

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

**422 Broadway
February 20, 2019**

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

Map and Parcel Number: 09306307300

Applicant: Shelbye Heflin, Joslin and Son Signs

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

<p>Description of Project: The application is for a projecting sign on the front façade. The request includes a modification request for a rotating element.</p> <p>Recommendation Summary: Staff recommends approval of the signage including the modification for the rotating element, with the condition that the new sign is inspected prior to installation, finding that they meet the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.</p>	<p>Attachments A: Plans</p>
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Vicinity Map:



Aerial Map:



Applicable Design Guidelines & Order Granting Partial Summary Judgment:

IV. SIGNAGE INTRODUCTORY PROVISIONS

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

Ground Signs

Monument Sign-24 square feet

Skyline Signs

75'-110'—480 square feet

101'-200'—600 square feet

201' and taller-720 square feet

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.

OTHER SIGN TYPES

Non Street Facing Signs

Non street-facing building facades and alley frontages, not otherwise regulated, are allocated 1 square foot of sign area per 1 linear foot of building façade, to a maximum of the sign area permitted for the primary street frontage.

This includes lots adjoining open spaces, pedestrian walkways, or parking areas. Ground signs are not permitted on non-street facing building facades or alley frontages.

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 three seconds.
- Bare bulb illumination.

Raceways and Transformers

- Visible transformers are prohibited.

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

Background: 422 Broadway is a contributing building in the Broadway Historic Preservation Zoning Overlay. Preservation permits were issued in August and October 2018 for projecting signs on the front and rear façades, respectively. This application is a revision to the projecting sign that was approved for the front façade. No changes are proposed to the projecting sign permitted for the alley.

Analysis and Findings: The application is for a projecting sign on the front façade. The projecting sign includes a modification request for a rotating element.

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 approximately twenty-seven feet (27'), the allotment with projecting signage for this building is fifty-four square feet (54 sq. ft.).

The projecting sign is approximately forty-eight square feet (48 sq. ft.) and projects five feet, eight inches (5'-8") from the wall of the building. The sign will be ten feet, four inches (10'-4") tall, which does not exceed the maximum height of sixteen feet (16'). The cabinet depth will be fifteen inches (15"), which does not exceed the maximum of eighteen inches (18") allowed by the design guidelines for neon signage. The sign is shown as having a clearance of approximately fourteen feet, six inches (14'-6") from the sidewalk.

Staff finds that the projecting sign meets the design guidelines for maximum height, projection, and width.

Location: The sign will be located between the cornices framing the second floor but will not obscure the architectural features. The nearest projecting sign to is the Second Fiddle sign, which is located approximately twenty-six feet, eight inches (26'-8") from the proposed projecting sign location.

Staff finds that the location of the projecting signs meets the design guidelines.

