

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
Fax: (615) 862-7974

STAFF RECOMMENDATION

**421 Broadway
August 17, 2016**

Application: Signage - modification
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306310800
Applicant: Kayla Joslin, Joslin Signs
Project Lead: Sean Alexander, sean.alexander@nashville.gov

<p>Description of Project: The applicant requests a modification to allow a projecting sign to be located less than twenty-five feet (25') from another projecting sign, and for the new sign to have blinking or sequential lighting.</p> <p>Recommendation Summary: Recommendation: Staff recommends approval of the proposed projecting signs and modification, with the conditions that:</p> <ol style="list-style-type: none">1. The music note graphics shall "blink" no faster than every three seconds;2. Staff shall inspect the sign prior to the installation; and,3. All existing exterior signage is removed. <p>With these conditions, staff finds that the project meets Section IV of the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.</p>	<p>Attachments A: Images B: Plans</p>
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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.

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.

Shingle Sign: 9 square feet per sign

GENERAL STANDARDS

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.

Background: 421 Broadway was built prior to 1875 and is considered to be contributing building in the Broadway Historic Preservation Zoning Overlay.

Analysis and Findings: The applicant requests approval of a sign that requires two modifications. One, is for it to be located less than twenty-five feet (25') from another projecting sign and two, for it to have blinking or sequential lighting.

Allotment, Size: The building is allotted two square feet (2 sq. ft.) of signage per linear foot of frontage when a projecting sign is used. With a frontage width of twenty-three feet (23'), the projecting signage allotment for this building is forty-six square feet (46 sq. ft.).



The proposed sign is forty-six square feet (46 sq. ft.), projecting five feet (5'). The sign at eleven feet and six inches (11' 6") tall is shorter than the sixteen feet (16') of height

allowed. This will be the only signage on the building, meeting the allotment guidelines. The sign will meet the design guidelines for maximum height, projection, and width of signs.

Location: The sign will be located on the second story wall below the third story window sill, approximately twenty-two feet (22') from the projecting sign at 419 Broadway and eleven feet (11') from a projecting sign at 423 Broadway.

The design guidelines require that projecting signs shall be located at least twenty-five feet (25') from an existing projecting sign, but add that "when building width prohibits adherence to this standard, flexibility shall be permitted through Modification to be reviewed by staff." Because the building is only twenty-three feet (23') wide, Staff finds that flexibility to this standard is justified and that the proposed signage location is appropriate.

Illumination: The sign will have exposed neon channel letters and graphics, with a portion of the neon tube wrapping the outer end of the sign. Five neon "music notes" at the top of the sign would blink in sequence. This meets section IV of the design guidelines for illumination. The design guidelines permit blinking, flashing, chasing, and sequential neon lighting on signage on Broadway through a Modification, provided that the "blink" should occur no faster than every three seconds. It is also appropriate because the blinking portion of the sign is minimal.

