

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
225 Polk Avenue, Ben West Library
May 20, 2020

Application: Signage

Map and Parcel Numbers: 093052000100

Council Districts: 19

Applicant: Emily Kuykendall, Joslin and Son Signs

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

Description of Project: The request is to install two skyline signs.

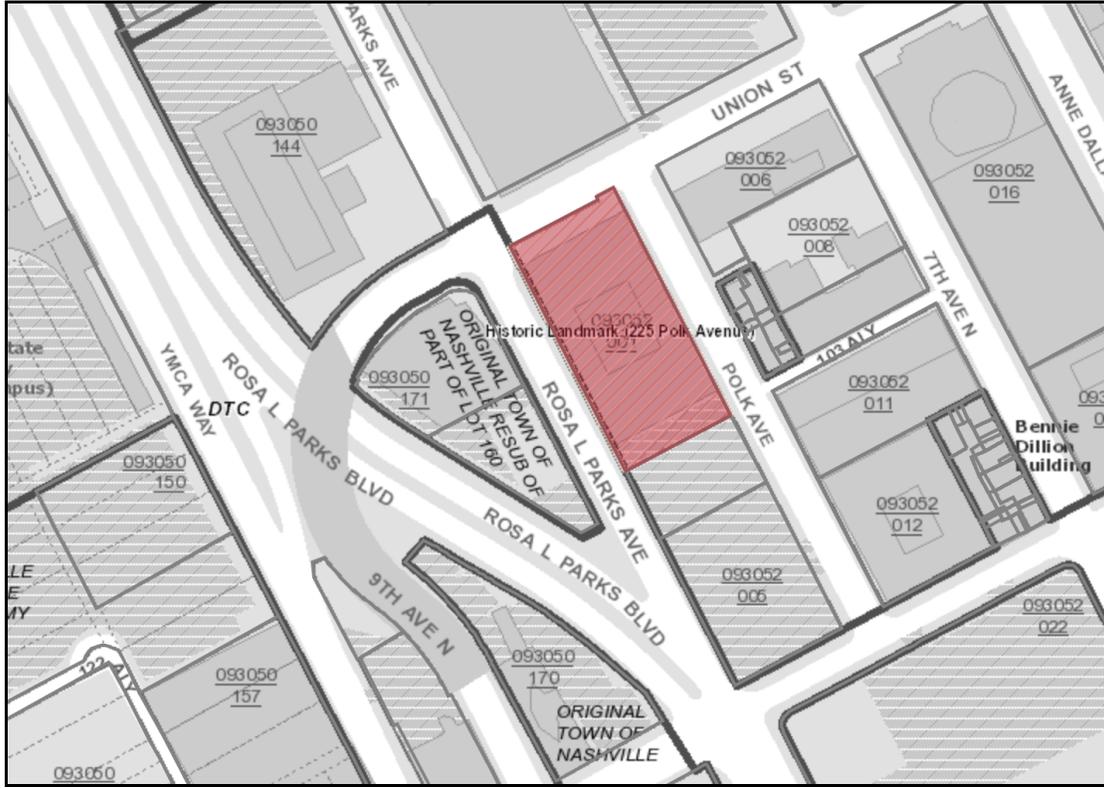
Recommendation Summary: Staff recommends approval of the proposed signage with the condition that the signs are inspected by staff prior to installation, finding that the proposed signs meet Section V of the Historic Landmark Overlay design guidelines.

