



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

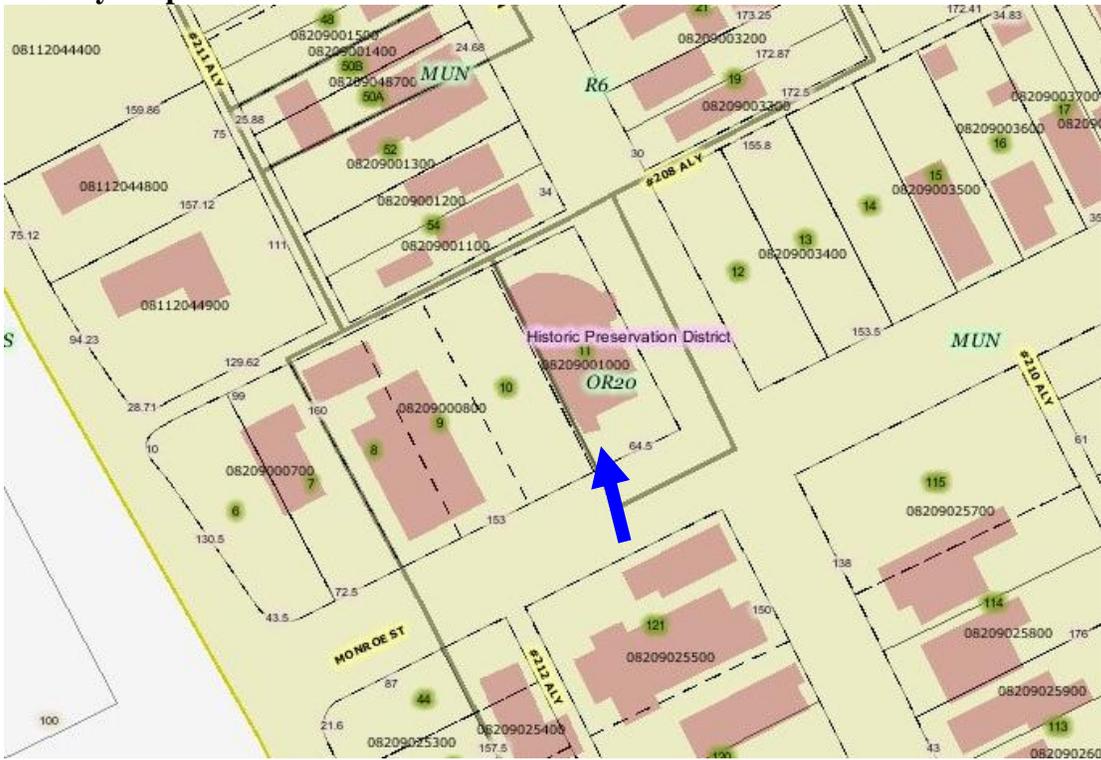
Metropolitan Historic Zoning Commission
Sunnyside in Sevier Park
3000 Granny White Pike
Nashville, Tennessee 37204
Telephone: (615) 862-7970
Fax: (615) 862-7974

STAFF RECOMMENDATION
700 Monroe Street
April 17, 2013

Application: Signage; Setback Reduction
District: Germantown Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 08209001000
Applicant: Carl Bell, A-1 Signs
Project Lead: Melissa Baldock, melissa.baldock@nashville.gov

<p>Description of Project: Application is to install a monument sign in front of the Monroe Street United Methodist Church</p> <p>Recommendation Summary: Staff recommends approval of the project with the following conditions:</p> <ol style="list-style-type: none">1. The applicant submit new drawings that are to scale.2. The sign face be reduced to be sixteen square feet or less.3. Staff review and approve a brick sample prior to purchase and installation.4. The sign not be internally illuminated and the applicant submit information on any external illumination. <p>With these conditions, staff finds that the project meets Section 8.0 of the design guidelines for the Germantown Historic Zoning Overlay.</p>	<p>Attachments A: Site Plan B: Elevations</p>
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Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

8.0 Signage

Review is required only for permanent signs that are mounted on the exterior of buildings or anchored freestanding on the property. Signage behind display windows, transoms, and upper story windows, as well as temporary signs, such as sandwich boards and banners, are not reviewed. Recognizing the importance of signage and building graphics to the business needs of merchants and property owners, the MHZC supports interpretation of the signage guidelines to further the dynamic, creative, entertaining, and often eclectic identity requirements of the Germantown district.

8.1 Design Standards

- 8.1.1 Signage should be placed in locations historically used for signage and should not obscure transoms, columns, cornices, decorative elements, or key architectural features.
- 8.1.2 Signs shall be of quality design and craftsmanship. Wood or painted metal are preferable materials. Low-grade plastics and synthetic materials are discouraged.
- 8.1.3 Awning signage is appropriate for non-residential structures. However, the size of the letters/graphics should not dominate the awning.
- 8.1.4 Signs shall be limited to on-premises signs related to the use or business conducted on the same site.
- 8.1.5 Well-designed hand-painted signs are permitted.
- 8.1.6 Well-designed permanent widow painted signs are permitted.
- 8.1.7 Abandoned, deteriorated, or damaged signs and sign posts shall be removed.
- 8.1.8 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.
- 8.1.9 Signs for multiple tenant occupancies/multiple businesses shall be of similar material and design.

