

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
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STAFF RECOMMENDATION

100 Broadway
September 19, 2012

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306208600

Applicant: Don Morris, General Manager of Hard Rock Cafe

Project Lead: Robin Zeigler, robin.zeigler@nashville.gov

Description of Project: Applicant proposes to install a one-story projecting sign on the contributing building at 100 Broadway.

Recommendation Summary: Staff recommends approval finding the proposed to meet the design guidelines with the exception of Section III.F., of which the intent is met by having an opaque background.

Attachments

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

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

III.A. Guidelines: Signage Types

1. *The following are types of signs that are not reviewed:* 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.

*Temporary signage should not remain more than 30 days.
Signage located inside the building is not reviewed.*

2. *The following are examples of appropriate signage:* Signs located on glass elements; projecting and blade sign; awning, canopy and marquee signs; plaques and painted signs in historically appropriate location. Banners and flags that use placement, mounts, and materials compatible to the building may be used. Plastic is not appropriate material. *Opaque canvas, cotton duck or similar natural materials are appropriate for banners and flags.*
3. *The following are examples of non-appropriate signage:* plastic; permanent free-standing; over-scaled; internally-lit; signs that flash or move; LED; billboards and reader boards; signs that incorporate fluorescent, day-glo, holographic and/or photo printed letters and backgrounds. Rooftop signs are not permitted.

III.B. Guidelines: Signage Number & Location

1. 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.

Not included in this number are interior window signs (which are not reviewed) address identification, directional signage, temporary and sandwich board signs and painted signs, where they are appropriate.

2. Signage should be placed in locations historically used for signage and should not obscure transoms, columns, cornices, decorative elements, or architectural features.

New signs should respect neighboring buildings by not shadowing or overpowering adjacent structures.

Signs may be on glass windows, glass doors or glass transoms and should be painted; silk screened, gilded, etched into the glass or may be vinyl lettering.

Hanging signs should project from the face of the building and be placed between the first and second levels or between second level windows.

Wall signs should be located on the fascia or horizontal band between the storefront and the second floor when it will not cover architectural details. Small wall signs to the side of an entrance are also appropriate.

Mounting brackets should be simple in design and mounting methods should not damage the historic building. When possible, fittings should penetrate mortar joints rather than brick.

Signloads should be properly calculated and distributed.

Graphics on awnings may be painted, silk screened or sewn into the material.

3. 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.

4. Upper floor window graphics and lettering are appropriate.
5. Signage painted on brick side walls may be appropriate. Its size and placement should be compatible to historic examples in the district.

III.C. Guidelines: Signage Size

1. Projecting sign or blade signs on the upper façade should be limited to one-story in height and should be vertical in orientation.

One-story height is usually considered as window sill to window sill for buildings more than two stories.

2. 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.

Eighteen inches or less is generally an appropriate width for projecting signs. Generally, blade signs should have no more than 4" between the edge of the sign and the wall; although, architectural details may require more.

3. 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.

Six inches or less is generally an appropriate width for flush mounted signs.

III.D. Guidelines: Signage Materials

1. 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.

Generally signs should be limited to no more than two (2) or three (3) colors, with backgrounds being a dark color.

2. Signage painted on storefront display windows is appropriate.

III.F. Signage Lighting

1. Concealed, indirect, or spot lighting is appropriate for exterior signage. Visible fluorescent or incandescent bulbs are not appropriate.

Internally-lit, plastic box signs, bare spot lights, or high-wattage metal halide lights are not appropriate.

Backlit or internally illuminated signage, is not appropriate;

2. Backlit or internally illuminated signage, other than neon, is not appropriate.
3. 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.
4. Flush mounted neon box signs are not appropriate. Neon transformers should be located within the building, not within a sign box.
5. String, flashing, or racing lights are not appropriate.

Background: 100 Broadway is a contributing building to both the Second Avenue and Broadway Historic Preservation Zoning Overlays. Despite its address and corner entrance it is primarily oriented to Second Avenue. Since both of the Overlays are very similar in terms of signage guidelines and the proposed signage will have a greater impact on Broadway rather than Second Avenue, the Broadway guidelines were used.

Analysis and Findings:

Signage & Identity

Number: This building is allowed three signs, not including window signage, and currently has two: a small projecting sign at the entrance and a neon sign at the top of the east elevation (facing First Avenue).

Location: The projecting sign will appear to be attached to the side fire escape on the Broadway facade, which was the only location available to avoid covering the corner turret, windows or other decorative features. It will hang between the first two windows on the Broadway side and be between the first and second floors, an appropriate location for historic signage.

