

JOHN COOPER
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 105 Broadway October 16, 2019

Application: Signage

District: Broadway Historic Preservation Zoning Overlay

Council District: 19

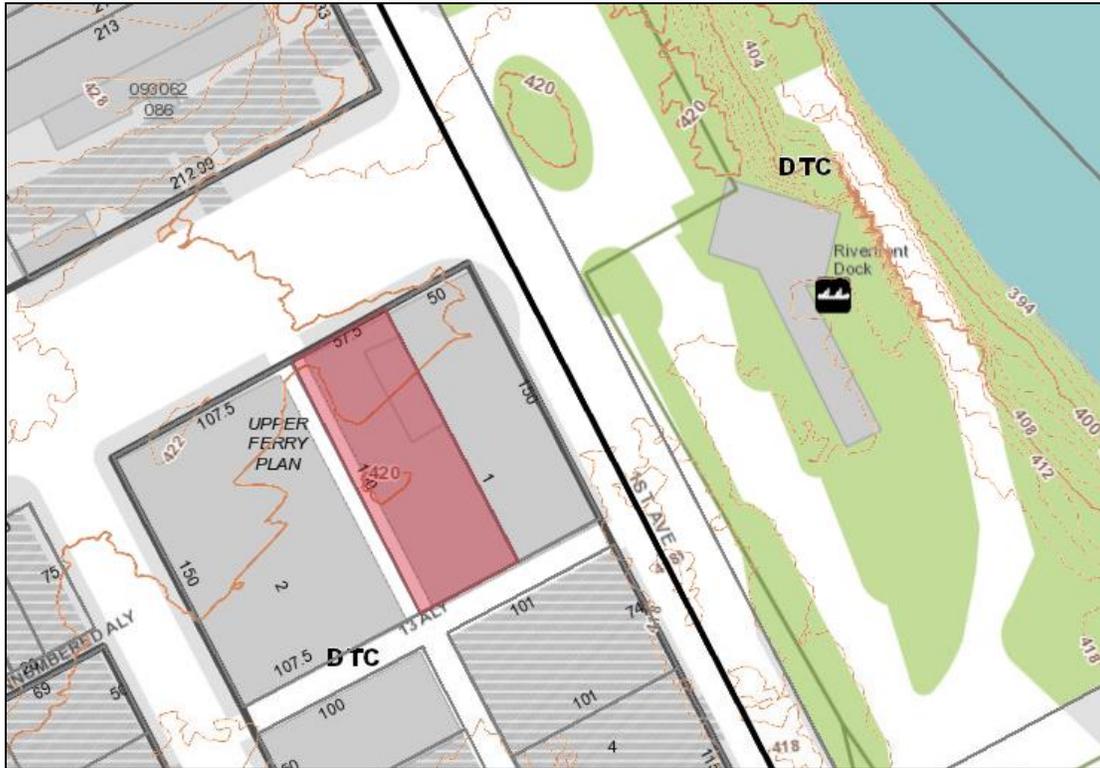
Map and Parcel Number: 09306210100

Applicant: Emily Kuykendall, Joslin and Son Signs

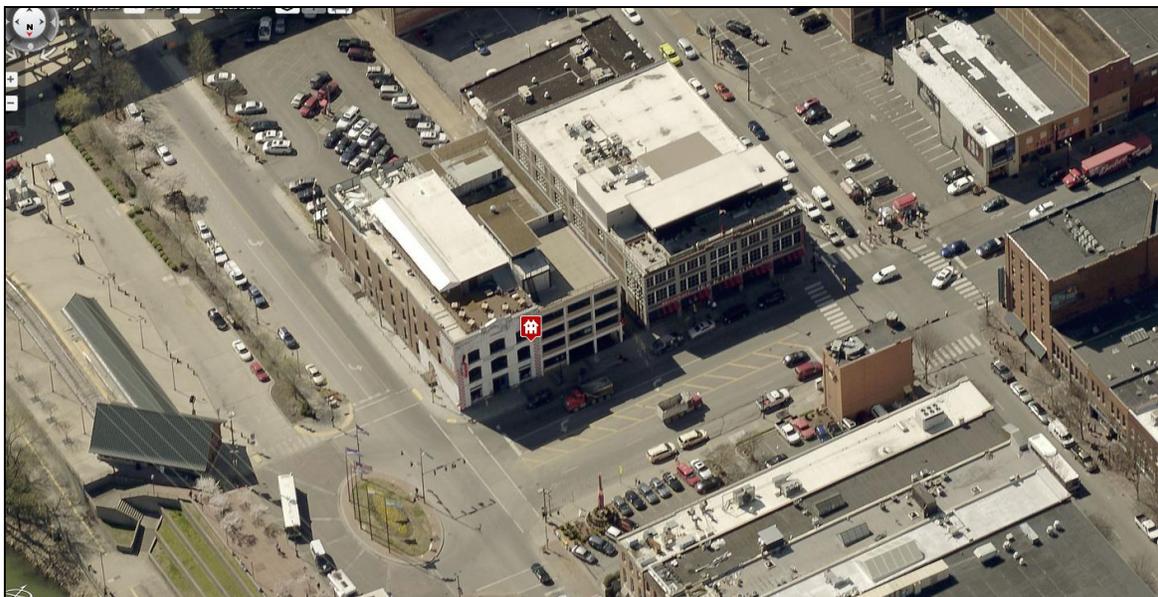
Project Lead: Melissa Sajid, melissa.sajid@nashville.gov

<p>Description of Project: The application is for a projecting sign on the front façade. The request includes a modification request for flashing and chasing elements.</p> <p>Recommendation Summary: Staff recommends approval of the signage including the modification for the chasing and flashing elements, with the following condition:</p> <ol style="list-style-type: none">1. The chasing and flashing lights shall not last less than every three seconds; and2. Staff shall inspect the new sign prior to installation. <p>With these conditions, staff finds that the sign meets 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: 105 Broadway is a contributing commercial building that was constructed c. 1935. (Figure 1.)

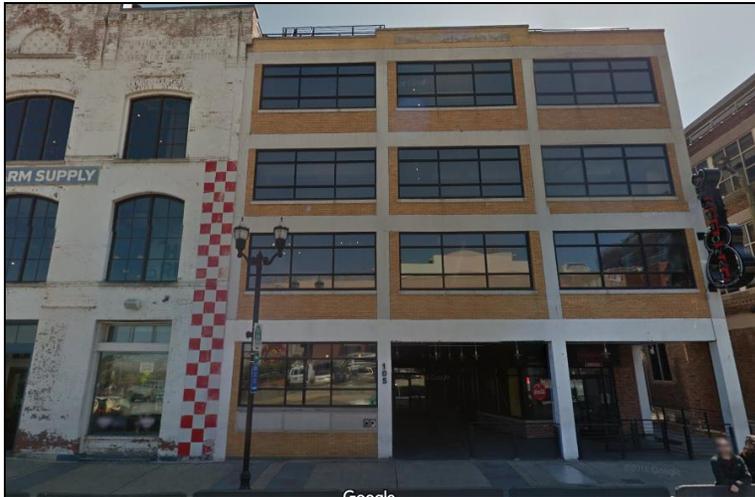


Figure 1. 105 Broadway

Analysis and Findings: The application is for a projecting sign on the front façade. The projecting sign includes a modification request for a flashing element. The Commission approved a projecting sign in the same location in 2017 that included a modification 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 twenty-seven feet (50'), the allotment with projecting signage for this building is one hundred square feet (100 sq. ft.).

The projecting sign is one hundred square feet (100 sq. ft.) and projects six feet (6') from the wall of the building. The sign will be twenty feet (20') tall, which does not exceed the maximum height for a four-story building, which is twenty feet (20'). The cabinet depth will be eighteen inches (18"), 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 twelve feet, eleven inches (12'-11") from the sidewalk.

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

Location: The proposed location for the sign is a pilaster at the building's west corner, which is the same location that the Commission approved for the previous projecting sign in 2017.



Figure 2. Sign location.

(Figure 2.) The nearest projecting signs are ninety-five feet (95') and one hundred fourteen feet (114') to the left and right, respectively. According to the design guidelines, a projecting sign shall be located below the window sills of the third story. The proposed location will not obscure any architectural elements of the building. Staff finds the proposed location of the sign to be in accordance with Section IV of 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.

