



GBT REALTY CORPORATION

March 5, 2020

Metropolitan Nashville Planning Department
800 Second Avenue South
Nashville, TN 37219

Subject: 1221 Broadway Signage Code Modification Request

DRC and Planning Staff:

Thank you for the opportunity to submit a request to modify the signage code for this project. Our project includes two floors of retail to meet the area's growing demand and to activate the street level. Additionally, with the inclusion of the porte cochere to move traffic efficiently and safely internal to the site, the retail space has more frontage on 13th Avenue versus Broadway. With signage being key to any retailer's success, we are asking for a) additional sign area along 13th Avenue and b) clarification of the projecting sign spacing so that we can stack projecting signs for a more uniformed design that complements the architecture of the building.

We feel our request meets the intent of the code since it aligns with the maximum allowed on Broadway (where no ground sign exists; 2 square feet per lineal foot of building facade) and is essentially meeting the code for 13th but split between the two retail floors (1 square foot per lineal frontage for each floor). Below is a summary of these requests.

Downtown Code Section V:

Building Signage Area:

- Allowed: **1** square foot of signage area per 1 linear foot of street frontage.
- Requested: **2** square foot of signage area per 1 linear foot of street frontage (see attached plan).

Building Sign: Projecting Sign:

- Allowed: A projecting sign must be located at least **25** feet from any other projecting sign.
- Requested: Projecting sign spacing be located at least **4** feet from any other projecting sign (see attached plan).

- Allowed: Projecting sign spacing from façade (min) of **1** foot.
- Requested: Projecting sign spacing from façade (min) of **zero** (see attached plan).



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We appreciate your consideration.

Sincerely,

Fiona Haulter
ONE22ONE Investment Partners, LLC
c/o GBT Realty Corporation
Vice President of Development

Attachments: Downtown Code Modification Application and Fee
Project Retail Sign Plan

