



# 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  
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## STAFF RECOMMENDATION 119 3<sup>rd</sup> Avenue South December 20, 2017

**Application:** Signage; Alterations  
**District:** Broadway Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 09306403000  
**Applicant:** Kayla Joslin  
**Project Lead:** Melissa Baldock, melissa.baldock@nashville.gov

**Description of Project:** Application is to install a new projecting sign and alter existing signage installed without a preservation permit. A roll-up door was also installed without review or permit.

**Attachments**  
**A:** Photos  
**B:** Drawings

**Recommendation Summary:** Staff recommends the approval of the new projecting sign with these conditions:

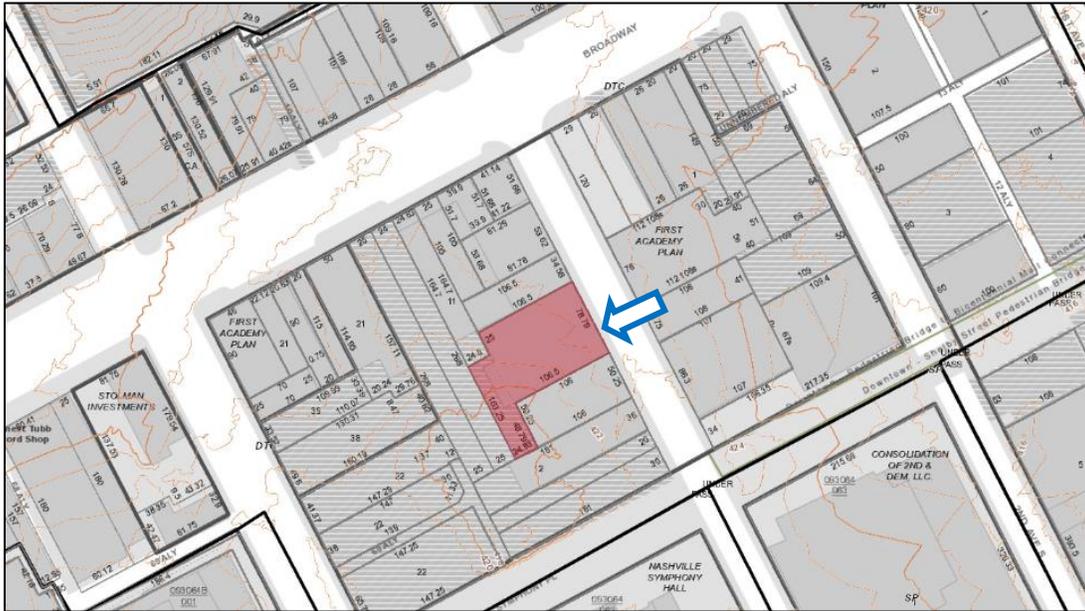
1. The following signs, installed without preservation permits, be removed:
  - a. The “Patsy Cline Museum” wall sign above the storefront on the 3<sup>rd</sup> Avenue South façade
  - b. The “Patsy Cline Museum” shingle sign on the 3<sup>rd</sup> Avenue South facade
  - c. The “Patsy Cline Museum” wall sign on the rear façade.
2. The “Johnny Cash Museum” painted sign above the second story windows on the 3<sup>rd</sup> Avenue South façade and the painted sign on side sliver of a façade on 3<sup>rd</sup> Avenue South be reduced in size so that, together, their square footage is no larger than seventy-eight square feet (78 sq. ft.). The applicant must submit drawings showing the size, location, & design of the new, reduced signs.
3. All removal of paint be undertaken in a way that does not damage the historic brick. MHZC staff to approve the paint removal method.
4. The projecting sign not have exposed bulbs.

With these conditions, staff finds that the proposed signage meets Section IV. of the design guidelines.

