



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Metropolitan Historic Zoning Commission
Sunnyside in Sevier Park
3000 Granny White Pike
Nashville, Tennessee 37204
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STAFF RECOMMENDATION
116 Opry Place (116 Fifth Avenue North, Ryman Auditorium)
January 21, 2015

Application: Signage; Lighting
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306307100
Applicant: Hastings Architecture Associates, LLC
Project Lead: Sean Alexander, sean.alexander@nashville.gov

<p>Description of Project: The applicant is requesting approval of an electronic changeable copy sign and exterior lighting on an addition to the building that is currently under construction.</p> <p>Recommendation Summary: Staff recommends approval of the proposed electronic changeable copy sign with the condition that the sign be no more than ninety square feet (90 sq. ft.) and with the modification that two electronic signs be less than fifty feet (50') apart finding that with that condition and modification, the project meets the design guidelines for signage (section IV) in the Broadway Historic Preservation Zoning Overlay.</p> <p>Staff recommends disapproval of a revision to the existing permit to include the rain screen lighting, finding that it does not meet Section II.T of the <i>Broadway Historic Preservation Overlay: Handbook and Design Guidelines</i>.</p>	<p>Attachments A: Architectural Drawings</p>
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Applicable Design Guidelines:

II. Rehabilitation

T. Lighting

1. If lighting is installed, it should be concealed or simple and unobtrusive in design, materials, and relationship to other façade or elevation elements.
2. Light should be directed toward the façade instead of outward. Building facades may be illuminated through uplights mounted above the storefront cornice.
3. Dark metals are appropriate materials for light fixtures.
4. Concealed, indirect, or spot lighting is appropriate for exterior signage. Visible fluorescent or incandescent bulbs are not appropriate.

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 feet 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: 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: Changeable Copy Sign

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: The Ryman Auditorium was constructed between 1888 and 1892 for the Union Gospel Tabernacle. Home to the renowned “Grand Ole Opry” radio show from the 1940s through 1973, followed by two decades of disuse, the Ryman is once again a popular venue for concerts performances of all types and genres and a destination for visitors from all over the world. The Ryman Auditorium was listed in the National Register of Historic Places in 1971, and was designated as a National Historic Landmark in 2001.

A two-story addition to the building was constructed in 1994 to house a lobby and offices, and to serve as the primary entrance for visitors. Some demolition and an enlargement of that addition with one- and two-story components and an electronic sign on the south side was approved by the MHZC in July, 2014, and is currently under construction.

Analysis and Findings: The applicant is requesting approval of new signage and architectural lighting on the addition to the building that is currently under construction.



Figure 1: Rendering of previously approved design.

Signage: The proposed new signage will be on the fascia on the north façade of the newest one-story addition to the Ryman Auditorium.

This sign would match an identical sign that was approved for the south fascia of the addition. The currently approved sign on the south side is larger than what the design

guidelines allow. The north facade is not street-facing, but faces a plaza and a parking area.



Figure 2: Areas 1 and 2 show the location of existing electronic changeable copy signage. Area 3 is the electronic signage approved in July, 2014, and area 4 is the current requested location for a 4th sign.

The proposed new sign will be an electronic changeable copy sign that is allowed only for “tourist oriented businesses” provided the changeable copy portion is no greater than 50% of the allotted sign area. The Ryman meets the definition of “tourist oriented business” as it has a minimum permanent fixed seating capacity of 500 and offers entertainment to the general public.

Signage Allotment: According to the design guidelines, non-street facing elevations can have one square foot (1 sf) of wall signage for each linear foot (1’) of the building façade, up to the maximum area of signage permitted for the street-facing elevation. For street-facing elevations, up to one and one-half square feet (1.5 sq. ft.) of signage is permitted for each linear foot (1’) of the building width (1.5 sq. ft.) of the building is allowed for signage. To determine the appropriate allotment, the width of the historic and primary portion of the building was used rather than the width of any additions. With this consideration, each non-street facing façade of the building would have an allocation of one-hundred and eighty square feet (180) of wall signage. However, electronic signage is only allowed to be 50% of the allotted area, or in this case, ninety-square feet (90 sq. ft.).

