

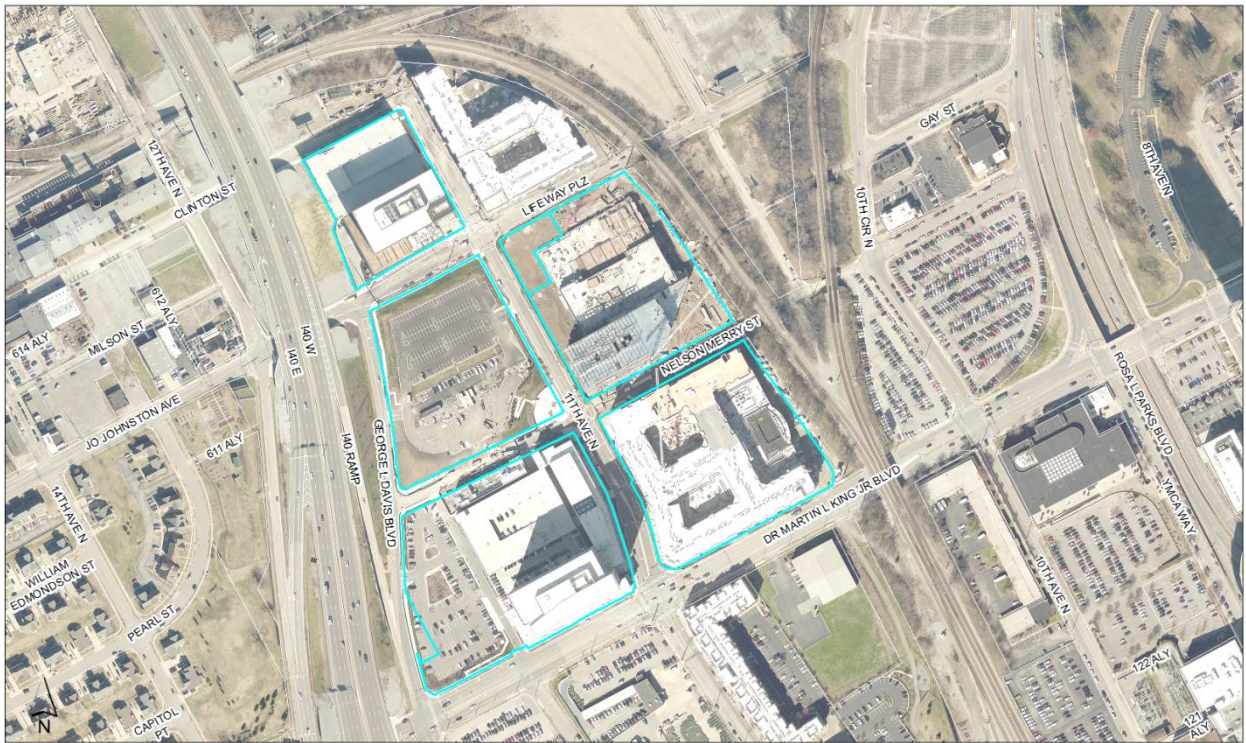


Request
Project Name
Council District
Requested by

DTC Modification
Capitol View Signage
19 – O’Connell
Kathryn Withers, with Barge Design Solutions;
Jeff Haynes, with Boyle Investment Company

Staff Reviewer
Staff Recommendation

Wallace
Approve with conditions



1 inch = 200 feet



Downtown Code DRC Meeting of 1/3/2018

APPLICANT REQUEST

A request to modify various sign standards within the Capitol View Development for properties located at 406, 500, 515, and 530 11th Avenue North, 1100 Dr. MLK Jr. Blvd, and 1 Lifeway Plaza. (22.21 acres), loosely bounded by Charlotte Avenue, I-40, and CSX right-of-way, and within the Gulch South Subdistrict of the DTC. Modification requests are related to environmental branding and way-finding signage only.

DTC MODIFICATION REQUEST SUMMARY

1. A-1: District Main ID Sign

Street Type: Gateway

Sign Type: Ground Sign

- Height:
 - Required: 15 ft
 - Proposed: 25 ft
- Illumination:
 - Required: Background must be opaque; only graphics, text and logos may be illuminated.
 - Proposed: To permit accent panels on side to illuminate.

2. A-2: Block E – Triangle Park Feature

Street Type: Transitional

Sign Type: Ground Sign

- Height
 - Required: 10 ft
 - Proposed: 25 ft
- Depth
 - Required: 18 in
 - Proposed: 38 in
- Illumination:
 - Required: Background must be opaque; only graphics, text and logos may be illuminated.
 - Proposed: To permit accent panels to illuminate

3. J: Feature Element Artwork

Street Type: Transitional

Sign Type: Ground Sign

- Height
 - Required: 10 ft
 - Proposed: 12 ft
- Illumination:
 - Required: Background must be opaque; only graphics, text and logos may be illuminated.
 - Proposed: To permit illuminated raceway along bottom.



