



**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**

**316 Broadway  
June 19, 2013**

**Application:** Signage and Storefront Alterations

**District:** Broadway Historic Preservation Zoning Overlay

**Council District:** 19

**Map and Parcel Number:** 09306201200

**Applicant:** Andrew Pulliam

**Project Lead:** Robin Zeigler, [robin.zeigler@nashville.gov](mailto:robin.zeigler@nashville.gov), 615-862-7970

**Description of Project:** The applicant proposes to make alterations to the storefront to include a new storefront windows, awning and signage and to alter openings along the right side, alley elevation.

**Recommendation Summary:** Staff recommends approval with the conditions that:

- The awning material be canvas, cotton duck or similar natural material of a solid color;
- The total square footage of the two signs be reduced so that they do not exceed fifty-two square feet (52 sq. ft);
- Applicant obtain staff approval for signage and submit detailed drawings of both signs showing the location of neon, background color and how the awning sign will be adhered;
- The bare bulbs be removed or replaced with neon; and,
- The application obtain staff approval of final window design and materials.

With these conditions, the project meets the design guidelines.

**Attachments**

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

**Vicinity Map:**



**Aerial Map:**



## **Applicable Design Guidelines:**

### **Storefronts**

1. Historic storefronts, their component elements, and other aspects of appearance including the original entrance configuration, plane, and recess should be retained.
2. Deteriorated or damaged storefronts or component elements should be repaired using historically appropriate materials.
3. If replacement storefronts or component elements are necessary, replacements should be compatible with the materials, composition, design, texture, and general appearance of the original. Replacements should use physical or photographic evidence to replicate the original appearance. If evidence is not available, the replacement storefront should use arrangement, features, materials, and proportions typically found on buildings of the same style and period of the building involved.

### **Doors and Entryways**

1. Original doors, entryways, and related elements should be retained.
2. Deteriorated or damaged doors or entryways should be repaired using historically appropriate materials.
3. If replacement doors are necessary, replacements should replicate the originals. If original doors do not remain, replacement doors should be of wood and the proportion of glass to door should be comparable to the proportion of display windows to storefront.
4. If doors or entrances do not conform to building or accessibility codes, the originals should be retrofitted to conform. If this is not feasible, replacement doors should be compatible with the original storefront. Variances to building codes may also be sought when the building meets the intent of the code requirements.
5. If wood replacement doors are not feasible, or were not original to the building, dark or bronze anodized metal doors with a wide stile may be appropriate. Raw metal doors and doors without a glass pane are not appropriate. Glass used in replacement doors should be clear.
6. Generally, new entryways should not be introduced to public facades, unless needed for access to an upper floor or a secondary building use. If a new entrance is needed, it should be compatible with the style and period of the building.

### **Display Windows**

1. Original display windows and their component elements should be retained.
2. Deteriorated or damaged display windows should be repaired using historically appropriate materials.
3. If replacement display windows are necessary, replacements should replicate the originals. If original display windows do not exist, replacements should be appropriate for the building's style and period.
4. Appropriate replacement elements include individual or grouped single-light clear-glass panes and simple wood, copper, bronze anodized aluminum, or baked-enamel aluminum frames.
5. Glazing should be clear glass. Ornamental, frosted, spandrel, or stained glass display windows are not appropriate.
6. Display windows should remain visible and not be concealed or enclosed.
7. If privacy or shade other than that afforded by awnings is needed, interior shades or blinds are appropriate.

### **Bulkheads**

1. Original bulkheads and their component elements should be retained.
2. Deteriorated or damaged bulkheads should be repaired using historically appropriate materials.
3. If replacement bulkheads are necessary, replacements should replicate originals. If original bulkheads do not exist, replacements should be appropriate for the building's style and period of construction.
4. Appropriate replacement elements include paneled and painted wood, brick, and metal.
5. Historic bulkhead materials should remain visible, not concealed beneath added materials.

