



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**

**411 Broadway**  
**February 20, 2019**

**Application:** Signage

**District:** Broadway Historic Preservation Zoning Overlay

**Council District:** 19

**Map and Parcel Number:** 09306311100

**Applicant:** Kristen Newton, Manuel Zeitlin Architects, LLC

**Project Lead:** Melissa Sajid, [Melissa.sajid@nashville.gov](mailto:Melissa.sajid@nashville.gov)

**Description of Project:** The applicant proposes a new wall sign on the front façade.

**Recommendation Summary:** Staff recommends approval of the proposed wall signage with the following conditions:

1. The sign shall project a maximum of two inches (2") from the building;
2. Staff shall approve the final material selection for the sign;
3. The sign shall have no illumination or moving parts; and
4. 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 Broadway Historic Preservation Zoning Overlay.

**Attachments**

**A:** Photographs

**B:** Site Plan

**C:** Elevations

**Vicinity Map:**



**Aerial Map:**



## **Applicable Design Guidelines:**

### **IV.SIGNAGE**

#### **Applicability**

Historic signage should be retained. Removal of historic signage may take place as a Modification.

#### **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.

#### **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

### **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.

**Background:** The structure located at 411 Broadway is a three-story commercial building, constructed c. 1955 (Figure 1). The structure previously housed Sterchi's Furniture and then later Paradise Park Trailer Resort. The site is currently being renovated for a new tenant.



Figure 1: 411 Broadway

In August 2018, staff issued an administrative permit for partial demolition of the existing rooftop addition and for some repair work. In December 2018, another administrative permit was issued to reface the historic projecting sign for the new tenant.

**Analysis and Findings:** The applicant proposes to install a new wall sign above the first floor.

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 sixty feet (60'), the allotment for this building is one hundred twenty square feet (120 sq. ft.). The existing historic projecting sign is one hundred seventeen square feet (117 sq. ft.) and is to be refaced (see HCP 2018079537). With the existing historic projecting sign, the remaining sign allotment is three square feet (3 sq. ft.).

In 2015, the Commission adopted the following policy:

“In order to encourage the preservation of historic signs, a building that has a historic sign that comes close to or exceeds the allotment and the building needs to promote an additional tenant or tenants, the building may have an additional fifteen square feet (15 sq. ft.) more than the maximum allowed for the primary façade, if all other requirements of the design guidelines are met.”

With the 2015 policy, the maximum signage allotment is one hundred thirty-five square feet (135 sq. ft.). The proposed wall sign, not including building numbers, is approximately thirty-three square feet. As proposed, the wall sign exceeds the revised allotment by approximately fifteen square feet (15 sq. ft.).

While the policy does not fully apply in this case since the wall sign does not promote a second tenant, the historic projecting sign encompasses the majority of the allotment. Staff finds that permitting additional signage in this case could be appropriate since the proposed sign is fairly modest non-illuminated lettering located above the storefront. There is no background encompassing the letters.

The projection of the lettering was not noted on the plans. Staff recommends that the wall sign project no more than two inches (2") from the building since the sign is not illuminated.

While the proposed wall sign exceeds the revised allotment by fifteen square feet (15 sq. ft.), staff finds that it could be appropriate for several reasons. One reason is that the very large historic projecting sign will be retained. Another is that the building is unusually large for the district. The building is approximately sixty feet (60') wide and three-stories, which means it can visually carry the minimal additional signage proposed in a manner that other historic buildings could not. The only other building that exceeds sixty-feet (64') in width is 424 Broadway, which is approximately sixty-eight (68') feet wide but is a one-story non-contributing building without historic signage. There are other buildings such as 322 Broadway that might be multiple buildings combined into

one business but were historically and are visually more than one building whereas 411 Broadway is clearly one building. Lastly, the building is an unusual design for the district with cantilevered upper levels and an emphasis on the horizontal. Since the upper level will slightly project over the level where the sign will be located, the building design will minimize the sign's impact. Given the building's size and design and the retention of the historic sign, staff recommends approval of the sign with the proposed allotment with the condition that the sign project no more than two inches (2") from the building.

Location: The wall sign will be located on the metal siding above the first floor (Figure 2). As proposed, the wall sign is located below the window sills of the top level of the building and does not cover windows or architectural details. Staff finds the location of the wall sign to meet Section IV of the design guidelines.

