

STAFF REPORT

JANUARY 4, 2023 HRC MEETING

Case #: COA2023-001
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)

- After-the-fact 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. The Commission approved installation of an aluminum panel sign over the door on December 7, 2022.

STAFF FINDING

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 two decals on the paired entry doors, one on each door. The decals include the name and logo of the business and the hours of operation. The signs are compatible with the size, scale, and design of the building and site. The signs do not conceal, obscure, damage, or destroy any significant architectural features or details, and they do not block streetscape views. The signs do not shadow or overpower adjacent structures, and they are removable. The signs are made from a sturdy contemporary material. The sign size, placement, and design are in harmony with the building's module and entry bay, integrating them into the overall building façade. (*Signage*, West End Standards 1-5 and 11)

STAFF RECOMMENDATION

Based on the preceding finding, staff recommends that the Commission approve COA2023-001 at 750 Summit Street (PIN 6825-78-6174), within the West End Historic Overlay District.