



MCGAVOCK ST HOTEL

1218 MCGAVOCK ST
NASHVILLE TENNESSEE

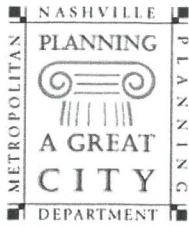
MANUEL ZEITLIN ARCHITECTS



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516 HAGAN ST., STE 100 NASHVILLE, TN 37203

COVER
NOVEMBER 2, 2017



Metropolitan Nashville Planning Department

Metro Office Building
 Second Avenue South, 2nd floor
 Nashville, TN 37210
 P.O. Box 196300
 Nashville, TN 37219-6300

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 Fax: 615.862.7130
 E-mail: planningstaff@nashville.gov
www.nashville.gov/mpc

Downtown Code – Overall Height Modification

Please complete this application for a modification request in Downtown Code (DTC) Zoning Areas. A letter of purpose; submittal of relevant site, building and/or signage plans, and other necessary documentation are also required upon submission of this application to the Planning Commission.

DTC Sub-District: Gulch-South Project Name: 13th & McGavock Hotel

Property address 1218 McGavock Street

Map: 093 Parcel Number: 0 90 179.00

Date Submitted: _____ Application Number: _____
 (assigned by Planning Dept. staff)

Overall Height Modification: **\$2,800**

APPLICANT:

Architect/Engineer/Consultant Optionee Property Owner Purchaser of property Leasee Other

Property Ownership: Affected property owner(s) shall sign the application for any DTC Modification. Failure to provide this information will deem your application **incomplete** and postpone your application's consideration.

Applicant's Name: L. Lesley Beeman, Jr., AIA Property Owner's Name Reta Aggarwal

Company Name: Manuel Zeitlin Architects Company Name: McGavock Street Partnership

Address: 516 Hagan St, Ste 100 Address 1501 Demonbreun Street

E-mail: lbeeman@mzarch.com E-mail: aggarwal8765@gmail.com

Phone: 615-256-2880 Fax: _____ Phone: 615-390-5432 Fax: _____

Applicant's Signature:  Property Owner's Signature: 

DTC Overall Height Modification Proposal shall include:

1	A letter of purpose indicating the reason for the modification. Identify how the proposed modification complies with the intent of the DTC, including the provisions outlining additional height for exceptional design.	
2	Relevant site plans, building elevations, and landscape plans associated with the proposed modification	
3	Proposals shall include all relevant information needed to determine design and compliance including site plan, elevations, and building dimensions.	
4	Scale: All proposal drawings submitted must be to scale and labeled with dimensions.	

DTC CHECKLIST: what to submit for the Modification

1	Complete the DTC overall height modification application form.	
2	Proposal submission; one (1) digital copy and one (1) hard copy.	
3	Letter and exhibits detailing how the project has made reasonable efforts to use all appropriate bonuses available in the DTC Bonus Height Program.	

- Contact the Design Studio of the Metro Planning Department before filing an application to begin the process.
- The Planning Department Executive Director shall first determine whether the development has made reasonable efforts to use all appropriate bonuses available in the DTC BHP.
- If such a determination is made, the applicant shall hold a community meeting providing notices to property owners within 300 feet.
- The Planning Commission shall then review the modification request and *may (or may not)* grant additional height for exceptional design.

November 2, 2017

Justin Wallace
Community Design
Metro Nashville Planning Department
800 2nd Avenue South
Nashville, TN 37219

RE: McGavock Street Hotel
1218 McGavock Street
Building Height Modification

Justin:

We are pleased to submit for review our design for a new 21-story, 315,000sf, 470 room hotel and entertainment facility on the corner of 13th Avenue South and McGavock Street.

The major elements of the project include:

- Ground Level: Restaurant with outdoor dining, coffee shop, hotel lobby
- Level Two: Restaurant, fitness, equipment
- Level Three: Micro rooms and suites, indoor swimming pool
- Level Four: Entertainment venue, roof terraces, back-of-house
- Level Five-Sixteen: Hotel rooms and suites
- Level Seventeen: Rooftop bar and restaurant, roof terrace
- Level Eighteen-Twenty: Hotel rooms and suites
- Level Twenty-one: Penthouse condominiums
- 350-500 space structured parking

We are making reasonable efforts to use the DTC Building Height Program to increase the building height from the allowed ten stories to sixteen stories based on the following BHP options:

- LEED certification for an environmentally friendly building (add 2 floors)
- Parking garage liners along McGavock Street and 13th Avenue South (add 2 floors)
- Public Parking in the proposed parking structure (add 2 floors)

We are also seeking a building height modification of an additional five stories in accordance with DTC guidelines giving the Executive Director of the Planning Department authority to grant additional height for improvement of the project's relationship to surrounding properties, strong streetscape design, and unique architecture.

