



**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**  
**424-428 Broadway**  
**January 21, 2015**

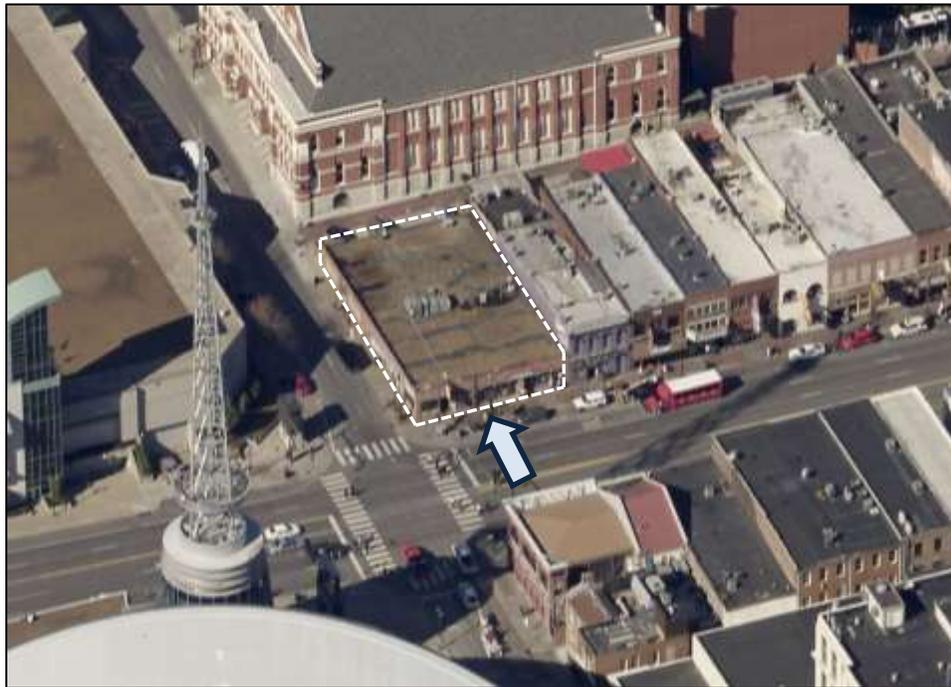
**Application:** Signage  
**District:** Broadway Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 09306307200  
**Applicant:** Ryan Taylor, Joslin Signs  
**Project Lead:** Sean Alexander, sean.alexander@nashville.gov

<p><b>Description of Project:</b> The applicant is proposing to install a wall sign on the front façade of the building that requires a modification for depth and for chasing lights.</p> <p><b>Recommendation Summary:</b> Staff recommends approval of the proposed signage with the two modifications for the depth and the perimeter chasing lights with the condition that the light source is not a prohibited source and that the chase or flash not last less than every three seconds. With this condition, Staff finds that the proposal meets the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.</p>	<p><b>Attachments</b> <b>A:</b> Photographs <b>B:</b> Sanborn Map Details <b>C:</b> Elevations</p>
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**Vicinity Map:**



**Aerial Map:**



## Applicable Design Guidelines:

### IV. SIGNAGE

#### INTRODUCTORY PROVISIONS

##### Intent

The purpose of these regulations is to preserve the historic character of the overall district and individual historic buildings follow the basic principles and guidance of the “Downtown Codes Sign Standards” as adopted 1/30/2013. The “Downtown Codes Sign Standards” breaks signage guidance up by “street types.” The Broadway Historic Preservation Zoning Overlay closely follows the guidance for “Pedestrian Street” type.

##### Applicability

- These sign regulations apply to all properties within the Broadway Historic Preservation Zoning Overlay.
- (Not referencing code since our current design guidelines do not reference code and there are permissible signs within the code that would not meet our design guidelines.)
- Signage that is cut into the face of the building is prohibited.
- Signage located on the interior of a building or attached to the inside of glass windows is not reviewed.
- Sandwich board signs and 3-dimensional sidewalk signs that are brought into the building at the close of each business day shall not be reviewed by the MHZC but may require review by Public Works.
- Historic signage should be retained. Removal of historic signage may take place as a Modification.

##### Sign Permit Applications

Applications for sign permits shall be made with and reviewed by the Metro Historic Zoning Commission (MHZC). All sign applications that do not involve Modifications shall only require MHZC administrative approval.