The proposed wall sign is proposed at hundred, twenty-five square feet (125 sf). This is more than the maximum that would be allotted for the north façade. In addition, the electronic signage approved for the south side is already greater than the allotment for that side. Staff recommends that the signage be no more than ninety square feet (90 sq. ft.).

Location: The sign is located within the fascia of the cantilevered roof on the north façade of the new addition to the building. This is an appropriate location for signage.

However, the design guidelines require that electronic signage be at least fifty feet (50') apart and the proposed sign is only be forty-two feet (42') from the electronic changeable copy sign on the south façade of the building. Because of its close proximity sign to another electronic changeable copy sign, the proposed sign does not meet the design guidelines. Because the signs cannot be seen at the same time, due to their locations, staff recommends a modification to the fifty-foot requirement but only if the sign size is lowered to the required ninety square feet. (90 sq.ft.).

Design, Size, Movement: The wall sign is integral to the fascia of the building, and therefore meets the requirements for being flush to the wall and having a minimal depth. When the electronic sign is not illuminated it will look like a typical building fascia.

Duration:

Images will not change more than eight seconds (8 sec.) at a time, as required by the design guidelines. Each image will be static during that eight seconds. Also, the transition time is proposed to be immediate without flashing, scrolling, twirling, or changing color or in any manner imitate movement.

Brightness:

The sign will 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. It will have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level.

Building Lighting: The applicant proposes to install architectural lighting on the east façade of the new addition. Although the true front of the building historically was the west façade, since 1994 the "front" has been on the east where the primary entrance faces Fourth Avenue North.

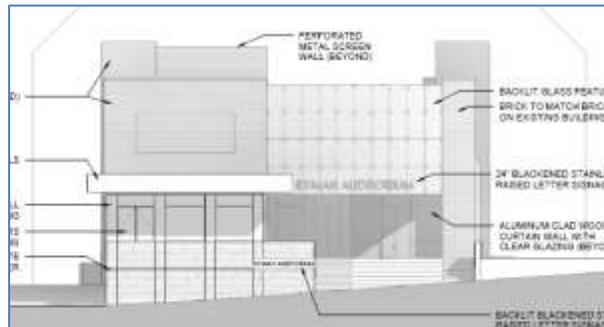


Figure 2: Original proposal approved in July, 2014.

In the original permit, this area was a glass wall with lighting inside. Because the lighting was interior to the building it was not reviewed by the Commission and it was not known at that time that the lighting would change colors. The current proposal is for a vertical copper panel rain screen mounted one foot (1') out from the actual wall. On the wall, and behind the proposed screen, are rows of LEDs lights that would glow through the screen and have the ability to change colors. The frequency of the transitions and the brightness of the lights were not specified; however, the applicant has stated that they are willing to assure that the colors only change daily.