Attachments

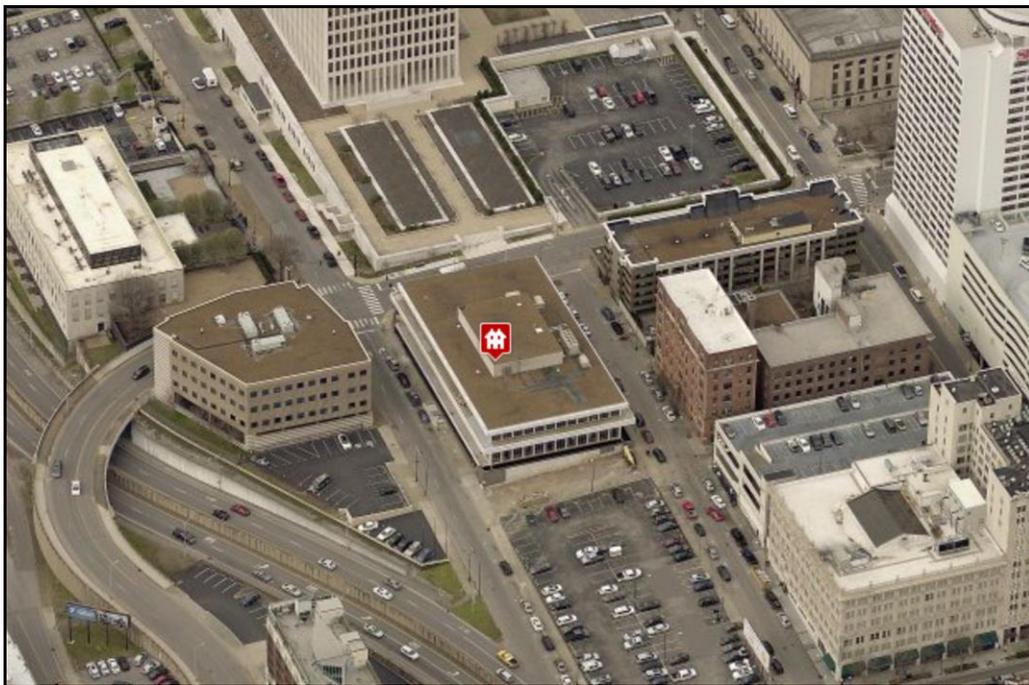
A: Photographs

B: Signage plans

Vicinity Map



Aerial



Applicable Ordinance:

V. 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. *As of April 2013, the following landmarks are listed in the DTC: Customs House (701 Broadway), Davidson County Courthouse, Hume Fogg Magnet School (700 Broadway), Lindsley Hall (724 2nd Ave S), Shelby Street Bridge, Union Station (1001 10th Ave S), WPA Municipal Garage at Rolling Mill Hill.* The “Downtown Codes Sign Standards” breaks signage guidance up by “street types.” The Downtown Historic Preservation Zoning Overlay closely follows the guidance for “Pedestrian Street” type.

Applicability

- These sign regulations apply to all properties that are designated as a Historic Landmark.
- 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.

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, in addition to the MHZC submittal requirements.

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

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 a lley frontages.

Building Sign: Wall Sign

Description

- A wall sign is a building sign that is attached flat to, or mounted away from but parallel to, the building façade.
- A wall sign may be painted on the building façade, in some instances, as a modification.

General Provisions

- A wall sign shall be located lower than the window sills of the top floor for multi-story buildings.
- No portion of a wall sign may extend above the roof line or above a parapet wall of a building with a flat roof.
- No portion of a wall sign may extend above the lower eave line of a building with a pitched roof.
- A wall sign cannot cover windows or architectural details.
- An exposed raceway shall be finished to match the background wall or be integrated into the overall design of the sign.
- A wall sign can be externally or internally illuminated in accordance with the section on Illumination.

Design Standards

A Overall area allocation (max)--see allocation of sign area

B Projection (max)--2 inch OR 13 inches for internally lighted or neon signage

C Exposed Raceway height--50% of the letter height, OR if the Raceway is used as the sign background, the Raceway may extend 3 inches beyond the largest part of the sign.

Refer to Illumination section for additional raceway standards and permitted locations.

Skyline Sign

Description

A building sign is attached flat to or mounted away from the building façade. Sign may be parallel to the building façade or vertical. Located on the upper band of a building.

General Provisions

- A skyline sign is only allowed on buildings greater than 75 feet in height.
- A skyline sign must be located within the top third of the building.
- No portion of a skyline sign may extend above the roof line or above a parapet wall of a building with a flat roof.
- No more than one skyline sign per façade is allowed. However, additional skyline signs may be allowed as a Modification for Exceptional Design.
- Raceways are not permitted on skyline signs.
- A skyline sign can be internally (but not externally) illuminated in accordance with the Illumination section of the design guidelines.

