

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**

**412 Broadway  
October 18, 2017**

**Application:** Signage

**District:** Broadway Historic Preservation Zoning Overlay

**Council District:** 19

**Map and Parcel Number:** 093063078.00

**Applicant:** The Stage on Broadway, Inc.

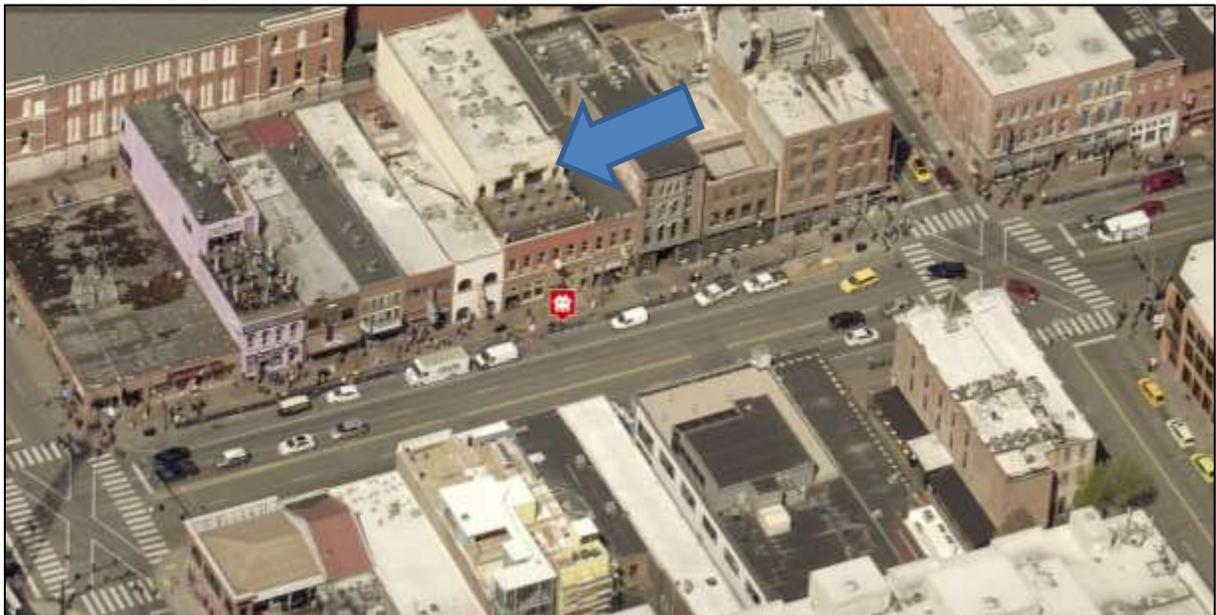
**Project Lead:** Paul Hoffman, paul.hoffman@nashville.gov

<p><b>Description of Project:</b> Wall and painted signage have been added on the front and side facades of the rooftop addition without a Preservation Permit.</p>	<p><b>Attachments</b> <b>A:</b> Photographs <b>B:</b> Wall sign drawings</p>
<p><b>Recommendation Summary:</b> Staff recommends disapproval of the wall sign with the condition that it be removed within 30 days, finding the project does not meet Section IV for Signage due to the sign's location.</p>	
<p>Staff recommends approval of the painted signage with the conditions that:</p>	
<ol style="list-style-type: none"><li>1. The paint not be metallic, fluorescent or day-glow;</li><li>2. A drawing be submitted showing the dimensions of the painted signage prior to a permit being issued; and,</li><li>3. The size of the painted sign not exceed one hundred and twenty-five square feet (125 sq. ft.).</li></ol>	
<p>With these conditions, staff finds the painted signage to meet the design guidelines for painted signage.</p>	

**Vicinity Map:**



**Aerial Map:**



## Applicable Design Guidelines:

### IV. SIGNAGE INTRODUCTORY PROVISIONS

#### 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.

### OTHER SIGN TYPES

#### 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.

**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.

**Background:** 412 Broadway is listed in the Broadway National Register nomination as a c.1900 Victorian commercial building. The projecting sign was installed in 2001. A rooftop addition was added in 2015.

**Analysis and Findings:** The applicant requests approval of signage consisting of a neon wall sign and a painted wall sign, both located on the rooftop addition.

