



**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**  
**126 2<sup>nd</sup> Avenue North (First Avenue Façade)**  
**April 16, 2014**

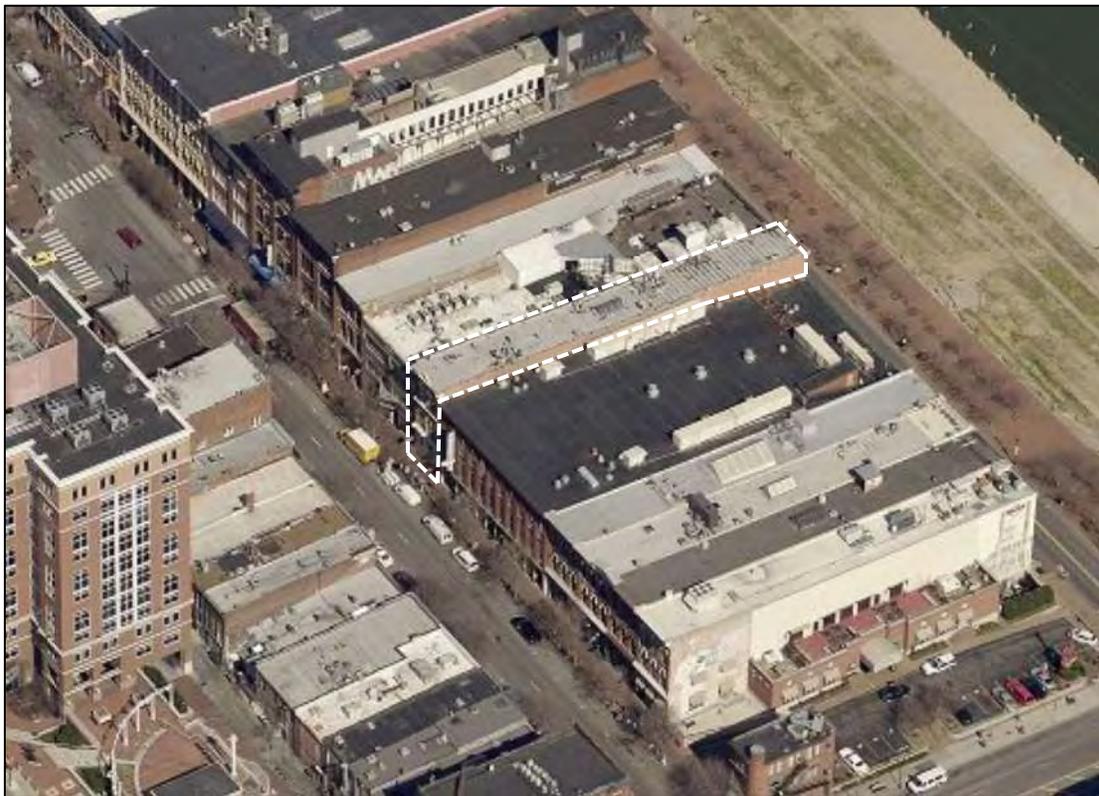
**Application:** Signage and Awning  
**District:** Second Avenue Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 09306208000  
**Applicant:** Crimm Blakeslee, Signmaker  
**Project Lead:** Sean Alexander, sean.alexander@nashville.gov

<p><b>Description of Project:</b> The applicant proposes to install a projecting three-dimensional sign and an awning on the First Avenue façade of the building and an awning.</p> <p><b>Recommendation Summary:</b> Staff recommends approval of the proposed projecting sign with a condition that the lighting and awning be approved by staff and the sign is inspected by staff prior to installation. With those conditions met, Staff finds the proposal to meet the design guidelines for the Second Avenue Historic Preservation Zoning Overlay.</p>	<p><b>Attachments</b> <b>A:</b> Photographs <b>B:</b> Line Drawings</p>
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**Vicinity Map:**



**Aerial Map:**



## Applicable Design Guidelines:

### IV.SIGNAGE

#### MODIFICATIONS

##### 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 to sign area per 1 linear foot of building façade shall be permitted, for a total 2 square feet per 1 linear feet 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: 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.
- Bare bulb illumination.

