

DAVID BRILEY
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
109 Second Avenue North
February 20, 2019

Application: Signage

District: Second Avenue Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306204700

Applicant: Shelbye Heflin, Joslin and Son Signs

Project Lead: Melissa Sajid, melissa.sajid@nashville.gov

Description of Project: Application is to install a new projecting sign. The request includes a modification request to allow a projecting sign to be located less than twenty-five feet (25') from another projecting sign.

Recommendation Summary: Staff recommends approval of the proposed projecting sign and modification, with the following conditions:

1. The existing wall signage shall be removed;
2. There shall be no flashing or chasing lights or moving parts on the sign; and
3. Staff shall inspect the sign prior to installation.

With these conditions, staff finds that the project meets Section IV of the design guidelines for signage in the Second Avenue Historic Preservation Zoning Overlay.

Attachments

A: Photographs

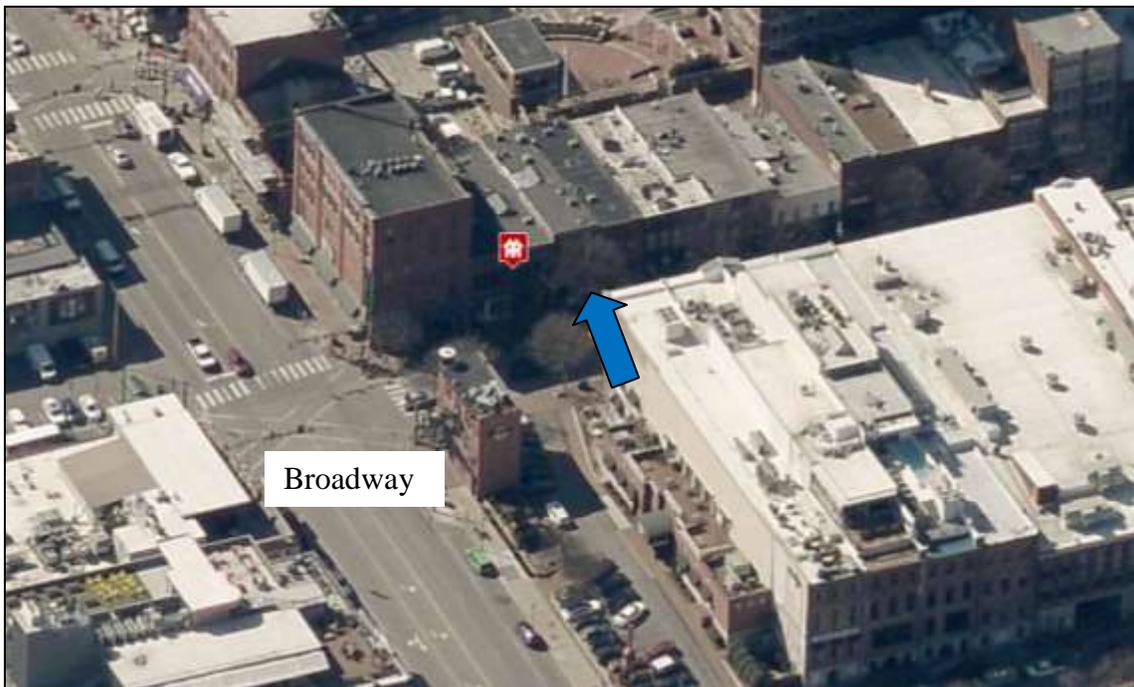
B: Site Plan

C: Elevations

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 Second Avenue Historic Preservation Zoning Overlay closely follows the guidance for “Pedestrian Street” type.

Applicability

- These sign regulations apply to all properties within the Second Avenue 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.

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.

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.

KEEP IN MIND

- There is no limit to the number of Building Signs per property, with the exception of neon signs.
- Sign entitlements are limited only by the total amount of square footage allowed on the property, the maximum sizes of signs and the required placement of signs, with the exception of neon signs.
- For example, if a building is allowed 100 sq. ft. of Building Signs, that can be use in one 100 sq. ft. sign or in five 20 sq. ft. signs. The only limit is the maximum dimensions of the sign type.
- Non-street facing facades are allowed signs.
- Contact the MHZC with questions.

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.
- Bare bulb illumination.

Raceways and Transformers

- Visible transformers are prohibited.

Changeable copy signs shall be in accordance with the following requirements:

Description

- Manual changeable copy sign. A sign or portion of a sign that has a readerboard for the display of text

information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device. Changeable copy is changed or re-arranged manually or mechanically without altering the face or the surface of the sign.