8.2 Signage not Permitted

- 8.2.1 No billboards or general advertising signs shall be permitted.
- 8.2.2 Marquee type signs for announcements of activities taking place at the location are prohibited (exceptions: churches, schools, and institutional use).
- 8.2.3 Rooftop signs are not permitted.
- 8.2.4 Off-site signs are not permitted.
- 8.2.5 Pole-mounted signs are not permitted.

8.4 Monument and Freestanding Signs

Monument and freestanding signs shall be permitted only when a building sits more than 20 feet from a public street.

- 8.4.1 Business signs shall be limited to one (1) sign for each street frontage per premises. Monument signs shall be limited to a height of 6', a thickness of 12", and a total area of 16'.

8.5 Sign Illumination

- 8.5.1 No sign that flashes, blinks, revolves, races, or is put in motion by the atmosphere shall be permitted. No visible bulbs, luminous paints, or plastics will be permitted as part of any New signs shall be either spotlighted, externally lit or backlit with a diffused light source.
- 8.5.3 Spotlighting should completely shield all light sources. Lights should be contained primarily within the sign frame.
- 8.5.4 Back-lighting should illuminate only letters, characters or graphics on the sign, not the sign background.
- 8.5.5 Neon is permitted only as lighting for channel letters on projecting and blade signs.
- 8.5.6 Buildings and signs may be illuminated by remote light sources, provided that these light sources are shielded to protect adjacent properties.

Background: 700 Monroe Street is the Monroe Street United Methodist Church (see Figure 1). It is located at the corner of Monroe Street and 7th Avenue North. The church is a Gothic Revival style brick church constructed in 1906 for the Monroe Street United Methodist Church. It is considered to be a contributing structure to the Germantown Historic Zoning Overlay.



Figure 1. The Monroe Street United Methodist Church at 700 Monroe Street.

Analysis and Findings:

Location and Setback: The sign will be a monument-style sign, which is appropriate for a religious structure. The design guidelines state that monument-style signs are appropriate “when a building sits more than 20 feet from a public street.” In this case, the front façade of the church is set back more than twenty feet (20’) from Monroe Street. The side façade, however, is located less than twenty feet (20’) from 7th Avenue North. Staff finds that a monument style sign does meet the design guidelines because it will be located in the front yard, where there is a twenty foot (20’) setback.

Bulk zoning requires that permanent grounds signs that have ground coverage between two feet, six inches (2’6”) and ten feet (10’) like this one be located fifteen feet (15’) from the property lines. The applicant is proposing to locate the sign just ten feet (10’) from the Monroe Street and 7th Avenue North property lines. Staff finds this setback reduction to be appropriate because historically, free standing church signs often sat closer to the street than fifteen feet (15’) and the Codes Department has stated that they do not have any safety concerns with the location. In addition, the sidewalk will make the sign appear to be more than ten feet (10’) from the property line. The sign will be angled so that it can be seen from both Monroe Street and 7th Avenue North.

Staff finds that the location and setback for the sign meets section 8.4 of the design guidelines for the Germantown Historic Zoning Overlay.

Design & Materials: The design guidelines state that that “Monument signs shall be limited to a height of 6’, a thickness of 12”, and a total area of 16’.” In this case, the sign itself is six feet, one inch (6’1”) wide and four feet, one inch (4’1”) tall. The area will therefore be more than twenty four square feet (24 sq. ft.). Staff asks the applicant to reduce the size of the signage so that it is sixteen square feet (16 sq. ft.) or less. The sign cabinet is one foot (1’) deep, which is appropriate. The sign will be mounted on a brick

base. The dimensions of the brick base were not provided on the drawings, and the drawings submitted are not to scale. Staff asks that a condition of approval be that new drawings that are to scale be provided. Staff also asks to approve a brick sample.

The material of the sign face will be panformed lexan polycarbonate with flat painted copy. The bottom section of the sign will have three lines of track for four inch (4") changeable copy, which is appropriate.

The sign is proposed to be internally illuminated with fluorescent lamps. Internal illumination does not meet the design guidelines. Staff asks that a condition of approval be that the sign not be internally lit and that staff approve any plans for external illumination.

Recommendation Summary: Staff recommends approval of the project with the following conditions:

1. The applicant submit new drawings that are to scale.
2. The sign be reduced to be sixteen square feet or less.
3. Staff review and approve a brick sample prior to purchase and installation.
4. The sign not be internally illuminated and the applicant submit information any external illumination.

