



# NASHVILLE YARDS

ENVIRONMENTAL GRAPHICS + WAYFINDING

**PARCEL 9 SIGNAGE ENTITLEMENTS**

SEPTEMBER 18TH, 2024

rsmdesign



# PREVIOUSLY APPROVED SIGN AREA

Please Note: Skyline Signage is included in overall requested sign area number

**16,888**sf

4,320sf of skyline signage | 6,174.77sf of digital signage

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## CURRENTLY PROPOSED SIGN AREA

Please Note: Skyline Signage is included in overall requested sign area number

**16,888**sf

4,320sf of skyline signage | 6,174.77sf of digital signage

PARCEL 9

# WEST ELEVATION

Scale: 1"=50' | 1: 600

### PLEASE NOTE

Facade is facing private "Upper 10th" and not a public street.

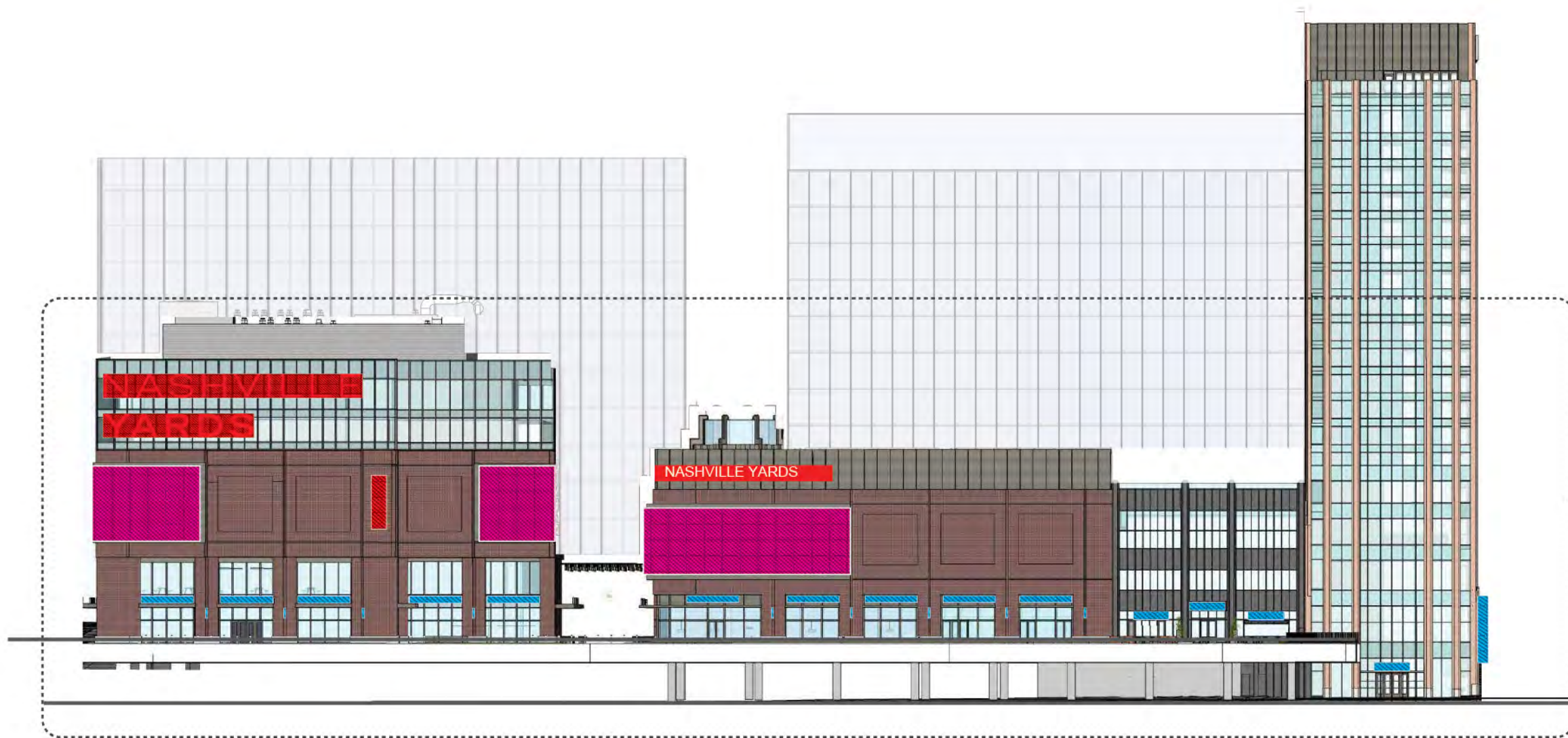
PREVIOUSLY APPROVED

## 6,092 SF

CURRENTLY PROPOSED

(Total combined West Elevations of Creative Office, Music Venue, and Everett Residential Tower)

## 3,257.52 SF



SEE DETAIL VIEW

6,092 sf  
Illustrated detailed view  
on following page.



FOR REFERENCE



PARCEL 9

**WEST ELEVATION** DETAIL VIEW

Scale : 1"=20' | 1 : 240

**PLEASE NOTE**

Facade is facing private "Upper 10th" and not a public street.

