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MAYOR

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Metropolitan Historic Zoning Commission
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STAFF RECOMMENDATION
200 Broadway
September 18, 2019

Application: New Construction—Addition; Alterations
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Base Zoning: DTC
Map and Parcel Number: 09306204400
Applicant: Tyler Thayer
Project Lead: Melissa Baldock, melissa.baldock@nashville.gov

Description of Project: Application is to construct a rooftop addition, to reconstruct oriel windows on the Broadway facade, add window openings to the rear, add a cornice to the 2nd Avenue façade, replace non-historic windows, and alter the storefront. Although signage location is shown on the drawings, any signature will need to have a separate review and preservation permit once the final details, including materials, size, illumination, and placement are known.

Recommendation Summary: Staff recommends approval of the project with the following conditions:

1. Staff approve the window and door selections, including the storefront window and doors, prior to purchase and installation;
2. Staff approve brick and stone samples;
3. Staff approve the new cornice material;
4. Staff approve the mechanical screen material and details;
5. Staff approve any building illumination prior to installation;
6. The storefront cast iron piers be retained on Broadway; and
7. The applicant return to MHZC for signage permits when the final location, material, dimensions, illumination, and other details is known.

With these conditions, staff finds that the proposed project meets Sections II. and III. of the Broadway Historic Preservation Zoning Overlay design guidelines.

Attachments
A: Site Plan
B: Floor Plans
C: Elevations

Vicinity Map:

Aerial Map:

Applicable Design Guidelines:

II. Rehabilitation

A. Storefronts

1. Historic storefronts, their component elements, and other aspects of appearance including the original entrance configuration, plane, and recess should be retained.
2. Deteriorated or damaged storefronts or component elements should be repaired using historically appropriate materials.
3. If replacement storefronts or component elements are necessary, replacements should be compatible with the materials, composition, design, texture, and general appearance of the original. Replacements should use physical or photographic evidence to replicate the original appearance. If evidence is not available, the replacement storefront should use arrangement, features, materials, and proportions typically found on buildings of the same style and period of the building involved.

B. Doors and Entryways

1. Original doors, entryways, and related elements should be retained.
2. Deteriorated or damaged doors or entryways should be repaired using historically appropriate materials.
3. If replacement doors are necessary, replacements should replicate the originals. If original doors do not remain, replacement doors should be of wood and the proportion of glass to door should be comparable to the proportion of display windows to storefront.
4. If doors or entrances do not conform to building or accessibility codes, the originals should be retrofitted to conform. If this is not feasible, replacement doors should be compatible with the original storefront. Variances to building codes may also be sought when the building meets the intent of the code requirements.
5. If wood replacement doors are not feasible, or were not original to the building, dark or bronze anodized metal doors with a wide stile may be appropriate. Raw metal doors and doors without a glass pane are not appropriate. Glass used in replacement doors should be clear.
6. Generally, new entryways should not be introduced to public facades, unless needed for access to an upper floor or a secondary building use. If a new entrance is needed, it should be compatible with the style and period of the building.

C. Display Windows

1. Original display windows and their component elements should be retained.
2. Deteriorated or damaged display windows should be repaired using historically appropriate materials.
3. If replacement display windows are necessary, replacements should replicate the originals. If original display windows do not exist, replacements should be appropriate for the building's style and period.
4. Appropriate replacement elements include individual or grouped single-light clear-glass panes and simple wood, copper, bronze anodized aluminum, or baked-enamel aluminum frames.
5. Glazing should be clear glass. Ornamental, frosted, spandrel, or stained glass display windows are not appropriate.
6. Display windows should remain visible and not be concealed or enclosed.
7. If privacy or shade other than that afforded by awnings is needed, interior shades or blinds are appropriate.

D. Transoms

1. Original transoms and their component elements should be retained.
2. Deteriorated or damaged transoms should be repaired using historically appropriate materials.
3. If replacement transoms are necessary, replacements should replicate the original. If original transoms do not exist, replacements should be appropriate for the building's style and period.

