

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

400 Broadway

April 19, 2017

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

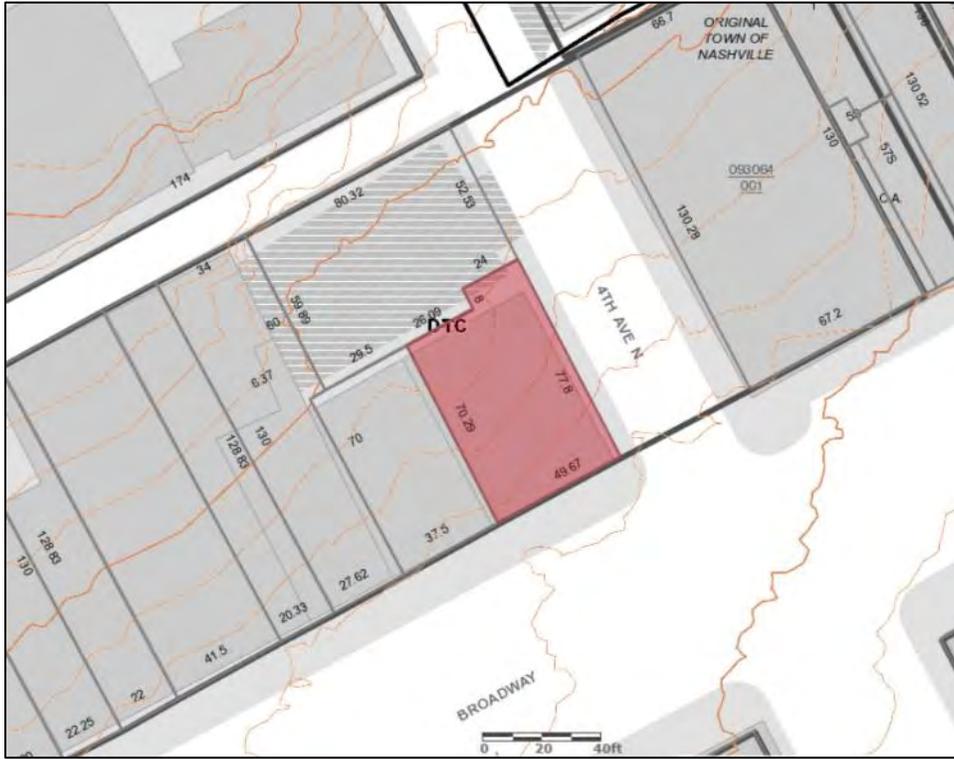
Map and Parcel Number: 09306308200

Applicant: Kayla Joslin, Joslin and Son Signs

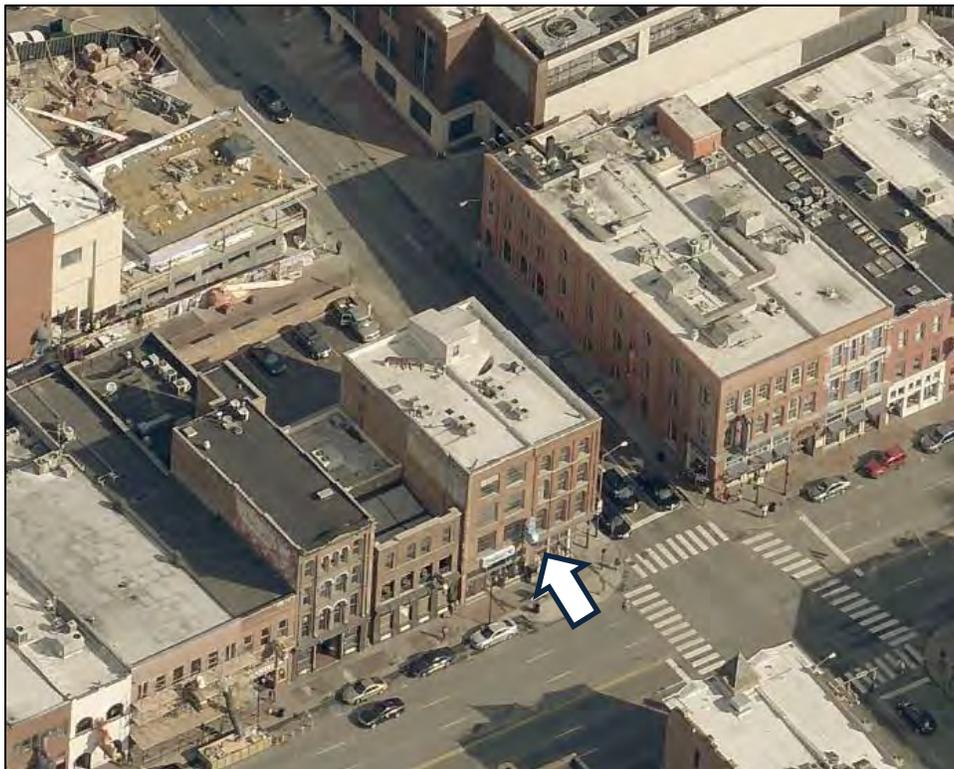
Project Lead: Sean Alexander, sean.alexander@nashville.gov