Scale: The guidelines require that projecting signs be no more than one-story in height which for most buildings in the overlay, including this one, is approximately twelve feet (12'). The proposed sign is twelve feet (12') tall. The sign is vertically oriented, as required by the guidelines and twelve inches (12") thick. As much as eighteen inches (18") of thickness can be appropriate. The building is very narrow which is accentuated by the loss of the building to its left on Second Avenue. The proposed sign is also narrow, approximately four and one-quarter (4 1/4') feet wide at its widest point with the majority of the sign being only approximately two and one half (2 1/2') feet wide. Even with the fire escape, the sign projects no more than six feet (6') from the wall of the building, and the design guidelines allow for as much as seven feet (7'). Staff finds that the sign is appropriately scaled for the building.

Materials: The sign is made from acrylic and metal. Although the guidelines require metal or wood and not plastic, plastics that read as another material have become a standard and approved by the commission in the past.

Lighting: The sign is proposed to be internally lit which is expressly prohibited in the design guidelines. Recently when the downtown code area was considering new signage guidelines, consultants showed examples of back lit signs that use a dark background that only allowed for the illumination of the lettering. They argued that this type of sign meets the intent of the design guidelines and provides a relatively inexpensive option for applicants; lighter signage that requires fewer holes into historic walls; and thinner sign than neon signage. In this case, the sign will have a dark rust background with only the white lettering down the body of the sign and the logo at the bottom illuminated internally. Staff recommends approval; however, the Commission should understand that if approved they will be allowing for like signage within the Second Avenue overlay.

Staff finds that an internally lit sign with a dark opaque background meets the intent of Section III. F of the design guidelines.

Mounting: Signage should have a minimal number of attachments and utilize mortar joints as much as possible. This sign will require one penetration into the historic wall. Although the plate itself will be a twelve inch (12") square the penetration will only be six inches (6"). This large hole will be mitigated by the fact that only one is required.

Staff recommends approval finding the proposed to meet the design guidelines with the exception of Section III.F., of which the intent is met by having an opaque background.

ALL DIMENSIONS BASED ON INFORMATION PROVIDED TO UNITED SIGN SYSTEMS, SUBJECT TO FIELD VERIFICATION PRIOR TO PRODUCTION OF SIGNS.



New Steel Support For Proposed 12 Ft. Tall Blade Sign To Be Located Here

Partial Elevation

Scale: NTS @ 8.5x11

CLIENT:	Hard Rock Cafe		
LOCATION:	Nashville, TN		
DATE:	August 30, 2012	STORE #	X
DRAWING #	HRC-359-1.2		
DRAWN BY:	DJ	SHEET SIZE	8.5 x 11

THIS DESIGN IS SUBMITTED AS PART OF OUR PROPOSAL AND IS TO REMAIN OUR PROPERTY EXCLUSIVELY UNTIL ACCEPTED AND APPROVED BY PURCHASE.

