



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 411 Broadway October 21, 2015

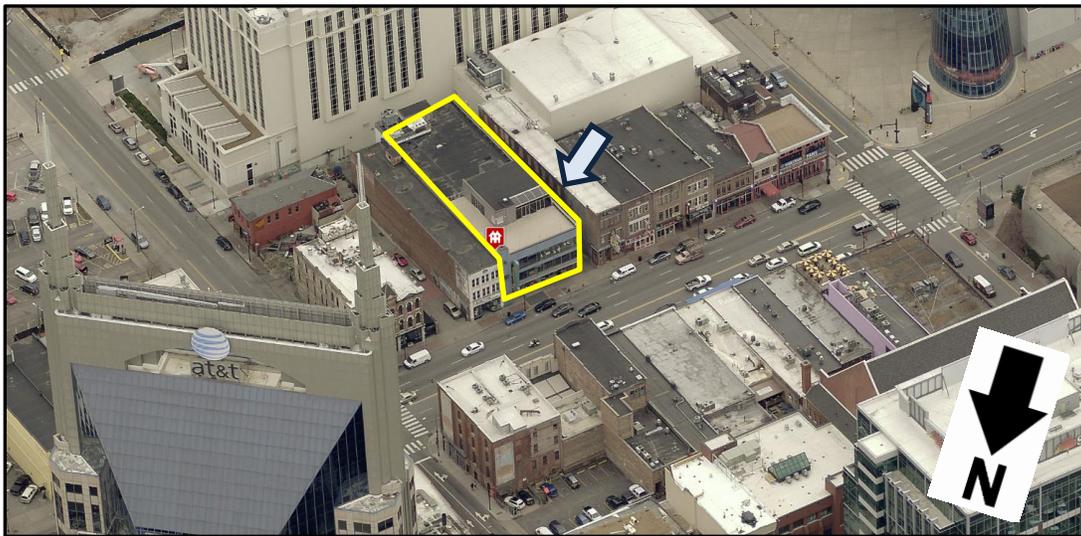
Application: Signage and Alterations
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306311100
Applicant: Manuel Zeitlin, Manuel Zeitlin Architects, LLC
Project Lead: Melissa Sajid, Melissa.sajid@nashville.gov

<p>Description of Project: The applicant proposes new signage on the front and alley façades and alterations to the front storefront façade.</p> <p>Recommendation Summary: Staff recommends approval of the proposed changes to the storefront and the projecting sign with the following conditions:</p> <ul style="list-style-type: none"> • Staff approve the materials for the ticket window prior to purchase and installation; • The projecting sign is decreased in size so that all signage does not exceed the allotment. <p>With these conditions, staff finds the project meets the design guidelines for alterations and signage in the Broadway Historic Preservation Zoning Overlay.</p> <p>Staff recommends disapproval of the side wall sign, finding that the proposed signage does not meet Section IV – Signs of the Broadway Historic Preservation Zoning Overlay Guidelines due to the fact that it exceeds the allotment, it is in an inappropriate location and is constructed of a material that does not meet the design guidelines.</p>	<p>Attachments A: Photographs B: Site Plan C: Elevations</p>
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Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

II. C. Guidelines: Display Windows

1. Original display windows and their component elements should be retained.
2. Deteriorated or damaged display windows should be repaired using historically appropriate materials.
3. If replacement display windows are necessary, replacements should replicate the originals. If original display windows do not exist, replacements should be appropriate for the building's style and period.
4. Appropriate replacement elements include individual or grouped single-light clear-glass panes and simple wood, copper, bronze anodized aluminum, or baked-enamel aluminum frames.
5. Glazing should be clear glass. Ornamental, frosted, spandrel, or stained glass display windows are not appropriate.
6. Display windows should remain visible and not be concealed or enclosed.
7. If privacy or shade other than that afforded by awnings is needed, interior shades or blinds are appropriate.

IV. SIGNAGE

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.

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.

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 foot 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.

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 logs 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:

411 Broadway is a three-story commercial building, constructed circa 1955. The structure previously housed Sterchi’s Furniture. Paradise Park Trailer Resort is currently at this location.