ONE 22 ONE

ONE 22 ONE

ENVIRONMENTAL GRAPHICS + WAYFINDING
CONCEPT PACKAGE | RETAIL SIGNAGE

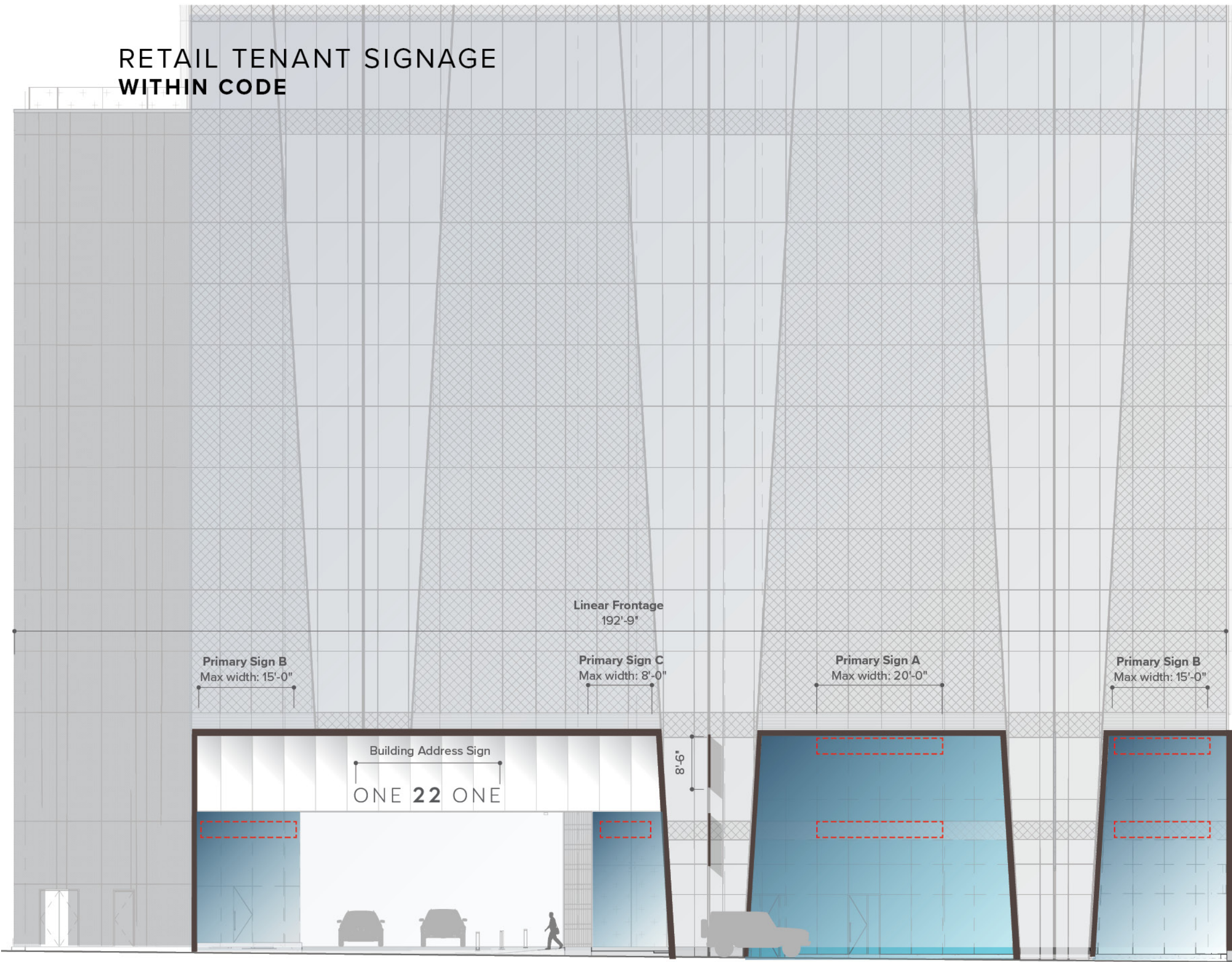
FEBRUARY 18, 2020

rsmdesign

RETAIL **TENANT** SIGNS



RETAIL TENANT SIGNAGE WITHIN CODE



Broadway North Elevation

Primary Sign A
 Max width: 20'-0"
 Max height 2"
 Max area per sign: 50sf
 Quantity: 2
 Max Sign Area for 2 Signs: 100 sf

Primary Sign B
 Max width: 15'-0"
 Max height 2'-6"
 Max area per sign: 37.5sf
 Quantity: 3
 Max Sign Area for 3 Signs: 112.5 sf

Primary Sign C
 Max width: 8'-0"
 Max height 2'-6"
 Max area per sign: 20 sf
 Quantity: 1
 Max Sign Area for 1 Sign: 20 sf

Projecting Sign
 Uniform width: 2'-6"
 Uniform height 8'-6"
 Max area per sign: 21.25 sf
 Quantity: 2
 Max Sign Area for 2 Signs: 42.5 sf

