



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

**400 Broadway
June 19, 2013**

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

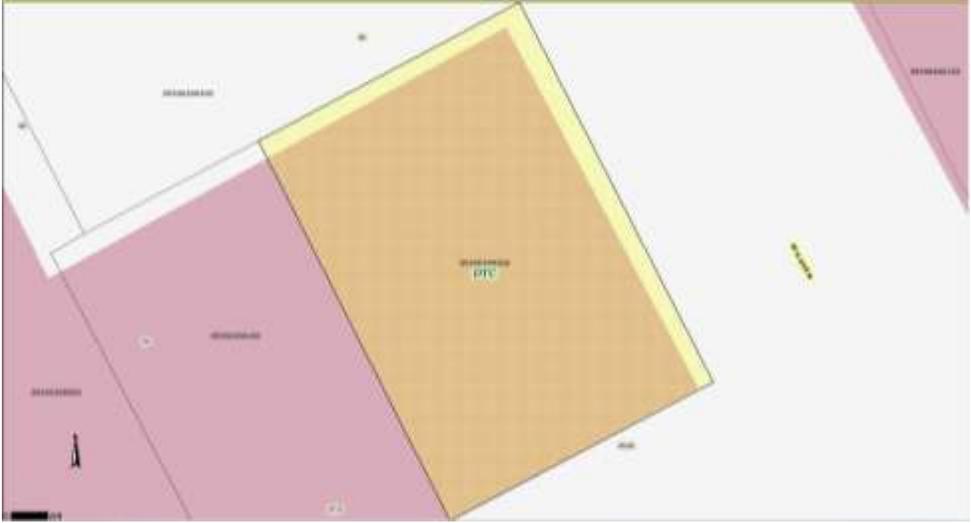
Map and Parcel Number: 09306308200

Applicant: Ryan Taylor, Joslin Signs

Project Lead: Robin Zeigler, robin.zeigler@nashville.gov, 615-862-7970

<p>Description of Project: The applicant proposes a wall cabinet sign on one building a projecting sign with a rotating element on the adjoining building. Both signs will incorporate neon and the wall sign will be internally illuminated.</p>	<p>Attachments A: Photographs B: Site Plan C: Elevations</p>
<p>Recommendation Summary: Recommendation: Staff recommends approval with the conditions:</p> <ul style="list-style-type: none">• That the wall sign project no more than thirteen inches (13') from the face of the building; and• The overall square footage of both signs be diminished by fourteen square feet (14 sq. ft.). <p>With these conditions, the project meets the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.</p>	

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

IV.SIGNAGE

MODIFICATIONS

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.

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RIGHT OF WAY ENCROACHMENTS

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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 Façade and Street Frontage Measurement

In determination of number of stories of a building, rooftop additions shall not be considered within the number of stories.

Building Sign: Wall Sign

Description

- A wall sign is a building sign that is attached flat to, or mounted away from but parallel to, the building façade.
- A wall sign may be painted on the building façade, in some instances, as a modification.

General Provisions

- A wall sign shall be located lower than the window sills of the top floor for multi-story buildings.
- No portion of a wall sign may extend above the roof line or above a parapet wall of a building with a flat roof.
- No portion of a wall sign may extend above the lower eave line of a building with a pitched roof.
- A wall sign cannot cover windows or architectural details.
- An exposed raceway shall be finished to match the background wall or be integrated into the overall design of the sign.
- A wall sign can be externally or internally illuminated in accordance with the section on Illumination.

Design Standards

- A** Overall area allocation (max)--see allocation of sign area
- B** Projection (max)--2 inch OR 13 inches for internally lighted or neon signage
- C** Exposed Raceway height--50% of the letter height, OR if the Raceway is used as the sign background, the Raceway may extend 3 inches beyond the largest part of the sign. Refer to Illumination section for additional raceway standards and permitted locations.

