

WINSTON-SALEM STRATEGIC ACTION PLAN ASSET ATLAS



PREAMBLE

Purpose of the Asset Atlas

The Asset Atlas provides a focused overview of the key neighborhoods, destinations, and community features that shape Winston-Salem’s urban core. The Atlas is designed to document the places that contribute to the City’s identity, activity, and visitor experience, offering a clear framework for understanding how different parts of the core function and connect. The combined information collected through the Asset Atlas, Foundation Report, and community engagement will inform the identification of potential opportunities designed to increase Winston-Salem’s vibrancy experience, and competitiveness.

This Atlas focuses on six primary neighborhoods within Winston-Salem’s urban core, with a buffer defined by a one-mile radius from the center of the core. This approach captures the surrounding neighborhoods that are closely connected to core and contribute to the City’s overall activity and identity.

It is not intended to be a comprehensive Citywide inventory, but rather a curated snapshot of the most relevant places, connections, and activity centers within this defined area. While it is understood that there are important destinations located elsewhere in the City and County they are beyond the urban core area boundary and therefore not covered through this study.

How will the Atlas be used?

- › Identify defining characteristics of each neighborhood
- › Highlight key destinations and activity centers
- › Understand relationships between places and uses
- › Inform future planning, investment, and implementation efforts

Core Neighborhoods

The Asset Atlas is organized around six primary neighborhoods within the Urban Core:

- › Downtown
- › Innovation Quarter
- › West End
- › East End
- › West Salem
- › Old Salem

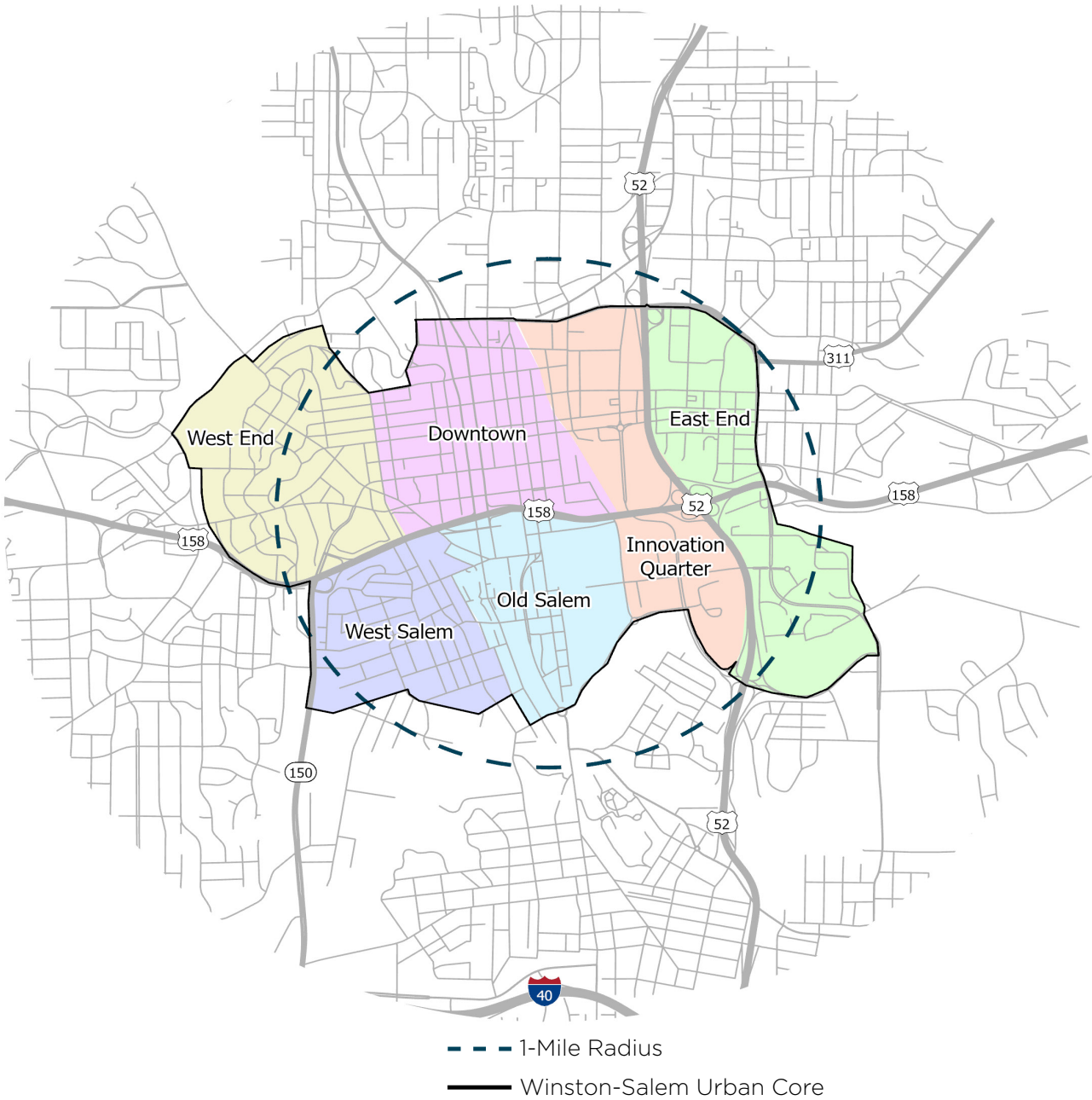
Destination Assets

Destinations are grouped into the following categories:

- › Arts & Culture – Museums, performance venues, and cultural institutions
- › Colleges & Universities – Academic institutions contributing to education, research, and workforce development
- › Event Venues – Facilities that host sports, entertainment, and large-scale gatherings
- › Neighborhood Assets – Parks, community centers, and everyday destinations that support quality of life
- › Emerging Destinations – Planned or evolving assets that will shape future growth



This Atlas focuses on six primary neighborhoods within Winston-Salem’s urban core, defined by a one-mile radius from the center. This approach captures the surrounding neighborhoods that are closely connected to core and contribute to the City’s overall activity and identity.



CORE NEIGHBORHOODS

Downtown

Downtown Winston-Salem serves as the region’s primary employment, civic, and cultural center, anchored by a concentration of office space, government institutions, and entertainment venues. The district functions as the City’s central gathering place and economic hub, connecting surrounding neighborhoods and emerging districts.

Innovation Quarter

The Innovation Quarter is a rapidly evolving research and innovation neighborhood anchored by Wake Forest University, biotechnology firms, and collaborative workspaces. Former industrial buildings have been repurposed into offices, laboratories, and mixed-use spaces that support entrepreneurship, research, and workforce development.

West End

The West End blends historic residential neighborhoods with a growing concentration of commercial and entertainment uses near Truist Stadium and downtown. The neighborhood links established neighborhoods with downtown activity and regional attractions.

East End

The East End sits just east of downtown and serves as an important extension of the broader East Winston community. The neighborhood reflects a strong identity shaped in part by its history as a historically Black community. The presence of Winston-Salem State University further reinforces this legacy, contributing to the area’s cultural significance and institutional presence.

West Salem

West Salem is a historic residential neighborhood located immediately southwest of downtown. Known for its compact street grid and traditional housing stock, the neighborhood reflects Winston-Salem’s early industrial growth and continues to serve as a stable residential community near the urban core.

Old Salem

Old Salem is a nationally recognized historic neighborhood preserving the original Moravian settlement established in the 18th century. Restored historic buildings, museums, and cultural programming make Old Salem one of Winston-Salem’s most significant heritage tourism destinations.

FAST FACTS

10,400
RESIDENTS WITHIN 1
MILE OF THE CORE

24,400
JOBS WITHIN 1 MILE
OF THE CORE

2.0M
TOTAL SQUARE FEET
OF RETAIL SPACE

8.0M
TOTAL SQUARE FEET
OF OFFICE SPACE

4,300
TOTAL
MULTIFAMILY UNITS

100+
TOTAL MILES OF
BIKE PEDESTRIAN
AND GREENWAY
CONNECTIVITY

DOWNTOWN

Downtown Winston-Salem serves as the City’s civic, cultural, and economic center, bringing together major employment centers, entertainment venues, and community destinations within a compact urban core. Downtown contains a concentration of office towers, cultural institutions, restaurants, and public gathering spaces that attract residents, employees, and visitors throughout the day and evening. Its walkable street network and connections to surrounding neighborhoods reinforce downtown’s role as the heart of activity within Winston-Salem.