Analysis and Findings:

The applicant proposes to install a new projecting sign on the front façade, a new wall sign on the alley façade, and to alter the storefront for an operable ticket window at 411 Broadway.

Alteration: The applicant proposes to remove an existing window pane to the right of the right front door and replace it with an operable ticket window that will match the size of the existing opening. The application does not include specifications of the proposed materials, so staff recommends a condition that staff approve the materials prior to purchase and installation. As the scope of work does not include changing the dimensions or design of the opening, staff finds that, with the condition, the proposed alteration is consistent with Section II.C. of the guidelines.

Projecting Sign Location: The proposed projecting sign is located on the second story which projects over the recessed, first story entryway. The existing building is three stories. The closest existing projecting sign is twenty-eight feet (28’), which meets that requirement of the design guidelines. The sign is located below the window sills of the third story and does not extend above the building eave or parapet.



Projecting Sign Size: The signage allotment for this building is one hundred twenty square feet (120 SF). An existing sign is one hundred seventeen square feet (117 SF), and the proposed is twelve and three quarters square feet (12.75 SF). The addition of the proposed projecting sign will exceed the allotment by approximately ten square feet. Staff recommends that the proposed sign be decreased in size to meet the allotment, assuming that the “painted sign” discussed separately is not approved.

The design guidelines also limit the maximum projection of a sign to six feet (6') including a minimum one foot (1') separation from the building. The proposed sign projects two feet, six inches (2'-6") from the building in total, which meets the design guidelines. However, the sign is only separated from the building by eight inches (8") while a minimum of one foot (1') is required. Staff finds this to be appropriate in this case because of the modern design of the building which includes different wall planes for each level. The intent of the sign is to “wrap” the second projecting level which is conducive to this modern design.

The overall height of the sign is five feet, 11 inches (5'11") (maximum allowed is 16') and has a clearance of seven feet, six inches (7'6") from grade. Staff finds that both of these elements are consistent with the guidelines.

Projecting Sign Materials: The main body of the projecting sign will be painted aluminum, which is an appropriate material for signage under the design guidelines.

