



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 318 Broadway June 18, 2014

Application: Signage; Rehabilitation
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306400400
Applicant: Michael Thorn, H. Michael Hindman Architects
Project Lead: Paul Hoffman, paul.hoffman@nashville.gov

<p>Description of Project: The proposed signage is a new neon wall sign and rotating neon projecting sign. The rotation element of the sign requires a modification of the design guidelines. The scope of rehabilitation includes replacing the opaque glass panes in the transoms with clear glass, replacing the front door and removal of awnings and lighting.</p> <p>Recommendation Summary: Staff recommends approval of the proposed application as submitted, finding that the project meets section II for Rehabilitation and section IV for Signage of the Broadway Historic Preservation Overlay Design Guidelines.</p>	<p>Attachments A: Photographs B: Floor Plans C: Elevations</p>
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Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

II. Rehabilitation

B. Doors and Entryways

1. Original doors, entryways, and related elements should be retained.
2. Deteriorated or damaged doors or entryways should be repaired using historically appropriate materials.
3. If replacement doors are necessary, replacements should replicate the originals. If original doors do not remain, replacement doors should be of wood and the proportion of glass to door should be comparable to the proportion of display windows to storefront.
4. If doors or entrances do not conform to building or accessibility codes, the originals should be retrofitted to conform. If this is not feasible, replacement doors should be compatible with the original storefront. Variances to building codes may also be sought when the building meets the intent of the code requirements.
5. If wood replacement doors are not feasible, or were not original to the building, dark or bronze anodized metal doors with a wide stile may be appropriate. Raw metal doors and doors without a glass pane are not appropriate. Glass used in replacement doors should be clear.
6. Generally, new entryways should not be introduced to public facades, unless needed for access to an upper floor or a secondary building use. If a new entrance is needed, it should be compatible with the style and period of the building.

D. Transoms

1. Original transoms and their component elements should be retained.
2. Deteriorated or damaged transoms should be repaired using historically appropriate materials.
3. If replacement transoms are necessary, replacements should replicate the original. If original transoms do not exist, replacements should be appropriate for the building's style and period.
4. Appropriate replacement elements include single or multi-light clear-glass panes and simple wood or metal frames.
5. Historic transoms should remain visible and not be covered or enclosed.

G. Cornices

1. Original cornices and other detailing should be retained.
2. Deteriorated or damaged cornices or other detailing should be repaired using historically appropriate materials.
3. If replacement cornices are necessary, replacements should replicate the originals. If original cornices do not exist, replacements should be appropriate for the building's style and period.
4. Appropriate replacement materials include sheet metal and wood.
5. Owners are encouraged to replace cornices that were original to the building but have been removed.

H. Windows

1. Historic window openings, windows, and window surrounds should be retained.
2. Deteriorated or damaged window openings, windows, and window surrounds should be repaired using historically appropriate materials. If replacement windows or window surrounds are necessary, replacements should replicate originals.
3. If original windows do not exist, replacements should be appropriate for the building's style and period.
4. If the original windows are missing, replacement windows should use wood, anodized aluminum, or baked-on-enamel aluminum frames and should have single-light or multiple-light clear-glass panes to match the style and period of the building. Steel windows should be replaced with steel or aluminum designs that replicate the appearance of the original window.

5. Window openings, surrounds, or other elements not original to a building should generally not be introduced to the public facades of the building. The installation of such window openings on the rear of the building may be appropriate.
6. Should storm windows be desired, their dimensions should match window dimensions in order to conceal their presence. Frames should be set within the window opening and attach to the exterior sash stop; if aluminum, they should have an anodized or baked-on enamel finish.
7. Self installed snap, clip or glue type muntins on windows are not permitted. Muntins set within the vacuum between glass panes on windows are not approved.
8. Window grilles and balcony rails are not appropriate window treatments. Shutters are only appropriate when they replace original wood shutters and should be operable.

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.

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.

Background: 318 Broadway is a two-story commercial building, built between 1888 and 1897 as a textile warehouse. It is a contributing structure in the Broadway Historic Preservation District.

Analysis and Findings: The proposed signage is an open channel neon letter wall sign in the existing EIFS signboard area and a projecting neon rotating sign. The rehabilitation consists of minor changes to the building's front façade.

