

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

**Project:** The Hub - signage  
**Location:** 210 Delburg Street  
**Applicant:** Davidson College  
**Designer:** Jonathan Koricke (ADW Architects)  
**Planning Area:** Village Edge

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The Hub, located at 210 Delburg, has three signs that exceed the common dimensional criteria of the Davidson Planning Ordinance (DPO), but they are allowed with Design Review Board approval. The DPO restricts wall signs to a 24 square foot maximum, though signs may be larger if they are within five percent of the ground floor area of the façade.

The first wall sign is located on the front façade and it is the primary sign flanking the main front door. This sign measures 67 square feet for the total board, though the sign area reading “THE HUB” (including “@ Davidson” and the broken diamond elements) is approximately 36 square feet. The design includes a lamboo plank background with raised black lettering.

Also on the front façade (south facing), there are three wall signs that are proposed at 30 square feet each. These are panels that will retain an overall common design, but will change as tenants change. It is anticipated that each time one of these signs change that it will not need to come back to DRB for review, so long as the board design remains the same while only changing the logo within it (even though a new board will be produced for each new tenant).

The last is a wall sign located on the eastern façade. This is a 32 square foot lamboo plank sign. The sign will feature raised black lettering for “THE HUB” with other lettering being flush mounted.

**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 Multi-Tenant Buildings**

*Each tenant on the street on ground-level may display one of the following signs on each façade: wall, projecting, hanging, freestanding, and two additional from the following: sidewalk, awning, canopy, window, or 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.*