



2022

Annual Report

Community Appearance Commission of Winston-Salem & Forsyth County



A Note from the Chair

During the past year, the Community Appearance Commission was able to resume many of its activities which had been interrupted by the COVID-19 pandemic. These activities included the reestablishment of the Gateways Working Group, which is working closely with members of the Creative Corridors Coalition on prospective roadside welcome signage for Winston-Salem. This project was established prior to the pandemic, and we are pleased to be able to resume this work. We are also grateful that we have found a new, experienced partner in the Creative Corridors Coalition to lead this project.

The Commission was also able to spend much of last year planning for the upcoming biennial Community Appearance Awards Program, which is currently scheduled for May 31, 2023. Also, while a full-scale Community Roots Day had to be canceled in 2022, smaller-scale volunteer planting events were held in early 2023, and it is our hope that we will be able to hold a full Community Roots Day again this fall.

We appreciate the ongoing support of the Winston-Salem City Council, Forsyth County Board of Commissioners, and the City-County Planning Board. We are hoping that 2023 will be a productive year for the CAC as it continues to work to improve the visual character and aesthetic quality of Winston-Salem and Forsyth County. As always, our members and I welcome suggestions for potential programs and partnerships that we could undertake to better serve our community.

Anton Moussaev, Chair

The Gateways Working Group

Several CAC members spent time last year working with members of the Creative Corridors Coalition on developing plans for monumental roadside welcome signage for Winston-Salem. After a thorough field investigation, this group compiled a list of numerous potential project sites, developed an illustrative design for how they think the signage could appear, developed a “pitch deck” for communicating this project to other organizations, and has begun working with representatives from the North Carolina Department of Transportation on vetting the different potential sites. This project is being led by the Creative Corridors Coalition and the group is looking forward to continuing its work in 2023.



The Gateways Working Group did an extensive field investigation of potential sites for monumental roadside welcome signage for the city. Scaled “placeholder” signs were put into these images in 2023.

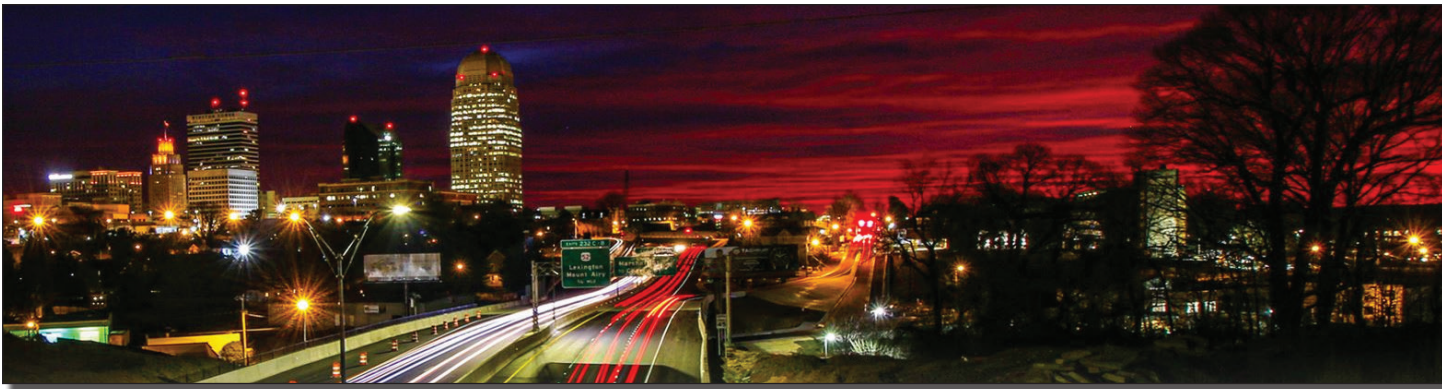


Image credit: City of Winston-Salem Streets Division Website

Education and Awards Committee

The Education and Awards Committee spent last year planning for the 18th Community Appearance Awards Program, which is scheduled to be held on May 31, 2023, at the Gray Auditorium in Old Salem. The keynote speakers for this upcoming event are Kelly McChesney, Public Art Director at the Office of Raleigh Arts, and Dare Coulter, an artist based in Raleigh. Their keynote address will discuss the importance of public art in communities. The CAC sponsors this biennial Awards Program to honor the efforts of businesses, individuals, and community groups who have made a positive impact on the appearance of Winston-Salem and Forsyth County.

Trees and Woodlands Committee

While Community Roots Day, the city’s annual volunteer tree planting event, had to be canceled in 2022, Keep Winston-Salem Beautiful, the City’s Vegetation Management Department, and the Trees and Woodlands Committee were able to host multiple smaller volunteer planting events in February 2023 around the city. This Committee is also planning the 28th annual Community Roots Day for the fall of 2023.



Technical Advisory and Project Review Committee

In 2022, the Technical Advisory and Project Review (TAPR) Committee did not receive any publicly funded project submissions which warranted Committee review. The TAPR Committee looks forward to resuming its work of reviewing and providing design input on proposed projects in 2023.

Community Appearance Commission

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The City-County Planning Board and staff are funded jointly by the City of Winston-Salem and Forsyth County.

City of Winston-Salem

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- City Manager: Lee Garrity

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- David R. Plyler
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- County Manager: J. Dudley Watts Jr.

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