

Town of Davidson, NC
Historic Preservation Commission: Staff Analysis
April 17, 2019

Project: Davidson Wine Co. Signage & Lighting
Location: 121 Depot Street
Applicant: Artisan Signs and Graphics (Jami Russo)
Designer: Artisan Signs and Graphics (signage)
Planning Area: Village Center (Local Historic District)

Davidson Wine Company proposes a new wall sign on the front facade at 121 Depot Street. This property went before the HPC in June of 2018 and received approval for a number of building alterations. The approval letter dated June 18, 2018 requires that **lighting** (horizontal band for wall signs; sconces) **and signage** on the front façade of the building return to the HPC for approval, along with any mullion removal in the transoms.

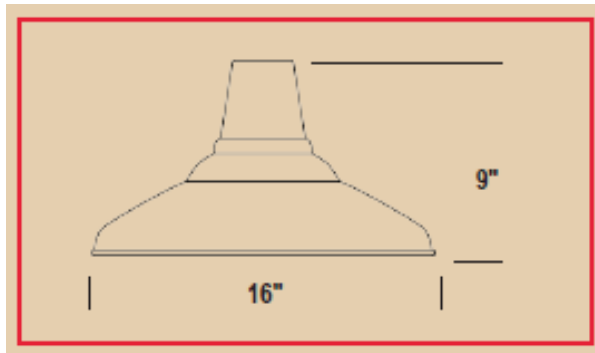
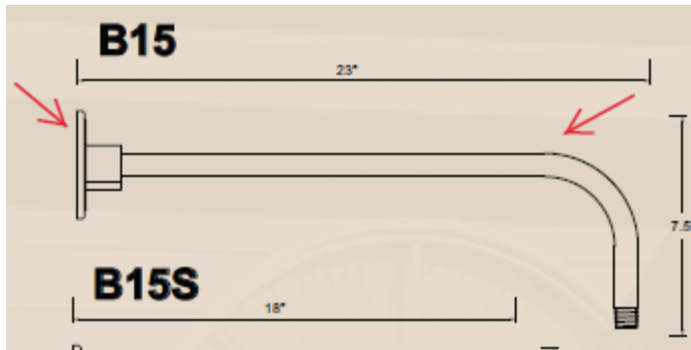
Wall Signage

The proposed wall sign will read “Davidson Wine Co.” The dimensions of the proposed sign will be 90.5” x 33” above the left side entrance and 80.6” x 35.6” above the right side entrance. The proposed wall sign meets size requirements in Section 11 of the Davidson Planning Ordinance. The sign material will be acrylic. Sign lettering will be at least 1.5 inches thick.

Lighting

Lighting is also proposed for the front of the building above wall signage. There will be six lights total, three on each side of the front of the building. Lighting will be painted bronze to match the color of sign lettering (see lighting detail below).





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 painted 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 façade is five percent of the ground floor façade 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.*

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 (DPO Section 22):

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.*

Exterior Lighting (pages 58-59)

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.*

T:\Planning_Shared_(Common)\04.BOARDS COMMISSIONS\Design Review\Agenda Packets\2019 DRB Agendas\20190417_DRB_HPC Agendas\HPC\1. Davidson Wine Co. Signage



June 18, 2018

Recah Harward
455 S Main St.
Davidson, NC 28036

RE: Davidson Wine Co. – Multiple Items

Congratulations on receiving Historic Preservation Commission approval at the June 18, 2018 meeting to make multiple changes at parcel 00325837. The application was approved for the following:

- Removal of pent roof; and
- Repainting of façade colors to Tricorn Black; and
- The four conduit locations; and
- Change of front doors - minus removal of the “center” transom mullion over the front doors; and
- Exposing transoms with inclusion of ¼” round in mullions; and
- Change of rear door; and
- for staff to review HVAC (send back to HPC if it will be visible from public right-of-way).

Please note:

- Actual lighting (horizontal band for wall signs), sconces and wall signage to return for approval, along with any mullion removal in the transoms.
- Any window and/or door signage will also need HPC review.

Please note, you have eighteen months from the date of the Design Review Board approval to obtain a sign permit. If no sign permit has been issued by the termination day of November 17, 2019, the HPC approval will be null and void. A one-year extension may be granted by the Planning Director, if such request is received within 30 days of the termination date.

Thank you for working with the Town of Davidson to create a project beneficial to the community, the building users, and the owner. Please contact me, if you have any questions.

