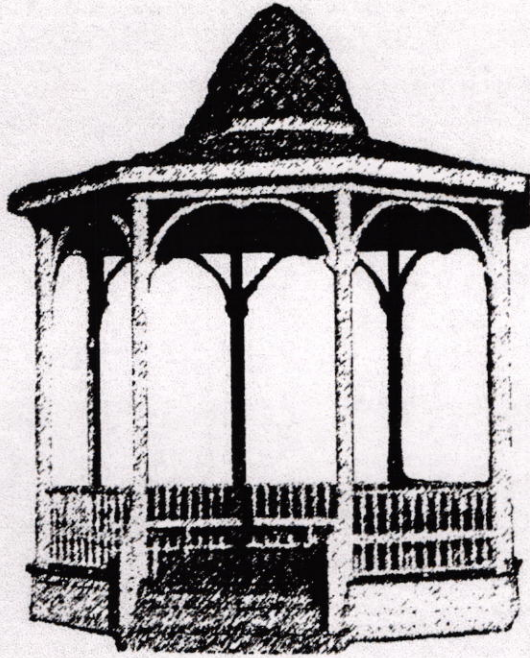


WINSTON

WEST END



West
End

NATIONAL REGISTER
HISTORIC DISTRICT

West End
Neighborhood
Association

Report of
the
Long-Range
Planning
Committee

February, 1998

**WEST END ASSOCIATION
ACTION PLAN FOR 1998-1999
SUMMARY**

**Winter
1998**

Increase membership; especially, number of dues-paying members.

Establish a permanent meeting place for the Association's monthly meetings.

**February
1998**

Elect new Board, with clear job assignments within Board.

Release Long-Range Planning Report to Community Leaders and the Media.

**March
1998**

Establish standing committees for Association:

- Zoning Monitoring Committee.
 - Government Board Liaison Committee.
 - West End Economic Development Committee.
 - Parks and Recreation Committee.
 - West End Traffic Committee.
 - Signage/Neighborhood Identification Committee.
-

**April
1998**

Invite City Forester/County Extension Agent for discussion of neighborhood trees.

**June
1998**

Develop a new logo and typography for the West End.

**September
1998**

Create a directory of residents, with information about neighborhood business and renovation regulations.

**December
1998**

Post signs with Neighborhood Logo at entrances and exits to neighborhood.

West End Tour of Homes.

Make available new design for historic house markers.

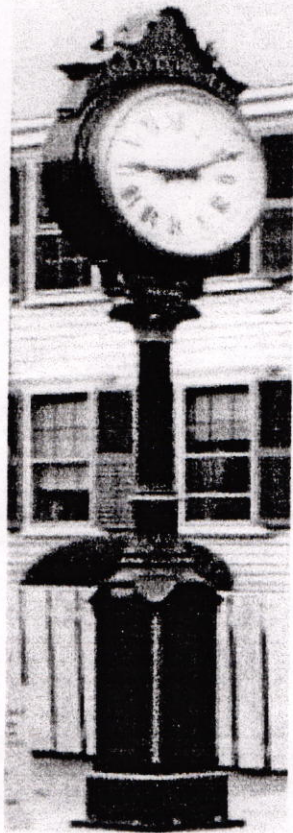
**January
1999**

Erect signage identifying neighborhood within its borders.

Dedication of new cast aluminum clock at Grace Court, with citywide time capsule at base.

**March
1999**

Dedicate improvements to Downtown Park.



The Millenium Clock at Grace Court (SEE P. 8): Two- or Four-Faced
“Howard” Clock from Electric Time Co. (\$8.7 K vs. \$11 K)

Report on the West End Association Long-Range Neighborhood Plan February, 1998

An ad hoc committee for a West End Neighborhood Plan has met numerous times since October 1997 to examine and discuss current issues faced by the neighborhood. Members include Craig Dishner, David and Lisa Elam, Eric Elliott, Nick Kefal and Mary Ann Sevick, Nancy Dawson-Sauser and Joe Sauser, and Jim Vaughan.

This report of the committee's work highlights an action plan for the year ahead for the West End Association; and it invites neighborhood residents, city leaders, and other interested parties to make real its recommendations. Those recommendations are based both on the committee's analysis of the area's long term needs, and the committee's vision for a fuller realization of the residential and tourist potentials for the neighborhood since it received the status of National Register Historic District in 1986 and Local Historic District in 1993.

