

## City Council – Action Request Form

**Date:** March 17, 2025

**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

**From:** Samuel Hunter, Assistant Neighborhood Services Director  
Shantell McClam, Neighborhood Services Director  
Angel Wright-Lanier, Assistant City Manager

**Council Action Requested:**

Resolution and Project Budget Ordinance authorizing the use of Choice Neighborhood funding from the Housing Authority of Winston-Salem, further authorized by Housing and Urban Development to implement the Commercial Façade Improvement Grant Program.

**Strategic Focus Area:** Livable Neighborhoods

**Strategic Objective:** Improve Character and Condition of Neighborhoods

**Strategic Plan Action Item:** No

**Key Work Item:** No



**Summary of Information:**

In April 2020, the Housing Authority of Winston-Salem (HAWS), in partnership with the City of Winston-Salem (City) as Co-applicant, were awarded a \$30 million Choice Neighborhoods Implementation (CNI) Grant from the U.S. Department of Housing and Urban Development (HUD) to redevelop Cleveland Avenue Homes public housing community.

A pillar of the CNI Grant is centered around revitalizing the surrounding community. These revitalization efforts are referred to as “Critical Community Improvements” (CCI). The CCI projects are funded by the CNI grant with a total set aside of \$4 million. The City is tasked with implementing the Commercial Façade Improvement Grant Program (CFIGP). The City will engage with local business and property owners within the CNI target area to market and implement the CFIGP. This program will enhance the beautification of the CNI target area, provide better curb appeal, and provide the surrounding community with visuals that embrace and represent Winston-Salem.

Approval of the attached Resolution and Project Budget Ordinance accepts these CNI funds in the grant amount of \$875,000 for the implementation of the Commercial Façade Improvement Grant Program. The attached budget amendment appropriates these funds in the grants fund.

**Committee Action:**

<b>Committee</b>	Committee of the Whole 03/17/2025	<b>Action</b>	Approval
<b>For</b>	Unanimous	<b>Against</b>	

**Remarks:**