

KARL F. DEAN
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
104 Fifth Avenue South
May 15, 2013

Application: Signage
District: Broadway Historic Preservation Zoning Overlay
Council District: 06
Map and Parcel Number: 09306311200
Applicant: Denys Palmer, Jarvis Signs
Project Lead: Melissa Baldock, melissa.baldock@nashville.gov

<p>Description of Project: Application is to install internally illuminated signage.</p> <p>Recommendation Summary: Staff recommends approval of the signage, finding that it meets the design guidelines for the Broadway Historic Preservation Zoning Overlay.</p>	<p>Attachments A: Elevations</p>
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Applicable Design Guidelines:

Signage

1. Historic signs and their component elements should be retained.
2. Deteriorated or damaged signs should be repaired using historically appropriate materials.
3. Signage should be placed in locations historically used for signage and should not obscure transoms, columns, cornices, decorative elements, or architectural features.
4. The number of signs permitted on a parcel shall be limited to the number of primary building entrances on the parcel plus one for each public street on which the parcel has frontage. Window signs are not reviewed.
5. Projecting or blade signs on the upper façade should be limited to one-story in height and should be vertical in orientation.
6. The projection of signs should be proportional and appropriately scaled to the building. At a maximum, signs should not project more than seven feet from the building.
7. Storefront-level signage, flush or projecting, should be pedestrian oriented. It should be appropriately scaled so that its style, size, and placement relates to overall storefront design.
8. Signage materials and design should approximate materials and design typically used between 1850 and 1957. These may include materials such as wood, metal, and neon.
9. Signage painted on storefront display windows is appropriate.
10. Signage mounted on poles or pylons is discouraged when opportunities exist to appropriately design and place monument or building-mounted signage. Ground-mounted signs may only be permitted when a building face is set back from the public right-of-way a distance of at least twenty feet or when a parcel is vacant.
11. Upper floor window graphics and lettering are appropriate.
12. Signage painted on brick side walls may be appropriate. Its size and placement should be compatible to historic examples in the district.
13. Concealed, indirect, or spot lighting is appropriate for exterior signage. Visible fluorescent or incandescent bulbs are not appropriate.
14. Backlit or internally illuminated signage, other than neon, is not appropriate.
15. Neon may be used as backlighting for reverse channel letters, which have a translucent face. The depth of channel letters should be kept to a minimum.
16. Flush mounted neon box signs are not appropriate. Neon transformers should be located within the building, not within a sign box.
17. String, flashing, or racing lights are not appropriate.
18. Banners and flags that use placement, mounts, and materials compatible to the building may be used.
19. Plastic is not an appropriate material.
20. Signage applied to the glass within display windows or transoms and temporary signs such as sandwich boards, temporary sale advertising, and real estate signs are not reviewed by the MHZC.
21. Rooftop signs are not permitted.

Background: This property has been before the Commission several times in the last few years. In July of 2012, the applicant received a permit for a rooftop addition to replace a non-permitted rooftop addition constructed in 2009 by the previous owner. In January 2013, the Commission approved alterations to that rooftop addition. The application before the Commission today is for signage for the commercial establishment. See photo.



Analysis and Findings:

Size: The proposed signage has a circle shape with a diameter of three feet (3'). The sign will be sixteen inches (16") thick. The sign will be installed so that it sits four inches (4") from the wall of the historic structure. Staff finds that the size of the sign is relatively modest and meets the design guidelines.

Location: The sign will be located on the second story, to the left of the left-most window. It will be aligned so that it is parallel with the center of the second-story windows. The sign does not obscure any of the structure's architectural features. The second story historically was used for vertically-oriented blade signs, not signs of this size and shape. However, because of the peculiarities of the property, the sign cannot be installed below the storefront cornice because it needs to be attached to an interior steel beam in order to handle the wind load, and one is not accessible on the ground floor. In addition, because the first floor is mainly glazing, the area where a sign can be installed is limited. Because of that, staff finds that the location of the sign meets the design guidelines.

Materials and Illumination: The sign will largely be made of aluminum, which is appropriate. The letters and a white band will be push through copy which will be three-fourths inch acrylic with a frosted face and white vinyl.

