

Arts and Appearance Stakeholder Meeting Notes

6/7/2023

- Lots of progress over the past 10 years
- Good collaboration between public and private entities.
- Good momentum with housing
- Lots of opportunity to grow
- Not a long history of public art
- There are different perspectives on the importance of public art, need to do more to justify it
- There is a clear understanding about public art and the need to maintain it
- We need to photo archive transitional pieces like murals before they are lost
- Winston-Salem has gotten away from entertainment facilities, these are economic drivers based on the events they bring in.
- There is a racial divide in the city and the arts.
- We need to collaborate with other cities on best practices to help catch up to where they are in the arts.
- Commit to being the City of Arts and Innovation.
- We don't have as much art here as other places do.
- We need to highlight our arts stories
- Work art into public works projects
- Showcase arts on campuses and other large institutions such as churches and hospitals
- Make the arts more visible in our communities.
- Lead tours for public art around town.
- Art as part of infrastructure projects
- More events in the future that promote artists and the arts
- Bring arts and artists into the room where larger conversations are happening
- How to keep artists here, both with a vibrant community and affordability
- Use the arts to build bridges – physically and metaphorically – to build equity.

Neighborhood Services Stakeholder Meeting Notes

6/14/2023

- Community disparities were brought more to light because of Covid
- Changes happening on the South Side
- Environmental discussions, especially how climate change affect black and brown communities (Environmental Justice). How can we all live in quality communities?
- Need planning and policy for more livable communities
- What does the comp plan commit people to do?
- More inclusionary zoning should be a theme
- How to manage development
- Manage teardowns
- Single-family zoning is a barrier
- Need housing flexibility
- Most development doesn't consider the environmental impacts due to loss of trees and vegetation.
- Look toward mixing up housing zoning possibilities
- Single-family zoning no longer works
- Need better multi-modal transportation
- Neighborhoods are being built badly
- Balance residential and commercial development and provide access
- What about form-based codes and aesthetic conditions?
- Established neighborhoods should have a say in what happens to their area
- Make new development blend in with the old.
- What about pedestrian-only corridors?
- Be intentional about building communities with access to all amenities and services
- Sidewalks!
- What about emergency housing due to climate change challenges?
- Don't demo housing, use for low-income needs
- Appearance and unique aspects of this community need to be preserved rather than torn down.
- We should use what we have

Environmental/Rural/Agriculture Stakeholder Meeting Notes 6/15/2023

- Currently our area is very livable/affordable
- Challenges with jobs for people who can't work remotely
- Making city entrance and exit points more beautiful
- More places to be outdoors that are beautiful
- Focus on corridor cleanliness and beautification
- Partner with private/non-profit orgs for projects
- Create a welcoming feeling in our community
- Participate in Piedmont Greenway completion
- More trail corridor and connection opportunities
- Yadkin River protection and access
- Improvements in the way the city looks and the beautification efforts to date
- Even though we are thought of as "urban" there is a lot of open and ag space in the county
- Important for cities/towns to understand the essential need for ag land and open space
- Educating the public on farming/growing food
- "Keep the doors open" to allow people in the county to access farms and food
- Parks and greenways need maintenance
- Need more walking trails
- There are land use pressures for development
- Need affordable housing
- Siting locations for renewable energy
- Need to make a concerted effort to coordinate locally and regionally for renewable energy
- Social/Environmental justice when locating energy projects
- Accessibility and outreach for ag/urban ag
- Shared ag space (community gardens)
- Composting opportunities
- Smart land use through combining uses – solar panels over parking
- Don't take land for just a single use
- Solar at school parking lots?
- City/County partnership should be emphasized in plan
- Show reasons to be here other than a job
- Healthy living – recreation and activities
- Public transit – multi-modal
- Younger generation more apt to use public transit
- City/County public safety coordination
- Use vacant and underutilized properties for affordable housing

