



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Metropolitan Historic Zoning Commission
Sunnyside in Sevier Park
3000 Granny White Pike
Nashville, Tennessee 37204
Telephone: (615) 862-7970
Fax: (615) 862-7974

STAFF RECOMMENDATION
306 (310) Broadway
June 19, 2013

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306202600

Applicant: Ryan Taylor, Joslin Sign

Project Lead: Robin Zeigler, robin.zeigler@nashville.gov, 615-862-7970

Description of Project: The applicant proposes a new projecting sign for this non-contributing building with a small percentage of sequential neon lighting.

Recommendation Summary: Staff recommends approval with the conditions that:

- The cabinet sign have a solid, dark opaque color;
- The projection width be no more than six feet (6'); and
- Administrative approval is sought for the rate of movement.

With these conditions, the project meets the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.

Attachments

A: Photographs

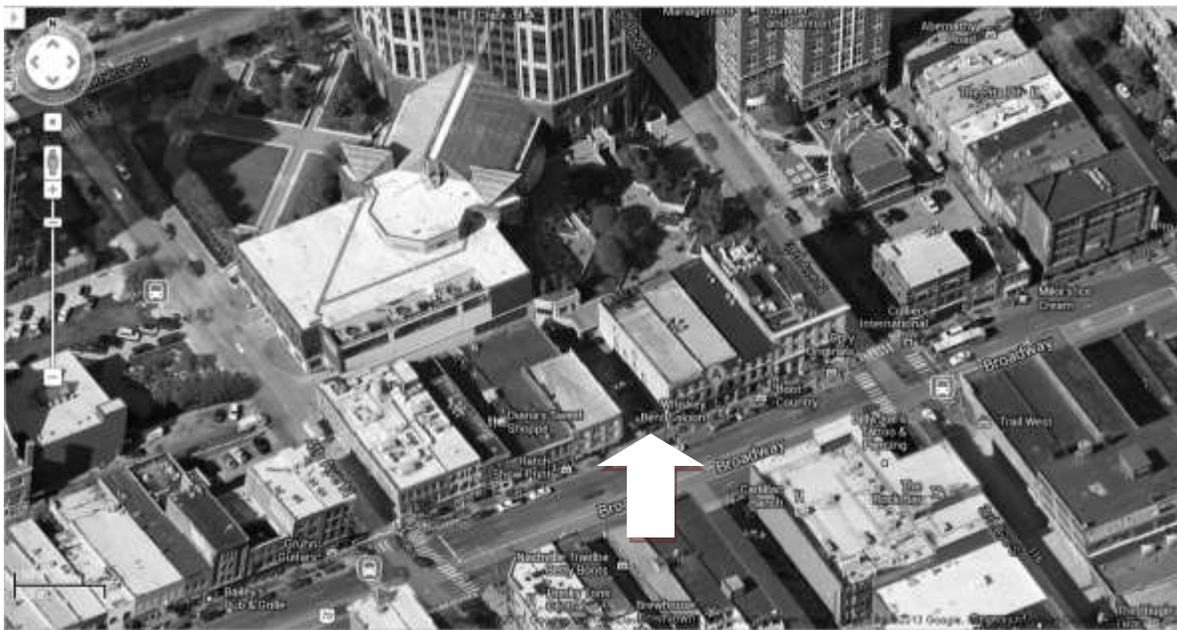
B: Site Plan

C: Elevations

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

IV.SIGNAGE

MODIFICATIONS

Sign Permit Modifications

Requests for modifications to sign standards are reviewed by the Metro Historic Zoning Commission. If the property is also within a MDHA redevelopment district, approval from the MHZC is all that is needed. Two additional types of Modifications for signage related permits may be requested and are outlined below.

Modifications for Exceptional Design

Creative signage that does not fit the specific regulations of these guidelines may be considered by the MHZC, based on its merits, as they relate to all of the following design criteria:

- Architecture
- The configuration or location of the building or property
- Building scale
- Legibility
- Technical competence and quality in design, construction and durability

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structure (i.e. canopy) will require review by all applicable agencies. Exceptional design modifications shall not permit electronic changeable copy where it is otherwise not permitted.