##### Common Sign Plan

- A common signage plan regulates signage for multiple businesses or tenants within one building or complex. A common sign plan is mandatory for all new developments and sign Modifications.
- A common signage plan shall provide for consistency among signs with regard to at least four of the following: materials; location of each sign on the building; sign proportions; color scheme; lighting; lettering or graphic style.
  - The common signage plan shall establish an allowable area of signage for existing and future tenants with regard to all allowed sign types.
  - The common signage plan shall indicate existing nonconforming signs as well as the amount and locations of on-premise signage to be allocated to each tenant under the new plan.

### 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](http://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 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.

## **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**

### **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.

## 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

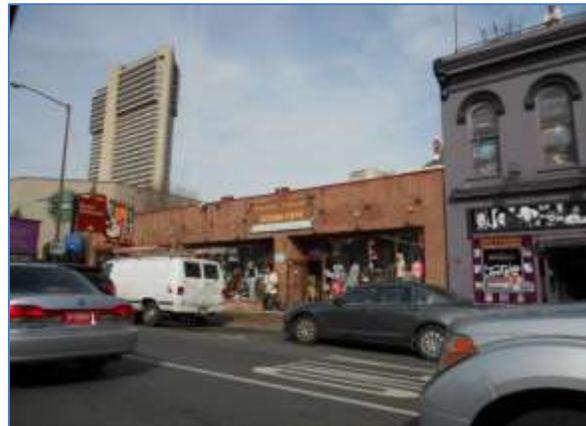
The following light sources are prohibited:

- 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:** The building at 424-428 Broadway is a one-story unadorned brick building that was constructed in 1954, well after the period of historic significance for the area. The building does not contribute to the historic character of the area because of the relatively recent date of construction and the lack of architectural character.



**Analysis and Findings:** The applicant is proposing to install a wall sign on the front façade of the building that requires a modification for depth.

### Size, Location:

The new sign will be located above the storefront windows, below the top edge of the sixteen foot (16') tall one-story front wall. This is an appropriate location for a wall sign.

The proposed sign will have letters and graphics on a rectangular cabinet, twenty-four feet (24') wide and three feet, six inches (3'-6") tall. The area of the cabinet will be eighty-four square feet (84 sf), with a small graphic element at the top increasing the total area of the sign to eighty-six square feet (86 sf). Within the sign-face, there will be a lighted border around the edges with the lettering of the sign actually comprising only forty-one square feet (41 sf). The face of the cabinet will project eleven inches (11") from the face of the building at the sides, with a convex curve making the face of the sign project two feet, five inches (2'-5") at the center.

Under the design guidelines for the Broadway Historic Preservation Zoning Overlay, the building at 424-428 Broadway is permitted the following signage:

Building Frontage	Wall Sign Allotment	Maximum Wall Sign Area Allowed	Sign Area Proposed	Allowed Projection from Building	Proposed Projection from Building
Sixty-eight linear feet (68') of building frontage	x 1.5	One hundred, two square feet (102 sf) of signage	Forty-one square feet (41 sf)	Thirteen inches (13')	Two feet, five inches (2'-5")

The area of the sign is well below the maximum that the building would be permitted, but because of the curved face it would project one foot, four inches (1'-4") more at the center than the guidelines allow.

Staff finds that the proposed signage would be appropriate in this location however, because of the simple façade of the one-story non-contributing building. Historic commercial buildings in the Broadway District are typically multi-story, with their facades articulated with projecting or corbelled cornices above the first-story storefront. The effect of this feature is to keep the first story of the building at a pedestrian scale.

The building at 424-428 has no articulation above the storefront, and although it is single-story there is no definition at the top of the first story. The proposed projecting signage would add this definition to the storefront in a manner similar to an historic storefront cornice; therefore, Staff recommends approval of the modification as an exceptional design.

Illumination

The text of the sign will be open channel letters with a white neon outline. There will be a depiction of an electric guitar, the outline of which will be illuminated by a reverse channel neon light. These lighting methods are permitted under the design guidelines.

