STAFF REPORT
JUNE 7, 2023 HRC MEETING

Case #: COA2023-047
Staff: Michelle M. McCullough
Applicant: Brandon Williams

LOCATION
District: N/A
Streets: 101 South Marshall Street
Buildings: Rogers House Outbuilding
Status: N/A
Local Historic Landmark#: 40

REQUEST(S)

• After-the-fact installation of signage

APPLICABLE SECTIONS OF DESIGN REVIEW STANDARDS

Forsyth County Design Review Standards for Local Historic Landmarks

STAFF COMMENTS

Staff received a complaint that a sign had been installed at the outbuilding facing Marshall Street at the Rogers House site. The outbuilding has a separate address, 101 South Marshall Street and PIN #68-15-5455. The Rogers House historic building’s address is 102 South Cherry Street and the PIN #6835-15-6438.

STAFF FINDINGS

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

1) The proposed project introduces one wall sign attached to the west elevation of a noncontributing outbuilding. The proposed sign is made of aluminum and is 168” wide and 20” high. The proposed sign is compatible with the Landmark building and site in terms of style, time-period, materials, design, scale, and color. (Signage, Landmark Standards 4 and 5 and Signage)

2) The proposed project introduces a new sign in a location that does not diminish or compromise the historic character of the Landmark building or site. The sign does not damage or conceal significant architectural features or details. (Signage, Landmark Standard 6)

3) The proposed project introduces a new sign that is removable. (Signage, Landmark Standard 7)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2023-047 at the Rogers House, Local Historic Landmark #40, 101 South Marshall Street (PIN: 6835-15-5455.00), with the following conditions:

1) The sign shall be removed if the outbuilding remains completely vacant for a period longer than 180 days. 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.