

STAFF REPORT
City of Winston-Salem Historic Sign Classification
APPLICATION
Campus Gas Sign
January 6, 2021

Case #: HS2021-001
Staff: Michelle M. McCullough

Applicant: Campus Gas LLC
Owner: Will Volker

LOCATION

Sign: Campus Gas and Service
Street: 1231 Polo Road
City: Winston-Salem, NC

REQUEST

- Classifying the Campus Gas Sign as Historic.

BACKGROUND

A sign that resembles the as-submitted sign for the Campus Gas has been at the 1231 Polo Road location since 1965. The sign design is part of the modernist winged style canopy that originally sheltered the gas tanks. The canopy's long, triangular roof slopes upward from the flat roof of the office behind it. Paired round metal posts with zigzag metal ties between them, support the roof. At the point of the canopy are the signpost and panels. The signpost has three round metal posts with zigzag metal ties between them. The section below the canopy originally held a panel that displayed the gas price. At the top of the base is a square metal frame, which holds plastic sign panels. The sign panels have changed through time to identify the current business at the location. Currently, it has a Campus Gas sign with the restaurant logo. The sign structure itself, rather than the design or content of the panels, is the historic feature.

Chapter B, Article III, Section 6.5.1(F)(5) of the UDO provides for the Forsyth County Historic Resources Commission to classify a sign as a Historic Sign prior to issuance of a zoning permit.

REQUIRED HISTORIC FINDINGS

To be classified as a Historic Sign, an application shall be filed with the Historic Resources Commission staff, and the Commission must find the following:

1. The sign bears a close resemblance to its appearance when originally installed;
2. The original sign was erected twenty-five (25) years prior to application for classification; and
3. The sign meets at least three (3) of the following criteria:
 - a. Bears a national or local emblem, logo, or other graphic that is unique to the property or the establishment, or that is a remnant of an advertising program that is no longer used by the parent company.

- b. Is significant as reflecting the history of the building, structure, object, property or the development of the area, or recognized as important to the culture or history of Winston-Salem and Forsyth County.
- c. Possesses unique characteristics or incorporates materials, design or craftsmanship not commonly found in newer signs.
- d. Is unique, notably aesthetic or creative, so as to make a significant contribution as a work of art.
- e. Is recognized as a popular focal point within the community.
- f. Is associated with historical individuals, events or places.
- g. Is characteristic of a specific time period.
- h. Exhibits unique or rare characteristics that enhance the streetscape or the community at large.

FINDINGS/ANALYSIS

With respect to the three (3) required findings of fact, staff has the following comments:

The sign bears a close resemblance to its appearance when originally installed; *Staff comments: The existing sign structure bears a close resemblance to the original sign structure.*

The original sign was erected twenty-five (25) years prior to application for classification; *Staff comments: The existing sign structure was installed in 1965, fifty-five (55) years ago.*

The sign meets at least three (3) of the criteria listed above; *Staff comments: The existing sign meets the following:*

- *Is significant as reflecting the history of the building, structure, object, property or the development of the area, or recognized as important to the culture or history of Winston-Salem and Forsyth County.*
- *Possesses unique characteristics or incorporates materials, design or craftsmanship not commonly found in newer signs.*
- *Is recognized as a popular focal point within the community.*
- *Is associated with historical individuals, events or places.*
- *Is characteristic of a specific time period.*
- *Exhibits unique or rare characteristics that enhance the streetscape or the community at large.*

STAFF RECOMMENDATION

Staff recommends approval of the classification of the Campus Gas sign, located at 1231 Polo Road, as a historic sign.