RIGHT OF WAY ENCROACHMENTS

Where a sign is proposed to encroach into the public right-of-way an application shall be made with the Public Works Department in addition to the sign permit application with the MHZC. Both applications shall include the requirements of the Public Works Department available at their website: www.nashville.gov/Public-Works/Developer-Services.aspx, in addition to the MHZC submittal requirements.

Allocation of Sign Area

The maximum sign area for each type of sign is established in the following tables. Specific requirements for each sign type are shown on the subsequent pages.

For each cell in the table, there is a maximum allowed sign area that may be utilized with any combination and any number of signs associated with that cell, unless otherwise noted.

The measurements for “linear feet” shall be at grade.

Building Signs

Wall, Awning, Canopy and Projecting Signs—1.5 square feet of sign area per 1 linear foot of building façade or 36 square feet, whichever is greater. When a projecting sign is used on a building, an additional .50 square feet to of sign area per 1 linear foot of building façade shall be permitted, for a total 2 square feet per 1 linear feet of building façade.

Shingle Sign: 9 square feet per sign

Ground Signs

Monument Sign-24 square feet

Skyline Signs

75’-110’—480 square feet

101’-200’—600 square feet

201’ and taller-720 square feet

GENERAL STANDARDS

Materials

All permanent, on-premises signs shall be constructed of a rigid, weatherable material such as hard plastic,

wood, MDO plywood, aluminum, steel, PVC, glass, fiberglass and or Plexiglass. On-premises permanent signs shall not be constructed of nonrigid materials including, but not limited to, vinyl, fabric, canvas, or corrugated plastic. The provisions of this subsection shall not apply to approved, permitted canopies, awnings and porticoes.

Building Façade and Street Frontage Measurement

In determination of number of stories of a building, rooftop additions shall not be considered within the number of stories.

Building Sign: Projecting Sign

Description

A projecting sign is a type of building sign that projects outward from the façade, typically at a ninety degree angle. Projecting signs are typically, but not always, vertically oriented and generally mounted above the first floor.

General Provisions

- A projecting sign must be located at least 25 feet from any other projecting sign. When building width prohibits adherence to this standard, flexibility shall be permitted through Modification to be reviewed by staff.
- A projecting sign may be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both streets may be used, however, in no case shall the sign exceed the maximum dimensional standards below.
- A projecting sign shall be located below the windows sills of the third story.
- The top of a projecting sign shall not extend above the building eave or top of parapet.
- A projecting sign can be externally or internally illuminated in accordance with the Illumination design guidelines.
- Projecting signs that are 3-dimensional may be permitted through a modification.
- A projecting sign cannot cover windows or architectural details.

Design Standards

A Overall area allocation (max)—see allocation of sign area

B Height (max)

1 story buildings—10 feet

2 and 3 story buildings—16 feet

4 or more story buildings—20 feet

C Average spacing from façade (min)—1 foot

D Projection Width (max)—6 feet

E Depth of Cabinet (max)—2 inch or 18 inches for internally lighted or neon signs

Illumination

Illumination of signs shall be in accordance with the following requirements:

External Illumination

- External light sources shall be placed close to, and directed onto the sign and shielded to minimize glare into the street, sidewalks or onto adjacent properties.
- Projecting light fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the sign.

Internal Illumination

- Channel letters may be internally lit or back-lit.
- For cabinet signs, the background must be opaque. Only graphics, text and logos may be illuminated, and a halo of one inch around graphics, text, and logos may be non-opaque.
- Exposed neon may be used for lettering or as an accent.

Prohibited Light Sources

The following light sources are prohibited:

- Blinking, flashing, chasing, and sequential lighting. This type of lighting may be allowed for Broadway (not the district but the street) only through a modification. In these cases, the chase or flash should not last less than every three seconds.
- Bare bulb illumination.

Background: 310 Broadway is a non-contributing building constructed in 2011. This sign includes sequential lighting of neon, which requires a modification from the MHZC.