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

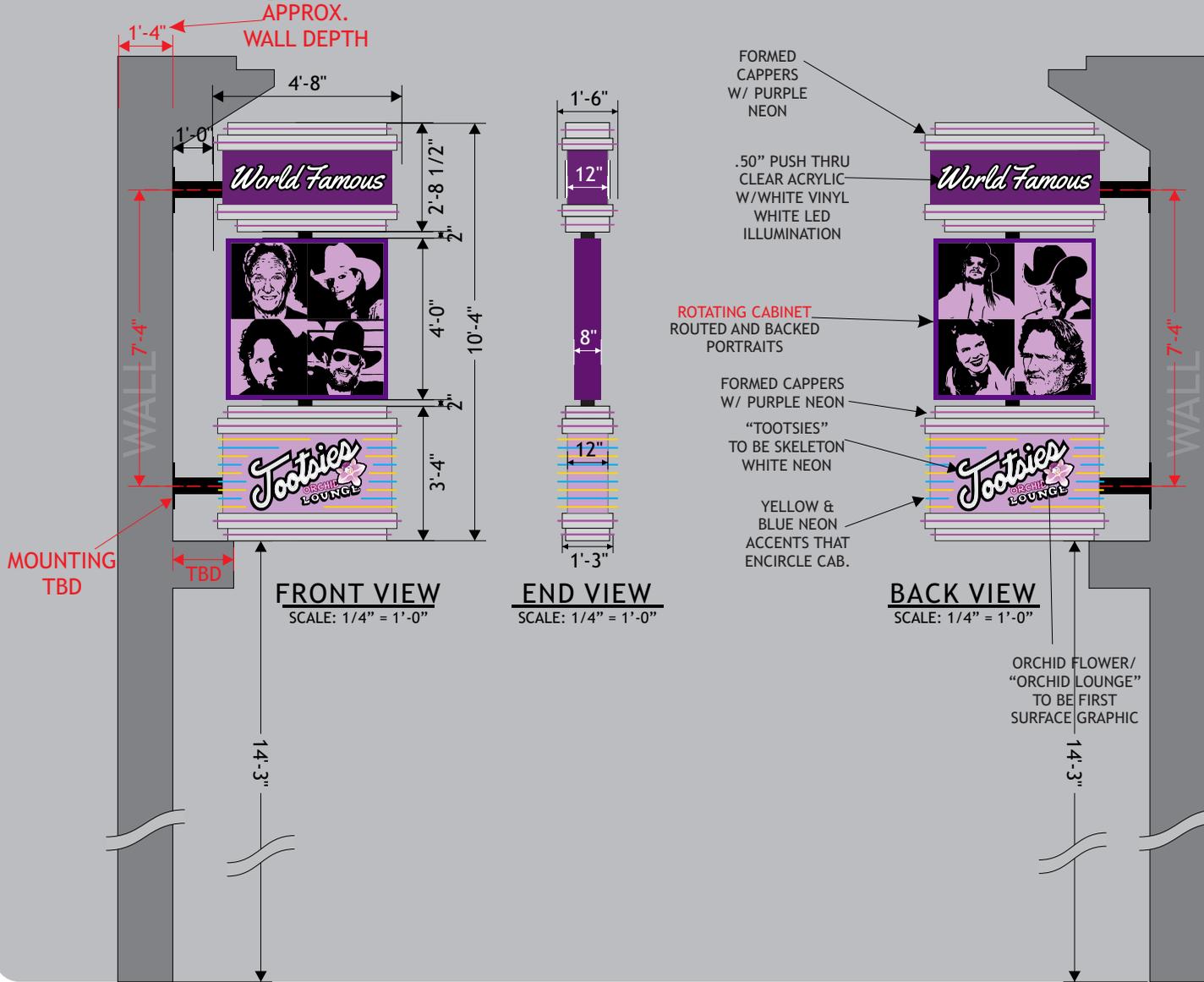
Modification: The center cabinet of the projecting sign is proposed to rotate. Similar rotating elements have been approved by the Historic Zoning Commission by a modification.

Materials: The sign cabinet will be aluminum with graphics either painted or overlaid in vinyl on the two faces of the cabinet. No signage was proposed for the edge of the signs.

Recommendation: Staff recommends approval of the signage including the modification for the rotating element, with the condition that the new sign is inspected

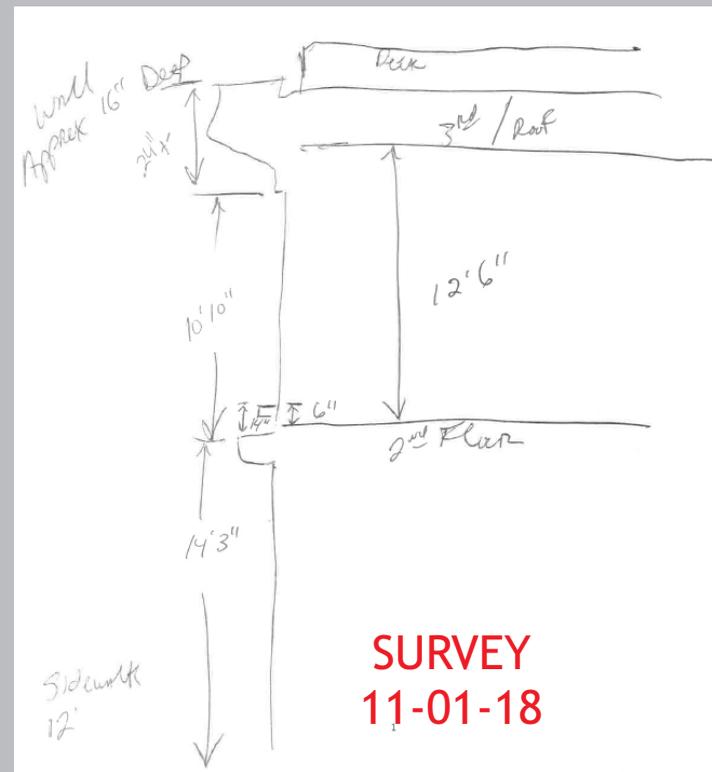
prior to installation, finding that they meet the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.

