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**LOCAL HISTORIC DISTRICT:** Dilworth

**ADDRESS OF PROPERTY:** 220, 224 and 228 East Boulevard

**SUMMARY OF REQUEST:** Signage

**OWNER:** Towers Firs Fund, Ltd and Grand Dakota Development, LLC

**APPLICANT:** William Spencer, Instant Sign Solution

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### **Details of Proposed Request**

#### *Existing Conditions*

Three buildings are currently used for neighborhood services. 220 East Boulevard was built in 1987, 224 in 1900, and 228 in 1910. The properties have different types of signage for the tenants.

#### *Proposal*

The subject buildings are now under ownership by a single entity who is proposing to design a unified signage plan. The request is for a monument sign with individual tenant identification panels hanging. Other signs include hanging signs attached near the entrances and directional signs. Low masonry walls are proposed in the front yard behind and the sidewalk. Signs inside windows do not count toward signage allowance.

### **Policy & Design Guidelines for Signage**

The Charlotte Historic District Commission recognizes that signage is necessary within Local Historic Districts. However, like other elements under the Commission's jurisdiction, there is a responsibility to ensure that such signage respects the character of the Local Historic District where it is erected. The Commission strives to maintain signage policies that compromise neither the design qualities of the Local Historic District nor the ability of individual businesses to be successful. The Commission acknowledges the need to give signage applications careful consideration in order to avoid placing historic district businesses at a disadvantage. At the same time, business owners within the districts must realize that they have chosen to locate within some of the most attractive and sensitive areas of Charlotte, and that the City has a proven interest in maintaining certain design standards in these areas. Indeed, these locations alone can be a competitive advantage to many businesses.

The following provisions apply to all signs within Local Historic Districts. Where these regulations conflict with the City of Charlotte Sign Ordinance, the more restrictive provision will apply.

1. All signs within Local Historic Districts will require a Certificate of Appropriateness.
2. All signs should be primarily for identification purposes.
3. All signs must visually relate to the building they serve. Only suitable materials, such as stone, wood, brick, and sturdy metals, will be approved.
4. Sensitively designed supports may, if approved, exceed the square footage restrictions listed below, but not the height restrictions.
5. Incidental signage, such as parking and entrance signs, require approval by the HDC or its Staff.
6. The HDC reserves the right to approve the placement of all signs on properties within Local Historic Districts.
7. The HDC will not exercise control over logos or color. It is strongly recommended that color schemes relate to the building the sign serves.
8. Property addresses should be clearly displayed either on the sign or on the building itself.
9. No off premise signs will be approved.
10. Signs may be lit with unobtrusive ground-mounted spotlights, or other unobtrusive lighting as the HDC may approve. Signs may not flash, blink, or glow from within.
11. Neon signs are permitted. Neon signs mounted inside windows can be installed without HDC approval, as long as they comply with the City of Charlotte Sign Ordinance.
12. Real estate signs will not require prior HDC approval, but should meet the other provisions of these regulations.

Any departures from signage plans for which a Certificate of Appropriateness has been issued must be **approved in advance** by the HDC. Failure to seek such prior approval will constitute a violation of the Charlotte Historic District Ordinance.