Respectfully,



Bruce Barteldt,
Chair Design Review Board



Design Review

DAVIDSON WINE COMPANY

(Name of Project)

Sign - Application Requirements

Date Received

3/6

3/6

3/6

3/6

3/6

3/6

3/6

3/6

3/6

3/6

3/6

3/6



Application Fee per Town of Davidson Fee Schedule



Contact Information



Project Description
(including General Statement of Intent)



Statement of Compliance with Section 9



Any Approved Sign Plan or Conditional Planning Area for Signs
(including all renderings, plans, and conditions of approval)



Site and Building Plan Indicating the Location of all Signs



Color Photos
(including existing and adjacent sites and building(s) showing signage taken from the perspective of the public streets adjacent to the site)



List of all Existing Signs with their Location and Dimensions



Color Photo of Building(s) with Proposed Sign(s) Superimposed



Landscape Schematic Design in accordance with Section 8.6



Representative Materials and Colors



Proposed Lighting Type and Location - no lighting!



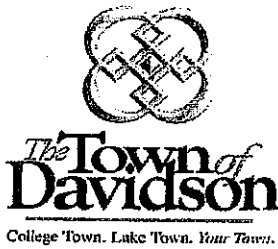
Statement of Compliance with Planning Ordinance Section 14

As the applicant, I hereby confirm that all the required materials for this application are authentic and have been submitted to the Town of Davidson Planning Department.

Janie R. [Signature]
Applicant's Signature

3/27/19

Date



Design Review

DAVIDSON WINE COMPANY

(Name of Project)

Contact Information

Applicant's Information

Name: JAMI RUSSO
E-Mail: JRUSSO@ARTISANSIGNSANDGRAPHICS.COM
Mailing Address: 18335 Old Statesville Rd, Suite "L"
CORNELIUS, NC 28031
Business Phone: (704)-655-9100 Mobile Phone: _____

Property Owner's Information

(If Different from Applicant)

Name: Lindsey Williams
E-Mail: lindseywilliams@hotmail.com
Mailing Address: 121 Depot St., Davidson, NC 28036
Business Phone: (980) 689-0424 Mobile Phone: _____

Architect's Information

Name of Firm: LaBella Associates
Architect's Name: MARCY PELUCIO
E-Mail: mpelucio@labellapc.com
Mailing Address: 400 S. Tryon St., Suite 1300
Charlotte, NC 28285
Business Phone: (704) 376-6423 Mobile Phone: (704) 941-2147



Design Review

DAVIDSON WINE COMPANY

(Name of Project)

Sign - Project Description

Application Date: 3/27/19

Project Location: 121 Depot Street, Davidson, NC 28036
(Indicate street frontage, nearest intersection, and address, if assigned)

Tax Parcel(s):

Planning Area: Village center

Planning Area Overlay District: Local Historic District overlay

Master or Conditional Plan:
(Include any conditions of approval)

General Statement of Intent: Building name "Davidson Wine Co." placed on building and projecting flange sign with building's name and logo.

Project Details:

Project Type: ☐ individual sign ☐ multi-tenant building ☐ sign plan development

Sign Type: ☐ wall sign ☒ projecting sign ☐ hanging sign

☐ freestanding sign ☐ canopy/awning sign ☐ window/door sign

☒ building name ☐ sidewalk sign ☐ temporary sign

Other sign type: X

Dimensions: Building Name: 40.5" x 33", 80.6" x 35.6", Flange: 24" x 24"

Square Footage: Building Name: 20.74 ft², Flange: 4 ft²

Height from grade:

Sign materials: Acrylic, TBD

Lighting: - there is some lighting proofed out in documents but we are not continuing with these

Existing Signs, include signs to remain and signs to be removed: for the project. NO lighting on building.



Design Review

DAVIDSON WINE COMPANY

(Name of Project)

Sign - Development Process

Date Completed	
_____	<input type="checkbox"/> Initial Meeting
_____	<input type="checkbox"/> Application and Fee
_____	<input type="checkbox"/> Design Review Board Preliminary Review, if applicable
_____	<input type="checkbox"/> Planning Director Review for Compliance with Planning Ordinance
_____	<input type="checkbox"/> Design Review Board Approval
_____	<input type="checkbox"/> Sign Permit Approval

Initial Meeting

Application and Fee

Design Review Board Preliminary Review, if applicable

Planning Director Review for Compliance with Planning Ordinance

Design Review Board Approval

Sign Permit Approval



Davidson Wine Co.

