



# 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 128 2<sup>nd</sup> Avenue North February 18, 2015

**Application:** Signage  
**District:** Second Avenue Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 09306207900  
**Applicant:** Ryan Taylor, Joslin Signs  
**Project Lead:** Melissa Baldock, melissa.baldock@nashville.gov

<p><b>Description of Project:</b> This application is for changing the panel on an existing marquee sign on the building's Second Avenue façade and for the installation of new wall signage on its First Avenue façade.</p> <p><b>Recommendation Summary:</b> With the condition that only the lettering is illuminated, Staff recommends approval of the panel change for the Second Avenue marquee sign, finding that it meets Section IV. of the design guidelines.</p> <p>Staff recommends approval of the wall signage on the First Avenue façade with the condition the signage be redesigned to be no more than 75 square feet and to be no more than 13" thick. With this condition, the project meets Section IV of the design guidelines for the Second Avenue Historic Preservation Overlay.</p> <p><b>Staff recommends approvals with all conditions and disapproval without all conditions.</b></p>	<p><b>Attachments</b> <b>A:</b> Signage drawings</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.

#### NON-CONFORMING SIGNS

Sections 17.40.660 and 17.40.690 of the Metro Zoning code apply. This section further clarifies them.

##### Building Signs

A sign shall be brought into compliance with the provisions of these design guidelines if a sign permit is required to rebuild the sign. This does not include a panel change in a non-conforming cabinet sign, which shall be permitted.

##### All Signs

If the alteration or repair is caused by involuntary damage or casualty, the design may be altered or repaired to its pre-damaged condition.

##### Repair and Maintenance

A sign may be removed or taken off-site for repair and maintenance. The sign must be returned to the original location within 90 days of removal.

##### **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.

Shingle Sign: 9 square feet per sign

## **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.

### **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.
- Bare bulb illumination.

### **Raceways and Transformers**

- Visible transformers are prohibited.

### **Background:**

The Hooper Building located at 128 Second Avenue North was constructed in 1924. This building is three stories tall facing Second Avenue and four stories on First Avenue due to a change in grade.

### **Analysis and Findings:**

This application is for changing the panel on an existing marquee sign on the building's Second Avenue façade and for the installation of new wall signage on its First Avenue façade.

Second Avenue Sign. The existing marquee sign on the building's Second Avenue façade was approved by MHZC in 1997. The design guidelines allow for panel changes on existing signs. The current sign is not internally illuminated, but the drawings for the panel change reference "Box LED illumination." With the condition that only the lettering is illuminated, internal illumination of the panels meets the design guidelines since the panels are dark and opaque. Staff therefore finds that the panel change, which will not alter the size of the sign, meets Section IV. of the design guidelines.

First Avenue Sign. Wall signage is proposed for the building's First Avenue façade (Figure 2). The sign's materials, location, and illumination all meet the design guidelines. The signage will have reverse channel letters and will be internally illuminated. The location of the signs will be between the second and third floors and between the third and fourth floors.



Figure 1. The marquee sign on the Second Avenue façade.

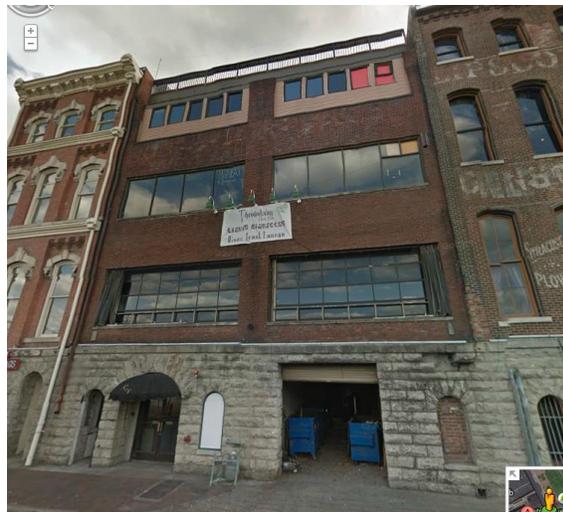


Figure 2. The First Avenue façade.

