



# 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

409 Broadway  
December 21, 2016

**Application:** Signage

**District:** Broadway Historic Preservation Zoning Overlay

**Council District:** 19

**Map and Parcel Number:** 09306400600

**Applicant:** Will Miller

**Project Lead:** Melissa Baldock, melissa.baldock@nashville.gov

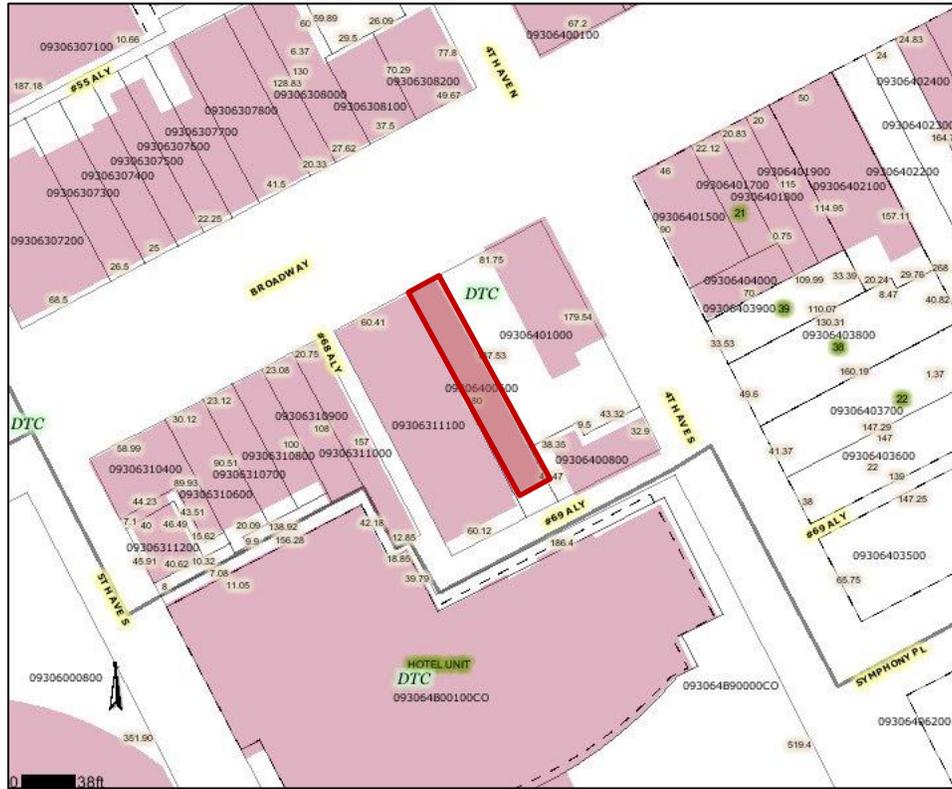
**Description of Project:** Application is to install a wall sign on the front façade. A modification is required for additional square footage beyond the allotment.

**Recommendation Summary:** Staff recommends approval of the proposed sign with the following conditions:

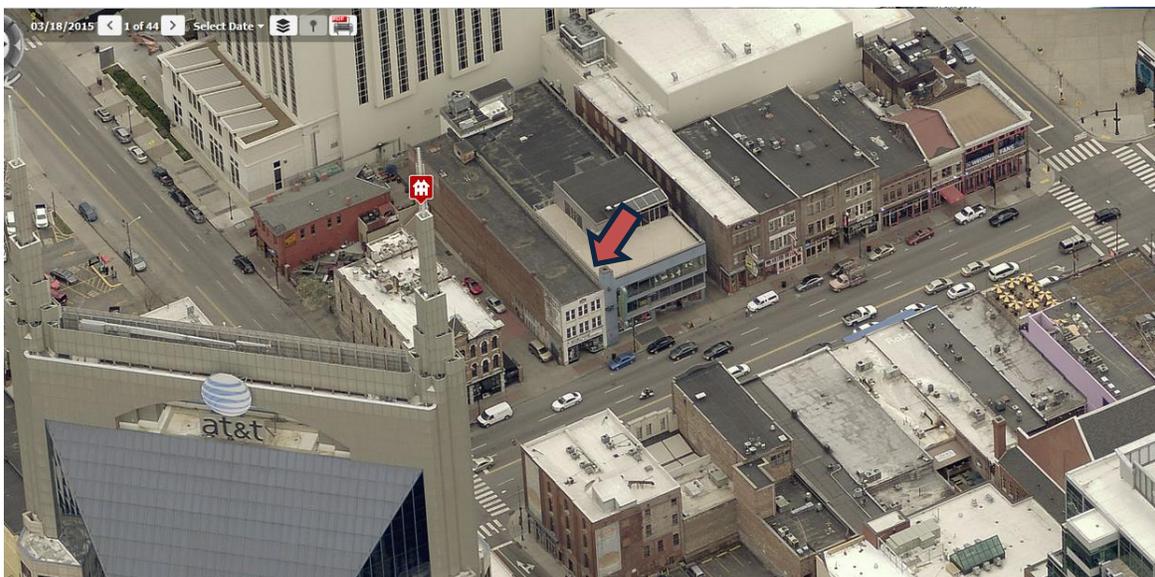
1. Staff approve the sign prior to it being installed; and
2. Staff approve any external illumination if it is planned in the future.

