



**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**  
**110 Third Avenue South**  
**November 16, 2016**

**Application:** Signage and Alterations  
**District:** Broadway Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 09306405700  
**Applicant:** Daley Smith, Kennon Calhoun Workshop  
**Project Lead:** Melissa Sajid, [Melissa.sajid@nashville.gov](mailto:Melissa.sajid@nashville.gov)

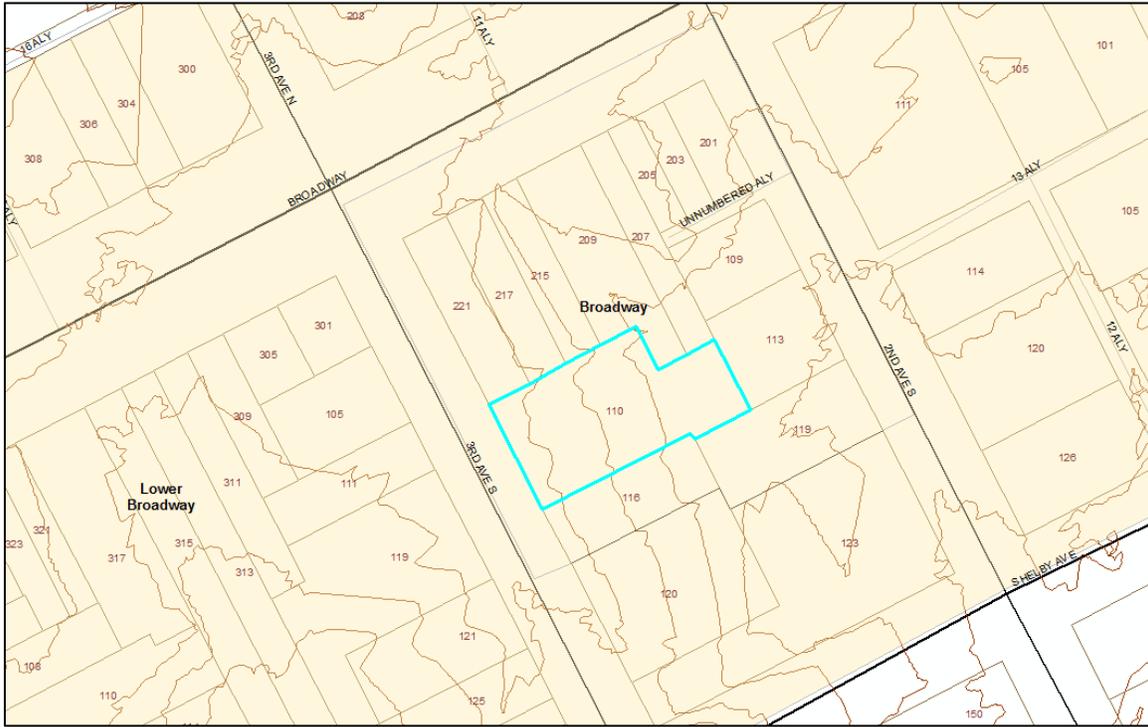
**Description of Project:** The application proposes a new canopy sign, and the request includes a modification to allow a portion of the sign exceed the maximum height of two feet (2') and to extend beyond the edge of the canopy. The application also includes alterations to the non-contributing façade that include converting the existing loading area to a storefront with canopy and changes to the upper-story windows. The rooftop addition and a new storefront were approved prior to the expansion of the overlay to include this building.

**Recommendation Summary:** Staff recommends approval of the proposed changes to the storefront and the projecting sign with the condition that staff approve the materials for the windows and doors prior to purchase and installation.

With this condition, staff finds the project meets the design guidelines for alterations and signage in the Broadway Historic Preservation Zoning Overlay.

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

**Vicinity Map:**



**Aerial Map:**



## Applicable Design Guidelines:

### II. Rehabilitation

#### A. Storefronts

1. Historic storefronts, their component elements, and other aspects of appearance including the original entrance configuration, plane, and recess should be retained.
2. Deteriorated or damaged storefronts or component elements should be repaired using historically appropriate materials.
3. If replacement storefronts or component elements are necessary, replacements should be compatible with the materials, composition, design, texture, and general appearance of the original. Replacements should use physical or photographic evidence to replicate the original appearance. If evidence is not available, the replacement storefront should use arrangement, features, materials, and proportions typically found on buildings of the same style and period of the building involved.

#### B. Doors and Entryways

1. Original doors, entryways, and related elements should be retained.
2. Deteriorated or damaged doors or entryways should be repaired using historically appropriate materials.
3. If replacement doors are necessary, replacements should replicate the originals. If original doors do not remain, replacement doors should be of wood and the proportion of glass to door should be comparable to the proportion of display windows to storefront.
4. If doors or entrances do not conform to building or accessibility codes, the originals should be retrofitted to conform. If this is not feasible, replacement doors should be compatible with the original storefront. Variances to building codes may also be sought when the building meets the intent of the code requirements.
5. If wood replacement doors are not feasible, or were not original to the building, dark or bronze anodized metal doors with a wide stile may be appropriate. Raw metal doors and doors without a glass pane are not appropriate. Glass used in replacement doors should be clear.
6. Generally, new entryways should not be introduced to public facades, unless needed for access to an upper floor or a secondary building use. If a new entrance is needed, it should be compatible with the style and period of the building.

#### C. Display Windows

1. Original display windows and their component elements should be retained.
2. Deteriorated or damaged display windows should be repaired using historically appropriate materials.
3. If replacement display windows are necessary, replacements should replicate the originals. If original display windows do not exist, replacements should be appropriate for the building's style and period.
4. Appropriate replacement elements include individual or grouped single-light clear-glass panes and simple wood, copper, bronze anodized aluminum, or baked-enamel aluminum frames.
5. Glazing should be clear glass. Ornamental, frosted, spandrel, or stained glass display windows are not appropriate.
6. Display windows should remain visible and not be concealed or enclosed.
7. If privacy or shade other than that afforded by awnings is needed, interior shades or blinds are appropriate.

