

STAFF REPORT
for
JUNE 5, 2019 HRC MEETING

Case #: COA2019-054
Staff: Michelle M. McCullough

Applicant: L. Robbie King
Owner: Old Salem Inc.

LOCATION

District: Old Salem Historic District
Street: 433 South Main Street
Buildings: Potter's Site (former Stockton House Site)
Local Historic Landmarks#: N/A

REQUEST(S)

- Installation of outdoor interpretative signs

APPLICABLE SECTIONS OF DESIGN REVIEW GUIDELINES

Old Salem Historic District Guide to the Certificate of Appropriateness (COA) Process and Design Review Guidelines

(Please refer to the applicable sections of the *Guidelines*, as detailed in the staff comments.)

PROJECT DESCRIPTION/ELEMENTS

Please refer to the information provided with the application.

STAFF COMMENTS

The Old Salem Guidelines address historic signage and new signage that relates to the use of the building. This application is for educational, interpretive signage to assist visitors in their experience at this vacant site, on which Old Salem Museums and Gardens recently completed an archeological investigation. The signs are modeled after existing signage at St. Philip's Church, which is on Church Street in the District.

STAFF FINDINGS

Commission staff finds that the work is not incongruous with the character of the Old Salem Historic District because:

- 1) The new signage will be 24" high x 36" wide, constructed of a black painted wood pedestal with a single sided, 1/4" matte finish all-weather board with overlaid graphics in a matte finish mounted on a 3/4" wood backing board. The signage is compatible with the District in terms of style, time period, materials, design, scale, and color. (*Signage*, Old Salem Guideline 2)
- 2) The proposed signage locations are not obtrusive and do not cover large portions of a building façade, any significant architectural features, or block streetscape views. (*Signage*, Old Salem Guideline 4)
- 3) The new signage is not attached to a building; it is installed into the ground and is removable. (*Signage*, Old Salem Guideline 5)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2019-054 at the Potter's Site, located at 433 S. Main Street within the Old Salem Historic District (PIN# 6835-33-0915.00.00) with the following conditions:

- 1) The applicant shall receive, prior to commencement of the work, all other required permits or permissions from governmental agencies;
- 2) Commission staff shall review and approve any revisions or deviations to any portion of the as-submitted work, that qualifies as a minor work, prior to commencement of that portion of the project; and
- 3) The applicant shall submit the Certificate of Appropriateness Request for Certification of Completed Work form and photo documentation of the completed project to HRC staff within ten (10) days of its completion.