

# DeKalb County Historic Preservation Commission

Monday, July 21, 2025- 6:00 P.M.

## Staff Report

### Regular Agenda

J. 1554 North Decatur Road, Cynthia Tauxe. Replace and modify location of signage. **1247663**

Built in 1962 – Nonhistoric (18 053 02 035)

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

- 07-98 1554 North Decatur Road (CVS Pharmacy), Big B Inc./Steve Hebda. Add new storefront, new entrances, and prescription pick-up window. **Denied**
- 04-99 1554 North Decatur Road (DH), Camille Schofield/Collins Signs. New sign design for CVS Pharmacy in Emory Village. **Approved**
- 05-99 1554 North Decatur Road (DH), Big B, Inc. - Steve Hebda. Egress door on west side. **Approved.**
- 03-08 1554 North Decatur Road (DH), Dulcie Livingston. Replace signs on front and sides. 14568. **Approved with modification.**
- 11-08 1554 North Decatur Road (DH), CVS Realty/Norr LLC. Changes to front elevation and canopy. 15114. **Denied.**
- 03-10 1554 North Decatur Road (DH), Alliance to Improve Emory Village. Replace part of parking lot with permeable pavers and bio-retention swale. 16287. **Approved.**
- 05-11 1554 North Decatur Road (DH), CVS Realty Co. Add window graphics and change front sign. 17051. **Part approved, part denied.**
- 06-11 1554 North Decatur Road (DH), Anchor Sign Co.-Dulcie Livingston. Replace front and side signs and paint building. 17099. **Approved.**

### Summary

The applicant proposes the following work:

1. Modify location of front façade sign. The existing “Sheild’s Meat Market,” sign on the front façade of the building will be moved 10’ to the right, towards the center of the building and the existing CVS sign. The sign will be moved to avoid tree branches.
2. Replace sign on side elevation. The sign above the side door on the West elevation of the building will be removed and replaced. The replacement sign will be an older version of the sign for Sheild’s Market from the 1970’s. The replacement sign will measure 48” in height and 88” in width.

### Recommendation

Approve. These proposed changes do not appear to have a substantial adverse effect on 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.

11.0 *Nonhistoric Properties* (p93) Guideline - In reviewing an application for a Certificate of Appropriateness for a material change to a nonhistoric building, the Preservation Commission should evaluate the change for its potential impacts to any historic development (architecture and natural and cultural landscapes) in the area of influence of the nonhistoric property. Guidelines presented in *Section 7.0: Additions and new Construction* are relevant to such evaluations.

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.

Chief Executive Officer  
Lorraine Cochran-Johnson

**DEPARTMENT OF PLANNING & SUSTAINABILITY**

Interim Director  
Cedric W. Hudson, MCRP

**Application for Certificate of Appropriateness**

Date submitted: \_\_\_\_\_

Date Received: \_\_\_\_\_

Address of Subject Property: \_\_\_\_\_

Applicant: CYNTHIA TAUXE, ARCHT E-Mail: cynthtauxe@gmail.com

Applicant Mailing Address: 1553 EMORY RD NE, ATLANTA, GA 30306

Applicant Phone: 404/468-0102

Applicant's relationship to the owner: Owner ☐ Architect ☒ Contractor/Builder ☐ Other ☐

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Owner(s): DIAMOND MARDELL Email: DIAMONDMIND1.dm@gmail.com

Owner(s): \_\_\_\_\_ Email: \_\_\_\_\_

Owner(s) Mailing Address: 1554 N. DECATUR RD NE, SUITE B, ATLANTA GA 30307

Owner(s) Telephone Number: 404/377-0204, 770/895-5433 cell

Approximate date of construction of the primary structure on the property and any other structures affected by this project: \_\_\_\_\_

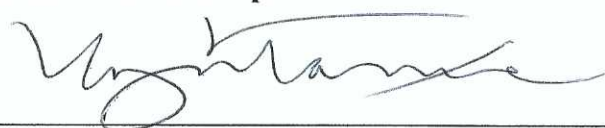
Nature of work (check all that apply):

New construction	<input type="checkbox"/>	New Accessory Building	<input type="checkbox"/>	Other Building Changes	<input type="checkbox"/>
Demolition	<input type="checkbox"/>	Landscaping	<input type="checkbox"/>	Other Environmental Changes	<input type="checkbox"/>
Addition	<input type="checkbox"/>	Fence/Wall	<input type="checkbox"/>	Other	<input type="checkbox"/>
Moving a Building	<input type="checkbox"/>	Sign Installation	<input checked="" type="checkbox"/>		

Description of Work:

MOVE EXISTING FACADE SIGN 10' TO THE RIGHT TO AVOID TREE BRANCHES. (APPROVED BY HPC ~ 1998).  
REPLACE WEST SIDE SIGN OVER DOOR WITH OLDER VERSION (SEE PHOTO) 48" H X 88" W. DATES TO THE 1970's.

This form must be completed in its entirety and be accompanied by supporting documents, such as plans, list of materials, color samples, photographs, etc. All documents should be in PDF format, except for photographs, which may be in JPEG format. Email the application and supporting material to [plansustain@dekalbcountyga.gov](mailto:plansustain@dekalbcountyga.gov) and [pvjennings@dekalbcountyga.gov](mailto:pvjennings@dekalbcountyga.gov). An incomplete application will not be accepted.

Signature of Applicant: 



DEPARTMENT OF PLANNING & SUSTAINABILITY

**Authorization of a Second Party to Apply for a Certificate of Appropriateness**

This form is required if the individual making the request is not the owner of the property.

I/ We: DIAMOND MARDELL  
being owner(s) of the property at: 1554 N. DECATUR RD SUITE B, ATL 30307  
hereby delegate authority to: CYNTHIA TAUXE, ARCHITECT LLC.  
to file an application for a certificate of appropriateness in my/our behalf.

Signature of Owner(s): DSM-11  
Date: 6/10/2025

**Please review the following information**

Approval of this Certificate of Appropriateness does not release the recipient from compliance with all other pertinent county, state, and federal regulations.

Before making any changes to your approved plans, contact the preservation planner via email. Some changes may fall within the scope of the existing approval, but others will require review by the preservation commission. **If work is performed which is not in accordance with your certificate, a Stop Work Order may be issued.**

If your project requires that the county issue a Certificate of Occupancy at the end of construction, an inspection may be made to verify that the work has been completed in accord with the Certificate of Appropriateness. If the work as completed is not the same as that approved in the Certificate of Appropriateness you will not receive a Certificate of Occupancy. You may also be subject to other penalties including fines and/or required demolition of the non-conforming work.

If you do not commence construction within twelve months of the date of approval, your Certificate of Appropriateness will become void and you will need to apply for a new certificate if you still intend to do the work.





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