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.
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- Projecting signs that are 3-dimensional may be permitted through a modification.
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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:

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- 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.
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The following light sources are prohibited:

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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.

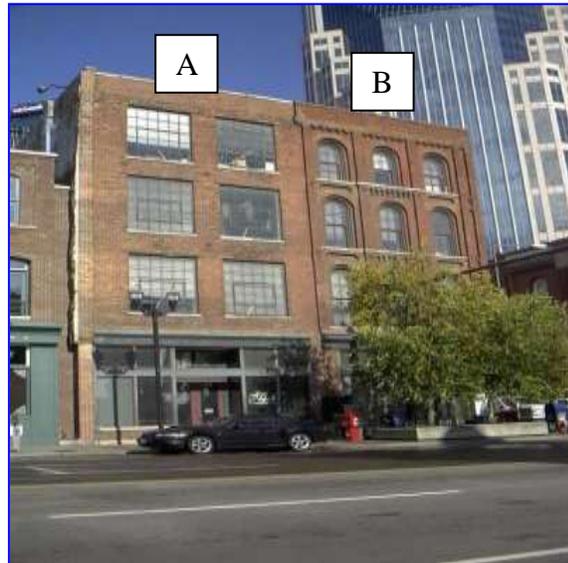
Background: 400 Broadway historically is two different buildings although one business occupies the two with one address. A wall sign is proposed for the building towards the interior of the block (A) and a projecting sign is proposed for the corner building (B).

Analysis and Findings:

The applicant proposes a wall cabinet sign on one building a projecting sign with a rotating element on the adjoining building. Both signs will incorporate neon and the wall sign will be internally illuminated.

Allocation of Sign Area: The two buildings each are approximately twenty-five feet (25’) wide. Building A is allotted thirty-seven and one-half square feet (37.5 sq. ft) as a maximum. The sign for Building A is proposed to be thirty-six square feet (36 sq ft), just under the maximum by one and one-half foot (1 1/2’).

Because a projecting sign is used on the corner building, building B, it is allotted a maximum of fifty square feet (50 sq ft). The sign for building B is proposed to be approximately sixty-six square feet (66 sq ft) or sixteen feet (16’) more than the maximum allowed. Because building A did not use the full square footage allowed staff recommends that the signs be diminished by just fourteen square feet (14 sq ft).



Materials: Both signs will be metal cabinet signs with plastic faces, exposed neon and acrylic graphics. These materials are appropriate for signage in the district.

Location:

Building A: The wall sign will be located above the main entrance and below the upper-story windows, an appropriate location for signage. It does not extend above the roof line and does not cover architectural features. There is no exposed raceway.

Building B: The projecting sign will be located at the corner of this corner building between upper-story window openings, it will not obscure architectural details and does not project above the roofline. A sign shall be no more than one foot from the wall and this sign is planned to be just inches from the wall. There should be no projecting sign closer than twenty-five feet (25'). The applicant has stated that the closest projecting signs are more than one hundred feet (100') away.

Size:

Building A: The projection of the wall sign is not indicated. Staff recommends a condition that it project no more than thirteen inches (13") from the wall, to meet the design guidelines for cabinet signs.

Building B: For a projecting sign, the maximum height allowed for a three-story building is sixteen feet (16') and this sign is well below that at just ten feet and six inches tall (10' 6"). The depth of the cabinet should be no more than eighteen inches (18") and the width of the proposed sign is eighteen inches (18"). The projection width should not exceed six feet (6') and the projection width of this sign at its widest point is (6' 6"). Since so much of the sign is far less than the six feet maximum, staff finds the additional six inches to be negligible.

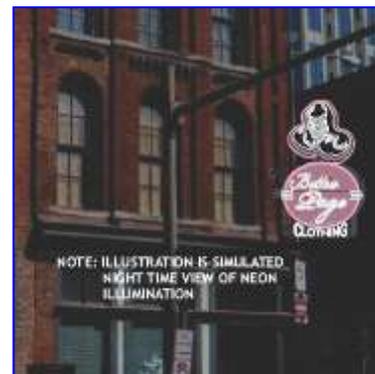
Movement:

Building A: The wall sign has no moving parts.