The square footage of the signage exceeds the allotment for this façade. The building is fifty feet (50') wide, and it therefore has an allotment of seventy-five square feet (75 sq. ft.) of wall signage for its First Avenue façade.

The sign located between the second and third floors, which reads "Gift Shop – Restaurant – and Event Space" has a square footage of over sixty-six square feet (66 sq. ft.). The sign located between the third and fourth floors, which reads "George Jones Museum," has a square footage of over sixty-seven square feet (67 sq.ft). In total, the signage proposed for the First Avenue façade has a square footage of over one hundred and thirty-four square feet (134 sq. ft.), which is fifty-nine square feet (59 sq. ft.) greater than the allotment.

In addition, the design guidelines state that a wall sign can project a maximum of thirteen inches (13") from the building's façade. The wall signs are proposed to be fifteen inches (15") thick.

Staff finds that the proposed wall signage exceeds the allowable square footage set forth in the design guidelines, and that the walls signs' thickness exceeds the allowable thickness. Staff recommends approval with the condition that the signage be redesigned to be no more than seventy five square feet (75 sq. ft.) and to be no more than 13" thick. Staff could find no reason for a modification as the design does not meet the design guideline requirements of being "exceptional" and approval will allow all buildings, at least those facing First Avenue and possibly all the buildings in the overlay, to have more square footage than what the design guidelines allow for.

**Recommendation Summary:** With the condition that only the lettering is illuminated, Staff recommends approval of the panel change for the Second Avenue marquee sign, finding that it meets Section IV. of the design guidelines.

Staff recommends approval of the wall signage on the First Avenue façade with the condition the signage be redesigned to be no more than 75 square feet and to be no more than 13" thick. With this condition, the project meets Section IV of the design guidelines for the Second Avenue Historic Preservation Overlay.

**Staff recommends approvals with all conditions and disapproval without all conditions.**



FRONT VIEW



EXISTING



PROPOSED

**GEORGE JONES MUSEUM**

LOCATION: **128 2ND AVE N.  
NASHVILLE, TN**

JOB CONTACT: **NAME** PROJECT MGR: **Mike Price**

DRAWING NO: **152739-M10-01**

**SPECIFICATIONS & FINISHES:**

1. FABRICATE/INSTALL TWO(2) S/F SIGN CANS AS ILLUSTRATED & SPECIFIED.
2. FACES TO BE FLAT POLYCARB W/ DIGITALLY PRINTED GRAPHICS ON THE SECOND SURFACE W/ UV LAMINATE?
3. BOX LED ILLUMINATION.



DIGITALLY PRINTED



CLEAR POLY



CAN COLOR T.B.D.

