

DAVID BRILEY
MAYOR



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Metropolitan Historic Zoning Commission
Sunnyside in Sevier Park
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Nashville, Tennessee 37204
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STAFF RECOMMENDATION

144 2nd Avenue, North

April 17, 2019

Application: Signage

District: Second Avenue Historic Preservation Zoning Overlay

Council District: 19

Base Zoning: DTC

Map and Parcel Number: 093 06 2 075.00

Applicant: McGuire Perkins, Perkins Construction

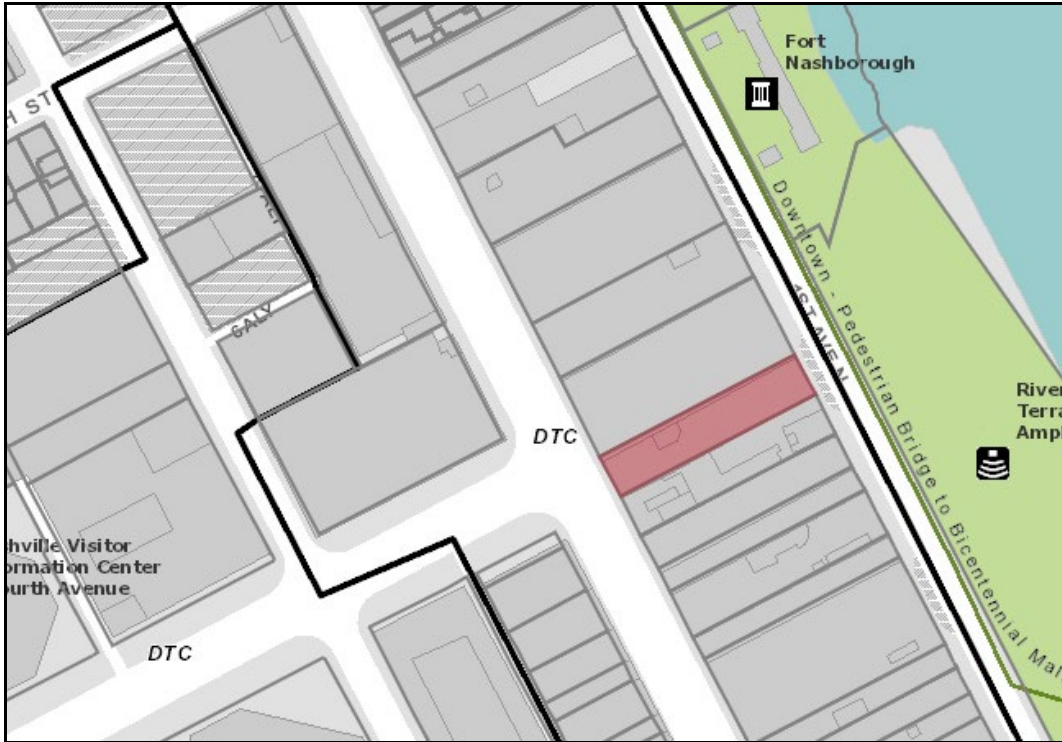
Project Lead: Jenny Warren, jenny.warren@nashville.gov

Description of Project: Application for a painted sign, on the rear elevation of the building, along First Avenue North.

