

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
1312 3rd Avenue North
June 21, 2017

Application: Signage

District: Germantown Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 08209021300

Applicant: Fast Signs

Project Lead: Kelsey Lamkin

Description of Project: Request for a front-yard monument sign.

Recommendation Summary: Staff recommends approval finding the project meets the design guidelines for signage in the Germantown Historic Preservation Zoning Overlay.

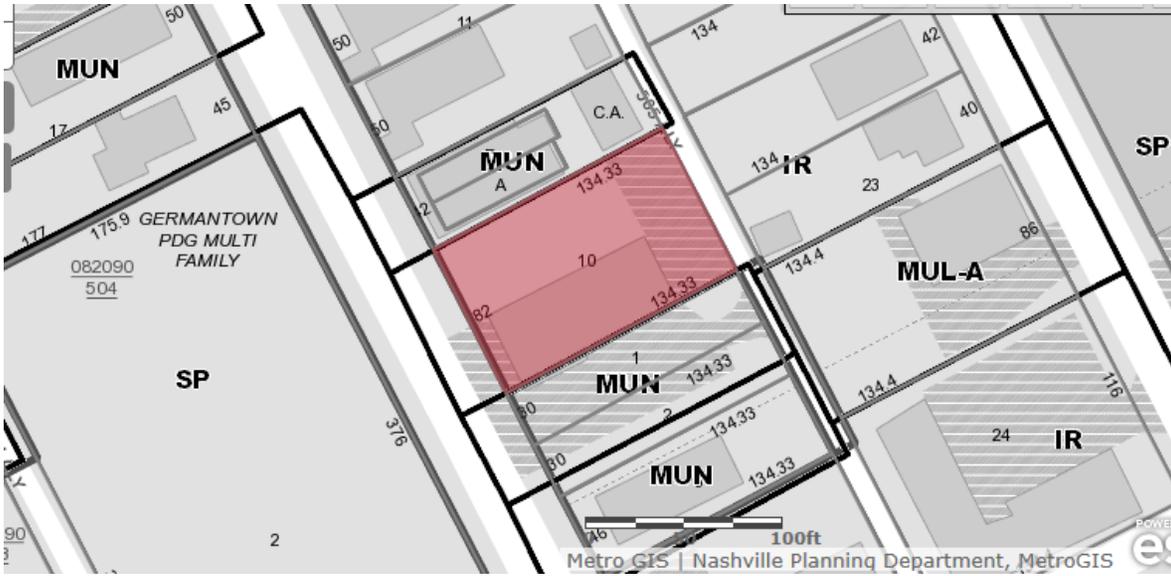
Attachments

A: Photographs

B: Site Plan

C: Elevations

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

8.0 Signage

Review is required only for permanent signs that are mounted on the exterior of buildings or anchored freestanding on the property. Signage behind display windows, transoms, and upper story windows, as well as temporary signs, such as sandwich boards and banners, are not reviewed.

Recognizing the importance of signage and building graphics to the business needs of merchants and property owners, the MHZC supports interpretation of the signage guidelines to further the dynamic, creative, entertaining, and often eclectic identity requirements of the Germantown district.

8.1 Design Standards

- 8.1.1 Signage should be placed in locations historically used for signage and should not obscure transoms, columns, cornices, decorative elements, or key architectural features.
- 8.1.2 Signs shall be of quality design and craftsmanship. Wood or painted metal are preferable materials. Low-grade plastics and synthetic materials are discouraged.
- 8.1.3 Awning signage is appropriate for non-residential structures. However, the size of the letters/graphics should not dominate the awning.
- 8.1.4 Signs shall be limited to on-premises signs related to the use or business conducted on the same site.
- 8.1.5 Well-designed hand-painted signs are permitted.
- 8.1.6 Well-designed permanent widow painted signs are permitted.
- 8.1.7 Abandoned, deteriorated, or damaged signs and sign posts shall be removed.
- 8.1.8 The number of signs permitted on a parcel shall be limited to the number of primary building entrances on the parcel plus one for each public street on which the parcel has frontage.
- 8.1.9 Signs for multiple tenant occupancies/multiple businesses shall be of similar material and design.

8.2 Signage not Permitted

- 8.2.1 No billboards or general advertising signs shall be permitted.
- 8.2.2 Marquee type signs for announcements of activities taking place at the location are prohibited (exceptions: churches, schools, and institutional use).
- 8.2.3 Rooftop signs are not permitted.
- 8.2.4 Off-site signs are not permitted.
- 8.2.5 Pole-mounted signs are not permitted.

8.4 Monument and Freestanding Signs

Monument and freestanding signs shall be permitted only when a building sits more than 20 feet from a public street.

- 8.4.1 Business signs shall be limited to one (1) sign for each street frontage per premises. Monument signs shall be limited to a height of 6', a thickness of 12", and a total area of 16'.

