



**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**  
**1401 and 1515 5<sup>th</sup> Avenue North**  
**August 20, 2014**

**Application:** Signage  
**District:** Germantown Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 08112041500, 08209049800  
**Applicant:** Scott Denson, Signs Inc.  
**Project Lead:** Melissa Baldock, [melissa.baldock@nashville.gov](mailto:melissa.baldock@nashville.gov)

**Description of Project:** Application is to construct two free-standing signs.

**Recommendation Summary:** Staff recommends approval of the two signs with the condition that staff review and approve the external lighting for the signs. With this condition, staff finds that the project meets Section 8.0 of the design guidelines for the Germantown Historic Zoning Overlay.

With these conditions, staff finds that the project meets Section 8.0 of the *Germantown Historic Preservation Overlay: Handbook and Design Guidelines*.

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



## Applicable Design Guidelines:

### 8.0 Signage

*Review is required only for permanent signs that are mounted on the exterior of buildings or anchored freestanding on the property. Signage behind display windows, transoms, and upper story windows, as well as temporary signs, such as sandwich boards and banners, are not reviewed.*

*Recognizing the importance of signage and building graphics to the business needs of merchants and property owners, the MHZC supports interpretation of the signage guidelines to further the dynamic, creative, entertaining, and often eclectic identity requirements of the Germantown district.*

#### 8.1 Design Standards

- 8.1.1 Signage should be placed in locations historically used for signage and should not obscure transoms, columns, cornices, decorative elements, or key architectural features.
- 8.1.2 Signs shall be of quality design and craftsmanship. Wood or painted metal are preferable materials. Low-grade plastics and synthetic materials are discouraged.
- 8.1.3 Awning signage is appropriate for non-residential structures. However, the size of the letters/graphics should not dominate the awning.
- 8.1.4 Signs shall be limited to on-premises signs related to the use or business conducted on the same site.
- 8.1.5 Well-designed hand-painted signs are permitted.
- 8.1.6 Well-designed permanent widow painted signs are permitted.
- 8.1.7 Abandoned, deteriorated, or damaged signs and sign posts shall be removed.
- 8.1.8 The number of signs permitted on a parcel shall be limited to the number of primary building entrances on the parcel plus one for each public street on which the parcel has frontage.
- 8.1.9 Signs for multiple tenant occupancies/multiple businesses shall be of similar material and design.

#### 8.2 Signage not Permitted

- 8.2.1 No billboards or general advertising signs shall be permitted.
- 8.2.2 Marquee type signs for announcements of activities taking place at the location are prohibited (exceptions: churches, schools, and institutional use).
- 8.2.3 Rooftop signs are not permitted.
- 8.2.4 Off-site signs are not permitted.
- 8.2.5 Pole-mounted signs are not permitted.

#### 8.4 Monument and Freestanding Signs

Monument and freestanding signs shall be permitted only when a building sits more than 20 feet from a public street.

- 8.4.1 Business signs shall be limited to one (1) sign for each street frontage per premises. Monument signs shall be limited to a height of 6', a thickness of 12", and a total area of 16'.

#### 8.5 Sign Illumination

- 8.5.1 No sign that flashes, blinks, revolves, races, or is put in motion by the atmosphere shall be permitted. No visible bulbs, luminous paints, or plastics will be permitted as part of any New signs shall be either spotlighted, externally lit or backlit with a diffused light source.
- 8.5.3 Spotlighting should completely shield all light sources. Lights should be contained primarily within the sign frame.
- 8.5.4 Back-lighting should illuminate only letters, characters or graphics on the sign, not the sign background.
- 8.5.5 Neon is permitted only as lighting for channel letters on projecting and blade signs.
- 8.5.6 Buildings and signs may be illuminated by remote light sources, provided that these light sources are shielded to protect adjacent properties.

**Background:** 1401 and 1515 5<sup>th</sup> Avenue North are part of the Werthen Bag/Tennessee Manufacturing Company complex, which was built in stages between 1869-1953. Over the past few years, MHZC has issued several permits for alterations and new construction in the complex to facilitate its adaptation into a mixed-use residential and commercial development. The proposed signs will be located on the eastern end of the complex on 5<sup>th</sup> Avenue North, between Taylor and Hume Streets.

