

STAFF REPORT JANUARY 4, 2023 HRC MEETING

Case #: COA2023-003
Staff: Michelle M. McCullough

Applicant: Davis Sign Company

LOCATION

District: N/A
Street: 310 West Fourth Street, Winston-Salem
Building: Nissen Building
Status: N/A
Local Historic
Landmark#: 110

REQUEST(S)

- After-the-fact installation of signage

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 FINDINGS

Commission staff finds that the project is not incongruous with the character of the Local Historic Landmark because:

- 1) The proposed signage will be two, 52" diameter, two-color vinyl prints in a satin black background with yellow lettering and graphic attached to the glass on the Fourth and Cherry Street elevations. Historically, the building featured hand painted signage on the windows, which displayed the names of the stores within the building along with the goods and services they offered. The signage is limited to one new sign per elevation and the signs are compatible with the landmark building and site in terms of style, time period, materials, design, scale, and color. The location and installation will not diminish or compromise the historic character of the landmark building or site. The new signage is removable, and the glass is not original material. No lighting is proposed with the signage. (*Signage*, Landmark Standards 4 -7)

STAFF RECOMMENDATION

Based on the preceding finding, staff recommends that the Commission approve COA2023-003 located at 310 West Fourth Street (PIN 6835-16-4873), Local Historic Landmark #110.