#### D. Transoms

1. Original transoms and their component elements should be retained.
2. Deteriorated or damaged transoms should be repaired using historically appropriate materials.
3. If replacement transoms are necessary, replacements should replicate the original. If original transoms do not exist, replacements should be appropriate for the building's style and period.

4. Appropriate replacement elements include single or multi-light clear-glass panes and simple wood or metal frames.
5. Historic transoms should remain visible and not be covered or enclosed.

**E. Bulkheads**

1. Original bulkheads and their component elements should be retained.
2. Deteriorated or damaged bulkheads should be repaired using historically appropriate materials.
3. If replacement bulkheads are necessary, replacements should replicate originals. If original bulkheads do not exist, replacements should be appropriate for the building's style and period of construction.
4. Appropriate replacement elements include paneled and painted wood, brick, and metal.
5. Historic bulkhead materials should remain visible, not concealed beneath added materials.

**F. Windows**

1. Historic window openings, windows, and window surrounds should be retained.
2. Deteriorated or damaged window openings, windows, and window surrounds should be repaired using historically appropriate materials.
3. If replacement windows or window surrounds are necessary, replacements should replicate originals. If original windows do not exist, replacements should be appropriate for the building's style and period.
4. If the original windows are missing, replacement windows should use wood, anodized aluminum, or baked-on-enamel aluminum frames and should have single-light or multiple-light clear-glass panes to match the style and period of the building.
5. Steel windows should be replaced with steel or aluminum designs that replicate the appearance of the original window.
6. Window openings, surrounds, or other elements not original to a building should generally not be introduced to the public facades of the building. The installation of such window openings on the rear of the building may be appropriate.
7. Should storm windows be desired, their dimensions should match window dimensions in order to conceal their presence. Frames should be set within the window opening and attach to the exterior sash stop; if aluminum, they should have an anodized or baked-on enamel finish.
8. Self installed snap, clip or glue type muntins on windows are not permitted. Muntins set within the vacuum between glass panes on windows are not approved.
9. Window grilles and balcony rails are not appropriate window treatments. Shutters are only appropriate when they replace original wood shutters and should be operable.

**G. Brick, Stone, and Other Masonry**

1. Historic masonry (brick, stone, and terra cotta) should be retained.
2. The use of detergent cleaners and chemical stain and paint removers to clean masonry or remove paint is appropriate under most conditions. Abrasive or high-pressure cleaning methods are destructive and should not be used.
3. Silicone-based water sealants are not recommended for use on historic masonry.
4. Historic masonry should remain visible and not be concealed or obscured.
5. Deteriorated or damaged brick and stone should be repaired with materials that match the original.
6. Repointing with a hard (Portland cement) mortar is destructive to historic brick and masonry. Flexible mortar, made from mixing hydrated lime cement and natural sand, should be used when repointing is necessary.
7. Mortar used in repointing should match the historic mortar in width, depth, color, raking profile, composition, and texture.
8. Bricks should be the same color and size as those of the historic wall and should be laid, jointed, tooled, and mortared in the same way as the historic wall.
9. The guidelines for paint should be followed for work to brick, stone, and other masonry.

**H. Paint**

1. Building owners are encouraged to remove paint from masonry. Gentle, non-abrasive chemical cleaning is an appropriate way to remove paint. The exceptions to this guideline are two brick buildings which were historically painted; Tootsies Orchid Lounge at 422 Broadway and Acme Feed at 101 Broadway.
2. Painting of stone and brick is generally not appropriate.
3. The painting or staining of masonry may be appropriate if: brick has previously been painted; or if brick has been sandblasted or otherwise damaged and is too deteriorated to withstand weather. A brick color approximating the original color of the building’s brick should be used.
4. Historic painted signage on exterior brick walls should be maintained.
5. Brick sealers are not recommended for exterior brick as it may cause damage to the brick face over time.

**I. Canopies**

1. Canopies should not obscure windows or architectural details.
2. Canopies should be constructed of materials compatible with the storefront of the building, such as metal and wood.
3. Lighting and signage on canopies shall be consistent with guidelines for signage and awnings.

**IV.SIGNAGE  
INTRODUCTORY PROVISIONS**

**Intent**

The purpose of these regulations is to preserve the historic character of the overall district and individual historic buildings follow the basic principles and guidance of the “Downtown Codes Sign Standards” as adopted 1/30/2013. The “Downtown Codes Sign Standards” breaks signage guidance up by “street types.” The Broadway Historic Preservation Zoning Overlay closely follows the guidance for “Pedestrian Street” type.

**Applicability**

- These sign regulations apply to all properties within the Broadway Historic Preservation Zoning Overlay.
- (Not referencing code since our current design guidelines do not reference code and there are permissible signs within the code that would not meet our design guidelines.)
- Signage that is cut into the face of the building is prohibited.
- Signage located on the interior of a building or attached to the inside of glass windows is not reviewed.
- Sandwich board signs and 3-dimensional sidewalk signs that are brought into the building at the close of each business day shall not be reviewed by the MHZC but may require review by Public Works.
- Historic signage should be retained. Removal of historic signage may take place as a Modification.

**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**

### **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: Canopy Sign**

#### **Description**

A canopy sign is a type of building sign that is attached above, below or to the face of a canopy.

#### **General Provisions**

- A canopy sign cannot extend outside the overall length or width of the canopy. However a canopy sign may extend above or below the canopy provided the sign meets all other design standards.
- Maximum of one sign per canopy face.
- Raceways are permitted for signs extending below or above the canopy.
- A canopy sign can be externally or internally illuminated in accordance with the Illumination section.
- Cabinet signs are not permitted as canopy signs.
- A canopy sign cannot cover architectural details.

