

STAFF REPORT APRIL 6, 2022 HRC MEETING

Case #: COA2022-018
Staff: Heather M. Bratland

Applicant: Teresa Blackburn, TB Realty Team

LOCATION

District: West End Historic Overlay District #146
Street: 860-862 West Fourth Street, Winston-Salem
Building: Commercial-Apartment Building
Status: Contributing
Local Historic
Landmark#: n/a

REQUEST(S)

- Installation of signage

APPLICABLE DESIGN REVIEW STANDARDS

West End Historic Overlay District Design Review Standards available at:
<https://www.cityofws.org/DocumentCenter/View/4089>

STAFF COMMENTS

According to the *West End Historic Overlay District Report*, the building was constructed in 1924 as a rental property. The 1931 City Directory records the Junior League shop at 862, and the Junior League beauty parlor at 860.

STAFF FINDINGS

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

- 1) The applicant proposes to hang a 16" x 23" sign at the bottom of the existing projecting sign. The new panel will be made from wood and covered with a vinyl overlay. The sign will have a white background with the TB Realty Team logo in the center. It will be connected to the panel above with metal S hooks and use the existing mounting apparatus. The sign is compatible with the size, scale, and design of the building. It will not conceal, obscure, damage, or destroy any architectural details or features, and it will not block streetscape views. The sign will not shadow or overpower adjacent structures; it is removable. The sign is constructed from wood with an overlay of study contemporary material. The projecting sign is limited in number and scale. (*Signage*, West End Standards 1-5, 12, 16)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2022-018 at the Commercial-Apartment Building, located at 860-862 West Fourth Street (PIN 6825-86-8573), within the West End Historic Overlay 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.