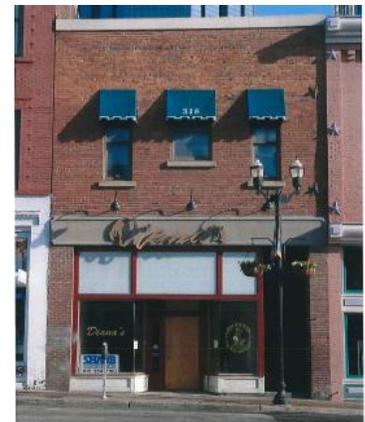


Figure 1. Existing façade

Rehabilitation: The scope of rehabilitation of the exterior includes: replacing the existing opaque glass panes in the transoms with clear glass; repairing existing EIFS (exterior insulation finishing system) bands and wood window frames; replacing the front door; and removing window awnings and gooseneck lighting. The proposed front door is a new stile and rail half-light wood door. Its

proportion of glass to door is comparable to the display windows to the storefront, in accordance with guidelines. Opening up the transoms is in keeping with the guidelines that “historic transoms should remain visible and not be covered or enclosed.” These changes are in accordance with section II of the guidelines for Rehabilitation.

Signage Allotment: According to the design guidelines, a building can have two square feet (2 sq. ft.) of signage per linear foot of building façade, when a projecting sign is used. This building’s front façade is twenty-six feet and one inch (26’1”) for a total allotment of fifty-two feet, two inches (52’2”).

The projecting sign is five feet (5’) by five feet two inches (5’2”) for approximately twenty-six square feet (26 sq. ft.). The wall sign is fourteen feet two inches (14’2”) by one foot ten inches (1’10”) also for approximately twenty-six square feet (26 sq. ft.). The proposed signs do not exceed the building’s allotment, and meet section IV.

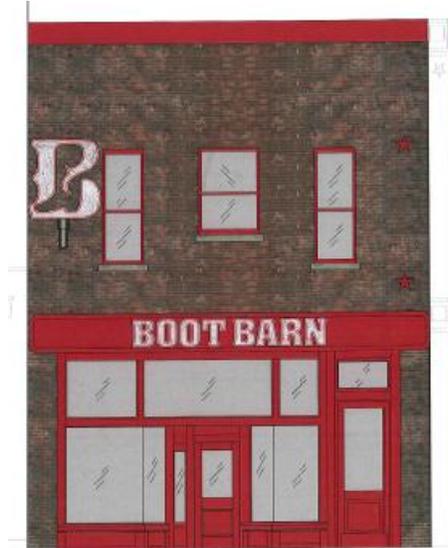


Figure 2. Proposed facade

Location: The projecting sign is proposed to be on the left-hand side of the second story. It does not extend above the building eave or the parapet, or cover any windows or architectural details. The design guidelines specify that a projecting sign must be more than twenty-five feet (25’) from another projecting sign; the proposed location is approximately twenty-seven feet (27’) from the nearest projecting sign. The wall sign will be attached flat to the building façade and centered on the existing EIFS sign board. Staff finds the locations of the proposed wall sign and projecting sign to meet the design guidelines.

Design, Size, Movement: The projecting sign is approximately five feet (5’) tall, well within the allotment of the sixteen foot (16’) maximum allowed for two-story buildings. The projecting sign will extend from the wall by six feet (6’). The depth of the projecting sign cabinet is sixteen inches (16”), which is under the maximum allowable eighteen inches (18”). It is proposed to rotate, which the Commission may approve as a modification. There are older signs in the district that rotate and the Commission approved another rotating sign since the adoption of the current design guidelines. The wall sign will be three inches (3”) deep, which meets the allowable depth of thirteen inches (13”) for neon signs. Staff finds the project meets section IV.