The attached drawings show our project's place within the neighborhood, including how it relates to the current context and to proposed neighboring projects. We've also shown what the street may look like if all surrounding properties comply with the current zoning limits.



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Regarding "relationship to surrounding properties," the DTC recognizes that buildings facing 13th Avenue South between Broadway and Demonbreun are the western gateway to downtown and have allowed for greater building heights at the intersections of 12th Avenue South and Broadway and Demonbreun. By viewing our site in the broader context of I-40/I-165 and the group of buildings facing 13th Avenue South between Broadway and Demonbreun, we believe that an increased height for our project (to be more consistent with its neighbors) helps to consolidate the western gateway effect.

Regarding "strong streetscape design," we propose to continue the trend of development and renovation that has activated the eastern end of McGavock Street. Whether people are having a nice meal at one of the hotel's the street level restaurants, a drink at the roof top bar, or attending a show in the concert venue, we hope this end of McGavock will spring to life.

Accommodating this will be easier working in concert with other property owners on the street, and we are reaching out to the design team currently working to redesign the block across from our project. The goal is to cooperate in the design of the McGavock streetscape, amenities, and functional programming to include:

- Creative use of streetscape materials that extend the streetscape design of the Gulch.
- New decorative streetlighting to create a safer environment
- Softening the street edge with new street trees and plantings.
- Widening McGavock Street to permit a drop-off lane that doesn't impede traffic flow.
- Spaces for pedestrians to gather for ride sharing and valet parking.
- New street furnishings.
- A break in the building along the street to create an outdoor dining experience.
- Widening the alley to accommodate service and back-of-house functions

Regarding "exceptional design," the unique architecture of the building reflects Nashville's identity as Music City but in ways that aren't as literal or immediately obvious as a guitar shape. We have utilized patterns generated from music theory to create a vibrant, dancing glass shape for the façade, along with similar concepts to select and locate accent colors. The result is a building that will shimmer and change color as one moves around it.

Thank you for taking time to review our submittal. We look forward to working with you to create a fun and exceptional new project.

Sincerely,



L. Lesley Beeman, Jr., AIA, Project Architect
cc: Raj Aggarwal
Ed Stevens



McGavock Street Hotel
1218 McGavock Street
Nashville, Tennessee

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Zoning Data

DTC; Downtown Code; Gulch South sub-district

Frontage:	McGavock;	tertiary street;
	Storefront:	0-10
	Stoop	5-10
	Porch	10-15
	13th Ave S;	other street;

Min building depth: 15ft from façade

Height: 10 stories.

Additional height available through Bonus Height Program. **Max: 16 stories**

LEED:	+2 stories
Upper level garage liner:	+2 stories
Public parking:	+2 stories

Five additional stories modified by DTC exceptional design program.

Step Back: 15' min after seven stories; modified to 35' after sixteen stories

OV-UZO; Urban zoning overlay district
OV-ADE; Adult entertainment overly district
Fire Zone

