CHAPTER 9
Community Character
Chapter 9.
Community Character

Goal:
A distinctive image that promotes the communities within Forsyth County as attractive, unique, authentic and special places.

Introduction
Community character includes the assortment of elements that makes a place unique. It is a reason that new businesses want to establish their facilities in a community; it attracts visitors and tourists and makes citizens proud to call their community home. Character is not something that can be copied from another place but is the result of the work to preserve and enhance features over many years. Forsyth County is rich with heritage, natural beauty and public amenities. As 120,000 new people will call Forsyth County home by the year 2030, we will need to decide what to preserve and what to improve while growing in a dynamic fashion. This chapter addresses a number of topics that build community character, including 1) well-designed development, 2) public art, 3) community pride and appearance, and 4) historic preservation.

What the 2001 Legacy Plan says about Community Character...

<table>
<thead>
<tr>
<th>What the 2001 Legacy Plan says about Community Character...</th>
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<tbody>
<tr>
<td>Create and perpetuate a unique, special, and distinctive image for the communities within Forsyth County</td>
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<tr>
<td>Use quality design to display our pride in the rich and diverse history of the county</td>
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<td>Encourage major employers and institutions to display their pride through creative design incorporated in their buildings, signs, and landscaping</td>
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<td>Design attractive roadways that include auto, bike, and pedestrian features</td>
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<td>Create development design guidelines to promote livable, sustainable, and visually pleasing communities</td>
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<td>Encourage the preservation and reuse of existing sites and buildings</td>
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<td>Educate the community on the benefits of considering aesthetics in the development process</td>
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<td>Identify, protect, and promote historic resources</td>
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<td>Encourage the preservation of our diverse historic buildings and neighborhoods</td>
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<td>Create awareness of historic resources</td>
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<td>Develop historic preservation alliances</td>
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<tr>
<td>Incorporate community gateways and boulevards to convey sense of pride</td>
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<tr>
<td>Maintain rural farmland</td>
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<td>Incorporate wide green buffers for creeks and add walking trails</td>
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<td>Provide attractive directional signs and event banners</td>
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How Have the 2001 Legacy Plan Strategies Worked?
Since the 2001 Legacy Plan, many steps have been taken to allow our community to grow in a viable and visually-conscious way. New regulations for signage were adopted by the Winston-Salem City Council, Clemmons Village Council, the Walkertown Town Council, and the Kernersville Board of Aldermen to assist with the cluttered appearance of some of our roads and neighborhoods. Through the area plan process, design guidelines have been created for suburban business parks, activity centers, the conversion of homes into office uses, and low-intensity commercial development. New street standards with sidewalk and street tree requirements were adopted that enable our communities to be more walkable and livable. Large-scale retail (big box) development is now required to follow design standards that include an option for public art. Additionally, discussions are taking place in the community about encouraging public art and artful design for both public and private projects. The Creative Corridors Coalition initiative, which is making appearance and design recommendations for the street and highway corridors framing Downtown Winston-Salem, is one example of this movement.

The City of Winston-Salem recently approved the Winston Overlay, a downtown zoning district to encourage pedestrian-oriented design and placement of new development and rehabilitation of old buildings in the city’s core. The municipalities of Lewisville, Clemmons, and Kernersville have adopted Town Center Design Guidelines. The Community Crossing Project has improved the streetscapes of roadways linking many of our community’s civic and cultural assets. The project added green spaces and trees; installed patterned crosswalks for pedestrians; created new
landscape designs; installed new street lamps, benches, sidewalks, and signage; built pocket parks; and identified space for public art opportunities. The Thoroughfare Overlay (TO) District also improves the visual appearance of our major roadways. In Winston-Salem’s urban neighborhoods, the Revitalizing Urban Commercial Areas (RUCA) Program helps revive declining areas by improving their appearance through regulatory changes, financial incentives, and funding public and private site improvements. Parking requirements for older buildings that predate suburban-style development have been reduced to help in the redevelopment of older commercial areas, and parking requirement minimums have been reduced for most land uses and urban zoning districts.