Building B: Signage should typically not have moving parts; however, the Commission may approve this as a modification on Broadway. In this case, only half of the sign will rotate at a rate of 4, 5 or 6 rotates per minute. Staff finds the movement to be appropriate as less than half the sign will have a rotating element and the rotation fits the character of the district.

Illumination:

Building A: The wall sign will be internally illuminated and include exposed neon. Because of the solid, opaque, pink background, the only portion of the sign that will be internally illuminated are the face and the highlights in the hair of Ms. Page. The lettering will be outlined with white neon.

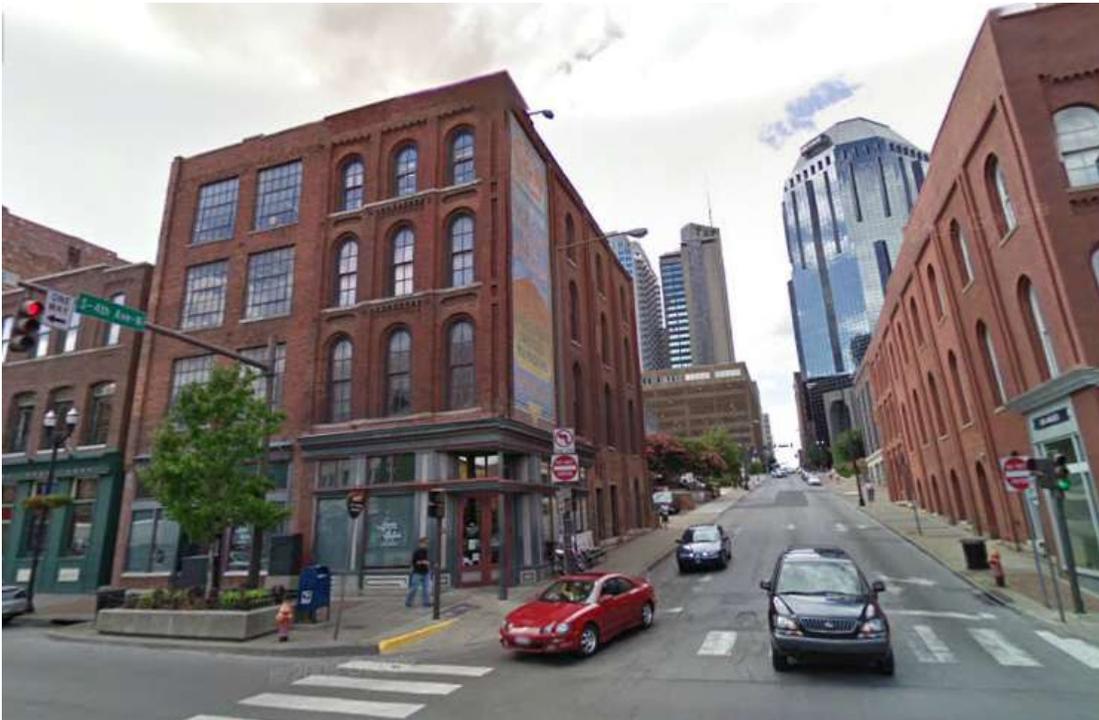


Building B: The projecting sign will have no internal illumination but instead be fully illuminated with exposed neon around the image of Ms. Page, the lettering and the overall outline of the sign.