<p>Description of Project: A proposal to install a projecting sign at 400 Broadway. The sign will have a rotating element and LED lights that will be lit sequentially, which requires a Modification.</p> <p>Recommendation Summary: Staff recommends approval of the proposed projecting sign and Modifications with the conditions that:</p> <ol style="list-style-type: none">1. The sequential or blinking lights change no faster than every one second;2. Staff shall inspect the sign prior to installation; and3. All existing building signage is removed. <p>Staff finds that the proposed signage will meet the design guidelines for the Broadway Historic Preservation Zoning Overlay.</p>	<p>Attachments A: Photographs B: Site Plan C: Elevations</p>
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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 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 one seconds.
- Bare bulb illumination.

Raceways and Transformers

- Visible transformers are prohibited.

Background: 400 Broadway is a circa 1870 brick commercial structure that contributes to the Broadway Historic Preservation Zoning Overlay. The western-most portion of the building was altered in the early to mid-twentieth century with new window openings and steel windows.

A rooftop addition was approved by the MHZC in December of 2016, for which construction is currently underway.



Analysis and Findings: The applicant requests approval of a sign that requires a modification to have a rotating element and blinking 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 fifty feet (50'), the signage allotment for this building is one hundred square feet (100 sq. ft.).

The proposed sign is exactly one hundred square feet (100 sq. ft.), projecting a total of six feet (6') including a separation of one foot (1') from the face of the building. The sign will be twenty feet tall and eighteen inches (18") deep, which meets 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 painted signage on the side façade from a previous tenant is planned to be replaced with new signage to be reviewed later.

Location: The sign will be located on the second story wall below the third story window sill, approximately thirty feet (30') from a projecting sign at 408 Broadway to the left and seventy-five feet (75') from a projecting sign at 322 Broadway to the right. This meets the guideline requiring projecting signs to be located at least twenty- five feet (25) from other projecting signs.

Rotation: At the top of the sign there will be a rotating image of a barrel. This element will be two-dimensional with an area of six square feet (6 sq. ft.) per side. Rotating elements have been permitted through a Modification, when the size of the rotating element is minimal. Staff finds that the proposed signage meets this criteria.