Design Standards

A Area (max)—see allocation of sign area

B Height (max)—14 feet

C Width (max % of façade length)—50%

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: In 1965, the New Main Public Library opened on Eighth and Union and was designated the Public Library of Nashville & Davidson County with its formal dedication in January, 1966. This library was designated as the Ben West Library in 1977.

The Ben West Library was design by Bruce I. Crabtree, Jr. of Taylor and Crabtree as a modernist take on the columnar style of the Athens of the South. It was unique for libraries of its time because it not only served as storage for books but its design also considered the user with large windows and cozy reading spaces. Crabtree is known for designing the James K. Polk and Andrew Jackson state office buildings, the Murphy Center for athletics at Middle Tennessee State University, the Tennessee Performing Arts Center and churches, schools and libraries across the state.

The Ben West Library was designated as an Historic Landmark Overlay District in 2015. Preservation permits were issued in 2017 to rehab the building and in 2019 to add glazing to the mechanical penthouse.



Figure 1. 225 Polk Ave, May 2019 (Google maps).

Analysis and Findings: The application is to install skyline signage on the west and south elevations of the penthouse.

Location: The signs are proposed to be located on the south and west elevations of the mechanical penthouse (Figures 2 – 3). The west elevation faces Rosa L. Parks

Boulevard, and the south elevation is a non-street facing façade that is visible from both Polk Street and Rosa L. Parks Boulevard.

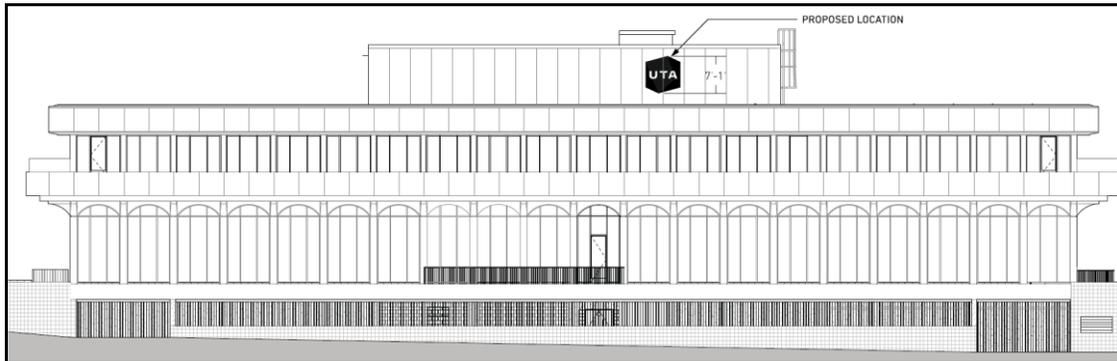


Figure 2. Proposed sign on façade fronting Rosa L. Parks Blvd (west elevation).

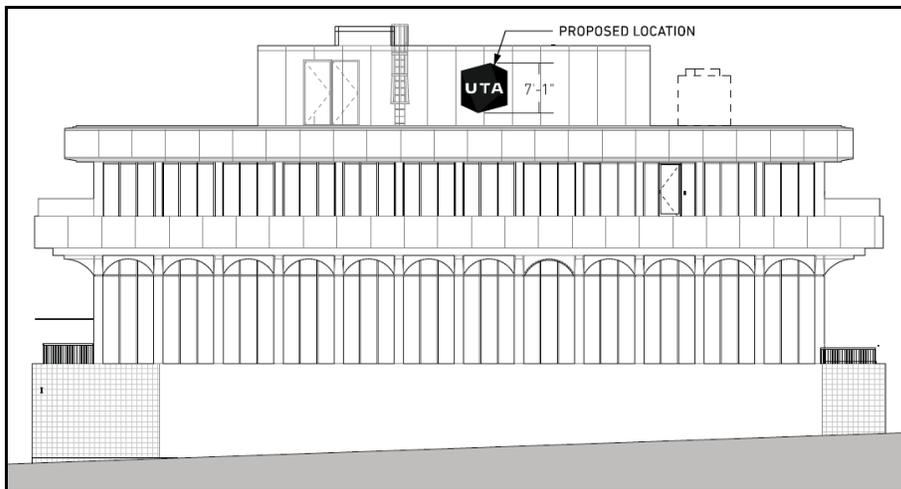


Figure 3. Proposed sign on south elevation.