The genesis of a number of our ideas can be found in earlier recommendations from a 1978 neighborhood plan. A helpful extended review of that plan is presented here, showing that time does not diminished the merit of good ideas. We remain indebted to those who first crafted them. Other ideas in this report are new, reflecting the changes of a different period, a different economy, and a more stable and mature neighborhood.

BACKGROUND

The West End Association was formed in 1968 in reaction to the construction of an apartment building at Summit and Manley streets. In 1975 the Association approached the City-County Planning Board for a plan for the West End to help the organization move from reactive to proactive strategies and to build and maintain a strong and stable residential neighborhood. A cooperative planning group was created, the West End Planning Group, composed of Association members and Planning staff. From 1976 to 1978 the group conducted a demographic survey (to supplement existing data, as the neighborhood does not lie in a single census tract) and developed a plan to deal with problems and potential issues for the neighborhood.

At the time of the 1977 survey, the neighborhood was an area with:

declining population	twenty-eight percent residential land use
declining household size	forty-nine percent homeowner occupancy rate
low percentage of husband-wife homeowners, & households with children	nineteen percent multi-family dwellings
high mobility	eight percent residential vacancy
high percentage of elderly residents	six percent commercial retail usage
income upswing	nine percent office use
households headed by women	seven percent semi-public use
residents largely in the 23-28 age group	twelve percent public use
	seventy-two percent zoned R-2.

As a result of the Planning Group's analysis of such data, the 1978 Neighborhood Plan made a number of observations about, and recommendations for, the West End. A sampling of those most relevant to our 1998 review follows, listed according to the subdivisions of that report.

1. **Key components of the neighborhood influencing the quality of life**

- natural features (wooded slopes) need enhancement with tree maintenance clinics and beautification efforts
- old houses need renovation through incentives (better financing and non-discriminatory mortgages) and projects to increase the rate of owner-occupancy and percentage of single-family dwellings; also, need to monitor sub-standard housing
- inappropriate commercial enterprises should be hidden with plantings
- for I-40 borders, recommend building earthen berms with planting for visual and sound barriers
- increase neighborhood visibility by signage at neighborhood entrances and exits
- enhance environment by burying utility lines and utilizing distinctive paving to simulate cobblestones
- vacant land and vacant dwellings development needed, especially at borders of neighborhood, into single-family dwelling or activities not detrimental to residential character of area; attract businesses to neighborhood border that meet the needs of the neighborhood
- commercial and office uses at neighborhood borders are not usually detrimental to West End as long as they are stable; but steps need to be taken to maintain stability and prevent further commercialization through zoning change

2. **Zoning**

- the majority of neighborhood is appropriately zoned R-2 (multi-family medium density), which represented a recent downzoning from R-1
- in 1978, zoning breakdown was
 - 5 percent B-3 and B-2 (business)
 - 28 percent R-1 (multi-family high density)
 - 72 percent R-2
- need to promote West End as controlled mixed-use neighborhood, with perimeter supplying internal commercial needs
- Specific zoning change recommendations:
 - R-1 to R-2 west side of Sunset north of First and east of Sunset from First to Forsyth
 - R-1 to R-2 of Hill property
 - B-3 to R-1-S or R-2 of two lots south of First between Piedmont and Fourth and B-3 to R-1 corner of First and Fourth
 - B-3 to R-1 lots on south of Fourth from Grace Court Park
 - B-3 to R-1 lots south of West End and Summit intersection
 - B-3 zoning district allow principal use: building, combined use
 - B-2 to R-1 two-block areas between 41/2 and Pilot View and between Summit and Broad
 - creation of a *de facto* transitional zone around perimeter to protect overall residential character

3. **Recreation**

- West End has four times recommended publicly owned recreational land
- there should be additional play equipment for children at Hanes Park
- Hanes Park sidewalk completion is needed
- develop a park to serve West End South in area abutting I-40
- improve Grace Court Park with lighting, and create a performance area
- improve Spring Park, increasing lighting and the control of erosion
- encourage off-street parking

4. **Fire Protection**

- due to the age of houses, fire hazards exist in electrical wiring and defective heating systems; recommend improvements through renovation and community efforts to install fire alarms for elderly and handicapped

5. **Sanitation**

- West End's density and public use create larger than usual volumes of trash and more frequent pick-up and receptacles are recommended
- commercial containerized garbage pick-up disturbs residents and should be limited to only daytime hours
- renovation debris removal needed
- recommend neighborhood clean-up days

