



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
116 3rd Avenue South
April 19, 2017

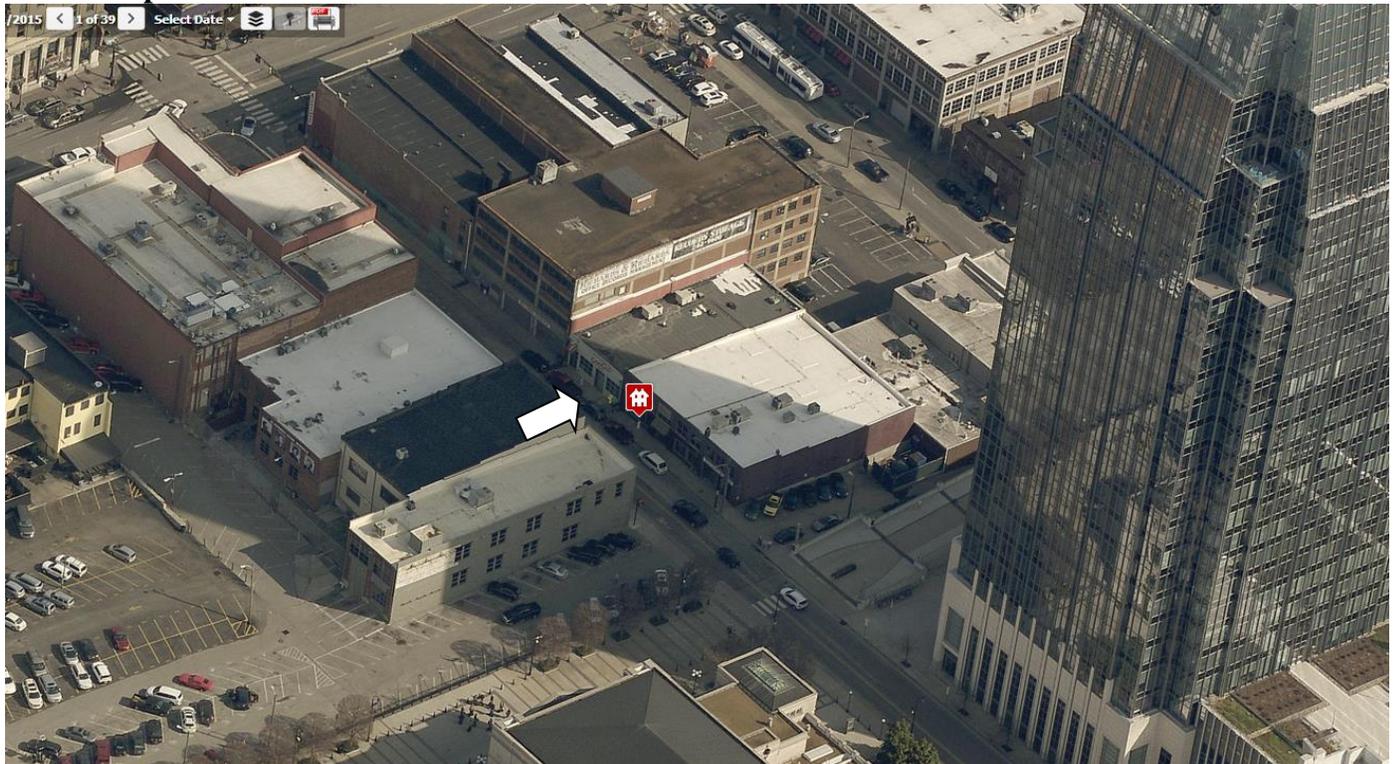
Application: Signage – projecting sign and violation – painted signage
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306405600
Applicant: Sideshow Sign Co.
Project Lead: Paul Hoffman; paul.hoffman@nashville.gov

<p>Description of Project: The applicant has installed two signs without a Preservation Permit: a painted sign and a projecting neon sign with chasing lights.</p> <p>Recommendation Summary: Staff recommends disapproval of the signage because it does not meet section IV of the design guidelines for signage, specifically the allotment has been exceeded, the painted sign is not in the appropriate location and the ice cream cone sign features a prohibited light source. Staff further recommends that the applicant is provided 30 days to correct the violation.</p>	<p>Attachments A: Elevations B: Sign specs</p>
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Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

IV.SIGNAGE

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

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.

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.

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.

