

STAFF REPORT
for
November 6, 2019 HRC MEETING

Case #: COA2019-130
Staff: Michelle M. McCullough

Applicant: Katherine Knapp Watts, Salem Academy & College

LOCATION

District: Old Salem Historic District
Street: 601 South Church Street
Buildings: Salem College Main Hall
Local Historic Landmarks#: N/A

REQUEST(S)

- Installation of signage

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 informational signage to assist visitors in their experience at Salem College. The sign is modeled after existing signage within 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 18" high x 24" wide x 1" thick with a post 32" from the ground to the sign. The material is an appropriate material as listed in the Guidelines; a composite material that appears indistinguishable from wood or metal. The proposed project will place a cast vinyl layer on top of the sign panel (sign face), and powder coat the aluminum post, which simulates a smooth protective finish (signpost). The signage is compatible with the District in terms of material, size, scale, typeface, and character. (*Signage*, Old Salem Guideline 2)
- 2) The proposed signage will not block any streetscape views. The sign will be no more than 32" off the ground to the top of the panel, with the panel front facing the public right-of-way for pedestrians and the back of the panel facing the building. (*Signage*, Old Salem Guideline 4)
- 3) The proposed signage is removable. The signpost will be installed with an in-ground pedestal and will not touch the surface of a building. (*Signage*, Old Salem Guideline 5)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2019-130 at the Salem College Main Hall, located at 601 South Church Street, within the Old Salem Historic District (PIN# 6835-32-4326.00), 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.