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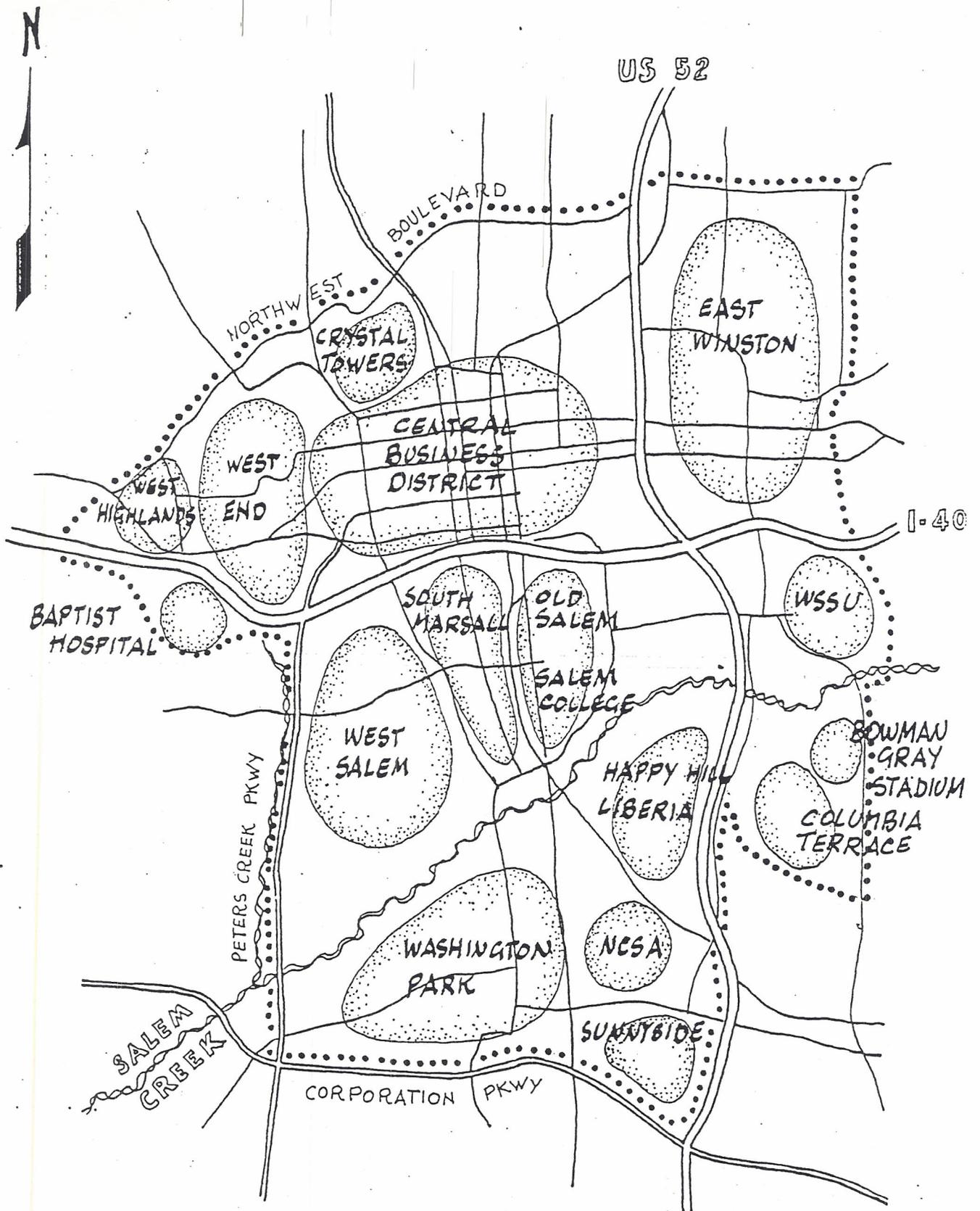
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CENTER CITY DEVELOPMENT GUIDE

ADOPTED JULY 10, 1979

City-County Planning Board

Winston-Salem/Forsyth County, North Carolina



Center City:

Extended Boundaries approved by the City-County Planning Board, July 10, 1979

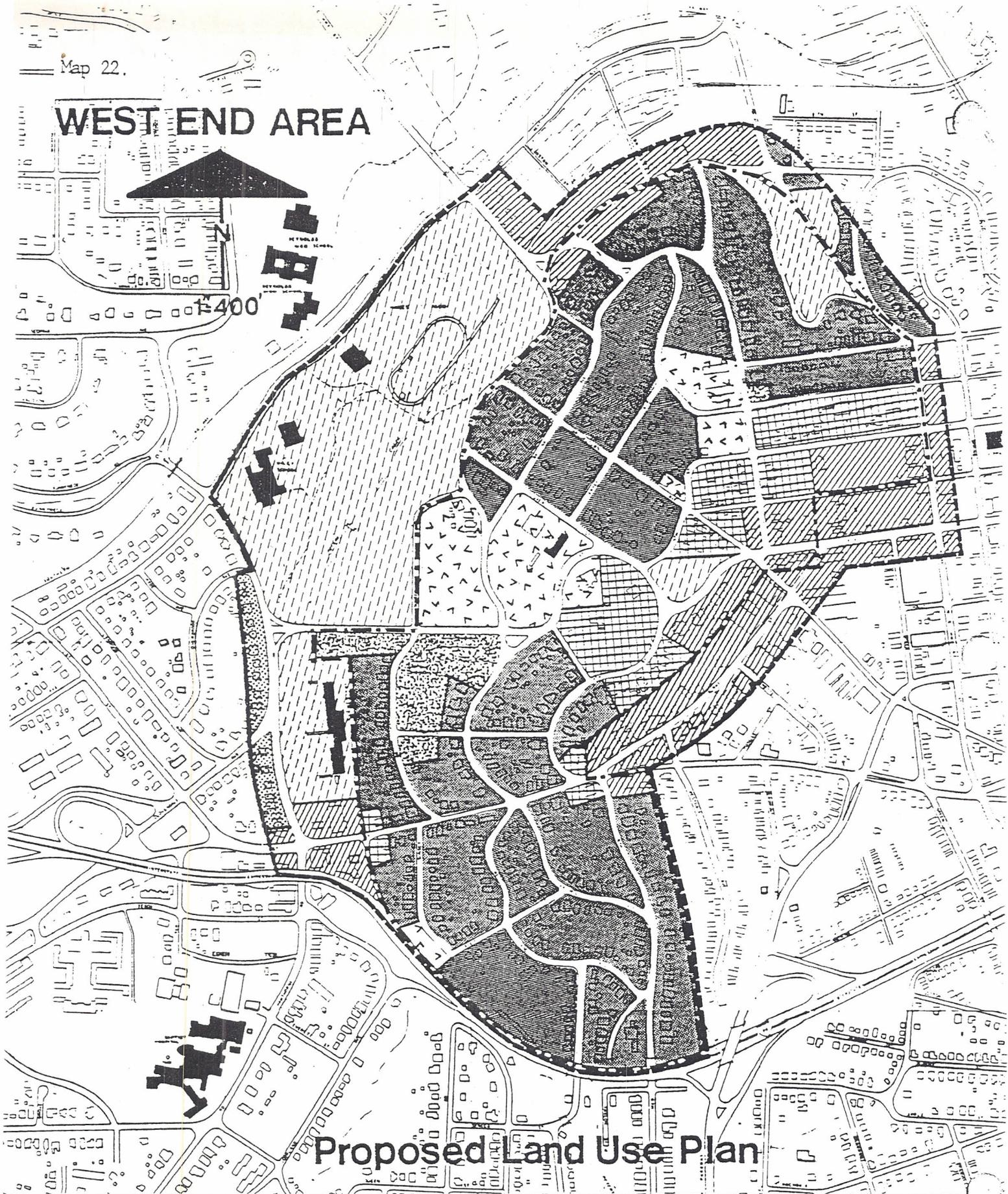
WEST END AREA



1400

Proposed Land Use Plan

- | | | |
|--|--|---|
|  LOW DENSITY RESIDENTIAL |  BUSINESS |  PUBLIC |
|  MEDIUM DENSITY RESIDENTIAL |  OFFICE/HIGH DENSITY RES. |  PROPOSED WEST END PRESERVATION AREA |
|  HIGH DENSITY RESIDENTIAL |  SEMI-PUBLIC |  WEST END STUDY AREA |



WEST END/WEST END SOUTH

(Summary)

Source Documents: "West End Neighborhood Plan",
West End Planning Group, 1978;
Profiles of Change, R.L. Polk; and
Project Map 5.

I. GENERAL DESCRIPTION OF AREA

The West End Area is a predominantly residential neighborhood located west of Holly Avenue and downtown Winston-Salem. The boundaries of the West End area are: I-40 on the south, NC 67 on the north, Hawthorne Road on the west, and Fourth, Burke and Broad Streets on the east.