MCSP

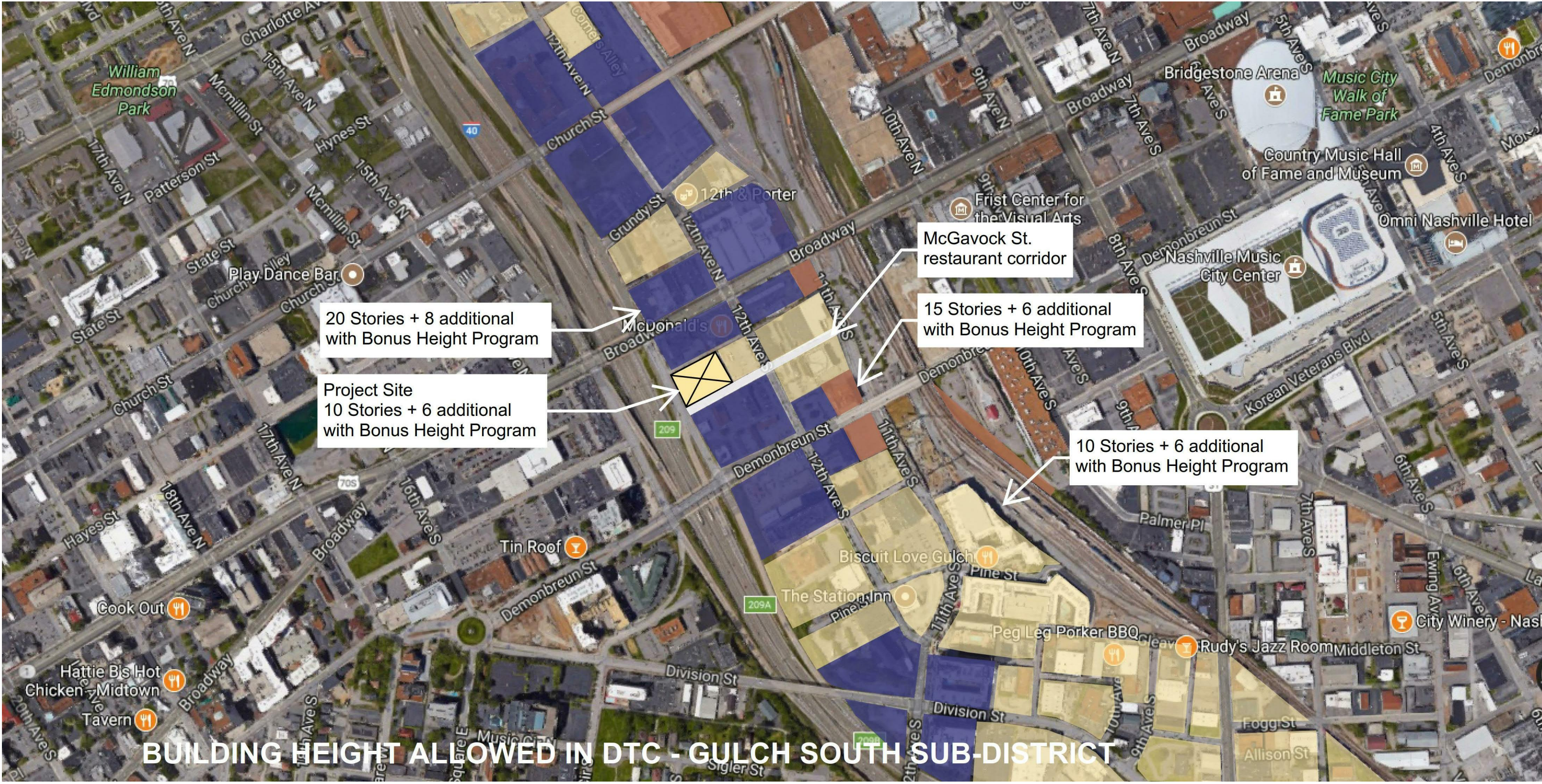
McGavock; T6-M-LS2

Eligible constrained street	
R.O.W.: 55ft	1/2 R.O.W.: 27.5ft
Street width:	31ft curb-to-curb
Planting strip:	4ft
Pedestrian:	8ft

13th Ave S; T6-M-LS3

R.O.W.: 78ft	1/2 R.O.W.: 39ft
Street width:	50ft curb-to-curb
Planting strip:	4ft
Pedestrian:	10ft





