



NASHVILLE YARDS

ENVIRONMENTAL GRAPHICS + WAYFINDING

PARCEL 9 SIGNAGE ENTITLEMENTS

SEPTEMBER 18TH, 2024

rsmdesign

DESIGN MANIFESTO

INSPIRED BY THE PAST,
DRIVEN BY THE FUTURE, AND ROOTED IN
NASHVILLE'S UNIQUE CULTURE AND COMMUNITY.
NASHVILLE YARDS SEEKS TO REDEFINE
INNOVATION THROUGH CREATIVE, ENGAGING
AND TRANSFORMATIONAL EXPERIENCES THAT
IMAGINE A NEW NORMAL WHERE WORK AND PLAY
ARE SYNONYMOUS.

UNDERSTANDING THE CODE

Looking at the City Sign Standards in order to understand best how to comply with the design standards and adhere to the codes while still advancing the design forward for this unique site.

MODIFICATIONS FOR EXCEPTIONAL DESIGN

Creative signage that does not fit the specific regulations of this section may be considered by the appropriate reviewing body (listed above), based on its merits, as they relate to all of the following design criteria:

- Architecture
- The configuration or location of the building or property
- Building scale
- Legibility
- Technical competence and quality in design, construction and durability

TRANSITIONAL STREETS

Transitional streets currently contain a mix of different building characters, transitioning from more auto oriented buildings and uses to a more mixed use pedestrian environment.

As these street redevelop, buildings will be sited close to the sidewalk with a more pedestrian focus.

COMMON SIGN PLAN

A common signage plan regulates signage for multiple businesses or tenants within one building or complex. A common sign plan is mandatory for all new developments and sign Modifications.

ELECTRONIC SIGNAGE

Tourist-oriented businesses within Downtown Nashville may receive Modifications to allow greater sign area and use of digital technology

Large electronic or illuminated signs shall not adversely impact residential or hotel uses.

Any image or message or portion of the image or message must have a static display for minimum duration of eight seconds.

SKYLINE SIGNS

201' and taller = 720 square feet max height of 14'

PROJECTING SIGNS

Max height 20 feet, cannot project more than 6 feet and must be minimum of 1 foot from Facade.

BLADE SIGNS

9 square feet per sign - 3 ft high max height, 6" from building facade.

CANOPY SIGNS

2' high letter height

MURALS

Only the company name, text relating directly to products or services sold on site, and logos shall count toward the sign area allocation. Otherwise, murals are exempt from this code.

PREVIOUSLY APPROVED OVERALL SIGN AREA

8 DIFFERENT PARCELS | 15 ACRES IN URBAN DOWNTOWN

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

41,277 sf



PREVIOUSLY APPROVED OVERALL SIGN AREA

8 DIFFERENT PARCELS | 15 ACRES IN URBAN DOWNTOWN

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

41,277 sf

17,457.9sf of overall Conventional signage | 11,642.59sf of overall digital signage | 12,176.5sf of overall skyline signage

PARCEL 1
GRAND HYATT

2,616sf
880sf of digital
978sf of skyline signs

PARCEL 2
RESIDENTIAL / RETAIL

2,409sf

PARCEL 3A
OFFICE / RETAIL

4,353sf
987.82sf of digital
2,558.5sf of skyline signs

PARCEL 3B
OFFICE / RETAIL

4,272sf
1,440sf of skyline signs

PARCELS 4&5
PRIVATE OFFICE

8,734sf
3,600sf of digital
2,880sf of skyline signs

PARCEL 6
HISTORIC BUILDING

000sf

PARCEL 8
RESIDENTIAL / RETAIL

405sf

PARCEL 9
ENTERTAINMENT

16,888sf
6,174.77sf of digital
4,320sf of skyline signs

WAYFINDING
PROJECT SIGNAGE

1,600sf

CURRENT PROPOSED OVERALL SIGN AREA

8 DIFFERENT PARCELS | 15 ACRES IN URBAN DOWNTOWN

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

41,277^{sf}

17,457.93^{sf} of overall Conventional signage | 11,642.59^{sf} of overall digital signage | 12,176.5^{sf} of overall skyline signage

PARCEL 1
GRAND HYATT

2,616^{sf}
880^{sf} of digital
978^{sf} of skyline signs

PARCEL 2
RESIDENTIAL / RETAIL

2,409^{sf}

PARCEL 3A
OFFICE / RETAIL

4,353^{sf}
1000^{sf} of digital
1,440^{sf} of skyline signs

PARCEL 3B
OFFICE / RETAIL

4,272^{sf}
1,440^{sf} of skyline signs

PARCELS 4&5
PRIVATE OFFICE

8,734^{sf}
3,600^{sf} of digital
2,880^{sf} of skyline signs

PARCEL 6
HISTORIC BUILDING

000^{sf}

PARCEL 8
RESIDENTIAL / RETAIL

405^{sf}

PARCEL 9
ENTERTAINMENT

16,888^{sf}
6,174.77^{sf} of digital
4,320^{sf} of skyline signs

WAYFINDING
PROJECT SIGNAGE

1,600^{sf}

PARCEL 9

ENTERTAINMENT & TOURIST ORIENTED DISTRICT

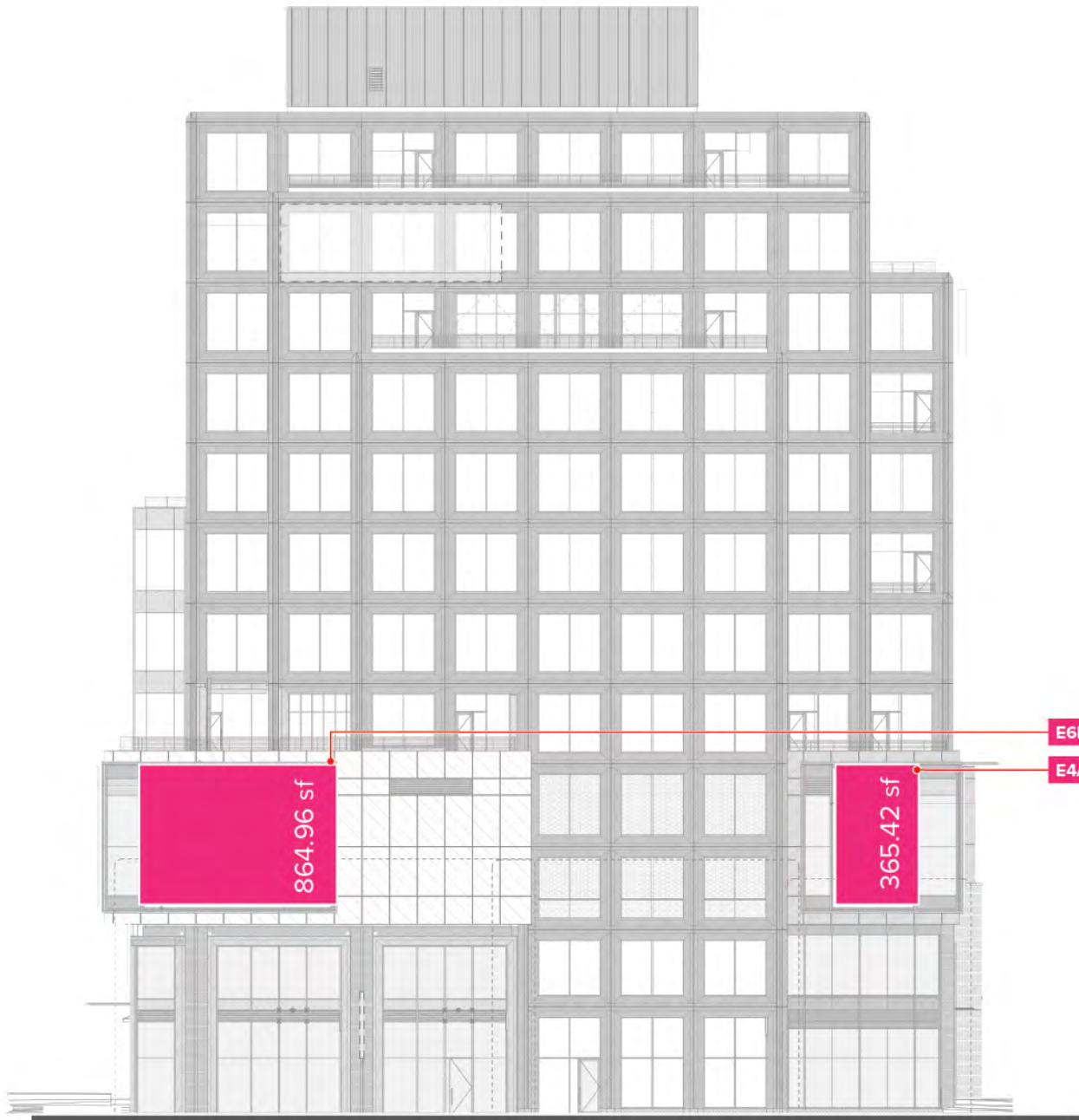
APPROVED DIGITAL SIGN AREA

6,147.77sf of Digital

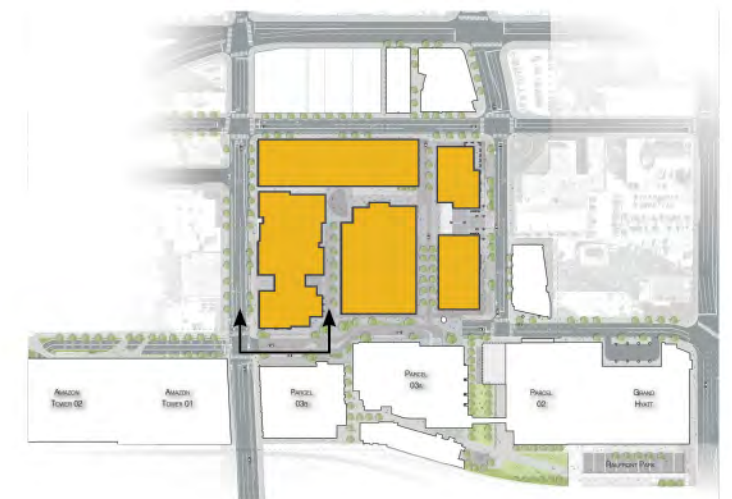
PROPOSED DIGITAL SIGN AREA

6,147.77 sf of Digital

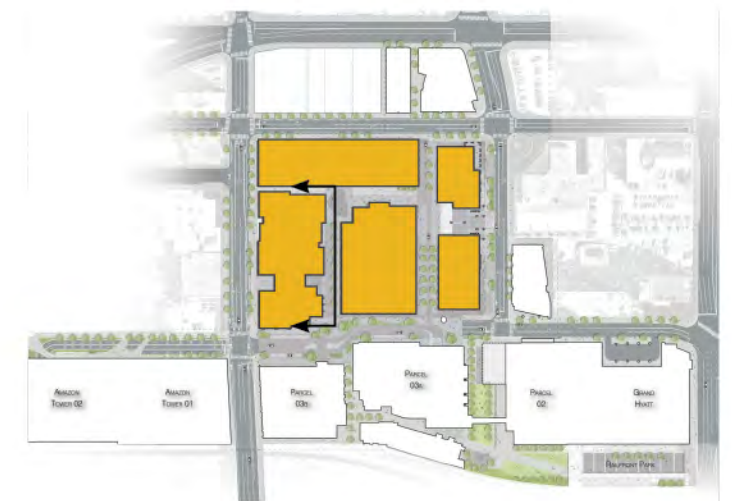
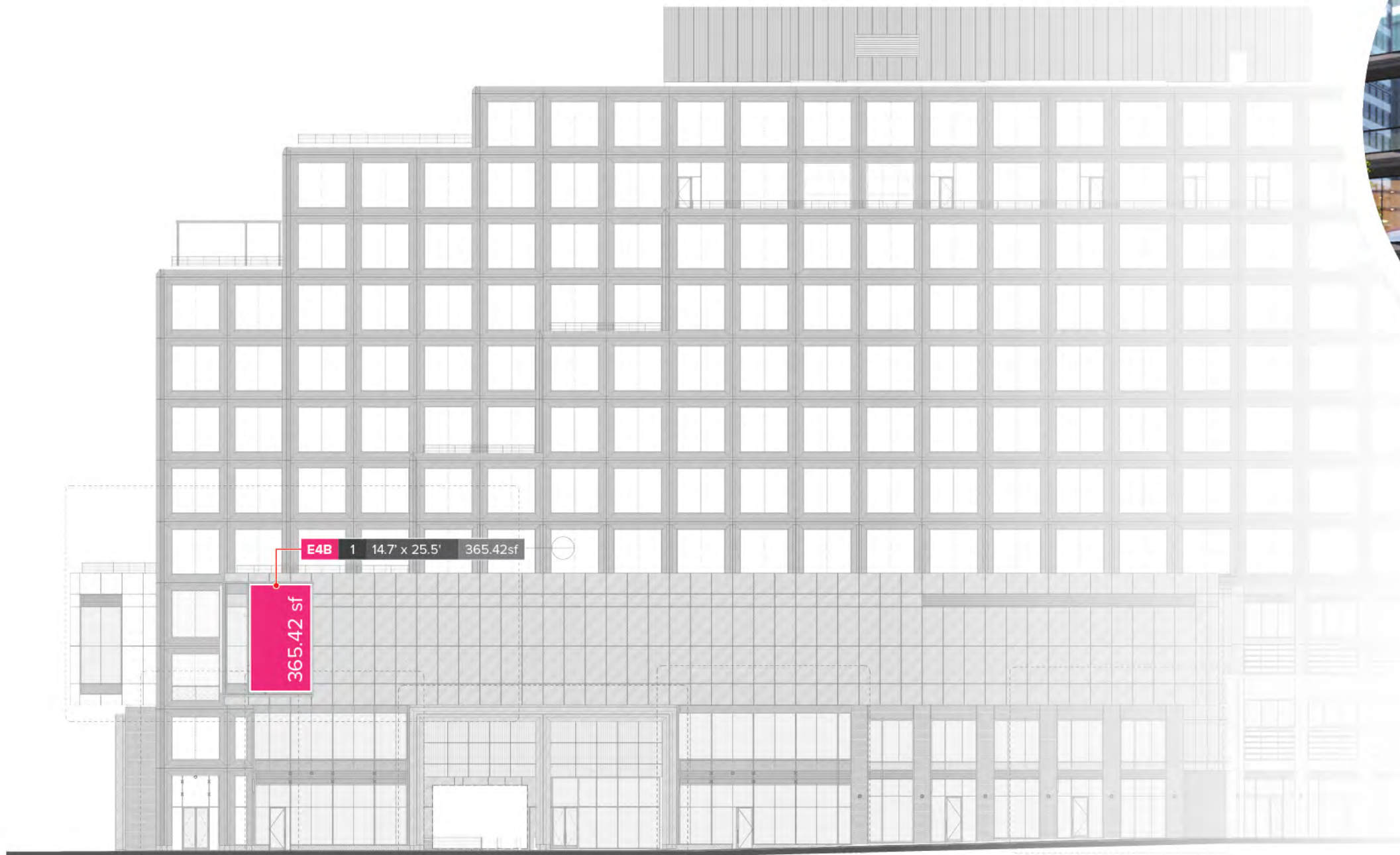
PARCEL 9 | CREATIVE OFFICE
WEST ELEVATION