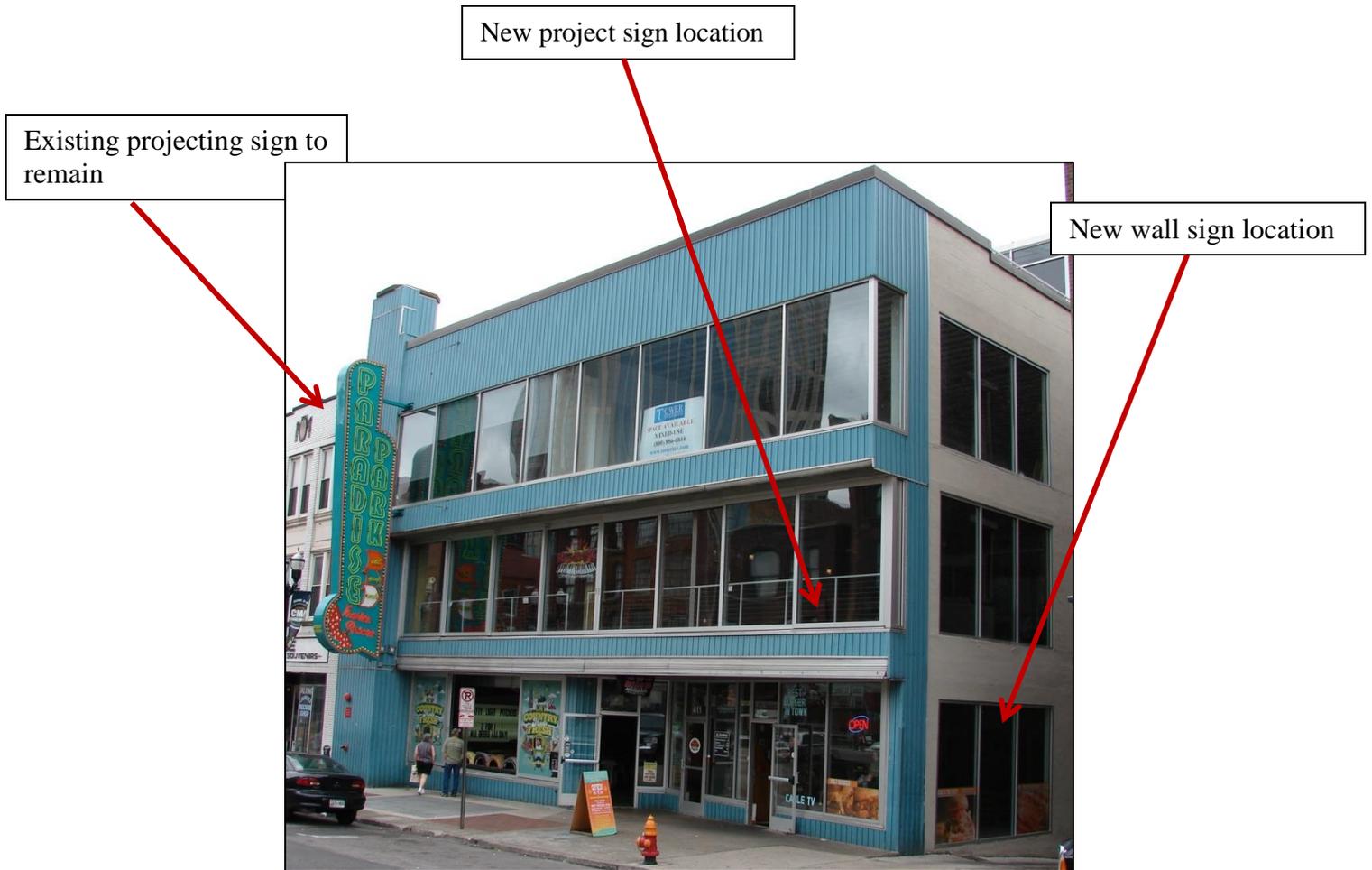
Projecting Sign Illumination: The projecting sign includes exposed neon lighting on the words and trim. Exposed neon is an appropriate type of lighting for signage on Broadway. The body of the sign is opaque aluminum; therefore it will not be internally illuminated. None of the proposed lighting will be blinking, flashing, or chasing. Staff finds that the signage illumination will meet the Broadway Signage design guidelines.

Painted Wall Sign: The applicant proposes a decal sign on the right side of the building. The design guidelines require that signage should be constructed of rigid, weatherable materials and specifically calls out vinyl as an inappropriate material. Rather than recommend disapproval of the signage based on material alone, Staff applied the design guidelines for “painted signs” as this would be an appropriate substitute for a decal type of sign.

The proposed sign faces the alley and will cover an existing window opening. The design guidelines do not allow for any type of signage to cover openings or architectural features so even as a painted sign, the proposal is inappropriate. In addition, painted signs are only appropriate on “rear elevations or exposed upper secondary elevations” and the proposed is on the ground floor. The design guidelines specifically state that “painted murals or signs on main facades or the first level of buildings are not appropriate.”

The sign exceeds the size allotment. The sign is proposed to be more than three hundred square feet (~326 sq. ft). Combined with the existing sign and the proposed sign, it exceeds the allotment. If considered a “painted sign” it exceeds the allotment of one hundred and twenty five square feet (125 sq. ft.). If considered as a “non-street facing sign” it exceeds the allotment of sixty square feet (60 sq. ft.).

One option is to attach the image to the inside of the glass or hang the image inside the building. Either option would mean that it would not be reviewed by the MHZC.



Recommendation:

Staff recommends approval of the proposed changes to the storefront and the projecting sign with the following condition:

- Staff approve the materials for the ticket window prior to purchase and installation;
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With these conditions, staff finds the project meets the design guidelines for alterations and signage in the Broadway Historic Preservation Zoning Overlay.