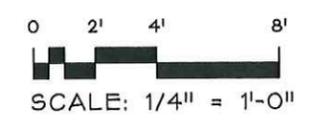
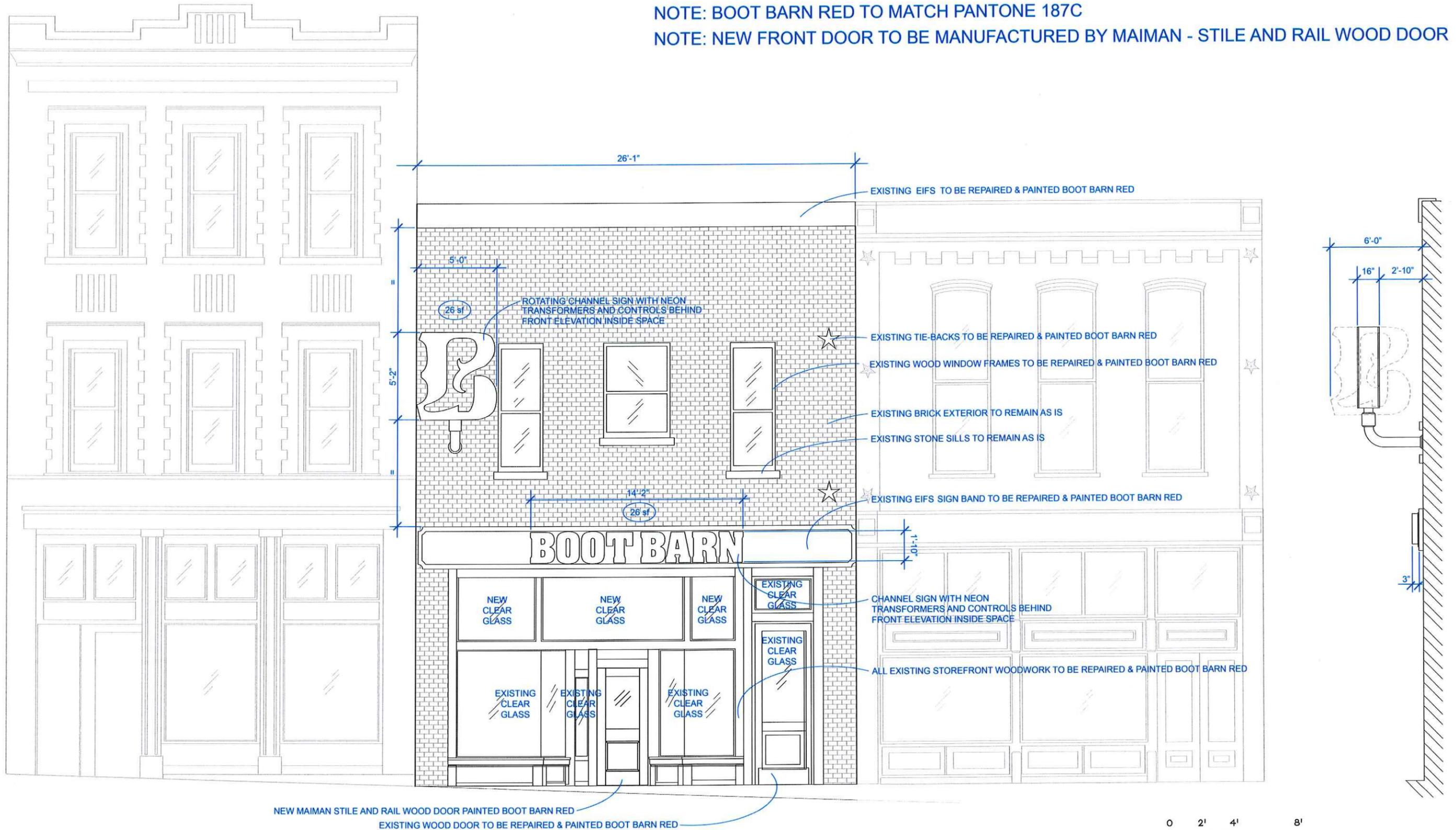
Illumination: Both signs will have exposed neon. They will not have blinking, flashing, chasing or sequential lighting. This meets design guidelines for illumination.

Materials: The signs will have aluminum channels and exposed neon. New materials for the storefront are clear glass for the transoms, and wood and clear glass for the door. The materials are appropriate for the district.

Recommendation Summary: Staff recommends approval of the application for signage and rehabilitation, finding the project meets sections II and IV of the design guidelines for the Broadway Historic Preservation Overlay.

NOTE: BOOT BARN RED TO MATCH PANTONE 187C

NOTE: NEW FRONT DOOR TO BE MANUFACTURED BY MAIMAN - STILE AND RAIL WOOD DOOR



These drawings are not for construction. The information contained herein is intended to express design intent only. Contractors shall confirm and be responsible for all dimensions and conditions and shall inform R1 of all variations prior to fabrication or construction. Written dimensions on drawings shall have authority over scale dimensions. Contractor must submit shop drawings for R1's review and approval prior to fabrication and production. This document shall remain the property of R1 and may not be used for any other purpose without express written consent.