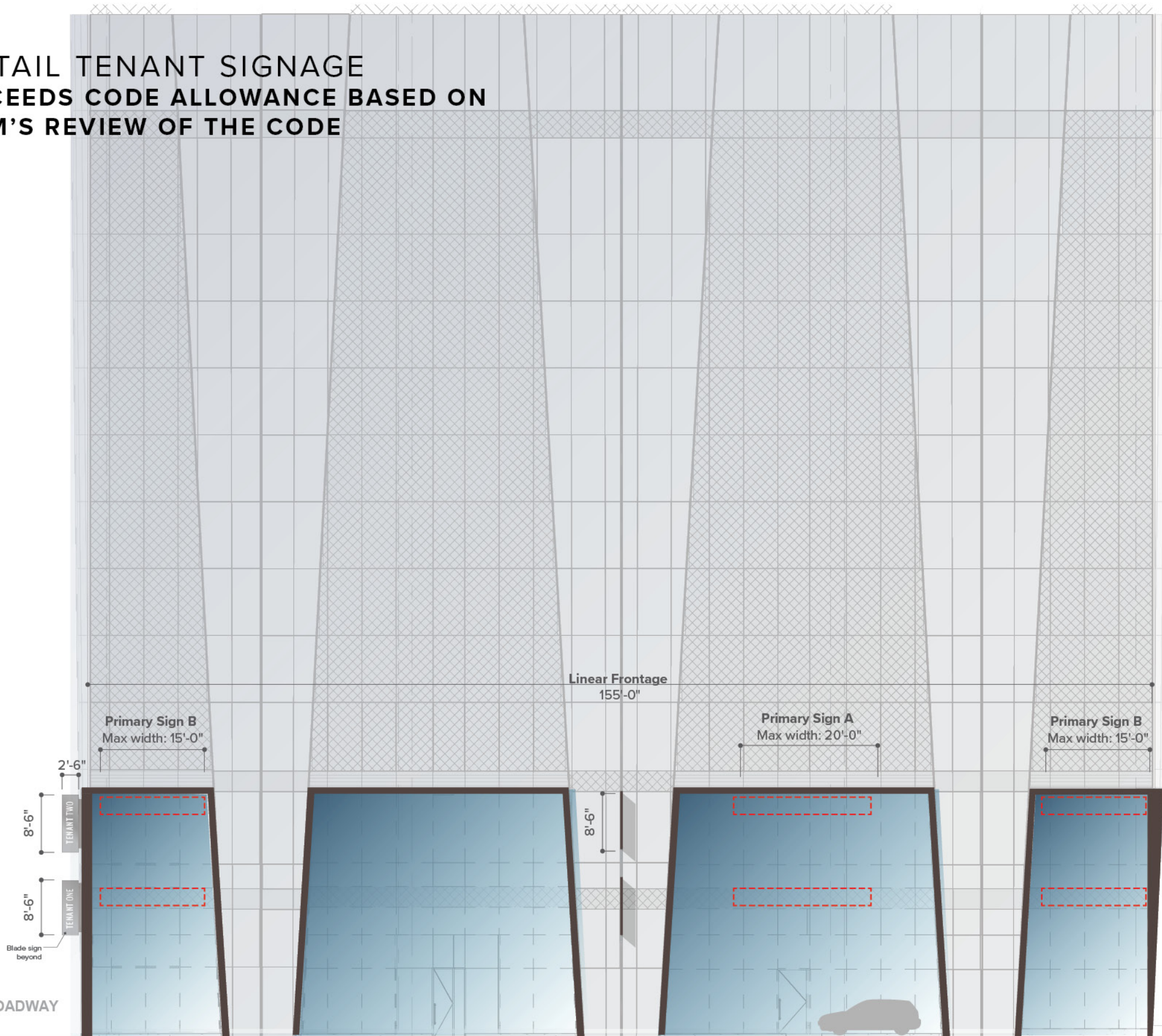
Combined Max Sign Area
 Primary Signs: 232.5 sf
 Projecting Signs: 42.5
 Total Sign Area: 275

Sign Standards Gateway Street

Wall and Projecting Signs, Max Sign Area:
 1.5sf per linear frontage
 $192.75 \times 1.5 = 289.125 \text{ sf}$

1 North Elevation
 Scale : 1/16"=1'

RETAIL TENANT SIGNAGE EXCEEDS CODE ALLOWANCE BASED ON RSM'S REVIEW OF THE CODE



13th St. West Elevation

Primary Sign A
 Max width: 20'-0"
 Max height 2'-6"
 Max area per sign: 50sf
 Quantity: 2
 Max Sign Area for 2 Signs: 100 sf

Primary Sign B
 Max width: 15'-0"
 Max height 2'-6"
 Max area per sign: 37.5sf
 Quantity: 4
 Max Sign Area for 4 Signs: 150 sf

Projecting Sign
 Uniform width: 2'-6"
 Uniform height 8'-6"
 Max area per sign: 21.25 sf
 Quantity: 2
 Max Sign Area for 2 Signs: 42.5 sf

Combined Max Sign Area
 Primary Signs: 350 sf
 Projecting Signs: 42.5
 Total Sign Area: 292.5