REV #	DESCRIPTION	DATE	BY
#1	Relocate Steel Support	08-31-12	DJ



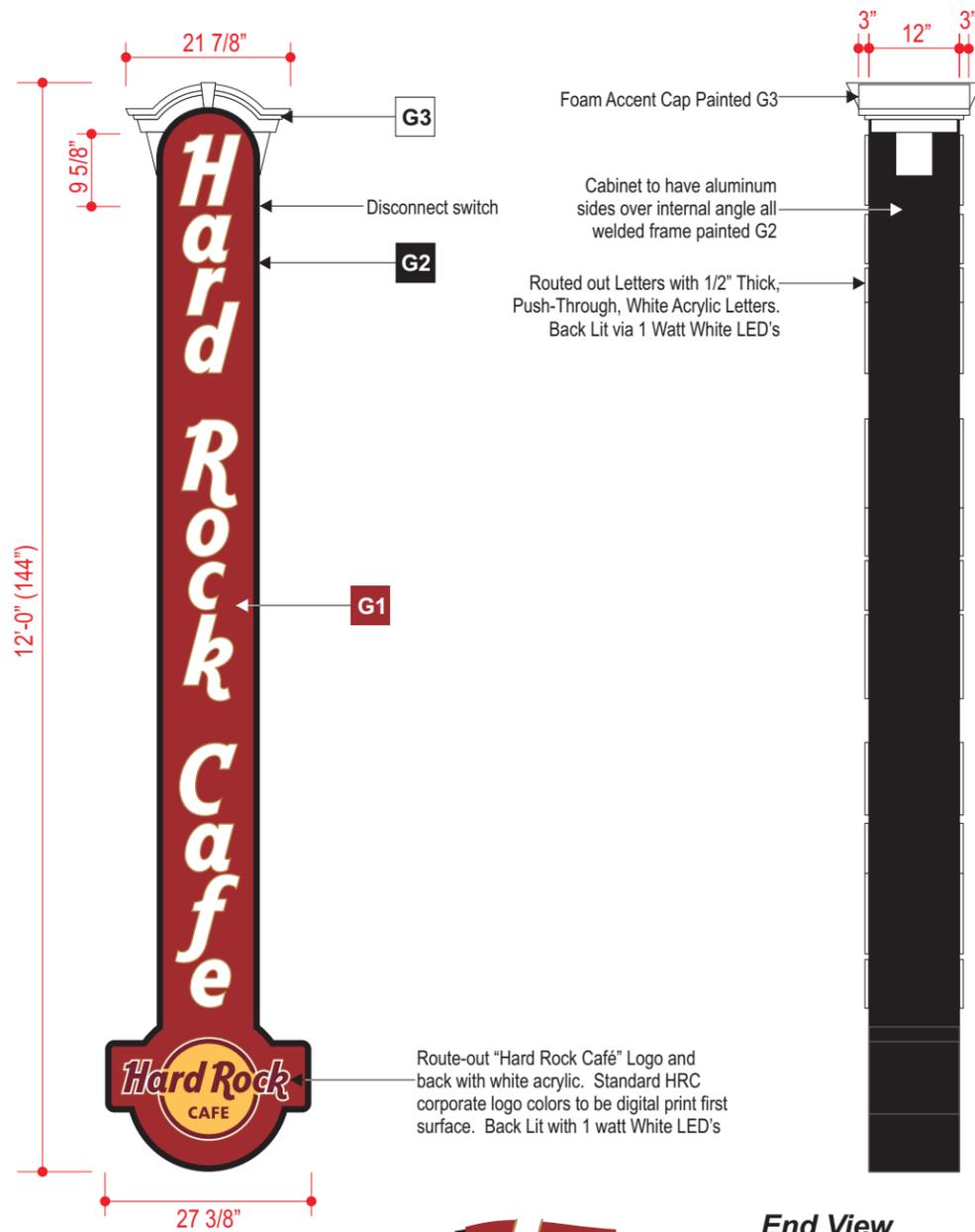
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND / OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



United Sign Systems

206 Tower Drive
 Oldsmar, Florida 34677
 unitedsignsystems.com
888-704-1516
 A Division of United Advantage Sign Companies, Inc.

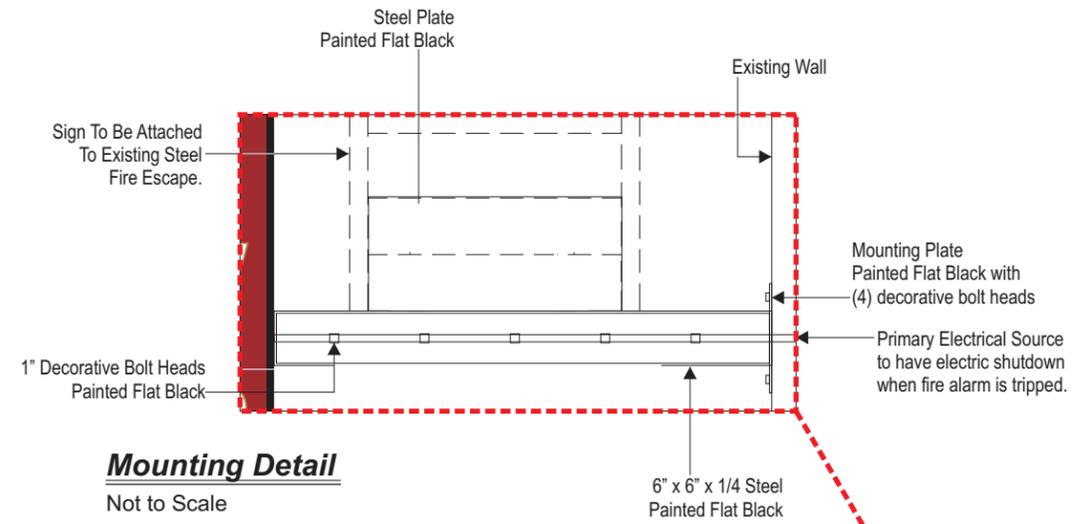
Double face blade sign with LED Illumination