Neighborhood Profile



Total Residents
~2,800 residents



Employment
~16,300 jobs
~900 total businesses



Multifamily Inventory
1,319 multi-family units



Retail Inventory
~1 Million Sq Ft of Space
~90,000 Sq Ft of Vacant Space
8.5% Vacancy Rate (2023)



Office Inventory
~5 Million Sq Ft of Space
~640,000 Sq Ft of Vacant Space
11.2% Vacancy Rate (2025)



Downtown Winston-Salem functions as a primary employment center within the region, supported by a diverse mix of industries and a concentration of major employers. Downtown includes a range of office users, government institutions, healthcare providers, and financial and professional service firms that collectively contribute to a stable and active daytime population. Employment activity is anchored by a combination of large institutional employers and smaller professional firms. This mix of industries reinforces downtown’s role as a hub for services, administration, and business operations, distinguishing it from other districts that are more residential or neighborhood-oriented.



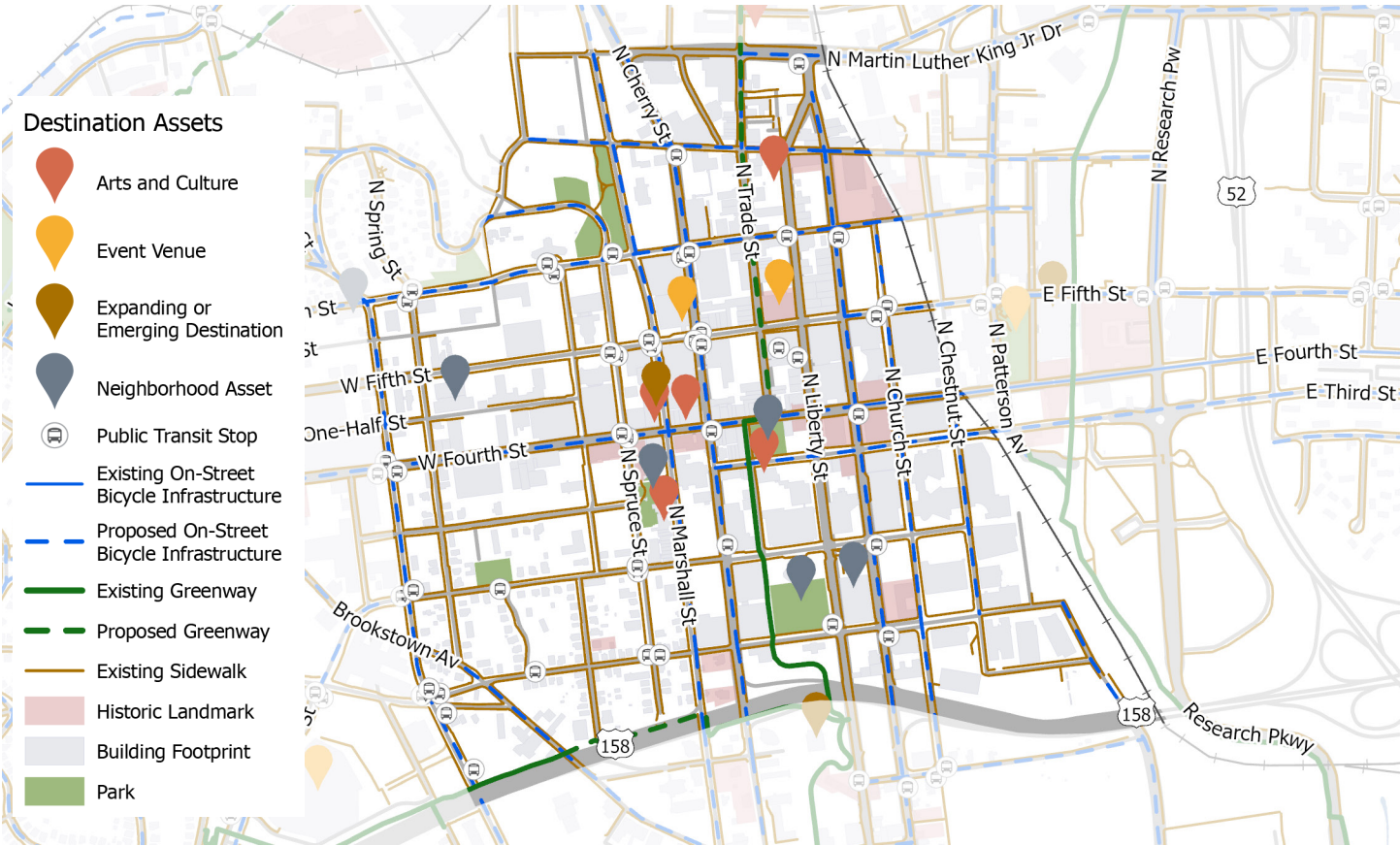
Prime Industries
Professional & Technical Services
Finance and Real Estate
Public Sector
Arts & Hospitality



Major Employers
Inmar
Truist
Glidan (formerly HanesBrands)



Industry Mix
Office & employment core
Dining & entertainment
Arts & cultural uses
Service-oriented retail



Visitor and Activity Patterns

Visitor activity in Downtown shows a clear shift between weekday and weekend activity. Activity builds toward the end of the week, with the highest levels occurring on Friday and Saturday. On Saturdays, visitor volumes reach nearly 26,000, approximately nine times the resident population, reflecting a transition from employment-driven activity to a visitor-oriented environment centered around leisure, events, and nightlife. Visitor volumes increase beginning in March and remain elevated through May, with May representing the highest month at over 610,000 visitors. Although activity moderates during the winter months, visitation remains strong, with all months exceeding approximately 460,000 visitors in 2025.

Visitor Snapshot



25,900+
Saturday visitors (2025)



10,400+
Peak Weekday Commuters (2025)



575,000+
Avg visitors during spring time, peak season (March - May 2025)

Connectivity



Sidewalk Network
22.9 mi Existing



Bike Network
0.1 mi Existing | 7.2 mi Planned



Public Transit Stops
46 Existing



Greenway Network
0.5 mi Existing | 0.7 mi Planned

INNOVATION QUARTER

Innovation Quarter is a nationally recognized research and innovation district located just east of Downtown. Developed through the adaptive reuse of historic industrial buildings, Innovation Quarter has evolved into a hub for research, education, entrepreneurship, and technology development. The area brings together academic institutions, biotechnology companies, startups, and collaborative workspaces within a compact campus environment. Public gathering spaces such as Bailey Park and the Long Branch Trail help connect these institutions while supporting events and daily activity. These elements position Innovation Quarter as a key driver of economic growth and knowledge-based industries within Winston-Salem.

Neighborhood Profile



Total Residents
~990 residents



Employment
~2,100 jobs
~90 total businesses



Multifamily Inventory
917 multi-family units



Retail Inventory
~32,500 Sq Ft of Space
~1,300 Sq Ft of Vacant Space
3.9% Vacancy Rate (2023)



Office Inventory
~993,017 Sq Ft of Space
~70,000 Sq Ft of Vacant Space
7.1% Vacancy Rate (2025)



Innovation Quarter is anchored by a concentration of research, education, and technology-oriented employers that form the foundation of the district’s innovation ecosystem. Major institutions such as Wake Forest School of Medicine and the Piedmont Triad Research Park are complemented by a growing number of biotechnology firms, research organizations, and professional service companies. Supporting uses, including small businesses and neighborhood-serving retail, contribute to the district’s daily activity and help create a mixed-use environment.



