

Charlotte Historic District Commission

Application for a Certificate of Appropriateness

December 14, 2011

ADDRESS OF PROPERTY	335 North Graham Street, Fourth Ward Local Historic District	HDC 2011-115
SUMMARY OF REQUEST	Signage	
OWNER	Post Apartment Homes, LLC	
APPLICANT	Sign-A-Rama, Inc.	

Details of Proposed Request

This application requests approval for a sign that exceeds the size allowance for this building.

Current Status and Context of Property

This property is a five story mixed-use building that contains apartments with street-level retail uses. It was constructed under an HDC approval in 1999.

This building is located in an area of North Graham Street that contains several residential and mixed use structures, some of similar scale and character. This area serves as a transition towards the historic single family core of Fourth Ward.

Relevant HDC Design Guidelines

- *Signage*

Relevant Secretary of Interior's Standards for Historic Rehabilitation

(As cited in the Charlotte Zoning Ordinance Section 10.210)

- (i) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- (j) New additions and adjacent or new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Analysis of Proposal

This building has a main identification sign that was approved as part of the HDC approval for its construction in 1999. The business seeking a new sign is The Corner Pub, located at the corner of North Graham and West Seventh Streets.

The individual retail spaces along North Graham Street have their business identification signs primarily mounted on solid fixed awnings, as shown on the attached photos.

The Corner Pub has cloth awnings, unlike the other businesses along this block of North Graham Street. It also has the business name incorporated in two of these awnings.

The proposed sign would be attached to the building, and would be back-lit. The sign would be 6'3" tall and 2'8" wide, for a total size of 17.64 square feet.

This property is zoned MUDD(CD). Current HDC signage guidelines for multi-tenant business properties in any zoning district state:

1. *Multi-tenant business properties are only allowed one sign per street frontage, under the provisions of The Charlotte Sign Ordinance. Therefore, applications for signage for such properties must be coordinated by the owner of the property or their agent. The HDC will under no circumstances mediate a dispute between tenants regarding signage allotments.*
2. *Signs should not exceed ten square feet in area per side or six feet in height. For non-residential multi-tenant properties, the HDC will consider designs that exceed the area restrictions by no more than 25%. The height restrictions cannot be exceeded.*

The General HDC Signage guidelines state in part:

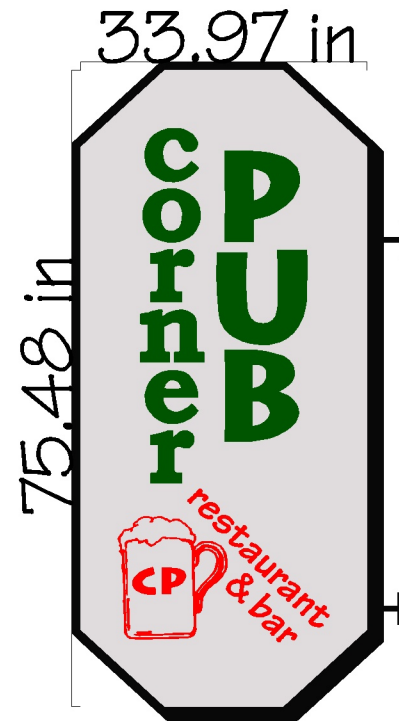
3. *All signs must visually relate to the building they serve. Only suitable materials, such as stone, wood, brick, and sturdy metals, will be approved.*
7. *The HDC will not exercise control over logos or color. It is strongly recommended that color schemes relate to the building the sign serves.*
10. *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.*

The Commission will need to determine if the overall scale of this building and its context allow for the granting of an exception to these policies in order for the sign in its current design to be approved.



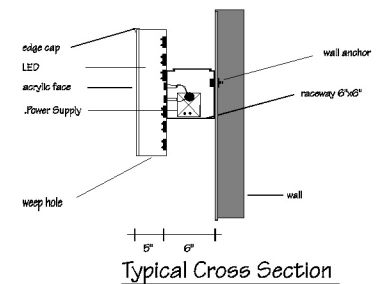


STORE FRONT= 21' X 21' =441 SQ FT
SIGN AREA= 2'-8" X 6'-3"=17.64 SQ FT
Sign extends 36" and is 11' to bottom of sign



SPECS

Blade Cabinet=Silver
Routed face with back
up acrylic = Green & Red
LED= White



Typical Cross Section



Customer:	
Company:	
Address:	
City:	State/ZIP:
Phone:	
Fax:	