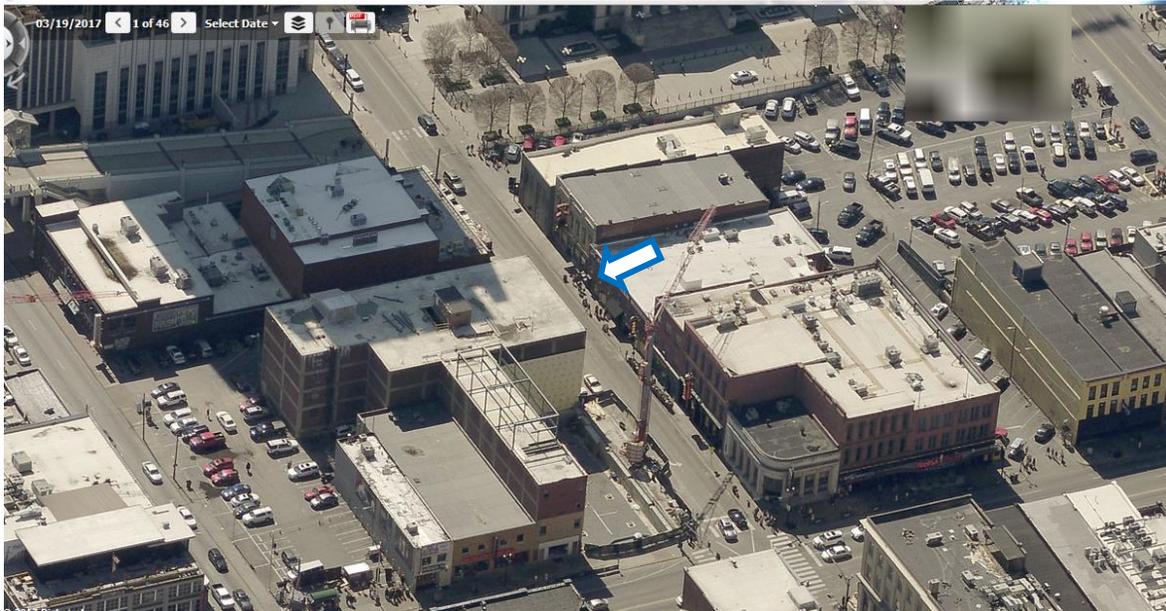
Staff recommends disapproval of the roll-up door, finding that it does not meet Section II.B. of the design guidelines for rehabilitation of doors and entryways.

Staff further recommends that the signage and doorway violations be removed no later than January 30, 2018, providing 30 days for correction.

**Vicinity Map:**



**Aerial Map:**



## **Applicable Design Guidelines:**

### **II. REHABILITATION**

#### **B. Guidelines: Doors and Entryways**

1. Original doors, entryways, and related elements should be retained.
2. Deteriorated or damaged doors or entryways should be repaired using historically appropriate materials.
3. If replacement doors are necessary, replacements should replicate the originals. If original doors do not remain, replacement doors should be of wood and the proportion of glass to door should be comparable to the proportion of display windows to storefront.
4. If doors or entrances do not conform to building or accessibility codes, the originals should be retrofitted to conform. If this is not feasible, replacement doors should be compatible with the original storefront. Variances to building codes may also be sought when the building meets the intent of the code requirements.
5. Glass used in replacement doors should be clear.
6. Generally, new entryways should not be introduced to public facades, unless needed for access to an upper floor or a secondary building use. If a new entrance is needed, it should be compatible with the style and period of the building.

### **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.

## **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 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.

#### **Temporary Signs**

Temporary signs shall follow the standards of 17.32.060.

#### **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.

### **Auto-oriented Canopy/Awning Signs**

The allocation of signage for auto-oriented canopies and awnings shall be measured as wall signs and shall only be used on the canopy/awning. See the section for Canopies and Awnings for information on the design of canopies and awnings.

### **Parking Lot Signs**

A pole-mounted projecting sign is allowed for surface parking lots with no associated building. One sign per street frontage is allowed. The maximum size shall be 36 square feet per sign. The side of the sign shall be attached to the pole and the pole will be considered the “building façade.” All projecting sign standards shall apply; parking lot signs shall follow the standards of a 1-story building.

### **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.

### **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

**Building Sign: Shingle Sign**

**Description**

A single sign is a smaller building sign that projects outward, typically at a ninety degree angle, and hangs from a bracket or support that is located over or near a building entrance.

**General Provisions**

- Signs shall be located within 8 feet of an active pedestrian building entrance. This does not include service entries or entries that primarily remain locked.
- An active pedestrian entrance at the corner of a building is allowed signs on both streets.
- A shingle sign shall be located below the window sills of the second story.
- A shingle sign shall not be internally illuminated.
- A shingle sign cannot cover windows or architectural details.

**Design Standards**

- A** Area (max)—9 square feet
- B** Height (max)—3 feet
- C** Spacing from façade (min)—6 inches
- D** Width (max)—3 feet
- E** Depth (max)—6 inches

**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 logs 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:** 119 3<sup>rd</sup> Avenue South is a two-story commercial structure constructed c.1920. It is a contributing building to the Broadway Historic Preservation Zoning Overlay. The building is currently the home of the Johnny Cash & Patsy Cline Museums.

**Analysis and Findings:** Application is to install a new projecting sign and alter existing signage, much of which was installed without a permit. A roll-up door was also installed without review or permit.

