



October 7, 2021

Eric Hammer, AICP, LEED AP
Metropolitan Nashville Planning Department
Second Avenue South, 2nd Floor
Nashville, TN, 37210

Re: Billboard Relocation & Dog Park at '0 YMCA Way' (093-05016000)

Dear Mr. Hammer,

I am writing to you on behalf of 801 Church Owner, LLC and 900 Church Owner, LLC, affiliates of Giarratana, LLC (collectively, "Giarratana") to request that the attached Billboard Relocation and Modification request be placed on the November agenda of the Downtown Code (DTC) Design Review Committee. We have been working closely with the Planning Committee staff and the Mayor's office in formulating this request which replaces four (4) traditional billboards with two much smaller, sleek and tasteful, digital billboards. Upon approval, Giarratana, LLC will work with Lamar Advertising Company ("Lamar") to remove the existing billboards from the YMCA Way property and in their place build and maintain a public dog park for the enjoyment of the residents of downtown Nashville.

Giarratana is currently building two residential high-rises at 900 Church Street and 801 Church Street that will add an additional 706 new downtown residential units along a bustling and vital downtown corridor. That area of downtown is particularly lacking for green space and Giarratana has successfully negotiated with Lamar to obtain a perpetual easement on that property for the purposes of building a public dog park for the benefit of nearby residents.

In order for this to happen, Lamar requires that the four (4) billboards located on their YMCA Way property (336 sq feet each, 1,344 sq feet in total area) be modified to two (2) digital billboards and relocated nearby. Giarratana has agreed to allow for the billboards to be relocated to the properties located at 900 & 801 Church Street and the two (2) new digital billboards will be less than half of the existing billboards space (392 & 195 sq feet respectively, totaling 587 square feet). Once this occurs, Giarratana will begin construction on a public dog park which Giarratana will build and maintain at their own expense.

All of the above is detailed in our attached submission materials including images of the existing billboards, detailed drawings of the new relocated billboards, and detailed specs of the proposed public dog park that this relocation enables. In formulating this submission, we have worked closely with the Planning Department and the Mayor's Office to ensure that the new billboards are consistent with the intent of the DTC and are very much in keeping with the character of the area. The DTC encourages signage that enhances the economic vitality of downtown, reduces visual clutter, reinforces the existing character, and is complementary to the architectural design of the area. We have made every effort to align with this intent with the new billboards to make them appear as if they have always been there while reducing the overall billboard space in that area by 750 sq feet.

1224 6th Ave N, Tennessee | 37208
615.649.8384 | jigsawtn.com

We look forward to presenting this matter in full at the November meeting of the DTC Design Review Committee. Because all sign modifications are considered 'major modifications' under the DTC, we have enclosed a check for \$2,800 with this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Sam Reed". The signature is fluid and cursive, with the first name "Sam" being larger and more prominent than the last name "Reed".

Sam Reed
On behalf of Giarratana, LLC

Cc: Tony Giarratana, Giarratana, LLC
Mark Sturtevant, Metro Nashville
Lucy Kempf, Metro Nashville
Lamar Contact, Lamar Advertising