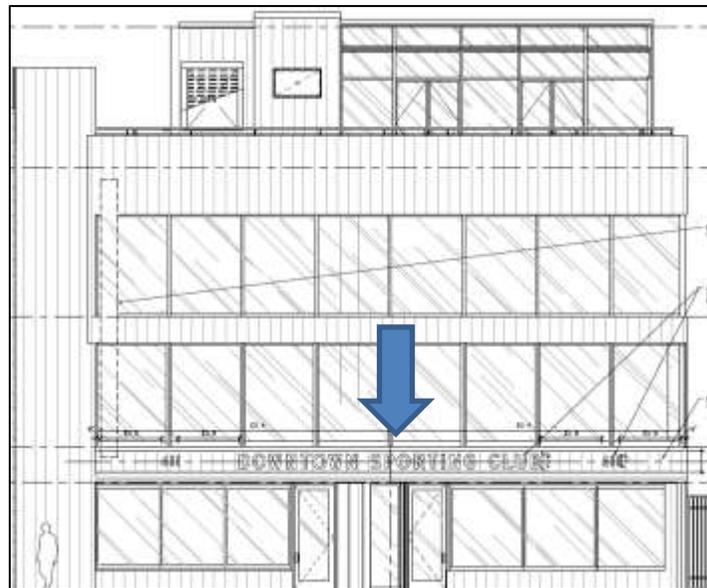


Figure 2: Location of proposed signage

Illumination: The proposed wall sign will not be illuminated.

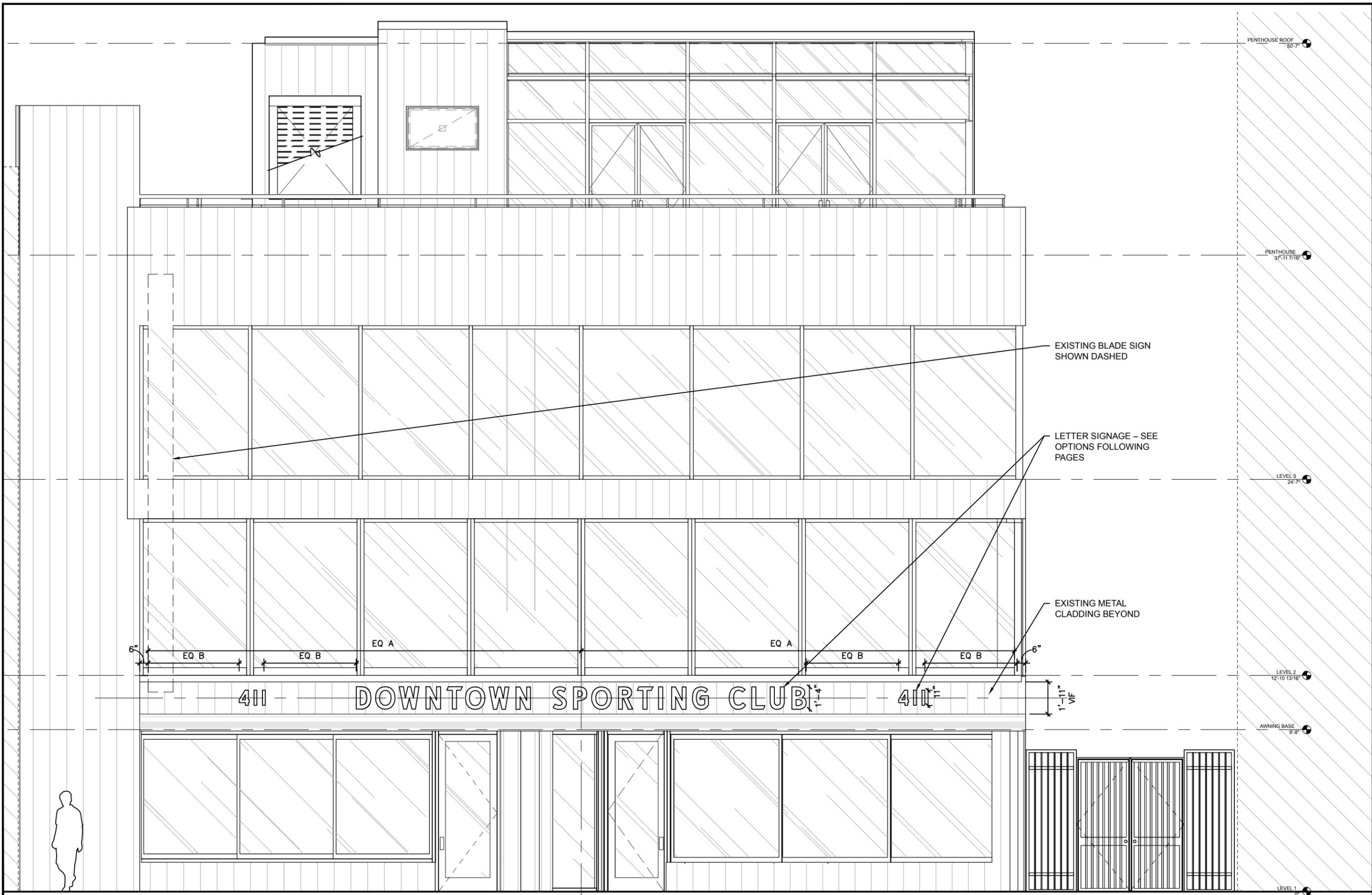
Materials: The new sign will be either metal or hard plastic lettering that is directly attached to the metal siding of the building. As such, the sign will not be attached to a raceway. Staff finds that either metal or hard plastic letters are appropriate materials for signage and meet Section IV of the design guidelines.

