

STAFF REPORT MAY 4, 2022 HRC MEETING

Case #: COA2022-029
Staff: Michelle M. McCullough
Applicant: Simon Burgess

LOCATION

District: N/A
Street: 633 North Liberty Street, Winston-Salem
Building: Twin City Motor Company Building
Status: N/A
Local Historic
Landmark#: 142

REQUEST(S)

- After-the-fact signage installation

APPLICABLE DESIGN REVIEW STANDARDS

Forsyth County Design Review Standards for Local Historic Landmarks available at <https://www.cityofws.org/DocumentCenter/View/21035/Historic-Landmark-Standards-July-2021-PDF>

STAFF COMMENTS

Staff received a complaint that two new signs had been installed at the Twin City Motor Company Building. The signs that were removed were not original or significant to the landmark building.

The Twin City Motor Company Building landmark designation is the complete exterior and interior of the building the tax block and lot upon which it sits.

STAFF FINDINGS

Commission staff finds that the project is incongruous with the character of the Landmark because:

- 1) The applicant proposes to replace two panels in two existing, backlit metal sign cabinets. The panels will be 48"x 72.75" acrylic signs backlit by the cabinets. The signs that existed prior to landmark designation were not compatible with the landmark building in terms of style, time period, materials, and design. It is not appropriate to introduce new panels that are made of contemporary materials that are incompatible with the character of the landmark. (*Signage*, Landmark Standard 5)
- 2) The proposed signs will be internally backlit. Contemporary internally illuminated signage is not compatible with the landmark building. (*Signage*, Landmark Standards 8)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission deny COA2022-029 at the Twin City Motor Company Building, Local Historic Landmark #142, located at 633 North Liberty Street, Winston-Salem (PIN 6835-28-2505).