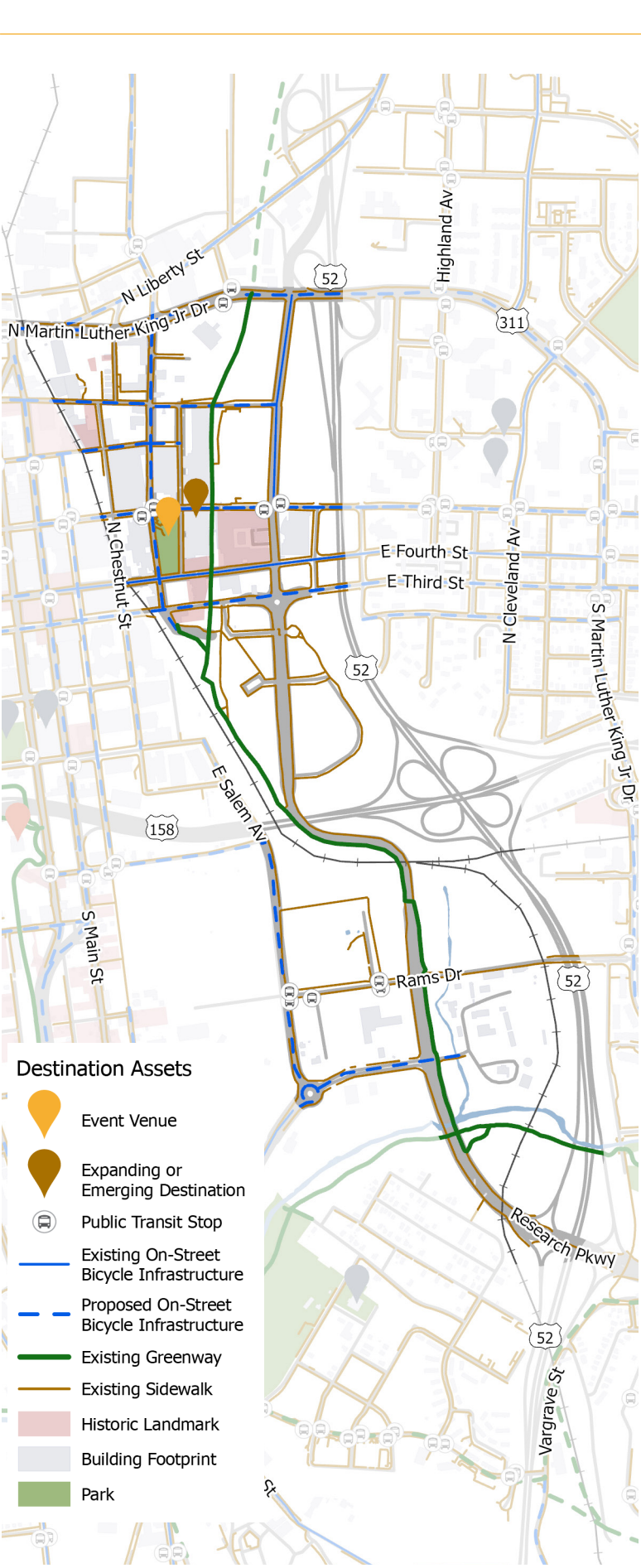
Prime Industries
Education & Research
Health & Life Sciences
Professional & Technical Services



Major Employers
Wake Forest School of Medicine
Wake Forest Institute for Regenerative Medicine
Sunrise Technologies



Industry Mix
Large institutional anchors
Small innovation firms
Supporting retail & services



Development Highlights

Phase II of Innovation Quarter represents a significant expansion of the district’s research, innovation, and mixed-use environment. Building on the success of earlier redevelopment efforts, this phase introduces a new 28-acre extension designed to accommodate additional laboratory, clinical, office, and residential development. In addition, Phase II emphasizes the creation of high-quality public spaces and connectivity. Plans include new parks, plazas, and the extension of the Long Branch Trail, enhancing access between Innovation Quarter, downtown, and surrounding neighborhoods. Ground-level retail and active uses are integrated throughout the district to support daily activity and create a more vibrant, mixed-use environment.

Phase II Snapshot



28 Acres
Phase II Expansion



2.5 M SF
Planned Mixed-Use



12+ Acres
Open Space



430
Residential Units



97K SF
Ground Floor Retail Activation

Connectivity



Sidewalk Network
11.2 mi Existing



Bike Network
0.5 mi Existing | 2.9 mi Planned



Public Transit Stops
10 Existing



Greenway Network
1.9 mi Existing

WEST END

West End is a historic urban neighborhood located just northwest of downtown Winston-Salem. The area is characterized by a mix of residential blocks, neighborhood commercial corridors, and community institutions that contribute to its distinct neighborhood identity. Tree-lined streets, historic homes, and walkable connections to nearby parks and downtown amenities help define the community’s character. With its proximity to the City’s urban core and major employment centers, West End functions as both a residential neighborhood and a local activity area that connects surrounding communities with downtown Winston-Salem.



West End functions as one of Winston-Salem’s most active mixed-use neighborhoods, where residential development, neighborhood retail, and office uses coexist within a compact urban environment. The West End has experienced notable multifamily growth in recent years, with a significant share of apartment units delivered since 2010 as demand for housing near downtown has increased. At the same time, West End maintains a substantial inventory of retail and office space that supports neighborhood-serving businesses and professional services. Much of the retail inventory reflects older commercial buildings that contribute to the neighborhood’s historic character, while office space continues to serve a mix of small professional firms and local organizations.

