

EAST END MASTER PLAN

Winston-Salem, North Carolina

Why do a Master Plan?



Neighborhood master plan is chance for community to proactively:

- Build consensus neighborhood vision for future
- Improve quality of place and quality of life
- Expand economic opportunity and attract investment
- Promote inclusive growth through increased density (prevent displacement)
- Build partnerships for successful implementation

Community Input: Programs

- Identify new and leverage existing partnerships (Forsyth Tech, Venture Café, etc)
- Build a pipeline within/into the Innovation Quarter for local minority community
- Community benefit agreements with developers
- Address health and wellness program needs and training

Community Input: Residential

- Do not displace residents
- Identify build-first projects so that residents can be relocated
- Provide a mix of housing price points for rent and sale
- Address need for student and faculty housing in area

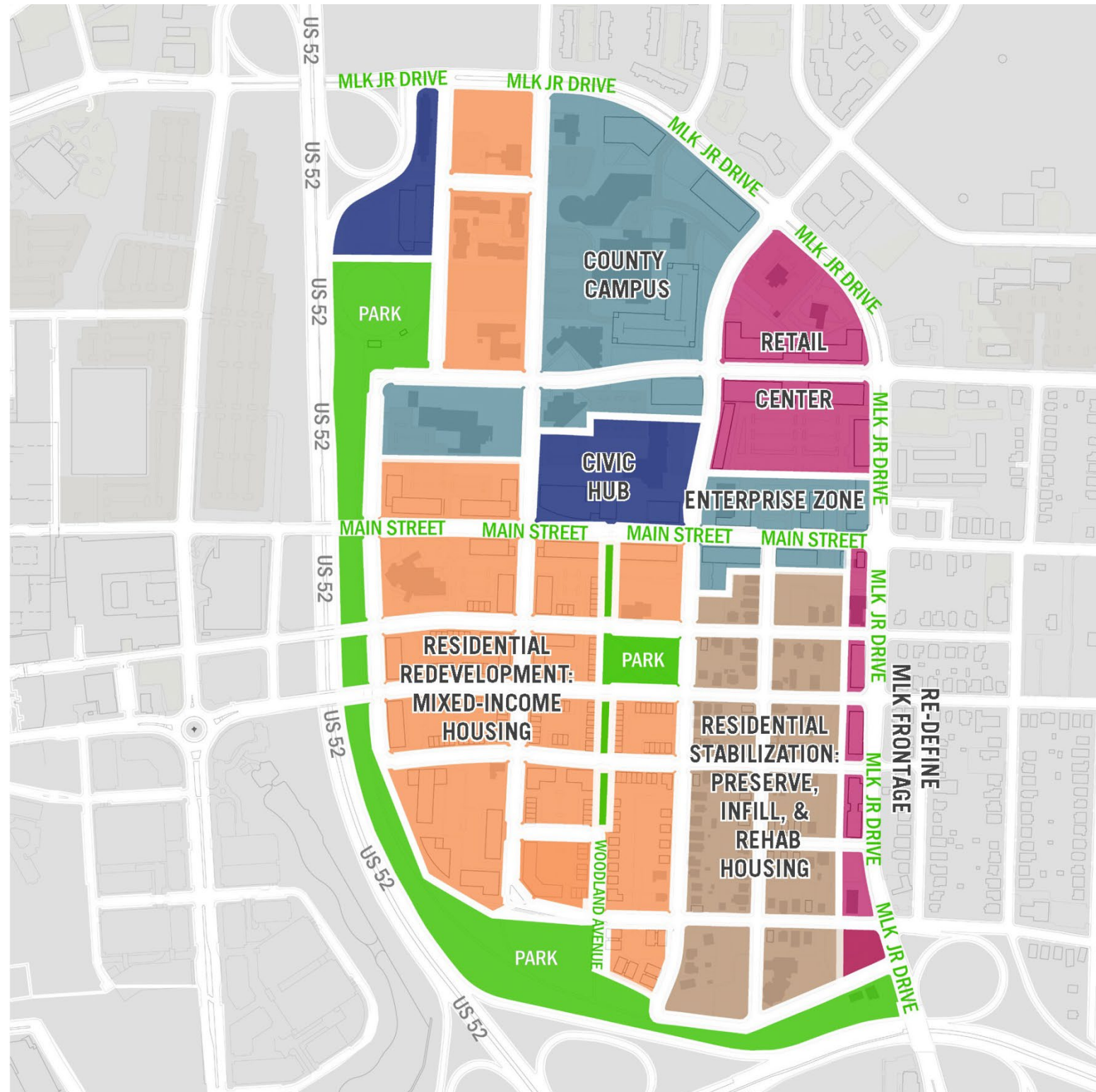
Community Input: Economic Development

- Create magnets or destinations
- Serve community retail and entertainment needs
- Re-establish a town/village center
- Support local business ownership/cooperatives
- Expand library with adult training and career center
- Explore entry-level start-up space
- Consider food incubator, production kitchen, creative arts lab, and other entrepreneur support
- Explore college town needs of WSSU

Community Input: Circulation and Recreation

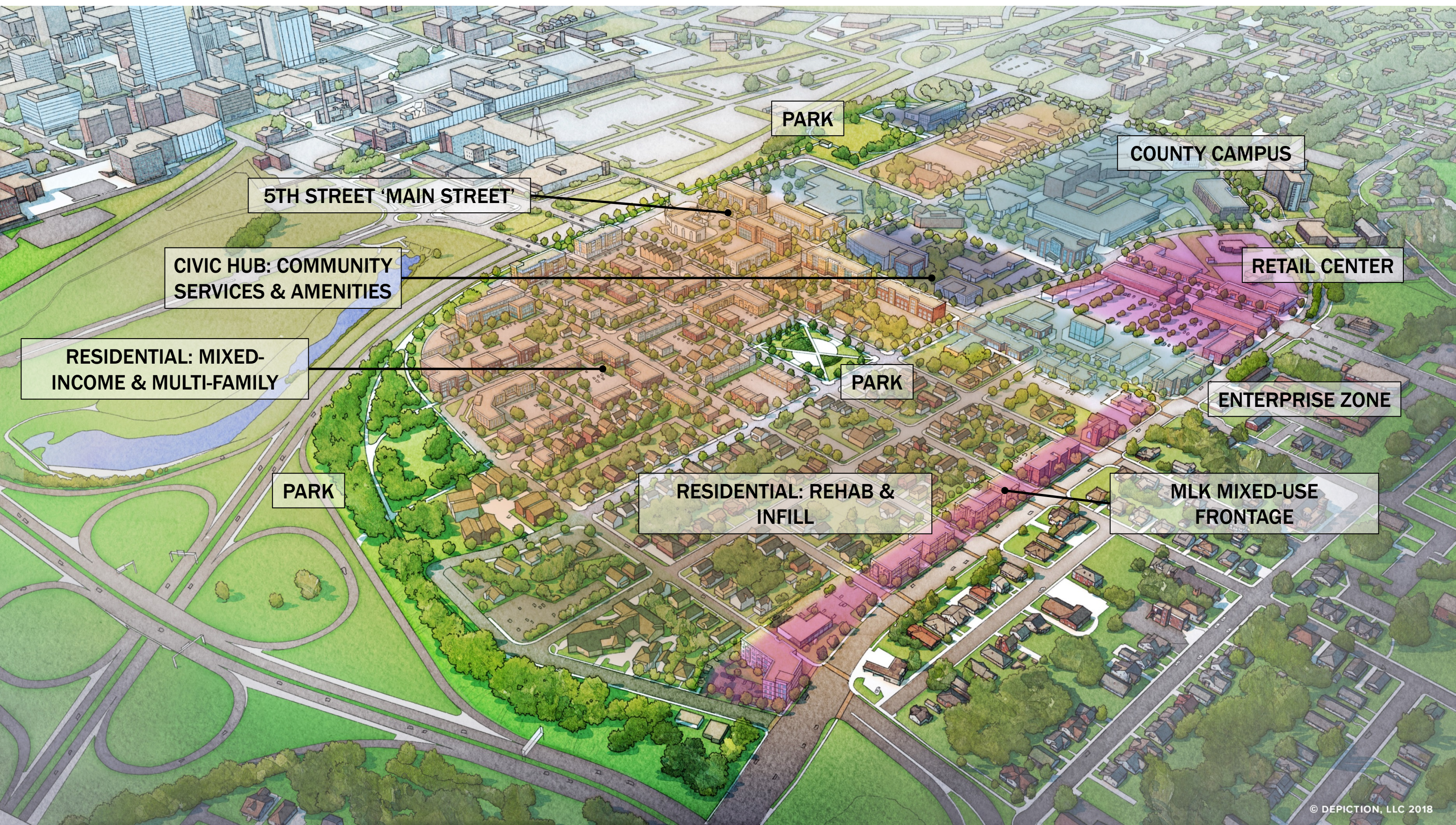
- Mitigate/eliminate US-52 as a barrier; connect over and across freeways
- Enhance transportation options and connections to jobs
- Create more indoor and outdoor public spaces, parks