Sign Standards Interstate Street

Wall and Projecting Signs, Max Sign Area:
 1sf per linear frontage
 155 x 1 = 155sf

1 West Elevation
 Scale : 1/16"=1'

Allyway South Elevation

Primary Sign B

Max width: 15'-0"

Max height 2'-6"

Max area per sign: 37.5sf

Quantity: 2

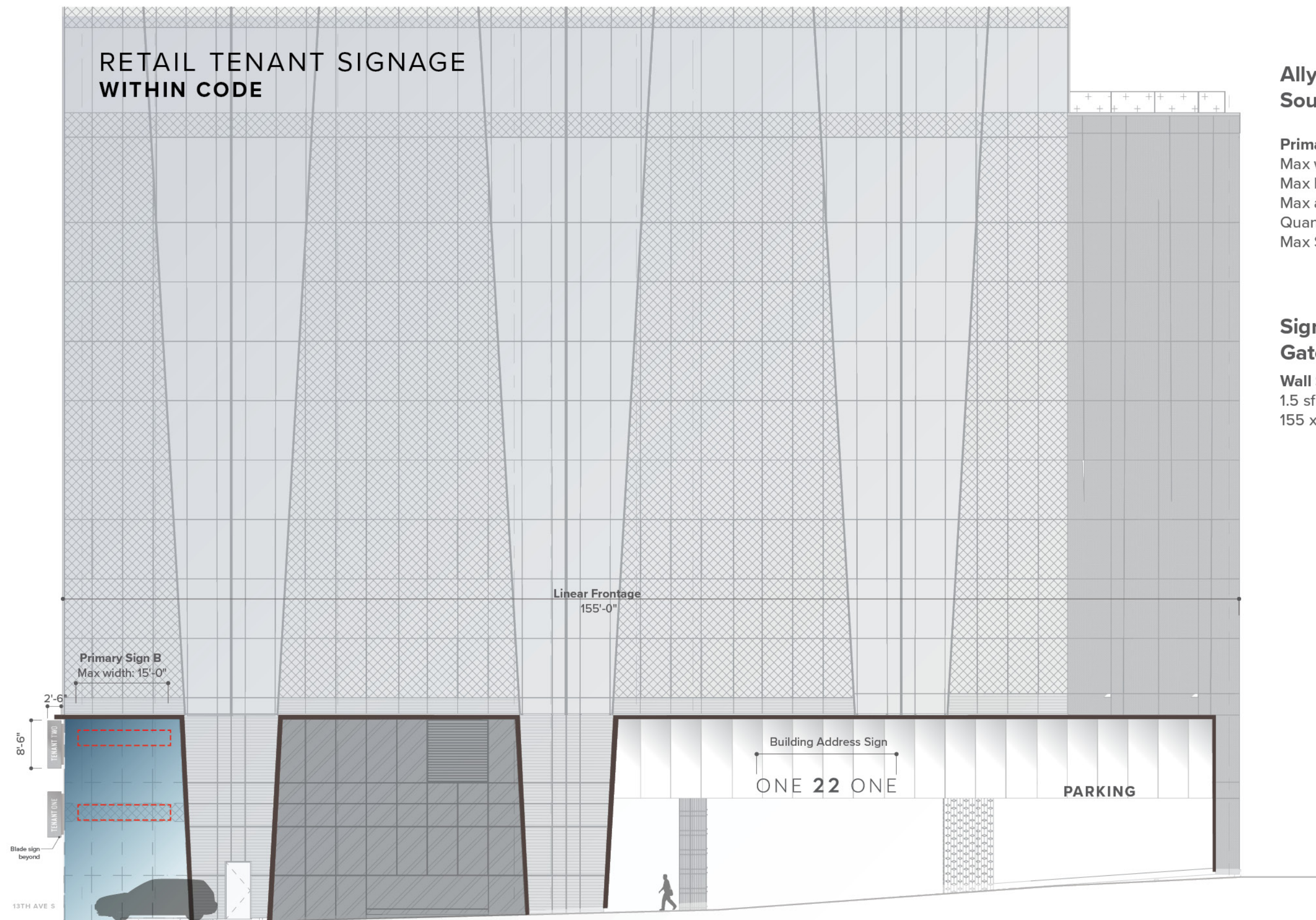
Max Sign Area for 2 Signs: 75 sf

Sign Standards Gateway Street

Wall Signs, Max Sign Area:

1.5 sf per linear frontage

155 x 1.5 = 289.125 sf

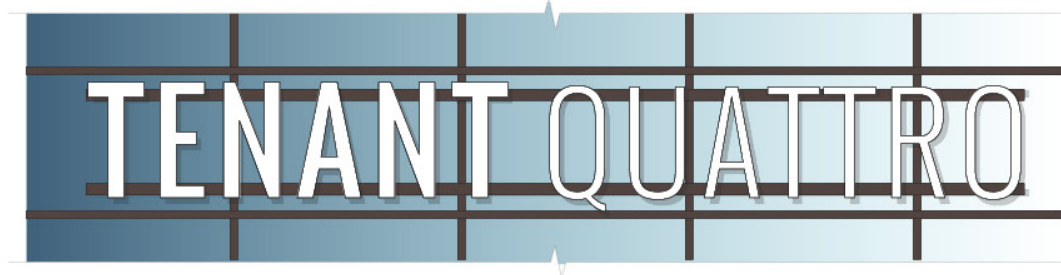


1 North Elevation
Scale : 1/16"=1'

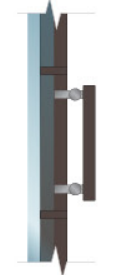
RETAIL TENANT SIGNAGE - PRIMARY SIGN DETAILS



3 Top View
Scale : 1/4"=1'



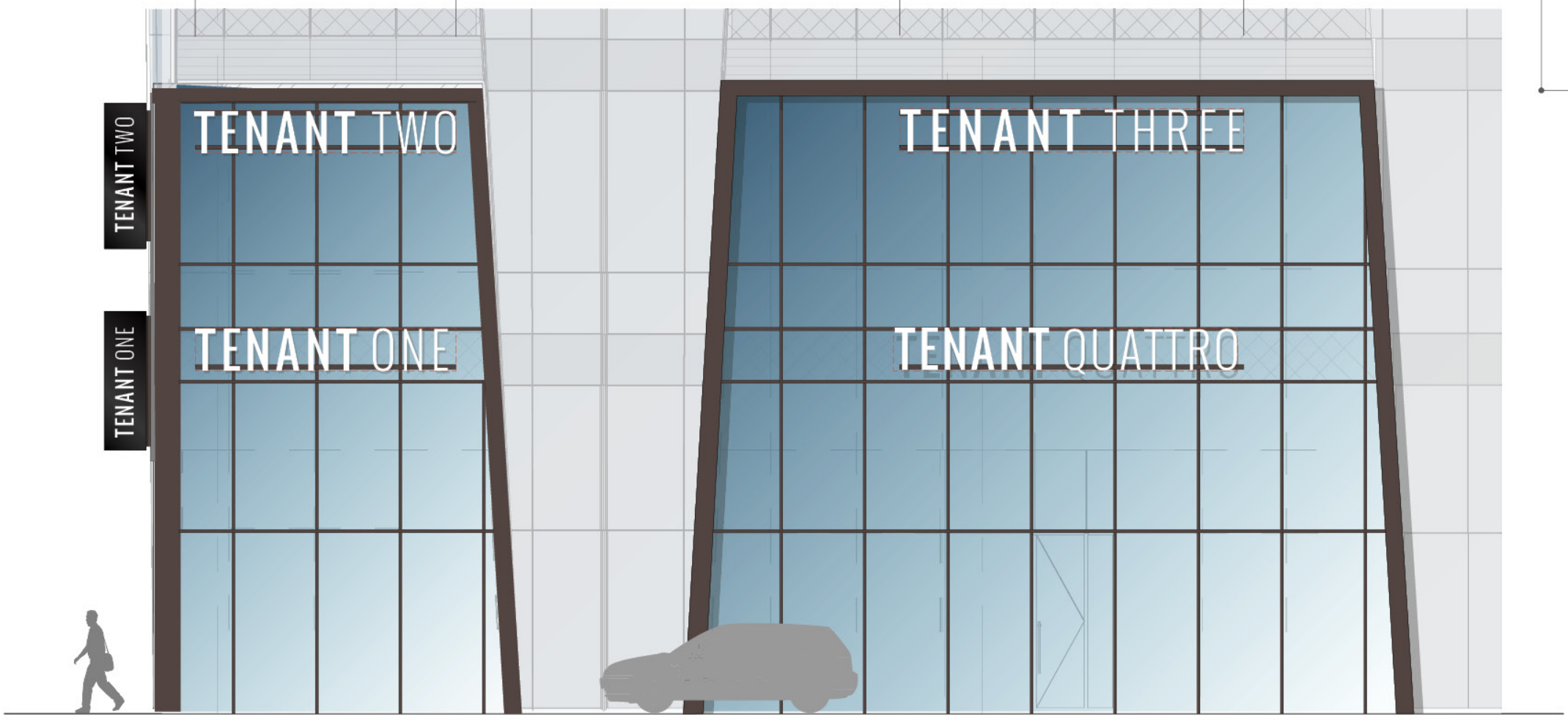
2 Front View
Scale : 1/4"=1'