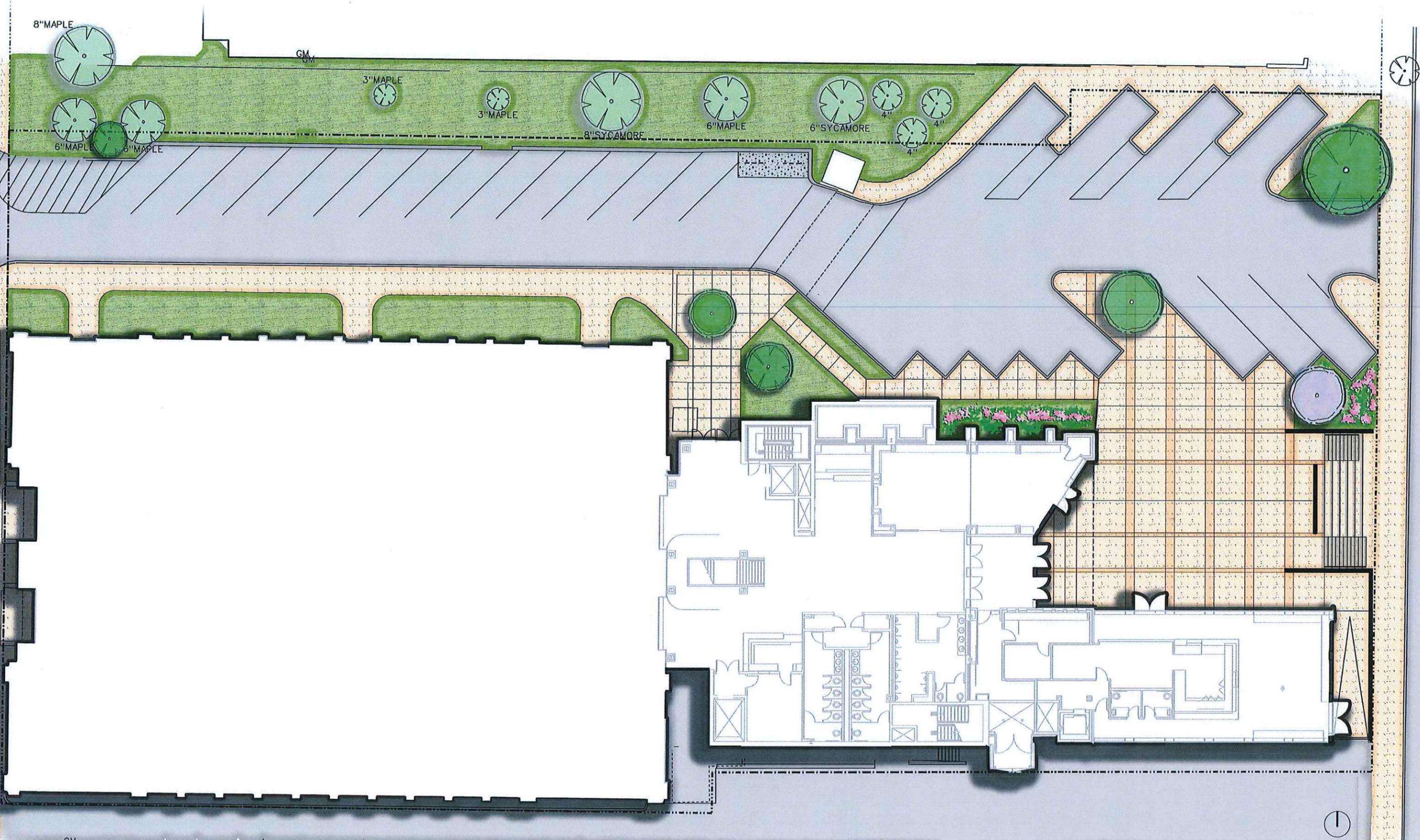
The screen wall itself was approved as an administrative revision to the existing permit, but not the lighting. The Broadway Historic Preservation Zoning Overlay design guidelines state that lighting should be “unobtrusive in design, materials, and relationship to other façade or elevation elements.” In the past, the Commission has only allowed for exterior lighting that illuminated an architectural feature or signage but not an entire wall. The proposed lighting would be highly conspicuous and obtrusive and would dominate views of the iconic building from the public right-of-way. Staff finds that the proposed lighting is contrary to the intent of the design guidelines as it would have a detrimental effect on the historic character of the building and the district.

Recommendation Summary: Staff recommends approval of the proposed electronic changeable copy sign with the condition that the sign be no more than ninety square feet (90 sq. ft.) and with the modification that two electronic signs be less than fifty feet (50’) apart finding that with that condition and modification, the project meets the design guidelines for signage (section IV) in the Broadway Historic Preservation Zoning Overlay.

Staff recommends disapproval of a revision to the existing permit to include the rain screen lighting, finding that it does not meet Section II.T of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.



