

**Town of Davidson, NC
Design Review Board: Staff Analysis
September 19, 2018**

Project: Escape 109 - signage
Location: 109 N. Main Street
Applicant: Stephen Rust
Designer: Casco Signs
Planning Area: Village Center (Local Historic District)

Escape 109 is a new business located at 109 N. Main Street. As a new business, the applicant requests a wall sign to be installed on the front façade of the building. Since the sign will be affixed to a structure in the Local Historic District, DRB approval is required.

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 proposed wall sign is 24 inches by 60 inches, or ten square feet.

The wall sign is constructed of aluminum with vinyl graphics and border. It will not be illuminated. The design includes the logo for Escape 109 and the text “Davidson’s Escape Room.”

DAVIDSON PLANNING ORDINANCE:

Section 11.2.2.B

All signs proposed to be affixed to a structure in the Local Historic Overlay District must be approved by the Design Review Board to determine that the signage meets the provisions of this section and any historic district requirements.

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.*

HISTORIC DISTRICT GUIDELINES:

Signs (pages 54-55)

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.*

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