

MEGAN BARRY
MAYOR



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
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STAFF RECOMMENDATION
108 Second Avenue North
April 20, 2016

Application: Signage

District: Second Avenue and Broadway Historic Preservation Zoning Overlays

Council District: 19

Map and Parcel Number: 09306208600

Applicant: Kayla Joslin, Joslin & Son Signs

Project Lead: Melissa Sajid, Melissa.sajid@nashville.gov

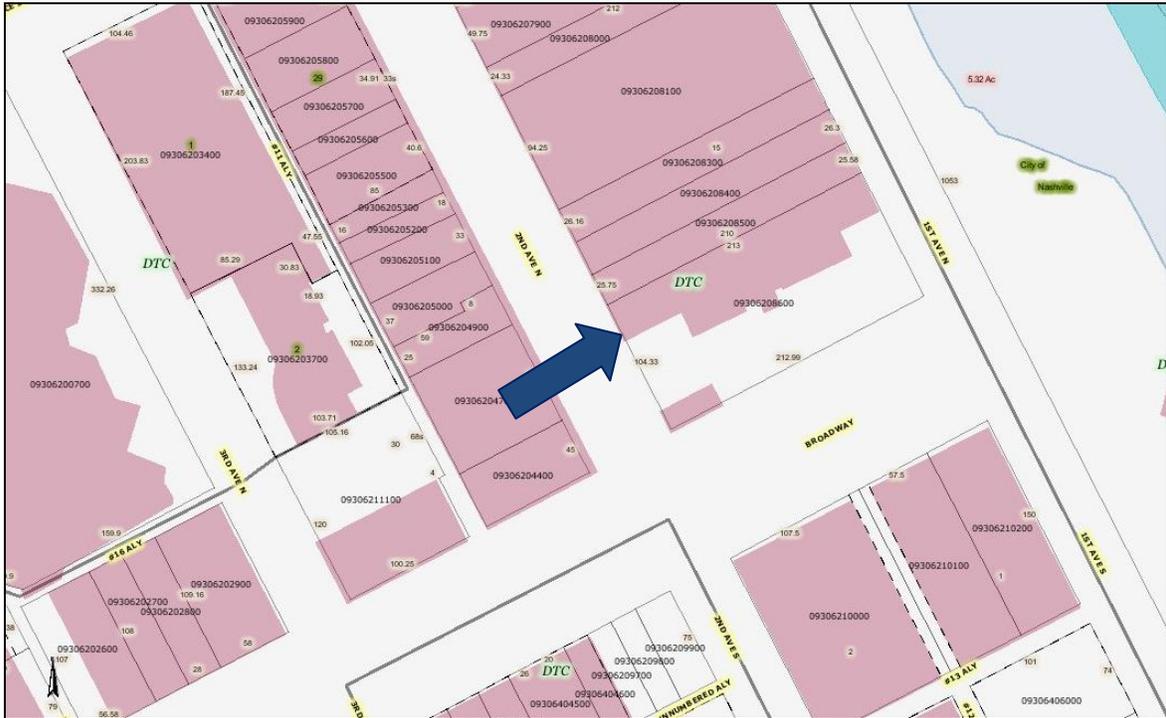
Description of Project: Applicant proposes to install a projecting sign on the contributing building at 108 Second Ave N. The sign includes internal illumination that incorporates a push-through acrylic element.

Recommendation Summary: Staff recommends approval of the proposed projecting sign. Staff finds the project meets the design guidelines for signage in the Second Avenue and Broadway Historic Preservation Zoning Overlays.