Staff recommends disapproval of the side wall sign, finding that the proposed signage does not meet Section IV – Signs of the Broadway Historic Preservation Zoning Overlay Guidelines due to the fact that it exceeds the allotment, it is in an inappropriate location and is constructed of a material that does not meet the design guidelines.



PRESERVATION PERMIT APPLICATION

METROPOLITAN HISTORIC ZONING COMMISSION

3000 Granny White Pike, Nashville, TN 37204

615-862-7970, 615-862-7974 fax, histlap1@nashville.gov, <http://nashville.gov/Historical-Commission.aspx>

DEADLINE: **Complete** applications must be received a minimum of 16 days prior to the next MHZC hearing which takes place on the third Wednesday of the month. Please visit www.nashville.gov for the schedule. Incomplete applications will not be scheduled until all information has been received.

PROPERTY ADDRESS: 411 Broadway, Nashville, TN 37203

APPLICANT (All communication by phone, fax, email or mail will be with the applicant.)

Name Manuel Zeitlin, Manuel Zeitlin Architects, LLC

Mailing Address 516 Hagan St, Suite 100

City Nashville Zip Code 37203

Contact Phone 615-256-2880 Fax Number 615-256-4839 Email manuel@mzarch.com

Owner Contractor Architect/Designer Other _____

PROPERTY OWNER (If different from applicant.)

Name Tower 411 Broadway LLC

Mailing Address 250 West Main Street Suite 100

City Woodland California Zip code 95695

Contact Phone (530) 668-1000 Fax Number _____ Email _____

TYPE OF WORK New Construction (Addition) Demolition Renovation Other _____

(Only exterior projects are reviewed.)

DESCRIPTION OF WORK (Please use a separate sheet of paper for longer descriptions.)

Rehabilitation to the Paradise Park restaurant to include an outdoor walk up ticket sales window for Gray Line Bus Tours (New operable ticket window TO MATCH SIZE OF EXISTING), new indoor and outdoor signage (outdoor signage typical to adjacent Broadway signs), new indoor ticket sales and merchandise counter for Gray Line Bus Tours, new Paradise Park bar and merchandise counter, new mural/window decal.

Any substitution or deviation from the approved work items listed on the Preservation Permit requires further review and approval by the Historic Zoning Commission prior to being undertaken. Accurate scale elevations, drawings, and site plans are needed for project review. The MHZC retains copies of all materials submitted.

Does the project require an alteration to base zoning? Please see bottom of page 2 for more information.