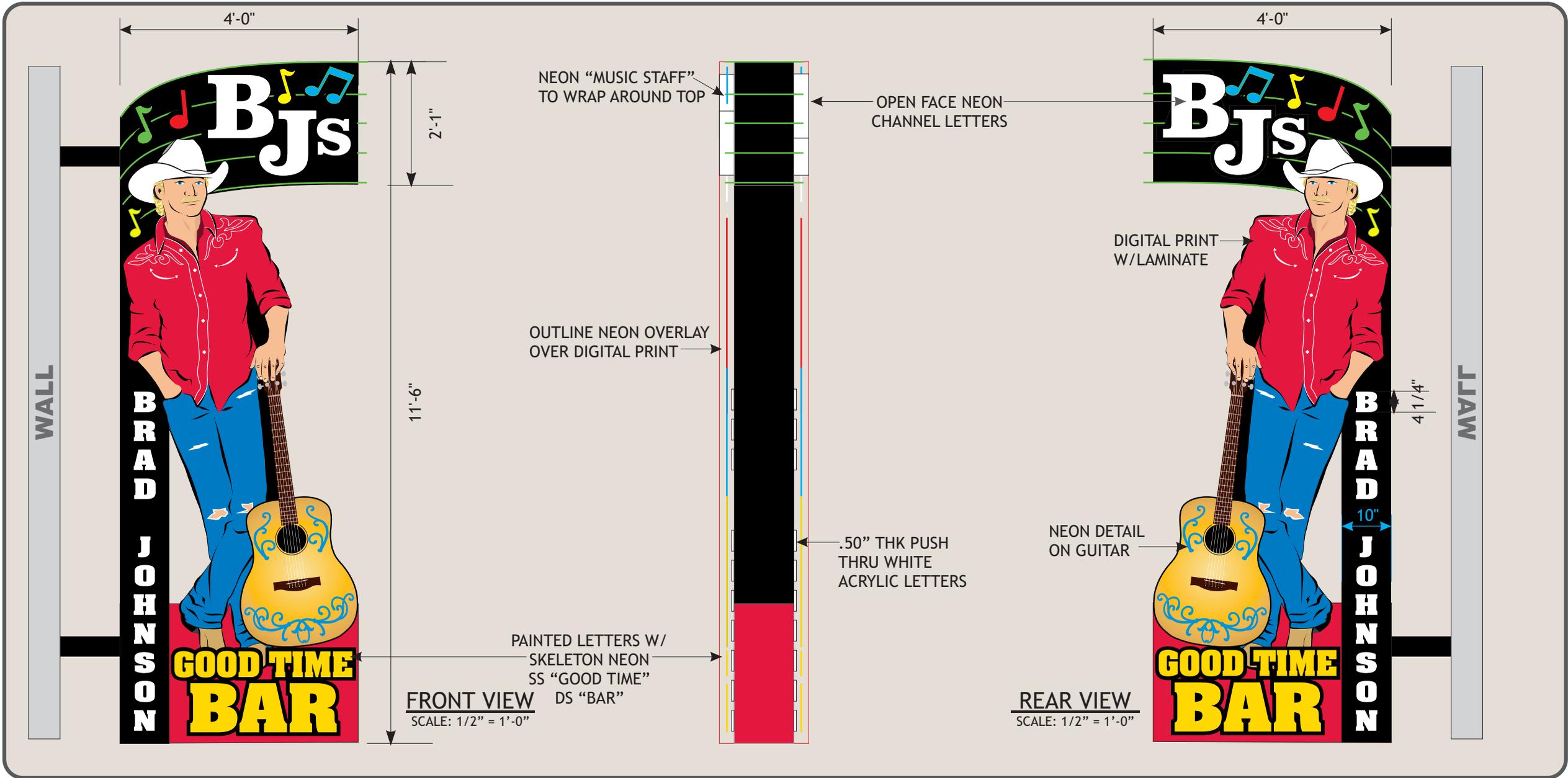
With a condition that the music notes "blink" no faster than every three seconds, Staff finds the Modification to be appropriate.

Materials: The sign cabinet will be aluminum with acrylic text and graphics. Staff recommends having final approval of the materials prior to its installation.

Recommendation: Staff recommends approval of the proposed projecting signs and modification, with the conditions that:

1. The music note graphics shall "blink" no faster than every three seconds;
2. Staff shall inspect the sign prior to the installation; and,
3. All existing exterior signage is removed.

With these conditions, staff finds that the project meets Section IV of the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.