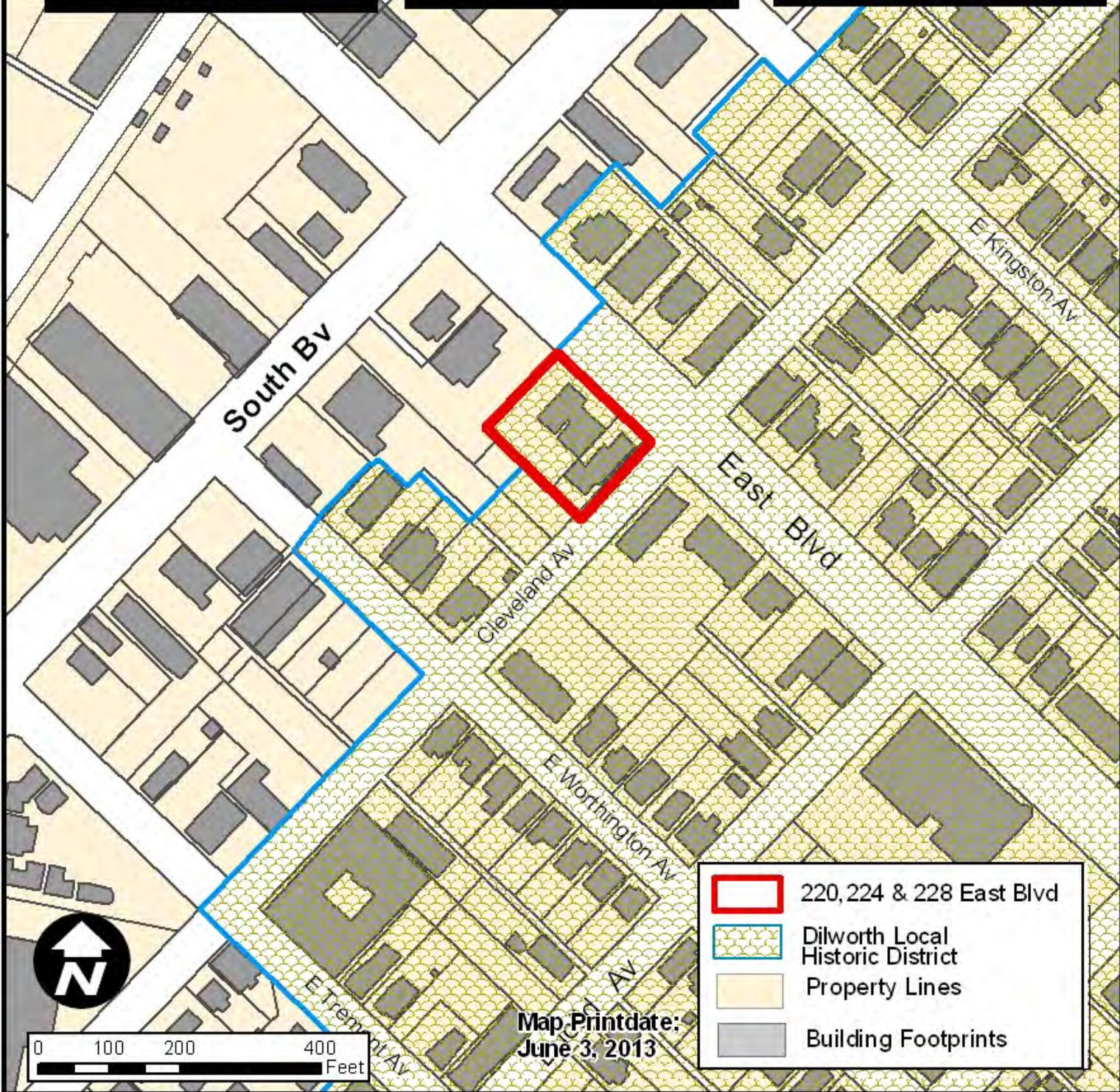
Allowable signage size and height for Local Historic District properties will be determined by each property's current land use zoning.

**Staff Analysis**

Staff supports the concept of a unified sign package. However, detailed drawings of the seat walls with monument signs, and placement of building mounted signs are required to determine the appropriateness of the design as it relates to the streetscape and buildings.

The Commission will determine any exception to the Policy & Design Guidelines. An exception will be based on three buildings that now make up one complex.

# Charlotte Historic District Commission - Case 2013-089



East Blvd  
200

Cleveland Ave  
1800

FOLICLE

Salon & Spa

228

220-224  
EAST BOULEVARD

**Billy  
Place**

SPECIALTY  
SHOPS  
& OFFICES

HOPPER  
COMMUNITIES

CALIFORNIA  
CLOS

FOLICLE  
Salon & Spa

228

H





Salon & Spa

228



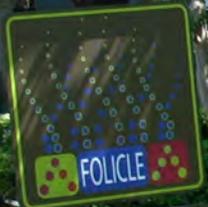


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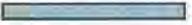
Salon & Spa

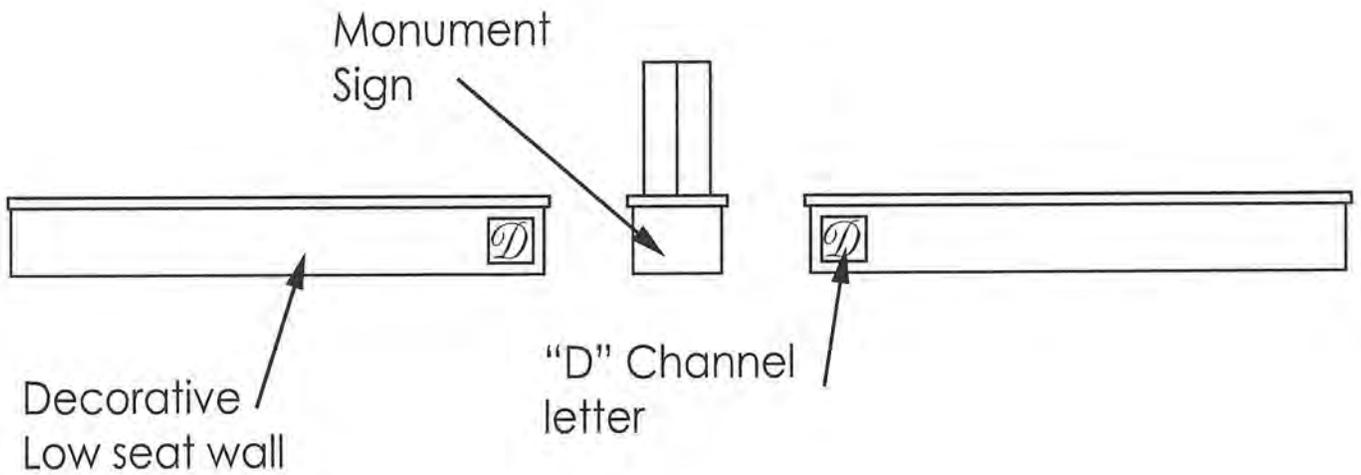
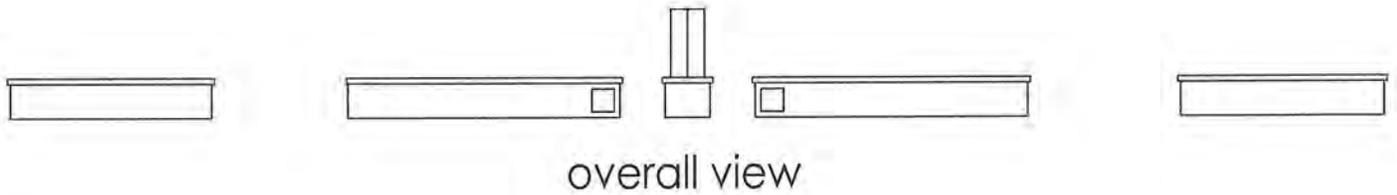
228





**SIGN LEGEND:**

- Directional 
- Flag Sign 
- Hanging Sign 
- Monument / Low Seat Wall 
- Lights 
- Sidewalk Extension 



\*Note Monument sign along cleveland st. to have same base as low seat wall and main monument sign. Location found on plan.

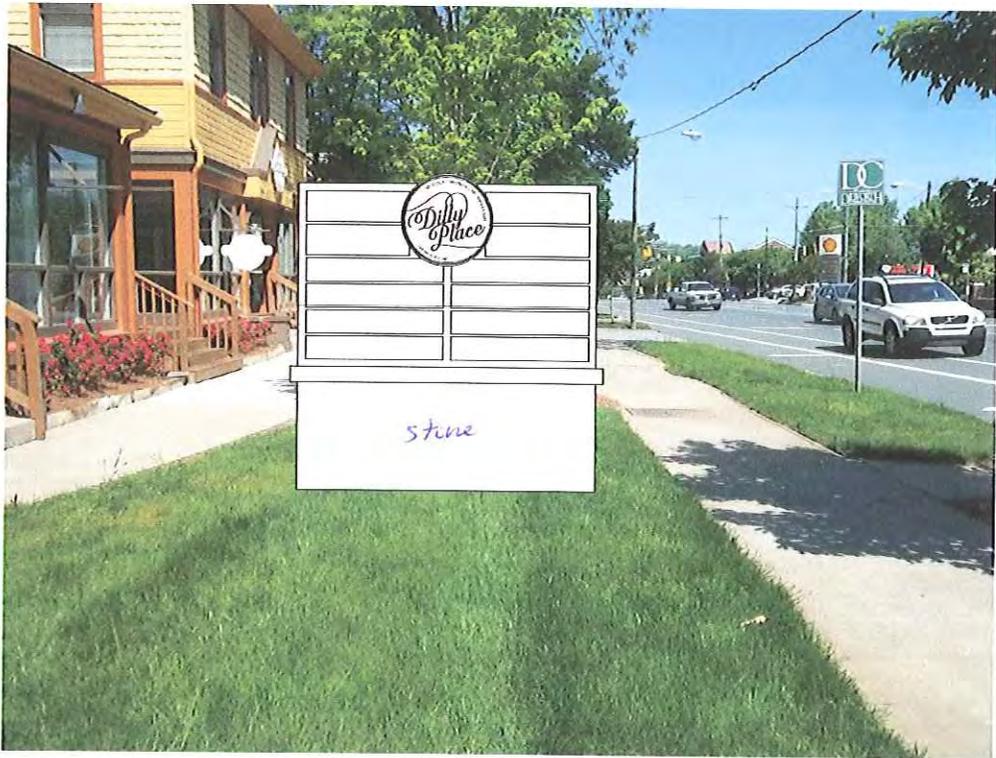
## MONUMENT SIGN (front view)

## Window Suggestions

1. To keep consistency in Window signage, require all tenants to have a specific location of where all signage must be placed ie: center, bottom left, upper right, etc. Along with the signage having to be all the same size.
2. Decide to either allow all tenants to have own identity in window or all tenants to use same fonts in windows. In this case it would be same font as used on all exterior signage.
3. Only large storefront windows to have window signage.

