

STAFF REPORT
for
NOVEMBER 4, 2020 HRC MEETING

Case #: COA2020-115
Staff: Heather M. Bratland

Applicant: Burgess Jenkins

LOCATION

District: West End Historic Overlay District #99
Street: 490-492 West End Boulevard, Winston-Salem
Building: Summit Street Pharmacy
Status: Contributing
Local Historic
Landmark#: n/a

REQUEST(S)

- Installation of painted wall signage

APPLICABLE SECTIONS OF DESIGN REVIEW STANDARDS

West End Historic Overlay District Design Review Standards
(Please refer to the applicable sections of the *Standards*, as detailed in the staff comments.)

PROJECT DESCRIPTION/ELEMENTS

Please refer to the information provided with the application.

STAFF FINDING

Commission staff finds that the project is not incongruous with the character of the West End Historic Overlay District because:

- 1) The painted wall sign will be installed on the plain and unarticulated left sidewall of the building, in the location of the existing Colony Urban Farm sign. The sign will be 11' 5" wide and 6' 6" tall. The size, scale, and design of the sign are compatible with the building and site. The sign will not conceal, obscure, damage, or destroy architectural features or details. It will not block streetscape views or shadow adjacent structures. The sign is removable. This is a purpose-built commercial building, an appropriate location for painted wall signs. The sidewall is already painted; the application of additional paint will not damage the building. (*Signage*, West End Standards 1-4 and 15)

STAFF RECOMMENDATION

Based on the preceding finding, staff recommends that the Commission approve COA2020-115 at the Summit Street Pharmacy located at 490-492 West End Boulevard, within the West End Historic Overlay District (PIN 6825-78-5091.00), 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.