is required under federal provisions and must include an assessment of air quality impacts.

The *Comprehensive Transportation Plan* (CTP) is a long-range plan for all modes of transportation and is not fiscally constrained. The CTP serves as the street and highway master plan for the urban area by identifying both existing roads and the general location of future planned roads.

Proposed street and highway improvements exist for the Rural Hall Planning Area in the above plans (see **Map 7** and **Table 8**).

## PUBLIC TRANSPORTATION

### Local Bus Routes

The Winston-Salem Transit Authority does not currently provide bus service within the Rural Hall Planning Area.

### Regional Transit

PART, The Piedmont Authority for Regional Transportation, was authorized in 1997 by the North Carolina General Assembly as a Regional Transportation Authority. Based on regional cooperation, PART coordinates regional bus service, vanpools, carpools, and other transportation-related services. PART's Route 6 (Surry County Express) travels nearest Rural Hall on US 52 but has no stops within the planning area. The closest stops are at Pilot Mountain Park and Ride Lots 1 and 2, or at the Winston-Salem Transportation Center in downtown Winston-Salem (see **Table 3**).

**Table 3. Rural Hall PART – Express Bus Routes**

Route Number	Direction	General Route
6 Surry County Express	Southbound	Mount Airy Park & Ride Lot, Pilot Mountain Park & Ride Lots 1 and 2, Winston-Salem Transportation Center, Wake Forest Baptist Medical Center, Five Points, Stratford Executive Park, Forsyth Medical Center, Hanes Mall, Truliant, Novant, Kimel Park.
6 Surry County Express	Northbound	Kimel Park, Novant, Truliant, Hanes Mall, Forsyth Medical Center, Stratford Executive Park, Five Points, Wake Forest Baptist Medical Center, Winston-Salem Transportation Center, Pilot Mountain Park & Ride Lots 1 and 2, Mount Airy Park & Ride Lot.

## Rail

Between 2000 and 2008 PART studied regional transit options in the Triad, comparing regional rail versus bus rapid transit alternatives. The first study, a Major Investment Study completed in 2003 was found unsatisfactory by the Federal Transit Administration (FTA) in that the ridership projections did not meet FTA requirements. The second study, an Alternatives Analysis, also fell short of the FTA New Starts minimum operating criteria, at less than 5,000 riders per day. Since that time this project has been dormant. This system is shown in the *Comprehensive Transportation Plan (CTP)* but is not a part of the fiscally constrained 2040 *Metropolitan Transportation Plan (MTP)*.

## BICYCLE FACILITIES

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* was adopted by the Winston-Salem City Council and by the Transportation Advisory Committee of the Winston-Salem Metropolitan Planning Organization (MPO) in 2005. This detailed study evaluates current cycling facilities in Forsyth County including the use of a Bicycle Level of Service (BLOS) model, and makes recommendations to create a comprehensive bicycle network for the area. The recommended network includes off-road trails, designated bike lanes, wide shoulders for roads, and bicycle route signage.

## Bicycle Routes

The plan area has one bike route described in **Table 4** and shown on **Map 7**.

**Table 4. Bicycle Routes**

Route	Direction	General Route
Stokes County Connector	North-South	Northbound on Broad Street, left on Bethania-Rural Hall Road, right at Tobacoville Road, right at Jefferson Church Road, right at Moore Road, continue into Stokes County.

## PEDESTRIAN FACILITIES

With the adoption of the multimodal transportation plans, enhancing and improving the pedestrian infrastructure throughout the county has become a transportation priority.

## Sidewalks

Sidewalks are found in the planning area most commonly along major commercial and residential corridors such as Broad Street and Bethania-Rural Hall Road. Sidewalks may also be found in the downtown Rural Hall area and in newer residential developments such as the Bitting Hall subdivision and Hawthorne at the Hill apartment complex.

## **GROWTH CORRIDORS**

Growth corridors are recommended in *Legacy* as tools for improved utilization of development sites and infrastructure along major transportation corridors. *Legacy's* growth corridor policies are particularly important when revitalizing older, automobile-oriented strip commercial sites experiencing decline. The redevelopment of these corridors should include increased residential densities where appropriate, mixed-use development, improved design and appearance, and additional transportation options.

*Legacy* recommendations include:

- Develop corridor master plans for improvements taking into account the unique character of each corridor. The basis for such master plans will be found in the design standards for the growth corridor identified in this plan.
- Define the boundaries of growth corridors through area plan updates.
- Identify potential locations for redevelopment along growth corridors for transit-oriented, high density, mixed-use nodes.
- Ensure compatibility between commercial and residential land uses and appropriate transitions between higher-density development and single-family residential areas.
- Provide development standards for site planning and design.
- Explore the use of zoning overlay districts to ensure good site planning principles and sensitive design, and to promote continuity in the design of corridors.

*Legacy* identifies two growth corridors in the planning area: University Parkway and Broad Street (see **Map 2**).

## **\*COMMUNITY FACILITIES**

The Rural Hall Planning Area has a number of facilities that serve the community including parks, schools, churches, and other institutional uses (see **Map 8**).

### **SCHOOLS**

The Winston-Salem/Forsyth County Board of Education uses a “controlled choice” plan to assign students to schools. The plan gives parents and students a choice between their residential school and several others within the same zone. Rural Hall Elementary is the only public school in the planning area.

### **RECREATION FACILITIES**

#### **Parks**

The *2015 Parks and Open Space Plan* for Winston-Salem and Forsyth County was adopted in 2007. This plan discusses existing parks, community park needs, existing open space and open space needs, park proposals and recommended facilities. Two public parks, Pla-Mor Park and Covington Memorial Park, both owned by the Town of Rural Hall, are located within the Rural Hall Plan Area. These parks are classified based on their size, facilities, and function (see **Table 5** and **Map 8**).

Based on the service area analysis completed for the 2015 Parks and Open Space Plan, the Rural Hall Planning Area is not adequately served by parks and recreation facilities. The study recommends two additional parks for the planning area with a minimum land area of between 20 and 30 acres.

**Table 5. Plan Area Recreation Facilities**

Park Type/Name	Acreage	Major Facilities
<b>Neighborhood Parks: Provide intense recreational activities accessible to neighborhoods.</b>		
Pla-Mor Park	0.1	Playground
Park Type/Name	Acreage	Major Facilities
<b>Community Parks: Provide active recreational opportunities drawing people from multiple neighborhoods.</b>		
Covington Memorial Park	8	Ball Field, Tennis Courts, Volleyball Court, Playground, Picnic Shelter, Walking Trails.

**Greenways**

Greenways are linear open space corridors that can be managed for conservation, recreation, and/or transportation purposes. Many greenways have paved trails and accompanying land that provide pedestrian and bicycle access to neighborhoods and community facilities in addition to waterways of Forsyth County. Currently, there are no greenways in the planning area.

**LIBRARY FACILITIES**

There is one library facility in the Rural Hall Planning Area which is the Rural Hall Branch Library located off Broad Street. The facility was constructed in 1981 and has approximately 8,500 square feet.

**FIRE STATIONS**

The Rural Hall Fire and Rescue Department is located on Rural Hall-Germanton Road in the planning area. The response area for the fire department includes both Forsyth and Stokes County, including the Town of Rural Hall. The department was formed in 1939 and is located in a building near Rural Hall Elementary School.

**\*HOUSING**

According to the *2013 American Community Survey of the U.S. Census Bureau*, there are estimated to be 3,785 housing units in the Rural Hall Planning Area. Approximately 72% of the housing units in the planning area are owner-occupied, significantly higher than the 50% of citywide and 57% of countywide housing units that are owner-occupied. The most prevalent type of housing is single-family detached. The area’s vacancy rate of 7% and the median home value of \$132,100 are lower than that of both Winston-Salem and Forsyth County (see **Table 6**).

and form and there are individual properties of note. Additional resources include the Rural Hall Depot, a Local Historic Landmark, and potential archaeological resources. These resources serve as a tangible reminder of Rural Hall's outstanding history. The Rural Hall Historical Society works to research, promote and teach residents about the many area historic resources and its long-term residents and their families. Many historical records may be found in the Rural Hall Historical Museum which the Historical Society operates in a restored home on Bethania Street.

Historic Resources Commission (HRC) staff has reviewed the major historic resource studies/surveys and has determined that a number of historic resources are located within the planning area (**Map 9 on page XX**).

Forsyth County's first comprehensive architectural survey was completed in 1980 and an update to that survey was finalized in 2009. As might be expected, during the intervening years, a number of historic resources were demolished or removed from their original sites. This was found to be the case throughout all of Forsyth County, including the Rural Hall area. However, the survey update project also identified new historic resources. While some properties in the planning area are listed on the National Register, some are of National Register quality and are not listed, or are Local Historic Landmarks. However, other properties were simply identified for written and photographic documentary purposes.

**Appendix B** is a list of recognized historic resources in the Rural Hall Planning Area and lists their current designations.

## **\*ECONOMIC DEVELOPMENT**

The Rural Hall area is largely residential and agricultural in nature with limited amounts of employment opportunities. However, there exists a strong industrial presence in business parks located along Bethania-Rural Hall Road and in the downtown Rural Hall area. These areas are major sources of employment opportunities in the planning area. Lots for sale in these business parks and undeveloped land nearby provide space for opportunities for business expansion and future development.

## **\*THE ENVIRONMENT**

A number of environmental issues are of concern in the plan area including floodplains, wetlands, watersheds, and topography (see **Map 4**).

### **FLOODPLAINS**

Floodplains are flood-prone lands that are adjacent to creeks and streams. Development should be limited in these areas due to their hazardous conditions and the costliness to develop structures there. There are requirements to manage development activities in these areas. In the Rural Hall Planning Area there are approximately 12 miles of floodplains. Portions of Muddy Creek, Grassy Creek and Buffalo Creek have areas that are prone to flooding.

### **WATERSHEDS**

Two separate watersheds that land in the planning area drain into the Yadkin River and Dan River basins. Grassy Fork Creek and Muddy Creek flow south from the Rural Hall area into the Yadkin River. Streams in the balance of the planning area flow north to the Dan River. Neither of the watershed areas are regulated as water-supply watersheds.

### **TOPOGRAPHY**

Most of the land in the plan area consists of slopes that are developable. Land with slopes greater than 20% is located along creeks and tributaries with concentrations in the northern and central parts of the

planning area. Land in the north central part of the planning area has some of the roughest topography in Forsyth County.

### **\*ANNEXATION AGREEMENTS**

An annexation agreement is a legal agreement which defines land that each participating municipality may not annex within a specific timeframe. The agreement sets limits on each municipality's future annexation into an area, thus establishing its potential future jurisdiction. The agreement, however, does not obligate a municipality to undertake annexations. Two major benefits from this type of agreement are that:

- It promotes the orderly and logical extension of municipal services because communities are not competing to annex an individual development; and
- It reduces uncertainty among property owners and public or private development interests.

The North Carolina General Statutes authorize municipalities to enter into agreement for up to 20 years. Once adopted, participating municipalities must both agree to change or terminate the agreement before it expires. A municipality may unilaterally terminate an agreement after a five-year notification period. Each participating municipality must also notify the other(s) of all subsequent annexation proposals within the affected area. Rural Hall currently has annexation agreements with the Village of Tobaccoville, expiring in 2020, and the City of Winston-Salem, expiring in 2035.

### **\*EXISTING PLANS IN STUDY AREA**

The following studies have been completed for the plan area:

#### **RURAL HALL AREA PLAN (2011)**

The *Rural Hall Area Plan*, which this document updates, made land use and public investment recommendations within approximately the same geographic boundaries as this plan. Major recommendations included concentrated commercial services in designated areas, the clustering of new residential development in large undeveloped tracts of land to protect natural features, and the reuse of existing industrial buildings and further development of industrial/business parks.



**Table 6. Housing Statistics**

<b>Housing Type (2013)</b>					
<b>Area</b>	<b>Total Housing Units</b>	<b>Single-Family Detached (Percent)</b>	<b>Single-Family Attached (Percent)</b>	<b>Manufactured Housing (Percent)</b>	<b>Multifamily (Percent)</b>
Rural Hall Area	3,785	84	1	5	10
Winston-Salem	105,025	63	4	2	31
Forsyth County	157,715	67	4	4	25
<b>Housing Tenure and Value (2013)</b>					
<b>Area</b>	<b>Owner-Occupied Housing Units (Percent)</b>	<b>Renter-Occupied Housing Units (Percent)</b>	<b>Vacant Housing (Percent)</b>	<b>Median Home Value (Dollars)</b>	
Rural Hall Area	72	21	7	132,100	
Winston-Salem	50	38	12	140,400	
Forsyth County	57	31	12	150,600	

*Source: U.S. Census Bureau, 2009-2013 American Community Survey (5 year estimates)*

## **\*DESIGN AND APPEARANCE**

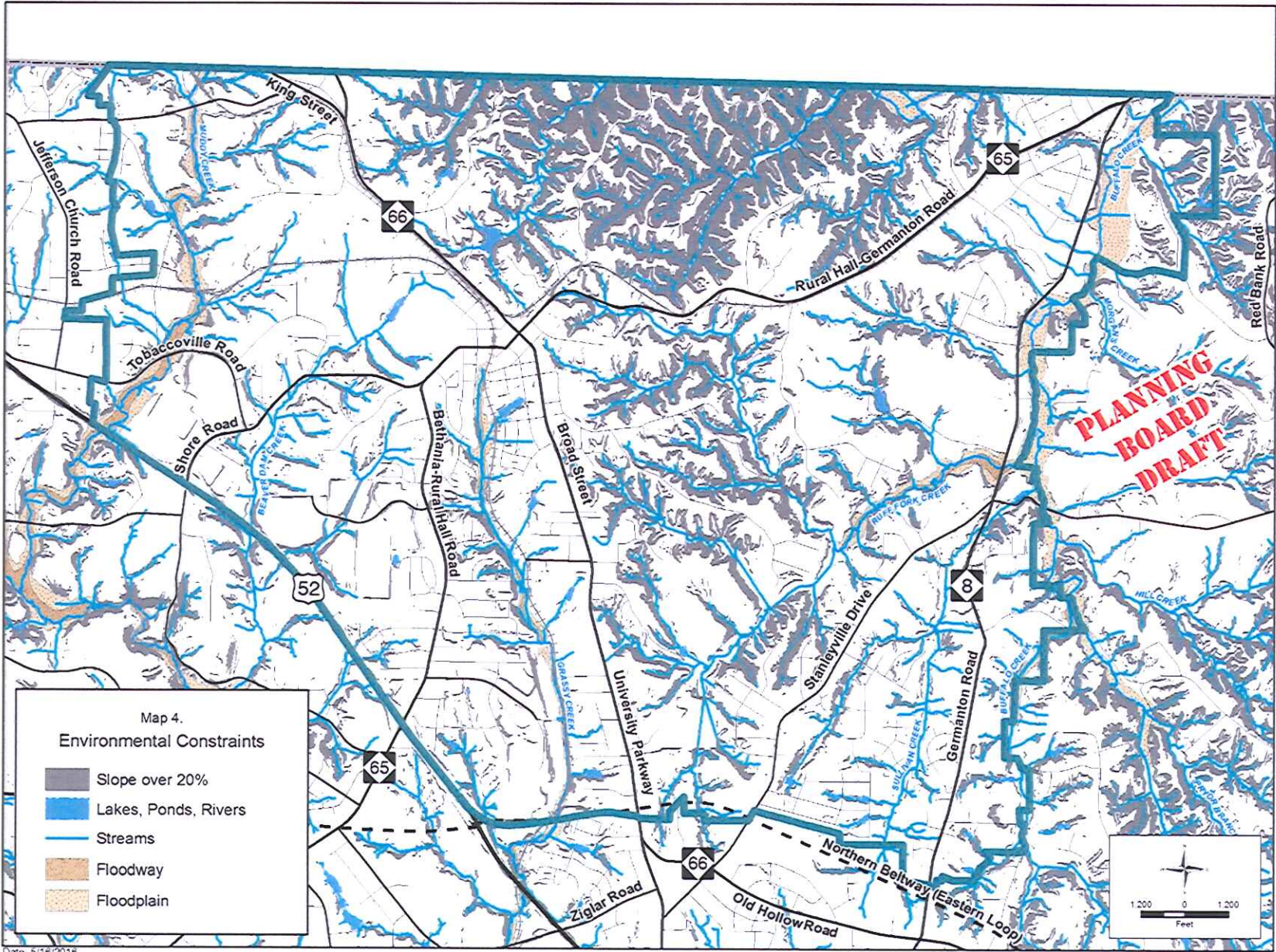
Urban design brings order, clarity and pleasing harmony to a community, along with the network of public spaces, streets, parks and sidewalks which define its character. The arrangement of public spaces and elements such as storefronts along a commercial corridor or homes lining a residential street create a sense of community which makes an area unique.