## Lighting Suggestions

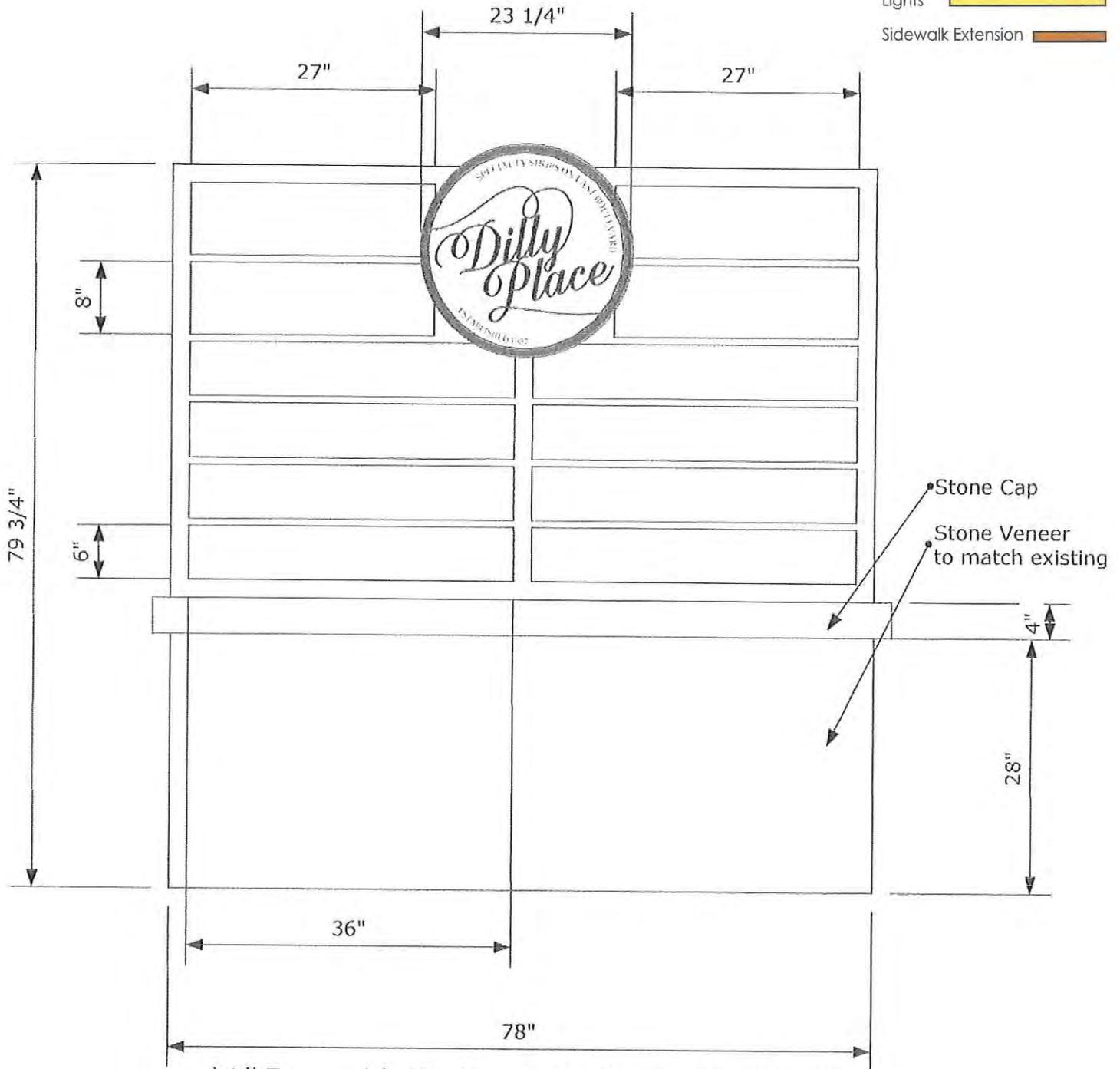
1. At two main entrances of 220 & 224 add scones above stairways to light path and illuminate tentant signage.
2. Re-install / activate front flood lights so that light shines up upon 220 and 224, if need add another spot light in front of 228 to illuminate building.
3. Add rope light or "twinkle" lights along all building soffits that front street to add character and light to buildings.