Signage Allotment for 119 3<sup>rd</sup> Avenue South. The building is seventy-nine feet (79') wide and has a signage allotment of one hundred and fifty-eight square feet (158 sq. ft.) for wall and projecting signs. Because the murals on the rear façade use up the building's one hundred and twenty five square feet (125 sq. ft.) of painted signage/mural allotment, the painted signage on the front façade is counted towards the one hundred and fifty-eight square feet (158 sq. ft.) of signage allotment (Figure 1).



Figure 1. The painted signage on the rear façade use up the allotted 125 sq. ft. of painted signage/mural.

Current Signage on 3<sup>rd</sup> Avenue South: Of the five signs installed on the 3<sup>rd</sup> Avenue South side of the building, only one sign was approved by MHZC with a preservation permit. The other four signs were installed without preservation permits and are violations (Figures 2 & 4):

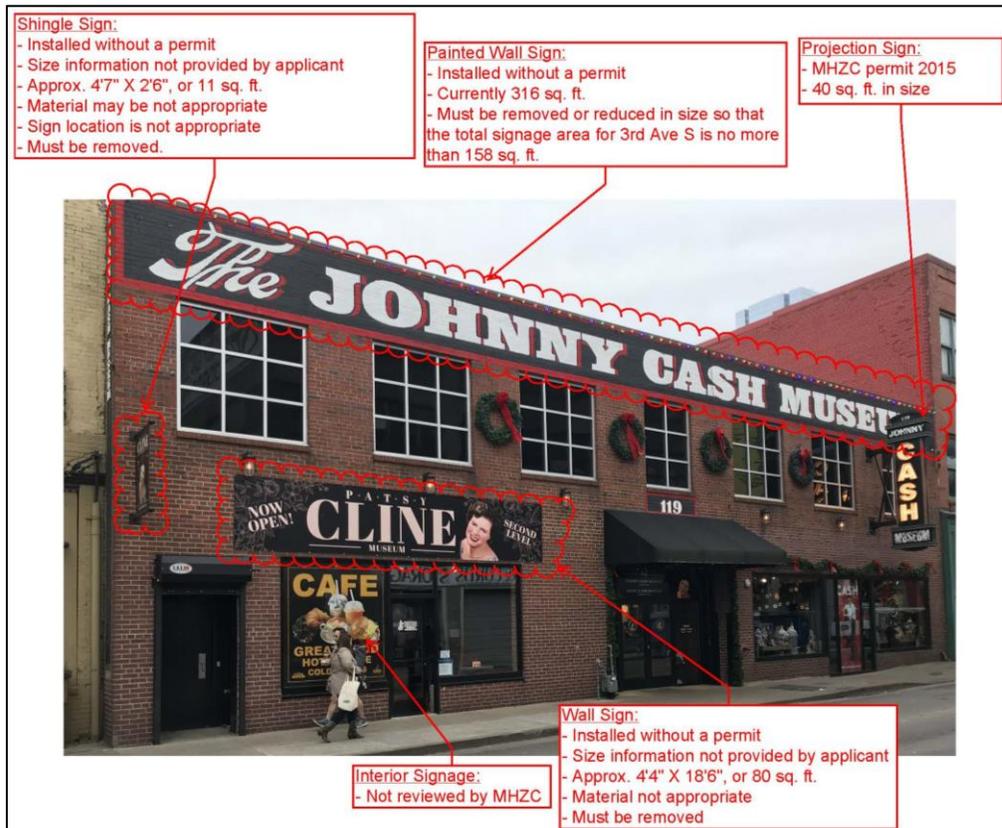


Figure 2. Four of the five signs on the 3<sup>rd</sup> Ave. S. façade of 119 3<sup>rd</sup> Ave. S. were installed without preservation permits

*Projecting Sign:* MHZC approved the Johnny Case Museum projecting sign in 2015. The sign is approximately forty square feet (40 ft. sq.).

*Painted Wall Sign above Second Level:* This sign was installed without a permit c. 2013; the sign is painted over a previously-existing painted sign (Figure 3). Since MHZC must review and approve all painting of masonry, it considers the entire painted area to be part of the sign. The sign is four feet (4') tall by seventy-nine feet (79') wide. Its total square footage is three hundred and sixteen square feet (316 sq. ft.). As noted earlier, the building has already used its painted sign/mural allotment of one hundred and twenty-five square feet (125 sq. ft.) on the rear façade, so the sign size is counted towards the total signage allotment for the building.

As part of the approval of the projecting sign in 2015, the owners were required to reduce the size of the painted wall sign to no more than one hundred and five square feet (105 sq. ft.) in order to bring the sign into compliance with the overall signage plan at that time. The projecting sign was installed, but the painted sign was not reduced in size.