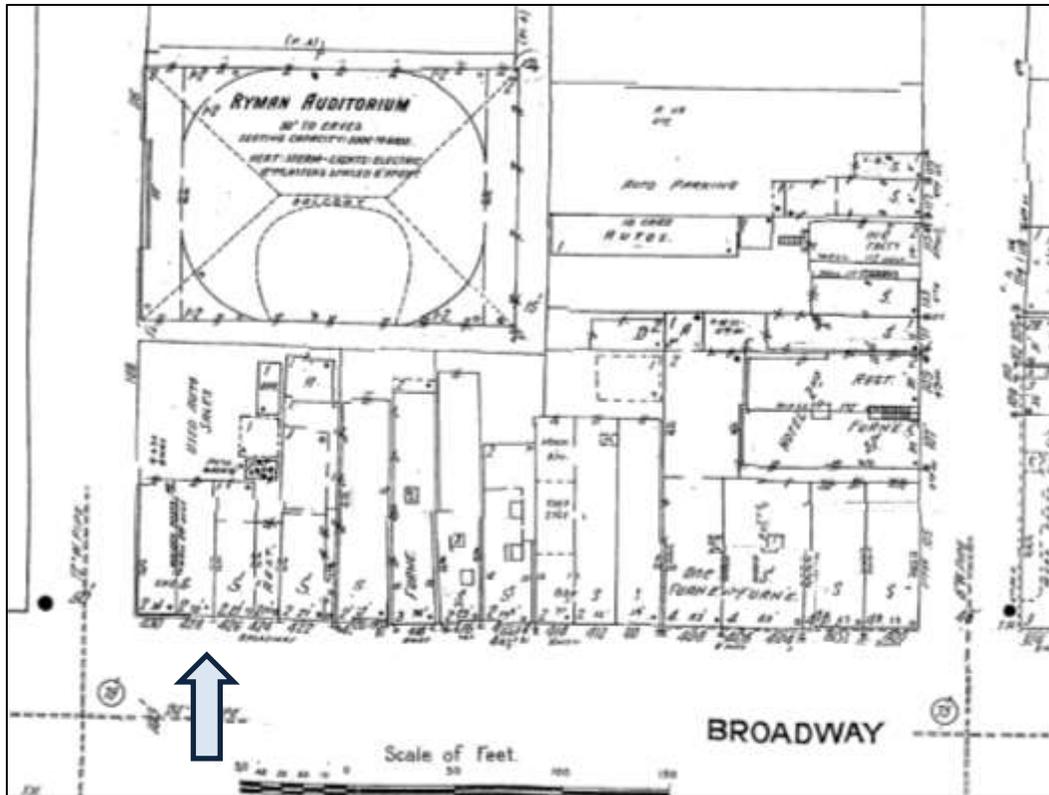
The perimeter of the sign cabinet will be lit with chasing incandescent lights. Chasing lights are generally not permitted, but may be allowed through a modification provided that the chase or flash should not last less than every three seconds. Incandescent bulbs, however, are prohibited outright. Staff recommends that the chasing lights be approved

through a modification with a condition that the light source is not a prohibited source and that the chase or flash should not last less than every three seconds. Staff recommends this modification since moving lights are a common feature of the Broadway historic district.