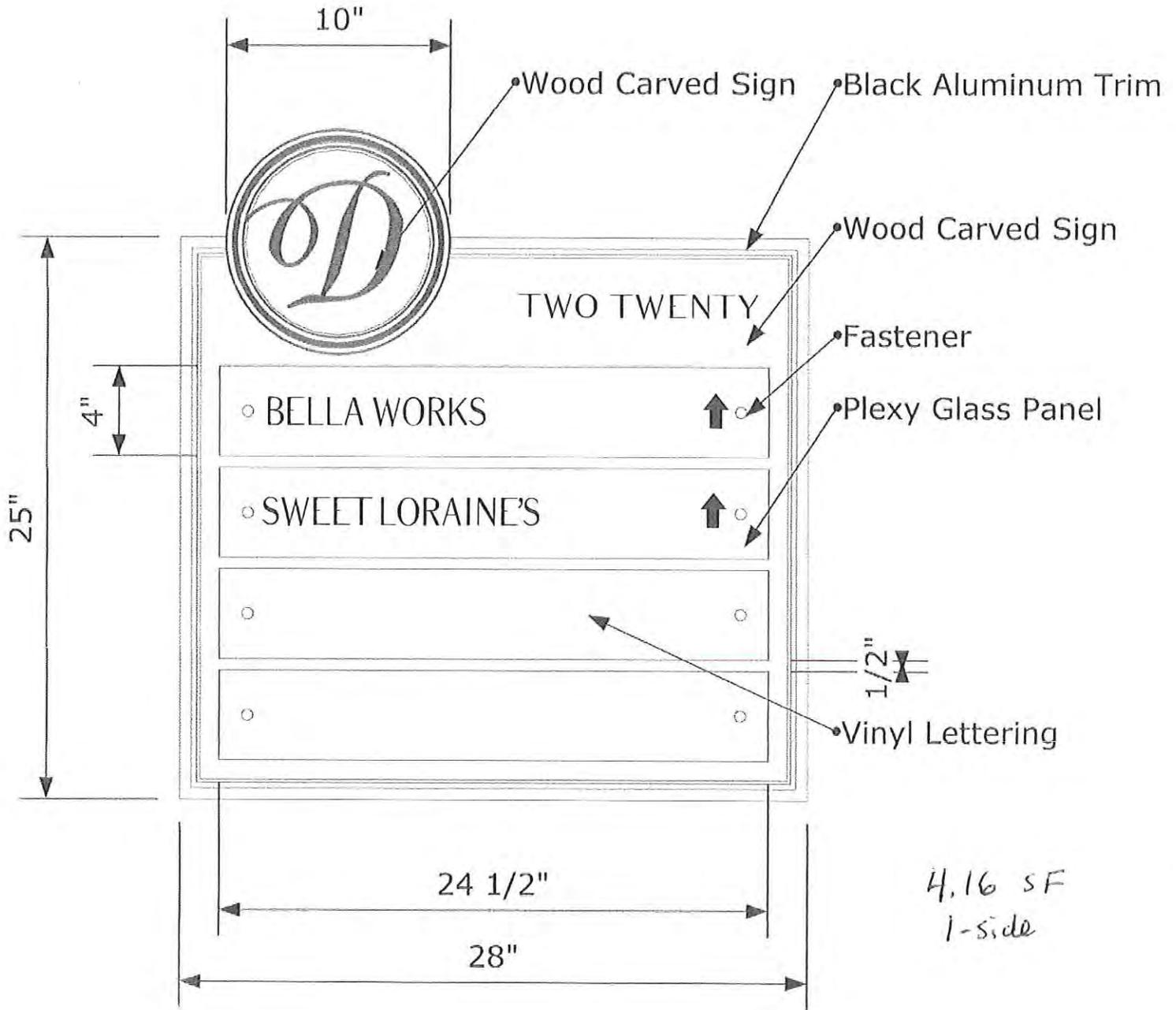
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- Directional
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- Hanging Sign
- Monument / Low Seat Wall
- Lights
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\*All Tenant lettering to be in the font: Balham

# MONUMENT SIGN



4,16 SF  
1-side

**SIGN LEGEND:**

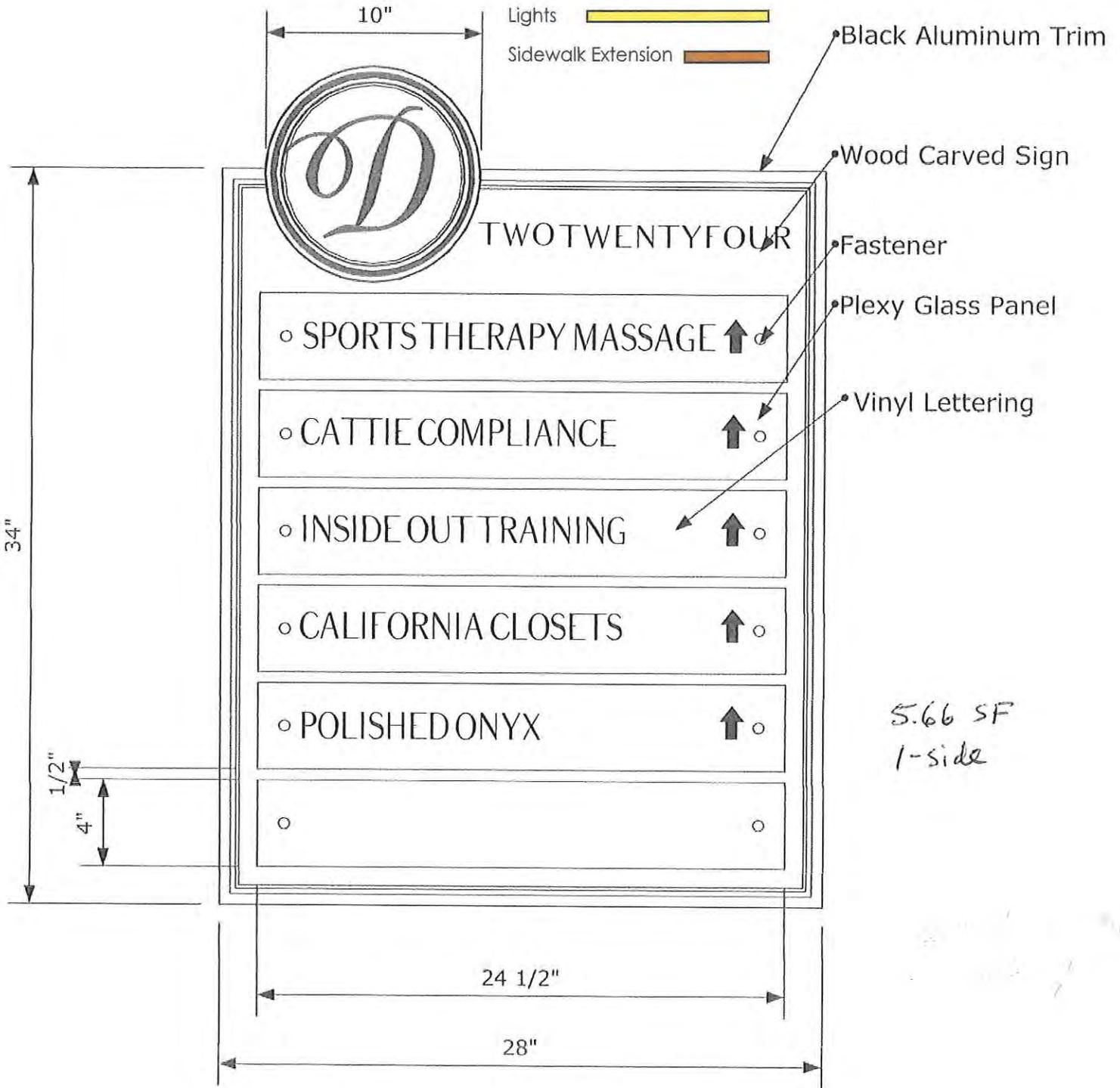
- Directional
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- Sidewalk Extension

