

## Information Item

**Date:** October 9, 2023

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

**From:** Aaron King, Assistant City Manager  
Chris Murphy, Director of Planning and Development Services

**Subject:**

Information - Proposed Heritage Neighborhoods Program

**Strategic Focus Area:** Livable Neighborhoods

**Strategic Objective:** Preserve Historic Resources

**Strategic Plan Action Item:** No

**Key Work Item:** No



In December 2019, staff of the Forsyth County Historic Resources Commission responded to a request from CM Scippio by providing the CD/H/GG Committee with information regarding different types of signage that could be used to mark and tell the history of significant places in Winston-Salem. The Commission has 63 historic markers within the city, and staff has worked with multiple departments to install interpretive signage in five local parks. Some neighborhoods have funded their own signs showcasing the neighborhood name. Nevertheless, many of Winston-Salem’s historic neighborhoods remain without any type of historic designation. Even fewer are marked as “historic” in a physical way. The Heritage Neighborhoods Program would fill this gap by giving neighborhood residents the opportunity to apply to the City Council for honorary designation of the neighborhood. Designation would include the award of custom street sign toppers that showcase the neighborhood name and date of establishment. Such a designation would not impact zoning or property rights, and it would not require design review. Heritage Neighborhood designation would have no impact on property taxes. However, it would provide the tangible benefits described above and the intangible benefits of place-making and supporting neighborhood pride. The average cost per neighborhood for the street sign toppers is estimated to be \$3,500.