Background:

Built in 1935, the Germantown Fire Hall is a Tudor Revival-styled structure. It replaced a two story fire station built in 1868, and is one of only five extant historic fire halls in Nashville designed in a one or one-and-a-half story residential manner. The building retains much of its original design and setting, having only undergone minor alterations during its life.



Figure 1: The building as seen today.

Analysis and Findings:

Location: Historically, signage was located above the vehicle bay; however, the proposal is for one monument sign. (There is no existing signage.) The project does not meet the qualifications of a monument sign as the front of the building does not set back from the street the 20’ required. Nevertheless, Staff recommends approval as the monument sign will have less of a physical impact on the historic building since it will not be attached and because the residential design of the building does not lend itself to a signage location, as historic commercial buildings typically did. Staff finds the project to meet sections 8.1 and 8.4.



Figure 2: This image shows the location of early signage.

Dimensions: The proposed signage is two feet (2’) tall and three feet (3’) wide which meets the maximum height allowed of six feet (6’) and the maximum square footage of sixteen (16) square feet. The sign meets the maximum thickness of twelve inches (12”). The project meets design guidelines 8.4.1.

Materials: The proposed sign is made of white painted aluminum with internal and hidden posts. The project meets design guidelines 8.1.2.

Number of Signs: One sign is proposed for the primary building entrance on the parcel with street frontage. The project meets design guidelines 8.1.8. and 8.4.1.

Recommendation:

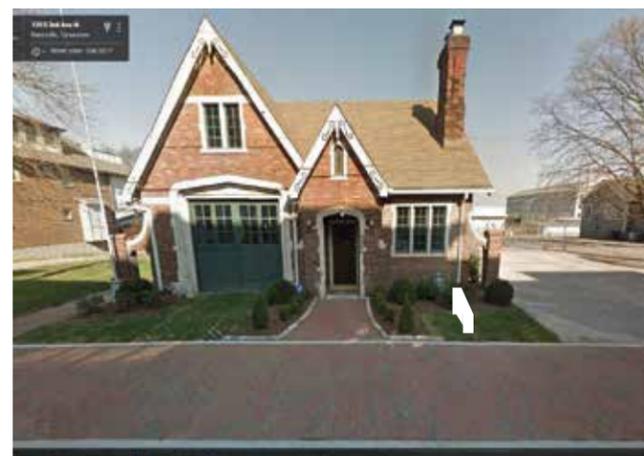
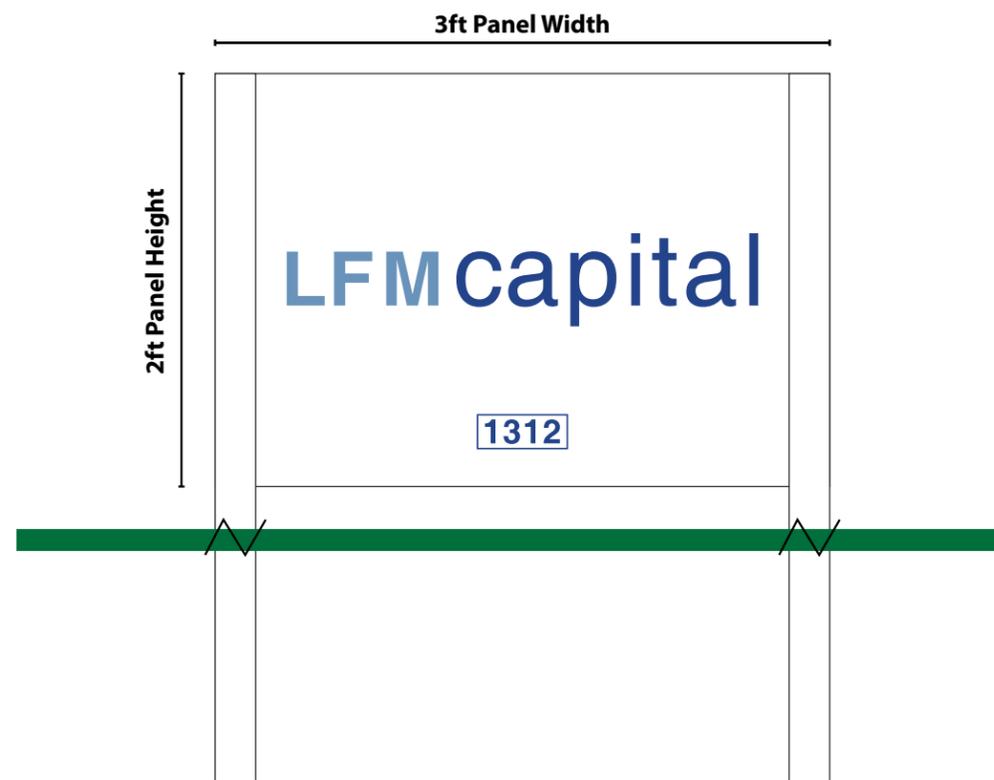
Staff recommends approval finding the project meets the design guidelines 8.1 and 8.4 for signage in the Germantown Historic Preservation Zoning Overlay.

