

MEGAN BARRY
MAYOR



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Metropolitan Historic Zoning Commission
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STAFF RECOMMENDATION
1205 Fourth Avenue North (402 Madison Street)
January 17, 2018

Application: New construction - alteration
District: Germantown Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 08209030900
Applicant: Anthony Billups
Project Lead: Melissa Sajid, melissa.sajid@nashville.gov

Description of Project: The request is to install a twenty feet by seventy feet (20' x 70') mural on a non-contributing, metal clad rear addition located outside the National Register boundaries.

Recommendation Summary: Staff recommends approval of the proposed mural, finding that the project meets Section VI., B., 3 of the *Germantown Historic Preservation Zoning District: Handbook and Design Guidelines*.

Attachments
A: Photographs
B: Elevations

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

VI. SIGNAGE

B. Design Guidelines

3. Materials

- a. 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, or Plexiglas. Wood or painted metal are preferable materials. 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 porticos.
- b. Painted Signs and Decals (attached to wall with adhesive): All masonry painting and decals, whether for signage, to change the color of the building or structure, or for artwork (murals) shall be reviewed by the MHZC. (Please see section on “walls” for guidance on painting a masonry building.) Signs painted or attached with adhesive directly on a non-contributing building or a historic commercial building type that has already been painted are appropriate if they follow these design criteria:
 - Should only be added to rear or secondary elevations, beyond the first bay of the building, and should not cover transoms, columns, cornices, decorative elements, openings and architectural features, or require the enclosure of openings.
 - Painted or adhered signage or artwork is not appropriate on main facades.
 - The size of a painted sign should be appropriate for the size of the building and should generally not be more than 50 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.

Definitions

Mural: *A piece of artwork that does not provide advertising and that is adhered onto an exterior façade. Typically murals are painted but may also be paper, cloth, vinyl, or plastic adhered to a wall.*

Background: The building located at 1205 Fourth Avenue North is a 1930s brick bungalow that contributes to the character of Germantown (Figure 1). The metal structure at 402 Madison Street (Figure 2) is a rear addition to the historic building at 1205 Fourth Avenue North. The metal clad rear addition was built before 1993, which was prior to the overlay, (Figures 3) and does not contribute to the character of the Germantown neighborhood. In 2015, preservation permits were issued to alter the door openings and add signage to the non-historic addition. The subject property is not located within the Germantown National Register District.



Figure 1: Historic building at 1205 Fourth Avenue North



Figure 2: Non-historic metal rear addition at 402 Madison Street



Figure 3: 1993 Property Assessor's photo

Analysis and Findings: The request is to install a twenty feet by seventy feet (20' x 70') mural on the rear façade of a non-contributing, metal clad rear addition. The proposed mural does not include signage but rather incorporates images and themes that are unique to Germantown (Figure 4).



Figure 4: Proposed mural (20' x 70')

Section VI., B., 3., b. of the Germantown design guidelines states that painted signage or artwork can be appropriate on rear or secondary elevations of non-contributing buildings or historic commercial buildings that are already painted. The proposed mural will be located on the rear façade of a non-contributing rear addition (Figure 5). The rear addition is clad in metal siding, so no painting of brick is proposed.

The design guidelines also state that “the size of a painted sign should be appropriate for the size of the building and should generally not be more than 50 square feet in size.” The proposed mural is twenty feet by seventy feet (20' x 70') or one thousand four hundred square feet (1400 sq. ft.). While the proposed mural is much larger than fifty square feet (50 sq. ft.), staff finds that it is appropriate for the size of the building given that the mural is not considered signage as it does not advertise any business or product. In addition, the mural is to be installed on the rear of a non-historic, metal addition on a building that is located outside of the national register district. For these reasons, staff finds the mural to be appropriate and to meet Section VI., B., 3. of the Germantown design guidelines.



Figure 5: Mural proposed for rear wall of metal addition

Recommendation Summary: Staff recommends approval of the proposed mural, finding that the project meets Section VI., B., 3 of the *Germantown Historic Preservation Zoning District: Handbook and Design Guidelines*.

Guten Tag, Germantown!



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