A good portion of the planning area was developed after 1940 when the automobile became the dominant form of transportation. This factor and relatively inexpensive gasoline, led to suburban residential and commercial development based upon auto-oriented design. People were no longer dependent upon transit or walkable environments to move about easily through the county. Developers soon began to pursue farmland tracts located further from the center city and subdivide into larger, more private lots and construct homes. With strong demand for housing, more subdivisions were constructed in areas such as the planning area. Furthermore, commercial centers developed along highways, road corridors and major intersections in the form of strip shopping centers. Much of these suburban commercial and residential development lack defined character and a sense of community that was once found in urban neighborhoods. Suburban communities are challenged to design and develop housing that is integrated with commercial/office/institutional uses, as well as to encourage aesthetically pleasing, walkable communities. A number of newer developments in Forsyth County are already moving in this direction.

Efforts have been made to improve the appearance and pedestrian orientation of neighborhoods and commercial areas in Rural Hall. Town efforts are usually, but not always, undertaken in the right-of-way and can include: landscaping and tree planting, sidewalks and other pedestrian improvements, trash receptacles, and street lighting. Other design standards have been adopted as part of the community's *Unified Development Ordinances*.

## **\*HISTORIC RESOURCES**

The Rural Hall Planning Area is fortunate to possess a number of historic resources, which range from the early-mid 19<sup>th</sup> century to the late 19<sup>th</sup>-early 20<sup>th</sup> century construction. The resources in the area tell the story of an early rural town and a developing and expanding county. These historic properties vary in type



Date: 5/16/2016

# Plan Recommendations

General policies from *Legacy 2030* provide the framework for recommendations in all area plans. Specific recommendations for the *Rural Hall Area Plan Update* were developed through comments heard from citizens at public meetings in conjunction with the work of Planning and Development Services staff.

## \*LAND USE RECOMMENDATIONS

Land use recommendations serve as a guide for future development and zoning decisions in the planning area. As directed by *Legacy 2030*, land use recommendations designate locations and formulate policies for compatible residential development, commercial and office uses, industrial uses and activity centers. All future land use recommendations are shown on the Proposed Land Use Map (**Map 6 on page XX**). Additionally, the Proposed Land Use Changes Map (**Map 5 on page XX**) identifies properties where the proposed land use indicated on **Map 6** is different than the existing land use shown on **Map 3 on page XX**. Proposed land use changes may or may not require a change of zoning. Determinations of the need for rezoning will be evaluated when site-specific development proposals are submitted for review.

## GENERAL RECOMMENDATIONS

Planning policies used to develop land use recommendations for the Rural Hall Planning Area are:

- Commercial development should be concentrated in designated areas and not be allowed to take the form of strip development along the major roads in the planning area.
- Goods and services should be available near where people live and work.
- The mix, type, and design of development should facilitate walking and bicycling where feasible.
- The revitalization of older and underutilized commercial and industrial sites and buildings is encouraged.
- Neighborhoods should be protected from inappropriate residential, commercial, industrial and institutional encroachment.
- To allow institutions to grow and expand to meet their needs in a manner that is compatible with their surrounding neighborhoods.
- To direct industrial uses in areas identified for business/industrial parks.
- Consideration should be given to protecting significant natural features, existing vegetation, historic resources, and open space by clustering development.

## \*RESIDENTIAL

*Legacy 2030* recommends a variety of housing types throughout the county. Residential recommendations are made for housing densities, and in some cases, types of housing. Factors such as the amount of land available, surrounding land uses, proximity to major roads and services, and access to utilities are all considered in determining recommendations for residential uses and densities.

The following are general descriptions for categories of residential land uses and specific recommendations for locations within the planning area suitable for these categories. The sites are

shown on the Proposed Land Use Changes Map and the overall Proposed Land Use Map (see **Map 5** on **page XX** and **Map 6** on **page XX**, respectively).

### **Large Lot Residential**

Large-lot residential development (1 unit on 5 acres or more) is recommended in rural areas to limit density and to achieve farmland/open space preservation. Clustering of lots in new subdivisions to protect environmentally-sensitive areas, preserve additional open space and reduce street and infrastructure costs is strongly encouraged in these areas. Although development pressures are low in the planning area, some property owners may wish to place private restrictions or covenants on their property for a period of time or consider donating land or easements to the Piedmont Land Conservancy to preserve open space. Large-lot residential development is recommended for a large portion of sites in the central and northern parts of the Rural Hall Planning Area.

### **Single-Family Residential**

Single-family residential development consists of single-family, detached units. Scattered throughout some single-family neighborhoods in the planning area are duplex, triplex, quadraplex and a few multifamily developments built before zoning was established for the county. This plan makes no assumption on the legality of these uses. If uses are legally non-conforming, they should be allowed to remain; however, if they are illegal uses, this plan does not recommend rezoning these properties to legalize their nonconforming status. Single-family residential development is recommended for:

- Existing individual lots and small tracts of land in existing single-family neighborhoods.
- Larger parcels of undeveloped residential land in parts of the planning area. This land is generally located near single-family neighborhoods in the southeast, northeast and northwest reaches of the planning area.

### **Low-Density Attached Residential**

Low-density attached residential development has a density of up to eight dwelling units per acre. Generally, low-density attached residential land use is recommended for sites greater than two acres and is most appropriately developed with multifamily, townhouses, duplex, triplex, or quad units. Design Guidelines for Multifamily Development can be found in **Appendix C** on **page XX**. Low-density attached residential is recommended for:

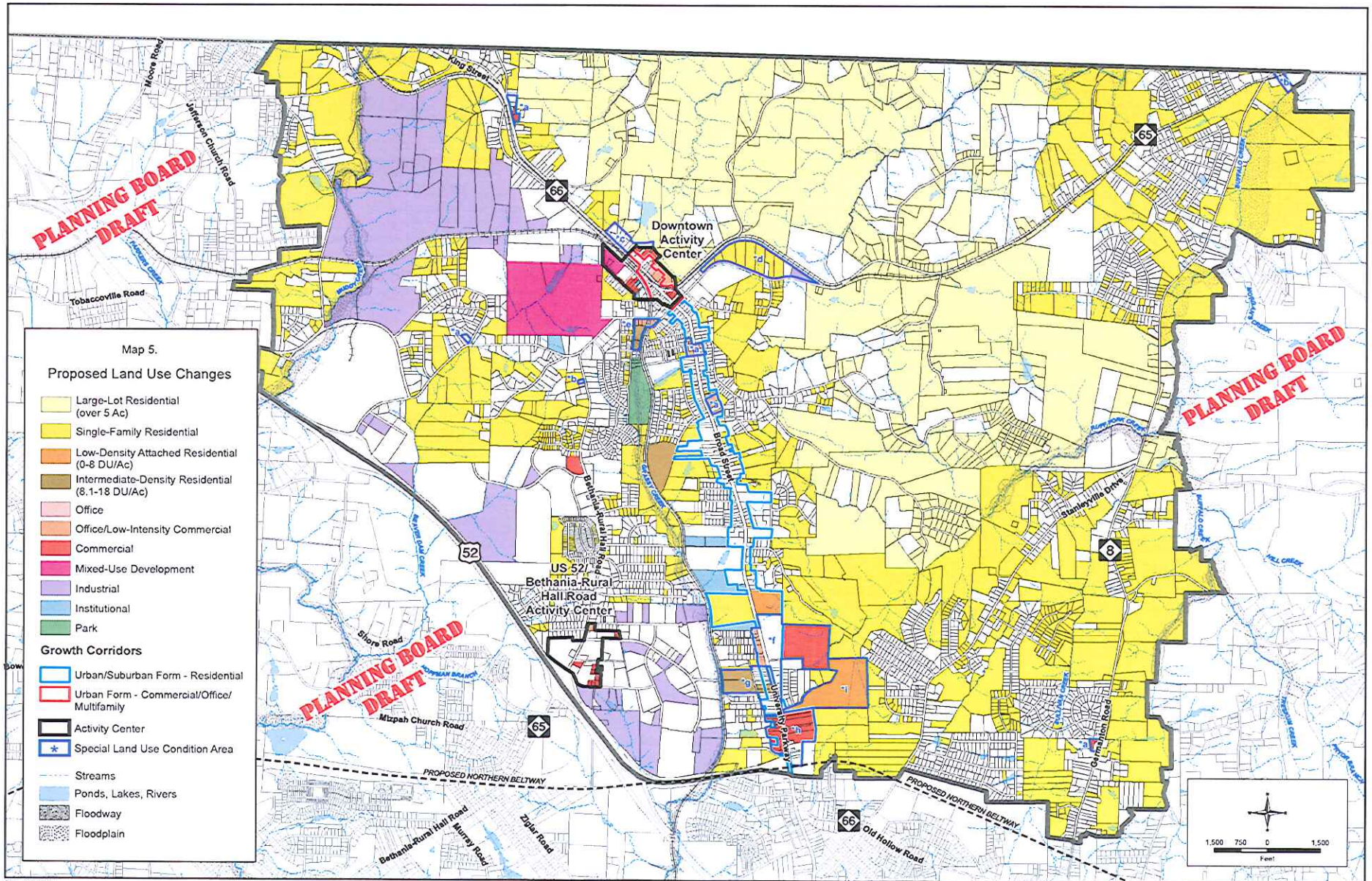
- A vacant parcel of land on University Parkway just north of the RV World site.
- A vacant parcel of land on Bray Street.
- Several parcels of land located on Bethania-Rural Hall Road south of Falconbridge Road.
- A single parcel of land located at the southwest corner of the intersection of Bethania-Rural Hall Road and Tobaccoville Road.
- A parcel on Wall Street near Stoltz Street.

### **Intermediate-Density Residential**

Intermediate-density residential development has a density of eight to 18 dwelling units per acre. Generally, intermediate-density residential land use is recommended for sites greater than two acres that are most appropriately developed with multifamily or townhouse structures. Design Guidelines for Multifamily Developments can be found in **Appendix C** on **page XX**. Intermediate-density residential is recommended for:

- An undeveloped parcel at the end of Paso Street.
- Parcels on the eastern and western sides of Heatherton Lane south of Bethania-Rural Hall Road.
- Parcels on Jackson Street north of Summit Street.
- Site on Rural Hall-Germanton Road across from Rural Hall Elementary School.
- Parcels on Summit Street between Cherry and Church Streets.

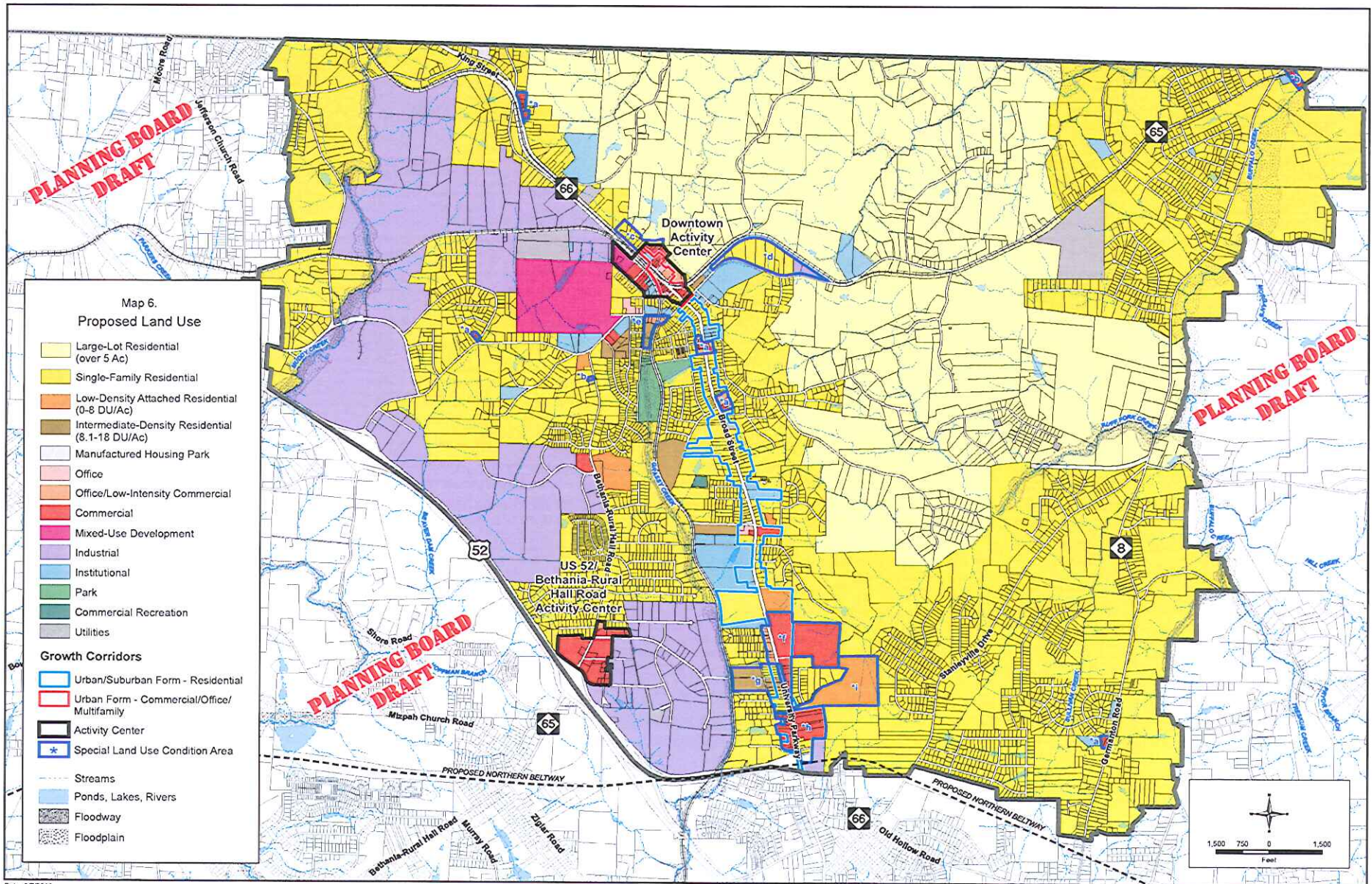




Date: 6/7/2016







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- A parcel on Wall Street west of Broad Street.
- Parcels on Baker Street near the intersection with Cross Baptist Church Road.

## **\*OFFICE AND COMMERCIAL**

This plan recommends the consolidation of office and commercial uses at existing commercial/office locations, in designated mixed-use areas and activity centers, and in appropriate Special Land Use Condition Areas. All new and redeveloped commercial and office uses should be designed and developed to be compatible with nearby residential uses.

### **Office**

Office uses typically have few negative impacts on adjacent land uses and can provide services to area residents, making them an appropriate transitional use between residential uses and more intense uses. Small scale office development is recommended for the following locations, provided proposals conform to the Guidelines for Conversion of Existing Homes to Office or Commercial Uses (see **Appendix D**, on **page XX**):

- The southwest corner of Wall Street and Broad Street.
- The corner of Bethania-Rural Hall Road and Glade Street.
- Edwards Road at the intersection with Broad Street.
- Scattered sites on Bethania Street near the intersection with Broad Street.

### **Office/Low-Intensity Commercial**

This land use category includes all office uses as well as commercial uses listed in **Table 7**. This plan recommends two areas for new office/low-intensity commercial and the conversion of some existing residential structures to office/low-intensity commercial land use. Preserving the existing character of the older historic neighborhoods in the planning area is a priority; however, it may be difficult to retain existing single-family uses at certain locations. The establishment of a transition between residential uses and commercial uses is recommend at the following locations:

- Sites in the Downtown Rural Hall Activity Center.
- Sites on the north end of the US 52/Bethania-Rural Hall Road Activity Center near Hallmark Drive.
- Site located on the east side of Broad Street, north of Kiger Street.
- Sites located on the western side of University Parkway across from RV World.
- Sites on Bethania-Rural Hall Road between Jackson Street and Bay Street.

Guidelines for Office/Low-Intensity Commercial Developments can be found in **Appendix E** on **page XX**.

**Table 7. Defined Low-Intensity Commercial Uses**

<b>Uses* Include:</b>		
Adult Day Care	Food/Drug store without Drive-through	Residential Building, Townhouse
Arts/Crafts Studio	Funeral Home	Restaurant without Drive-through
Bed and Breakfast	Furniture/Home Furnishings	
Child Care Drop-in	Museum, Art Gallery	Services A
Child Day Care Center	Post Office	Veterinary Services
Combined Use	Residential Building, Multifamily	Retail Store
<b>Uses* Do Not Include:</b>		
Auto-related Uses	Convenience Stores	Clubs/bars

*\*Uses defined in the Unified Development Ordinances.*

## COMMERCIAL

This plan calls for the improvement of existing commercial areas to blend with existing development and not infringe on nearby neighborhoods. Commercial areas should be compact with limited access to major thoroughfares and should not promote strip development. The reuse of vacant buildings and the redevelopment of existing undeveloped and underutilized sites is recommended where possible. Commercial uses are also recommended for the following areas:

- Parcels in the US 52/Bethania-Rural Hall Road Activity Center
- A single parcel at the intersection of Northridge Park Drive and Bethania-Rural Hall Road
- Parcels located on Bethania-Rural Hall Road north of Heatherton Road
- Scattered sites in the Downtown Rural Hall Activity Center
- Parcels on Broad Street at the intersection with Wall Street
- Special Land Use Condition Areas (\*a) where existing commercial uses may be retained with specific conditions.

