



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
116 3rd Avenue South
July 16, 2014

Application: Signage Modification
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306405600
Applicant: Ryan Taylor, Joslin Signs
Project Lead: Melissa Baldock, melissa.baldock@nashville.gov

<p>Description of Project: The applicant is proposing to install a new projecting sign with a rotating element. The rotating element requires a modification of the design guidelines.</p> <p>Recommendation Summary: Staff recommends approval of the proposed signage with the following conditions that:</p> <ol style="list-style-type: none">1. The applicant submit an image of the façade clearly showing the location of the sign on the second story; and2. The permit not be issued until the site is part of the expanded Broadway Historic Preservation Overlay. <p>With these conditions, staff finds that the proposed sign meets section IV of the <i>Broadway Historic Preservation Overlay Handbook and Design Guidelines</i>.</p> <p><i>Note: If the overlay is not expanded the sign shall be reviewed by MDHA as a modification to the DTC and the Commission's decision will be void.</i></p>	<p>Attachments A: Elevations</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.

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.

Shingle Sign: 9 square feet per sign

Ground Signs

Monument Sign-24 square feet

Skyline Signs

75'-110'—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: 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.

Background: 116 3rd Avenue South is in the proposed expansion to the Broadway Historic Preservation Overlay. It is a one-story structure that was constructed c. 1920, but is considered to be non-contributing to the expanded overlay because of its lack of architectural or historic significance (Figure 1).



Figure 1. 116 3rd Avenue South

The site's zoning is currently controlled by an SP (Specific Plan). Property owners are seeking to rezone the property and as a part of that are also seeking expansion of the Broadway Historic Preservation Zoning Overlay. The current SP requires that signage follow the most restrictive requirements of *A Market Study for Broadway*, MDHA design guidelines and Core Frame (CF) zoning. The most restrictive requirement is the CF zoning which only allows one sign.

In June 2014, MHZC staff administratively approved a painted sign for the building's façade, finding that it met the requirements of *A Market Study*, MDHA's design guidelines and CF zoning. A second sign is now being proposed, which does not meet the current SP zoning. A second sign would be permitted if and when the property is rezoned, with or without the overlay expansion.

Staff is reviewing this application for signage under the design guidelines for the Broadway Historic Preservation Overlay, assuming the site will become part of the overlay in August. If approved by the Commission, a permit for the sign will not be issued until the expansion for the Broadway Historic Preservation Overlay passes. If the overlay does not pass but the property is still rezoned, the Commission's decision will be void and MDHA will review the project.

The applicant has also received a building permit to repaint the exterior of the building. Repainting of the building is not a reviewable action with the current SP and so was not reviewed by the MHZC.

Analysis and Findings: The applicant is proposing to install a new projecting sign with a rotating element. The rotating element requires a modification of the design guidelines.

Signage Allotment: According to the design guidelines, a building can have two square feet (2 sq. ft.) of signage per linear foot of building façade when a projecting sign is used. This building's front façade is forty-one feet (41') wide, for a total allotment of eighty-two square feet (82 sq. ft.). In June, MHZC staff administratively approved a painted sign that is approximately forty-five square feet (45 sq. ft.), finding that it met the requirements of the SP.

The projecting sign is oval in shape, and has an area of approximately sixteen square feet (16 sq. ft.). In total, the painted wall sign and the new projecting sign have an area of seventy-one square feet (71 sq. ft.), less than the building's allotment. Staff therefore finds that the signage allotment meets Section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.

Location: The submitted drawings do not adequately show the location of the signage on the facade. Staff asks that a condition of approval be that the applicant submit an image of the façade showing clearly the proposed signage location. The submitted materials do show that the sign will be located above the first floor level, and it will not extend above the parapet wall. Because the building lacks architectural details, the sign will not interfere with any significant architectural features. The design guidelines specify that a projecting sign must be more than twenty-five feet (25') from another projecting sign; there are no projecting signs within twenty-five feet (25') of this proposed sign.