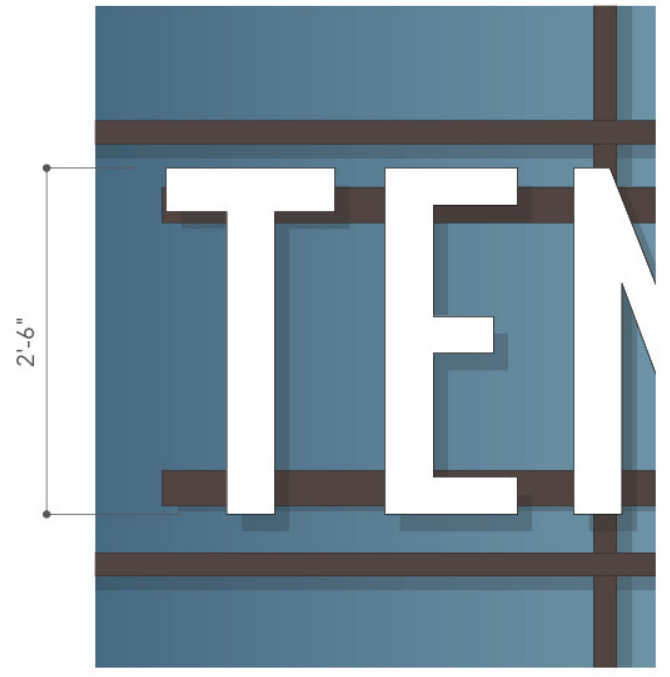
4 Side View
Scale : 1/4"=1'

Primary Sign B
Max 15'-0"

