



New Downtown Plan Promotes Progress

With a recent estimate of 25,000 workers, Downtown Winston-Salem is the largest employment center in the entire 12 county Piedmont Triad region. Downtown has also more than doubled its resident population in the past decade to 2,500 residents. To ensure Downtown remains a strong employment and residential center, Planning staff has spent the last year working with the Downtown Winston-Salem Partnership (DWSP) staff and citizen volunteers on developing a new Downtown Plan. This plan will update and supersede the currently adopted 2007 *Downtown Plan* and serve as both a marketing and planning document.

The plan covers a wide range of topics including vibrancy, economic investment, land use, mobility, public investment, and implementation. Many photographs in the plan document will

be taken by local photographers. This document takes into account changes that have happened Downtown since the last plan was prepared and defines in greater detail the vision for individual districts within Downtown, such as the arts district, theater district and skyline district.

Planning and DWSP staff will soon be seeking public input on the plan. Two meetings are scheduled to share the draft plan with the community: November 13 at 2 p.m. and 6 p.m. in the Milton Rhodes Center. Planning staff will work with DWSP staff and volunteers to prepare a final draft plan which will incorporate suggestions gathered at these meetings. This draft will be scheduled for Planning Board and City Council public hearings in winter 2012/13.

City-County Planning Receives Statewide Recognition

It's not every day that a planning department promotes a comprehensive plan with a music video. By pairing a toe-tapping song about Forsyth County's population growth with a campaign to get citizens involved with planning meetings and to share their ideas on our website, the City-County Planning Department brought a large number of citizens into the *Legacy 2030 Update* process. These outreach methods caught the attention of the North Carolina Chapter of the American Planning Association (NC-APA), who recognized the department's Legacy 2030 Plan Public Outreach and Involvement with the Innovations in Planning Services, Education, and Public Involvement Award at the organization's annual conference recently held in Wilmington. The NC-APA said the department "clearly has set a new bar for communication and accountability in a planning initiative," and the project should "be held up for review and replication by other North Carolina communities." Special thanks to the City Marketing and Communications Department for their help in producing the video.





Community Roots Day Digs In

On a chilly October 27, 2012, the Community Appearance Commission of Winston-Salem & Forsyth County, the

Winston-Salem Vegetation Management Department, and Keep Winston-Salem Beautiful held the 20th Annual Community Roots Day along the Newell/Massey Greenway and New

Walkertown Road. Over 400 volunteers planted more than 400 trees during the event. Nine different varieties of trees were planted including Sourwood, Paw Paw, Bald Cypress and Locust.

Two New Historic Markers Unveiled

In July and October, the Historic Resources Commission held unveiling ceremonies for the newest City of Winston-Salem historic markers. The unveiling ceremonies for these two markers were the most well attended to date!

Kate Bitting Reynolds Memorial Hospital – The 1938 Kate Bitting Reynolds Memorial Hospital was the first facility offering comprehensive medical care and professional medical education for African-Americans in Winston-Salem. Primarily funded by William Neal Reynolds, the hospital was named for his wife, Kate Gertrude Bitting Reynolds, and was affectionately known as the “Katie B.” In 1941, it reportedly became the third largest hospital for African-Americans in the United States. The Katie B. was replaced by Reynolds Memorial Hospital in 1970.

Winston-Salem Chapter of the Black Panther Party – In 1969, Winston-Salem became the first Southern city with a chapter of the Black Panther Party. Nationally and locally, the Black Panthers sought to stand up against brutality; the volatility of the times often led to confrontation with police. Later the chapter offered community service programs, including free breakfasts for school children, sickle cell anemia testing, and the Joseph Waddell People’s Free Ambulance Service. These programs brought meaningful change to Winston-Salem during a time of social and political upheaval, lending to the chapter’s slogan, “Power to the People – Right On!”



Black Panther Party marker unveiling



“Katie B.” marker unveiling

Want more information?

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