## \*INSTITUTIONAL

Institutional uses in the planning area are an important aspect of its character, vitality and future. Institutional uses include schools, churches, government offices and services, community organizations and nonprofit agencies. Existing institutions should be permitted to grow and expand in a manner that is compatible with surrounding neighborhoods. Because of the unique nature of institutions (many of which are allowed by right in residential zoning), it is not possible to indicate on the Proposed Land Use Map all properties for which institutional use would be appropriate.

Many institutional uses found in the planning area are surrounded by single-family residential uses. As these facilities grow, tearing down single-family structures can be detrimental to the fabric of the neighborhood. New construction or additions to institutional uses can have a negative effect on adjacent single-family homes because institutional uses typically have a larger building footprint and massing. This plan makes the following general recommendations:

- Retain older single-family structures adjacent to institutional uses.
- Maintain neighborhood character by buffering lots with street yards when converting parcels to parking lots for institutional uses in residential districts.
- Encourage institutions owning single-family homes adjacent to their properties to maintain these structures in good condition.

Guidelines for Institutional Expansions can be found in **Appendix H** on page **XX**.

## **\*PARKS/OPEN SPACE**

The Proposed Land Use Changes Map shows one proposed park and open space areas. The proposed park is on property owned by the Town of Rural Hall that is adjacent to Covington Memorial Park and is intended for future park and recreation use. Open space may consist of land protected by conservation easements, public parks or Rural Hall-owned land (see Community Facilities Recommendations on page XX, for detailed park recommendations).

## **\*INDUSTRIAL**

This plan recommends the consolidation of industrial uses at existing locations. The reuse of existing buildings and the further development of vacant or underutilized sites within current industrial areas is also recommended. New industrial uses should be located near existing industrial/business parks and should be designed in a manner that makes them compatible with nearby residential uses. With access to US 52, the Rural Hall Planning Area is a prime area for sustaining existing and attracting new industrial uses at the following locations:

- Sites in the Forum Parkway area between US 52 and Angus Street.
- Sites in the Northridge Business Park located along Northridge Park Drive, Ashridge Drive and Almondridge Drive.
- Sites around the Westinghouse Road and US 52 interchange and north of Tobaccoville Road.
- Sites located west of Broad Street in the downtown Rural Hall area.
- Sites bounded by Tuttle Road to the north and the Yadkin Valley Railroad to the south.

Guidelines for Suburban Business Parks can be found in **Appendix G** on page XX.

## **\*MIXED-USE LAND USE CATEGORIES**

Mixed-use development typically includes a mixture of compatible commercial, office, varied residential types and densities, institutional, and recreational uses. This plan recommends two specific areas for mixed-use, one within the Downtown Rural Hall Activity Center and the other to the east of the activity center on approximately 124 acres of land that has access to Glade Street and Bethania-Rural Hall Road (see **Map 6**). However, the concept of mixing uses is not limited to these areas only. Other proposals may be appropriate and will need to be evaluated individually based on how they are integrated with and complement the surrounding neighborhoods.

## **ACTIVITY CENTERS**

Activity centers are compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance of residential areas. Activity centers may also serve as neighborhood gathering places. Larger activity centers are envisioned to provide shopping and services that meet the day-to-day needs of nearby residents and ideally contain a grocery store and a pharmacy. Activity centers may also include a housing component, especially in suburban or future growth areas where new activity centers are being proposed. Certain very large activity centers can serve as compact mixed-use regional centers for retail, office, civic, and residential activity. It is important to install sidewalk connections throughout activity centers to encourage pedestrian as well as motor vehicle connections between uses. The *Rural Hall Area Plan Update* identifies two activity centers: The US 52/Bethania-Rural Hall Road Activity Center and the Downtown Rural Hall Activity Center. Guidelines for Activity Centers can be found in **Appendix F** on page XX.

## US 52/Bethania-Rural Hall Road Activity Center

The US 52/Bethania-Rural Hall Road Activity Center is located along Bethania-Rural Hall Road between the US 52 interchange and Hallmark Drive. The area includes two shopping centers and a number of other commercial structures that represent a number of uses, including a grocery store, hardware store, retail, sit-down restaurants and fast food restaurants, a drug store and storage warehouses. This is the largest commercial area in the planning area and it benefits from the close proximity to US 52 and the proposed interchange with the Northern Beltway. There are vacant and underutilized parcels to the east along Montroyal Road and Pine Tag Road that have commercial development potential.

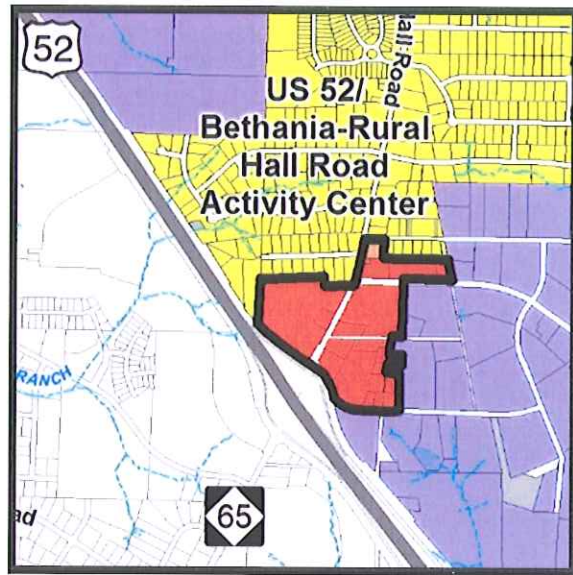


Figure 2. US-52/Bethania-Rural Hall Road Activity Center

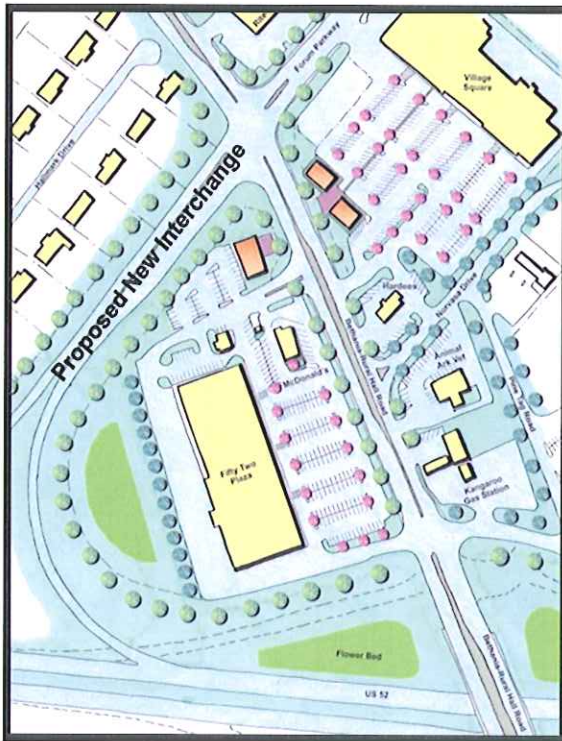


Figure 3: US-52/Bethania-Rural Hall Road Activity Center Site Plan

Improvements to the activity center should include:

- Do not expand the existing nonresidential boundaries of the activity center by rezoning adjacent single-family lots to the north along Hallmark Drive.
- Concentrate development in the activity center and redevelop existing sites and shopping center outparcels with mixed-use development.
- Encourage pedestrian-friendly design elements such as improved sidewalks, crosswalks, landscaping and public areas. Connect sidewalks in the area and to the industrial areas to the east, as well as residential areas to the north.
- Locate new buildings closer to the street and orient parking to the rear or side of structures to improve the streetscape and de-emphasize vehicles.
- Encourage low-intensity commercial uses and zoning on properties to the north of the activity center at Hallmark Drive to create a transition to nearby single-family neighborhoods.



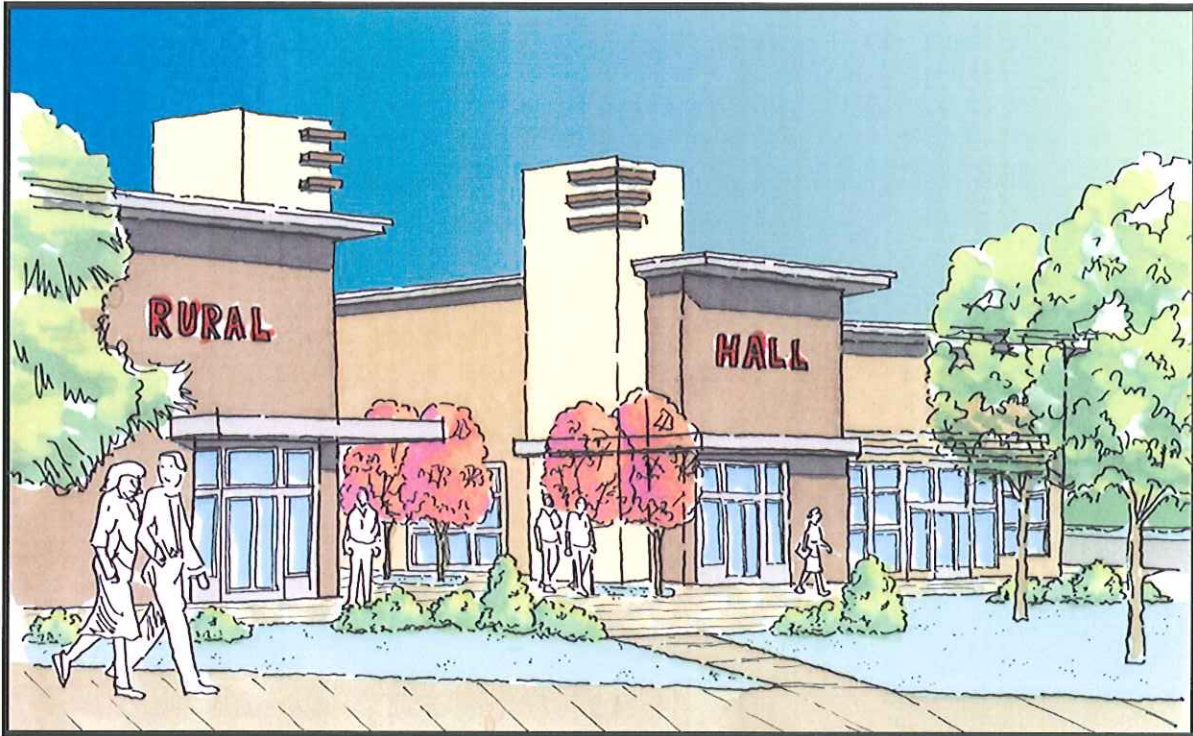


Figure 4: US-52/Bethania-Rural Hall Road Activity Center Concept

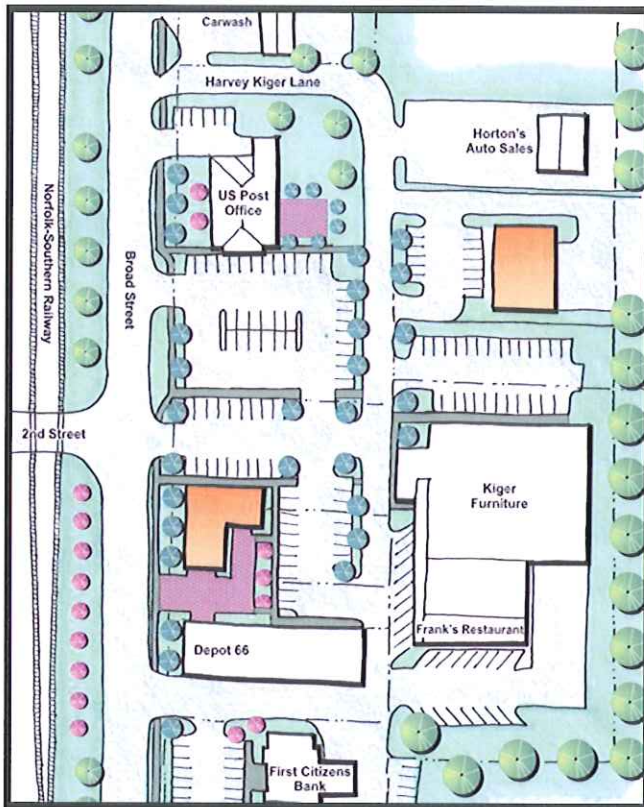
### Downtown Rural Hall Activity Center

The Downtown Rural Hall Activity Center is located along Broad Street between Bethania-Rural Hall Road and Anderson Street. The area is largely historic in nature with a number of significant buildings constructed in the late 1800s when the town was a bustling railroad center. Commercial, industrial, office and single-family uses can be found in the downtown area. Also, there are a number of vacant and underutilized structures that can be preserved and redeveloped for future use. The railroad tracks that run through the downtown area have both positive and negative impacts on the area. The railroad tracks provide access to a number of industrial uses located on Depot Street and support the Rural Hall Depot which is on the National Register of Historic Places and is designated a Local Historic Landmark. Unfortunately, the railroad causes traffic and safety concerns as trains block access on Second Street and Depot Street.



Figure 5. Downtown Rural Hall Activity Center





**Figure 6: Downtown Rural Hall Activity Center Site Plan**

Improvements to the activity center should include:

- Create a pedestrian-friendly environment with improved sidewalks, streetscape and lighting to encourage visitors to come to the area.
- Provide more on-street parking along Second, Bethania and Glade Streets. Provide off-street parking throughout the activity center where feasible. It is recommended that off-street parking be located to the side or rear of structures.
- Encourage the revitalization and redevelopment of existing vacant and underutilized structures. A number of warehouse and industrial buildings along Depot Street could be repurposed for mixed-use development, particularly near the intersection with Anderson Street. A mixture of office, commercial and residential uses is recommended.
- Encourage the continued preservation of historically significant structures on Broad Street including the Rural Hall Depot and the A.L. Payne and Sons Store located on Depot Street. Improved off-street parking behind the A.L. Payne and Sons Store could greatly benefit the commercial uses in this area.



**Figure 7: Downtown Rural Hall Activity Center Concept**

- Encourage the preservation of historically significant single-family residences located on the southeastern corner of the intersection of Broad Street and Bethania-Rural Hall Road. Rezoning to more intense, nonresidential uses is not recommended.
- Encourage the development of low-intensity commercial uses along Edwards Road to provide neighborhood-serving amenities and to create a transition between downtown and nearby residential uses.
- Comprehensive redevelopment of the shopping center on Broad Street is recommended. Pedestrian-friendly features such as sidewalks, parking lot improvements and landscaping, as well as façade renovations are essential. Future development here should be brought closer to street and parking should be located to the side or rear of structures facing Broad Street. Compatible architectural standards should be incorporated to reflect the character of the downtown area.

## **\*SPECIAL LAND USE CONDITIONS**

The Proposed Land Use Map (see **Map 6** on page **XX**) shows recommended land uses for all undeveloped property in the planning area and changes in land use for some developed sites. In fourteen circumstances, there are special conditions or prohibitions of certain uses. These situations are referenced on the map with a blue star (\*) and a lower case letter as follows:

### **\*a. Scattered Small-Scale Commercial Sites**

A number of properties with similar characteristics are grouped under this Special Land Use Condition. These isolated businesses are currently zoned Limited Business (LB) and Limited Business-Special Use (LB-S) and are generally surrounded by single-family residential uses. It is recommended that these nonresidential uses be prohibited from expanding onto nearby residentially zoned properties. These properties are listed as follows:

- Several commercial buildings, including retail stores and a bowling alley, located along Broad Street south of Leak Branch Road, currently zoned LB.
- A commercial building located at the intersection of Tobacconville Road and Circle Road with an auto repair business on a site zoned LB.
- Several commercial buildings located at the intersection of Broad Street and Summit Street, currently zoned LB. The uses include a gas station, an auto repair business, a bank and several retail buildings, as well as a converted residential building.
- Two commercial buildings located on Broad Street north of Kiger Street, zoned LB and RS9. The structures include a vacant financial institution and an auto-related business.
- A gas station with a service garage and a single-family structure located on Germanton Road south of Pebblebrook Road, currently zoned LB-S. The site also include a pet memorial park to the rear of the site.

### **\*b. Nonconforming Uses**

A number of properties with similar characteristics are grouped under this Special Land Use Condition. These properties are currently zoned Residential Single-Family (RS-9) and have an existing nonconforming commercial use. It is recommended that these properties not be rezoned to intense commercial zoning districts. These properties include the following:

- A commercial building at the intersection of Rural Hall-Germanton Road and Germanton Road with an auto-related business. The site is zoned RS-9 on a lot split between Stokes County and Forsyth County.
- A commercial building on Bethania-Rural Hall Road north of Bodenhamer Farm Road zoned RS-9 with an auto sales business.



**\*c. Broad Street north of Post Office**

This area includes several single-family residential sites on approximately nine acres of land. The site is northwest of the downtown area and the local post office. Several historic resources are found in the area including the Miller-Cox House which is currently on the North Carolina National Register Study List. Recommendations include:

- Maintain the existing residential zoning for the entire area. Rezoning to a nonresidential zoning district is not recommended.
- Allow for reuse of the significant structures for a bed and breakfast or similar low-intensity use that does not require rezoning to a non-residential use.

