STAFF REPORT
AUGUST 7, 2023 HRC MEETING

Case #: COA2023-075
Staff: Heather M. Bratland
Applicant: Summit Street Properties LLC c/o Lou Baldwin

LOCATION
District: West End Historic Overlay District
Street: 420 Summit Street, Winston-Salem
Building: B.J. Sheppard House #106
Street: 434 Summit Street, Winston-Salem
Building: Jacob Lott Ludlow House #107
Status: 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
Per the West End Historic Overlay District Report, the B.J. Sheppard House was built in 1893 and is an "imposing two-story brick dwelling whose eclectic design is unique in Winston-Salem." The Jacob Lott Ludlow House was built in 1887 and is individually listed in the National Register of Historic Places. At the time the West End was designated in 1986, the Ludlow House was "one of the best-preserved examples of late nineteenth century, Queen Anne style-influenced domestic architecture in Winston-Salem." After many years of owner neglect, Summit Street Properties LLC purchased the houses in 2019 and began a multi-year, tax credit rehabilitation of the structures, which opened for business earlier this year.

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 seven (7) identification and traffic signs on the campus. Six (6) of the signs will be 12" x 15"; one (1) will be 48" x 27" mounted between two 15" high posts. All posts will be aluminum. The signs will be constructed from aluminum and display Summit Street Inns logo and name, a band of color that references the stained-glass windows of the Ludlow House, 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. Four (4) of the signs will be located in areas of low visibility, toward the center of the campus in parking lots. Three (3) of the signs will be located adjacent to driveways and the public sidewalk to provide identification of the business 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 COA2023-075 at 420 and 434 Summit Street (PINs 6825-86-5828 and 6825-86-5939) 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.