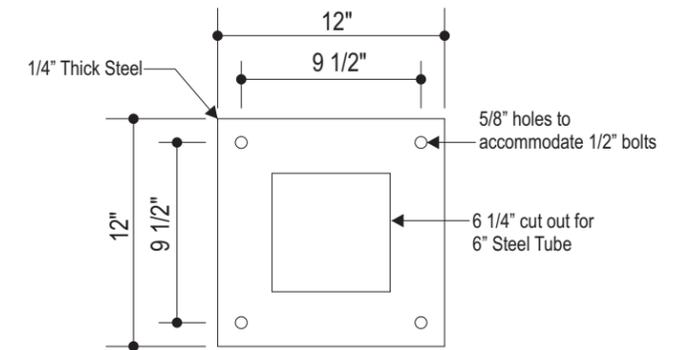
Blade Sign
Scale: 1/2"=1'-0" (@ 11 x 17)



Logo Color
Scale: NTS (@ 11 x 17)

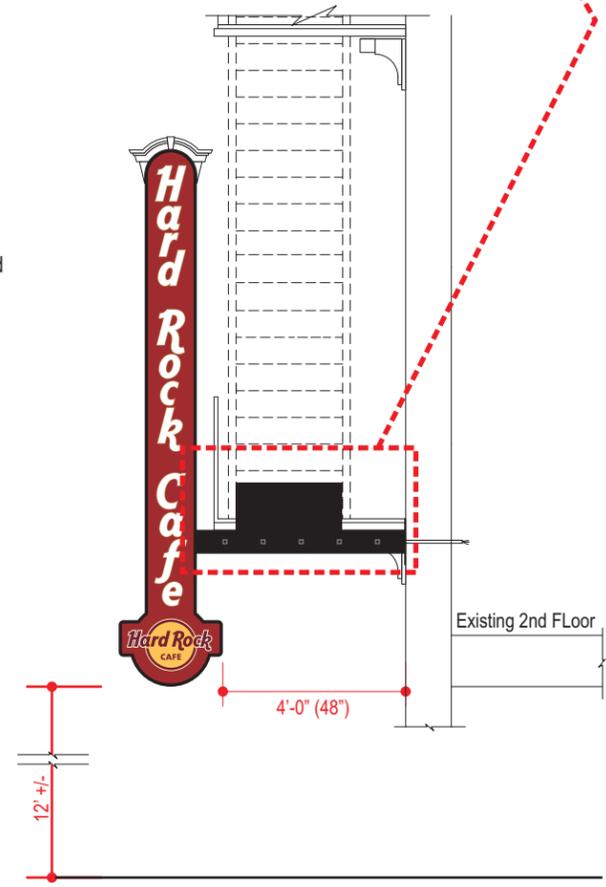


Mounting Detail
Not to Scale



Mounting Plate
Not to Scale

- G1**
PMS 491 Rust
3M #3630-63
- G2**
PMS Satin Black
- G3**
PMS Satin White
- G4**
PMS 142 Marigold
3M #3630-75



Elevation
Scale: 1/4"=1'-0" (@ 11 x 17)

Electrical Specifications	
Transformers:	VLP100-120
Qty Req'd:	3 @ .5 Amps Ea
	1 Watt White
	Ventex Venbrite LEDs
Total Amps Req'd:	1.5
Voltage Req'd:	120V

End View
Scale: 1/2"=1'-0" (@ 11 x 17)

CLIENT:	Hard Rock Café	
LOCATION:	Nashville, TN	
DATE:	12-2-10	STORE # X
DRAWING #:	HAR-Nashville-Blade Exterior	
DRAWN BY:	JJM/DD	SHEET SIZE 11 x 17

THIS DESIGN IS SUBMITTED AS PART OF OUR PROPOSAL AND IS TO REMAIN OUR PROPERTY EXCLUSIVELY UNTIL ACCEPTED AND APPROVED BY PURCHASE.

#6	Update Elevation	08/31/12	DJ
REV #	DESCRIPTION	DATE	BY

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND / OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

CUSTOMER APPROVAL:
SIGNATURE _____
DATE: _____
APPROVAL RECEIVED BY UNITED
DATE: _____

IMPORTANT:
PERMANENT ACCESS TO THE BACK SIDE OF THE WALL IS REQUIRED FOR INSTALLATION AND WIRING OF THE SIGN. IF IT IS NOT AVAILABLE IT MUST BE PROVIDED BY THE CUSTOMER BEFORE INSTALLATION.

206 Tower Drive
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