

**Town of Davidson, NC**  
**Design Review Board: Staff Analysis**  
**Project Manager: S. Chad Hall**  
**August 16, 2017**

**Project:** Elisabeth Rose - signage  
**Location:** 202 South Main Street, Suite C  
**Applicant:** Elisabeth Connolly  
**Planning Area:** Village Center, Local Historic District: Contributing Resource

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Two signs are proposed for the Elisabeth Rose stationary store at 202 S. Main Street. One sign is a wall sign, above the entry. The second sign is a sidewalk sign.

The wall sign is proposed of vinyl, acrylic and brushed brass and measures 23.87 square feet, meeting the 24 square foot maximum.

The sidewalk sign is proposed as wooden with a chalkboard sign face. It also meets the dimensional requirements of the Davidson Planning Ordinance.

The building is located within the Village Center Planning Area. This building is considered to be a storefront building. The building is a contributing structure in the Local Historic District. As such, the Historic Preservation Commission (HPC) may use its Design Guidelines to ensure that facades and their features meet the spirit and intent of the Davidson Planning Ordinance, even if all aspects do not necessarily meet the requirements for façades.

**HISTORIC DISTRICT DESIGN GUIDELINES:**

***Signs***

5. *Introduce new signs, if needed, in traditional locations where they do not diminish or compromise the overall historic character of the building, site, or district. Design new signs to be compatible in location, configuration, orientation, height, material, scale, and detail with the historic character of the building, site, and district.*
7. *Construct new signs in traditional materials, such as wood, stone, or metal, or apply lettering and graphics on display windows or awning fabric. It is not appropriate to introduce signage in contemporary materials such as plastics or to introduce internally lighted signage that is incompatible with the overall historic character of the district.*

**DAVIDSON PLANNING ORDINANCE:**

***SIGNS***

***Section 11.2.2.B Required Permits***

*All signs proposed to be affixed to a structure in the Local Historic Overlay District must be approved by the Design & Historic Review Board to determine that the signage meets the provisions of this section and any additional historic district requirements.*

### **Section 11.3.1.2 Single-Tenant Buildings**

*One sign from the following list are allowed on each façade: wall, projecting, hanging, freestanding, and two additional from the following: sidewalk, awning, canopy, window, and door.*

### **Section 11.4.1.2 Wall Sign**

*A sign directly attached and parallel to a building façade or dependent upon a building for its support. Wall signs may consist of sign board, metal, or channel letters mounted directly on wall or via raceway, neon, or paint directly on brick.*

#### **1. Permitted Location**

- *Building facades that face the right of way, pedestrian passageways, and/or parking associated with the establishment.*

#### **2. Area & Dimensions**

- *Maximum sign area per facade is five percent of the ground floor facade area on which the sign is located OR 24 square feet, whichever is greater. The Design Review Board must approve all signs greater than 24 square feet.*
- *For multi-bay, multi-tenant buildings, the facade area shall include only that portion of the facade designed for a specific tenant.*

#### **3. Height**

- *The top of a wall sign shall not exceed 18 feet above grade.*

#### **4. Additional Requirements**

- *Internally illuminated signs, including LED signs, are not permitted.*
- *Signs must either be a minimum of 1.5 inches thick or include a 1.5 to 2 inch border.*

### **Section 11.4.1.9 Sidewalk Sign**

*Pedestrian-scaled non-permanent signs typically used to display restaurant menus, daily specials/sales or other events. Common types of sidewalk signs include easel signs and A-frame signs.*

#### **1. Permitted Location**

- *Within three feet of the primary entrance.*
- *Signs must leave a minimum horizontal sidewalk clearance of five feet and shall not interfere with pedestrian, bicycle, or vehicular circulation, or required sight visibility triangles.*

#### **2. Area & Dimensions**

- *Six square feet maximum area per side.*

#### **3. Height**

- *Four feet maximum.*

#### **4. Additional Requirements**

- *The sign must be constructed of a wooden or metal frame with a changeable face (e.g., chalkboard, whiteboard, and cork). Plastic signs prohibited.*
- *The signs must be removed at close of business each day.*

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