

STAFF REPORT

JUNE 1, 2022 HRC MEETING

Case #: COA2022-030
Staff: Heather M. Bratland

Applicant: Mark Vega

LOCATION

District: West End Historic Overlay District #156
Street: 930 West Fourth Street, Winston-Salem
Building: Ligon Electric Warehouse
Status: Noncontributing
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 ca. 1980. It is a purpose-built, noncontributing commercial building with no individual architectural or historical significance.

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 install a 193.65" x 39" sign above the window to the right of the entry door. Single characters and a logo will be individually mounted to the brick façade. The sign is compatible with the size, scale, and design of the building. It will not block streetscape views or shadow or overpower adjacent structures. The sign is removable. The letters will be 1" thick and made from plastic, a sturdy contemporary material. The design of the sign is compatible with the mounting and design of the State Farm signage above the left-side window, integrating it with the overall building façade and site. (*Signage*, West End Standards 1-5, 11)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2022-030 at the Ligon Electric Warehouse, located at 930 West Fourth Street (PIN 6825-86-4239), 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.