PREVIOUSLY APPROVED

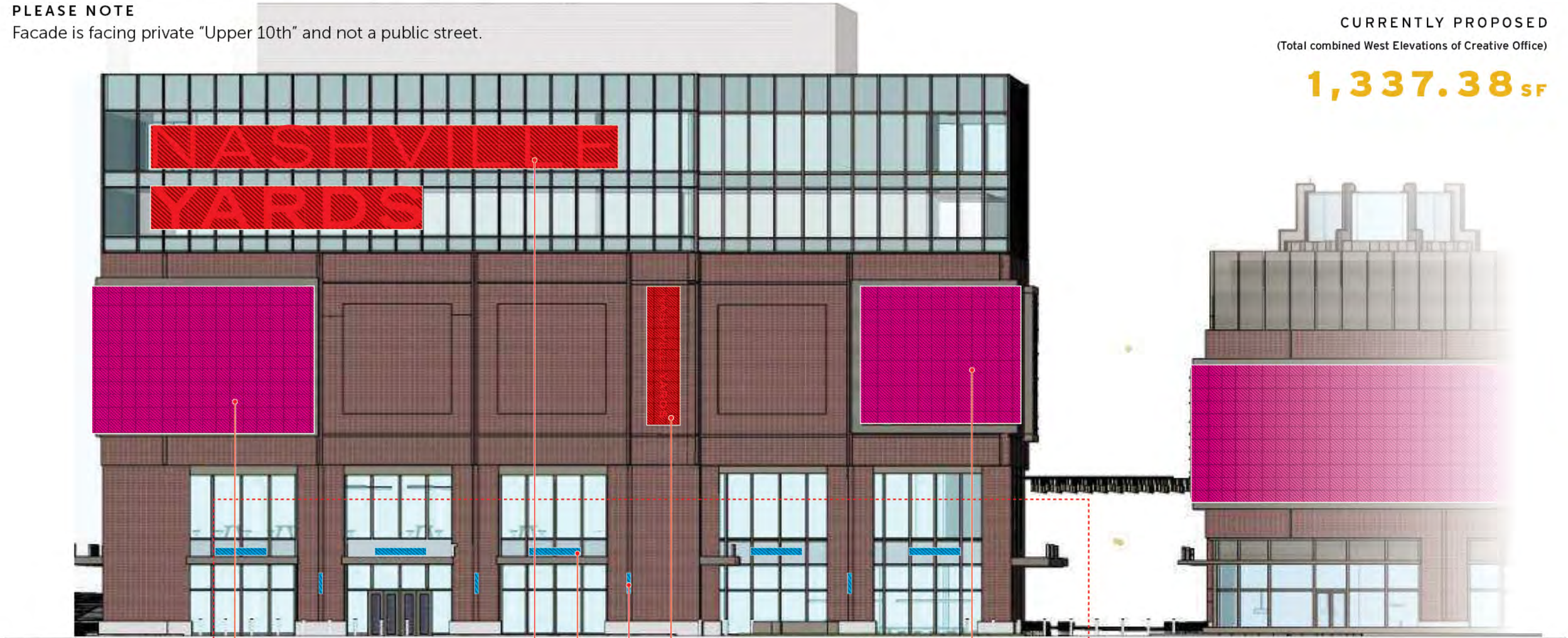
**3598 SF**

CURRENTLY PROPOSED

(Total combined West Elevations of Creative Office)

**1,337.38 SF**

FOR REFERENCE



**E4** 26' x 42' 1,092sf

**NonCompliant Sign**  
Digital lifestyle and events graphic integrated into architectural facade.

**Project Identity Sign** 175sf

**NonCompliant Sign**  
Sign larger than typically allowed to create an iconic yet appropriate design for the overall site.

**Tenant Blade x 4** 9sf 36sf

**Tenant Identity x 5** 15sf 75sf

**Project Id on Glass** 1440sf

**NonCompliant Sign**  
Sign larger than typically allowed to create an iconic yet appropriate design for the overall site.

**E5** 26' x 30' 780sf

**NonCompliant Sign**  
Digital lifestyle and events graphic integrated into architectural facade.



PARCEL 9

# WEST ELEVATION DETAIL VIEW

Scale: 1"=20' | 1: 240

**PLEASE NOTE**

Facade is facing private "Upper 10th" and not a public street.

CURRENTLY PROPOSED  
(Total combined West Elevations Music Venue,  
and Everett Residential Tower)

PREVIOUSLY APPROVED  
**2494 SF**

**1,920.14 SF**

**E6** 26' x 74' 1,924sf  
**NonCompliant Sign**  
Digital lifestyle and events graphic  
integrated into architectural facade.



**Parking Identity** 100sf  
**NonCompliant Sign**  
Sign not within code due too double height condition  
of lower and upper tenth. Signage needed to allow  
for appropriate visibility and effective wayfinding.

**Tenant Blade x 5** 9sf 45sf  
**Tenant Identity x 5** 15sf 75sf  
**Parking Blade** 90sf

**NonCompliant Sign**  
Sign not within code due too double height condition  
of lower and upper tenth. Signage needed to allow  
for appropriate visibility and effective wayfinding.

**Tenant Identity** 80sf  
**Tenant Identity x 2** 15sf 30sf

**Tenant Identity** 50sf  
**Tenant Identity Blade** 100sf

**NonCompliant Sign**  
Height of sign is 5' taller than allowed  
but due to double height condition of lower  
and upper tenth to allow for appropriate visibility.