The sign will be internally lit with white LED lighting. Although the current design guidelines for the Broadway Historic Zoning Overlay do not allow for internal illumination, the Commission at the hearing on May 15th, 2013, will be asked to consider revised signage guidelines for this district. The revised guidelines do allow internal illumination of signs when the sign is a dark, opaque color and the internal illumination lights up only the lettering and a logo or other accent. In September 2012, the Commission approved an internally lit sign at 108 Second Avenue North, finding that the internal illumination with an opaque background meets the intent of the design guidelines for that district. Staff notes that in this case, the internal illumination will light up both the letters and a border, but the remainder of the sign will be opaque. Staff therefore finds that the signage meets the intent of the existing design guidelines for Broadway and meets the new signage regulations the Commission will consider on May 15th.

Recommendation Summary: Staff recommends approval of the signage, finding that it meets the design guidelines for the Broadway Historic Preservation Zoning Overlay.

Customer:
PUB5
Attn: Alex Torres
104 5th Avenue South
Nashville, TN

Date:
1/17/2013

Sign Type:
Illuminated Flag Mount Sign

Revisions:

No.	Date
1	2/11/2013 - size change

File Location:
JEG Designs\P\Pub 5\Pub5
Flag Mount Sign.cdr

Drawn By:
Jeb Punte

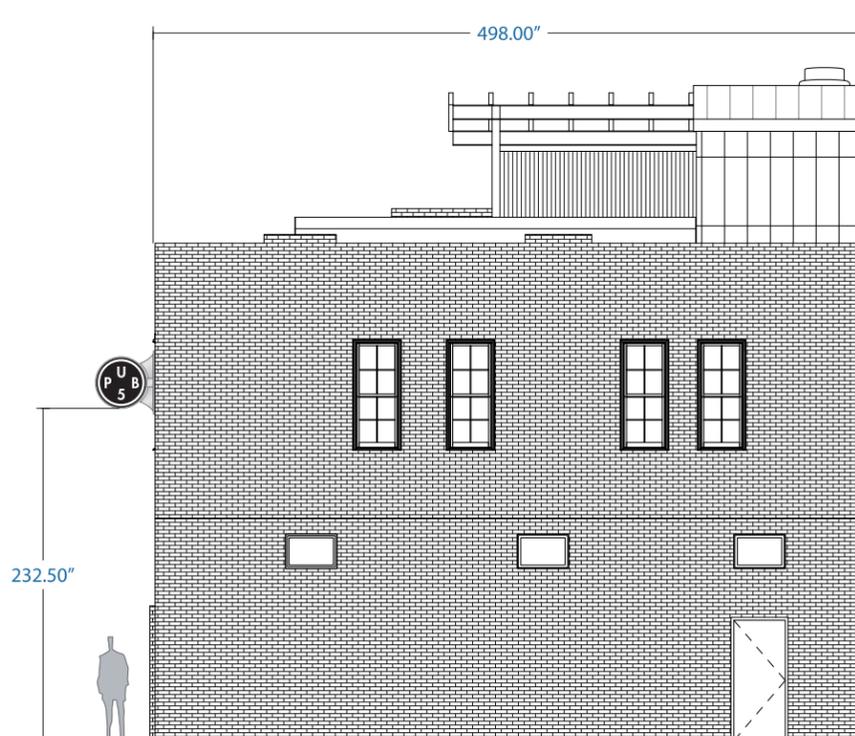
Page No.:
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Scale:
As Shown