Background: 116 3rd Avenue South is a one-story commercial building constructed circa 1920. In 2014, the painted sign above the door was approved as part of an SP, prior to the finalization of the expansion of the Broadway Historic Preservation Zoning Overlay. Just after the establishment of the overlay, the oval rotating sign was approved. In 2016 a permit was issued for awnings which included signage. The awnings were not constructed and the permit is no longer valid. In 2016 a different sign company requested a neon ice cream sign. At that time, it was discovered that additional signage had been painted below the windows that exceeded the allotment; therefore the permit was not issued for the ice cream sign.



Figure 1. Painted signage and rotating sign approved in 2014.

Analysis and Findings: The applicant has placed additional painted signage beneath the windows as well as a small ice cream cone shaped sign that includes flashing lights, which must be reviewed by the Commission as a modification. In addition, all the signage together exceeds the building's signage allotment.

Signage Allotment: According to the design guidelines, a building is permitted two square feet (2 sq. ft.) of signage per linear foot of building façade when a projecting sign is used. This building's front façade is forty-one feet (41') wide, for a total allotment of eighty-two square feet (82 sq. ft.). The building's existing signage currently is:

- A permitted painted sign above the entrance that is approximately forty-five square feet (45 sq. ft.);
- A permitted projecting (rotating oval) sign that is approximately sixteen square feet (16 sq. ft.);
- Non-permitted painted signage beneath the windows, approximately thirty-six square feet (36 sq. ft.).
- Non-permitted projecting sign (ice cream cone) that is thirteen square feet (13 sq. ft.).

The existing signage totals one-hundred and ten square feet (110 sq.ft) which is over the allotted eighty-two square feet (82 sq. ft.). Staff recommends removal of twenty-eight square feet (28 sq ft) of signage. With the condition, Staff finds that the signage allotment could meet Section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.



Figure 2 and 3: Figure 2 shows the painted sign installed without a permit. Figure 3 shows the oval projecting sign approved in 2016 in the background and the unpermitted ice cream cone sign in the foreground.

Dimensions & Location: The design guidelines state that painted signage should only be added to rear elevations or exposed upper secondary elevations and that paint on main facades or the first level of a buildings is inappropriate. Staff recommends removal of the painted signage that

is currently located below the windows because of its inappropriate location and because the total of existing signage currently exceeds the allotment.

The ice cream cone sign is located in an appropriate location. The sign is located on the right side of the building, above the first story. Because the building lacks architectural details, the sign will not interfere with any significant architectural features. The design guidelines specify that a projecting sign must be more than twenty-five feet (25') from another projecting sign; the other projecting sign for the business is twenty-eight feet (28') away. It is as close as ten inches (10") from the wall, but the bulk of the sign is at least one foot (1') away from the building, meeting the criteria for a projecting sign. The depth of the cabinet is eight inches (8"), which is less than the requirement of eighteen inches (18"). The overall size of the sign is five feet (5') by thirty-one inches (31") for an area of thirteen square feet (13 sq. ft.). Staff finds the dimensions and location of the projecting sign to meet Section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines*.



Figure 4. New projecting sign

illumination: The painted sign is not illuminated. The projecting sign has neon lettering and exposed chasing bulbs. The Commission has allowed chasing lights in the past, as a modification; however, the design guidelines specifically state that exposed bulbs are not allowed and previous such requests have been denied.

Staff recommends removal of the sign as bare bulbs are listed as a prohibited light source under the illumination section of the design guidelines. The sign is also located in the Downtown Code (DTC) and an MDHA overlay, both of which prohibit bare bulbs.

Materials: The painted sign and projecting sign include paint, metal and hard plastic, and neon, which meets Section IV of the *Broadway Historic Preservation Overlay: Handbook and Design Guidelines* for materials.

Recommendation Summary: Staff recommends disapproval of the signage because it does not meet section IV of the design guidelines for signage, specifically the allotment has been exceeded, the painted sign is not in the appropriate location and the ice cream cone sign features a prohibited light source. Staff further recommends that the applicant is provided 30 days to correct the violation.