4. Appropriate replacement elements include single or multi-light clear-glass panes and simple wood or metal frames.
5. Historic transoms should remain visible and not be covered or enclosed.

E. Bulkheads

1. Original bulkheads and their component elements should be retained.
2. Deteriorated or damaged bulkheads should be repaired using historically appropriate materials.
3. If replacement bulkheads are necessary, replacements should replicate originals. If original bulkheads do not exist, replacements should be appropriate for the building's style and period of construction.
4. Appropriate replacement elements include paneled and painted wood, brick, and metal.
5. Historic bulkhead materials should remain visible, not concealed beneath added materials.

F. Cast Iron, Wood Pilasters, and Columns

1. Original pilasters and columns should be retained.
2. Applying paint or another surface treatment is an appropriate preservation measure.
3. Deteriorated or damaged columns and pilasters should be repaired using historically appropriate materials.
4. If replacement pilasters or columns are necessary, replacements should replicate originals.
5. Appropriate replacement materials include wood, cast iron, and stone.
6. Owners are encouraged to replace pilasters and columns that were original to the building but have been removed.

G. Cornices

1. Original cornices and other detailing should be retained.
2. Deteriorated or damaged cornices or other detailing should be repaired using historically appropriate materials.
3. If replacement cornices are necessary, replacements should replicate the originals. If original cornices do not exist, replacements should be appropriate for the building's style and period.
4. Appropriate replacement materials include sheet metal and wood.
5. Owners are encouraged to replace cornices that were original to the building but have been removed.

H. Windows

1. Historic window openings, windows, and window surrounds should be retained.
2. Deteriorated or damaged window openings, windows, and window surrounds should be repaired using historically appropriate materials.
3. If replacement windows or window surrounds are necessary, replacements should replicate originals. If original windows do not exist, replacements should be appropriate for the building's style and period.
4. If the original windows are missing, replacement windows should use wood, anodized aluminum, or baked-on-enamel aluminum frames and should have single-light or multiple-light clear-glass panes to match the style and period of the building.
5. Steel windows should be replaced with steel or aluminum designs that replicate the appearance of the original window.
6. Window openings, surrounds, or other elements not original to a building should generally not be introduced to the public facades of the building. The installation of such window openings on the rear of the building may be appropriate.
7. Should storm windows be desired, their dimensions should match window dimensions in order to conceal their presence. Frames should be set within the window opening and attach to the exterior sash stop; if aluminum, they should have an anodized or baked-on enamel finish.
8. Self installed snap, clip or glue type muntins on windows are not permitted. Muntins set within the vacuum between glass panes on windows are not approved.
9. Window grilles and balcony rails are not appropriate window treatments. Shutters are only appropriate when they replace original wood shutters and should be operable.

I. Walls

1. Original walls, including plane, openings, recesses, detailing, and ornamentation, should be retained.
2. Balconies should not be added to public facades.

J. Brick, Stone, and Other Masonry

1. Historic masonry (brick, stone, and terra cotta) should be retained.
2. The use of detergent cleaners and chemical stain and paint removers to clean masonry or remove paint is appropriate under most conditions. Abrasive or high-pressure cleaning methods are destructive and should not be used.
3. Silicone-based water sealants are not recommended for use on historic masonry.
4. Historic masonry should remain visible and not be concealed or obscured.
5. Deteriorated or damaged brick and stone should be repaired with materials that match the original.
6. Repointing with a hard (Portland cement) mortar is destructive to historic brick and masonry. Flexible mortar, made from mixing hydrated lime cement and natural sand, should be used when repointing is necessary.
7. Mortar used in repointing should match the historic mortar in width, depth, color, raking profile, composition, and texture.
8. Bricks should be the same color and size as those of the historic wall and should be laid, jointed, tooled, and mortared in the same way as the historic wall.
9. The guidelines for paint should be followed for work to brick, stone, and other masonry.

