

# Historic Neighborhood Recognition

A Survey of Options

# Why are we here?

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Planning staff received a request to research programs that would recognize historic neighborhoods and their first residents.

In particular, there was an expressed interest in providing plaques for each home in a given neighborhood, perhaps including information about the first owner/occupant and his/her occupation.

# Four Primary Options

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Option 1: Existing Historic Marker Program

Option 2: Neighborhood Panel Program

Option 3: Neighborhood Sign Program

Option 4: House Plaque Program

# Option 1

## Existing Historic Marker Program

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- What is it?
  - Forsyth County Historic Resources Commission awards 2 markers each year that are funded by the City of Winston-Salem
  - May award up to 2 additional self-funded markers
- Applicant-driven process
- Level of recognition: neighborhood
- Cost: \$2500 per marker, plus staff time to manage program, install marker, plan and execute unveiling event

# Option 1

## Existing Historic Marker Program

Recognized neighborhoods and districts include

- African-American West End Area
- Belews Street Neighborhood
- Bethania Freedman's Community
- Downtown North Historic District
- Easton Neighborhood
- Happy Hill
- Ogburn Station
- Reynolda Historic District
- Reynoldstown Historic District
- Silver Hill
- West Salem Historic District



# Option 2

## Neighborhood Panel Program

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- What is it?
  - Historic resources staff develops content and works with Marketing and Engineering (through bond projects) to place panels with historic neighborhood information in City parks; could expand program to historic neighborhoods
- Staff-driven process
- Level of recognition: neighborhood
- Cost: cost to fabricate panels and mounting apparatus; staff time for research and writing, panel design, installation, and maintenance

# Option 2

## Neighborhood Panel Program

### Installed

- Fairview Park
- Second Street Park

### In development

- Happy Hill Park
- Kimberley Park
- Washington Park
- Bethania Freedmen's Community/Koger Fire Station Park



# Option 3

## Neighborhood Sign Program

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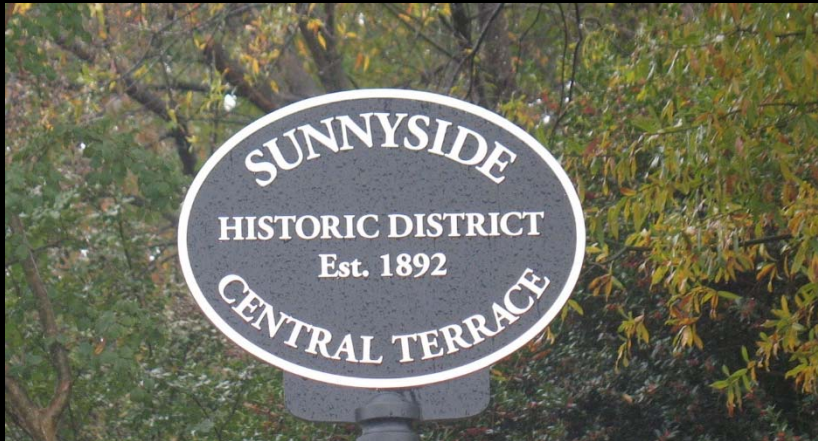
- What is it?
  - Signs with the historic name of the neighborhood, and sometimes the date of establishment, are placed throughout a historic neighborhood
- Locally, this has been a neighborhood driven and funded process
- Level of recognition: neighborhood
- Cost: cost to fabricate signs and mounting apparatus; staff time for program management, sign design, installation, and maintenance



# Option 3a

## Existing Neighborhood Programs

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# Option 3b New Citywide Program



# Option 4

## House Plaque Program

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- What is it?
  - Signs with the first/significant owners/residents of the house, date of construction, and other information are placed on individual buildings
- Can be applicant- or staff-driven process
- Level of recognition: individual building
- Cost: cost to fabricate signs and mounting apparatus; staff time for program management and publicity; research; sign design, installation, and maintenance

# Option 4a

## Existing Neighborhood Programs

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Residents of West End self-manage a program