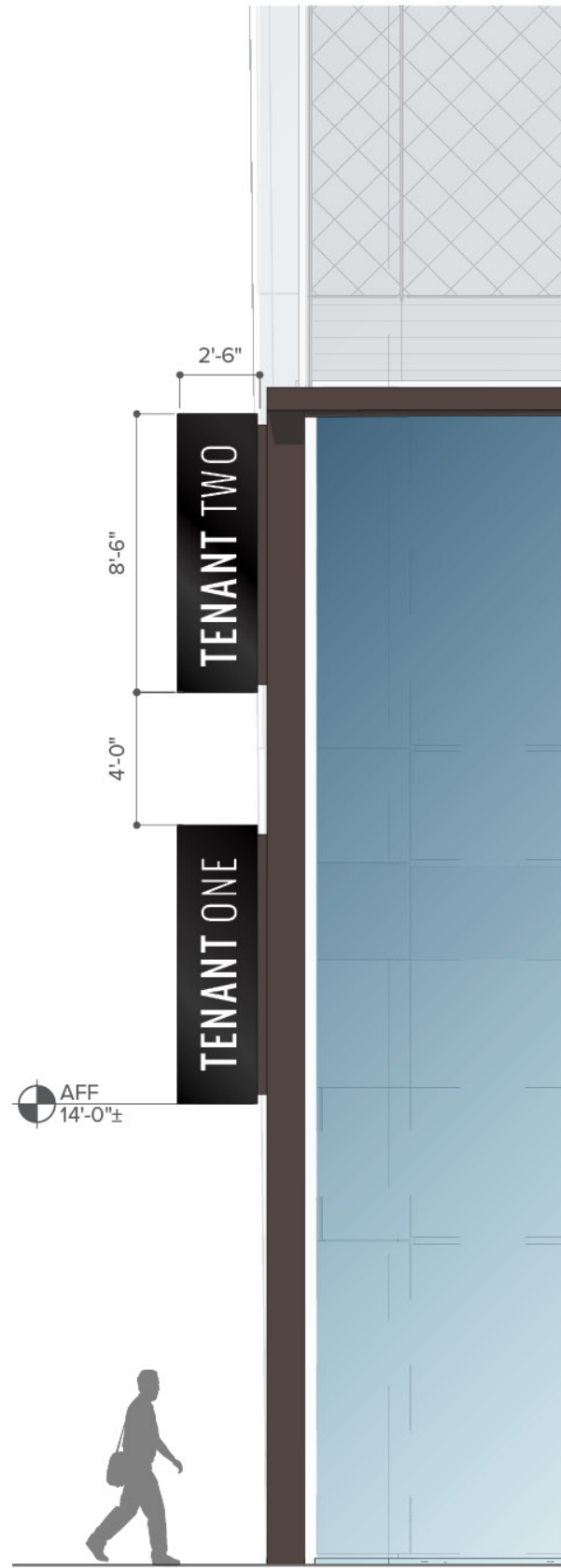
Primary Sign A
Max 20'-0"



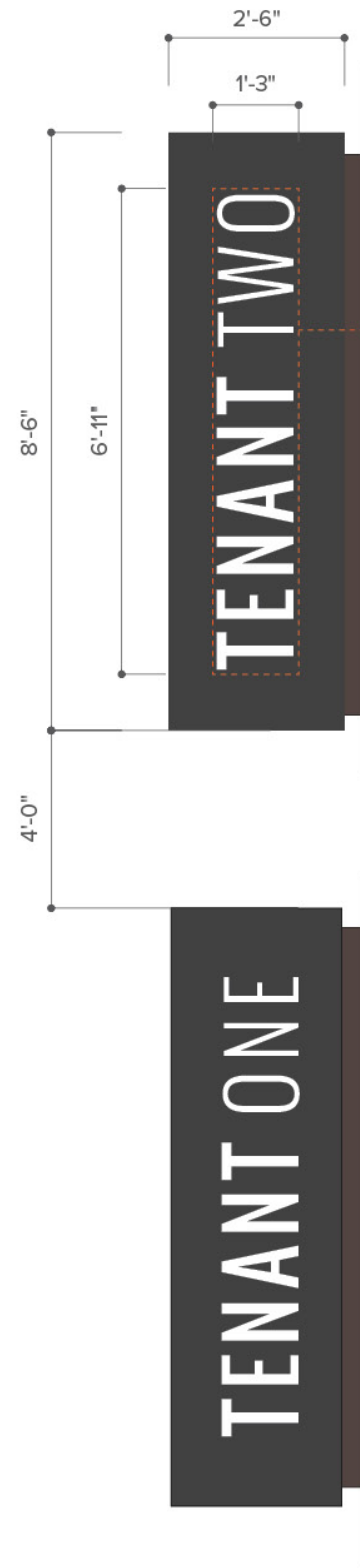
1 West Elevation
Scale : 1/8"=1'



2 Front View
Scale : 3/4"=1'



1 West Elevation
Scale : 3/16"=1'



2 Front View
Scale : 3/8"=1'



3 Side View
Scale : 3/8"=1'