

**Town of Davidson, NC**  
**Design Review Board: Staff Analysis**  
**Project Manager: S. Chad Hall**  
**August 15, 2018**

**Project:** The Hurt Hub - signage  
**Location:** 210 Delburg Street  
**Applicant:** Davidson College  
**Designer:** Sign Innovations  
**Planning Area:** Village Edge

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The Hub, located at 210 Delburg, has two signs that are being updated since their initial approval in August 2017. The intent of the update is to add the donor's name "HURT" to the signs, with no other changes to design, materials or color.

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. These signs meet that criteria. Since these signs exceed 24 square foot, they require DRB approval.

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 HURT HUB" (including "@ Davidson" and the broken diamond elements) is approximately 36 square feet. The design includes a lamboo plank background with raised black lettering. The only proposed change to this sign is to add the word "HURT" with the same font size and color as "THE" on the existing signboard.

The other wall sign is located on the eastern façade. This is a 56 square foot lamboo plank sign. The sign will feature raised black lettering for "THE HURT HUB" with other lettering being flush mounted.

**DAVIDSON PLANNING ORDINANCE:**

**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.*

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