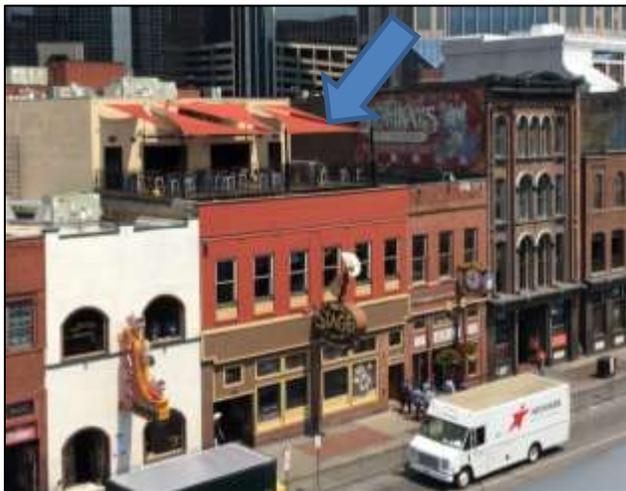


Figure 1. 412 Broadway (The awnings and poles shown in this image have been removed.)

## Neon Signage

Allocation: Allocation of sign area for wall sign: The design guidelines for signage allow a building two square feet (2 sq. ft.) of signage per one foot (1') of its street façade, when a projecting sign is used. With its forty-two linear feet (42 ft.), the building is permitted a total of eighty-four square feet (84 sq. ft.) for signage. The projecting sign installed in 2001 is 60.3 sq. ft. The remaining area for signage is twenty-three square feet and seven inches (23.7 sq. ft.) The neon wall sign added to the front façade of the rooftop addition measures nine feet by four feet, six inches (9' x 4'6") for a total of forty and a half square feet (40.5 sq. ft.). This exceeds the allocation for sign area by sixteen point eight square feet (16.8 sq. ft.).

Location: Staff finds the location to be inappropriate as the wall sign does not meet the provisions of Section IV that states:

- A wall sign shall be located lower than the window sills of the top floor for multi-story buildings, and
- No portion of a wall sign may extend above the roof line or above a parapet wall of a building with a flat roof.

In this case, the neon sign is located at the top of the rooftop addition, which is well above the window sills of the top floor. In the past, the Commission has not considered a rooftop addition in the calculation of height or "top floor" in regards to signage.



Figure 2. Rendering of wall sign on rooftop addition

Materials: The wall sign is made of metal and plastic with exposed neon letters. The sign would meet the design guidelines for materials, illumination and thickness. However Staff finds that the wall sign does not meet Section IV for allocation of sign area or location.

Illumination: The sign has neon open channel letters.

Dimensions: The sign measures nine feet (9') by four feet, six inches (4'6") for a total of 40.5 square feet.

### Painted Sign

Allocation; Painted signs have an allocation of one-hundred and twenty-five square feet (125 sq. ft). The exact dimensions of the drawn in sign, not yet painted, was not provided; however, the applicant has stated that it is greater than one-hundred and twenty-five square feet (125 sq. ft).

Location: The location meets the design guidelines as it is located on the upper level of a secondary façade. It does not cover transoms, columns, cornices, decorative elements, openings and architectural features or requires the enclosure of an opening.

Design: The signage does not advertise off-site businesses and is therefore appropriate.

Materials: The type of paint was not specified. Staff recommends a condition that it not utilize metallic, fluorescent or day-glow paints.

Lighting: No lighting has been proposed.