PUBLIC DOG PARK AT ALCOVE | 900 CHURCH STREET

NASHVILLE, TN / GIARRATANA, LLC / 10.06.2021

900 CHURCH STREET

34 STORIES
356 UNITS
4TH Q 2022

706 NEW DOWNTOWN UNITS

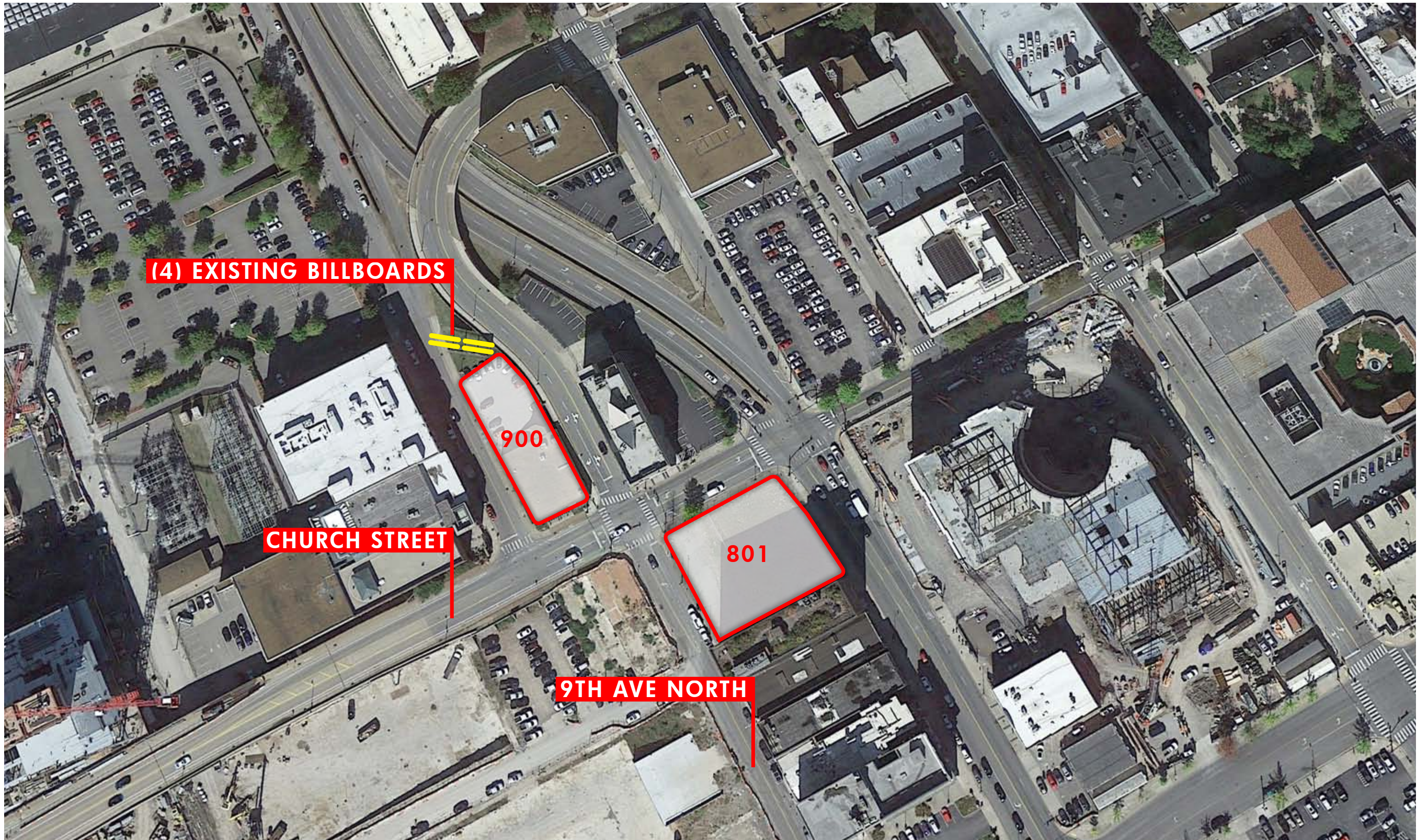


801 CHURCH STREET

38 STORIES
350 UNITS
4TH Q 2023

LOOKING EAST ON CHURCH STREET | RENDERING

900 CHURCH STREET / NASHVILLE, TN / GIARRATANA, LLC / 10.06.2021



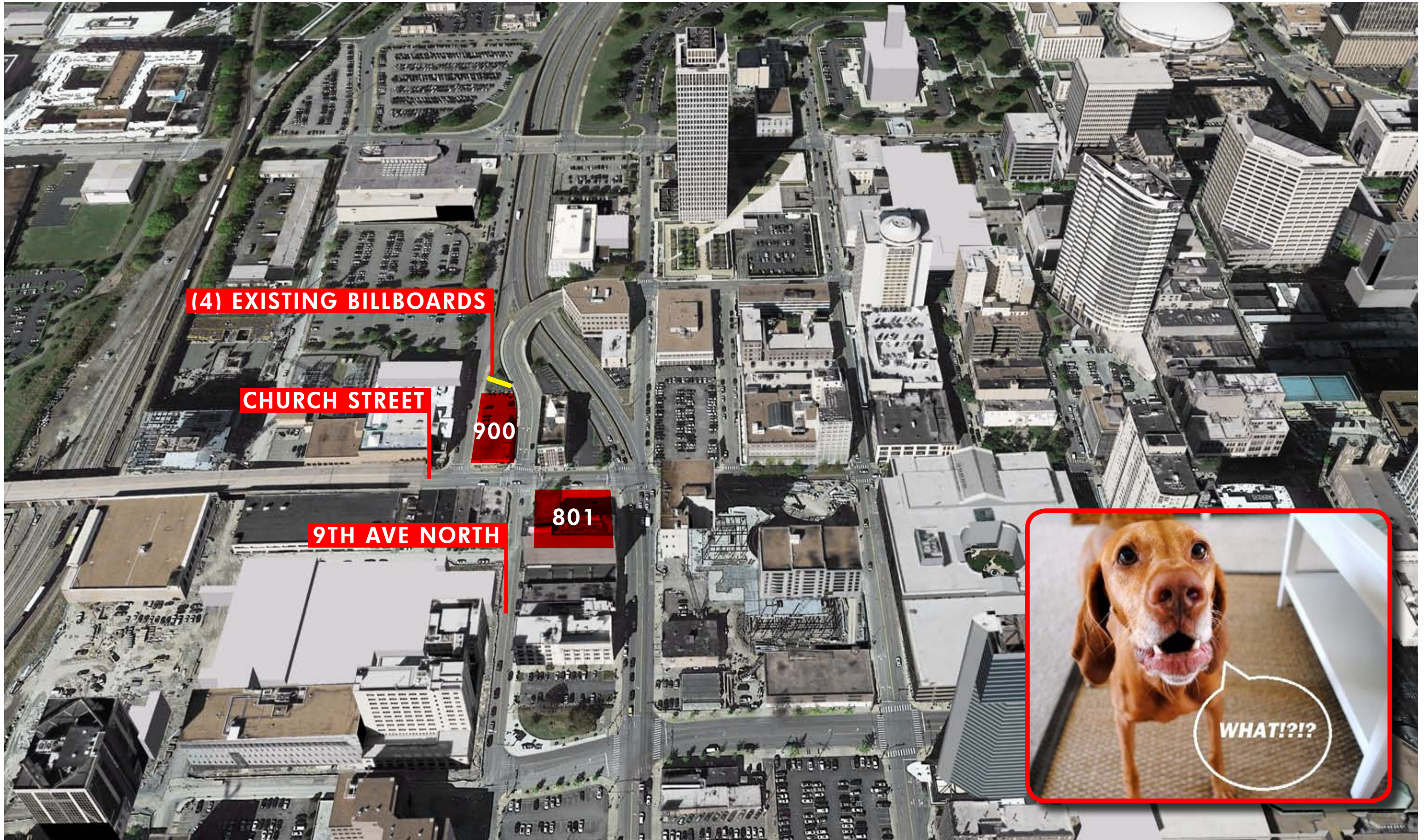
(4) EXISTING BILLBOARDS

900

801

CHURCH STREET

9TH AVE NORTH



(4) EXISTING BILLBOARDS

CHURCH STREET

900

9TH AVE NORTH

801

WHAT!?!?

(4) EXISTING BILLBOARDS AT 336 SF EACH, 1344 SF TOTAL AREA

BILLBOARDS ON BOTH SIDES



GRANDFATHERING RIGHT: 2,688 SF TOTAL AREA = 672 SF PER BILLBOARD





SOUTH FACING - YMCA WAY



NORTH FACING - 9TH AVE NORTH

ANALYSIS:

4 BILLBOARDS TOTAL
336 SF PER BILLBOARD
1,344 SF TOTAL AREA

GRANDFATHERING POTENTIAL:

2,688 SF TOTAL AREA



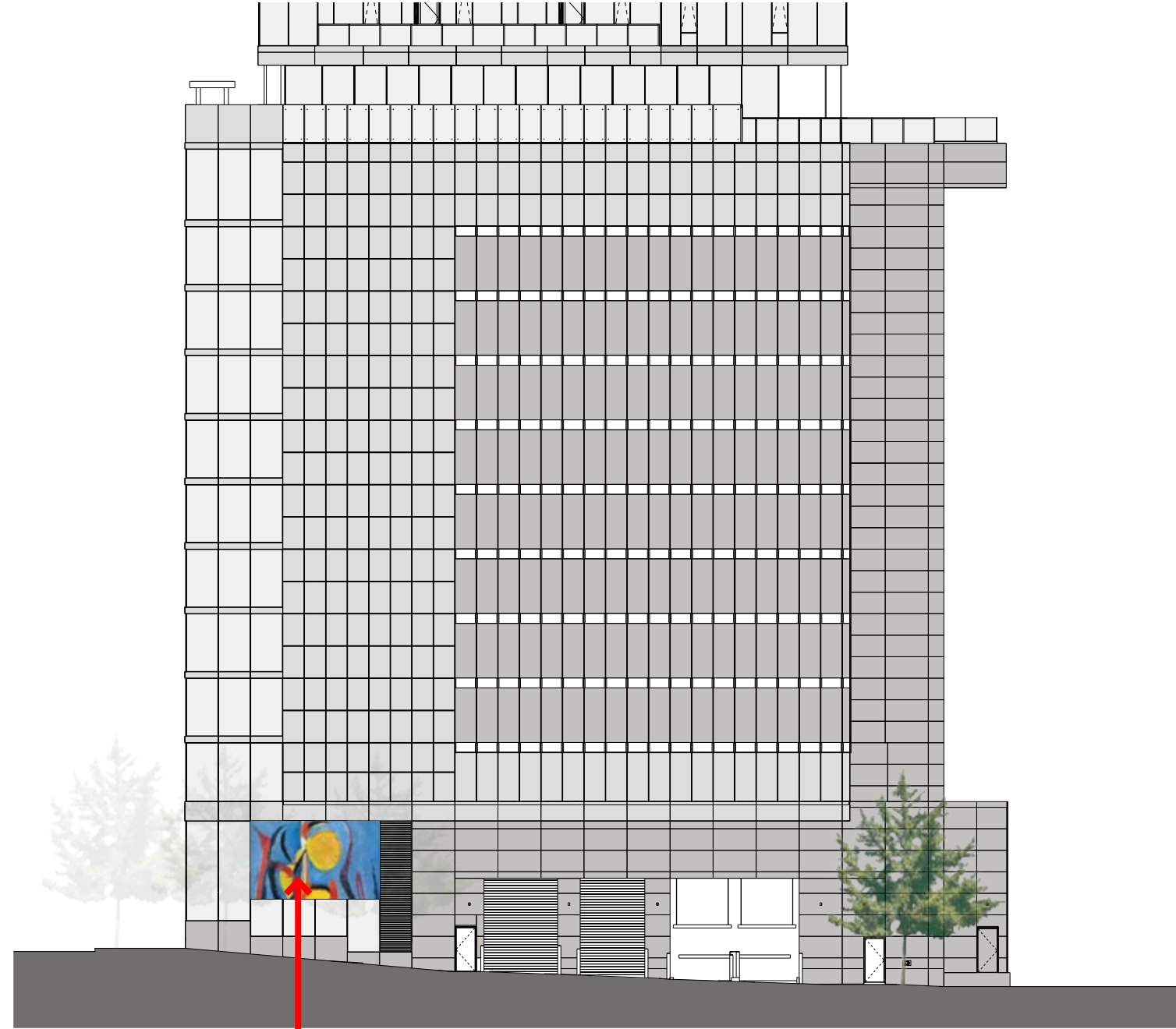
900 CHURCH STREET: (1) **DIGITAL BILLBOARD** AT 392 SF (14 X 28)

VIEW FROM 9TH AVE NORTH | RENDERING

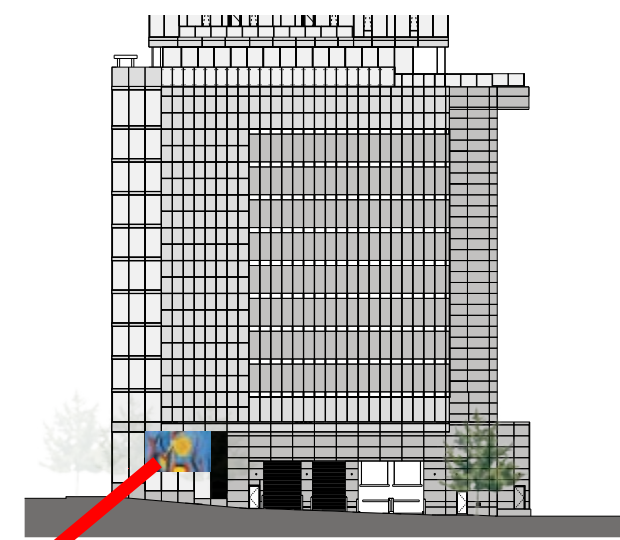
900 CHURCH STREET / NASHVILLE, TN / GIARRATANA, LLC / 10.06.2021



