STAFF REPORT
MAY 3, 2023 HRC MEETING

Case #: COA2023-042
Staff: Michelle M. McCullough
Applicant: Joe Williams

LOCATION
District: West End Historic Overlay District #163
Streets: 848 West Fifth Street
Buildings: Rosenbacher House
Status: Contributing
Local Historic Landmark#: 106

REQUEST(S)

• Installation of signage

APPLICABLE SECTIONS OF DESIGN REVIEW STANDARDS

Forsyth County Design Review Standards for Local Historic Landmarks and West End Historic Overlay District Design Review Standards

STAFF COMMENTS

The applicant requests permission to install two signs on the site. The signs are divided horizontally into two sections to identify the first and second floor businesses. The sign will be located in the front lawn on Fifth Street and the rear driveway adjacent to 4 ½ Street. The Rosenbacher House is located in an area that was historically residential and institutional. The residential houses are now converted into business and office space.

STAFF FINDINGS

Commission staff finds that the application is not incongruous with the character of the District and Landmark because:

1) The proposed project introduces two new freestanding signs, which are compatible with the Landmark building, site, and District in terms of style, time-period, materials, design, size, scale, and color. The proposed signage and posts are a simple design made of high-density urethane. The signposts will be 5’ 6” in height from ground level. The sign panels will be 72” wide x 36” high. (Signage, Landmark Standards 4 and 5 and Signage, West End Standards 1, 2, 5, 6 and 10)

2) The proposed project introduces new signage in a location that does not diminish or compromise the historic character of the Landmark building or site. One sign is located on the front yard adjacent to the entrance steps in the terraced portion of the yard. The sign is below porch level and does not conceal significant architectural features or details. The second sign is in the rear of the property adjacent to the parking area and 4 ½ Street. The sign does not conceal significant architectural features or details. The new signs does not shadow or overpower adjacent structures. (Signage, Landmark Standard 6 and Signage, West End Standards 2 and 3)

3) The proposed project introduces new signage that is removable. (Signage, Landmark Standard 7 and Signage, West End Standard 4)
STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2023-042 at the Rosenbacher House, Local Historic Landmark #106, 848 West Fifth Street (PIN: 6825-87-9090.00), located in the West End Historic Overlay District, with the following conditions:

1) The signs shall be removed if the building remains completely vacant for a period longer than 180 days or is returned to a residential use. Said removal shall occur within 30 days thereof. When the sign is removed, the surface to which it was attached shall be repaired or restored to eliminate any evidence of the removed sign;

2) The applicant shall receive, prior to commencement of the work, all other required permits or permissions from governmental agencies;

3) Commission staff shall review and approve any revisions or deviations to any portion of the as-submitted work prior to commencement of that portion of the project; and,

4) 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.