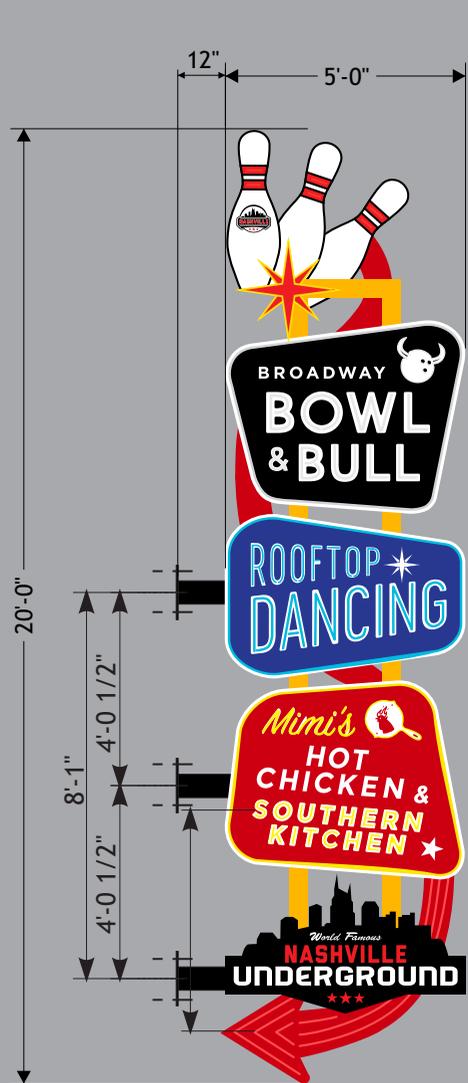
Modification: The projecting sign incorporates a chasing element on the stripes on the bowling pins and a flashing element on the star located beneath the bowling pins. Staff finds the flashing and chasing elements to be a minimal portion of the sign and therefore appropriate. Both the chasing and flashing elements are proposed to occur every one second. The design guidelines permit chasing and flashing lights as a modification but stipulates that the chase or flash not be less than every three seconds. With the condition that there be at least three seconds between the chasing or flashing, staff finds that a modification for these elements could be appropriate.

Materials: The sign cabinet will be aluminum with graphics either painted or overlaid in vinyl on the two faces of the cabinet. These materials are appropriate for signage and meet Section IV of the design guidelines.

Recommendation: Staff recommends approval of the signage including the modification for the chasing and flashing elements, with the following condition:

1. The chasing and flashing lights shall not last less than every three seconds; and
2. Staff shall inspect the new sign prior to installation.

With these conditions, staff finds that the sign meets the design guidelines for signage in the Broadway Historic Preservation Zoning Overlay.



FRONT VIEW
SCALE: 1/4" = 1'-0"



END VIEW
SCALE: 1/4" = 1'-0"

WHITE 15MM NEON W/ RUBY RED STRIPE SKELETON NEON, TO 1-SEC. "FALL" CHASE

15MM YELLOW NEON STAR TO 1-SEC. FLASH

WHITE 10MM SKELETON NEON "BULL BALL"

15MM WHITE SKELETON NEON OUTLINE & COPY

10MM NEO BLUE SKELETON NEON "ROOFTOP"