PARCEL 9

# NORTH ELEVATION

Scale: 1"=50' | 1: 600

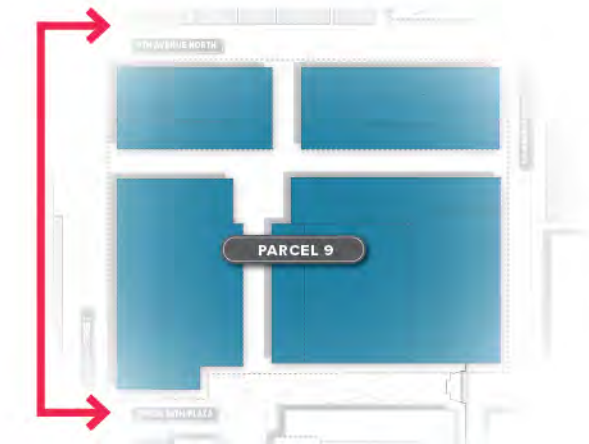
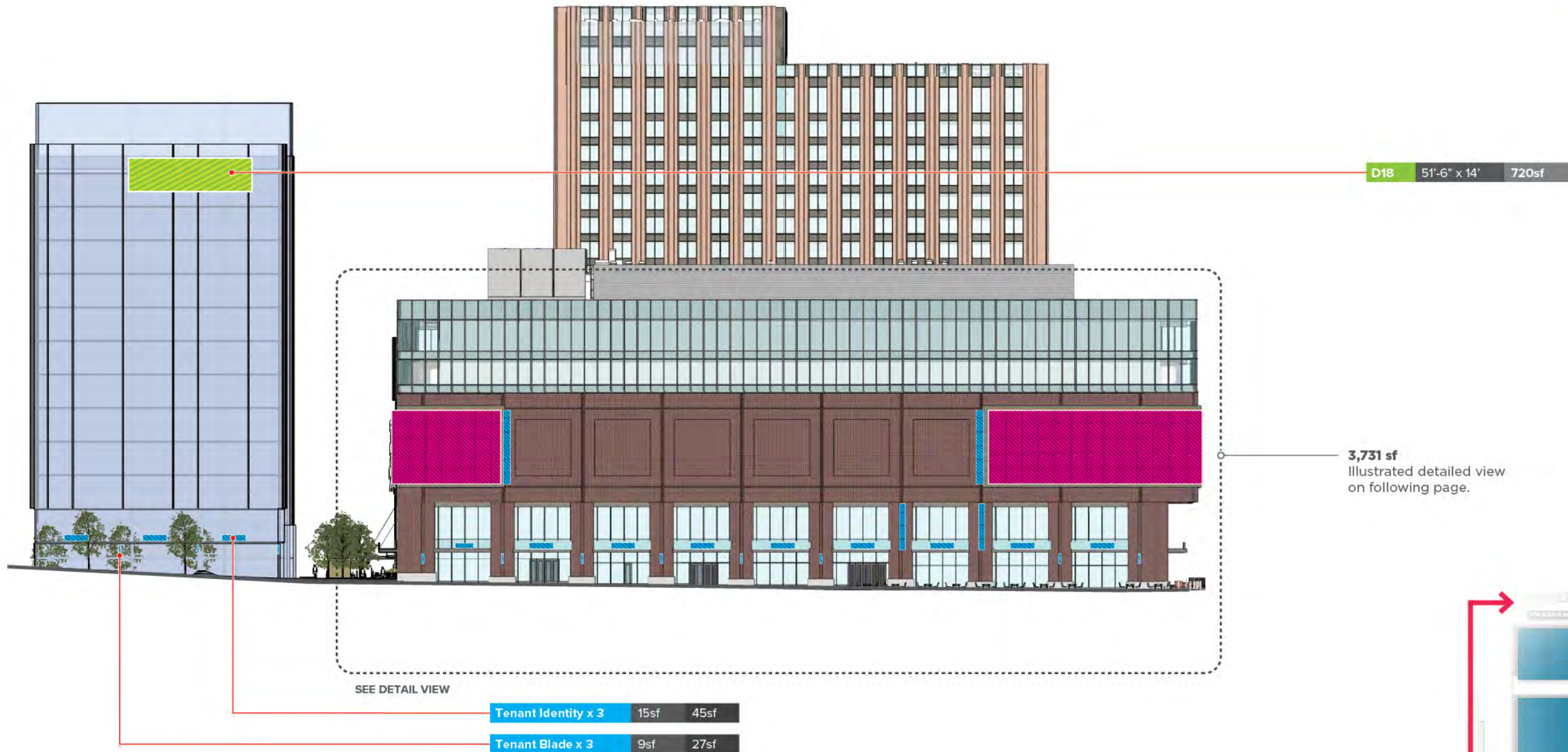
PREVIOUSLY APPROVED

## 4,523 SF

CURRENTLY PROPOSED

(Total combined North Elevations of Creative Office and Future Component 05)

