

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
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STAFF RECOMMENDATION
312 Broadway
May 18, 2016

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306400500

Applicant: Benjamin Shirah

Project Lead: Paul Hoffman, paul.hoffman@nashville.gov

<p>Description of Project: The applicant requests a modification allowing painted signage on the building's front facade.</p> <p>Recommendation Summary: Staff recommends approval of the painted sign with the condition:</p> <ol style="list-style-type: none">1. That staff approve any lighting prior to installation. <p>With this condition, the project meets the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.</p>	<p>Attachments A: Images B: Plans</p>
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Applicable Design Guidelines:

II. M. Guidelines: Paint

1. Building owners are encouraged to remove paint from masonry. Gentle, non-abrasive chemical cleaning is an appropriate way to remove paint. The exceptions to this guideline are two brick buildings which were historically painted; Tootsies Orchid Lounge at 422 Broadway and Acme Feed at 101 Broadway.
2. Painting of stone and brick is generally not appropriate.
3. The painting or staining of masonry may be appropriate if: brick has previously been painted; or if brick has been sandblasted or otherwise damaged and is too deteriorated to withstand weather. A brick color approximating the original color of the building's brick should be used.
4. Historic painted signage on exterior brick walls should be maintained.
5. Brick sealers are not recommended for exterior brick as it may cause damage to the brick face over time.

IV. SIGNAGE

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

Non Street Facing Signs

Non street-facing building facades and alley frontages, not otherwise regulated, are allocated 1 square foot of sign area per 1 linear foot of building facade, to a maximum of the sign area permitted for the primary street frontage.

This includes lots adjoining open spaces, pedestrian walkways, or parking areas. Ground signs are not permitted on non-street facing building facades or alley frontages.

Painted Signs

All painting of masonry, whether for signage, to change the color of the building, or for artwork shall be reviewed by the MHZC. (Please see section on "walls" for guidance on painting a masonry building.)

Painted signage may be considered by the MHZC as modification, based on the following design criteria:

- Should only be added to rear elevations or exposed upper secondary elevations and should not cover transoms, columns, cornices, decorative elements, openings and architectural features or require the enclosure of openings.
- Painted on main facades or the first level of buildings are not appropriate.
- Generally, a painted sign should not be more than 125 square feet in size.
- Painted signs should serve as a sign for the current occupant(s) and should not advertise off-site businesses or products.
- Generally, painted signage should not have lighting; however, if lighting is necessary, it should be between one and two gooseneck lights or another type of light that can be hidden by an architectural feature. Metallic, fluorescent and day-glow paints are not appropriate.

Background: The applicant requests the Commission’s approval of a modification for painted signage on the front facade. The proposed sign was painted onto the building in the spring of 2016 without a permit.

Analysis and Findings:

The applicant has added new painted signage on the south and east facades of the building. The total area proposed for each painted sign is 30 square feet.

Allocation of Sign Area: The building is forty feet (40’) wide. The maximum sign area allowed is 1.5 square foot per 1 linear foot equals sixty square feet (60 sq. ft.) of permitted sign area. The painted sign is thirty square feet (30 sq. ft.), leaving the building with thirty square feet (30 sq. ft.) of signage for this façade in the future.



Figure 1. New painted signage

The design guidelines also allow for 125 square feet of painted signage; however, this allocation was not used in review of this sign since the additional allocation for painted signs was meant for those located on upper-level, secondary elevations and this one is located on the principle façade. The design guidelines state that painted signage should “only be added to rear elevations or exposed upper secondary elevations” and painted signs “on main facades or the first level of buildings are not appropriate.”

Location: Section IV of the design guidelines states that painted signage may be considered by the MHZC as a modification. Although the painted sign was not added in an appropriate location, according to the design guidelines, an image of this building from 1935 (Figure 2) shows a painted sign in the same location. It does not obscure any architectural features of the building. As there is historic context for it, staff recommends approval of the proposed sign.

Illumination: No lighting was requested.

Recommendation: Staff recommends approval with the condition that MHZC staff approve lighting, if desired.

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

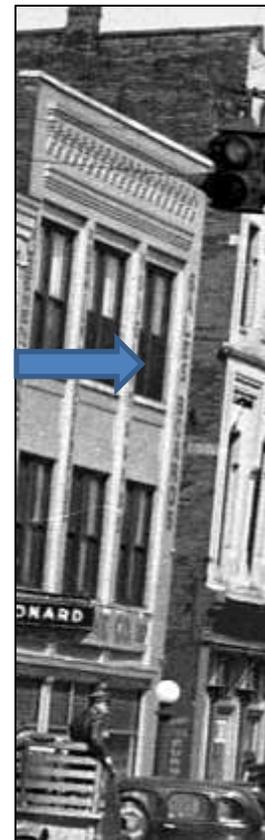


Figure 2. Painted signage on the building in 1935.