



**METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY**

Metropolitan Historic Zoning Commission  
Sunnyside in Sevier Park  
3000 Granny White Pike  
Nashville, Tennessee 37204  
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**STAFF RECOMMENDATION**  
**119 3<sup>rd</sup> Avenue South**  
**August 16, 2017**

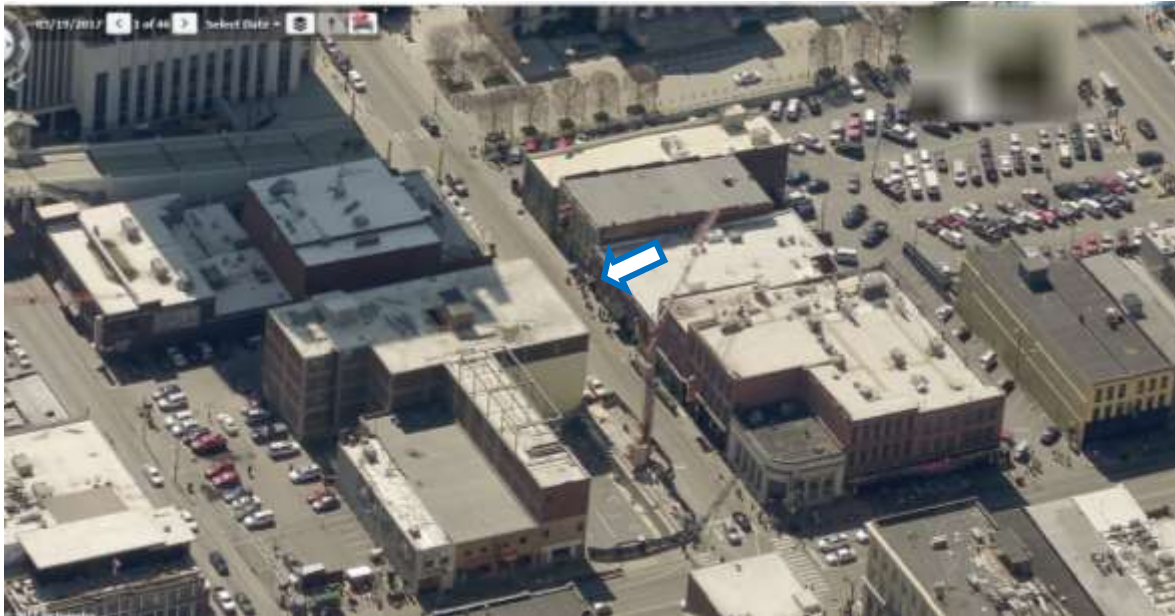
**Application:** New construction, Rehabilitation, Signage-violations  
**District:** Broadway Historic Preservation Zoning Overlay  
**Council District:** 19  
**Map and Parcel Number:** 09306403000  
**Applicant:** Bill Miller  
**Project Lead:** Paul Hoffman, paul.hoffman@nashville.gov

<p><b>Description of Project:</b> A roll-up door was installed without review or permit. Signage has been installed without review or permit for a building that has already exceeded its allotment.</p> <p><b>Recommendation Summary:</b></p> <p>Staff recommends removal of the three vinyl signs (rear wall sign, 3<sup>rd</sup> Ave wall sign and 3<sup>rd</sup> Ave shingle sign) and the left-corner painted sign, installed without a permit, finding that they do not meet the design guidelines for allotment or materials.</p> <p>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.</p> <p>Staff further recommends that the violations be removed no later than September 15, 2017, providing 30 days for correction.</p>	<p><b>Attachments</b> <b>A:</b> Photographs</p>
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**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

#### 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.

##### 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: 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: 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

**Background:** 119 3<sup>rd</sup> Avenue South is a two-story commercial structure constructed circa 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:**

#### **3<sup>rd</sup> Avenue Signage:**

In 2013, staff issued a permit for painted wall signs on the 3<sup>rd</sup> Avenue South façade, based on the prior design guidelines for signage and replacing previously painted signage.