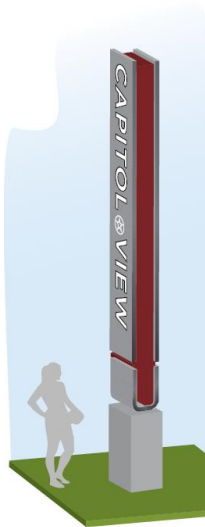
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4. B-1, B-2, and B-3: Site Gateway Signage (various locations)

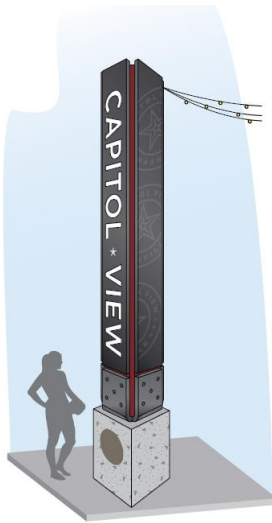
Street Type: Transitional

Sign Type: Ground Sign

- Illumination:
 - Required: Background must be opaque; only graphics, text and logos may be illuminated.
 - Proposed: To permit accent panels to illuminate.
- Location
 - Required: 5 ft setback from the property line
 - Proposed: various dimensions



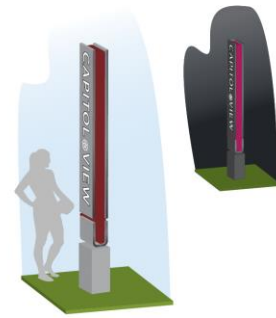
A-1



A-2



J



B-1, B-2, B-3



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Capitol View Conceptual Site Plan



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PROJECT OVERVIEW

The Capitol View Signage and Graphics package seeks to identify and brand the Capitol View District, a mixed-use development among multiple blocks within the Gulch South Subdistrict of the DTC.

The development borders along various streets including Charlotte Avenue to the south, Interstate 40 and George L. Davis Boulevard to the west, and an urban greenway and CSX right-of-way to the north and east. 11th Avenue North traverses through the site to become a central spine of the development and intersects with Nelson Merry Street and Lifeway Plaza.

DTC MODIFICATIONS ANALYSIS

The purpose of the comprehensive sign plan is to create a common brand and identity across multiple parcels, buildings, streets, and open spaces. Although the Downtown Code does not account for such environmental branding, individual signs are reviewed against the ground sign standards of the DTC as well as the broader guiding principles and spirit of the Downtown Code.

In general, the proposed signage package strives to meet the expectations of the guiding principles of the Downtown Code. Specifically, the DTC calls for:

- Creation of active and attractive streetscapes by promoting safe, interesting, and comfortable environments.
- Creation of “great spaces” throughout Downtown for enjoyment of citizens and visitors alike by supporting varied and unique types of open space.
- Creation of distinctive urban neighborhoods that align with the intended character of each Subdistrict.

Additionally, the signage package strives to meet the intent of the general provisions outlined for signage in the DTC. Specifically, the purpose of signage regulations should accomplish the following:

- Establish reasonable and improved standards for Downtown business identification;
- Encourage creative and innovative approaches to regulating signs consistent with the principles of the Downtown Community Plan;
- Promote economic vitality Downtown;
- Enhance overall visual environment while not creating visual clutter;
- Ensure signs are designed for the purpose of identifying a business in an attractive and functional manner; and
- Ensure signs reinforce the existing and envired character and are complementary to the architectural design of Downtown.

The DTC outlines a process for creative signage, based on merits, for signage that does not fit the specific categories of the DTC signage standards. The following criteria are used to evaluate these types of signage.

Architecture

The materiality of the signage is of high quality and is representative of the industrial character of the Gulch environs. The use of cast concrete, steel, and aluminum, along with distinctive graphics,



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throughout the district results in a complete environment that promotes a unique identity and enhances the overall Gulch North Subdistrict.

Configuration or location of building or property

The comprehensive signage package includes multiple signs located at various points throughout the district. Individual signs are unique relative to their location and relationship to adjacent buildings, streets, and open space. The thoughtful positioning the proposed signs is appropriate and reasonably consistent with the Downtown Code signage standards.

Building scale

The existing buildings within the Capitol View District range in height to up to 10 stories and include a mixture of uses – hotel, residential, office and retail. While the requested increase in height of the proposed signs is appropriate to the scale of buildings, the signs are designed with a sense of human scale that relates to the mixed use environment consisting of visitors and daily users of the district.

Legibility

The purpose of the signage is to reinforce a common brand throughout the district. The logo for Capitol View is embedded into the signage in an attractive manner that considers both pedestrians and vehicles.

Light features are integrated into some of the side panels of the signs. While the DTC discourages this, the purpose of the proposed lighting is to promote a comfortable and well-lit environment. The proposed illumination of the side panels does not detract from its environment but further enhances the branding of the district at night and allows for easy navigate.

Technical competence and quality in design, construction and durability

The requested modifications appear to be necessary in order to serve various functions in addition to branding and identification. For example, sign A-2 serves structurally supports lighting strands that span across the adjacent open space. Sign J offers a social function whereby passersby may interact with and step into the interior of the sign. The multiple functions attribute to the careful consideration and quality of the design.

STAFF RECOMMENDATION

The proposed signage package strives to meet the intent and spirit of the Downtown Code signage standards through a unified approach in creating a complete branded environment and identity for Capitol View. The requested modifications are appropriate given the context of adjacent streets and buildings. Furthermore, the package seeks to enhance the overall character of the Gulch South Subdistrict.

Staff recommends approval with the following condition:

1. Encroachments proposed within public right-of-way are subject to review and approval by other agencies, such as Public Works and TDOT.