Neighborhood Profile

Total Residents
~2,800 residents

Median Age
34.0 years

Median Income
\$68,183

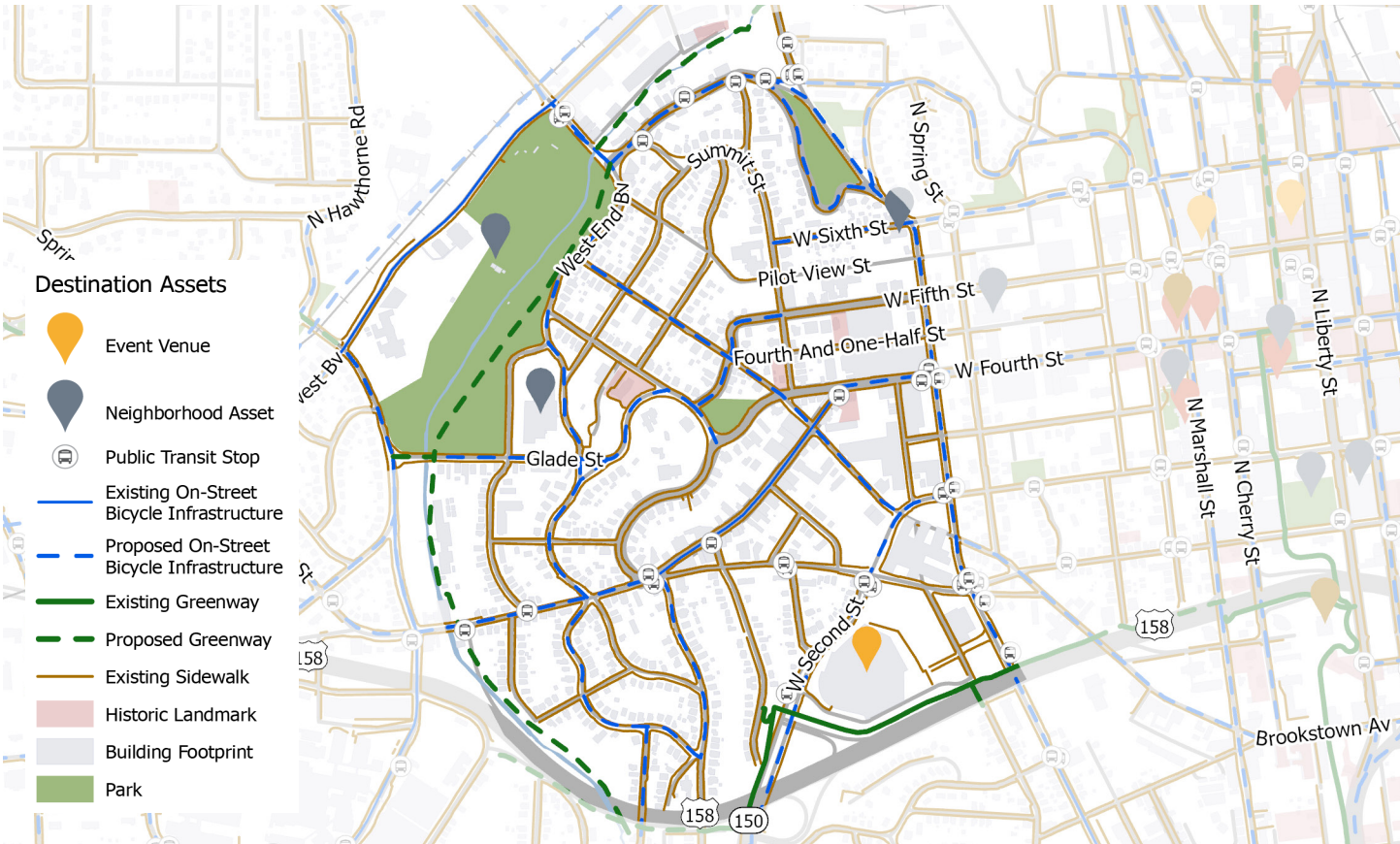
Housing Tenure
76.2% renter-occupied

Housing Stock
~76% multifamily
~24% single family

Apartment Growth
1,186 total multi-family units
~70% of multifamily units built since 2010

Retail Inventory
~612,000 Sq Ft of Space
~28,000 Sq Ft of Vacant Space
0.6% Vacancy Rate (2025)

Office Inventory
~837,000 Sq Ft of Space
~93,600 Sq Ft of Vacant Space
11.2% Vacancy Rate (2025)



Commercial Snapshot

Professional Services
Including architecture, real estate, accounting and consulting
30-40
Businesses

Wellness Services
Including salons, fitness, and health focused services
10-15
Businesses

Specialty Shops
Including boutique retailers and specialty goods
8-12
Businesses

Food and Beverage
Including bars, taverns, and small restaurants
5-10
Businesses

Connectivity

Sidewalk Network
19.02 mi Existing

Bike Network
0.4 Existing | 5.3 mi Planned

Public Transit Stops
30 Existing

Greenway Network
0.6 mi Existing | 1.3 mi Planned

EAST END

The East End is located immediately east of downtown Winston-Salem and functions as a transition between the City’s urban core and the broader East Winston area. The neighborhood has long served as an important center of community life, with a history rooted in its development as a historically Black neighborhood shaped by generations of residents, institutions, and local leadership. Institutional anchors, including Winston-Salem State University, along with a network of churches, civic organizations, and community-serving facilities, contribute to the East End’s role as both a cultural and social hub. As investment continues, the East End is uniquely positioned to balance reinvestment with preservation.

Neighborhood Profile



Total Residents
~3,000 residents



Median Age
20.6 years



Median Income
\$29,626



Household Size
3.33 persons

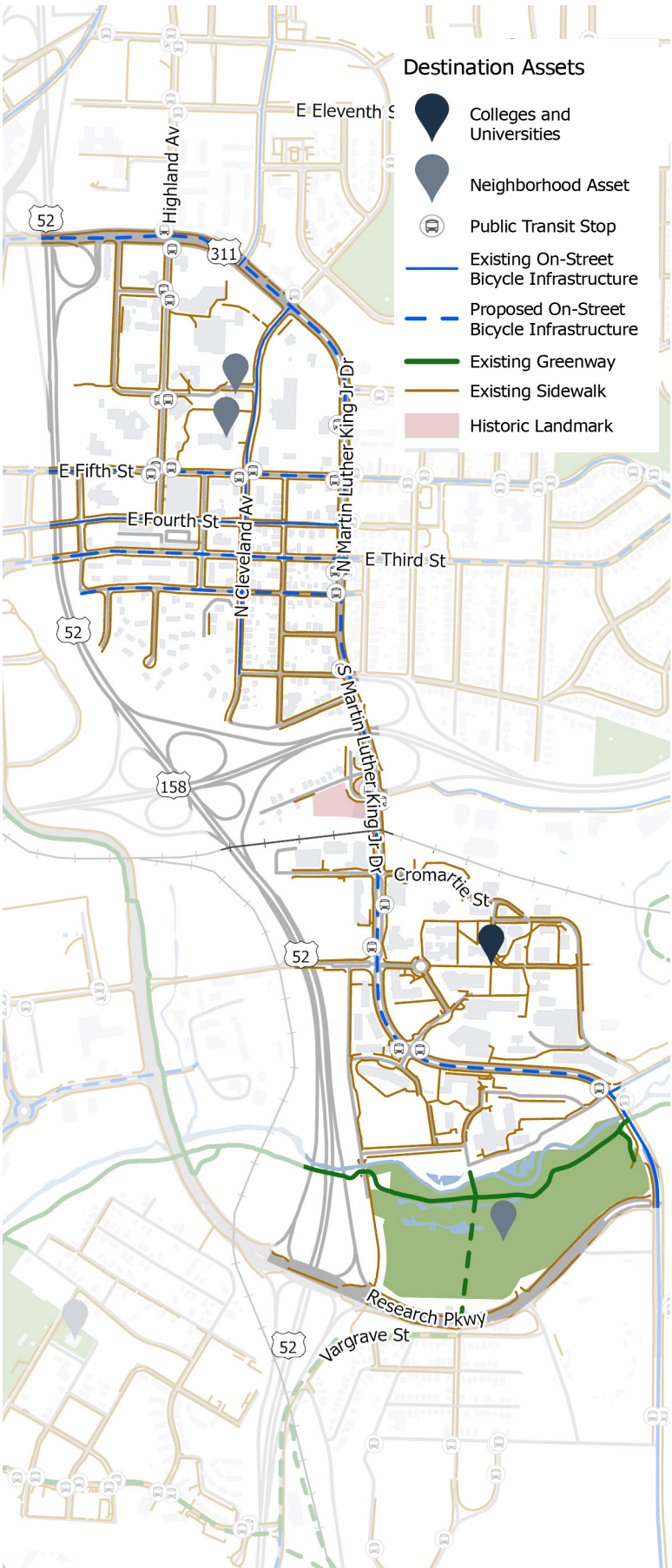


Household Makeup
21% with children
51% living alone
27% without children



Reinvestment Trends

The East End is experiencing gradual change driven by its proximity to downtown, the Innovation Quarter, and Winston-Salem State University. The presence of the University continues to influence housing demand and neighborhood activity, contributing to interest in reinvestment and small-scale development within the neighborhood. Along key corridors such as Martin Luther King Jr. Drive, existing commercial and service-oriented uses provide opportunities for incremental redevelopment and reinvestment that support residents and the student population.



Housing Snapshot



3.9%
Owner-occupied housing



96.1%
Renter-occupied housing



\$60,000
Median Home Value



75% Multifamily
25% Single-Family
Housing Type Distribution

Connectivity



Sidewalk Network
16.7 mi Existing



Bike Network
0.9 mi Existing | 2.9 mi Planned



Public Transit Stops
26 Existing



Greenway Network
0.1 mi Existing

WEST SALEM

West Salem is a primarily residential neighborhood located just southwest of downtown Winston-Salem and immediately west of the historic Old Salem neighborhood. The area is characterized by a traditional street grid and a mix of residential blocks, neighborhood institutions, and small commercial corridors that serve nearby residents. Its close proximity to downtown provides convenient access to employment, cultural destinations, and regional transportation routes, while maintaining a distinct neighborhood identity. Together, these characteristics position West Salem as an established residential neighborhood that connects surrounding neighborhoods with the City's urban core.