**\*d. Rural Hall-Germanton Road**

This area includes a number of parcels located on Rural Hall-Germanton Road across from Rural Hall Elementary School. General Industrial (GI) and Single-Family Residential (RS-20) zoning can be found here. The industrial zoning was originally intended to serve the railroad that once ran along the northern edge of the site but has since been removed. On the eastern end of the area, industrial uses are found in several existing warehouse structures. Much of the land to the west is undeveloped and heavily vegetated. This plan recommends the following for the sites:

- Allow the properties on the eastern edge to continue their industrial use but to not expand the nonresidential zoning to adjacent residential parcels.
- Encourage the rezoning of the remaining industrial sites in the central and western sections of the area to less intensive zoning districts. Single-family residential is the preferred use for these parcels.

**\*e. Bethania-Rural Hall Road and Jackson Street**

This area includes a mixture of Neighborhood Office (NO), Multifamily Residential (RM-12) and General Industrial (GI) zoned parcels. Several residential and commercial structures face Bethania-Rural Hall Road and a number of vacant or underused industrial structures can be found to the rear of this area between Jackson Street and the railroad. The area is heavily wooded near Summit Street to the south. The area has limited access due to extensive guardrails on Bethania-Rural Hall Road at the railroad overpass. Due to the area being surrounded by single-family residential and in close proximity to institutional uses, this plan makes the following recommendations:

- Encourage the rezoning of parcels to low-intensity commercial along Bethania-Rural Hall Road and residential along Jackson Street.
- Comprehensive redevelopment should include small-scale office and neighborhood-serving businesses to the front mixed with multifamily, moderate density or clustered single-family homes to the rear.
- Redevelopment should limit access on Bethania-Rural Hall Road and coordinate further access and off-street parking from Jackson and Bay Streets.

**\*f. University Parkway at RV World**

This area includes the RV World dealership and a number of smaller parcels on both sides of University Parkway. Also included is a large vacant parcel to the east of RV World that was once intended to become a recreational vehicle park but plans have never developed. Most parcels in the area have Highway Business (HB) zoning, except for several residential single-family zoned parcels north of Opal Drive (RS-9) and parcels near Bray Street that are currently zoned Single-Family Residential (RS-20). The east side of University Parkway is mostly comprised of commercial structures, auto-related businesses and converted residential structures. Along the west side of the road are several commercial structures mixed between single-family residences. Homes in this area are negatively impacted by the commercial businesses surrounding them. Recommendations for the area include:

- Encourage properties on the west side of University Parkway to be redeveloped with low-intensity commercial uses such as offices and neighborhood-serving businesses. Allow for the conversion of

homes to nonresidential uses or new development. Discourage auto-related uses that negatively impact the residential neighborhoods to the west of this area on Sunset Drive and Opal Drive.

- Encourage the comprehensive redevelopment of commercial properties in the area to include fewer curb cuts, improved parking areas and buffering of neighboring residential uses.
- Allow the rezoning of nonconforming uses near Bray Street to nonresidential zoning districts to accommodate the existing auto-related use.
- Consider expansion of the existing RV World operation to the east within the boundaries of this Special Land Use Condition Area (SLUCA). If such an expansion were to occur, substantial natural buffers between the development and adjoining residentially-zoned property to the north, east and south would be necessary to prevent negative impacts on the residential character of the surrounding area. Any fencing should be designed and located to minimize impacts on surrounding uses. Additionally, this plan does not recommend the expansion of retail or repair uses into the far eastern portion of the SLUCA, but recognizes that other uses, such as storage of recreational vehicles may be appropriate here if appropriately designed.

**\*g. Proposed Forum Parkway Extension**

Forum Parkway to the west of this area is proposed to be extended from Northstar Drive to University Parkway to provide a secondary access point to the industrial area. Parcels in the area are mostly zoned single-family residential (RS-9) with a large multifamily residential (RM-12) zoned parcel located on Baker Street. Supplemental standards include:

- Allow for the expansion of multifamily residential uses on Baker Street over to University Parkway in a comprehensive development. This includes the rezoning of the parcel on the north side of the proposed Forum Parkway Extension and parcels south of Cross Baptist Church Road to multifamily residential (RM-12).
- Protect the single-family residential uses along University Parkway between Sunset Drive and Webster Road. Do not rezone these properties to nonresidential zoning districts.

**\*h. University Parkway between Webster Road and Tickle Road**

This area is north of the planned Northern Beltway Interchange with University Parkway and includes a number of uses. On the east side of University Parkway are occupied and vacant single-family residences, large undeveloped lots and warehouses owned by the North Carolina Department of Transportation. All of these parcels have single-family residential (RS-20) zoning. On the west side of University Parkway is a mixture of multifamily (RM-8), an office conversion zoned General Business-Special Use (GB-S) and single-family residential (RS-9). The proposed design of the interchange would limit the access of properties on the west side of University Parkway to the rear of the properties as new access roads are developed on both sides of University Parkway. These properties will be reduced in width and access which will greatly limit their future use. This plan recommends:

- Allow the rezoning and redevelopment of these parcels for commercial land uses along University Parkway, adjacent to the Northern Beltway and proposed interchange.
- The residential properties on the southeast side of University Parkway are in the path of the Northern Beltway and proposed interchange. Rezoning of these parcels is not recommended.
- Comprehensive commercial development is recommended for the large contiguous parcels on the east side of University Parkway to limit access, improve traffic flow and to discourage unwanted strip commercial development.

**\*i. Bray Street**

East of University Parkway, along Bray Street is a large parcel of undeveloped land with split zoning. The western portion of the parcel was zoned Residential Multifamily-Special Use (RM8-S) for an elderly housing development while the eastern portion was zoned Highway Business-Special Use (HB-S) for a driving range. Neither of these two projects have been developed. A former landfill was located on the

eastern portion of the property which considerably limits its potential use. Recommendations for this parcel include:

- Allow the rezoning of the property to a single zoning district to allow for comprehensive low-density attached residential development (up to eight dwelling units per acre). Institutional uses such as an assisted living facility would be ideal here as well.
- Prohibit the development of structures on the former landfill area to the east on the property.

## \*TRANSPORTATION RECOMMENDATIONS

*Legacy 2030* calls for a balanced, sustainable network of all transportation modes that provide choices for travel needs. Street networks should develop in a manner that is consistent with the land use plan and promotes connectivity in communities. A more compact pattern of growth as outlined in the land use recommendations supports public transportation as a practical alternative to the automobile. Developing walkable neighborhoods and creating a network of bikeways, sidewalks, and greenways will provide for needed transportation choices for all segments of the population.

## PROPOSED STREET AND HIGHWAY IMPROVEMENTS

Forsyth County has several long-range transportation plans/processes: the *Metropolitan Transportation Improvement Program* (MTIP), the *Metropolitan Transportation Plan* (MTP) and the *Comprehensive Transportation Plan* (CTP). Details of these plans are available online. **Table 8** and **Map 7** show future street and highway projects in the MTP and the CTP for the Rural Hall Plan Area. For a discussion on the long-range planning process for roads and bridges, please see Transportation Features in the Existing Conditions section of this document.

**Table 8. Transportation Improvement Projects**

Location	Description	Current Status	Completion
<b>Road Widening and Improvements</b>			
R-2247EC Winston-Salem, Northern Beltway, Western Section, US 52 Interchange with NC 65 (Bethania- Rural Hall Road)	Replace interchange at US 52 and NC 65 (Bethania- Rural Hall Road) and improve approaches	Funded MTIP Project Design-Build Right-of-Way 2016	Construction 2016-2018
NC 65 (Bethania-Rural Hall Road)	Widen to multiple lanes from US52 to NC66	Unfunded MTP Project	Construction beginning in 2040
<b>New Roads</b>			
U-5899 Forum Parkway Connector	Construct 2-lane roadway on new location from Forum Parkway to University Parkway	Funded MTIP Project Right-of-Way 2020 Utilities 2020	Construction beginning in 2022
R-2247EB Winston-Salem, Northern Beltway, Western Section, Interchange at US-52	New Route, Interchange at US 52	Funded MTIP Project Right-of-Way 2019	Construction beginning in 2022
U-2579F Winston-Salem, Northern Beltway, Eastern Section (Future I-74)	US 52 to NC 8 (Germanton Road) Multi-Lane Freeway on New Location	Funded MTIP Project Right-of-Way 2019-2021 Utilities 2019	Construction beginning in 2022

Sources: 2040 Metropolitan Transportation Plan (MTP), the Comprehensive Transportation Plan (CTP), and the 2016-2025 Metropolitan Transportation Improvement Program (MTIP).

## **Metropolitan Transportation Improvement Plan Projects**

### **Winston-Salem, Northern Beltway, Western Section, US 52 Interchange with Bethania-Rural Hall Road (R-2247EC)**

The purpose of the proposed project is to alleviate congestion and improve access to US 52 from Bethania-Rural Hall Road. The North Carolina Department of Transportation (NCDOT) has updated designs for the U.S. 52 interchange at Bethania-Rural Hall Road. The design has been revised to improve traffic flow on Bethania-Rural Hall Road as development continues to increase in the area. This project is currently funded, and will be constructed through a design-build contract scheduled for fiscal years 2016 through 2018. This interchange design is part of the Winston-Salem Northern Beltway project, and this interchange project will help the local roads handle traffic volumes.

### **Winston-Salem Northern Beltway, Eastern Section, NC 8 to East of US 52 (U-2579F)**

The Winston-Salem Northern Beltway is a multi-lane freeway that will loop around the northern part of Winston-Salem. The Eastern Section will be constructed in parts from US 311 to US 52. This part of the Eastern Section will be constructed from NC 8 (Germanton Road) to US 52. By building the beltway, NCDOT will help alleviate congestion and enhance safety along heavily traveled routes such as Business 40 and US 52 in Forsyth County. Project construction is scheduled to begin in 2022.

### **Forum Parkway Connector (U-5899)**

There are currently a limited number of east-west facilities that link the two major north-south facilities of NC 65 (Bethania-Rural Hall Road) and NC 66 (University Parkway) in Rural Hall. The primary purpose of this project is to enhance system linkage between NC 65 (Bethania-Rural Hall Road) and NC 66 (University Parkway) in Rural Hall.

The proposed connector will provide needed access within the growing industrial section of Rural Hall. In addition, it will alleviate traffic congestion on NC 65 (Bethania-Rural Hall Road) near the US 52 interchange. The proposed project is to construct a two-lane facility with bicycle accommodations and sidewalks on new location from the current Forum Parkway termini to University Parkway. Project construction is scheduled to begin in 2022.

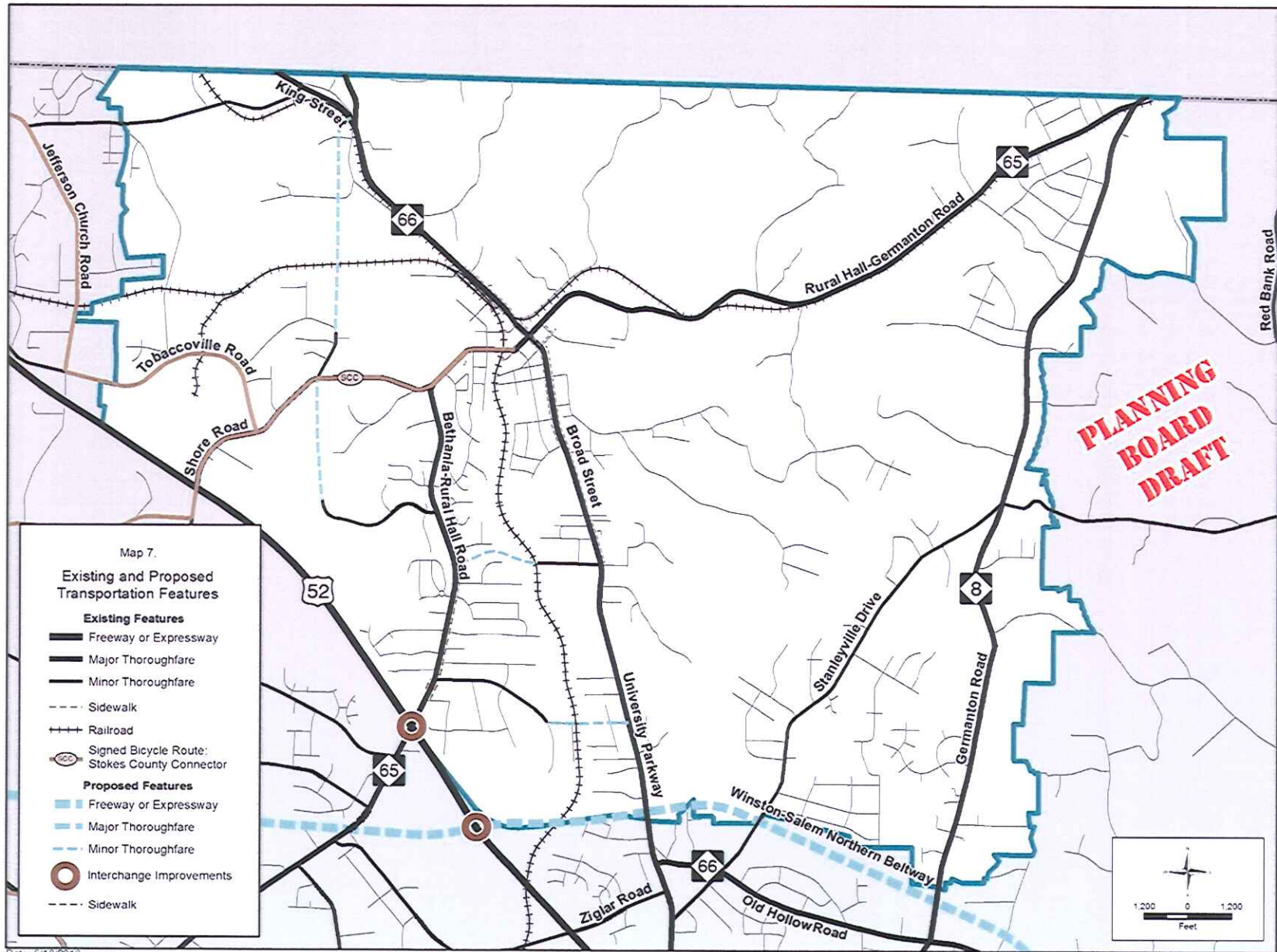
### **Winston-Salem Northern Beltway, Western Section, Interchange at US 52 (R-2247EB)**

The Winston-Salem Northern Beltway is a multi-lane freeway that will loop around the northern part of Winston-Salem. By building this road, NCDOT will help alleviate congestion and enhance safety along heavily traveled routes such as Business 40 and US 52 in Forsyth County. Constructing an interchange at US 52 will improve north/south connectivity in northern Forsyth County; provide improved direct connections to US 52; and provide congestion relief for area roadways. Project construction is scheduled to begin in 2022.

## **Metropolitan Transportation Plan Project**

### **NC 65 (Bethania-Rural Hall Road)**

NC 65 is one of two major thoroughfares (NC 65 and NC 66) that provide the major north-south and east-west connections within the planning area. NC 65 from US 52 to NC 66 is expected to be over capacity by 2035. The purpose of the proposed project is to alleviate projected congestion in the future. Improvements, including road widening, are needed to accommodate projected traffic in order to maintain an acceptable level of service. The project is currently unfunded and undergoing further evaluation. The anticipated construction start date is 2040.



## Comprehensive Transportation Plan Projects

### Northridge Park Drive Extension

This project proposes the extension of Northridge Park Drive from its current end to Tobacconville Road where it intersects Circle Drive. This extension would be one segment in the development of the Rural Hall Loop.

### Rural Hall Loop

This project proposes a connection from Circle Drive north of Ridge View Terrace to Broad Street. This extension together with the Northridge Park Drive Extension would complete the development of the Rural Hall Loop.

### Wall Street Extension

This project proposes to extend Wall Street from its western terminus to Bethania-Rural Hall Road. The construction of this connection may assist in relieving traffic from Bethania-Rural Hall Road and the US 52 interchange.

## Collector Streets

As properties come in for zoning or subdivision review, the *Winston-Salem Urban Area Circulator Street Plan* will be consulted for recommended street connections. The *Collector Street Plan* includes the general location of new collector streets and recognizes existing streets that function as collector streets. Proposed locations for new collector streets in the planning area are:

- Extension of Laverton Lane to Germanton Road
- Extension of Pebblebrook Road to Stanleyville Road

## PEDESTRIAN

Construction of sidewalks in the plan area may be achieved through public funding and through private funding of new developments that include sidewalks. The *Winston-Salem Urban Area Sidewalk and Pedestrian Facilities Plan* takes a comprehensive look at pedestrian needs including sidewalk policies, sidewalk standards, existing sidewalks needing repair, and recommendations for locations of new sidewalks. Sidewalks are generally recommended in the *Pedestrian Facilities Plan* for all thoroughfares and collector streets except for freeways and expressways. All proposed sidewalks in the *Pedestrian Facilities Plan* are evaluated on an annual basis and ranked for future consideration. The Town of Rural Hall has worked diligently to create a functional sidewalk network, with a considerable number of projects having been constructed in recent years and continues to extend this network through various projects. Topography and the presence of curb and gutter along streets are also considered when evaluating projects. Sidewalks recommended in the *Pedestrian Facilities Plan* for the plan area are shown in **Table 9**.