- Electronic changeable copy sign. A sign or portion of a sign that displays information in which each alphanumeric character, graphic, or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs or other illumination devices within the sign.

Usage

- Manual and Electronic changeable copy is allowed for Tourist Oriented Businesses only when used in conjunction with a wall sign or a monument sign provided the changeable copy portion is no greater than 50% of the built sign area.
- An electronic changeable copy sign is not allowed in a Redevelopment District or on Interstate frontage.

Spacing

- The closest edge of an electronic changeable copy sign must be a minimum distance of 100 feet from any residential zoning district.
- An electronic changeable copy sign must be separated from another electronic changeable copy sign by at least 50 feet.

Duration

- Any image or message or portion of the image or message must have a static display for minimum duration of eight seconds.
- Transition time must be immediate.
- No portion of the image or message may flash, scroll, twirl, change color or in any manner imitate movement.

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: The structure located at 109 Second Avenue North is a two-story commercial building that was constructed c. 1935 and contributes to the Second Avenue Historic Preservation Overlay district (Figure 1).



Figure 1: 109 Second Avenue North

Analysis and Findings: The applicant requests approval of a new projecting sign that requires a modification to be located less than twenty-five feet (25') from another projecting sign.

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 width of twenty-two feet (22'), the allotment for this building is forty-four square feet (44 sq. ft.). There is an existing wall sign on the building with the name of the previous tenant, which will be removed.

The proposed sign is nineteen and six-tenth square feet (19.6 sq. ft.) and will project five feet, two inches (5'-2"). At four feet, nine inches (4' 9") tall, the sign is shorter than the sixteen feet (16') of height allowed. The sign cabinet depth will be eighteen inches (18"), which is the maximum permitted for internally illuminated projecting signs. The sign will meet the design guidelines for maximum height, projection, and width of signs.

Location: The sign will be located below the sills of the second story windows on the left side of the building façade, approximately fifteen feet (15') from the projecting sign to the right at 111 Second Avenue North (Figure 2). The new projecting sign will be fifteen feet (15') from the shingle sign to the left at 107 Second Avenue North but will be more than twenty-five feet (25') from another projecting sign on the left side of the building.



Figure 2: Proposed projecting sign location

The design guidelines require that projecting signs shall be located at least twenty-five feet (25') from an existing projecting sign but add that “when building width prohibits adherence to this standard, flexibility shall be permitted through Modification to be reviewed by staff.” Because the building is only twenty-two feet (22') wide, staff finds

that flexibility to this standard is justified and that the proposed signage location is appropriate.

Illumination: The sign will have exposed neon channel letters and graphics. This meets Section IV of the design guidelines for illumination.

Materials: The sign cabinet will be aluminum with acrylic text and graphics, which meets Section IV of the design guidelines for materials.