Neighborhood Profile



Total Residents
~1,700 residents



Median Age
38.7 years



Median Income
\$50,963



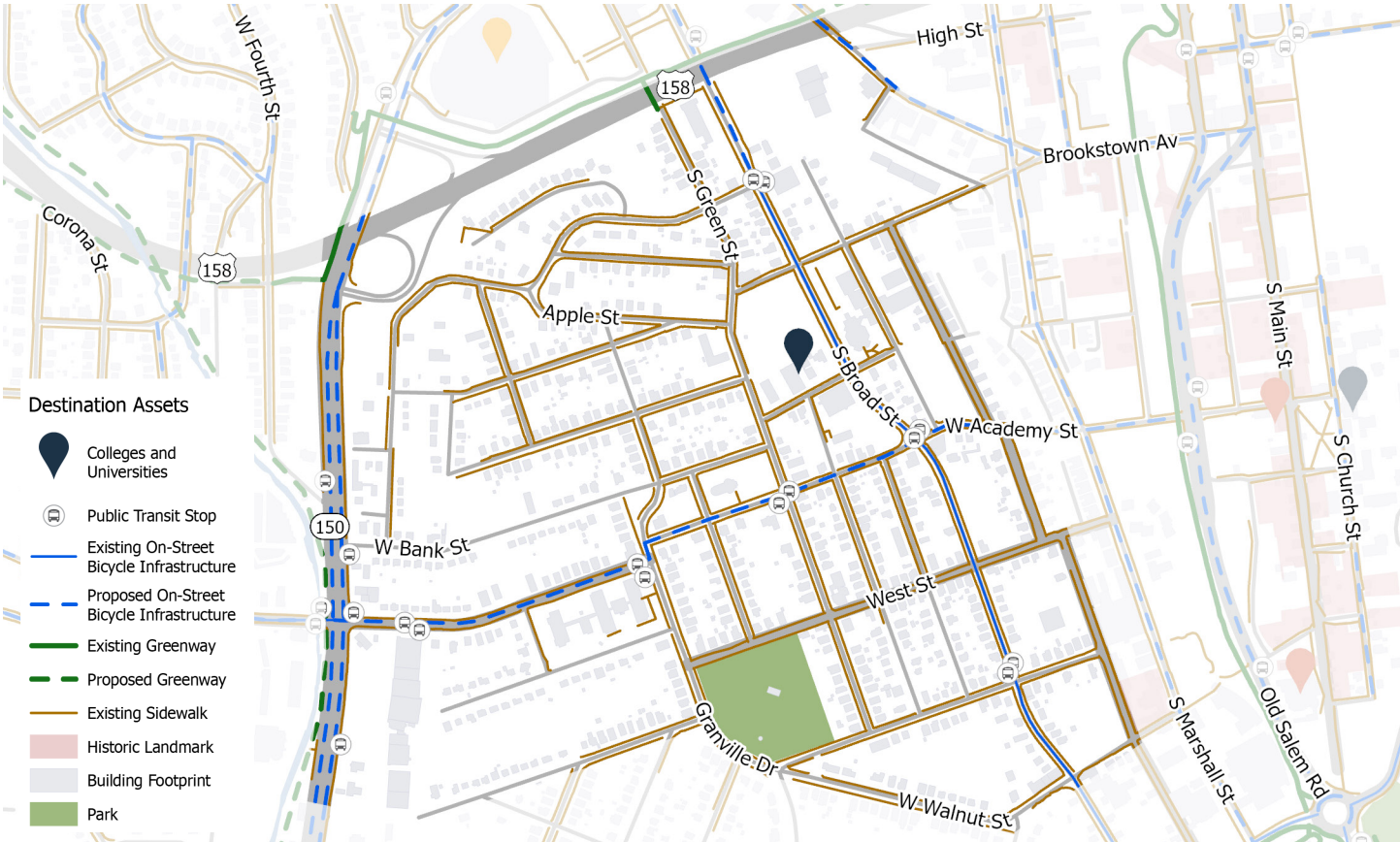
Household Size
1.73 persons



Household Makeup
17% with children
54% living alone
29% without children



West Salem's residential character reflects its evolution from early farmland associated with the Moravian settlement of Salem into a working-class neighborhood that grew alongside Winston-Salem's industrial expansion in the late 19th and early 20th centuries. As textile mills and manufacturing facilities developed nearby, modest homes were constructed to house workers and their families, shaping the compact residential blocks that still define the neighborhood today. Much of the housing stock dates from these earlier development periods, contributing to the area's historic architectural character. Today, the neighborhood's proximity to downtown and nearby institutions continues to support a housing market with a strong renter presence and relatively accessible housing costs, reinforcing West Salem's role as an established residential community within the City's urban core.



Housing Snapshot



30.7%
Owner-occupied housing



69.3%
Renter-occupied housing



80.8%
Housing units built prior to the 1980s



76% Multifamily
24% Single-Family
Housing Type Distribution

Connectivity



Sidewalk Network
13.0 mi Existing



Bike Network
0.6 mi Existing | 1.4 mi Planned



Public Transit Stops
18 Existing



Greenway Network
0.1 mi Existing | 0.2 mi Planned

OLD SALEM

Old Salem is a nationally recognized historic neighborhood that preserves the original Moravian settlement established in the 18th century. Old Salem functions as one of Winston-Salem’s most prominent heritage tourism destinations, featuring restored historic buildings, museums, and interpretive programs that tell the story of the City’s origins. In addition to its role as a visitor destination, the area includes residential neighborhoods and institutional anchors such as Salem College, creating a unique blend of historic preservation, education, and community activity.



Commercial uses within Old Salem are modest and consist of small retail and professional office space that support heritage tourism, institutional uses, and neighborhood needs. Much of this space predates 1970, reflecting the historic building stock and the continued reuse of older structures. While retail activity remains limited and largely visitor-oriented, office uses generally consist of smaller professional or institutional spaces that maintain steady occupancy within Old Salem.

Neighborhood Profile



Total Residents
~1,150 residents



Employment
~1,750 jobs
~200 total businesses



Housing Stock
~52% multifamily
~48% single family



Retail Inventory
~95,000 Sq Ft of Space
~7,500 Sq Ft of Vacant Space
8.0% Vacancy Rate (2024)



Office Inventory
~453,000 Sq Ft of Space
~16,500 Sq Ft of Vacant Space
3.7% Vacancy Rate (2025)

Primary Commercial Utilization



Professional Services
Including legal, accounting, real estate, non-profit organizations