15MM NEO BLUE SKELETON NEON OUTLINE & COPY

15MM YELLOW SKELETON NEON OUTLINE & COPY

10MM YELLOW SKELETON NEON SKILLET

10MM WHITE "HOT CHICKEN" SKELTON NEON

FORMED CABINET WITH ROUTED & BACKED LARGE COPY/STARS

LED'S ON TOP OF CAB. BEHIND ROUTED PANEL SKYLINE, SO AS TO HALO LIGHT SKYLINE

VINYL GRAPHICS

FORMED ARROW W/ 15MM RUBY RED SKELETON NEON

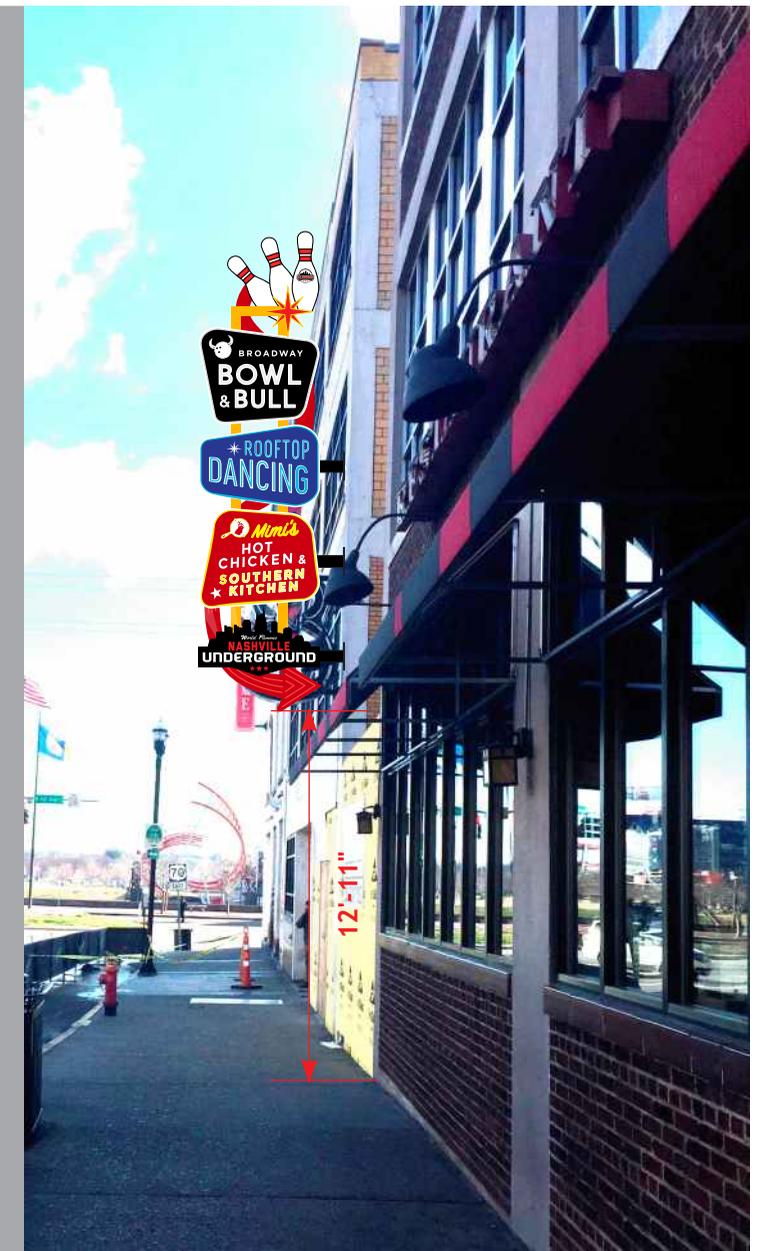
POSTS/INSTALL POINTS PLACED AT SAME LOCATIONS AS PREVIOUS SIGN



WHITE VINYL "BROADWAY" COPY



FRONT VIEW
SCALE: 1/4" = 1'-0"



NASHVILLE UNDERGROUND
105 BROADWAY
NASHVILLE, TN 37201
PROJECT MGR: K.CLARK
190527-K50-01

SPECIFICATIONS & FINISHES

- FABRICATE/INSTALL FORMED ALUMINUM BLADE SIGN WITH MULTI-DEPTH CABINETS, SKELETON NEON OUTLINE DETAILS & SKELETON NEON OVER MAIN COPY, ROUTED & BACKED SMALL COPY WITHIN DIAMOND, METALLIC/SPARKLE PAINTED RED ARROW W/ NEON, AND UPWARD-POINTING WHITE LED'S TO SPOTLIGHT ROUTED PANEL ALUMINUM SKYLINE SHAPE, AS ILLUSTRATED & SPECIFIED.

EXACT PMS COLORS TBD

DATE: 6-7-19 DESIGNED BY: J. MORTON
XXXXX
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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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RESTAURANT



BROADWAY
**BOWL
& BULL**

* ROOFTOP
DANCING

Alma's
**HOT
CHICKEN
and
BBQ**

**NASHVILLE
UNDERGROUND**

12'-11"
TO GRADE

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