

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
110 Third Avenue South
March 20, 2019

Application: Signage
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Map and Parcel Number: 09306405700
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 and 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: Background: The building located at 110 3rd Avenue South is a four-story commercial building, constructed circa 1945. Changes to the front façade and a rooftop addition were permitted in 2014 prior to the expansion of the overlay. The Commission approved alterations to the storefront and a canopy sign in November 2016. Staff reissued the preservation permit for the canopy sign in March 2019.

Analysis and Findings: The application is for a projecting sign and 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 seventy-three feet, nine inches (73'-9"), the allotment with projecting signage for this building is approximately one hundred forty-seven square feet (147.5 sq. ft.).



Figure 1: 110 3rd Ave South

The projecting sign is approximately fifty-three square feet (53 sq. ft.) and projects six feet (6') from the wall of the building. The sign will be fifteen feet (15') tall, which does not exceed the maximum height of twenty feet (20') for a four-story building. (A rooftop addition is not included in the calculation of number of stories.) The cabinet depth will be eighteen inches (18"), which is the maximum allowed by the design guidelines for neon signage. The sign is shown as having a clearance of approximately twenty-three feet, three inches (23'-3") 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 above the third story and will not obscure the architectural features. The nearest projecting sign to the proposed sign is the Goo Goo Shop sign, which is located more than twenty-five feet (25') 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. There is no request for flashing or chasing elements. This meets section IV of the design guidelines for illumination.

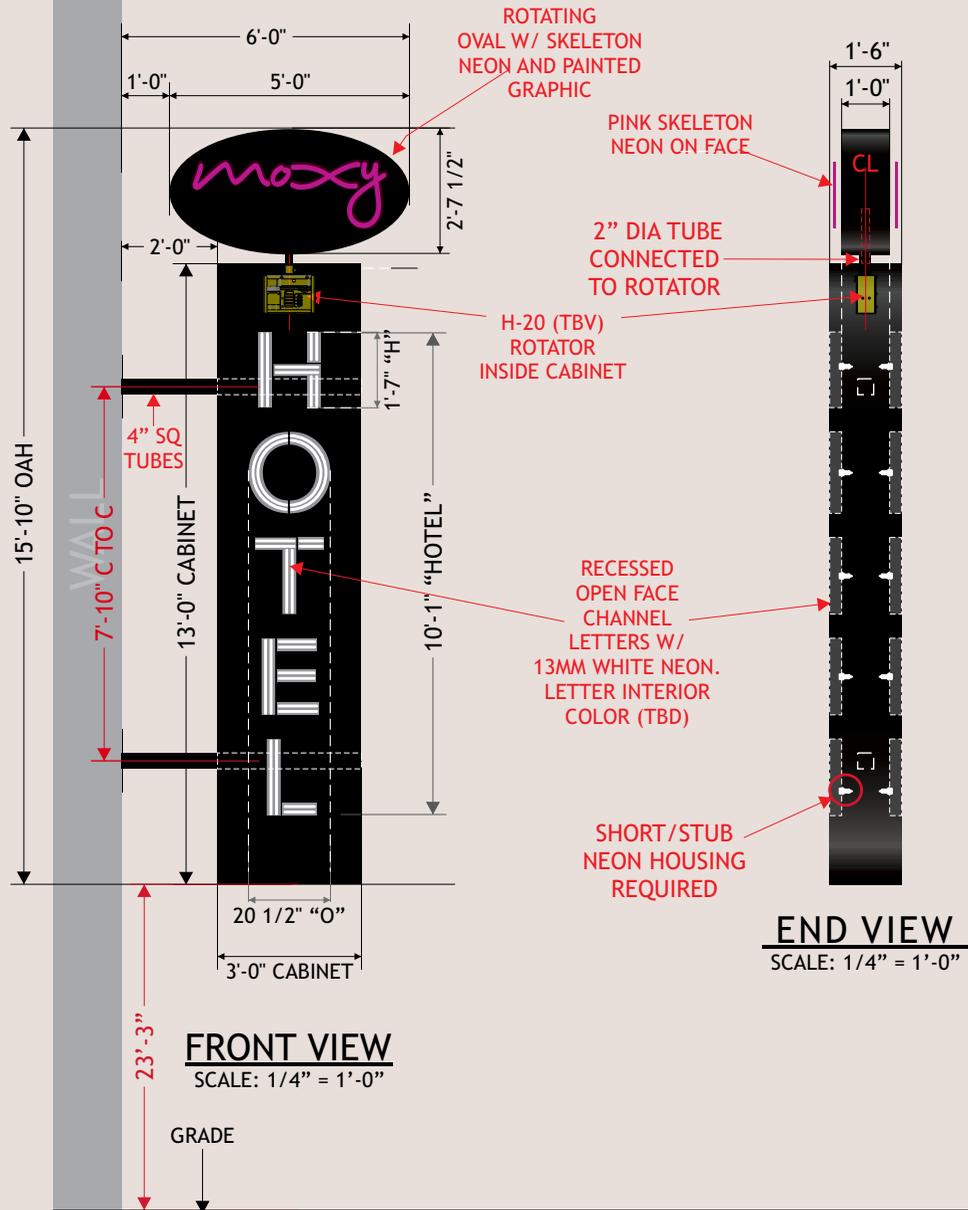
Modification: The oval shaped cabinet at the top of the projecting sign is proposed to rotate. Similar rotating elements have been approved by the Historic Zoning Commission by a modification.

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.