20-25
Businesses



Wellness Services
Including home health care, counseling, and community services

8-12
Businesses



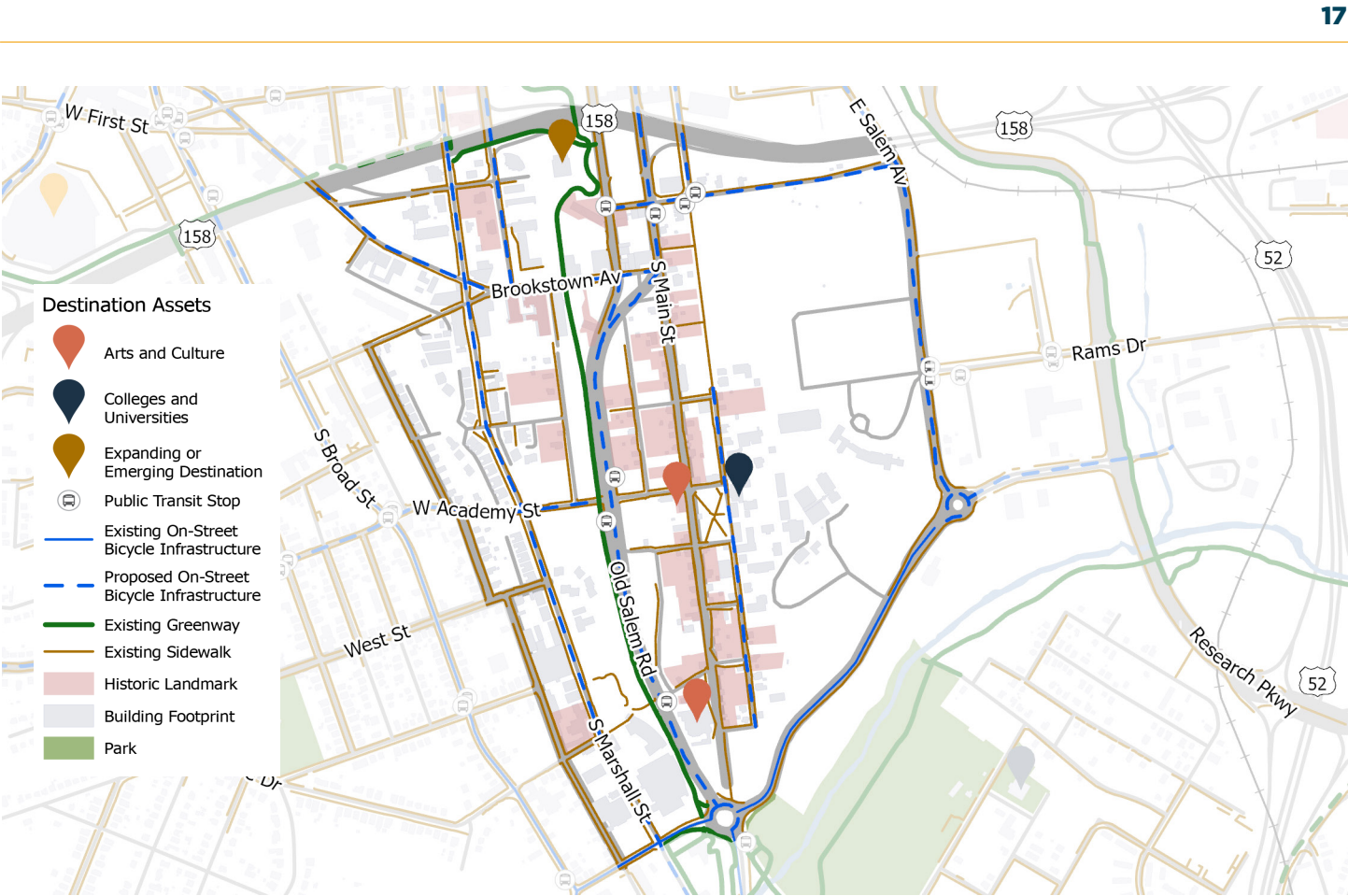
Culture & Heritage
Including museums, archives, and cultural institutions

8-10
Businesses



Specialty Retail
Including gift shops, bookstores, and heritage oriented retail

6-8
Businesses



Historic Assets and Patterns

Old Salem contains a significant concentration of historic landmarks that reflect its origins as part of the early Moravian settlement associated with Old Salem. Many of these structures date back to the late 18th and early 19th centuries and include residential buildings, shops, and civic uses that have been preserved over time. These historic assets are not isolated sites but are integrated throughout the neighborhood, shaping both its physical form and development pattern. The presence of these landmarks has influenced the scale, layout, and character of surrounding development, reinforcing a more traditional residential environment.

Connectivity



Sidewalk Network
10.0 mi Existing



Bike Network
0.4 mi Existing | 3.4 mi Planned



Public Transit Stops
9 Existing



Greenway Network
1.1 mi Existing

imagine winston-salem

17

ARTS & CULTURE ASSETS



Arts and culture destinations are central to Winston-Salem’s identity as a place rooted in creativity, history, and shared experiences. From historic sites that preserve the City’s origins to contemporary venues that showcase live performance, film, and interactive learning, these assets collectively reflect the depth and diversity of the community’s cultural landscape.

For the purposes of this analysis, **arts and culture** destinations are defined as assets that contribute to Winston-Salem’s identity as a cultural and creative hub, offering artistic, historic, or educational experiences that attract both residents and visitors. These destinations play a critical role in shaping the City’s sense of place, serving not only as centers for entertainment and learning, but also as gathering spaces that foster community connection and civic pride.

Within the Winston-Salem Urban Core, arts and culture assets range from immersive museums and historic districts to performance venues and creative spaces that support both established institutions and emerging talent. Together, they form a connected network of destinations that reinforce Winston-Salem’s position as a regional leader in arts and culture. The following table highlights these assets, with supporting imagery illustrating their character and contribution to the broader community, reinforcing connections between neighborhoods and contributing to a broader sense of place.

Asset	Primary Use	Operator/ Corporate Formation	Year of Construction	Last Renovation/ Expansion	Neighborhood
The Ramkat 170 West Ninth Street	Live Music Venue	Private, For Profit	2018	N/A	Downtown
Kaleideum 120 West 3rd Street	Children’s Museum	501(c)3 nonprofit	2024 (\$45 million)	N/A	Downtown
Stevens Center 405 Fourth Street	Theater	UNCSA, State of NC	1929	1983 (\$85.3 million)	Downtown
A/Perture Cinema 311 West Fourth Street	Independent Cinema	501(c)3 nonprofit	2010	2025	Downtown
Milton Rhodes Center 251 North Spruce Street	Visual Arts/ Classes	503(c)3 nonprofit	2010	2019	Downtown
Artivity on the Green 630 N Liberty Street	Interactive Art Park	501(c)3 nonprofit	2014-2015	Ongoing	Downtown
Old Salem Museum and Gardens 600 S. Main Street	Living History	Old Salem, Inc 501(c)3 nonprofit	1766	2016	Old Salem
Museum of Early Southern Decorative Arts 924 S. Main Street	Decorative Arts Museum	Old Salem, Inc 501(c)3 nonprofit	1965	N/A	Old Salem



Winston-Salem State University

Winston-Salem State University is a public, state-supported institution that serves as a foundational anchor within the Urban Core, shaping both the physical and cultural landscape of **East Winston**. Established in 1892, the university has a long-standing legacy as a historically Black college and university (HBCU), playing an important role in expanding access to higher education while contributing to the social and economic advancement of the region.

Today, WSSU functions as a major driver of workforce development, talent retention, and community engagement. Through its undergraduate and graduate programs, the university supports key employment sectors across the region, reinforcing its role in preparing a skilled and diverse workforce. Its presence also generates consistent activity through students, faculty, staff, and campus events, contributing to surrounding neighborhoods and local businesses.

Beyond its economic contributions, Winston-Salem State University holds significant cultural and civic importance. As an HBCU, it represents a legacy of resilience, achievement, and community pride, particularly within East Winston. The campus serves as a gathering space for cultural events, performances, and traditions that extend beyond the student body, strengthening its connection to the broader community.



Salem College

Salem College is a private, nonprofit liberal arts institution that represents one of the most historically significant educational anchors within Winston-Salem. Established in 1772, it is recognized as the oldest continuously operating educational institution for women in the United States, embedding it deeply within the City’s origins and identity, particularly within the **Old Salem** neighborhood.

The college plays a distinct role within the local higher education landscape, offering undergraduate programs focused on liberal arts, leadership, and personal development in a smaller, more intimate academic setting. Salem College is closely tied to the historic fabric of Old Salem, where its campus and surrounding environment reflect centuries of cultural and architectural continuity. The college supports ongoing activity in the area through students, faculty, and campus programming, contributing to the vibrancy of Old Salem.



Carolina University

Carolina University is a private institution located within the **West Salem** neighborhood. Originally established in the mid-20th century, the university has evolved into a modern, career-oriented institution focused on expanding access to higher education and addressing gaps in traditional academic models. The university offers a broad range of undergraduate and graduate programs spanning business, public health, education, computer science, engineering, and ministry. Programs are designed to serve a diverse student population, including traditional students, adult learners, and working professionals, with flexible delivery formats that include both in-person and online instruction.

Carolina University operates at a smaller scale than other institutional anchors in the urban core. Its proximity to downtown and the Innovation Quarter positions the university within the broader network of educational and employment centers that support workforce development in Winston-Salem. By offering applied and career-focused programs alongside more traditional academic pathways, Carolina University complements larger public and historic institutions, contributing to a more diverse and accessible higher education ecosystem within the urban core.