**Analysis and Findings:** Application is to construct two free-standing signs.

Location and Setback: The applicant is proposing to install two free-standing signs at the Werthen site, along Fifth Avenue between Taylor and Hume Streets. One sign, sign # 101 is located on the portion of the site with the address 1401 5<sup>th</sup> Avenue North, and the other sign, #103, is located on the portion of the site with the address 1515 5<sup>th</sup> Avenue North.

The design guidelines state that “monument and freestanding signs shall be permitted only when a building sits more than 20 feet from a public street.” The guidelines assumed that freestanding and monument signs would be used for traditional historic Germantown structures like churches and residential structures that were converted to commercial use. The industrial Werthen complex is a unique entity in the district, and therefore staff finds that although the Werthen structures do not sit twenty feet (20’) from the public street, the proposed locations of the two free standing signs meets the intent of the design guidelines. The signs will be located in the open space areas of the site and will not sit in front of the historic buildings or new infill on the site.

Sign #101 will meet the base zoning requirements for signage setback, as it will be more than fifteen feet (15’) from the 5<sup>th</sup> Avenue property line. It will be located just north of the existing historic structure at 1401 5<sup>th</sup> Avenue North, in a landscaped open space area. Similarly, sign #103 will meet the base zoning requirements for signage setback. It will be a directional sign that will be over one hundred feet (100’) from the 5<sup>th</sup> Avenue North property line. It will be situated just south of the new infill being constructed at 1515 5<sup>th</sup> Avenue North, in a landscaped open space area, along a pathway.

Staff finds that the location and setback for the two signs meet section 8.4 of the design guidelines for the Germantown Historic Zoning Overlay.

Sign Size: The design guidelines state that that “Monument signs shall be limited to a height of 6’, a thickness of 12”, and a total area of 16’.” Sign #101 is twelve feet (12’) tall, nine inches (9”) thick, and two feet, two inches (2’2”) wide. Its total square footage is twenty-six square feet (26 sq. ft.). This free-standing sign is larger than what the design guidelines stipulate. However, staff finds the sign’s size to be appropriate because it will be installed within a large industrial complex, in the middle of landscaped open space. It will not distract from the historic buildings within the Werthen complex and will not overwhelm the historic character of the site nor of the surrounding area. Sign #103 is just three feet, six inches (3’6”) tall; is one foot, six inches (1’6”) wide; and is

only four inches (4”) thick. The total square footage is just a little of five square feet (5 sq. ft.). Staff finds that these dimensions meet the design guidelines.

Staff finds that the sizes of both sign meet section 8.4 of the design guidelines for the Germantown Historic Zoning Overlay.

Materials. The material of both signs will be thick weathered steel. Both signs will be directly buried into a concrete footing. Staff finds that the steel material meets Section 8.1 of the design guidelines for the Germantown Historic Zoning Overlay.

Illumination. Both signs will have external illumination only, but no information on the lighting fixtures was submitted. Staff asks to review and approve the external lighting fixtures prior to purchase and installation to ensure that the lighting meets Section 8.5 of the design guidelines for the Germantown Historic Zoning Overlay.

**Recommendation Summary:** Staff recommends approval of the two signs with the condition that staff review and approve the external lighting for the signs. With this condition, staff finds that the project meets Section 8.0 of the design guidelines for the Germantown Historic Zoning Overlay.

**Site Photos:**



Corner of 5<sup>th</sup> Avenue North and Taylor (1401 5<sup>th</sup> Avenue North)



Looking north along 5<sup>th</sup> Avenue between Taylor and Hume Streets



Open space where the two signs will be located.