The City of Winston-Salem and Forsyth County have adopted street design standards for new developments that include requirements for sidewalks. General sidewalk recommendations for the planning area include:

- Identify and recommend locations for pedestrian crossing signals at key intersections
- Assure that pedestrian are accommodated in all road and bridge construction and modification projects.
- Provide sidewalks on at least one side of all new roads and on both sides of roads that provide access to institutions and public facilities.

**Table 9. Sidewalk Projects**

Project	Length (ft)	Description
<b>Pedestrian Plan Recommended Sidewalks</b>		
Sidewalk on Lindley Street	500	Lindley Street from NC 66 to Academy Street
Sidewalk on NC 65	1,000	NC 65 from NC 66 to town limits
Sidewalk on NC 65	3,000	NC 65 from Runningbrook Lane to Norvasa Street
Sidewalk on Academy Street	2,300	Academy Street from Lindley Street to town limits
Sidewalk on Wall Street	1,400	Wall Street from Providence Manor Apartments to Broad Street

## GREENWAYS

Greenways serve a dual purpose within a community. Beyond being a recreational amenity, greenways play an integral role in establishing an active transportation network along with sidewalks and bikeways. No greenways currently exist within the boundary of this plan but three greenways have been proposed for the area along with neighborhood greenway connectors. Information and recommendations pertaining to greenway projects can be found in the Community Facilities section.

## BICYCLE

### Bicycle Lanes and Shared Lane Markings

The City of Winston-Salem has begun installing bicycle lanes and shared lane markings on streets to provide a network of bicycle facilities that connect residential areas with key destinations, such as schools, parks, libraries, and commercial areas. Bicycle lanes provide a separate lane (typically five or six feet wide) on the road for cyclists, while shared lane markings are placed in the travel lane and indicate to drivers that they should expect to share the lane with cyclists. The only bicycle route in the plan area is the Stokes County Connector which includes shared lanes that run northbound on Broad Street to Bethania-Rural Hall Road, Tobaccoville Road, Jefferson Church Road, Moore Road and continues into Stokes County.

The *Winston-Salem Urban Area Comprehensive Bicycle Master Plan* recommends a number of designated bicycle lanes in the plan area. The following recommendations from the *Bicycle Master Plan* are applicable to the Rural Hall Planning Area:

- On-road bicycle facilities should be added to roads when they are widened in the planning area.
- In the shorter-term, add sidepaths on both sides of Broad Street south of NC 65 and on Bethania-Rural Hall Road east of Broad Street in the historic Rural Hall area.
- Add paved shoulders when development occurs along Tobaccoville Road, Bethania-Rural Hall Road and Germanton Road.
- Add a new signed bicycle route to the Stokes County Connector in accordance with the mapped bicycle route on the Winston-Salem Urban Area Bicycle Map.
- Provide a new signed bicycle route between the towns of Bethania and King utilizing Tobaccoville Road, Jefferson Church Road and Moore Road.

## GROWTH CORRIDORS

Growth corridors are identified in *Legacy 2030* as major roadways that connect activity centers to each other and Downtown Winston-Salem. They are often characterized by older automobile-oriented strip commercial areas experiencing decline. To help improve the function, safety, and appearance of growth corridors, redevelopment should include mixed-use development, increased residential densities where appropriate, attention to design and appearance, and multiple transportation options. The Rural Hall



Planning Area includes the University Parkway and Broad Street Growth Corridors. These corridors are proposed to generally include the first tier properties on both sides of these roads. Design recommendations for growth corridors are outlined on **page XX**. Transportation recommendations include:

- Improve all identified growth corridors by adding pedestrian and bicycle facilities, making landscape improvements, and reducing lanes where feasible.
- Develop minimal and simple standards to preserve design flexibility and creativity in making a pedestrian-oriented corridor.
- Redevelop growth corridors with a mixture of uses to include commercial, office, and multifamily land uses. Design developments according to the urban/suburban form guidelines are on **page XX**.

## **\*COMMUNITY FACILITIES RECOMMENDATIONS**

Both public and private community facilities such as schools, parks, medical offices and day care providers should be easily accessible to all segments of the population. *Legacy 2030* promotes the sharing of institutional facilities as a way to meet the various needs of the community. An important recommendation from *Legacy 2030* is the creation of a central public space in all communities to serve as an urban reference point and the focus of civic and community life. The Existing and Proposed Community Facilities Map (see **Map 8** on **page XX**) shows existing and proposed community facilities.

## **GENERAL RECOMMENDATIONS**

- Encourage schools, churches and recreational facilities to share facilities and work cooperatively to provide services and host community events.
- Provide a high level of maintenance at schools, parks and other facilities on an ongoing basis.
- Consider safety and environmental sensitivity when designing community facilities.
- Acquire land or obtain easements for parks, recreation facilities, open space, and other community facilities.
- Assess the need for additional police and fire services in the planning area based on future growth and development.
- Actively pursue local, state, federal and private funding for land acquisition and development of these facilities.
- Seek cooperation with the school board, non-profit and private organizations, where appropriate, to implement park and recreation proposals.
- Involve residents in master planning for parks, greenways and other community facilities.
- Investigate opportunities to incorporate community gardens on underutilized or available park land.
- Explore adding more meeting rooms/space at proposed facilities for indoor community events and provide outdoor space properly designed to hold open-air events.

## **SCHOOLS**

*Legacy 2030* calls for quality schools that are assets to the neighborhoods in which they are located. School planning should be coordinated with parks and other public facilities. Recommendations for schools in the planning area are:

- Replace, upgrade or expand existing schools to meet the needs of the planning area as its population grows.
- Consider improved arrangements for using school property and facilities for community events and recreational activities.
- Provide a high level of maintenance at schools on an ongoing basis.
- Build new schools that are integrated with surrounding neighborhoods through pedestrian and bicycle connections.



## RECREATION FACILITIES

Recommendations for proposed parks, recreation facilities, greenways and open space take into consideration the number, size and location of existing facilities; the need for updating existing recreational facilities; the anticipated location of future growth; and the expectations of the community as identified during this planning process. The following are recommendations for various categories of recreation and open space:

- Assess usage of the area's existing parks, recreation facilities and the community's preferences for facilities and programs. Modify facilities and programs as needed.
- Integrate recreation facilities/open space into design of large-scale residential developments to provide neighborhood parks, activity areas, focal points, and green spaces.
- Consider multi-purpose courts and fields to meet existing and future needs.
- Maintain, improve and expand existing public facilities to meet the changing recreational needs of residents.
- Consider the establishment of a new community park on the site to the west of Covington Memorial Park. The new park could have connections to Covington Park and include trails that tie into the proposed Grassy Fork Greenway, where possible.
- The new park may include athletic fields and open space on the eastern side of the site nearest the railroad tracks. The wooded areas on the western side of the site should be preserved.
- Consider the establishment of a new community recreation center to provide activities for various segments of the community, including youth, families and senior citizens. The center may be located at the Town-owned site or elsewhere in the planning area on easily accessible land.

## TREES AND OPEN SPACE

The planning area not only contains older neighborhoods and commercial areas, but also has some large acreage tracts either undeveloped or used for agriculture purposes. Many trees are found in these open areas and throughout the whole of the Rural Hall Planning Area. These trees add aesthetic and financial value, and have a positive environmental impact. Permanent open space is proposed for sites that have significant environmental constraints, streams, floodplains, and/or steep slopes, making them unsuitable for development. These sites may be privately-owned or owned by the Town of Rural Hall.

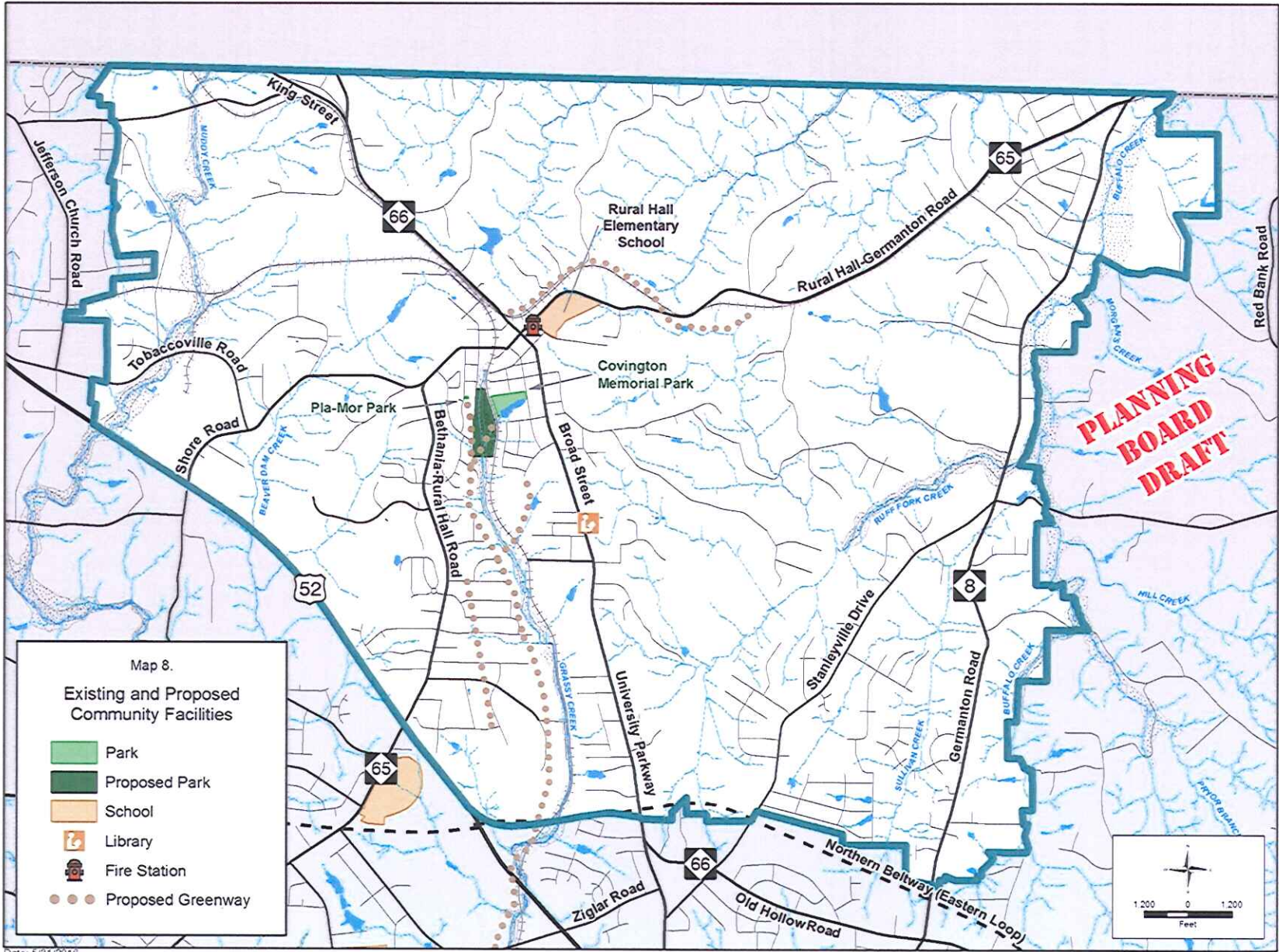
Recommendations in the planning area include:

- Protect the planning area's tree canopy as much as possible.
- Retain existing large trees on private property whenever possible.
- Identify additional areas for planting street trees on public-right-of-way.

## GREENWAYS

The *Greenway Plan Update* shows two proposed greenways within the plan boundaries: Grassy Fork Greenway Phase 1 and Forum Trail. Phase 1 of the Grassy Fork Greenway would extend from Covington Memorial Park to the US 52/NC 66 ramp and would provide a connection between the Town of Rural Hall and the City of Winston-Salem. Forum Trail would extend from Bethania-Rural Hall Road to Montroyal Road. Both greenways are listed as long range projects with construction not beginning for at least fifteen to twenty years. Furthermore, a preliminary feasibility analysis was completed for the Grassy Fork Greenway as part of the *Update* which noted numerous obstacles that would need to be addressed before construction could begin. Neighborhood connectors to the Grassy Fork Greenway were also proposed in the *Update*. Connectors can be in the form of greenways or sidewalks and connect neighborhoods and destinations to the primary greenway system.

The previous *Rural Hall Area Plan* proposed a greenway, called Railroad Park, on the abandoned railroad right-of-way between Broad Street and Second Street. This right-of-way presents an opportunity for an approximately 1.5 mile greenway and linear park along Edwards Road.



Date: 5/31/2016

Acknowledging the long range nature of the proposed greenways for the planning area, the greenway recommendations are:

- Prepare a formal feasibility study for the Grassy Fork Greenway Phase I. In areas where a traditional greenway is deemed unfeasible for construction, alternatives such as side paths should be considered.
- Work with area residents and the development community to obtain necessary easements for the construction of the Grassy Fork Greenway Phase I and Forum Trail. Easements should be a minimum of 40 feet in width.
- Study the feasibility of building a trail on the abandoned section of railroad along Broad Street and Rural Hall-Germanton Road. Work with property owners to secure the necessary easements for a greenway.
- Work with surrounding neighborhoods on potential connectors to Grassy Fork Greenway Phase I and Forum Trail. Connectors can be in the form of either a greenway or sidewalk.

## **\*HOUSING AND COMMUNITY DEVELOPMENT RECOMMENDATIONS**

*Legacy 2030* recommends that neighborhoods offer a variety of quality housing types for different income levels, family sizes and types that reduce the segregation of neighborhoods by race, age, and income. Affordable housing should be promoted throughout Forsyth County by providing incentives, using cost-effective site design, and permitting accessory dwellings and congregate-care facilities at appropriate locations.

### **GENERAL RECOMMENDATIONS**

- Maintain and improve the quality of housing stock in the area by promoting home ownership, supporting rehabilitation of existing homes, and through code enforcement.
- Develop a variety of housing types for different income levels, family sizes, and personal preferences.
- Incorporate traditional neighborhood design principles in proposed new neighborhood developments, where feasible. This could include a mixture of housing types, well-designed neighborhood-serving commercial areas, and incorporating walkability and connectivity in neighborhoods.
- Encourage the design of neighborhoods to allow residents to age in place.
- Integrate new developments with existing neighborhoods through careful planning, site design and compatible architecture.
- Install sidewalks and/or traffic calming measures, where feasible, to make neighborhoods more pedestrian friendly and safe.
- Encourage the establishment of neighborhood associations where they do not exist to facilitate citizen involvement in neighborhood issues.
- Plan, locate and design shopping areas, community facilities, parks and open space to make them easily accessible to neighborhood residents.
- Improve connectivity of neighborhood streets to improve accessibility within and between neighborhoods.

### **HOMEOWNERSHIP**

- Increase homeownership in the plan area by promoting existing programs or developing new ones to assist community development and nonprofit housing organizations in providing affordable housing opportunities.
- Support programs and initiatives designed to stabilize existing neighborhoods and to increase property values to build wealth in the community.

## **AFFORDABLE HOUSING**

- Encourage for-profit developers and nonprofit developers to build affordable housing for different income levels in the planning area.
- Ensure that new affordable housing units are compatible with the existing character of older neighborhoods.
- Use existing programs or develop new ones to assist community development and nonprofit housing organizations in providing affordable housing opportunities.
- Support efforts to preserve affordable housing in the plan area, especially where residents can walk to grocery stores and employment centers.

## **REHABILITATION AND REDEVELOPMENT EFFORTS**

- Market the County's programs for rehabilitation of owner-occupied housing units in the planning area as well as first-time homebuyers programs.
- Market/promote the tax credit rehab programs available to National Register properties for building rehabilitation.
- Ensure that redeveloped housing is compatible with the existing character of the neighborhoods.
- Encourage investor-owners and renters to participate in neighborhood organization membership and activities.
- Work with investor-owners to improve maintenance and management of rental properties, where needed.
- Follow the recommendations of the plan for specific sites for mixed-use that include residential development.
- Encourage new housing designs to be compatible with the historic character of the surrounding areas identified for mixed-use and incorporates design elements found elsewhere in the neighborhood, such as front porches, columns and railing, and similar roof pitch.

## **\*DESIGN AND APPEARANCE RECOMMENDATIONS**

The creation of attractive gateways, business districts and corridors through the use of regulations or physical improvements is recommended by *Legacy 2030*. Design and appearance improvements create a positive visual image and encourage private investment in an area. The appearance and design of buildings and roadways within the planning area contribute greatly to the image residents and outsiders have of the community. Many of the recommendations of this plan have design components that emphasize quality and attractive design.

## **GENERAL RECOMMENDATIONS**

- Encourage rehabilitation/redevelopment of older and underutilized commercial sites in the planning area with building façade improvements, streetyards and bufferyard plantings, and parking area improvements.
- Encourage a mix of restaurants, outdoor cafes, small stores, and services at a pedestrian scale that meet the needs of all residents of the area.
- Encourage high-quality design for new development throughout the planning area.
- Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.
- Ensure that housing, sanitation, and weeded lot ordinances are strictly enforced in the planning area to eliminate blighted and burned down structures and maintain vacant lots.
- Promote the use of public art that reflects local cultures in public spaces such as parks, recreation centers, and other public areas where residents gather.