K. Decorative Elements

1. Original decorative elements such as cornices, brick corbelling, arches, brackets, and detailing should be retained without alteration.
2. Deteriorated, damaged, or missing decorative elements should be repaired using historically appropriate materials.
3. Owners should not add decorative elements to a building, unless there is physical or pictorial evidence.
4. Decorative or ornamental detailing should not be added to buildings unless there is physical or photographic evidence that shows the detailing was original to the building. New designs should be appropriate to the style and period of the building.

L. Roofs and Chimneys

1. Historic roofs, chimneys, and related elements should be retained.
2. Guidelines for brick and mortar should be followed for chimney maintenance.
3. Deteriorated or damaged roofs and chimneys should be repaired using historically appropriate materials and methods.
4. Guidelines for brick and mortar should be followed for chimney repair.
5. If replacement roofs or chimneys are necessary, replacements should be appropriate for the building's style and period.
6. Appropriate roof coverings include standing seam metal, composite asphalt, rolled roofing, and rubber membrane roofing. Most rooflines in the Broadway district are flat or sloped while a small number retain original gable roof forms. These roof forms should not be altered unless based on historical documentation.
7. Rooftop locations concealed from pedestrian view are appropriate places for climate control and other mechanical systems. Mechanical systems should be located at the rear façade and screened.

M. Paint

1. Building owners are encouraged to remove paint from masonry. Gentle, non-abrasive chemical cleaning is an appropriate way to remove paint. The exceptions to this guideline are two brick buildings which were historically painted; Tootsies Orchid Lounge at 422 Broadway and Acme Feed at 101 Broadway.
2. Painting of stone and brick is generally not appropriate.

3. The painting or staining of masonry may be appropriate if: brick has previously been painted; or if brick has been sandblasted or otherwise damaged and is too deteriorated to withstand weather. A brick color approximating the original color of the building's brick should be used.
4. Historic painted signage on exterior brick walls should be maintained.
5. Brick sealers are not recommended for exterior brick as it may cause damage to the brick face over time.

N. Rear Elevations

1. Generally, original materials and features on rear elevations should be preserved and maintained.
2. The appearance of rear elevations can be enhanced through the screening of infrastructure elements
3. and the use of signage and awnings.
4. Rear elevations are appropriate locations for mechanical systems, meters and fire stairs.

O. Gutters and Downspouts

1. Generally, gutters and downspouts should not be located on the public façades of buildings. Such elements should be installed on the rear elevations of buildings.
2. The installation of gutters and downspouts should not result in the removal or obstruction of historic building elements.

P. Mechanical Systems

1. Equipment such as condensers, air conditioners, meters, and conduits should not be visible from the street. Rear elevations and roof locations that are not visible from the public rights-of-way are appropriate locations for this equipment.
2. The installation of mechanical systems should not result in the removal or obstruction of historic building elements.
3. Landscape elements such as fencing or low masonry walls should be used to shield ground-level equipment from view and still allow service access.

Q. Fire Escapes

1. Fire escapes should be located on rear elevations. Their installation on public facades is not recommended.
2. Fire escapes may be either open or enclosed as required by fire codes. If enclosed, their surfaces should be of wood siding, brick veneer, or stucco.
3. If open, they should be of metal or wood.

R. Awnings

1. Awnings should be placed in locations historically used for awnings and should not obstruct transoms, columns, cornices, or other architectural features. Appropriate storefront placement is across the storefront above the transom.
2. Awnings may be fixed or retractable.
3. Storefront awnings should project no more than seven feet from the building and should cover no more than one-third of a storefront window display height.
4. The most appropriate design for awnings is a shed form. The use of shed awnings for upper façade windows is also appropriate. Curved forms are not appropriate, unless there is historical evidence for their use on a building.
5. Awnings may contain graphics or signage, but may not be backlit. Spotlighting of awnings from above is appropriate.
6. Opaque canvas, cotton duck, or similar natural materials are appropriate for awnings. Plastic or vinyl awnings should not be used.

