

FINAL STAFF REPORT
for
January 2, 2019 HRC MEETING

Case #: COA2019-001
Staff: Michelle M. McCullough

Applicant: Pepper Property Investments LLC
Owner: Pepper Property Investments LLC

LOCATION

Landmark: Local Historic Landmark #136
Building: Pepper Building
Street: 104 West Fourth Street

REQUEST(S)

- Installation of Exterior Signage and Awning

APPLICABLE SECTIONS OF DESIGN REVIEW GUIDELINES

Forsyth County Design Review Guidelines for Local Historic Landmarks
(Please refer to the applicable sections of the *Guidelines* as detailed in the staff comments.)

PROJECT DESCRIPTION/ELEMENTS

Please refer to the information provided with the application.

STAFF COMMENTS

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

- 1) The proposed new signage is compatible with the landmark building and site in terms of style, time period, materials, design, scale, and color. The proposed signage is a 12' x 2'-5.31" blade sign at the corner of the building, a location signage was historically located on downtown corner buildings. The proposed sign is made of black aluminum with white acrylic letters. (*Signage*, Landmarks Guideline 5)
- 2) The proposed new signage is introduced in locations that do not diminish or compromise the historic character of the landmark building or site. The proposed sign is mounted on the exterior wall in a location that signs of this type would be found and does not obscure, damage, or conceal significant architectural features or details. (*Signage*, Landmarks Guideline 6)
- 3) The proposed new signage and awning are removable. (*Signage*, Landmarks Guideline 7)
- 4) Any desired new awning that is historically appropriate should be fabric for a storefront or entrance opening. Original historic features should not be damaged or obscured by the

awning. The proposed new awning is 16'-2.63" x 2'-10.73", made of black canvas with an aluminum frame with the new business name in white letters along the front. It will be located over the front entrance on Fourth Street. The proposed awning will not damage or obscure the landmark building. (*Utilities and Energy Retrofit*, Landmarks Guideline 5)

STAFF RECOMMENDATION

Based on the preceding comments, staff recommends that the Commission grant a COA for the installation of exterior signage and awning at the Pepper Building, Local Historic Landmark #136 located at 104 West Fourth Street (PIN#: 6835-26-1963), 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* and photo documentation of the completed project to HRC staff within ten (10) days of its completion.