Lewisville-Clemmons Road Corridor

The Lewisville-Clemmons Road Corridor Strategic Planning Area extends from US 421 to the north to the US-158 Corridor to the south and includes parcels on either side of the road corridor. The nature of this corridor changes as it crosses I-40. The middle section of the corridor intersects with the Village Point strategic planning area as it extends out across Lewisville-Clemmons Road. The southern portion of the corridor has been commercially developed for decades and is prime for redevelopment. The northern portion of the corridor is undergoing transition as new development has been approved. Maps, following this section, illustrate the existing conditions and recommended future land uses for these corridors.

Lewisville-Clemmons Road Corridor (North)

Existing Conditions

Properties along the northern portion of the corridor are zoned primarily single family residential with some areas zoned for commercial, multi-family residential, institutional, and light industrial. The River Ridge Shopping Center, churches, West Forsyth High School, multi-family residential developments, and retail centers are located along the northern corridor. Portions of this corridor are served by public water and sanitary sewer.

Newer commercial development occurs primarily in one-story buildings setback from the street with expansive parking lots in the front buffered by landscaping. Single-family residential development that occurs along the northern section of the roadway will likely redevelop to non-residential uses in the future. Pedestrian access along the corridor is limited by a lack of sidewalks.

Planned Improvements

The Village Transportation Plan (VTP), Peace Haven Road/Styers Ferry Road Connector Study and the WSMPO Metropolitan Transportation Plan includes key recommendations for improvements along the Lewisville-Clemmons Road corridor:

- Continued construction of sidewalks
- Complete intersection study of Holder Road to accommodate future growth of Lewisville-Clemmons Road
- A new connector road will provide an east-west connection linking Springfield Farm Road west across Lewisville-Clemmons Road to Bullard Road at Lasater. This will provide better access into the Blanket Bottom area and a new east-west connection north of I-40. This road has been on the Winston-Salem Urban Area Metropolitan Planning Organization’s Thoroughfare Plan for years and a feasibility study was conducted to determine the preferred alignment. The western segments of the road will be constructed by developers over time to connect to Lewisville-Clemmons Road.
- A multi-use path along Blanket Bottom Creek, sidewalks, and road improvements for bicycle accessibility in existing subdivisions are planned for this area.
Future Land Use Intent

- Reduce pace of commercial and higher-intensity developments along Lewisville Clemmons Road Corridor.
- Residential land uses should be integrated with adjacent development to provide easy alternative transportation access to mixed use areas and should be buffered trees and landscaping to reduce visual and noise impacts from the corridor.
- Future land uses within the corridor should respect existing developed areas that are likely to remain stable over time, such as churches and other institutional uses, through transitional design features, aligning off-set intersecting streets and site planning.
- As planned for in the Village Transportation Plan, new subdivisions in this area should connect to existing and planned multi-use paths, sidewalks, bike paths, and road to ensure better connectivity throughout this area.
- Parks, open spaces, and recreational areas should be provided within new neighborhoods. Access to these facilities should be provided to existing residential areas.

Lewisville-Clemmons Road Corridor (South)

Existing Conditions
Properties along the Lewisville-Clemmons South Corridor are zoned primarily commercial (HB-S, HB, LO-S) with some single-family residential (RS-15, RS9-S), and multi-family residential (RM12-S). This corridor is heavily developed. Older commercial centers and other strip shopping centers that lined the corridor are being remodeled and repurposed for new highway oriented businesses. Residential uses are located at the back of the corridor along the edges of the commercial strip. Commercial development occurs primarily in one-story buildings set back from the street with expansive parking lots in the front, large signs, and lack of landscaping. A 5-lane cross-section, lack of sidewalks and connectivity between adjacent uses limits pedestrian and bicycle access. The corridor is prime for redevelopment. The NCDOT is currently in the process of completing a feasibility study for improvements to the corridor to improve safety and address congestion.
**Planned Improvements**

The Village Transportation Plan (VTP) includes key improvements that will provide better access to Lewisville-Clemmons Road.

- Connect and construct parallel roadways (e.g. James Street to Brookland Drive at Stadium Drive)
- Construct sidewalks
- Improve access to Market Center and commercial development at Stadium Drive

In addition, the NCDOT has safety improvements prioritized for the southern section of Lewisville-Clemmons Road.

- TIP # U – 6004, Right of Way 2023, Construction 2025; Construct safety improvements to the southern section of Lewisville-Clemmons Road.