S. Canopies

1. Canopies should not obscure windows or architectural details.
2. Canopies should be constructed of materials compatible with the storefront of the building, such as metal and wood.
3. Lighting and signage on canopies shall be consistent with guidelines for signage and awnings.

T. Lighting

1. If lighting is installed, it should be concealed or simple and unobtrusive in design, materials, and relationship to other façade or elevation elements.
2. Light should be directed toward the façade instead of outward. Building facades may be illuminated through uplights mounted above the storefront cornice.
3. Dark metals are appropriate materials for light fixtures.
4. Concealed, indirect, or spot lighting is appropriate for exterior signage. Visible fluorescent or incandescent bulbs are not appropriate.

III. New Construction

I. Additions to Existing Buildings

1. Additions to existing buildings should be compatible in scale, materials, and texture; additions should not be visually jarring or contrasting. Additions to historic buildings should be minimal. Additions normally not recommended on historic structures may be appropriate for non-historic buildings, if the addition will result in a building that is more compatible with the district.
2. Rooftop additions should not exceed one story in height and should be set back a minimum of 30 feet from the main façade of the building and 20 feet from the secondary street if it is a corner building.
3. Additions should not obscure or contribute to the loss of historic character-defining features or materials.

IV.SIGNAGE

INTRODUCTORY PROVISIONS

Intent

The purpose of these regulations is to preserve the historic character of the overall district and individual historic buildings follow the basic principles and guidance of the "Downtown Codes Sign Standards" as adopted 1/30/2013. The "Downtown Codes Sign Standards" breaks signage guidance up by "street types." The Broadway Historic Preservation Zoning Overlay closely follows the guidance for "Pedestrian Street" type.

Applicability

· These sign regulations apply to all properties within the Broadway Historic Preservation Zoning Overlay.
· (Not referencing code since our current design guidelines do not reference code and there are permissible signs within the code that would not meet our design guidelines.)
· Signage that is cut into the face of the building is prohibited.
· Signage located on the interior of a building or attached to the inside of glass windows is not reviewed.
· Sandwich board signs and 3-dimensional sidewalk signs that are brought into the building at the close of each business day shall not be reviewed by the MHZC but may require review by Public Works.
· Historic signage should be retained. Removal of historic signage may take place as a Modification.

Sign Permit Applications

Applications for sign permits shall be made with and reviewed by the Metro Historic Zoning Commission (MHZC). All sign applications that do not involve Modifications shall only require MHZC administrative approval.

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.
· A common signage plan shall provide for consistency among signs with regard to at least four of the following: materials; location of each sign on the building; sign proportions; color scheme; lighting; lettering or graphic style.
· The common signage plan shall establish an allowable area of signage for existing and future tenants with regard to all allowed sign types.

· The common signage plan shall indicate existing nonconforming signs as well as the amount and locations of on-premise signage to be allocated to each tenant under the new plan.

MODIFICATIONS

Sign Permit Modifications

Requests for modifications to sign standards are reviewed by the Metro Historic Zoning Commission. If the property is also within a MDHA redevelopment district, approval from the MHZC is all that is needed. Two additional types of Modifications for signage related permits may be requested and are outlined below.

Modifications for Exceptional Design

Creative signage that does not fit the specific regulations of these guidelines may be considered by the MHZC, 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

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structure (i.e. canopy) will require review by all applicable agencies. Exceptional design modifications shall not permit electronic changeable copy where it is otherwise not permitted.

Modifications for Tourist-Oriented Businesses

Tourist-oriented businesses within DTC zoning may receive Modifications to allow greater sign area and use of digital technology. To qualify as a tourist –oriented business a business shall:

· Have a minimum permanent fixed seating capacity of 500; and
· Offer lawful activities or services to the general public of cultural, historical, recreational, educational, or entertainment purposes.