See the Awning/Canopy section of the design guidelines for additional information on the design of canopies.

- This definition does not include freestanding canopies over fuel pumps.

#### **Design Standards**

- A. Overall area allocation (max)—see allocation of sign area
- B. Sign width—75%
- C. Height of text and graphics (max)—2 feet
- D. Depth (max)—13 inches
- E. Exposed Raceway height (max) 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. 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.

Changeable copy signs shall be in accordance with the following requirements:

### **Description**

- Manual changeable copy sign. A sign or portion of a sign that has a readerboard for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device. Changeable copy is changed or re-arranged manually or mechanically without altering the face or the surface of the sign.
- Electronic changeable copy sign. A sign or portion of a sign that displays information in which each alphanumeric character, graphic, or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs or other illumination devices within the sign.

### **Usage**

- Manual and Electronic changeable copy is allowed for Tourist Oriented Businesses only when used in conjunction with a wall sign or a monument sign provided the changeable copy portion is no greater than 50% of the built sign area.
- An electronic changeable copy sign is not allowed in a Redevelopment District or on Interstate frontage.

### **Spacing**

- The closest edge of an electronic changeable copy sign must be a minimum distance of 100 feet from any residential zoning district.
- An electronic changeable copy sign must be separated from another electronic changeable copy sign by at least 50 feet.

### **Duration**

- Any image or message or portion of the image or message must have a static display for minimum duration of eight seconds.
- Transition time must be immediate.
- No portion of the image or message may flash, scroll, twirl, change color or in any manner imitate movement.

### **Brightness**

- The sign must not exceed a maximum illumination of 7,500 nits during daylight hours and a maximum illumination of 750 nits between dusk to dawn as measured from the sign's face at maximum brightness.
- Electronic changeable copy signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level.

**Background:** The building located at 110 3<sup>rd</sup> Avenue South is a four-story commercial building, constructed circa 1945. Changes to the front façade and a rooftop addition were permitted in 2014; prior to the expansion of the overlay.



Figure 1: 110 3<sup>rd</sup> Ave South

**Analysis and Findings:** The application proposes a new canopy sign, and the request includes a modification to allow a portion of the sign to exceed the maximum

height of two feet (2') and to extend beyond the edge of the canopy. The application also includes alterations to the non-contributing façade that include converting the existing loading area to a storefront with canopy and changes to the upper-story windows.

**Storefront Alterations:** The applicant plans to alter the existing façade which currently includes two pull-in loading bays and a small storefront on the left. The plans include creating a central entrance with storefront windows, installing a full length metal canopy between the first and second stories, and replacing the upper-story windows. The existing storefront is not historic and changes to the storefront were permitted in 2014 before this lot was included in the Broadway HPZO. The storefront changes proposed with this application are different from those that were permitted in 2014.

The plan proposes to replace the existing loading bays and small storefront with a new storefront that includes a central entrance with an entry on the far right side of the façade. The new storefront will include large windows with full-light sliding doors and single doors. The storefront windows will include a metal panel bulkhead, and the doors will include either single-light glass or metal transoms. The windows and doors will be insulated aluminum. The contemporary design and materials are appropriate for this building that likely never had a traditional wood and glass storefront. With the condition that staff approve the window and door selections prior to purchase and installation, staff finds that the proposed changes to the storefront including the materials for the transoms and bulkheads are appropriate since the storefront is not historic.

The application also proposes to replace the existing steel multi-light windows on the upper stories with insulated aluminum multi-light windows. The existing concrete and brick façade above the storefront and on the upper levels will remain. Because the existing storefront is not historic and the new windows are similar to historic industrial windows found in the district, staff finds these proposed changes to be appropriate.

A two-part metal canopy is proposed above the storefront, below the second story windows. As proposed, the canopy will not obscure any windows or architectural features. Staff finds that the location and materials of the canopy meet the design guidelines.

Staff finds that the proposed changes to the storefront at 110 Third Avenue South meet Sections II.A., II.B., II.C., II.D., II.E., II.F., and II.I. of the design guidelines for rehabilitation of storefronts, doorways and entries, display windows, transoms, bulkheads, and canopies.

Canopy Sign:

Allotment, Size: The building is allotted one and one-half square feet (1.5 sq. ft.) of signage per linear foot of frontage or thirty-six square feet (36 sq. ft.), whichever is greater. The building has a frontage on Third Avenue South of seventy-three feet, nine inches (73'-9"). Therefore, the total allotment for wall signs for this building is one hundred eleven square feet (111 sq. ft.). The proposal includes one canopy sign that is approximately forty-one square feet (41 sq. ft.). Existing painted signage on the south side of the building will partly remain and is not counted towards the allotment. The proposed canopy sign will be the only sign on the west side of the building and will not exceed the allotment for the building.

The design guidelines also require that canopy signs have a maximum sign width of seventy-five percent (75%) of the canopy. The proposed canopy sign is approximately ten feet, three inches (10'-3") wide whereas the canopy extends the full width of the façade which is approximately seventy-three feet, nine inches (73'-9"). As proposed, the sign encompasses only fourteen percent (14%) of the width of the canopy.

The maximum height of the text and/or graphics of the canopy sign is two feet (2') per the design guidelines. As proposed, the majority of the sign is one foot, six inches (1'-6") in height; however, the "y" is approximately three feet, six inches (3'-6") tall which exceeds the maximum height for the text. The applicant has requested a modification to permit the height of the sign as proposed, and staff finds that the modification is appropriate as it only applies to a small portion of the sign. In addition, the portion of the sign subject to the modification is located at a break in the canopy, and the continuation of the canopy after the break begins below the "y". This break helps to minimize the impact of the additional height of the letter. For these reasons, staff recommends approval of the requested sign modification.