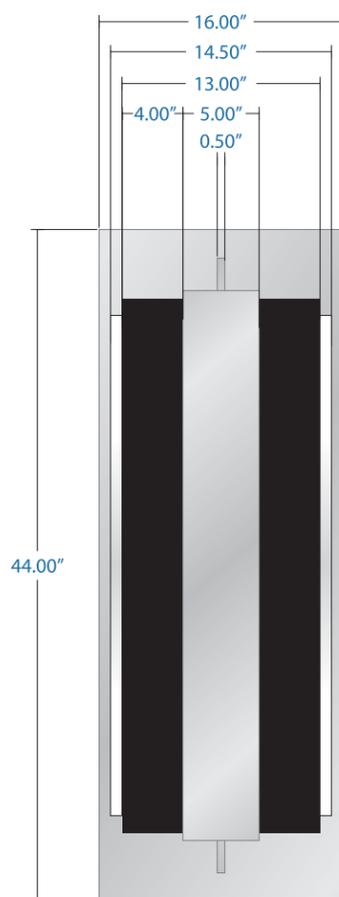
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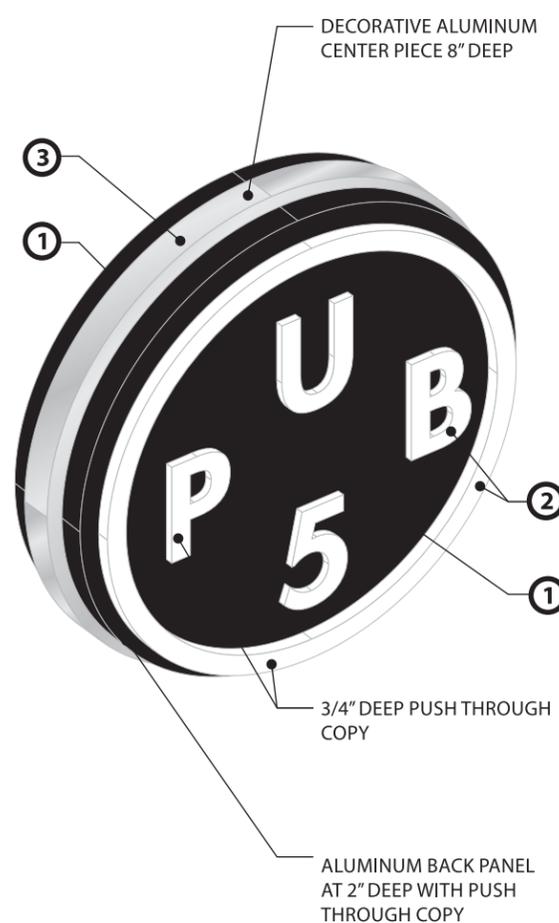
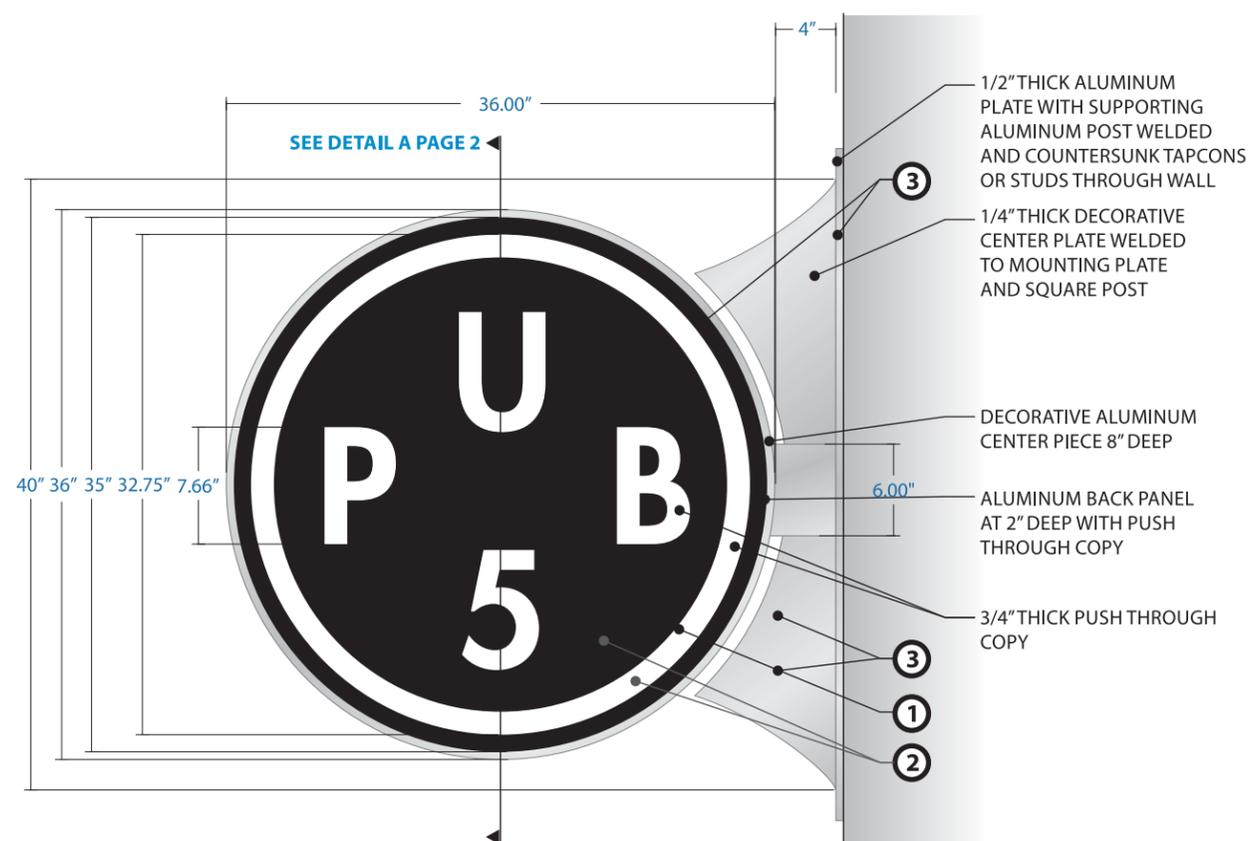
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SIDE OF BUILDING