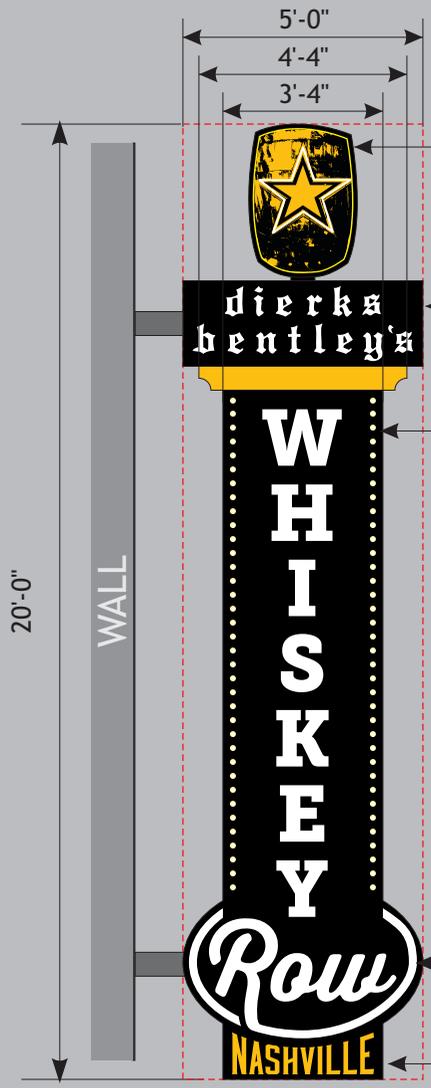
Illumination: The sign will have LED lights and exposed neon channel letters and graphics, including lights that will "twinkle" or chase intermittently. This meets section IV of the design guidelines for illumination, which allows blinking or sequential lighting on signage through a Modification, provided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

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 Modifications with the conditions that:

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

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



DIGITAL PRINT W/ WHITE & GOLD NEON OVERLAY

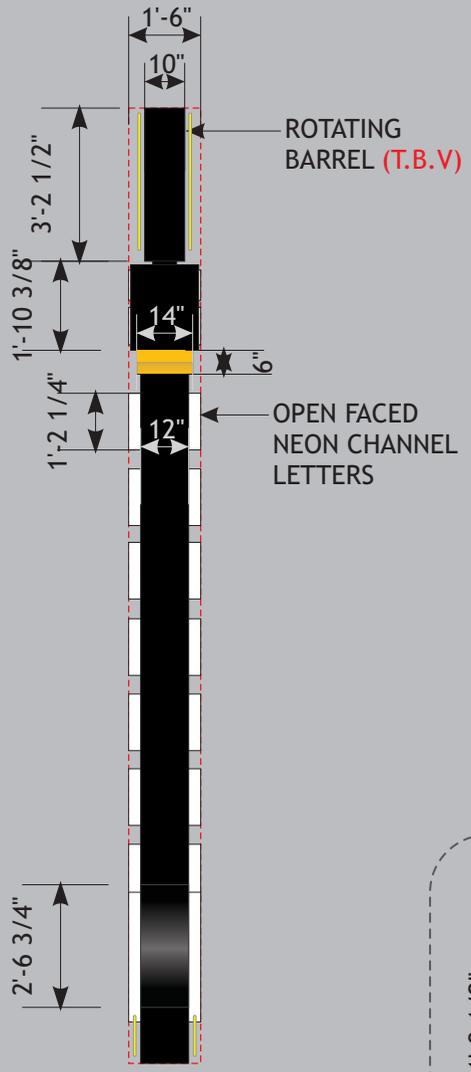
.50" CLEAR PLEX PUSH THRU LTR'S W/ WHITE VINYL

PUSH THRU ACRYLIC LENSES

OPEN FACED NEON CHANNEL LETTERS

PAINTED W/ SKELETON NEON OVERLAY

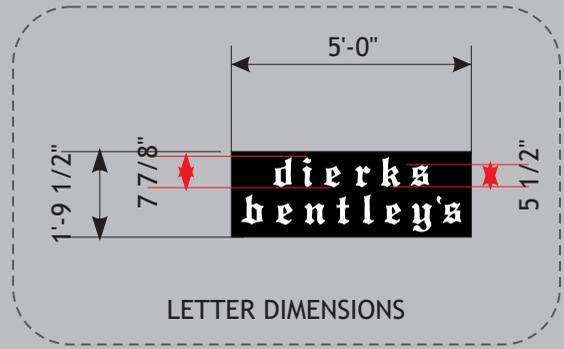
FRONT VIEW
SCALE: 1/4" = 1'-0"