Current Photo/Image



Approved Plan

2

E

3" MAPLE

8" SYCAMORE

6" MAPLE

6" SYCAMORE

4"

4"

4"

4"

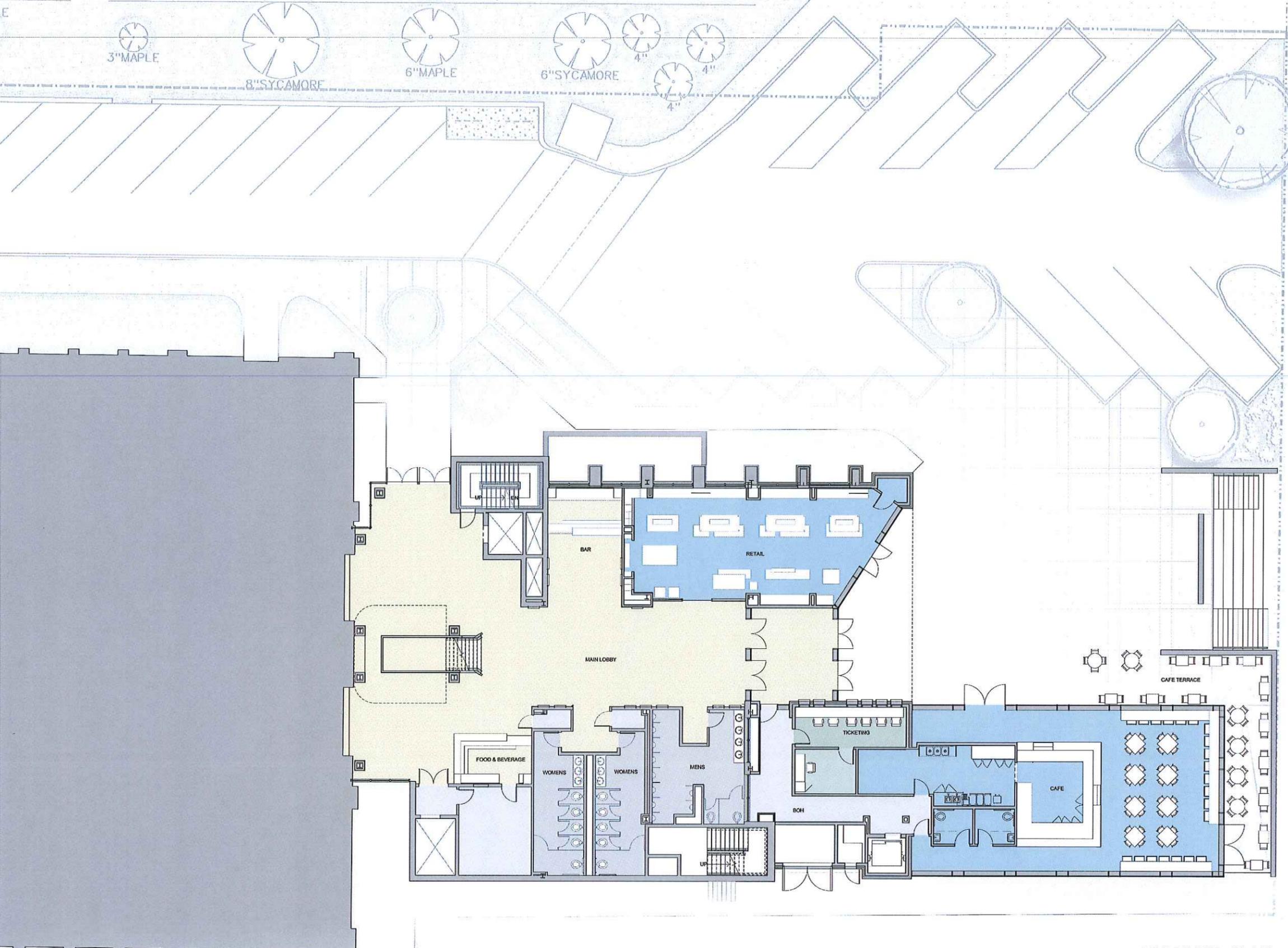