The applicant is now asking to further reduce the sign to no more than seventy-eight square feet (78 sq. ft.) in order to meet the signage allotment. The size of the sign should be even less if the sign on the side sliver of the building is not removed entirely. The applicant did not provide any drawings for what the reduced signage would look like, where it would be located, and how the existing sign will be removed or painted-out. The design guidelines state that “A wall sign shall be located lower than the window sills of the top floor for multi-story buildings.” In this case, the sign is painted above the window sills of the top floor. However, staff finds the location to be appropriate, assuming that the size is reduced to meet the applicable allotment, since a painted sign was at this location prior to the overlay. Staff recommends new elevations be provided showing the location and dimensions of the new painted sign along with a scope-of-work to describe how the existing sign will be removed.



Figure 3: Painted sign in existence in 2009.

*Patsy Cline Museum Wall Sign:* The owner has installed a wall sign for the Patsy Cline Museum above a storefront entrance without a preservation permit. The applicant did not provide any information regarding the size of the sign or its material. Staff estimates that the sign is approximately four feet, four inches (4'4") tall and eighteen feet, six inches (18'6") wide, or approximately eighty square feet (80 ft. sq.). The material appears to be a plastic or vinyl material that is not appropriate. Staff recommends that this sign be required to be removed.

*Patsy Cline Shingle Sign:* The owner has also installed a shingle sign for the Patsy Cline

Museum. The applicant did not provide information as to the sign's size or material. The sign appears to be vinyl, which is not appropriate. Staff estimates that the sign is approximately four feet, seven inches (4'7") tall and two feet, six inches (2'6") wide, or approximately eleven square feet (11 sq. ft.).

The design guidelines state that a shingle sign is limited to nine square feet (9 sq. ft.), with a maximum width of three feet (3') and a maximum height of three feet (3'). The sign appears to be taller than three feet (3') and larger in area than nine square feet (9'). In addition, the sign's location does not meet the design guidelines. The design guidelines state, "[Shingle] Signs shall be located within 8 feet of an active pedestrian building entrance. This does not include service entries or entries that primarily remain locked." The existing shingle sign is more than eight feet (8') from an active pedestrian building entrance. It is near a service entrance, but the design guidelines specifically say that service entrances are not included for consideration of the placement of shingle signs. Staff recommends removal of the shingle sign.