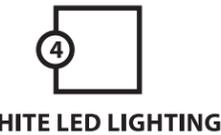


SCALE: 1"=1'



SCALE: NTS

COLORS:



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Jeb Puente

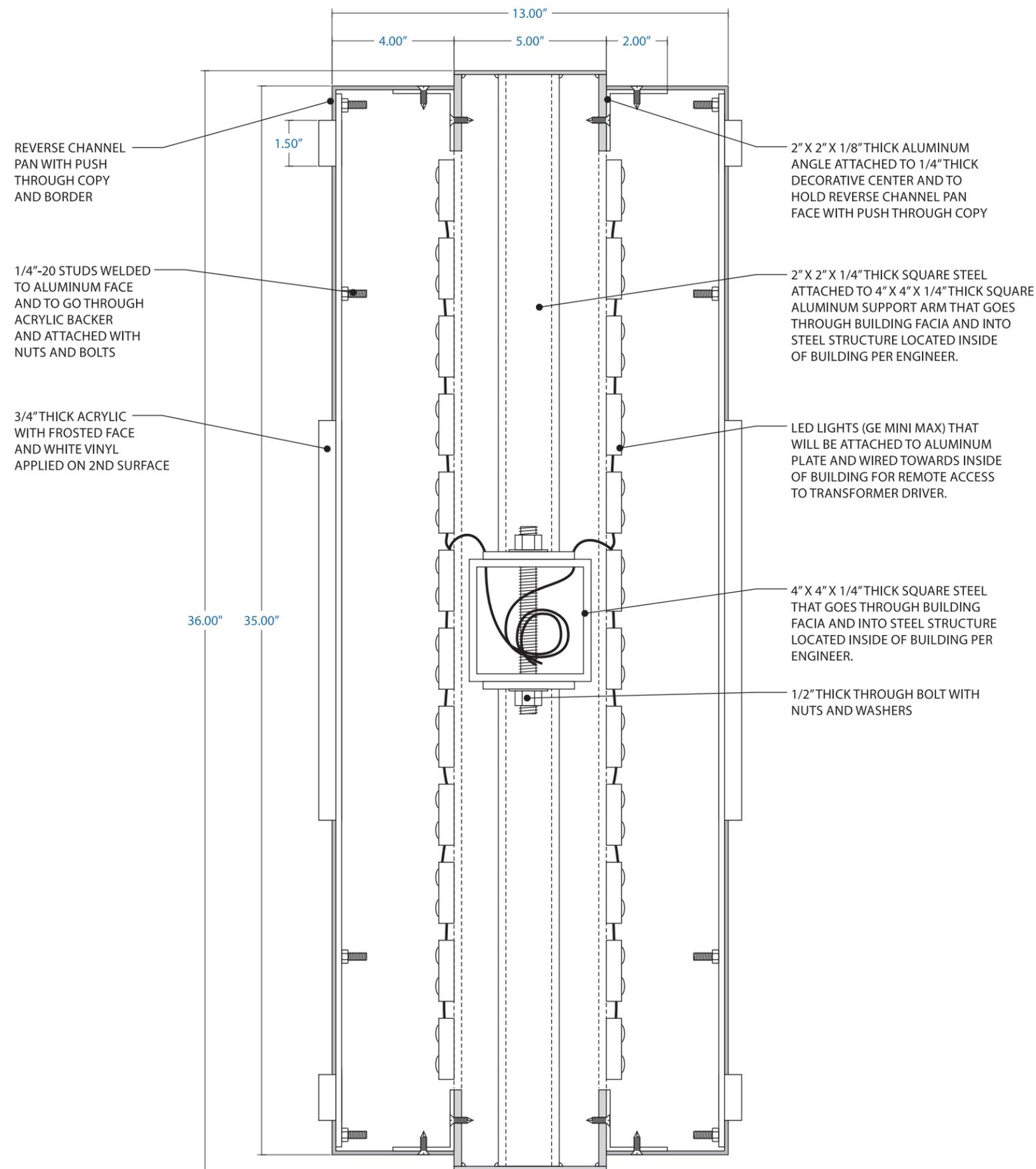