In 1978 the area had 1,739 people in 867 households. Retired persons head 19.8% (172) of the households in the area. They constitute 28% (68) of all area owners, and 16% (105) of all area renters. Between 1977 and 1978 the total number of owner households decreased by 12, while renter households increased by 24, for a net increase of 12 in the total area households. Rentership is substantially higher than in the city as a whole: 72% of all area households rent, compared to 47% citywide. One-person households constitute 41% of all households, 16% higher than the city. Households with children make up 19% of all area households. The vacancy rate was down to 2.3% in 1978 from 2.6% in 1977.

The rate of structural substandardness is 32% but no structures appear to warrant demolition. In 1978, 56% (487) of area households were low income.

The West End neighborhood is characterized as much by the natural features of the area as by any of the man-made features. The eastern edge of the West End Area begins on the western edge of the plateau on which the town of Winston was originally built. The majority of the neighborhood is located on a hillside which slopes steeply west and down to the floor of the Peters Creek Valley.

Many of the residential buildings in the West End area were built at the turn of the century. These large, older homes give the West End much of its identity as a unique neighborhood. In contrast, the non-residential structures, which are located on the periphery of the area, are (with a few exceptions) of all ages and not distinguishable from non-residential structures built in other areas of Winston-Salem.

The mixture of residential, public, semi-public, and commercial land uses located in the West End area contributes to its uniqueness as a neighborhood. The majority of the land in the West End Area (68%) consists of land in use for residential or public uses (schools and parks) which are compatible with neighboring residential uses. Principal semi-public uses include: The Central YMCA, the Glade Street YWCA, the Child Guidance Clinic, and several churches. Commercial and office uses are located on the edges of the West End area. Commercial uses are mixed and primarily oriented at a trade area much larger than the West End.

Land Use Problems

1. The present inability to insure that future land use will be compatible with the residential character of the area,
2. The instability of the edges of the neighborhood which are shared by residential and commercial uses,
3. On First Street between Fourth Street and the westbound I-40 off ramp to First Street, the transition of residential land use to non-residential use, further isolating the residential portions of the West End area to the north and south of First Street, and
4. Inadequate off-street parking for residential buildings which have multiple dwelling units.

Zoning Problems

The majority of the West End is zoned R-2 (Multi-Family, Medium-Density), and this zoning has been in effect since October, 1972. Prior to that date much of the R-2 zoning north of First Street was R-1 (Multi-Family, High-Density and offices). The remaining acreage is currently zoned R-1, B-3 (Highway Business), or B-2 (General Business).

The portion of West End zoned R-2 is appropriately zoned. R-2 zoning limits land use, density, and height of new development or conversion to a level compatible with existing structures and land use. The appropriateness of other zoning in the area is still under study.

Public Facilities and Services

The West End area has no major deficiencies in public recreational resources. Residents of West End south of First Street consider First Street to be a deterrent to use of Hanes Park. For fire protection, there are deficiencies on some streets in fire flow (gallons per minute of water available at a hydrant to fight a fire) and in the location of hydrants. The West End receives a basic level of sanitation service; however, the concentration of people and the mix of uses which exist in the West End have generated a demand for a level of sanitation service above the citywide residential standard. Police protection for the West End is provided by officers assigned to the District IV office which is located within the neighborhood.

Being adjacent to the Central Business District, several of the roads in the West End area serve as conduits for commuting traffic between the downtown and outlying areas. First Street and Glade Street/Fourth and Fifth Streets are within the neighborhood boundaries, whereas NC 67 and I-40 are on the edge of the West End area. The area is well served by the local transit system. The transportation problems for the West End may be divided into traffic problems and land use problems created by traffic.

II. GOALS

1. To perpetuate the West End as a well maintained medium density, stable, predominately residential neighborhood.

2. To protect the visual image of the neighborhood as an area of hills, trees, and older structures.
3. To upgrade and maintain the quality of public facilities and services in the West End.
4. To minimize the negative impact of the local transportation system on the West End.
5. To foster a diverse caring population in the neighborhood.

III. THE PLAN FOR THE AREA

The goals for West End are elaborated into a series of objectives with implementing programs to be accomplished by the following entities, as indicated:

WEA - West End Association
 CCPB - City-County Planning Board
 City - Winston-Salem Board of Aldermen or a department of City government
 WESCDC - West End South Community Development Committee
 Banks - Financial institutions

Objectives for Goal 1

- Protect the medium density residential core and restrict land uses to those which are compatible in type and size to the established pattern of development;
- Limit private non-residential uses to the area's edges and create a definite, stable transition area between the residential core and private non-residential uses;
- Promote an increase in owner-occupancy of residential and commercial buildings, and encourage a high level of rehabilitation and maintenance of the housing stock.

