

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

**306 Broadway
February 15, 2017**

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306202700

Applicant: Kayla Joslin, Joslin Signs

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

Description of Project: The applicant proposes a projecting sign, requesting approval of a modification for both rotation of the full sign and flashing elements

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

1. The rotation is eliminated;
2. Only one side of the sign's barrels be permitted to flash;
3. The flashing sequence has no less than three seconds duration; and,
4. The existing exterior signage is removed or the size of the proposed sign is reduced so that the total square footage of both new and remaining signage does not exceed fifty-six square feet (56 sq. ft.).

With these conditions, the proposed signage meets Section IV of the Broadway Historic Preservation Historic Preservation Overlay design guidelines.

Attachments

A: Photographs

B: Site Plan

C: Elevations

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.

Common Sign Plan

A common signage plan regulates signage for multiple businesses or tenants within one building or complex. A common sign plan is mandatory for all new developments and sign Modifications.

- A common signage plan shall provide for consistency among signs with regard to at least four of the following: materials; location of each sign on the building; sign proportions; color scheme; lighting; lettering or graphic style.
- The common signage plan shall establish an allowable area of signage for existing and future tenants with regard to all allowed sign types.
- The common signage plan shall indicate existing nonconforming signs as well as the amount and locations of on-premise signage to be allocated to each tenant under the new plan.

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.

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.

NON-CONFORMING SIGNS

Sections 17.40.660 and 17.40.690 of the Metro Zoning code apply. This section further clarifies them.

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.

Ground Signs

An existing ground sign may change the face or panel of a sign that does not meet the area or height standards within these design guidelines. However, in no instance shall there be an increase in the degree of nonconformity. All new panels shall conform to all illumination standards therein.

A sign shall be brought into compliance with the provisions of these design guidelines if at any time the sign is altered, repaired, restored or rebuilt to the extent that the cost exceeds fifty percent of the estimated replacement cost of the sign (in current dollar value). All permits within any six consecutive calendar months shall be aggregated for purposes of measuring the fifty percent standard.

All Signs

If the alteration or repair is caused by involuntary damage or casualty, the design may be altered or repaired to its pre-damaged condition.

Repair and Maintenance

A sign may be removed or taken off-site for repair and maintenance. The sign must be returned to the original location within 90 days of removal.

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

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

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 logos 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.

Brightness

- The sign must not exceed a maximum illumination of 7,500 nits during daylight hours and a maximum illumination of 750 nits between dusk to dawn as measured from the sign's face at maximum brightness.
- Electronic changeable copy signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level.

Background: 306 Broadway is a contributing commercial building, constructed circa 1888.

Analysis and Findings: The applicant proposes a projecting sign, requesting approval of a modification for both rotation of the full sign and flashing elements.

Allocation of Sign Area: The building has twenty-eight feet (28') of street frontage. When a projecting sign is used, the building is permitted two square feet (2 sq. ft.) of signage per linear foot. The building's allotment of sign area with a projecting sign is therefore fifty-six square feet (56 sq. ft.). The proposed sign measures eleven feet, two inches (11' 2") by five feet (5'), for a total of 55.83 square feet. This effectively uses up the entirety of the allowable sign area for the building.

The existing signage consists of two signs on the storefront. The wall sign which obscures the transom over the entryway measures approximately fifteen square feet (15 sq. ft.). To the right, another wall sign covering the display window adds approximately another twelve square feet (12 sq. ft.) of sign area. Staff recommends either removal of all existing signage, or changing the size of the new sign so the total signage does not exceed fifty-six square feet (56 sq. ft.). With one of these conditions Staff finds that the proposed signage meets section IV of the design guidelines, and recommends approval.