With the condition that the applicant submit more information about the location of the signage on the front façade, staff finds the location of the proposed projecting sign to meet Section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.

Design, Size, Movement: The projecting sign is approximately three feet, nine inches (3'9") tall, well within the allotment of the sixteen foot (16') maximum allowed for two-story buildings. The projecting sign will extend from the wall by six feet (6'), and the depth of the projecting sign cabinet is eighteen inches (18"), both of which meet the design guidelines. It is proposed to rotate, which the Commission may approve as a modification. There are older signs in the district that rotate, and the Commission has approved several rotating signs since the adoption of the current design guidelines. Staff finds the project meets Section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.

Illumination: The projecting sign will have an exposed neon border and neon channel letters. They will not have blinking, flashing, chasing or sequential lighting, and the signage cabinet will not be internally illuminated. Staff finds that the signage illumination meets Section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.

Materials: The proposed sign will be metal and hard plastic with neon channel letters, which meets Section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.

Recommendation Summary: Staff recommends approval of the proposed signage with the following conditions that:

1. The applicant submit an image of the façade clearly showing the location of the sign on the second story; and
2. The permit not be issued until the site is part of the expanded Broadway Historic Preservation Overlay.

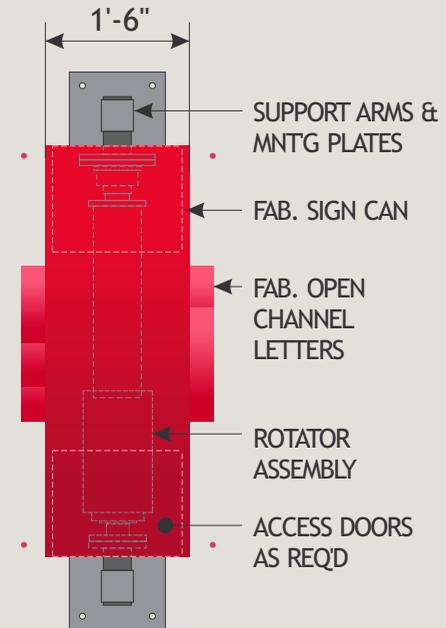
With these conditions, staff finds that the proposed sign meets section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.

Note: If the overlay is not expanded the sign shall be reviewed by MDHA as a modification to the DTC and the Commission's decision will be void.

16.2 sq ft



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



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



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

PROJECT TITLE:	GOO GOO
LOCATION:	116 THIRD AVE S. NASHVILLE, TN
JOB CONTACT: NAME	PROJECT MANAGER: KIM CLARK
DRAWING NO:	142006-K10-01

SPECIFICATIONS & FINISHES:					
1. FABRICATE/INSTALL ONE (1) PROJECTING AND ROTATING DF SIGN AS ILLUSTRATED AND SPECIFIED.					
PMS 1797 RED	PMS 652 BLUE	PMS 187 RED	PMS 476 BROWN	10% GRAY	METALLIC SILVER

DESIGNED BY:	DATE:
RM/CT	06-24-14
WORK ORDER NO.:	
372509	
PAGE	OF
1	2

APPROVALS FOR MANUFACTURING
ENGINEERING:
INSTALLATION:
PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557

Ellipse Area Calculator

This [calculator](#) requires the use of [Javascript](#) enabled and capable browsers. This calculator is designed to give the approximate area of any ellipse. Enter the width of the longest long axis, AB, and the length of the longest short axis, CD. Then, click on Calculate. The area is in whatever designation of square units you have used for the entries. The formula is $(PI * \text{long axis} * \text{short axis}) / 4$. You may see all of our other area calculations by going to our [Area Calculator](#).

Unit	Number
Required Data Entry	
Long Axis Width	<input type="text" value="5.5"/> Units
Short Axis Length	<input type="text" value="3.75"/> Units
<input type="button" value="Calculate"/> <input type="button" value="Clear Values"/>	
Calculated Results	
Ellipse Area	<input type="text" value="16.198837122187502"/> Square Units

Updated 8.12.11