

MEGAN BARRY
MAYOR



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

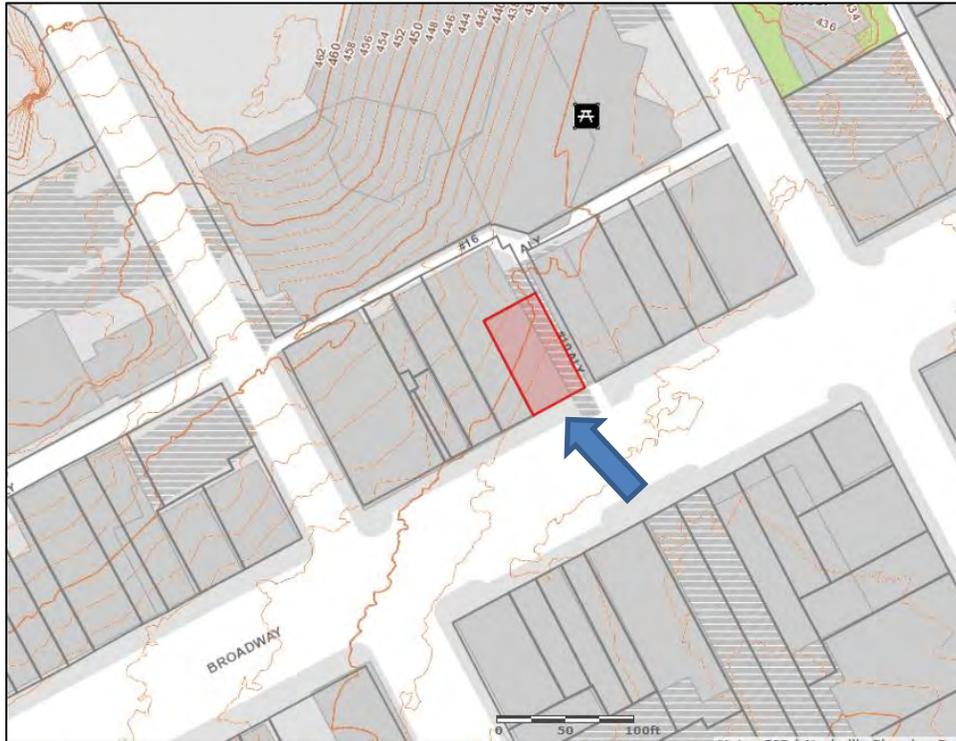
Metropolitan Historic Zoning Commission
Sunnyside in Sevier Park
3000 Granny White Pike
Nashville, Tennessee 37204
Telephone: (615) 862-7970
Fax: (615) 862-7974

STAFF RECOMMENDATION
312 Broadway
September 21, 2016

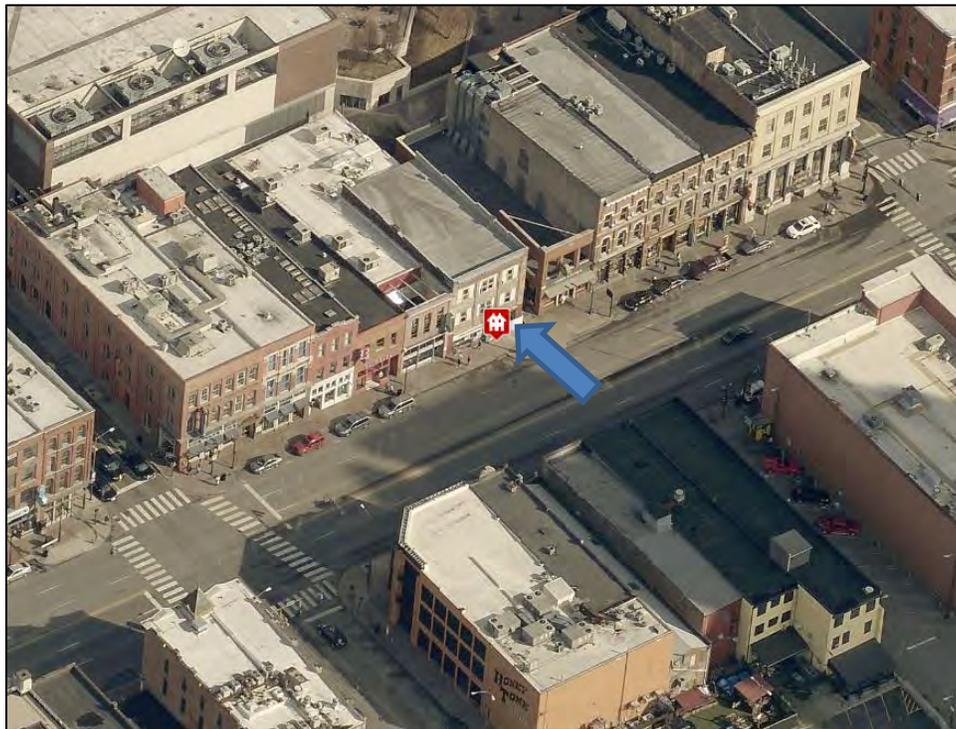
Application: Signage
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306400500
Applicant: Kayla Joslin, Joslin Signs
Project Lead: Sean Alexander, sean.alexander@nashville.gov