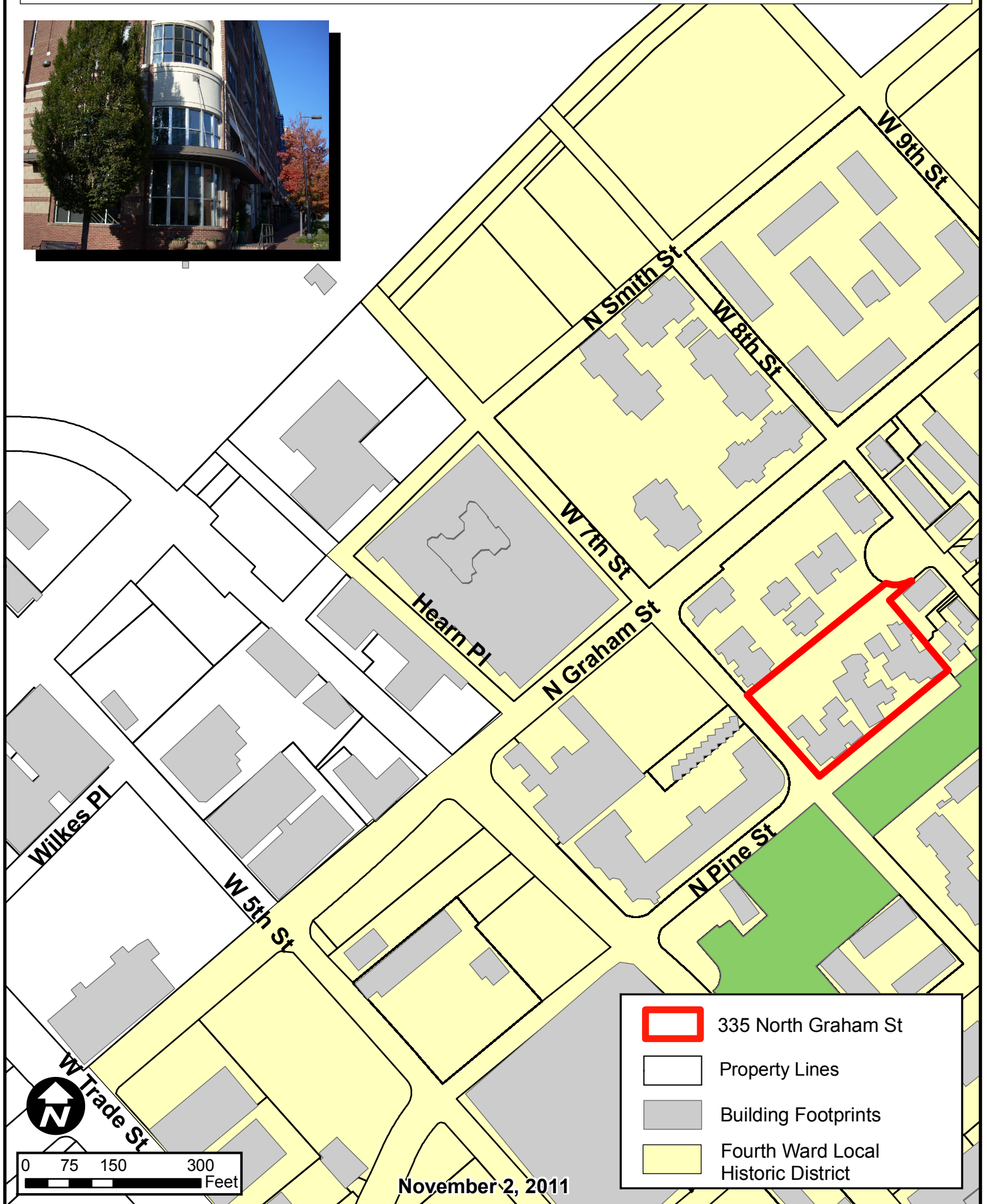
SIGN★A★RAMA
704.333.4321 *Charlotte*

All artwork is the property of Sign*A*Rama unless otherwise specified in purchase. Please check all spelling and grammar. Mistakes not caught in the proofing procedure are not the responsibility of Sign*A*Rama. Please sign and fax back approval or email approval to ncsigns@yahoo.com

Sign Here: _____

Job No.:	Date:
Order Date:	Salesperson:
Sign Dimensions:	Estimate:
\$ 0.00	
Comments:	

Charlotte Historic District Commission - Case 2011-115



November 2, 2011