DESIGNED BY: R. McCORD DATE: 01-19-15

WORK ORDER NO.: **374172**

PAGE **1** OF **3**

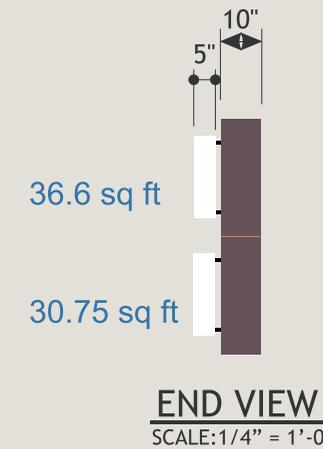
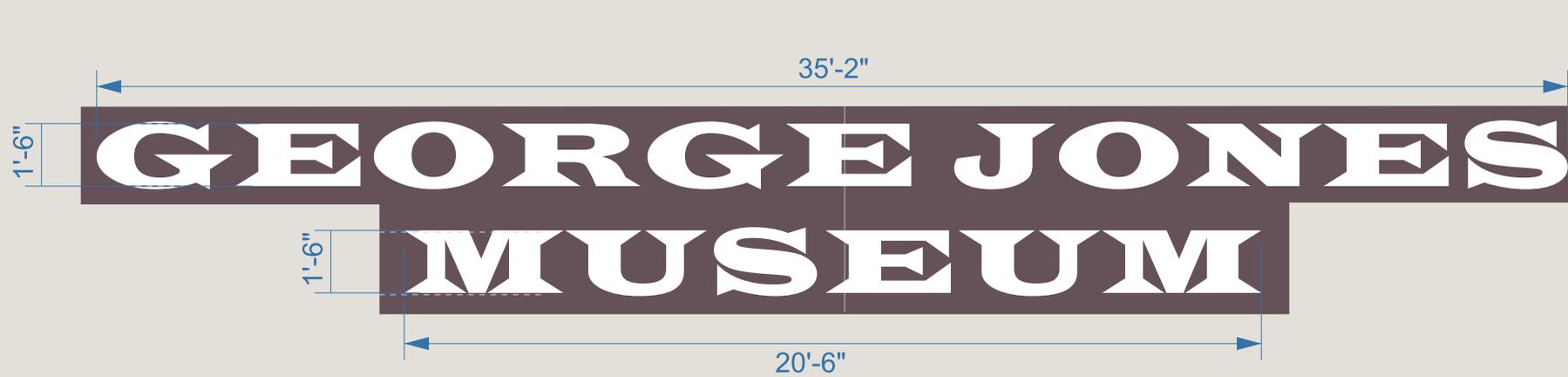
**APPROVALS FOR MANUFACTURING**  
ENGINEERING:

INSTALLATION:

PROJECT MANAGER:

**JOSLIN AND SON SIGNS**

630 Murfreesboro Rd. Nashville, TN 37210  
615.255.3463 1.800.545.9557



67.35 sq ft total

NOTE:  
SEE PG-3 FOR CONSTRUCTION DETAIL  
& INSTALL RENDERING

GEORGE JONES MUSEUM	
LOCATION:	128 2ND AVE N. NASHVILLE, TN
JOB CONTACT: NAME	PROJECT MGR: Mike Price
DRAWING NO:	152739-M10-02

**SPECIFICATIONS & FINISHES:**  
1. FABRICATE/INSTALL TWO(2) REVERSE CHANNEL LETTER SIGNS  
AS ILLUSTRATED & SPECIFIED.

FACE/ RETURNS WHITE    
  CLEAR POLY W/ DIFFUSER    
  MATCH BRICK COLOR T.B.V. FLAT FINISH

DESIGNED BY:	DATE:
R. McCORD	01-19-13
WORK ORDER NO.:	
374172	
PAGE	OF
2	3

APPROVALS FOR MANUFACTURING	
ENGINEERING:	
INSTALLATION:	
PROJECT MANAGER:	

