

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 423 Broadway December 21, 2016

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306310700

Applicant: Frank Boanno, Don Bell Signs

Project Lead: Sean Alexander, sean.alexander@nashville.gov

Description of Project: A proposal to install a projecting sign at 423 Broadway. The sign will have neon and LED lights that will be lit sequentially, which requires a Modification.

Recommendation Summary: Staff recommends approval of the proposed projecting sign and Modification with the conditions that:

1. The sequential or blinking lights change no faster than every three seconds;
2. Staff shall inspect the sign prior to installation; and
3. All existing exterior signage is removed.

Staff finds that the proposed signage will meet the design guidelines for the Broadway Historic Preservation Zoning Overlay.

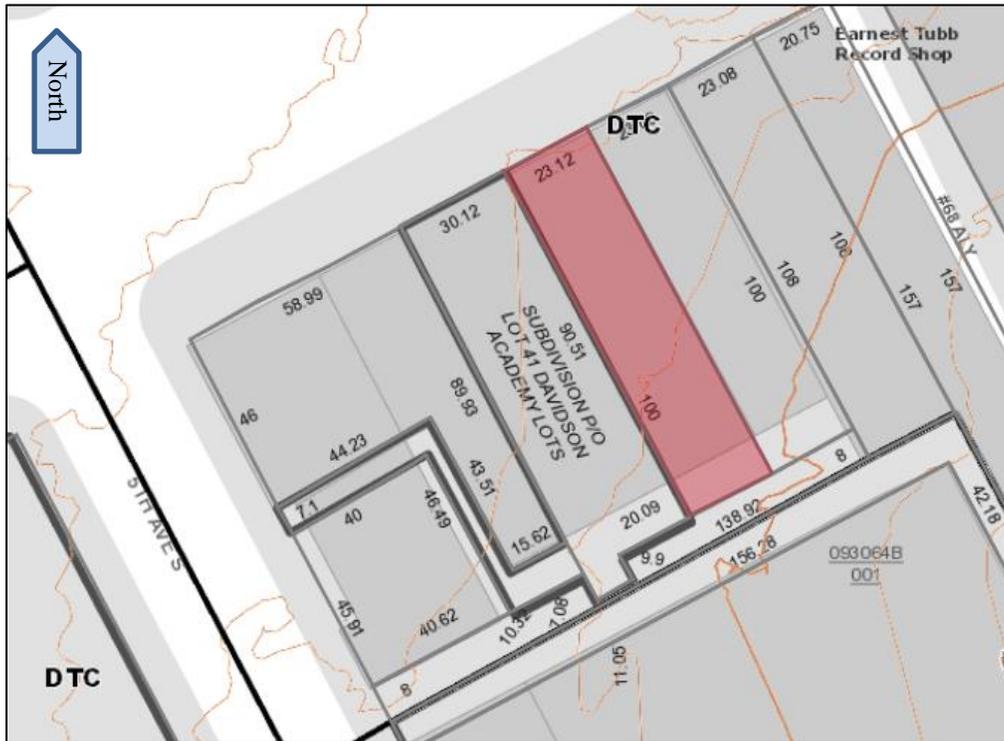
Attachments

A: Photographs

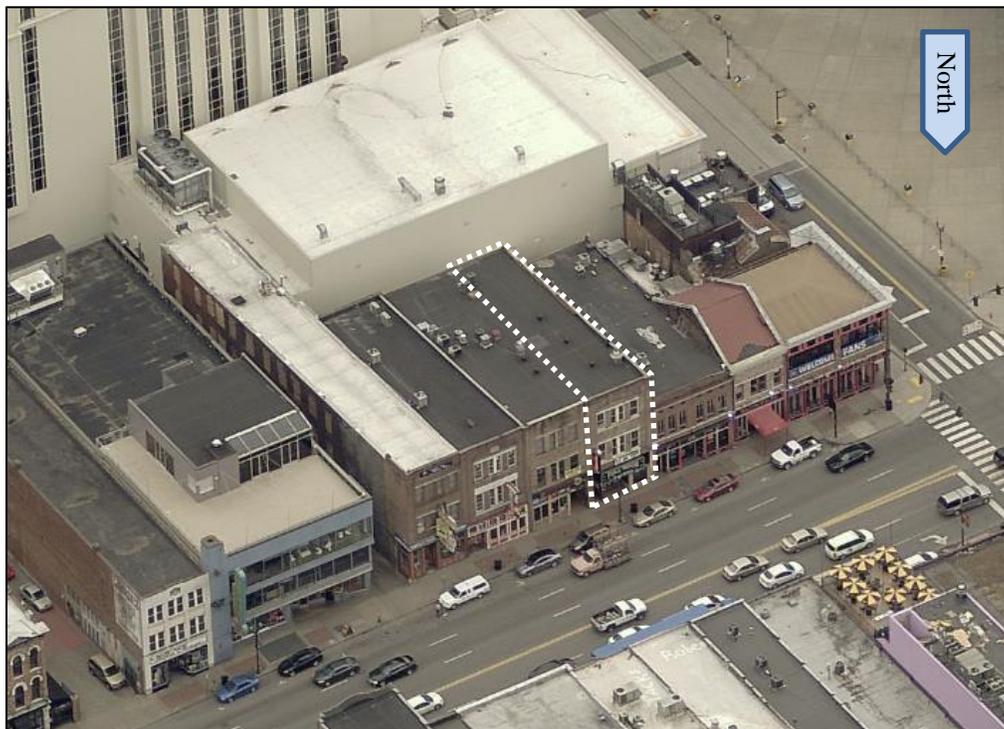
B: Site Plan

C: Elevations

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.

RIGHT OF WAY ENCROACHMENTS

Where a sign is proposed to encroach into the public right-of-way an application shall be made with the Public Works Department in addition to the sign permit application with the MHZC. Both applications shall include the requirements of the Public Works Department available at their website: www.nashville.gov/Public-Works/Developer-Services.aspx, in addition to the MHZC submittal requirements.

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.

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.

Shingle Sign: 9 square feet per sign

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 logs 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

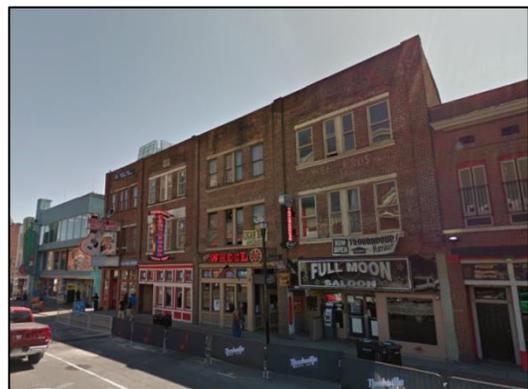
The following light sources are prohibited:

- 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: 423 Broadway was built prior to 1875 and is considered to be a contributing building in the Broadway Historic Preservation Zoning Overlay.



Analysis and Findings: The applicant requests approval of a sign that requires a modification to have blinking or sequential illumination.

Allotment, Size: The building is allotted two square feet (2 sq. ft.) of signage per linear foot of frontage when a projecting sign is used. With a frontage of twenty-three feet (23’), the signage allotment for this building is forty-six square feet (46 sq. ft.).

The proposed sign is forty-four square feet (44 sq. ft.), projecting a total of five feet (5') including a separation of one foot (1') from the face of the building. The sign will be ten feet, nine inches (10'-9") tall and eighteen inches (18") deep, shorter than the twenty foot (20') maximum height allowed for a four story building and meeting that guideline for maximum depth. This sign meets the design guidelines for size, and is the only sign proposed for the front facade. Existing signage from a previous tenant will be removed.

Location: The sign will be located on the second story wall below the third story window sill, approximately twenty-eight feet (28') from a projecting sign at 421 Broadway to the left and seventy-five feet (75') from a projecting sign at 429 Broadway to the right. This meets the guideline requiring projecting signs to be located at least twenty-five feet (25') from other projecting signs.

Illumination: The sign will have LED lights and exposed neon channel letters and graphics, including lights that will be lit sequentially. This meets section IV of the design guidelines for illumination, which allows blinking or sequential lighting on signage through a Modification, provided that the "blink" should occur no faster than every three seconds.