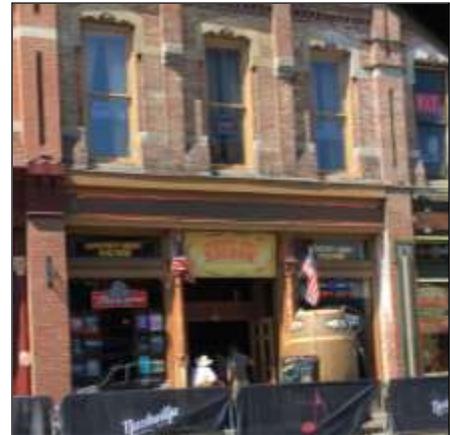


Figure 1. 306 Broadway. Existing signage over the door and to the right (behind barrel)

Rotation: The Commission has approved rotation on signs in the district. However, they have usually been a small portion of the sign, or a smaller sign overall.

Recent examples of rotating signage include:

- 312 Broadway approved in 2016 a three foot by three foot, rotating element of a larger sign, not yet installed;
- 429 Broadway approved in 2016, a two foot (2') rotating element of a larger sign;
- 325 Broadway approved in 2015, a two-foot (2') rotating element of a larger sign;
- 318 Broadway approved in 2014, a five foot (5') tall rotating sign;
- 101 Broadway approved in 2014, a five foot, five inch (5'5") rotating element of a larger sign;
- 400 Broadway approved in 2013, three feet, ten inches (3'10") or less than half of the sign rotating.
- 417 Broadway, Historic signage of four parts with only one rotating.

In this case, the entire sign with a length of eleven feet, two inches (11' 2") is proposed to rotate. The dimensions of the sign meet the design guidelines, but Staff finds that this large an area is too much to be permitted to rotate in its entirety. In addition, a large portion of the sign is proposed to have chasing lights so that it will rotate and have chasing lights. With the condition that the rotation is eliminated, staff recommends approval.

Location: The proposed location for the sign is a second story pilaster in the building's middle bay. The nearest projecting signs are thirty-seven feet (37') and thirty-eight feet (38') to the left and right, respectively. According to the design guidelines, a projecting sign shall be located below the window sills of the third story. Staff finds the proposed location of the sign to be in accordance with Section IV of the design guidelines.

Illumination: The sign is proposed with neon letters and graphics on the whiskey barrels to either side of the logo. The barrels will have chasing lights so that they appear to be falling down both sides of the sign. The design guidelines allow for blinking, flashing, chasing, and sequential lighting as a modification by the Commission. Since the ability

to have chasing lights is a modification, it should be used sparingly to maintain the historic character of the district. Signs that currently have chasing elements are:

- 322 Broadway, only the central lettering (the word “Margaritaville”) chases, approved in 2010.
- 421 Broadway, four small musical notes at the top of the sign chase, approved in 2016.
- 423 Broadway, two of five words have chasing lights and an arrow has chasing dots. This sign has not yet been installed.

Staff recommends that only one string of barrels on each of the two faces have chasing lights and that the other line of barrels on each face have static neon to keep the chasing elements to a minimum. When it is permitted, the chase or flash shall not last less than every three seconds. With the condition that the duration of the flashing is at least three seconds, staff recommends approval of the modification.

