

**STAFF REPORT**  
**for**  
**August 7, 2019 HRC MEETING**

**Case #:** COA2019-073  
**Staff:** Michelle M. McCullough

**Applicant:** L. Robbie King  
**Owner:** Old Salem Museums & Gardens

**LOCATION**

District: Old Salem Historic District  
Street: 511 South Main Street  
Buildings: Herbst House  
Local Historic Landmarks#: 18

**REQUEST(S)**

- Installation of Signage

**APPLICABLE SECTIONS OF DESIGN REVIEW GUIDELINES**

*Forsyth County Design Review Guidelines for Local Historic Landmarks and 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, informational signage to assist visitors in their experience at the Herbst House. Old Salem Museums and Gardens recently moved the Horticulture Department to this building. The signs are modeled after existing signage within the District.

**STAFF FINDINGS**

Commission staff finds that the work is not incongruous with the character of the Local Historic Landmark #18 and the Old Salem Historic District because:

- 1) The new signage will be 25" high x 20" wide x 1" thick, constructed of mahogany wood with a copper cap at the top edge. The sign will be painted Salem Gold to match the exterior paint color of the Herbst House and have applied vinyl lettering and border in a brown color. There will be a hand painted illustration of a seedling image to represent horticulture. The signage is compatible with the Landmark and District in terms of style, time period, materials, design, scale, and color. (*Signage*, Old Salem Guideline 2 and *Signage*, Landmark Guidelines 4, 5, and 6)
- 2) The bottom of the signage will be 88" above the sidewalk. The proposed signage is not obtrusive and does not cover large portions of a building façade, any significant architectural features, or block streetscape views. (*Signage*, Old Salem Guideline 4 and *Signage*, Landmark Guideline 6)

- 3) The signage will be attached to the roof of the second-floor porch and hang over the sidewalk by black iron hangers consisting of hook/eyehook combination. The signage is removable. (*Signage*, Old Salem Guideline 5 and *Signage*, Landmark Guideline 7)

### **STAFF RECOMMENDATION**

Based on the preceding findings, staff recommends that the Commission approve COA2019-073 at the Herbst House, located at 511 South Main Street, Local Historic Landmark #18 within the Old Salem Historic District (PIN# 6835-33-0465.00), 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.