

**Town of Davidson, NC
Design Review Board: Staff Analysis
Project Manager: Chad Hall
May 16, 2018**

Project: Pickled Peach – Signs
Location: 202 South Main Street, Suite E
Applicant: Town of Davidson
Designer: n/a
Planning Area: Village Center (Local Historic District)

The Pickled Peach is changing to a new logo; as such, there is a request to replace exiting signage on the property. The change will include replacing two existing projecting signs and changing the logo on doors, as well as adding a sidewalk sign.

There are two projecting signs; one is located along the Main Street frontage and the other along the pedestrian way on the north side of the building (Summit parking lot side). The signs are to be made of wood with raised lettering for the logo and printed lettering for the tagline.

- The sign proposed on Main Street illustrates an arrow, pointing toward the main door for the Pickled Peach. It is not clear if this will be one sign board or two, with the arrow board being connected to the primary sign board with hardware. The overall sign size is 29"x29" (5.8 square feet).
- The sign near the main door measures 36"x36" (9 square feet).

Two doors are located along the pedestrian way. The door signs are proposed to be translucent white vinyl and each new logo will be 17"x11" (1.29 square feet); one will include "The Market" as well, under the logo.

A sidewalk sandwich board sign is also proposed. This will be a darker wood, to closely match the wood of the projecting signs and will be sealed so that the surface can be written upon with a chalkboard marker. Sign measures 24"x36" (6 square feet).

HISTORIC DISTRICT GUIDELINES:

Signs (pages 54-55)

- 2. Retain and preserve signs that contribute to the overall historic character of a building.*
- 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:

Section 4.2.1 – Historic District Regulations

All changes or improvements made to structures and sites within the Local Historic District must comply with the Historic District Regulations as described in Section 22.

T:\Planning_Shared_(Common)\04.BOARDS COMMISSIONS\Design Review\Agenda Packets\2018 DRB Agendas\20180516_DRB Agenda\Pickled Peach signs\20180516_Pickled Peach Signs_Staff Analysis.doc