

STAFF REPORT
for
JANUARY 6, 2021 HRC MEETING

Case #: COA2021-002
Staff: Michelle M. McCullough

Applicant: Taylor Hedges

LOCATION

District: West End Historic Overlay District #163
Streets: 848 West Fifth Street
Buildings: Rosenbacher House
Status: Contributing
Local Historic
Landmark#: 106

REQUEST(S)

- Installation of Signage

APPLICABLE SECTIONS OF DESIGN REVIEW GUIDELINES AND STANDARDS

*Forsyth County Design Review Guidelines for Local Historic Landmarks and West End Historic Overlay District Design Review Standards (Please refer to the applicable sections of the **Guidelines and Standards**, as detailed in the staff comments.)*

PROJECT DESCRIPTION/ELEMENTS

Please refer to the information provided with the application.

STAFF COMMENTS

The applicant requests to install one sign on the site. The sign identifies the first floor business in the building. The sign will be located in the front lawn on Fifth Street. The Rosenbacher House is located in an area that was historically residential and institutional. The residential houses are now converted into business and office space.

STAFF FINDINGS

Commission staff finds that the application is not incongruous with the character of the District and Landmark because:

- 1) The proposed project introduces one new freestanding sign, which is compatible with the landmark building, site, and District in terms of style, time-period, materials, design, size, scale, and color. The proposed project considers the style and size of the mounting apparatus. The proposed signage is a simple design made of wood (cedar) with two painted wood (cedar) posts with finial cut top. The signposts will be 4' 4" in height from ground level. The sign panel will be 6' wide x 2'4" high. (*Signage*, Landmark Guidelines 4 and 5 and *Signage*, West End Standards 1, 2, 5, 6 and 10)
- 2) The proposed project introduces new signage in a location that does not diminish or compromise the historic character of the landmark building or site. The sign is located on the front yard adjacent to the entrance steps in the terraced portion of the yard. The sign is below porch level and does not conceal significant architectural features or details. The new sign does not shadow or overpower adjacent structures. (*Signage*, Landmark Guideline 6 and *Signage*, West End Standards 2 and 3)

- 3) The proposed project introduces new signage that is removable. (*Signage, Landmark Guideline 7 and Signage, West End Standard 4*)

STAFF RECOMMENDATION

Based on the preceding comments, staff recommends that the Commission grant a COA for the installation of exterior signage at the Rosenbacher House, Local Historic Landmark #106, 848 West Fifth Street (PIN#: 6825-87-9090.00), located in the West End Historic Overlay District, with the following conditions:

- 1) The applicant shall remove the signage if the current businesses move out of the Rosenbacher House. When the sign is removed, the surface to which it was attached shall be repaired or restored to eliminate any evidence of the remove sign.
- 2) The applicant shall receive, prior to commencement of the work, all other required permits or permissions from governmental agencies.
- 3) Commission staff shall review and approve any revisions or deviations to any portion of the as-submitted work prior to commencement of that portion of the project.
- 4) 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.