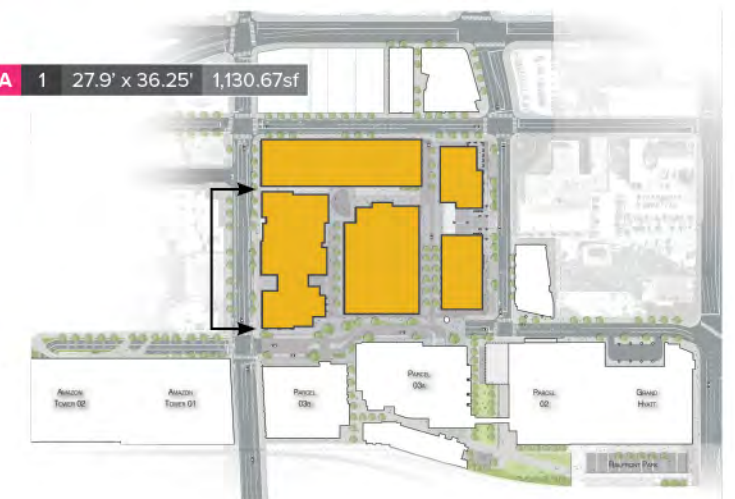
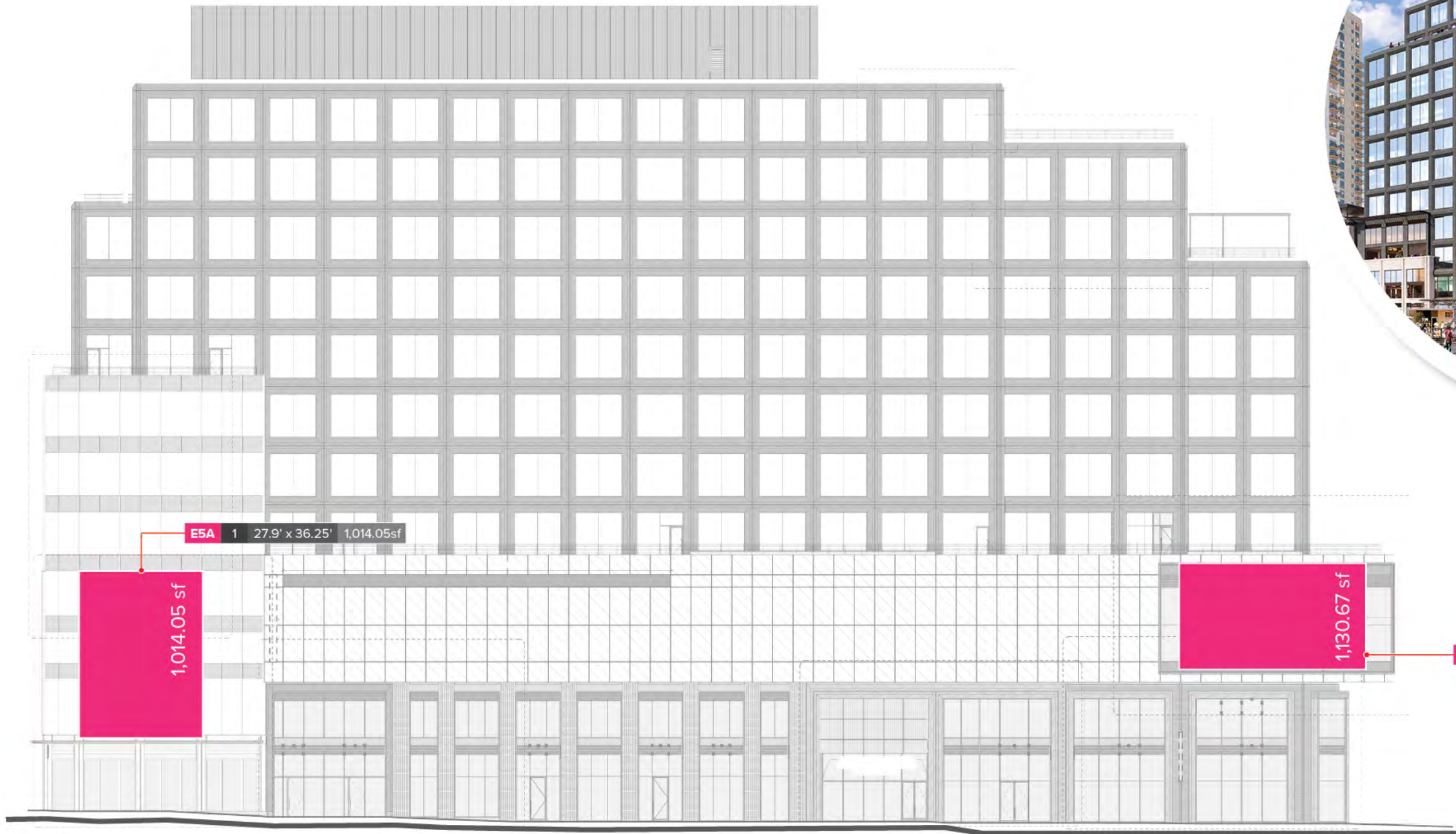
E6B	1	25.5' x 33.9'	864.96sf
E4A	1	14.7' x 25.5'	365.42sf



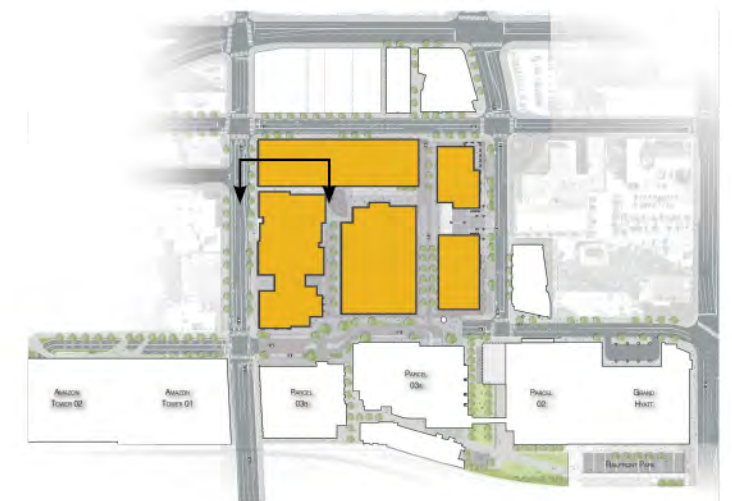
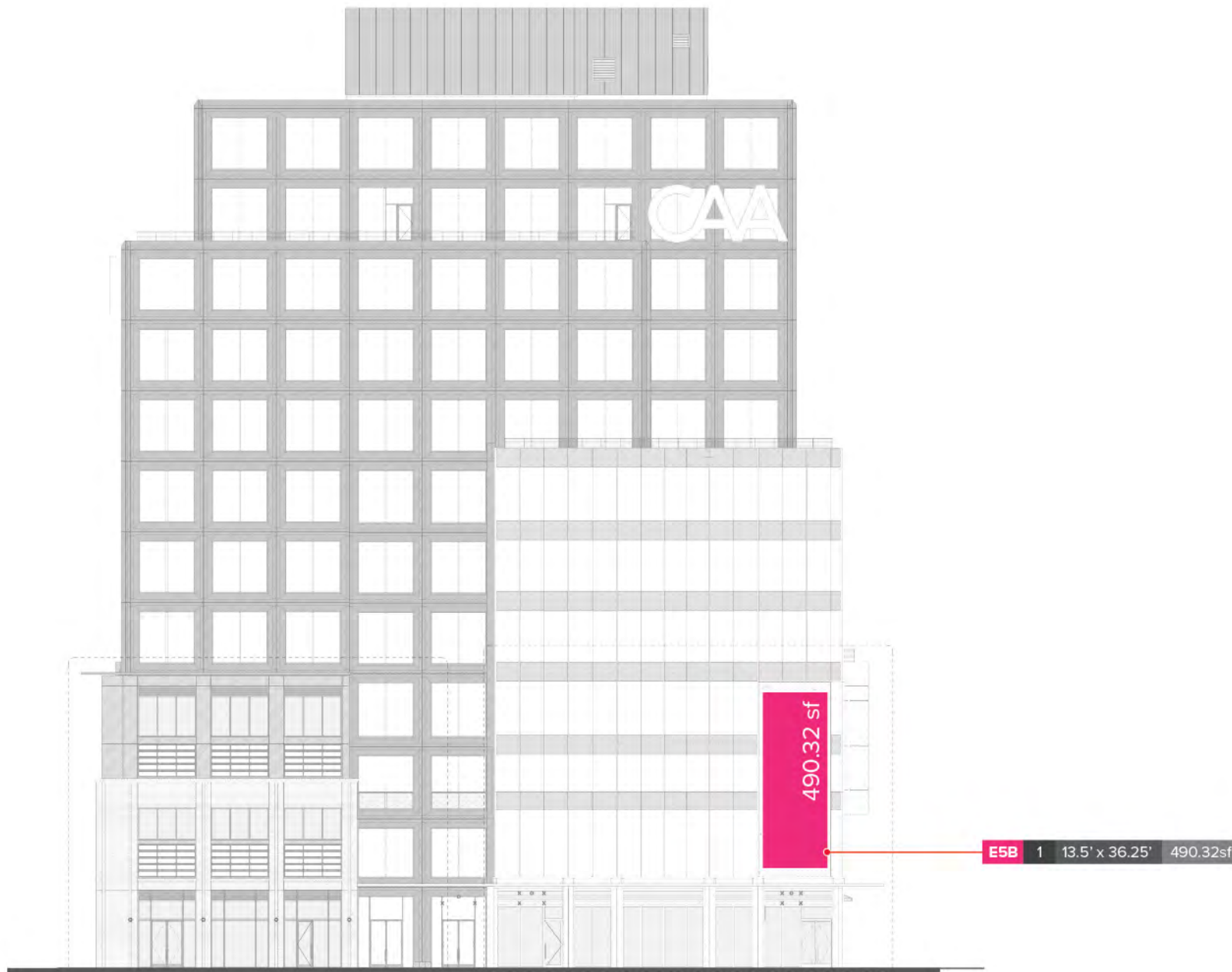
PARCEL 9 | CREATIVE OFFICE
SOUTH ELEVATION



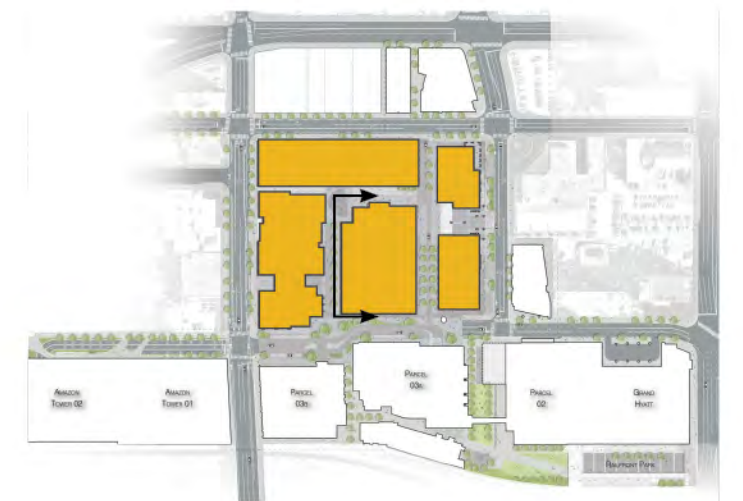
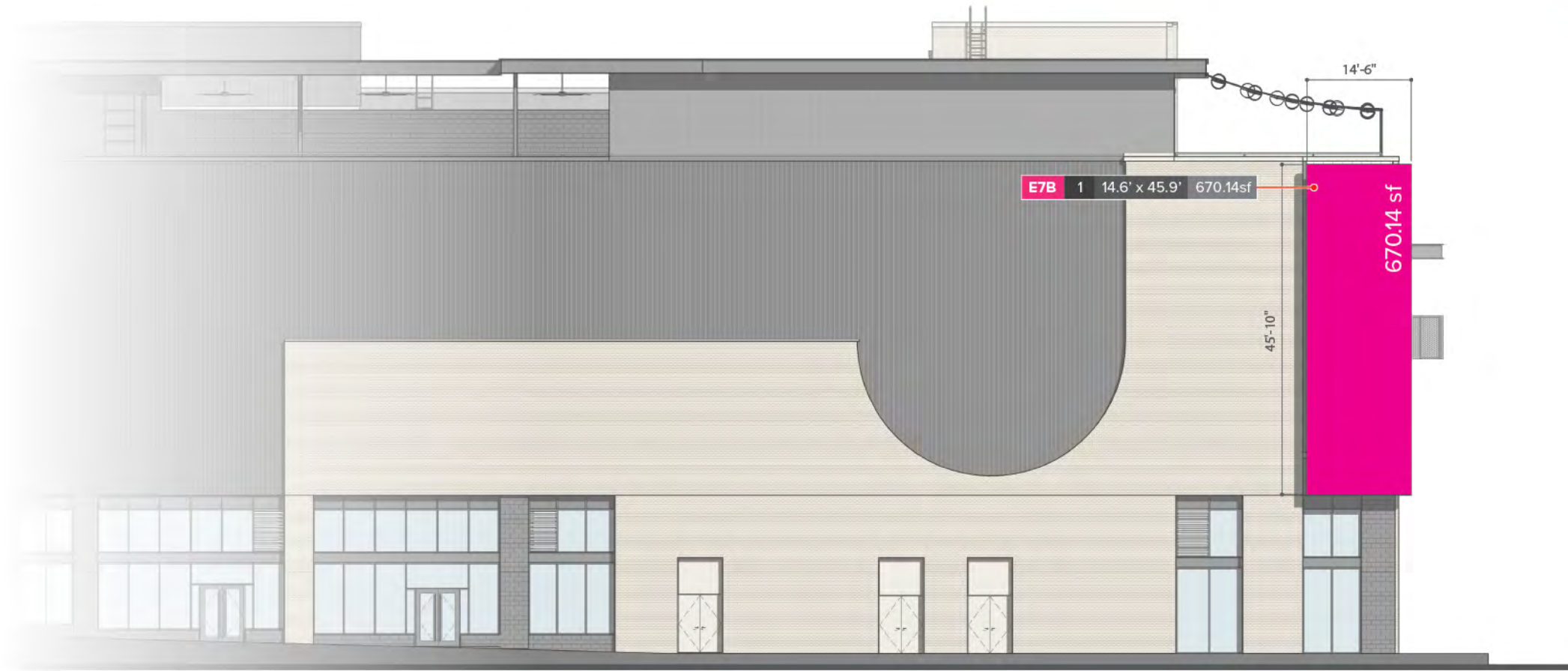
PARCEL 9 | CREATIVE OFFICE
NORTH ELEVATION



PARCEL 9 | CREATIVE OFFICE
EAST ELEVATION

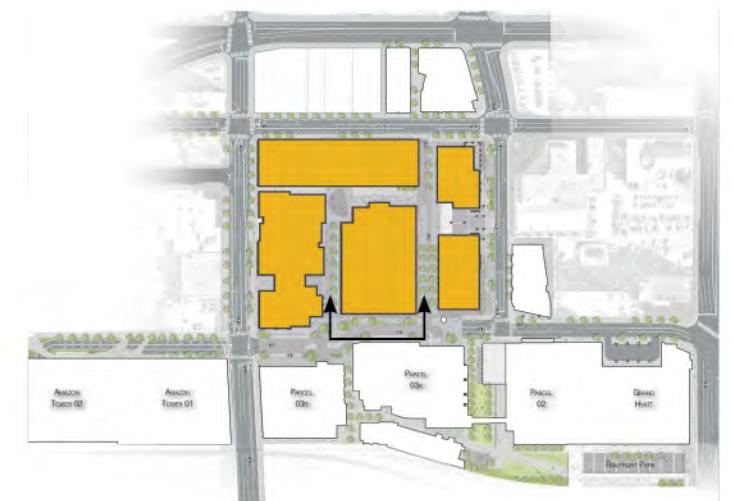
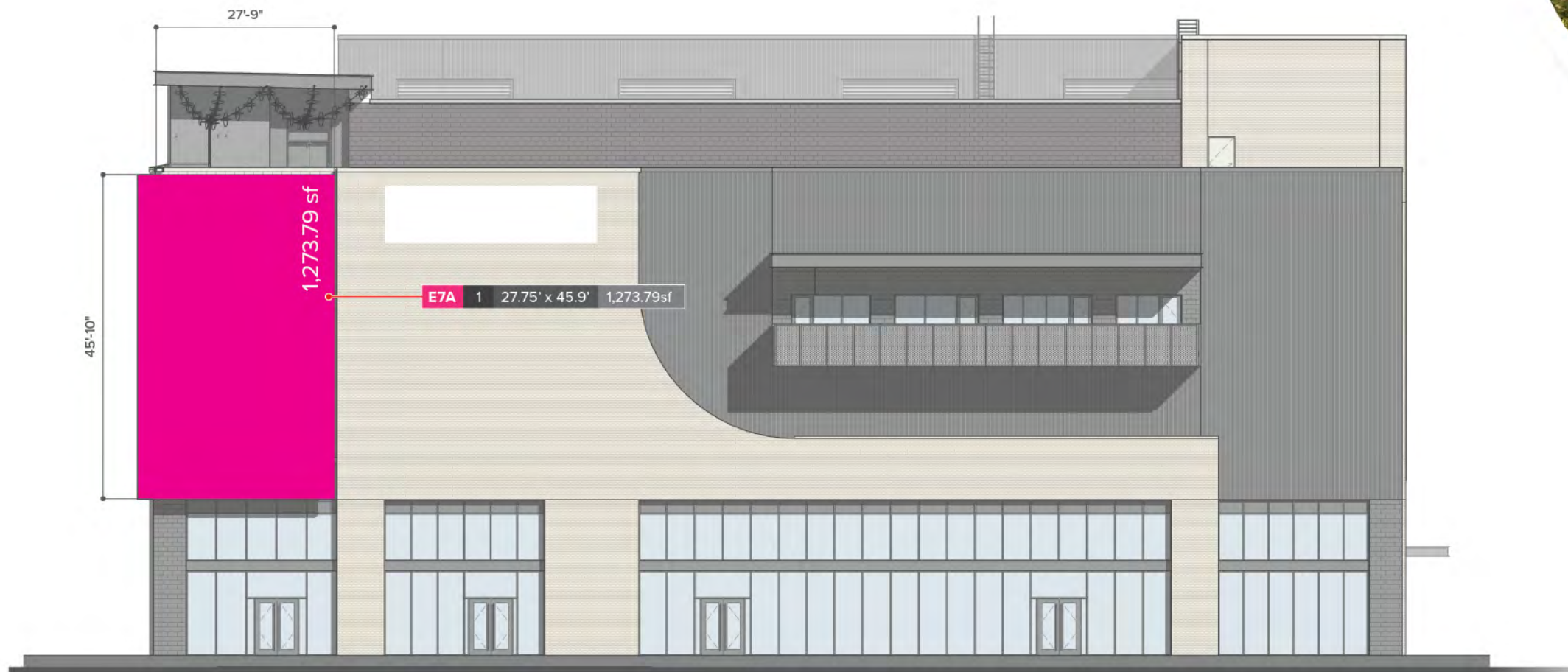


