

# X.

# SIGN REGULATIONS

# DAVIDSON LAND PLAN CODE

## General

Signs in Davidson are to be designed and installed in a manner which complements both the building and the general streetscape. As is the case with all regulations within the Land Plan Code, signs are to be designed primarily to a pedestrian scale.

Signs to be located within the Davidson Historic District must be approved by the Historic Preservation Committee. All other signs must be approved by the Community Appearance Committee.

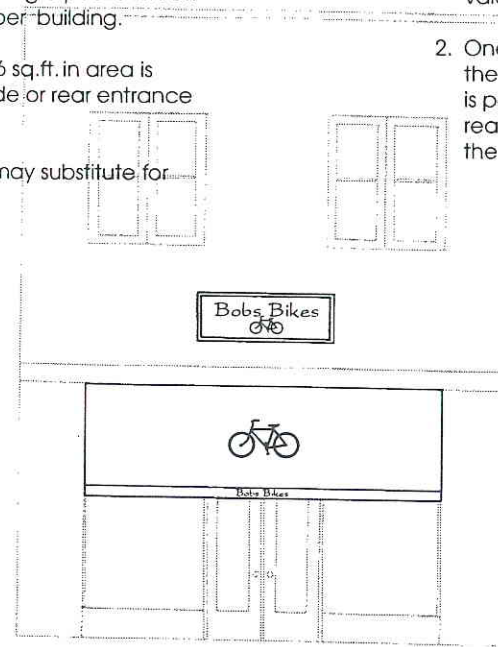
## Specifications for Workplace and Storefront Buildings

### Wall Signs

1. Size up to 5% of ground floor facade area or 24 sq.ft., whichever is less.
2. Max. height is 18' above sidewalk.
3. Only for buildings facing a public street.
4. Limited to one sign per building.
4. One wall sign up to 6 sq.ft. in area is permitted on any side or rear entrance open to the public.
5. Applied letter signs may substitute for wall signs.

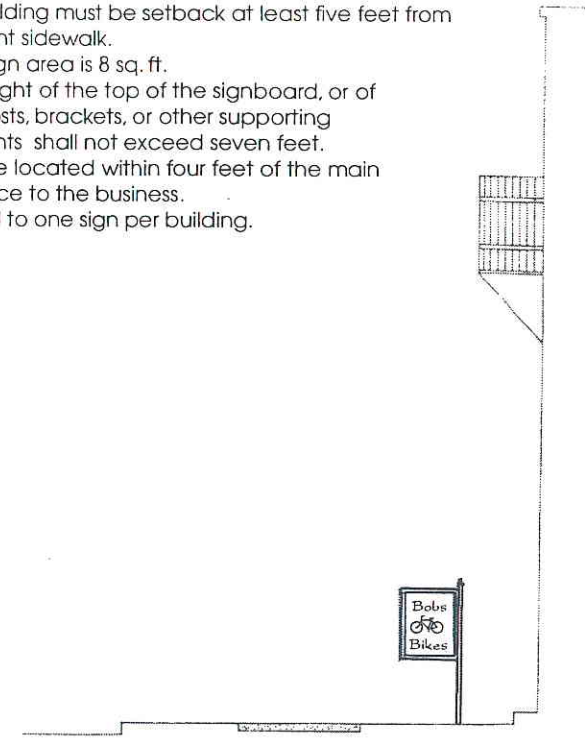
### Awning Signs

1. Max. 10 sq.ft. in area on main face of awning and 4 sq.ft. on awning valance.
2. One awning sign on either the main face or valance is permitted on any side or rear entrance open to the public.



### Freestanding Signs

1. The building must be setback at least five feet from the front sidewalk.
2. Max. sign area is 8 sq. ft.
3. The height of the top of the signboard, or of any posts, brackets, or other supporting elements shall not exceed seven feet.
4. Must be located within four feet of the main entrance to the business.
5. Limited to one sign per building.



## Other Signs

Wall mounted building directory signs identifying the occupants of a commercial building are permitted. They must be located next to the entrance, may project no more than six inches from the wall and may be a maximum of three square feet.

Business with service entrances may identify these with one sign not exceeding two square feet.

One directional sign, facing a rear parking lot is permitted. This may be either wall mounted or freestanding and is limited to two square feet. The sign may contain no logos or graphics.