DOUBLE-SIDED BLADE SIGN

SPECS

Pantone 1797



Pantone 652



Pantone 476



Pantone 9034



Pantone 479



ELECTRICAL

NEON + BULB LIGHTS

ALLOWANCES [City Codes]:

Area: Projection: .38"

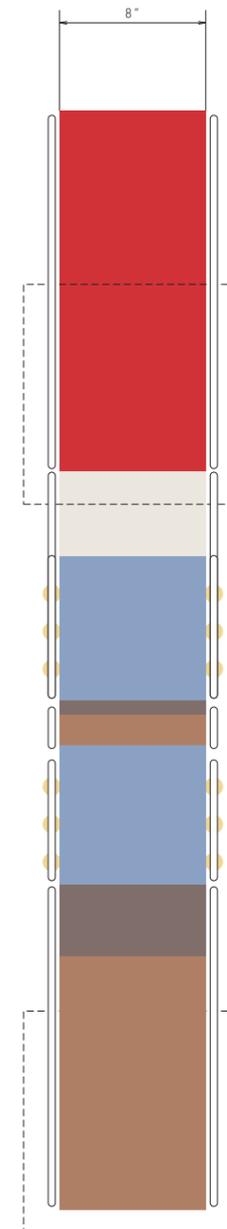
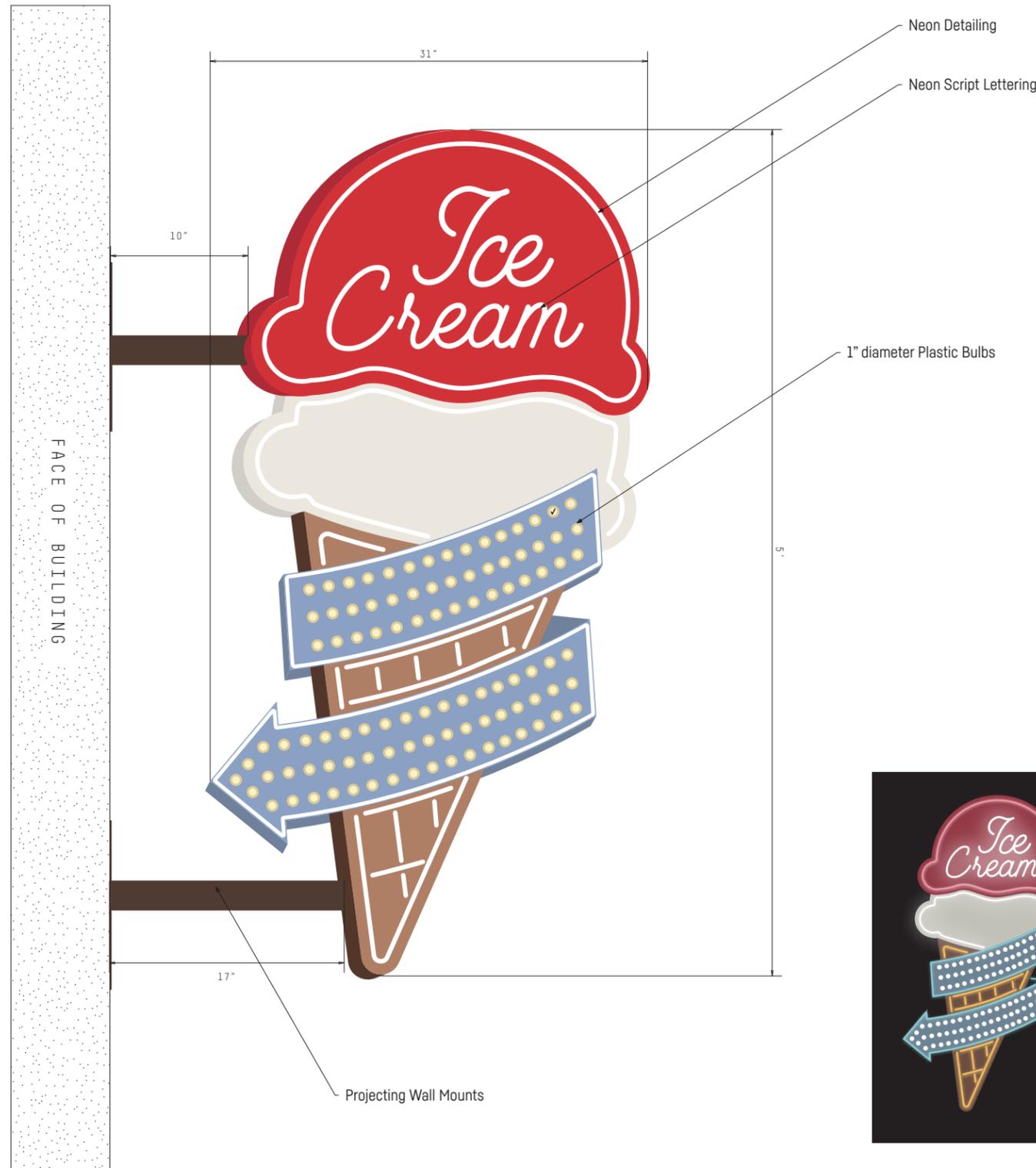
Status: Clearance: .12.5"