Yes NO

Estimated Cost of Work \$60,604

Code Administration's Temporary Bldg Permit # N/A

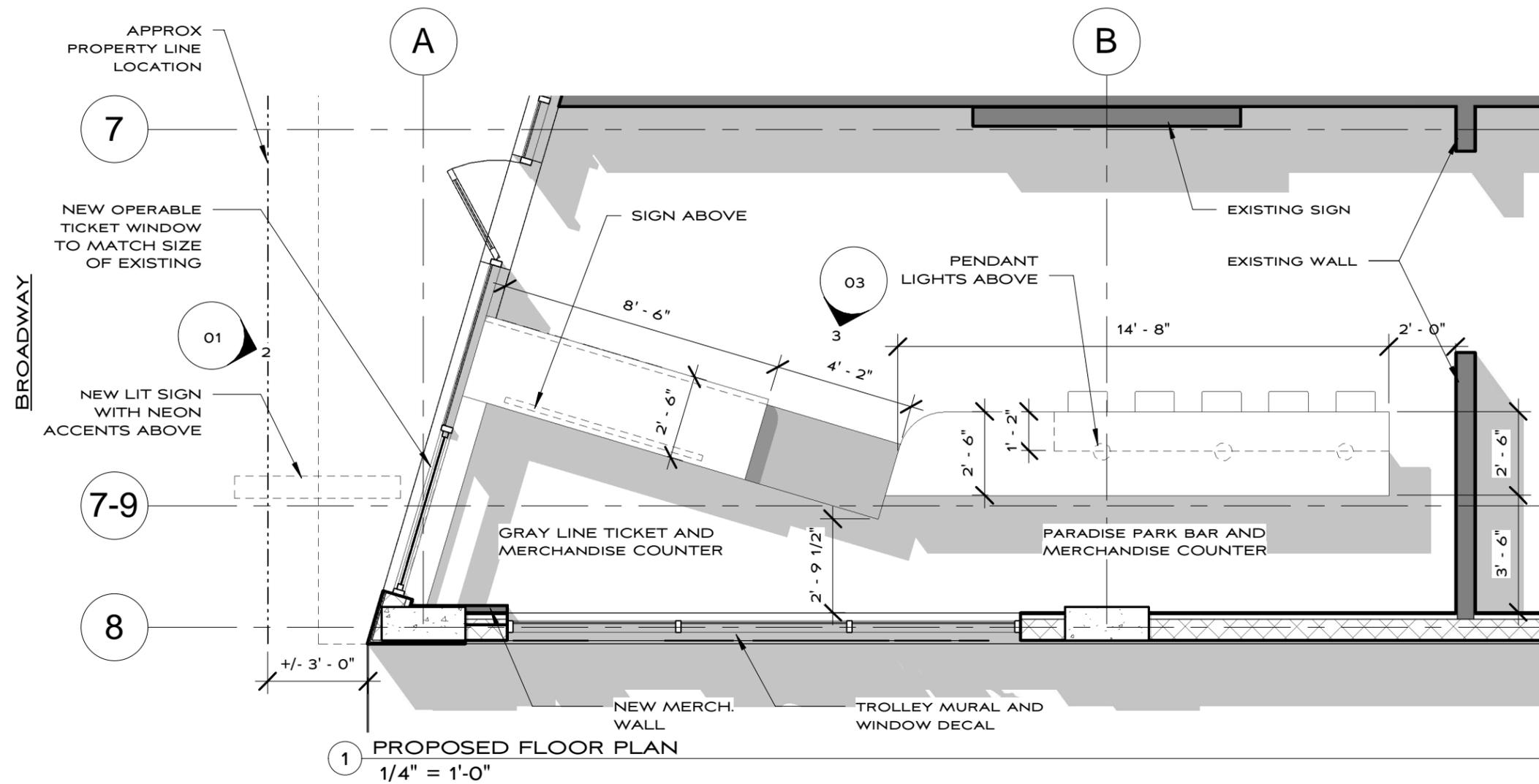
(This number starts with a "T" followed by the year. It may also be obtained later.)

Covenant Instrument # N/A

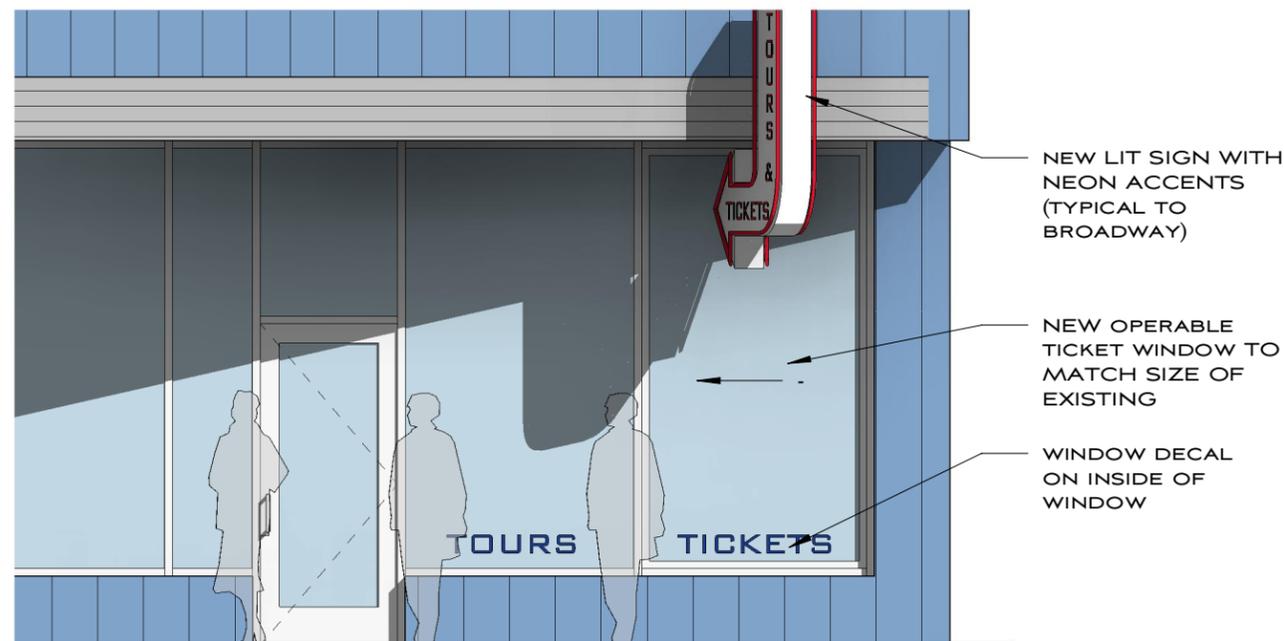
(Required for Detached Accessory Dwelling Units)