## Development Entry Signage

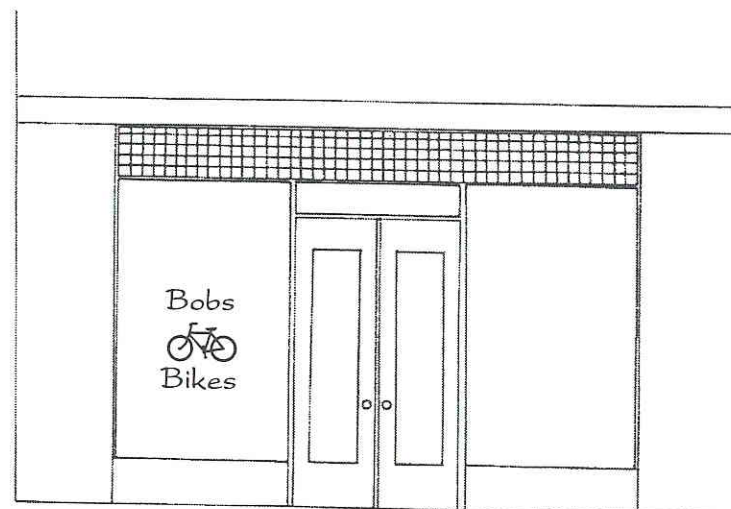
The Land Plan Code is designed to discourage isolated development intended to establish individual identity in contrast to the town. As a result, monumental "entry features" with heavy landscaping, walls and fences, and signage are discouraged. In light of this goal, the following signs shall be permitted for new residential subdivisions or mixed-use developments:

One freestanding sign shall be permitted for each public street which provides access to the development, provided the following standards are met:

1. The signboard area does not exceed an area of four square feet.
2. The height of the lettering, numbers or graphics shall not exceed four inches.
3. The height of the top of the signboard, or of any posts, brackets, or other supporting elements shall not exceed six feet from the ground.
4. The sign location shall not interfere with pedestrian or vehicular circulation.

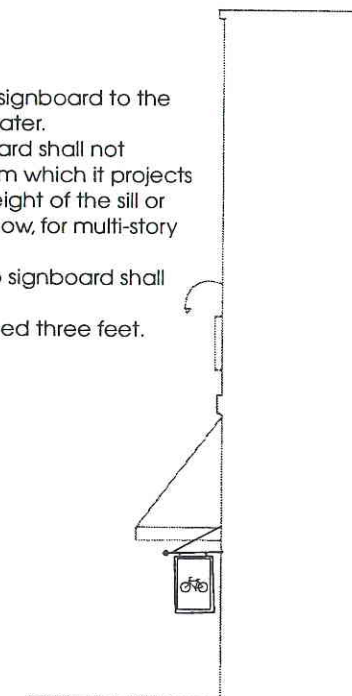
### Window Signs

1. Max. size is 10% of window area or 4 sq.ft., whichever is less.
2. Must be silk screened or hand painted.
3. Limited to one sign, on either the window or door, but not both.



### Projecting Signs

1. Maximum sign area is 6 sq.ft.
2. Distance from the lower edge of signboard to the ground shall be seven feet or greater.
3. Height of the top edge of signboard shall not exceed the height of the wall from which it projects for single story buildings, or the height of the sill or bottom of any second story window, for multi-story buildings.
4. Distance from the building wall to signboard shall not exceed six inches.
5. Width of signboard shall not exceed three feet.
6. Limited to one sign per building.



## Exempt and Prohibited Signs

### Exempt

1. Temporary civic, cultural, and public service window posters, when posted inside commercial establishments.
2. Temporary promotional or special sales window signs, when posted inside commercial establishments. Permitted for up to 30 days.

### Prohibited

1. Internally illuminated signs.
2. Signs on roofs, chimneys and balconies.
3. Billboards.
4. Neon Signs.
5. Off-site advertisement signs.
6. Flashing, blinking or moving signs.
7. Mobile signs.
8. Banners, except those announcing public events sponsored by non-profit organizations. Such banners may be hung over street rights-of-way in the Village Center

## Number of Signs Permitted

Each building may contain two signs from the following list:

- Wall Sign
- Awning Sign
- Freestanding Sign
- Window Sign

Each building may also utilize one projecting sign. Service entrance signage, building directory signage, and parking directional signage is permitted in addition to the main business signs.