### **Windows**

1. Historic window openings, windows, and window surrounds should be retained.
2. Deteriorated or damaged window openings, windows, and window surrounds should be repaired using historically appropriate materials. If replacement windows or window surrounds are necessary, replacements should replicate originals.
3. If original windows do not exist, replacements should be appropriate for the building's style and period.
4. If the original windows are missing, replacement windows should use wood, anodized aluminum, or baked-on-enamel aluminum frames and should have single-light or multiple-light clear-glass panes to match the style and period of the building. Steel windows should be replaced with steel or aluminum designs that replicate the appearance of the original window.
5. Window openings, surrounds, or other elements not original to a building should generally not be introduced to the public facades of the building. The installation of such window openings on the rear of the building may be appropriate.
6. Should storm windows be desired, their dimensions should match window dimensions in order to conceal their presence. Frames should be set within the window opening and attach to the exterior sash stop; if aluminum, they should have an anodized or baked-on enamel finish.
7. Self installed snap, clip or glue type muntins on windows are not permitted. Muntins set within the vacuum between glass panes on windows are not approved.
8. Window grilles and balcony rails are not appropriate window treatments. Shutters are only appropriate when they replace original wood shutters and should be operable.

### **Roofs and Chimneys**

1. Historic roofs, chimneys, and related elements should be retained.
2. Guidelines for brick and mortar should be followed for chimney maintenance.
3. Deteriorated or damaged roofs and chimneys should be repaired using historically appropriate materials and methods.
4. Guidelines for brick and mortar should be followed for chimney repair.
5. If replacement roofs or chimneys are necessary, replacements should be appropriate for the building's style and period.
6. Appropriate roof coverings include standing seam metal, composite asphalt, rolled roofing, and rubber membrane roofing. Most rooflines in the Broadway district are flat or sloped while a small number retain original gable roof forms. These roof forms should not be altered unless based on historical documentation.
7. Rooftop locations concealed from pedestrian view are appropriate places for climate control and other mechanical systems. Mechanical systems should be located at the rear façade and screened.

### **Awnings**

1. Awnings should be placed in locations historically used for awnings and should not obstruct transoms, columns, cornices, or other architectural features. Appropriate storefront placement is across the storefront above the transom.
2. Awnings may be fixed or retractable.
3. Storefront awnings should project no more than seven feet from the building and should cover no more than one-third of a storefront window display height.
4. The most appropriate design for awnings is a shed form. The use of shed awnings for upper façade windows is also appropriate. Curved forms are not appropriate, unless there is historical evidence for their use on a building.
5. Awnings may contain graphics or signage, but may not be backlit. Spotlighting of awnings from above is appropriate.
6. Opaque canvas, cotton duck, or similar natural materials are appropriate for awnings. Plastic or vinyl awnings should not be used.

## **IV.SIGNAGE**

### **Sign Permit Modifications**

Requests for modifications to sign standards are reviewed by the Metro Historic Zoning Commission. If the property is also within a MDHA redevelopment district, approval from the MHZC is all that is needed. Two additional types of Modifications for signage related permits may be requested and are outlined below.

### **Modifications for Exceptional Design**

Creative signage that does not fit the specific regulations of these guidelines may be considered by the MHZC, based on its merits, as they relate to all of the following design criteria:

- Architecture
- The configuration or location of the building or property
- Building scale
- Legibility
- Technical competence and quality in design, construction and durability

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structure (i.e. canopy) will require review by all applicable agencies. Exceptional design modifications shall not permit electronic changeable copy where it is otherwise not permitted.

### **RIGHT OF WAY ENCROACHMENTS**

Where a sign is proposed to encroach into the public right-of-way an application shall be made with the Public Works Department in addition to the sign permit application with the MHZC. Both applications shall include the requirements of the Public Works Department available at their website: [www.nashville.gov/Public-Works/Developer-Services.aspx](http://www.nashville.gov/Public-Works/Developer-Services.aspx), in addition to the MHZC submittal requirements.

### **Allocation of Sign Area**

The maximum sign area for each type of sign is established in the following tables. Specific requirements for each sign type are shown on the subsequent pages.

For each cell in the table, there is a maximum allowed sign area that may be utilized with any combination and any number of signs associated with that cell, unless otherwise noted.

The measurements for “linear feet” shall be at grade.

#### Building Signs

Wall, Awning, Canopy and Projecting Signs—1.5 square feet of sign area per 1 linear foot of building façade or 36 square feet, whichever is greater. When a projecting sign is used on a building, an additional .50 square feet of sign area per 1 linear foot of building façade shall be permitted, for a total 2 square feet per 1 linear foot of building façade.