Materials: The sign cabinet will be aluminum, with painted and applied graphic copy. These materials are consistent with those of other signs in the overlay, and meet the design guidelines.

Recommendation: Staff recommends approval of the proposed projecting sign and Modification with the conditions that:

1. The sequential or blinking lights change no faster than every three seconds;
2. Staff shall inspect the sign prior to installation; and
3. All existing exterior signage is removed.

Staff finds that the proposed signage will meet the design guidelines for the Broadway Historic Preservation Zoning Overlay.



417-423 Broadway (originally 77 Broad Street) circa 1880s.



417-423 Broadway, circa 1971. The building is missing its cornice and window headers, and the first story storefronts have been altered.



417-423 Broadway, circa current photo.

Scope of Work

Don Bell Signs to remove & discard:

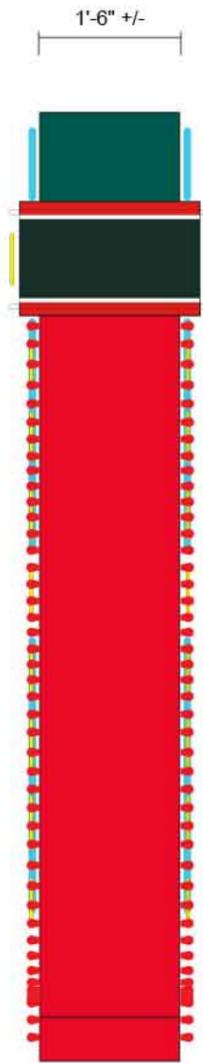
Don Bell Signs to fabricate & install:
 (1) D/F LED & neon, externally illuminated blade sign, as shown.

Notes:

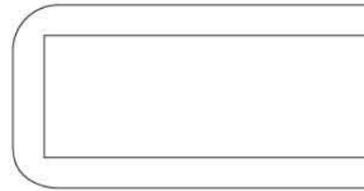
All hardware to be non-corrosive.

Electrical _____ (TBD).

PRIMARY ELECTRIC BY OTHERS.



End View



Top View

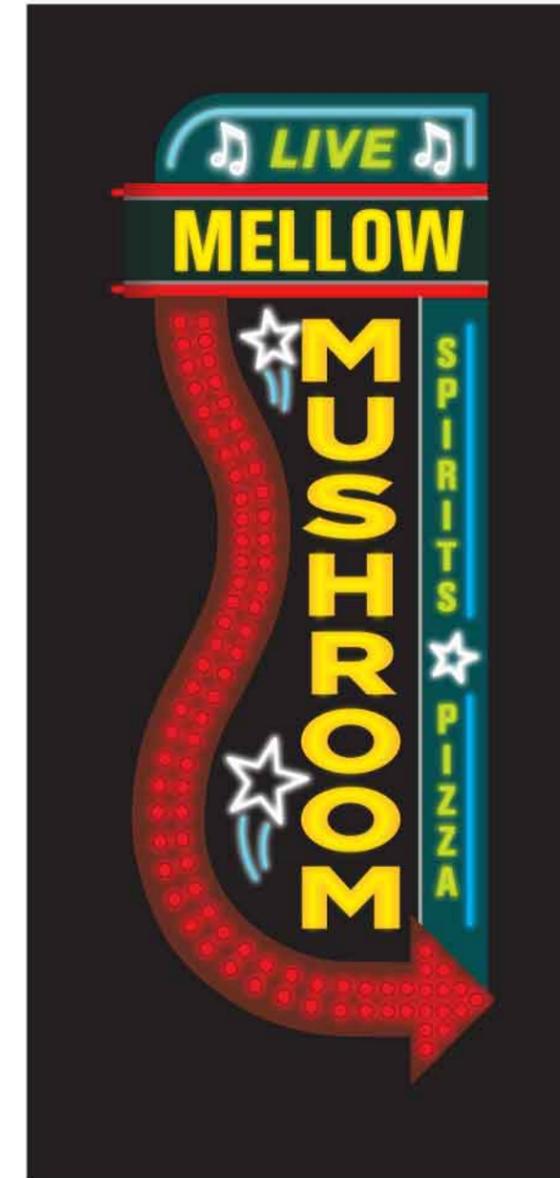


Elevation of D/F Blade Sign

Scale: 1/2" = 1'-0"

(1) Required

44 sq. ft.