Analysis and Findings:

Allocation of Sign Area: The building is allotted approximately sixty square feet (60 sq. ft) for a projecting sign and the sign will use approximately forty-two square feet (42 sq. ft) of the allotment.

Materials: The sign will be metal with neon and hard plastic, all appropriate materials that meet the design guidelines for signage. Cabinet signs should have a solid, dark opaque background. This one is proposed to be “ivory.” Staff recommends a solid, dark opaque background.

Location: The sign will be located between upper-story window openings, will not obscure architectural details and does not project above the roofline. The sign shall be a minimum of foot from the wall. The sign shall be at least twenty-five feet (25’) away from any other projecting sign and in this case, the closest projecting signs are more than one hundred feet (100’) away.

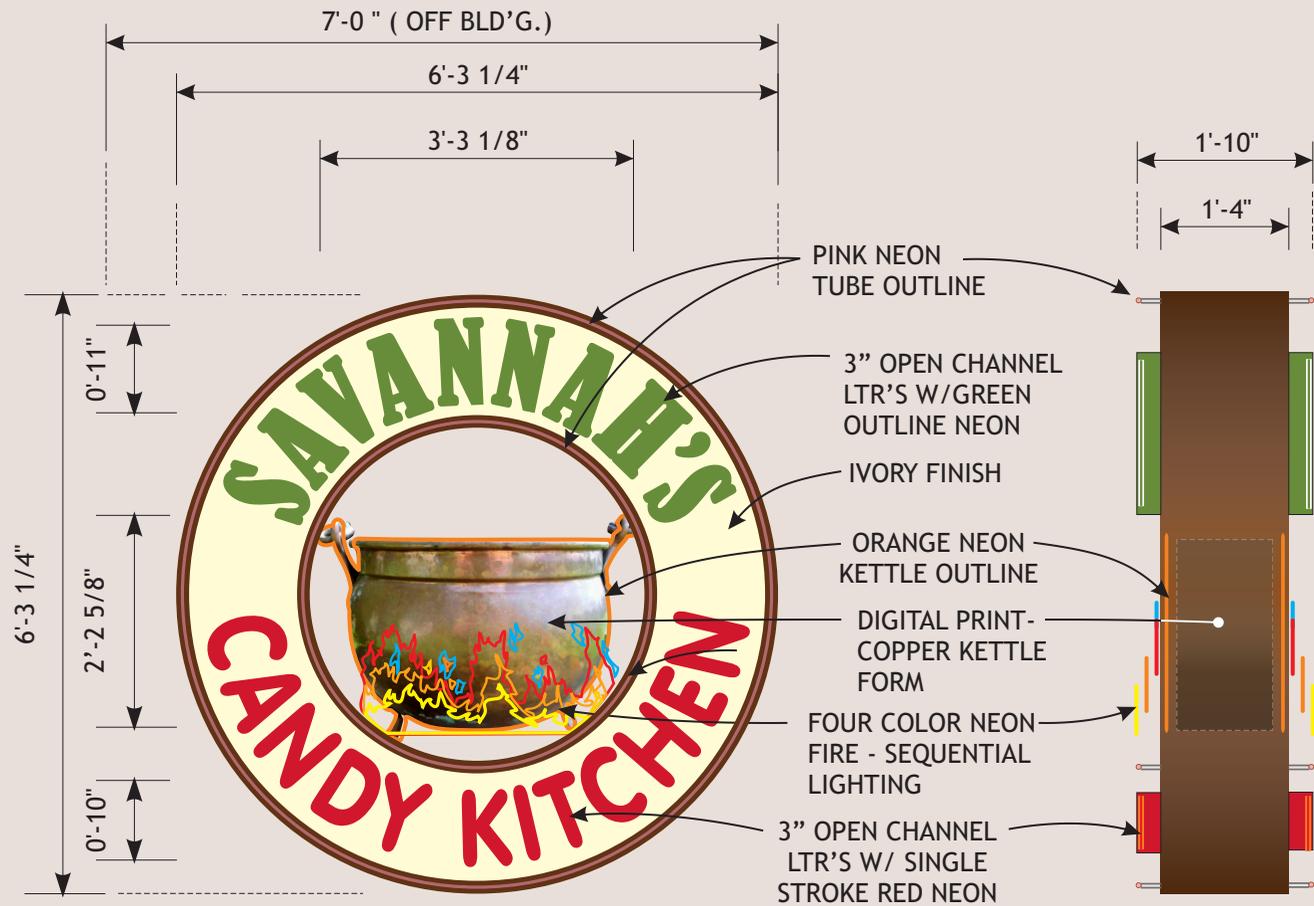
Size: The maximum height allowed for a two-story building is sixteen feet (16’) and this sign is well below that at just six feet and three and one-quarter inches tall (6’ 3 ¼”). The depth of the cabinet should be no more than eighteen inches and the width of the proposed sign is almost thirteen inches (1’ 10”). The projection width should not exceed six feet (6’) and the projection width of this sign will be a total of seven feet (7’). Staff recommends altering the size of the sign so that it projects no more than six feet (6’) from the side of the building.