Recommendation: Staff recommends approval with the conditions:

- That the wall sign project no more than thirteen inches (13') from the face of the building; and,
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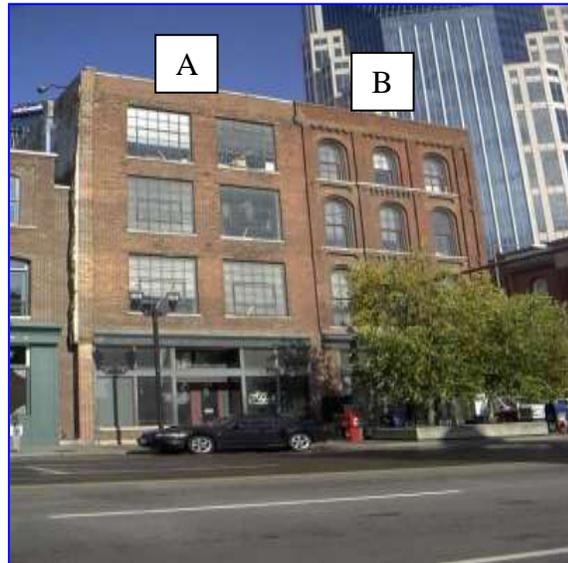
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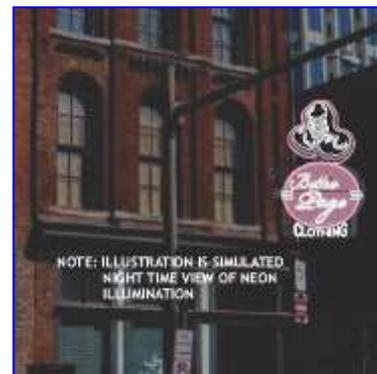
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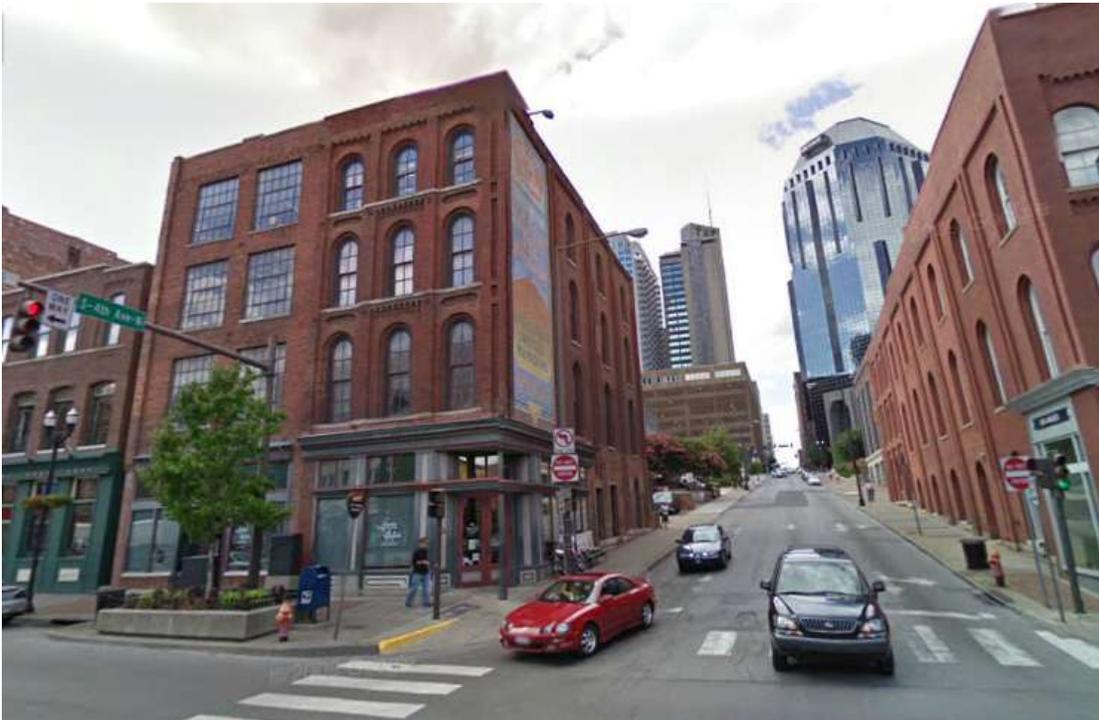


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A projecting sign is a type of building sign that projects outward from the façade, typically at a ninety degree angle. Projecting signs are typically, but not always, vertically oriented and generally mounted above the first floor.