<p>Description of Project: The applicant seeks approval of a new projecting sign. A modification is requested to allow a portion of the sign to rotate.</p> <p>Recommendation Summary: Staff recommends approval of the proposed projecting sign and modification, with the conditions that:</p> <ol style="list-style-type: none">1. The sign is located on the center-right pilaster in order to meet the design guideline requirement for twenty-five feet (25') spacing between projecting signs.2. The new sign is inspected prior to the installation. <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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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.

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: 312 Broadway is a three-story brick commercial building with a storefront on the first story and a row of corbelled brick brackets at the cornice. The building is shown on the 1888 Sanborn Map. A rehabilitation project and rooftop addition were approved in 2014. Painted wall signs on the front and right facades were approved in May of 2016.



Analysis and Findings: The applicant requests approval of a projecting sign. The signage will have a rotating component, for which a modification is required.

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 forty feet (40'), the full allotment with projecting signage for this building is eighty square feet (80 sq. ft.).

There is currently a thirty square foot (30 sq. ft.) painted wall sign where the new sign is proposed, which the applicant is planning to remove before installation.

The proposed sign is forty-eight square feet (48 sq. ft.), projecting four feet (4') from the wall of the building. The sign will be sixteen feet (16') tall and eighteen inches (18") wide, the maximum height and width allowed.

With the existing painted sign removed, the new sign will meet the allotment guidelines with thirty-two square feet (32') of allotted signage remaining, and it will meet the design guidelines for maximum height, projection, and width.

Location: The sign will be located on the right edge of the building's second story wall below the third story window sill, approximately forty-five feet (45') from the projecting sign at 314 Broadway and twenty-four feet, four inches (24'-4") from a projecting sign at 310 Broadway.

The design guidelines require that projecting signs be located at least twenty-five feet (25') from an existing projecting sign. Staff recommends that the sign be located on the center-right pilaster in order to meet the required twenty-five foot (25') distance between projecting signs. The painted sign and projecting sign together will total seventy-eight square feet (78 sq. ft.), which is below the eighty square foot (80 sq. ft.) maximum.

Illumination: The sign will have exposed neon channel letters and graphics. This meets section IV of the design guidelines for illumination.

Modification: The top portion of the sign will feature a rotating image of a horse's head (chess piece). Similar minimal rotating features have been approved by the Historic Zoning Commission by a modification.

Materials: The sign cabinet will be aluminum or steel 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 sign and modification, with the conditions that:

1. The sign is located on the center-right pilaster in order to meet the design guideline requirement for twenty-five feet (25') spacing between projecting signs.
2. The new sign is inspected prior to the installation.