95 SQ FT

PROPOSED
INSTALL
LOCATION



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

MOXY

110 3RD AVE SOUTH
 NASHVILLE, TN 37201

PROJECT MGR: K.CLARK

190198-K40-01

SPECIFICATIONS & FINISHES

1. FABRICATE/INSTALL ONE (1) DF PROJECTING BLADE SIGN WITH RECESSED OPEN-FACE WHITE NEON CHANNEL LETTERS AND ROTATING OVAL TOPPER W/ PINK SKELETON NEON AND PAINTED GRAPHIC AS ILLUSTRATED & SPECIFIED.

SATIN BLACK
 LIGHT ENHANCING WHITE
 3630-118 INTENSE MAGENTA
 SATIN PMS 241C
 13MM PINK NEON
 WHITE 13MM NEON
 WHITE LED

DATE: 02-25-19 DESIGNED BY: J. MORTON

XXXXX

PAGE 1 OF 3

APPROVALS FOR MANUFACTURING

ENGINEERING:

INSTALLATION:

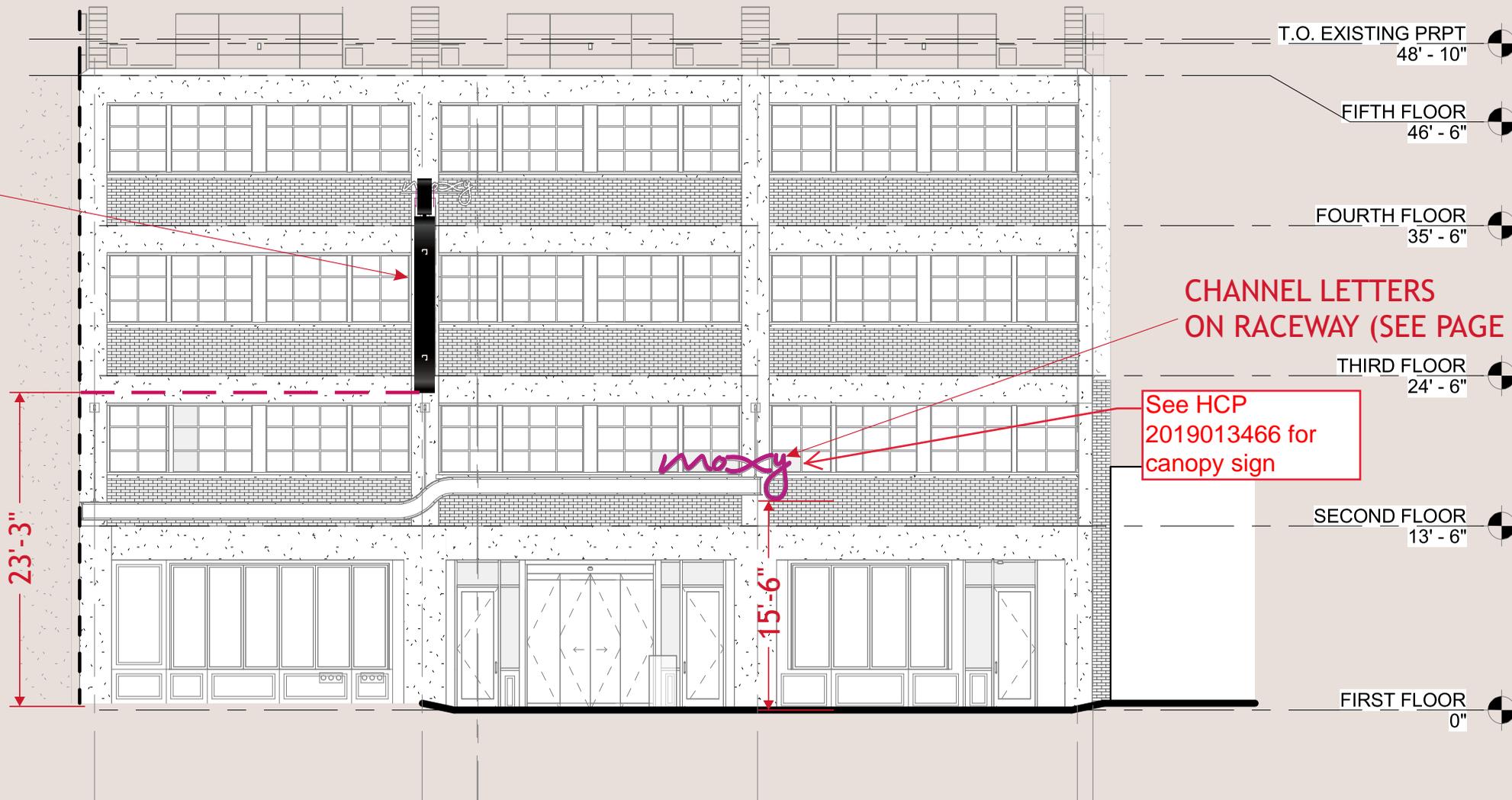
PROJECT MANAGER:

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.

BLADE SIGN
(SEE PAGE 1)



CHANNEL LETTERS
ON RACEWAY (SEE PAGE 2)

See HCP
2019013466 for
canopy sign

MOXY
110 3RD AVE SOUTH
NASHVILLE, TN 37201
PROJECT MGR: K.CLARK
190198-K40-03

SPECIFICATIONS & FINISHES

PROPOSED INSTALL LOCATIONS

DATE: 02-25-19 DESIGNED BY: J. MORTON
XXXXX
PAGE **3** OF **3**

APPROVALS FOR MANUFACTURING
ENGINEERING:
INSTALLATION:
PROJECT MANAGER:

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