

MEMORANDUM

TO: Town of Wake Forest Board of Commissioners
FROM: Historic Preservation Planning Staff
RE: Historic Marker Program Policy
DATE: August 2021

During the public outreach portion of the NE Community Plan Update many members of the Advisory Committee, Stakeholders, and private citizens expressed a desire to educate the public about the significant history in the NE Community of Wake Forest. The NE Community is a historically African American neighborhood that is significant to the history of Wake Forest. Unfortunately, many significant buildings have been lost or altered and the sites are not eligible for historic listing. Implementing a historic marker program is an appropriate way to identify historical sites and educate the public of their significance. Staff conducted research and determined that a Historic Marker Program for use consistently throughout the Town of Wake Forest will benefit the Town by educating the public about the community's rich history. After researching historical marker programs within North Carolina, staff determined that Winston-Salem's program is an established and successful model for the attached policy. The Historic Preservation Commission (HPC) recommended approval of the program at their June 9, 2021, meeting

Current Ordinance Provisions

The Unified Development Ordinance, Chapter 11, Signs, authorizes the use, size, type and locations of signs within the Town of Wake Forest.

The current Unified Development Ordinance (UDO) discusses "Governmental Signs" and "Historic Identification Plaques". We are proposing that the Historic Markers described in this program will fall under the category of "Governmental Signs" permitted in all districts under 11.10.7.

Introduction

The historical marker program will promote and educate the public about Wake Forest's significant history. Similar to the NC Highway Marker Program, there are specific guidelines and requirements for historical markers. The program will be administered within the Historic Preservation Program and the approval body will be the Wake Forest Historic Preservation Commission. The following guidelines will be followed to facilitate the process.

A. Application

There is a required application form for the program (Attached). Applications will be submitted to the Senior Planner - Historic Preservation and will be accepted until September 1, of the current year.

B. Evaluation Criteria

The Historic Preservation Commission (HPC) will review all applications annually at the regular November HPC meeting (2nd Wednesday of the month). All successful applications must meet all the Qualifying Criteria and the minimum requirements for each priority listed below. The Town of Wake Forest reserves the right to deny any application that does not align with the Town's core values.

Qualifying Criteria (All applications must meet all five of the following):

1. Site, event, organization, or personal contribution must be over 50 years old. Recognition of an individual must be posthumous.
2. Not currently marked by any other marker or any other program, either public or private. Properties in historic districts are generally not eligible for markers and must demonstrate that they have individual or exceptional significance separate from the significance of the district.

3. Proposed marker location is to be identified on the application, if on private property an easement or encroachment agreement will also be required. If in the North Carolina Department of Transportation (NCDOT) right-of-way, approval from NCDOT is required before installation.
4. Proposed marker must be in public view and visible from the public right-of-way.
5. A majority of Historic Preservation Commission members must respond yes to the following question: Is a historic marker the proper form of recognition for this site?

The Commission will evaluate applications based on the following weighted priorities:

Priority One: Each criterion met is given up to 5 points. (20 points maximum/8 point minimum)

- A) Lesser-known historical site, event, organization, or person
- B) Site connected to under-represented history or historical narrative
- C) Building, public or private, of historical/cultural significance that was demolished, such as a school, courthouse, house, etc.
- D) Historical or cultural event at a specific site

Priority Two: Each criterion met is given up to 3 points. (12 points maximum/3 point minimum)

- A) Existing building of historical/cultural significance
- B) Historic landscape
- C) Person or organization of historical/cultural significance
- D) Site of historical or cultural significance

Priority Three: Each criterion met is given 1 point. (3 points maximum/1 point minimum)

- A) Location is in an underrepresented area (Does the marker introduce the historic marker program into a part of the Town that currently does not have any markers?)
- B) Impact on present community (Does the marker help create a sense of place within an area?)
- C) Impact on preservation (Does the marker identify a property or area that should be prioritized for preservation?)

C. Voting Process

At the annual Historical Marker Review meeting (regular November HPC meeting), each applicant shall make a five (5) minute presentation to the HPC. After each presentation, the HPC will have the opportunity to ask questions, and the public will have an opportunity to comment in support of, or opposition to, the application. The HPC will evaluate each application using the criteria in Section B. The top scoring applications will be reviewed for approval. The next two highest scoring applications for which an applicant has indicated a willingness to self-fund a marker will be recommended to the Historic Preservation Commission. An application with a weighted priority value of less than 12 points is not eligible for a Historic Marker.

D. Inscriptions

All final marker inscriptions will be drafted by Town of Wake Forest staff, reviewed, and approved by the HPC. The HPC will provide the applicant, if applicable, with a courtesy draft to ensure significant information has been included. Town staff and the HPC do not editorialize or speculate; marker text will only include widely acknowledged historical facts. Additionally, space limitations due to the size and configuration of the marker requires concise statements.