\*All Tenant lettering to be in the font: Balham  
**DIRECTIONAL SIGNAGE**



**SIGN LEGEND:**

- Directional
- Flag Sign
- Hanging Sign
- Monument / Low Seat Wall
- Lights
- Sidewalk Extension



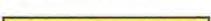
5.66 SF  
1-side

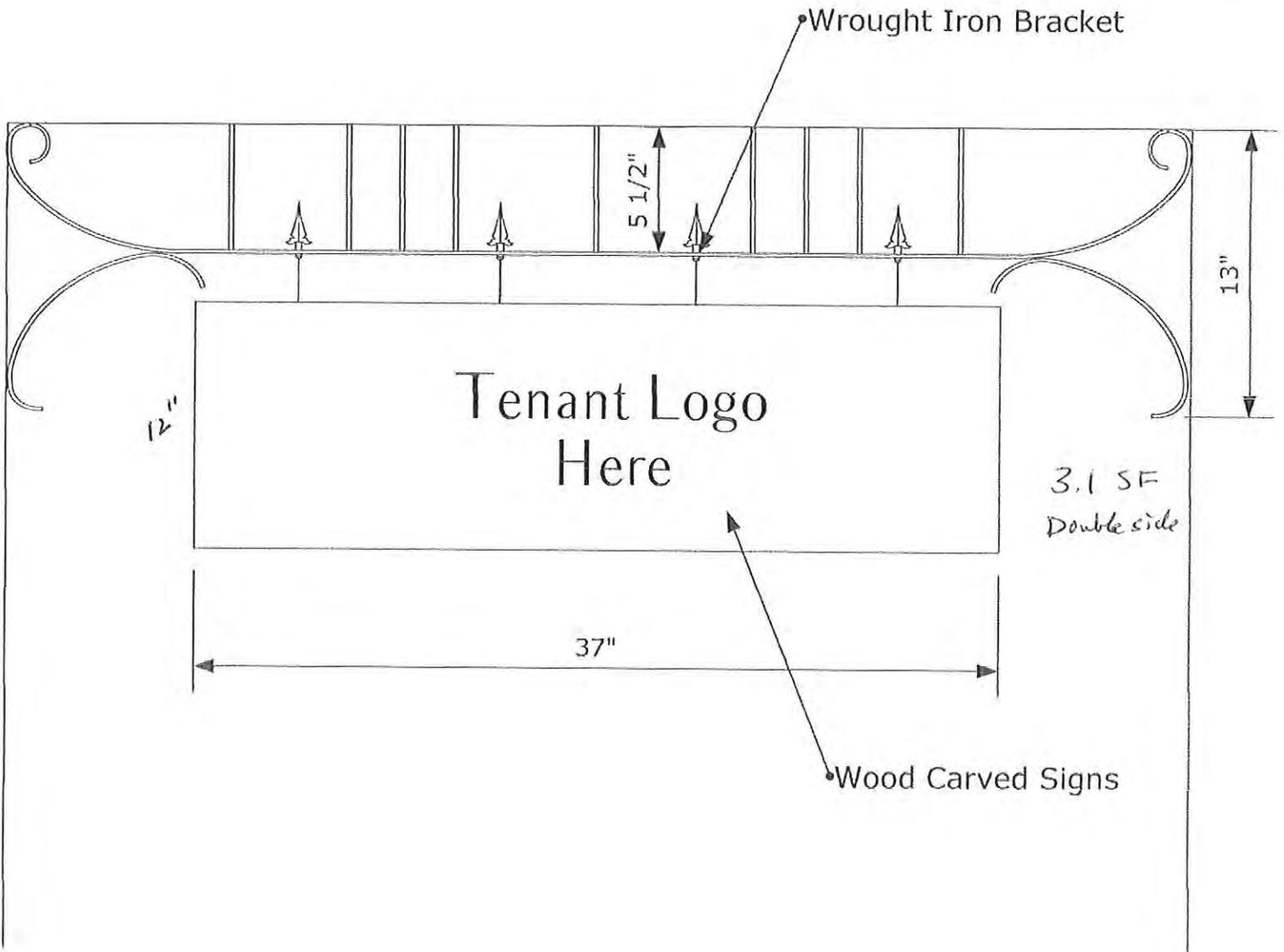
\*All Tenant lettering to be in the font: Balham  
**DIRECTIONAL SIGNAGE**