Nighttime Illumination Concept

MELLOW MUSHROOM

Broadway Nashville, TN

DESIGN #: **1600531 R6**

DATE: 10.4.16

DRAWN BY: M. De Bolt

Revisions / Date / Initials

- R1 (10.18.16) MD
- R2 (10.24.16) MD
- R3 (11.9.16) MD
- R4 (11.15.16) MD
- R5 (11.15.16) MD
- R6 (11.16.16) MD
- R7 (12.13.16) MD

ACCOUNT #115459 120 Volt 277 Volt

SHEET 1

ACCOUNT: Mellow Mushroom

STREET: 423 Broadway
 CITY: Nashville STATE: TN
 SALES REP: Frank Boanno
 SCALE: As Noted
 FILE NAME:
 PROGRAM: Adobe Illustrator CS6
 FONTS USED:
 CUSTOMER APPROVAL: DATE:

PRIMARY ELECTRIC BY OTHERS.

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365 OAK PLACE
 PORT ORANGE, FL 32127
 386-788-8084
 800-824-0080
 FAX 386-767-7331

ALL SIGNS WITH ELECTRICAL COMPONENTS TO BE MARKED PER NEC 600.4 (A)

PRIMARY DISCONNECT SWITCH TO BE WITHIN VIEW OF SIGN PER NEC 600.6 (ACTUAL LOCATION MAY VARY)

SWITCH AMPRE RATING SHALL BE NOT LESS THAN TWICE THE AMPRE RATING AS POWER SUPPLIES OR BALLASTS PER NEC 404.14 & 600.6 (B)

(1) ONE 120v-20amp CIRCUIT(S) REQUIRED OR (T.B.D.)
 PRIMARY ELECTRIC BY OTHERS



Note: This design pending engineering.

MELLOW MUSHROOM

Broadway
Nashville, TN

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ACCOUNT #115459 120 Volt
us 277 Volt

SHEET 2

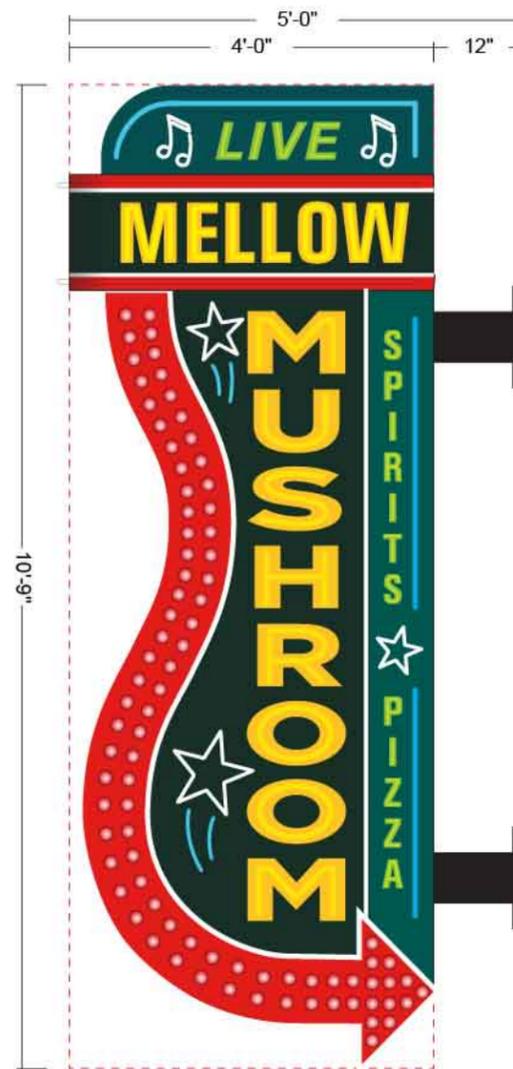
ACCOUNT
Mellow Mushroom

STREET 423 Broadway
CITY Nashville STATE TN
SALES REP Frank Boanno
SCALE As Noted
FILE NAME
PROGRAM Adobe Illustrator CS6
FONTS USED
CUSTOMER APPROVAL DATE