E. Marker Format

Each marker will be of a roadside marker format and will be standard size and design as illustrated in the attached marker design, unless otherwise determined by the HPC. The approved marker design can be found on the Town website.

F. Interpretative Panel Markers

The Town's Historic Preservation Staff and HPC may recommend the use of interpretative markers if more appropriate for a historic site. Interpretative panel markers can incorporate photographs, documents, and narration into a single panel and provide more interpretation than historical markers. Special circumstances suited for interpretative markers include, thematic historic wayfinding, museums, heritage sites, and sites with multiple layers of history.

- a) Interpretive panels will be uniform and consistent with the interpretative markers used at other historic sites such as the Ailey Young House and the Wake Forest Historical Museum.
- b) Markers on Town of Wake Forest Parks, Recreation and Cultural Resources parks and park facilities will use the Town of Wake Forest Parks, Recreation and Cultural Resources wayfinding standards for all signage located at Park facilities. Signs proposed at Town Parks and Park Facilities must meet the Parks, Recreation & Cultural Resources Department's wayfinding standards.

G. Marker Purchase/Related Fees

Private property owners, nonprofit organizations, or governmental departments/agencies may apply for self-funded markers for eligible sites. These marker applications will follow the procedures and deadlines outlined in this policy. Self-funded marker applications require staff evaluation and HPC approval of the marker. They also require HPC approval of the text as outlined above. No more than two self-funded markers will be approved annually. Staff will order all self-funded markers, but applicants are responsible for the payment of all purchase, shipping, and installation costs. All markers will be in the same format outlined above.

H. Marker Rollover List

At the written request of the applicant, marker applications that are not selected by the HPC and meet the minimum scoring criteria will be placed on a rollover list to be considered the following year. Applicants should be prepared to make a presentation to the HPC each year to assure full consideration. Inclusion on the list is not a guarantee that the application will be selected in the future.

I. Location

Markers within the Town of Wake Forest and ETJ will be installed on the property in the general area of the selected site. An easement is required for installations on private property and an encroachment agreement is required to install markers in the public right-of-way. For markers recognizing sites along the North Carolina Department of Transportation (NCDOT) right-of-way an easement is required from DOT. HPC staff will coordinate with NCDOT and/or with the appropriate adjacent property owner for an encroachment agreement/easement in which to place the marker. (Note: compensation will not be provided for sign easements)

J. Implementation/Timing

Each year, during the November HPC meeting, the HPC will review submissions and vote on the final marker sites for the year. An opportunity for public comment regarding marker sites under consideration will be provided. Staff will prepare inscription text in accordance with the Policy above and provide to the fabricator for marker production. Unveiling ceremonies will be scheduled in celebration of Historic Preservation Month in May. Staff will coordinate with applicants for unveiling ceremonies. Self-funded marker applicants will be responsible for unveiling ceremony cost.

K. Replacement Markers

If a publicly-funded marker is damaged and must be replaced, the appropriate governmental agency may purchase a replacement marker (as funding allows). Replacement costs and associated fees for self-funded markers that have been damaged are the responsibility of the applicant. All reinstallations will be managed by HPC Staff.

L. Approved Marker Design and Specifications

Approved Town of Wake Forest Historic Marker Design

30" high x 42" wide

Sewah Studios
"Georgia" template
Marker plate color: Black
Letter color: gold / ivory