The following detailed plans have been developed for the southern section of the Lewisville-Clemmons Road Strategic Planning Area.

*Stadium Drive and Area Improvements*
Future Land Use Intent

- Key goals for improving the corridor include:
  - Increasing the safety of traveling through the corridor via strategically located entry/exit points
  - Easing congestion and drive times through the corridor via parallel road systems
  - Strengthening the aesthetics of the area by moving buildings to the front of properties, locating parking to the side or rear of lots, enhancing landscaping requirements, improving signage regulations, and implementing new architectural design standards.
- The Village should take a part in redevelopment of the corridor by making strategic public improvements, facilitating redevelopment, and amending design requirements to improve the visual appeal of the corridor as redevelopment occurs. Property owners and business representatives should advise the Village on development of future detailed plans for the corridor through an established advisory committee to ensure that redevelopment strategies are targeted, efficient, and successful.
- Properties should be redeveloped to regain vibrancy in the corridor. The corridor should provide a transition from large-scale retail uses, to mixed-use commercial areas, to village-scale retail/office uses. These transitions take advantage of interstate access and change the intensity of development to flow into the lower-intensity, historic areas of the community.
- Redevelopment and infill development should occur in the corridor to promote a more visually appealing and pedestrian-friendly environment. This includes moving businesses closer to the road, planting landscaping and trees along the front of properties, consolidating driveways for adjacent uses, and creating better internal connectivity and mobility.
- Master planned development is encouraged and small, individual lot developments are discouraged.
- The Old Glory property, located southwest of the corridor, should be considered for development in the future. This area could be developed to offer multi-family residential, office uses, park space, and other uses that provide transitions between existing residential and commercial areas that are adjacent to these properties. Connectivity through this property to adjacent neighborhoods should be a consideration for rezoning the property to a more intense use.
Future Corridor Objectives (North and South)

**Objective #20: Amend the UDO to Encourage Master Planned Developments**

Amend the Unified Development Ordinance (UDO) to require that certain thresholds be met before zoning changes are approved, such as a minimum parcel size for development to a higher intensity use and use of a master plan process to avoid incremental, small-parcel development/redevelopment and achieve the future land use intent goals of the corridor. For example, roadway access north/south on the east and west side of this corridor should be incorporated into a master plan, ensuring that complete and connected streets are provided, while accommodating the transition between different land uses.

**Objective #21: Amend the UDO**

Amend the Unified Development Ordinance (UDO) to require:

- Development of neighborhood parks and common open spaces as part of new developments, including dedication of land for the multi-use path along Blanket Bottom Creek
- Use of low-impact stormwater management solutions that reduces the need for stormwater infrastructure and avoids development within the floodplain
- Wide buffers along the new east-west connector road to buffer development from roadway and protect views from the road supporting the rural preservation future land use
- Require complete street design and installation of street-trees, as part of new development projects

**Objective #22: Research Funding Options for Blanket Bottom Multi-Use Path**

In addition to WSMPO transportation funding, Village staff should research additional funding opportunities to pay for multi-use path along Blanket Bottom Creek, including but not limited:

- North Carolina Parks and Recreation Trust Fund
- North Carolina Clean Water Management Trust Fund
- Federal Land and Water Conservation Fund
- Recreational Trails Program
- Private donations (e.g. friends of Clemmons Trails, “buy a brick” program)

**Objective #23: Work with Forsyth County and FUCC to Create a Joint Guide for Future Development**

In collaboration with County partners and stakeholders, develop a vision and policy for extension of infrastructure services west of Lewisville-Clemmons Road and north of Peace Haven Road. The issues to consider include roadway connections, utility service extensions as well as land use.
US-158 Corridor

Existing Conditions
The US-158 Strategic Planning Area extends from I-40 to the west to Bruce Street to the east and includes the parcels on either side of the road corridor. This corridor has historically been the focus for civic activities and includes several gateways into the community. Development is smaller-scale than found in the Lewisville-Clemmons corridor.

Properties along this corridor are zoned a mix of uses: single-family residential, institutional and office, commercial, multi-family residential, and industrial.

This corridor includes a mix of established uses: the Tanglewood Commons shopping center and other retail centers, a nursing home, places of worship, single and multi-family residential, warehouses, an elementary school, a public library, a fire station, and a post office.

Development occurs primarily in one-story buildings with smaller parking lots fronting the buildings. Pedestrian access along the corridor is limited by unconnected segments of sidewalks.