The depth of the canopy sign will be approximately four inches (4") which does not exceed the maximum depth of thirteen inches (13") per the design guidelines.

Location: The signs will be located above the entrance to the building. The majority of the sign is located above the canopy with the letter "y" extending below the canopy (Figure 2.). Section IV of the design guidelines states that "a canopy sign cannot extend outside the overall length of width of the canopy. However, a canopy sign may extend above or below the canopy provided the sign meets all other design standards." Staff finds that, with approval the requested modification for the height of the text, the sign does meet all other design standards and that the location of the "y" on the sign is appropriate as it is only a small portion of the sign. In addition, the proposed sign does not cover windows or architectural details.

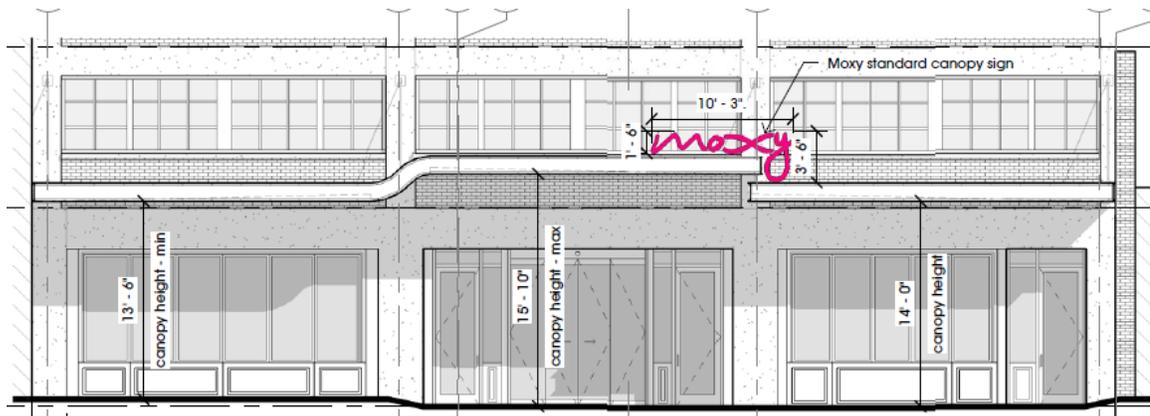


Figure 2: Canopy sign location

**Illumination:** The sign will be internally illuminated with LED which meets the design guidelines.

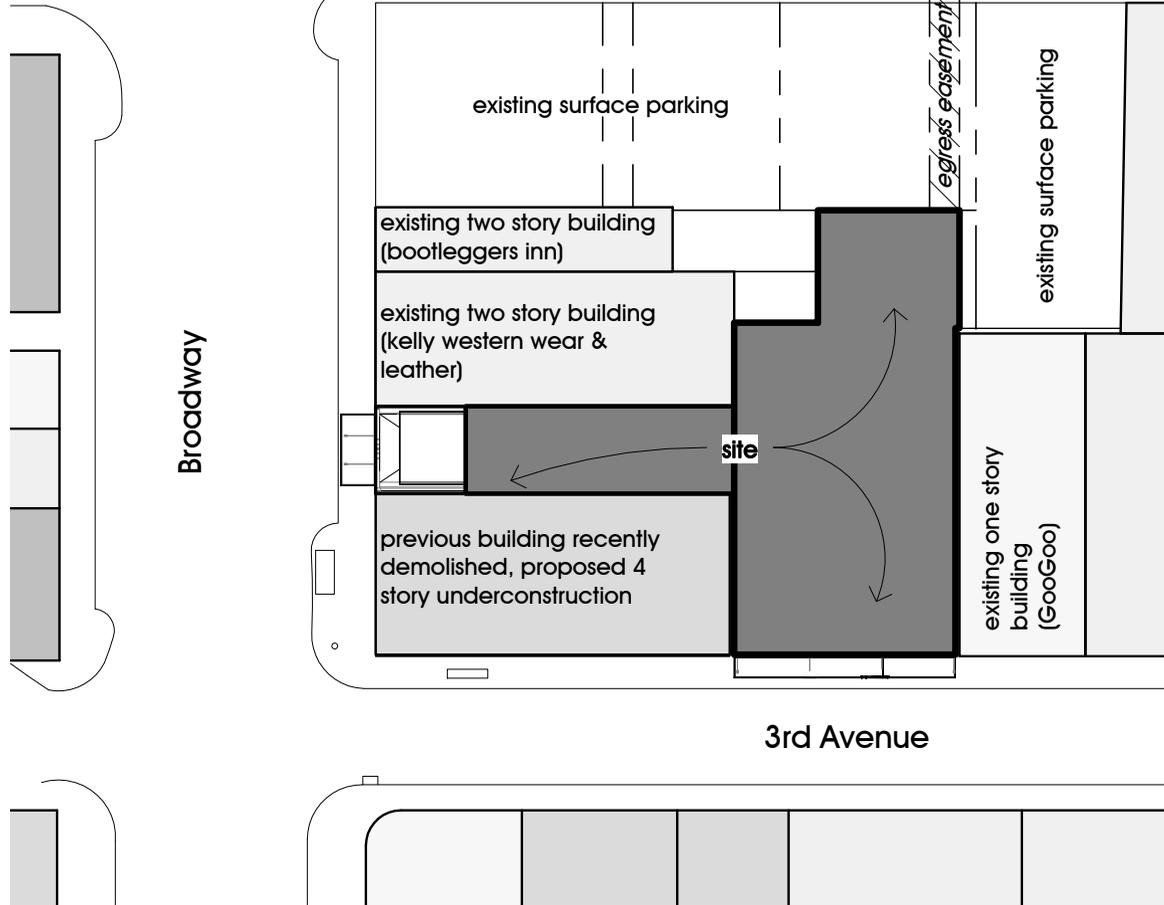
**Materials:** The canopy sign will be painted aluminum and will not include an exposed raceway. This project meets the design guidelines for signage materials.

