

STAFF REPORT
City of Winston-Salem Historic Sign Classification
APPLICATION
Mr. Barbecue Sign
October 5, 2018

Case #: HS2018-001
Staff: Michelle M. McCullough

Applicant: Martha Rothrock, Nanmar I, LLC
Owner: James Nick Carros

LOCATION

Sign: Mr. Barbeque Restaurant
Street: 1381 Peters Creek Parkway
City: Winston-Salem, NC

REQUEST

- Classifying the Mr. Barbeque Sign as Historic.

BACKGROUND

A sign that resembles the as-submitted sign for the Mr. Barbeque Restaurant has been at the 1381 Peters Creek Parkway location since 1964. The sign is designed with a 3-dimensional log cabin at the base to represent the smokehouses used for barbeque in the past. Attached to the roof of the log cabin is a black metal framework holding four (4) sign cabinets which depict the Mr. Barbeque logs and name on plastic panels. Attached to the log cabin is a brick chimney with neon flames coming out the top.

Chapter B, Article III, Section 3.2 (F)(5) of the UDO provides for the Forsyth County Historic Resources Commission to classify a sign as a Historic Sign prior to issuance of a zoning permit.

REQUIRED HISTORIC FINDINGS

To be classified as a Historic Sign, an application for classification shall be filed with the Historic Resources Commission staff, and the Commission must find the following:

1. The sign bears a close resemblance to its appearance when originally installed;
2. The original sign was erected twenty-five (25) years prior to application for classification; and
3. The sign meets at least three (3) of the following criteria:
 - a. 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.
 - b. 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.
 - c. Possesses unique characteristics or incorporates materials, design or craftsmanship not commonly found in newer signs.

- d. Is unique, notably aesthetic or creative, so as to make a significant contribution as a work of art.
- e. Is recognized as a popular focal point within the community.
- f. Is associated with historical individuals, events or places.
- g. Is characteristic of a specific time period.
- h. Exhibits unique or rare characteristics that enhance the streetscape or the community at large.

FINDINGS/ANALYSIS

With respect to the three (3) required findings of fact, staff has the following comments:

The sign bears a close resemblance to its appearance when originally installed; *Staff comments: The existing sign bears a close resemblance to the original sign.*

The original sign was erected twenty-five (25) years prior to application for classification; *Staff comments: The existing sign was installed in 1964, fifty-four (54) years ago.*

The sign meets at least three (3) of the criteria listed above; *Staff comments: The existing sign meets the following:*

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

STAFF RECOMMENDATION

Staff recommends approval of classifying the Mr. Barbeque sign as a historic sign, located at 1381 Peters Creek Parkway.