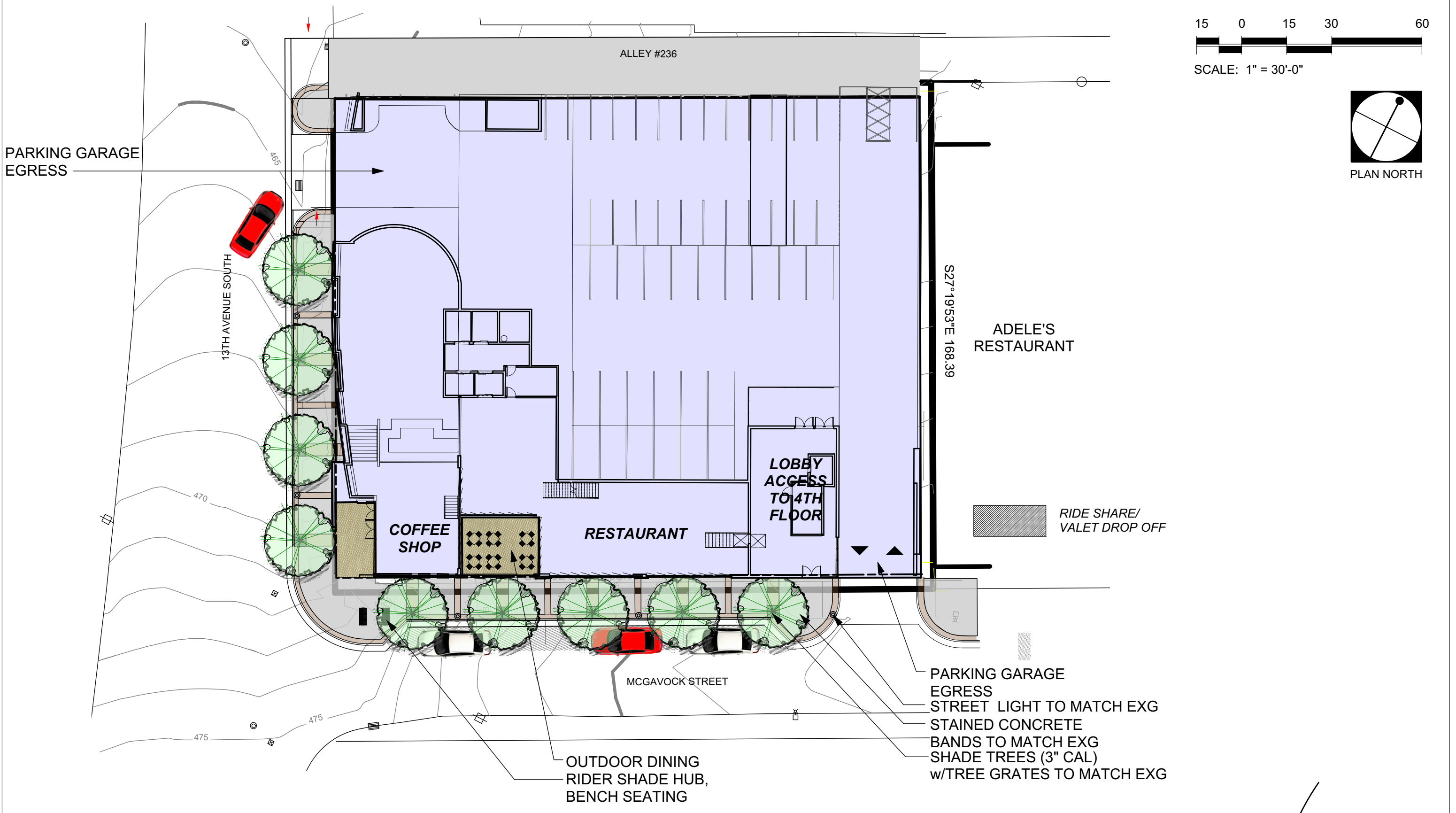
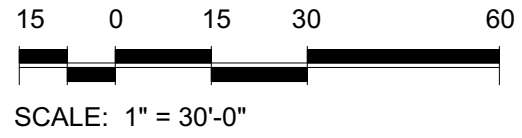
THE SUBJECT PROPERTY, FRONTED ON 13TH AVE S BETWEEN MCGAVOCK STREET AND ALLEY #236, IS SANDWICHED BETWEEN TWO SPECIAL INTERSECTION ZONES THAT ALLOW 28 STORY BUILDINGS UNDER THE BONUS HEIGHT PROGRAM (BHP) OF THE DOWNTOWN CODE (DTC) GULCH SOUTH SUB-DISTRICT.