PARCEL 9 | MUSIC VENUE
NORTH ELEVATION



PARCEL 9 | MUSIC VENUE

WEST ELEVATION



PARCEL 9

ENTERTAINMENT & TOURIST ORIENTED DISTRICT

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

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





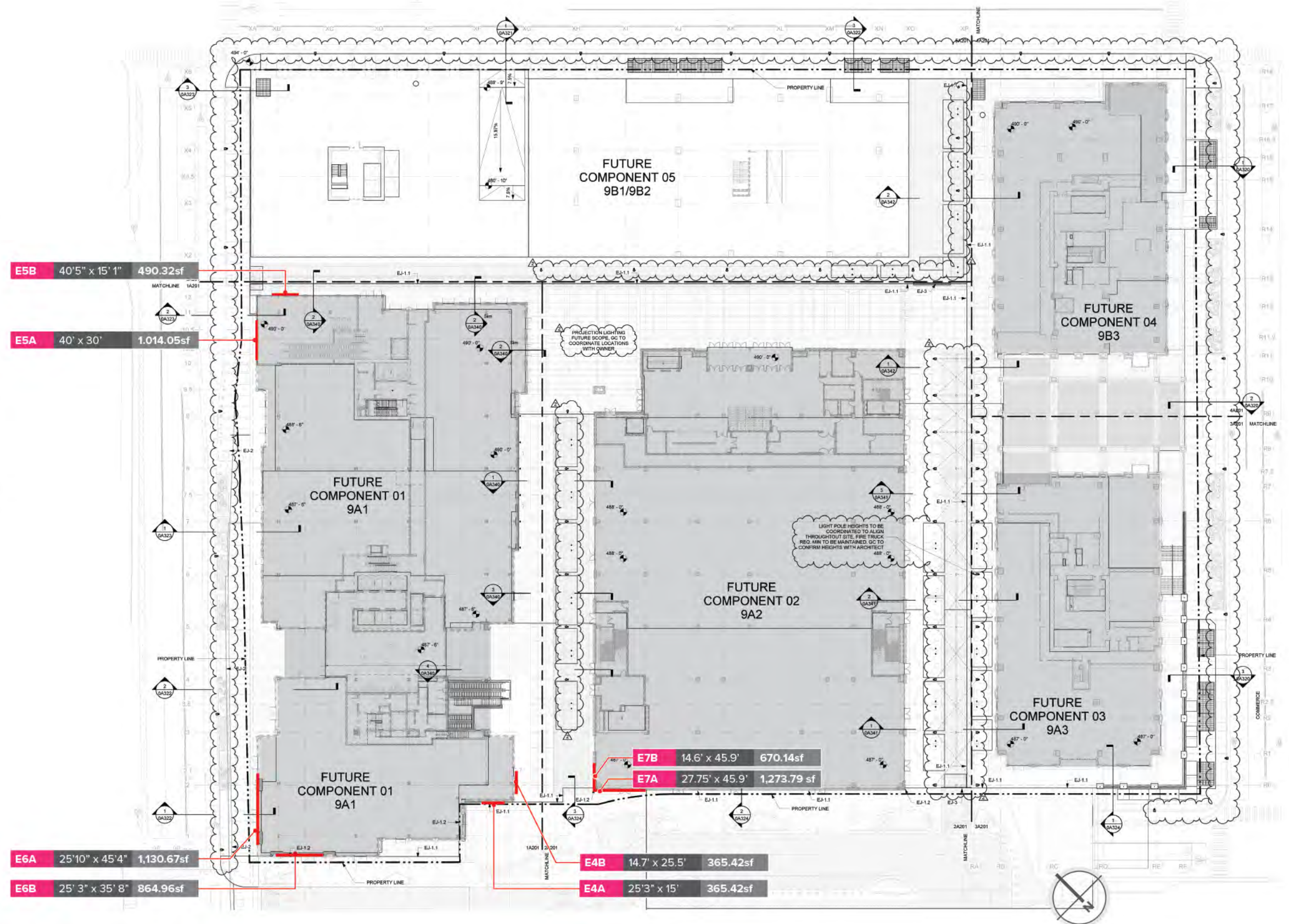
**SECTION V : 17.37
DOWNTOWN CODE
TOURIST-ORIENTED
SIGNAGE**

Tourist-oriented businesses within DTC Zoning Downtown Nashville may receive Modifications to allow greater sign area and use of digital technology.

To qualify... the business must offer lawful activities or services to the general public of cultural, historical, recreational, education, or entertainment purposes.

Large electronic or illuminated signs shall not adversely impact residential or hotel uses.

Any image or message or portion of the image or message must have a static display for minimum duration of eight seconds.

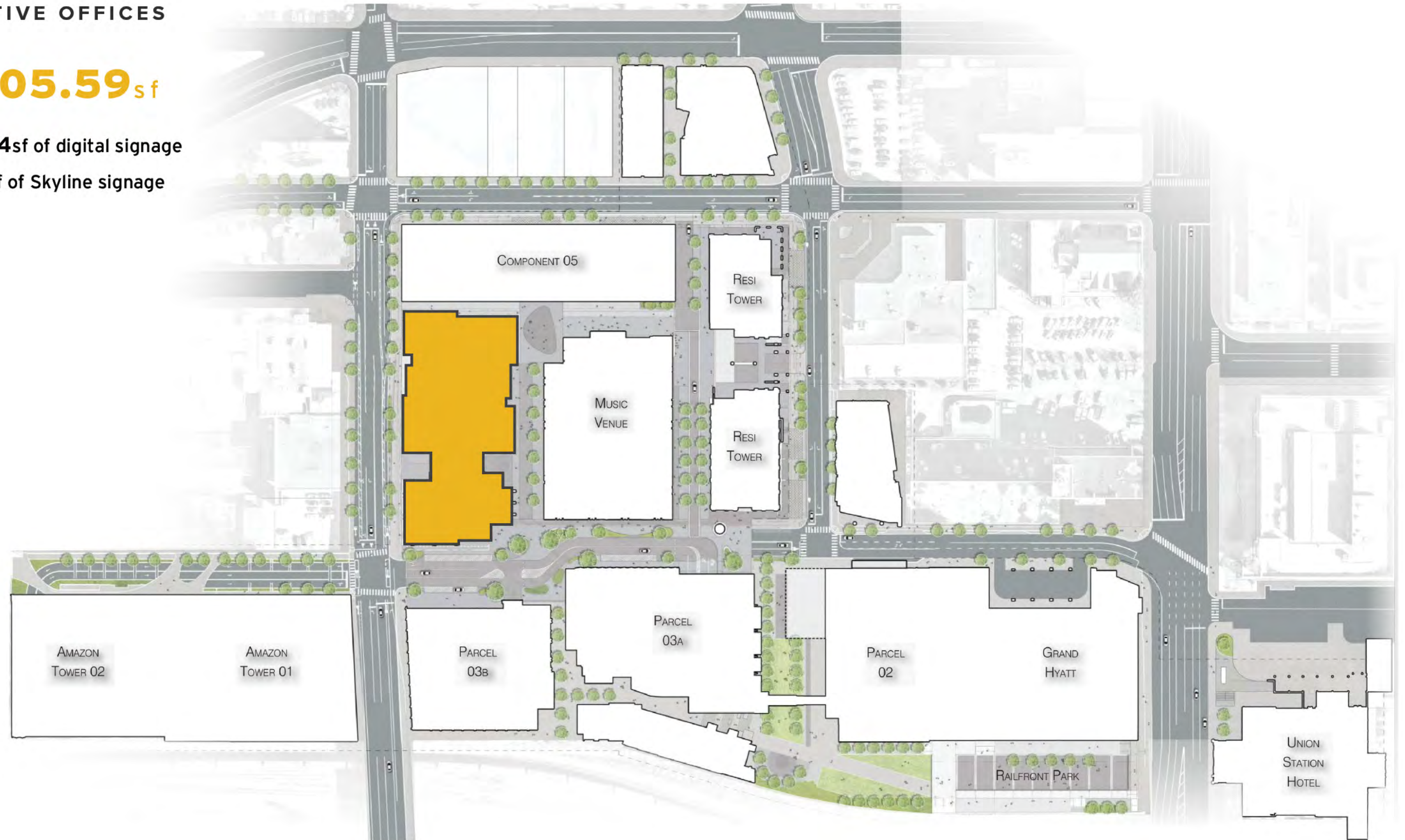


CREATIVE OFFICES

7,305.59_{sf}

4,230.84_{sf} of digital signage

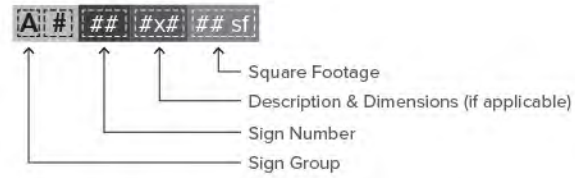
1,440_{sf} of Skyline signage



PARCEL 9 | CREATIVE OFFICE
NORTH ELEVATION

Scale : 1"=30'

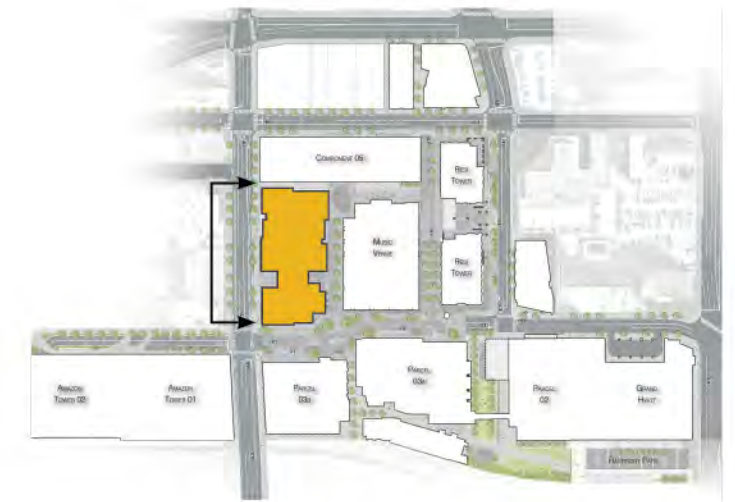
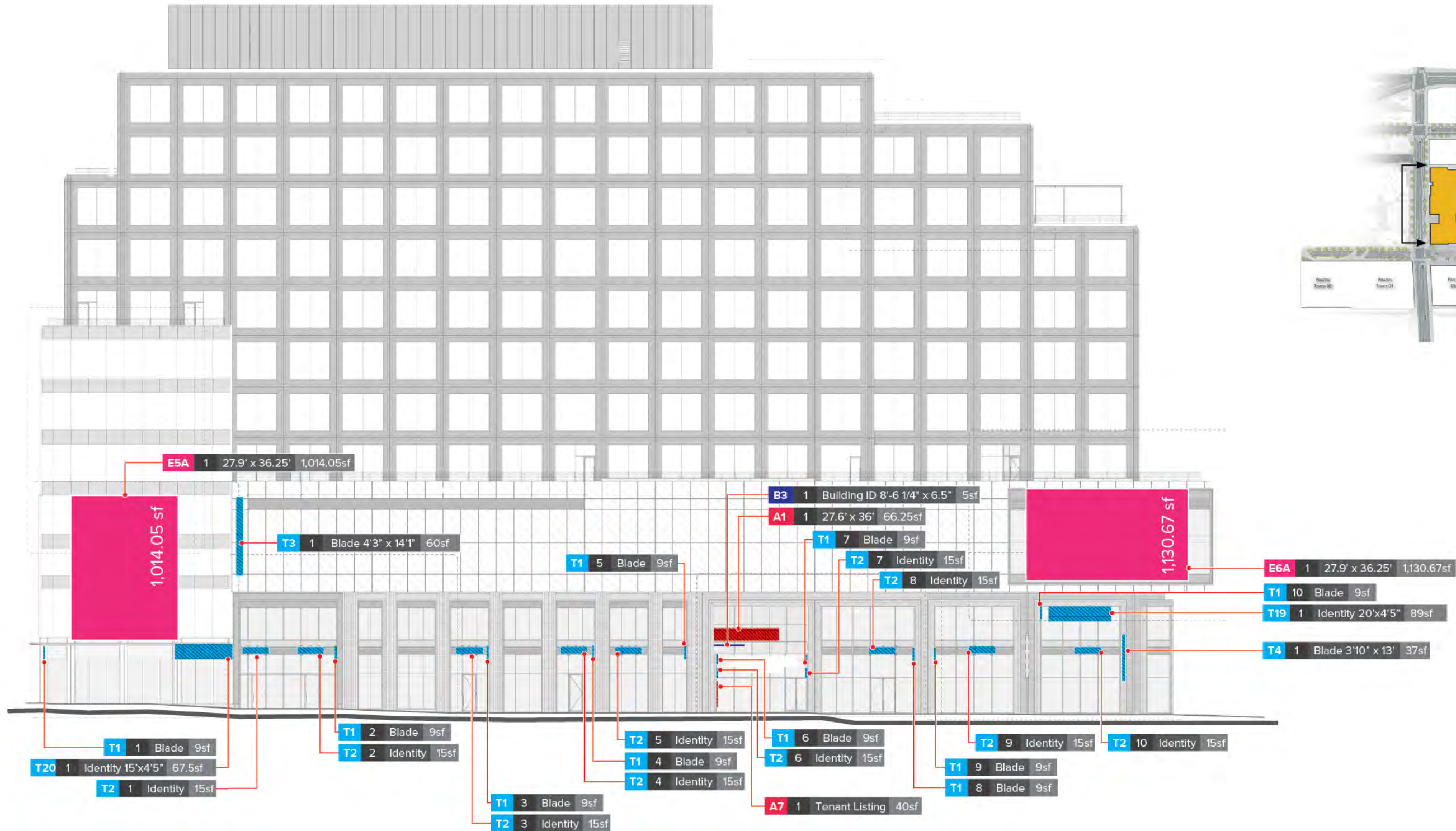
 Digital Signage	 Project Signage
 Tenant Signage	 Building Signage
 Skyline Signage	



OVERALL SIGNAGE
2,749.47' SF

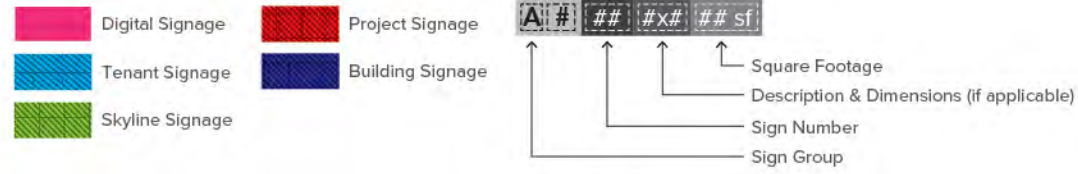
DIGITAL SIGNAGE
2,144.72' SF

Digital signage is calculated in overall square footage.



