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MAYOR



**METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY**

Metropolitan Historic Zoning Commission  
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**STAFF RECOMMENDATION**

**429 Broadway**

**June 15, 2016**

**Application:** Signage

**District:** Broadway Historic Preservation Zoning Overlay

**Council District:** 19

**Map and Parcel Number:** 09306310400

**Applicant:** Joslin Signs

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

<p><b>Description of Project:</b> The applicant requests a modification allowing a rotating element on two projecting signs on the facades facing Broadway and Fifth Avenue South.</p>	<p><b>Attachments</b> <b>A:</b> Images <b>B:</b> Plans</p>
<p><b>Recommendation Summary:</b> Staff recommends approval of the signs and sign modification with the conditions:</p>	
<ol style="list-style-type: none"><li>1. The Broadway sign is reduced by nine square feet (9 sq. ft.) in order that it not exceed the building's allocation for sign area; and</li><li>2. Staff reviews the materials prior to the installation of the signs.</li></ol>	
<p>Meeting these conditions, Staff finds that the projecting signs and the proposed rotating elements meet Section IV for signage in the design guidelines in the Broadway Historic Preservation Zoning Overlay.</p>	



## **Applicable Design Guidelines:**

### **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.

##### **Modifications for Tourist-Oriented Businesses**

Tourist-oriented businesses within DTC zoning may receive Modifications to allow greater sign area and use of digital technology. To qualify as a tourist –oriented business a business shall:

- Have a minimum permanent fixed seating capacity of 500; and
- Offer lawful activities or services to the general public of cultural, historical, recreational, educational, or entertainment purposes.

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structures (i.e. canopy) will require review by all applicable agencies. Tourist-oriented business Modifications shall be reviewed according to the design criteria listed under Modifications for Exceptional Design, in addition to the following:

- Large electronic or illuminated signs shall not adversely impact residential or hotel uses.
- All signs shall conform to the lighting standards of the DTC.
- See section on changeable copy for additional information regarding changeable copy.

##### **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

#### **GENERAL STANDARDS**

## **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

**Background:** 429 Broadway was built in 2001 and is a non-contributing building in the Broadway Historic Preservation Zoning Overlay. The applicant requests the Commission's approval of two signs that include a modification for a rotating element.

**Analysis and Findings:** Staff issued Preservation Permit 2015-00491 in November 2015 for two projecting signs, one each on Broadway and Fifth Avenue. The signs were never installed. The applicant proposes a new design that includes a rotating element.

**Allotment:** The building is allotted two feet (2') of signage when a projecting sign is used. The Broadway façade is sixty feet (60') for an allotment of one hundred twenty square feet (120 sq. ft.). The Fifth Avenue façade is forty-eight feet (48') for an allotment of ninety-six square feet (96 sq. ft.). Each projecting sign is eighty square feet (80 sq. ft.). The existing wall sign facing Broadway is approximately forty square feet (40 sq. ft.). The awning sign above the entry is estimated at a total of nine square feet (9 sq. ft.). Therefore the allotment for signage on the Broadway side will be over the maximum by that amount, nine square feet (9 sq. ft.) with the proposed sign. Staff's recommendation is that the Broadway projecting sign is reduced by nine square feet (9 sq. ft.) so as not to exceed the building's allocation for signage. The Fifth Avenue side

will have fourteen square feet (14 sq. ft.) of signage allocation remaining. With the condition that the Broadway sign is reduced in size, the proposed projecting signs will not exceed the building's allotment for signage, and meet section IV of the design guidelines.



Figure 1. Existing wall sign and awning sign

Location: The signs are proposed to be installed in between the windows on each side's second story. They do not extend above the building eave, nor do they obscure any windows or architectural details. The design guidelines specify that a projecting sign must be more than twenty-five feet (25') from another projecting sign. The proposed location is approximately ninety feet (90') from the nearest projecting sign. The proposed signs meet section IV for location of projecting signage.

Design, Size, Movement: The dimensions of the proposed new signs are five feet (5') by sixteen feet (16') for a total of eighty square feet (80 sq. ft.). These do not exceed the maximum allowable dimensions of six feet (6') of width and sixteen feet (16') of height under section IV of the design guidelines. The new design includes a rotating hog's head in the middle of the sign. Typically, signage with moving or rotating elements is inappropriate; however, the Commission has found it to be appropriate for a portion of a sign to rotate as at least one historic sign on Broadway has a rotating element. In this case, the rotating element is only approximately 1/4 of the sign. Therefore, staff recommends approval of the modification for the rotating element.

Illumination: Both signs have exposed open-faced neon letters. They do not have blinking, flashing, chasing, or sequential lighting. This meets section IV of the design

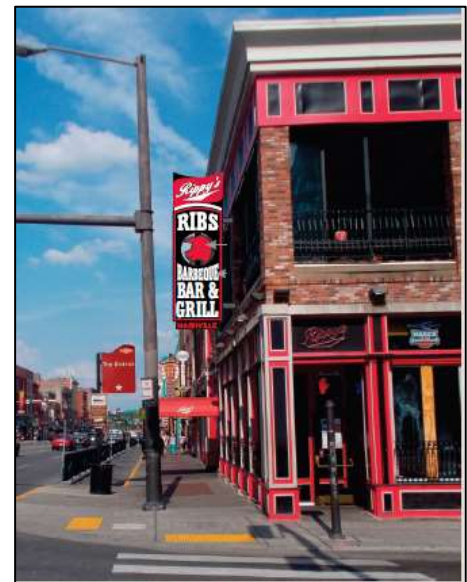


Figure 2. Proposed signage at 429 Broadway

guidelines for illumination.

Materials: The materials for the sign were not specified. Staff recommends having final approval of the materials prior to its installation.

**Recommendation:** Staff recommends approval of the proposed projecting signs and modification, with the conditions:

1. The Broadway sign is reduced by nine square feet (9 sq. ft.) to meet the building's allocation for signage area;
2. Staff approve the materials.

With these conditions, staff finds that the project meets Section IV of the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.