Planned Improvements
The Village Transportation Plan (VTP) includes key recommendations for improvements in the US-158 corridor:

- Construction of sidewalks
- Striped bike lanes

Future Land Use Intent

- Redevelopment will occur along the corridor. New development should revitalize the area and make it a pedestrian-friendly civic, office, and small-scale retail corridor.
- Design recommendations included in the Village Transportation Plan should guide redevelopment to provide additional pedestrian and bicycle amenities and designated road improvements.
- The gateway at I-40, Harper Road, and Lasater Road is receiving pressure for commercial development. The area west of Harper Road and north of Lasater is currently zoned as a highway business district which, if developed to its maximum potential, could change the character of the area and negatively impact adjacent residential neighborhoods. This area should be protected from intensive development.
- A proposed gateway to the Village, located at the intersection of US-158 and Elm is in need of improvements. Ideas for improvements include intersection improvements, landscaping, public open space, signage and public art.
- Traditional architectural designs and materials are encouraged in this corridor.
- Complete transportation study of busy intersections at Harper, Hampton, Stadium and Elsie/Middlebrook to improve safety and reduce congestion.
Future Corridor Objectives

Objective #24: Develop a US-158 Overlay Zoning District
Develop an overlay zoning district to protect the character of the corridor and ensure that the scale and design of new development is appropriate with the historic village character of the area. This zoning district should promote civic and office uses and allow for appropriately scaled and designed retail. Highway retail and drive-through service uses are not appropriate for this area. Expansion of road buffers should be considered to protect neighborhood character. Use the design guidelines for US-158 developed as part of the Clemmons Area Development Guide, as a starting point for overlay district standards. Access management, signage and wayfinding provisions should be included in the new standards.

Objective #25: Consider Historic District Designation for Portions of Corridor
Consider historic district designation for appropriate portions of the US-158 corridor to further protect the character of the area.

Objective #26: Develop Plan for Streetscape Restoration
Develop a plan for streetscape restoration, funding and phasing (i.e., planting of trees, construction of sidewalks, pedestrian-scale lighting). This is a high priority.

Objective #27: Provide Incentives for Greening of Parking Lots
Provide incentives for landowners to retrofit existing parking lots to screen parking from the roadway with trees and landscaping, such as reduced parking requirements.

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1 Corridor streetscape standards for Highway 158 were developed before the Village extended its boundary to Tanglewood. Some of the character areas in the streetscape standards need to be updated to reflect current conditions and recent development; however, these character areas are still relevant. The streetscape guidelines should be used as a starting point for developing overlay district standards.
Village Point Area

Existing Conditions
The Village Point Strategic Planning Area is bound by Peace Haven Road to the north, I-40 to the south, extends across Lewisville-Clemmons Road to the east, and Harper Road to the west.

This area consists largely of institutional, mixed-use office and village scale retail and mixed use including the newly approved Novant Phase 1 project, the YMCA, and other institutional uses just south of Peace Haven, two office developments along Lewisville-Clemmons Road, and commercial development at Town Center Drive. The area also includes residentially zoned land that has not been subdivided. A church and cemetery are located along Harper Road in the southwestern part of the planning area. Portions of the planning area are located in a North Carolina WS-IV water supply watershed protection area, limiting development to 70 percent impervious surfaces within 10 percent of the watershed under the state’s higher-density development option.

Planned Improvements
The Village Point Small Area Plan was developed for this area in 2003. This plan includes a market analysis, small area plan and policy/zoning recommendations. Phase 1 of the two-phase Novant hospital mixed-use project received rezoning approval in 2009.

The master plan sets out to (1) continue development of the Clemmons Town Center along the eastern edge of the planning area, (2) provide land for development of a new elementary school in the central portion of the planning area, (3) develop a hospital complex with medical offices along the southern
boundary by I-40, and provide a mix of office, hotel, retail, and residential uses throughout the remainder of the site. The plan calls for new internal connector roads, greenways, and sidewalks.

Future land uses within the planning area focus development around a commercial activity center at Lewisville-Clemmons Road and Town Center Drive. Mixed-use office and institutional uses will be focused to the southwest and along I-40. Mixed-use residential uses will provide additional housing opportunities along the western boundary of the planning area and transition to adjacent residential uses. Connections to Reynolds Lake, the YMCA, and developed areas will be created through multi-use trails, sidewalks, and bicycle facilities.

