

The West End

By and for the
West End Neighborhood

March 1989

SOKOLOFF IS REELECTED PRESIDENT OF WEST END ASSOCIATION

Martin Sokoloff of 707 Summit Street was reelected president of the West End Association at its annual meeting February 7.

Voting at the YWCA, West End members picked six for positions on the board:

-- James R. Fox, 626 Summit Street, reelected.

-- David Christenbury, 1416 Brookstown Avenue, reelected.

-- Jeffrey D. and Mary Olive Smith, 1223 West First Street.

-- Glen P. and Joyce R. Gravlee, 1205 Clover Street.

-- Marty W. Lentz, 523 Summit Street.

-- Marlene Larks and Roy Verdery.

-- Shelley Kirley, 617 Summit Street, alternate.

Other officers, all reelected along with President Sokoloff, are William B. Sugg Jr., 1100 West Fourth Street, Vice President; Lea Loftis, 621 Jersey Avenue, Secretary; and Lydia Rebecca Sparrow, 1117 West Fourth Street, treasurer.

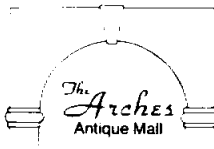
Sam Sanger, chairman of the Crystal Towers Association, was named an ex officio member of the West End board at the February meeting. The next regular meeting is March 7 at the Sparrows.



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WEST END: A BIRD'S EYE VIEW

We Tree Kings... Nothing is more important to West End than the preservation of trees. Ken Land, whose contribution to the neighborhood has been steady and substantial over the years, is saddened and disappointed over the loss of two trees at the Col. Ludlow property. He lost one between his two houses last year when it did not leaf out after five years of special care and feeding. The tree on the 5th Street side split three years ago when we had a very warm spell in January. A cold snap followed with temperature dropping to 4 degrees where it stayed for three to four days. The cold froze the sap and split the tree. Ken called the tree surgeon who repaired the split. Even though the operation was a success, the patient died... or at least one whole side of the tree did not leaf out. Ken plans to plant great trees this spring to replace those he was forced to cut down.

The Twilight Zoning... There have been a number of changes in the procedures at zoning hearings. The professional staff now presents all cases to the board before the petitioner makes any statement. The staff report includes a view-graph map of the area being considered, pictures of the property and surrounding area and a review of the general points of the petition. The staff then makes a recommendation for that action it believes the board should take. The City Attorney advises the board on any legal issues involved. Often the new process takes longer than many cases used to take, but, according to our ever-vigilant Bill Wise, this is a much better situation. He says the staff reports are "worth their weight in gold" and "reduce the opportunity for erroneous information" and the end results are better. In a specific situation of interest to West End, the Zoning Board of Adjustment granted a waiver to the Yarboroughs, making it easier for them to go forward with their plans as outlined at the January West End meeting. GO TO BACK PAGE....See "Billboard Shuffle."


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 Editor: Warren Sparrow
 Business Manager: Bill Wise
 Circulation: Lea Loftis and Sue Davis


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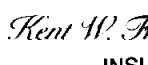
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ADVERTISERS OF THE MONTH

New Advertiser! THE ARCHES ANTIQUE MALL... This shop has been moved from Greensboro to West End by Gilbert and Beverly LaRowe who grew up in our neighborhood. This new addition to the West End business family occupies the old drug store building near the intersection of Pilot View and West End Boulevard... There you can see antiques from other dealers as well as the LaRowes'. They have room for a limited number of consignment items. They will come to your home to appraise antiques and buy those priceless relics that you can part with... Browsers are welcome... from 10 a.m. to 6 p.m. Monday through Friday and 10 a.m. to 4 p.m. Saturday.

FACE VALUE, 860 West Fourth Street, is a special place offering head-to-toe beauty treatments-- deep-cleaning facials, progressive face-lifting, body and facial waxing (using Swiss painless wax), linen and silk nails, lash and brow tinting, body massage and custom makeup design... Award-winning hair designers, with your approval,, create a style to suit your individual needs for special occasions or easy care when your time is short. For appointments, phone 722-3383, 9 a.m. to 6 p.m., Tuesday through Saturday.

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Billboard Shuffle... The I-40 view corridor debate continues with the next round at the March meeting of the County Commissioners. This five-man board is chaired by John Holleman. Its vice chairman is Jerry Long, a retired RJ Reynolds Tobacco Company president. The meeting is March 9th at the Hall of Justice... Our eye in the sky says the the board is undecided. Some liberal arts major said the split was 50-50... 2.5 to 2.5, added an engineering type. The Winston-Salem Board of Aldermen has voted to restrict billboards along the new I-40. Much of the highway will pass through the county and, therefore, the commissioners will have a say in this. Plus, Kernersville's Board of Aldermen gets a shot at the view corridor. Present legal theory supports the idea that local government must pay billboard owners when ordinances are passed after billboards have been built, forcing the removal of the signs. The idea is that the billboards have been condemned by government authority and the owner must be paid for his loss in the same manner a property owner is paid for his land when it is condemned for a highway or other public purpose. Winston-Salem may end up paying \$2 million for signs condemned by the 1985 sign ordinance. Nevertheless, federal and state governments are pressing for restrictions on billboards. The sign companies know this and they are putting bigger ones up wherever they can. What do they have to lose? We encourage West Enders to join the debate. Get informed. Your pocketbook and your emotions may not know how they want billboard shuffle to end. But, it is easy to see why it's better to restrict billboards before they are in place.

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