



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
119 3rd Avenue South
April 16, 2014

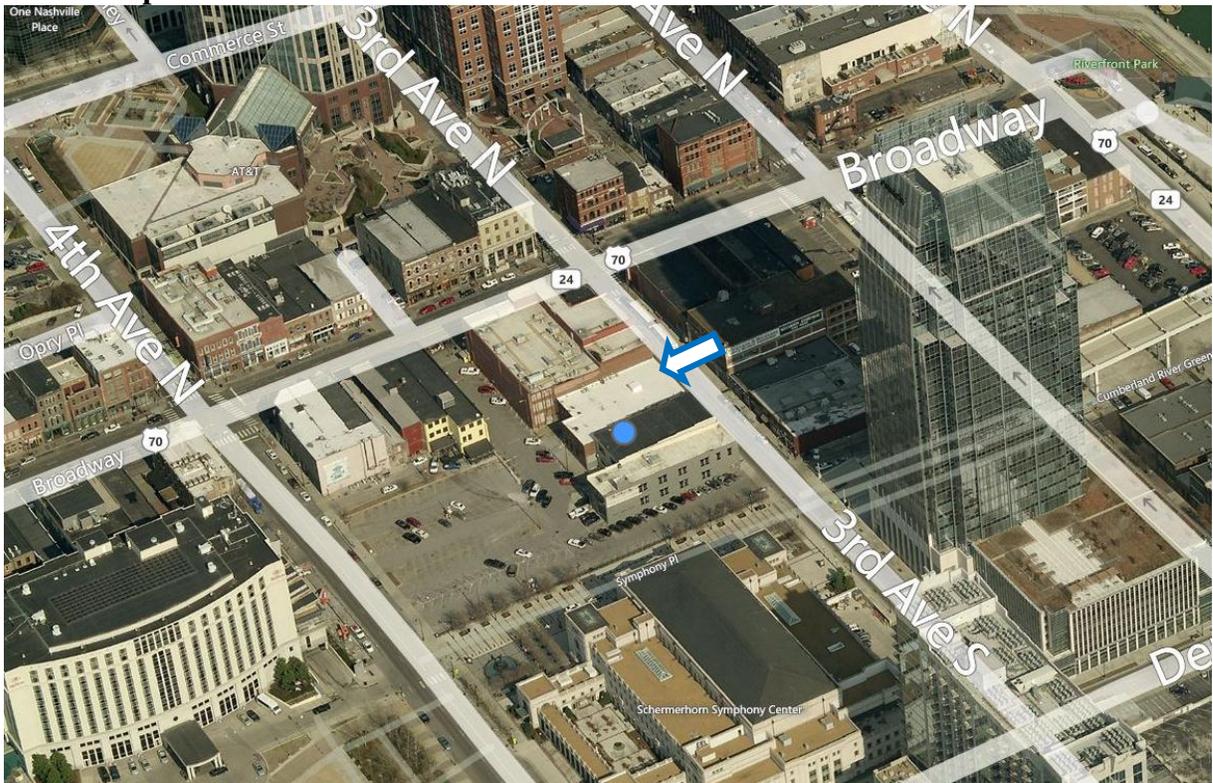
Application: Signage
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306403000
Applicant: Charles Bauman
Project Lead: Melissa Baldock, melissa.baldock@nashville.gov

<p>Description of Project: The application is to erect a projecting sign that does not conform to the signage regulations in the design guidelines in terms of total square footage, projection width, and sign width.</p> <p>Recommendation Summary: Staff recommends disapproval of the project, finding that the building is already significantly over its allotment for signage square footage as set forth in the design guidelines, and the signage size does not meet section IV of the <i>Broadway Historic Preservation Zoning Overlay: Handbook and Design Guidelines</i>.</p> <p>Staff offers as a solution that the owner could remove the painted wall signage, and alter the size of the sign, to bring it into compliance with the design guidelines.</p>	<p>Attachments A: Elevations</p>
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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.

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 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.

OTHER SIGN TYPES

Non Street Facing Signs

Non street-facing building facades and alley frontages, not otherwise regulated, are allocated 1 square foot of sign area per 1 linear foot of building façade, to a maximum of the sign area permitted for the primary street frontage.