90.5" x 33"

80.6" x 35.6"

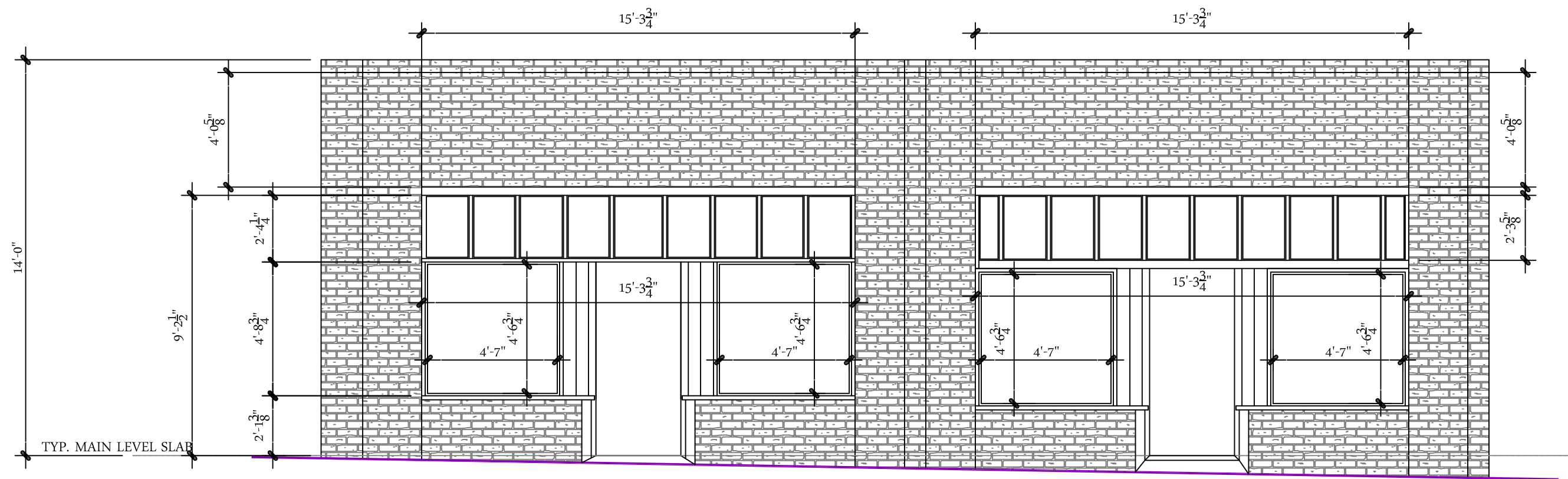
Date	03/07/2019_R0
Designer	CW
Salesperson	JM
Sign Style:	Exterior Signage
Additional:	
Material	TBD
Trim	N/A
Face	N/A
Mounting	N/A
Colors	No PMS
<input type="checkbox"/> PMS	<input type="checkbox"/> PMS <input type="checkbox"/> PMS <input type="checkbox"/> PMS
Job Description	No further information
Installation method	Employee install
Approval	
Artisan <small>signs&graphics</small> Creatively promoting your brand 18335 Old Statesville Rd. Cornelius, NC 28031 704-655-9100 www.artisansignsandgraphics.com	

Customer Davidson Wine Co

Filename \Retail\Davidson Wine Company\DGP_ExteriorSignage_DF

Revision 1

The drawing and all designs herein are the sole property of Artisan Graphics and may not be reproduced, transferred, published or used in any way without prior written consent.