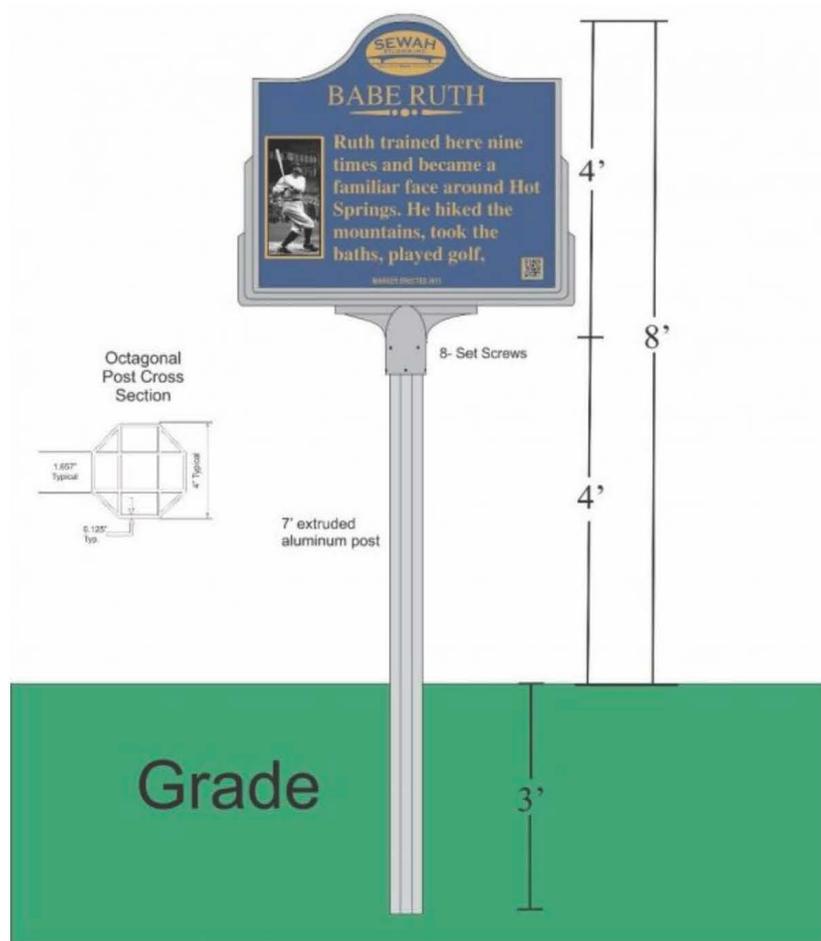
Headline: 2-inch letters
Body: 1.5-inch letters



Marker Design Approved by the Historic Preservation Commission on June 9, 2021

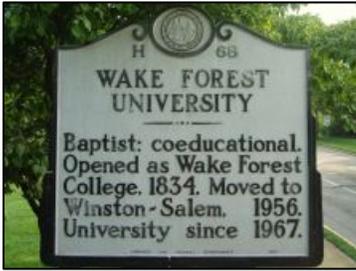
Single Post Mount

Single post markers are manufactured with a mounting cap that include 8 set screws for securing the marker to the post. Standard marker orders ship with a 7' post with 3' to be inserted in ground with above grade positioning the marker panel for an appealing eye level of readability. A 10' post is available for mounting on side walk allowing for head room clearance and compliance with any local sign ordinance.

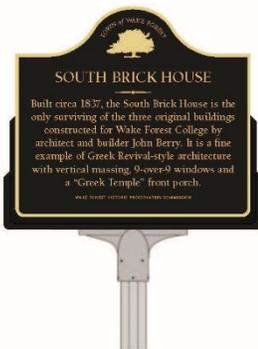


Historic Marker, Signage, and Plaque Definitions

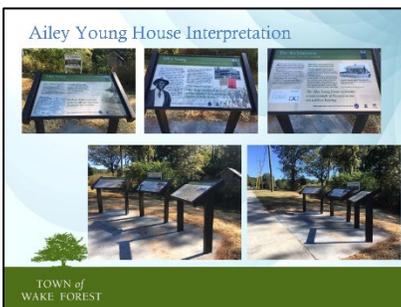
North Carolina State Historical Highway Marker – The North Carolina Highway Historical Marker Program is administered by the State of North Carolina. These markers are used for sites associated with historical events or people of statewide significance. For more information about this program visit the NC Highway Historical Marker Program online at <https://www.ncdcr.gov/node/5947> .



Town of Wake Forest Historic Marker – a marker approved by the Town of Wake Forest Historic Preservation Commission. The marker will be consistent with the approved marker design and will be installed with clear visibility from the public-right-of-way. Contact the Town of Wake Forest Historic Preservation staff for more information at 919-435-9516



Interpretive Panels – markers approved for historic sites that incorporate photographs, historic documents and text to provide in depth information about the historic site and its history. Interpretive panel markers will be consistent with markers used at other historic sites including the Wake Forest Historical Museum. These are appropriate for public sites that allow the visitor to read the information and view the photographs. Standard Historic Interpretive Panels are 36" x 24", traditional "t" bases are 2" x 6" x 57", finished in NPS dark brown.

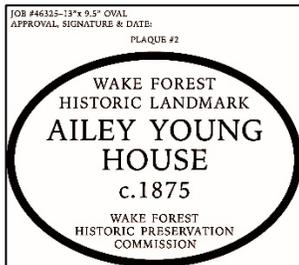


Definitions (Continued)

Interpretative Markers for Parks, Recreation and Cultural Resources – markers approved for Town of Wake Forest Parks, Recreation and Cultural Resources sites. These can incorporate photographs, documents, and text similar to interpretative panels above but will incorporate the signs and mounts approved for the Town Parks, Recreation and Cultural Resources programs. Contact the Town of Wake Forest Parks, Recreation, and Cultural Resources Department for more information.