6. **Police Protection**

- recommend increased and ongoing cooperation between police and residents to lead to better methods of dealing with problems of public drunkenness, speeding

7. **Traffic**

- West End is circled by heavy traffic flow
- specific problems include
 - First at Fourth
 - First at Hawthorne
 - Broad St.
 - NC 67 (7th to Northwest)
 - Pilot View at West End
 - Summit at West End
 - Manly at West End
 - Pilot View at Jersey
- potential for becoming problems
 - Glade - 5th
 - Hawthorne
 - First
 - West End (adjoining Hanes park)
- determine what roads *should* carry traffic, and use knowledge to design neighborhood features
- recommendations for traffic changes
 - close Summit to through traffic from Carolina to 6th
 - Manley one-way going south
 - West End off First one-way going south; Piedmont one way going north
- open closed alleyways and maintain existing alleys
- encourage off-street parking at YMCA and YWCA, parks and commercial shops

The 1978 report closed with a general implementation guide, without a specific timetable to gauge its success.

- recommend adoption of Neighborhood Plan by City-County Planning Board, Winston-Salem Board of Alderman and Board of County Commissioners (done 10/78)
- recommend on-going Association leadership to bring appropriate issues before governmental bodies to effect desired change, e.g. zoning, traffic, housing, renovation financing and environmental problems, some of which will need to be on-going, and carried out by board members, specific advocacy and action committees (beatification, property maintenance)

- recommended cooperative work with the city to meet costs of recommended changes that are beyond level of service and seek funding to underwrite cost difference (recommended consideration of special tax district)

A TIMETABLE FOR ACTION: OUR AMENDED PLAN FOR THE NEIGHBORHOOD

Twenty years later, the West End is a more mature neighborhood. Some of the problems defined in the 1978 plan have been dealt with, others not, and many of the issues and demographics have changed. West End is now a National Register Historic District. Although it was planned in 1890 as one of North Carolina's first street car suburbs, West End achieved Historic District status because it was the first suburb to maintain its design integrity during its original development. West End's boundaries have altered since the 1978 plan, as the Crystal Towers neighborhood is now considered part of the West End Historic District.

For the West End, problems and opportunities in 1998 include the difficulties faced in the downtown business district, one of our closest and most influential neighbors. A new initiative by the Winston-Salem Downtown Development Corporation [DDC] (Hunter Interests, Inc., *Strategic Plan for the Downtown Area of Winston-Salem, NC*, 1997) has been proposed to spur growth in office and residential usage as well as recreational and commercial development. In January 1998 the West End Association approved with reservations the plan of the DDC. Most of those reservations are related to concerns with traffic and appropriate adjoining uses that West End struggles with as a residential district contiguous to a city center.

One way to alleviate those concerns is to enhance the distinctiveness and demarcation of the West End neighborhood as a National Register Historic District. Historic Oakwood in downtown Raleigh serves as a good regional model. We believe such efforts aid not just the neighborhood but downtown revitalization as well. Historic preservation projects have pumped more than \$1.5 billion into North Carolina's economy in the last twenty years ("The past has paid off for N.C.," *Winston-Salem Journal*, 22 January 1998, A1). **Old Salem has put our city on the tourist's map: West End Historic District, with its architectural style and distinctive eateries and shops, can help bring the tourist downtown.** Property owners in the West End actively seek to preserve and enhance the historic character of their individual properties. **We believe distinctive adornment of the boundaries and community properties of the district - one of the top priorities for the Association and our friends in this report - will have a major impact on the attractiveness of downtown as a business and tourist destination.** We are encouraged that most new development along our downtown periphery, as in the planned four-story condominium complex adjacent to Wachovia's West End Center by JDL Castle, actively seeks to blend with the historic character of our neighborhood. And we note that discussion is already underway in the Board of Aldermen to tie again Old Salem and the Grace Court area together through either an extension of the current West End Trolley bus service or a renewal of the original trolley line that linked our area to historic Winston and Salem.