Dimensions:

Note: All concepts and drawings are intellectual property of Sideshow Sign Co. unless otherwise stated. No element of this drawing can be used for fabrication, reproduction or pricing without written permission.



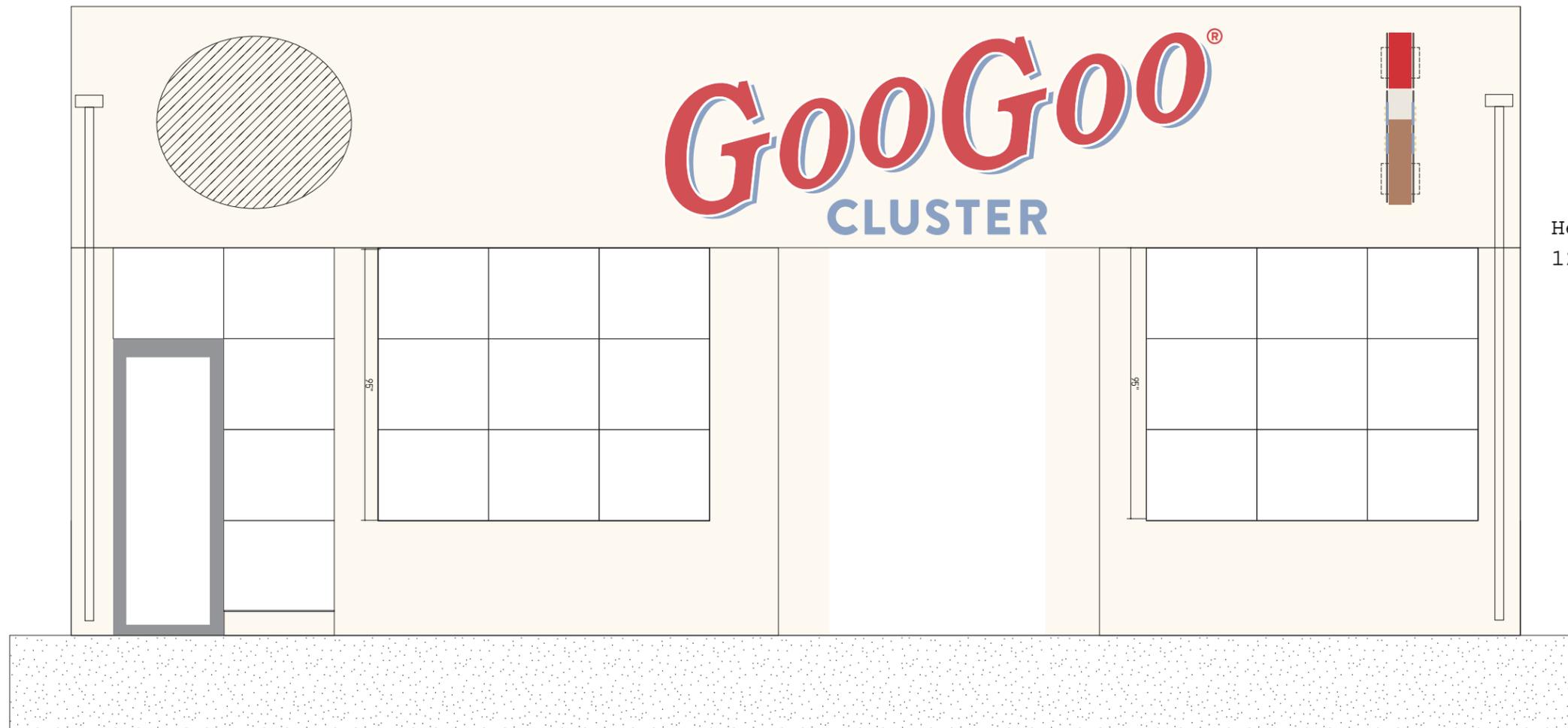
2100 Dunn Ave.
Nashville, TN. 37211



Width of Building: 40'1"