Y-stair plan houses on North Cherry Street are an example of an architecture type that is unique to Winston-Salem.

A local demolition-by-neglect ordinance has been adopted, providing another tool to help preserve historically significant buildings. This ordinance allows the City to make necessary repairs to a blighted structure to bring it into compliance with building code, then take out a lien against the property owner for the cost of such repairs. Before this change, blighted houses were recommended for demolition regardless of their historic status.

The natural environment can also be an important part of a community’s character. Several steps have been taken to preserve the natural environment and our tree canopy. The requirement for street trees in the new street standards as well as the tree ordinance were adopted in Winston-Salem. Also, Planned Residential Development (PRD) regulations were adopted by the City and County to require the preservation of open spaces and natural areas. Residential and commercial infill ordinances for the City’s Urban Neighborhoods will be vital in protecting the character of our older areas.

To know what you want to preserve in your community, you need to know what you have. Forsyth County’s architectural survey update was completed and a number of significant buildings and neighborhoods were recognized by the North Carolina State Historic Preservation Office and placed on the State’s study list for the National Register. As part of the project, a historical context was written about the development history of Winston-Salem from the 1920s to the 1960s. Additionally, research and documentation has begun for a countywide agricultural history.

Since the adoption of the 2001 Legacy Plan, the Historic District and Historic Properties Commissions merged to more efficiently and comprehensively monitor and protect the historic and cultural resources of the county. The Commission produced a number of publications and studies to make information on preservation available to the public.

Legacy Themes Advanced in Policies and Action Agenda Recommendations

| Fiscal Responsibility | Livable Design | Sustainable Growth |

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Objectives, Policies, and Action Agenda

Objective 1: Design and Development
Promote well-designed development and redevelopment that creates a pleasing, healthy, livable, and sustainable community. Use public spaces to enhance and beautify our communities as well as create and maintain a sense of place and a vibrant living environment.

By valuing and preserving our community’s unique elements and promoting development that is compatible and complementary, we can enhance our community appearance. Interactive community spaces in Downtown Winston-Salem, activity centers, town centers, and new developments can foster a vibrant living environment and promote healthy lifestyles by encouraging the development of walkable neighborhoods. Attractive landscaped entryways into our county, city, and town centers can display our unique character. Quality design of public buildings, schools, and other major buildings can enhance our community, as can preserving open space, rural vistas, and scenic viewsheds.

Quality design should also extend to our roadways. The Creative Corridors Coalition is a nonprofit organization that aims to improve the design of roadway infrastructure projects in and around the Downtown area, such as the Business 40 improvement project. There may also be opportunities to improve the appearance of our roadways and public spaces through design standards, signage regulations, reducing the visual impact of power lines, preserving important viewsheds, adding landscape elements and street trees, and installing street lamps, benches, water fountains, and sidewalks.
Policies

**Unique Elements** Value and preserve the unique elements of our community, including its natural features and built environment.

**Infill Development** Promote compatible infill development that fits with the context of its surroundings.

**Design Standards** Promote design standards that enhance community appearance and maintain a unique sense of place.

**Compatible Redevelopment** Encourage redevelopment and reuse of existing sites and buildings that is compatible and complementary with the surrounding area.

**Natural Features** Design to preserve the natural features of a site, such as its topography and views, when developing land.

**Sensitive Building Rehab** Encourage major employers and institutions to restore or rehabilitate existing buildings in an architecturally- or historically-sensitive manner to maintain the unique sense of place.

**Public Buildings and Schools** Encourage good design and appropriate architectural standards when planning public buildings and new schools.

**Active Living** Design to promote active and healthy living (see **Chapter 8, Healthy, Complete, and Equitable Communities**).

**Interactive Community Spaces** Focus on interactive community spaces in Downtown, town centers, activity centers and new developments.

**Road Improvements** Encourage road improvements, including landscaped medians and street trees (see **Chapter 5, Transportation**). Focus on major corridors.