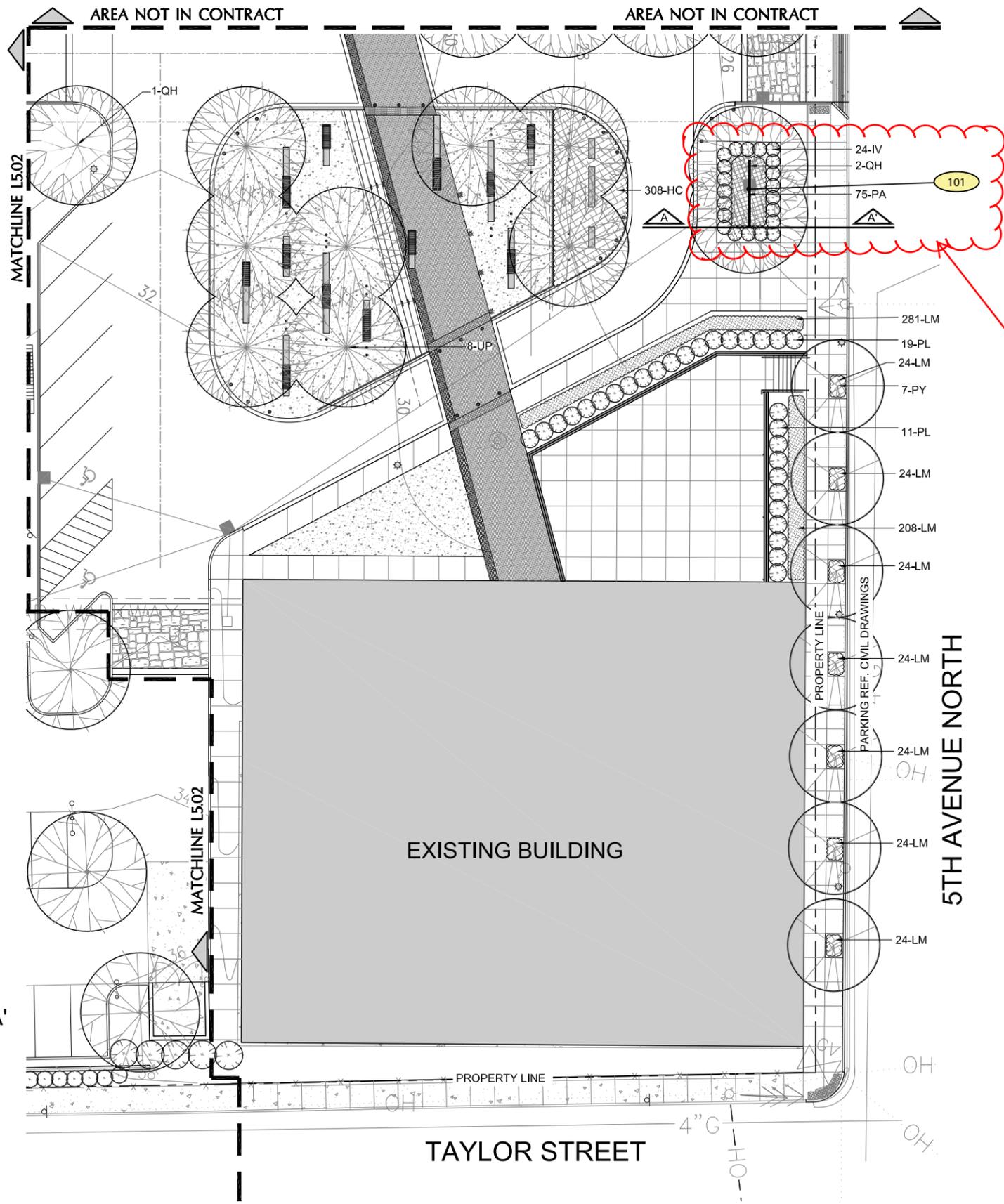


New construction at 1515 5<sup>th</sup> Avenue North

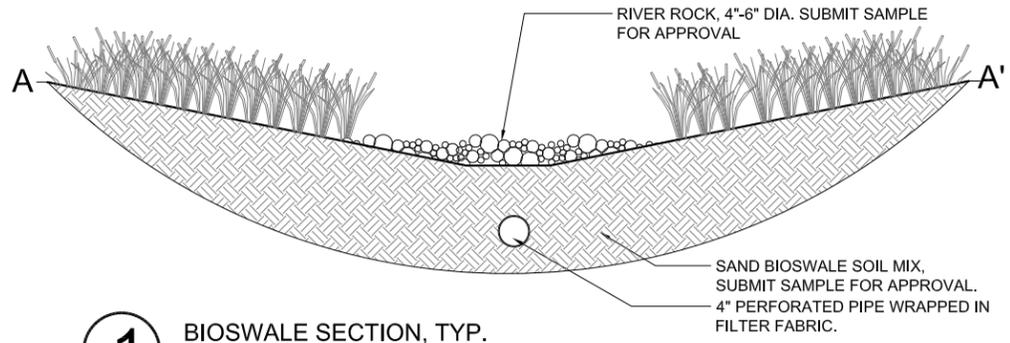




|                             |
|-----------------------------|
| <b>TOLLESONMCCOY</b>        |
| <b>Taylor Flats</b> 13008   |
| Location Plan - Landscape D |
| 07.09.13                    |
|                             |
|                             |
|                             |
|                             |
|                             |
| NOT FOR CONSTRUCTION        |