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 logs 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.

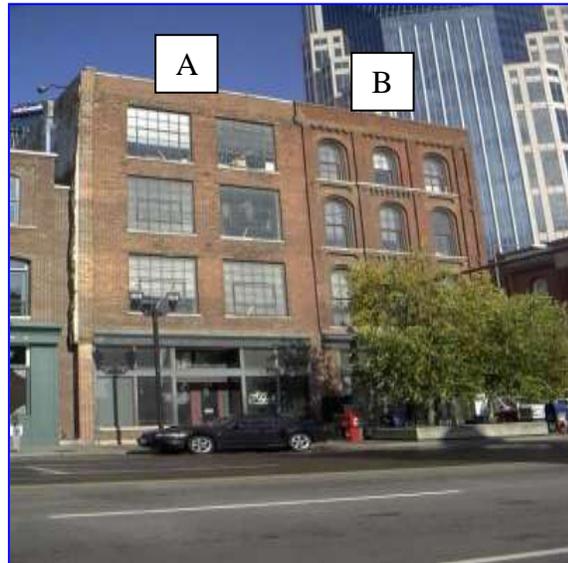
Background: 400 Broadway historically is two different buildings although one business occupies the two with one address. A wall sign is proposed for the building towards the interior of the block (A) and a projecting sign is proposed for the corner building (B).

Analysis and Findings:

The applicant proposes a wall cabinet sign on one building a projecting sign with a rotating element on the adjoining building. Both signs will incorporate neon and the wall sign will be internally illuminated.

Allocation of Sign Area: The two buildings each are approximately twenty-five feet (25’) wide. Building A is allotted thirty-seven and one-half square feet (37.5 sq. ft) as a maximum. The sign for Building A is proposed to be thirty-six square feet (36 sq ft), just under the maximum by one and one-half foot (1 1/2’).

Because a projecting sign is used on the corner building, building B, it is allotted a maximum of fifty square feet (50 sq ft). The sign for building B is proposed to be approximately sixty-six square feet (66 sq ft) or sixteen feet (16’) more than the maximum allowed. Because building A did not use the full square footage allowed staff recommends that the signs be diminished by just fourteen square feet (14 sq ft).



Materials: Both signs will be metal cabinet signs with plastic faces, exposed neon and acrylic graphics. These materials are appropriate for signage in the district.

Location:

Building A: The wall sign will be located above the main entrance and below the upper-story windows, an appropriate location for signage. It does not extend above the roof line and does not cover architectural features. There is no exposed raceway.

Building B: The projecting sign will be located at the corner of this corner building between upper-story window openings, it will not obscure architectural details and does not project above the roofline. A sign shall be no more than one foot from the wall and this sign is planned to be just inches from the wall. There should be no projecting sign closer than twenty-five feet (25'). The applicant has stated that the closest projecting signs are more than one hundred feet (100') away.

Size:

Building A: The projection of the wall sign is not indicated. Staff recommends a condition that it project no more than thirteen inches (13") from the wall, to meet the design guidelines for cabinet signs.

Building B: For a projecting sign, the maximum height allowed for a three-story building is sixteen feet (16') and this sign is well below that at just ten feet and six inches tall (10' 6"). The depth of the cabinet should be no more than eighteen inches (18") and the width of the proposed sign is eighteen inches (18"). The projection width should not exceed six feet (6') and the projection width of this sign at its widest point is (6' 6"). Since so much of the sign is far less than the six feet maximum, staff finds the additional six inches to be negligible.