Staff recommends approval of the canopy sign and associated modification, finding that the project meets Section IV of the design guidelines.

**Recommendation:**

Staff recommends approval of the proposed changes to the storefront and the projecting sign with the condition that staff approve the materials for the windows and doors prior to purchase and installation.

With this condition, staff finds the project meets the design guidelines for alterations and signage in the Broadway Historic Preservation Zoning Overlay.



**1** Architectural Site Plan  
1/64" = 1'-0"



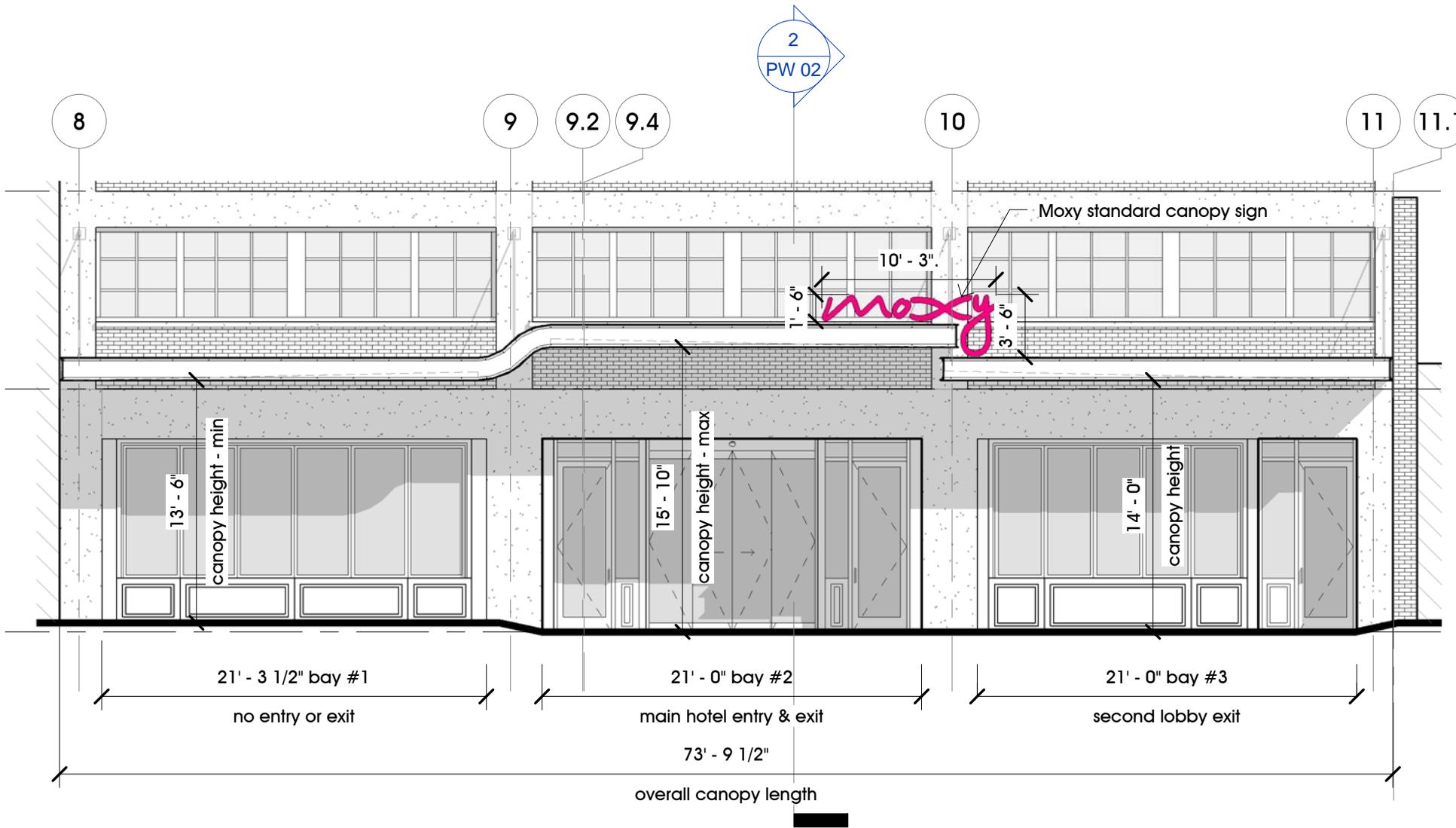
grate brick pavers

**3** Broadway - Existing Conditions

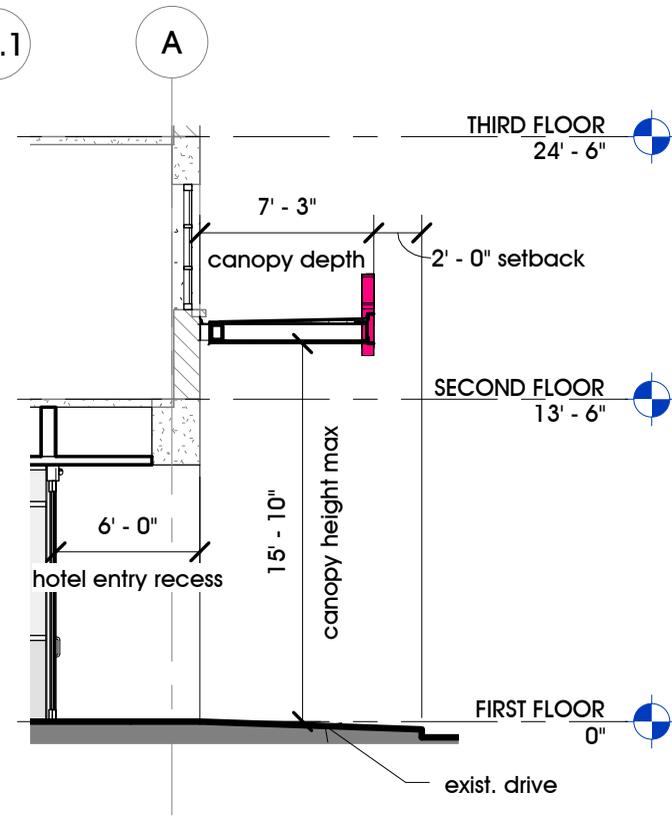


down spout electrical water metal drain cover  
metal drain cover sign down spout