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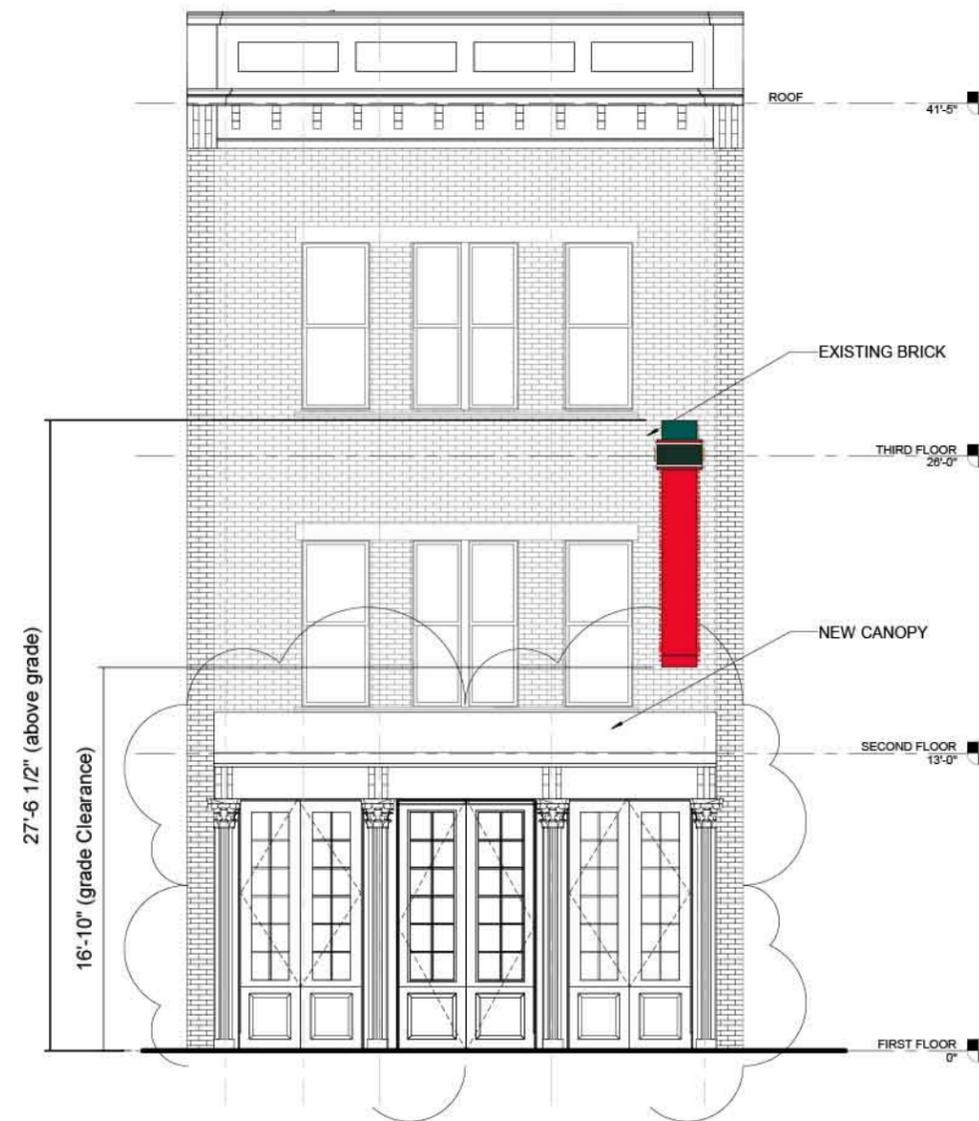


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44 sq. ft.

Elevation of D/F Blade Sign
Scale: 1/2" = 1'-0"



Storefront Elevation
Scale: 1/8" = 1'-0"

Note: This design pending engineering.