Framework – Key Components



- 5th Street as lively, walkable mixed-use **Main Street**
- New **Parks**
- **Residential Redevelopment and Stabilization**
- Central **Civic Hub** with civic, education, and other community uses, services or amenities
- 5th Street's eastern portion as **Enterprise Zone**
- Re-configured **Retail Center** that improves commercial and mixed-use frontages on **MLK Jr Drive**
- Forsyth **County Campus**

- Predominantly Single-Family Residential & Detached Housing
- Predominantly Multi-Family Residential & Attached Housing
- Predominant Employment Areas
- Predominant Retail Areas & Street Frontages
- Civic & Community Services & Amenities
- Open Space Network



PARK

COUNTY CAMPUS

5TH STREET 'MAIN STREET'

CIVIC HUB: COMMUNITY SERVICES & AMENITIES

RETAIL CENTER

RESIDENTIAL: MIXED-INCOME & MULTI-FAMILY

PARK

ENTERPRISE ZONE

PARK

RESIDENTIAL: REHAB & INFILL

MLK MIXED-USE FRONTAGE

IMPLEMENTATION

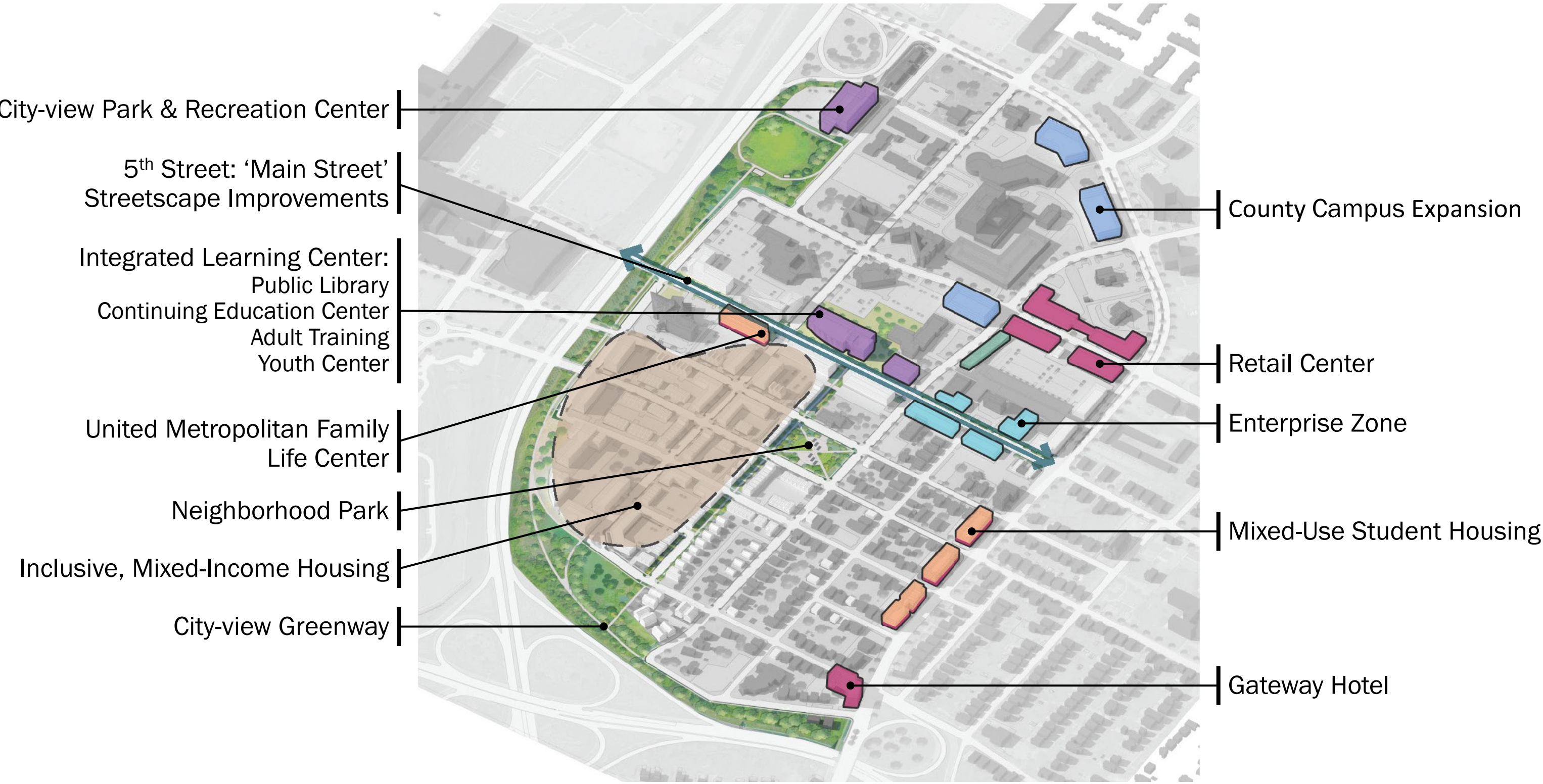
Goals & Strategies



- **Implementation requires a collective effort** involving residents, city government, county government, non-profits, churches, local institutions, property owners, businesses, developers and investors
- **Explore full range of project financing options and sources** including city, state and federal grants or tax credits, neighborhood land banks, community land trusts and institutional, corporate or philanthropic sponsorships and donations

- Single-Family Residential (Private Entry): 150 Units
- Multi-Family Residential (Shared Entry): 1,100 Units
- Commercial: Office, Co-working, Flex Space: 145,000 sf
- Hotel: 110 keys
- Retail: 125,000 sf
- Civic, Institutional, & Community Service or Amenity: 192,000 sf
- County Facilities: 225,000 sf

Catalyst Projects



Ensuring Inclusive Prosperity

Plan implementation focus on:

- Inclusion and affordability
- Equitable opportunities with first consideration for community residents
- Increase in minority ownership of housing and businesses
- Replacement housing without displacement of low and moderate-income households through density increase
- Building first on vacant and commercial sites
- Leveraging public and private resources

Ensuring Inclusive Prosperity

Diversified housing approach:

- Subsidized housing for lower-income workers
- Reasonably priced options for younger workers and creative professionals
- Incentivize multigenerational housing
- Improve programs to retrofit housing for accessibility

Economic and social development:

- Buy local/buy diverse
- Living-wage jobs
- Increase number of minority-owned businesses
- Train and hire community residents for development projects
- Expand arts and library programming