**Large Signs** Reduce the visual impact of large signs throughout the city and county.

**Creative Corridors** Support the Creative Corridors Coalition master plan as it applies to the rebuilding and upgrading of our major roadways.

**Creative Corridors Model** Use the Creative Corridors process as a model for improving the design and visual appearance of roadways, bridges and corridors throughout the community.

**Visual Road Elements** When creating or improving road corridors, focus on visual elements such as signage, the interpretation of historic and cultural features, and landscaping.
9.1.1. Overlay Districts Study the use of overlay districts where design standards are desired to enhance community appearance and maintain a unique sense of place (see Chapter 11, Neighborhoods and Small Towns).

9.1.2. New Development Guidelines Develop guidelines for new development that will help it fit with the character of the surrounding area.

9.1.3. RUCA Design Work with the Community and Business Development Department on the rehabilitation of older businesses when using RUCA funding to ensure the retention and enhancement of design features.

9.1.4. Entryways Design and build attractive and creative landscaped entryways into our county, city and town centers that display the unique character of the place.

9.1.5. Infrastructure Improvement Develop an infrastructure improvement plan to address the appearance of community infrastructure such as railroad bridges and water towers. The plan should include ways in which infrastructure can be used as gateways and/or assets to our community.

9.1.6. Viewsheds Consider preserving urban and rural viewsheds when reviewing development proposals.

9.1.7. Planting Strips Design planting strips between sidewalks and roads that allow for large-variety trees and a more attractive streetscape.

9.1.8. Sign Regulations Encourage jurisdictions that have not recently updated their on-premise sign regulations to adopt regulations similar to the City of Winston-Salem’s 2007 revisions.

9.1.9. Billboards Identify opportunities to reduce the number of billboards at important viewsheds along Business 40 and US 52.

9.1.10. Creative Corridors Actively promote the Creative Corridors Coalition master plan process and implementation.

9.1.11. Attractive Road Design Acquire adequate right-of-way for new roads to allow for attractive road design.

9.1.12. Visual Elements of Roadways Include participation of design staff and professionals in the creation of new and improved roadways to ensure visual elements are considered.

9.1.13. Underground Power Lines Consider opportunities to locate power lines underground.
Objective 2: Public Art

Use public art to enhance and beautify our city, towns and county, as well as create and maintain a sense of place and a vibrant living environment.

Public art has been discussed at length in the last several years by the City of Winston-Salem, the Arts Council, the Creative Corridors Coalition, and a number of other interested groups. While some public art has been created and installed in different locations, there is not yet a comprehensive public art program. Some progress has been made to include public art as an option in our large-scale retail (big box) development requirements. The City hopes to continue working to establish a public art program in the future that can promote the character and culture of our area and serve as a connection to open space, parks and greenways, as well as to the built environment.

Policies

**Historical and Cultural Art** Use public art to assist in telling the unique historical and cultural story of Forsyth County.

**Public Art Organization** Encourage the formation of a public art organization that can facilitate the creation of public art, which improves the quality of public spaces and structures, contributes to local heritage and culture, stimulates economic activity, and promotes the general welfare of the community.

**Community Gateways** Incorporate gateway art, fountains, signage, and lighting, as appropriate.

Action Agenda

9.2.1. Public Art Plan Develop a public art master plan.

9.2.2. Public Art and Spaces Address opportunities for public art and interactive spaces in both the next update of the Parks and Open Space Plan and Downtown Plan.

9.2.3. Public Art Incentives Explore innovative private and public incentives for installing public art.

9.2.4. Reserve Space Reserve areas for art in the development of public spaces.

9.2.5. Public Art Locations Install public art, including monuments, statues and fountains, in community facilities, such as parks and greenways, and incorporate public art into the planning stages of publicly-funded projects.

9.2.6 Functional Art. Look for opportunities for functional public art such as uniquely designed bus stops or bike racks.
Objective 3: Community Pride and Appearance
Use architecture, landscape design, and public art to display community pride in the history and diversity of our people as well as contributions made to medicine, education, industry, technology, sports, culture, and the arts.