- Owner applies for and pays for the plaque



# Option 4a

## Existing Neighborhood Programs

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Old Salem Museums & Gardens manages program

- Signs serve as house numbers



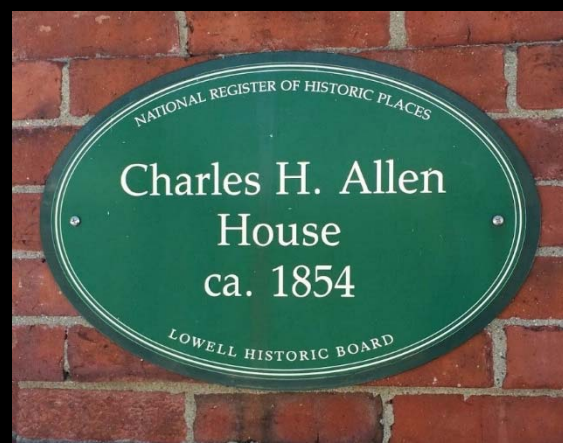
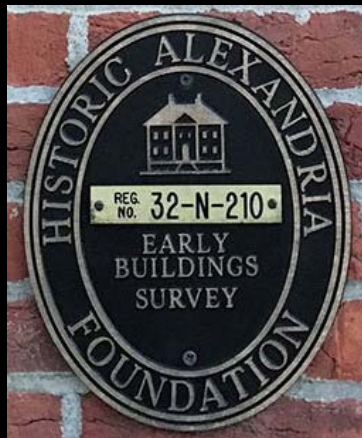
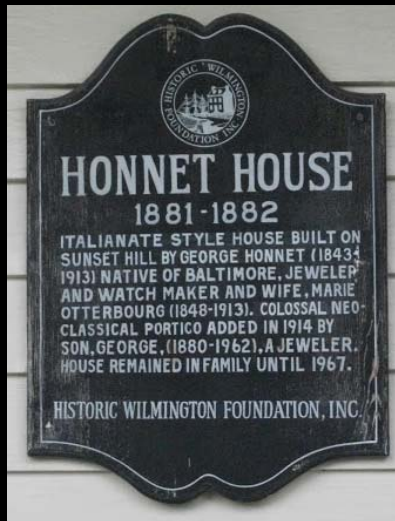
# Option 4b