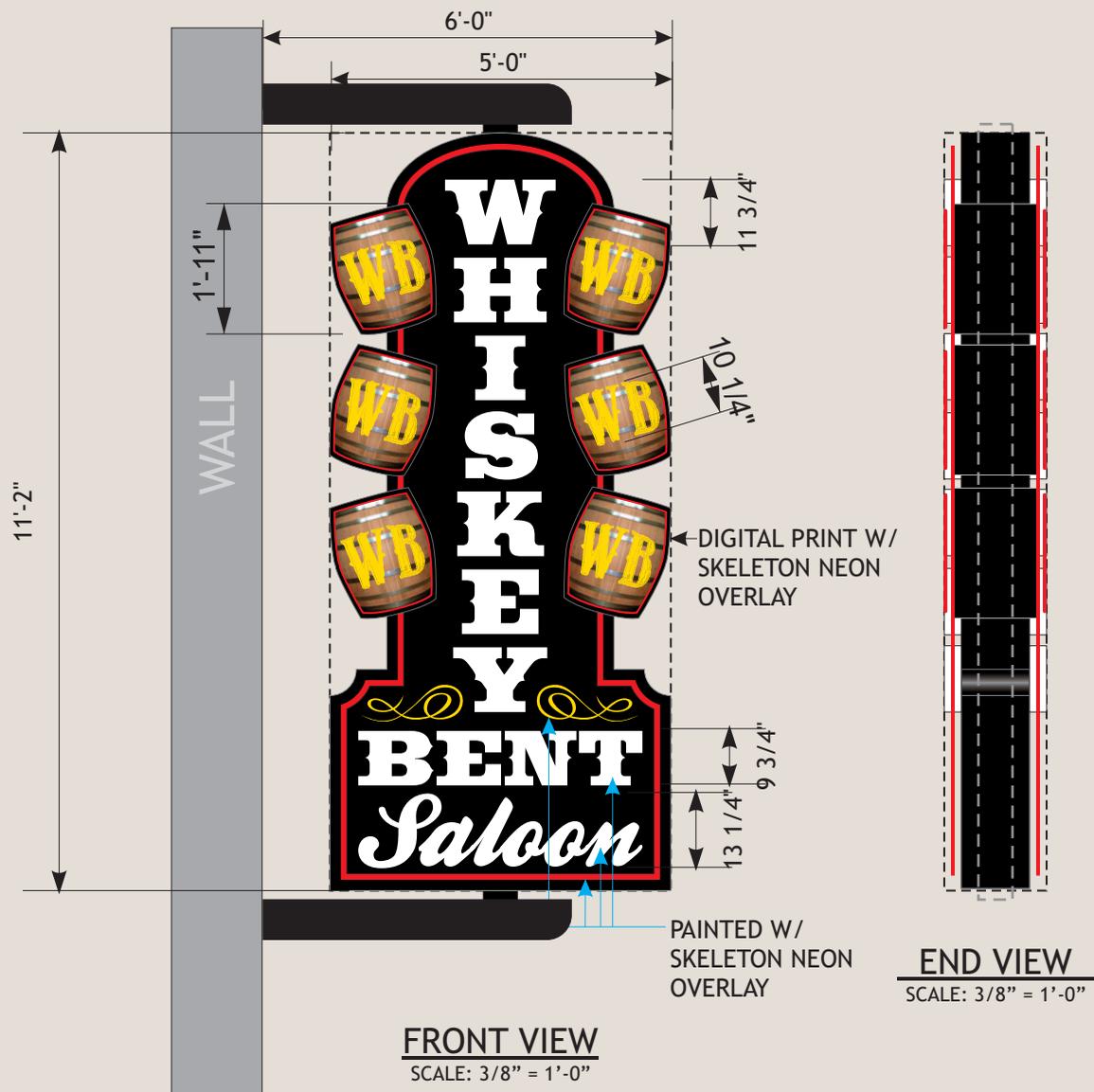
Materials: The sign will have a metal cabinet with painted or applied lettering and neon. These materials are appropriate for signage and meet section IV of the design guidelines.

Recommendation:

Staff recommends approval of the projecting sign with the conditions that:

1. The rotation is eliminated;
2. Only one side of the sign’s barrels be permitted to flash;
3. The flashing sequence has no less than three seconds duration; and,
4. The existing exterior signage is removed or the size of the proposal is reduced so that the total square footage of both new and remaining signage does not exceed fifty-six square feet (56 sq. ft.).

With these conditions, the proposed signage meets Section IV of the Broadway Historic Preservation Historic Preservation Overlay design guidelines.



VECTOR ART OR FONT REQUIRED



WHISKEY BENT SALOON

LOCATION: **WHISKEY BENT**
306 BROADWAY - NASHVILLE, TN

JOB CONTACT: NAME PROJECT MGR: BOBBY

DRAWING NO: **152843-B10-01**

SPECIFICATIONS & FINISHES:
FABRICATE/INSTALL ONE(1) DF BLADE SIGN WITH OPEN FACE CHANNEL LETTERS AND SKELETON NEON AS ILLUSTRATED AND SPECIFIED.

PMS 116 PMS 186 WHITE BLACK

DESIGNED BY: A. TORREJON DATE: 04-30-15

WORK ORDER NO.: XXXXXX

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APPROVALS FOR MANUFACTURING

ENGINEERING:

INSTALLATION:

PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557