SIGNATURE [Signature] **DATE** _____

I/We the above signed do hereby make application for a Preservation Permit following plans and proposals to be undertaken within the boundaries of an historic preservation overlay pursuant to Article IX of the Metropolitan Code.



EXAMPLE SIGN IMAGE



411 BROADWAY

PLAN & ELEVATIONS

HISTORIC REVIEW

09/03/15

01

1549

MANUEL ZEITLIN ARCHITECTS



TEL 615 256.2880
FAX 615 256.4839

516 HAGAN ST. STE 100, NASHVILLE, TN 37203



NEW LIT SIGN WITH NEON ACCENTS (TYPICAL TO BROADWAY)

2 VIEW FROM SOUTH WEST

MURAL/WINDOW DECAL WITH TROLLEY AND NASHVILLE SITES IMAGERY



1 VIEW FROM NORTH EAST



411 BROADWAY

EXTERIOR VIEWS

HISTORIC REVIEW
09/03/15

02

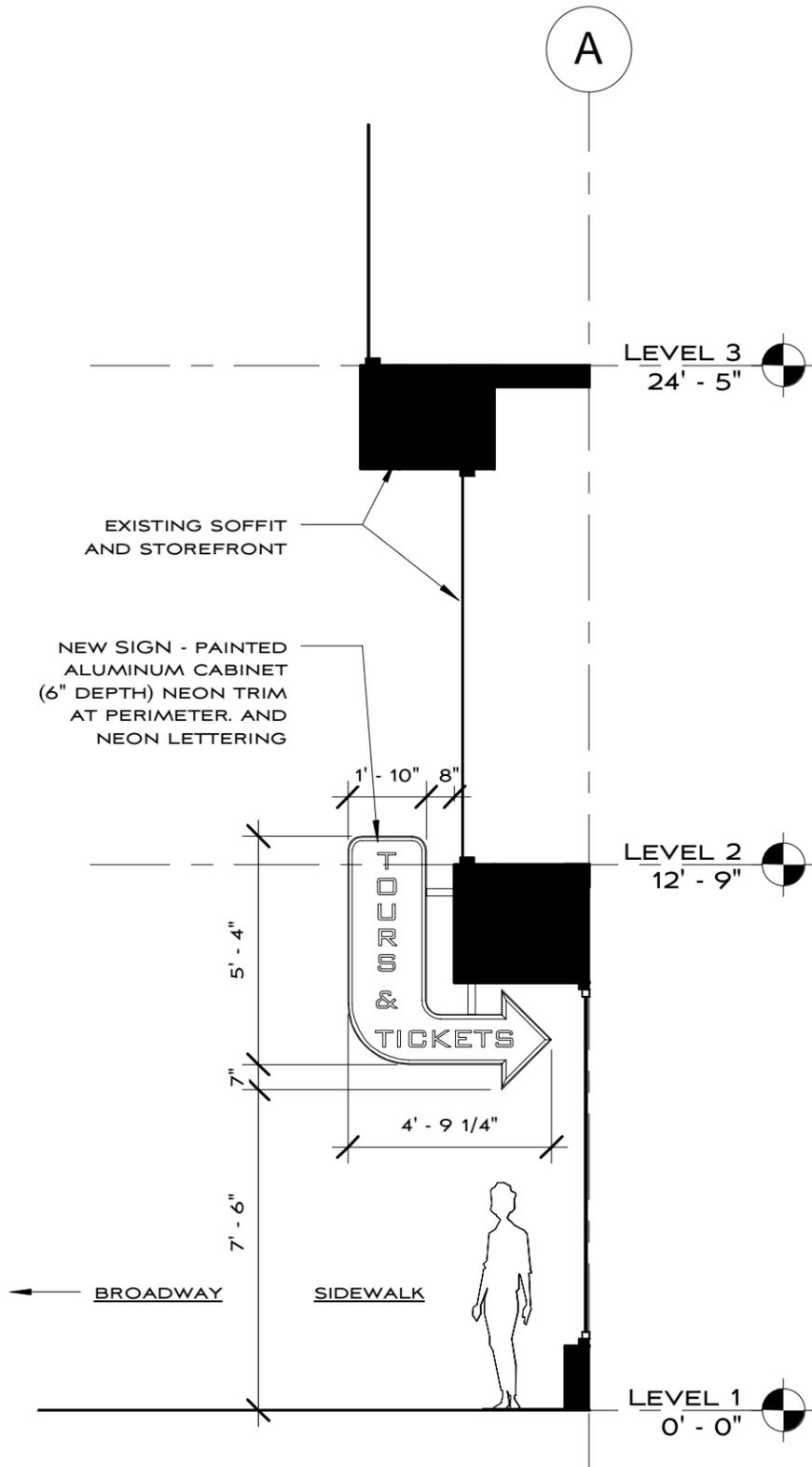
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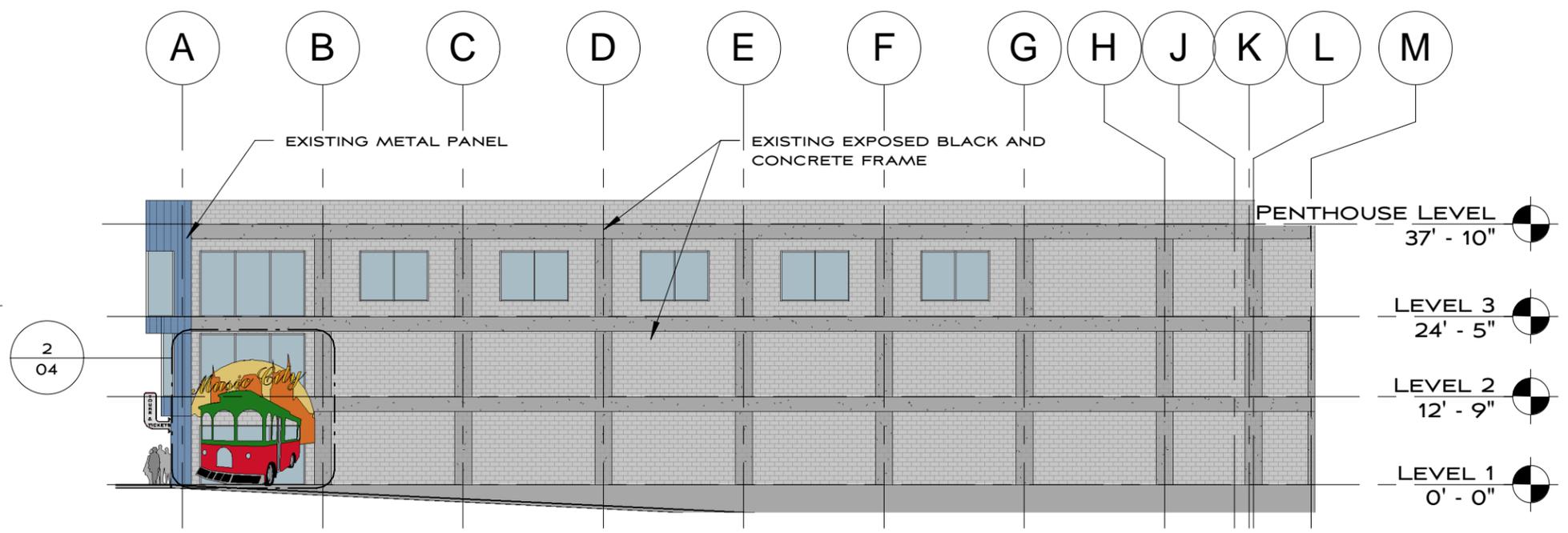