FOURTH AVENUE NORTH

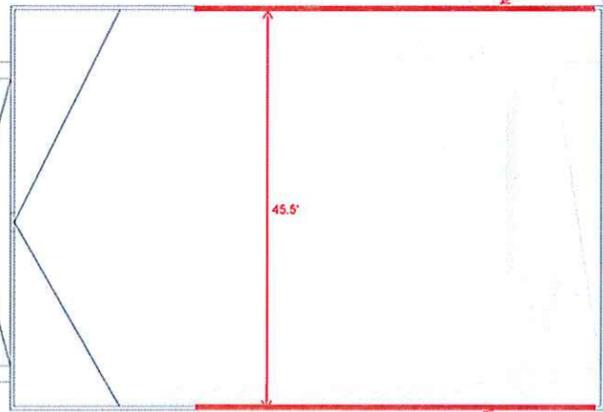
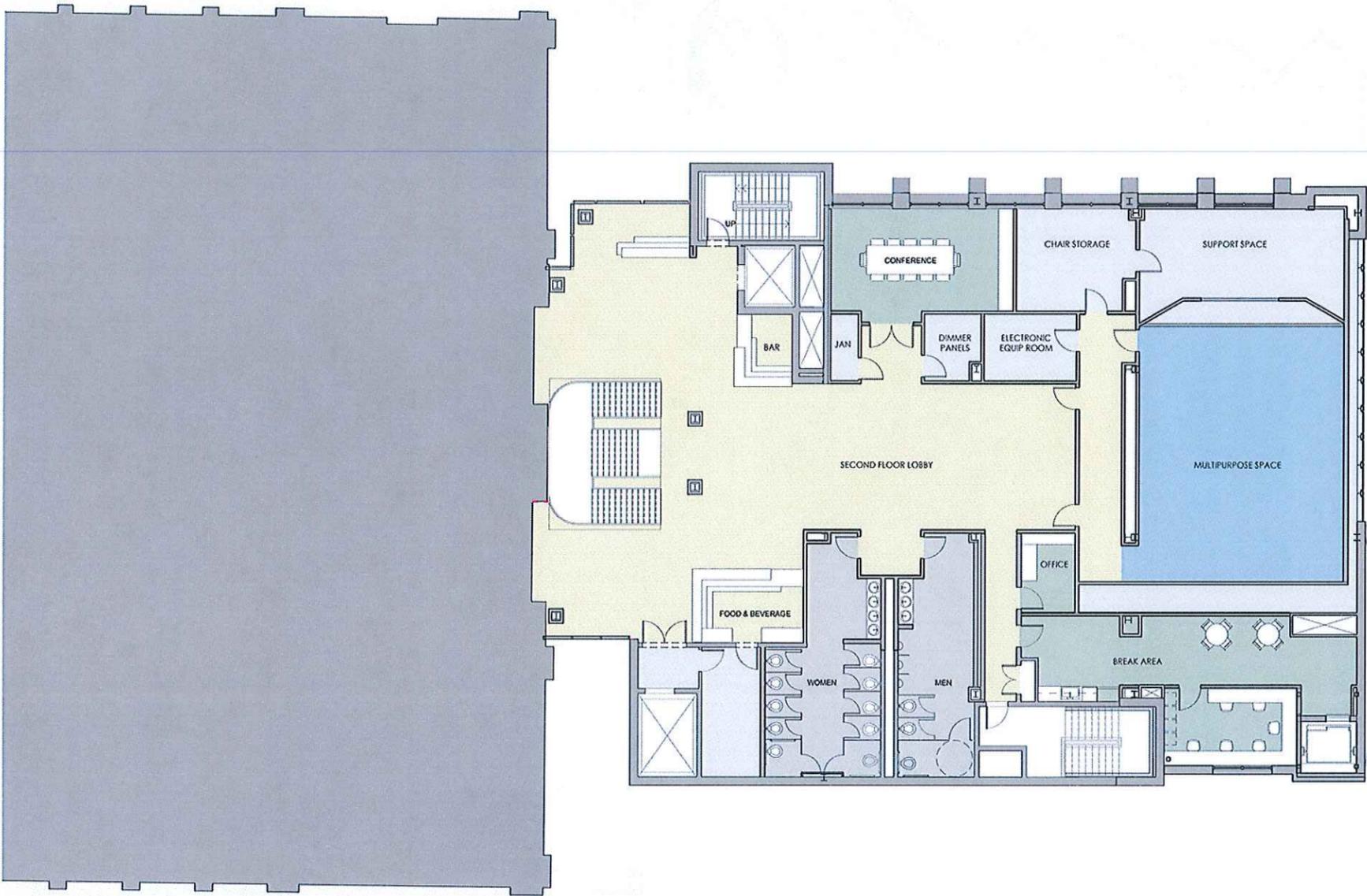
SERVICE ALLEY