PARCEL 9 | CREATIVE OFFICE
EAST ELEVATION

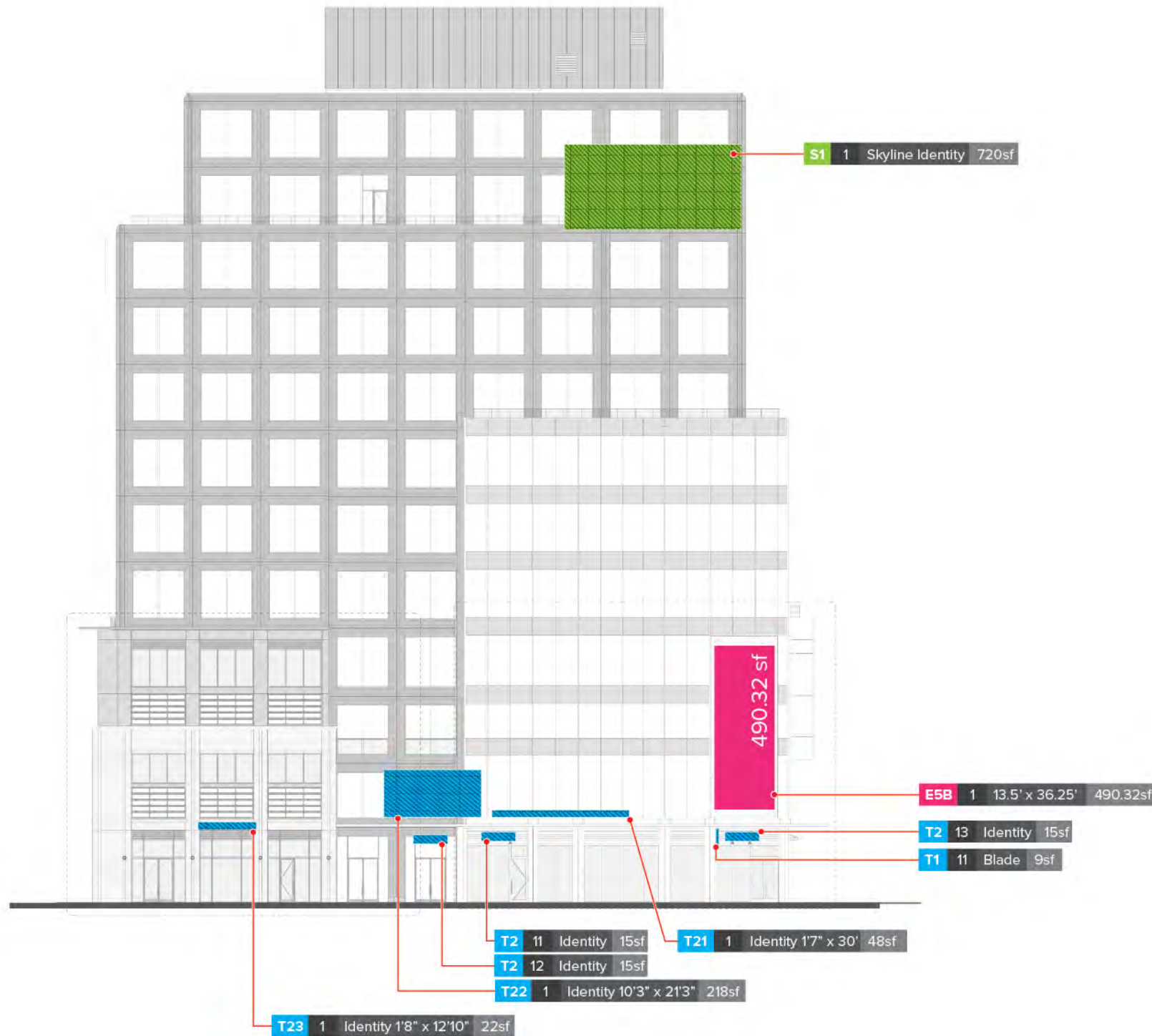
Scale : 1"=30'



OVERALL SIGNAGE
1,552.32' SF

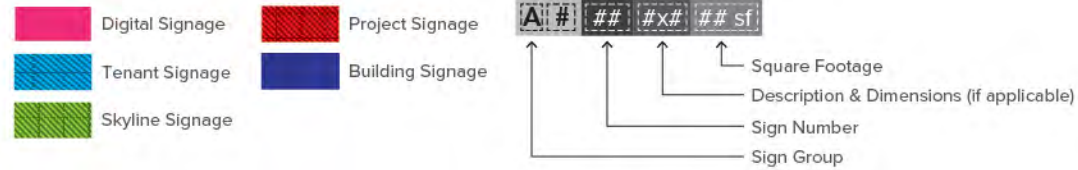
DIGITAL SIGNAGE
490.32' SF

Digital signage is calculated in overall square footage.



PARCEL 9 | CREATIVE OFFICE
SOUTH ELEVATION

Scale : 1"=30'



OVERALL SIGNAGE
1,666.42' SF

DIGITAL SIGNAGE
365.42' SF

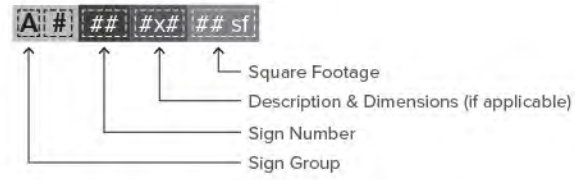
Digital signage is calculated in overall square footage.



PARCEL 9 | CREATIVE OFFICE
WEST ELEVATION

Scale : 1"=30'

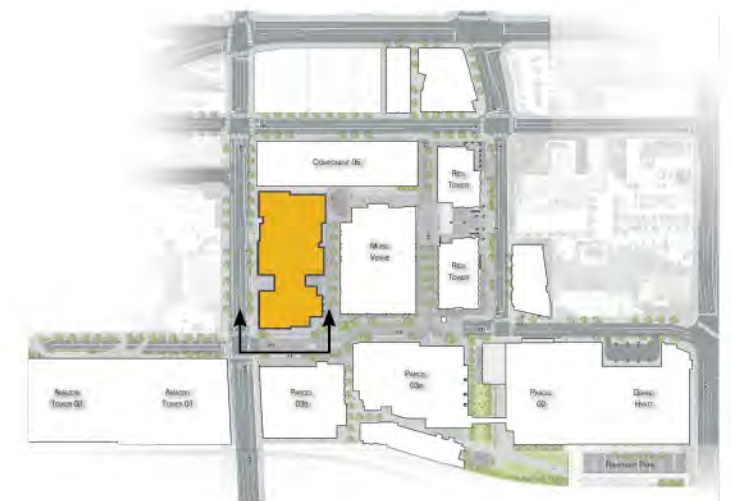
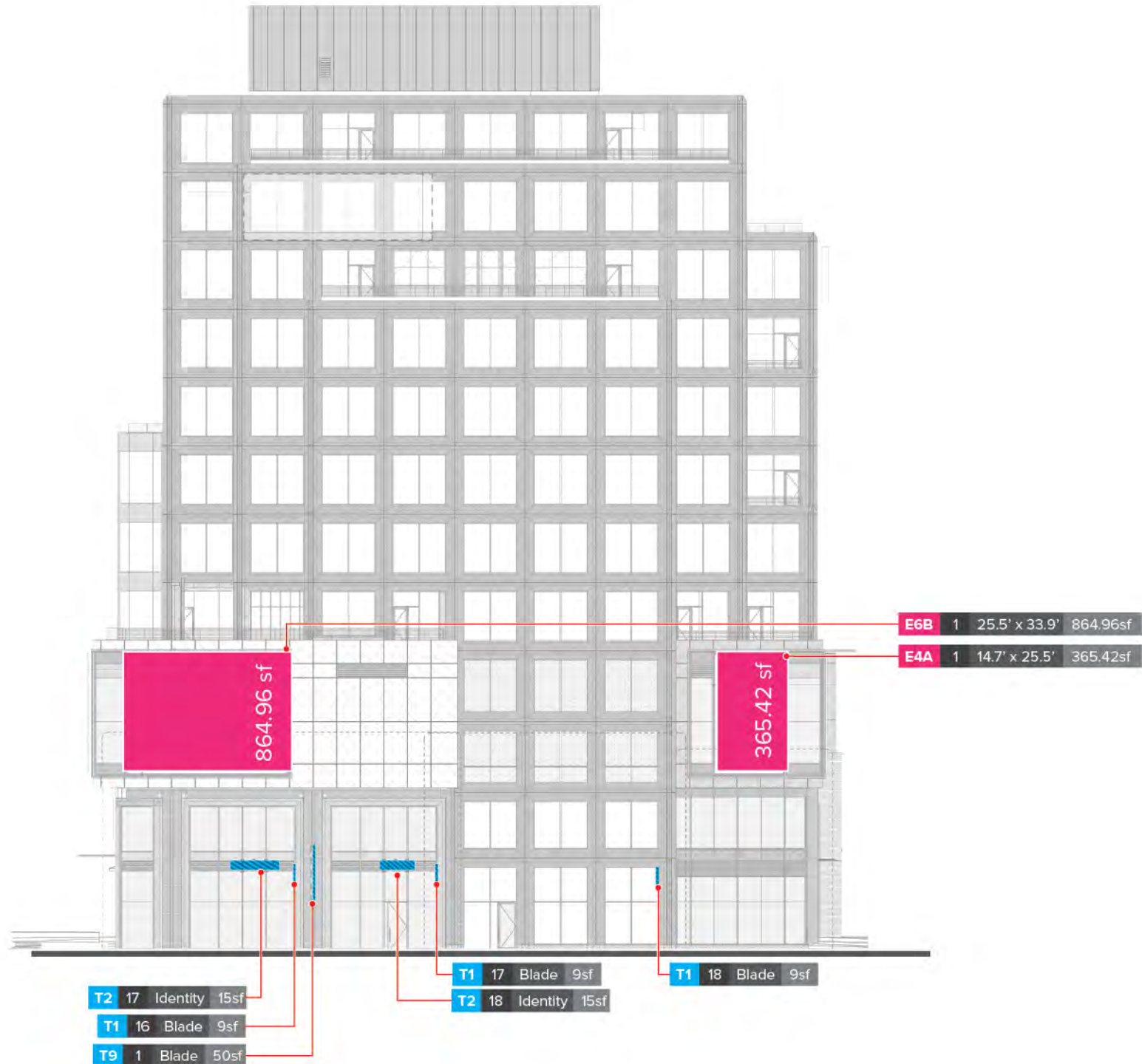
- Digital Signage
- Tenant Signage
- Skyline Signage
- Project Signage
- Building Signage



OVERALL SIGNAGE
1,337.38' SF

DIGITAL SIGNAGE
1,230.38' SF

Digital signage is calculated in overall square footage.

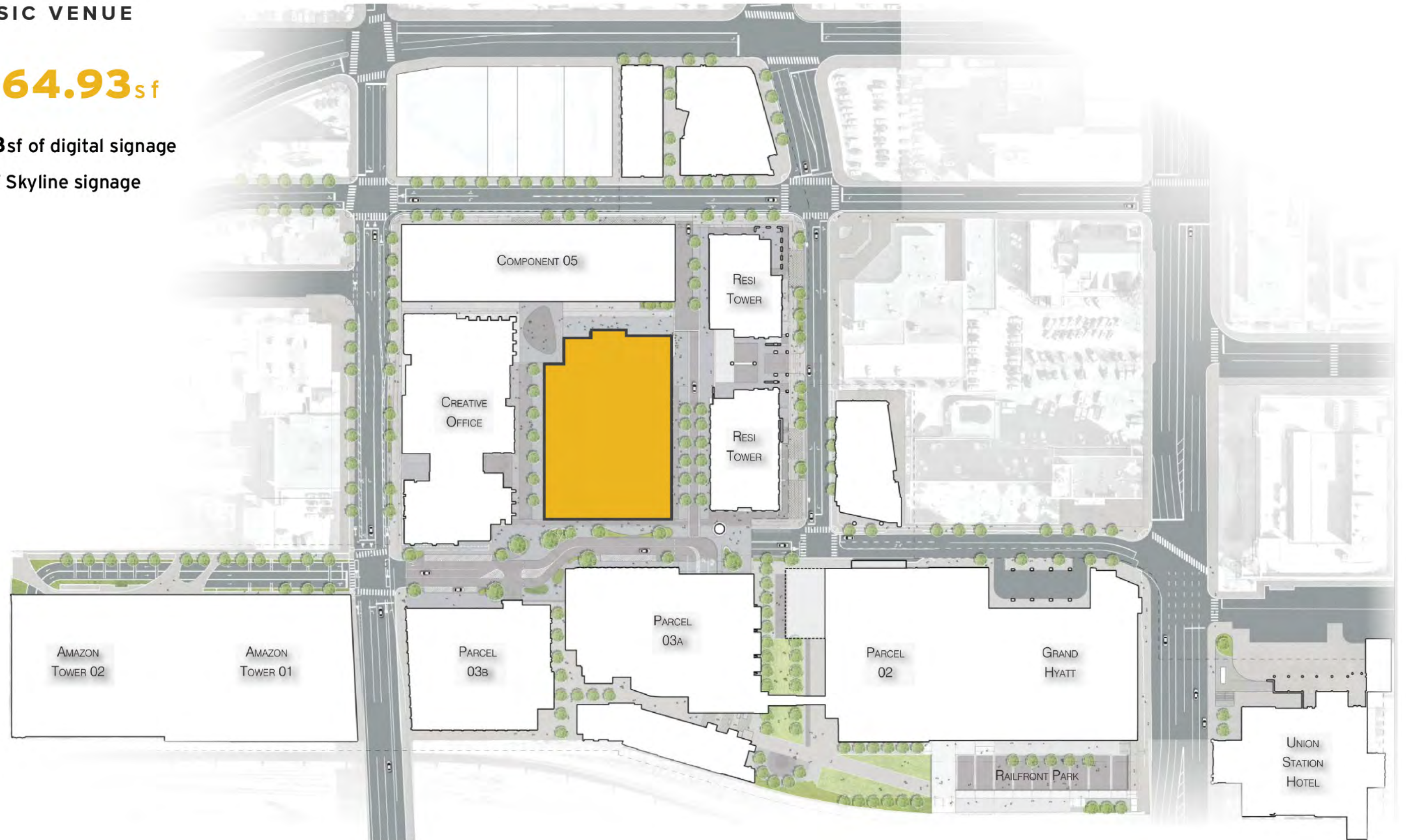


MUSIC VENUE

3,364.93_{sf}

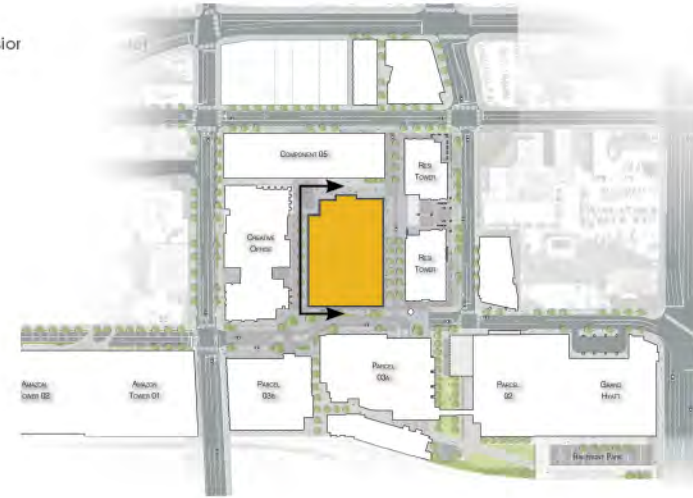
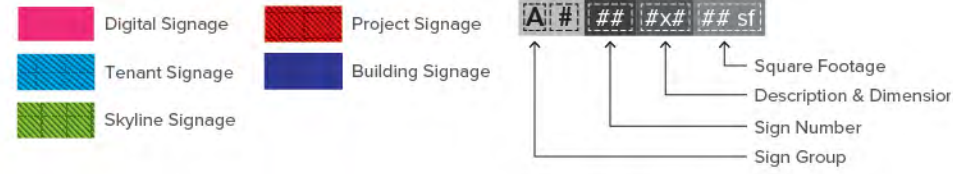
1,943.93_{sf} of digital signage