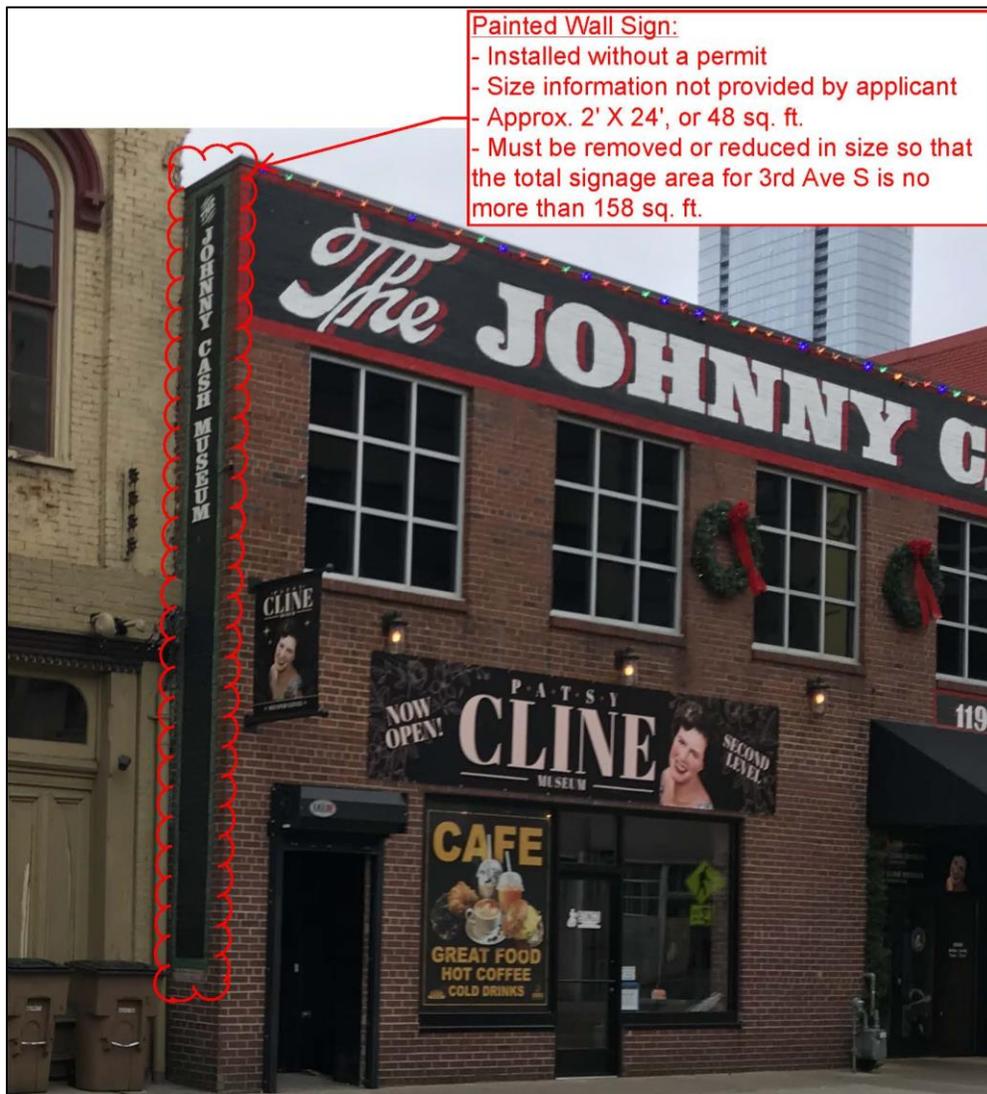


Figure 4. The painted wall sign on the side edge of the 119 3<sup>rd</sup> Ave. S. façade.

*Painted sign on side edge of 3<sup>rd</sup> Avenue South façade:* The owner has installed a painted wall sign on the side edge of the building without a preservation permit. The applicant did not submit information as to the size of the sign. Since MHZC reviews all painting of brick, the entire painted area is counted as part of the sign. Staff estimates that the sign is approximately two feet wide and twenty-four feet tall (2' X 24'), or forty-eight square feet (48 sq. ft.).

While this part of a building would not typically be an appropriate place for signage, there was signage at this location prior to the designation of the Broadway Historic Preservation Zoning Overlay (Figure 5). Staff therefore finds that signage in this location could be appropriate if it were brought into compliance with the overall signage allotment for the building. Staff recommends that the painted sign be removed or reduced in size so that the total square footage of signage for the 3<sup>rd</sup> Avenue South side of the building is no more than one hundred and fifty-eight square feet (158 sq. ft.).



Figure 5. 119 3<sup>rd</sup> Ave S. c. 2009

Total Signage Currently on 3<sup>rd</sup> Avenue South Façade:

Painted Wall Sign Above Windows	316 sq. ft.
Projecting Sign	40 sq. ft.
Patsy Cline Wall Sign	80 sq. ft.
Side Painted Sign	48 sq. ft.
<b>TOTAL</b>	<b>484 sq. ft. *</b>

\*The shingle sign, which is approximately eleven square feet (11 sq. ft.), is typically not counted in the wall/projecting signage allotment. However, shingle signs are limited to nine square feet (9 sq. ft.).

In total, the 3<sup>rd</sup> Avenue South façade has four hundred, and eighty-four square feet (484 sq. ft.) of signage on it. This is well above the allotment of one hundred and fifty-eight square feet (158 sq. ft.). Staff recommends that the signage be removed or reduced so that the total signage square footage on the 3<sup>rd</sup> Avenue South is not more than one hundred and fifty-eight square feet (158 sq. ft.). Staff also recommends that all paint be removed with the gentlest means possible, to be approved by MHZC staff.

Rear Signage: A wall sign has been added to the rear of the building without a preservation permit (Figure 6). The sign appears to be vinyl, which is not an appropriate material for signage. In addition, the sign's placement above the top floor's window sills does not meet the design guidelines.



Figure 6: The unpermitted signage is for Patsy Cline on the rear façade.

For this building, the design guidelines allow for seventy-eight square feet (78 sq. ft) of signage on the rear, non-street facing side and murals are calculated separately. If the rear photographs are considered “murals” then the current painted signage leaves only three square feet (3 sq. ft.) of allotment remaining. The dimensions of the rear Cline sign were not provided but it is clear that it is more than three square feet (3 sq. ft.) and so its size does not meet the design guidelines for signage.

Staff recommends removal of the Patsy Cline vinyl sign on the rear façade.

New Projecting Sign for 3<sup>rd</sup> Avenue South Façade. The applicant is proposing a second projecting sign on the 3<sup>rd</sup> Avenue South façade (Figure 6). The sign will be forty-square feet (40 sq. ft.). Currently, there is no signage allotment left for additional signs on the 3<sup>rd</sup> Avenue South façade. The sign’s square footage is only appropriate if the other signage on the 3<sup>rd</sup> Avenue South side is significantly reduced in size to meet the signage allotment. The sign also includes exposed bulbs. The design guidelines do not allow for exposed bulbs, and staff therefore recommends that they be removed from the sign.