Implementing Recommendations

1. Adopt a West End Land Use Plan and promote use of the plan as a guide to land development decisions. Lead: WEA; Support: CCPB and City.
2. Initiate proceedings to amend the zoning map to conform to the land use plan after its adoption. Lead: WEA; Support: CCPB and City.
3. Fund the Community Development Program for West End South. Lead: WESCDC; Support: WEA, CCPB and City.
4. Advocate a below-market loan program. Lead: WEA; Support: CCPB, City and Banks.
5. Monitor compliance with the Winston-Salem Minimum Housing Code. WEA.

6. Develop and implement techniques to promote increased occupancy of buildings while minimizing household displacement. Lead: WEA; Support: CCPB and City.

Objectives for Goal 2

- Strengthen the visual definition of the West End as a unique area, encourage the preservation of existing structures, secure visual harmony between major renovations or new construction and the predominate architecture styles of the West End and maintain and enhance the natural features of the neighborhood.

Implementing Recommendations

1. Establish a training program in tree maintenance, hold an annual tree clinic, continue to upgrade landscaping, and keep debris removed from Peters Creek. Lead: WEA; Support: City.
2. Study the merits of establishing an overlay zoning district to be known as the West End Preservation District to encourage preservation of existing structures and secure a high level of exterior design sensitivity in new construction and major renovations. Lead: WEA; Support: CCPB and City.
3. Identify and promote other techniques to integrate the newer man-made features into the predominate image of the West End and to enhance its visual image as a unique neighborhood, including screening and decorative plantings, sign controls and a special signage system, distinctive street paving, and undergrounding of utility lines. Lead: WEA; Support, City and Utility companies.
4. Study the merits of creating a special tax district to fund public improvements beyond the general level of city services. Lead: WEA; Support: City.

Objectives for Goal 3

- Improve Hanes Park in accordance with an overall plan, upgrade fire flow and hydrant spacing to conform to current standards, provide sanitation services adequate for the densely developed nature of the area, tailor policing to the area's needs, and involve residents in a Community Watch Program.

Implementing Recommendations

1. Prepare and implement an overall plan for improvement of Hanes Park. Lead: WEA; Support: City.
2. Construct water distribution improvements. Lead: Utility Commission; Support: WEA and City.
3. Determine the feasibility of sanitation service changes to support the West End's needs. Lead: WEA, Support: City.

4. Support team policing of the West End. WEA.
5. Establish a Community Watch Program. Lead: WEA; Support: City.

Objectives for Goal 4

- Minimize automobile traffic within the neighborhood; identify roads which will carry major traffic volumes with the fewest environmental costs to the West End; reduce the noise and visual pollution of I-40; promote traffic safety on neighborhood streets; and increase off-street parking spaces where they can be visually compatible with the image of the West End.

Implementing Recommendations

1. Prepare and implement a street classification plan for the West End, taking into account demand, capacity, and environmental costs. Lead: WEA; Support: City and CCPB.
2. Encourage residents to use public transit and to minimize automobile use in other ways. WEA.
3. Install appropriate devices to reduce noise and visual pollution of I-40. Lead: City; Support: CCPB and NCDOT.
4. Encourage the safe operation of motor vehicles by residents and the strict enforcement of traffic laws. Lead: WEA; Support: City.
5. Promote rear yard parking via the alleyway system. Lead: WEA; Support: CCPB and City.

Objectives of Goal 5

- Involve more owners, tenants and investor-owners in the West End Association and the West End South Community Development Committee and utilize the resources, time and talents of volunteers within the neighborhood in support of the Association's program.

Implementing Recommendations

1. Hold membership drives for West End Association and West End South Community Development Committee and establish a volunteer time and resource bank. WEA and WESCDC.
2. Make the West End hospitable to families with children and to multi-generation families. WEA.
3. Develop home loan programs for families of moderate income. Lead: WEA; Support: City and Banks.

IV. STATUS OF THE PLAN

The portion of West End which lies south of First Street has been a designated Community Development Neighborhood Conservation Area since July 1, 1978. On April 16, 1979 application was made to the Department of Housing and Urban

Development for funding rehabilitation of 22 residential structures and code enforcement of 20 substandard structures in West End South. Present funding plans call for the completion of CD rehabilitation activities in West End South on June 30, 1980. (A similar program has not been proposed for the northern portion of the West End.) Sixty-three units of "Section 8" housing for the elderly have been approved.

The environmental review record for the West End South project is complete, with programmed activities cleared by the City Manager as having No Significant Impact on the Environment, on April 9, 1978. No environmental review has been done on those programs proposed for the northern portion of the West End.

Additional public planning is needed for finalization of the proposed land use plan (Map 22) and the corresponding zoning recommendations and for the following programs: housing, preservation district, recreation and transportation. Other elements of the plan are the responsibility of the Association.