Monterey

EXTERIOR FRONT



PH16/63/BLC/UGR/63



SH16/58/B15/58

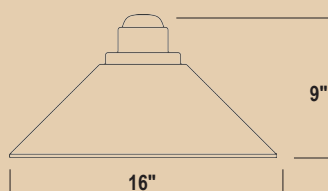


PHC16/49/BLC

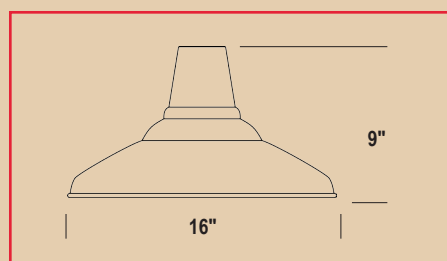


SH16/60/RCHB

PH16

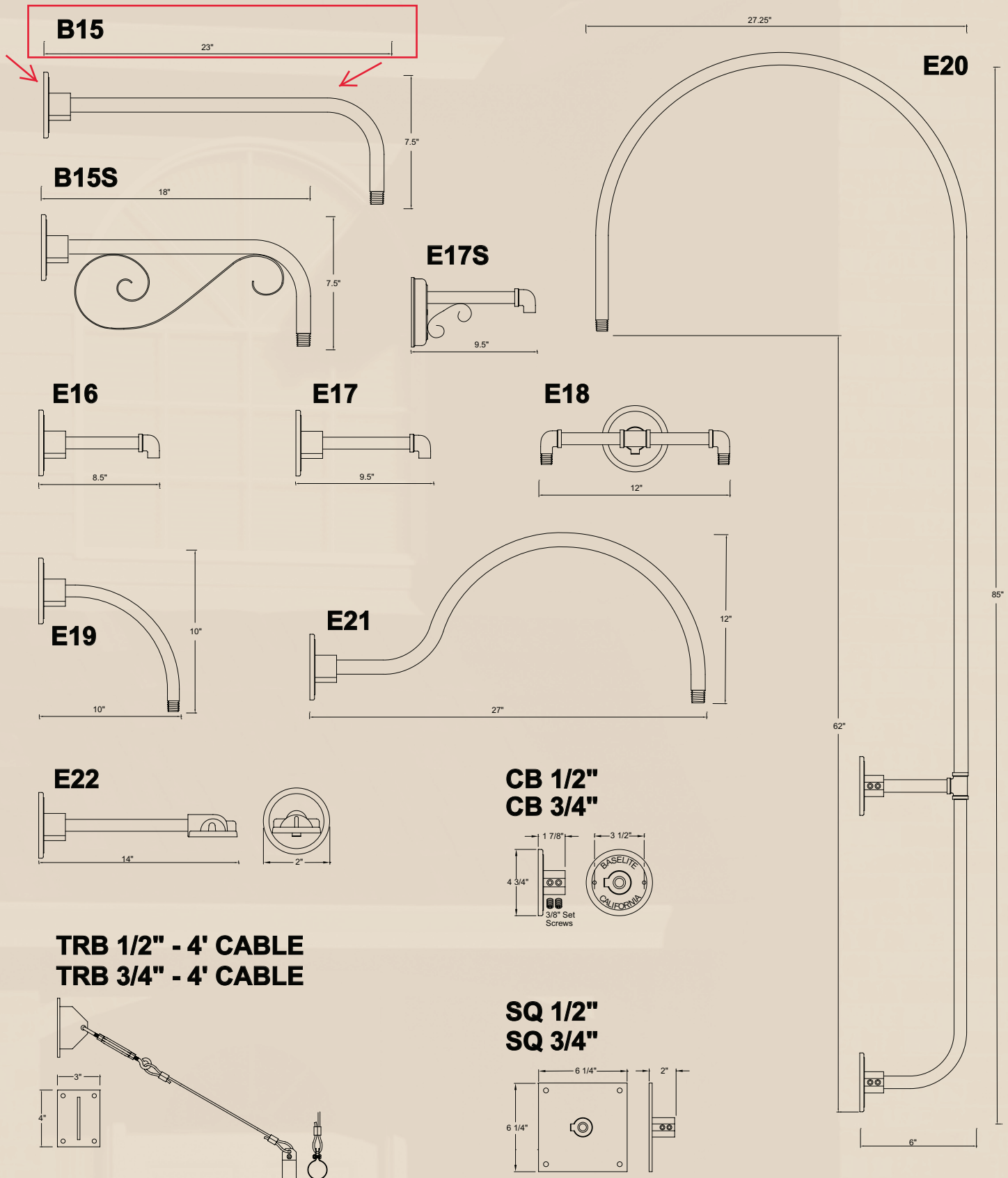


SH16



MODEL	COLOR	MOUNTING SOURCE	LIGHT SOURCE				NOTES
			Inc	CF	HID (MH & HPS)	LED	
PH16	40, 41, 42, 43, 44,	Page 55-58 for arm extension	200W	26, 32 or 42W*	35, 50, 70 or 100W**	21W	See page 67 for ACCESSORIES
PHC16	45, 46, 48, 49, 50,	Page 59-63 for post mts. & poles	200W	26, 32 or 42W*	35, 50, 70 or 100W**	21W	
SH16	51, 52, 53, 54, 55,	Page 66 for stems, cords & canopies	200W	26, 32 or 42W*	35, 50, 70 or 100W**	21W	
	57, 58, 59, 60, 61,	Page 66 for cable & chain	<div>USING LED BULB</div> <div>*See page 65 for REMOTE BALLASTS **See page 64 for REMOTE BALLASTS</div>				See page 68 for GLASS OPTIONS
	62, 63, 75, 76, 77,	Page 66 for mounting hubs					
	85, 92						
	20PB (POLISHED BRASS - POWDER COAT)						

EXTERIOR FRONT



Round Cast Backplates are standard with Arm Extensions that mount onto recessed 4" octagonal boxes.