**JOSLIN AND SON SIGNS**

630 Murfreesboro Rd. Nashville, TN 37210  
615.255.3463 1.800.545.9557

66.8 sq ft total



**FRONT VIEW**  
SCALE: 1/4" = 1'-0"



38.8 sq ft  
28 sq ft

**END VIEW**  
SCALE: 1/4" = 1'-0"

NOTE:  
SEE PG-3 FOR CONSTRUCTION DETAIL  
& INSTALL RENDERING

**GEORGE JONES MUSEUM**

LOCATION: **128 2ND AVE N.  
NASHVILLE, TN**

JOB CONTACT: **NAME** PROJECT MGR: **Mike Price**

DRAWING NO: **152739-M10-02**

**SPECIFICATIONS & FINISHES:**  
1. FABRICATE/INSTALL TWO(2) REVERSE CHANNEL LETTER SIGNS  
AS ILLUSTRATED & SPECIFIED.

FACE/ RETURNS WHITE     CLEAR POLY W/ DIFFUSER     **MATCH BRICK COLOR T.B.V. FLAT FINISH**

DESIGNED BY: **R. McCORD**    DATE: **01-19-1**

WORK ORDER NO.: **374172**

PAGE **2** OF **3**

**APPROVALS FOR MANUFACTURING**

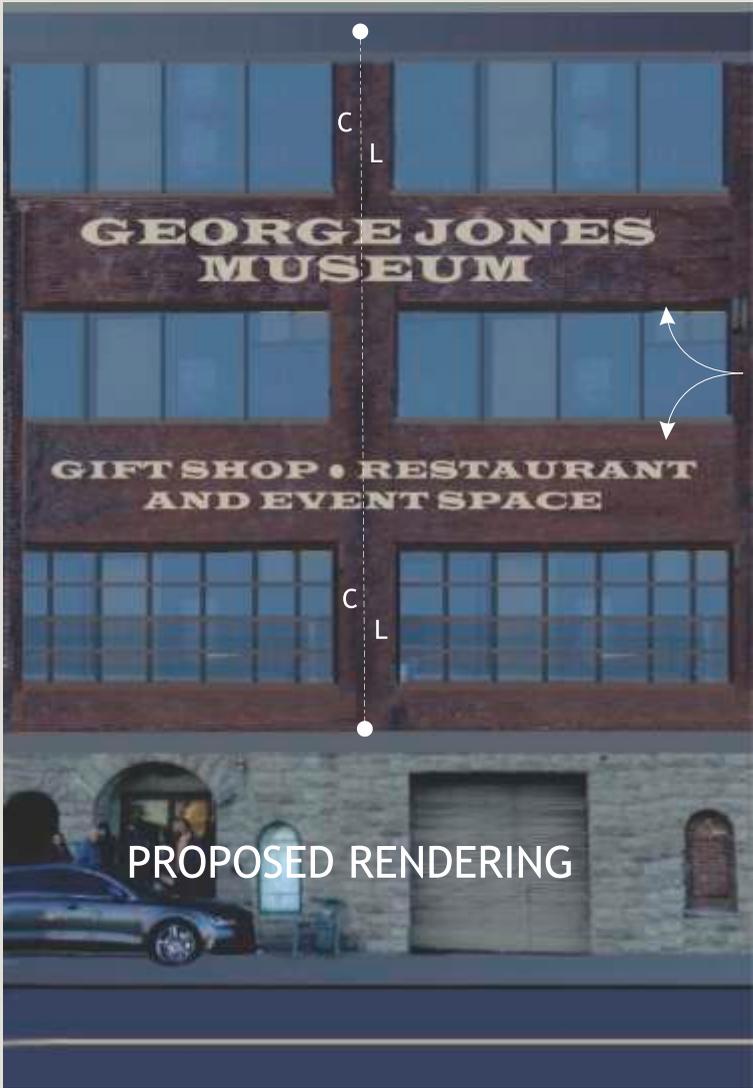
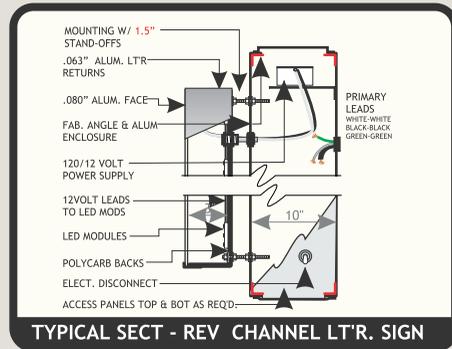
ENGINEERING:

INSTALLATION:

PROJECT MANAGER:

**JOSLIN AND SON SIGNS**

630 Murfreesboro Rd. Nashville, TN 37210  
615.255.3463 1.800.545.9557



EACH SIGN CAN CENTERS VERTICALLY IN BRICK FASCIA BAND

**GEORGE JONES MUSEUM**

LOCATION: **128 2ND AVE N. NASHVILLE, TN**

JOB CONTACT: NAME PROJECT MGR: **Mike Price**

DRAWING NO: **152739-M10-03**

LETTER DETAILS & INSTALL NOTES:

DESIGNED BY: R. McCORD DATE: 01-19-15

WORK ORDER NO.: **374172**

PAGE **3** OF **3**

**APPROVALS FOR MANUFACTURING**

ENGINEERING:

INSTALLATION:

PROJECT MANAGER:

**JOSLIN AND SON SIGNS**

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