0_{sf} of Skyline signage

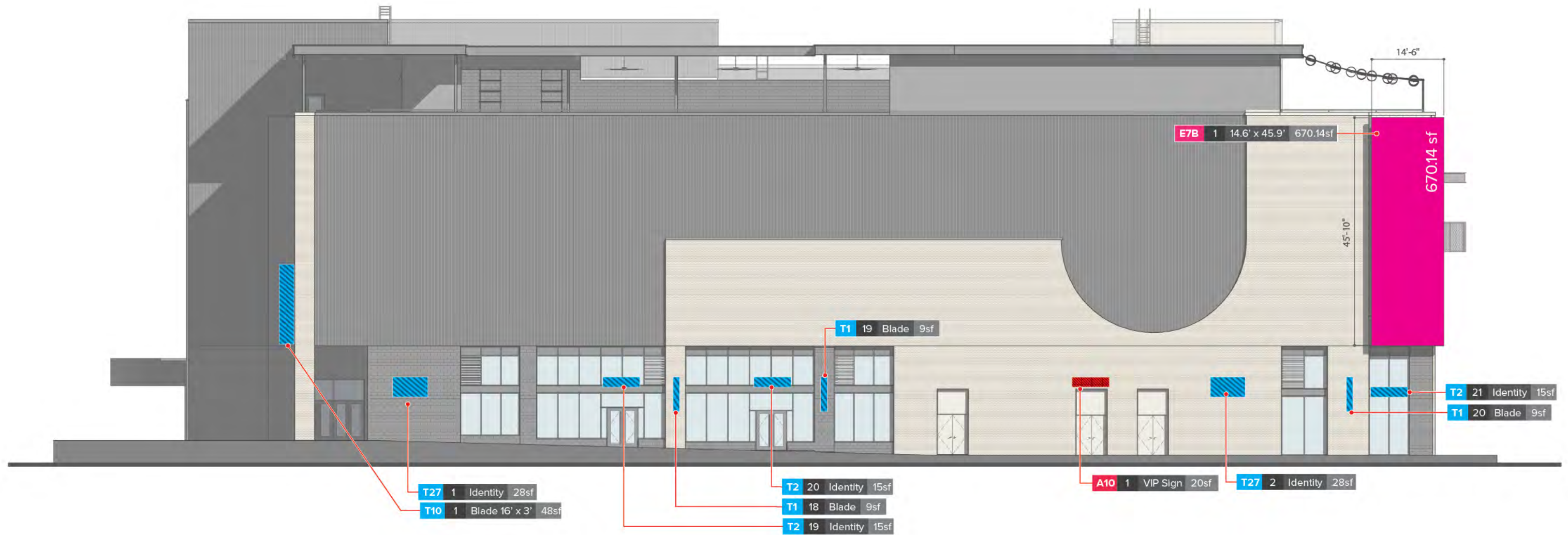


PARCEL 9 | MUSIC VENUE
NORTH ELEVATION

Scale : 1"=20'

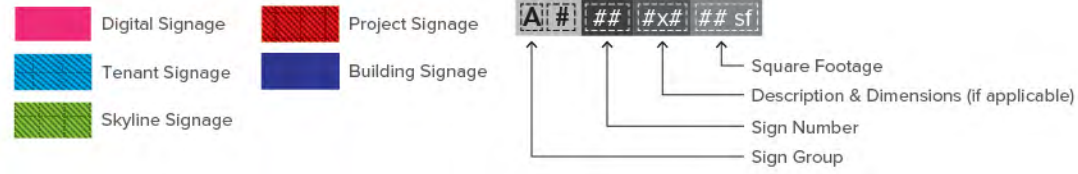


OVERALL SIGNAGE
866.14sf
 Digital signage is calculated in overall square footage.
 DIGITAL SIGNAGE
670.14'sf



PARCEL 9 | MUSIC VENUE
EAST ELEVATION

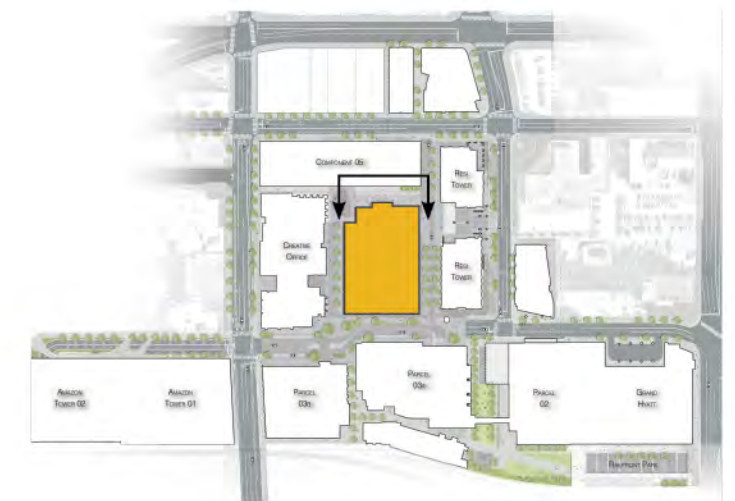
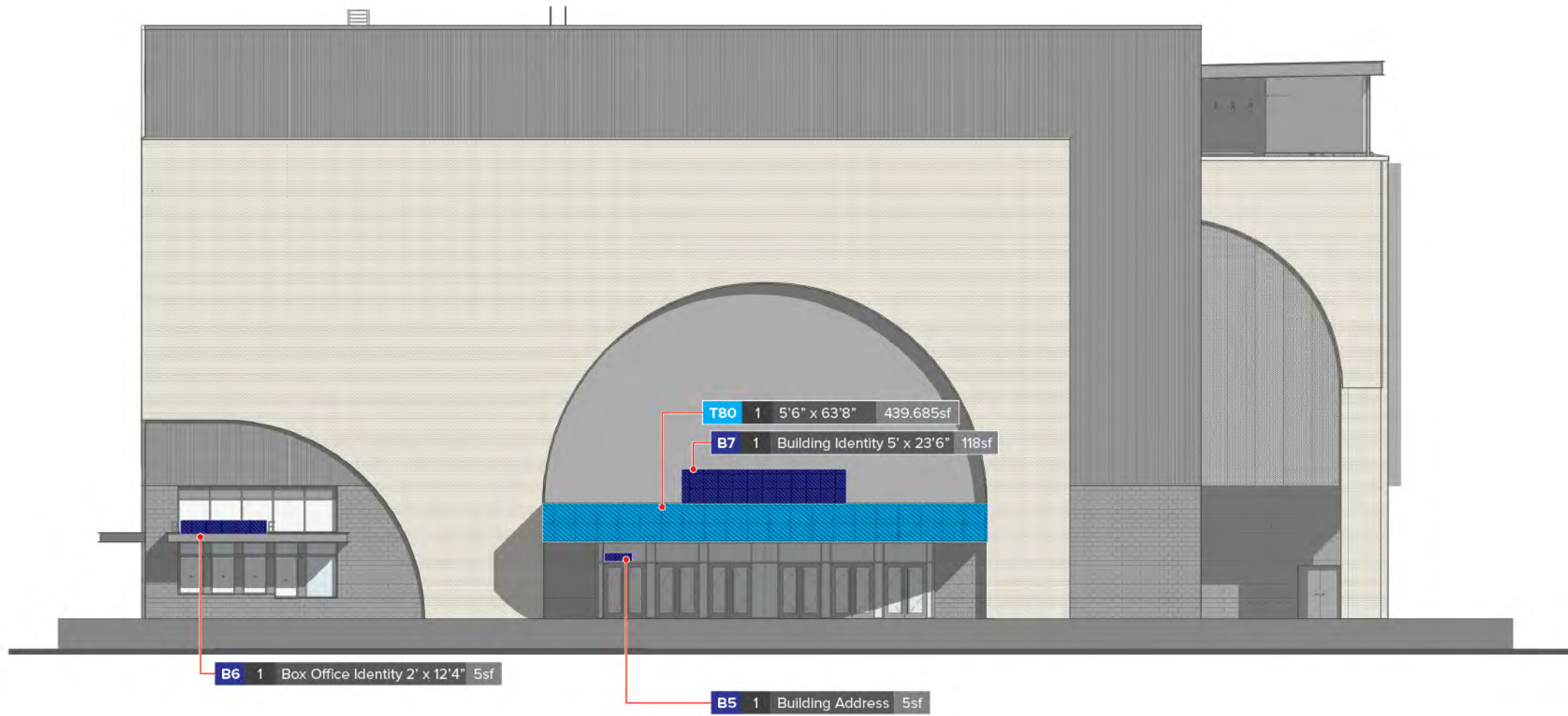
Scale : 1"=20'



OVERALL SIGNAGE
587.685' SF

DIGITAL SIGNAGE
0' SF

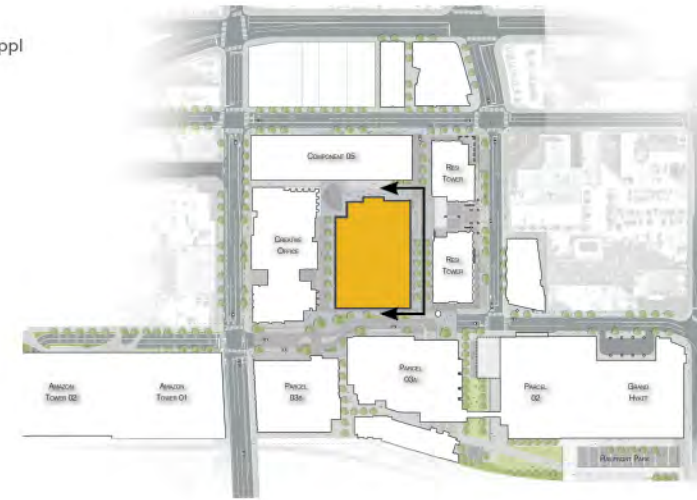
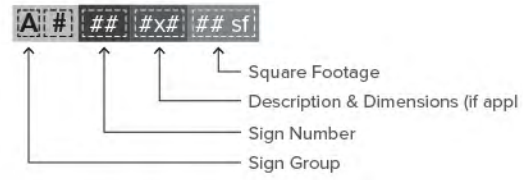
Digital signage is calculated in overall square footage.



PARCEL 9 | MUSIC VENUE
SOUTH ELEVATION

Scale : 1"=20'

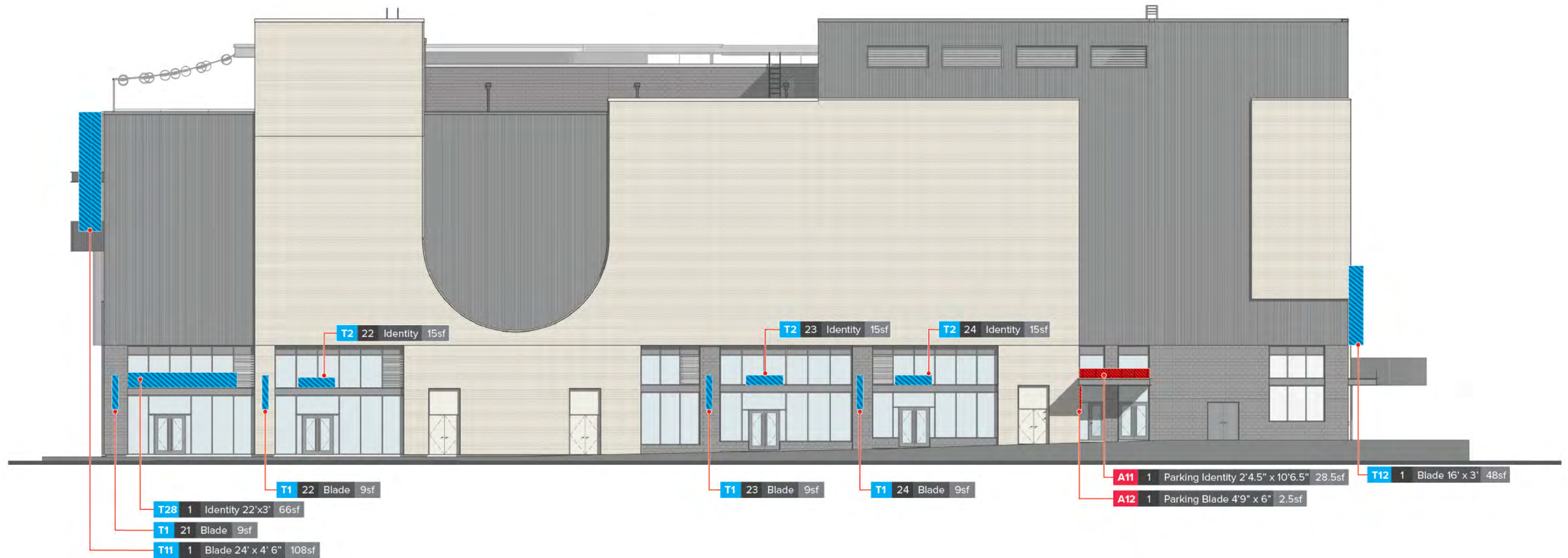
- Digital Signage
- Tenant Signage
- Skyline Signage
- Project Signage
- Building Signage



OVERALL SIGNAGE
334'SF

DIGITAL SIGNAGE
0'SF

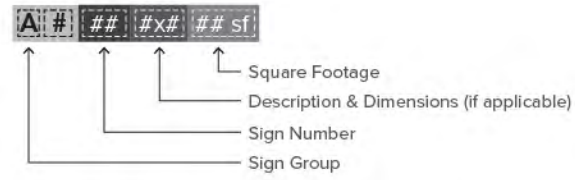
Digital signage is calculated in overall square footage.



PARCEL 9 | MUSIC VENUE
WEST ELEVATION

Scale : 1"=20'

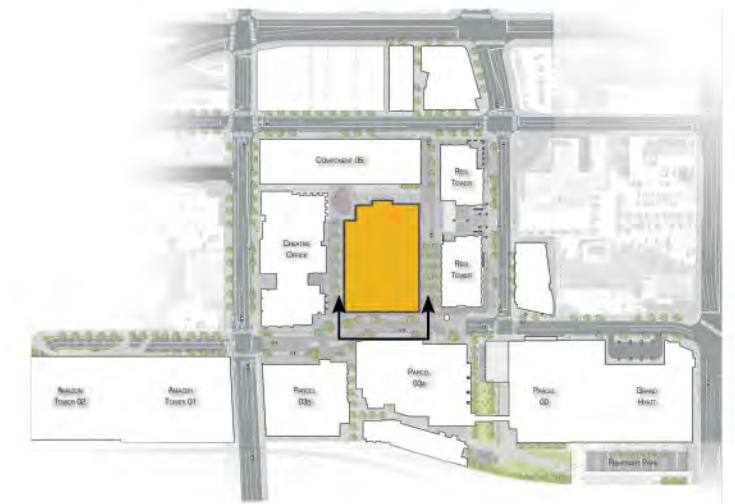
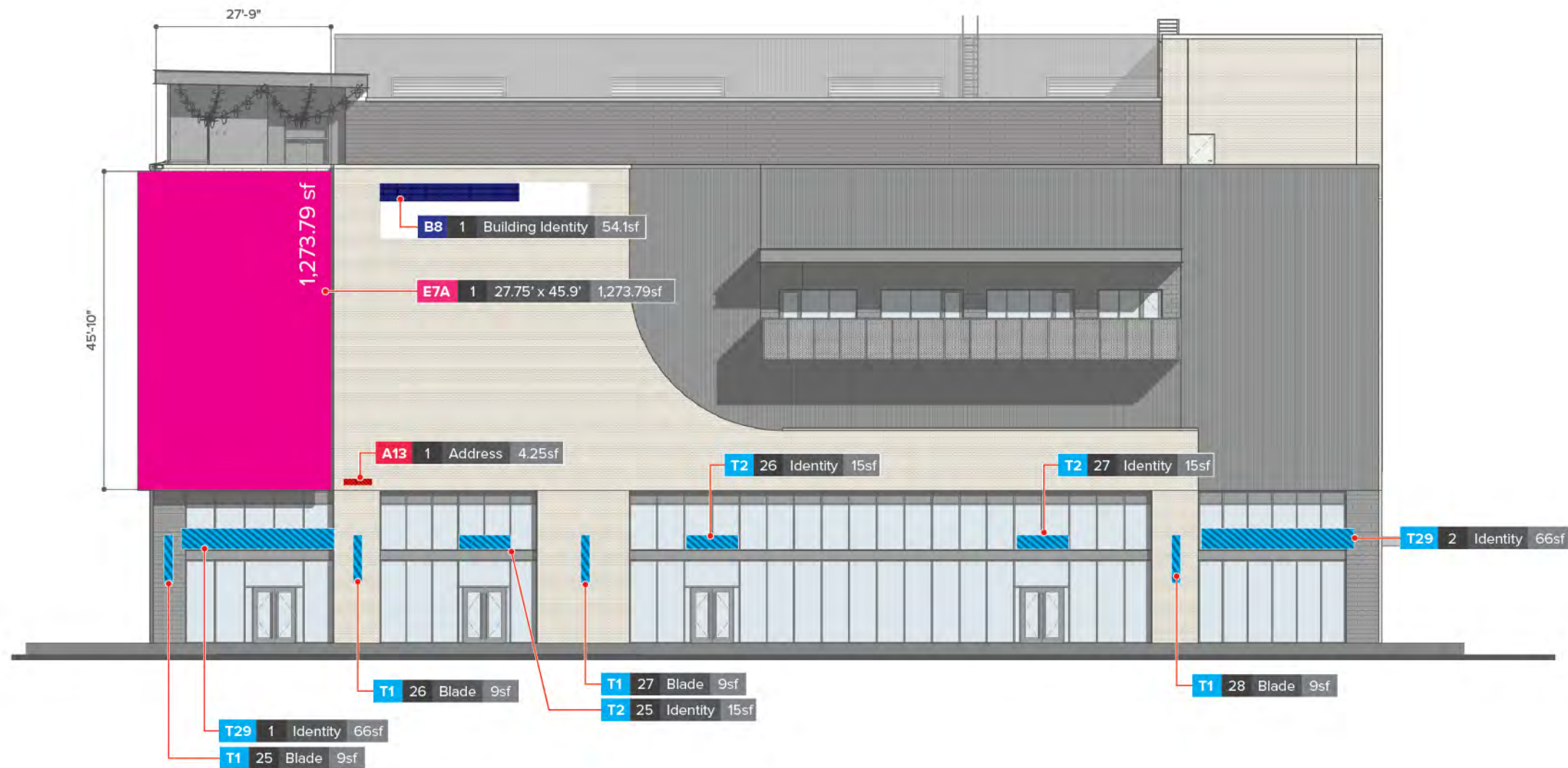
- Digital Signage
- Building Signage
- Project Signage
- Tenant Signage
- Skyline Signage



OVERALL SIGNAGE
1,545.14' SF

DIGITAL SIGNAGE
1,273.79' SF

Digital signage is calculated in overall square footage.