## 3,541.47 SF



FOR REFERENCE



PARCEL 9

**NORTH ELEVATION** DETAIL VIEW

Scale : 1"=20' | 1 : 240

CURRENTLY PROPOSED (Creative Office) PREVIOUSLY APPROVED

**2,749.47 SF**

**3,731 SF**



FOR REFERENCE

**Projecting Identity** 60sf

**NonCompliant Sign**  
Height of sign is larger than allowed to integrated with architectural conditions.

**E9** 26' x 41' 1,066sf

**NonCompliant Sign**  
Digital lifestyle and events graphic integrated into architectural facade.

**Tenant Identity x 9** 15sf 135sf

**Tenant Blade x 8** 9sf 72sf

**Tenant Identity Blade** 45sf 90sf

**Tenant Identity Blade** 45sf 90sf

**E10** 26' x 83' 2,158sf

**NonCompliant Sign**  
Digital lifestyle and events graphic integrated into architectural facade..

**Projecting Identity** 60sf

**NonCompliant Sign**  
Height of sign is larger than allowed to integrated with architectural conditions.



PARCEL 9  
**SOUTH ELEVATION**

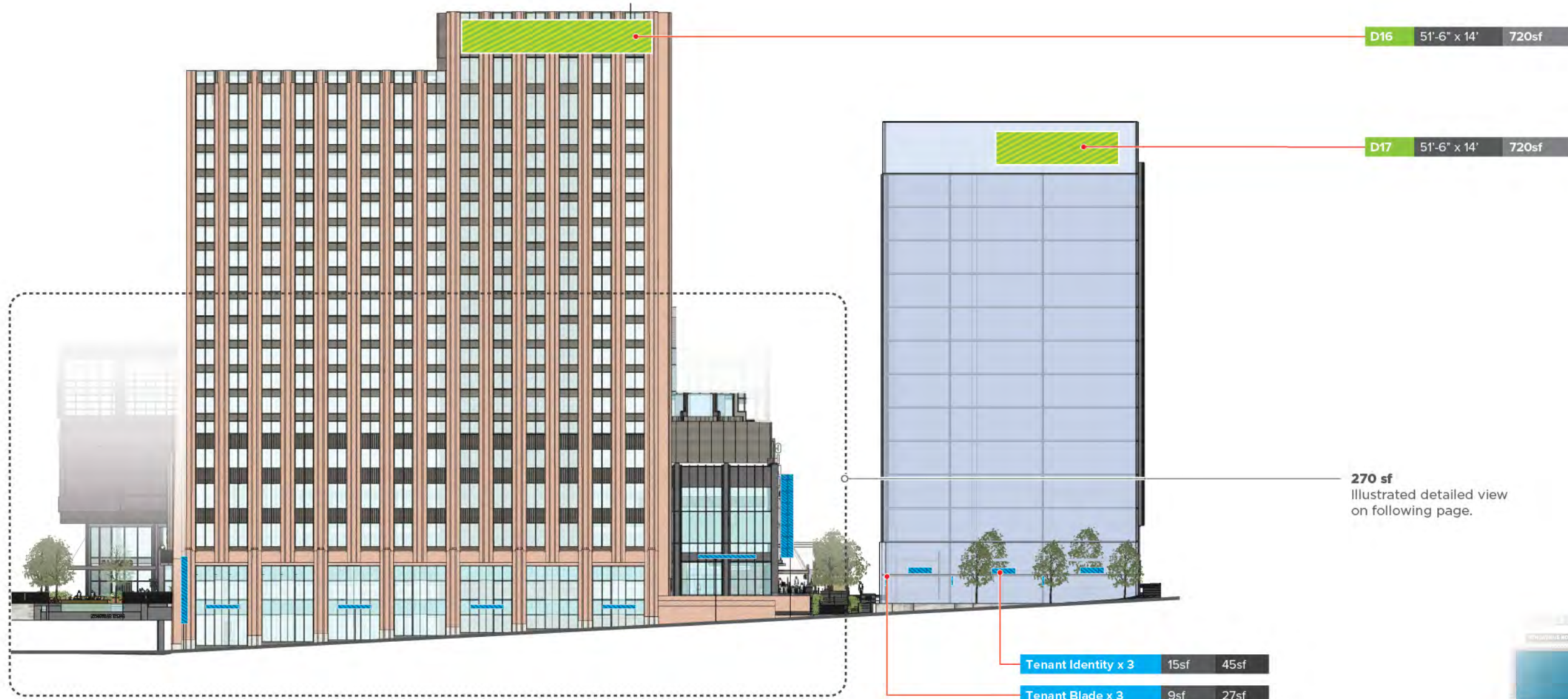
Scale: 1"=50' | 1: 600

PREVIOUSLY APPROVED  
**1782 SF**

CURRENTLY PROPOSED  
 (South Elevation of Residential Tower)

