



# 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

329 Broadway  
September 19, 2012

**Application:** 329 Broadway  
**District:** Broadway Historic Preservation Zoning Overlay  
**Council District:** 06  
**Map and Parcel Number:** 09306401500  
**Applicant:** Joslin Signs  
**Project Lead:** Robin Zeigler, robin.zeigler@nashville.gov

<p><b>Description of Project:</b> The applicant proposes two new signs to this non-contributing building. The building currently has three signs all of which were installed without a Preservation Permit.</p> <p><b>Recommendation Summary:</b> Staff recommends approval with the following conditions:</p> <ul style="list-style-type: none"><li>• The proposed signs be moved down to be in line with the second story windows; and</li><li>• The permit not be issued until the unpermitted sign at the top of the building and the unpermitted sign on the ground at the entrance are removed.</li></ul> <p>With these conditions, staff finds that the project meets the design guidelines for Signage in the Broadway Historic Preservation Zoning Overlay.</p>	<p><b>Attachments</b> <b>A:</b> Photographs <b>B:</b> Specifications</p>
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## 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:** By 1982 the building was greatly altered with a 1960s era skin or false façade on the upper levels and the storefront had been reconstructed. The document, *A Market and Design Study for the Broadway National Register District*, recommended removing the skin and reconstructing the historic storefront or installing a compatible contemporary storefront. Instead of simply removing the false façade, the front approximate one-fourth of the building was replaced in the early 1990s. For this reason, 329 Broadway is considered a non-contributing building to the Broadway Historic Preservation Zoning Overlay. In recent years the building has been home to Cowboy LaCage (1995-1997) and an Irish restaurant (1997-2004). In 2008 MHZC staff approved exterior repairs and painting of the masonry.

On April 20, 2011, the MHZC approved exterior alterations. That permit allowed the building to be repainted because of a mismatch of brick but required the applicant to submit color samples for review and approval. The building was painted without the appropriate review process. The cornice at the top of the building has not been installed, as shown on the submitted plans. These violations have been submitted to the Metro Legal Department.

In addition to these two violations of an existing permit, three signs were installed without obtaining a Preservation Permit. This violation has also been sent to the Metro Legal Department.

### **Analysis and Findings:**

**Number:** This building is allowed three signs and currently already has three that were installed without a permit: painted wood sign above the door, painted sign at the top of the building and a sign on the concrete at the entrance. Not only were these signs installed without a permit at least two do not meet the design guidelines: the one at the top of the building and the one on the ground at the entrance are in inappropriate locations.

**Location:** The guidelines require that signage be installed in a historically appropriate location which would be between the first and second levels or at the second level. The proposed location of between the second and third levels is inappropriate and does not meet design guideline III.B. Staff recommends that the signs be located level with the second floor windows.

**Scale:** The guidelines require that projecting signs be no more than one-story in height. At just eight feet and four inches (8' 4") tall, the proposed signs meet this requirement. The signs are vertically oriented, as required by the guidelines, project seven feet (7') from the wall and are each eighteen inches (18") thick. Staff finds that the signs are appropriately scaled for the building.

**Materials:** The signs are made of aluminum, steel and neon. The graphics "Honky Tonk" will be channel letters and the lines and "central" will be exposed neon.

Mounting: Typically, signage should have a minimal number of attachments; however since the front façade of the building is new brick and not historic, this is less of a concern.

Staff recommends approval with the following conditions:

- The proposed signs be moved down to be in line with the second story windows; and,
- The permit not be issued until the unpermitted sign at the top of the building and the unpermitted sign on the ground at the entrance are removed.

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



Painted sign at the top of the building installed without a permit in an inappropriate location. Seen above the door at the bottom of the photo is another sign installed without a permit. This image also shows that the cornice to be installed at the top was not installed.

