

# STAFF REPORT for JULY 1, 2020 HRC MEETING

**Case #:** COA2020-060  
**Staff:** Michelle M. McCullough

**Applicant:** Jeff Fansler, Deputy Director of Transportation

## LOCATION

District: Old Salem Historic District  
Street: Old Salem Road  
Building: N/A  
Status: N/A  
Local Historic  
Landmark#: N/A

## REQUEST(S)

- Installation of wayfinding 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

Old Salem Road is classified as a major thoroughfare and, as such, must meet state regulations for signage. Currently, on Old Salem Road there exist brown metal wayfinding signs that meet the North Carolina Department of Transportation, Division of Highways, Transportation Mobility and Safety Standards. These signs have faded, and the road system has changed requiring new correct signage. The City is requesting to replace these signs, which must meet the same standards mentioned above.

In reviewing the Old Salem Historic District Guidelines for Public Rights-of-Way, the state requirements for major thoroughfare signs were not considered. Signage on this type of right-of-way must be at a scale for automobile traffic and have a reflective quality.

## STAFF FINDINGS

Commission staff finds that the project is not incongruous with the character of the District because:

- 1) The proposed wayfinding signage will replace existing, outdated wayfinding signage on Old Salem Road. Old Salem Road is a major thoroughfare that runs along the edge of the Old Salem Historic District, and it has no structures facing it. The signs are metal, and range in size from 45" to 90" on posts that range in size from 14' to 17.5'. The sheen to be applied to each sign meets the North Carolina Department of Transportation, Division of Highways, Transportation Mobility and Safety Standards for retroreflective sign sheeting. The material, size, scale, typeface and character are appropriate for the major thoroughfare. The signage is not obtrusive, and it does not cover any building facades, significant architectural features, or block streetscape views. The signage is removable, and the posts relate to the sign and type of street. (*Signage*, Old Salem Guidelines 2, 3, 4, 5, and 9).

## **STAFF RECOMMENDATION**

Based on the preceding findings, staff recommends that the Commission approve COA2020-060 on Old Salem Road, located in the Old Salem Historic District, 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.