



D/DRC Case

1202 Main Street

Individual Landmark

TMS: 09013-07-09

**DESIGN/DEVELOPMENT REVIEW COMMISSION
DESIGN REVIEW DISTRICT
CONSENT AGENDA
Case #6**

ADDRESS: 1202 Main Street

APPLICANT: Bill Bonniville, agent

TAX MAP REFERENCE: TMS#: R09013-07-09

USE OF PROPERTY: Commercial

REVIEW DISTRICT: Individual Landmark

NATURE OF REQUEST: Request for Certificate of Design Approval for new signage

FINDINGS/COMMENTS:

This building is an individual landmark in the City and as such, any signage proposals must be reviewed by the D/DRC. City Center guidelines below are used to review signage:

6.2.2 Material

The following materials are recommended for signs in City Center:

- *Wood (carved, sandblasted, etched, and properly sealed, primed and painted, or stained).*
- *Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion).*
- *High density pre-formed foam or similar material. New material may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to compliment the architecture.*
- *Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.*
- *Sign materials should be compatible with the design of the face of the façade where they are placed*

The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.

Individually-mounted internally illuminated channel letters and internally illuminated plastic-faced cabinet signs are discouraged.

The proposed wall sign will be composed of an aluminum backer panel with aluminum letters. These materials meet the guidelines. The backer panel will be painted to match the color of the building as closely as possible so as to disappear and to help emphasize the letters.

6.2.4 Sign Illumination

The way in which a sign is to be illuminated should be considered carefully. Like color, illumination has considerable value for visual communication.

If the sign can be illuminated by an indirect source of light, this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the structure cast light on the sign and generally a portion of the face of the structure as well. Indirect lighting emphasizes the continuity of the structure's surface and signs become an integral part of the façade.

Back-lighted solid letters are a preferred alternative to internally-illuminated letter signs. Signs comprised of opaque individually illuminated letters mounted directly on a structure can often use a distinctive element of the structure's façade as a backdrop, thereby producing a better integration of the sign with the structure.

The method of illumination is not yet decided but will either be accomplished with halo lighting or with a wall mounted light source, both of which would meet the guidelines above. Staff is happy to work with the applicant on the details.

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 proposed location and placement for the wall sign above the storefront on the front façade is consistent with the architecture of the building, and it conforms to the guidelines. The letters as proposed will be approximately 114" in length and 21" in height with the backer panel slightly bigger.

Signs should be located where architectural features or details suggest 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 proposed location for the wall sign is consistent with this guideline.

Signs should be placed on buildings consistent with sign locations on adjacent buildings. This can establish visual continuity among store fronts.

The proposed location and placement for the wall sign is consistent with the adjacent structures, and it conforms to the guidelines.

6.3.2 Architectural Context

Signs should be located where architectural features or details suggest a location, size, or shape for the sign.

The proportion of this sign to the façade also is consistent with the overall architecture of the building.

STAFF RECOMMENDATIONS:

Staff recommends granting a **Certificate of Design Approval** for 1202 Main Street as it meets the 6.2 and 6.3 of the City Center/Design Development Guidelines with the following condition:

- Any remaining details to be deferred to staff.

PERSONA = ALL ALUMINUM 3.5" DEEP HALO LIT CHANNEL LETTERS
WOOD FIRED PIZZERIA = .25" DEEP NON-LIT ALUMINUM LETTERS
ALL LETTERS MOUNTED ON 2" DEEP ALUMINUM BACKER PANEL PAINTED TO MATCH BUILDING FASCIA



APPROVED APPROVED AS NOTED REVISE AND RESUBMIT

SIGNATURE: _____

DATE: _____

PROJECT:
PERSONA PIZZA

P: 803-791-7504
F: 803-739-2344



CarolinaCustomSign

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PROPOSED SIGNAGE



CURRENT



APPROVED APPROVED AS NOTED REVISE AND RESUBMIT

SIGNATURE: _____

DATE: _____

PROJECT:
PERSONA PIZZA

P: 803-791-7504

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