This includes lots adjoining open spaces, pedestrian walkways, or parking areas. Ground signs are not permitted on non-street facing building facades or alley frontages.

Temporary Signs

Temporary signs shall follow the standards of 17.32.060.

Painted Signs

All painting of masonry, whether for signage, to change the color of the building, or for artwork shall be reviewed by the MHZC. (Please see section on “walls” for guidance on painting a masonry building.)

Painted signage may be considered by the MHZC as modification, based on the following design criteria:

- Should only be added to rear elevations or exposed upper secondary elevations and should not cover transoms, columns, cornices, decorative elements, openings and architectural features or require the enclosure of openings.
- Painted on main facades or the first level of buildings are not appropriate.
- Generally, a painted sign should not be more than 125 square feet in size.
- Painted signs should serve as a sign for the current occupant(s) and should not advertise off-site businesses or products.
- Generally, painted signage should not have lighting; however, if lighting is necessary, it should be between one and two gooseneck lights or another type of light that can be hidden by an architectural feature. Metallic, fluorescent and day-glow paints are not appropriate.

Building Sign: Wall Sign

Description

- A wall sign is a building sign that is attached flat to, or mounted away from but parallel to, the building façade.
- A wall sign may be painted on the building façade, in some instances, as a modification.

General Provisions

- A wall sign shall be located lower than the window sills of the top floor for multi-story buildings.
- No portion of a wall sign may extend above the roof line or above a parapet wall of a building with a flat roof.
- No portion of a wall sign may extend above the lower eave line of a building with a pitched roof.
- A wall sign cannot cover windows or architectural details.
- An exposed raceway shall be finished to match the background wall or be integrated into the overall design of the sign.
- A wall sign can be externally or internally illuminated in accordance with the section on Illumination.

Design Standards

- A Overall area allocation (max)--see allocation of sign area
- B Projection (max)--2 inch OR 13 inches for internally lighted or neon signage
- C Exposed Raceway height--50% of the letter height, OR if the Raceway is used as the sign background, the Raceway may extend 3 inches beyond the largest part of the sign. Refer to Illumination section for additional raceway standards and permitted locations.

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.

Raceways and Transformers

- Visible transformers are prohibited.

Changeable copy signs shall be in accordance with the following requirements:

Background: 119 3rd Avenue South is a two-story commercial structure constructed c. 1920. The building is currently the home of the Johnny Cash Museum. In 2013, MHZC staff issued a permit for painted wall signs on the 3rd Avenue South façade based on the prior design guidelines for signage, which replaced previous painted signs (Figure 1). Staff also issued a permit for a painted wall sign on the rear façade, which can be seen from 4th Avenue South (Figure 2).



Figure 1. 119 3rd Avenue South and the existing signage



Figure 2. The rear façade of 119 3rd Avenue South, as seen from 4th Avenue South.

Analysis and Findings:

The application is to erect a projecting sign that does not conform to the signage regulations in the design guidelines.

Signage allotment. For the sake of this application, only the signage on the 3rd Avenue South façade will be considered in the signage allotment calculation as signage on the

rear follows a different calculation for allotment. Currently, on the 3rd Avenue South façade, there is approximately four hundred and twenty square feet (420 sq. ft.) of signage (Figure 3). The applicant is proposing a projecting sign which will add an additional thirty-nine square feet (39 sq. ft.) of signage to the property.



Figure 3. The existing signage adds up to 420 sq. ft.

The design guidelines state that a building can have “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 of sign area per 1 linear foot of building façade shall be permitted, for a total 2 square feet per 1 linear foot of building façade.” 119 3rd Avenue South’s front façade is approximately seventy-nine feet (79’) long, and using the multiplier of 2 for a projecting sign, the total allotment for signage for this façade is one hundred and fifty-eight square feet (158 sq. ft.). Therefore, currently, the building already is two hundred and sixty-two square feet (262 sq. ft.) over its signage allotment.

Staff finds that adding an additional sign to this façade, which is already significantly over its allotment for signage, does not meet Section IV of the design guidelines.