**373 SF**

FOR REFERENCE



SEE DETAIL VIEW





PARCEL 9

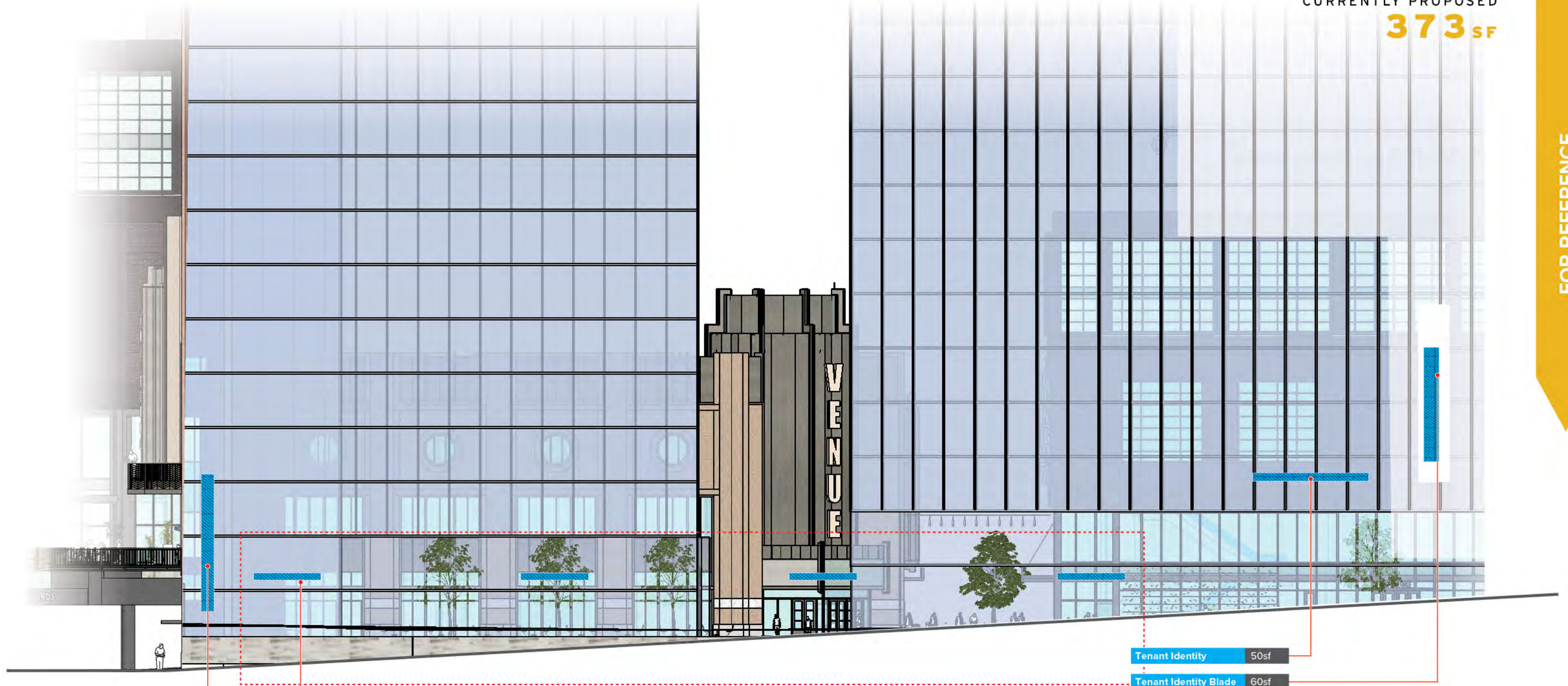
# SOUTH ELEVATION DETAIL VIEW

Scale: 1"=20' | 1: 240

PREVIOUSLY APPROVED  
**270 SF**

CURRENTLY PROPOSED  
**373 SF**

FOR REFERENCE



Tenant Identity x 4    15sf    60sf

Tenant Identity Blade    100sf

Tenant Identity    50sf

Tenant Identity Blade    60sf

**NonCompliant Sign**  
Height of sign is 5' taller than allowed  
but due to double height condition of lower  
and upper tenth to allow for appropriate visibility.