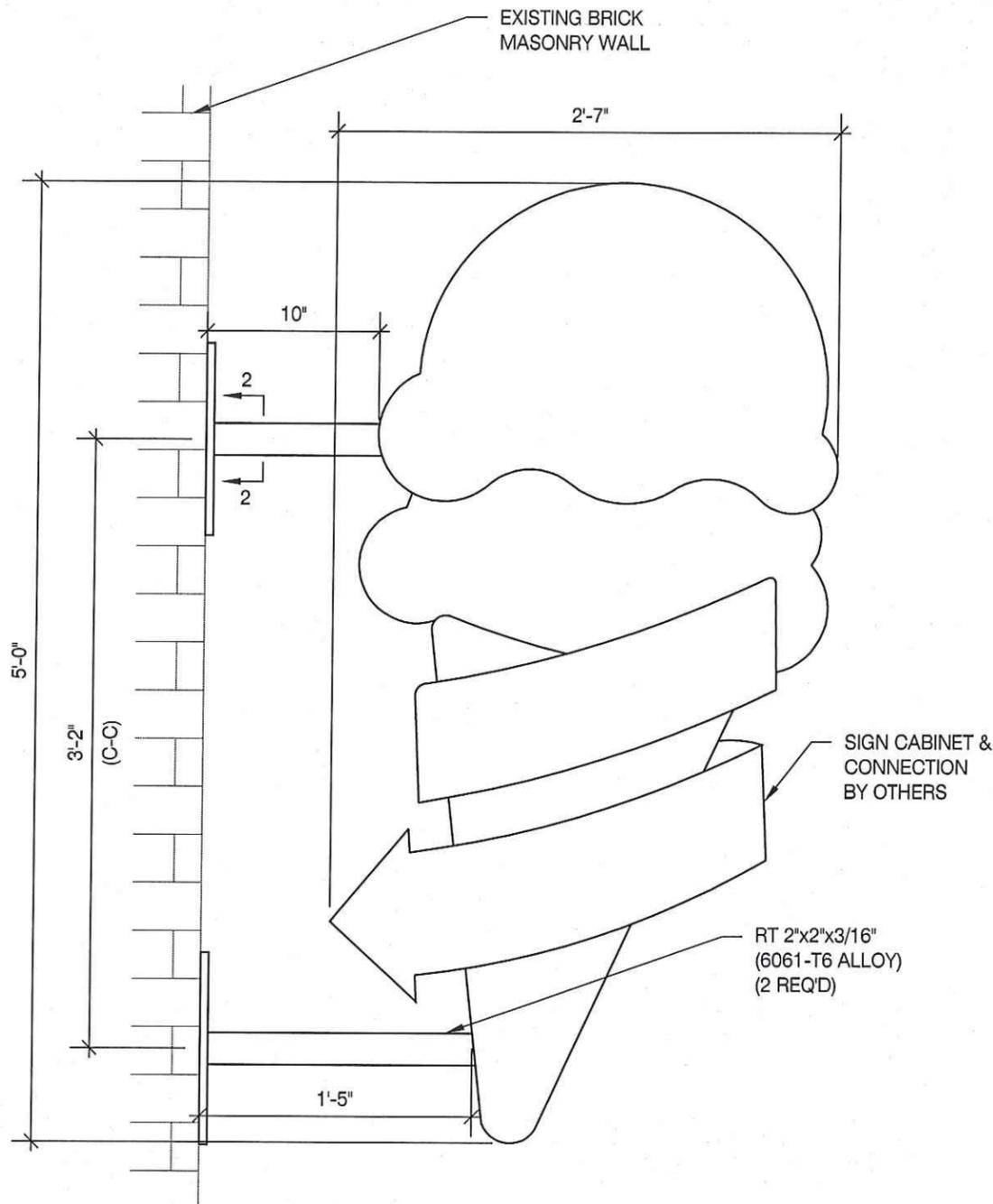
Distance between the blade signs: 28'3"