Benton Convention Center

Benton Convention Center serves as Winston-Salem’s primary destination for large-scale gatherings, functioning as a central hub for conventions, meetings, and community events within the downtown core. Originally constructed in 1968 and significantly renovated in 2017, the facility has evolved to meet modern event needs while maintaining its role as a long-standing civic and economic asset. Strategically located in **Downtown**, the convention center offers approximately 144,000 square feet of flexible event space, including multiple ballrooms, meeting rooms, and configurable halls. Its direct connection to adjacent hotel accommodations enhances its ability to attract overnight conventions and regional events, supporting tourism activity and driving visitation to the City.



At a Glance

144,000 sq ft Total Space	13+ board and conference rooms	465 hotel rooms connected via 2 hotels
Largest Hall: Piedmont Hall (46,00 sq ft)	+24,000 sq ft Ballroom space	Renovation: \$20M (2017)

Bailey Park

Bailey Park functions as a flexible outdoor event space within Winston-Salem’s **Innovation Quarter**, supporting a wide range of programmed activities and community gatherings. Developed as part of the Innovation Quarter’s broader revitalization, the park serves as a central open space designed to accommodate both large-scale events and everyday use.



As an outdoor venue, Bailey Park hosts concerts, festivals, fitness classes, and seasonal programming, contributing to activation within the surrounding area. Its open lawn layout and integrated event infrastructure allow for adaptable use, making it well-suited for organized events and informal gatherings. This flexibility positions the park as a key complement to more traditional indoor venues, expanding the City’s ability to host diverse events.

Noteworthy Events

- Gears and Guitars (May):** a multi-day cycling and music festival that combines professional and amateur bike races with live concerts to activate downtown and attract regional visitors.
- Juneteenth (June):** celebration of African American traditions and freedom features music, dance, food, panel discussions, as well as arts and crafts.

Truist Stadium

Truist Stadium serves as a premier sports and entertainment venue within the **West End** neighborhood of Winston-Salem, anchoring a range of events that contribute to the City’s year-round activity and visitor appeal. As the home of the Winston-Salem Dash, the stadium primarily hosts Minor League Baseball games, while also accommodating a variety of community events, concerts, and special programming.

Constructed in 2010, the stadium was intentionally designed as a modern, fan-oriented facility that integrates into the surrounding urban environment. Its downtown location enhances accessibility and allows events to spill into nearby streets, businesses, and public spaces, reinforcing its role as a catalyst for economic activity and placemaking.



Millennium Center

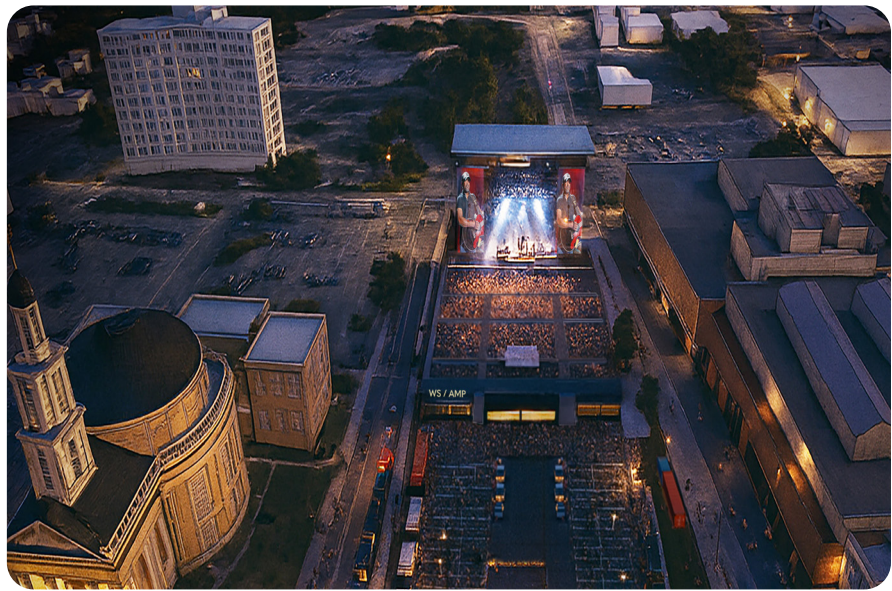
The Millennium Center is a historic event venue located in **Downtown** Winston-Salem, serving as a distinctive space for a wide range of private and public gatherings. Originally constructed in the early 20th century and later adapted for event use, the facility reflects the City’s legacy of industrial architecture while offering a flexible, modern venue for contemporary programming.

At a Glance

Location: 101 W 5th St
Yr of Construction: 1906
Capacity: 72,000 total sq ft
Primary Use: Weddings and events
Primary Use: Museum focused on community storytelling
General Description: Former three-floor Beaux-Arts post office and courthouse now delivers special events across a Grand lobby and lower-level lounges.



Downtown Amphitheater



Development Snapshot

Location: 401 W Fourth St

Status: Planned - Target Opening 2027

Capacity: 5,000+ seats

Project Cost: \$10M - \$25M (estimated)

Funding: Public-private partnership

Primary Use: Concert and live performances

Model: Inspired by Red Hat Amphitheater in Raleigh

The **Downtown** amphitheater is intended to integrate with existing venues, hospitality assets, and surrounding development to support a more cohesive event network. Its location adjacent to the Benton Convention Center creates opportunities for coordinated programming, allowing indoor and outdoor events to function in tandem and expand the range of experiences offered within the urban core. This relationship also strengthens the connection between large-scale gatherings and nearby businesses, reinforcing downtown as an active, multi-functional destination.

MUSE Winston-Salem

Development Snapshot

Location: 226 S Liberty Street

Status: Planned - Target Opening 2026

Investment: \$3.1M adaptive reuse

Operator: 501(c)3 nonprofit

Primary Use: Museum focused on community storytelling

Key Features: Immersive theatre and listening spaces

Approach: Experience-driven interpretation of local history



MUSE Winston-Salem is a planned cultural destination that will provide an immersive and community-centered interpretation of the City’s history. Located in **Old Salem** within the former Bankruptcy Court building, the project represents a reinvestment in an existing structure, transforming it into a space dedicated to storytelling, reflection, and shared experience. Projected to open in 2026, the museum is designed to highlight the history of Winston-Salem through the voices and experiences of its residents, offering a more personal and inclusive approach to interpretation.

Wake Forest School of Medicine

The Wake Forest School of Medicine serves as the primary anchor of the **Innovation Quarter** and a driving force behind its continued expansion. Its presence within Innovation Quarter supports a concentration of research, education, and clinical innovation, particularly in fields such as regenerative medicine and biomedical science.

As Phase II development progresses, the School of Medicine remains central to the district’s growth, anchoring new investment and helping to attract additional partners, companies, and research initiatives. This expansion is not defined by a single building, but by the increasing scale of research activity, institutional partnerships, and infrastructure tied to the medical and life sciences ecosystem.

Recent investments, including the development of the new Eye Institute within the Innovation Quarter, further illustrate the School of Medicine’s role in driving growth within the . As a major clinical, research, and education facility, the project expands the Quarter’s focus beyond research and innovation to include patient care, introducing new users and activity into the area while supporting continued growth in the life sciences ecosystem.

Growth Driver

Economic Impact: \$2 billion annually + 4,000 jobs supported

Primary Focus: Medical education, biomedical research, and regenerative medicine

Partnerships: Private companies, startups, and research institutions

Expansion Role: Drives demand for lab space, research facilities, and innovation partnerships

Future Growth: Continued expansion of research activity and partnerships within Phase II development



Expansion Highlight

Eye Institute Investment: \$100 million

Annual Patient Volume: over 100,000 visits

Employees: 200+ full time staff

Use: Clinical care, research, and medical education



Neighborhood Assets

Neighborhood assets represent the everyday destinations that support quality of life across Winston-Salem, providing access to recreation, community services, and shared public spaces. These assets, including parks and plazas, community centers, libraries, and cultural facilities, are distributed throughout the Urban Core and serve as important anchors within their respective neighborhoods.

While a broader network of smaller parks and facilities exists across the Urban Core, the assets highlighted in the table reflect those with a greater level of visibility, programming, and community impact. These destinations serve a wider population, offering spaces for organized activities, public gatherings, and essential services that extend beyond immediate neighborhood boundaries.