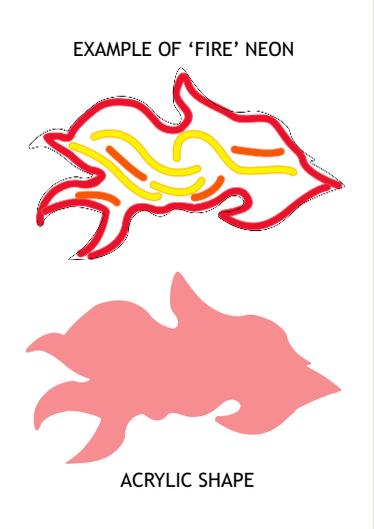
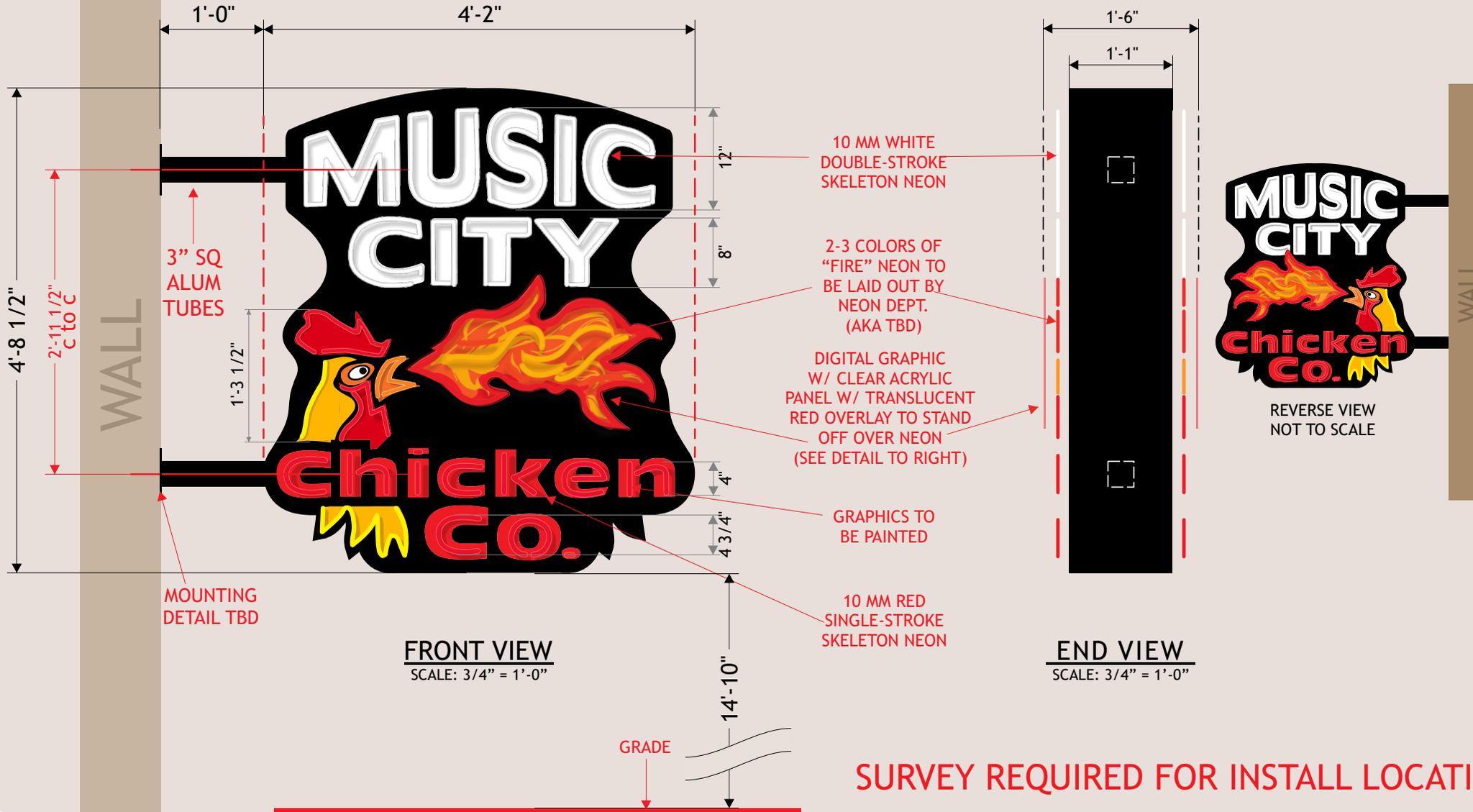
Recommendation: Staff recommends approval of the proposed projecting sign and modification, with the following conditions:

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2. There shall be no flashing or chasing lights or moving parts on the sign; and
3. Staff shall inspect the sign prior to installation.

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19.6 SQ FT

NEON REPRESENTATION NOT EXACT



ELECTRICAL NOTES

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

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

Suitable For Wet Locations

SURVEY REQUIRED FOR INSTALL LOCATION

MUSIC CITY CHICKEN

109 2ND AVE NORTH
 NASHVILLE, TN 37201

PROJECT MGR: D. LUTHER

190128-L20-01

SPECIFICATIONS & FINISHES

1. FABRICATE/INSTALL FORMED ALUMINUM BLADE SIGN WITH 10 MM SKELETON NEON AND ACRYLIC FLAME SHAPE PANEL STOOD OFF, AS ILLUSTRATED & SPECIFIED.

WHITE
 BLACK
 PMS 3546
 PMS 185
 HEXA. YLLW.
 PMS 3541
 PMS 1495
 10 MM NEON BRIGHT ORNAGE
 10 MM NEON RUBY RED
 10 MM NEON BRIGHT YELLOW

DATE: 02-07-19 DESIGNED BY: J. MORTON

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

*Design & Drawing Are Property Of Joslin Sign. Use Without Consent Is Subject To Invoicing And/or Litigation.



MUSIC CITY CHICKEN
 109 2ND AVE NORTH
 NASHVILLE, TN 37201
 PROJECT MGR: D. LUTHER
 190128-L20-02

SPECIFICATIONS & FINISHES

PHOTO RENDERING

DATE: 02-07-19
 DESIGNED BY: J. MORTON
 XXXXX
 PAGE 2 OF 2

APPROVALS FOR MANUFACTURING
 ENGINEERING:
 INSTALLATION:
 PROJECT MANAGER:

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