Sign #101 at 1401  
5th Avenue North

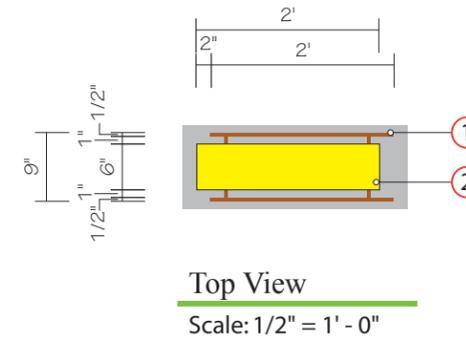
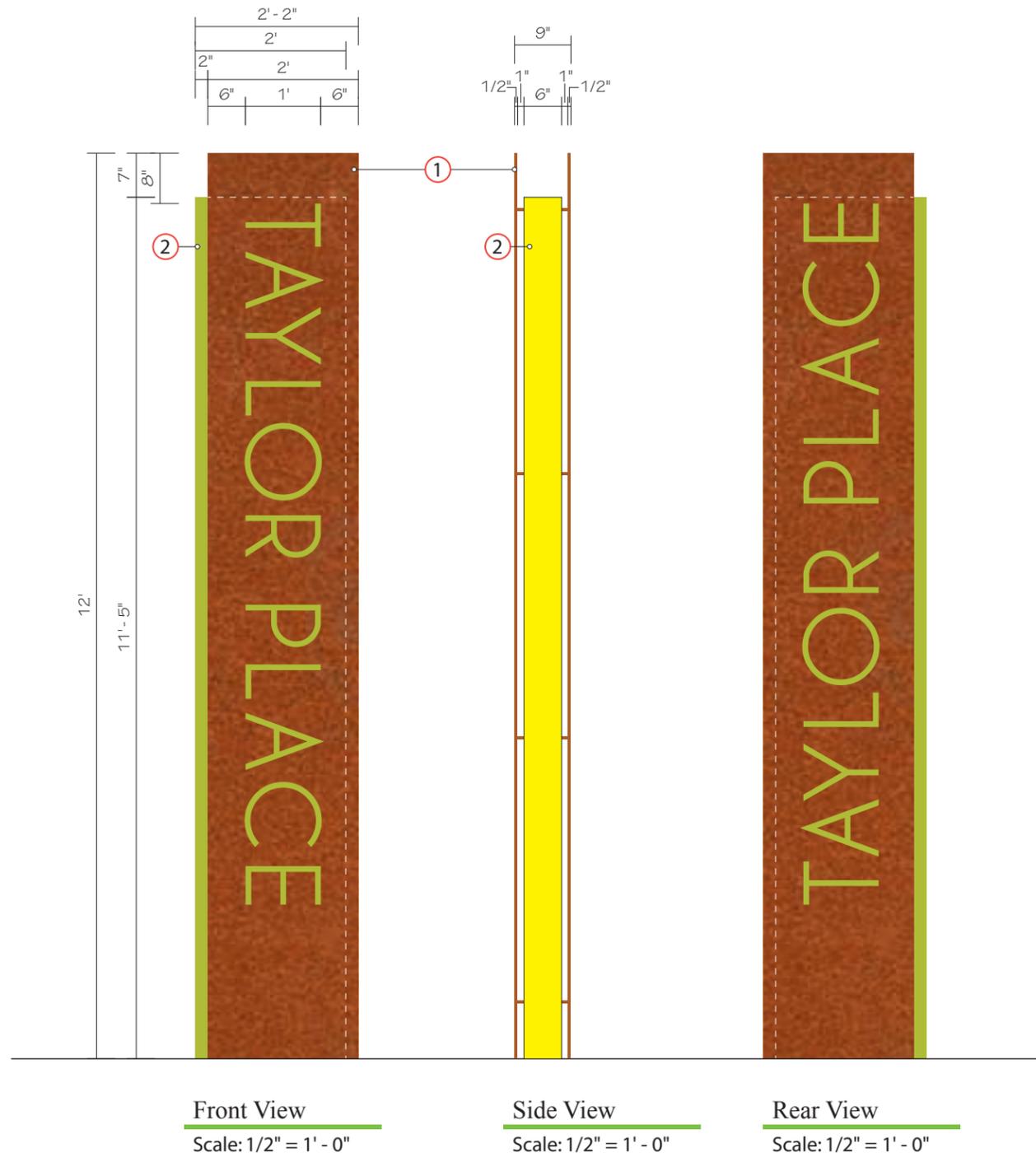