900 CHURCH STREET: (1) **DIGITAL BILLBOARD** AT 392 SF (14 X 28)



801 CHURCH STREET: (1) **DIGITAL BILLBOARD** AT 195 SF (13.4 X 20)



801 CHURCH STREET:
1 SINGLE DIGITAL
BILLBOARD
FACING ENTERTAINMENT
DISTRICT
195 SQUARE FEET



NASHVILLE YARDS NORTH ELEVATION:
5 DIGITAL BILLBOARDS: 663 SF, 380 SF, 380
SF, 380 SF, 312 SF
2,115 TOTAL SQUARE FEET

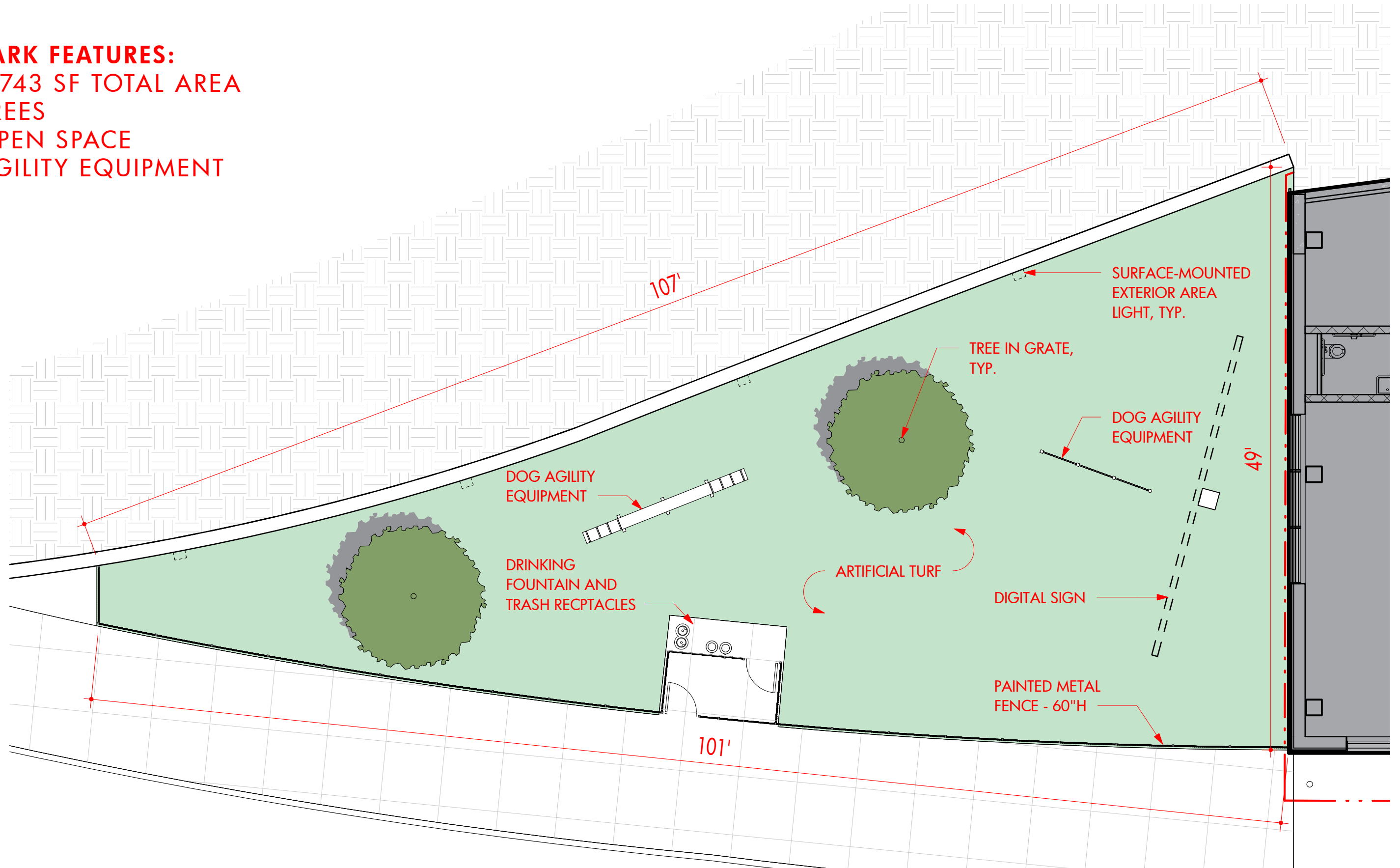
801 CHURCH VS NASHVILLE YARDS | DIGITAL BILLBOARD COMPARISON





UNLOCKS **ALCOVE PUBLIC DOG PARK**: OPEN TO THE PUBLIC AND PRIVATELY MAINTAINED

PARK FEATURES:
3,743 SF TOTAL AREA
TREES
OPEN SPACE
AGILITY EQUIPMENT





CURRENT USE:
4 BILLBOARDS TOTAL
336 SF PER BILLBOARD
1,344 SF TOTAL AREA
*2,688 SF BY RIGHT



POTENTIAL USE:
PUBLIC DOG PARK
FREE CITY AMENITY
2 DIGITAL SIGNS, 587 SF TOTAL DESIGN
AESTHETICALLY PLEASING DESIGN