RESIDENTIAL TOWERS

1,593.25 sf

0sf of digital signage

0sf of Skyline signage



PARCEL 9 | RESIDENTIAL TOWER
NORTH ELEVATION

Scale : 1"=60'

OVERALL SIGNAGE

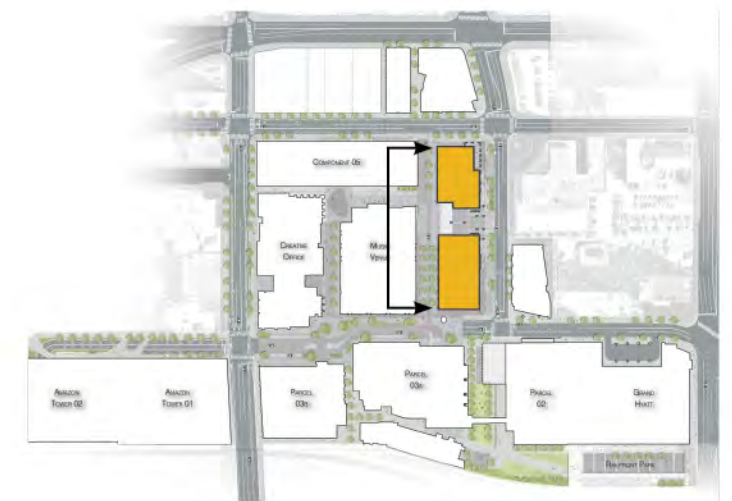
658' SF



C04 - EMORY

C03 - EVERETT

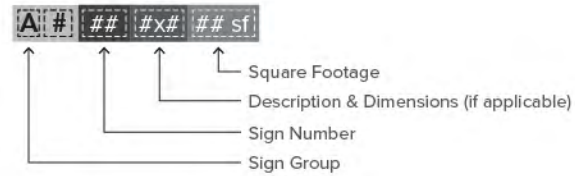
658 sf
Illustrated detailed view
on following pages.



PARCEL 9 | RESIDENTIAL TOWER
NORTH ELEVATION

Scale : 1"=30'

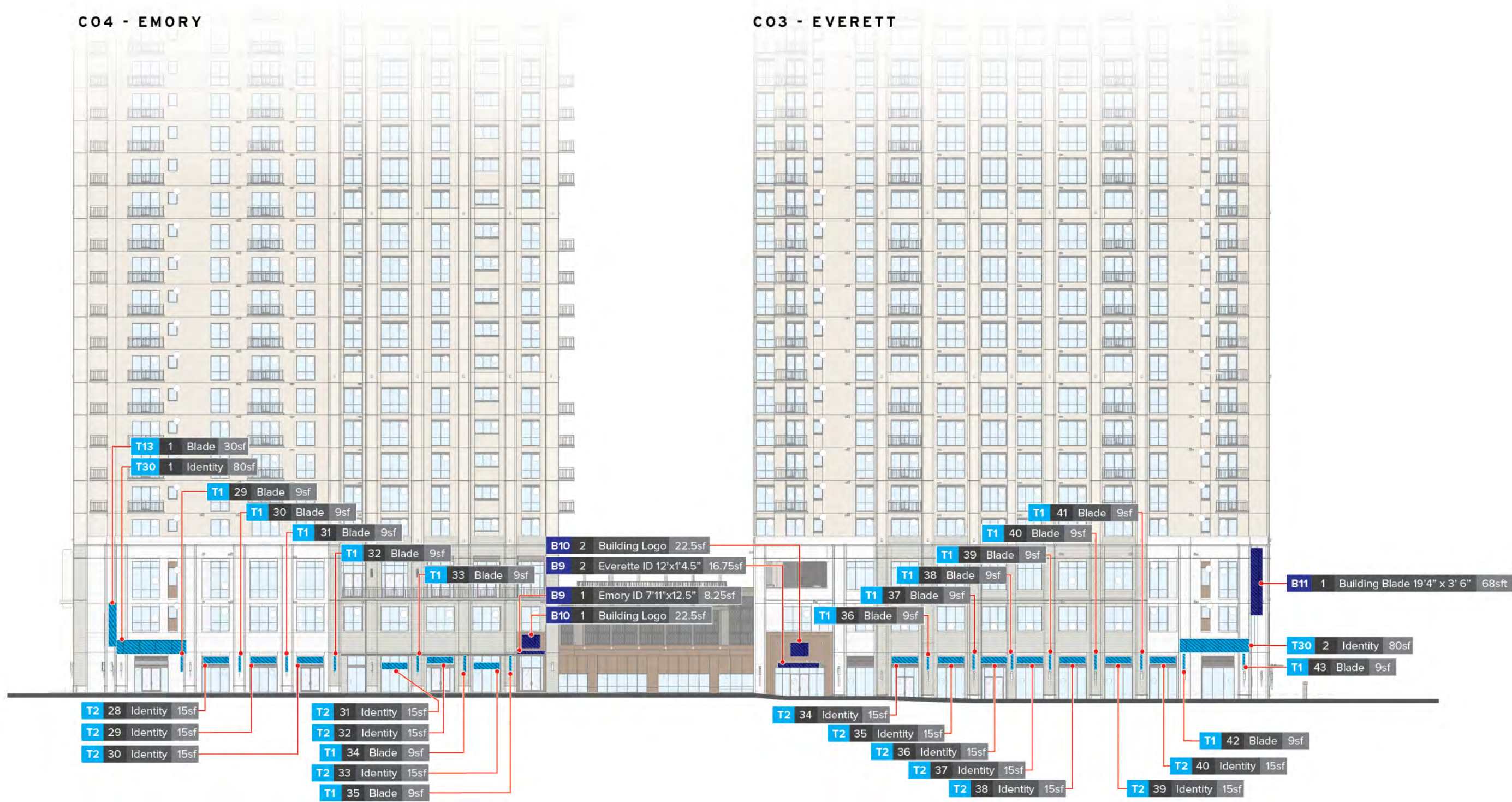
	Digital Signage		Project Signage
	Tenant Signage		Building Signage
	Skyline Signage		



OVERALL SIGNAGE
658' SF

C04 - EMORY

C03 - EVERETT



PARCEL 9 | RESIDENTIAL TOWER
EAST ELEVATIONS

Scale : 1"=60'

NASHVILLE YARDS

OVERALL SIGNAGE | EVERETT

37.125' SF

OVERALL SIGNAGE | EMORY

143' SF



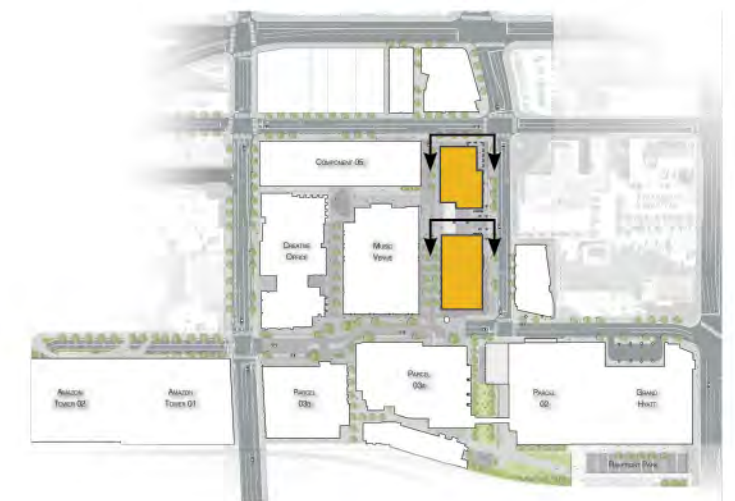
38 sf
Illustrated detailed view
on following pages.



73 sf
Illustrated detailed view
on following pages.

C03 - EVERETT

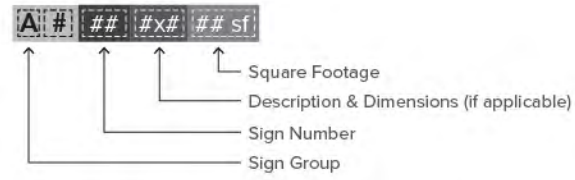
C04 - EMORY



PARCEL 9 | RESIDENTIAL TOWER
EAST ELEVATION

Scale : 1"=16'

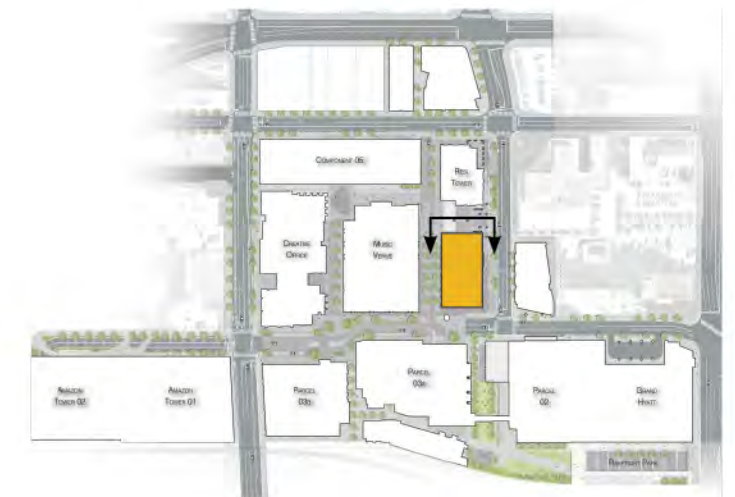
- Digital Signage
- Project Signage
- Tenant Signage
- Building Signage
- Skyline Signage



OVERALL SIGNAGE
37.125' SF

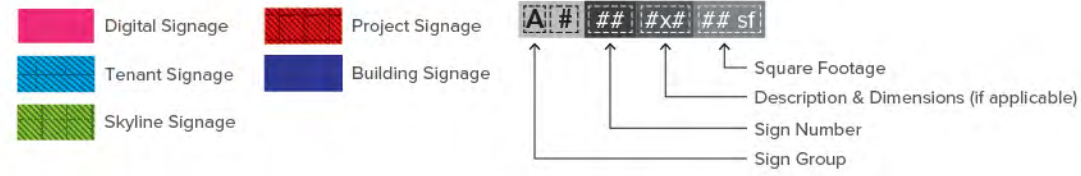


C03 - EVERETT



PARCEL 9 | RESIDENTIAL TOWER
EAST ELEVATION

Scale : 1"=16'



OVERALL SIGNAGE
143' SF



CO4 - EMORY

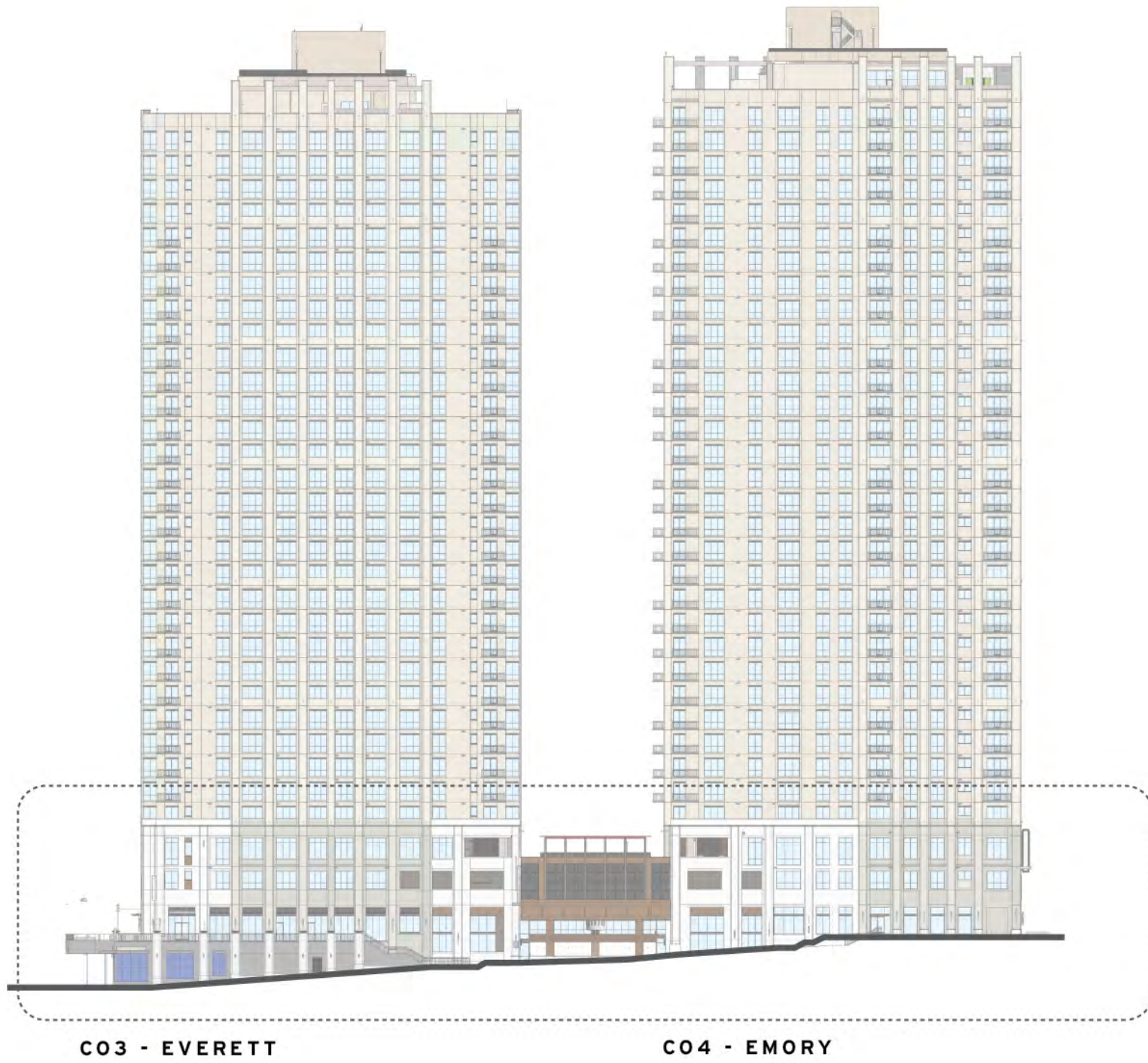


PARCEL 9 | RESIDENTIAL TOWER
SOUTH ELEVATION

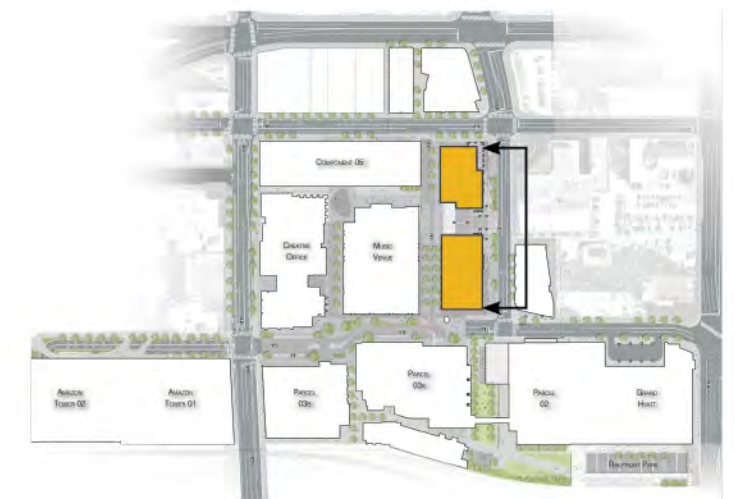
Scale : 1"=60'

OVERALL SIGNAGE

373' SF



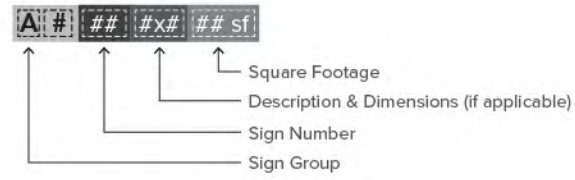
373 sf
Illustrated detailed view
on following pages.