The proposed projecting sign meets all other size regulations:

	<b>Design Guidelines:</b>	<b>Proposed:</b>
Distance between Projecting signs	Min. 25’	Johnny Cash sign, 54’ Hats/Boots, 45’
Location	Below parapet	Below the parapet
Height	Max. 16’	10’
Spacing from façade	Min. 1’	1’
Projecting width	Max. 6’	5’
Cabinet Depth	Max. 18”	18”

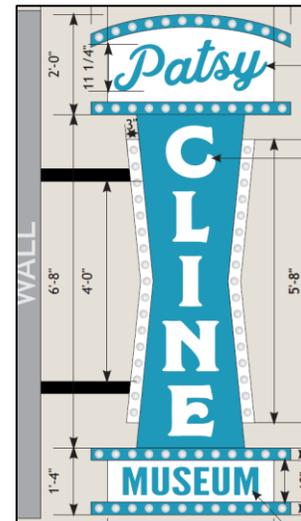


Figure 6. Proposed projecting sign

**Roll Up Door Violation:** A rollup door was installed at an existing entryway (Figure 7). Section II.B of the design guidelines states that replacement doors should be compatible with the storefront. MHZC does not consider this style of door to be compatible on the front façade of a building and on historic buildings where there is no evidence of them historically. Enclosing an entrance does not meet design guideline II.B.1, which calls for “original doors, entryways, and related elements to be retained.” Secondary, narrow, recessed entrances are typical of historic buildings. The rollup door encloses this typical entrance feature and dramatically alters the look of the recessed entrance. Staff finds that the roll up door does not meet Section II.B. of the design guidelines, and recommends its removal.



Figure 7. The roll up door installed without a permit.

The applicant has stated that the rollup door was installed to prevent unwanted activity in the recessed entrance. Staff recommends alternative methods such as motion-detecting lighting or alarms, or placing the mechanicals for the door inside of the recessed entryway.

**Recommendation Summary:** Staff recommends the approval of the new projecting sign with these conditions:

1. The following signs, installed without preservation permits, be removed:
  - a. The “Patsy Cline Museum” wall sign above the storefront on the 3<sup>rd</sup> Avenue South façade
  - b. The “Patsy Cline Museum” shingle sign on the 3<sup>rd</sup> Avenue South facade
  - c. The “Patsy Cline Museum” wall sign on the rear façade.
2. The “Johnny Cash Museum” painted sign above the second story windows on the 3<sup>rd</sup> Avenue South façade and the painted sign on side sliver of a façade on 3<sup>rd</sup> Avenue South be reduced in size so that, together, their square footage is no larger than seventy-eight square feet (78 sq. ft.). The applicant must submit drawings showing the size, location, & design of the new, reduced signs.
3. All removal of paint be undertaken in a way that does not damage the historic brick. MHZC staff to approve the paint removal method.
4. The projecting sign not have exposed bulbs.

With these conditions, staff finds that the proposed signage meets Section IV. of the design guidelines.

Staff recommends disapproval of the roll-up door, finding that it does not meet Section II.B. of the design guidelines for rehabilitation of doors and entryways.

Staff further recommends that the signage and doorway violations be removed no later than January 30, 2018, providing 30 days for correction.

**Shingle Sign:**

- Installed without a permit
- Size information not provided by applicant
- Approx. 4'7" X 2'6", or 11 sq. ft.
- Material may be not appropriate
- Sign location is not appropriate
- Must be removed.

**Painted Wall Sign:**

- Installed without a permit
- Currently 316 sq. ft.
- Must be removed or reduced in size so that the total signage area for 3rd Ave S is no more than 158 sq. ft.