This new development diverges from the original intent of the Village Point Small Area Plan of having a civic and commercial focus and instead organizes development around the hospital use. The design guidelines prepared for the Village Point Small Area Plan are still relevant and can provide guidance for new development in this area and other parts of the community.

The Village Transportation Plan (VTP) includes key recommendations for improvements in the Village Point/Novant area:

- Installing coordinated traffic signals for the I-40 ramps and Fair Oaks Road
- Bicycle and pedestrian improvements to continue multi-use path from Peace Haven Road south to Fair Oaks Road connecting to the Yadkin River Trail and construction of sidewalks south of Fair Oaks Road to US-158/Clemmons Road

**Future Land Use Intent**

- Mixed used development is encouraged within the Village Point Novant planning area.
- Mixed-use residential land uses should occur to the north of Morgan Elementary and west of Village Point Lake to provide new housing opportunities proximate to employment and services and to create a transition from the higher intensity activity center to the existing neighborhood residential to the west.
- Future development on areas not yet slated for development should integrate site plans and design elements with existing and planned development to ensure accessibility, connectivity, and visual consistency, and to mitigate impacts on adjacent uses.
- Institutional and office uses are compatible within this Strategic planning area and may include medical facilities, government offices and professional small scale offices.
- Adopted Village Point design guidelines should be used to guide new development.

**Future Land Use Objectives**

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<thead>
<tr>
<th>Objective #28: Use Village Point Design Guidelines</th>
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<tbody>
<tr>
<td>Continue to use the Village Point design guidelines as a tool for guiding design of new developments, also extend the design criteria across Lewisville-Clemmons Road to guide re-development of existing land uses on the east side.</td>
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Idols Road Area

Existing Conditions
The Idols Road Strategic Planning Area includes two focus areas: one along the future Idols Road Extension in southern Clemmons east of Middlebrook Drive and one near a proposed future light rail station on Idols Road west of Middlebrook Road.

The planning area is primarily undeveloped with some industrial zoned properties and low-density residential. The planning area abuts residential areas and future development will need to address potential impacts on these neighborhoods. Floodplains exist on land in the eastern portion of the planning area.

Planned Improvements
The Village Transportation Plan (VTP) includes critical improvements to the planning area that have an impact on development in the Idols Road corridor:

- Idols Road extension completed in 2018 provides connection to US-158 from Idols Road and points south, reducing the need to have trucks and industrial vehicles use in-town roads such as Middlebrook Road and US-158 at Lewisville-Clemmons Road to travel to regional destinations and connect to I-40.
- A future light rail line from Winston-Salem into Clemmons that terminates at a station on Idols Road in the southern part of the Village is identified on the future land use map. This line and station is part of a long-range regional transit planning effort and won’t likely be constructed in the next 20 years or more.

Future Land Use Intent
- The Idols Road Strategic Planning Area is intended for future employment development in the form of business parks. New employment development should not occur without adequate infrastructure in place.
- The existing Idols Road Corridor Design Guidelines should be updated and applied to new and future employment development.
- Formal plans for future development of a light rail station are not firm at this time. The areas around the future station provide opportunities transit-oriented development such as mixed-use centers. As the transit station site is developed, in the long-range future, careful consideration should be given to both land use planning and development around the station, as well as roadway access to the station from other parts of the Village.
- Consolidate smaller parcels and land for future master plan development.

Future Land Use Objectives
Objective #29: Develop Formal Policy Requiring Infrastructure Before Employment Development

Develop a formal policy that requires adequate infrastructure (i.e., roads, water, sewer) to be in place before new development with a large number of employees occurs.
Objective #30: Encourage Very Low-Density Development in Short-Term and More Intense Development When Infrastructure is in Place
Encourage Forsyth County to use land use controls in this area to promote lower density uses in the short-term, such as 1 dwelling unit per 2 acres. Encourage landowners to wait to develop their land until conditions are in place (i.e., sewer extension and planning for light rail station) for development of land at its highest and best use and potentially greater economic value.

Objective #31: Advocate for Regional Beltway (I-40 Bypass)
Work proactively with the Winston-Salem MPO, NCDOT Division 9, regional and legislative partners to advocate for the Beltway to provide traffic relief to this area.

Objective #32: Adopt Idols Road Design Guidelines as Overlay District
Incorporate existing Idols Road Corridor Design Guidelines as part of an overlay zoning district.