Given the proposed location, the signs are considered skyline signs per the design guidelines. The landmark design guidelines state that skyline signs are only permitted on buildings that are seventy-five feet (75') or taller. With the mechanical penthouse, the overall height of the building is approximately sixty feet (60') from grade.

While the overall building height does not meet the threshold established by the guidelines, staff finds that the proposed location could be appropriate for several reasons. The building design does not offer typical signage locations, and the proposed location minimizes the impact of signage on the historic building since it avoids the necessity of anchoring the signs in the historic marble. In addition, the signs are small in relation to the building and are significantly stepped back from the primary walls of the building. According to plans included with the 2017 renovations (HCP 2017075614), the mechanical penthouse is stepped back approximately twenty-four feet (24') on the west side façade and fifty-five feet (55') on the south side façade. Furthermore, this is an individual landmark rather than a district, and this particular building is unique in its design so approval should not set a precedent for other buildings.

For the reasons stated above, staff finds that the signage location is appropriate for this building and meets Section V. of the design guidelines.

Allotment, Size: The proposed signs are both approximately forty-seven square feet (47 sq. ft.) and seven feet, one inch (7'-1") tall. The guidelines allow skyline signs to have a maximum height of fourteen feet (14') with a maximum allotment of four hundred eighty square feet (480') for the shortest buildings that can have skyline signs. The proposed signs are much smaller than that.

Currently the building only has one small wall sign which is located on the Polk Avenue frontage to the right of the primary entrance (Figure 4). Given the design of the building,



Figure 4. Existing wall sign, May 2020.

staff finds that it is unlikely that much additional wall signage will be requested since it would be difficult to locate without obscuring architectural features.

Staff finds that the projecting sign meets the design guidelines for maximum allotment and size.

Illumination: The sign will be internally illuminated and does not incorporate any flashing, blinking, or chasing elements. This meets Section V of the design guidelines for illumination.

Materials: The sign cabinet will be aluminum and stainless steel, and the lettering will be frosted acrylic. These materials are appropriate for signage and meet Section V of the design guidelines.

Recommendation: Staff recommends approval of the proposed signage with the condition that the signs are inspected by staff prior to installation, finding that the proposed signs meet Section V of the Historic Landmark Overlay design guidelines.

CONSTRUCTION DETAILS | EXTERIOR IDENTITY SOUTH ELEVATION

DESIGNED BY:

FOUND.

THEFOUNDDESIGN.COM

CLIENT:



UNITEDTALENT.COM

PROJECT



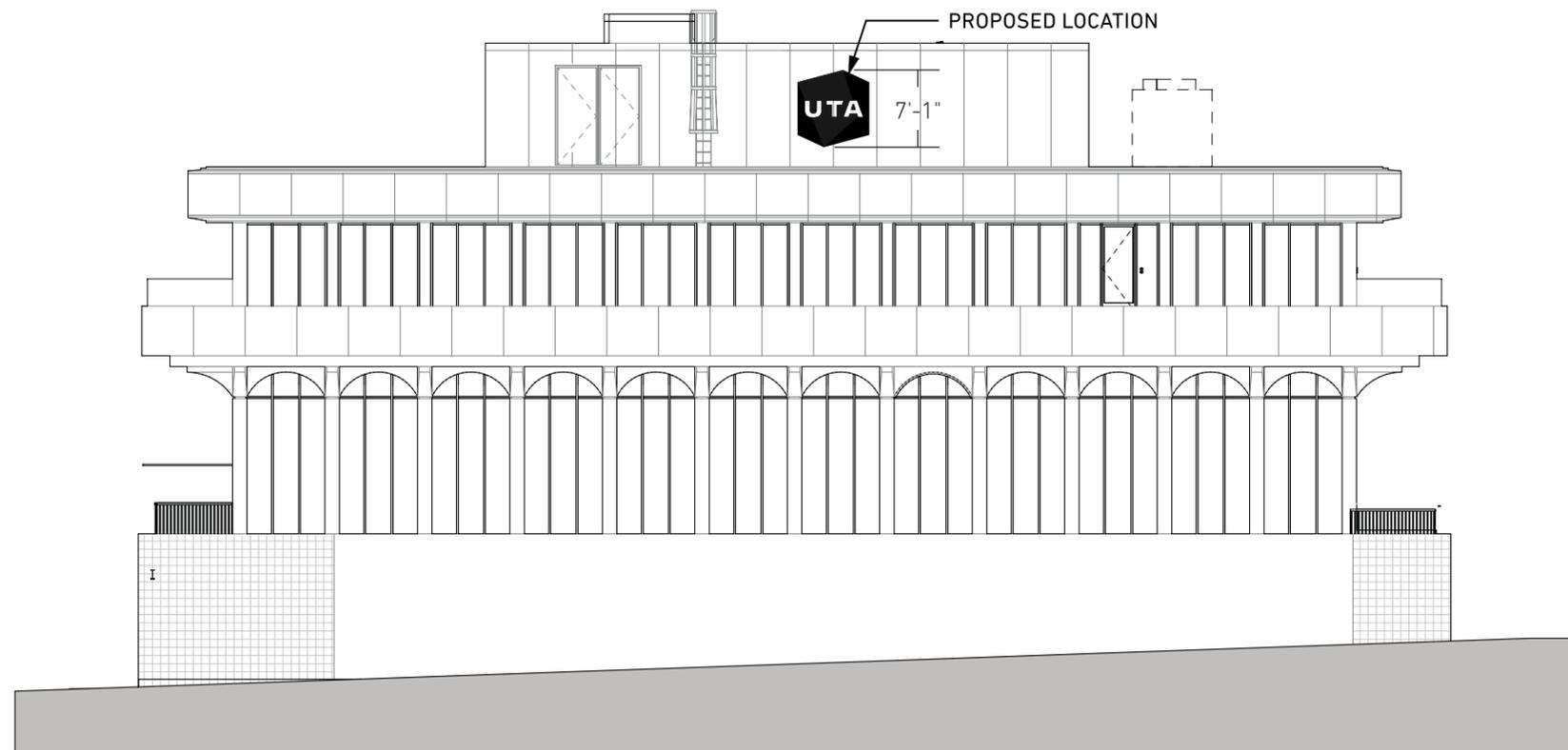
225 NORTH POLK AVE
NASHVILLE, TN 37203

PHASE:

CONSTRUCTION DOCUMENTS

SUBMITTAL DATE:

17 JANUARY 2020



1 SOUTH ELEVATION: ID.02 SECONDARY SITE ID
Scale: 1/16"=1'-0"

CONSTRUCTION DETAILS | EXTERIOR IDENTITY WEST ELEVATION

DESIGNED BY:

FOUND.

THEFOUNDDESIGN.COM

CLIENT:



UNITEDTALENT.COM

PROJECT



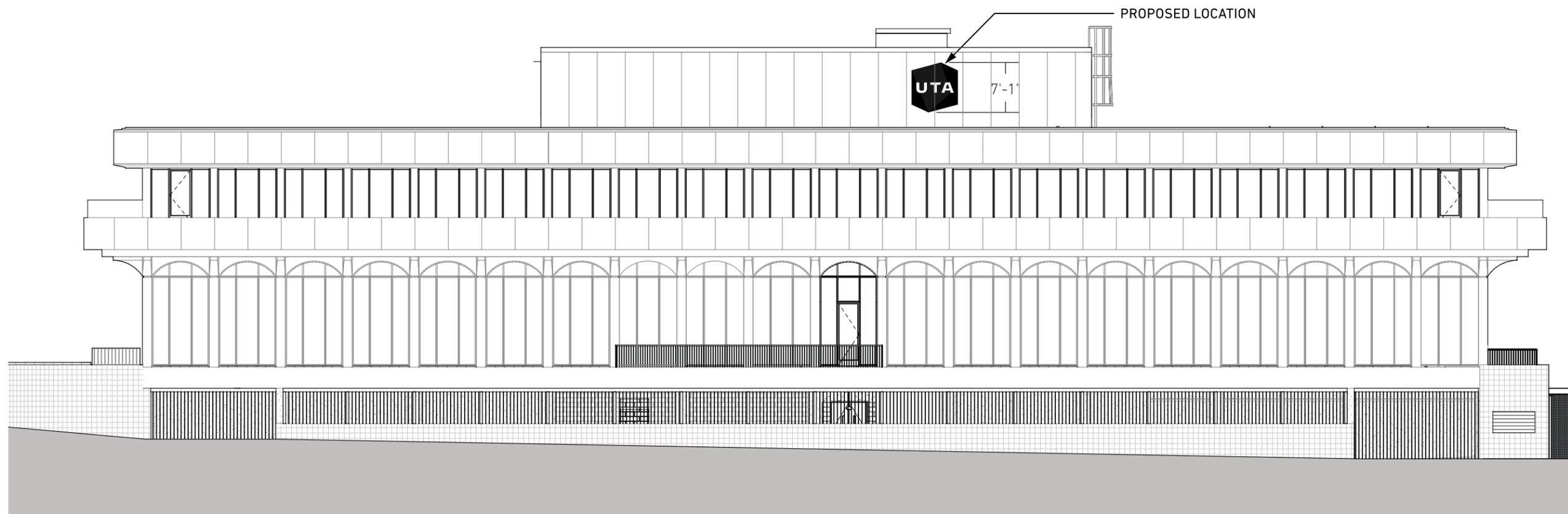
225 NORTH POLK AVE
NASHVILLE, TN 37203

PHASE:

CONSTRUCTION DOCUMENTS

SUBMITTAL DATE:

17 JANUARY 2020



1 WEST ELEVATION: ID.02 PRIMARY SITE ID
Scale: 1/16"=1'-0"

CONSTRUCTION DETAILS | MATERIALS, FINISHES, TYPOGRAPHY

PAINTS/FINISHES

FINAL COLORS IN PROGRESS

FABRICATOR TO PROVIDE 12" X 12" SAMPLE OF EACH FINISH PRIOR TO FABRICATION.



BLACK STALLION
MATTHEWS
MP33653 (SATIN FINISH)

C: 77.06
M: 67.16
Y: 64.81
K: 82.14



TURNBERRY WHITE
MATTHEWS
MP03549 (SATIN FINISH)

C: 0.16
M: 0.34
Y: 3.47
K: 0



EXTERIOR GRADE
CLEAR-COAT

C: 0
M: 0
Y: 0
K: 0

MATERIALS

FABRICATOR TO PROVIDE 12" X 12" SAMPLE OF EACH FINISH PRIOR TO FABRICATION.



ALUMINUM
NOTES:
TBD



STAINLESS STEEL
NOTES:
VERTICAL BRUSH

BRAND FONTS

F1 AKTIV GROTESK EXTENDED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

DESIGNED BY:

FOUND.

THEFOUNDDESIGN.COM

CLIENT:



UNITEDTALENT.COM

PROJECT



225 NORTH POLK AVE
NASHVILLE, TN 37203

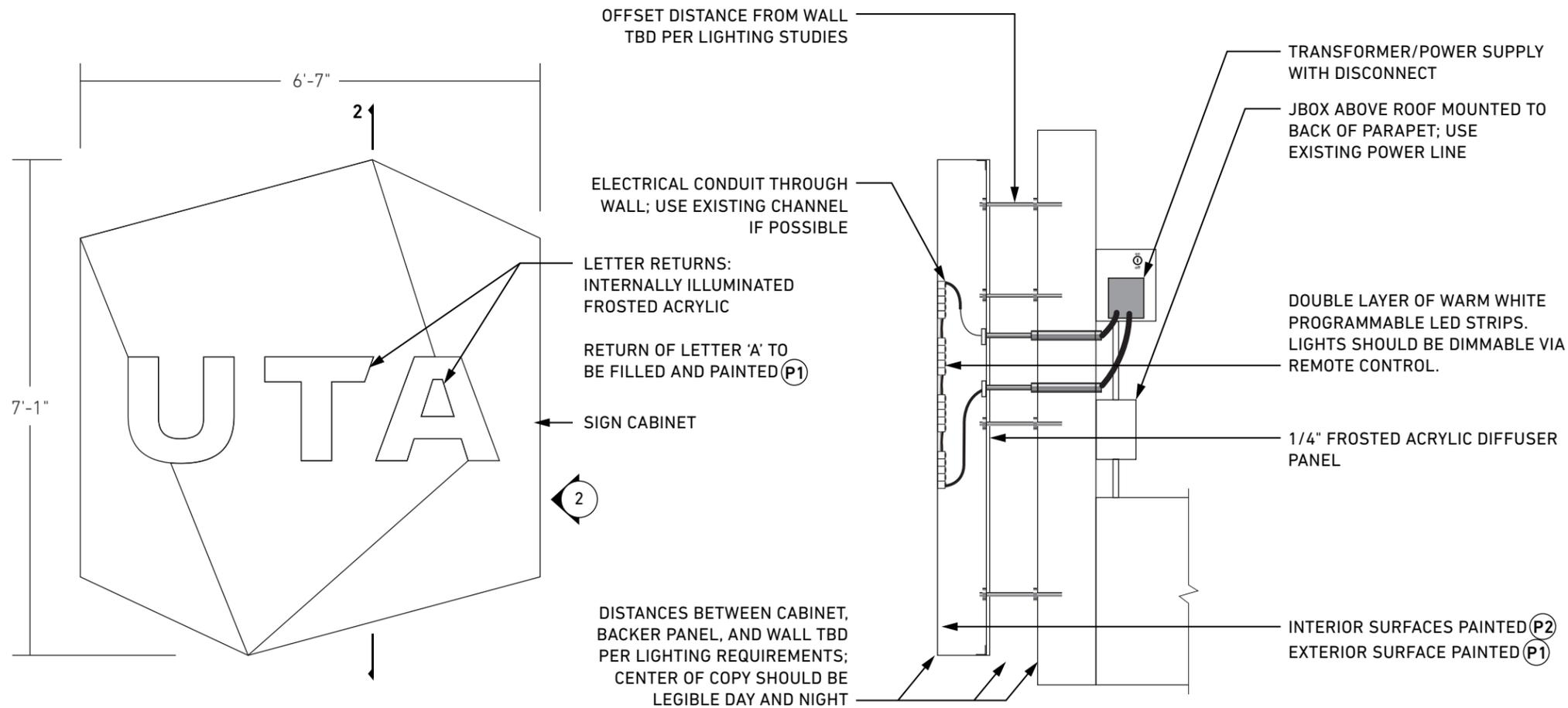
PHASE:

CONSTRUCTION DOCUMENTS

SUBMITTAL DATE:

17 JANUARY 2020

CONSTRUCTION DETAILS | ID.02 SECONDARY SITE IDENTITY



1 **DETAIL ELEVATION: ID.02 SECONDARY SITE ID**
Scale: 1/2"=1'-0"

2 **DETAIL SECTION: ID.02 SECONDARY SITE**
Scale: 1/2"=1'-0"

MATERIAL

- M1 ALUMINUM
- M7 STAINLESS STEEL

COLORS/PAINTS

- P1 BLACK STALLION
MP33653 (SATIN)
- P2 TURNBERRY WHITE
MP03549 (SATIN)
- P3 EXTERIOR RATED
SATIN CLEAR COAT
(FINAL PAINT SPEC TBD)

FONTS

- F1 AKTIV GROTESK
EXTENDED REGULAR

DESIGNED BY:

FOUND.

THEFOUNDDESIGN.COM

CLIENT:



UNITEDTALENT.COM

PROJECT



225 NORTH POLK AVE
NASHVILLE, TN 37203

PHASE:

CONSTRUCTION DOCUMENTS

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