Mobility and Access Stakeholder Meeting Notes

6/15/2023

- Focus on project delivery – having a sense of urgency once projects get greenlit
- More projects get completed THEN move to next project
- Winston-Salem is progressive as a city regarding planning
- Reworking of Salem Parkway was a success
- Passion within the community for projects – champions of projects within the community
- Expand accessibility in the community. Codes and ADA is the minimum, but we need more
- Affordable AND accessible housing
- Become a fully accessible community
- Think about individual mobility, not just cars
- Think about different modes of mobility
- Think about equity with everything
- If you think about equity and accessibility with all projects, everything else will follow
- 65+ population growing rapidly here in the county
- Lack of car or limited funds impact mobility
- Lack of mobility leads to isolation and negative health impacts
- Our community is NOT accessible
- More resources for homeless population to assist with needs
- Public safety and transit safety
- Access to rec centers – sidewalks, bus stops, connectivity
- Rec center staffing and hours need to be better
- Add more greenways and connections to other locations
- Provide greenway linkages as part of the transportation infrastructure
- Transit is an integral part of mobility
- Freight transportation is integral for economic development
- Land use impact related to increased freight/manufacturing/economic development
- Barriers to transit use:
 - Lack of frequency
 - Need to move stops further out from center city
 - Student transit – how to connect to University bus lines?
- Mobility issues and age can make transit use challenging.
- Design bus stops with safety and lighting
- Think of land uses and infrastructure around bus stops
- More sidewalks to and around bus stops for accessibility
- We need more integrated, intergenerational, multi-income housing everywhere

Economic Development Stakeholder Meeting Notes 7/12/2023

- We've come a long way, but we have a ways to go
- We have positives and negatives, but we have a lot of wins. There is still work to be done.
- We need an equity lens for economic development
- Better understanding of the economic development "players" in WS/FC
- It's hard to navigate the economic development landscape and not have duplicative efforts
- Review/incorporate the Downtown Plan's goals into the comp plan
- Where are we headed with job creation and how that compares with peer cities
- What are the existing conditions with jobs and growth
- Loss of BB&T, nothing to backfill that space/jobs. What to do with vacant buildings
- Rec and Parks, public safety and entertainment are important amenities to attract businesses and job growth.
- It's all about livability
- Livability for workforce is important to recruit businesses and for people to relocate here
- Where are the quality business locations in the city/county
- Create more capacity for families – housing, daycare, etc.
- Amenities like amphitheater, skate park, playgrounds
- Safety and crime reduction important for our community
- Keep up with infrastructure, roads, utilities, etc for businesses and the community
- Have our community be a leader and/or maintain leadership in the economic development space
- Expand water and sewer
- What does the next "frontier" look like in terms of businesses, jobs, economic development?
- We need workforce development and training
- What are the gaps in services and skills that we need and how to plan for that.
- Transit system under stress in moving employees
- What about AVs and other disruptive tech?
- Think about startups. This may be where new job growth is. How can we incentivize along these lines.
- Think about the community's historical significance told from ALL perspectives
- We need more housing
- We need healthy, safe, mixed-income neighborhoods.
- We need places for people to go to create a vibrant community – shopping, restaurants
- Walkability to services and amenities

Food and Food Access Stakeholder Meeting Notes

7/18/2023

- Our community is vibrant and diverse, but in need of resources
- There are good organizations addressing some of these needs, but we can do more collectively
- Work to address food insecurity.
- There is a great need in our community for food access and education
- Food insecurity is tied to many other things. Everything is interconnected.
- We need economic opportunities for the bottom ¼ of our community
- Existing organizations are too siloed
- We need to present a vision that integrates all issues
- Poor public transit in the city, and none in the county, removes the ability to access food and resources
- We need microtransit
- Support the development of more transportation options including microtransit and micromobility.
- Unlock opportunities for people to move around which allows for food security
- Be intentional about rebuilding the infrastructure for the community – remove impediments to success.
- Implement organic protocol in local parks and spaces
- More flexible zoning to allow for agricultural orgs/farms/processing businesses
- Build resilience within the community regarding food access
- Firm policy on city-owned vacant property and how to use it for the community