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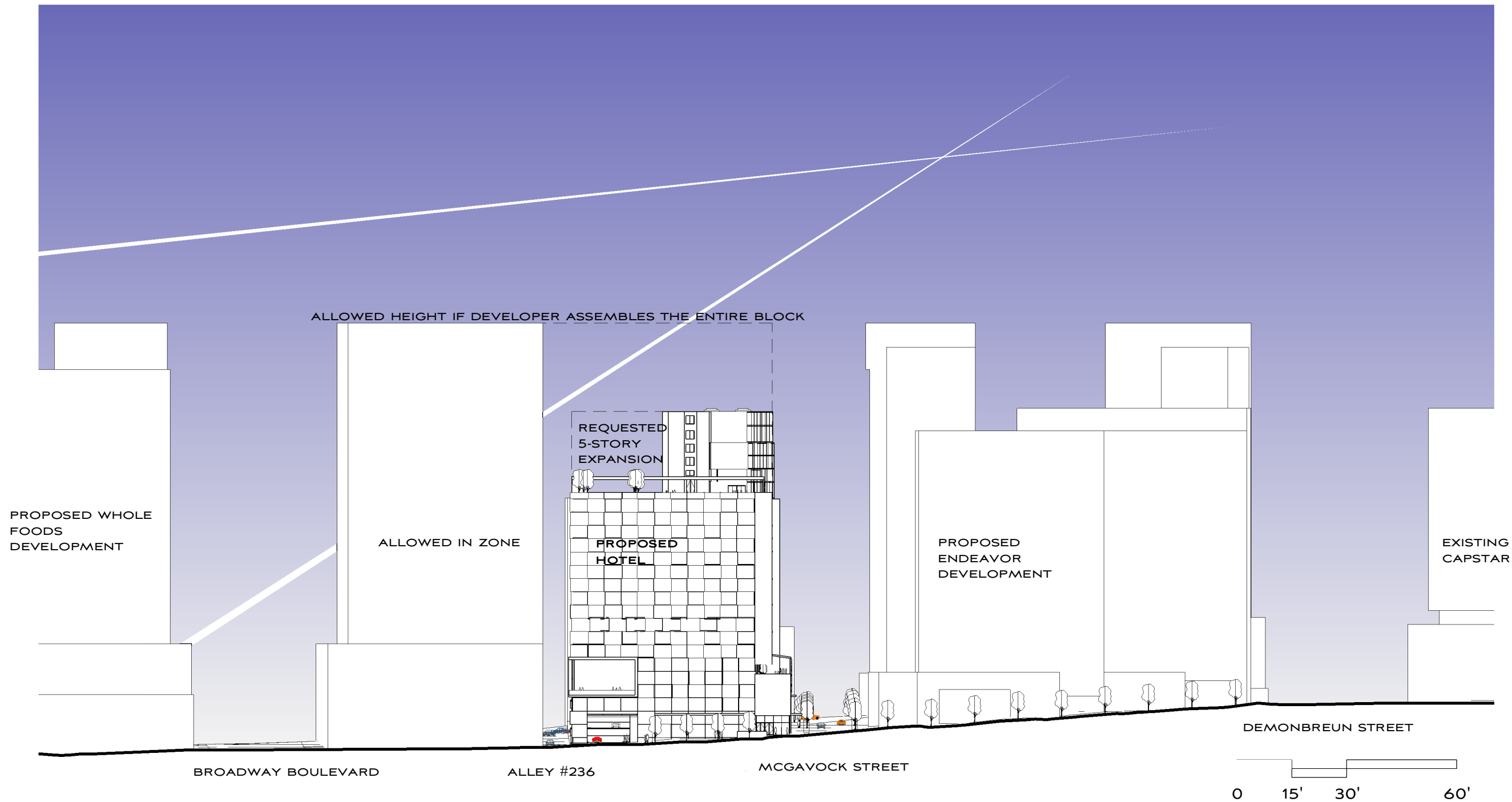


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L100
 streetscape plan

nov 2, 2017



THE ABOVE DRAWING ILLUSTRATES THE DIFFERENCE IN ALLOWED BUILDING HEIGHT ON THE NEIGHBORING PROPERTIES RELATED TO THE SUBJECT PROPERTY AND THE POTENTIAL ALLOWED BUILDING HEIGHT IF THE ENTIRE BLOCK WERE ASSEMBLED FOR DEVELOPMENT. WE REQUEST A 5-STORY EXPANSION OF THE ALLOWED BUILDING HEIGHT FROM 16 STORIES TO 21 STORIES TO MORE CLOSELY ALIGN WITH OUR NEIGHBORS AND TO PRESENT A MORE UNIFORM FACADE ALONG THE I-65/I-40 CORRIDOR.

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A200
 ZONE HEIGHT ELEVATION



THE PROPOSED NEW HOTEL OF 10 STORIES PLUS ANOTHER 6 STORIES ALLOWED IN THE DTC GULCH-SOUTH SUB-DISTRICT AND BUILDING HEIGHT PROGRAM AS IT WOULD APPEAR IN THE CURRENT DOWNTOWN BUILDING CONTEXT.

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CURRENT CONTEXT

NOV 2, 2017



PROPOSED WHOLE
FOODS DEVELOPMENT

PROPOSED
ENDEAVOR
DEVELOPMENT

PROPOSED
HOTEL

MCGAVOCK ST HOTEL

EXISTING CAPSTAR

BROADWAY BOULEVARD

13TH AVE N

MCGAVOCK ST

DEMONBREUN ST

I-65/I-40

I-65/I-40 OFF RAMP

THE PROPOSED NEW HOTEL OF 16 STORIES ALLOWED IN THE DTC GULCH-SOUTH SUB-DISTRICT AS IT WOULD APPEAR IN THE CURRENTLY PROPOSED DOWNTOWN BUILDING CONTEXT.

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CONTEXT AS PROPOSED

NOV 2, 2017



THE PROPOSED NEW HOTEL OF 16 STORIES ALLOWED IN THE DTC GULCH-SOUTH SUB-DISTRICT AS IT WOULD APPEAR IN IF ALL NEIGHBORING PROPERTIES WERE BUILT TO MEET CURRENT ZONING. WE REQUEST A WAIVER FROM THE STEP-BACK REQUIREMENT ALONG 13TH AVE S SINCE THE WIDE, APPROX. 350FT R.O.W. OF THE I-40/I-65 CORRIDOR DOES NOT HAVE THE SAME REQUIREMENTS FOR LIGHT AND AIR THAT TYPICALLY DRIVE STEP BACK ORDINANCES.