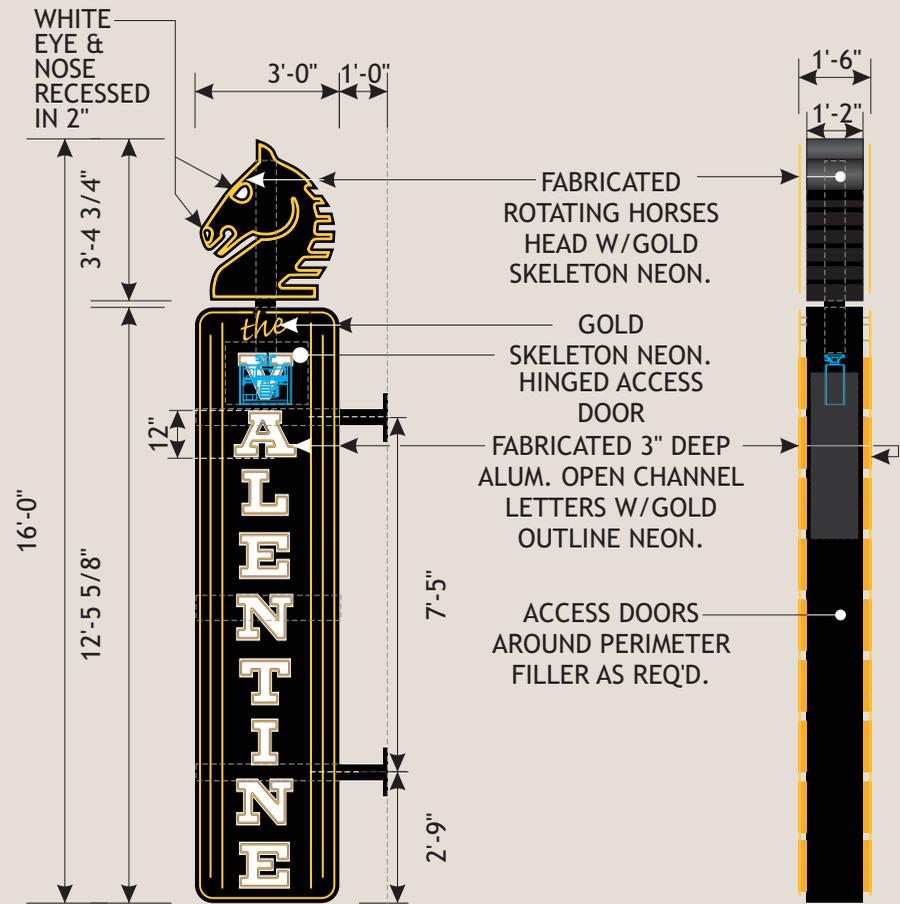
With these conditions, staff finds that the project meets Section IV of the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.



Painted signs on front and right side of 312 Broadway, approved by in May of 2016. The proposed location of a new sign is in the same location as the sign on the front.



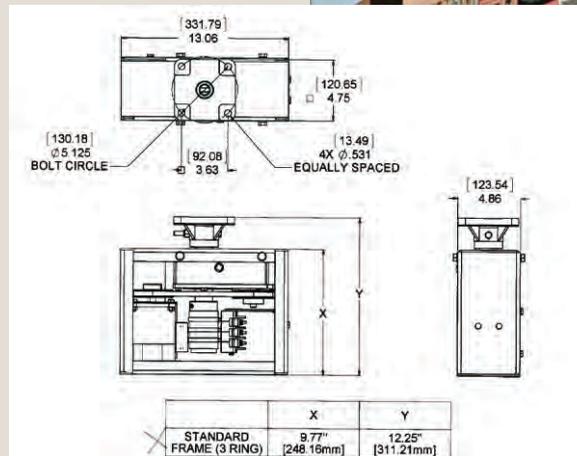
Locating the new sign on the center-right pilaster will meet the design guidelines.



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

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

ELECTRICAL NOTES
ELECTRICAL IN J. BOX
INSIDE CAB CONNECTED
TO PRIMARY LEADS:
POWER-POWER
NEUTRAL-NEUTRAL
GRND-GRND



DESIGN LOG:
09/14 ADDED PAGE 2

THE VALENTINE

LOCATION: 312 BROADWAY
NASHVILLE, TN

JOB CONTACT: NAME PROJECT MGR: M.PRICE

DRAWING NO: **164096-M10-01**

SPECIFICATIONS & FINISHES:
1. FABRICATE/INSTALL ONE(1) D/F NEON ILLUM. PROJECTING WALL SIGN AS ILLUSTRATED & SPECIFIED.

