

Town of Davidson, NC
Design Review Board: Staff Analysis
Project Manager: S. Chad Hall
July 18, 2018

Project: Davidson Wine – Façade changes
Location: 121 Depot Street
Applicant: Recah Harward on behalf of Lindsay Williams
Planning Area: Village Center, Local Historic District: Contributing Resource

A project is proposed at 121 Depot Street for changes to the façades. The current front façade is painted a tan color and includes a pent roof over the transoms. The proposal is to remove the pent roof to expose the transoms and to repaint the façade. The proposed color is Tricorn Black.

Signage and lighting is also proposed on the front façade. The signage will be painted above the transoms, reading “Davidson Wine” in a gold-ish color; one word will be featured above each storefront. Per the provided sketch, the sign size will meet Davidson Planning Ordinance (DPO) requirements, being less than five percent of façade area.

The proposed lighting on the front façade is wall mounted and cylindrical in appearance. Radius of light is 6” and vertical dimension will be 24”. Proposed color of the light is either Sun Gold or Champaign.

On the rear façade, the applicant plans to apply the same Tricorn Black paint color to the elevation. Additionally, the door is proposed to be replaced.

Door and Window signs are not proposed. Staff has included language for the benefit of the applicant and for the board in case these items need to be discussed.

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 façades 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.

Language from National Register of Historic Places Nomination Report:

121 Depot Street, ca. 1920, Commercial Building, Contributing Building:

- One story, brick commercial building with two storefronts and a flat parapet; storefronts delineated by brick pilasters, and each store has a recessed entrance flanked by storefront windows; original transom windows are now covered in wood panels, and a pent roof has been added.

HISTORIC DISTRICT DESIGN GUIDELINES:

Storefronts

1. *Retain and preserve storefronts that contribute to the overall historic character and form of commercial buildings including display windows, transoms, mid-cornices, recessed entries, bulkhead panels, and other functional or decorative features.*
2. *Retain and preserve storefront materials that contribute to the overall historic character of a building.*
3. *Maintain, protect, and repair the features, material surfaces, and details of storefronts using repair techniques appropriate to the specific storefront material.*

Paint and Exterior Color

3. *When repainting, select colors appropriate to the historic building and district. Enhance the features of a building through appropriate selection and placement of paint color consistent with its architectural style. In particular, the foundation color is usually darker than the body of the building in order to visually anchor it to the ground.*
4. *It is not appropriate to paint brick, stone, copper, bronze, concrete, or cement block surfaces that were historically unpainted.*
7. *It is not appropriate to remove paint films before repainting through destructive methods such as sandblasting, waterblasting, power washing, or the use of propane or butane torches.*

Exterior Lighting

1. *Retain and preserve exterior lighting fixtures that contribute to the overall historic character of the historic district.*
2. *Retain and preserve historic exterior lighting fixtures that contribute to the historic character of a building.*
5. *If needed, introduce exterior lighting fixtures sensitively so that the overall character of the historic building, site, or district is not diminished. Select and install new fixtures so that the location, orientation, height, brightness, design, and material are compatible with the human scale and character of the historic district.*
8. *It is not appropriate to create a false historical appearance by introducing period lighting fixtures from an era that predates the building or district.*

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:

SITE AND BUILDING DESIGN STANDARDS

Section 4.2.1 – Historic District Regulations

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

Section 4.4.1.E.4a-b – General Building Design Standards - Materials

Building materials and colors shall be complimentary to materials already being used in the general area. If dissimilar materials are being proposed, other characteristics such as scale, proportion, form, architectural detailing, color, and texture shall be used to ensure that the building relates to the rest of the neighborhood.

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 11.4.1.3 Window Sign

A sign affixed to the surface of a window or displayed within one foot of the window and visible from a street or park.

1. Permitted Location

- *Windows on ground-level facades and upper level arcades only.*

2. Area & Dimensions

- *Maximum size is 25 percent of the window area.*
- *Neon signs mounted on the interior of storefront windows shall not exceed 10 square feet in area, and shall be counted as part of the total window sign area.*

3. Height

- *No maximum, but signs are limited to windows on ground-level facades and upper level arcades only.*

4. Additional Requirements

- *Internally illuminated signs, including LED and neon, are not permitted, except for interior mounted neon signs not exceeding 10 square feet in area.*
- *To ensure that visibility both in and out of the window is not obscured, such signs may be silk-screened, vinyl, etched, or hand-painted.*

Section 11.4.1.4 Door Sign

A sign applied, mounted or painted on the solid portion of a door; or a sign that is attached, applied, painted, silk screened, or etched onto the glass pane of a door.

1. Permitted Location

- *Storefront doors only.*

2. Area & Dimensions

- *Two square feet maximum per door.*

3. Height:

- *None*

4. Additional Requirements

- *Internally illuminated signs, including LED signs, are not permitted.*