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Nashville, TN**

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R5	(11.15.16)	MD
R6	(11.16.16)	MD

ACCOUNT #115459

120 Volt

277 Volt

SHEET 4

ACCOUNT: Mellow Mushroom

STREET: 423 Broadway

CITY: Nashville STATE: TN

SALES REP: Frank Boanno

SCALE: As Noted

FILE NAME:

PROGRAM: Adobe Illustrator CS6

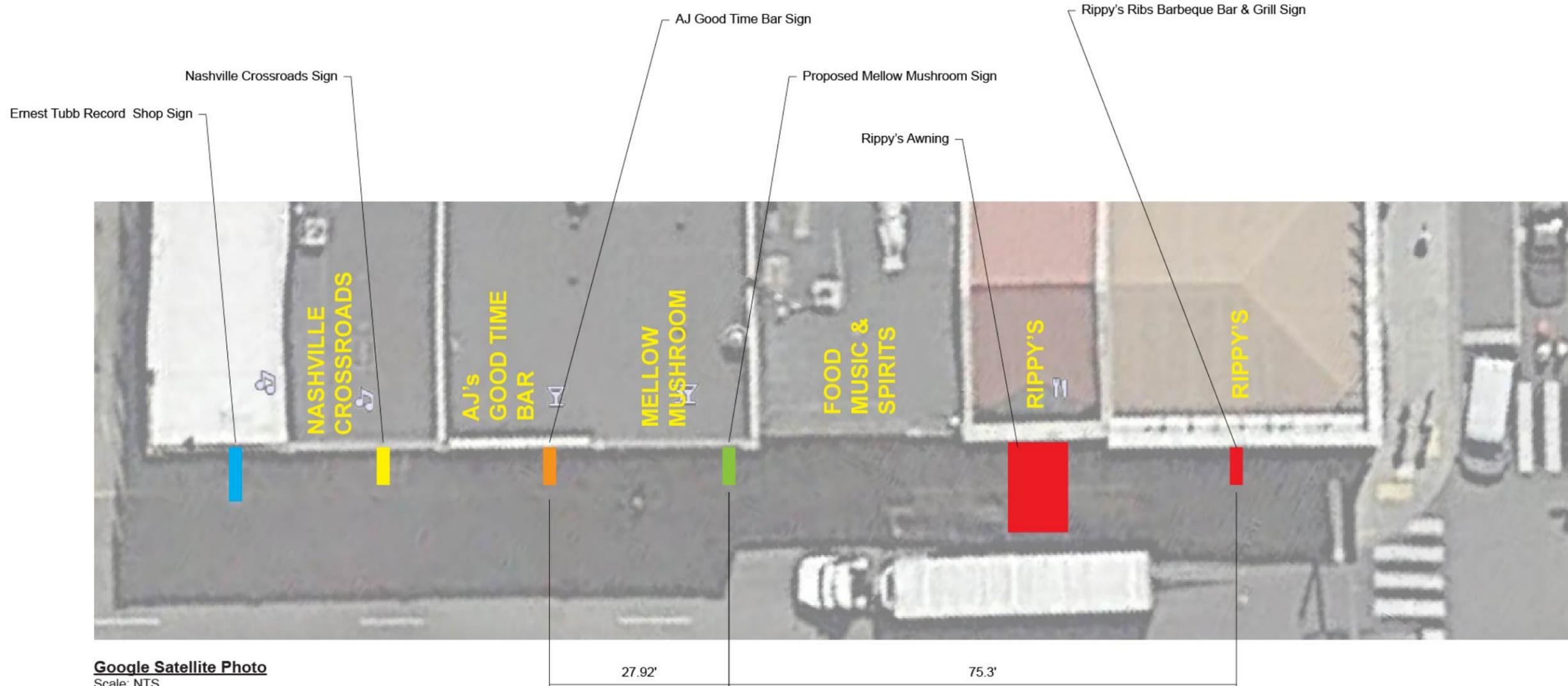
FONTS USED:

CUSTOMER APPROVAL: DATE:

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Google Satellite Photo
Scale: NTS

Note: Data source: Google Earth

Note: This design pending engineering.



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MUSHROOM**

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 us 277 Volt

SHEET 2

ACCOUNT
Mellow Mushroom

STREET
423 Broadway
 CITY Nashville STATE TN
 SALES REP Frank Boanno
 SCALE As Noted
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