Illumination: The illumination shall be neon with a small amount, the “fire” at the bottom of the pot, being sequential. Typically, sequential lighting is inappropriate but allowed on Broadway with a modification from the MHZC . The rate of movement is not noted. Staff recommends the applicant seek administrative approval for the rate of movement. With that condition, Staff finds the sequential lighting to be appropriate since it is a relatively small portion of the overall sign.

Recommendation: Staff recommends approval with the conditions that:

- The cabinet sign have a solid, dark opaque color;
- The projection width be no more than six feet (6’); and

- Administrative approval is sought for the rate of movement.
- With these conditions, the project meets the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.



FRONT VIEW
SCALE: 1/2" = 1'-0"

END VIEW
SCALE: 1/2" = 1'-0"

ELECTRICAL NOTES

ELECTRICAL IN J. BOX
INSIDE CAB CONNECTED
TO PRIMARY LEADS:
POWER-POWER
NEUTRAL-NEUTRAL
GRND-GRND



*Design & Drawing Are Property Of Joslin Sign.
Use Without Consent Is Subject To Invoicing
And/or Litigation.

SAVANNAH'S CANDY KITCHEN

LOCATION: 310 BROADWAY
NASHVILLE, TN

JOB CONTACT: NAME PROJECT MGR: KIM CLARK

DRAWING NO: 130299-K10-01

SPECIFICATIONS & FINISHES:

1. FABRICATE A D/F PROJECTING WALL SIGN.
2. SIGN TO HAVE OPEN CHANNEL NEON ID LTR'S.
3. OPEN CHANNEL & F.C.O. LTR'S WITH SKELETAL NEON FOR SECONDARY COPY.
4. SIGN TO COMPLY W/ CODES & HAVE UL LABEL.