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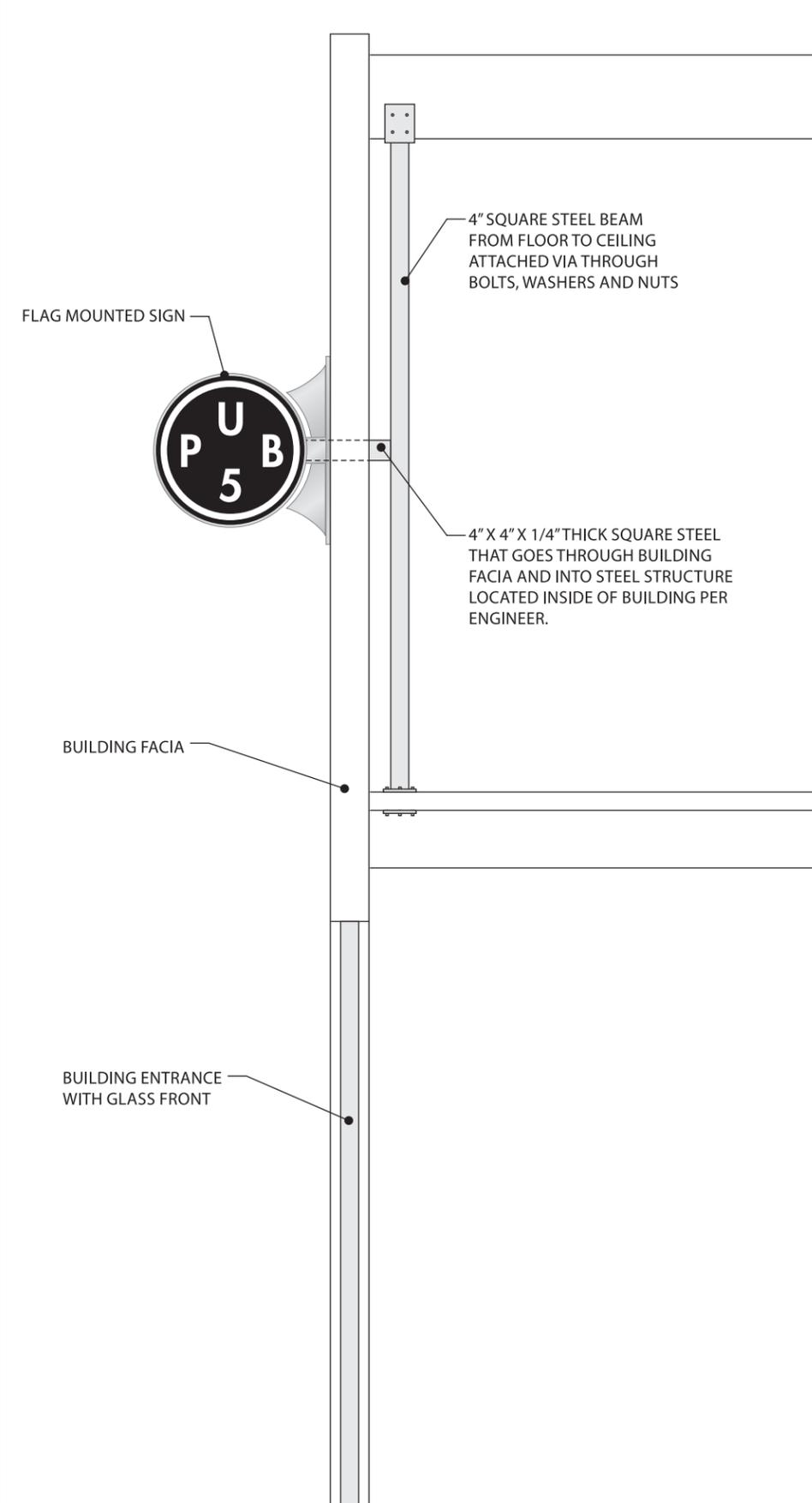
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SCALE: 1:4