PROPOSED PLAN

Approved Plan

3





PROPOSED PLAN
 LOCATION OF
 ADDITIONAL DYNAMIC
 LED SIGN AT CAFE'S
 NORTH ROOF FASCIA
 (FACING PLAZA &
 COMMERCE STREET)

PROPOSED PLAN
 LOCATION OF
 ADDITIONAL DYNAMIC
 LED SIGN AT CAFE'S
 NORTH ROOF FASCIA
 (FACING PLAZA &
 COMMERCE STREET)

DYNAMIC LED SIGN GENERAL NOTE:

1. ANY IMAGE OR MESSAGE OR PORTION OF THE IMAGE OR MESSAGE WILL BE DISPLAYED FOR NO LESS THAN 8 SECONDS.
2. TRANSITIONS WILL BE IMMEDIATE.
3. NO PORTION OF THE IMAGE OR MESSAGE MAY FLASH, SCROLL, TWIRL, CHANGE COLOR OR IN ANY MANNER IMITATE MOVEMENT.
4. SIGNAGE WILL NOT EXCEED MAXIMUM ILLUMINATION OF 7,500 NITS DURING DAYLIGHT HOURS AND MAXIMUM ILLUMINATION OF 750 NITS BETWEEN DUSK AND DAWN.
5. SIGNAGE WILL INCLUDE AUTOMATIC DIMMING.