- Develop a planting program that includes street trees throughout the planning area and street yards in commercial districts. Identify areas in need of screening and areas needing buffers adjacent to residential areas.
- Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.
- Develop minimal and simple guidelines in growth corridors to preserve design flexibility and creativity in making a suburban, pedestrian-oriented environment.
- Develop growth corridors master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor. This basis for such master plans will be the guidelines for the growth corridor identified in this plan.
- Refer to the design guidelines for Multifamily Development, as detailed in **Appendix C on page XX**, when reviewing zoning request and site plans within the planning area.
- Refer to the design guidelines for the Conversion of Existing Homes to Office or Commercial Uses or new residentially-scaled office buildings, as detailed in **Appendix D on page XX**, when reviewing zoning request and site plans within the planning area.
- Refer to the design guidelines for office/low-intensity commercial development, as detailed in **Appendix E on page XX**, when reviewing zoning request and site plans within the planning area.
- Refer to the design guidelines for activity centers, as detailed in **Appendix F on page XX**, when reviewing zoning request and site plans within the planning area.
- Refer to the design guidelines for developing suburban business parks, as detailed in **Appendix G on page XX**, when reviewing zoning request and site plans within the planning area.
- Refer to the design guidelines for institutional expansion, as detailed in **Appendix H on page XX**, when reviewing zoning request and site plans within the planning area.

## LEGACY GROWTH CORRIDORS

Identified growth corridors in the plan area include sections of University Parkway and Broad Street (see **Maps 5 and 6 on pages XX and XX**). While this plan's land use recommendations help define the types of *uses* in an area (residential, commercial, industrial, etc.), growth corridor recommendations help to define the *forms* those uses should take in certain areas.

- Urban form growth corridors should be developed at higher densities with buildings close to the street and parking to the side or rear of buildings to encourage pedestrian-friendly spaces.
- Urban/suburban single-family residential form growth corridors should be developed for urban/suburban single-family residential and or/low-density attached multifamily residential up to eight units per acre.

### Urban Form: Broad Street between Second Street and Rural Hall-Germanton Road

- **Building setback** – maximum 10 foot building setback from the road.
- **Architectural characteristics** – buildings should include windows on the ground level when appropriate. Blank walls should not exceed 50 percent of the ground floor of street-facing façades.
- **Building entrance** – buildings should have a minimum of one entrance on each street-facing façade. All main entrances on the street side of the property should be covered or sheltered.
- **Off-Street parking** – all parking should be located to the side or rear of the building.
- **Signs** – freestanding signs should have a maximum height of six feet and a maximum area of 36 square feet.

### Urban/Suburban Single-Family Residential Form: University Parkway between Rural Hall-Germanton Road and Highway 66

- **Building setback** – maximum building setback of 20 feet from the road.



- **Building height** – generally no more than four stories in height on larger sites; one to two stories on smaller sites.
- **Off-Street parking** – parking should be screened.
- **Driveways** – minimize driveway cuts and connect adjacent parcels wherever possible.

## **\*HISTORIC PRESERVATION RECOMMENDATIONS**

*Legacy 2030* promotes historic preservation because of its contribution to the aesthetic, social, historical, cultural and environmental quality of neighborhoods as well as its contribution to a community's economic development.

Significant historic resources have been identified in the planning area as indicated in initial surveys (see **Map 9 and Appendix B**). Following are recommendations to ensure that the potential of these resources are fully explored and that the community takes steps to preserve its historic assets.

### **GENERAL RECOMMENDATIONS**

- Retain historic buildings including residential homes, agricultural buildings and institutional structures, when possible.
- Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.
- Encourage property owners to research and recognize the history and significance of their properties and the area in which they live.
- Use the Forsyth County Agriculture and Historic Preservation Tools included in **Appendix I**.

### **SPECIFIC RECOMMENDATIONS**

- Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties or districts.

## **\*ECONOMIC DEVELOPMENT RECOMMENDATIONS**

Economic development can be defined as the creation and/or retention of jobs and increases in the tax base that improve or enhance the economic welfare of a community and its citizens. *Legacy 2030's* goal for economic development is to attract environmentally-sensitive new businesses and expand both large and small businesses to provide a broad range of employment opportunities and a high quality of life for people living and working in Forsyth County. Economic development efforts should be compatible with existing development and should include improvements to existing facilities as well as new businesses. Areas recommended for future commercial and industrial use are shown on the Proposed Land Use Map (see **Map 6 on page XX**).

The planning area is likely to see an increase in economic activity in the coming decades. The Northern Beltway Interchange at US 52 and NC 65 and the Northern Beltway Eastern Section, once constructed, will improve access to the planning area and will impact economic development in the planning area. In the interim, economic development should focus on the redevelopment, rehabilitation and reuse of underutilized and older commercial development and infilling of existing industrial parks in the planning area and neighboring areas. Further improvement and expansion of infrastructure and utilities should be considered in preparation for future growth.

### **GENERAL RECOMMENDATIONS**

- Support balanced, compatible economic development by the private and public sector.

- Encourage technologically-advanced, high-quality, environmentally-sustainable businesses and industries to locate or expand in the planning area.
- Focus commercial and mixed-use development in planned commercial/mixed-use areas and activity centers where transportation and utilities exist or are planned.
- Rezone land for business/industrial development in a manner consistent with the recommended Proposed Land Use Plan.
- Encourage and support the redevelopment/rehabilitation of existing older/underutilized commercial and industrial sites.
- Identify funding sources to implement economic development initiatives including energy-efficient, high-technology businesses/industries.
- Direct public improvements and funding to designated activity centers, industrial sites and to other potential economic development opportunity areas identified in the plan.
- Recognize and support business opportunities associated with the growing diversity of cultures in the area.
- Promote and encourage agribusiness on the farmlands located throughout the planning area.
- Explore and encourage economic development opportunities associated with local foods and urban agriculture.

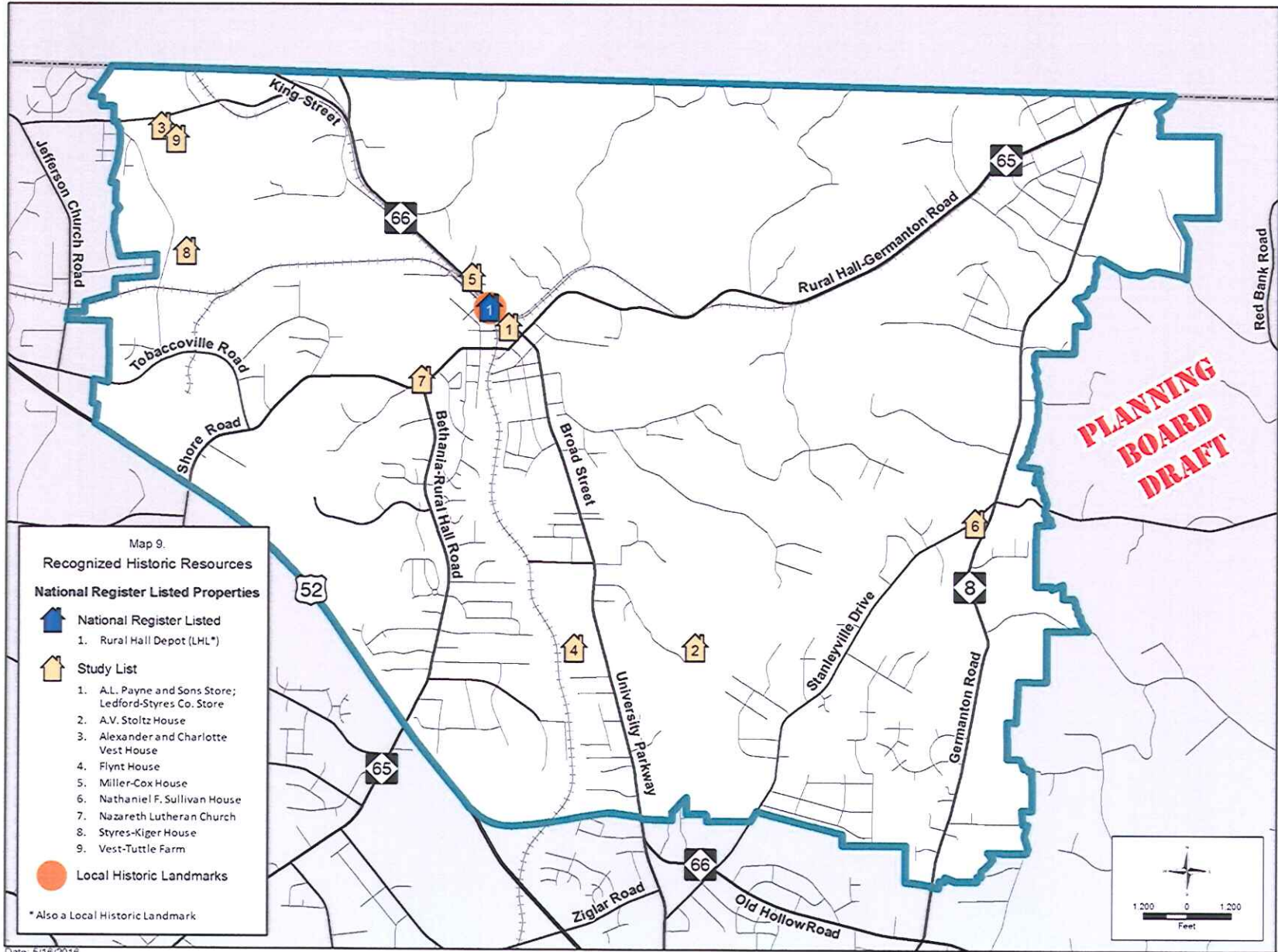
## **\*ENVIRONMENTAL RECOMMENDATIONS**

The preservation and enhancement of our environmental resources results in a high quality of life for Forsyth County residents. *Legacy 2030* calls for the protection of watersheds, wetlands, natural areas and streams throughout the county. Clean water, air, and the scenic beauty of the planning area should be maintained. Of particular concern is the loss of the tree canopy in the area and the need to protect the county's many creeks from pollution and its floodplains from inappropriate development.

## **GENERAL RECOMMENDATIONS**

- Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, and scenic areas.
- Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.
- Encourage land owners to use Best Management Practices for stormwater protection.
- Encourage sustainable development of land and buildings.
- Improve or preserve the water quality of the creeks by protecting the natural stream corridors.
- Support organizations and programs that educate residents on environmental issues.
- Support the Voluntary Agricultural District provisions adopted by Forsyth County that identify farms and farmers who want to keep their land in agriculture.
- Encourage the use of Low Impact Development (LID) techniques to manage stormwater as close as possible to its source. Sustainable stormwater practices include bioretention facilities, rain gardens, vegetated rooftops, rain barrels, and permeable pavement.
- Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area. This would be particularly appropriate for residential, institutional, and public gathering uses on sites near current and former heavy industrial or commercial operations with documented environmental hazards.





Date: 5/16/2016

# Implementation Schedule

Note: The recommendations of this plan serve as a guide to future action and decision making and are not a commitment to funding. Funding for specific projects/actions will be allocated by the Elected Body or other responsible agency based on the availability of funding and consideration of priorities.

\*Timing: Immediate: 1 to 2 years, Short Range: 3 to 5 years, Medium Range: 6 to 10 years, Long Range: 10 years or more, Ongoing: No established completion date

ACTION/PROJECT	RESPONSIBLE AGENCY	TIMING*
<b>Land Use Recommendations</b>		
Follow Proposed Land Use Plan, land use policies, and Special Land Use Condition Areas (pages XX). Ensure that future land use changes do not negatively affect new and existing neighborhoods.	CCPB, FCBOC, RHTC	Ongoing
<b>Transportation Recommendations</b>		
<b>Road Widening and Improvements</b>		
Build proposed new roads in the Transportation Plan: - Northern Beltway, Western Section; US 52 Interchange with NC 65 - NC 65 (Bethania-Rural Hall Road)	NCDOT, WSDOT	Short Range Long Range
<b>New Roads</b>		
Upgrade road, remove interchange, and replace bridges - Forum Parkway - Northern Beltway (Western Section); Interchange at US-52 - Northern Beltway (Eastern Section)	NCDOT, WSDOT	Medium Range Medium Range Medium Range
<b>Pedestrian</b>		
Review sidewalks identified in the <i>Pedestrian Facilities Plan</i> .	NCDOT, WSDOT, RHTC	Assessed Annually
Construct sidewalks within residential areas and along designated thoroughfares and collector streets.	RHTC, Private Developers in conjunction with WSDOT and NCDOT	Ongoing
<b>Bicycle</b>		
Add on-road bicycle facilities when widening roads	WSDOT, NCDOT	Ongoing
Add bike lanes identified in the <i>Bicycle Master Plan</i> .	WSDOT, NCDOT, RHTC	Ongoing
<b>Growth Corridors</b>		
Improve all identified growth corridors by adding pedestrian and bicycle facilities, making landscape improvements, and reducing lanes where feasible.	NCDOT, WSDOT, RHTC	Ongoing
Develop activity centers along growth corridors as transit-oriented, high-density, mixed-use nodes.	CCPB, RHTC, FCBOC	Ongoing
<b>Community Facilities Recommendations</b>		
<b>Parks</b>		
Explore building a community recreation center.	RHTC, FCPR	Immediate
Explore creating a new community park on Town-owned property, west of Covington Park, to meet future recreational needs.	RHTC, FCPR	Immediate
<b>Greenways</b>		

Build the Grassy Fork Greenway Phase 1.	RHTC, WSDOT, CCPB	Long Range
Build the Forum Trail.	RHTC, WSDOT, CCPB	Long Range
Explore feasibility to build a trail on abandoned railroad bed.	RHTC, Railroad	Medium Range
Build neighborhood connectors to proposed greenways.	RHTC, WSDOT, CCPB	Long Range
<b>Housing and Community Development Recommendations</b>		
Maintain and improve the quality of housing stock in the planning area.	FCHD, RHTC, Property Owners	Ongoing/ Immediate
Encourage a variety of housing opportunities for various income levels, family sizes and personal preferences.	FCHD, RHTC, Property Owners	Ongoing/ Immediate
Market the County's programs for rehabilitation and homeownership	FCHD	Ongoing/ Immediate
<b>Design and Appearance Recommendations</b>		
Encourage site and building improvements in older and underutilized commercial sites.	Property Owners, RHTC	Ongoing
Ensure that attractive landscaping is integrated into the design of new roads or the improvement of existing roads.	RHTC, WSDOT, NCDOT, Property Owners	Ongoing
Refer to the area plan design guidelines when reviewing zoning requests and site plans in the planning area.	CCPB, RHTC, FCBOC	Ongoing
Promote the use of art that reflects local cultures in public spaces such as parks, recreation centers, and other public spaces where residents gather.	CCPB, RHTC	Ongoing
Explore the use of zoning overlay districts to ensure good site planning, sensitive design, and to promote continuity in the design of growth corridors.	CCPB, RHTC, FCBOC	Ongoing
Develop growth corridor master plans for improvements taking into account the unique character of each corridor, or for different segments of the same growth corridor.	CCPB, RHTC, FCBOC	Long Range
<b>Historic Preservation Recommendations</b>		
Retain existing historic resources.	CCPB, HRC, Property Owners	Ongoing
Recognize buildings, events or areas of historical, cultural or architectural significance with signage, plaques or markers.	CCPB, HRC	Ongoing
Initiate public outreach on the benefits of preserving historic resources.	CCPB, HRC	Ongoing
Encourage property owners to seek National Register and Local Historic Landmark designation for eligible properties.	CCPB, HRC	Ongoing
<b>Economic Development Recommendations</b>		
Support balanced, compatible economic development by the private and public sector in the planning area.	CCPB, RHTC, FCBOC	Ongoing
Encourage and support the redevelopment/rehabilitation of older/underutilized commercial sites.	CCPB, RHTC, FCBOC	Ongoing
<b>Environmental Recommendations</b>		
Manage development pressures to preserve environmentally-sensitive areas, forested areas, wildlife habitats, agricultural lands and scenic areas.	FCPR, CCPB, RHTC, FCBOC	Ongoing
Encourage the donation of easements to preserve and protect high-quality natural and scenic areas.	PLC, CCPB, FCBOC	Ongoing
Carefully evaluate potential sites for development and redevelopment that may have been affected by environmental contamination in the planning area.	NCDENR, Private Developers	Ongoing

<b>Abbreviations Used:</b>			
CCPB	City-County Planning Board	NCDENR	North Carolina Department of Environment and Natural Resources
FCBOC	Forsyth County Board of Commissioners	RHTC	Rural Hall Town Council
FCPR	Forsyth County Parks and Recreation Department	PLC	Piedmont Land Conservancy
HRC	Winston-Salem/Forsyth County Historic Resources Commission	WSDOT	Winston-Salem Department of Transportation
NC DOT	North Carolina Department of Transportation	WSFCS	Winston-Salem/ Forsyth County Schools

