

We Have A **PLAN**  
For A **Great** Downtown  
**Winston-Salem**



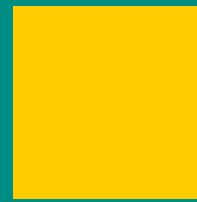
**Winston-Salem**

# Major Use Areas

New!

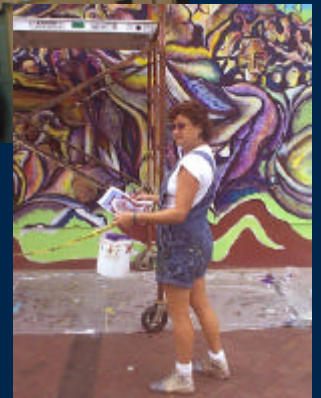
## Civic Plaza Area

The Civic Plaza Area is a new, exciting superblock that will connect the present BB&T headquarters and Wachovia offices to Fourth Street, our downtown's living room. The Civic Plaza itself will contain a well landscaped and sculptured public plaza area with parking underneath. The Plaza and parking would, in turn, connect to a number of new high-rise Class A office buildings that could be built along the north and west edges of the Plaza. The existing Liberty Plaza building would be made part of the Plaza along its east side.



## Arts & Entertainment Area

The Arts and Entertainment Area extends from Fourth Street northward and its character is one of pedestrian-oriented, street level mixed use. The Fourth Street Restaurant Row connects to the Trade and Liberty Streets Arts District and both have a variety of restaurants, shops, and entertainment establishments. Buildings in this area also include offices and loft housing. The Convention Center and hotel complex as well as the Stevens Center are in this district. The addition of a movie theater and improved access to parking will enhance this area. Because major offices are adjacent to this district there is a variety of downtown employees, visitors, arts patrons, and residents to keep the area busy day and night.



New!

## Education/ Recreation Center

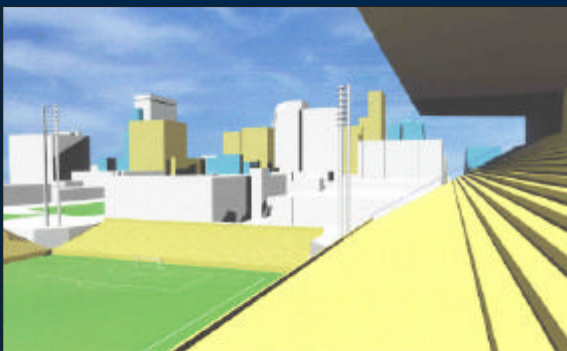
In order to support the development of a wide variety of housing in and around downtown, high quality parks, open spaces and schools will need to be an integral part of the central city environment. Northwest of the Arts and Entertainment Area is an area that would be reserved for development of public gathering facilities such as an aquatics center, an amphitheater, a new central library, and possibly a relocated school administration center and career center.



New!

## Sports Venue

To the east of the Research Park is an area designated for sports attractions. This area can accommodate a soccer or baseball stadium and is situated in a way to be visible from Business I-40 and US 52, accessible from a number of freeway exits from those roads, and provides ample surface and deck parking nearby. A possible regional rail transit station is also located next to this area. The location is within easy walking distance from the Fourth Street/Restaurant Row and the Arts and Entertainment Area for stadium patrons before or after games. In addition to hosting sports events, the stadium could also accommodate larger attendance concerts or other large-seating capacity outdoor events.



Ralph Lerner, Architect

New!

## Mixed Use

There are several Mixed Use Areas to the east, to the northeast in the Goler area, and to the southwest and west of the downtown core where existing buildings could be adaptively reused and developed for smaller scale shops, offices, grocery stores or markets and/or residential uses. Vacant lots or surface parking lots could be developed for those same type of uses as well.



## Holly Avenue, West End & Goler Neighborhoods

The PLAN proposes that continued revitalization of the Holly Avenue, West End and Goler Areas will provide a more neighborhood-oriented housing environment adjacent to the downtown core on three sides.



# How do we get started?

The new Downtown Plan builds on the New Century Plan by adding new projects and defining priorities for these projects. There is agreement that there are several crucial initiatives that must move forward immediately in order to set the pace for implementation. The funding of the new Downtown Partnership is key to overseeing the direction of all downtown work being discussed. Fourth Street development is critical, especially the adaptive reuse of the Nissen Building as well as strong efforts to reuse other buildings along the street for restaurants, shops and retail. To make the Civic Plaza a reality, site control and planning is imperative. Design work and/or guidelines for other public-private features such as a library, the arts district, mixed use areas, greenspace, and design guidelines are also seen as fundamental to the Plan. Additional corporate presence in downtown is an ongoing need.

In addition to these most crucial initiatives listed above, there are some key initial projects that need to be in place within the next 2 years . These are:

- Completion of Fourth Street streetscape improvements
- Recruitment of additional restaurants and entertainment venues to Restaurant Row
- Beginning of the Nissen Building residential adaptive reuse
- Civic Plaza superblock design, feasibility, and site control
- Extension of the Strollway from Fourth Street through the Arts District along Trade Street to Martin Luther King, Jr. Drive
- Design of an interim rubber-tire trolley system, with planning for a longer term system to take place
- Design and installation of downtown trailblazer signs to direct visitors
- Beginning of a downtown public art program
- Completion of One West Fourth Street
- Beginning of 120 West Fourth Street
- Nomination of one or more areas for designation on the National Register of Historic Places
- Conduct Cultural Arts Festival in Fall 2002 and a Film Festival in 2003
- Continue downtown outdoor events
- Significant emphasis on more downtown housing development
- Research Park expansion to the east and southeast
- Downtown Design Guidelines (could include guidelines for mixed use development)
- Children's Museum
- Continued development and planning for the Arts District
- More detailed planning for downtown greenspace
- Improve availability/marketing of convenient parking
- Open Stevens Center to film showings
- Development of a downtown movie theater
- Completion of County Administration building
- Plan for the extension of Martin Luther King, Jr., Dr. to Reynolda Road or Broad St.

Within the next five years, a second group of projects is critical in order to maintain the direction and momentum that this plan has started. These projects will also require public-private partnerships in varying degrees to implement and more detailed planning is needed to better define the costs and the roles of the parties who would implement them.

- Beginning of construction of the Civic Plaza
- Creation of a 3000- to 4000-seat amphitheater for concerts and other community events
- Martin Luther King, Jr., Dr. extension to Reynolda Road or Northwest Boulevard and Broad St. improvements
- Construction of a downtown Soccer Stadium
- Construction of Aquatics Center and/or other sports venues
- Design and construction of gateways and entryways into downtown
- Courthouse Square adaptive reuse
- Mixed Use Area development, including a grocery store or market
- Continue to host National Black Theater Festival
- Development of Goler/Depot area

A third group of projects is also important to the achievement of the Plan's objectives and should be started as soon as possible, but may take up to ten years to complete. These projects would also require additional detailed planning to define costs, financing, and the roles of the principal parties.

- Develop light rail, trolley, commuter rail
- Construction of Educational Center, including a School Administration Center and Career Center
- Construction of Business I-40 service road and US 52/I-74 service ramps as recommended in studies
- Creation of additional gateways and public art
- Creation of additional sports and recreation
- Expansion of Convention Center, if needed, in a westerly direction
- Additional street circulation changes
- Additional long-term parking needs
- Additional office space development