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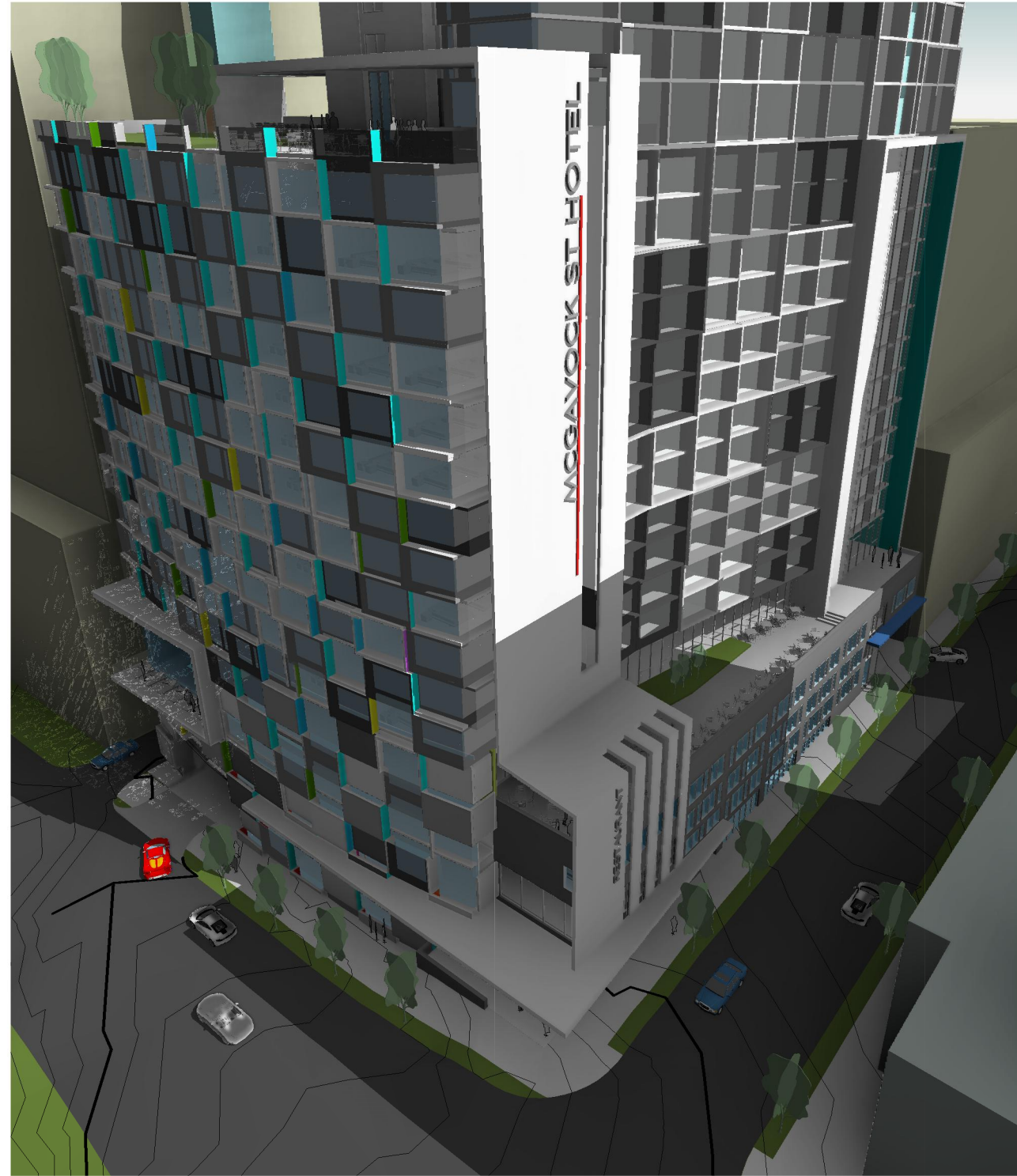
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CONTEXT ALLOWED BY
ZONING