# Appendix A. Road Classifications and Features

Freeways	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width (ft)	Future Cross-Section
US 52	4 lanes with median	42,000 - 54,000	64,600 - 97,000	61,200	48	6 lanes with median
Major Thoroughfares	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width (ft)	Future Cross-Section
Bethania-Rural Hall Rd.	2-4 lanes	15,000	12,400-25,400	13,800-27,500	21-48	2 lanes to 5 lanes, Adequate + Sidewalk
Broad Street (NC 66)	2-3 lanes	10,000 - 12,000	7,200 - 26,200	13,800 - 18,200	21-48	3 lanes, Adequate + Sidewalk
Germanton Road (NC 8)	2 lanes	3,900 - 11,000	8,500 - 24,100	13,800 - 15,300	23-32	2 lanes, Wide Shoulders
Moore Road	2 lanes	N/A	10,600	15,300	20-26	Adequate + Sidewalk
NC 65	2 lanes	3,100 - 8,500	6,200	15,800	22-23	2 lanes, Wide Shoulders
NC 66	2 lanes	10,000 - 12,000	7,300	15,800	22-23	2 lanes, Wide Shoulders
Tobaccoville Road (from Westinghouse Road to NC 65)	2 lanes	3,100 - 8,500	4,000-6,700	15,800	24	2 widened inside lanes with parking on one side
University Parkway	2 lanes	11,000 - 12,000	29,000	15,300	21-22	3 lanes
Minor Thoroughfares	Description	2013 Average Daily Traffic	2035 Estimated Volume	Current Road Capacity	Road Width (ft)	Future Cross-Section
Forum Parkway	4 lanes	4,200	13,500	27,500	48	Adequate + Sidewalks
Jefferson Church Road	2 lanes	1,200 - 3,800	2,600	13,800	20	2 lanes, 3 lanes
Northridge Park Drive	2 lanes	3,900	18,800	13,800	32-36	Adequate + Sidewalks
Stanleyville Drive	2 lanes	2,600 - 6,600	7,400 - 9,200	15,300	19	2 lanes
Tobaccoville Road (from Doral Drive to Westinghouse Road)	2 lanes	1,800 - 2,600	1,300 - 4,300	13,800 - 15,300	22-24	2 widened inside lanes with parking on one side



Tuttle Road	2 lanes	1,000	3,300	15,800	18	2 lanes
Wall Street	2 lanes	N/A	NA	13,800	20	3 lanes

**List of Existing Collector Streets**

Abshire Road	Abshire Road	Falconbridge Road
Academy Street	Academy Street	Pebblebrook Road
Church Street	Church Street	Sauratown Road
Circle Drive	Circle Drive	Shiloh Church Road
Edwards Road	Edwards Road	Tesh Road
Emorywood Road	Emorywood Road	Washington Street
Falconbridge Road		

## Appendix B. Historic Resources

Name	General Location	Date	Survey Site Number
<b>Individually Listed Properties:</b>			
Flynt House [SL]	6780 University Parkway	ca. 1800,1850, 1950s	FY00587
(former) Ledford-Styres Company Store [SL]	8096 Broad Street	1905	FY00540
Miller-Cox House [SL]	8295 Broad Street	ca. 1896	FY00552
Nazareth Lutheran Church [SL]	460 Highway 65 HWY	1878	FY00558
A. L. Payne and Sons Store [SL]	8101 Broad Street	1908	FY00539
Rural Hall Depot [LHL and NR]	8170 Depot Street	1888	FY00543
A.V. Stolz House [SL]	540 Thacker Road	1874	FY00560
Styres-Kiger House [SL]	9375 Helsabeck Road	ca. 1800-1820, 1900	FY00602
Nathaniel F. Sullivan House [SL]	6285 Stanleyville Drive	ca. 1854	FY00566
Alexander and Charlotte Vest House [SL]	720 Tuttle Road	ca. 1860	FY00759
Vest-Tuttle Farm [SL]	720 Tuttle Road	ca. 1884, 1910, ca. 1860	FY02502

**Abbreviations:**

LHL: Local Historic Landmark  
 NR: National Register of Historic Places  
 SL: North Carolina National Register Study List

# Appendix C. Guidelines for Multifamily Developments

Multifamily developments are and will continue to be an important component of the community's housing stock. Additionally, well designed multifamily housing can add to the character of a neighborhood, increase pedestrian activity, reduce automobile trips, and support transit.

To create multifamily developments that are better integrated into the community and that support and encourage walking, the following features should be incorporated into new multifamily developments, where feasible:

- A connected street network;
- Buildings oriented to the street and with entrances on the street;
- Building façade articulation;
- Architecture that is compatible with the surrounding context;
- Reduced building height and mass where multifamily buildings are adjacent to single-family development;
- The use of small parking areas instead of large surface parking lots;
- Parking lots placed to the side or rear of buildings so they do not dominate the streetscape;
- The use of street and parking area trees and other landscaping;
- Parking lots that are well lit and visible from windows and doorways to help increase their safety and discourage crime;
- The use of on-street parallel or angled parking where appropriate;
- A sidewalk and/or pedestrian and bicycle trail network;
- Open space that is accessible, safe, and functional;
- Private outdoor space (e.g., courtyards or decks); and
- Garages located to the rear of the building, along an alley, or recessed from the front.

# Appendix D. Guidelines for Conversion of Existing Homes to Office or Commercial Uses or New Residentially Scaled Office Buildings

## **BUILDING INTEGRITY**

- The exterior appearance of existing single-family homes should be kept as intact as possible and the residential character of the street should be preserved.
- New residentially scaled office buildings should be no larger than 4,000 square feet in size.
- Existing porches should not be enclosed. If enclosure is necessary, use transparent materials, such as glass or screening installed behind the original railing and/or columns.
- Design handicapped features so there is minimal visual impact on the existing structure.
- Locate exterior stairs to the side or rear of structures.
- Locate mechanical equipment to the side or rear of structures.
- Locate trash containers and metal outbuildings in the rear yard and screen from adjacent properties.

## **PARKING**

- New parking areas should be designed to have a minimal impact on surrounding properties.
- Locate new parking areas to the side or rear of buildings.
- Screen parking areas from public view.
- Retain existing vegetation, such as mature trees, and incorporate them into the parking lot design.
- Share driveways, whenever practical, to minimize curb cuts.
- Include cross-access easements to adjacent properties where possible.

## **ACCESS**

- Entrances and steps of existing buildings serve as an important first view of the property and should be preserved as they were originally built.
- The main building entrance should face the street.

## **SIGNAGE**

- Signs should be designed to be graphically simple, compatible with the building's architecture, and limited in size and location to a small panel near the building's entrance.
- Internally illuminated signs are not recommended.

## **LIGHTING**

- Soft, indirect lighting is recommended. Lighting should not cast direct light on adjacent property.

## **LANDSCAPING**

- Landscaping should be used to buffer office uses from residential development.
- Landscaped areas should be well maintained.
- Prune trees judiciously to maintain their health and to maintain the visual integrity of the streetscape.

# Appendix E. Guidelines for Office/Low Intensity Commercial Developments

## **BUILDING PLACEMENT**

- New building frontages and main entrances should face the main street for continuity of building façades along the corridor.

## **BUILDING SCALE AND PROPORTION**

- New buildings should echo the proportions, rhythm, scale, and visual integrity of surrounding buildings to maintain existing patterns in the built environment.

## **BUILDING MATERIALS**

- Preferred building materials include brick and wood.
- Artificial brick or stone, vinyl and aluminum siding, exposed and painted concrete blocks or cinder blocks, and plate glass walls are not recommended.

## **FAÇADES**

- The building's façade should enhance the pedestrian environment through the use of architectural features such as porches, columns, and cornices.
- Solid walls and blank exterior façades are discouraged.

## **CANOPIES AND AWNINGS**

- Canopies and awnings should be used to complement the streetscape and surrounding buildings.
- Awnings or other devices may be installed for solar protection and to emphasize the human scale of the ground-level spaces.

## **COLOR**

- Earth tone colors are encouraged; bright colors should only be used as accents.

## **OUTDOOR STORAGE**

- Outdoor storage should be permitted only if screened from view from the main road.
- Outdoor storage areas should not occupy an area larger than one half of the area covered by the principal use.

## **LOADING AREAS AND GARAGE BAYS**

- All loading areas and garage bays should be screened from public view from the main road.

## **OFF-STREET PARKING**

- Parking areas should be located to the side and rear of buildings.
- For corner lots, parking areas are not recommended on the streetside corner of the lot.
- New parking lots should be designed to minimize their effects on the existing streetscape.
- Areas of circulation and parking need to be clearly defined using appropriate markings and materials.
- Large expanses of paving should be divided into smaller components with interior planting areas.



**ON-SITE UTILITIES**

- All public utilities and related facilities, including heating, ventilation and air conditioning (HVAC) units, on ground and rooftop mechanical systems, and dumpsters, should be screened and located so as to not be visible from the public right-of-way.

**SITE AMENITIES**

- Site furnishings, such as bollards, seating, trash containers, tree grates, special features, fencing, and lighting to enhance pedestrian areas should be considered.

**ARCHITECTURAL CHARACTERISTICS**

Office/Low Intensity Commercial development should include the following additional architectural characteristics:

- Display windows at street level;
- Lighting in all display windows;
- The use of cornice canopies, balconies, and arcades to delineate between the street level and upper levels; and
- Larger buildings broken into smaller-scale components at the street level.

# Appendix F. Guidelines for Activity Centers

The following recommended guidelines for activity centers draw from the adopted *Legacy 2030 Update*.

**Mix of Uses:** A mix of uses is key to achieving a “village or town center” feel at activity centers. All activity centers should generally provide retail, office, residential, and institutional uses linked by a highly connected pattern of streets, sidewalks, and shared open spaces.

**Residential Uses:** A variety of housing types including single-family detached, town homes, multifamily units, and accessory dwellings should be created to encourage diversity and a range of affordable housing. The residential density and type should reflect the level and intensity of the activity center.

**Building Placement, Scale and Design:** For activity centers, building heights should be greatest near the center of these developments and transition to lower heights outward toward the edge of the development. Buildings at the edge should be comparable in height and massing to the adjacent and nearby properties as well as the surrounding neighborhood.

The ground level of commercial buildings should contain public or semi-public uses such as retail or entertainment uses with direct entry from the street to provide pedestrian interest along sidewalks. Pedestrian interest can be enhanced with the use of windows, entrances, and architectural details. Pedestrian signage, awnings, and ornamentation are encouraged. At least 50% of the frontage walls of commercial buildings should be comprised of windows or doors. Storefront windows should be transparent. Mirrored glass, faux windows or display casements are strongly discouraged.

Suggested Building Heights:

- 1 - 4 stories
- Building Height to Street Width Ratios: 1:1 to 1:6

**Pedestrians, Bicyclists, and Transit Users:** Activity centers should be designed for the pedestrian as well as the automobile. A network of sidewalks, pedestrian-oriented streets with designated street crossings, pathways and shared bicycle paths should provide direct pedestrian and bicycle routes and convenience.

**Street Design:** Streets, along with sidewalks and open spaces, should be designed as the main public spaces of activity centers. Activity centers should have interconnected streets that disperse traffic and connect the activity center with surrounding development.

Streets within the development should have a design speed of 25 mph. Parallel on-street parking should be provided on most streets to reduce the need for parking lots and act as a buffer between automobiles and pedestrians. Planted medians are encouraged on multilane roads to provide additional tree canopy and reduce the visual height-to-width ratio of the overall streetscape.

**Automobile Parking:** Streets and sidewalks lined with buildings rather than parking lots are more inviting and feel safer to the pedestrian. Surface parking lots should not dominate street frontages or negatively impact surrounding developments. A minimum of 40% of required parking should be located to the rear or side of buildings. Parking to the side of buildings should not occupy more than 30% of the frontage of the building.

Parking lots along the street should be screened from the adjacent street and sidewalk by landscaping, walls, or fences. Large parking lots should be divided into several smaller Parking areas using landscaping or other means. Parking lots should clearly define safe pedestrian passage to building entrances and the street.

Shared parking is strongly encouraged between adjacent or vertically mixed uses whose peak demand is offset from each other. An example is a church next to an office building.

**Open Space:** Urban open space should be located where it is visible and easily accessible from public areas and should have direct access from adjacent streets. The space should be visible to people passing by on nearby sidewalks and may be visible from adjacent streets but not wholly exposed to them. Urban open space should be partially enclosed using building walls, free-standing walls, landscaping, raised planters, or on-street parking to help buffer it and create a comfortable "outdoor room."

**Sensitive Site Development:** Sites for activity centers should be designed with the preservation of natural features in mind. Building sites within a development should avoid streams, floodplains, wetlands, and steep slopes. Wherever possible, street locations should account for difficult topographical conditions, paralleling contours to avoid excessive cuts and fills. Every attempt should be made to preserve large existing trees, 12 inches in caliper or more.

# Appendix G. Guidelines for Suburban Business Parks

Although efforts continue to revitalize Downtown Winston-Salem and other existing employment centers, many companies still prefer to locate at suburban sites in a campus-like environment. For certain companies, the locational advantages that initially shaped our downtowns are often not as relevant (i.e., railroad access), or substitutes are readily available almost anywhere (i.e., nearby access to financial institutions).

These sites, which are referred to here as *Suburban Business Parks*, can be attractive to companies by offering affordable land, the ability to build a facility conforming to a company's specific needs, nearby access to an interstate or an airport, access to a regional supply of labor, and a campus setting preferred by some employees. Forsyth County needs to provide a sufficient supply of these sites to help attract new companies or to assist local businesses expanding their operations. Suburban Business Parks should be integral components when implementing comprehensive economic development strategies.

**Purpose:** The purpose of these guidelines is to help create high-quality suburban business parks in a campus-like setting consisting of attractive buildings, significant natural open space, and formal landscaped areas.

**Application:** These guidelines will be used by the City-County Planning Board and its staff as a means of organizing review of master plans for business parks. The guidelines identify important design elements that should be considered. Because the setting and target market for each business park will be unique, no single formula is ideal for creating an excellent design. Therefore, where design elements of a master plan vary from these guidelines, their appropriateness will be judged on how well they address the overall intent of the guidelines and not on strict adherence to particular elements.

**Uses:** Appropriate uses in these business parks include warehouses, light manufacturing and assembly, scientific and research laboratories, and corporate offices.

**Recommended Overall Site Size:** The recommended minimum site size for business parks is 100 acres. This threshold size will focus business park development at a few appropriate locations, allow for coordinated development and sufficient land for a campus-like setting, and provide enough space for the effective use of buffers and preservation of natural areas.

**Site Buffers:** Site buffers consisting of existing vegetation supplemented by additional plantings and berms should be located along the periphery of the site to provide a visual screen and functional separation from public streets and adjoining residential land. The width of these buffers may vary depending on the physical characteristics of a particular site but in any case should not be less than 50 feet in width.

**Access:** Access should be on roads of at least minor thoroughfare classification, and streets in the business park should be designed to both allow access from adjacent neighborhoods but not draw traffic through local residential streets. More than one major access point should be provided and connectivity of the internal street system is encouraged.

**Common Open Space:** A minimum of 20 percent common open space consisting of streams or lakes, floodplains, wetlands, slopes greater than 20 percent, and other open areas should be retained on the site. Common open space should be connected, where possible, to form a ribbon of green throughout the development. In areas where the site buffers are more than 50 feet, the area in excess of 50 feet may be counted as part of the common open space requirement if it is linked to other common open space areas. An existing site resources map should be prepared by the developer as part of the site planning process showing natural and constructed site features to be included as common open space.

**Stream/Wetland Protection:** Streams and wetland areas should be protected by requiring riparian buffers to the edge of the floodway fringe for FEMA regulated streams and 50 foot buffers from each side of streams and wetlands identified in the Forsyth County soil survey. Exact location and extent of streams and wetlands should be verified during preparation of the site resources map required to identify common open space elements.

**Architectural Design:** Architecturally unified materials should be selected and emphasized for each structure and building site. Exposed guideline concrete blocks and prefabricated metal are not recommended but may be acceptable for the sides and rear of buildings if they are screened from view of external property lines and internal roadways. Offices or showrooms should be located at the front of the building and facades facing the street should be articulated to distinguish the building. New developments should explore the use of Leadership in Energy and Environmental Design (LEED) guidelines to increase energy efficiency and reduce long-term building expenses.

**Placement of Structures:** All structures should be setback a minimum of 100 feet from the external property lines of the site. Employee parking may be located in this setback in the 50 feet closest to the building. Buildings on each building site should face interior streets and be setback a minimum of 60 feet. For large buildings, a larger setback in proportion to their footprint and height is encouraged to contribute to a campus-like setting. Buildings located on the corner of two streets shall be considered to have two front faces. Warehouse buildings should be designed and placed on their lots so that views of loading docks from the street are minimized or prevented.

**Storage/Process Areas:** Businesses should meet the storage requirements of the "Manufacturing B" use in the *Unified Development Ordinances* which allows operations including storage of materials, processing fabrication or assembly of products and loading and unloading of new materials only within enclosed buildings. Storage trailers or containers should be located in designated areas and screened from public streets or from the exterior of the business park. No outdoor processes should be employed in the operation of any business in the business park as stipulated by the requirements of the "Manufacturing B" use in the *Unified Development Ordinances*. Any waste and recycling receptacles should be located within an enclosed structure.