**Recommendation:** Staff recommends approval of the proposed wall signage with the following conditions:

1. The sign shall project a maximum of two inches (2") from the building;
2. Staff shall approve the final material selection for the sign;
3. The sign shall have no illumination or moving parts; and

4. Staff shall inspect the sign prior to installation.

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**1 EXTERIOR ELEVATION: BUILDING LETTERING**  
SCALE: 3/16" = 1'-0"

EXTERIOR MARQUEE

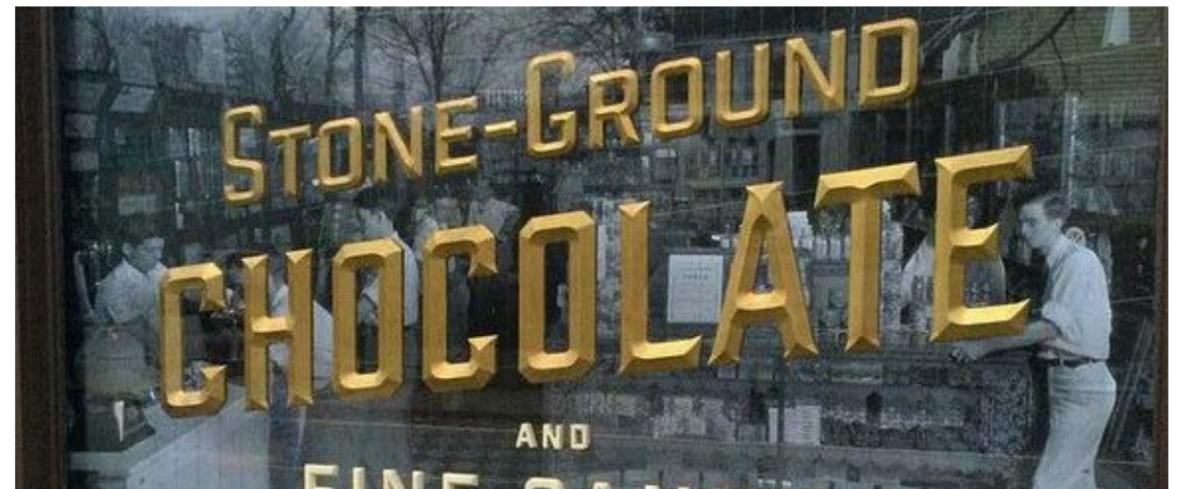
DIRECTION A - METAL BEVEL LETTERING



EXTERIOR



REFERENCES



EXTERIOR MARQUEE

DIRECTION B - METAL SMOOTH LETTERING



EXTERIOR



REFERENCES



EXTERIOR MARQUEE

DIRECTION C - PLASTIC BEVEL LETTERING



EXTERIOR



REFERENCES