Forsyth County is a culturally diverse community with a long history of contributions in science, art, and industry. This pride and positive image can lead to dividends for our community as we attract more residents, encourage employers and organizations to locate here, and advance our tourism sector.

The Community Appearance Commission (CAC) is Forsyth County’s advocate for quality design and development. Its mission is to enhance the visual quality and aesthetic character of Forsyth County and Winston-Salem for residents and visitors. It reviews publicly-funded projects, sponsors public educational seminars and recognition programs, and advises on landscaping and tree management issues. Each year, the CAC partners with Keep Winston-Salem Beautiful and the Winston-Salem Vegetation Management Division to sponsor the popular Roots Day Program in which volunteers plant trees within a designated neighborhood. Since the first Roots Day in 1993, volunteers have planted over 7,000 trees throughout the City of Winston-Salem.

### Policies

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<thead>
<tr>
<th><strong>Community Values</strong></th>
<th>Display community values and pride through our architecture, landscape design, and public art.</th>
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<tbody>
<tr>
<td><strong>Tourism</strong></td>
<td>Promote the county’s cultural and historic identity as an economic development tool that enhances our cultural and historical tourism.</td>
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<td><strong>Community Appearance Commission</strong></td>
<td>Work through the CAC to promote the many benefits that good community appearance provides.</td>
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<td><strong>Positive Attitude</strong></td>
<td>Be an “of course we can” kind of community when dealing with public art, historic preservation, open space, and green initiatives.</td>
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<td><strong>Local Heritage</strong></td>
<td>Guide new development to reflect the heritage of an area.</td>
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<td><strong>Building Design</strong></td>
<td>Encourage major employers and institutions to display community pride through distinctive building design and other visual elements.</td>
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<td><strong>Multicultural Climate</strong></td>
<td>Promote a multicultural climate through design.</td>
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<td><strong>Stewardship</strong></td>
<td>Encourage stewardship of natural places, neighborhoods, cities, and towns as the county grows and develops.</td>
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Objective 4: Support Historic Preservation

Identify, record, preserve, and protect the historic and cultural resources of Forsyth County, including buildings, neighborhoods, bridges, cemeteries, landscapes, streetscapes, and archaeological resources.

Winston-Salem was the largest city in North Carolina in the 1920s, giving our community a significant stock of historic properties today. Preserving historic buildings and neighborhoods connects us to our past, gives us opportunities to live and work in interesting and attractive surroundings, and helps us know who we are. It is also an important piece of the economic revitalization puzzle. Historic preservation can help the development of a downtown, neighborhood, or entire community. Retaining existing buildings is also a green approach since it recycles the structures we already have.

The Forsyth County Historic Resources Commission (HRC) is the main protector of our community’s historic fabric. The HRC is a citizen board with members appointed by the Forsyth County Board of Commissioners, the Winston-Salem City Council, the Kernersville Board of Aldermen, and the Village of Clemmons Council. The HRC’s role is to protect and enrich the county’s cultural, historical, architectural, and archaeological heritage by identifying, designating (Figure 9-1), and preserving historic resources. In addition to administrating local historic districts and landmarks, the HRC is involved in National Register nominations (Figure 9-2), architectural surveys, education programs, local historic studies (Figure 9-3) and historic markers. The HRC participates in the federal Certified Local Government (CLG) Program, making it eligible for support programs and grants.

Historic preservation is not limited to saving old mansions. In addition to multiple National Register Districts, Local Historic Landmarks, and local historic districts, Forsyth County has many valuable historic rural areas, as well as mid-century neighborhoods. Open spaces and natural features such as mature trees, streams, hills and woodlands that are adjacent to historic or cultural resources are also valuable assets. To better preserve our local history, the HRC updates historic resource surveys and designation reports to reflect current professional standards and new historical contexts. By conducting architectural survey updates at least every 20 years, we can identify resources that have gained significance due to the passage of time or loss of similar resources. In addition, a local revolving fund for the purchase, mothballing, rehabilitation, and adaptive reuse of historic properties could also help our community preserve its past.
**Figure 9-1. Historic Designations**

**National Register of Historic Places**
The National Register is a federal program of the National Park Service, Department of the Interior. In North Carolina the program is administered by the State Historic Preservation Office, NC Division of Archives and History. The National Register is an honorary district that makes property owners eligible for tax credits. It does not impose regulations on property owners unless federal or state funding is involved or federal income tax benefits are applied for. The designation can be applied to sites or districts, and there are numerous designations in Forsyth County.