**Projection Sign:**

- MHZC permit 2015
- 40 sq. ft. in size



**Interior Signage:**

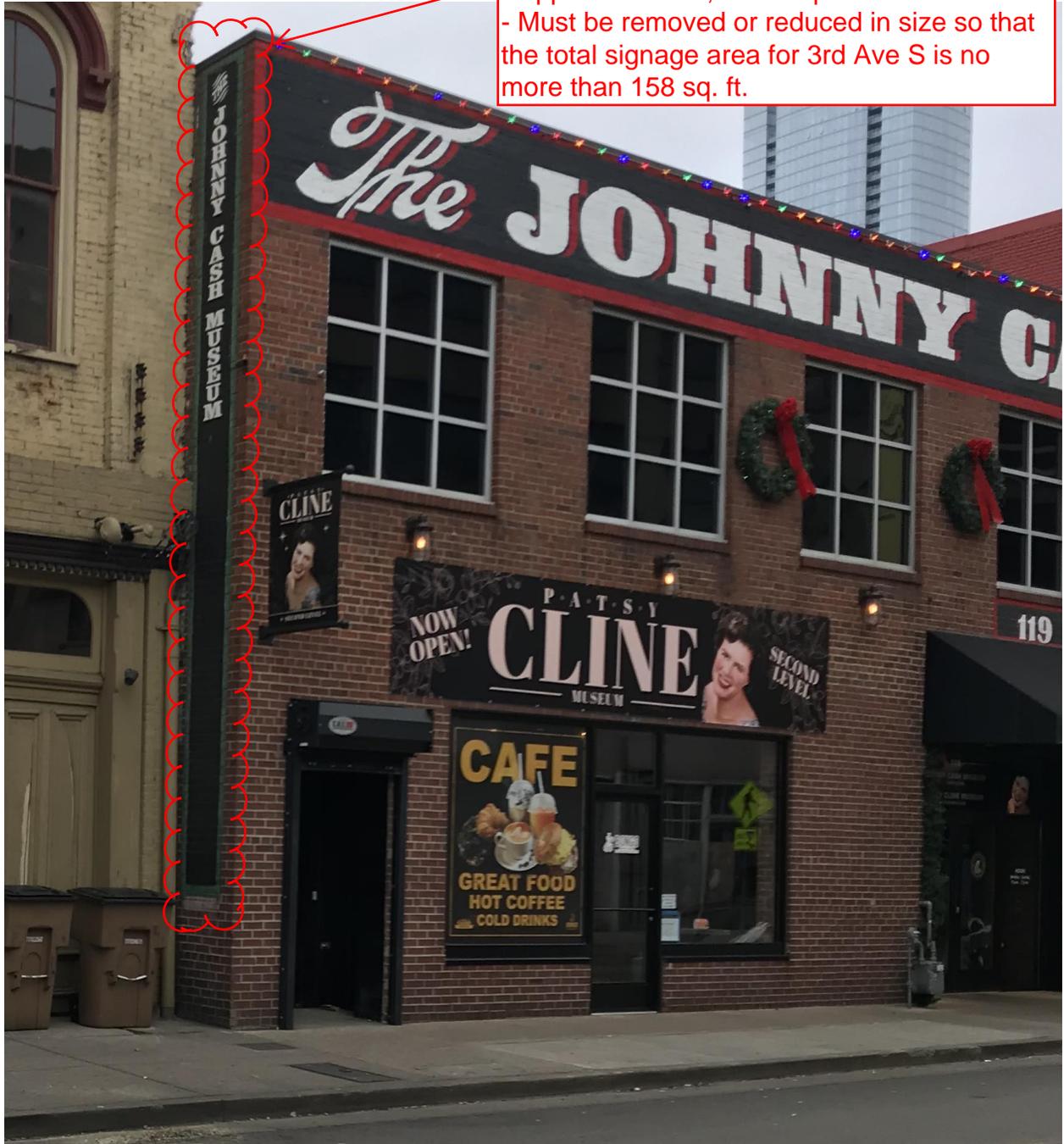
- Not reviewed by MHZC

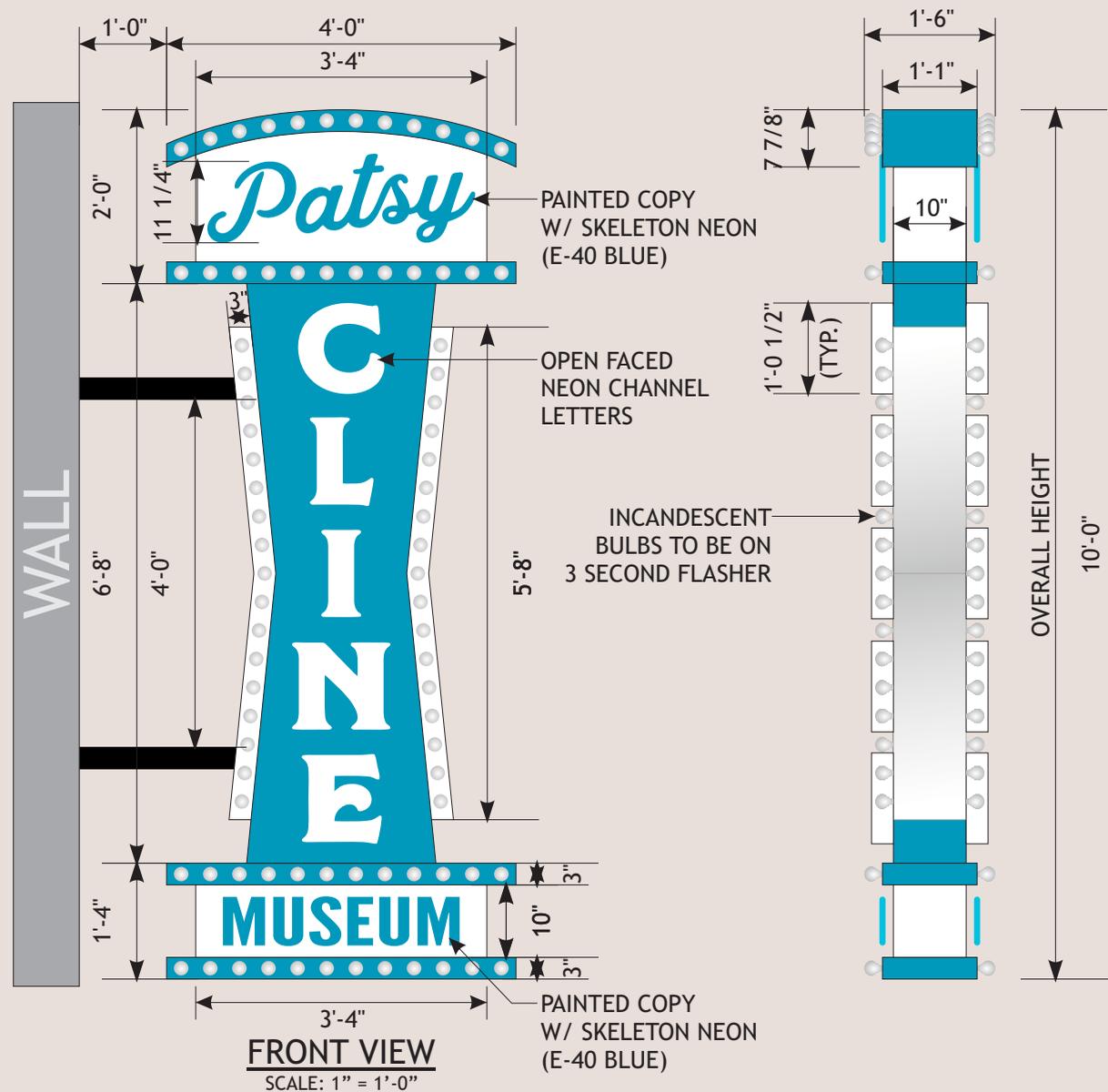
**Wall Sign:**

- Installed without a permit
- Size information not provided by applicant
- Approx. 4'4" X 18'6", or 80 sq. ft.
- Material not appropriate
- Must be removed

Painted Wall Sign:

- Installed without a permit
- Size information not provided by applicant
- Approx. 2' X 24', or 48 sq. ft.
- Must be removed or reduced in size so that the total signage area for 3rd Ave S is no more than 158 sq. ft.





**ELECTRICAL NOTES**  
 ELECTRICAL IN J. BOX  
 INSIDE CAB CONNECTED  
 TO PRIMARY LEADS:  
 POWER-POWER  
 NEUTRAL-NEUTRAL  
 GRND-GRND  
 Suitable For Wet Or Dry Locations



**PATSY CLINE**

LOCATION: **NASHVILLE, TN**

JOB CONTACT: NAME PROJECT MGR: KIM CLARK

DRAWING NO: **171100-K10-01**