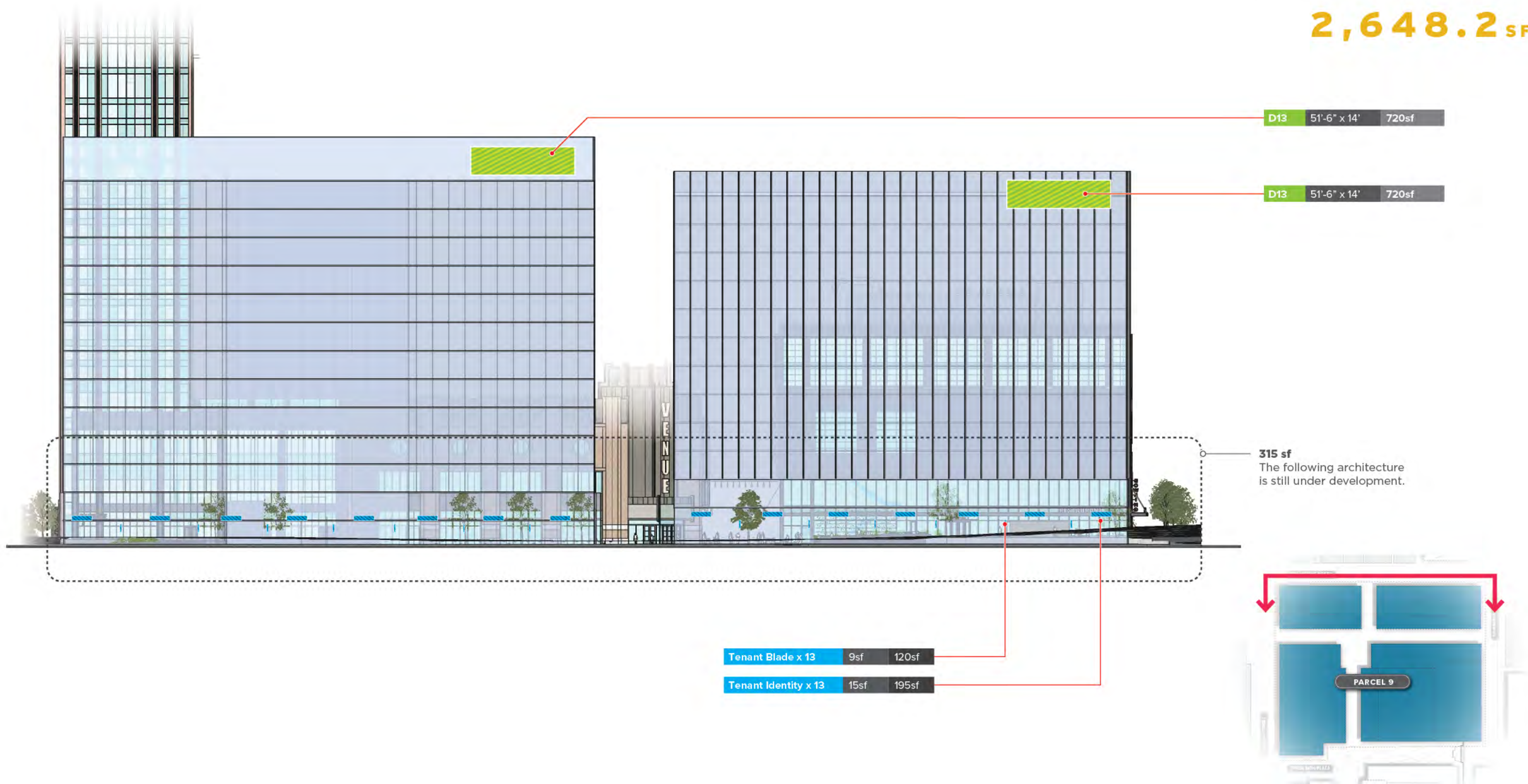
PARCEL 9  
**EAST ELEVATION**

Scale: 1"=50' | 1: 600

PREVIOUSLY APPROVED  
**1755 SF**

CURRENTLY PROPOSED  
(Combined East Elevations of Future Component 05  
and Emory Residential Tower)

**2,648.2 SF**



D13 51'-6" x 14' 720sf

D13 51'-6" x 14' 720sf

315 sf  
The following architecture is still under development.

Tenant Blade x 13 9sf 120sf

Tenant Identity x 13 15sf 195sf

FOR REFERENCE



PARCEL 9

# INTERIOR EAST ELEVATION

Scale : 1"=50' | 1 : 600

### PLEASE NOTE

Facade is facing private pedestrian passage and not a public street.

PREVIOUSLY APPROVED

## 4,973 SF

CURRENTLY PROPOSED

(Total combined East Elevations of Creative Office, Music Venue, and Everett Residential Tower, South elevation of Creative Office, and North elevations of Music Venue and Combined Residential Tower)

## 5,367.69 SF



D15 51'-6" x 14' 720sf

4,253 sf  
Illustrated detailed view on following page.

SEE DETAIL VIEW



FOR REFERENCE



PARCEL 9

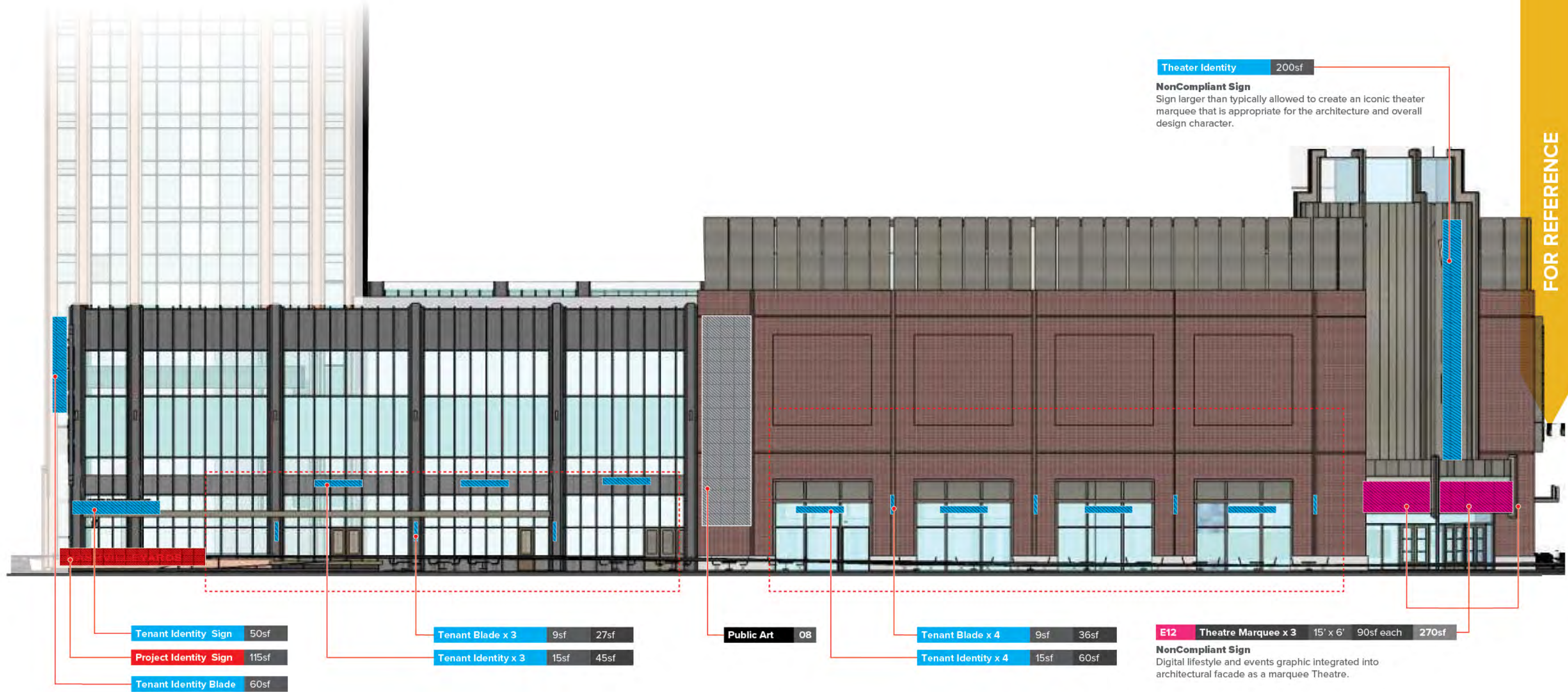
# INTERIOR EAST ELEVATION DETAIL VIEW

Scale: 1"=20' | 1: 240

CURRENTLY PROPOSED  
(Total combined East Elevations of Music Venue Everett Residential Tower)

PREVIOUSLY APPROVED  
**863 SF**

**324.81 SF**



FOR REFERENCE



PARCEL 9

# INTERIOR NORTH ELEVATION DETAIL VIEW

Scale : 1"=20' | 1 : 240

### PLEASE NOTE

Facade is facing private pedestrian passage and not a public street.

