Project Overview

Project Title: Kilpatrick Signage Update
Application Type: 01.16) Application for Certificate of Appropriateness
Jurisdiction: City of Winston-Salem
State: NC
Workflow: 01.16) Application for Certificate of Appropriateness
County: Forsyth

01.16) Application for Certificate of Appropriateness

Address of Subject Property: 1001 WEST 4TH ST. WINSTON - SALEM NC, 27101 (Unverified)
PIN(s) of subject property: 1001 WEST 4TH ST. WINSTON - SALEM NC, 27101 (Unverified)
Local Historic Landmark?: Yes
Landmark Name (if applicable. Type "N/A: if not): NA
Landmark Number (if applicable. Type "N/A: if not): NA
Are you amending a previously submitted COA?: No
Prior COA case # (if applicable):

Project Description

COA Project Intent and Background Statement (click "help" for description):
Kilpatrick Townsend would like to update old signage on our campus.

COA Scope of Work (click the "help" button for description):
Remove old signage and replace with new signage that we believe fits the characteristics of the historic guidelines.

COA Compliance with Design Review Standards and/or Guidelines (Copies of the Design Review standards for each district can be found online here):
https://www.cityofws.org/1397/Publications):
1. Signs shall be compatible with the size, scale, and design of the building and site. 2. Signs shall not conceal, obscure, damage, or destroy any significant architectural features or details. Signs shall not significantly block streetscape views. 3. Signs shall not shadow or overpower adjacent structures. 4. Signs shall be removable. 5. Construct new signage of materials such as wood, stone, metal, or of sturdy contemporary materials. 6. The design and size of the mounting apparatus shall be compatible with the building and enhance the sign design. 7. Signs shall be attached to the building carefully, to prevent damage to historic fabric. Fittings shall penetrate mortar joints rather than brick, for example, and sign loads shall be properly calculated and distributed. 8. Signs may be lit with soft, indirect lighting sources, unobtrusive ground-mounted spotlights, or other unobtrusive lighting. Signs may not flash, blink, or strobe. 9. Internally illuminated and backlit signs are appropriate on purpose-built commercial buildings. The use of internally illuminated sign faces shall be limited to lighting of the individual
letters and accents. The use of large panel, internally illuminated signs is inappropriate. The illumination source for a sign shall be compatible with both the sign and building. 10. Use freestanding signs at residential buildings used for nonresidential purposes. Freestanding signs shall be located close to the front walk and near the public sidewalk. 11. For purpose-built commercial buildings, institutional, and multi-family residential buildings, design signs to be integral to the overall building façade and site. 12. Projecting signs for purpose-built commercial buildings shall be limited in number and size. Projecting signs shall not obscure building facades or interrupt the rhythm of the streetscape. 13. Signs on awnings are appropriate, provided that the sign size is proportional to the awning size. 14. A single, small identification sign, measuring 144 square inches or less, attached to the building is appropriate and does not require a Certificate of Appropriateness. 15. Painted wall signs are appropriate on purpose-built commercial buildings, if applying paint will not destroy or damage the surface of the historic building.

### Project Contacts

**Applicant Full Name:** Addison Johnson  
**Applicant Phone:**  
**Applicant Address:**  
**Applicant Email Address:**

**Owner Full Name (If not the applicant):** Kilpatrick Townsend, LLC  
**Owner Phone Number (If not the applicant):**  
**Owner Address:**  
**Owner Email Address:**

### COA Consent Statement

We, the applicant and owner (if not the applicant), do hereby make an application for a Certificate of Appropriateness (COA) for the following project to be undertaken within the boundaries of a Historic District, Historic Overlay District, or Local Historic Landmark.

We understand that all required information must be submitted for this application to be considered complete, assigned a case number, and either (a) processed by staff as a minor work project, or (b) placed on the agenda of the Forsyth County Historic Resources Commission. By applying for a COA and signing below, we give permission to staff of Winston-Salem/Forsyth County Planning & Development Services to enter upon the property to (1) post signage at the property regarding a pending COA application and (2) inspect the property for any reason related to this application and/or an issued COA. We understand that an interior inspection may be necessary for proposed changes to the interior of a Local Historic Landmark.
Sign 5

F
SECURITY OFFICE

B
SECURITY OFFICE

25"x24"
Sign 6  25"x24"
Single-Sided

ENTRANCE TO
1200 GLADE STREET

60"
Sign 9
Single-Sided
34.5" x 36"

- CARRIAGE HOUSE
- DELIVERIES TO BACK OF MAIN BUILDING
Sign 10

F

MAIN BUILDING RECEPTION

B

CARRIAGE HOUSE

60"
Sign 11

25"x24"

WATCH FOR FALLING WALNUTS
BACK EDGE OF CONCRETE SIDEWALK EQUALS PROPERTY LINE FROM POINT A TO B