

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
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STAFF RECOMMENDATION 134 Second Avenue North November 15, 2017

Application: Signage

District: Second Avenue Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306207700

Applicant: Andrew Chapman, Facility Solutions Group

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

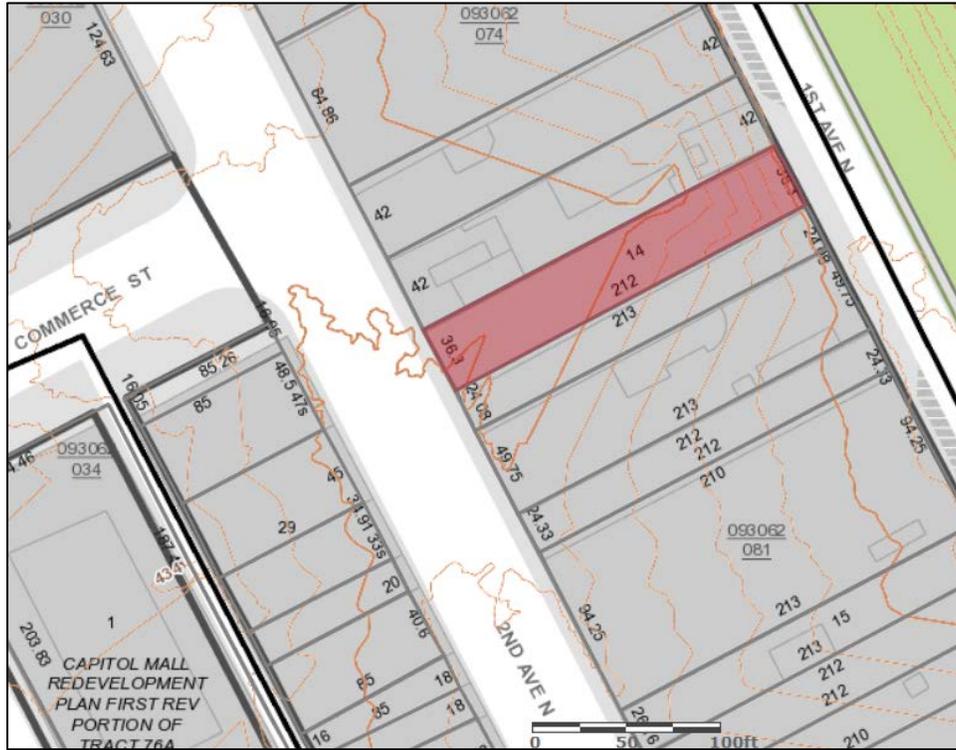
Description of Project: The applicant is proposing painted signage on the First Avenue façade, between the second and third story windows and between the third and fourth story windows, to be painted over existing non-historic painted signage. (The current signage exceeds the allotment for painted signage.)

The higher sign is proposed at one hundred, twenty-two square feet (122 sq. ft.) in area; the lower sign is proposed at one hundred, sixteen square feet (116 sq. ft.) for a total area of two hundred, thirty-eight square feet (238 sq. ft.) of painted signage.

Recommendation Summary: Staff Recommends approval of new painted signage with the conditions that it not exceeds one hundred, twenty-five square feet in area and that the method of removal of the existing signage not covered shall obtain final approval from staff. With these conditions, Staff finds that the project meets section II for Rehabilitation and Section IV for signage.

Attachments
A: Renderings

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

II. Rehabilitation

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

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 structure at 134 Second Avenue North is an Italianate commercial building, constructed circa 1890. The building has a four-story primary façade with an additional basement level on the First Avenue façade, acquired by a drop in grade.

Analysis and Findings:

Location: The applicant is proposing painted signage on the rear or First Avenue façade, between the second and third story windows and between the third and fourth story windows, to be painted over existing non-historic signage. Staff finds the location of the proposed signage to be appropriate because it is on a secondary elevation and an upper-level location that does not cover architectural features. The two signs will cover existing non-historic painted signs.

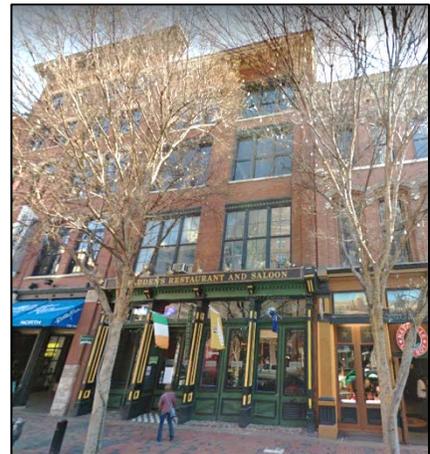


Figure 1: 134 2nd Avenue North.
Front facade.