**1** BIOSWALE SECTION, TYP.  
N.T.S.

**MOTOR COURT & 5TH AVE. STREETScape**



Sign #101 at 1401 5th Avenue North



NOTES

- ① 1/2" Thick Weathered Steel (A588 Finish) with cut out Text - Steel Rods welded Second Surface to have 1" Standoff from Cabinet.
  - ② Steel Cabinet with Square Steel Tubing Armature.  
Sides of Steel to be painted Yellow. Front, Rear and Top to be Green (TBD)  
Sign will have 4 Steel Side panels. Front and Rear will be bent to form top portion of Cabinet.  
Steel Pre-drilled for steel rods.  
Side Aluminum Panels will be removable to accomodate mounting of Steel Faceplate to Tubing
- Cabinet (tubing) to be Directly Buried Into Concrete Footing. Appropriate Depth TBD
- All Panels and Cabinets will appear to be direct burial

# The Flats at Taylor Place

Date: 06/02/14

Revised: 06/23/14

Drawn by: CTP

Scale: 1/2" = 1' - 1"

File Name: MON.ai

File Folder: T:\TaylorFlatsWerthan  
\Shop Drawings\  
Exterior

Project Manager: JAD

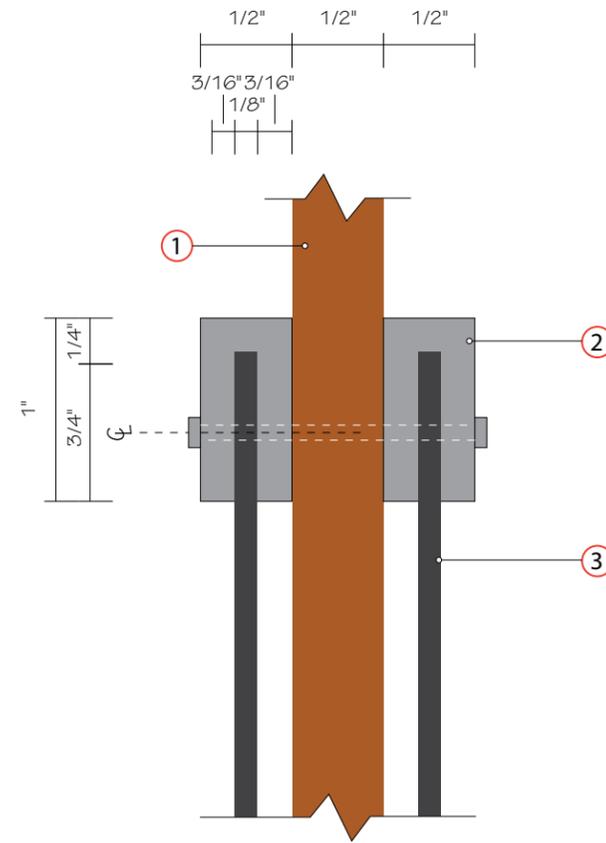
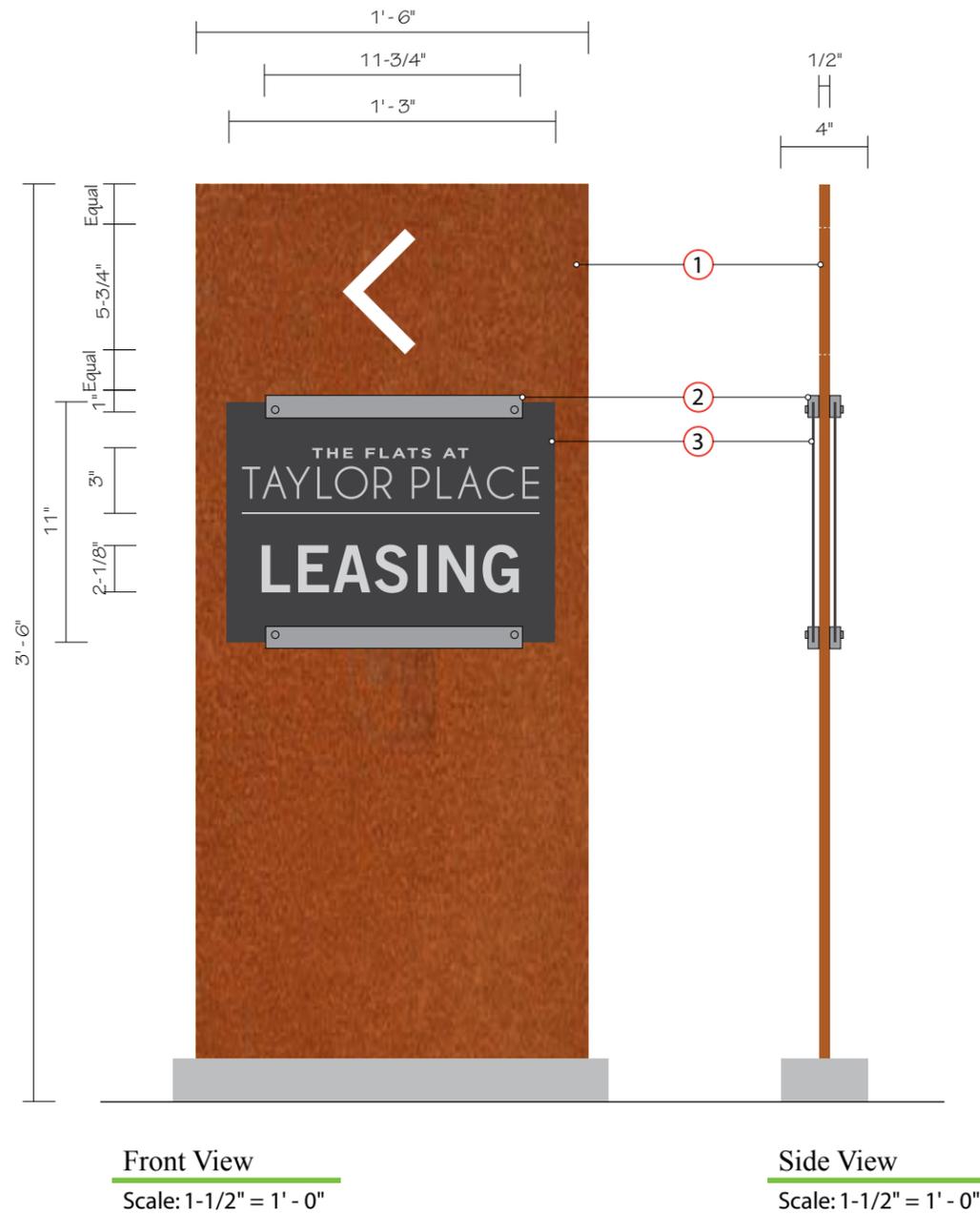
Sign Type: **MON**  
*Monument Sign*  
*- Exterior*



