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**DESIGN/DEVELOPMENT REVIEW COMMISSION  
DESIGN REVIEW DISTRICT  
HISTORIC CONSENT AGENDA  
EVALUATION SHEET  
Case # 3**

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**ADDRESS:** 1530 Main Street

**APPLICANT:** Adrienne Montare, agent for AIA

**TAX MAP REFERENCE:** TMS#R09091-02-06

**USE OF PROPERTY:** Commercial

**REVIEW DISTRICT:** Individual Landmark/City Center/Design Development

**NATURE OF REQUEST:** Signage

**FINDINGS/COMMENTS:**

The applicant is asking to install two signs, one each on either side of the entry door, as well as new vinyl lettering for the address numbering. As this is a landmark building, the D/DRC is required to review the proposal.

The signs will each be 21” x 33” and will be metal with a painted surface and lettering. The vinyl letters will be 6” in height and will be placed on the glass transom above the door. No illumination is planned for the signage. Pertinent sections of the City Center Design/Development Guidelines follow:

Section 6.2.1 Color

*Limit the total number of colors used in any one sign. Small accents of several colors may make a sign unique and attractive, but the competition of large areas of many different colors decreases readability.*

The wall signs employ one to two colors only which will make a graphic and very legible impact.

Section 6.2.2 Materials

*The following materials are recommended for signs in City Center:*

*...Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion).*

Per this guideline, the proposed metal is an approved material.

Section 6.3 Wall Signs

*Signs should be placed consistent with the proportions and scale of the elements within the structure’s façade. A particular sign may fit well on a plain wall area, but might overpower the finer scale and proportion of a lower storefront. A sign which is appropriate near an entry may look tiny and out of place above the ground level.*

The wall signs will be placed on either side of the entry door. They will be sized to be consistent with the scale of the building and its details.

*Signs should be located where architectural features or details suggest a location, size, or shape for the sign. The best location for a wall sign continues to be a band or blank area between the first and second floors of a building. The cut and size of the stone around the entry suggests a strong and more appropriate location for the signage, rather than between the floors of the building.*

**STAFF RECOMMENDATIONS:**

Staff recommends for granting a Certificate of Design Approval for the signage as proposed and in accordance with Chapter 6, Sections 6.2.1, 6.2.2, and 6.3 of the City Center/Design Development Guidelines; all details deferred to staff.

Proposed location of new signs



1530000



**AIA**  
South Carolina

Center for  
**Architecture**