

# STAFF REPORT

## JANUARY 4, 2023 HRC MEETING

**Case #:** COA2023-002  
**Staff:** Heather M. Bratland

**Applicant:** Addison Johnson, Kilpatrick Townsend

### LOCATION

District: West End Historic Overlay District  
Street 1: 1012 Glade Street, Winston-Salem  
Building 1: Pilot Life Insurance Co. #317  
Status 1: Noncontributing  
Street 2: 1200 Glade Street, Winston-Salem  
Building 2: P Huber Hanes House #336  
Status 2: Contributing  
Street 3: 1001 West Fourth Street, Winston-Salem  
Building 3a: Petree, Stockton & Robinson Law Offices #363  
Status 3a: Noncontributing  
Building 3b: (former) Outbuilding, Hanes-Hill House #364  
Status 3b: Contributing  
Building 3c: (former) Outbuilding, Hanes-Hill House #365  
Status 3c: Contributing

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

The Kilpatrick Townsend campus comprises three large lots on a hilltop originally occupied by the Hotel Zinzendorf. Per the *West End Historic Overlay District Report*, the P. Huber Hanes House “is of pivotal significance to the West End. ... The changing topography of the site is accommodated through the use of stone retaining walls, a terraced lawn, and flights of steps – features which are predominant in the Glade St. landscape and are found frequently throughout the West End.” The modern law offices were built in 1980 and share their lot with two historic outbuildings associated with the demolished Hanes-Hill House. One was a servants’ house, the other a carriage house and garage. The modernist Pilot Life Insurance Co. building was built in the 1960s.

### 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 eleven (11) wayfinding signs on the campus. Nine (9) of the signs will be 25”x24” mounted on a 60” post; one (1) will be 24”x36” mounted between two 48” posts; and one (1) will be 34.5”x36” mounted on a 60” post. All posts will be black metal with a square cross-section and pyramidal cap. The signs will be constructed from a sturdy contemporary material and display the Kilpatrick Townsend logo, wording, and arrows. The signs will be compatible with the size, scale, and design of the buildings and site. The signs will not

conceal, obscure, damage, or destroy any significant architectural features or details, and they will not significantly block streetscape views. The signs will not shadow or overpower adjacent structures, and they will be removable. The signs will be freestanding, as required when installed for nonresidential use at a residential building. Seven (7) of the signs will be located in areas of low visibility, toward the center of the campus in parking lots. Four (4) of the signs will be located adjacent to driveways and the public sidewalk to provide directions into the parking lots. (*Signage*, West End Standards 1-5 and 10)

### **STAFF RECOMMENDATION**

Based on the preceding finding, staff recommends that the Commission approve COA2023-002 at 1012 Glade Street (PIN 6825-76-9375), 1200 Glade Street (PIN 6825-76-7337), and 1001 West Fourth Street (PIN 6825-76-8026), all 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.