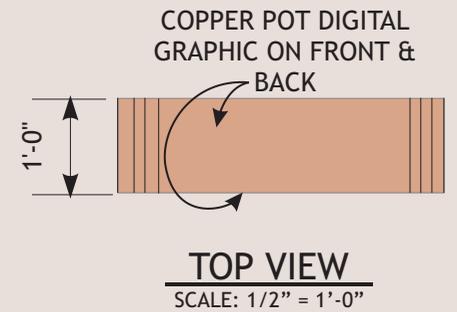
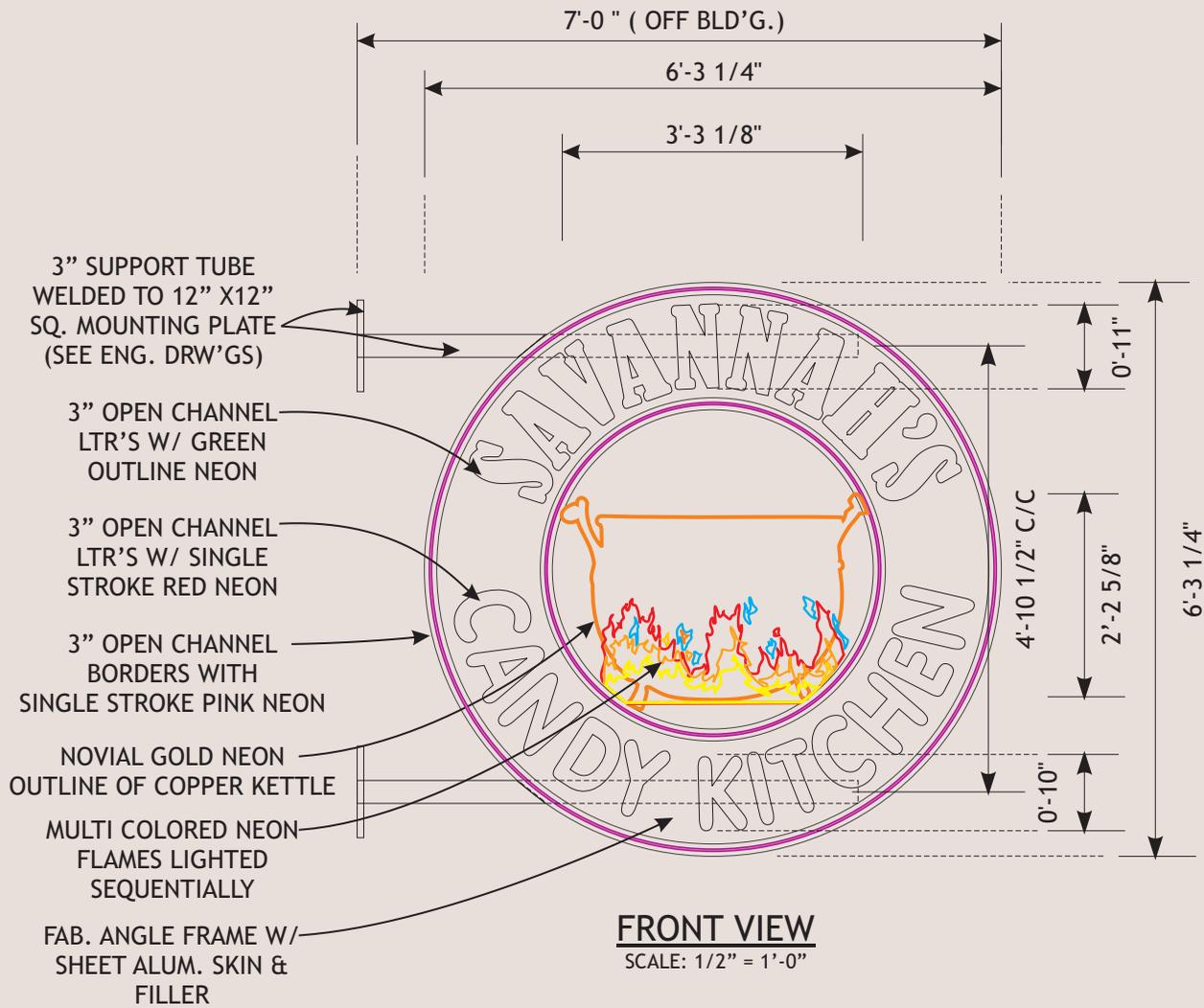
 PMS 576 GREEN	 IVORY
 PMS186 RED	 COPPER POT
 MED BRONZE	