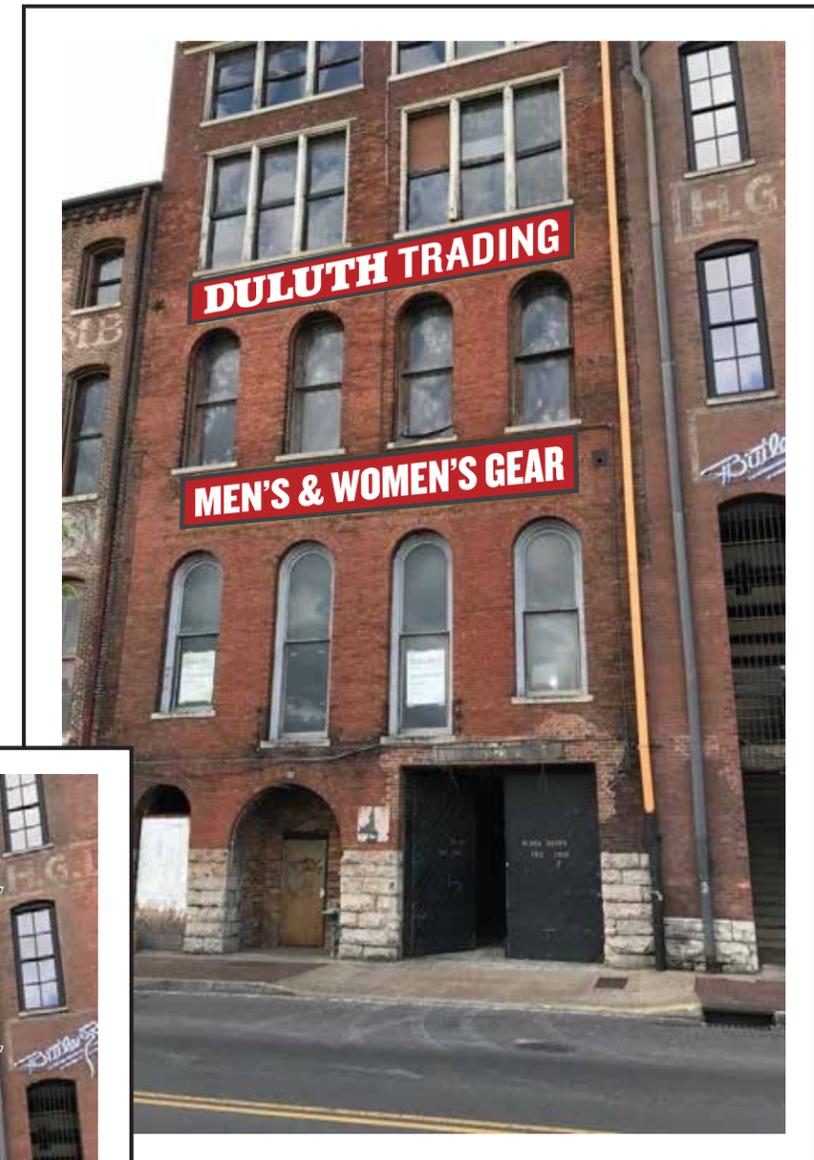
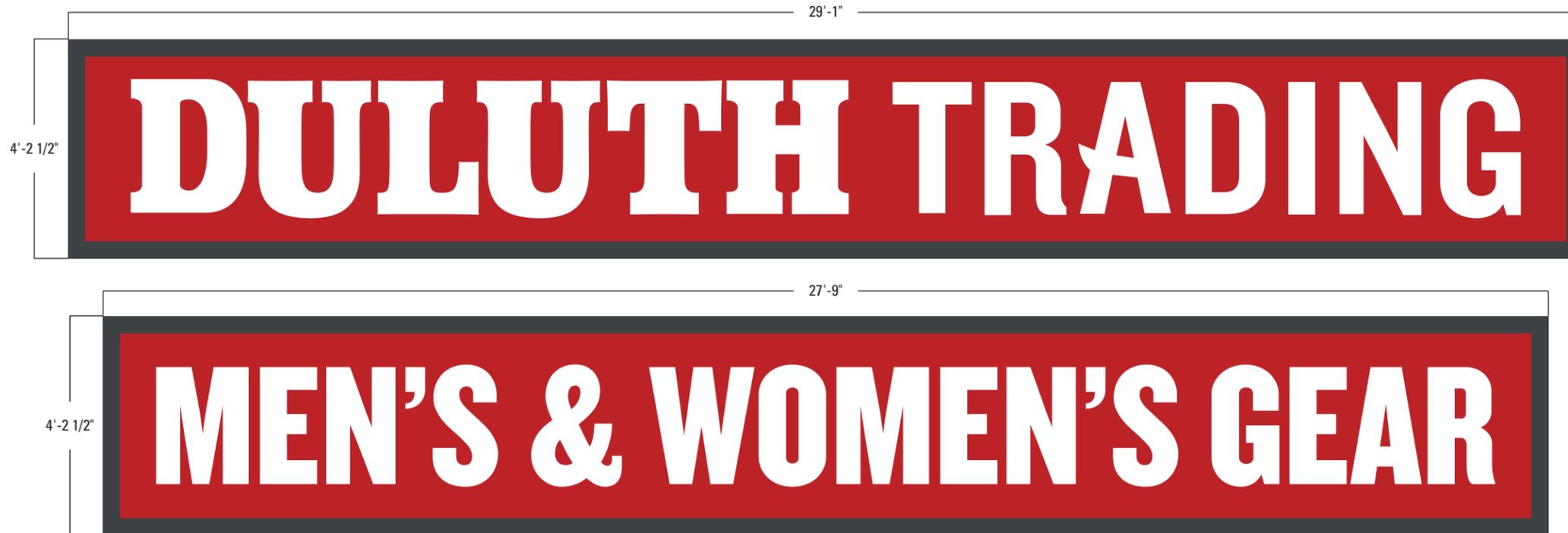
Figure 2: Existing painted signage

