



Proposed Heritage Neighborhoods Program

What is a Heritage Neighborhood?

The proposed Heritage Neighborhoods Program is a community-driven place-making and place-keeping effort. The vision is to preserve, strengthen, and promote heritage neighborhoods through recognition and education. Some neighborhoods in Winston-Salem are historically significant but not listed in the National Register of Historic Places or designated as a local historic overlay (HO) district. There are significant costs associated with listing in the National Register and zoning a neighborhood as an HO district. Further, the physical character of some historic neighborhoods has changed over time. Those changes – such as building additions, installation of vinyl windows and siding, or the loss of buildings – make listing in the National Register of Historic Places or designation as a local historic overlay district challenging. Nevertheless, the stories of these neighborhoods are important parts of the history of Winston-Salem.

The City Council can officially recognize a neighborhood or area that played an important role in Winston-Salem’s history as a Heritage Neighborhood even when aspects of the area’s historical fabric have been lost. *Heritage Neighborhood recognition is commemorative and educational. It has no effect on property rights, zoning, or taxation.* Unlike designation as an HO district, there are no regulations placed on property within the neighborhood. The boundaries are approved by City Council and based on material included in the application. They are generally based on historic maps and plats but may incorporate broadly accepted community understanding of the neighborhood boundaries and development.

Criteria for Designation

Documented evidence that demonstrates the following is required:

- Community was established 50 or more years before application for designation as a Heritage Neighborhood. The date of establishment may be when the neighborhood was platted, when the first home was built, or another key event. Material in the application should support the date of establishment;
- Residents of the community contributed significantly to the social, cultural, industrial, educational, religious, political, or economic life of Winston-Salem over a sustained period, with the majority of that contribution occurring 50 or more years ago; and
- Support from neighborhood residents and/or property owners.

Benefits of Heritage Neighborhood Designation

- Each City-maintained intersection with a ground-mounted street sign within the boundaries of the Heritage Neighborhood is marked with one custom street sign topper similar to Figure 1.
- The Heritage Neighborhood is honored by a resolution of the City Council.
- The Heritage Neighborhood is included in MapForsyth’s publicly-accessible GIS data with other Forsyth County historic resources.

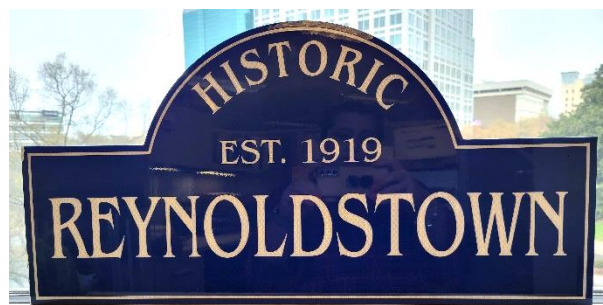


Figure 1. Custom street sign with neighborhood name and date of establishment on a Winston-Salem blue background.

- A City webpage devoted to the program provides information about the Heritage Neighborhood and includes a copy of the application materials and documentation.

Application Process

- Applications are due to historic resources staff annually by January 15.
- Applicants must be:
 - A neighborhood association registered with the Winston-Salem Neighborhood Alliance;
 - A neighborhood association with by-laws, an elected body of officers, and regular meetings open to all neighborhood residents;
 - A registered 501(c)3 non-profit organization; or
 - A group of at least five (5) people who live at, and/or own property at, separate addresses within the proposed boundaries of the Heritage Neighborhood.
- Applicants submit the application form and copies of primary or secondary sources that document the neighborhood's historical significance to historic resources staff. Primary sources include newspaper or magazine articles, land records, city directories, photographs, maps, archaeological surveys, scholarly articles, reports, or oral histories. Secondary resources are usually books.
- Staff evaluates applications for completeness. Incomplete applications or applications that do not meet minimum criteria may be returned to the applicant by staff for further development.
- The Historic Resources Commission reviews and scores applications at its regular March meeting. Complete applications are also provided to the African American Heritage Initiative Committee (AAHI) for review and comment.
- Applications and the evaluations from the HRC and AAHI are forwarded to the Community Development/Housing/General Government Committee of the City Council for consideration. The final decisions on Heritage Neighborhood designations and boundaries are made by the Winston-Salem City Council based on the budget and merit of applications.

Projected Program Cost

Street sign toppers will be installed at each intersection in a designated Heritage Neighborhood with a standard ground-mounted street sign. Custom sign blades that showcase the neighborhood name and date of establishment will cost \$50 each. The labor to install the toppers and hardware to connect the topper to the existing street sign will cost approximately \$50 per intersection. The number of intersections per historic neighborhood varies widely across Winston-Salem. Smaller neighborhoods have as few as 15 intersections, while the largest ones have more than 100. The cost of the sign toppers, therefore, will vary significantly based on the size of the neighborhood. Most neighborhoods have 20-50 intersections, with the cost ranging between \$2,000 and \$5,000.