

MEGAN BARRY
MAYOR



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

304 Broadway

~~April 20, 2016~~

Deferred to May 18, 2016

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306202800

Applicant: Kayla Joslin/ Joslin Signs

Project Lead: Robin Zeigler, robin.zeigler@nashville.gov

Description of Project: Applicant proposes to replace an existing wall sign with a neon wall sign of the same design and size in the same location, but that exceeds the size allotment.

Recommendation Summary: Staff recommends approval with the conditions that:

- The sign be altered in size so that it does not exceed four square feet (4 sq. ft.);
- It does not cover the transom; and,
- It does not have any moving parts or lights that blink, flash, chase or that are sequential.

With these conditions, the project meets the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.

Attachments

A: Images

B: Plans

Applicable Design Guidelines:

IV.SIGNAGE

Non-conforming signs

Sections 17.40.660 and 17.40.690 of the Metro Zoning code apply. This section further clarifies them.

Building Signs

A sign shall be brought into compliance with the provisions of these design guidelines if a sign permit is required to rebuild the sign. This does not include a panel change in a non-conforming cabinet sign, which shall be permitted.

Ground Signs

An existing ground sign may change the face or panel of a sign that does not meet the area or height standards within these design guidelines. However, in no instance shall there be an increase in the degree of nonconformity. All new panels shall conform to all illumination standards therein.

A sign shall be brought into compliance with the provisions of these design guidelines if at any time the sign is altered, repaired, restored or rebuilt to the extent that the cost exceeds fifty percent of the estimated replacement cost of the sign (in current dollar value). All permits within any six consecutive calendar months shall be aggregated for purposes of measuring the fifty percent standard.

All Signs

If the alteration or repair is caused by involuntary damage or casualty, the design may be altered or repaired to its pre-damaged condition.

Repair and Maintenance

A sign may be removed or taken off-site for repair and maintenance. The sign must be returned to the original location within 90 days of removal.

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.

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.

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: The proposed wall sign will replace the existing wall sign above the entrance at 304 Broadway. The building also has a projecting sign which includes a three dimensional boot with shingle sign hanging below. All other signage is interior. The proposed is similar in size and general design but includes neon. The 3D boot/shingle sign was approved prior to 2013 when the current signage guidelines were adopted.



Figure 1: Current signage includes a wall sign and a projecting 3D sign.

Analysis and Findings:

Non-conforming signs: The design guidelines allow for the repair of existing signage, even if it does not meet the current requirements; however, it also states that “a sign shall be brought into compliance with the provisions of these design guidelines if a sign permit is required to rebuild the sign.” In this case, the existing sign is a flat painted wall sign and the proposed is a neon sign that will require new cabinetry and therefore a new permit. This is supported by zoning ordinance 17.40.690.C, referenced in the design guidelines, which states that a sign shall be brought into compliance if at any time the sign is altered or rebuilt. The project does not meet section IV, specifically the section labeled “non-conforming signs/ buildings signs,” since the proposal does not meet the design guideline for the allotment.

Location: The proposed neon wall sign is in the generally appropriate location in that it is above the entrance, below the window sills of the top floor and does not extend above the roof line or above a parapet wall; however, it does cover “windows and architectural details” by hanging over the transom of the principle entrance and shop windows. The project does not meet the “general principles” of signage in the Broadway Historic Zoning Overlay.

Lighting/Design: The lighting is neon lettering and an outline for the central boot image. The raceway is not exposed. Staff recommends that the sign not having any moving parts or lights that blink, flash, chase or that are sequential.

Size: The width, at eleven inches (11”), is below the maximum allowable of thirteen inches (13”). The building is twenty-eight feet (28’) wide which, because of the existence of a projecting sign, allows for fifty six square feet (56 sq.ft.) of signage. The existing projecting sign is approximately fifty-two square feet (52 sq.ft.), which leaves four square feet (4 sq. ft.) of allotment. Staff recommends approval if the proposed sign is changed to be no more than four square feet (4 sq. ft.). Another option might be to

remove the shingle sign attached to the boot or remove the boot and leave the shingle sign, thereby providing for more square footage for a new wall sign.

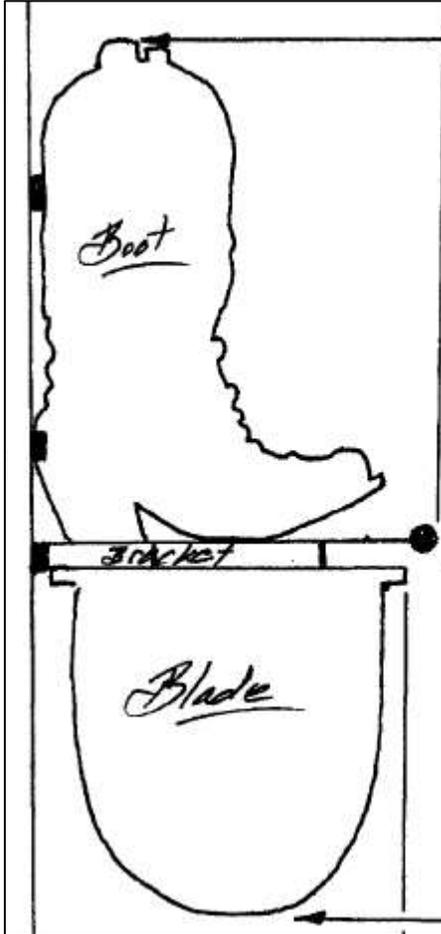
Materials: The materials are acrylic, glass, metal, aluminum, plastic and neon, all of which have been approved by the Commission in the past and meet the design guidelines for signage materials.