BLACK
 WHITE
 PMS 137 ORANGE
 GOLD NEON

DESIGNED BY: R. McCORD DATE: 09-14-16

WORK ORDER NO.: **378415**

PAGE **1** OF **2**

APPROVALS FOR MANUFACTURING

CUSTOMER:

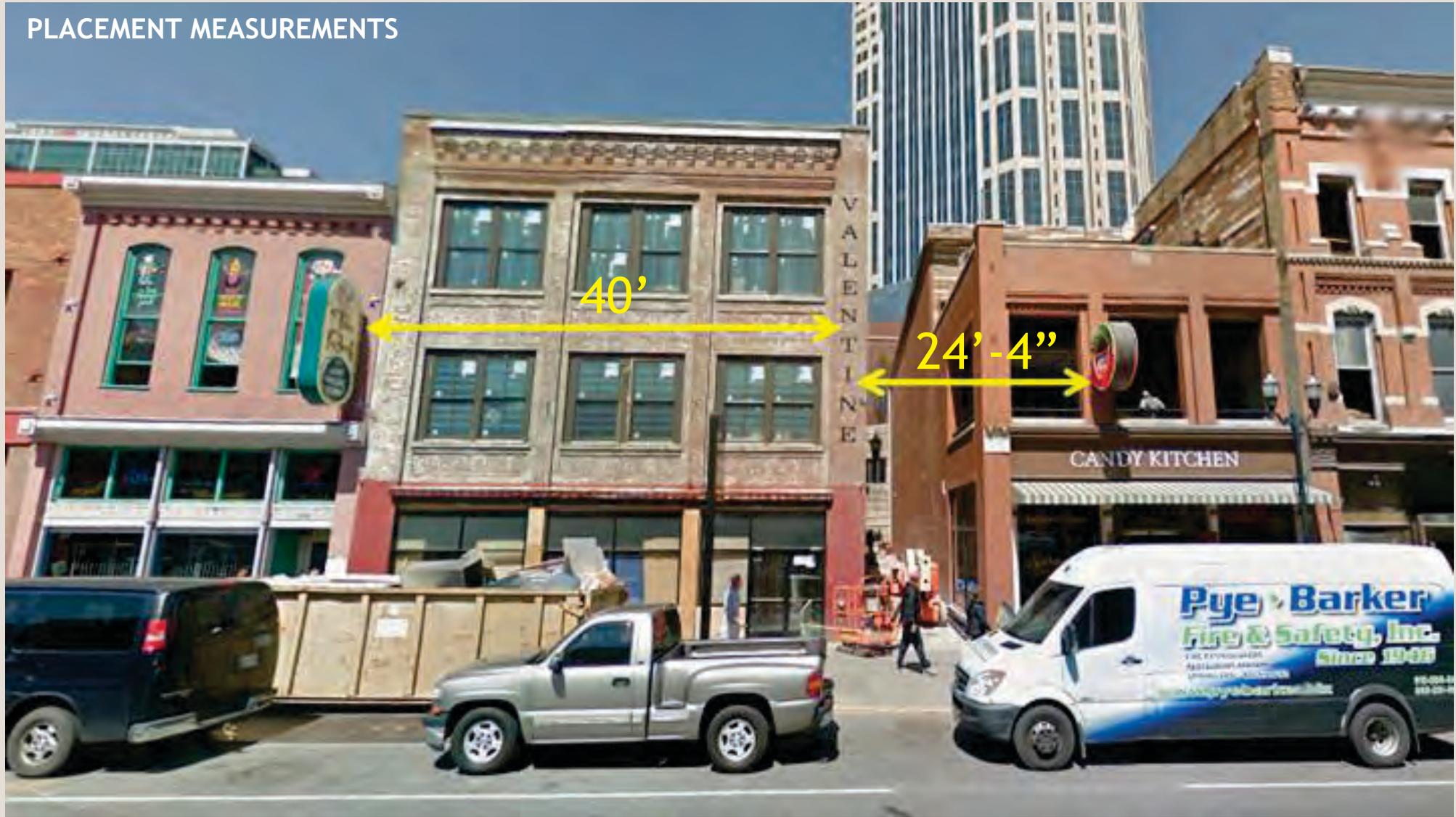
INSTALLATION:

PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557

PLACEMENT MEASUREMENTS



THE VALENTINE	
LOCATION:	312 BROADWAY NASHVILLE, TN
JOB CONTACT: NAME	PROJECT MGR: M.PRICE
DRAWING NO:	164096-M10-02

SPECIFICATIONS & FINISHES:

DESIGNED BY:	DATE:
R. McCORD	09-14-16
WORK ORDER NO.:	
378415	
PAGE	OF
2	2

APPROVALS FOR MANUFACTURING
CUSTOMER:
INSTALLATION:
PROJECT MANAGER:

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AND SON
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