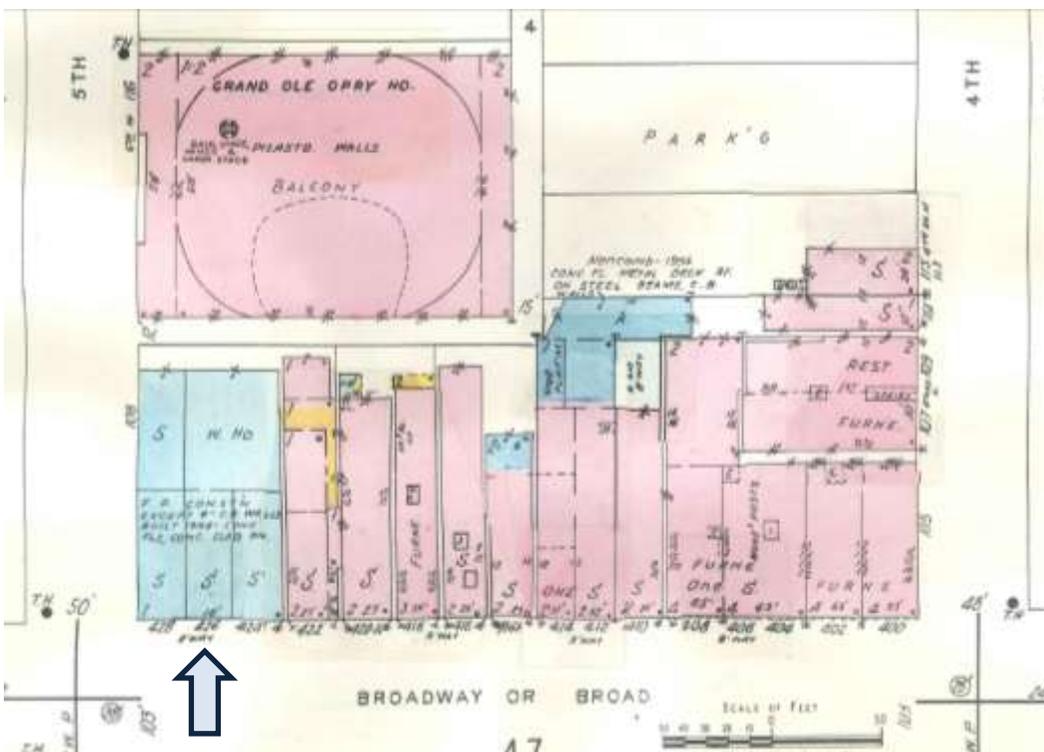
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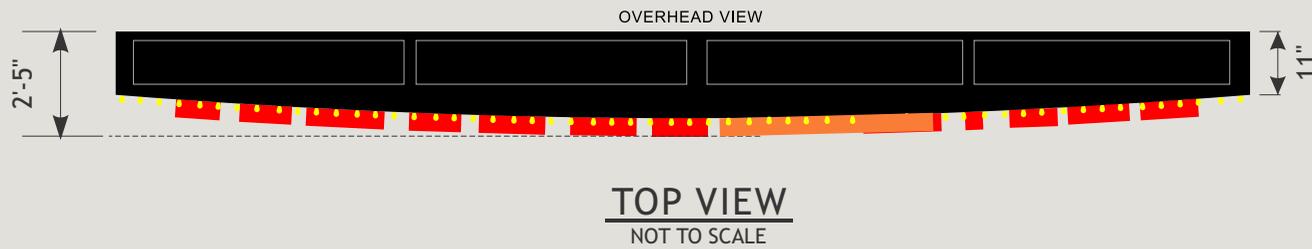
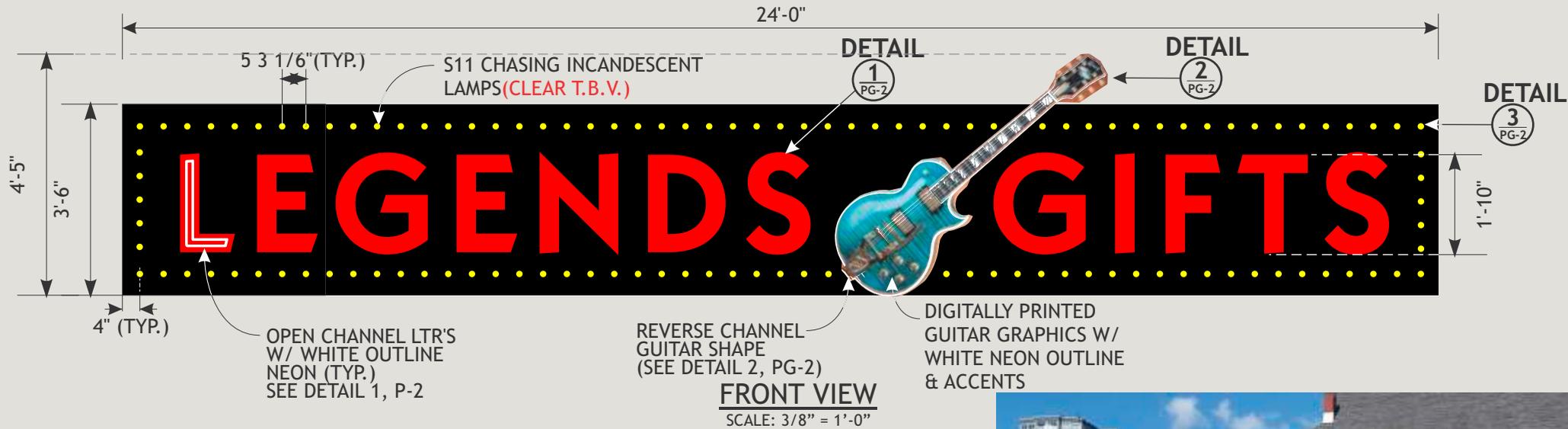




1951 Sanborn Map Detail. 424-430 Broadway shown as 2-story buildings.



1954 Sanborn Map Detail. 424-428 Broadway shown as one-story buildings.



**LEGENDS GIFTS**

LOCATION: 424 BROADWAY  
NASHVILLE, TN

JOB CONTACT: NAME PROJECT MGR: Mike Price

DRAWING NO: 142669-M10-01

**SPECIFICATIONS & FINISHES:**

1. FABRICATE/INSTALL ONE(1) S/F NEON ILLUM WALL SIGN AS ILLUSTRATED & SPECIFIED.

SATIN BLACK
  PMS 485 RED
  PMS 164 LIGHT RUST
  DIGITAL PRINT

DESIGNED BY: R. McCORD DATE: 12-10-14

WORK ORDER NO.: 373773

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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