In April 2014, the applicant requested a projecting sign. With the revised design guidelines the painted signage far exceeded the allotment; therefore, the commission approved the projecting sign with the condition that the painted sign be changed in size so that the two types of signs together met the allotment. (Permit 2015-00195) Rather than decreasing the size of the painted signage additional painted signage was added. (See figures 1 and 2.)



Figures 1 and 2: Left image is the building in April 2014 and the right is the building is March 2015.



Figure 3: Conditions at the time of approval of the projecting sign. Approval of projecting sign was based on the painted signage being lowered in square footage so that the two sign types together met the allotment.





Figure 4. From permit issued 2015, the painted sign was to be reduced to 105 sq ft, to match image shown, allowing the building to meet its allocation of sign area



Figure 5. Existing signage at 119 3rd Avenue S showing that the reduction in painted signage was never accomplished although the projecting sign was installed.



Figure 6: Shows two more signs added recently: a blade sign and a wall sign.

Under Section IV of the Broadway design guidelines, the building is allowed one hundred fifty-eight feet (158 sq. ft.) for wall, awning, canopy and projecting signage types on the 3<sup>rd</sup> Avenue South facade. The existing signage, of these types on the 3<sup>rd</sup> Avenue South façade, consists of:

- The painted sign at the top of the building and down the side (more than 362 sq. ft.)
- The projecting sign approved in 2014 (40 sq. ft.)
- Vinyl wall sign for Patsy Cline (estimated 60 sq. ft.)

Therefore the building currently has more than four hundred and sixty-two square feet (462 sq. ft.) of signage, which means that it is more than three hundred and four square feet (304 sq. ft.) over the allotted sign area

As the building was already significantly over its allotment for signage, the revision of the dimensions of painted signage (a condition of approval of the projecting sign) was not accomplished, and additional painted signage was added without a permit, adding new signage does not meet Section IV of the design guidelines. Staff recommends that all of the current signage, with the exception of the shingle sign which is calculated separately, and any plans for future signage be reconsidered so that together all meet the allotment. Because there are multiple solutions, staff recommends disapproval of the newly placed signs and the side painted signage, all installed without a permit, rather than approval with specific conditions.

#### Rear Signage:

A vinyl sign has been added to the rear of the building without a Preservation Permit. (See figure 7.) In 2013, a rear painted sign was installed without a permit. The size of the sign was altered to meet the design guidelines and is now approximately seventy-five square feet (75 sq. ft.).

In 2015, signage was installed in the form of “murals” on the back of the building without a permit. A permit was administratively issued.



Figure 7: The unpermitted signage is for Patsy Cline on the far left.

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 does not meet the design guidelines for signage.

3<sup>rd</sup> Avenue and Rear Signage Materials: The guidelines require any signage to be made of “rigid, weatherable material such as hard plastic, wood, MDO plywood, aluminum, steel, PVC, glass, fiberglass or plexiglass.” In the past, vinyl has not been considered to meet that design guidelines for a rigid material. The Cline shingle sign and the two Cline wall signs are vinyl and do not meet the design guidelines for materials. The painted signage on the left corner is appropriate in terms of materials.

Rehabilitation: A rollup door was installed at an existing entryway. (See figure 8.) Section II.B of the design guidelines states that replacement doors should be compatible with the storefront. The Commission has not previously considered 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. (In addition, the door blocks a fire exit and so may not meet code. The applicant is working with the Codes Department on this issue.)

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.



Figure 8. Unpermitted door

**Recommendation Summary:**

Staff recommends removal of the three vinyl signs (rear wall sign, 3<sup>rd</sup> Ave wall sign and 3<sup>rd</sup> Ave shingle sign) and the left-corner painted sign, installed without a permit, finding that they do not meet the design guidelines for allotment or materials.

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 violations be removed no later than September 15, 2017, providing 30 days for correction.