STAFF REPORT
MAY 3, 2023 HRC MEETING

Case #: COA2023-039
Staff: Heather M. Bratland
Applicant: Monica Wray Cameron

LOCATION
District: West End Historic Overlay District
Street: 418 West End Boulevard, Winston-Salem
Building: Commercial Building #96
Status: Noncontributing
Local Historic Landmark#: n/a

REQUEST(S)
• Exterior renovation, addition, 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
Per the West End Historic Overlay District Report, “this small, one-story commercial building with stuccoed walls, large plate glass windows across the front, and a flat roof was in its early days the office of Gallin[s] Vending Co.”

STAFF FINDINGS
Commission staff finds that the project is not incongruous with the character of the West End Historic Overlay District because:

1) The West End Historic Overlay District Report classified the building as noncontributing. The oldest part of the building was built in 1948, after the end of the West End period of significance. It was built by Henry Miller, the owner of Miller Steel Products, as a commercial building for his business. There is no known architect associated with the building, and no significant events or people are associated with the building. It is not a noncontributing building with individual architectural or historical significance. (Noncontributing Structures, West End Standard 3)

2) The applicant proposes to alter and rehabilitate the existing structure by reducing the width of the window in the west wing and infilling the opening with a stucco-finished wall to match the existing exterior treatment; building a new concrete stoop with railing at the replaced entry door on the west façade; relocating and replacing a window on the west façade; enhancing the raised parapet walls with a geometric pattern in stucco relief; creating a stepped parapet at the east building; installing fabric awnings above the windows facing West End Boulevard and the west façade door; installing shutters at the new west façade window; and installing new lighting. The alterations will be compatible with the commercial character and style of the building and will make the building more compatible with other commercial buildings along this section of West End Boulevard and Reynolda Road. (Noncontributing Structures, West End Standard 3)

3) The applicant proposes to construct a 700 square foot addition on the east side of the building that will create a symmetrical façade facing West End Boulevard and provide space for an accessible entrance. The addition will repeat the pattern of solids and voids from the renovated West End Boulevard façade and will be finished with stucco to match the existing exterior
treatment. On the new east façade, a gable-roofed porch supported on stucco posts and roofed with standing seam metal will shelter the entry doors. Two full-height French doors will create an accessible entrance, while a single nine-light over panel door will provide access to the office. New lighting and a fabric awning over the office door will match details on the west façade. The addition will be compatible with the commercial style and character of the building. (*Noncontributing Structures, West End Standard 3*)

4) The applicant proposes to install an acrylic sign on the stepped parapet at the center of the building. It will be lit by soft, indirect light from gooseneck lamps. The sign will be constructed from sturdy contemporary materials. The sign will be compatible with the size, scale, and design of the building and site. It will not block streetscape views or impact any significant architectural features. It will not shadow or overpower other structures, and it will be removable. It will be integrated into the design of the façade. (*Signs, West End Standards 1-5, 8, and 11*)

5) The applicant proposes to create an accessible entrance from the parking lot by installing a concrete ramp between stuccoed curb walls and a concrete walkway across the east façade of the building. The ramp will include a wrought iron handrail on one side. The ramp will be compatible with the scale, materials, details, finish, character, and massing of the building. The ramp will be unobtrusive and have a simple design. A set of concrete steps with a wrought iron handrail will connect the public sidewalk to the new concrete walkway. The new walkway and steps will be compatible with existing walkways and steps that contribute to the character of the West End, and they will not require alteration to the site topography. Concrete is an appropriate material for walkways and steps. (*Safety, Accessibility, and Code Requirements, West End Standards 2, 3, and 5; Walkways and Steps, West End Standards 4 and 5*)

**STAFF RECOMMENDATION**

Based on the preceding findings, staff recommends that the Commission approve COA2023-039 at 418 West End Boulevard (PIN 6825-88-1546) 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.