1301 Antioch Pike  
Nashville, TN 37211  
p. 615-885-2900  
f. 615-885-2989

This design is being submitted for use as a product being manufactured for you by Signcraft, Inc. It is not to be reproduced, copied or manufactured by you or given to any other manufacturer without written permission from Signcraft, Inc. Unauthorized use is subject to design charge and will include any collection fees.

Sign #103 at 1515 5th Avenue North.



**Side View Detail**  
Scale: Actual Size

**NOTES**

- ① 1/2" Thick Weathered Steel(A588 Finish) with cut out Arrow
- ② 1/2" x 1" Milled Steel Bar Stock with Raw Steel finish - mechanically fastened to Steel Panel
- ③ 1/8" Thick Steel Panel Painted to match Dark Gray TBD  
Silk screened Text to match Light Gray TBD

Steel Sign Plate Mechanically Fastened Through Bar stock and Sign Panel with Tamperproof Non-corrosive Bolts. Both Sides to be similar in bolt appearance

Steel Panel Directly Buried Into Concrete Footing. Appropriate Depth TBD

Font: Trade Gothic Bold

# The Flats at Taylor Place

Date: 06/02/14

Revised: 06/23/14

Drawn by: CTP

Scale: Various

File Name: DIR.ai

File Folder: T:\TaylorFlatsWerthan  
\Shop Drawings\  
Exterior

Project Manager: JAD

Sign Type: **DIR**  
*Directional Sign*  
*- Exterior*



1301 Antioch Pike  
Nashville, TN 37211  
p. 615-885-2900  
f. 615-885-2989

This design is being submitted for use as a product being manufactured for you by Signcraft, Inc. It is not to be reproduced, copied or manufactured by you or given to any other manufacturer without written permission from Signcraft, Inc. Unauthorized use is subject to design charge and will include any collection fees.