Shingle Sign: 9 square feet per sign

#### Ground Signs

Monument Sign-24 square feet

#### Skyline Signs

75;0110’—480 square feet

101’-200’—600 square feet

201’ and taller-720 square feet

### **GENERAL STANDARDS**

#### **Materials**

All permanent, on-premises signs shall be constructed of a rigid, weatherable material such as hard plastic, wood, MDO plywood, aluminum, steel, PVC, glass, fiberglass and or Plexiglass. On-premises permanent signs shall not be constructed of nonrigid materials including, but not limited to, vinyl, fabric, canvas, or corrugated plastic. The provisions of this subsection shall not apply to approved, permitted canopies, awnings and porticoes.

#### Building Sign: Awning Sign

### **Description**

Awning Signs are a type of building sign. Graphics and symbols are painted, sewn or otherwise adhered to the awning material as an integrated part of the awning itself.

### **General Provisions**

- Only awnings on first and second story windows may contain signs.
- A maximum of one sign is allowed per awning face.
- An awning sign may only be externally illuminated.
- See the Awnings section of the design guidelines for additional information on the design of awnings.
- An awning sign cannot cover architectural details.

### **Design Standards**

- A** Overall area allocation (max)--see allocation of sign area
- B** Sign Width--75% (max % of awning width/depth)
- C** Height of text and graphics on valance--2 feet (max)
- D** Max area of sloping plane covered by sign--50%

### **Building Sign: Projecting Sign**

#### **Description**

A projecting sign is a type of building sign that projects outward from the façade, typically at a ninety degree angle. Projecting signs are typically, but not always, vertically oriented and generally mounted above the first floor.

#### **General Provisions**

- A projecting sign must be located at least 25 feet from any other projecting sign. When building width prohibits adherence to this standard, flexibility shall be permitted through Modification to be reviewed by staff.
- A projecting sign may be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both streets may be used, however, in no case shall the sign exceed the maximum dimensional standards below.
- A projecting sign shall be located below the windows sills of the third story.
- The top of a projecting sign shall not extend above the building eave or top of parapet.
- A projecting sign can be externally or internally illuminated in accordance with the Illumination design guidelines.
- Projecting signs that are 3-dimensional may be permitted through a modification.
- A projecting sign cannot cover windows or architectural details.

#### **Design Standards**

- A** Overall area allocation (max)—see allocation of sign area
- B** Height (max)
  - 1 story buildings—10 feet
  - 2 and 3 story buildings—16 feet
  - 4 or more story buildings—20 feet
- C** Average spacing from façade (min)—1 foot
- D** Projection Width (max)—6 feet
- E** Depth of Cabinet (max)—2 inch or 18 inches for internally lighted or neon signs

#### **Illumination**

Illumination of signs shall be in accordance with the following requirements:

#### **External Illumination**

- External light sources shall be placed close to, and directed onto the sign and shielded to minimize glare into the street, sidewalks or onto adjacent properties.

- Projecting light fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the sign.

### **Internal Illumination**

- Channel letters may be internally lit or back-lit.
- For cabinet signs, the background must be opaque. Only graphics, text and logos may be illuminated, and a halo of one inch around graphics, text, and logos may be non-opaque.
- Exposed neon may be used for lettering or as an accent.

### **Prohibited Light Sources**

The following light sources are prohibited:

- Blinking, flashing, chasing, and sequential lighting. This type of lighting may be allowed for Broadway (not the district but the street) only through a modification. In these cases, the chase or flash should not last less than every three seconds.
- Bare bulb illumination.

### **Raceways and Transformers**

- Visible transformers are prohibited.

Changeable copy signs shall be in accordance with the following requirements:

### **Description**

- Manual changeable copy sign. A sign or portion of a sign that has a readerboard for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device. Changeable copy is changed or re-arranged manually or mechanically without altering the face or the surface of the sign.
- Electronic changeable copy sign. A sign or portion of a sign that displays information in which each alphanumeric character, graphic, or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs or other illumination devices within the sign.

### **Usage**

- Manual and Electronic changeable copy is allowed for Tourist Oriented Businesses only when used in conjunction with a wall sign or a monument sign provided the changeable copy portion is no greater than 50% of the built sign area.
- An electronic changeable copy sign is not allowed in a Redevelopment District or on Interstate frontage.

