



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
325 Broadway
September 16, 2015

Application: Signage
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306401700
Applicant: Kayla Joslin, Joslin Signs
Project Lead: Sean Alexander, sean.alexander@nashville.gov

<p>Description of Project: The applicant proposes to install a new projecting sign at 325 Broadway. The sign will have a triangular cabinet with exposed neon lighting and a three-dimensional rotating microphone on the top.</p> <p>Recommendation Summary: Staff recommends approval of the proposed projecting sign at 325 Broadway with a modification for a three-dimensional rotating feature with the conditions that:</p> <ul style="list-style-type: none">• The backgrounds of the sign body and base are opaque; and• Only letters and graphics shall have internal illumination; and• The external light fixture is administratively approved; <p>Meeting those conditions, Staff finds that the proposed sign will meet the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.</p>	<p>Attachments A: Photographs B: Site Plan C: Elevations</p>
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Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

IV.SIGNAGE INTRODUCTORY PROVISIONS

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:

306 Broadway is a three-story brick commercial building, constructed circa 1890.

Analysis and Findings:

The applicant proposes to remove an existing wall sign and install a new projecting sign at 325 Broadway. The sign will resemble a microphone on a triangular stand with a semi-circular base.

Location: The proposed sign would be on a second story pilaster in the three-story façade, between the second and third-story window sills. The two closest existing projecting signs are thirty-five feet (35') and forty-two feet (42') to the left and right, respectively, meeting that requirement of the design guidelines. Staff finds the location of the proposed signage to meet the design guidelines.

Size: The sign will have a two foot (2') wide by twelve foot (12') tall body. Although the overall dimensions would be twenty-four square feet (24 s.f.), a portion of the sign area is empty space. The actual sign encompasses approximately eighteen square feet (18 s.f.).

325 Broadway has twenty two feet (22') of street frontage, therefore under the Broadway design guidelines for signage the maximum projecting sign allotment is forty-four square feet (44 s.f.). The existing sign will be removed, leaving the resulting total signage well under the allotted amount. No other wall sign is proposed. The proposed signage meets the allotment per the design guidelines.

The design guidelines also limit the maximum projection of a sign to six feet (6') including a minimum one foot (1') separation from the building. The current sign would project three feet, one inch (3'-1") from the building in total, which meets the design guidelines.

The majority body of the sign will be triangular, thirty inches (30") wide at the rear and narrowing to a point at the front. From the sides, the body of the sign will be eighteen inches (18") wide. The sign will also have a semi-circular base, fourteen inches (14") tall with a forty inch (40") diameter.

Staff finds that the size of the sign and the distance it projects from the face of the building to meet the design guidelines.

Materials:

The main body of the sign will be painted aluminum, which is an appropriate material for signage under the design guidelines. The base of the "microphone stand" will be acrylic, translucent to accommodate internal illumination. Internal illumination of letters and graphics only are only permitted in the Broadway Historic Preservation Zoning Overlay, but the background must otherwise be opaque. Staff recommends that the base of the sign also be aluminum.

Illumination: The signage will include exposed neon lighting on the words and graphics. Exposed neon is an appropriate type of lighting for signage on Broadway. The body of the sign is opaque aluminum; therefore it will not be internally illuminated. The base of the sign, however, will be internally illuminated with LED lighting. Internal illumination of letters

and graphics only are only permitted in the Broadway Historic Preservation Zoning Overlay, but backgrounds must be opaque. Staff recommends that the base of the sign also be opaque, and that the letters only may be internally lit. The microphone replica at the top of the sign will have a directed spot light illumination. None of the proposed lighting will be blinking, flashing, or chasing.

Staff finds that the signage illumination will meet the Broadway Signage design guidelines.

Modification: The base and triangular body of the sign will be stationary, but the top of the sign will feature a three-dimensional rotating microphone. This feature may be permitted through a modification. Staff finds the image to meet the criteria for modification based on exceptional design.