**Historic District (H)**
A local zoning district in Winston-Salem that controls land use and requires specific guidelines be followed when altering, constructing, moving, or demolishing properties. Current Historic Districts are Old Salem and Historic Bethabara.

**Historic Overlay District. (HO)**
A local overlay zoning district that requires specific guidelines be followed when altering, constructing, moving, or demolishing properties. The underlying zoning district (residential, commercial, etc.) remains in place. The only current Historic Overlay District in Forsyth County is West End.

**Local Historic Landmark**
Landmark designation is available for highly significant structures and sites within Forsyth County and provides local property tax benefits. Once a property is designated as a Local Historic Landmark, property owners must follow a design review process for alterations to the designated property.

**Figure 9-2. National Register Districts Created Since Adoption of 2001 Legacy**

<table>
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<th>District Name</th>
<th>Year</th>
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<td>Downtown North, 2002</td>
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<td>Holly Avenue, 2002</td>
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<td>Ardmore, 2004</td>
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<td>Friedland Country Congregation, 2004</td>
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<td>North Cherry Street (Winston-Salem), 2004</td>
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<tr>
<td>P. H. Hanes Knitting Co. Complex, 2005</td>
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<td>Waughtown/Belview, 2005</td>
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<td>West Salem, 2005</td>
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<td>Centerville, 2008</td>
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<td>Sunnyside/Central Terrace, 2008</td>
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<td>Reynoldstown, 2008</td>
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Figure 9-3. Local Historic Studies

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<th>Policies</th>
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<tr>
<td><strong>Historic Districts</strong> Support the establishment of additional National Register of Historic Places designations and locally-zoned historic districts.</td>
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<td><strong>Local Historic Landmarks</strong> Encourage the designation of eligible historic resources as Local Historic Landmarks.</td>
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<td><strong>Older Neighborhoods</strong> Conserve and protect older neighborhoods that have unique character that are not protected by a Historic or Historic Overlay District.</td>
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**Agricultural Heritage Study, 2012**

**Forsyth County Architectural Survey Update, 2011**

**Spanning the Past, a Survey of Selected Historic Bridges in Winston-Salem, 2008**

**Historic Resources in Forsyth County, A Source Book, 2007**

**Winston-Salem’s African-American Neighborhoods 1870-1950, 1993**

**Forsyth County Architecture: From Frontier to Factory: An Architectural History of Forsyth County, 1981**

**Open Space and Natural Features** Promote the retention of open spaces and natural features, such as mature trees, streams, hills and woodlands, that are adjacent to or contribute to historic or cultural resources.

**Adaptive Reuse** Encourage the adaptive reuse of historic properties, especially in the Downtown and town center areas.

**Retain Historic Structures** Encourage retention over replacement of historic structures.

**Revolving Fund** Support the creation of a local revolving fund for the purchase, mothballing, rehabilitation, and adaptive reuse of historic properties.

**Action Agenda**

9.4.1. **Architectural Inventory** Maintain and update the inventory of architectural resources. Use GIS and other technology to map and document current and future historic or cultural resources and architectural survey information and to identify areas of cohesive character. Apply preservation planning tools and programs to these areas.

9.4.2. **Architectural Surveys** Evaluate previous survey areas and designation recommendations. Update the surveys and designation reports, as necessary, to reflect current professional standards, new historical contexts and the passage of time.

9.4.3. **Architectural Data** Use architectural data resources when considering planning and development actions.

9.4.4. **Mid-Century Modern Architecture** Identify Forsyth County and Winston-Salem’s significant mid-century modern architecture. Promote the preservation and rehabilitation of these properties.

