

**Town of Davidson, NC**  
**Design Review Board: Staff Analysis**  
**Project Manager: Chad Hall**  
**November 15, 2017**

**Project:** Monument Sign  
**Location:** 100 North Main Street  
**Applicant:** Davidson College Presbyterian Church  
**Designer:** Rapid Signs  
**Planning Area:** College Campus within Local Historic District

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The applicant proposes a monument sign at the northeast corner of North Main Street and Concord Road; this will replace an existing monument sign located at the same corner. The sign will be located on the back side of the sidewalks and is to be shaped in an arc, with “wings.” Materials for the monument structure are brick with a concrete cap. The sign area is proposed with raised aluminum plate lettering on an aluminum sign panel. Centered on the panel in the upper portion is the church logo and website. The sign panel also includes a raised 1.5” outside border. The sign area is 16 square feet and the monument is to be four feet tall.

Landscaping will be provided in front of the sign. Low wattage lighting will illuminate the sign; lighting not presently shown.

At the October 18 Historic Preservation Commission meeting, the HPC continued the project in order to explore preservation of the existing sign to be relocated elsewhere on the property. Staff explained that the campus/church was already at a maximum allotment for signs. At the direction of the HPC, staff has encouraged the applicant to explore siting the sign either internal to the church building, further preserving the dilapidated sign, or locating it internal to the campus at/near the entrance to the church from on the north side. At the time of this analysis, a final location had not been determined.

**DAVIDSON PLANNING ORDINANCE:**

***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 11.5.4 Monument Signs for Religious Institutions and Schools***

- A. *Description: A freestanding sign having the entire bottom of the sign affixed to the ground and used for the purpose of identifying a Civic or Educational/Institutional use only, as defined in Section 2.*
- B. *Permitted Location: One institutional ground sign is allowed along the primary frontage of a permitted Civic or Educational/Institutional use.*

- C. *Maximum Area: 24 square feet*
- D. *Maximum Height: Four feet*
- E. *Number: One ground sign is permitted per Civic or Educational/Institutional development if no Freestanding Signs are used per Section 11.3.4.*
- F. *The sign may contain an area for changeable typeface to display messages throughout the year.*

#### **HISTORIC DISTRICT DESIGN GUIDELINES:**

##### ***Signs***

- 1. *Retain and preserve historic signs that contribute to the overall character of the historic district.*
- 4. *Replace damaged, deteriorated, or missing signs with new signage that is compatible in design, material, scale, finish, and detail with the historic character of the building and district.*
- 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.*