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structures (i.e. canopy) will require review by all applicable agencies. Tourist-oriented business Modifications shall be reviewed according to the design criteria listed under Modifications for Exceptional Design, in addition to the following:

· Large electronic or illuminated signs shall not adversely impact residential or hotel uses.
· All signs shall conform to the lighting standards of the DTC.
· See section on changeable copy for additional information regarding changeable copy.

RIGHT OF WAY ENCROACHMENTS

Where a sign is proposed to encroach into the public right-of-way an application shall be made with the Public Works Department in addition to the sign permit application with the MHZC. Both applications shall include the requirements of the Public Works Department available at their website: www.nashville.gov/Public-Works/Developer-Services.aspx, in addition to the MHZC submittal requirements.

NON-CONFORMING SIGNS

Sections 17.40.660 and 17.40.690 of the Metro Zoning code apply. This section further clarifies them.

<u>Building Signs</u>

A sign shall be brought into compliance with the provisions of these design guidelines if a sign permit is required to rebuild the sign. This does not include a panel change in a non-conforming cabinet sign, which shall be permitted.

<u>Ground Signs</u>

An existing ground sign may change the face or panel of a sign that does not meet the area or height standards within these design guidelines. However, in no instance shall there be an increase in the degree of nonconformity. All new panels shall conform to all illumination standards therein.

A sign shall be brought into compliance with the provisions of these design guidelines if at any time the sign is altered, repaired, restored or rebuilt to the extent that the cost exceeds fifty percent of the estimated replacement cost of the sign (in current dollar value). All permits within any six consecutive calendar months shall be aggregated for purposes of measuring the fifty percent standard.

All Signs

If the alteration or repair is caused by involuntary damage or casualty, the design may be altered or repaired to its pre-damaged condition.

Repair and Maintenance

A sign may be removed or taken off-site for repair and maintenance. The sign must be returned to the original location within 90 days of removal.

Allocation of Sign Area

The maximum sign area for each type of sign is established in the following tables. Specific requirements for each sign type are shown on the subsequent pages.

For each cell in the table, there is a maximum allowed sign area that may be utilized with any combination and any number of signs associated with that cell, unless otherwise noted.

The measurements for "linear feet" shall be at grade.

Building Signs

Wall, Awning, Canopy and Projecting Signs—1.5 square feet of sign area per 1 linear foot of building façade or 36 square feet, whichever is greater. When a projecting sign is used on a building, an additional .50 square feet of sign area per 1 linear foot of building façade shall be permitted, for a total 2 square feet per 1 linear feet of building façade.

Shingle Sign: 9 square feet per sign

Ground Signs

Monument Sign-24 square feet

Skyline Signs

75'-110'—480 square feet

101'-200'—600 square feet

201' and taller-720 square feet

GENERAL STANDARDS

Materials

All permanent, on-premises signs shall be constructed of a rigid, weatherable material such as hard plastic, wood, MDO plywood, aluminum, steel, PVC, glass, fiberglass and or Plexiglass. On-premises permanent signs shall not be constructed of nonrigid materials including, but not limited to, vinyl, fabric, canvas, or corrugated plastic. The provisions of this subsection shall not apply to approved, permitted canopies, awnings and porticoes.

Building Façade and Street Frontage Measurement

In determination of number of stories of a building, rooftop additions shall not be considered within the number of stories.

OTHER SIGN TYPES

Non Street Facing Signs

Non street-facing building facades and alley frontages, not otherwise regulated, are allocated 1 square foot of sign area per 1 linear foot of building façade, to a maximum of the sign area permitted for the primary street frontage.

This includes lots adjoining open spaces, pedestrian walkways, or parking areas. Ground signs are not permitted on non-street facing building facades or alley frontages.

Temporary Signs
Temporary signs shall follow the standards of 17.32.060.