## New Citywide Program

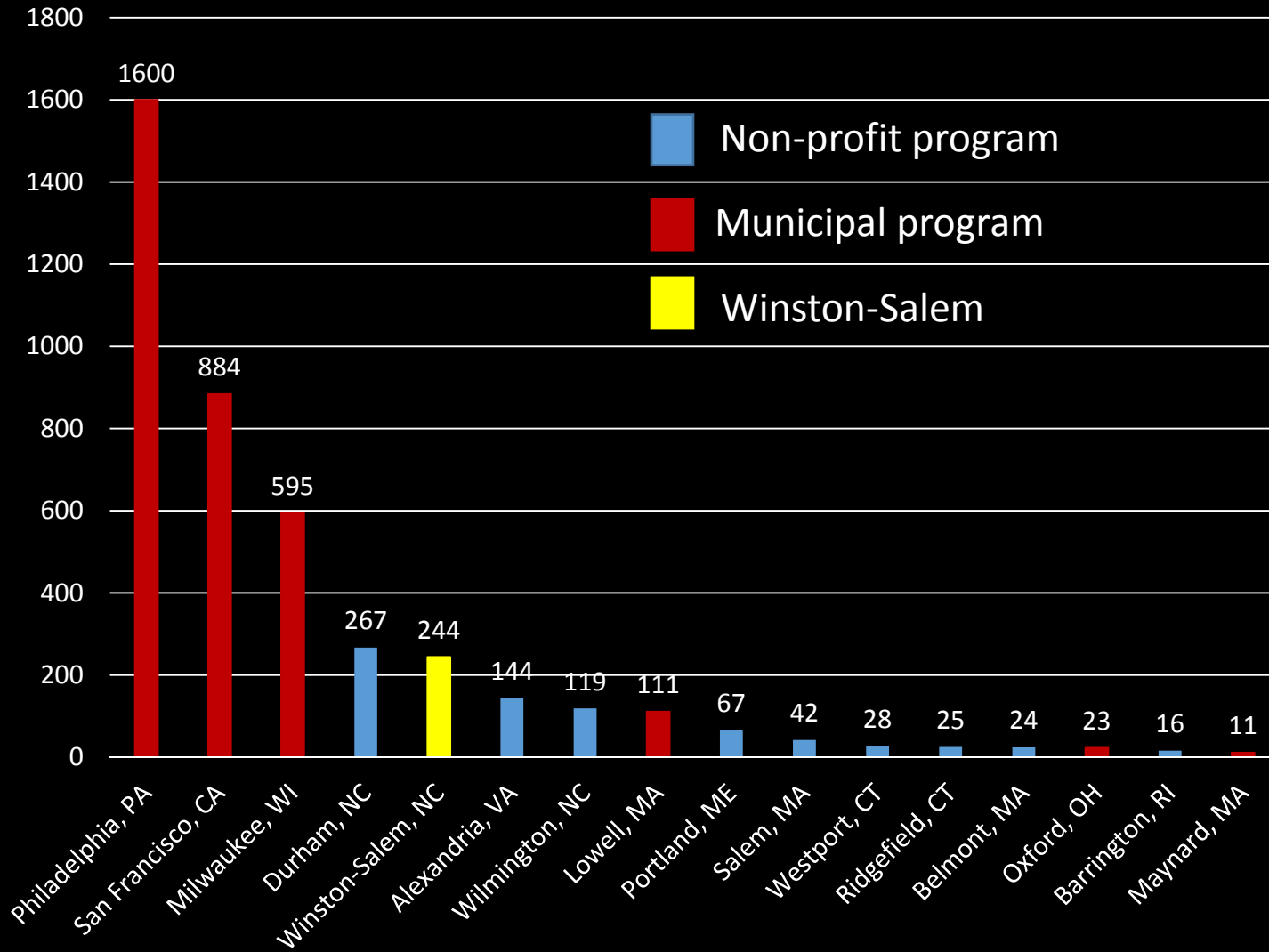
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- Surveyed 15 city-wide plaque programs across the country
- Only 2 North Carolina localities have citywide programs
  - Durham and Wilmington, both run by local non-profit
- 9 of the 15 programs are run by non-profits as a form of preservation advocacy
  - Non-profit programs are generally applicant-driven
- 6 of the 15 programs are run by local governments
  - Government programs are generally staff-driven, with properties selected by a historic resources commission

# Option 4b New Citywide Program



# House Plaque Programs by City Population (in thousands)





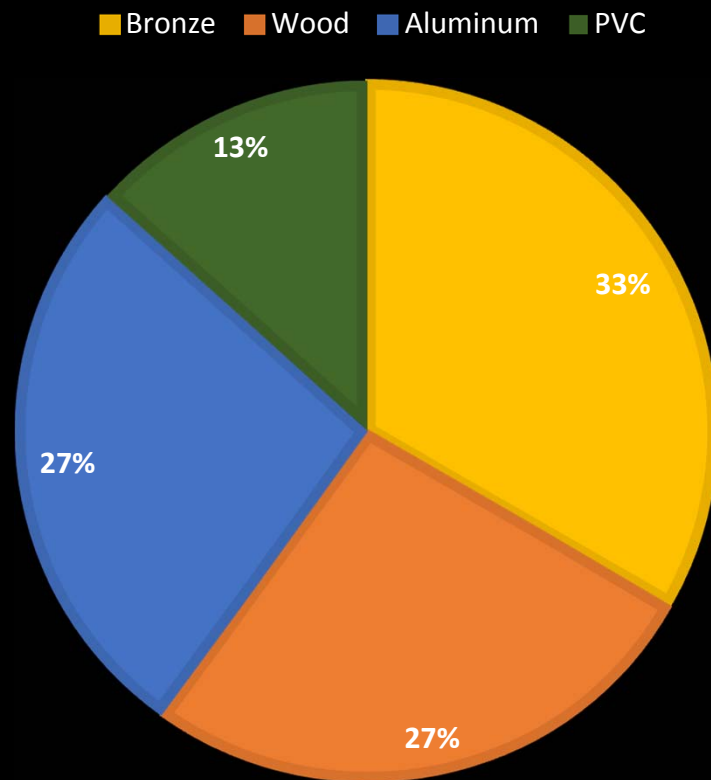
# Application Information Required by House Plaque Programs

