

# Downtown Code Design Review Committee

## Meeting Minutes

May 3, 2018

Members Present: Casella, Dickson, Hanan, Mosley, Kennedy

Location: 800 2<sup>nd</sup> Avenue South, Metro Planning Dept. – Development Services  
Conf. Room

---

### I. CASES FOR REVIEW

#### 1) **Public Storage Signage**

2018DTC-004-001

Property located at 411 Lafayette Street and 800 5th Avenue S, Nashville TN 37201

Staff Reviewer: Eric Hammer

A request to approve a modification to the location standard for a proposed projecting sign along 5th Avenue South for a public storage facility.

Staff Recommendation: Disapprove.

#### **APPLICANT REQUEST**

A request to approve a modification for property located at 411 Lafayette Street and 800 5th Avenue South, at the corner of Ash Street and 5th Avenue South, within the Lafayette subdistrict of the Downtown Code (DTC).

#### **MODIFICATION REQUEST**

1. Projecting signs must be located below the window sills of the fourth story. The applicant is requesting a projecting sign that is located on the wall of the fourth story of the building, exceeding the maximum height by approximately 10 feet.

#### **PROJECT OVERVIEW**

The project proposes placing several signs on a storage facility that is currently under construction. Metro Planning reviewed the submitted site plan for the structure and certified that it fully complies with the DTC, with the exception of signage, which was not part of the certification. The storage facility is proposed to be six stories and contain approximately 2,032 storage units of various sizes. A twenty-seven space surface parking lot is proposed in the rear of the property, with vehicular access off of 5th Avenue South.

#### **ANALYSIS**

The applicant is requesting a major modification to the location standard for projecting signs for a proposed projecting sign along 5th Avenue South.

#### Projecting Sign Location

The DTC requires projecting signs to be located below the window sills of the fourth story of a building, but the applicant has proposed a projecting sign that is located well above that. In general, signage standards contained within the DTC are intended to serve several purposes, including establishing reasonable and improved standards for Downtown business identification. Other signs proposed on the property adequately serve this purpose and there is no reasonable barrier that prevents signage fronting 5th Avenue S from complying with DTC signage standards. The applicant has proposed other large signs, including some along the roofline, which identify

the site and would not require modifications from the standards of the DTC. The DTC does allow for some projecting signage along the 5th Avenue South façade, just not at the proposed height.

Approval of this request would not be consistent with the stated intent of modifications to the standards of the DTC, as it does not result in better urban design for the neighborhood as a whole.

**STAFF RECOMMENDATION**

Planning staff recommends disapproval of this modification. The sign standards of the DTC are intended to serve several functions, including establishing reasonable standards for Downtown business identification and discouraging visual clutter of the streetscape. This modification does not meet the intent of the sign standards.

The applicant has proposed other large signs, including some along the roofline, which will already identify the site to approaching vehicles and would not require modifications from the standards of the DTC. Planning staff recommends disapproval of the modification to the location standards for signage.

Casella moved and Kennedy seconded the motion to approve the modifications request as submitted. (5-0)

**RESOLUTION**

**BE IT RESOLVED** by the Downtown Code Design Review Committee that case 1) Public Storage Signage is disapproved. (5-0).