	REVISIONS/ISSUANCES		PROJECT:	Boot Barn - Nashville Store	SHEET:	South Elevation	
	NO.	DATE	ITEM	ADDRESS:	318 Broadway Ave. Nashville Tennessee, 37201	DESIGNER:	Ian Rattray
				PROJECT NUMBER:	001233	DATE:	05/28/2014



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Project No: **14-6191-00B**

Account
Executive: **Ryan Drury**

Project:

Boot Barn

Address:
**318 Broadway
Nashville, CA**

Drawn By: **Bruce Heller**

Date: **3.14.14**

Revision: **3.21.14
5.29.14**

U.L. Listed
Signs to be manufactured to U.L. Specifications and will bear the U.L. Label(s). The sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

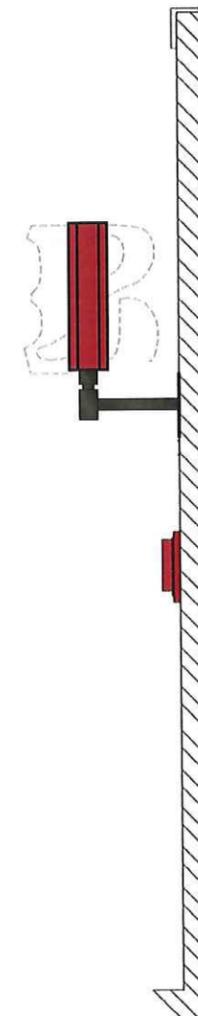
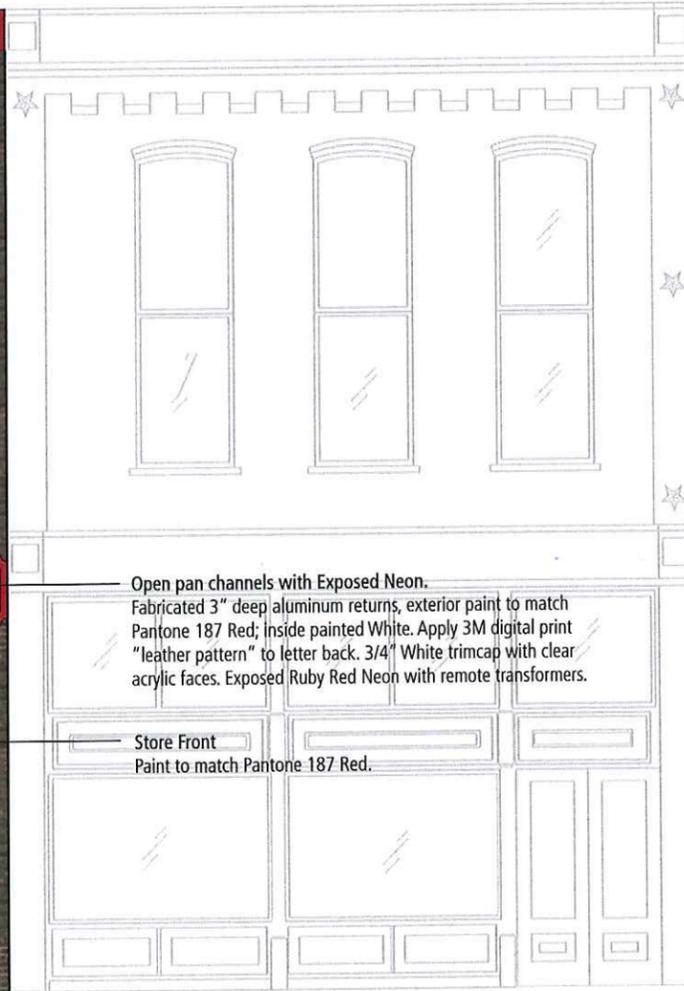
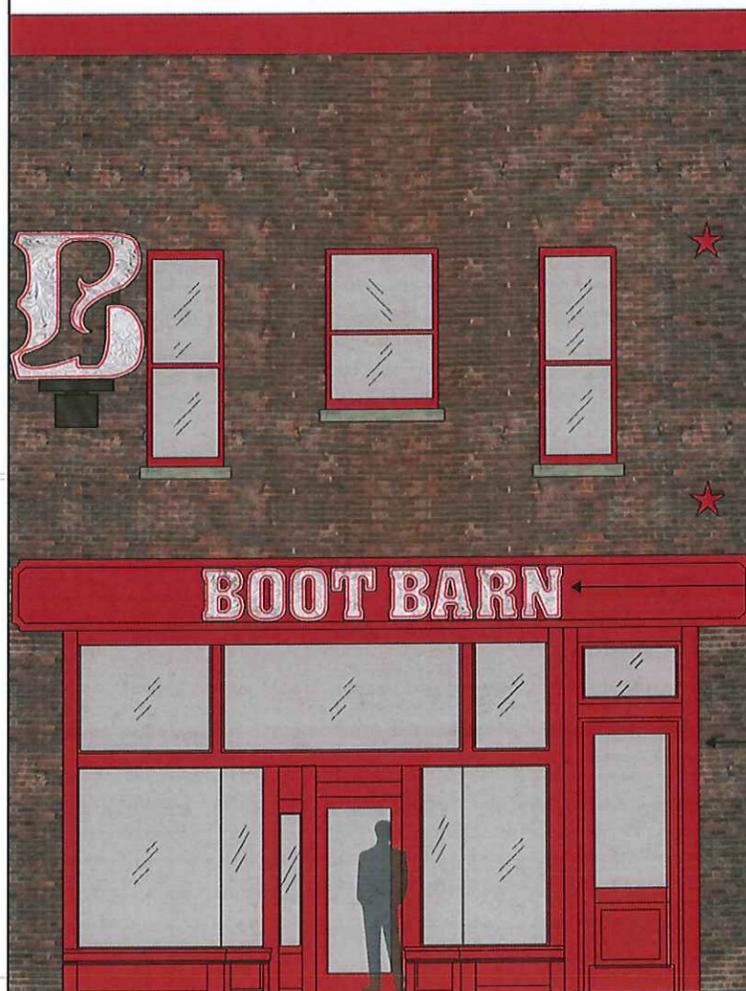
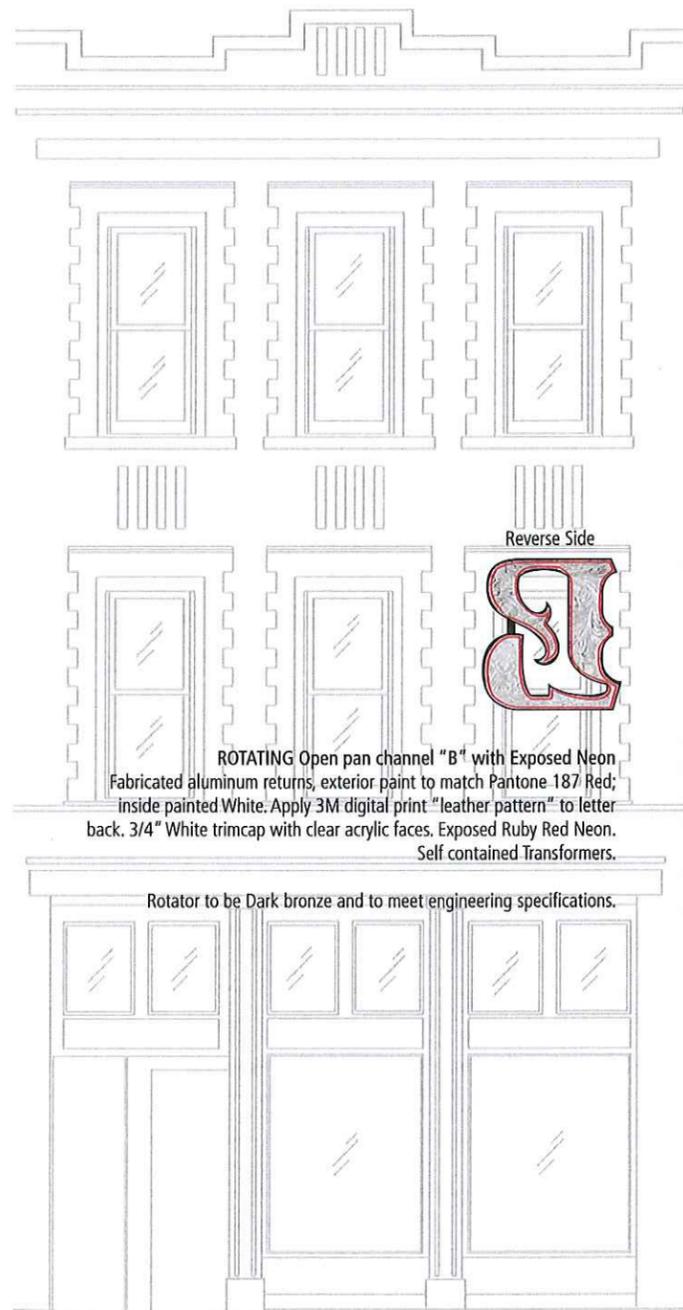
Electrical Circuits
Customer to provide primary dedicated electrical circuit(s) with a separate ground to the electrical panel. L.E.D. Electronics to have a separate dedicated 120V complete circuit (No shared neutral). Common ground to electrical panel acceptable.