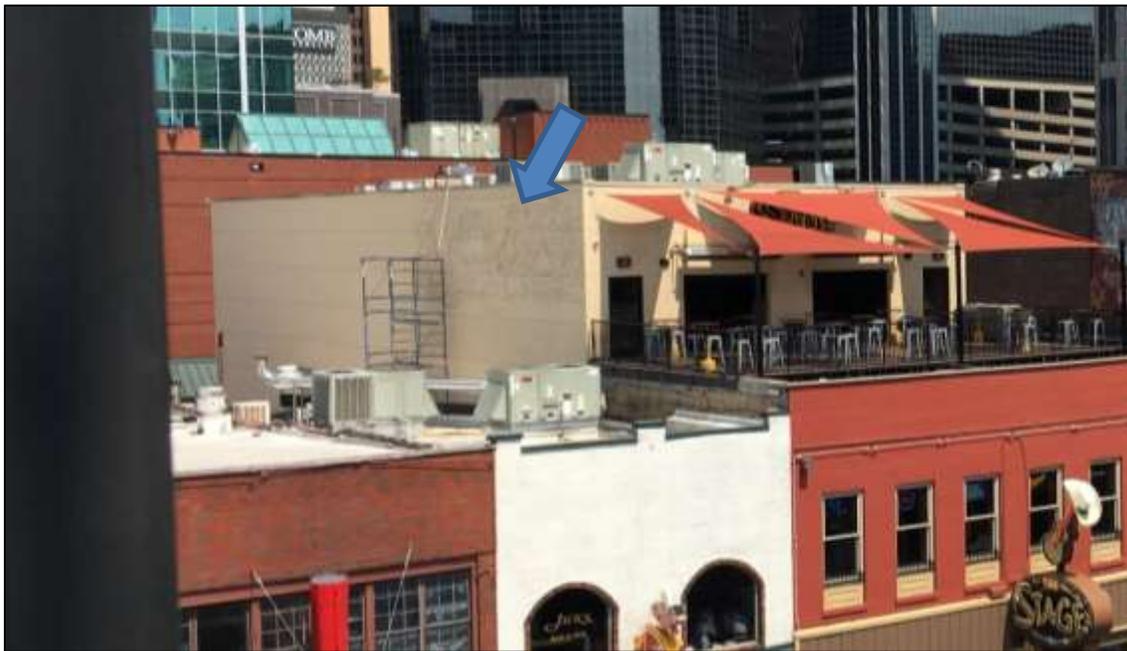


Figure 3. Painted signage in progress on side of addition

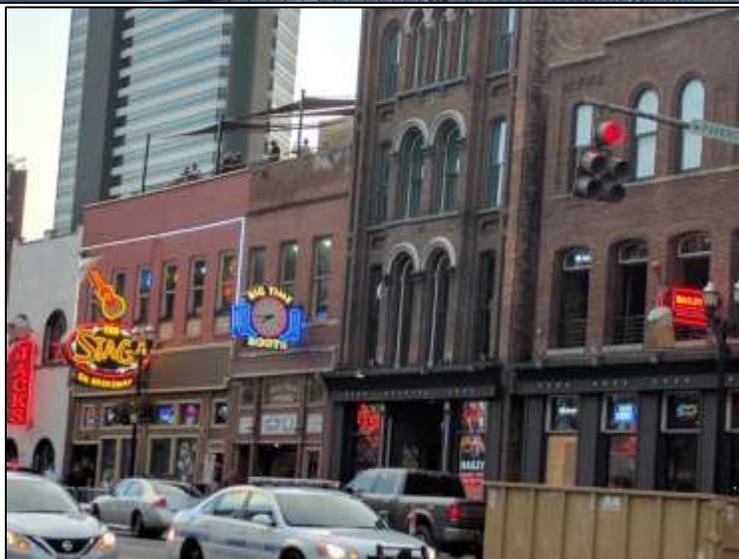
**Recommendation:** Staff recommends disapproval of the wall sign with the condition that it be removed within 30 days, finding the project does not meet Section IV for Signage due to the sign's location.

Staff recommends approval of the painted signage with the conditions that:

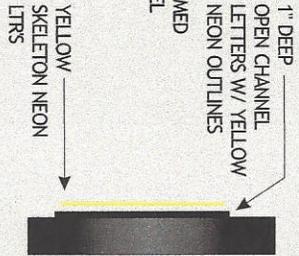
1. The paint not be metallic, fluorescent or day-glow;
2. A drawing be submitted showing the dimensions of the painted signage prior to a permit being issued; and,
3. The size of the painted sign not exceed one hundred and twenty-five square feet (125 sq. ft.).

With these conditions, staff finds the painted signage to meet the design guidelines for painted signage.

**PHOTOGRAPHS** First two photographs are not useful as they do not show the two signs in question. On the third the stenciled part should be called out and information that the awning have been removed should be given—or just deleted as you have it earlier with the text.







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

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



**THE STAGE - ROOFTOP**

LOCATION: 412 BROADWAY  
NASHVILLE, TN

JOB CONTACT: NAME PROJECT MGR: M. SHEA

DRAWING NO: 163832-MS10-01

**SPECIFICATIONS & FINISHES:**

1. FABRICATE/INSTALL ONE(1) OPEN FACE CHANNEL LETTER SIGN WITH SKELETON NEON "PILL" SIGN AS ILLUSTRATED AND SPECIFIED.

- PMS 7508 BEIGE
- PMS168
- BLACK

DESIGNED BY: A. TORREJON DATE: 05-17-16

WORK ORDER NO.: XXXXXX

PAGE 1 OF 1

**APPROVALS**  
FOR MANUFACTURING

CUSTOMER: \_\_\_\_\_

INSTALLATION: \_\_\_\_\_

PROJECT MANAGER: \_\_\_\_\_

**JUSTIN AND SON SIGNS**

630 Murfreesboro Rd, Nashville, TN 37210  
615.255.3463 1.800.545.9557