SCALE: NTS

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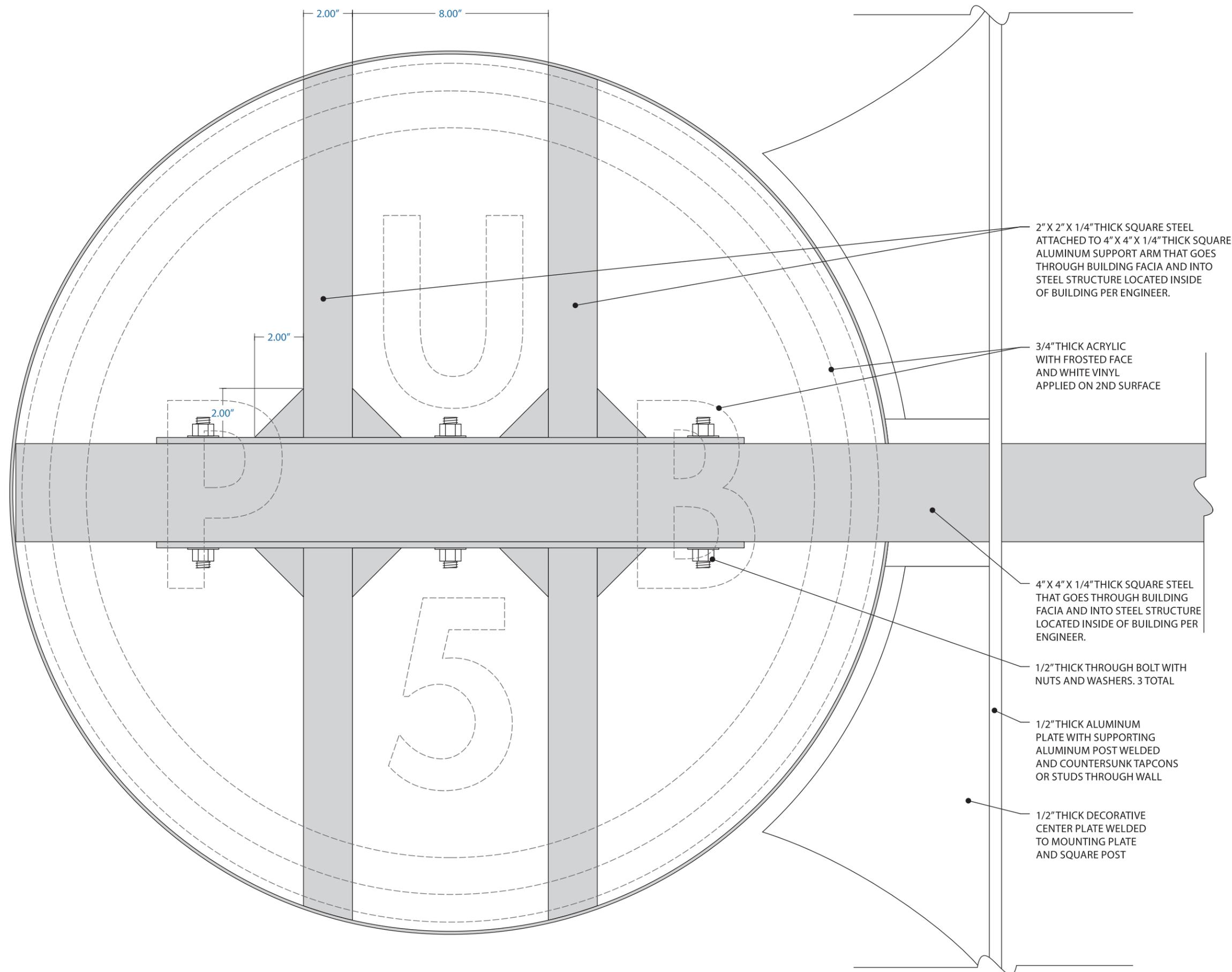
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