PARCEL 9 | RESIDENTIAL TOWER
SOUTH ELEVATION

Scale : 1"=30'

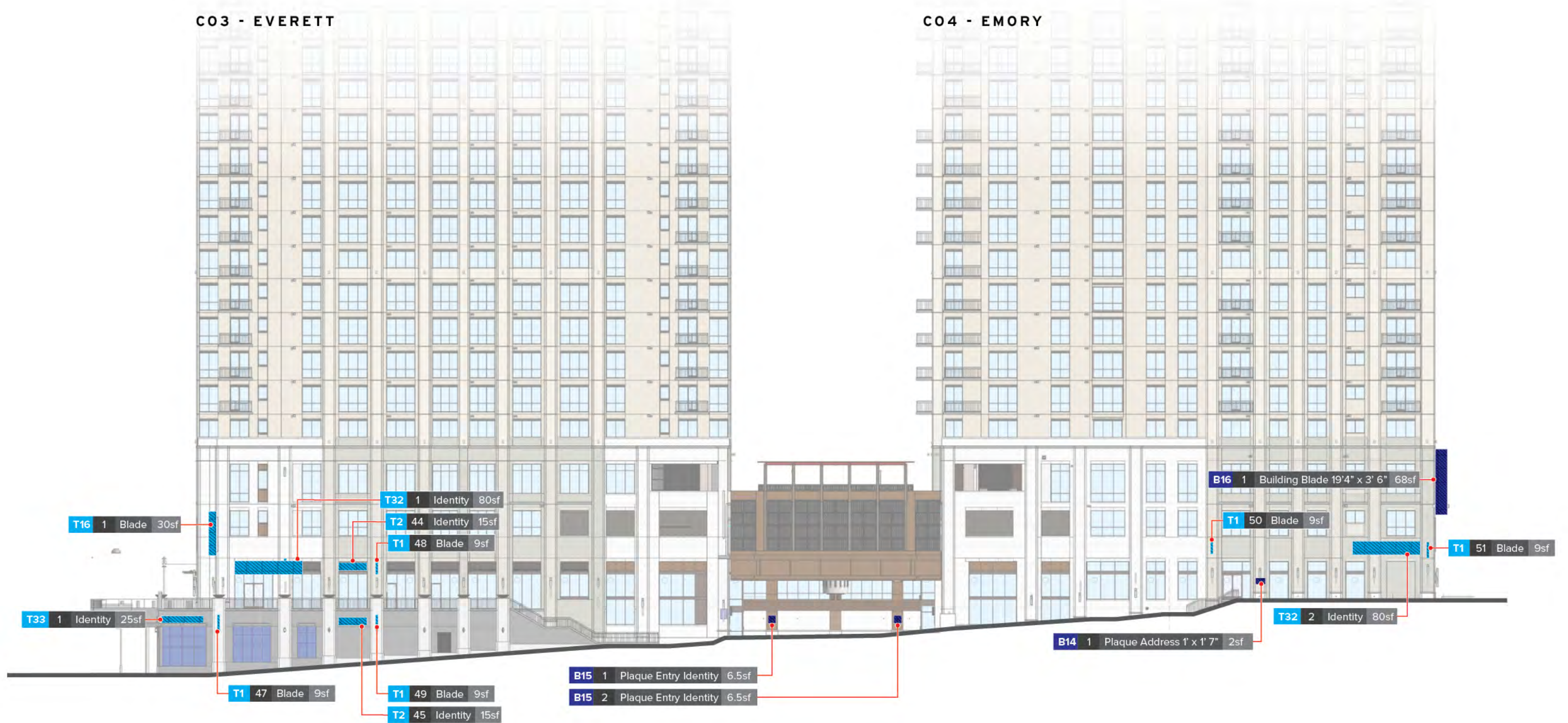
	Digital Signage		Project Signage
	Tenant Signage		Building Signage
	Skyline Signage		



OVERALL SIGNAGE
373'SF

C03 - EVERETT

C04 - EMORY



PARCEL 9 | RESIDENTIAL TOWER
WEST ELEVATIONS

Scale : 1"=60'

NASHVILLE YARDS

OVERALL SIGNAGE | EVERETT

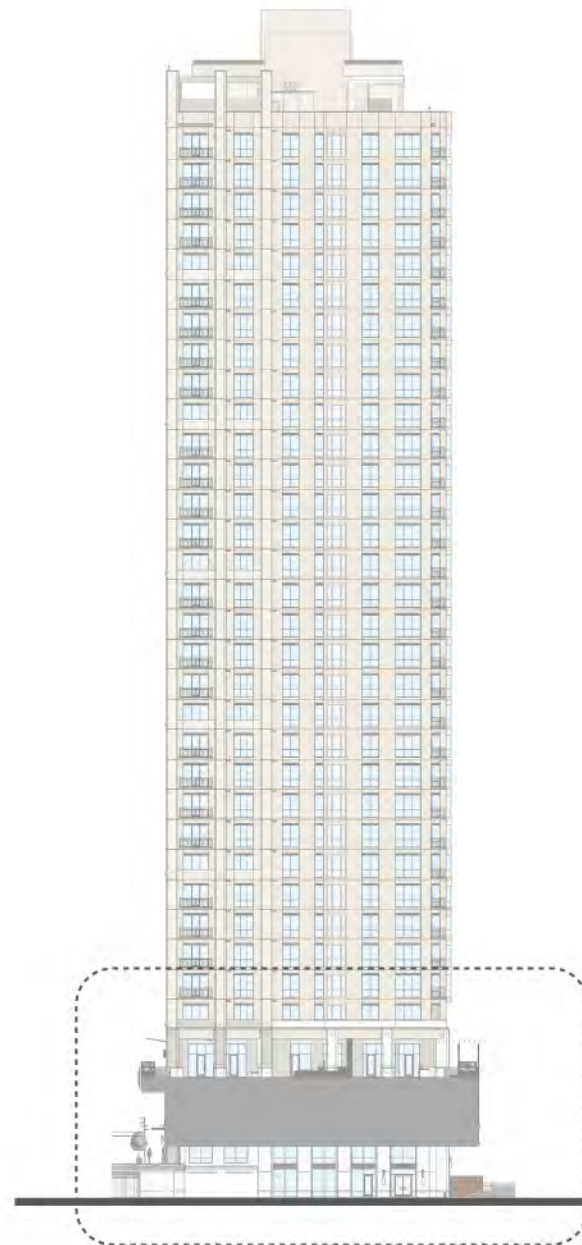
375' SF

OVERALL SIGNAGE | EMORY

7.125' SF



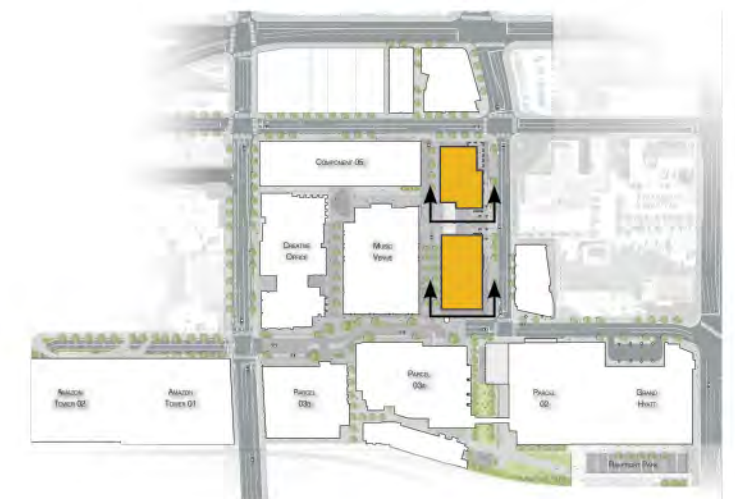
285 sf
 Illustrated detailed view
 on following pages.



8 sf
 Illustrated detailed view
 on following pages.

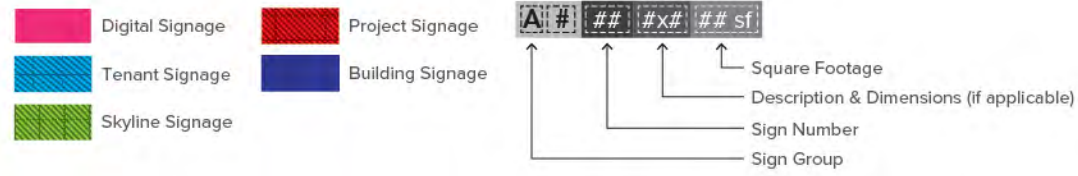
C03 - EVERETT

C04 - EMORY

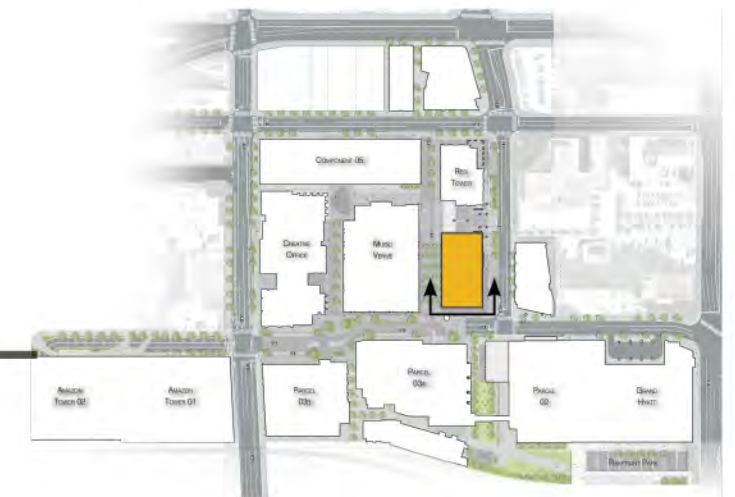


PARCEL 9 | RESIDENTIAL TOWER
WEST ELEVATION

Scale : 1"=16'



OVERALL SIGNAGE
375sf

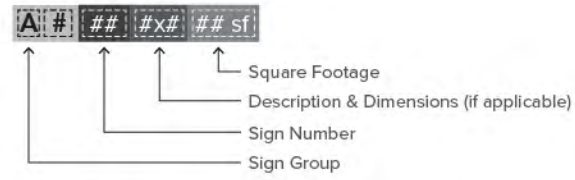


C03 - EVERETT

PARCEL 9 | RESIDENTIAL TOWER
WEST ELEVATION

Scale : 1"=16'

	Digital Signage		Project Signage
	Tenant Signage		Building Signage
	Skyline Signage		