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California Title 24 Compliant

Sheet No.

1





0 2' 4' 8'
 SCALE: 1/4" = 1'-0"

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REVISIONS/ISSUANCES			PROJECT:	Boot Barn - Nashville Store	SHEET:	South Elevation
NO.	DATE	ITEM	ADDRESS:	318 Broadway Ave. Nashville Tennessee, 37201	DESIGNER:	Ian Rattray
			PROJECT NUMBER:	001233	DATE:	05/28/2014

ROCKWOOD
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ASSA ABLOY, the global leader
in door opening solutions.

K1050 - .050" Thick - Metal Kick Plate-Standard Duty



Available Finishes:

- ▶ Powder Coat
- ▶ US32DMS
- ▶ US32D316
- ▶ US32D/630
- ▶ US32316
- ▶ US32/629
- ▶ US28/628
- ▶ US26D/626
- ▶ US26/625
- ▶ US10B/613
- ▶ US10/612
- ▶ US9/611
- ▶ US4/606
- ▶ US3/605

Specifications:

Material: .050" Aluminum, Brass, Bronze, Stainless Steel

Fastener: #6 x 5/8 OH SMS

Ordering: Specify height x width x finish code. Add any options.

Weight: 8" x 34" = 4.0 lbs.

ANSI: J101 - metal armor plate, J102 - metal kick plate, J103 - metal stretcher & mop plate.

Options:

- SA - self-adhesive mounting.
- TEK - self-drilling screws.
- Beveled 3 or 4 edges, specify B3E or B4E.
- CSK - countersunk holes.
- Cutouts for locks, louvers, or windows.
- TORX - security torx screws.

Width of Plates:

Push Side: 2" less than door width. Pull Side: 1-1/2" less than door width.

NFPA 80 STANDARDS - 2-4.5 Protection Plates: Factory-installed protection plates shall be installed in accordance with the listing of the door. Field-installed protection plates shall be labeled and installed in accordance with their listing.

Exception: Labeling is not required where the top of the protection plate is not more than 16 in. (406 mm) above the bottom of the door.

NOTE: Finishes US26/625 and US26D/626 are only available up to 24"H.

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**148 x 76C - Pull Plate
8" CTC Pull
4" x 16" Plate**



Available Finishes:

- ▶ US3LIFETIME
- ▶ US26D/626
- ▶ US26/625
- ▶ US10B/613
- ▶ US10/612
- ▶ US4/606
- ▶ US3/605

Specifications:

Material: Cast Brass

Fastener: #6 x 5/8 OHSMS; 1/4 -20 x 2-1/4 Thru Bolt & Finish Washer (standard 1-3/4" door).

Options: • Advise if door thickness is other than 1-3/4".

• Mounting selections for standard duty 1/4-20 can be viewed under Mounting Details on this site.

Pull: cast

CTC: 8"

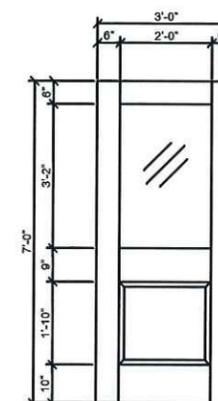
Plate: 76

Size: 4" x 16"

Weight: 2.8 lbs.

ANSI A156.6: J405

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Maiman
Stile and Rail Wood Door
1 Lite 1 Panel

Revisions

HMH Job Number
14009

Drawn By
BT

Date
6-2-14

Drawing

DOOR DETAILS

A3.0