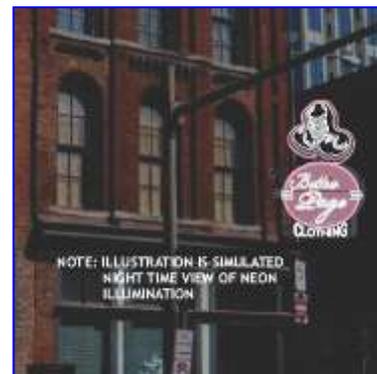
Movement:

Building A: The wall sign has no moving parts.

Building B: Signage should typically not have moving parts; however, the Commission may approve this as a modification on Broadway. In this case, only half of the sign will rotate at a rate of 4, 5 or 6 rotates per minute. Staff finds the movement to be appropriate as less than half the sign will have a rotating element and the rotation fits the character of the district.

Illumination:

Building A: The wall sign will be internally illuminated and include exposed neon. Because of the solid, opaque, pink background, the only portion of the sign that will be internally illuminated are the face and the highlights in the hair of Ms. Page. The lettering will be outlined with white neon.

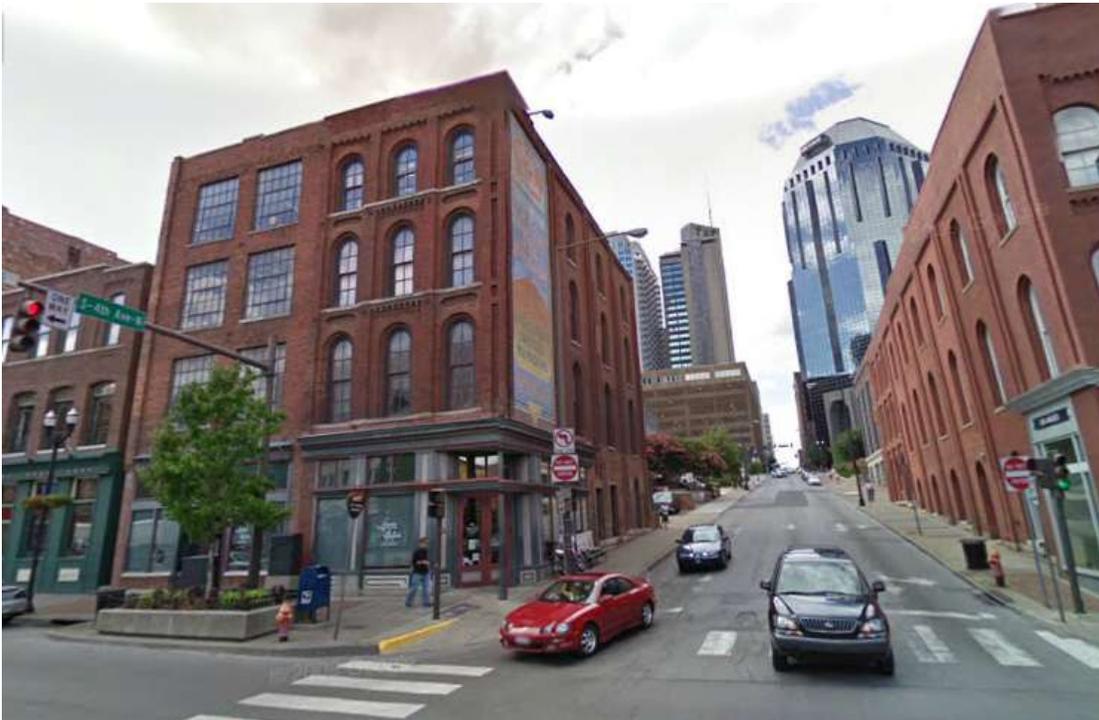


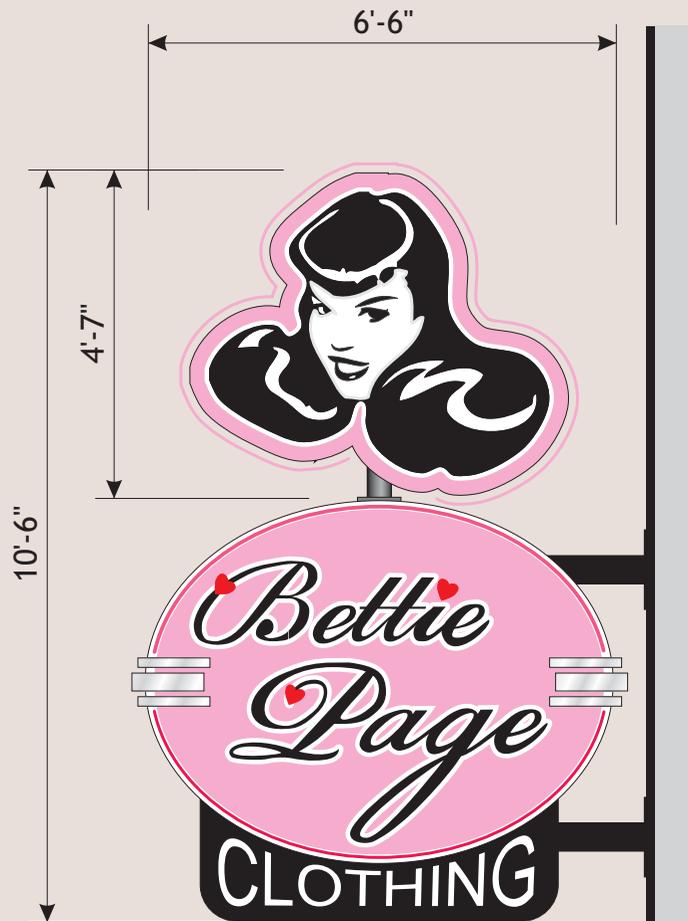
Building B: The projecting sign will have no internal illumination but instead be fully illuminated with exposed neon around the image of Ms. Page, the lettering and the overall outline of the sign.

Recommendation: Staff recommends approval with the conditions:

- That the wall sign project no more than thirteen inches (13') from the face of the building; and,
- The overall square footage of both signs be diminished by fourteen square feet (14 sq. ft.).
- .

With these conditions, the project meets the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.