Area of Ice Cream blade sign: 13 sq ft

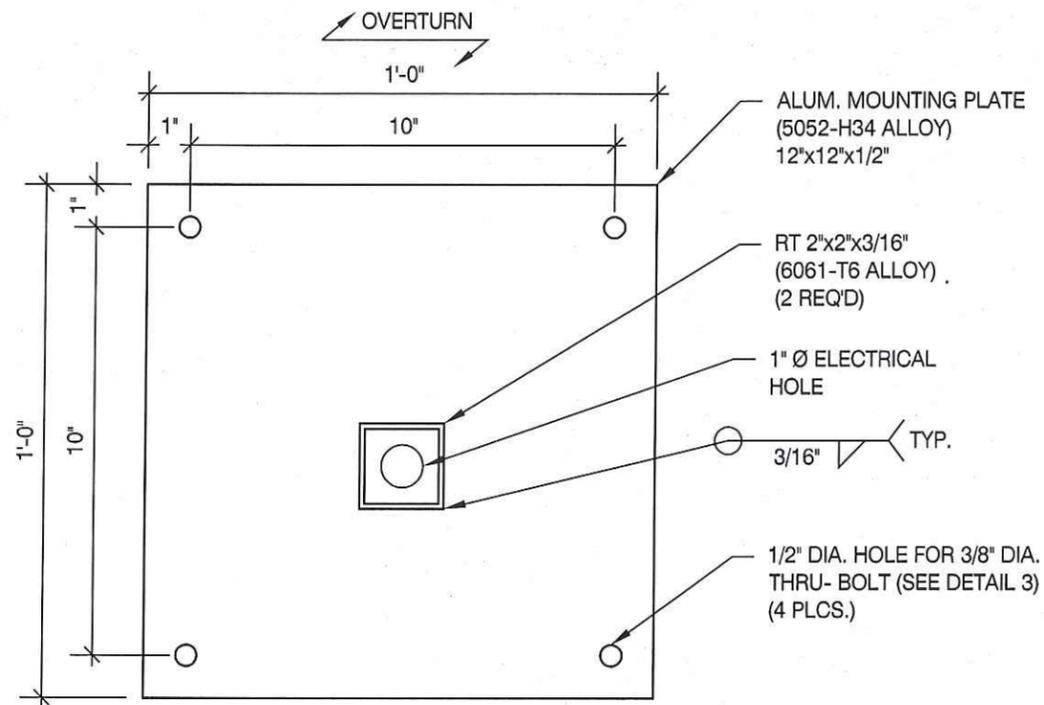


Height from ground:
12'6"

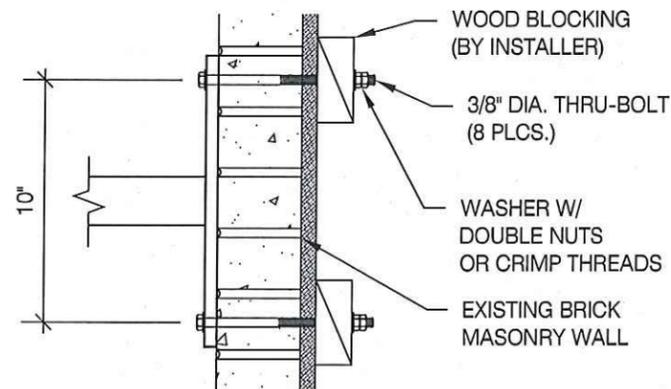
1 FRONT ELEVATION
1/4" = 1'



"GOO GOO ICE CREAM" BLADE SIGN ①
SCALE: N.T.S.



ALUM. MOUNTING PLATE (2 REQ'D) ②
SCALE: N.T.S.



3/8" Ø THRU BOLT (8 REQ'D) ③
SCALE: N.T.S.

NOTES
 1.) SEE MANUFACTURERS DRAWINGS FOR ADDITIONAL DETAILS AND DIMENSIONS.
 2.) SIGN CABINET AND CONNECTION BY SIDE SHOW SIGN CO..

* CLIENT - SIDE SHOW SIGN CO.
 * 2012 IBC
 * 115 MPH WIND SPEED, EXP. C
 * (1) POLE, (1) FOOTING

MBI

michael brady inc.
 sign engineering
 structural engineering

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 KNOXVILLE, TENNESSEE
 37919
 PHONE 865-584-0999
 FAX 865-584-5213

PROJECT:
 Nashville, TN

DRAWING TITLE:

GOO GOO ICE CREAM

DRAWN BY: ZJB
 CHECKED BY: DSA
 COMM. NO. 170295.02

DATE: 03/28/2017

DRAWING NO.
 DWG.

1

REV. #	DATE	DRAWN BY