Painted Signs
All painting of masonry, whether for signage, to change the color of the building, or for artwork shall be reviewed by the MHZC. (Please see section on "walls" for guidance on painting a masonry building.) Painted signage may be considered by the MHZC as modification, based on the following design criteria:

· Should only be added to rear elevations or exposed upper secondary elevations and should not cover transoms, columns, cornices, decorative elements, openings and architectural features or require the enclosure of openings.
· Painted on main facades or the first level of buildings are not appropriate.
· Generally, a painted sign should not be more than 125 square feet in size.
· Painted signs should serve as a sign for the current occupant(s) and should not advertise off-site businesses or products.
· Generally, painted signage should not have lighting; however, if lighting is necessary, it should be between one and two gooseneck lights or another type of light that can be hidden by an architectural feature. Metallic, fluorescent and day-glow paints are not appropriate.

Auto-oriented Canopy/Awning Signs
The allocation of signage for auto-oriented canopies and awnings shall be measured as wall signs and shall only be used on the canopy/awning. See the section for Canopies and Awnings for information on the design of canopies and awnings.

Parking Lot Signs
A pole-mounted projecting sign is allowed for surface parking lots with no associated building. One sign per street frontage is allowed. The maximum size shall be 36 square feet per sign. The side of the sign shall be attached to the pole and the pole will be considered the "building façade." All projecting sign standards shall apply; parking lot signs shall follow the standards of a 1-story building.

Building Sign: Wall Sign

Description
- A wall sign is a building sign that is attached flat to, or mounted away from but parallel to, the building façade.
- A wall sign may be painted on the building façade, in some instances, as a modification.

General Provisions
· A wall sign shall be located lower than the window sills of the top floor for multi-story buildings.
· No portion of a wall sign may extend above the roof line or above a parapet wall of a building with a flat roof.
· No portion of a wall sign may extend above the lower eave line of a building with a pitched roof.
· A wall sign cannot cover windows or architectural details.
· An exposed raceway shall be finished to match the background wall or be integrated into the overall design of the sign.
· A wall sign can be externally or internally illuminated in accordance with the section on Illumination.

Design Standards
A Overall area allocation (max)--see allocation of sign area
B Projection (max)--2 inch OR 13 inches for internally lighted or neon signage
C Exposed Raceway height--50% of the letter height, OR if the Raceway is used as the sign background, the Raceway may extend 3 inches beyond the largest part of the sign. Refer to Illumination section for additional raceway standards and permitted locations.

Building Sign: Awning Sign

Description
Awning Signs are a type of building sign. Graphics and symbols are painted, sewn or otherwise adhered to the awning material as an integrated part of the awning itself.

General Provisions
· Only awnings on first and second story windows may contain signs.
· A maximum of one sign is allowed per awning face.
· An awning sign may only be externally illuminated.
· See the Awnings section of the design guidelines for additional information on the design of awnings.
· An awning sign cannot cover architectural details.

Design Standards
A Overall area allocation (max)--see allocation of sign area
B Sign Width--75% (max % of awning width/depth)
C Height of text and graphics on valance--2 feet (max)
D Max area of sloping plane covered by sign--50%

Building Sign: Canopy Sign

Description
A canopy sign is a type of building sign that is attached above, below or to the face of a canopy.

General Provisions
· A canopy sign cannot extend outside the overall length or width of the canopy. However a canopy sign may extend above or below the canopy provided the sign meets all other design standards.
· Maximum of one sign per canopy face.
· Raceways are permitted for signs extending below or above the canopy.
· A canopy sign can be externally or internally illuminated in accordance with the Illumination section.
· Cabinet signs are not permitted as canopy signs.
· A canopy sign cannot cover architectural details.

See the Awning/Canopy section of the design guidelines for additional information on the design of canopies.
· This definition does not include freestanding canopies over fuel pumps.

Design Standards
A. Overall area allocation (max)—see allocation of sign area
B. Sign width—75%
C. Height of text and graphics (max)—2 feet
D. Depth (max)—13 inches
E. Exposed Raceway height (max) 50% of the letter height OR if the Raceway is used as the sign background, the Raceway may extend 3 inches beyond the largest part of the sign.