OVERALL SIGNAGE
7.125SF



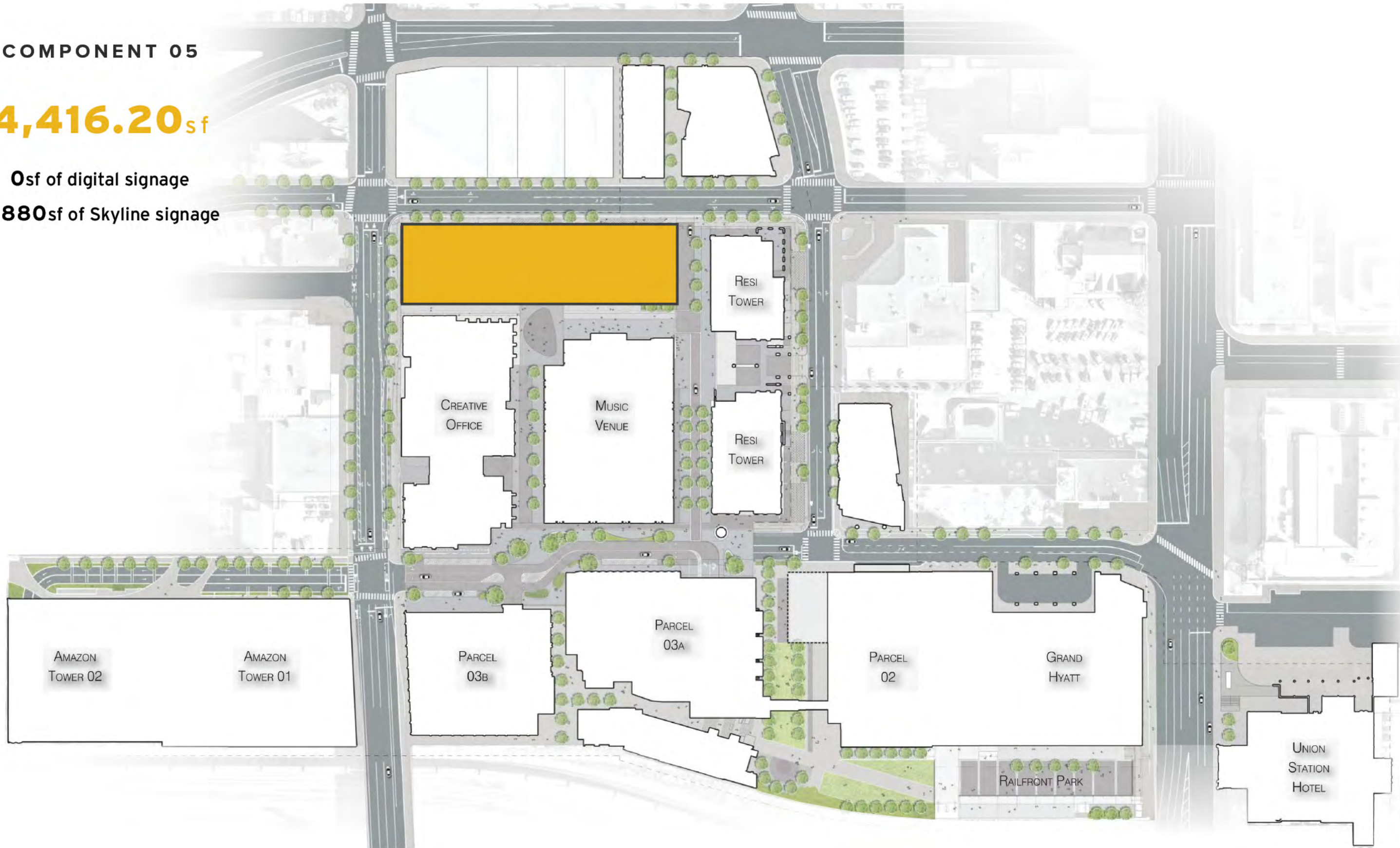
C04 - EMORY



COMPONENT 05

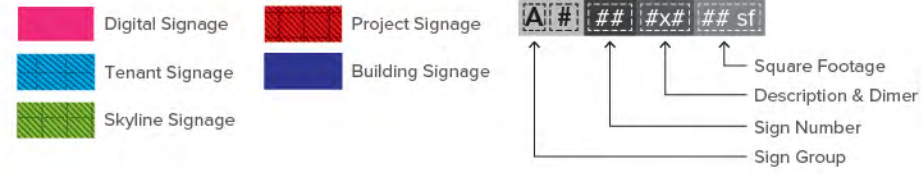
4,416.20_{sf}

0_{sf} of digital signage
2,880_{sf} of Skyline signage



PARCEL 9 | COMPONENT 05
NORTH ELEVATION

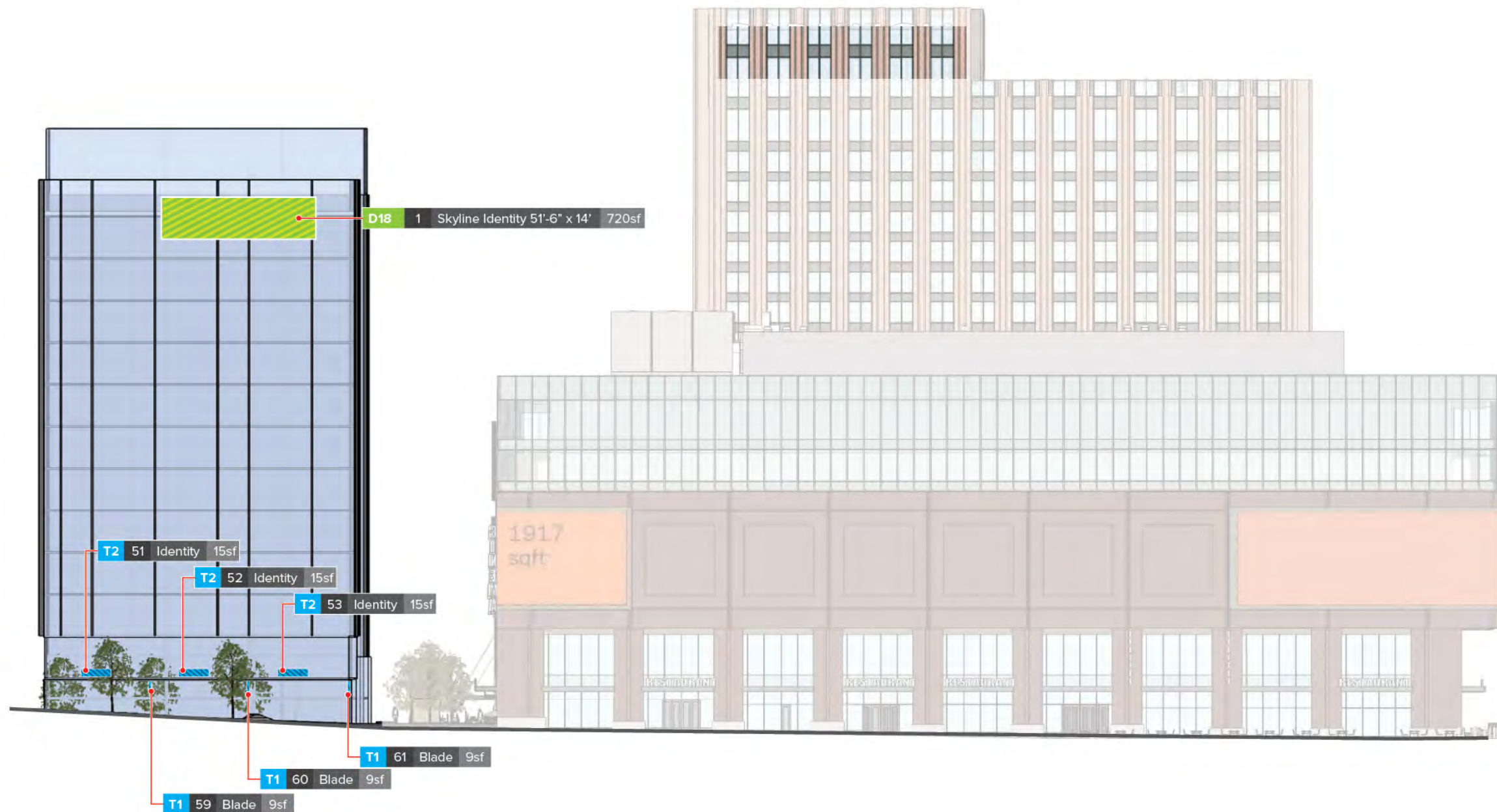
Scale : 1"=60'



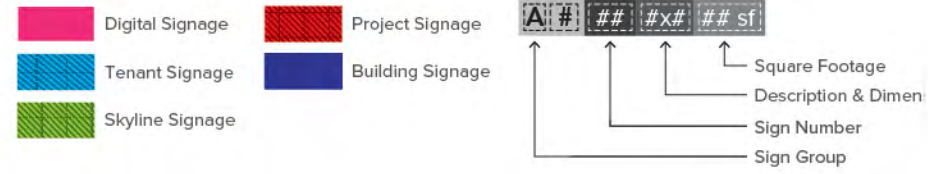
OVERALL SIGNAGE
792'SF

DIGITAL SIGNAGE
0'SF

Digital signage is calculated in overall square footage.



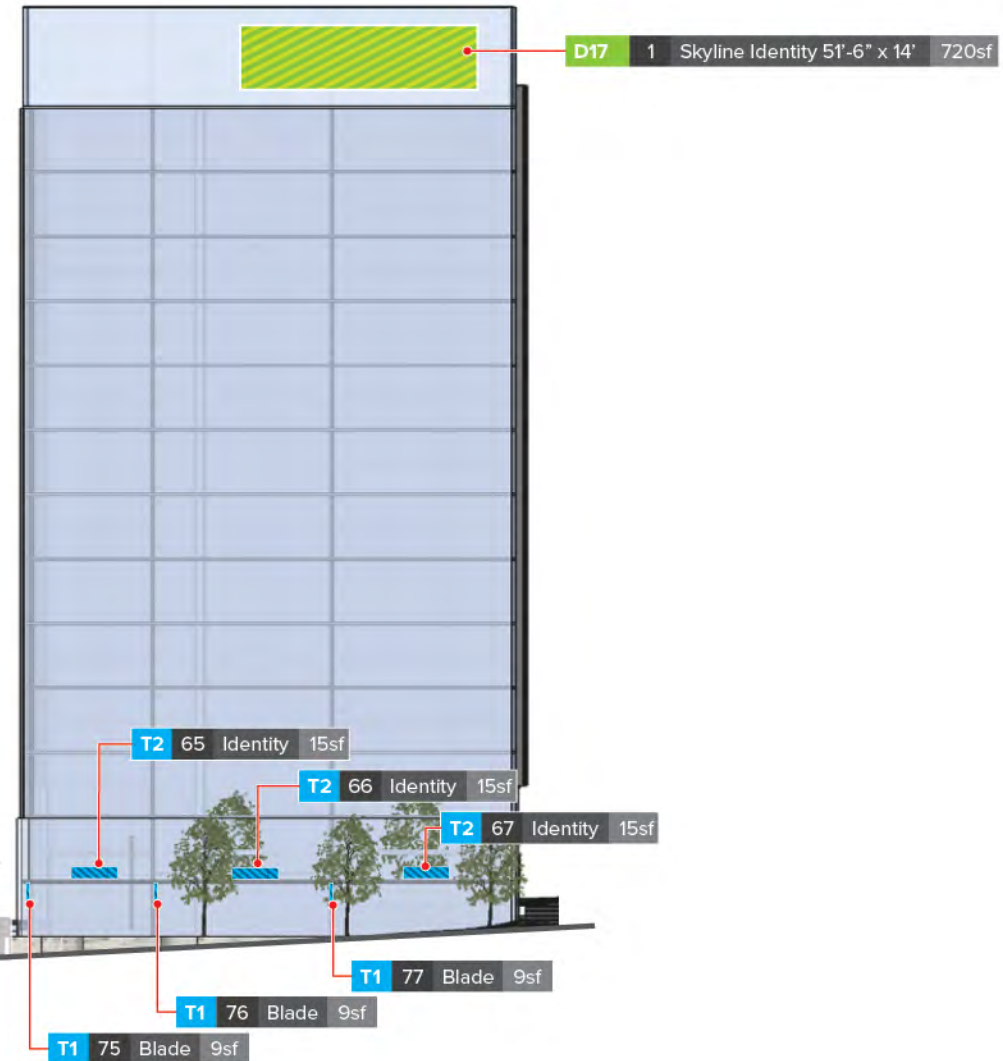
PARCEL 9 | COMPONENT 05
SOUTH ELEVATION
 Scale : 1"=60'



OVERALL SIGNAGE
792'SF

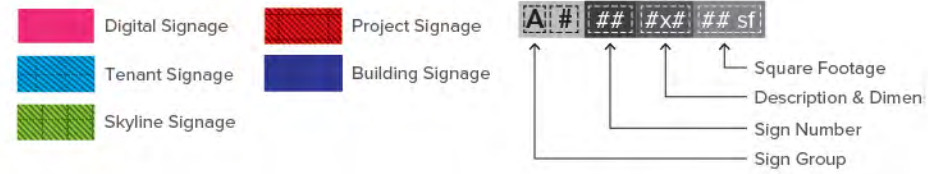
DIGITAL SIGNAGE
0'SF

Digital signage is calculated in overall square footage.



PARCEL 9 | COMPONENT 05
EAST ELEVATION

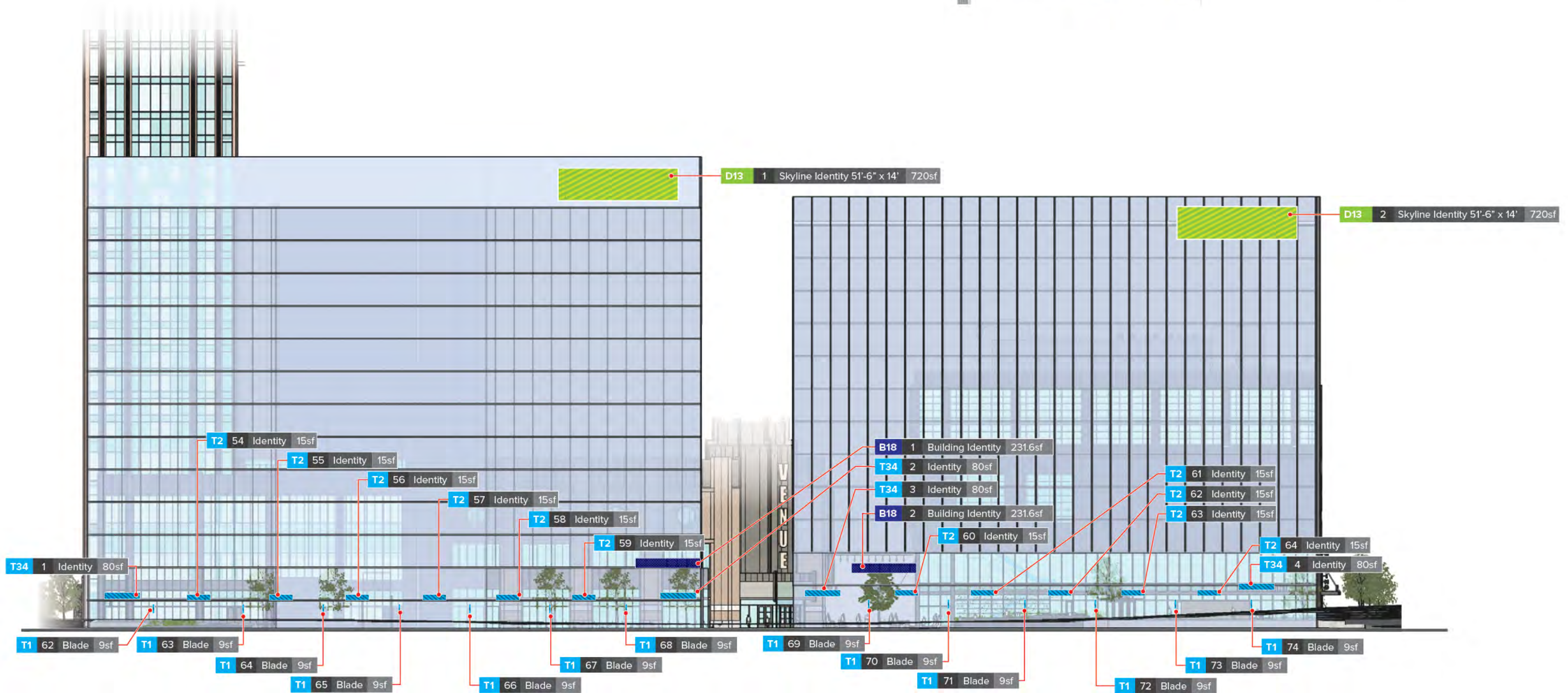
Scale : 1"=60'



OVERALL SIGNAGE
2,505.2'SF

DIGITAL SIGNAGE
0'SF

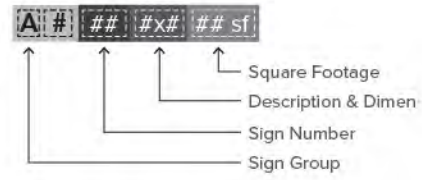
Digital signage is calculated in overall square footage.



PARCEL 9 | COMPONENT 05
WEST ELEVATION

Scale : 1"=60'

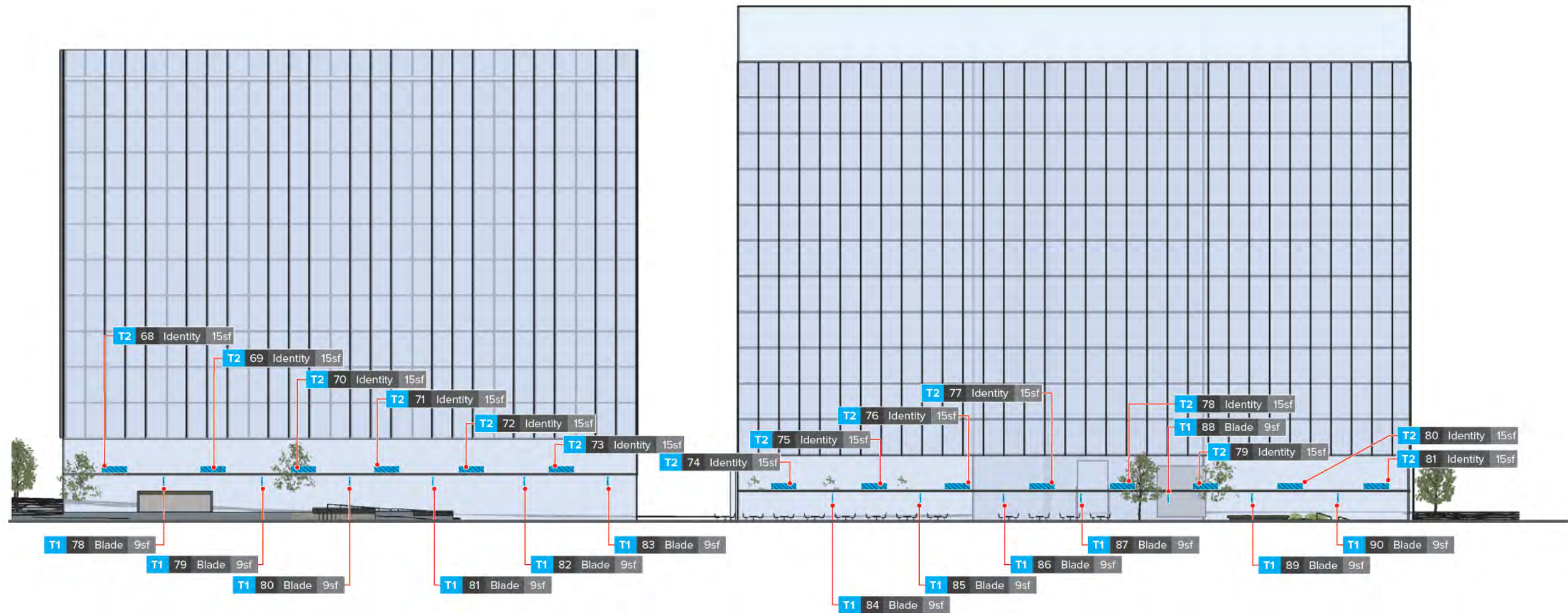
Digital Signage
 Project Signage
 Tenant Signage
 Building Signage
 Skyline Signage



OVERALL SIGNAGE
327'SF

DIGITAL SIGNAGE
0'SF

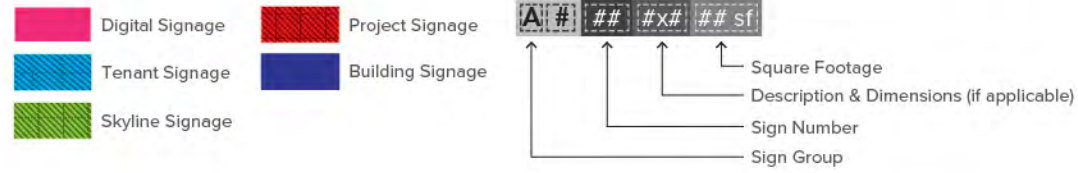
Digital signage is calculated in overall square footage.



PARCEL 9 | WEST ELEVATION

DIAGRAMATIC PARKING ENTRY LEVEL

Scale : 1"=40'



OVERALL SIGNAGE
240'SF

DIGITAL SIGNAGE
0'SF

Digital signage is calculated in overall square footage.