DESIGNED BY: RM/CT	DATE: 05-30-13
WORK ORDER NO.: 368747	
PAGE 1 OF 3	

APPROVALS FOR MANUFACTURING
ENGINEERING:
INSTALLATION:
PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557



SAVANNAH'S CANDY KITCHEN

LOCATION: 310 BROADWAY
NASHVILLE, TN

JOB CONTACT: NAME PROJECT MGR: KIM CLARK

DRAWING NO: **130299-K10-01**

DETAILS

DESIGNED BY: RM/CT DATE: 05-30-13

WORK ORDER NO.: 368747

PAGE 2 OF 3

**APPROVALS
FOR MANUFACTURING**

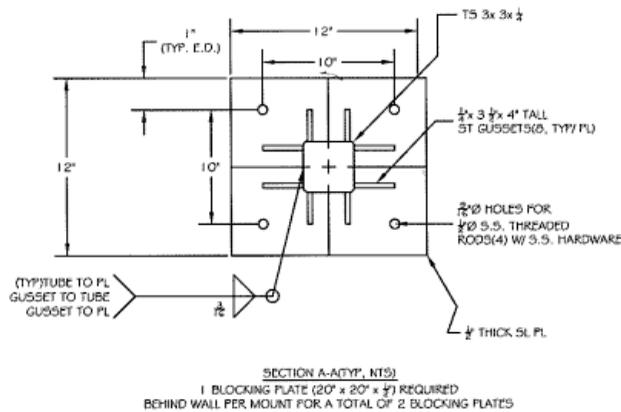
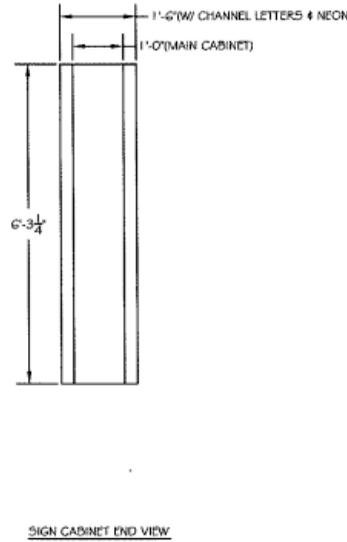
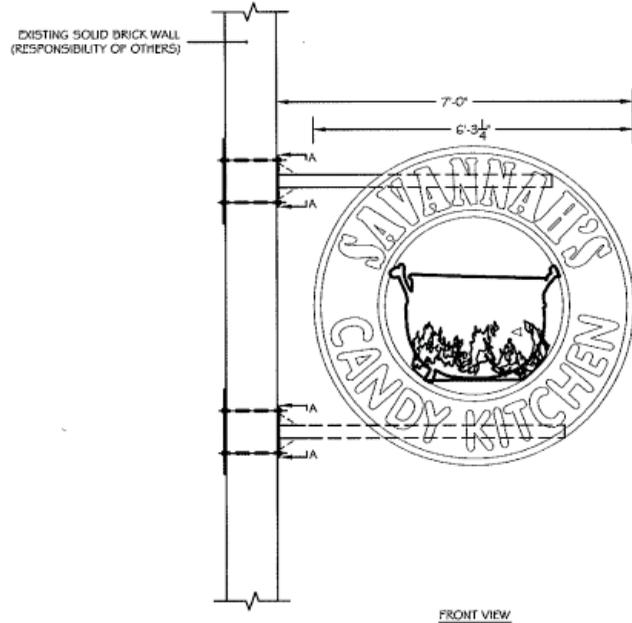
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**JOSLIN
AND SON
SIGNS**

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557



NOTES:

1. THE DESIGN, FABRICATION AND CONSTRUCTION SHALL CONFORM TO THE FOLLOWING CODES AND SPECIFICATIONS: THE 2006 INTERNATIONAL BUILDING CODE, THE AMERICAN INSTITUTE OF STEEL CONSTRUCTION (MANUAL OF STEEL CONSTRUCTION, 13TH EDITION), THE AMERICAN WELDING SOCIETY (AWS D1.1-04), THE AMERICAN CONCRETE INSTITUTE BUILDING CODE REQUIREMENTS FOR STRUCTURAL CONCRETE (ACI 318-08), THE SPECIFICATIONS FOR ALUMINUM STRUCTURES BY THE ALUMINUM ASSOCIATION (CURRENT EDITION).
2. STRUCTURAL STEEL REQUIREMENTS: PLATES, ROLLED SHAPES AND BARS SHALL BE ASTM A36 (OR EQUAL), STANDARD PIPE SHALL BE ASTM A53, GRADE B (OR BETTER, F_y=35 KSI), STRUCTURAL TUBING SHALL BE ASTM A500, GRADE B (OR BETTER, F_y=46 KSI), ALL BOLTED CONNECTIONS SHALL BE MADE WITH ASTM A325 BOLTS (OR BETTER WITH FLAT WASHERS (UNLESS NOTED OTHERWISE), ALL FASTENERS TO BE NON-CORROSIVE. ALL STRUCTURAL STEEL SHALL BE SHOP PRIME COATED WITH A RUST INHIBITIVE PRIMER AND FINISH PAINTED AS APPROVED BY OWNER (SURFACE PREPARATION SHALL BE IN ACCORDANCE WITH THE MANUFACTURERS' RECOMMENDATIONS), FIELD CONNECTIONS AND DAMAGED OR ABRADED AREAS OF PROTECTIVE COATING SHALL BE TOUCH UP PAINTED WITH COMPATIBLE MATERIAL. ALL STEEL SUBJECT TO DIRECT CONTACT WITH EARTH SHALL BE BITUMASTIC (OR EQUAL) COATED (IF NOT SUBJECT TO SUNLIGHT AND CARBONASTIC (OR EQUAL) COATED (IF SUBJECT TO SUNLIGHT) IN ACCORDANCE WITH THE MANUFACTURER'S RECOMMENDATIONS. ALL WELDS SHALL BE MADE WITH E70XX ELECTRODES (OR EQUAL), ALL FIELD WELDS SHALL COMPLY WITH AWS CODE FOR PROCEDURES, APPEARANCE, AND QUALITY OF WELDS, ALL WELDERS AND WELDING PROCESSES SHALL BE QUALIFIED IN ACCORDANCE WITH AWS STANDARD QUALIFICATION PROCEDURES.
3. ALL FERROUS TO NONFERROUS SURFACES SHALL BE SEPARATED BY 3M#355 POLYESTER CLEAR TAPE (OR EQUAL).
4. THE ELECTRICAL INSTALLATION SHALL BE IN COMPLIANCE WITH THE NATIONAL ELECTRICAL CODE AND ALL REQUIREMENTS OF THE LOCAL GOVERNING AUTHORITY.
5. THE DESIGN WIND SPEED IS 90 MPH PER ASCE 7-05 WITH "C" EXPOSURE RESULTING IN A DESIGN PRESSURE OF 26.43 PSF AT A HEIGHT OF 30'-0" ABOVE GRADE.
6. THE CUSTOMER'S BUILDING ENGINEER IS TO DETERMINE IF THE BUILDING STRUCTURE WILL SUPPORT THE SIGN. THE CUSTOMER SHALL SUPPLY ANY ADDITIONAL STRUCTURE REQUIRED.
7. THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND CONDITIONS IN THE FIELD AND NOTIFY THE ENGINEER OF ANY DISCREPANCIES. WALL SECTION PER JOSLIN SIGNS SURVEY.
8. ENGINEERING SEAL IS APPLICABLE TO THE WALL ATTACHMENT DESIGN ONLY.
9. ALL ELECTRICAL COMPONENTS ARE UL LISTED. SIGNAGE IS MANUFACTURED IN COMPLIANCE NEC 600. SIGNAGE IS GROUNDED IN COMPLIANCE WITH NEC 250. ONE VISIBLE 20 AMP DISCONNECT IS REQUIRED PER CIRCUIT.
10. MAXIMUM UNIT HEIGHT IS 30'-0" ABOVE GRADE.

Glenn T. Tisdale, P.E.

04-03-13

JOSLIN AND SON SIGNS
630 MURFREESBORO ROAD
NASHVILLE, TN 37210

BLADE SIGN
SAVANNAH'S CANDY KITCHEN- 310 BROADWAY- NASHVILLE, TN

designFirst, Inc.
P.O. BOX 9335
DOTHAN, AL 36504
(334)793-9734

CAD: GT
SCALE: 3/8" = 1'
DATE: 04/03/13
SHT. NO.: 1 OF 1
DWG. NO.: 1113008SI

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