Location. The applicant is proposing to locate the sign at the northern end of the building façade, on the second story. It does not extend above the building parapet and does not cover any windows or architectural details. The design guidelines state that a projecting sign must be more than twenty-five feet (25’) from another projecting sign. Staff finds that there are no projecting signs within twenty-five feet (25’) of the proposed new projecting sign (Figure 4).



Figure 4. The proposed projecting sign is more than 25’ from the nearest projecting sign.

Staff finds that the proposed location of the sign meets Section IV of the design guidelines.

Dimensions: The proposed sign is set twelve inches from the building, which meets the design guidelines. The sign has a maximum height of approximately eleven feet, ten inches (11'10"), which also meets the design guidelines. The thickness of the sign and its projection from the building, however, do not meet the design guidelines. The design guidelines states that an internally illuminated sign like this one should have a maximum thickness of one foot, six inches (1'6"). The bulk of the sign is two feet (2') thick, and the letters add ten inches (10") to the sign's width. Therefore the sign's maximum width is two feet, ten inches (2'10"). The design guidelines state that the signs should project a maximum of six feet (6') from the building. The sign is six feet (6') wide, and is situated one foot (1') from the sign, so its maximum projection is seven feet (7'), which does not meet the design guidelines. Staff finds that the size of the sign does not meet Section IV of the design guidelines.

Materials: The material for the sign cabinet will be aluminum. The sign will be attached to the brick façade with a steel tube and plate. The "Johnny" and "Museum" letters will be cut out of the cabinet, while the "CASH" letters will be eighteen inch (18") channel letters. Staff finds that the proposed materials meet Section IV of the design guidelines.

Illumination. The cabinet, which will be black and therefore opaque, will be internally illuminated. The "CASH" letters will be channel letters with white LED lighting. The application did not indicate that there would be any flashing, blinking, chasing lights, or sequential lighting; these elements would be inappropriate. Staff finds that the proposed illumination of the sign meets Section IV of the design guidelines.

Recommendation Summary: Staff recommends disapproval of the project, finding that the building is already significantly over its allotment for signage square footage as set forth in the design guidelines, and the signage size does not meet section IV of the *Broadway Historic Preservation Zoning Overlay: Handbook and Design Guidelines*.

Staff offers as a solution that the owner could remove the painted wall signage, and alter the size of the sign, to bring it into compliance with the design guidelines.



80'

55"

24"

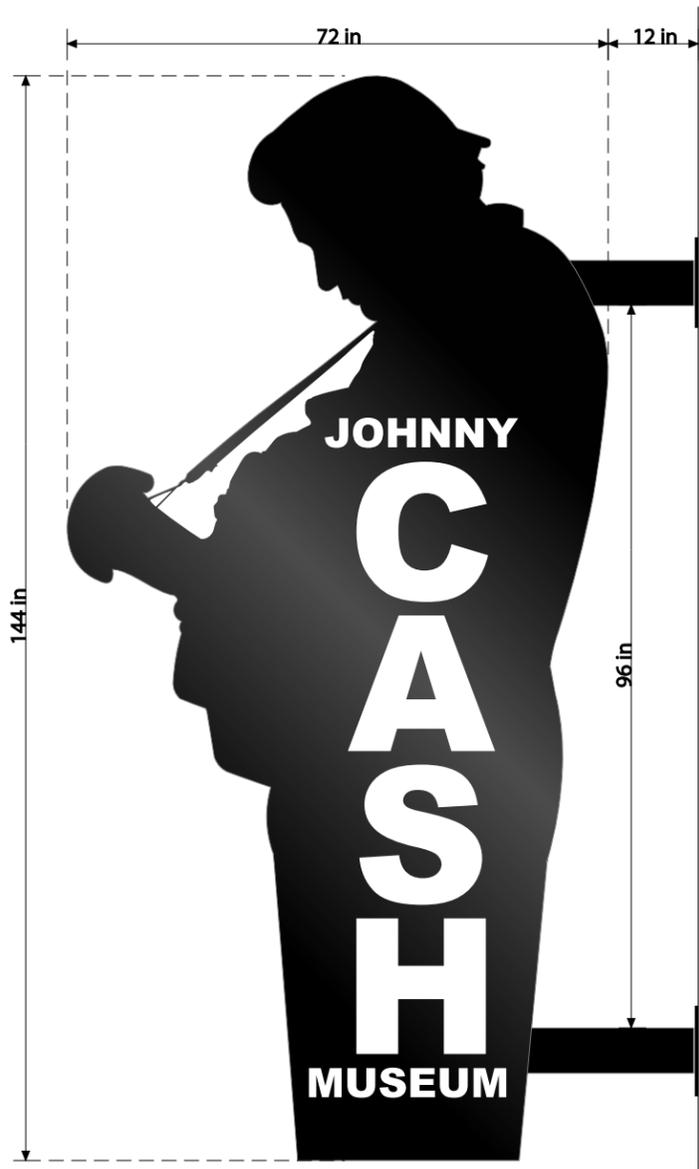
29'