Recommendation: Staff recommends approval with the conditions that:

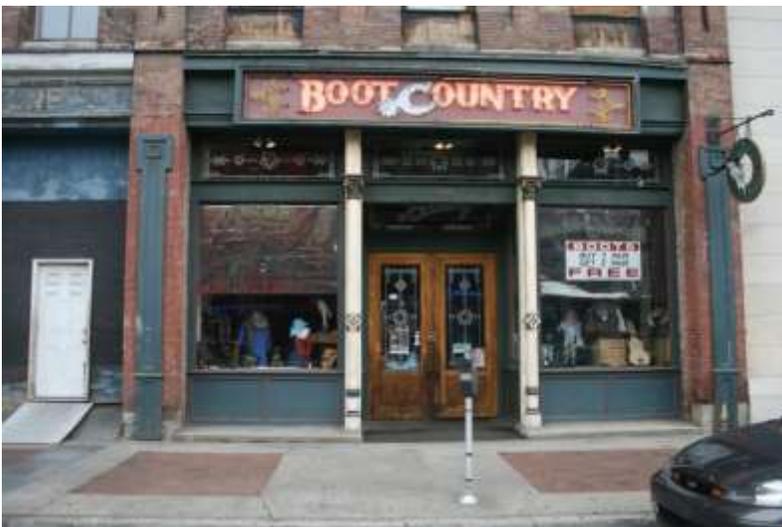
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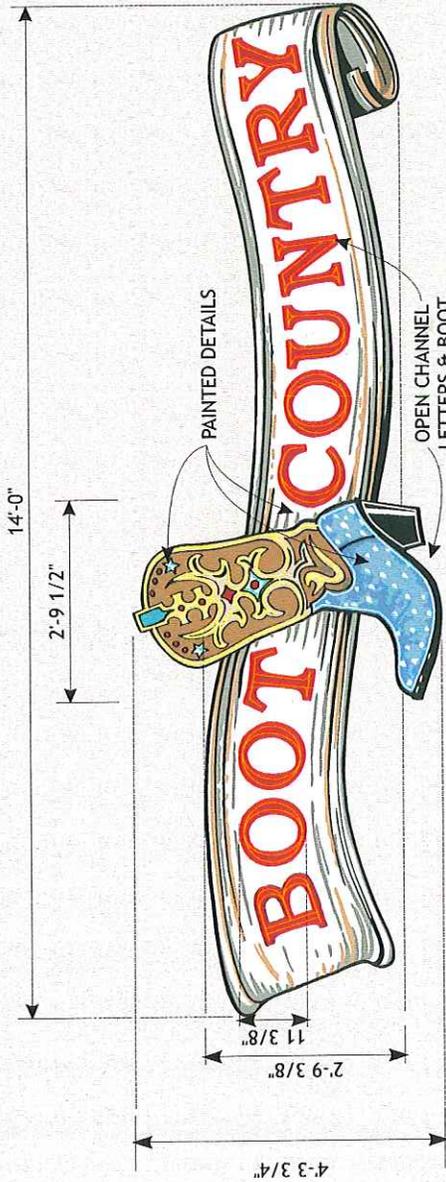
APPENDIX A:



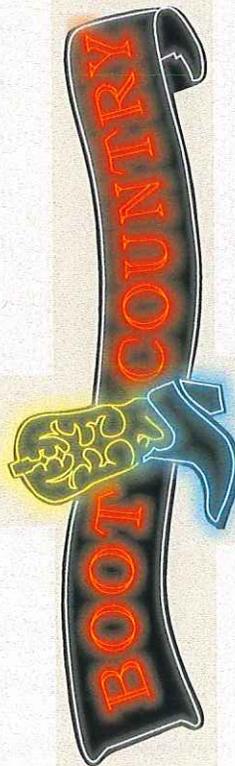
The existing projecting sign was approved in 2010 and is approximately 52 square feet.



Signage in 2008



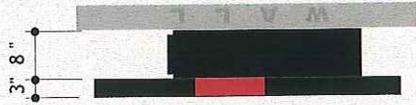
FRONT VIEW
SCALE: 1/2" = 1'-0"



NIGHT VIEW
SCALE: 3/8" = 1'-0"

NOTE:
BUILDING & DIMENSIONS TO BE
VERIFIED PRIOR TO FABRICATION.

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



PROPOSED RENDERING

BOOT COUNTRY
 LOCATION: **BROADWAY NASHVILLE, TN**
 JOB CONTACT: **NAME** PROJECT MGR: **Mike Price**
 DRAWING NO: **153537-M10-01**

SPECIFICATIONS & FINISHES:
 1. FABRICATE/INSTALL ONE S/F WALL SIGN W/ FORMED OPEN CHANNEL LETTERS AND BOOT, NEON ILLUMINATED AS ILLUSTRATED & SPECIFIED.

TRIM CAP COLOR
 ACRYLIC COLOR
 PMS COLOR

DESIGNED BY: **R. McCORD** DATE: **12-04-15**
 WORK ORDER NO.: **XXXXXX**
 PAGE **1** OF **1**

APPROVALS FOR WALL FABRICATOR INC.
 ENGINEERING: _____
 INSTALLATION: _____
 PROJECT MANAGER: _____

KOSLIN AND SON SIGNS
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 615.285.3463 1.800.545.9557

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