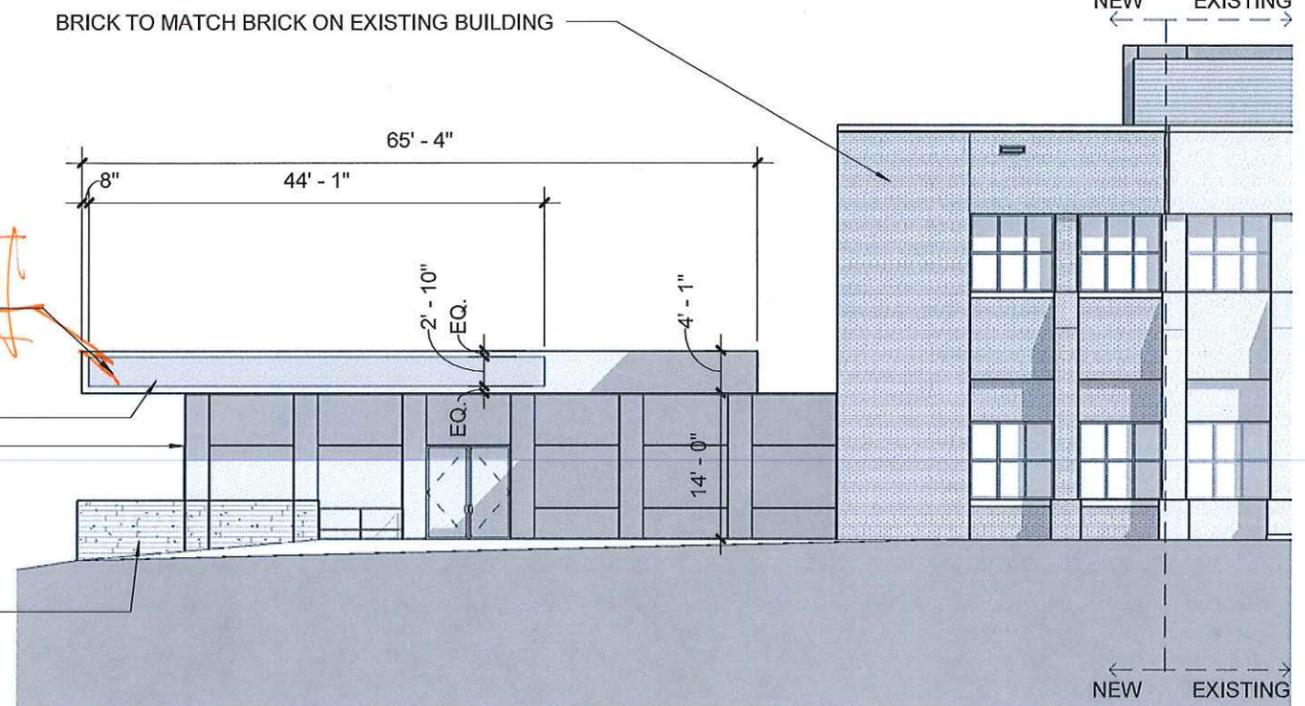
PROPOSED DYNAMIC LED SIGNAGE

COMPOSITE METAL PANELS
ALUMINUM CURTAIN WALL
WITH CLEAR GLAZING

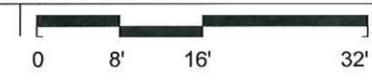
COLORED CAST IN PLACE CONCRETE
WITH BOARDFORMED FORMLINER

BRICK TO MATCH BRICK ON EXISTING BUILDING

NEW EXISTING



2 NORTH ELEVATION
1/16" = 1'-0"

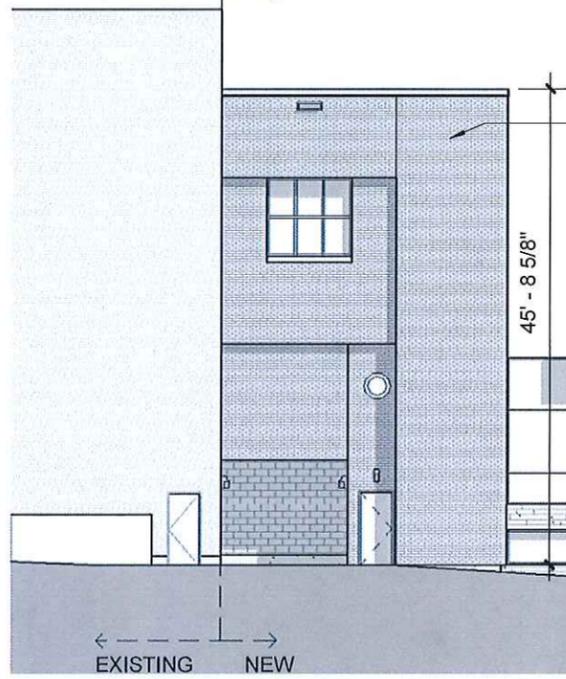


APPROVED DYNAMIC LED SIGNAGE (125 SF ACTUAL, 180 SF ALLOWABLE)

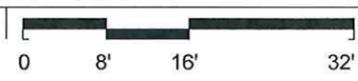
ALUMINUM CURTAIN WALL
WITH CLEAR GLAZING
GLASS GUARDRAIL

