



2012

Annual Report

Community Appearance Commission of Winston-Salem & Forsyth County



A Note from the Chairman

The Community Appearance Commission (CAC) continued to perform its primary tasks in 2012: supporting Roots Day, reviewing the designs of publicly-funded building projects, and recognizing exemplary buildings and landscaping for their contribution to our community's appearance. The Commission also continued its educational series holding two seminars during the year.

Furthermore in August 2012, the CAC held its biennial retreat to establish its 2013-14 work plan. The emphasis for the coming years will be on projects; through various projects, the CAC feels it can increase public awareness and develop partnerships with other community organizations. One of the new areas of focus for the CAC over the next few years will be green design and developing ways to promote both the principles of green design and community appearance within the community.

We appreciate the support of our elected officials and the Planning Board, and we look forward to a productive year of working to maintain and improve our community's appearance.

Steve Zorn, Chair

Trees and Woodlands Committee

On a sunny October 27, 2012, the Community Appearance Commission of Winston-Salem & Forsyth County, the Winston-Salem Vegetation Management Department, and Keep Winston-Salem Beautiful held Community Roots Day along the Newell/Massey Greenway and New Walkertown Road. This year marked the 20th Anniversary of the event that began in 1993 with volunteers planting approximately 85 trees within the Boston-Thurmond neighborhood. To commemorate the anniversary, the City Marketing Department designed a new Community Roots Day logo.

Over 400 volunteers planted more than 400 trees during the event. Nine different varieties of trees were planted including Sourwood, Paw Paw, Bald Cypress, Locust, Kousa Dogwood and Princeton Elm. Since the inaugural event, over 7,000 trees have been planted throughout the City of Winston-Salem in neighborhoods such as Easton, East Winston, Hanes Lowrance, Hanes Hosierey, Sunnyside, Maple Street, Happy Hill, Kimberley Park, and West Salem.



Winston-Salem Mayor Allen Joines, Mayor Pro Tempore Vivian Burke and City Council Members Dan Besse and Derwin L. Montgomery welcomed the crowd of volunteers during the Root Day 2012 opening ceremony. Planning Board members Barry Lyons and Lynne Mitchell volunteered at the event. Captain Luis Rodriquez with the Salvation Army provided the invocation.

Volunteers were treated to coffee, donuts, and fruit in the morning and a hotdog lunch in the afternoon. Hats and t-shirts were also presented to the volunteers. The event is made possible through grant funds and donations.



2012 Community Appearance Awards

On April 30, 2012, the Community Appearance Commission held the 2012 Community Appearance Awards in the James A. Gray Auditorium at the Old Salem Museums & Gardens Visitor Center. The Community Appearance Commission sponsors a biennial Awards Program to honor the efforts of businesses, individuals, and community groups who have had a positive impact on the appearance of Winston-Salem and Forsyth County.

Approximately 100 people were in attendance to hear keynote speaker, Mr. Pratt Cassity Jr., speak on negotiating change in historical districts. Mr. Cassity is the Director of the Center of Community Design and Preservation at the University of

Georgia, Athens, GA. He noted that, when allowing for urban growth and community improvement, both the context and potential outcome of the project need to be considered prior to moving forward. A total of fourteen awards were presented to area businesses, individuals, and community groups.

The 2012 Community Appearance Award Winners

Count Zinzendorf Award Downtown School Addition	Joseph Winston Award Reynolda Building Quality Oil Company Building
City Council Award Ronald McDonald House	County Commissioners' Award Beverage-Air Company Headquarters
Mayor's Award BB&T Ballpark	Benjamin Forsyth Award Entrance Garden and Waterfall at William G. White Jr. Family YMCA
Flora Ann Bynum Award Brookberry Farm Village Center	George Black Award Eco-friendly Outdoor Learning Centers at Sedge Garden Elementary School
AIA Award Milton Rhodes Center for the Arts	Community Appearance Commission Award West Salem Tree Project, West Salem Neighborhood Association Winston-Salem Vegetation Management Department
Classic Award North Cherry Neighborhood Revitalization Project	

Educational Seminar Program

The Education and Awards Committee also continued the public educational series started in 2010. Continuing the partnership with New Garden Landscaping & Nursery, the CAC sponsored two free educational seminars in 2012: Ornamental Shrub Pruning and Fall Lawn Maintenance.



2013-2014 Work Plan

On August 31, 2012, the CAC held its biennial retreat to discuss its upcoming work plan. The CAC felt that the three overarching goals discussed in the 2011-12 Work Plan: awareness, partnerships, and projects, were still relevant and needed to be further expanded with the 2013-14 work plan. Through the half-day event, CAC members focused on projects or programs that they felt would further the goals of increasing the public's awareness of the commission and allow the commission to build strong partnerships within the community. Ideas were narrowed to the top four project areas for the coming two years: tree trimming, parks, educational seminars, and an overall systematic plan for new projects. Other priority projects focused on public art, signage and marketing.

TAPR Committee

One of the primary tasks of the Community Appearance Commission is to review publicly-funded projects. The TAPR Committee is responsible for fulfilling this task. During 2012, the TAPR Committee reviewed three projects: Oak Summit Park Shelter, sound barrier treatments for the Salem Creek Connector, and Kennedy School renovations.

The TAPR Committee also continued working on strategic planning for the CAC in 2012. Furthermore, the Committee began discussing a marketing plan for the commission as part of the newly adopted 2013-14 work plan.

Community Appearance Commission

Steve Zorn, Chair
 Charley Cornejo, Vice Chair
 Jeanine Bennett Gilbert Monk
 David Bergstone Nicole Maurer
 Ivey Brown Jr. Stuart Parks
 Wendi Hartup Jane Rice
 Cory Lambert Patrick Welsh

Retiring in 2011 and spring 2012

Russ DuBois Scott Miller, RLA
 Jane Doub Christopher Ong
 Carmina Eder Mary Margaret Smith

City-County Planning Board Staff

Amy Crum

City-County Planning Board

Arnold G. King, Chairman
 L. Wesley Curtis Jr., AIA, LEED AP, Vice-Chair
 Clarence R. Lambe Jr.
 Darryl Little
 Barry A. Lyons
 Lynne Mitchell
 Paul W. Mullican
 Brenda J. Smith
 Allan Younger

City of Winston-Salem

Mayor: Allen Joines

City Council

Vivian H. Burke, Mayor Pro Tempore, Northeast Ward
 Denise D. Adams, North Ward
 Dan Besse, Southwest Ward
 Robert C. Clark, West Ward
 Molly Leight, South Ward
 Wanda Merschel, Northwest Ward
 Derwin L. Montgomery, East Ward
 James Taylor Jr., Southeast Ward

City Manager: Lee Garrity

Forsyth County Commissioners

Richard V. Linville, Chairman
 Gloria D. Whisenhunt, Vice-Chair
 Mark Baker
 Walter Marshall
 David R. Plyler
 Bill Whiteheart
 Everette Witherspoon

County Manager: Dudley Watts Jr.

Visit our web site at: <http://www.cityofws.org/planning>
 (Select Boards & Commissions)