

DeKalb County Historic Preservation Commission

Tuesday, January 16th, 2024 - 6:00 P.M.

Staff Report

Consent Agenda

C. 1565 North Decatur Road, Lewis Beard. Install new signage. **1246814.**

Built 1940 (18 003 08 007)

This property is located in the Emory Village Character Area and in the Druid Hill National Register Historic District.

05-22 1565 North Decatur Road, Omar Booher. Install a sign on a storefront in Emory Village. 1245753. **Approved**

Summary

The applicant proposes removing the current front façade signage and installing new signage to the front façade. The new signage will be located above the front entrance, with smaller signage located on the front entry door and some graphic design on both front façade windows located on either side of the front entrance. The proposed sign located above the front entrance is a flat, non-lit sign that does not protrude from the façade of the building.

Recommendation

Approve. The proposed changes do not appear to have a substantial adverse effect on the property or the district. This application appears to meet the guidelines and the staff recommends approval.

Relevant Guidelines

5.0 *Design Review Objective* (p45) - When making a material change to a structure that is in view from a public right-of-way, a higher standard is required to ensure that design changes are compatible with the architectural style of the structure and retain character-defining features. When a proposed material change to a structure is not in view from the public-right-way, the Preservation Commission may review the project with a less strict standard so as to allow the owner more flexibility. Such changes, however, shall not have a substantial adverse effect on the overall architectural character of the structure.

9.10 *Commercial Signage* (p92) Guideline - Signage on commercial historic buildings should be subordinate to the architecture of the building and sized for legibility at a reasonable distance, particularly to pedestrians on sidewalks and motorists driving past Emory Village. Signage on historic or nonhistoric buildings should be set flush on the building face. Appropriate locations for signage within a traditional storefront include the lintel space which separates the storefront from the upper floor and the space above the transom in the storefront. Other potential locations include the window. Signs for nationally-franchised concerns can be designed to complement the scale and character of the district with recognizable logos still readable.

16.3.A.10 *Building Signage*. Allowable signs shall include those documented to have existed in Emory Village prior to 1980 may be considered provided that they meet other criteria herein and are approved by the Historic Preservation Commission. Furthermore, the number of signs and metrics thereof shall be as established for non-residential zoning districts in Chapter 21, Section 21-20 of the Code of Ordinances of DeKalb County, subject to the modifications contained herein.

- i. All signs, except window signs, shall be located a minimum of eight (8) feet above the adjacent sidewalk.

- ii. The following signs are permitted in all cases: Canopy signs (apron only), wall signs, projecting signs, directional signs, entrance signs, and window signs.
- iii. The following signs are prohibited in all cases: Roof signs, portable signs, internally lit signs, message signs, electronic signs, and other moving signs.
- iv. One (1) marquee sign may be provided within the district when associated with a theater, based on the Historic Preservation Commission indicating that said sign is consistent with historic precedents for marquee signs found in the City of Atlanta or DeKalb County between the 1920's and the 1940's.
- v. Except for one (1) authorized marquee sign, all projecting signs shall have a maximum area of eight (8) square feet per side and a maximum width of three (3) feet. No projecting sign shall extend more than four (4) feet from the building façade.
- vi. Side walls of buildings may be painted with murals advertising a business contained within said building providing that such murals are approved by the Historic Preservation Commission.
- vii. Pylons or other free-standing business signs are permitted only when replacing other existing free-standing signs. Said signs shall not exceed forty (40) square feet, five (5) feet in height, and eight (8) feet in width. Furthermore, said signs shall be supported by brick or stone bases having a width at least as wide as the sign it supports.
- viii. Neon window signs may be only on first stories. Window signs on all stories may be painted or etched glass. Visibility into commercial establishments shall not be obscured by opaque signage or window advertisements.
- ix. Parking and directional signage shall be unobtrusively located.

Signage shall be designed to complement the architectural features of the buildings it is on, and such signage shall be consistent with respect to size, scale, material, and design of such buildings. Signs may be lit by duck/gooseneck lamps, and back/silhouette lighting. Individual sign lettering shall be a maximum of 15 inches in height. Appropriate locations for signage within traditional storefronts includes at lintels which separate storefronts from the upper floors, the space above the transoms in the storefronts, and the windows.