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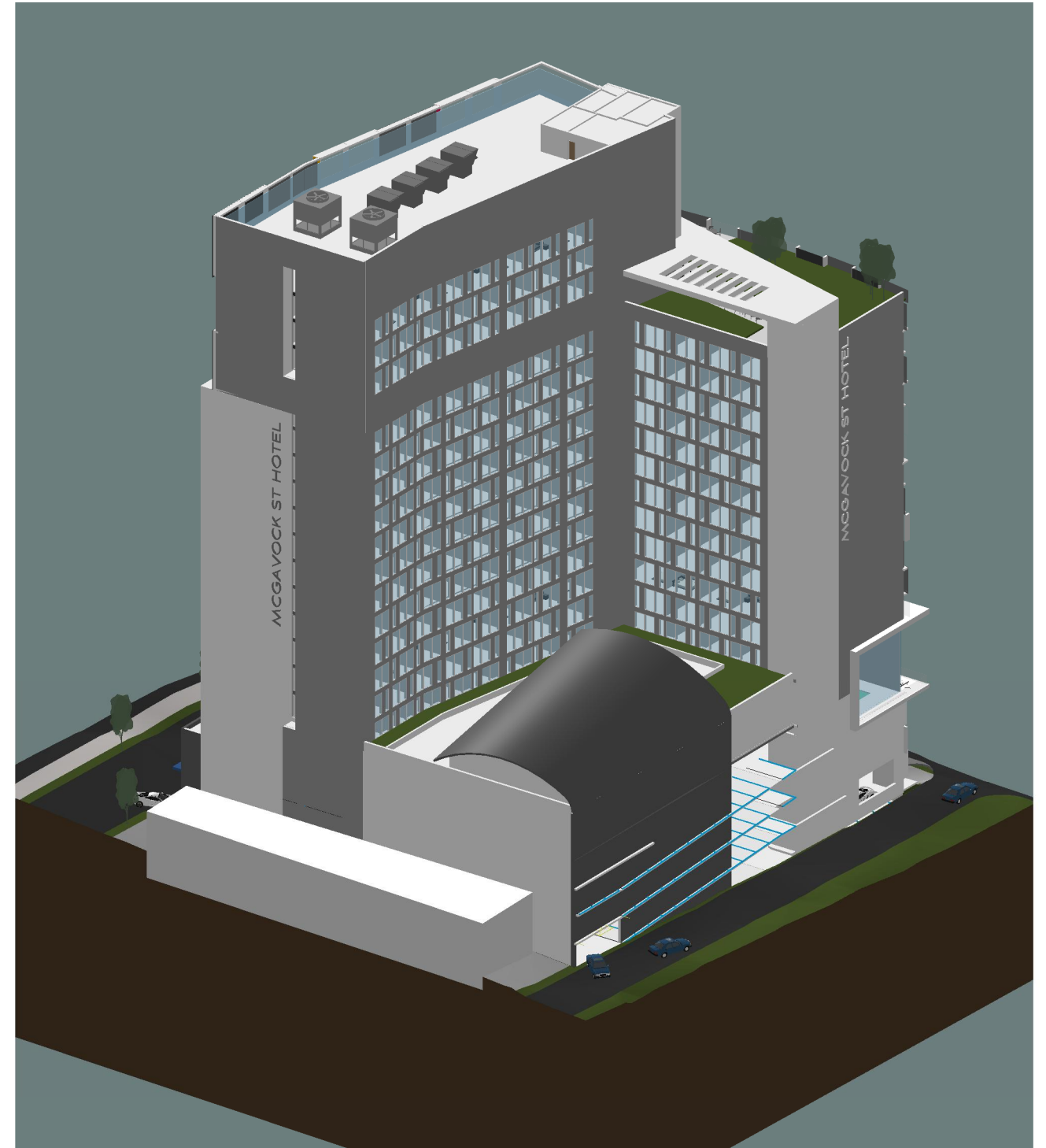
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PERSPECTIVE VIEWS

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THE PROPOSED NEW HOTEL OF 21 STORIES AS IT WOULD APPEAR IN IF ALL NEIGHBORING PROPERTIES WERE BUILT TO MEET CURRENT ZONING. WE REQUEST A 5-STORY EXPANSION OF THE ALLOWED BUILDING HEIGHT OF 16 STORIES TO MORE CLOSELY ALIGN WITH OUR NEIGHBORS AND TO PRESENT A MORE UNIFORM STREET FACADE ALONG THE I-65/I-40 CORRIDOR.

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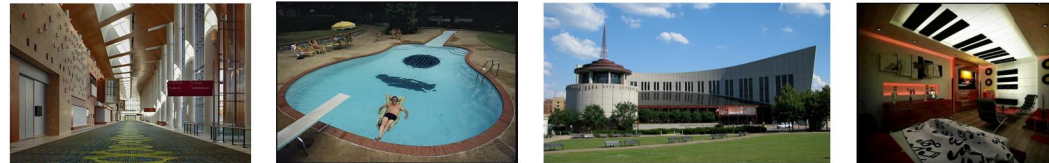
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REAR VIEWS