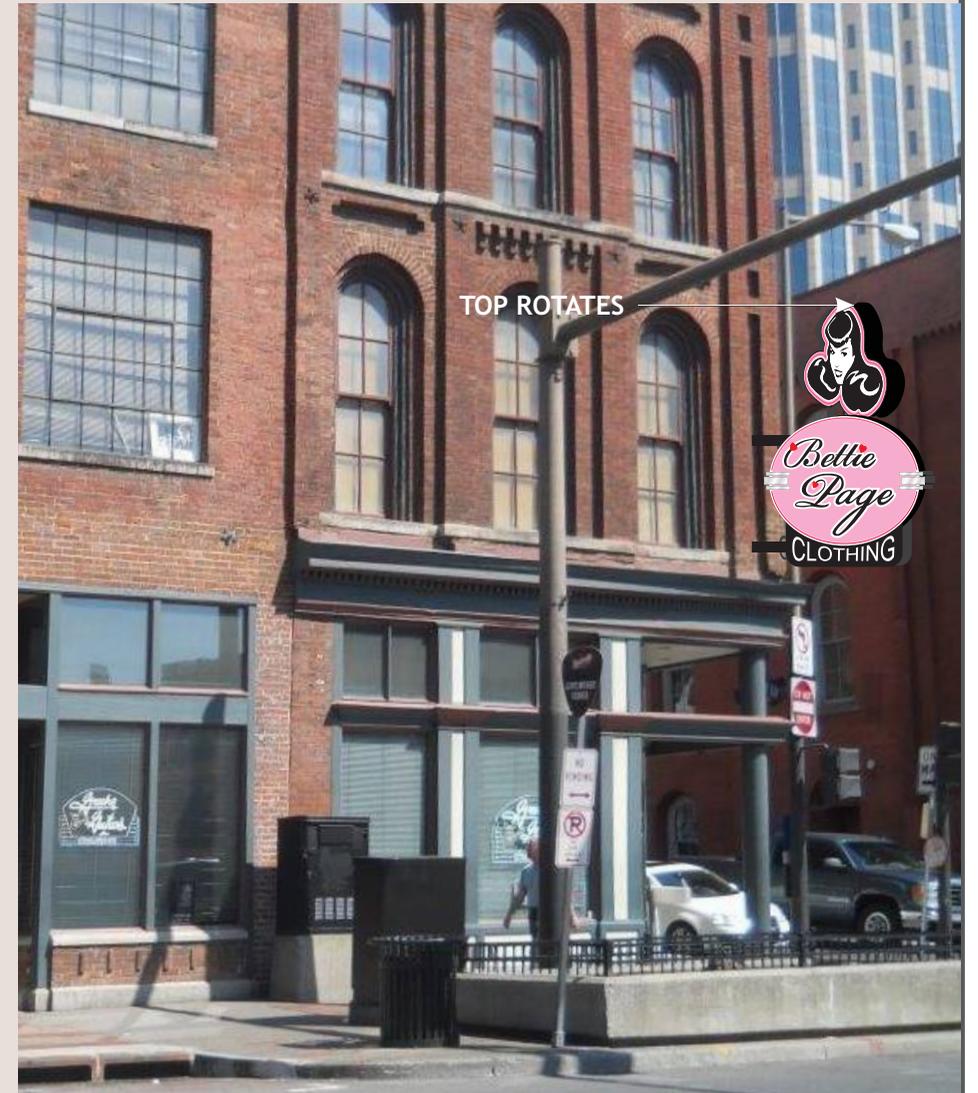




FRONT VIEW
SCALE: 3/8" = 1'-0"



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



PROJECT TITLE: BETTIE PAGE	
LOCATION:	BETTIE PAGE - 400 BROADWAY - NASHVILLE, TN
JOB CONTACT: NAME	PROJECT MANAGER: KIM CLARK
DRAWING NO:	130435-K10-02

SPECIFICATIONS & FINISHES:
1. FABRICATE/INSTALL ONE (1) DOUBLE FACED PROJECTING SIGN WITH ROTATING TOPPER AS ILLUSTRATED AND SPECIFIED.

TRM/RTNS XXXX
 #XXXX
 PMS XXXX
 PMS XXXX

DESIGNED BY:	DATE:
CT	05-10-13
WORK ORDER NO.:	XXXXXX
PAGE	2 OF 3

APPROVALS FOR MANUFACTURING	
ENGINEERING:	
INSTALLATION:	
PROJECT MANAGER:	

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557



GRAPHIC TO BE ACRYLIC FACE
INTERNALLY ILLUMINATED

COPY/BORDER TO HAVE SINGLE
STROKE 13MM WHITE NEON

FRONT VIEW
SCALE: 1/2" = 1'-0"

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



PROPOSED RENDERING

PROJECT TITLE: BETTIE PAGE	
LOCATION:	BETTIE PAGE - 400 BROADWAY - NASHVILLE, TN
JOB CONTACT: NAME	PROJECT MANAGER: KIM CLARK
DRAWING NO:	130435-K10-01

SPECIFICATIONS & FINISHES:

1. FABRICATE/INSTALL ONE (1)

- TRM/RTNS
XXXX
- #XXXX
- PMS
XXXX
- PMS
XXXX

DESIGNED BY:	DATE:
CT	05-10-13
WORK ORDER NO.:	XXXXXX
PAGE	1 OF 3

APPROVALS FOR MANUFACTURING	
ENGINEERING:	
INSTALLATION:	
PROJECT MANAGER:	

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