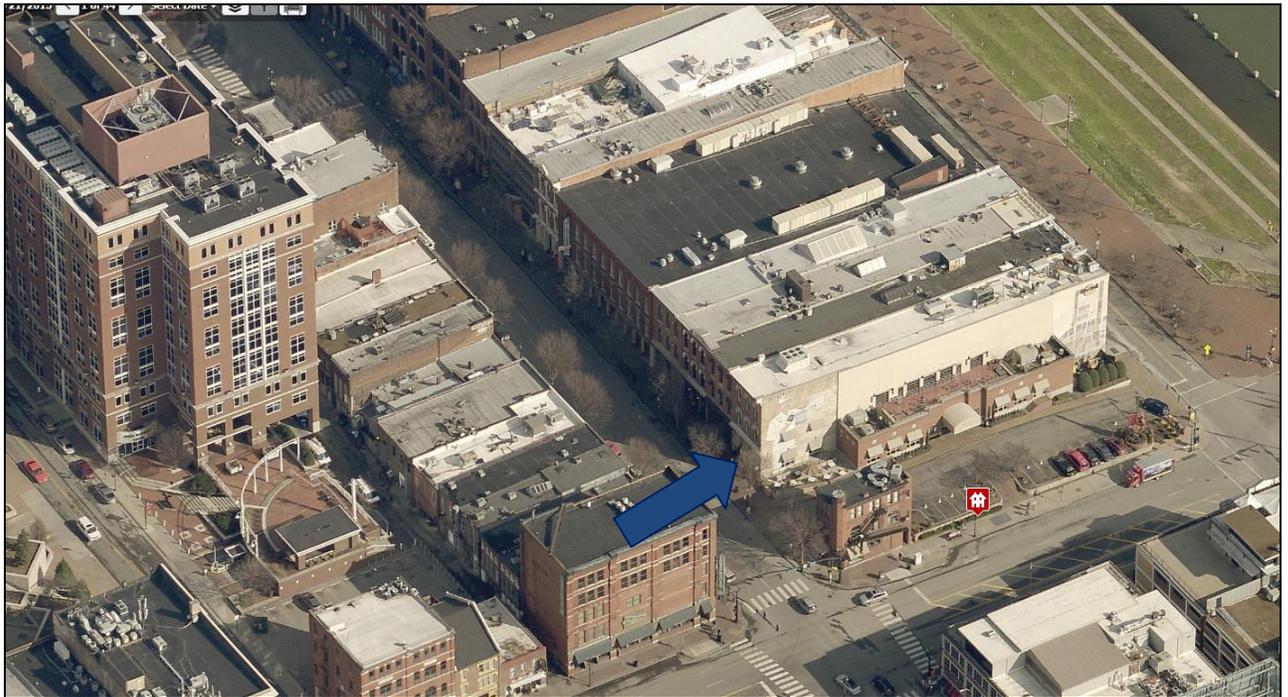
Attachments

- A:** Photographs
- B:** Site Plan
- C:** Elevations

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

IV. SIGNAGE

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.

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.
- Bare bulb illumination.

Raceways and Transformers

- Visible transformers are prohibited.

Background: 108 Second Avenue North is a contributing building that is located at the corner of Broadway and Second Avenue North. The structure falls within both the Second Avenue and Broadway Historic Preservation Zoning Overlays. Since both of the overlays are very similar in terms of signage guidelines and the proposed signage will have a greater impact on Second Avenue rather than Broadway, the Second Avenue guidelines were used.

A permit for this sign with neon accent lighting was administratively issued on October 6, 2015, replacing a different design that was administratively issued on April 7, 2015. The Commission disapproved a request for a modification to permit bare bulb illumination in December 2015.



Figure 1: Proposed sign

Analysis and Findings: The applicant proposes to install one new projecting sign on the Second Avenue façade, at the corner of the building (Figure 1).

Signage Location: The projecting sign is located on the second story and projects from the corner of the building. It is at least twenty-five feet (25') from another projecting sign, as required by the design guidelines and is below the windows sills of the third story. It does not project above the building's eave or parapet, nor does it cover windows or architectural details.

Sign Materials: The main body of the sign will be aluminum, which is an appropriate material for signage under the design guidelines. Other materials proposed include metal, steel, and acrylic. These materials also meet the design guidelines of both overlays as they are rigid, weatherable materials.