**Operation Impacts:** Operations at the business park should not produce dust, smoke, odors, fumes, air or water pollution, noise, gases, or vibrations as required by the requirements of the "Manufacturing B" use in the *Unified Development Ordinances*. The use of hazardous materials or volatile chemicals should be in compliance with all federal, State and local requirements.

**Internal Landscaping:**

- Create attractive medians at major entrance streets into the park.
- Highlight public access points to buildings.
- Buffer loading and utility areas.
- Break up large parking areas.
- Provide a transition between neighboring sites.



- Compliment building design and materials.
- Provide a transition between parking areas and the office portion of a structure.

**Fences:** Perimeter and chain-link fencing should be prohibited unless a special need can be demonstrated. In cases where the need is demonstrated, chain-link fencing should be as minimal as possible and its view from public streets or outside the business park should be screened by landscaping or buffering. Where it is necessary to use chain-link fencing, black, green, or earthtone vinyl coated fencing is preferred.

**Pedestrian Circulation:** A system of greenway trails that are part of the open space component of the Business Park and sidewalks along one side of major streets in the business park are encouraged. At each building site, sidewalks should link visitor parking areas and front yard parking areas to the main building entrance. Sidewalks should also link building sites to greenway trails and any sidewalks along major streets in the business park development.

**Parking Areas:** Parking areas located to the side or rear of buildings are encouraged. Extensive paved areas should be avoided in favor of smaller multiple lots separated by landscaping and buildings. Parking lots adjacent to and visible from public streets should be screened from view through the use of natural topography and created earthen berms, low screen walls, and changes in elevation, landscaping, or combinations of these design techniques.

**Signs:** A signage plan showing proposed park identification signs and guidelines for building facade and free standing signs should be provided as part of the master plan for these developments. Park entrance signs should be a monument type not exceeding 12 feet in height and 54 square feet in area.

**On-site lighting:** All on-site lighting should be designed, located, shielded or deflected so as not to shine into neighboring property or impair the vision of pedestrians or the driver of any vehicle. For parking lots and other outdoor areas, full cutoff lighting that conforms to guidelines defined by the Illuminating Engineering Society of North America should be used. For buildings facades and other lighting surfaces, such as signs, landscaping and fountains, and light fixtures should be full shielded and aimed accordingly as to not project onto neighboring property or skyward.

**Display Areas:** No outdoor display areas should be allowed. All display areas should be located within flex-space or office buildings.

**Service Areas:** Provision for handling all truck service should be located at the rear or sides of buildings. Loading docks should be located at least 300 feet from adjacent residential areas. Where there is an intervening public street, the setback is reduced to 150 feet. Loading docks located on the side of any building should not be nearer than 50 feet from the front face of the building. Loading docks should be recessed, screened or otherwise designed to be totally buffered from adjacent properties and public roads.

**Exterior Mechanical Devices:** Air conditioners, heating, cooling, ventilating equipment, pumps and heaters and all other mechanical devices including roof-mounted mechanical equipment should be screened from view from the public right-of-way. All utilities should be placed underground.

**Flex-space and multi-tenant uses:** Multiuse and "flex-space" buildings designed to accommodate a number of tenants or a single tenant with needs for office, research, assembly and storage space in the same structure are encouraged to attract "start-up" operations and entrepreneurs.

# Appendix H. Guidelines for Institutional Expansions

Institutional uses, such as schools, churches, community health clubs and organizations, nonprofit agencies, and governments, are often integrated into surrounding residential neighborhoods. For this reason, institutions seeking to expand their facilities need to carefully examine how their plans may impact nearby residences. Institutions are valued land uses and should be permitted to grow; however, a balance between existing neighborhoods and institutional uses, which often serve a larger community, should be maintained.

Institutional expansion in established neighborhoods may be more expensive as site options are likely to be more limited than in undeveloped areas, and may sometime necessitate creative solutions. Adaptive rehabilitation of existing structures, construction of sub-floors or underground parking, establishment of satellite facilities or parking areas, and development of multiuse or shared facilities may be necessary to grow compatibly with surrounding neighborhoods. The following guidelines are meant as a starting point when institutions are considering expansion.

## GENERAL RECOMMENDATIONS

- Institutions are strongly encouraged to involve community residents, neighborhood associations, and City/County staff in the development of their master plans.
- Prior to seeking property rezoning, special use approvals, demolition permits, or major building permits, area institutions should work with neighborhood associations and residents to discuss the proposed project. In the absence of an association or organization of neighbors, institutions should contact and work with immediate and peripheral property owners that may be effected by proposed work.
- When condemnation of property for acquisition or expansion is considered, an open public process should be initiated by the public entity in conjunction with local government prior to any decision to condemn property. All public entities capable of condemnation should follow an open public review process inclusive of local, State, and federal government; local schools and public learning institutions; and collective development authorities.
- Application of the Limited Campus Use (LCU) provision of the UDO is preferred as an alternative to rezoning to the Campus (C) District when institutions desire to expand into nearby residential areas. LCUs are residential and office uses associated with institutions that generate limited traffic and have minimum impacts on surrounding neighborhoods. They are permitted in residential zoning districts with conditions to assure that new uses are compatible with surrounding uses.
- Rezoning of residential property for higher density residential or nonresidential institutional development should be considered only when appropriate vacant or underutilized land is not available, when vacant or underutilized nonresidential buildings are not available, or when the area is not a part of an established neighborhood.
- Reuse of existing structures is strongly encouraged. Historic structures, particularly those designated as local historic landmarks, should be adaptively reused or relocated to an appropriate site in the neighborhood.
- Rehabilitation of existing structures, particularly when those structures are historic in nature, should focus on maintaining the historic character of the structure and its surroundings. This should include limited use of artificial or replacement components (such as artificial sidings, windows, etc.); avoidance of enclosing or removing original porches or vestibules; and retention of significant architectural features such as dormers, columns, rails, window and door details, and chimneys.

- Conversion of public parkland for exclusive use by private institutions is strongly discouraged.
- Before considering the addition of new parking areas and locations, institutions should work with the neighborhood and other adjacent institutions to determine the ability for timesharing parking areas.
- The construction of compatible parking decks is preferable to multiple or large expanses of surface parking.
- On-street parking in residential areas should be designed to better accommodate non-institutional residents. The establishment of permitted parking and time limits for parking should occur wherever institutional uses affect residential streets. Enforcement of parking restrictions should be a task of institutional security operations in addition to governmental enforcement measures.
- Road or alley closures to accommodate institutional expansions should only be considered after a thorough public review process and only if the road closure will not isolate portions of a neighborhood, will not remove a traditionally significant access point into an area, or will not result in historic structures being removed from their street-oriented context.

#### **SITE DESIGN RECOMMENDATIONS**

- Site design should repeat site patterns already established in the neighborhood, retain existing positive features (trees, stone/brick walls, substantial shrubbery) whenever possible, and retain mature trees.
- Oversized structures or intense uses should be located away from residential areas or screened with vegetation.
- Operational facilities associated with institutions should be designed and maintained to the same standards as public areas when located in neighborhoods or are visible from roadways.
- Service components, such as trash dumpsters, mechanical equipment, and loading docks, should be screened from public view.
- Heat pumps, air conditioners, and other noise producing equipment should be chosen for quiet operation. To limit effects on surrounding residential uses, equipment should be located away from residential uses (such as on the top of structures) or surrounded by vegetation.
- Parking areas should be located to the rear or to the sides of buildings and should be attractively screened with fences and plantings designed to be compatible with the surrounding neighborhood. Large expanses of paving should be divided into smaller components with interior planting areas and alternating materials (brick paver areas, staining, etc.).
- Sidewalks should be maintained for safety and their widths and materials should blend with the neighborhood.
- Public street furniture and lighting fixtures should be designed to blend with or enhance the surrounding streetscape. The use of period lighting is encouraged over contemporary street lighting when placed in historically designated areas.
- Fences and walls should use traditional materials, such as brick, stone, cast iron, or wood. The height, scale, design and location of fences or walled areas should not adversely affect the character of the surrounding area (such as chain link fencing, razor wire, or exposed concrete block). Fences or walls that create a fortress-like environment are strongly discouraged.

#### **NEW CONSTRUCTION RECOMMENDATIONS**

New construction adjacent to residential areas should complement the character of the surrounding neighborhood. The following guidelines should be followed:

- New construction should conform to established spacing and lot coverage patterns of the neighborhood whenever possible.
- Setbacks for new construction should be consistent with existing buildings on the street. The setback should be within 20 percent of the average setback along the block.
- New construction should face the same direction as existing buildings on the block.
- The height of new construction should be consistent with existing structures on the block. The height should be within 30 percent of the average height of structures in the block.

- The scale of new construction should be compatible with surrounding structures in the neighborhood.
- New construction should be compatible in basic shape and form with surrounding buildings on the street.
- Roof form and pitch should be similar to that of surrounding buildings on the block; roofing materials should be compatible with those of surrounding buildings.
- Architectural design components (cornices, lintels, foundations, window patterns) should provide a sense of unity and cohesion with the surrounding buildings on the street.
- Exterior materials (such as wood, brick, stone, and stucco) and textures should be compatible with surrounding buildings. Modern materials may be used as alternatives to prevalent traditional materials; however, oversized brick, exposed concrete blocks, glass block, and plate glass walls should be avoided if such materials are not prevalent on surrounding structures. Exterior colors should blend with surrounding natural and built features.

# Appendix I. Forsyth County Agricultural and Historic Preservation Tools

The following is a summary of the zoning districts and other tools for preserving agricultural and historical assets in Forsyth County.

**AG Zoning:** The Agricultural (AG) District is primarily intended to accommodate agricultural uses as well as scattered non-farm residences on large tracts of land. The district is not intended for small-lot residential subdivisions, and accordingly requires a minimum 40,000 square foot lot size for the development of single-family homes. The district is intended for use in Growth Management Areas 4 (Future Growth Area) and 5 (Rural Area), and is established to preserve the rural character of these areas and encourage the continued use of land for agricultural, forest, and open space purposes. The district is also intended to discourage the establishment of scattered commercial and industrial land uses, prevent premature conversion of farmland into urban uses, and to limit premature public infrastructure and service demands. AG zoning would be an appropriate tool for limiting development intensity and conserving agricultural land in the Rural Hall Planning Area. Property owners may initiate rezoning by submitting a rezoning application that would be considered by the Planning Board and elected body.

**Voluntary Agricultural District:** The Voluntary Agricultural District (VAD) program adopted by the Forsyth County Commissioners in January, 2008 is a tool that helps preserve farmland in an increasingly urbanized county. Landowners receive a set of benefits in exchange for restricting development on their land for a specific time period. Voluntary Agricultural Districts promote agricultural values as well as the agricultural community and its way of life. The Voluntary Agricultural District program also provides increased protection from nuisance suits, encourages the economic and financial health of agriculture, and provides protection from non-farm development and other negative impacts on properly managed farms. Unlike other agricultural and open space preservation tools which protect farmland, Voluntary Agricultural Districts protect farmers by making farming more economically viable and helping to preserve farmland. These farms must participate in the present-use-value taxation program. Further study is necessary to determine the eligibility of farms in the Rural Hall Planning Area for this program.

**Forsyth County Farmland Preservation Program:** The Forsyth County Farmland Preservation program is a voluntary program in which Forsyth County purchases from farmers the rights to develop their land for non-farm purposes, such as subdivisions and shopping centers. The development rights are held in trust assuring that areas with good soils and active farms will remain in agricultural use. The Forsyth County Board of Commissioners created the program in 1984 and the first development rights were purchased in 1987. To date, the program has protected over 1600 acres of farmland; however, it has not been funded in recent years.

**Piedmont Land Conservancy Conservation Easements:** The Piedmont Land Conservancy (PLC) protects land by working with landowners who choose to conserve their land. The PLC helps landowners determine which conservation option will best meet their objectives for the land and themselves. A conservation easement is a legal agreement through which the landowner gives specific property rights to the PLC. It provides immediate and permanent protection while keeping the land in private ownership. Each conservation easement is tailored to the specific property. A landowner can choose to donate the conservation easement, or sell the conservation easement at or below its appraised value. If a landowner no longer desires to own the property, the PLC can acquire it. In these situations, the PLC must determine if it is desirable to own the subject property.



**Local Historic Landmark Designation:** Local historic landmark designation applies to individual properties in Forsyth County. This designation recognizes the importance of a property to the heritage and character of the community and that its protection enriches the community's residents.

Local landmark properties can be of several different types:

- Buildings: Houses, churches, office buildings, schools, barns.
- Structures: Roads, bridges, fences, silos, kilns, gazebos.
- Sites: Cemeteries, building ruins, natural features, designed landscapes.
- Areas: One or more buildings on a large property, plus a surrounding area.
- Objects: Signs, monuments, sculptures, fountains, mileposts.

Once a property has been designated as a historic landmark, the ordinance designating the property provides controls on the appearance of the designated property and new construction on the property. In addition, the property owner may apply to the Forsyth County Tax Office for a 50% property tax deferral, which runs with the property in perpetuity (unless designation is revoked).

**Local Historic Districts:** Local Historic District designation is a zoning classification that applies to a group of contiguous properties. The area must have a concentration of properties that are historically, visually, or culturally related by plan or physical development. A District can include different types of historic properties, but collectively, they must form a unified body with its own identity. Together the properties must convey a physical sense of the historical environment. Examples of Historic Districts include residential areas, business districts, industrial complexes, rural villages, rural landscapes, and college campuses. Once an area has been designated as a Historic District, the zoning ordinance provides controls on the appearance of existing buildings/property and new construction within the districts through the Certificate of Appropriateness process. In North Carolina, Historic Districts can be established in one of two ways:

**Historic Overlay District:** This type of district does not replace or change the underlying zoning classification. Rather, it superimposes the Historic District over the existing zoning. This is the most common type of district found in the state. In 1993, West End, located in Winston-Salem, became the community's first Historic Overlay (HO) District.

**Separate Use Historic District:** A Separate Use Historic District is an entirely separate zoning classification, with its own permitted uses, dimensional requirements, and other zoning regulations. This type of District is rarely found. Forsyth County has the only two such districts in North Carolina. Old Salem and Bethabara are the two Separate Use Historic Districts. Their classification is listed as "H" zoning in Winston-Salem/Forsyth County *Unified Development Ordinance* (UDO).

**National Register of Historic Places:** The National Register of Historic Places is a list maintained by the National Park Service of buildings, structures, sites, objects, and districts that are significant in American history, architecture, archaeology, engineering, and culture, and that meet criteria for evaluation. National Register listing puts no obligation or restriction on private property owners using private resources to maintain or alter their properties. A private owner of a National Register property is obligated to follow federal preservation guidelines only if federal funding or licensing is used in work on the property, or if the owner seeks and receives a special benefit that comes from National Register designation, such as investment tax credits.



# Acknowledgements

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## Rural Hall Town Council

Larry T. Williams  
Mayor

John N. McDermon  
Mayor Pro Tempore

Jerry Canady  
Councilman

C. Thomas Griggs  
Councilman

Ricky S. Plunkett  
Councilman

Frank James  
Town Manager

## Forsyth County Board of Commissioners

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Chairman

Donald Martin  
Vice Chair

Richard V. Linville

Walter Marshall

Gloria D. Whisenhunt

Ted Kaplan

J. Dudley Watts, Jr.  
County Manager

Everette Witherspoon

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**Rural Hall Area Plan Update**

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**TO:** Chairman David R. Plyler and Members of the Forsyth County Board of Commissioners  
**FROM:** A Paul Norby, Director of Planning and Development Services  
**DATE:** June 22, 2016  
**SUBJECT:** Briefing and Consideration of Draft *Rural Hall Area Plan Update*

Planning staff is ready to present to the Board of Commissioners the draft *Rural Hall Area Plan Update*.

The *Rural Hall Area Plan Update* was prepared by Planning Staff, with extensive input and participation by citizens from the area. Four community meetings were held between January and April, 2016 to review and comment on the draft Plan.

The Rural Hall Town Council endorsed the *Rural Hall Area Plan Update* on June 13, 2016. The City-County Planning Board held a public hearing on the draft Plan on June 9, 2016 and recommended the Plan as written to the Forsyth County Board of Commissioners.

Staff will be available to brief the Board and answer any questions before or after the public hearing.

A. Paul Norby, FAICP  
Director of Planning and Development Services



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**CITY-COUNTY PLANNING BOARD  
PUBLIC HEARING  
MINUTES FOR THE  
*RURAL HALL AREA PLAN UPDATE*  
JUNE 9, 2016**

Walter Farabee presented the staff report and answered questions by the Planning Board.

**PUBLIC HEARING**

FOR: None

AGAINST: None

**WORK SESSION**

MOTION: Clarence Lambe moved approval of the area plan.

SECOND: Allan Younger

VOTE:

FOR: George Bryan, Melynda Dunigan, Arnold King, Clarence Lambe, Darryl Little,  
Paul Mullican, Brenda Smith, Allan Younger

AGAINST: None

EXCUSED: None



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A. Paul Norby, FAICP  
Director of Planning and Development Services