



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

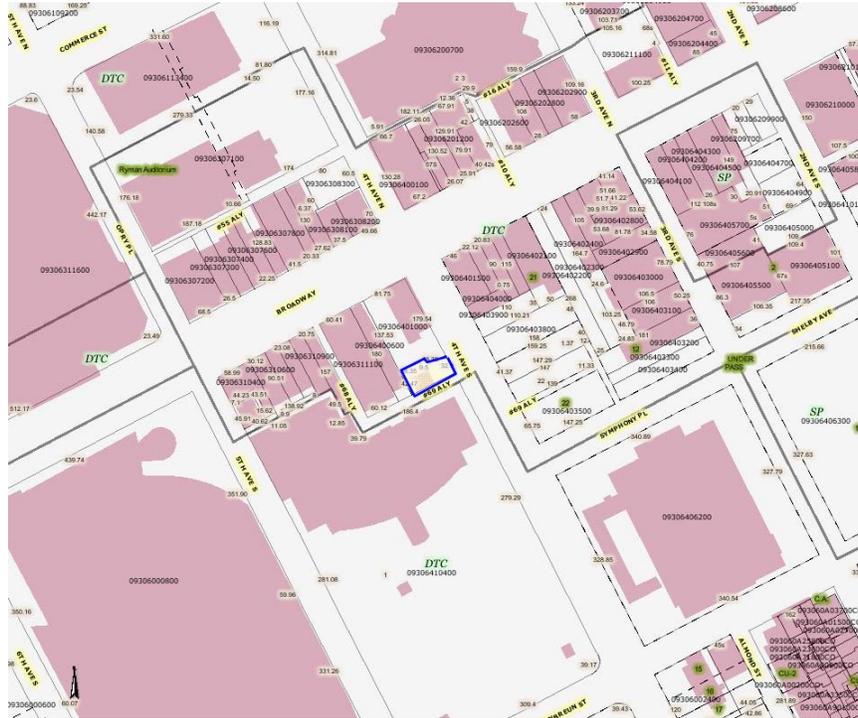
Metropolitan Historic Zoning Commission
Sunnyside in Sevier Park
3000 Granny White Pike
Nashville, Tennessee 37204
Telephone: (615) 862-7970
Fax: (615) 862-7974

STAFF RECOMMENDATION
105 4th Avenue South
April 16, 2012

Application: Signage
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306400800
Applicant: Sign Me Up!
Project Lead: Robin Zeigler, robin.zeigler@nashville.gov

<p>Description of Project: The applicant proposes two painted signs to a building with a previously approved projecting sign.</p> <p>Recommendation Summary Staff recommends approval of the two proposed finding that they meet the design guidelines with the exception of number of signs per building. Staff suggests that one painted sign be allowed that is not counted towards the sign allotment. With this clarification of the design guidelines, the project meets section III of the design guidelines for the Broadway Historic Preservation Zoning Overlay.</p>	<p>Attachments A: Photographs B: Site Plan C: Elevations</p>
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Vicinity Map:



Aerial Map:

Background: 105 4th Avenue South is a contributing building in the Broadway Historic Preservation Zoning Overlay. In 2011 renovations began to turn this former office building into a restaurant.

Applicable Design Guidelines:

III. 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.

Analysis and Findings:

Staff approved a small projecting sign on November 9, 2011 that has not yet been constructed. The building was also recently painted; however, it was previously painted and its repainting met the design guidelines. Staff approved a small rear addition on October 14, 2011.

The applicant now proposes two painted signs on each side of the building, in addition to the blade sign previously approved. The painted signs meet all applicable design guidelines, with the exception of the total number of signs.

Location: The painted signs are between the corner and the windows and below the cornice, as well as being on the upper level and so meet design guidelines 3 and 12.

Materials and design: The design guidelines require that materials be the same as those used between 1850 and 1957. Signage directly painted onto historic masonry, meets this requirement and so meets section 8.

Number: The design guidelines allow for two signs at this location; however, the applicant is proposing three: two painted signs on either side of the building and one projecting sign, previously approved.

Staff recommends allowing for the two painted signs by setting a policy, for this and future projects, to allow for one painted sign without counting it towards the signage allotment, since painted signs were traditionally secondary signage elements and the locations where they are feasible is minimal. Specifically, the design guidelines states, *signage painted on brick side walls may be appropriate. Its size and placement should be compatible to historic examples in the district.* Staff recommends adding additional clarification to the design guidelines, to state:

One painted sign need not be considered within the sign allotment and there should not be more than one painted sign on any one facade. Painted signs should only be added to rear elevations or exposed upper secondary elevations and should not cover transoms, columns, cornices, decorative elements, openings and architectural features or require the enclosure of openings. Painted signs on main facades or the first level of buildings is not appropriate. Generally, a painted sign should not be more than 125 square feet in size. Painted signs should serve as a sign for the current occupant(s) and should not advertise off-site businesses or products. In most cases, painted signs should also not be general scenes or murals, but should be signage. Generally, painted signs should not have lighting; however, if lighting is necessary, it should be between one and two gooseneck lights or another type of light

that can be hidden by an architectural feature. Metallic and dayglo paints are not appropriate.

In this case, the building would have one sign on the front of the building and two painted signs on either side of the building. No more signs or painted signs would be appropriate for this building until one of these three is removed.

Lighting: No lighting has been proposed.

Staff recommends approval of the two proposed painted signs finding that they meet the design guidelines with the exception of number of signs per building. Staff suggests that one painted sign be allowed that is not counted towards the sign allotment. With this clarification of the design guidelines, the project meets section III of the design guidelines for the Broadway Historic Preservation Zoning Overlay.

SIDE 1:



SIDE 2:

