

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**

**300 Broadway  
November 20, 2019**

**Application:** Signage

**District:** Broadway Historic Preservation Zoning Overlay

**Council District:** 19

**Map and Parcel Number:** 09306308200

**Applicant:** Emily Kuykendall, Joslin and Son Signs

**Project Lead:** Melissa Sajid, [melissa.sajid@nashville.gov](mailto:melissa.sajid@nashville.gov)

**Description of Project:** The application is for a projecting sign on the 3<sup>rd</sup> Avenue South façade. The request includes a modification request for a blinking element.

**Recommendation Summary:** Staff recommends approval of the signage including the modification for the blinking element, with the following conditions:

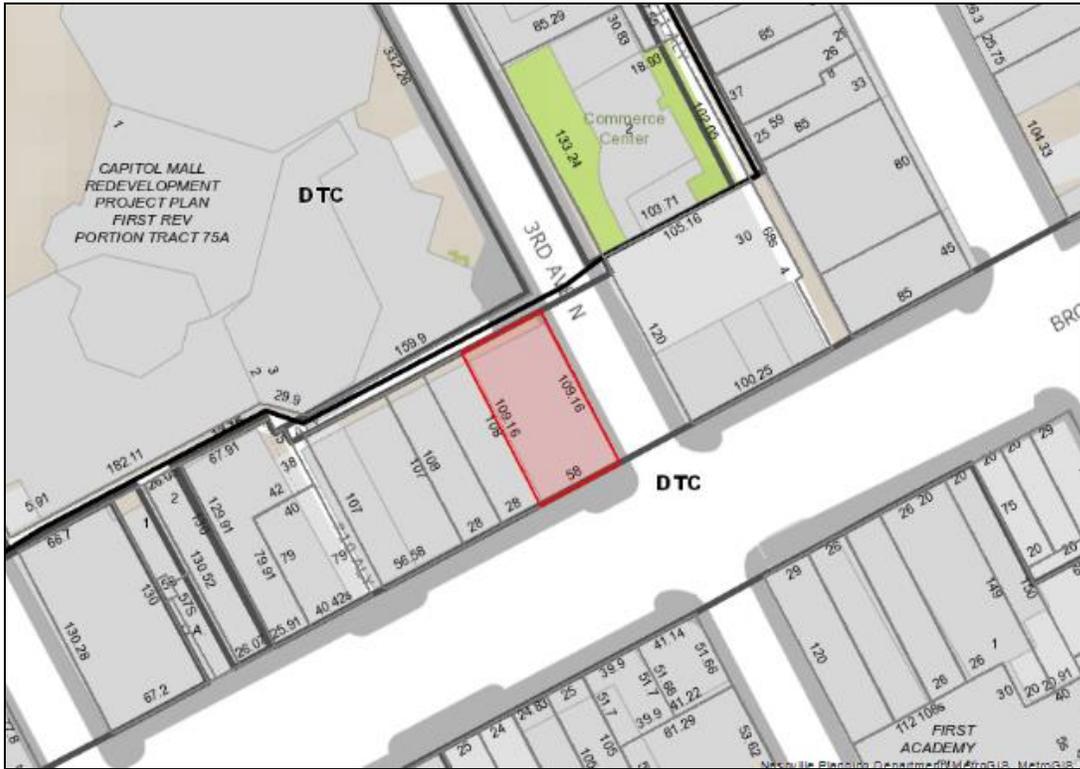
1. There shall be at least three seconds between the blinking lights;
2. The existing projecting sign on the Third Avenue North façade shall be removed; and
3. Staff shall inspect the new sign prior to installation.

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

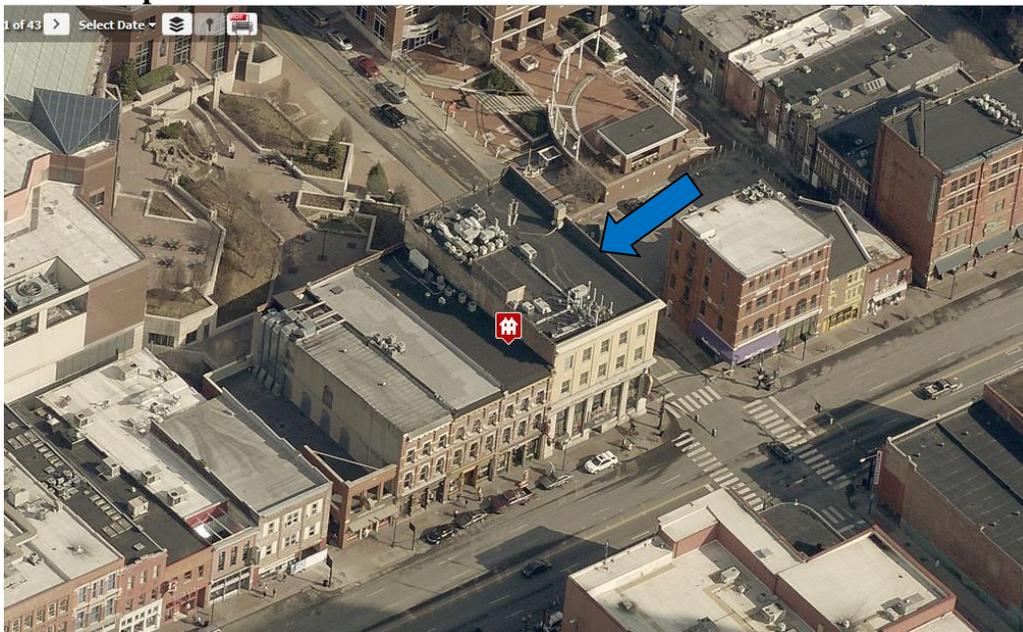
**Attachments**

**A:** Drawings

**Vicinity Map:**



**Aerial Map:**



## **Applicable Design Guidelines:**

### **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 Broadway Historic Preservation Zoning Overlay closely follows the guidance for “Pedestrian Street” type.

##### **Applicability**

- These sign regulations apply to all properties within the Broadway 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.

##### **Common Sign Plan**

- A common signage plan regulates signage for multiple businesses or tenants within one building or complex. A common sign plan is mandatory for all new developments and sign Modifications.
- A common signage plan shall provide for consistency among signs with regard to at least four of the following: materials; location of each sign on the building; sign proportions; color scheme; lighting; lettering or graphic style.
  - The common signage plan shall establish an allowable area of signage for existing and future tenants with regard to all allowed sign types.
  - The common signage plan shall indicate existing nonconforming signs as well as the amount and locations of on-premise signage to be allocated to each tenant under the new plan.

#### **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.

##### **Modifications for Exceptional Design**

Creative signage that does not fit the specific regulations of these guidelines may be considered by the MHZC, based on its merits, as they relate to all of the following design criteria:

- Architecture
- The configuration or location of the building or property
- Building scale
- Legibility
- Technical competence and quality in design, construction and durability

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structure (i.e. canopy) will require review by all applicable agencies.

Exceptional design modifications shall not permit electronic changeable copy where it is otherwise not permitted.

### **Modifications for Tourist-Oriented Businesses**

Tourist-oriented businesses within DTC zoning may receive Modifications to allow greater sign area and use of digital technology. To qualify as a tourist –oriented business a business shall:

- Have a minimum permanent fixed seating capacity of 500; and
- Offer lawful activities or services to the general public of cultural, historical, recreational, educational, or entertainment purposes.

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structures (i.e. canopy) will require review by all applicable agencies. Tourist-oriented business Modifications shall be reviewed according to the design criteria listed under Modifications for Exceptional Design, in addition to the following:

- Large electronic or illuminated signs shall not adversely impact residential or hotel uses.
- All signs shall conform to the lighting standards of the DTC.
- See section on changeable copy for additional information regarding changeable copy.

### **RIGHT OF WAY ENCROACHMENTS**

Where a sign is proposed to encroach into the public right-of-way an application shall be made with the Public Works Department in addition to the sign permit application with the MHZC. Both applications shall include the requirements of the Public Works Department available at their website: [www.nashville.gov/Public-Works/Developer-Services.aspx](http://www.nashville.gov/Public-Works/Developer-Services.aspx), in addition to the MHZC submittal requirements.

### **NON-CONFORMING SIGNS**

Sections 17.40.660 and 17.40.690 of the Metro Zoning code apply. This section further clarifies them.

#### Building Signs

A sign shall be brought into compliance with the provisions of these design guidelines if a sign permit is required to rebuild the sign. This does not include a panel change in a non-conforming cabinet sign, which shall be permitted.

#### Ground Signs

An existing ground sign may change the face or panel of a sign that does not meet the area or height standards within these design guidelines. However, in no instance shall there be an increase in the degree of nonconformity. All new panels shall conform to all illumination standards therein.

A sign shall be brought into compliance with the provisions of these design guidelines if at any time the sign is altered, repaired, restored or rebuilt to the extent that the cost exceeds fifty percent of the estimated replacement cost of the sign (in current dollar value). All permits within any six consecutive calendar months shall be aggregated for purposes of measuring the fifty percent standard.

#### All Signs

If the alteration or repair is caused by involuntary damage or casualty, the design may be altered or repaired to its pre-damaged condition.

#### Repair and Maintenance

A sign may be removed or taken off-site for repair and maintenance. The sign must be returned to the original location within 90 days of removal.

### **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 foot 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.

### **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:

### **Description**

- Manual changeable copy sign. A sign or portion of a sign that has a readerboard for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device. Changeable copy is changed or re-arranged manually or mechanically without altering the face or the surface of the sign.
- Electronic changeable copy sign. A sign or portion of a sign that displays information in which each alphanumeric character, graphic, or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs or other illumination devices within the sign.

### **Usage**

- Manual and Electronic changeable copy is allowed for Tourist Oriented Businesses only when used in conjunction with a wall sign or a monument sign provided the changeable copy portion is no greater than 50% of the built sign area.
- An electronic changeable copy sign is not allowed in a Redevelopment District or on Interstate frontage.

### **Spacing**

- The closest edge of an electronic changeable copy sign must be a minimum distance of 100 feet from any residential zoning district.
- An electronic changeable copy sign must be separated from another electronic changeable copy sign by at least 50 feet.

### **Duration**

- Any image or message or portion of the image or message must have a static display for minimum

- duration of eight seconds.
- Transition time must be immediate.
- No portion of the image or message may flash, scroll, twirl, change color or in any manner imitate movement.

**Brightness**

- The sign must not exceed a maximum illumination of 7,500 nits during daylight hours and a maximum illumination of 750 nits between dusk to dawn as measured from the sign’s face at maximum brightness.
- Electronic changeable copy signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level.

**Background:** The building located at 300 Broadway is a four-story stone and brick Neo-classical commercial building that dates to 1914 and is a contributing building in the Broadway Historic Preservation Zoning Overlay (Figure 1). A portion of the street-side façades were redesigned in 1946 by well-known architect Edwin Keeble.



Figure 1. 300 Broadway

**Analysis and Findings:** The application is for a projecting sign on the 3<sup>rd</sup> Avenue façade. The projecting sign includes a modification request for a blinking 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 fifty-eight feet (58’), the allotment with projecting signage for this building is one hundred sixteen square feet (116 sq. ft.).

The new projecting sign is seventy-three and one-half square feet (73.5 sq. ft.) and projects five feet, eight inches (5’-8”) from the wall of the building. The sign will be fifteen feet, nine inches (15’-9) 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.

There are three wall signs and one projecting sign currently permitted for the 3<sup>rd</sup> Avenue façade. The existing projecting sign is to be removed. With the proposed projecting sign, the total allotment for the 3<sup>rd</sup> Avenue façade will be approximately one hundred ten square feet (110 sq. ft.), which does not exceed the maximum allotment of one hundred sixteen square feet (116 sq. ft.).

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

Location: The new projecting sign will be located at the same location as the existing projecting sign that is to be removed. (Figure 2.) The nearest projecting sign is the one located at the corner of the building, which is one hundred and one square feet from the proposed location. The projecting sign will be located below the window sills of the third story in accordance with the design guidelines and 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 blinking element on the eye at the top of the sign. Staff finds the proposed blinking element to be a minimal portion of the sign and therefore appropriate. The blinking element is proposed to occur every one second. The design guidelines permit blinking lights as a modification but stipulates that the blink not be less than every three seconds. With the condition that there be at least three seconds between the blinking, 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. 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 blinking element, with the following conditions:

1. There shall be at least three seconds between the blinking lights;
2. The existing projecting sign on the Third Avenue North façade shall be removed;  
and
3. 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.



EXISTING OLE RED SIGN PROJECTING OFF THE CORNER OF 3RD AND BROADWAY

101'-0"

EXISTING LOOKOUT SIGN TO BE REMOVED AND REPLACED WITH NEW SIGN

**LOOKOUT - RE-MODEL**

300 BROADWAY  
NASHVILLE, TN 37201

PROJECT MGR: M. SHEA

**190508-S60-01-A**

**SPECIFICATIONS & FINISHES**

DISTANCE BETWEEN SIGNS

DATE: 10-10-19 DESIGNED BY: M. CLINE

**386268**

PAGE **1** OF 2

<b>APPROVALS FOR MANUFACTURING</b>
ENGINEERING:
INSTALLATION:
PROJECT MANAGER:

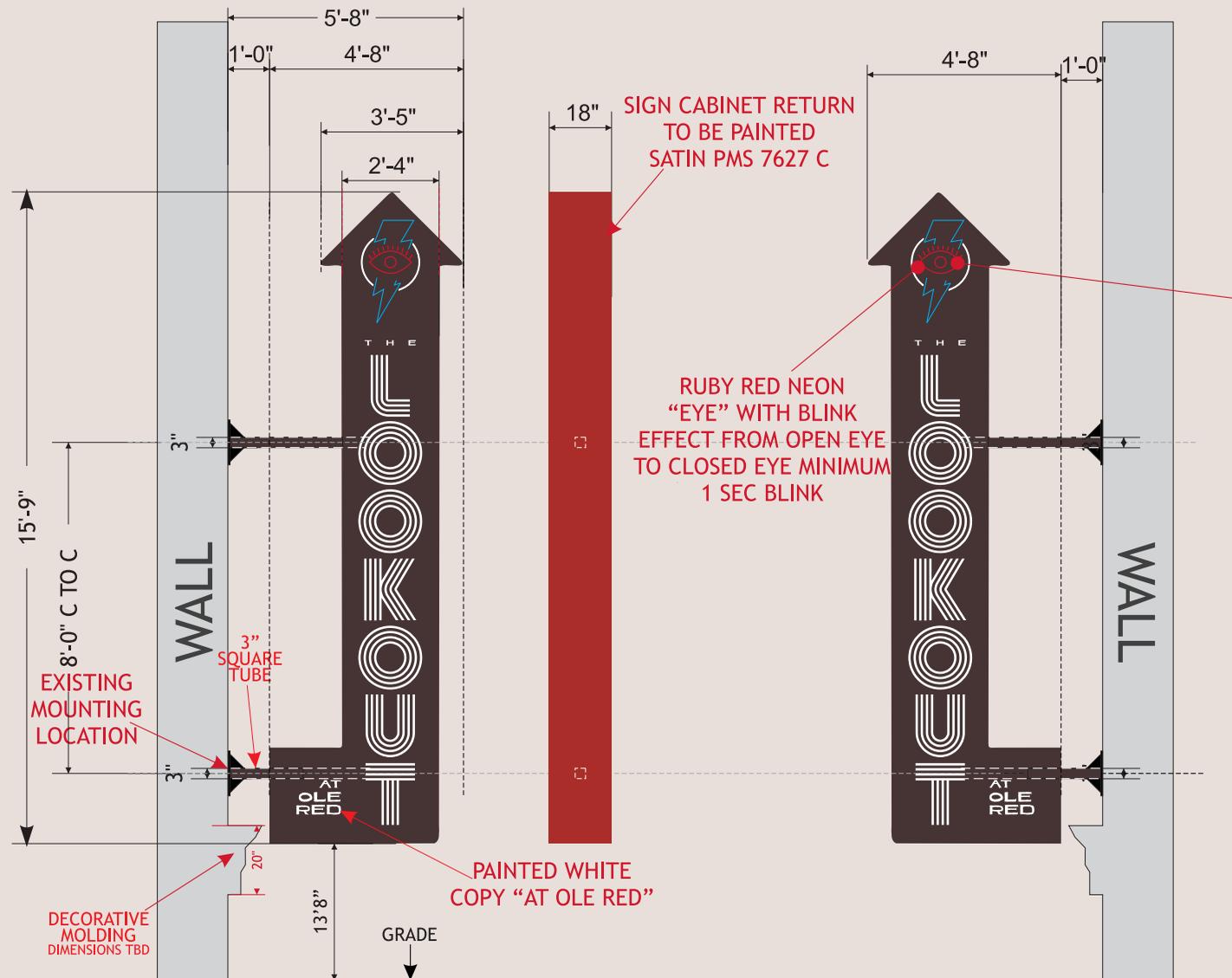
**JOSLIN AND SON SIGNS**  
630 Murfreesboro Rd. Nashville, TN 37210  
615.255.3463 1.800.545.9557