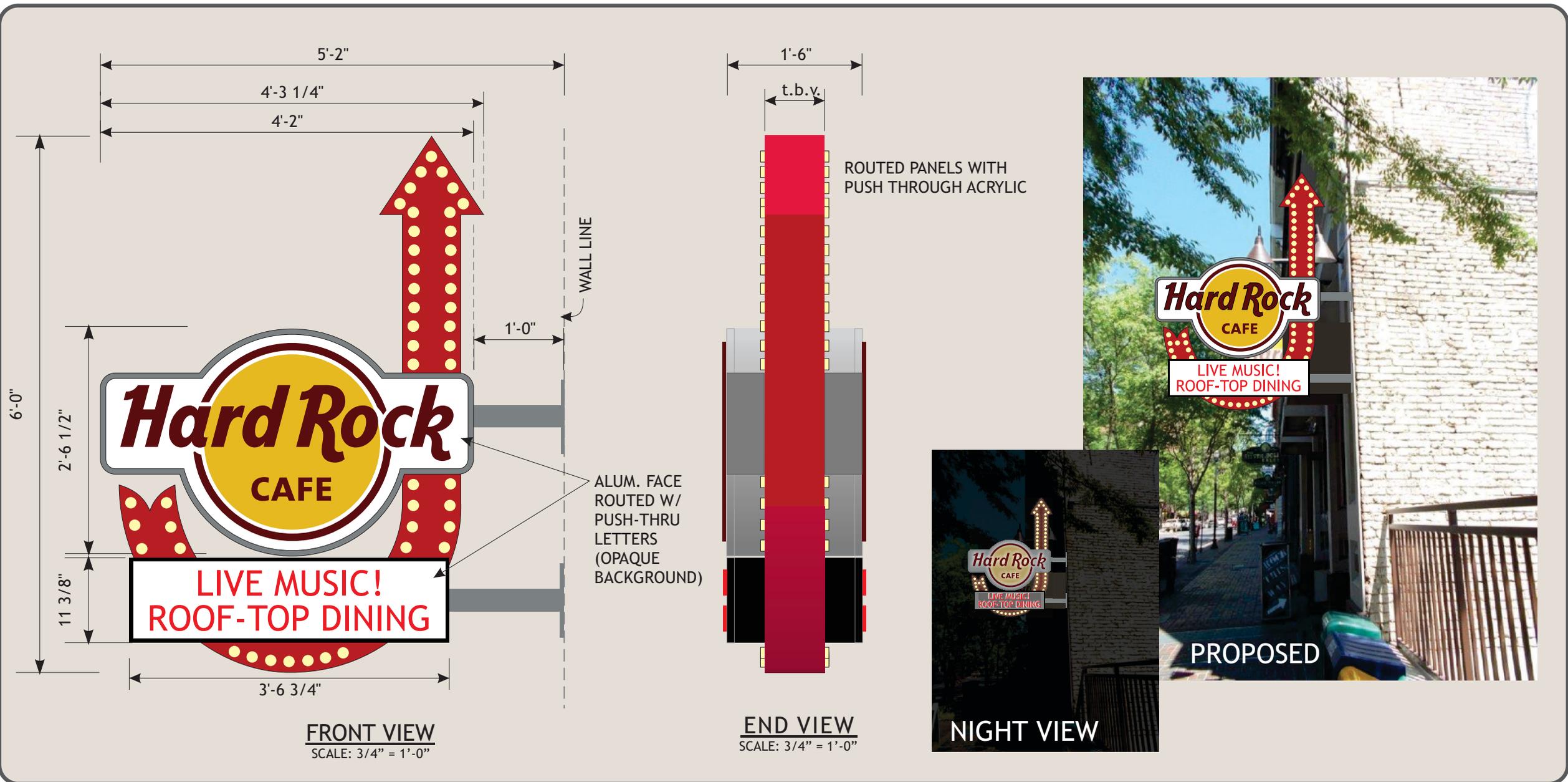
Signage Illumination: The projecting sign is internally illuminated. The proposal is similar to what has already been approved by Staff except for push-through acrylic for lettering and individual bulbs. The plan proposes to incorporate push-through acrylic for some of the lettering with internal illumination for the lettering and an opaque background. This scenario meets the design guidelines. The round accented circles boarding the sign will have individual bulbs inside each. The bare bulbs were disapproved by the Commission; so the applicant has internalized them, but they will still be visible as individual bulbs. Staff researched the intent of the requirement not to have bare bulbs, as they were seen historically. It appears to be based on the fact that bulbs can easily be broken and quickly make a sign and its surrounding area look blighted as well as light pollution. With the new technology available for lighting, the fact that they would be protected from easy breakage with the new design and the fact that the area is heavily lighted already, staff finds the proposed to be appropriate. Staff finds that the signage illumination meets the guidelines for the Second Avenue and Broadway Historic Preservation Zoning Overlays as both overlays permit internally illuminated signs with an opaque background and the sign does not incorporate any prohibited light sources.

Sign Size & Design: The projecting sign is six feet (6') tall which more than meets the maximum of sixteen feet (16'). It will not exceed eighteen inches (18") in depth, the maximum allowed for neon signs. The proposed projecting sign also meets the minimum one foot (1') of separation and is less than the maximum projection of six feet (6').

Sign Allotment: Since a projecting sign is proposed, the signage allotment for the building is fifty-four square feet (54 sq. ft.). The three existing awning signs on the Second Avenue façade are to remain which makes the total area of existing signage twenty-seven square feet (27 sq. ft.). The proposed projecting sign is twenty-five square feet (25 sq. ft.), which brings the total allotment to fifty-two square feet (52 sq. ft.). With the addition of the projecting sign, the overall signage on the building does not exceed the allotment for the building.

Recommendation:

Staff recommends approval of the proposed projecting sign as the project meets the design guidelines for signage in the Second Avenue and Broadway Historic Preservation Zoning Overlays.



HARD ROCK

LOCATION: 108 2ND AVE N
NASHVILLE, TN

JOB CONTACT: NAME PROJECT MGR: Mike Price

DRAWING NO: 153392-MP20-01

SPECIFICATIONS & FINISHES:

1. FABRICATE/INSTALL ONE(1) DF PROJECTING SIGN AS ILLUSTRATED AND SPECIFIED

BLACK
 PMS 491
 ACRYLIC WHITE
 PMS 142
 PMS 187

DESIGNED BY: AT/MP/RM DATE: 11/03-15

WORK ORDER NO.: XXXXXX

PAGE 1 OF 1

APPROVALS FOR MANUFACTURING

ENGINEERING:

INSTALLATION:

PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557