119

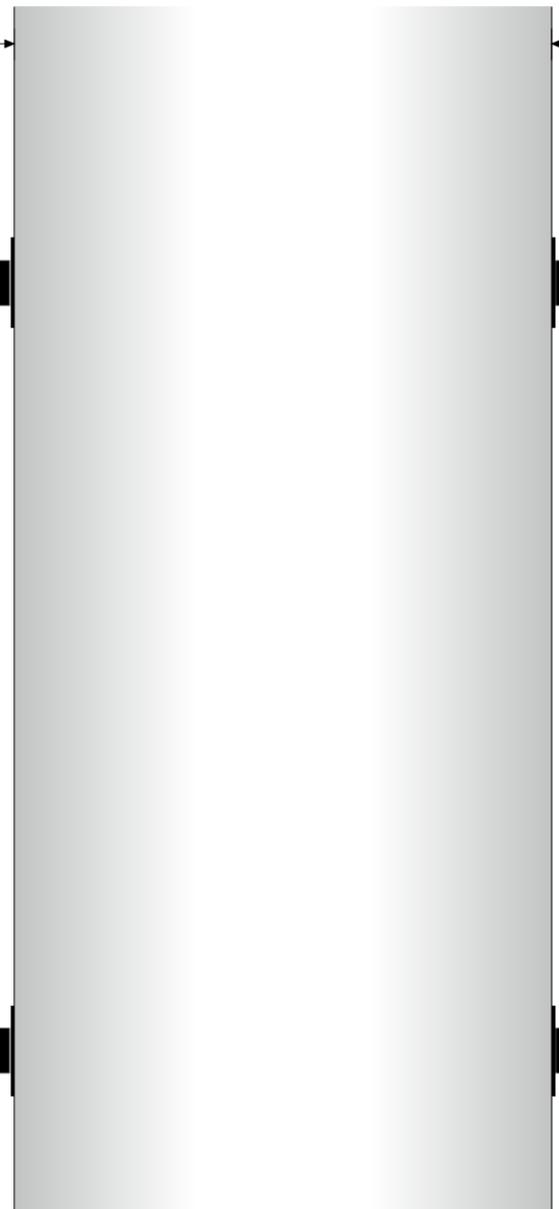
MUSEUM STORE

The JOHNNY CASH MUSEUM

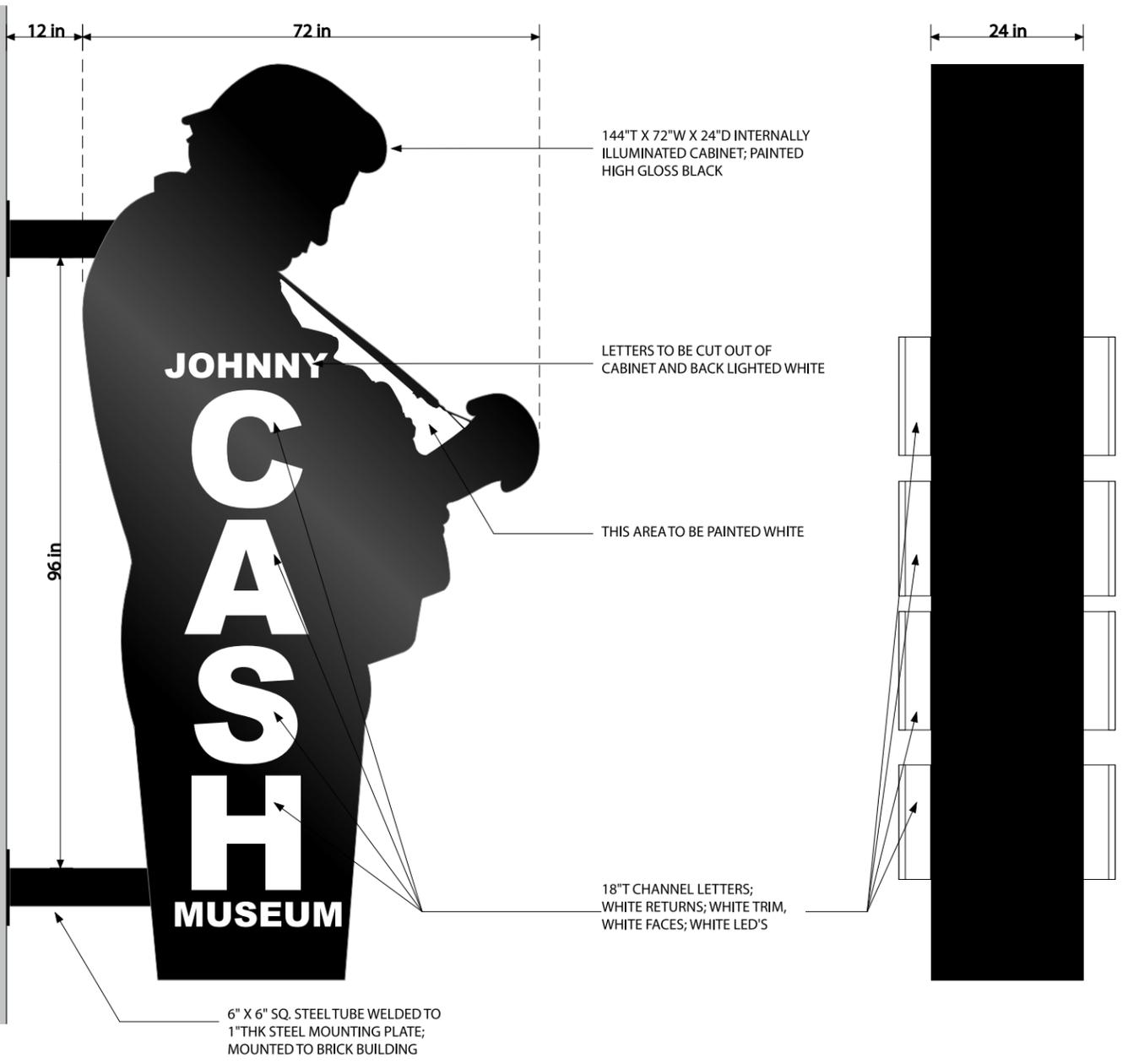




FRONT ELEVATION
SIDE A



FRONT ELEVATION
SIDE B



SIDE VIEW



113 Old Hickory Blvd. East
Madison, TN 37115
Tel: 615-865-6062
Fax: 615-865-6083
www.jarvisigns.com

Customer:
JOHNNY CASH MUSEUM
119 3RD AVENUE SOUTH
NASHVILLE, TN

ATTN:
BILL MILLER
BILL@JOHNNYCASH.COM

Date:
12/15/2011

Sign Type
INTERNALLY ILLUMINATED CABINET

Revisions:

No.	Date
1	3/21/2014

File Location:
J\JOHNNYCASHMUSEUM-BUILDINGSIGN

Drawn By:
KEITH

Page No.:
1 OF 2

APPROVAL:

Signature: _____

Print Name: _____

Date: _____

WORK ON THIS PROJECT IS ON HOLD UNTIL CUSTOMER HAS SIGNED THIS PROOF.

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