\*Design & Drawing Are Property Of Joslin Sign. Use Without Consent Is Subject To Invoicing And/or Litigation.

73.5 SQ FT

RGB LED ILLUMINATION

FLASHER FOR "BLINK EFFECT" REQUIRED



LEFT VIEW

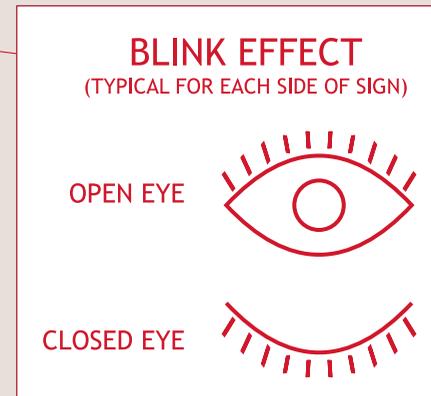
SCALE: 1/4" = 1'-0"

END VIEW

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

RIGHT VIEW

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

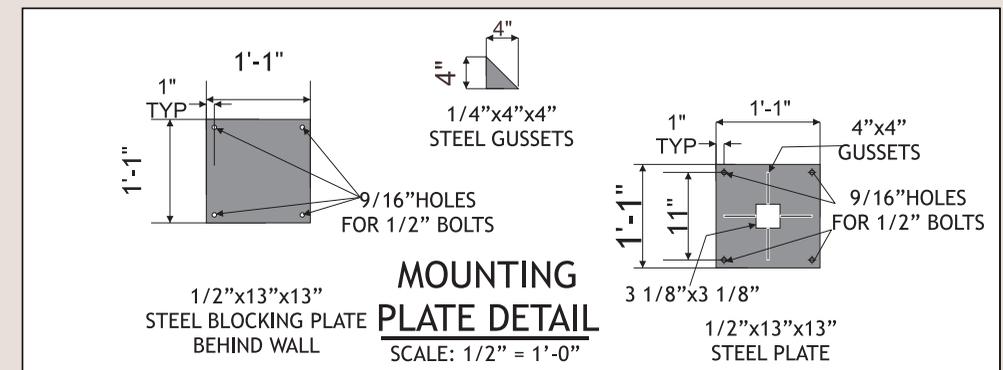


**ELECTRICAL NOTES**

**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**



**MOUNTING TBV**

**LOOKOUT - RE-MODEL**

300 BROADWAY  
NASHVILLE, TN 37201

PROJECT MGR: M. SHEA

190508-S60-01-A

**SPECIFICATIONS & FINISHES**

- FABRICATE/INSTALL ONE(1) DF RGB LED ILLUMINATED BLADE SIGN W/ 1/2" PUSH THRU ACRYLIC "LOOKOUT" COPY, ROUTED AND BACKED "THE" COPY AND SKELETON NEON W/ BLINK EFFECT AS ILLUSTRATED AND SPECIFIED.

WHITE 6500K NEON  
  HORIZON BLUE NEON  
  RUBY RED NEON  
  PMS 7627  
  SATIN FINISH PMS 439 C  
  WHITE #7328

DATE: 10-10-19 DESIGNED BY: M. CLINE

386268

PAGE 1 OF 2

**APPROVALS FOR MANUFACTURING**  
ENGINEERING:

INSTALLATION:

PROJECT MANAGER:



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.