With these conditions, staff finds that the proposed signage meets Section IV. of the Broadway Historic Preservation Zoning Overlay Design Guidelines.

**Vicinity Map:**



**Aerial Map:**



## **Applicable Design Guidelines:**

### **IV. SIGNAGE**

#### **INTRODUCTORY PROVISIONS**

##### **Intent**

The purpose of these regulations is to preserve the historic character of the overall district and individual historic buildings follow the basic principles and guidance of the “Downtown Codes Sign Standards” as adopted 1/30/2013. The “Downtown Codes Sign Standards” breaks signage guidance up by “street types.” The Broadway Historic Preservation Zoning Overlay closely follows the guidance for “Pedestrian Street” type.

##### **Applicability**

- These sign regulations apply to all properties within the Broadway Historic Preservation Zoning Overlay.
- (Not referencing code since our current design guidelines do not reference code and there are permissible signs within the code that would not meet our design guidelines.)
- Signage that is cut into the face of the building is prohibited.
- Signage located on the interior of a building or attached to the inside of glass windows is not reviewed.
- Sandwich board signs and 3-dimensional sidewalk signs that are brought into the building at the close of each business day shall not be reviewed by the MHZC but may require review by Public Works.
- Historic signage should be retained. Removal of historic signage may take place as a Modification.

##### **Sign Permit Applications**

Applications for sign permits shall be made with and reviewed by the Metro Historic Zoning Commission (MHZC). All sign applications that do not involve Modifications shall only require MHZC administrative approval.

#### **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 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: 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.

### 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:** 409 Broadway is a three-story commercial building (Figure 1). The National Register nomination dates the building to 1910. According to the city directories, it was a grocery for its first few years and was then Phillips & Quarles Hardware Store at least from 1931 to 1951. The Lawrence Brothers Shoe and Western Wear Store started in 1954 and the family switched to the Lawrence Brothers Record Shop in 1964. The name changed to Lawrence Record Shop in 1994 when Jack Lawrence, Sr died and the business was run by his widow Ida Lawrence and one of her sons.

In June 2016, the Historic Zoning Commission approved a plan to reconstruct the storefront. In April 2016, the Historic Zoning Commission approved a projecting sign that is approximately twenty-seven and two-thirds inch square feet (27.66 sq. ft.) (Figure 2) Although the combination of the Lawrence wall sign and the new projecting sign exceeded the allotment, the new sign was approved because the historic sign was to remain.



Figure 1 (left) is 409 Broadway, prior to its renovation this year. Figure 2 (right) is the projecting sign approved by MHZC staff in April 2106.

**Analysis and Findings:** Application is to install a wall sign on the front façade. A modification is required for additional square footage beyond the allotment.

Signage Size and Location: 409 Broadway is twenty-five feet (25') wide. It therefore has a signage allotment of fifty square feet (50 sq. ft.) because there is already a projecting sign on the building. The projecting sign has a square footage of approximately twenty-seven and two-thirds square feet (27.66 sq. ft.). There is approximately twenty-two and one-third square feet (22.33 sq.ft.) of signage allotment available for additional signs.

The applicant is proposing a wall sign will have a width of twenty feet, ten inches (20'10") and a height of two feet, six inches (2'6") (Figure 3). The proposed wall sign will have a total square footage of just a little more than fifty-two square feet (52 sq. ft.). This would bring the total square footage for the signage at 409 Broadway to approximately seventy-nine and three fourths square feet (79.74 sq. ft.). See chart below for summary of signage size.

<b>Signage Allotment</b>	50 sq. ft.
<b>Existing Projecting Sign</b>	27.66 sq. ft.
<b>Proposed Wall Sign</b>	52.08 sq. ft.
<b>TOTAL PROPOSED</b>	79.74 sq. ft.
<b>Amount Over Allotment</b>	29.74 sq. ft.



Figure 3. The proposed sign.

The proposed sign will be located in the sign board area that is likely part of the historic storefront (Figures 4 & 5). (The historic sign has already been removed.) The signage area is recessed from the white brick of the storefront and building. The proposed sign will fill the entire historic sign board area, but in doing so, brings the building's signage amount over the allotment. Staff finds the proposed size of the wall sign to be an appropriate modification because of the architecture of the storefront has this signage size built into it. A smaller sign that would meet the signage allotment for the building would

create an odd appearance where part of the historic signage area would be covered with signage and the other part would not be.

The sign will be about one inch (1") thick and will extend beyond the brick by no more than three-fourths inches (3/4"). Staff finds that the proposed signage size and location meets Section IV. of the design guidelines.



Figures 4 & 5 show the historic signage area of the storefront. The proposed sign will cover this entire signage area and will not be any bigger than it. Note that the temporary sign shown in the photo on the right has already been removed.

**Signage Materials and Illumination.** The sign will be made entirely out of wood. The lettering and rope design will be painted in gold leaf and the background will be painted to create a faux oxidized copper look. The sign will not be internally illuminated. No external illumination is proposed, and staff recommends that the applicant return to MHZC if external illumination is planned in the future. Staff finds that proposed signage's materials and illumination meet Section IV. of the design guidelines.

**Recommendation Summary:** Staff recommends approval of the proposed sign with the following conditions:

1. Staff approve the sign prior to it being installed; and
2. Staff approve any external illumination if it is planned in the future.

With these conditions, staff finds that the proposed signage meets Section IV. of the Broadway Historic Preservation Zoning Overlay Design Guidelines.