

STAFF REPORT
for
JANUARY 6, 2021 HRC MEETING

Case #: COA2021-001
Staff: Michelle M. McCullough

Applicant: City of Winston-Salem
Frank Brown III

LOCATION

District: Bethabara Historic District
Streets: 2163 and 2147 Bethabara Road, Winston-Salem
Buildings: Visitor's Center, B#10N
Calf Barn, B#10P
Status: Noncontributing
Local Historic
Landmark#: N/A

REQUEST(S)

- Installation of Signage

APPLICABLE SECTIONS OF DESIGN REVIEW GUIDELINES AND STANDARDS

*Bethabara 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 District Guidelines address historic signage and new signage that relates to the use of the building. This application is for educational, interpretive signage to assist visitors in their experience at each building. The model for the signage is taken from the National Park Service's interpretive signage examples.

STAFF FINDINGS

Commission staff finds that the work is not incongruous with the character of the Bethabara Historic District because:

- 1) The new signage will be 24" high x 36" wide x ½" thick, single sided, matte finished laminated panels made of custom high pressure laminate mounted on black, textured, power-coated metal pedestals. The signage is compatible with the District in terms of material, size, scale, typeface, and character. (*Signage*, Bethabara Guideline 2)
- 2) The new signage will be located at the Visitor's Center and the Calf Barn and will be in an appropriate location that does not diminish or compromise the historic character of the District. The locations are not obtrusive and do not cover large portions of the building façade, any significant architectural features, or block streetscape views. (*Signage*, Bethabara Guideline 4)
- 3) The new signage is not attached to a building; it is installed into the ground and is removable. (*Signage*, Bethabara Guideline 5)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2021-001 at the Visitor's Center and the Calf Barn, located at 2163 and 2147 Bethabara Road, within the Bethabara Historic District (PINs 6817-78-0122.00 and 6817-77-2904.00) 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.