Local Historic Landmark Plaques – Local Historic Landmark plaques are provided to owners of designated local historic landmark properties by the Wake Forest Historic Preservation Commission. Each oval-shaped bronze plaque measures 13" x 9.5". It is recommended to install the local historic landmark plaque to the right of the main entrance, at least 50" from the surface of the porch floor or entry elevation, approximately 8 inches to the right of the door casing. Use care when attaching to masonry buildings and ensure that the fasteners are in the mortar joints rather than the brick.



National Register Plaques – National Register property owners can order National Register plaques for their property. The property owner is responsible for ordering and installing the plaque. It is recommended to install the local historic landmark plaque to the right of the main entrance, at least 50" from the surface of the porch floor or entry elevation, approximately 8 inches to the right of the door casing. Use care when attaching to masonry buildings and ensure that the fasteners are in the mortar joints rather than the brick.



Historic Marker Program-DRAFT (Will be Electronic Submittal)

Application Form



This application form must be filled out completely and signed and dated at the bottom. Attach documentation and supporting information as required. Please type or print clearly.

Application Information:

Applicant's Name (Individual/Organization):

Contact Person (if different):

Mailing Address:

Telephone (Include Area Code):

Email:

Proposed title of marker:

Proposed marker Site (Address and Wake County Pin Number)

The marker will commemorate:

- an event
- a landscape
- other
- a cemetery
- a historic property, building or district
- an organization
- a person

Submission Material should include:

Statement of Significance
Source Material and/or Bibliography

Proposed Marker Text
Digital images at the location (if possible)

Applicants Signature _____

Date _____

Self-Funded Historic Marker Program-DRAFT

Proposed title of marker:

Policy

Private property owners, nonprofit organizations, and governmental departments/agencies may apply for self-funded markers for eligible sites. These marker applications will follow the same review and evaluation criteria as town-funded markers. No more than two self-funded markers may be approved annually.

The cost for a self-funded marker is approximately \$3,000.

Procedures

The Historic Preservation Commission will approve text for self-funded markers. Staff will order the markers, and the fabricator will direct bill the applicant.

If your historic marker is not selected to be funded by the Town of Wake Forest, would you like to be considered for a self-funded marker?

yes

no

Signature: _____

Date: _____

To ensure that all marker application are considered fairly without regard to the applicant's willingness or ability to self-fund a marker, staff will keep this information confidential until after the Historic Preservation Commission has voted on approval.

All Applications are due by September 15th for consideration in this year's cycle

Contact for more information:

Michelle Michael

(919) 435-9516

mmichael@wakeforestnc.gov

301 S Brooke St

Wake Forest NC 27587

Only Electronic Applications will be Accepted
Visit www.wakeforestnc.gov "Electronic Plan Review"

Items to be included with the application.

The HPC's review will be based on the information in the application and the presentation.

Statement of Significance and Presentation

On attached sheets, please provide a statement describing why the marker subject is significant to the Town of Wake Forest. Please also describe why a marker is an appropriate form of recognition. The statement should be supported by additional documentation that substantiates the history and the statement of significance. Please provide copies of primary source material. Primary sources are contemporary to the marker subject and include historic documents, photographs, journals, diaries, letters, interviews, artistic works, newspaper articles, obituaries, etc. Secondary source material, which includes information that has been gathered and recorded in books, articles, and other publications, may also be submitted to enhance the application. A bibliography should be included. Digital images shared via a cloud service are encouraged for photographic and/or other similar documentation. These may also be used in the applicant's presentation to the Historic Preservation Commission. You are required to make a 5-minute presentation to the Historic Preservation Commission at their annual meeting. You may use PowerPoint or other visual aids. Failure to submit adequate required information, or to make a presentation at the Historic Preservation Commission meeting, will result in the application not being considered. Please note that all material submitted becomes the property of the Historic Preservation Program.

Suggested Marker Text

On an attached separate sheet, please type a suggested marker text. Marker text is limited to 650 characters, including spaces. This text is subject to change, as the Wake Forest Historic Preservation Commission prepares and approves the final marker inscription.

Map of Proposed Marker Site

Please include a map of the site where you propose to install a marker with the installation location marked.

Program Information

The historic marker application deadline is October 1st to be considered for the next calendar year's marker installation. The Historic Preservation Commission meets annually at the November Historic Preservation Commission meeting to review and approve marker requests.

If Selected for Marker Unveiling

Attempts will be made to have at least one public marker unveiling. Unveiling ceremonies will be scheduled in May in celebration of Historic Preservation Month. Applicants will be asked to assist with the planning the unveiling ceremony including a list of invitees, proposed date, review invitations, assist with event programming, and provide a representative to speak at the unveiling.