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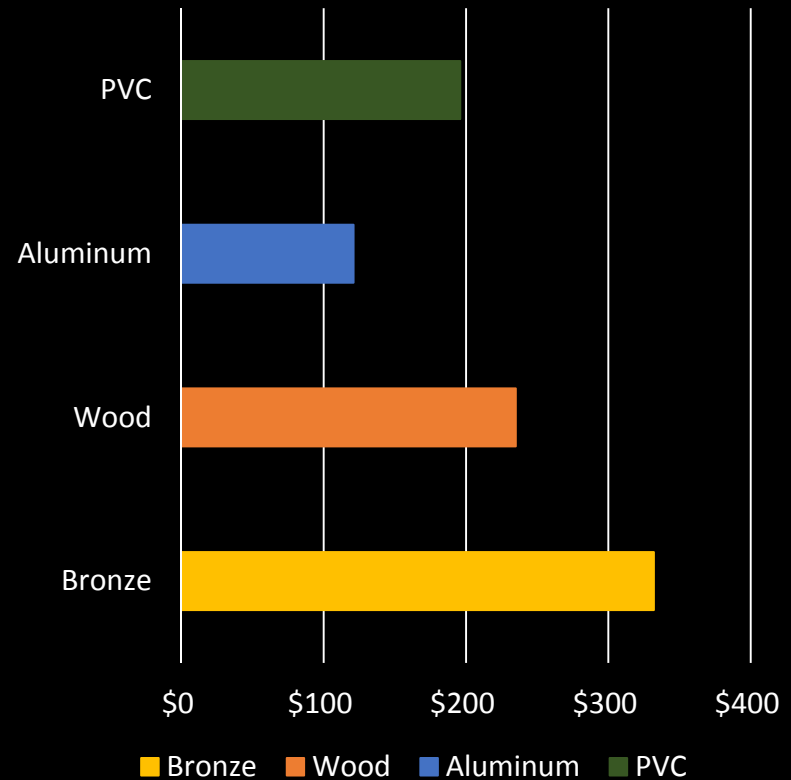
- Historic documentation
  - Significant or first owner(s)
    - Birth/death dates
    - Occupation
  - Construction date
  - Builder and architect names
  - Deed history with owner names & dates
  - Major alterations to the building
  - Building style and materials
- Photographs