**2** 3rd Ave - Existing Conditions



2  
PW 02



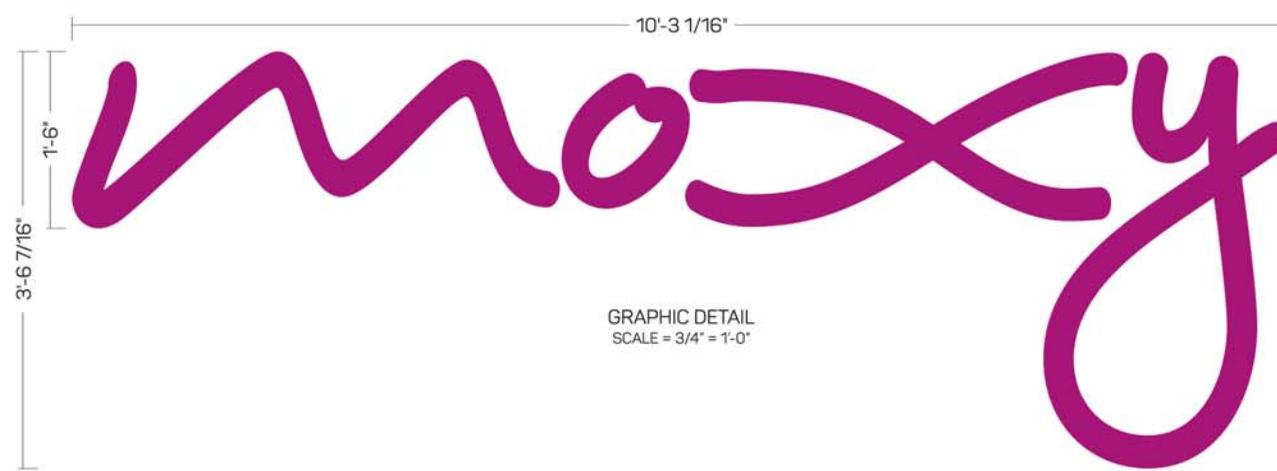
**1** Elevation - 3rd Ave  
1/8" = 1'-0"

**2** Section - 3rd Ave  
1/8" = 1'-0"

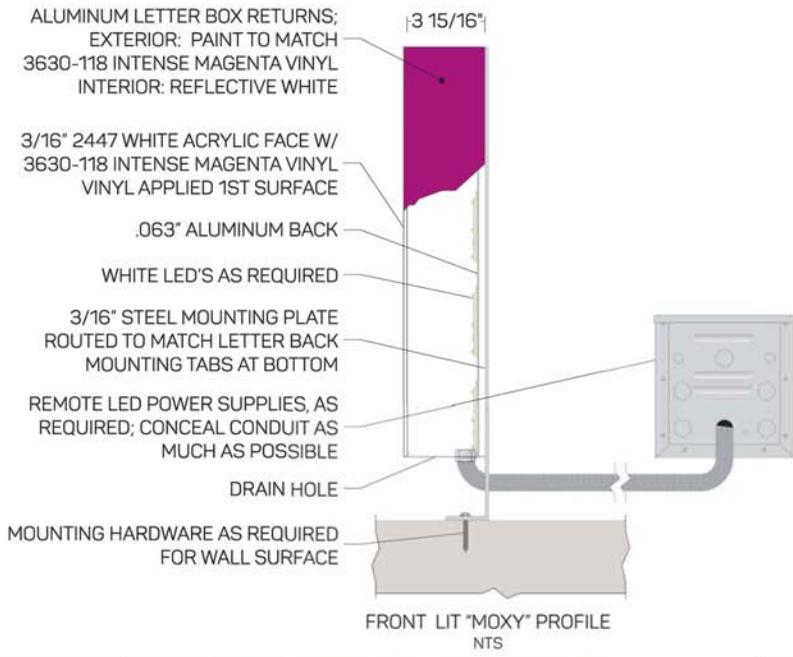
Moxy Nashville  
Barkley Lake Inn  
110 Third Avenue S Nashville, TN 37201

Canopy Signage - Preservation Permit Application  
3rd Ave Canopy & Signage

kennon | calhoun  
WORKSHOP



GRAPHIC DETAIL  
SCALE = 3/4" = 1'-0"



