

# STAFF REPORT

## DECEMBER 7, 2022 HRC MEETING

**Case #:** COA2022-114  
**Staff:** Heather M. Bratland  
**Applicant:** David Hillman, Hillman Restaurant Group

### LOCATION

District: West End Historic Overlay District  
Street: 750 Summit Street, Winston-Salem  
Building: #143  
Status: Noncontributing  
Local Historic  
Landmark#: n/a

### REQUEST(S)

- Removal and 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

This noncontributing building is a purpose-built commercial structure that has housed several restaurants. The one-story cinderblock building has large glass windows and a flat roof.

### STAFF FINDINGS

Commission staff finds that installation of a new sign on the building and removal of the pole sign are not incongruous with the character of the West End Historic Overlay District because:

- 1) The applicant proposes to install a new aluminum sign with PVC letters over the entry door. The sign will be 92" wide x 36" high. The sign is comparable in size to the existing West End Poke sign, and it will be installed in the same location. The sign will be lit by two lamps on goosenecks. The sign is compatible in size, scale, and design with the building and site. The sign size is compatible with the building's module and is therefore integrated into the building's façade. It will not conceal, obscure, damage, or destroy any significant architectural details or features. It will not block streetscape views. The sign is removable and will not shadow or overpower any adjacent structures. The sign will be constructed from sturdy contemporary materials. The sign will be lit with an indirect lighting source that is compatible with the sign and building. (*Signage*, West End Standards 1-5, 8, 9, and 11)
- 2) The applicant proposes to remove the existing pole sign in the parking lot. The existing pole sign is taller than what is allowed by the existing *Unified Development Ordinances* and must be removed. (*Signage*, West End Standard 18)

Commission staff finds that installation of a monument sign in the parking area is incongruous with the character of the West End Historic Overlay District because:

- 3) Monument signs are inappropriate except for at purpose-built institutional structures. This is a purpose-built commercial structure. (*Signage*, West End Standard 17)

## **STAFF RECOMMENDATION**

Based on the preceding findings, staff recommends that the Commission approve COA2022-114 with respect to replacement of signage on the building and removal of the pole sign, and deny COA2022-114 with respect to installation of a monument sign, all work to be undertaken at 750 Summit Street (PIN 6825-78-6174), 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.