BRAD JOHNSON	
LOCATION:	NASHVILLE, TN
JOB CONTACT: NAME	PROJECT MGR: HOUSE
DRAWING NO:	164019-H10-01

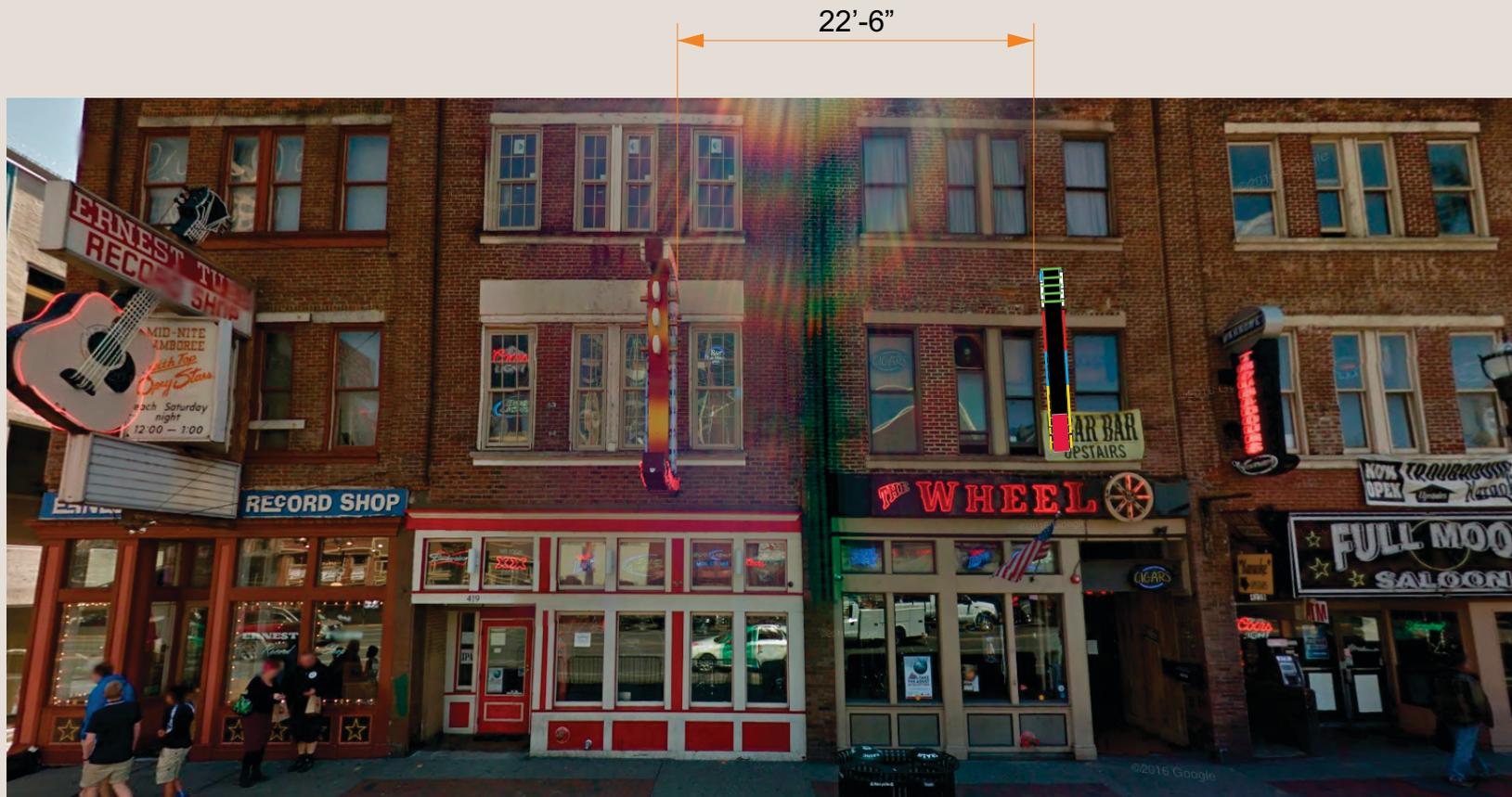
SPECIFICATIONS & FINISHES:
 1. FABRICATE.....

DESIGNED BY:	DATE:
A. TORREJON	07-22-16
WORK ORDER NO.:	
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APPROVALS FOR MANUFACTURING
CUSTOMER:
INSTALLATION:
PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
 615.255.3463 1.800.545.9557



BRAD JOHNSON	
LOCATION:	NASHVILLE, TN
JOB CONTACT: NAME	PROJECT MGR: HOUSE
DRAWING NO:	164019-H10-02

SPECIFICATIONS & FINISHES:
 1. FABRICATE.....

DESIGNED BY:	DATE:
A. TORREJON	07-22-16
WORK ORDER NO.:	
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2	2

APPROVALS FOR MANUFACTURING
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