**SPECIFICATIONS & FINISHES:**  
 1. FABRICATE/INSTALL ONE(1) DF BLADE SIGN AS ILLUSTRATED AND SPECIFIED.

E-40 BLUE NEON 
  WHITE NEON 
  WHITE 
  PMS 313

DESIGNED BY: A. TORREJON DATE: 11-17-17

WORK ORDER NO.: XXXXXX

PAGE 1 OF 2

**APPROVALS FOR MANUFACTURING**

CUSTOMER:

INSTALLATION:

PROJECT MANAGER:

**JOSLIN AND SON SIGNS**

630 Murfreesboro Rd. Nashville, TN 37210  
 615.255.3463 1.800.545.9557



<b>PATSY CLINE</b>	
LOCATION:	<b>NASHVILLE, TN</b>
JOB CONTACT: NAME	PROJECT MGR: <b>KIM CLARK</b>
DRAWING NO:	<b>171100-K10-02</b>

**SPECIFICATIONS & FINISHES:**

1. ONE(1) SET OF PLATE LETTERS MOUNTED TO WALL.

WHITE

DESIGNED BY:	DATE:
A. TORREJON	11-17-17
WORK ORDER NO.:	
XXXXXX	
PAGE	OF
<b>2</b>	<b>2</b>

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

**JOSLIN AND SON SIGNS**

630 Murfreesboro Rd. Nashville, TN 37210  
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