## **II.R. R. Guidelines: Awnings**

1. Awnings placement should not obscure or damage architectural details or character defining features. Appropriate storefront placement is across the storefront above the transom.
2. Awnings may be fixed or retractable and should be placed within major architectural framing members, such as arches, columns or post and lintel systems.
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 or if the shape of the opening dictates such.
5. Awnings shall not be backlit. Spotlighting of awnings from above is appropriate.
6. Awning material shall be opaque, not translucent, in canvas, cotton duck, or similar natural materials. Plastic or vinyl awnings should not be used.

**Background:** The building at 126 Second Avenue South was constructed circa 1879 as the store and warehouse for T.M. DeMoss & Sons Hardware and Machinery Wholesalers. The building is three stories tall on the Second Avenue façade, with an additional story on the First Avenue acquired by a drop in grade heading NE toward the Cumberland River.



**Analysis and Findings:** The applicant proposes to install a new projecting sign on the First Avenue façade of the building.

#### Allocation of Sign Area

The building has twenty-four feet (24') of frontage on both the First and Second Avenues facades. Under the Second Avenue signage regulations, each façade of the building is allowed forty-eight square feet (48 s.f.) of signage if a projecting sign is used.

The proposed projecting sign will have an area of twenty-six square feet (26 s.f.). The rear elevation currently has a flush-mounted wall sign with an area of eighteen square feet (18 s.f.). With a combined total area of forty-four square feet (44 s.f.), the new signage will not exceed the total signage allocation for the First Avenue façade.

#### Location

The sign will be located between two windows on the first story of the building (above the basement level at the rear), which is an appropriate location for signage. It is located below the window sills of the third story, does not project above the parapet and does not obscure any architectural features. The sign will be no less than twenty-five feet (25') from any existing projecting signs, as required by the signage guidelines.

#### Design, Material

The new sign will be a three-dimensional representation of a cowboy boot. The form of the boot will be constructed of fiberglass, mounted to the wall by a steel bracket and a horizontal pole. Three-dimensional signs are permitted, and the proposed materials are appropriate for projecting signage.

#### Lighting

A matching steel bracket and horizontal pole will be installed above the sign to mount an external light fixture. Direct lighting of signage can be appropriate, but no further information on the specific lighting fixture was provided. No internal lighting and no flashing, blinking, chasing or sequential lighting is proposed. With a condition that the lighting is approved administratively, staff finds the type of lighting to be appropriate.

#### Awning, Existing Signage

The existing wall sign is proposed to be removed and replaced with a projecting awning above the First Avenue entrance. The location meets section II.R.1 as it does not obscure

or damage architectural features and is in appropriate location above the primary entrance of this façade. The awning will project three and one-half feet (3 ½') and span a distance of ten feet (10'), which meets the requirements of II.R.3. The form is a shed form, meeting section II.R.4; although in this instance a curved awning installed within the arch of the opening would also be appropriate, if the applicant prefers. No lighting of the awning or awning signage is indicated. The material and connection of the awning were also not indicated; therefore staff recommends the final awning design be approved administratively.

**Recommendation**

Staff recommends approval of the proposed projecting sign with a condition that the lighting and awning is approved by staff and the sign is inspected by staff prior to installation. With those conditions met, Staff finds the proposal to meet the design guidelines for the Second Avenue Historic Preservation Zoning Overlay.



126 First Avenue North, rear (1<sup>st</sup> Avenue) façade, looking south.

French's shoes and boots

Building address : 126 2nd ave nashville

1st ave boot with awning sign

**PROPOSAL B**

Boot size 8ft tall x 60 inches to end of bracket over side walk .

Boot will be mounted to side of building with steel bracket .

Boot construction : Foam inside covered in fiber glass .

Boot weight : about 150 lbs.

Steel bracket weight about 100 lbs .

Boot will not be attached to awning .