### **Spacing**

- The closest edge of an electronic changeable copy sign must be a minimum distance of 100 feet from any residential zoning district.
- An electronic changeable copy sign must be separated from another electronic changeable copy sign by at least 50 feet.

### **Duration**

- Any image or message or portion of the image or message must have a static display for minimum duration of eight seconds.
- Transition time must be immediate.
- No portion of the image or message may flash, scroll, twirl, change color or in any manner imitate movement.

### **Brightness**

- The sign must not exceed a maximum illumination of 7,500 nits during daylight hours and a maximum illumination of 750 nits between dusk to dawn as measured from the sign's face at maximum brightness.
- Electronic changeable copy signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level.

## V. Demolition

1. Demolition is not appropriate if a building or a major portion of a building contributes to the architectural or historical significance or character of the district.
2. Demolition is appropriate if a building or a major portion of a building does not contribute to the historical or architectural character and importance of the district.
3. Demolition is appropriate if a building or a major portion of a building has irretrievably lost its architectural and historical integrity and importance, and its removal will result in a more historically appropriate visual effect on the district.
4. Demolition is appropriate if the denial of the demolition will result in an economic hardship on the applicant as determined by the MHZC in accordance with section 17.120.190, as amended, of the historic zoning ordinance.

**Background:** The project includes reconstruction of the storefront; repair of the existing doors, cornice and beltcourse; replacement of upper-story windows; installation of a projecting sign and awning with signage; reconfiguration of side/rear entrances and windows; and a small rooftop addition to accommodate an elevator.

The *A Market and Design Study for the Broadway NR Historic District*, written in 1982, recommends the following for this building:

- Restore upper façade windows
- Reconstruct historic storefront or install compatible contemporary storefront

## Analysis and Findings:

Decorative elements: The repair and repainting of the existing doors, cornice and beltcourse are appropriate and meet the design guidelines.

Windows & Doors: The upper-story windows are proposed to be replaced. The windows are not historic as early photographs show a four-over-four design as opposed to the current one-over-one design. The openings will remain the same and the new windows will replicate the four-over-four design in an aluminum clad wood window. More information is needed about their detail; therefore, staff recommends final approval of window details.

A first story window and door on the rear/side façade will be enclosed and a new door added in the same general location. A vehicular door will also be enclosed and replaced with a pedestrian-door. Since these openings are not very visible from the street and not defining characteristics of the building, their relocation is appropriate. Staff recommends final approval of replacement brick.

Roofs and Chimneys: The design guidelines state that rooftops are appropriate places for mechanical systems. The proposed elevator shaft will barely rise above the parapet and be located towards the back of the building and will therefore not be visible from a public right-of-way.

Storefronts: The existing storefront is not historic as early photographs show a different configuration without a bulkhead. The applicant proposes to retain the existing beltcourse and replace the storefront with a NANA-wall system with butt-jointed glass to read as two single-glazed storefront windows. This type of storefront window was approved as a test case at 322 Broadway (Margaritaville). The Commission must now decide whether or not this type of window successfully meets the design guidelines for a new storefront that has “arrangement, features, materials, and proportions typically found on buildings of the same style and period of the building involved.” The materials for the bulkhead and panels above the storefront are not indicated.

Awnings: The location of the proposed awning, above the transom windows, and the shed roof form of the awning, are appropriate and meet the design guidelines. The design guidelines require that awning materials be canvas, cotton duck or similar natural material; however, the applicant proposes corrugated metal. Staff recommends approval of the awning with the condition that the material be canvas, cotton duck or similar natural material of a solid color, not counting the sign image.

Signage: Three signs are proposed: a projecting sign on the right edge of the building; a sign on the awning; and signs on the storefront windows. Assuming the storefront signage is installed on the inside of the glass, the window signage is not reviewed by the MHZC. The existing “Hatch Show Print” sign that has already been relocated once, will be relocated outside of the historic district at the Country Music Hall of Fame. Although moving a historic sign outside of the district is typically not appropriate, the location is in close proximity to the district and assures preservation of the historic sign.

Allocation of Sign Area: The building is allotted approximately fifty-two square feet (52 sq. ft) for a projecting sign and the signs will use approximately sixty-one square feet square feet (61 sq. ft). Staff recommends reducing the size of signage so that together the two signs do not exceed fifty-two square feet (52 sq. ft).

