

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 208 Broadway March 20, 2019

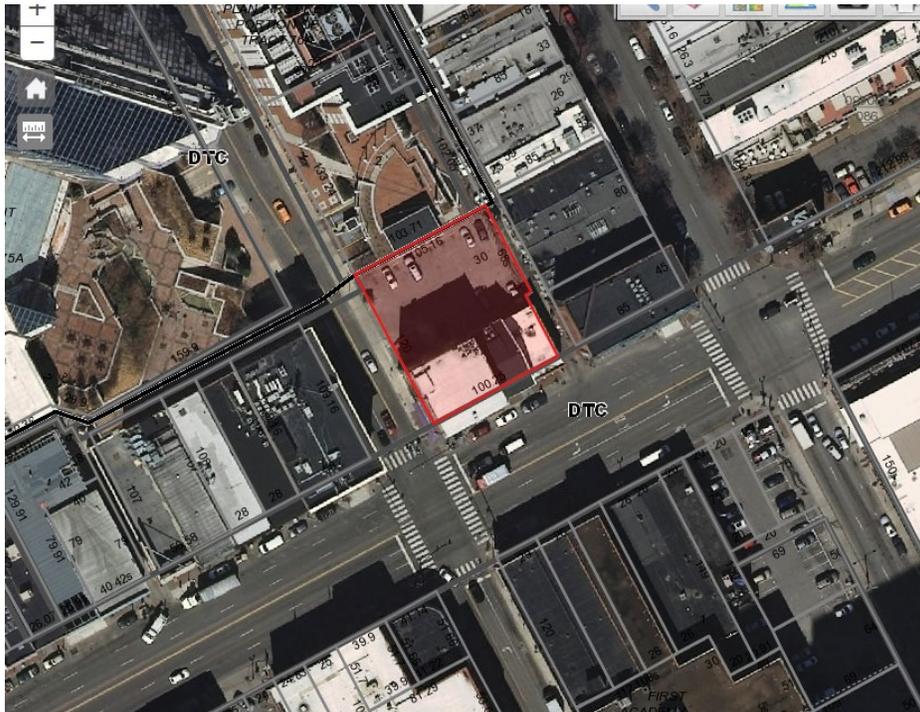
Application: Signage/ Violation
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Zoning: DTC
Map and Parcel Number: 09306211100
Applicant: R Hospitality, LLC/ Redneck Riviera
Project Lead: Jenny Warren, jenny.warren@nashville.gov

<p>Description of Project: The request is for a painted sign already installed in a location that does not meet the design guidelines. In addition, painted signage requires a modification from the Commission.</p>	<p>Attachments A: Drawing</p>
<p>Recommendation Summary: Staff recommends removal of the sign with the condition that the method of removal is approved by staff; finding that the sign does not meet section IV. <i>Signage</i> of the design guidelines, specifically the location of the sign. Staff further recommends approval of the same sign relocated to the 2nd level so that the entirety of the sign is above the window sills on the 2nd level; finding that the current sign meets all other design guidelines and the proposed upper level location would also meet the design guidelines for signage.</p>	

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

II. Rehabilitation

General Principle: Paint

The painting of wood and metal surfaces is not reviewed by the MHZC. Unless needed to cover mismatched or damaged masonry, or as a preservation measure for pitted brick, masonry not previously painted or stained should remain unpainted and unstained. The painting and staining of masonry (brick and stone) are reviewed by the MHZC.

M. Guidelines: Paint

1. Building owners are encouraged to remove paint from masonry. Gentle, non-abrasive chemical cleaning is an appropriate way to remove paint. The exceptions to this guideline are two brick buildings which were historically painted; Tootsies Orchid Lounge at 422 Broadway and Acme Feed at 101 Broadway.
2. Painting of stone and brick is generally not appropriate.
3. The painting or staining of masonry may be appropriate if: brick has previously been painted; or if brick has been sandblasted or otherwise damaged and is too deteriorated to withstand weather. A brick color approximating the original color of the building's brick should be used.
4. Historic painted signage on exterior brick walls should be maintained.
5. Brick sealers are not recommended for exterior brick as it may cause damage to the brick face over time.

IV. SIGNAGE

Painted Signs

All painting of masonry, whether for signage, to change the color of the building, or for artwork shall be reviewed by the MHZC. (Please see section on "walls" for guidance on painting a masonry building.)

Painted signage may be considered by the MHZC as modification, based on the following design criteria:

- Should only be added to rear elevations or exposed upper secondary elevations and should not cover transoms, columns, cornices, decorative elements, openings and architectural features or require the enclosure of openings.
- Painted on main facades or the first level of buildings are not appropriate.
- Generally, a painted sign should not be more than 125 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.

Background: The request is for a painted sign already installed.

Analysis and Findings:

Materials: The sign is painted on brick. Painted signage is only allowed by modification from the Commission. The sign did not use metallic, fluorescent or day-glow paints, which are not allowed by the design guidelines.

Location: The signage is located on the right wall of the building, on the first level, below the window sill of the 2nd level. The applicant would like to request to maintain the signage in the current location. Staff finds that the signage does not meet the design guidelines for location as it is not located on the upper level.

Allotment & Design Standards: The painted signage allotment is 125 square feet. The applicant states that the signage is 90 square feet so it meets the allotment.

Illumination: No lighting has been installed for this sign and no lighting was proposed.



Figure 1: 210 and 208 Broadway



Figure 2: Signage installed without a permit.

Recommendation

Staff recommends removal of the sign with the condition that the method of removal is approved by staff; finding that the sign does not meet section IV. *Signage* of the design guidelines, specifically the location of the sign. Staff further recommends approval of the same sign relocated to the 2nd level so that the entirety of the sign is above the window sills on the 2nd level; finding that the current sign meets all other design guidelines and the proposed upper level location would also meet the design guidelines for signage.



Figure 3: Overview of current and recommended locations.

3rd
St

2nd
St

BROADWAY

1st
St

SIBB
"RAIN"
10' x 9'

RENECK RIVERA

ALLEY

1st
St