Diversity, Equity, and Inclusion Stakeholder Meeting Notes

7/19/2023

- Think of the needs of the aging population, such as affordable housing
- Housing with support services such as for mental health
- We have transportation issues and challenges
- There is income inequality
- Consider quality of life issues
- Increasing costs for both renting and owning are causing an affordable housing crisis
- Employment trends are shifting
- We need housing summits that include landlords
- We should partner with the county to identify vacant county sites for affordable housing
- A mixed-income community is a healthier community
- We need stable infrastructure
- Our transportation system is inadequate
- County-wide transit is necessary, need to remove transportation barriers
- Creation of livable communities
- We need innovation in addressing significant challenges
- Address unmet needs with wholistic solutions
- While WS is in a unique place to offer opportunity, there are deserts of need such as food access and lack of transportation options
- Strategies to address homelessness
- More affordable housing and housing for homeless
- Get corporations in the community to help with housing costs
- More support programs to help people stay in their homes like tax relief, repair services, and education programs
- Address food deserts
- Address challenges to upward mobility through education and training programs

Employers and Institutions Stakeholder Meeting Notes 8/2/2023

- We are a high giving community with both time and money. Level of contribution isn't as high in other communities. WS has benefitted from the generosity of the community.
- We are somewhat diverse, business-wise, but could attract more businesses
- Be better about facilitating new businesses, make government less intrusive
- We need a more fluid road infrastructure to avoid choke points for the future
- Expand water/sewer into county and increase the availability of 5G networks which is needed for industries outside of downtown.
- Crime is a problem and impediment to our future
- Better integrate city/county services
- There has been a lot of positive developments in the community in the last 30 years.
- The City is on an upward trend
- Some of the positive things in the city haven't made it to the East side.
- There is a lack of access to plug into the economic network
- Hard to get/keep a job if you only have access to public transit (no car)
- Investigate innovative ways to move people around, i.e. microtransit
- Mobility is a huge issue, start with transportation!
- Inequities in progress that has been made, especially downtown
- Need more bike/ped
- Expand radius of community transformation to areas that haven't experienced it yet.
- We have a shrinking labor force, how will that impact economic development.
- Aging population requires more healthcare and social services which creates more stress on our systems. How to address this.
- Changing home preferences and the housing market not keeping up
- Ensuring we have the workforce in the future
- More equity across the community will lead to a more skilled workforce
- What planning can do in a post-pandemic world with housing, transportation, community identity
- How is K-12 education shifting and what impacts will that have?
- Build off of strong downtown and corridors to rest of community
- How to reduce barriers to development with more connectivity, additional services and transparency.
- More greenspace/trails
- More workforce development
- Think creatively about vacant spaces, especially downtown
- What is the plan to address commercial real estate downtown?
- Need more diversity in housing stock.
- Education about what a diversity of housing stock can do for the community
- Where do we intend to grown and can we bring or are there already amenities and services
- Work with campus communities on workforce development and entrepreneurship
- Encourage business development and business recruitment
- Acute focus on economic activity and development

Wrap-up Stakeholder Meeting Notes

8/10/2023

- We need reparative/restorative planning to address redlining and urban renewal
- Equity of access to greenspaces
- Urban forestry/canopy especially to areas that don't currently have it
- Buffer disadvantaged neighborhoods from impacts from transportation corridors and other environmental impacts
- What is the city planning to do about climate resiliency and to mitigate flooding events
- Stormwater management and the cumulative impacts on downstream areas
- More of an emphasis on infill and existing places and services
- Reinvestment in underutilized shopping areas large parking lots
- How to work with community organizations to implement plans
- Efforts towards rural/farmland protection
- More amenities/services to sustain the community
- Funding for urban development
- City/County coordination on federal funding (HUD)
- Expand RUCA funding to other areas
- Affordable housing – if housing is the #1 priority for the City, it can't be the least funded part of the budget
- We want what is equitable for all the neighborhoods regardless of where they are located
- Connect greenways within the city and to larger statewide network
- We are a very economically segregated community
- How to disperse affordable housing around the community
- How to plan for infill
- How do we use/reuse existing assets we already have in the City
- Be mindful of what affordable housing is and who it is affordable to