



CREATIVE CORRIDORS
COALITION

August 7, 2019

The Honorable
Allen Joines
Mayor, City of Winston-Salem
Suite 150, City Hall
101 North Main Street
Winston-Salem, NC 27101

Dear Mayor Joines:

The Creative Corridors Coalition is aware that the New Winston Museum has a strong interest in moving to the Bankruptcy Court Building following its acquisition by the City. This building is strategically located along the Strollway, just south of the new Salem Parkway. With the Museum on the site, the Strollway becomes a cultural corridor running south from the new Mershel Park, to the site for the Kaleideum, to Corpening Plaza, to the Strollway land bridge over Salem Parkway, to the Museum, to Old Salem and Salem College, and down the hill to connect to the UNCSA Arts Walk and to WSSU via the greenway.

The New Winston Museum has a proven track record. It has substantial assets and plans for a \$2.4 million capital campaign. Its programming has emphasized the history of all segments of our community, and its commitment is to continue to do so. The Museum leadership has embraced the Peter Oliver story and is excited about featuring the story on the site. This is of primary interest to the Creative Corridors.

The Museum would not actively use all of the space in the Building, and would welcome additional tenants. One idea that has been advanced is to locate an African-American cultural center at the facility. While a specific proposal has not surfaced, Museum leadership embraces the concept and sees substantial synergy between the programming of the Museum and such a center.

Creative Corridors believes the Museum is a natural fit for the site and endorses its location there. We are at present defining the scope of professional design services for a proposal from Walter Hood (designer of the Strollway bridge) to design the landscape on both sides of the Strollway bridge to accommodate the Peter Oliver story and the Museum location. Our goal is to move forward with Mr. Hood and to present his design to the City as our contribution to the site.

Sincerely,

William A. Davis, II
Chair, Board of Directors
Creative Corridors Coalition

cc: Lee Garrity