

# The West End

By and for the  
West End Neighborhood

April 1989

## FIRST, WE KILL ALL THE TREES

Architect J. C. Woodall, appearing at the March West End Board meeting, suggested that developers preferred to act before asking for input from the neighborhood association in those cases where they expected resistance. Woodall, whose office occupies the upper level of the European Bakery on Reynolda Road, defended the action of the new owners of the Gladstone Apartments. They have demolished several large trees and stripped the terraced land around the 3-story brick apartment building as part of a renovation project. The building is on the corner of Brookstown and Jersey avenues. Twelve units are planned. Woodall says they will be more marketable with offstreet parking for the new occupants. Therefore, the trees, flora and fauna were sacrificed for graveled parking area. The inside of the building will be redone completely by Brian South & Company, our new West End neighbors. According to Woodall, the company intends to rent the units for five years and then sell them. The price: \$20,000 per unit. All of this is perfectly legal-- no zoning variance required, no sign on the property for a public meeting and no worry about the impact on the neighborhood. After all, the site was purchased with real money and certain privileges go with rightful ownership. Goodbye trees! Hello 13 parking spacez!

In response to the Gladstone developments, Billie Wharton (new owner of the home next to the gravel lot), Bill Gibson (Brookstown resident and former newsletter editor), Board member Jim Fox and President Martin Sokoloff agreed to meet and try to persuade landscape architect David Nunn to attend the next West End Board meeting (April 4 at the Cutchins, 1028 West End Boulevard) and discuss possibilities for the site. Nunn has been employed by the Gladstone owners.

## FUTURE WEST END BOARD MEETINGS

April 4-- Cutchins... 1028 West End Boulevard.  
May 2-- Shelley Kirley... 617 Summit Street.  
June 6-- Loftis... 621 Jersey Avenue.  
July 11-- Sokoloff... 707 Summit Street.



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WE CAN SEE CLEARLY NOW

With a little prodding from a former West End president (Paul Shepard), the Forsyth County Board of Commissioners voted 4 to 1 to do nothing about the proposed view corridor. It's hard to tell what this means. In the short run it means nothing, given the fact there is no land along the county portion of the new I-40 zoned for billboards. Under current zoning law, no billboard could be built along the highway. But, there is nothing to keep adjoining property owners from making application to change the zoning to permit billboards at any spot along the way. Pro-billboard forces claim they won something from the commissioners because local government (the commissioners) refused to go on record in support of the view corridor. Anti-billboard forces claim victory because the commissioners did not approve the billboard compromise. The county is considering wholesale changes in its zoning law. More than likely, the billboard thing will resurface as these changes are being reviewed. Bill Wise says the debate over the revised zoning law may surface later this year.

In a related issue, the method of taxing billboards has come into question. The county values the boards at 50 per cent of their installation costs. The average tax value of boards in Winston-Salem is approximately \$6,500 each for some 335. However, when it comes time to take them down under the 1985 sign ordinance, the fair market value of the boards at the time of condemnation is going to be much higher than the tax value. Some say the boards will go for \$48,000 each, using a value-at-time-of-taking approach. Can it be true that the local taxpayers will have to shell out \$2.4 million for billboards in 1992? In terms of evaluating the fair market value of a particular billboard, the income generated by the billboard is key. The income is tied to traffic count. It's like advertising. The higher your viewership or readership, the more you can charge for ad space.

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WHY M.C.A.?

In addition to the Woodall appearance at the March Board meeting, there was a discussion about the Central YMCA. Architect Rence Callahan, former West End Board member, is chairman of something called the "Hanes Park Task Force." Though he was not at the Board meeting, he requested that some discussion about the future of Hanes Park be undertaken by the members. After a lively discussion, many of those present were curious about the intentions of the YMCA. They were somewhat fearful of the ever-expanding facility's plans for Hanes Park. It is no secret that the parking problems generated by the YMCA are of serious concern to the association. The Board favored honoring the original deed from P. Huber Hanes and opposed any development of the park. Stronger attempts should be made to enhance the natural beauty of the park, Board members said.

House Tour Report

The West End Holiday House Tour '88 made a profit of \$1,810 for the association, according to Treasurer Becky Sparrow. Thanks again to all who made the event possible, especially those whose homes and businesses were on the tour.

Membership Drive

Bills for dues will be coming out soon. The association is on a calendar year-- January to December. The sooner you pay, the sooner you get the newsletter. The editor encourages comment and articles for the newsletter. His home number is 725-8953.

Treasurer's Report

At the annual meeting, the association's bank accounts had the following balances:

West End National Historic District Trust	\$6,177
Barbara Smitherman Trust	2,264
West End General	2,079

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