

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

Project: Mine by Sandy - signage
Location: 106 S. Main Street
Applicant: Sandy Bowers
Designer: Artisan Signs and Graphics
Planning Area: Village Center (Local Historic District)

Monkees, located at 106 S. Main Street, is changing to a new name and logo; as such, there is a request to replace the existing signage on the property. The change includes replacing the existing wall sign with a new projecting sign on the front façade of the building. Because the sign will be affixed to a structure in the Local Historic District, DRB approval is required.

The DPO restricts projecting signs to a maximum area of 12 square feet. The proposed projecting sign is 36 inches by 16 inches, or four square feet.

The projecting sign will be made of routed HDU (foam) material. Letters will be raised and painted. The border will be painted brass. The mounting bracket will be painted to match the sign border. The sign design includes the text "Mine, the smaller shop by Sandy." It will not be illuminated.

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 11.4.1.7 Projecting Sign

A sign directly attached and not parallel to a building façade or dependent upon a building for its support.

1. Permitted Location

- *Building facades that face the right of way, pedestrian passageways, and/or parking associated with the establishment.*

2. Area & Dimensions

- *12 square feet maximum per side.*
- *Three feet maximum width.*
- *Four feet maximum projection from building.*

3. Height

- *18 feet maximum.*

- *A minimum of seven feet of clearance must be maintained between the bottom of the sign and the grade.*

4. *Additional Requirements*

- *Must be perpendicular to the building façade.*
- *Internally illuminated signs are not permitted*
- *Any external illumination may not be attached to the sign.*

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.*