



**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**  
**128 Second Avenue**  
**August 21, 2013**

**Application:** Signage  
**District:** Second Avenue Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 09306207900  
**Applicant:** Greg Turner, Sign A Rama  
**Project Lead:** Fred Zahn, fred.zahn@nashville.gov

<p><b>Description of Project:</b> Applicant proposes to install new sign on an existing marquee. Total square footage of the new sign and existing signs is beyond maximum allotted area for building signs and will require modification of sign standards.</p> <p><b>Recommendation Summary:</b> Staff finds that the application meets section IV for Signage of the Second Avenue Historic Preservation Zoning Overlay Design Guidelines and recommends approval of the application with the condition that all other signage be removed from the exterior of the building so as not to further increase the total quantity of signage area.</p>	<p><b>Attachments</b></p> <p><b>A:</b> Rendering <b>B:</b> Photographs</p>
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**Vicinity Map:**



**Aerial Map:**



## Applicable Design Guidelines:

### IV. SIGNAGE

#### INTRODUCTORY PROVISIONS

##### Common Sign Plan

A common signage plan regulates signage for multiple businesses or tenants within one building or complex. A common sign plan is mandatory for all new developments and sign Modifications.

- A common signage plan shall provide for consistency among signs with regard to at least four of the following: materials; location of each sign on the building; sign proportions; color scheme; lighting; lettering or graphic style.
- The common signage plan shall establish an allowable area of signage for existing and future tenants with regard to all allowed sign types.
- The common signage plan shall indicate existing nonconforming signs as well as the amount and locations of on-premise signage to be allocated to each tenant under the new plan.

#### MODIFICATIONS

##### 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.

##### 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.

#### 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: 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

**Background:** 128 Second Avenue north is listed as a contributing structure in both the Second Avenue Commercial National Register District and the Second Avenue Historic Preservation Zoning Overlay. In 1997, as part of a larger rehabilitation project, a marquee was approved for the Second Avenue (front) façade of the building (Permit # 1997-049). Signage attached to the marquee requires approval each time it changes.

### **Analysis and Findings:**

The applicant proposes to install two (2) new signs to an existing marquee. Total square footage of the signage is beyond maximum area requirement for building signs and will require modification of sign standards.

**Materials:** The proposed sign will be multi-colored vinyl graphics applied to an aluminum panel. The panels will be held in place with an aluminum channel which is minimal in both



profile and cross-section. Vinyl and aluminum are in common use for exterior signage and have been evaluated by the MHZC as an appropriate sign material. The existing marquee itself is wood.

Allocation of sign area: The maximum signage area for this building is 100 square feet. The two new printed panels, cumulatively, will equal 101.5 square feet in area. There are other existing signs on the building that further increase the signage area beyond the maximum. The Commission may allow for modifications based on multiple design criteria, including, “architecture” and the “configuration” of the building. Staff finds that the design of the marquee sign is improved if the entire field of the existing, previously approved, marquee is filled and so recommends the increase in sign area with the condition that all other signs are removed so that that additional amount above the maximum is minimum.

Location: The existing marquee is sited properly on the building for a sign of this type, above the main entry and below the sills of the windows above, and its structure does not obscure any architectural detail and so adding signage to this feature will meet the design guidelines. It is located at least twenty-five feet (25') from all other projecting signs.

Lighting: No lighting is proposed.

Staff finds that the application meets section IV for Signage of the Second Avenue Historic Preservation Zoning Overlay Design Guidelines and recommends approval of the application with the condition that all other signage be removed from the exterior of the building so as not to further increase the total quantity of signage area.

Sign Panels to be mounted to existing marquee with aluminum channel at borders.

Sign to be printed Vinyl graphics, applied to aluminum panel.

<p>3RD FLOOR ON THE LEFT</p>	<p><b>UV</b> ULTRA VIOLET NIGHT CLUB</p>
<p>1st Floor On The Right</p>	<p><b>THROWDOWN</b> Liquid Nightclub Located inside</p>

58 in

126 in

$$= 50.75 \text{ ft}^2 \times 2 \text{ faces}$$

101.5 total ft<sup>2</sup> of Signage

$$\text{Scale} = \frac{3}{4}'' \text{ to } 1'$$

**SIGN★A★RAMA**

Thirteenth  
Floor Bar  
Imperial City  
LIQUID NIGHTCLUB  
Hiver Front Lounge

Thirteenth  
Floor Bar  
Imperial City  
LIQUID NIGHTCLUB  
Hiver Front Lounge

OPEN

Restaurant & Menu  
128-A

Corona

2 METER  
METER  
PARKING  
8 AM - 6 PM  
EXCEPT  
SUN & HOLIDAYS

NO PARKING  
LOADING  
ZONE  
24 HOURS

Corona

CREDIT CARD ONLY

2012 1 26

#elanBack



Legend  
Rock Bar



LIQUID

RESERVED  
RESERVED  
T.W. AWAY