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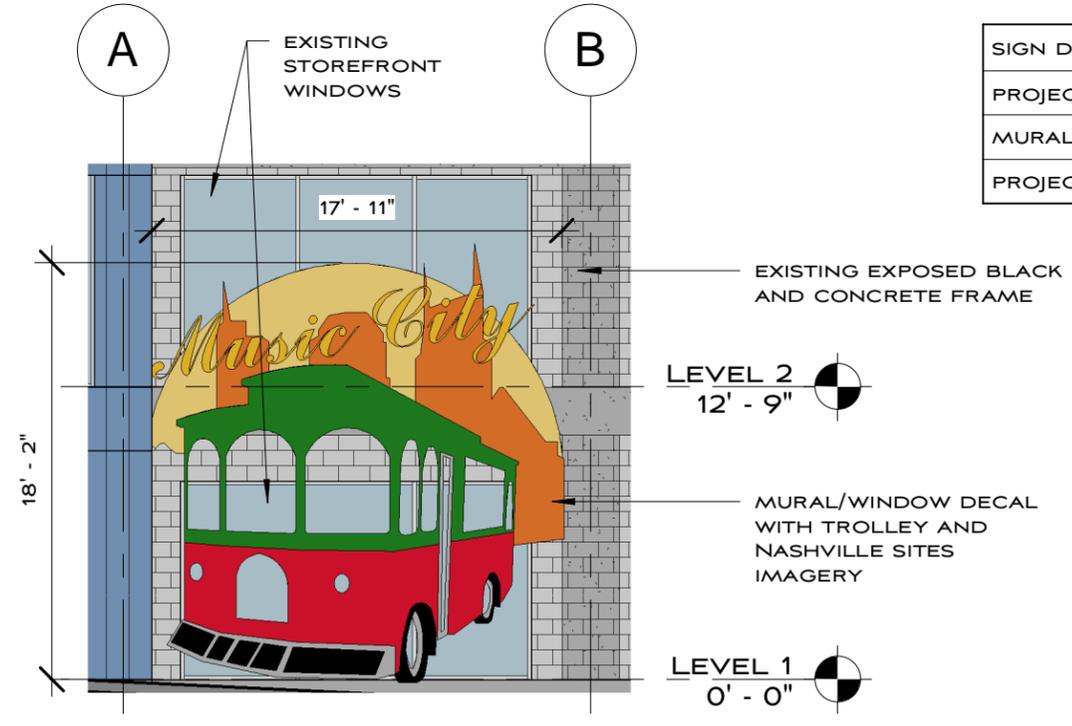
516 HAGAN ST. STE 100, NASHVILLE, TN 37203



3 PROJECTING SIGN ELEVATION
1/4" = 1'-0"



1 OVERALL ALLEY ELEVATION
3/64" = 1'-0"



2 MURAL ELEVATION
1/8" = 1'-0"

SIGN DATA			
PROJECTING SIGN	TOTAL AREA	FACADE AREA	% OF FACADE
MURAL	324 SF	7043 SF	4.6 %
PROJECTING SIGN	12.75 SF	2540 SF	.5 %

411 BROADWAY

SIGN DATA

HISTORIC REVIEW
10/07/15

04

1549

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FAX 615 256.4839

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