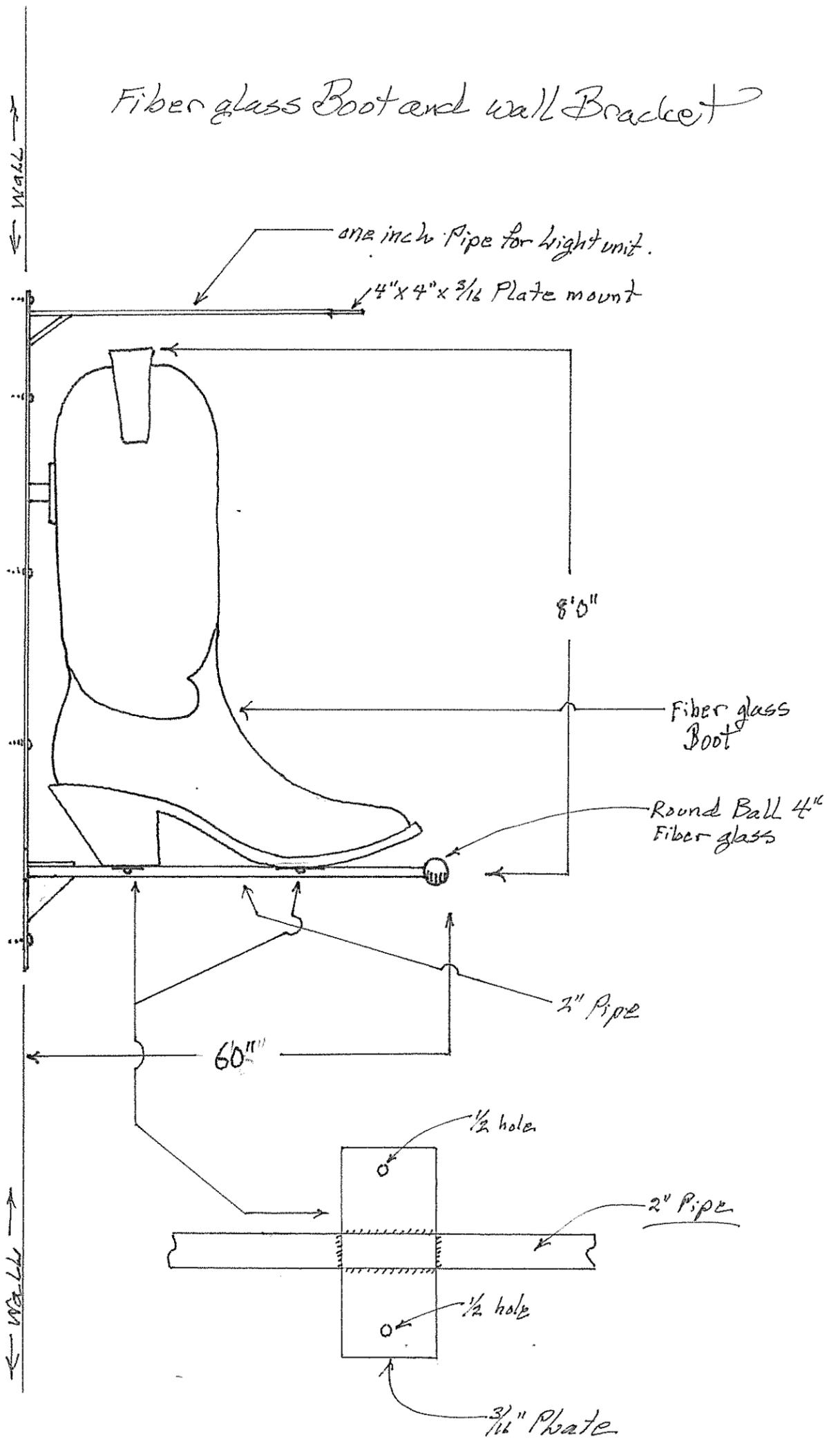
Location on building to be on 1st ave basement entrance , above stone fascia , mounted beside center window right side on brick . ( as picture shows )

AWNING : size 3.5 ft x 10 ft.