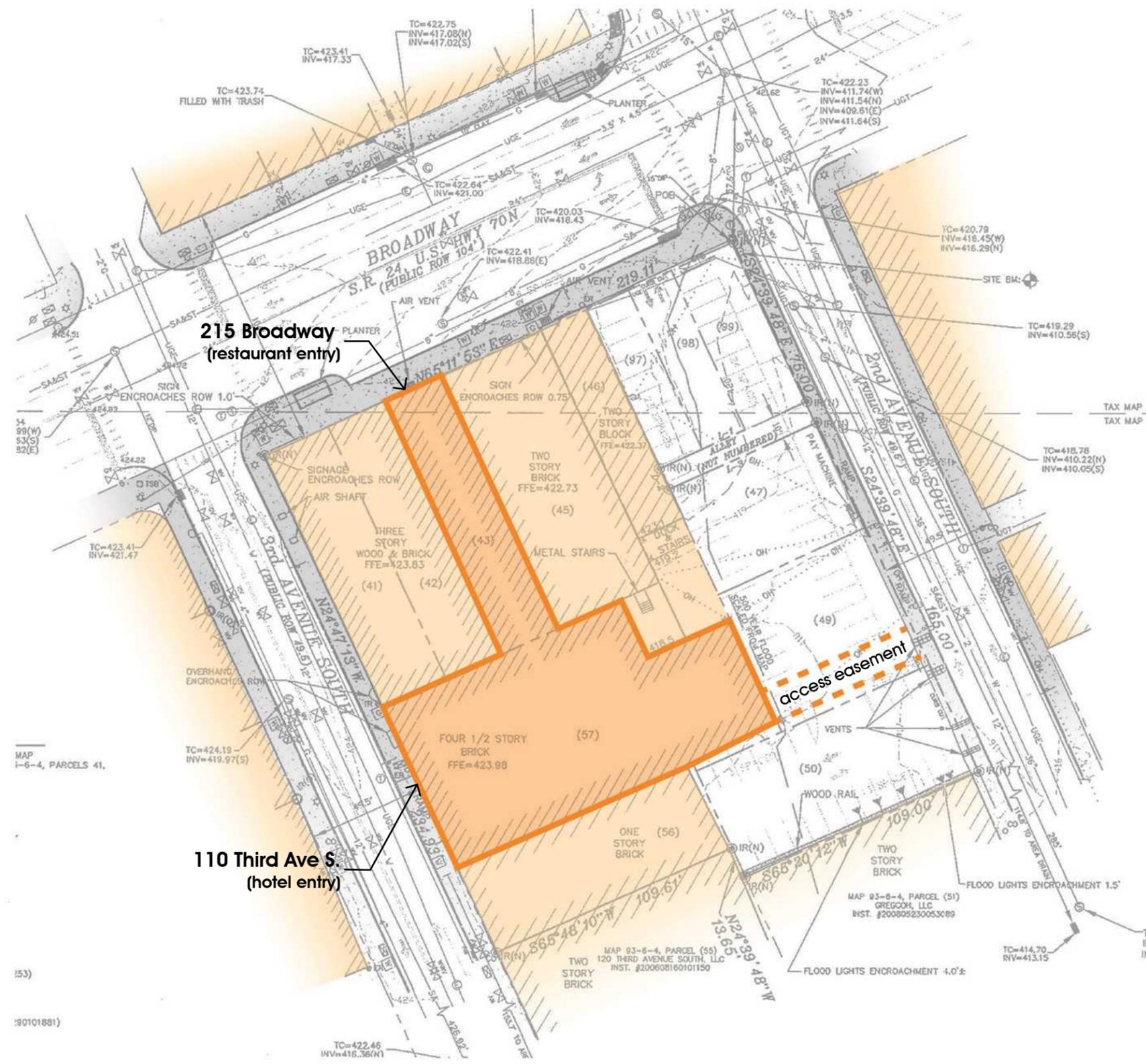
NOTES  
U.L. LISTED  
120 VOLTS, AMPS TBD

Customer: <b>MOXY</b>	Date: <b>8/14/15</b>	Prepared By: <b>CM</b>	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest DMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>	 SIGNS   LIGHTING   IMAGE	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: <b>VARIOUS</b>	File Name: <b>10000 - 36" HI-RISE CL - 18" LOW-RISE CL C-PRINTS</b>	Eng: -			