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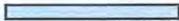


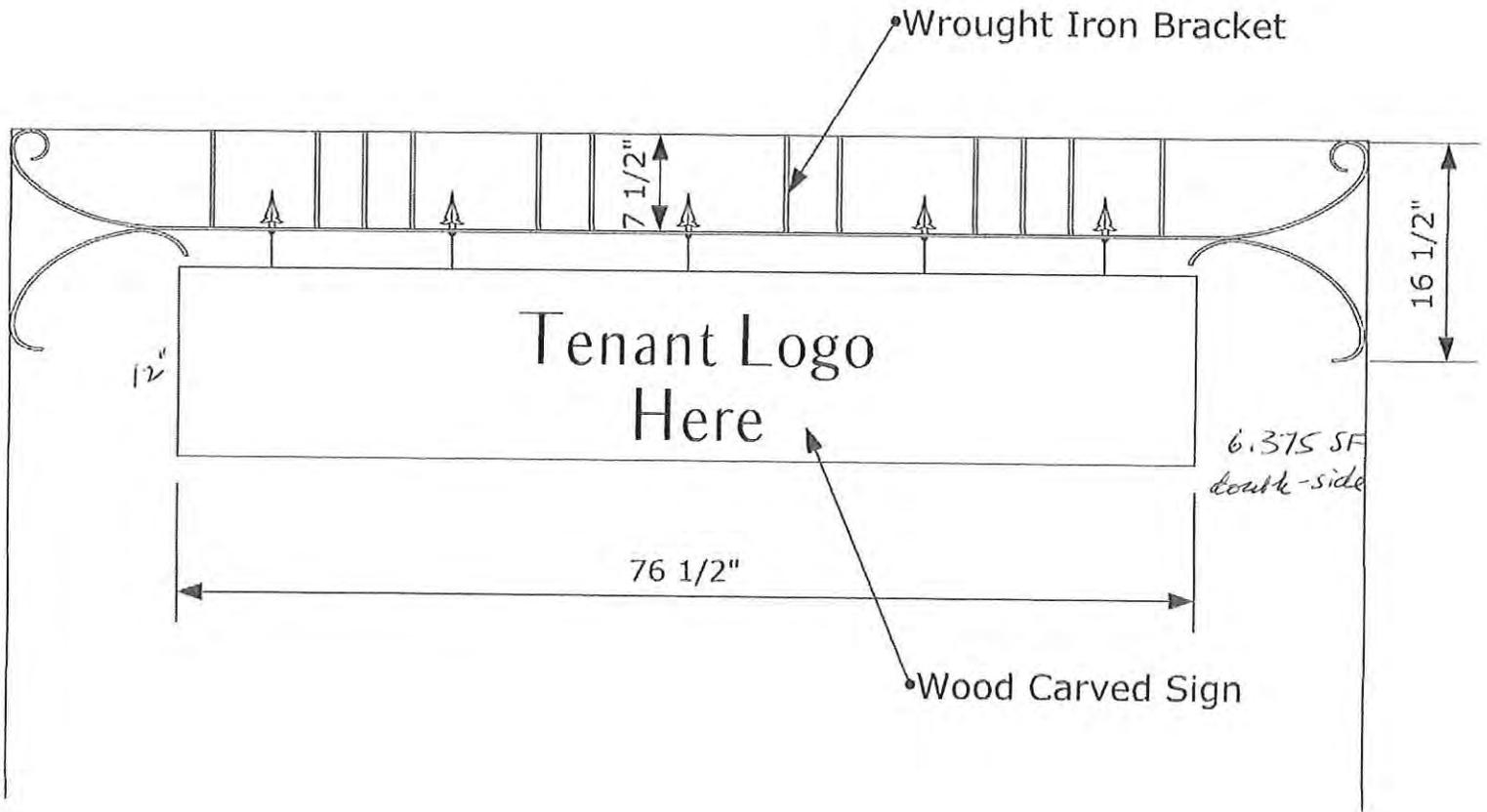
\*One sign required:  
1. Hopper Communities