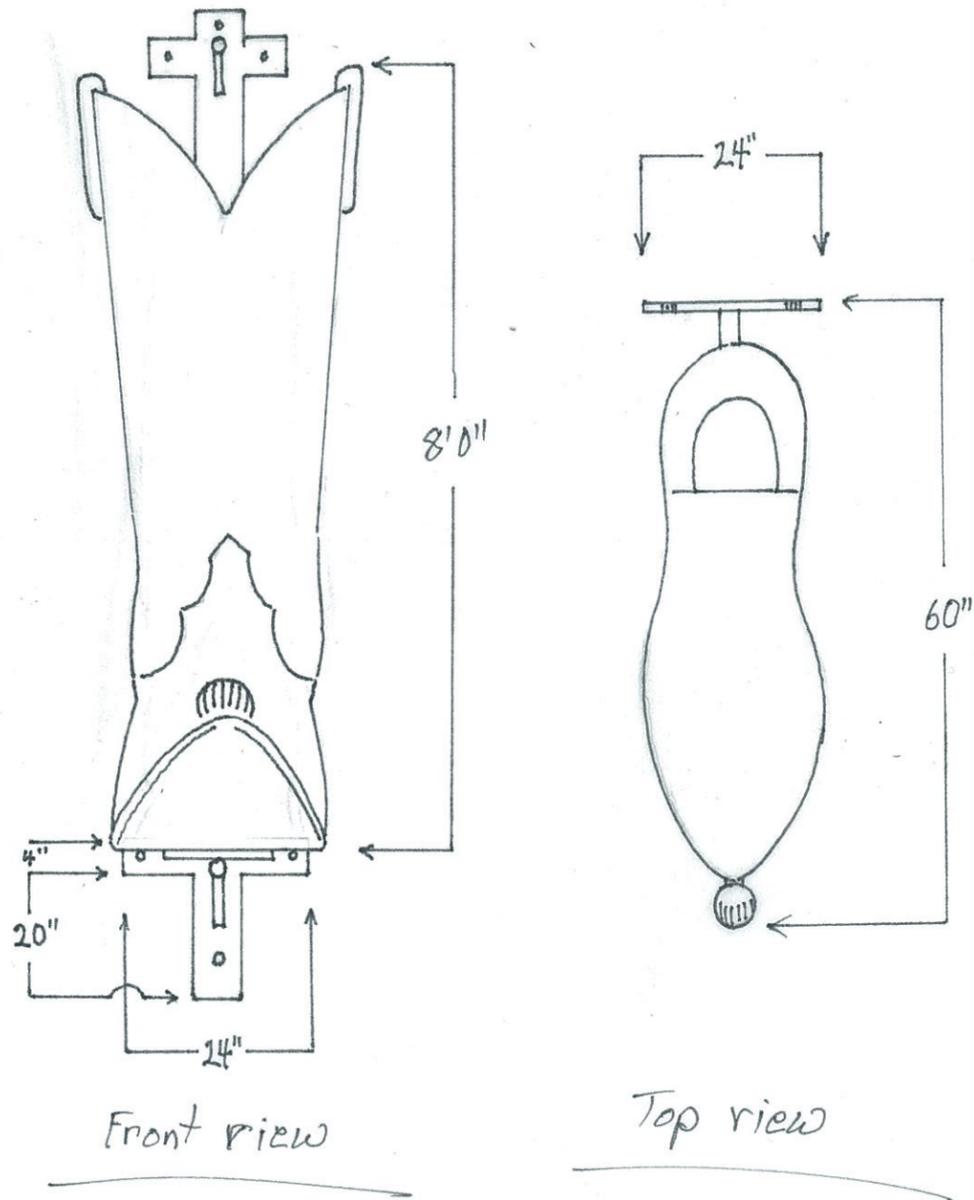
Color : red with logo across front of awning

A photograph of a brick building facade. The building has a stone base and brick upper levels. There are three arched windows on the upper level and a door with a red awning on the ground level. A red cowboy boot is mounted on the brick wall above the awning. A red arrow points from a text box to the awning. The text box contains the text: "There is not sufficient information to approve awning at this time. -SA".

# Fiber glass Boot and wall Bracket



# Fiber glass Boot with Steel Bracket



Boot wall Bracket