# House Plaque Cost by Material

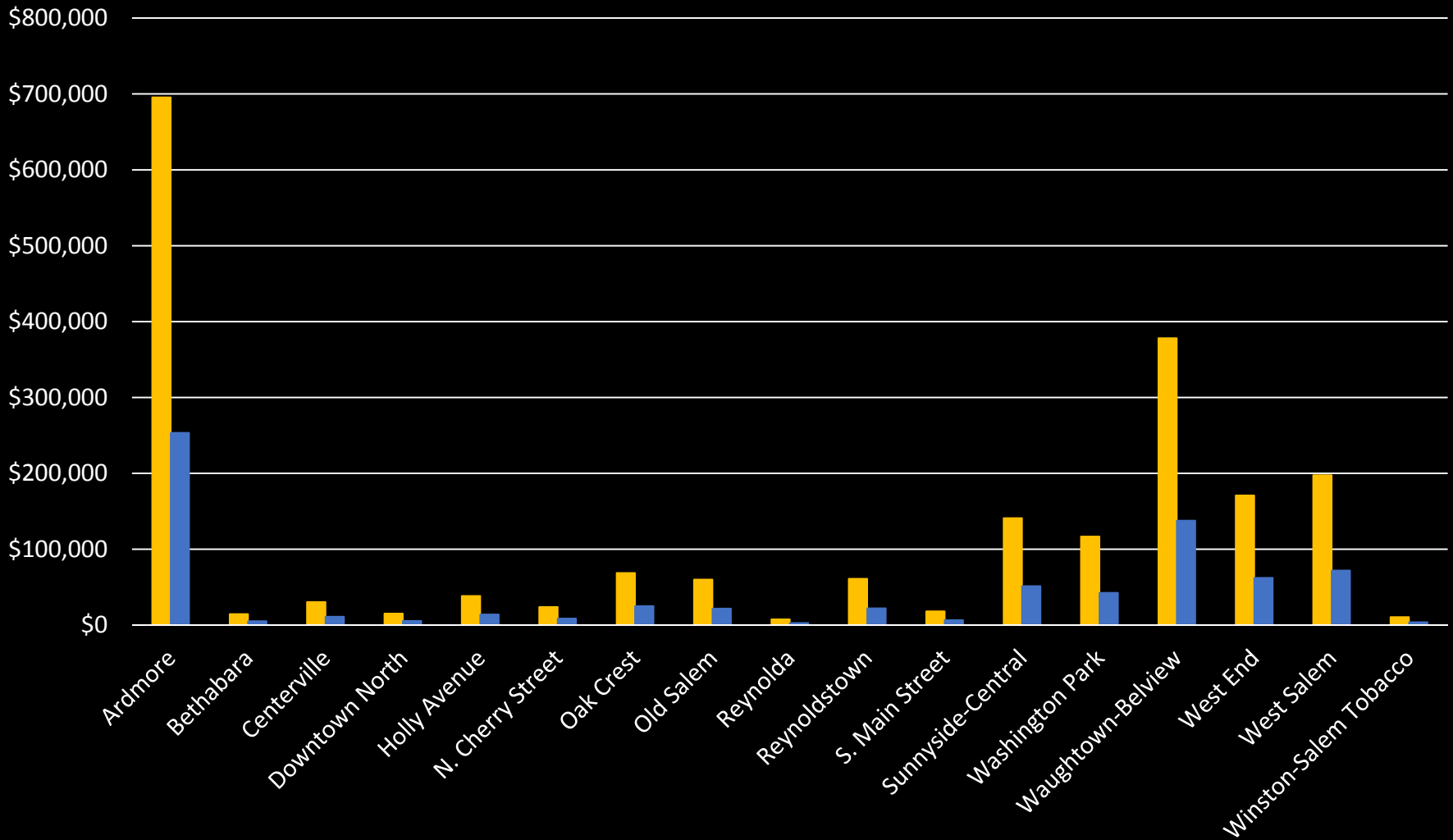
# OF PROGRAMS



COST PER PLAQUE



## Range of House Plaque Costs for Winston-Salem's National Register Historic Districts



Bronze total cost: \$1,870,488

Aluminum total cost: \$746,933

■ Bronze ■ Aluminum

# Impacts of Selected House Plaque Programs

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## Pros

- Increase awareness of local history
- Promote community pride
- Potential increase in property values from “plaque prestige”

## Cons

- Confuse citizens about local designation vs. plaque awards
  - Designated properties changed without necessary Certificates of Appropriateness
- Require considerable funds to recognize large numbers of properties
- Consume significant staff time

# Do you want staff to further research any of the options?

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Option 1: Existing Historic Marker Program

Option 2: Neighborhood Panel Program

Option 3: Neighborhood Sign Program

- a. Existing Neighborhood Programs
- b. New Citywide Program

Option 4: House Plaque Program

- a. Existing Neighborhood Programs
- b. New Citywide Program