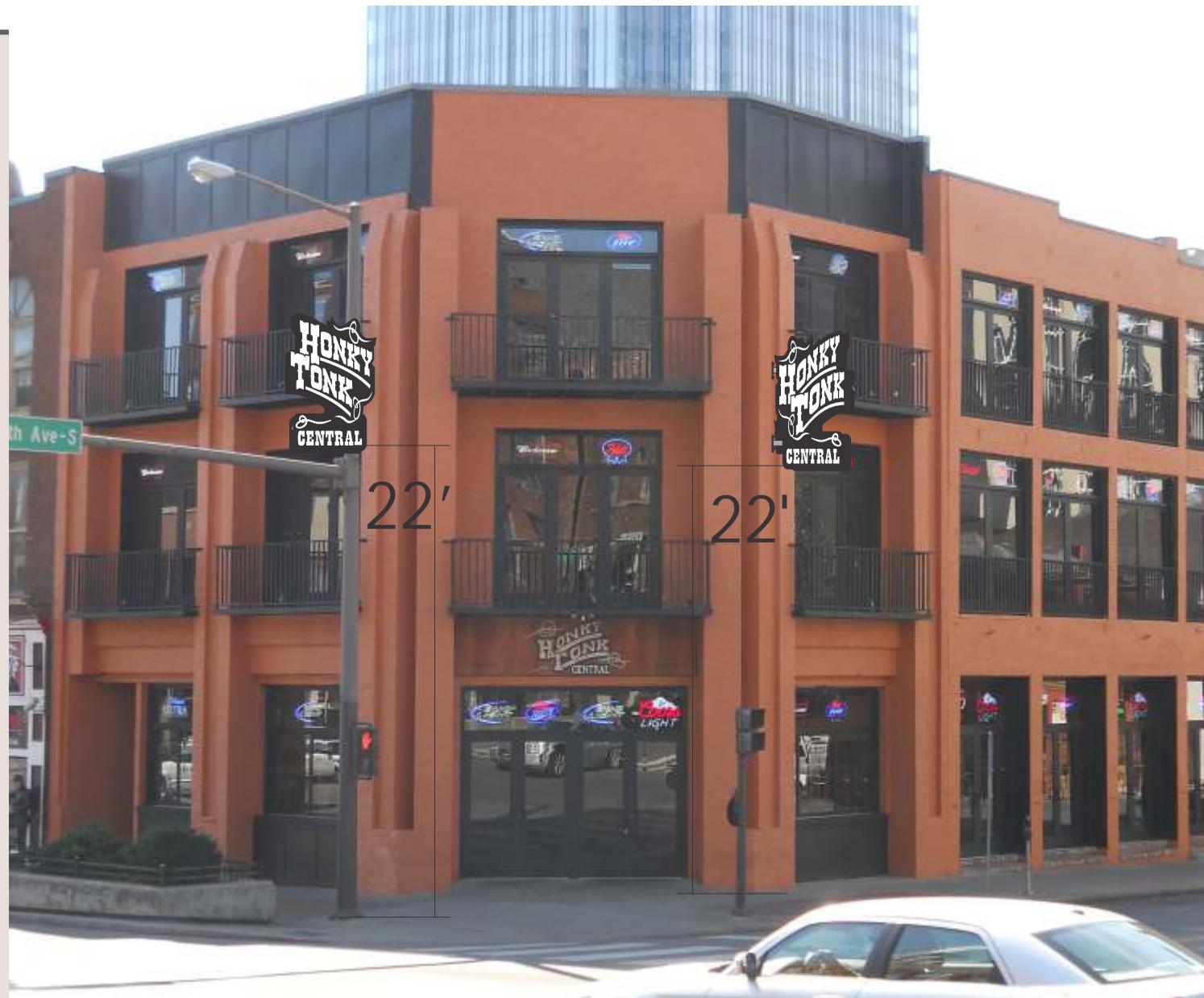


Signage at entrance installed without a Preservation Permit.



**FRONT VIEW**  
SCALE: 3/8" = 1'-0"

\*Design & Drawing Are Property Of Joslin Sign.  
Use Without Consent Is Subject To Invoicing  
And/or Litigation.



PROJECT TITLE:	<b>HONKY TONK CENTRAL</b>		
LOCATION:	BROAD STREET NASHVILLE, TN		
JOB CONTACT:	NAME	PROJECT MANAGER:	HOUSE
DRAWING NO.:	<b>12457-H20-01</b>		

**SPECIFICATIONS & FINISHES:**

1. FABRICATE/INSTALL TWO (2) DOUBLE FACED PROJECTING SIGNS AS ILLUSTRATED AND SPECIFIED.

- PMS  
TBA
- PMS  
TBA
- PMS  
TBA
- PMS  
TB

DESIGNED BY:	DATE:
CT	06-18-12
WORK ORDER NO.:	XXXXXX
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<b>APPROVALS</b> FOR MANUFACTURING
ENGINEERING:
INSTALLATION:
PROJECT MANAGER:

**JOSLIN**  
AND SON  
**SIGNS**

630 Murfreesboro Rd. Nashville, TN 37210  
615.255.3463 1.800.545.9557



FACE VIEWS

PROJECT TITLE: **HONKY TONK CENTRAL**

LOCATION: BROAD STREET  
NASHVILLE, TN

JOB CONTACT: NAME PROJECT MANAGER: HOUSE

DRAWING NO: **12457-H20-02**

**SPECIFICATIONS & FINISHES:**

1. FABRICATE/INSTALL TWO (2) DOUBLE FACED PROJECTING SIGNS AS ILLUSTRATED AND SPECIFIED.

- PMS  
TBA
- PMS  
TBA
- PMS  
TBA
- PMS  
TB

DESIGNED BY: CT DATE: 06-18-12

WORK ORDER NO.:  
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PAGE **1** OF **2**

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