

## City of Winston-Salem Historic Sign Classification APPLICATION

The City of Winston-Salem's *Unified Development Ordinance* (UDO) allows the classification of "Historic Signs" by the Forsyth County Historic Resources Commission. In order for a sign to be classified as "Historic," an application shall be filed with HRC staff. Once an application has been determined by staff to be complete, it shall be forwarded to the HRC for review. The HRC must find that a sign closely resembles its original appearance, is at least 25 years old, and meets at least three of eight specific criteria established by the ordinance (refer to application form for these eight criteria).

**This application form must be filled out completely. Attach documentation and supporting information as required. Please type or print clearly.**

<b>General Information</b>	
Name of the Historic Sign:	
Location of the Sign (Address of the Property):	
Applicant's Name:	Company Name (if applicable):
Mailing Address:	
City, State, Zip:	
Telephone (including area code):	
E-Mail:	
Applicant's Signature:	
Are You The Owner Of The Sign?    Yes _____    No _____ (if no, provide owner information below)	
Owner's Name:	Company Name (if applicable):
Mailing Address:	
City, State, Zip:	
Telephone (including area code):	
E-Mail:	
Owner's Signature (if different from applicant):	

## Eligibility Checklist

Is this sign at least 25 years old? Yes\_\_\_\_\_ No\_\_\_\_\_ (If no, not eligible)

What year was the sign erected? \_\_\_\_\_

The sign, if 25 years old, must also meet **at least three (3)** of the following criteria.

Check the applicable criteria and on an attached separate sheet, submit a typewritten explanation of how the sign meets each of the criteria checked and include a summary statement of why the sign is significant to the City of Winston-Salem and therefore should be classified as a “historic sign.”

Bears a national or local emblem, logo, or other graphic that is unique to the property or the establishment, or that is a remnant of an advertising program that is no longer used by the parent company.

Is significant as reflecting the history of the building, structure, object, property or the development of the area, or recognized as important to the culture or history of Winston-Salem and Forsyth County.

Possesses unique characteristics or incorporates materials, design or craftsmanship not commonly found in newer signs.

Is unique, notably aesthetic or creative, so as to make a significant contribution as a work of art.

Is recognized as a popular focal point within the community.

Is associated with historical individuals, events or places.

Is characteristic of a specific time period.

Exhibits unique or rare characteristics that enhance the streetscape or the community at large.

## Documentation

Provide historic documentation that shows the sign’s age, original and current design, condition, location, etc. Documentation may include photographs, drawings, postcards, advertisements, building permits, contracts, and/or other historic data. Digital images placed on a DVD or other similar device are encouraged for photographic and/or other similar documentation. Please note that all material submitted becomes the property of the Historic Resources Commission and will not be returned.

### RETURN APPLICATION TO:

Michelle M. McCullough, Historic Resource Officer  
City-County Planning Board

Bryce A. Stuart Municipal Building, 100 E. First Street, Winston-Salem, NC 27101  
P.O. Box 2511, Winston-Salem, NC 27102-2511  
(336) 747-7063

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