Sign Application Site Plan

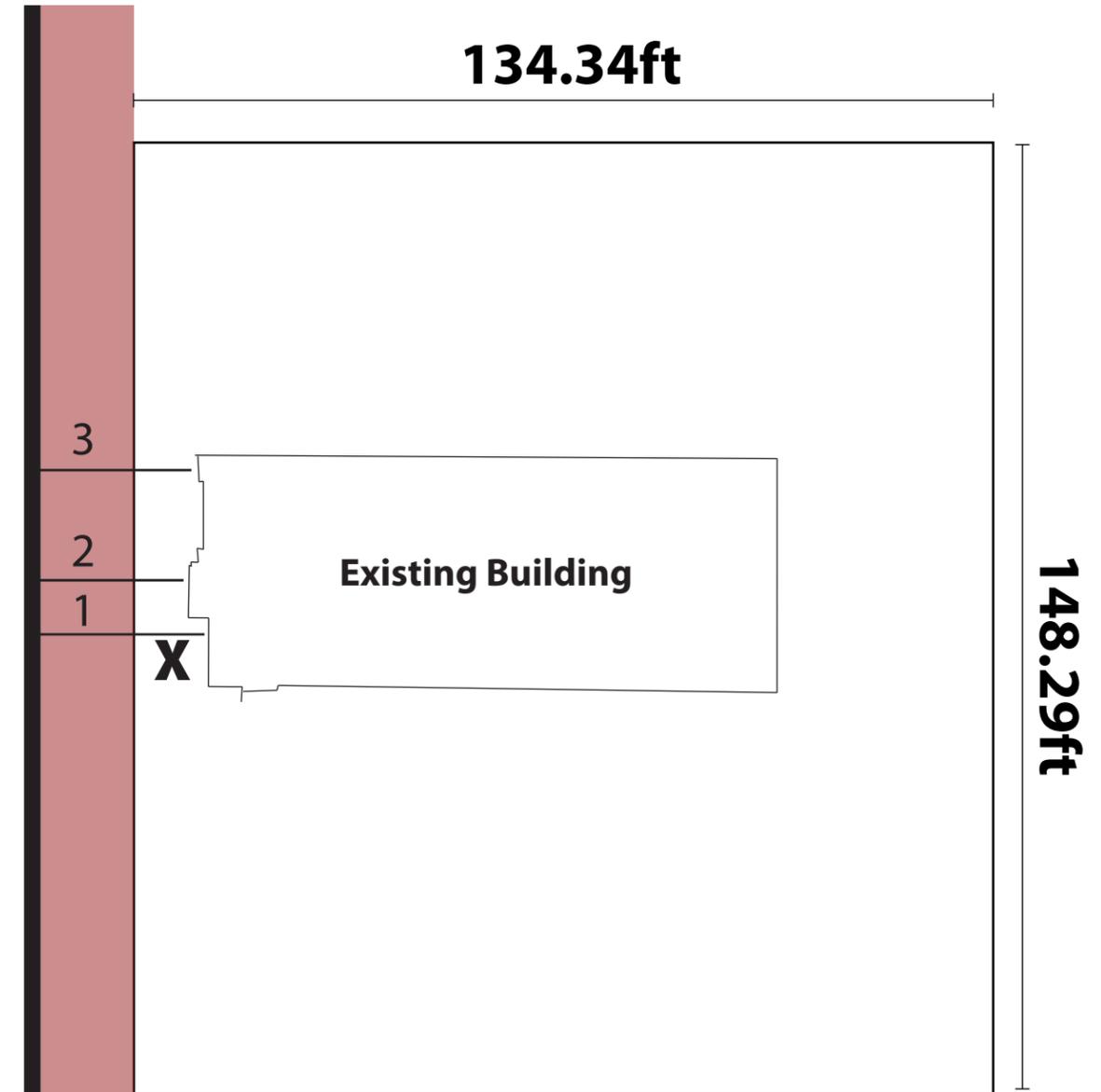
1312 3rd Avenue North, Nashville, TN 37208

PROPOSED SIGN - 2' tall x 3'w (2" thick)

- White painted aluminum
- Posts are internal/hidden
- Not illuminated



1312 3rd Avenue North



Measurements from the CURB:

- 1 - 21' 9" from under the windows.
- 2 - 18' 6" to the vestibule.
- 3 - 20' exactly to the stone beside the garage door

Proposed Sign Location = **X**