With these conditions, staff finds that the project meets Section 8.0 of the design guidelines for the Germantown Historic Zoning Overlay.

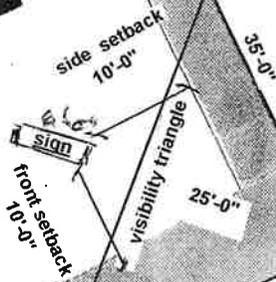
R6

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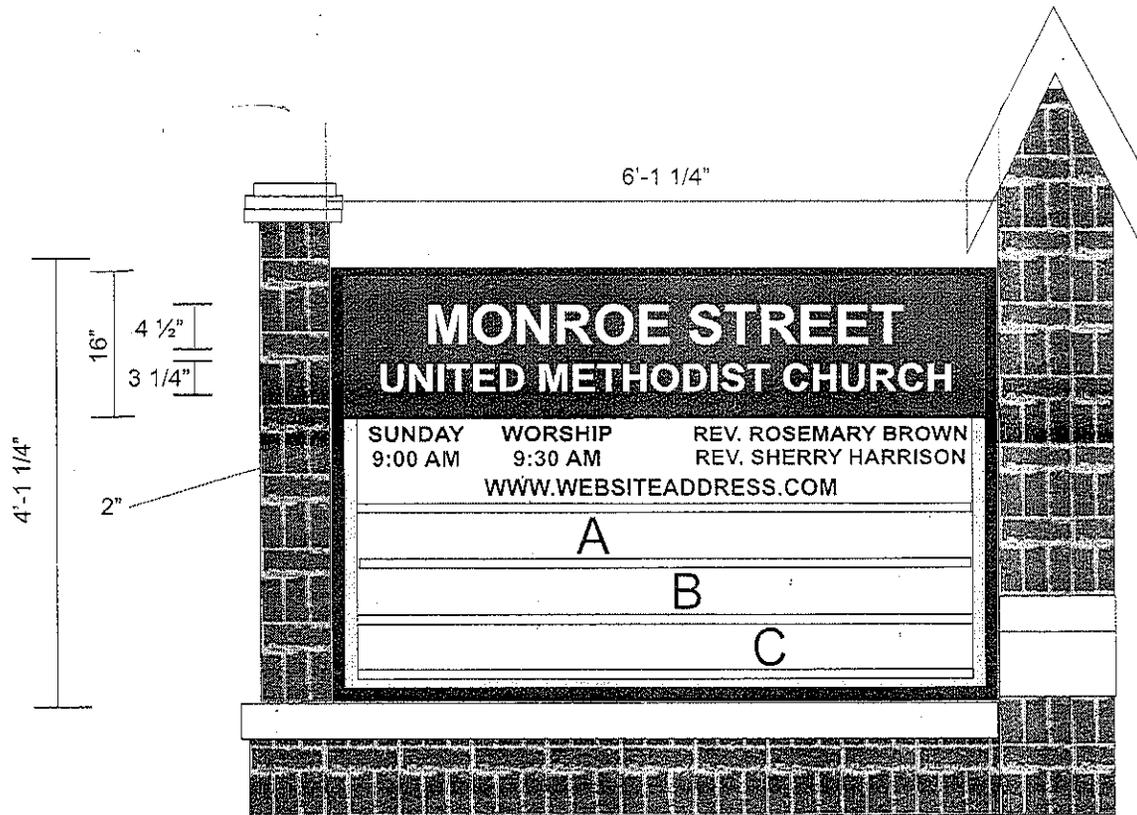
Monroe Street United Methodist Church
700 Monroe Street
Nashville, TN. 37208

7th Ave North



Parcel ID # 08209001.000

35'-0"



D/F ILLUMINATED MONUMENT SIGN

FACES OF PANFORMED LEXAN POLYCARBONATE WITH FLAT PAINTED COPY.

BOTTOM SECTION TO HAVE 3 LINES OF TRACK FOR 4" CHANGEABLE COPY.

SIGN WILL BE INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS ON 12" CENTERS. CABINET TO BE 12" DEEP AND PAINTED BLACK. SIGN TO BE INSTALLED ON BRICK BASE, BY OTHERS. CABINET WILL HAVE "PICTURE FRAME" RETAINER.

 PANTONE 470



www.a-1signs.com

HIGHWAY 96 .PO.BOX 247 DICKSON, TN 37055
U.S. (800) 446-0066 office@a-1signs.com
DICKSON (615) 446-2856 FAX (615) 446-6616
THIS DESIGN IS THE PROPERTY OF A-1 SIGNS

SCALE: 3/4" = 1'-0"
DATE: 02/04/13
LOCATION: Nashville, TN
SALES: Carl Bell
DRAWN BY: MBinkley
DRAWING #: UMC Monument R2
JOB TITLE: Monroe Street UMC
TRACKING #: MSUMC NV TN 02 04 13 CB R2
REVISED: 02/11/13
REVISED: 03/07/13