



**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**  
**306 Broadway**  
**August 19, 2015**

**Application:** Signage  
**District:** Broadway Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 09306202700  
**Applicant:** Kayla Joslin, Joslin Signs  
**Project Lead:** Sean Alexander, sean.alexander@nashville.gov

<p><b>Description of Project:</b> The applicant proposes to install a new projecting sign at 306 Broadway.</p> <p><b>Recommendation Summary:</b> Staff recommends approval of a projecting sign at 306 Broadway with the conditions that:</p> <ul style="list-style-type: none"><li>• The sign be reduced to the maximum allocated by the design guidelines, fifty-six square feet (56 s.f.) or less; and</li><li>• The sign project no more than six feet (6') from the face of the building including a one foot (1') minimum separation from the façade.</li></ul> <p>Staff recommends approval with all conditions and disapproval without all conditions. Meeting those conditions, Staff finds that the proposed signage would meet the design guidelines for the Broadway Historic Preservation Zoning Overlay.</p>	<p><b>Attachments</b> <b>A:</b> Photographs <b>B:</b> Site Plan <b>C:</b> Elevations</p>
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**Vicinity Map:**



**Aerial Map:**



## **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.

#### 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

#### 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: 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:** 306 Broadway is an early nineteenth century commercial building, constructed at least as early as 1888.

**Analysis and Findings:**

The applicant proposes to install a new projecting sign at 306 Broadway.

Location: The proposed sign would be on a second story pilaster in the three-story façade, between the second and third-story window sills. The two closest existing projecting signs are sixty feet (60') and forty-five feet (45') to the left and right, respectively, meeting the requirements of the design guidelines. Staff finds the location of the proposed signage to meet the design guidelines.

Size: The sign will have a six foot (6') wide by fourteen foot, four inch (14'-4") tall body. Although the overall dimensions would be eighty-five and one half square feet (85.5 s.f.), a portion of the sign area is empty space. The actual sign encompasses seventy-five square feet (75 s.f.).

306 Broadway has twenty eight feet (28') of street frontage, therefore under the Broadway design guidelines for signage the maximum projecting sign allotment is fifty-six square feet (56 s.f.). The proposed signage exceeds the allotment by more than twenty-five percent (25%).

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 current sign would project seven feet (7') from the building in total, exceeding the design guideline by fourteen percent (14%).

Staff finds that the size of the sign and the distance it projects from the face of the building to not meet the design guidelines.

Illumination: The applicant described the sign as a "neon sign" but provided no other information about how the sign will be illuminated. Exposed neon is an appropriate type of lighting for signage on Broadway. The design guidelines only allow for blinking, flashing, chasing, sequential lighting as a modification; however, the applicant did not indicate that type of lighting on the plans.

Staff finds that neon illumination to the design guidelines.

**Recommendation:**

Staff recommends approval of a projecting sign at 306 Broadway with the conditions that:

- The sign be reduced to the maximum allocated by the design guidelines, fifty-six square feet (56 s.f.) or less; and
- The sign project no more than six feet (6') from the face of the building including a one foot (1') minimum separation from the façade.

Staff recommends approval with all conditions and disapproval without all conditions. Meeting those conditions, Staff finds that the proposed signage would meet the design guidelines for the Broadway Historic Preservation Zoning Overlay.



304-308 Broadway, prior to a 2008 rehabilitation.



<b>WHISKEY BENT SALOON</b>	
LOCATION:	WHISKEY BENT 306 BROADWAY - NASHVILLE, TN
JOB CONTACT: NAME	PROJECT MGR: BOBBY
DRAWING NO:	152843-B10-01

SPECIFICATIONS & FINISHES:

DESIGNED BY:	DATE:
A. TORREJON	04-30-15
WORK ORDER NO.:	XXXXXX
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1	1

<b>APPROVALS FOR MANUFACTURING</b>	
ENGINEERING:	
INSTALLATION:	
PROJECT MANAGER:	

**JOSLIN AND SON SIGNS**

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