

**STAFF REPORT**  
**for**  
**NOVEMBER 3, 2021 HRC MEETING**

**Case #:** COA2021-084  
**Staff:** Michelle M. McCullough

**Applicant:** Frank Brown III  
Historic Bethabara Park  
City of Winston-Salem

**LOCATION**

District: Bethabara Historic District  
Street: 2147 Bethabara Road  
Building: Visitor Center  
Status: Noncontributing  
Local Historic  
Landmark#: N/A

**REQUEST(S)**

- Installation of signage

**APPLICABLE DESIGN REVIEW STANDARDS**

*Bethabara Historic District Guide to the Certificate of Appropriateness (COA) Process and Design Review Standards* available at <https://www.cityofws.org/DocumentCenter/View/21035/Historic-Landmark-Standards-July-2021-PDF>

**STAFF FINDINGS**

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

- 1) The new signage is a two-sided painted wood sign, 32" wide x 40" high, which will be suspended on the arm of a 16' wooden post that is similar to other posts in the District. This sign and post are compatible with the District in terms of material, size, scale, typeface, and character. (*Signage*, Bethabara Standards 2 and 9)
- 2) The new signage similar to other existing historic signage in the District. It relates to the building and District and is in an appropriate location that does not diminish or compromise the historic character of the District. The location is not obtrusive and does not cover large portions of a building façade, any significant architectural features or block streetscape views. (*Signage*, Bethabara Standards 3 and 4)
- 3) The new signage is not attached to a building; it is installed into the ground and is removable. (*Signage*, Bethabara Standard 5)

**STAFF RECOMMENDATION**

Based on the preceding findings, staff recommends that the Commission approve COA2021-084 on the Visitor Center, located at 2147 Bethabara Road, in the Bethabara Historic District, 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.