In addition to providing direct services, these assets play an important role in fostering community identity and connection. Parks and plazas create opportunities for informal gathering and recreation, while community centers and YMCAs support structured programming, wellness, and social services. Libraries and cultural facilities further contribute by offering educational resources and spaces for engagement.

Asset	Type	Neighborhood
Central Library 660 W 5th Street	Library	Downtown
Malloy/Jordan East Winston Heritage Center Library 1110 7th Street	Library	East End
Wells Fargo Express YMCA 100 N Main Street	YMCA	Downtown
William G White Jr Family YMCA 775 W End Boulevard	YMCA	West End
Bethlehem Community Center 520 N Cleveland Avenue	Community Center	East End
Augsburg Community Center 502 N Broad Street	Community Center	West End
William C. Sims, Sr. Community Center 1201 Alder Street	Community Center	Old Salem
Winston Square 310 Marshall Street N	Plaza/Park	Downtown
Merschel Plaza 122 W 4th Street	Plaza/Park	Downtown
Corpening Plaza 231 W 1st Street	Plaza	Downtown
Hanes Park 1404 W Northwest Boulevard	Park	West End
Civitian Park 590 Research Parkway	Park	East End

Parks Distribution

44% of park space within the Urban Core is located in the West End.

This metric includes parks of all sizes, from small neighborhood spaces to major assets like Hanes Park, contributing to the concentration observed in the West End.



- West End: **44.0%**
- Old Salem: **37.8%**
- Downtown: **11.3%**
- West Salem: **6.9%**

Historic Landmarks

68% of historic landmarks are located in Old Salem.

Old Salem includes a concentration of individually designated historic structures, contributing to it's high contribution.

- Old Salem: **67.70%**
- Downtown: **19.4%**
- Innovation Quarter: **6.5%**
- West End: **5.4%**
- East End: **1.1%**



CITYWIDE & REGIONAL DESTINATIONS

BEYOND THE CORE

The following destinations are located outside the Urban Core but play an important role in shaping Winston-Salem's identity, economy, and overall quality of life. These assets contribute to the City's broader network of cultural, educational, recreational, and entertainment destinations, offering experiences that extend beyond the urban core.

Together, they complement Winston-Salem by attracting visitors, supporting talent, and expanding access to cultural and recreational opportunities across the City. Major institutions, including universities and regional venues, draw students, residents, and visitors from across the region, while parks, museums, and event spaces provide amenities that support both everyday activity and large-scale gatherings.

While this is not a comprehensive inventory of all destinations across Winston-Salem, the assets highlighted here represent a selection of prominent and regionally significant destinations that help define the City's broader appeal. These destinations remain closely connected to the Urban Core, reinforcing Winston-Salem's position as a regional hub and strengthening the relationship between neighborhoods, destinations, and the broader community.



Arts & Culture

- › **Reynolda House Museum of American Art:** Historic estate and museum showcasing American art within a preserved early 20th-century setting
- › **North Carolina Museum of Art Winston-Salem:** Regional museum space offering rotating exhibitions and educational programming
- › **Lam Museum of Anthropology:** University-based museum highlighting global cultures through exhibits and academic programming



Colleges & Universities

- › **Wake Forest University:** Private research university serving as a major academic, cultural, and economic anchor for the region
- › **University of North Carolina School of the Arts:** Conservatory-style institution specializing in performance, film making, and design disciplines
- › **Forsyth Tech Community College:** Public community college providing workforce training, technical education, and credentialing programs aligned with industry needs and career pathways



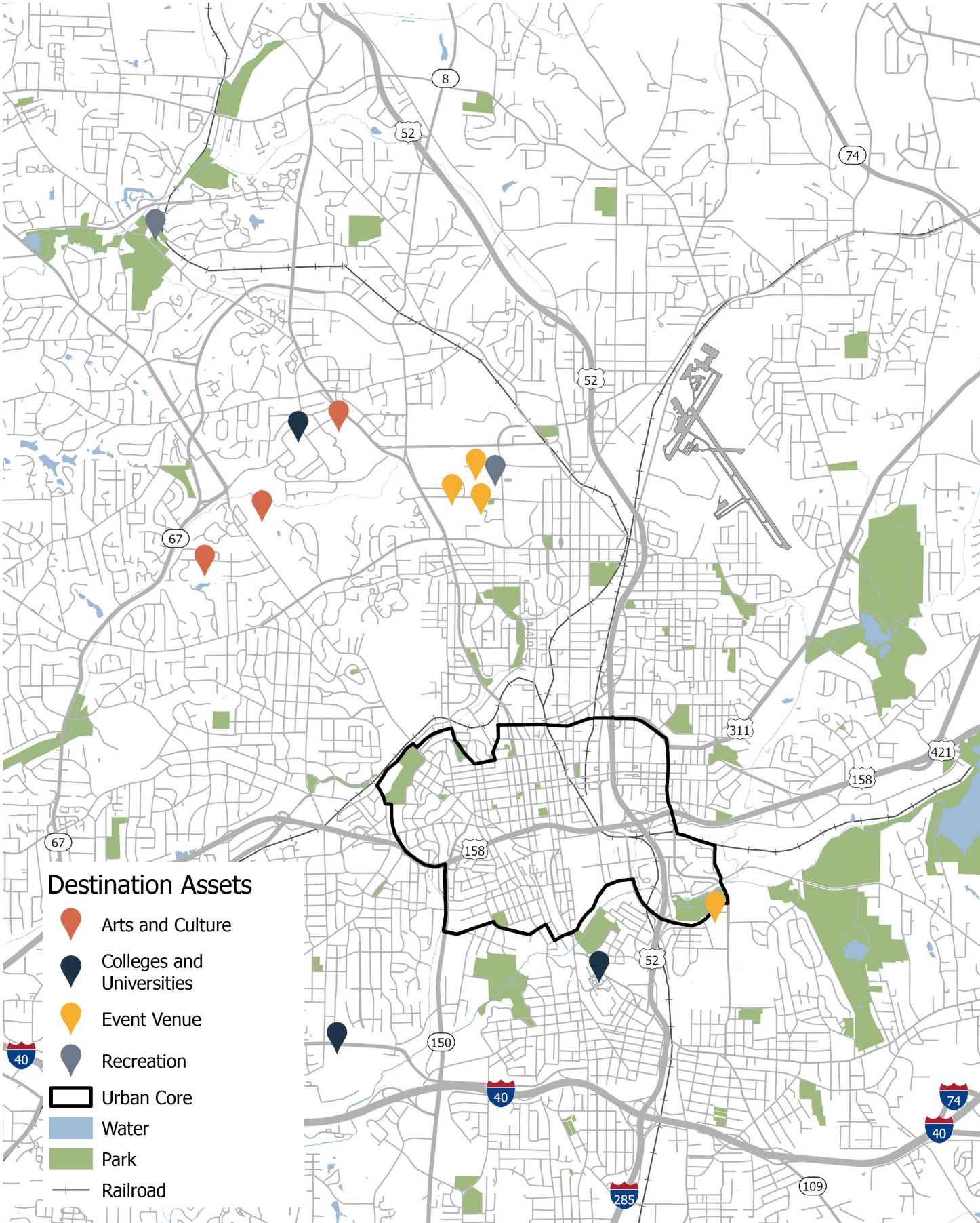
Event Venues

- › **Bowman Gray Stadium:** Historic stadium known for motor sports events and longstanding community traditions
- › **Lawrence Joel Veterans Memorial Coliseum:** Large-scale indoor arena hosting concerts, sporting events, and regional gatherings
- › **Winston-Salem Fairground:** Multi-use event complex accommodating fairs, exhibitions, and community events throughout the year
- › **Allegacy Federal Credit Union Stadium:** Collegiate football stadium serving Wake Forest University and hosting large-scale athletic events



Recreation

- › **Couch Park:** Community park providing recreational space and athletic facilities for surrounding neighborhoods.
- › **Bethabara Park:** Historic and natural park combining trails, open space, and preserved cultural resources.



imagine

winston-salem 



THE
WINSTON-SALEM
FOUNDATION