

**STAFF REPORT
for
November 6, 2019 HRC MEETING**

Case #: COA2019-115
Staff: Michelle M. McCullough

Applicant: L. Robbie King

LOCATION

District: Old Salem Historic District
Street: 626 South Main Street
Buildings: Commercial Store
Local Historic Landmarks#: 5

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 Local Historic Landmark and Old Salem Guidelines address historic signage and new signage that relates to the use of the building. This application is for informational signage to assist visitors in their experience at the Commercial Store. 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 #5 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 light cream, and have applied vinyl lettering and a black border. It will also include an applied vinyl "T. Bagge" logo. The sign will contain a free hanging banner component at the bottom that identifies the location of Salem Stitches. The banner sign will be 6" tall x 20" wide x 1" thick. It will be constructed of the same material as the main sign and painted the same color. It will include a vinyl magnolia logo in white and black vinyl letters. 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 90" 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 an existing post and will be attached to the post by black iron hangers. 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 COA2019-115 at the Commercial Store, located at 626 South Main Street, Local Historic Landmark #5, within the Old Salem Historic District (PIN# 6835-22-9852.00), 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.