**Moxy Nashville**  
Barkley Lake Inn  
110 Third Avenue S Nashville, TN 37201

**Canopy Signage - Preservation Permit Application**  
Marriott Moxy Standard Canopy Sign

kennon | calhoun  
**WORKSHOP**





Aerial View from Tower



Broadway



2nd Avenue South



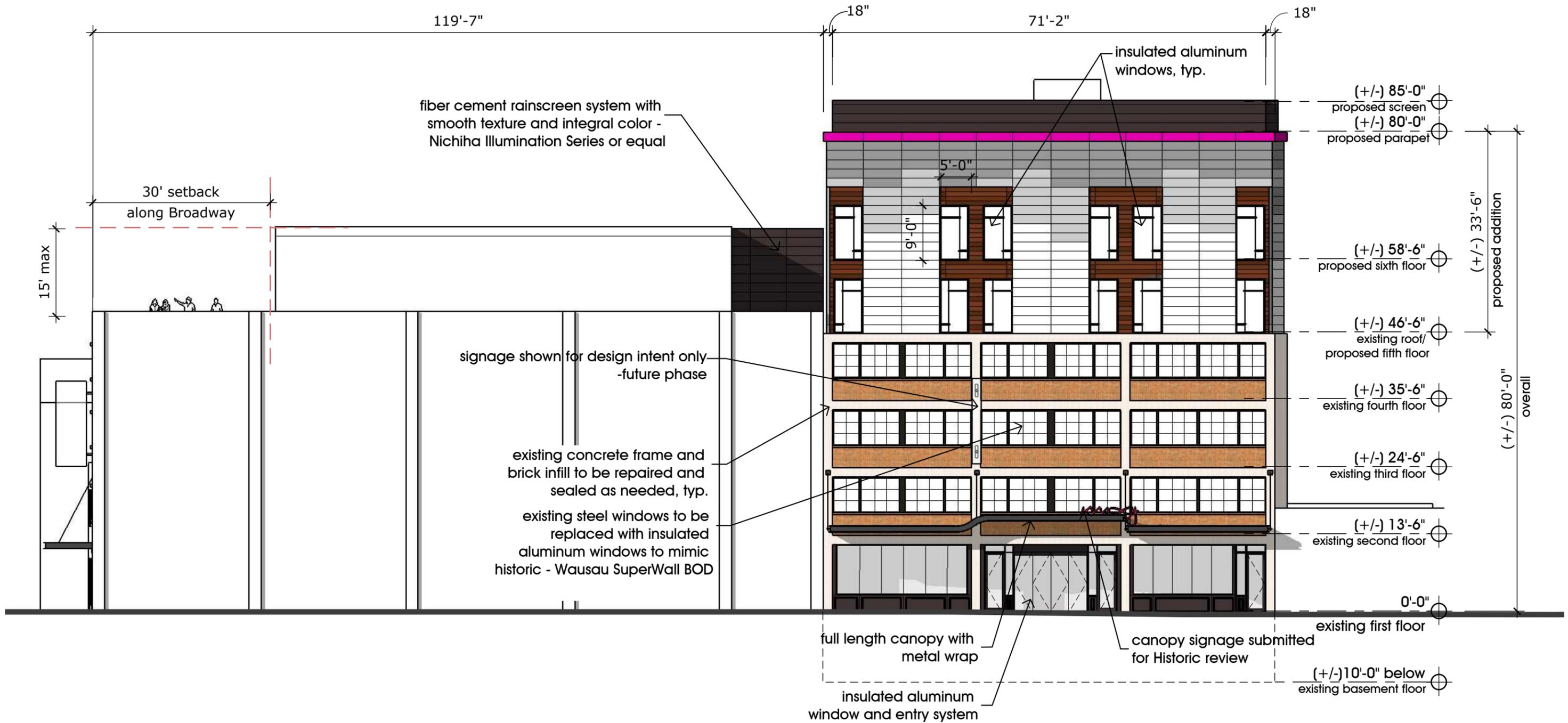
3rd Avenue South

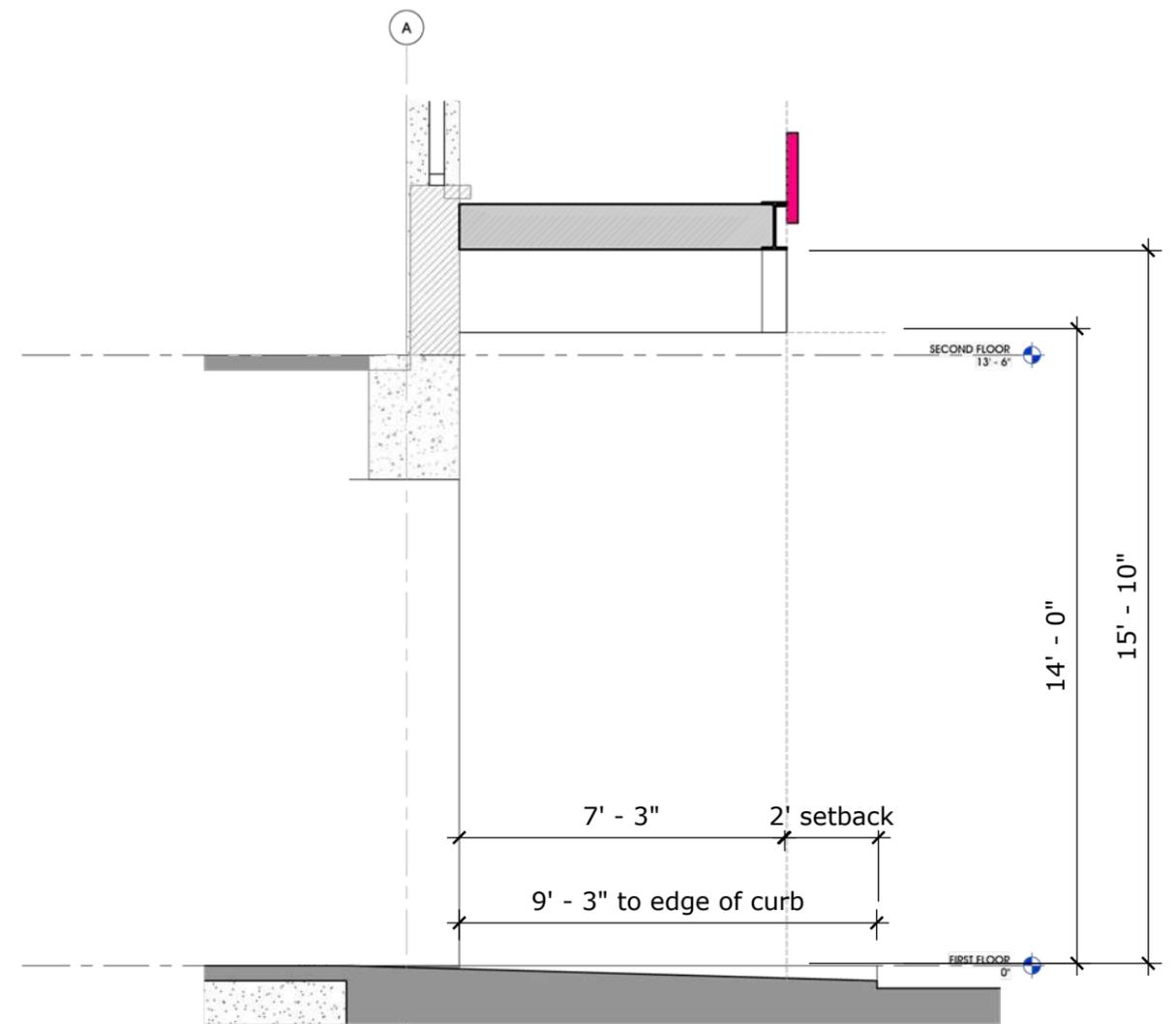


2nd Avenue South



3rd Avenue Panorama





section: 1/4" scale