Though not a part of the West End Historic District, commercial developments along our periphery - especially along Reynolda Road to our immediate northwest, at the intersection of First

Street and Hawthorne Road, and in the business district bounded by Fourth, First, Second, and Broad Streets - will play an important part in the future of the West End neighborhood. This latter "Burke Street triangle," so-called because this area is bisected by Burke Street, could, with the proper recruitment of new business to complement its existing services, serve as West End's "Main Street," uniting retail, restaurant, entertainment, housing, and civic functions. If it can be so developed, Burke Street will join a healthy urban revitalizing trend. Existing neighborhood communities that never included the concept of a "town center" are beginning to build them from scratch. This new interest in building Main Streets or town centers is the result of:

- 1) a growing hunger for "community" after being isolated by postwar development patterns,
- 2) new Main Streets representing a way for communities to compete for new businesses, development, and shops which will, in turn, generate tax revenue,
- 3) medium- and higher-end stores losing interest in locating in malls and searching for distinctive locations, and
- 4) increasing numbers of single adults, childless couples, and older adults demanding multifamily housing on or near new Main Streets.

The Burke Street business district, located directly on the perimeter of the West End, is in a unique position to function as the town center for our neighborhood, serving the residents as recommended in the 1978 plan.

We observe that, though the Burke Street triangle already has a high concentration of small business - especially in printing and graphics design, the area has a number of underdeveloped properties which, developed, might aid those looking for a critical mass of customers to open their services. It is worth noting, in light of the Greater Winston-Salem Chamber of Commerce's report *Forsyth County's Blueprint for Technology Development* (Dec. 1997), that the area would make an excellent location for other small, entrepreneurial, high-tech service firms. It is conveniently located between Piedmont Triad Research Park and the Bowman-Gray School of Medicine's Hawthorne campus. The adjoining of some of our high-tech industry gracefully with one of our historic neighborhoods would make an attractive coupling of use not unlike that found in downtown Greenville, SC, another successful regional model of the integration of the historic and new. **We recommend the establishment of an Association committee to work with West End's neighboring businesses (many of whom already support our Association) to further the economic development of our adjoining properties.**

One of the reasons for the lack of progress in some areas of the 1978 plan may have been the need for the cooperation, as well as the financial commitment, of city agencies that have multiple demands and limited resources. Therefore, **our plan focuses on actions in the near-term which the West End Association itself can take. To ensure follow-up, the plan recommends the creation of six new Association committees with ongoing areas of responsibility:**

- **Signage/Neighborhood Identification**
- **Traffic**
- **Zoning Monitoring**
- **Government Board Liaison**
- **Economic Development**
- **Parks and Recreation**

Also, within those areas, **this report sets target dates for goals of specific projects. A number of these projects may involve the cooperation of outside agencies, and this timetable will better enable those groups to understand and respond to our sense of priorities.**

The long-range plan for the continued revitalization of this neighborhood, especially in the face of a growing downtown, calls for an evolution in the role of the Association and its members: from a group that is not simply vigilant, but pro-active, voicing a vision for itself and the city. We applaud the initiatives of the Assistant City Manager and others who are examining the creation of a council of neighborhoods, like ours, to effectively channel the ideas of citizens to their city leaders ("City Hall wants to be more open," *Winston-Salem Journal*, 21 January 1998, B1). And to effectively lobby for several of our larger initiatives, we will need updated demographic data and assistance from the City-County Planning staff, the Historic District Commission, and other government agencies. **Yet we invite not just our governments, but our area's foundations, beneficent individuals, and corporate investors to join the ongoing, informal, "Dreammakers" committee of Association Board members, as they seek to dramatically underline for ourselves and our city's guests the distinctiveness and resource that is Winston-Salem's West End Neighborhood.**

ACTION PLAN

Winter 1998 **Increase membership, specifically number of dues-paying members.** Increase of Association membership fees (now \$15 annually), recruiting of business advertisers, and increased canvassing for dues have already begun. Funding: nominal to \$100 for printing recruiting materials, but primarily door-to-door canvassing.

Establish a permanent meeting place for the Association's monthly meetings. Begun with January meeting at Brunson Elementary School, location of meetings during school year. Summer meetings tentatively scheduled for Grace Court. Funding: no cost.

February
1998

Elect new Board, with clear job assignments within Board. Continue monthly newsletter, with increased advertisers and feature profiles on residents and businesses; personally deliver newsletter whenever possible. Increase our advocacy role on issues, through the selection of six committees in March. Set up standing committees within Board, with entire Board acting to raise awareness of Association activities and events, and to communicate those to outside media. Establish 1998 Christmas House Tour committee. Maintain our Association web site: <http://www.slkp.com/westend>

Release Long-Rang Planning Report to Community Leaders and the Media.