PREVIOUSLY APPROVED

## 984 SF

CURRENTLY PROPOSED

(Music Venue)

## 866.14 SF

FOR REFERENCE



Tenant Identity x 7	15sf	105sf
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Tenant Blade x 7	9sf	73sf
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E11	26' x 31'	806sf
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**NonCompliant Sign**  
 Digital lifestyle and events graphic integrated into architectural facade.



PARCEL 9

# INTERIOR EAST ELEVATION DETAIL VIEW

Scale : 1"=20' | 1 : 240

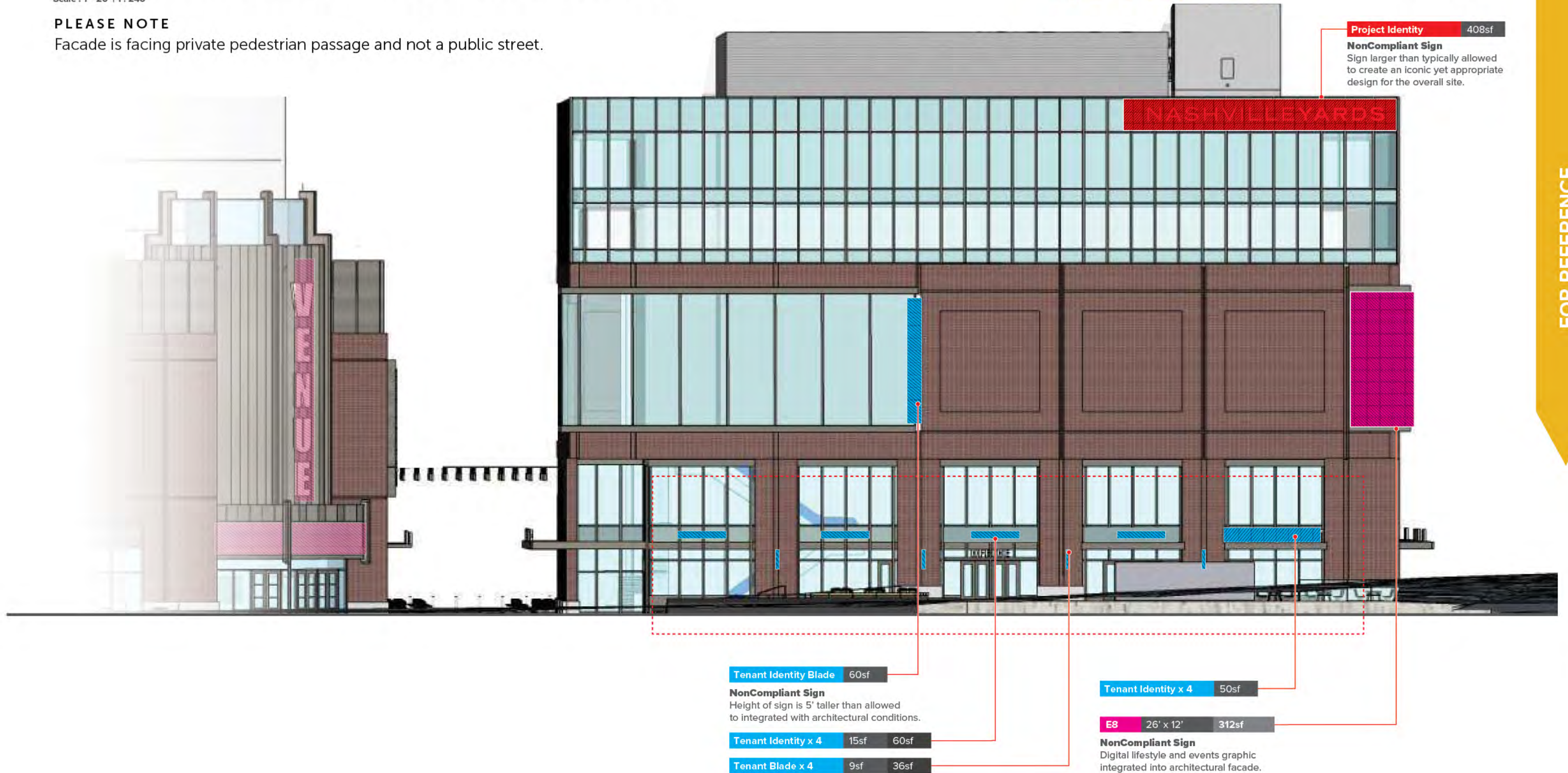
**PLEASE NOTE**

Facade is facing private pedestrian passage and not a public street.