## MEDIUM HANGING SIGN



**SIGN LEGEND:**

- Directional 
- Flag Sign 
- Hanging Sign 
- Monument / Low Seat Wall 
- Lights 
- Sidewalk Extension 



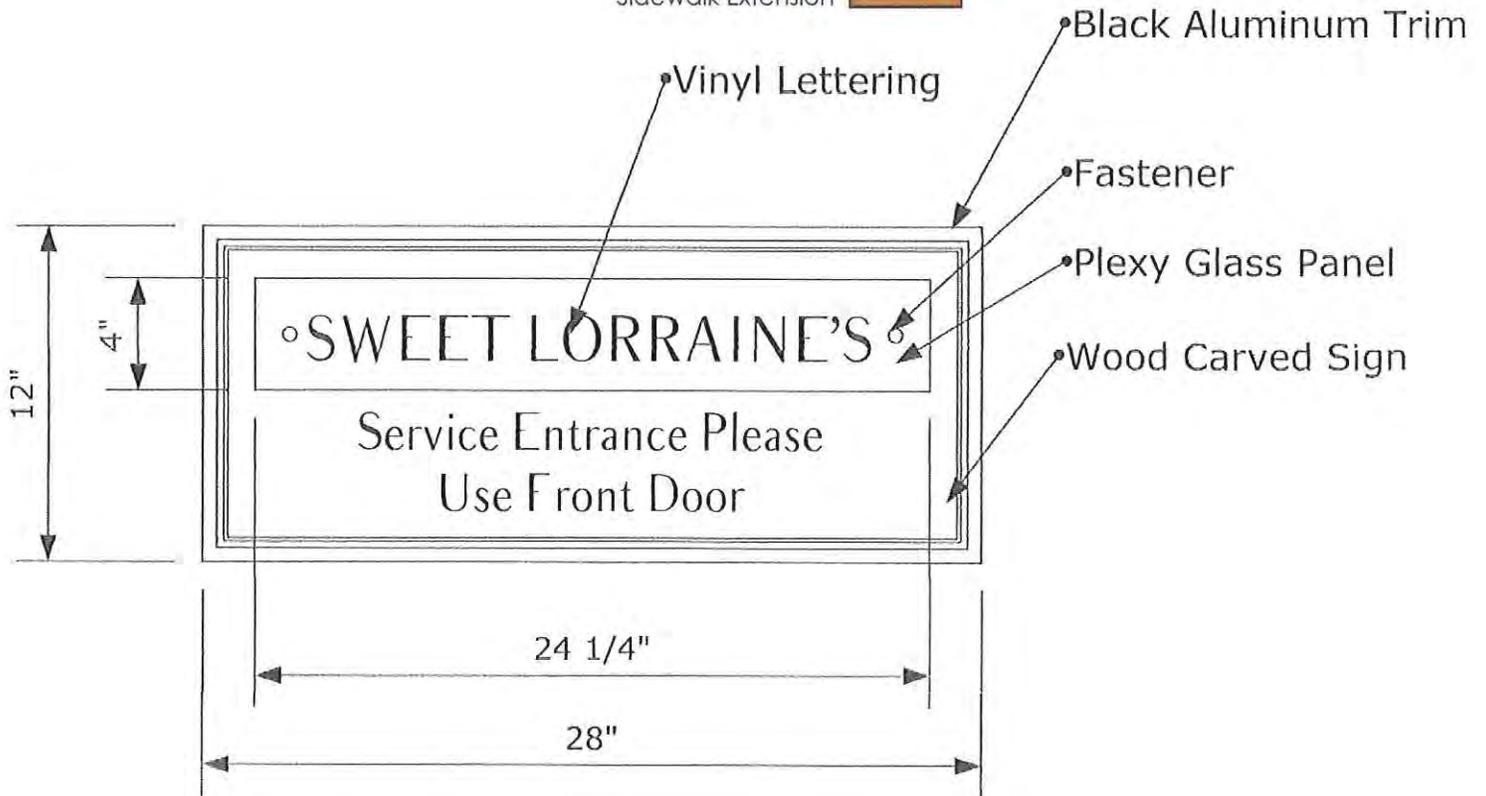
\*One sign required:  
1. Folicle

# LARGE HANGING SIGN



**SIGN LEGEND:**

- Directional 
- Flag Sign 
- Hanging Sign 
- Monument / Low Seat Wall 
- Lights 
- Sidewalk Extension 



\*All Tenant lettering to be in the font: Balham

3 service entry signs are needed:

1. SWEET LORRAINE'S
2. CALIFORNIA CLOSETS
3. EMPTY TENANT

## DIRECTIONAL SIGNAGE (One Tenant Service Entry)