Recommendation:

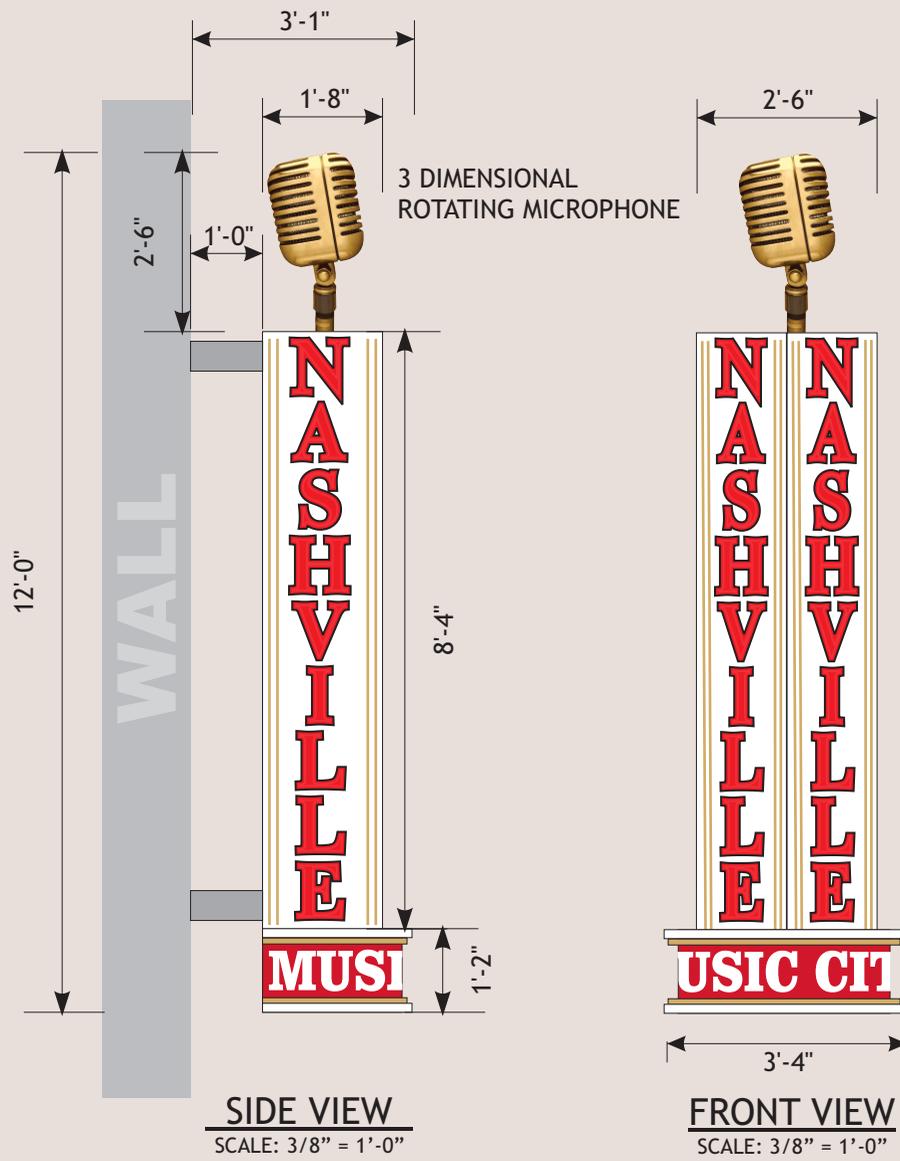
Staff recommends approval of the proposed projecting sign at 325 Broadway with a modification for a three-dimensional rotating feature with the conditions that:

- The backgrounds of the sign body and base are opaque; and
- Only letters and graphics shall have internal illumination; and
- The external light fixture is administratively approved;

Meeting those conditions, Staff finds that the proposed sign will meet the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.



325 Broadway. Existing “Dixieland Delights” sign to be removed.



FRONT & TOP VIEWS OF MICROPHONE TO BE DETERMINED



NASHVILLE GIFTS

LOCATION: **325 BROADWAY NASHVILLE, TN**

JOB CONTACT: **NAME** PROJECT MGR: **Mike Price**

DRAWING NO: **153187-M10-01**

SPECIFICATIONS & FINISHES:

1. FABRICATE/INSTALL

TRIM CAP COLOR ACRYLIC COLOR PMS COLOR

DESIGNED BY: **AT** DATE: **08-18-15**

WORK ORDER NO.: **XXXXXX**

PAGE **1** OF **1**

APPROVALS FOR MANUFACTURING

ENGINEERING:

INSTALLATION:

PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557