

STAFF REPORT
for
AUGUST 5, 2020 HRC MEETING

Case #: COA2020-083
Staff: Michelle M. McCullough

Applicant: Salem Academy and College
Katherine Knapp Watts

LOCATION

District: Old Salem Historic District
Streets: 601 South Church Street Building 6
9 East Academy Street
601 South Church Street Building 14

Buildings: South Hall
Inspector's Building
Bahnsen House

Status: Contributing
Local Historic Landmark#: N/A

REQUEST(S)

- Installation of educational 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 educational signage to assist visitors in their experience at Salem College and in the Old Salem Historic District. 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 12" high x 18" wide with a post 24-32" 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 panels (sign face), and powder coat the aluminum posts, 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 signs will be no more than 32" off the ground to the top of the panel, with the panel fronts facing the public right-of-way for pedestrians and the backs of the panels facing the buildings. (*Signage*, Old Salem Guideline 4)

- 3) The proposed signage is removable. The signposts will be installed with in-ground pedestals and will not touch the surfaces of any buildings. (*Signage*, Old Salem Guideline 5)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2020-083 at the South Hall, Inspector's Building, and Bahnson House, located at 601 South Church Street Building 6, 9 East Academy Street, and 601 South Church Street Building 14, within the Old Salem Historic District (PIN# 6835-32-8868.00, 6835-33-1148.00, and 6835-32-8868.00), 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.