Mounting Options

Cords

• Incandescent max wattage 150 watt. Call factory for higher wattages • Loops, cable and chain available for incandescent and compact fluorescent

CATALOG #	DESCRIPTION
BLC	8' Black cord (includes canopy) INC
WHC	8' White cord (includes canopy) INC



CATALOG #	DESCRIPTION
TCB	8' Black cord, cable and loop
TCHW	8' White cord, cable and loop



CATALOG #	DESCRIPTION
TCHB	8' Black cord, chain and loop
TCHW	8' White cord, chain and loop



CATALOG #	DESCRIPTION
TLB	8' Black telephone cord and cable
TLW	8' White telephone cord and cable



Not available with compact fluorescent or H.I.D

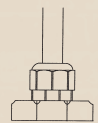
CATALOG #	DESCRIPTION
RCB	8' Black cord, cable and loop
RCW	8' White cord, cable and loop



CATALOG #	DESCRIPTION
RCHB	8' Black cord, chain and loop
RCHW	8' White cord, chain and loop



CATALOG #	DESCRIPTION
FHB	8' Black cord with flat hub



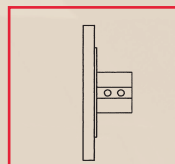
CATALOG #	DESCRIPTION
HBLC	8' Black cord (H.I.D.)
HWHC	8' White cord (H.I.D.)



(Remote ballast shades only)

Backplates

CATALOG #	DESCRIPTION
CB 1/2	Cast aluminum backplate 1/2 NPT
CB 3/4	Cast aluminum backplate 3/4 NPT



CATALOG #	DESCRIPTION
CBC1	1/2" Backplate cover
CBC3	3/4" Backplate cover



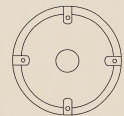
Includes slip ring to hold 1/2" or 3/4" arm extension in place

Canopies

CATALOG #	DESCRIPTION
SLC 1/2"	Slope ceiling canopy 1/2"
SLC 3/4"	Slope ceiling canopy 3/4"

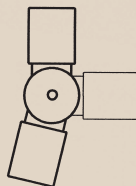


CATALOG #	DESCRIPTION
STC	1/2" Stem mount canopy



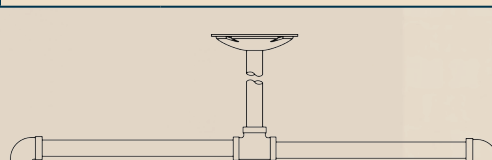
Hubs

CATALOG #	DESCRIPTION
FH 1/2"	Flat hub 1/2"
FH 3/4"	Flat hub 3/4"
SWL	1/2" NPT swivel



Stems

CATALOG #	DESCRIPTION
ST18"	18" stem 1/2" NPT
ST24"	24" stem 1/2" NPT
ST36"	36" stem 1/2" NPT
ST48"	48" stem 1/2" NPT
DP24"	Double Pendant
SC24"	Scroll Stem





Certificate of Appropriateness

The Historic Preservation Commission hereby certifies that the application for:

Name of Applicant: **Artisan Signs and Graphics (Jami Russo)**

Name of Project: **Davidson Wine Company Wall Signage and Lighting**

Address: **121 Depot Street**

is approved for:

☐ New Structure ☐ Addition or Expansion ☐ Exterior Alteration or Reconstruction ☐ Relocation

☐ Demolition ☒ Sign(s) ☐ Vendor Cart ☒ Exterior Lighting ☒ Exterior Materials and Color(s)

☐ Other:

This certificate is not a permit. This certificate does not relieve any party of the responsibility of filing for and obtaining all required permits or of following all other applicable codes, ordinances, and regulations. This certificate does not negate any protective covenants or deed restrictions on the property. Any change in the applicant's plans requires the filing of a revised application with the Town of Davidson, NC.

Chair, Historic Preservation Commission

Date April 17, 2019