

KARL F. DEAN
MAYOR



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

101 Broadway
June 18, 2014

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306210200

Applicant: Josh Hughes, Tuck Hinton Architects

Project Lead: Paul Hoffman, paul.hoffman@nashville.gov

Description of Project: The Commission approved an application for signage in March 2014. The applicant requests a revision that includes a rotating element, which can only be approved as a modification by the Commission. The sign is otherwise the same and located in the same place as previously approved.

Recommendation Summary: Staff recommends approval of the signage as submitted, finding the proposal meets the design guidelines of the Broadway Historic Preservation Zoning Overlay.

Attachments

- A:** Elevations
- B:** Photographs

Applicable Design Guidelines:

IV. SIGNAGE INTRODUCTORY PROVISIONS

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.

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

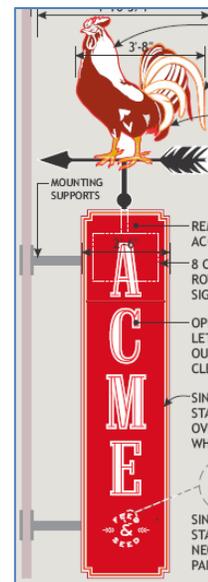
Background: The Commission approved an application for signage in March 2014. The applicant requests a revision that includes a rotating element, which can only be approved as a modification by the Commission. The sign is otherwise the same and located in the same place as previously approved.

Analysis and Findings:

Projecting Sign

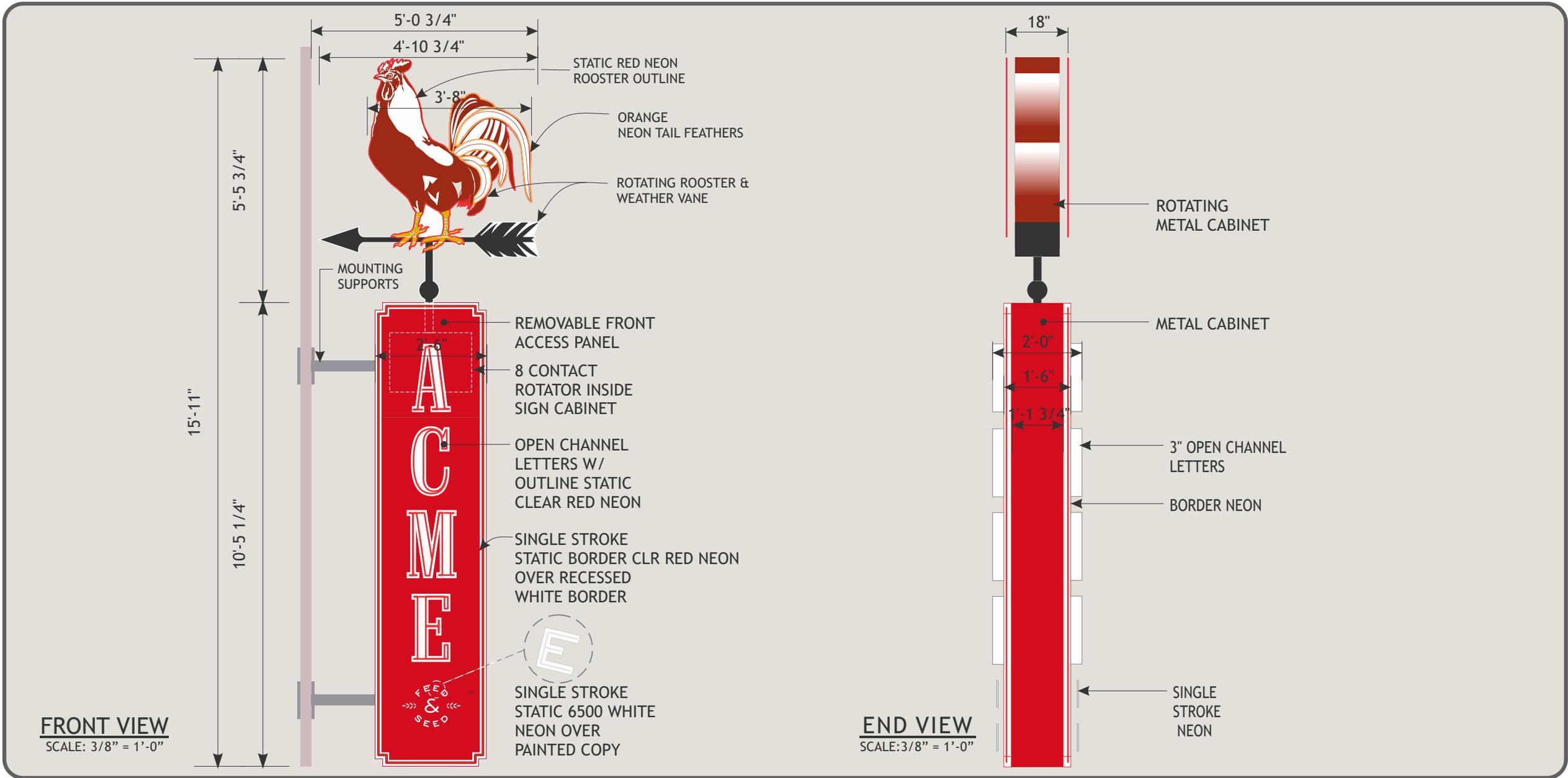
Allocation of sign area: The requested modification to the approved signage does not affect the allocation of sign area.

Design: The approved projecting sign was sixteen feet (16') tall, meeting the maximum height allowed by the design guidelines for a three-story building. The overall height proposed is one inch (1") less. The main body has been reduced to approximately ten feet and five inches (10'5"). The applicant has added a five foot and five inch (5'5") tall rotating rooster and weather vane above the main part of the sign, for a total height of fifteen feet and eleven inches (15'11"). The total projection of approximately five feet (5') is less than the six feet (6') required by the design guidelines. The depth of the cabinet is eighteen inches (18"), the maximum allowed for neon signage. There are older signs in the Broadway district that rotate, and the Commission has approved other signs with rotating elements since the adoption of the current design guidelines. Staff finds the application meets section IV of the design guidelines.



Lighting: The main part of the sign will have static neon lighting with open channel letters and neon over painted copy, as approved previously. The rotating portion will have a static neon outline. It meets design guidelines for illumination.

Recommendation: Staff recommends approval of the signage as submitted, finding the proposal meets the design guidelines of the Broadway Historic Preservation Zoning Overlay.



ACME FEED & SEED

LOCATION: 101 BROAD STREET
NASHVILLE, TN

JOB CONTACT: NAME PROJECT MGR: HOUSE

DRAWING NO: **141758-H10-01**

SPECIFICATIONS & FINISHES:

PMS 484 RED
 GLOSS BLACK
 MP 15024 RED
 WHITE
 PMS 124 YELLOW

DESIGNED BY: R. McCORD DATE: 04-23-14

WORK ORDER NO.: XXXXXX

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APPROVALS FOR MANUFACTURING

ENGINEERING:

INSTALLATION:

PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557