Action Agenda continued on next page
9.4.5. Historic Preservation Plan  Develop a preservation plan for Forsyth County that focuses on the interpretation and preservation of historic fabric.

9.4.6. Rural Historic Districts  Consider establishing historic districts in rural areas containing significant rural landscapes (see Chapter 12, Rural Character).

9.4.7. Historic Preservation Funding  Identify funding sources and financial incentives for historic preservation in Forsyth County.

9.4.8. CLG Program  Maintain City and County participation in the federal Certified Local Government (CLG) Program.

9.4.9. Incentive Programs  Create additional incentive programs for retaining and rehabilitating historic structures.

9.4.10. Local Historic Landmarks  Identify and designate eligible properties as Local Historic Landmarks.

9.4.11. Archaeological Resources  Continue to consider archaeological resources in the development review process.

9.4.12. Architectural Surveys  Conduct architectural survey updates at least every 20 years to identify resources gaining significance due to the passage of time and note the loss of similar resources.


9.4.14. Historic Housing  Identify historic resources that can be successfully used to meet housing needs. Encourage the use of tax credits and public/private partnerships to rehabilitate historic resources to meet housing needs.

9.4.15. Historic Preservation Support  Apply for State and federal historic preservation support programs, including CLG grants.
Objective 5: Government Coordination and Historic Resources
Create and maintain an environment within State, City and County government that will encourage the use, maintenance, rehabilitation, adaptive reuse, and protection of historic and cultural resources.

Many city, county, state, and federal departments and agencies have the potential to affect historic resources. The National Historic Preservation Act grants legal status to historic preservation in federal planning, decision-making, and project execution. All federal agencies must consider the effects of their actions on historic properties. The City of Winston-Salem and Forsyth County have a programmatic agreement with the North Carolina State Historic Preservation Office to review all City or County projects that receive federal funding.

Within City and County government, the Recreation and Parks, Community and Business Development, and Inspections Departments all coordinate with the Planning Department on historic preservation matters. The Recreation and Parks Department must get HRC approval before working on parks within local Historic and Historic Overlay Districts. Community and Business Development staff often work in historic neighborhoods to rehabilitate buildings; they use guidelines created by Historic Resources staff to make sure repairs do not ultimately damage historic features and consult with

Marked for demolition, the building at 923 W Fifth Street was rehabilitated after a joint effort by elected officials, City staff, and concerned citizens.

Historic Resources staff when historic buildings face demolition. Unfortunately, there have been situations in the past when historic buildings were razed because an uncooperative owner refused to repair the building. Because Winston-Salem and Forsyth County have such a large number of historic structures, it would benefit our community to train craftspersons in preservation and rehabilitation techniques.

Policies

Building Codes
Encourage the use of the State building code, such as the rehab code, for historic building rehabilitation proposals.

Interdepartmental Coordination
Promote interdepartmental coordination among City and County departments including Planning, Inspections, Community and Business Development, Recreation and Parks as well as the State Historic Preservation Office to provide Forsyth County with the most effective preservation programs and services.

Speculative Demolition
Discourage speculative demolition of historic resources prior to issuance of building permits for new construction.

Action Agenda

9.5.1. Train Craftspersons
Work with historic preservation organizations, institutions, and the City of Winston-Salem Community and Business Development Department to rehabilitate historic properties and train craftspersons in preservation technology.

9.5.2. Retain Design Features
Work with the Community and Business Development Department on the rehabilitation of older houses when using federal funds to ensure the retention of important design features.

9.5.3. Code Violation Procedures
Develop City procedures to abate violations affecting historic resources through repair and/or acquisition rather than demolition when the owner is uncooperative.
Action Agenda

9.5.4. Code Enforcement Coordination
Improve coordination between the Code Enforcement Officer and Planning Department regarding minimum housing code enforcement. Work to identify public hazards that involve historic resources and encourage the owner to abate the violation through repair, not demolition.

9.5.5. Historic Rehab Standards
Enforce design and material standards created for the rehabilitation of historic properties by the City.