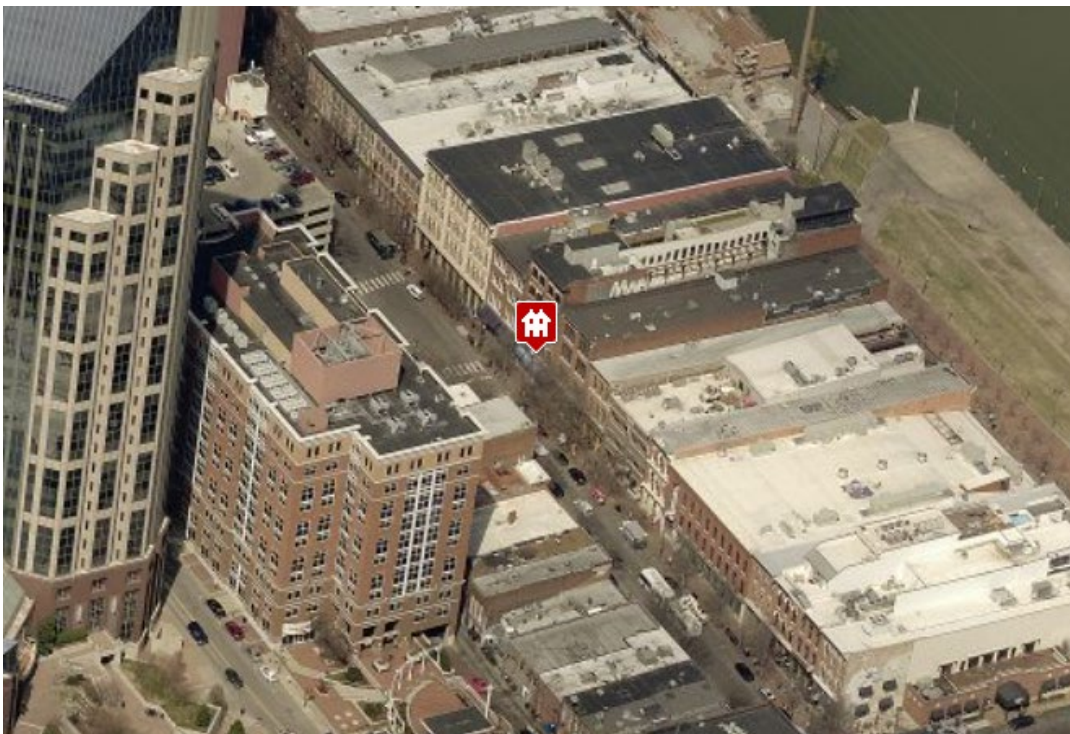
Recommendation Summary: Staff recommends approval of the proposed painted sign, finding that it meets the design guidelines for painted signage in the Second Avenue Historic Preservation Zoning Overlay.

Attachments
A: Photographs
B: Elevation

Vicinity Map:



Aerial Map:



Applicable Design Guidelines:

II. Rehabilitation

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.

MODIFICATIONS

Sign Permit Modifications

Requests for modifications to sign standards are reviewed by the Metro Historic Zoning Commission. If the property is also within a MDHA redevelopment district, approval from the MHZC is all that is needed. Two additional types of Modifications for signage related permits may be requested and are outlined below.

OTHER SIGN TYPES

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.



Figure 1: front elevation of 144 2nd Avenue, North

Background: 144 2nd Avenue North is a four-story brick commercial building which contributes to the Second Avenue Historic Preservation Zoning Overlay. The rear of the property faces First Avenue North, where it is five-stories tall. Signage on the Second Avenue elevation has been reviewed and permitted by staff.

Analysis and Findings: The application is for the installation of a painted sign on the rear elevation, facing First Avenue North. Painted signage is a modification and must be reviewed by the Commission.

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

Location: The signage advertises the current occupant, not an off-site business. The proposed location is on the rear elevation, above the second level windows, which meets the guidelines.

Allotment & Design Standards: The painted signage allotment is one-hundred-twenty-five (125) square feet. The proposed sign will be forty-eight (48) square feet, which will meet this requirement.

Illumination: No illumination is proposed.

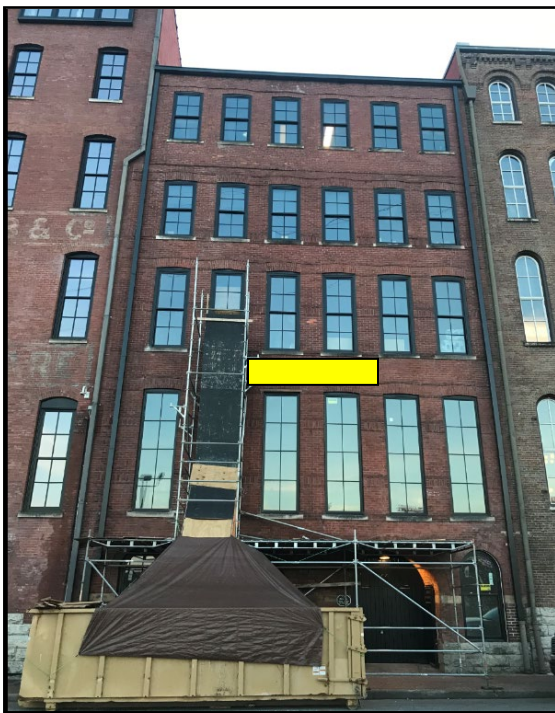




Figure 3: Rear elevation, proposed signage.

Recommendation

Staff recommends approval of the proposed painted sign, finding that it meets the design guidelines for painted signage in the Second Avenue Historic Preservation Zoning Overlay.