NOV 2, 2017

ELEMENTS OF MUSICAL THEORY AND CONTEMPORARY MUSICAL COMPOSITION WERE APPLIED IN THE DESIGN OF THE BUILDING ENCLOSURE. THIS DESIGN STRATEGY INFUSES THE BUILDING WITH A MUSICAL DISCIPLINE RATHER THAN SUPERFICIALLY APPLYING ICONOGRAPHY AS TYPICALLY SEEN IN BUILDINGS WITH GUITAR SHAPED PLANS OR STAVE PATTERNS IN CARPETS. THE DANCING, SHIMMERING FACADE IS BORN OF MUSICAL PROCESSES AND THE COLORS ARE DERIVED FROM MUSICAL THINKING. THE GOAL WAS TO CREATE A BUILDING OF MUSIC CITY; ONE THAT EXPRESSES BOTH ITS ROOTS IN FOLK MUSIC AND ITS COSMOPOLITAN ASPIRATIONS.

THINGS TO AVOID

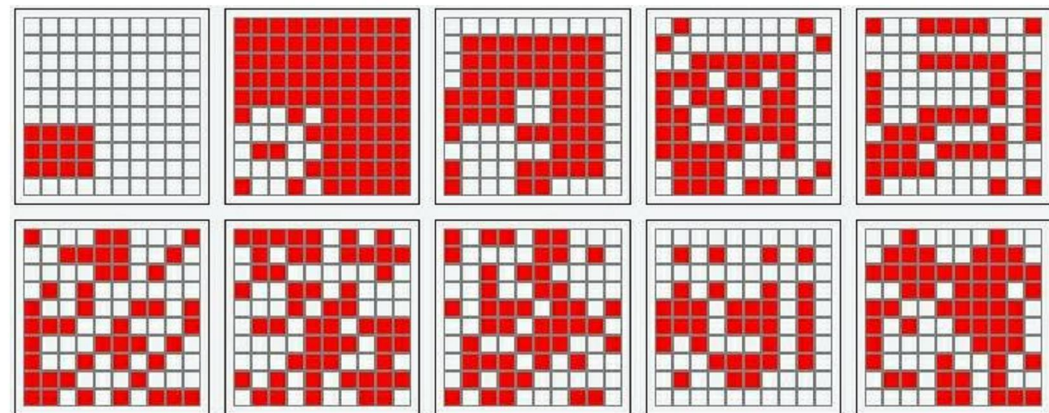


OVERT MUSICAL IMAGERY GUITAR SHAPED POOLS INSTRUMENT SHAPED FACADE MUSIC PASTICHE

MUCH LIKE EARLY AVANT GUARD MUSIC COMPOSERS WOULD USE RANDOM OPERATIONS LIKE I CHING, CASTING PENNIES, AND DISTRESSED PAPERS OR HOW SOME CURRENT COMPOSERS USE MATHEMATICAL PROCESSES TO GENERATE MUSIC, WE USED PATTERN GENERATORS TO CREATE THE COLOR PATTERNS IN THE BUILDING GLASS. THIS GENERATOR USES A RULE THAT STATES: "TURN RED IF AN EVEN NUMBER OF ADJACENT SQUARES ARE RED; OTHERWISE TURN WHITE" TO DETERMINE THE COLOR PATTERN IN A GRID OF 100 SQUARES.

WE BEGAN THE PATTERN GENERATION BY SIMULATING THE BASIC GEOMETRY OF THE BUILDING, THEN APPLYING THE RULE IN A SERIES OF ITERATIONS AND SELECTING PATTERNS WE FOUND BEST SUITED OUR GOALS.

IN THIS INSTANCE WE OVERLAID TWO PATTERNS IN DIFFERENT COLORS TO CREATE THE THREE COLOR SCHEME WE EVENTUALLY SELECTED FOR THE BUILDING.



THREE COLORED GLASS DESIGN

EACH ROW REPRESENTS A DIFFERENT MUSICAL KEY BY SHIFTING THE PATTERN BY ONE BAY AT EACH ROW.

INDOOR SWIMMING POOL

THE FACADE IS SLIGHTLY CURVED TO ENHANCE THE SHIMMERING EFFECT CREATED BY THE RELIEF IN THE GLASS PATTERN

1 ELEVATION DIAGRAM

CHROMATIC SCALE
MAJOR SCALE
PENTATONIC SCALE

D D# E F F# G G# A A# B C

2 PLAN DIAGRAM
1" = 20'-0"

ROOM BAYS CORRESPONDING TO TONES IN A PENTATONIC BLUES SCALE ARE ARRANGED ON THIS LINE

EACH ROOM BAY IS ASSIGNED A TONE IN THE WESTERN CHROMATIC MUSICAL SCALE

ROOM BAYS CORRESPONDING TO TONES IN A MAJOR SCALE ARE ARRANGED ON THIS LINE

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A401

DIAGRAMS

NOVEMBER 2, 2017