#### Signage-Projecting:

Materials: The sign will be metal with neon and vinyl lettering, all appropriate materials that meet the design guidelines for signage.

Location: The sign will be located just above the cornice in a location where it will not obscure architectural details and does not project above the roofline. Signs should be no more than one foot from the wall and this sign meets that standard. The closest projecting signs on both sides are eight feet (8’) and fifty-two feet (52’) away, more than complying with the requirement that a new projecting sign be at least twenty-five feet (25’) away from any other projecting sign.

Size: The maximum height allowed for a two-story building is sixteen feet (16’) and this sign is well below that at just ten feet (10). The depth of the cabinet should be no more than eighteen inches (18”) and the width of the

proposed sign appears to meet that requirement. The projection width should not exceed six feet (6') and the projection width of this sign will be a total of five feet (5').

Illumination: The illumination shall include bare bulbs and neon. The bulbs will outline the sign but it is unclear where the neon will be located. Bare bulbs are a prohibited light source, according to the design guidelines. Staff recommends that the bulbs be replaced with neon.

No other illumination is proposed. Cabinet signs should have a solid, dark opaque background. The background of this sign is not indicated. Staff recommends a detailed drawing of the sign so that it is clear what is proposed.

Signage-Awning:

Location: The awning sign is located on a first floor awning, as required by the design guidelines and there is only one sign on the awning. The materials for the sign and how it will be adhered is not indicated on the plans. Staff recommends obtaining additional information.

Size: The size of the sign on the awning is appropriate as it does not exceed 75% of the width or the depth of the awning or 50% of the sloping plane.

Illumination: No illumination of the awning sign is indicated.

Staff recommends approval with the conditions that:

- The awning material be canvas, cotton duck or similar natural material of a solid color;
- The total square footage of the two signs be reduced so that they do not exceed fifty-two square feet (52 sq. ft);
- Applicant obtain staff approval for signage and submit detailed drawings of both signs showing the location of neon, background color and how the awning sign will be adhered;
- The bare bulbs be removed or replaced with neon; and,
- The application obtain staff approval of final window design and materials.

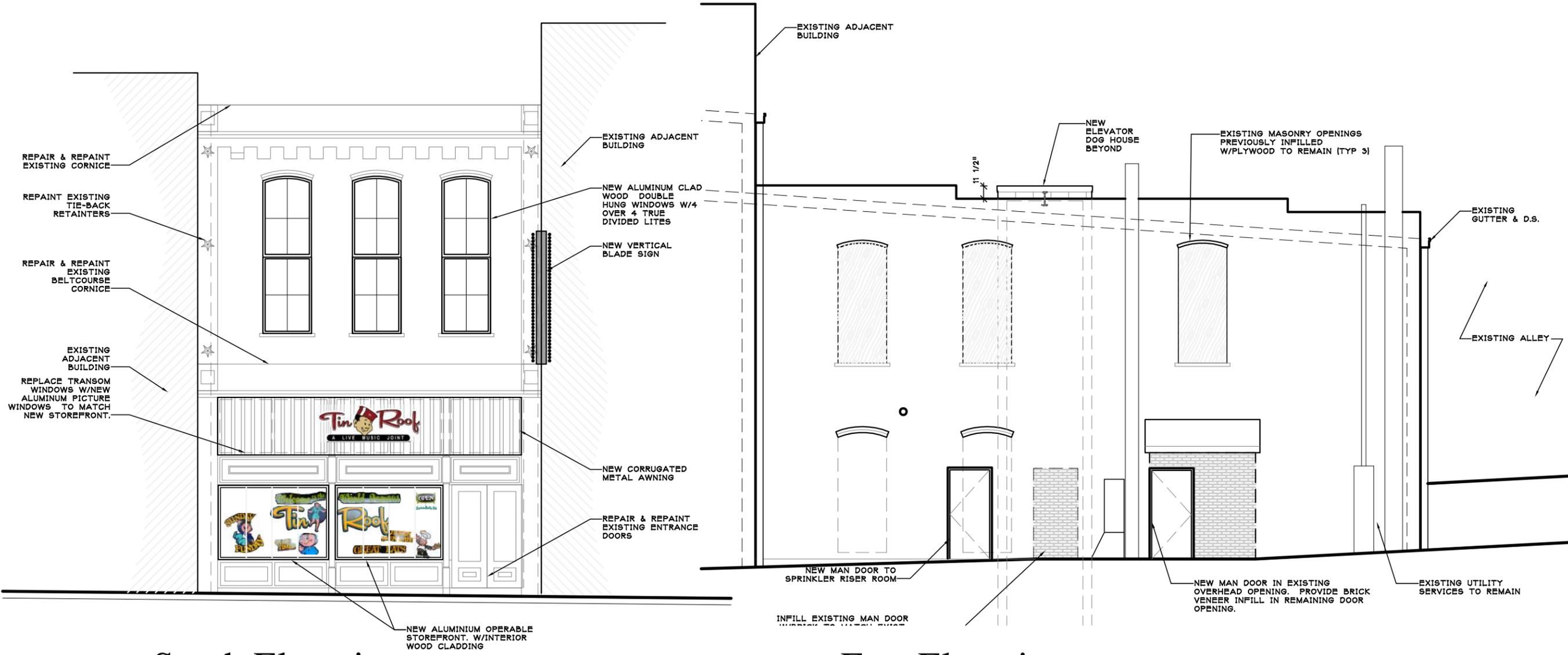
With these conditions, the project meets the design guidelines.