COLORED CAST IN PLACE CONCRETE
WITH BOARDFORMED FORMLINER

EXISTING NEW



1 SOUTH ELEVATION
1/16" = 1'-0"



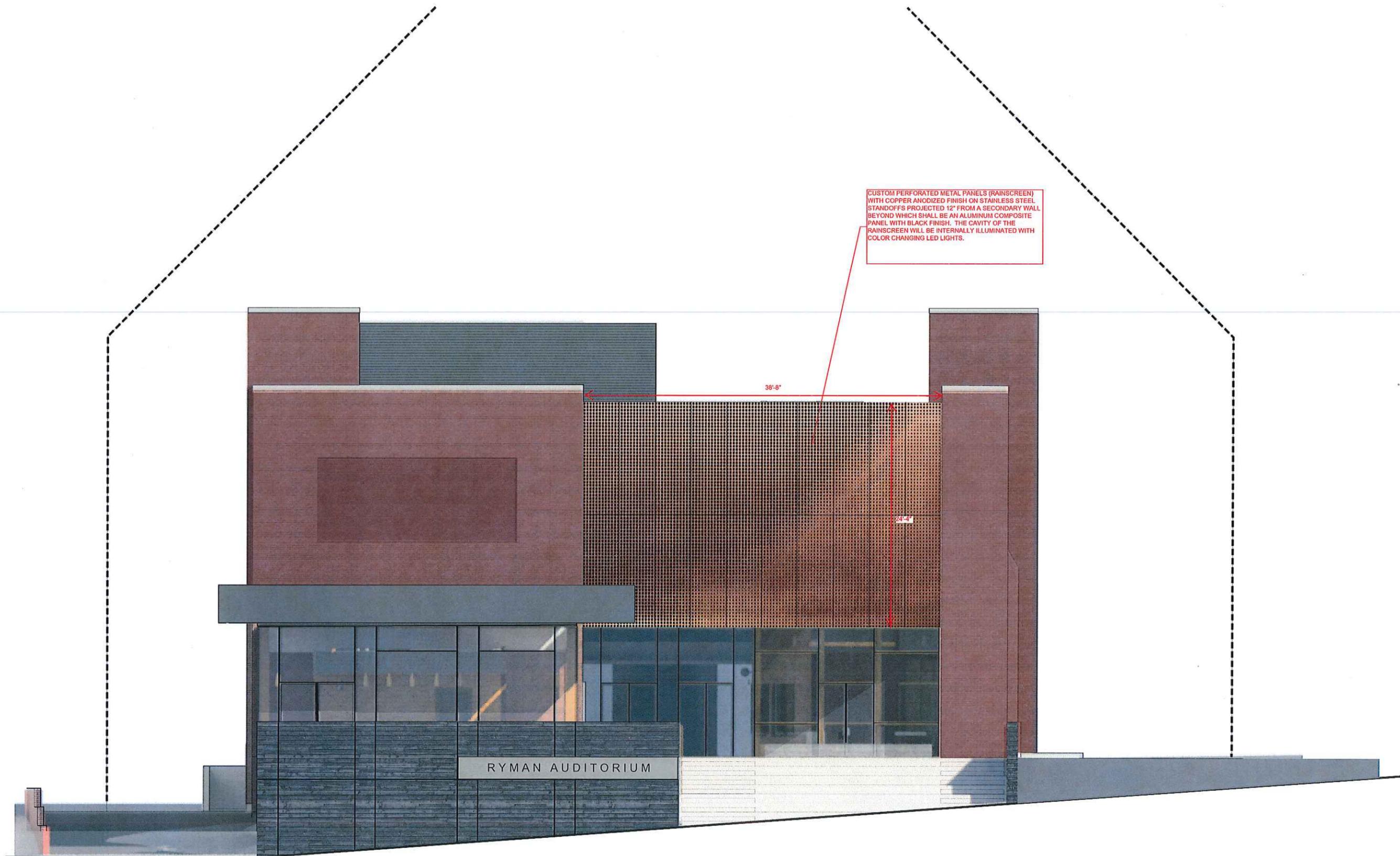
5

PROPOSED ADDITIONAL DYNAMIC LED SIGN (125 SF)



1 NORTH ELEVATION
1/4" = 1'-0"
0 1 2

6



CUSTOM PERFORATED METAL PANELS (RAINSCREEN) WITH COPPER ANODIZED FINISH ON STAINLESS STEEL STANDOFFS PROJECTED 12" FROM A SECONDARY WALL BEYOND WHICH SHALL BE AN ALUMINUM COMPOSITE PANEL WITH BLACK FINISH. THE CAVITY OF THE RAINSCREEN WILL BE INTERNALLY ILLUMINATED WITH COLOR CHANGING LED LIGHTS.

RYMAN AUDITORIUM

Proposed Elevation

⑦



OLD CROW MEDICINE SHOW
OCTOBER 10, 2014 8:00 PM

RYMAN AUDITORIUM

Proposal Rendering 8