9.5.6. Demolitions
Ensure information on historically valuable structures that are scheduled to be demolished is archived in accordance with the standards prescribed by City-County Planning staff.

Objective 6: Community Awareness of Historic Preservation
Increase community awareness of, interest in, and support for the preservation of Forsyth County’s historic resources. Encourage collaboration among stakeholders in the historic preservation community to develop and strengthen the effectiveness of historic preservation activities.

The Historic Resources Commission (HRC) promotes community awareness of historic preservation through its two major subcommittees: the Education Committee and the Historic Marker Committee. The City of Winston-Salem, through the HRC’s Historic Marker Committee, recognizes properties, events, and individuals of local historic significance. The program has been highly successful in providing much-needed visibility and recognition of our history, commemorating a wide variety of sites ranging from National Register Historic Districts, like West Salem, to nondesignated historic areas such as Happy Hill and the African-American West End Area. Sites of local historical significance, such as The Pond and Odd Fellows Cemetery have also been recognized, as have individual buildings, such as schools, industrial buildings, and private residences.

The Education Committee develops programs and projects to educate the public about the history of Forsyth County’s built environment. The committee organizes Historic Preservation Month activities, including a lecture series, tax credit workshops, and the Heritage Awards – a program that recognizes individuals, groups, organizations, and businesses active in the preservation, restoration, rehabilitation, and interpretation of our community’s architectural and cultural heritage. The HRC is looking for opportunities to coordinate with local organizations and has recently transferred sponsorship of the Heritage Awards to Preserve Historic Forsyth, a local nonprofit whose mission is to promote, protect and advocate for historic resources.
Preservation Coordination Promote coordination between neighborhood associations, municipalities, and communities to promote the preservation of each area’s historic resources.

Historic Properties Information Promote widespread distribution of Forsyth County historic resources inventory publications and other historic information.

Local Historic Landmarks Promote the availability of the Forsyth County Local Historic Landmark property tax deferral incentive as well as State and federal rehabilitation tax credit programs. Note their value as economic development tools as well as historic preservation incentives.

Historic Resources Commission Support the Forsyth County HRC in their decisions and recommendations.

Nonprofit Groups Encourage the efforts of local nonprofit historic preservation advocacy groups.

Historic Resources Marketing Promote collaboration between the Winston-Salem Visitor’s Center; Old Salem Museum and Gardens; Reynolda House, Garden, and Village; Downtown Winston-Salem Partnership; Winston-Salem Chamber of Commerce; Winston-Salem Neighborhood Alliance; and other local stakeholders to develop cohesive marketing products celebrating historic resources.

Heritage Awareness Promote awareness and appreciation of Forsyth County’s historic resources and cultural heritage through the Heritage Awards Program and the Historic Marker Program.
Conclusion

When residents are proud of where they live, it will contribute to the overall economic, environmental, and social well-being of their community. By preserving the natural setting and historic character of the county and encouraging quality design of new development, we can foster pride in and enhance our community.

Action Agenda

9.6.1. Historic Markers Continue the Winston-Salem Historic Marker Program and explore the creation of a similar program in Forsyth County.

9.6.2. Historic Preservation Outreach Develop an active public education outreach program, including use of the City of Winston-Salem’s cable television programs, technical materials, and workshops on preservation techniques, a historic preservation website, and social networking.

9.6.3. Educational Materials Develop materials to educate the public on the various federal, State, and local preservation programs.

9.6.4. Historic Preservation Month Continue to celebrate Historic Preservation Month as an opportunity to increase awareness of historic preservation using projects, lecture series, and other educational programs.

9.6.5. Informational Workshops Organize public informational workshops and lectures on history, architecture, and preservation issues in Forsyth County.

9.6.6. Signage Include historic and cultural resources in the City’s way-finding signage system.

9.6.7. National Register Benefits Inform National Register District property owners (including eligible properties and districts) of the benefits of historic rehabilitation tax credits to improve and revitalize historic properties.

The University of North Carolina School of the Arts.