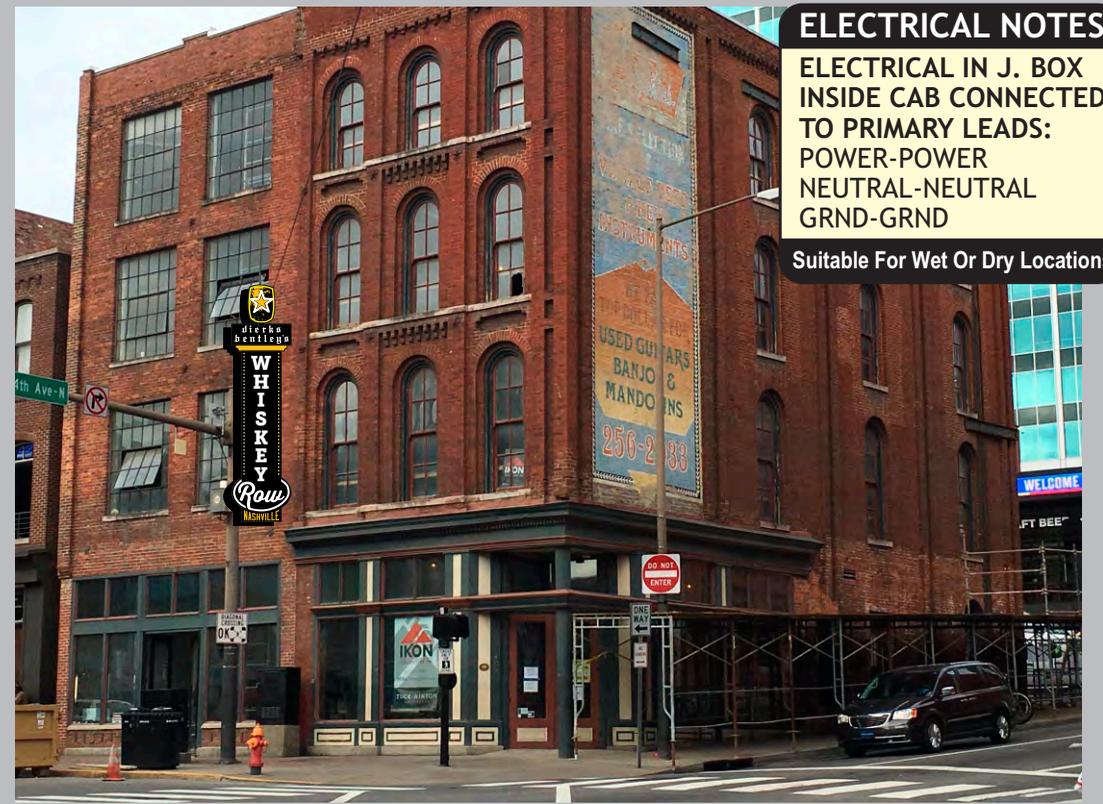
ROTATING BARREL (T.B.V)

OPEN FACED NEON CHANNEL LETTERS

END VIEW
SCALE: 1/4" = 1'-0"



LETTER DIMENSIONS



ELECTRICAL NOTES

ELECTRICAL IN J. BOX
INSIDE CAB CONNECTED
TO PRIMARY LEADS:
POWER-POWER
NEUTRAL-NEUTRAL
GRND-GRND

Suitable For Wet Or Dry Locations

WHISKEY ROW

LOCATION: **400 BROADWAY
NASHVILLE, TN**

JOB CONTACT: NAME PROJECT MGR: HOUSE

DRAWING NO: **164775-H10-01**

SPECIFICATIONS & FINISHES:

1. FABRICATE/INSTALL ONE(1) DF BLADE SIGN WITH PUSH THRU & OPEN FACE CHANNEL LETTERS & NEON AS ILLUSTRATED AND SPECIFIED.

WHITE NEON NOVAL GOLD NEON WHITE PMS 124 BLACK

DESIGNED BY: A. TORREJON DATE: 02-01-17

WORK ORDER NO.: XXXXXX

PAGE 1 OF 1

APPROVALS FOR MANUFACTURING

CUSTOMER:

INSTALLATION:

PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557