48.22 SQ FT



SEE PAGE 2 FOR PHOTO RENDERING

ELECTRICAL NOTES
ELECTRICAL IN J. BOX INSIDE CAB CONNECTED TO PRIMARY LEADS:
POWER-POWER
NEUTRAL-NEUTRAL
GRND-GRND
Suitable For Wet Locations



TOOTSIE'S-BROADWAY

422 BROADWAY
NASHVILLE, TN 37203

PROJECT MGR: HOUSE

DRAWING NO: **180761-H120-01**

SPECIFICATIONS & FINSHES

1. FABRICATE/INSTALL ONE (1) DF PROJECTING BLADE SIGN WITH SKELETON NEON AND ROTATING PORTRAITS AS ILLUSTRATED & SPECIFIED

WHITE
 WHITE ACRYLIC

BLACK
 DIGITAL PRINT
 PMS 257
 VIOLETS TBD
 GOLD NEON
 WHITE NEON
 BLUE NEON

DATE: 12-03-18
DESIGNED BY: J.MORTON

WORK ORDER #: XXXXX

PAGE **1** OF 4

APPROVALS FOR MANUFACTURING

ENGINEERING:

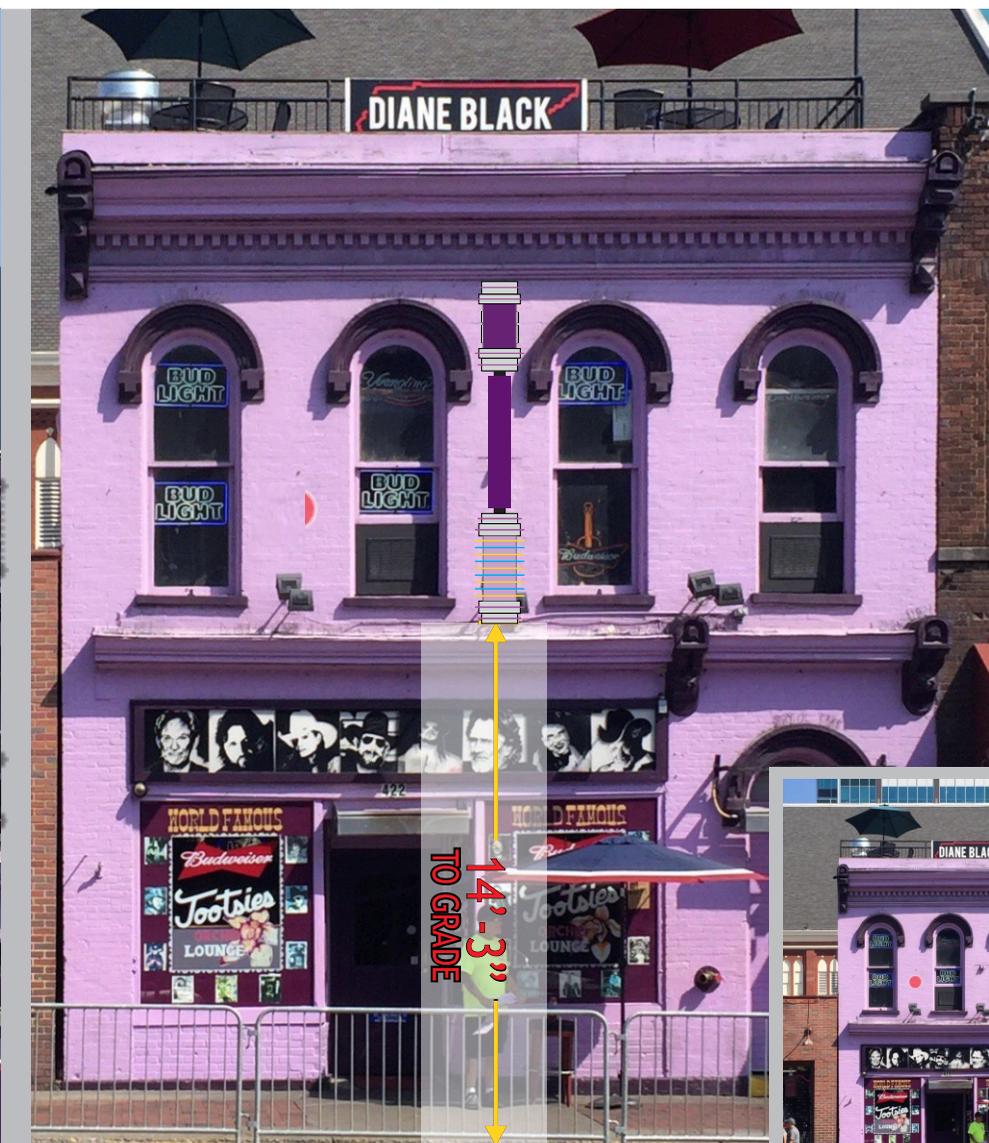
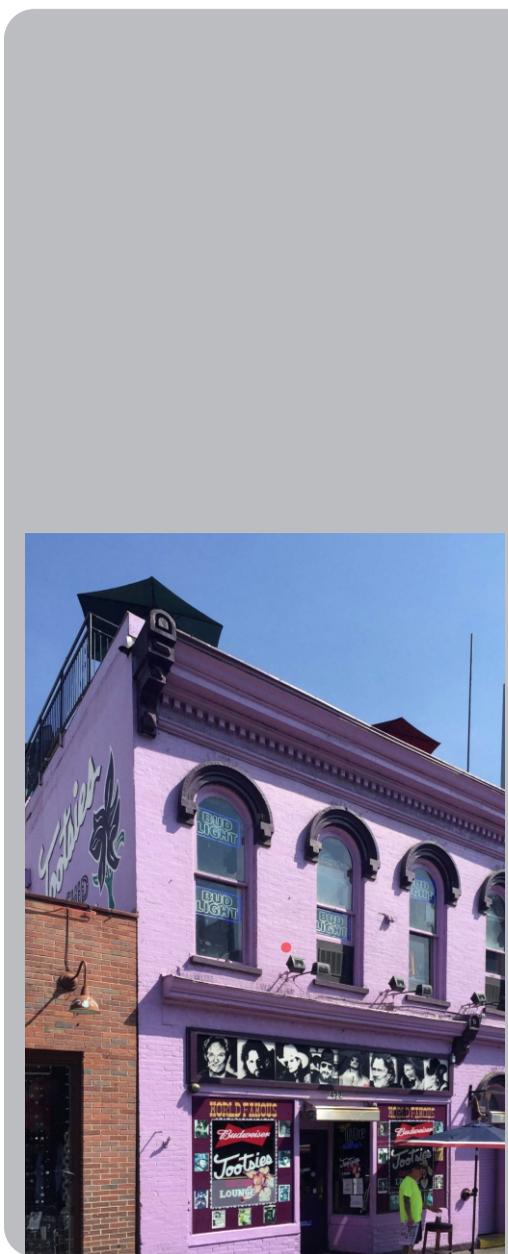
INSTALLATION:

PROJECT MANAGER:

JOSLIN AND SON SIGNS

630 Murfreesboro Rd. Nashville, TN 37210
615.255.3463 1.800.545.9557

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TOOTSIE'S-BROADWAY

422 BROADWAY
NASHVILLE, TN 37203

PROJECT MGR: HOUSE

DRAWING NO: **180761-H120-02**

SPECIFICATIONS & FINSHES

PHOTO RENDERING

DATE: 12-03-18 DESIGNED BY: J.MORTON

WORK ORDER #: **XXXXX**

PAGE **2** OF 4

APPROVALS FOR MANUFACTURING

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