1928







**1 South Elevation**  
 0 4' 8' 16'  
 SCALE: 1/8" = 1'-0"

**2 East Elevation**  
 0 4' 8' 16'  
 SCALE: 1/8" = 1'-0"

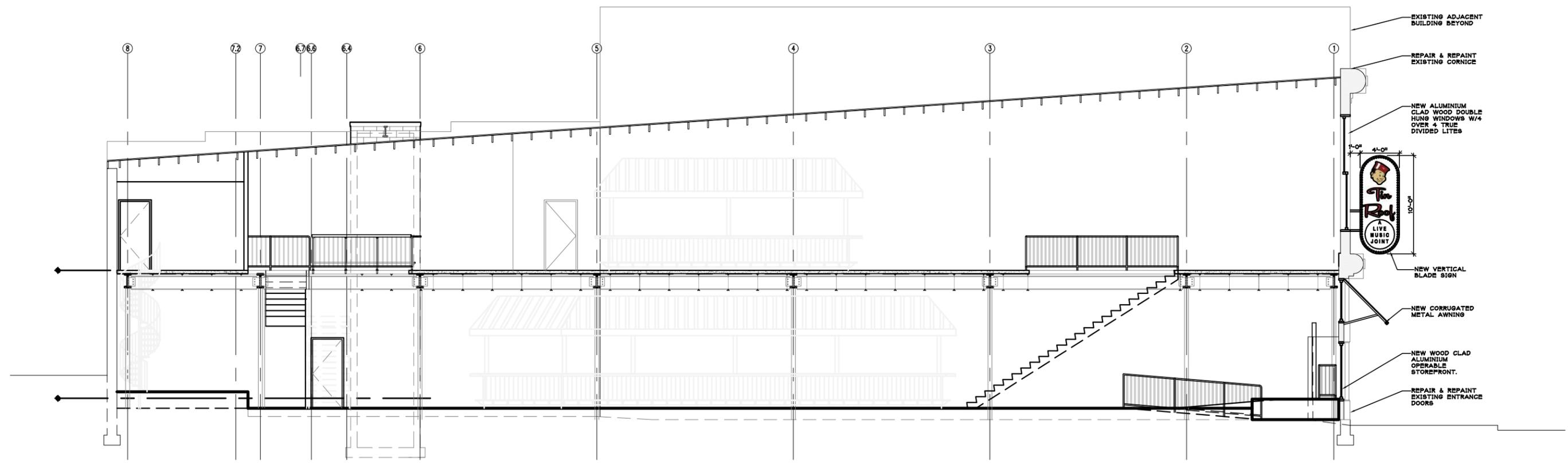
consultants:

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Tin Roof  
 316 Broadway  
 Nashville, TN 37201  
 Building Elevations

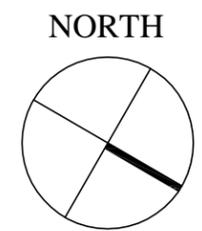
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 3 June 2013  
 revision date:

sheet number  
**A4.2**



**1 Building Section**

0 4' 8' 16'  
 SCALE: 3/32" = 1'-0"



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 Building Section

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**A4.1**