CURRENTLY PROPOSED (Creative Office) PREVIOUSLY APPROVED

**1,552.32 SF**

**926 SF**



FOR REFERENCE

**Tenant Identity Blade** 60sf

**NonCompliant Sign**  
Height of sign is 5' taller than allowed to integrated with architectural conditions.

**Tenant Identity x 4** 15sf 60sf

**Tenant Blade x 4** 9sf 36sf

**Tenant Identity x 4** 50sf

**E8** 26' x 12' 312sf

**NonCompliant Sign**  
Digital lifestyle and events graphic integrated into architectural facade.



PARCEL 9

# INTERIOR SOUTH ELEVATION DETAIL VIEW

Scale: 1"=20' | 1: 240

**PLEASE NOTE**

Facade is facing private pedestrian passage and not a public street.

CURRENTLY PROPOSED (Creative Office) PREVIOUSLY APPROVED

**1,666.42 SF**

**1480 SF**



FOR REFERENCE

**E7** 26' x 27' 702sf

**NonCompliant Sign**  
Digital lifestyle and events graphic integrated into architectural facade.

**Parking Access Id** 30sf

**Project Identity** 400sf

**NonCompliant Sign**  
Sign larger than typically allowed to create an iconic yet appropriate design for the overall site.

**Tenant Blade x 7** 9sf 63sf

**Tenant Identity x 7** 25sf 175sf

**Tenant Identity** 50sf

**Tenant Identity Blade** 60sf

**NonCompliant Sign**  
Height of sign is 5' taller than allowed to integrated with architectural conditions.



PARCEL 9

# INTERIOR WEST ELEVATION

Scale: 1"=50' | 1: 600

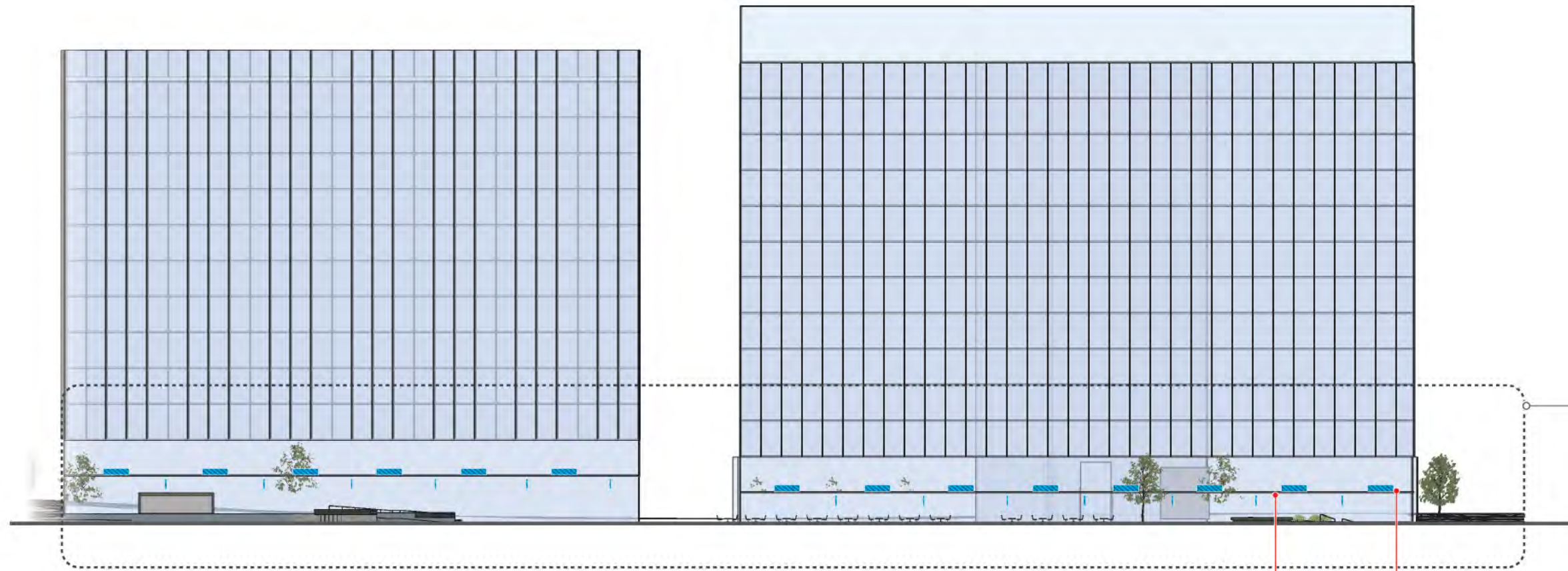
PREVIOUSLY APPROVED

**315 SF**

CURRENTLY PROPOSED

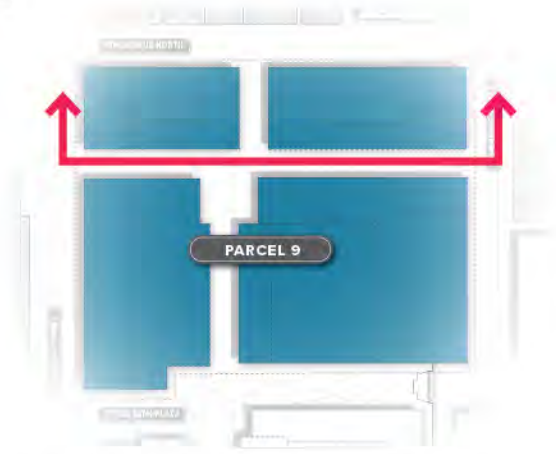
(Total combined West Elevations of Future Component 05 and Emory Residential Tower)

**334.125 SF**



**315 sf**  
The following architecture is still under development.

Tenant Blade x 13	9sf	120sf
Tenant Identity x 13	15sf	195sf



FOR REFERENCE



THANK YOU

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