Size/Allotment: The design guidelines allow for one-hundred and twenty-five square feet of painted signage. The higher sign between the windows of the third and fourth stories will read “Duluth Trading” and a lower sign will read “Men’s & Women’s Gear”. The former will be one hundred, twenty-two square feet (122 sq. ft.) in area and the latter will be one hundred, sixteen square feet (116 sq. ft.) for a total area of two hundred, thirty-eight square feet (238 sq. ft.) of painted signage. The proposal exceeds the allotment of painted signage and so does not meet Section IV of the design guidelines. In the past, the Commission has considered existing signage when calculating total signage allotment. Additional square footage has been allowed when the project retains an existing historic sign; however, in this case, the existing signage is not historic.

Paint Removal: Because the existing painted signage is larger than the allotment, portions of the existing signage will need to be removed or painted over. Staff recommends final review of how removal will be accomplished to ensure that the process meets the design guidelines section II.M. for paint.

Lighting & Content: No lighting is proposed. The signage does not advertise an off-site business and so meets the design guidelines in terms of content.

Recommendation Summary: Staff Recommends approval of new painted signage with the conditions that it not exceeds one hundred, twenty-five square feet in area and that the method of removal of the existing signage not covered shall obtain final approval from staff. With these conditions, Staff finds that the project meets section II for Rehabilitation and Section IV for signage.



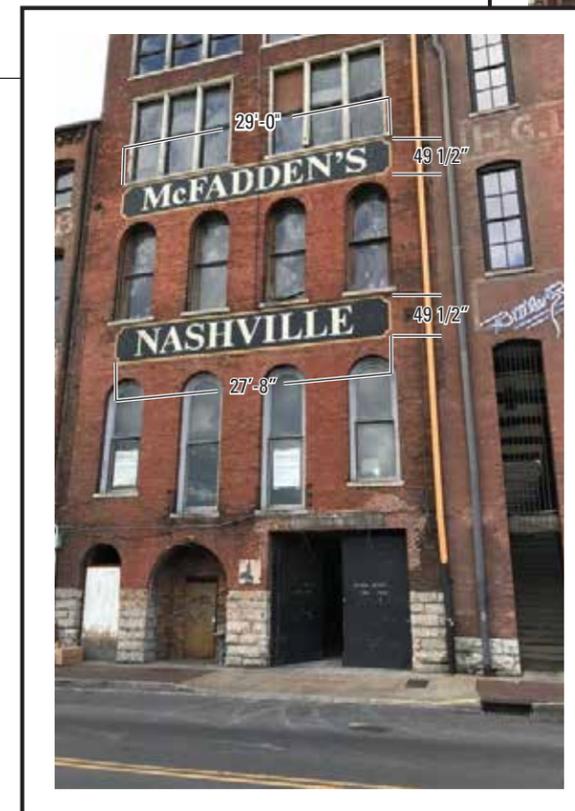
D EXTERIOR VINYL WRAP

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

Fabricate and install ONE (1) set of digitally printed vinyl graphics.

- Heat applied digitally printed vinyl wrap; applied directly to brick facade.
- Powerwashing and cleaning prior to vinyl application.
- Vinyl graphics to completely cover existing paint.

EXISTING



SCALE: N.T.S.