Refer to illumination section for additional raceway standards and permitted locations.

Building Sign: Projecting Sign

Description
A projecting sign is a type of building sign that projects outward from the façade, typically at a ninety degree angle. Projecting signs are typically, but not always, vertically oriented and generally mounted above the first floor.

General Provisions

· A projecting sign must be located at least 25 feet from any other projecting sign. When building width prohibits adherence to this standard, flexibility shall be permitted through Modification to be reviewed by staff.
· A projecting sign may be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both streets may be used, however, in no case shall the sign exceed the maximum dimensional standards below.
· A projecting sign shall be located below the windows sills of the third story.
· The top of a projecting sign shall not extend above the building eave or top of parapet.
· A projecting sign can be externally or internally illuminated in accordance with the Illumination design guidelines.
· Projecting signs that are 3-dimensional may be permitted through a modification.
· A projecting sign cannot cover windows or architectural details.

Design Standards

A Overall area allocation (max)—see allocation of sign area
B Height (max)
1 story buildings—10 feet
2 and 3 story buildings—16 feet
4 or more story buildings—20 feet
C Average spacing from façade (min)—1 foot
D Projection Width (max)—6 feet
E Depth of Cabinet (max)—2 inch or 18 inches for internally lighted or neon signs

Building Sign: Shingle Sign

Description

A single sign is a smaller building sign that projects outward, typically at a ninety degree angle, and hangs from a bracket or support that is located over or near a building entrance.

General Provisions

· Signs shall be located within 8 feet of an active pedestrian building entrance. This does not include service entries or entries that primarily remain locked.
· An active pedestrian entrance at the corner of a building is allowed signs on both streets.
· A shingle sign shall be located below the window sills of the second story.
· A shingle sign shall not be internally illuminated.
· A shingle sign cannot cover windows or architectural details.

Design Standards

A Area (max)—9 square feet
B Height (max)—3 feet
C Spacing from façade (min)—6 inches
D Width (max)—3 feet
E Depth (max)—6 inches

Ground Sign: Monument Sign

Description

A monument sign is a ground sign that is attached along its entire length to a continuous pedestal.

General Provisions

· Monument signs shall only be allowed when the existing building face is set back from the public right-of-way by at least 20'.
· Each property, which allows a monument sign, is permitted one per street frontage. One additional monument sign is allowed for properties with 300 or more feet of street frontage on one street. Where more than one sign is permitted, signs along the same street frontage shall be spaced a minimum of 200 feet apart.

· A monument sign must be set back at least 5 feet from the front property line.
· A sign erected on the top of a retaining wall is required to meet the standards for a monument sign. The height of the wall shall be included in the overall height calculation. In this case, the 5 foot minimum setback is not required.
· A sign affixed to the face of a retaining wall or seat wall that is an integral part of a plaza or streetscape design may utilize the sign area allocated to wall signs. In this case, the 5 foot minimum setback is not required.
· A monument sign can be externally or internally illuminated in accordance with the Illumination section of the design guidelines.

Design Standards

A Sign area (max per sign)—see allocation of sign area
B Height (max)—5 feet
C Depth (max)—18 inches

<u>Skyline Sign</u>

Description

A building sign is attached flat to or mounted away from the building façade. Sign may be parallel to the building façade or vertical. Located on the upper band of a building.

General Provisions

· A skyline sign is only allowed on buildings greater than 75 feet in height.
· A skyline sign must be located within the top third of the building.
· No portion of a skyline sign may extend above the roof line or above a parapet wall of a building with a flat roof.
· No more than one skyline sign per façade is allowed. However, additional skyline signs may be allowed as a Modification for Exceptional Design.
· Raceways are not permitted on skyline signs.
· A skyline sign can be internally (but not externally) illuminated in accordance with the Illumination section of the design guidelines.

Design Standards

A Area (max)—see allocation of sign area
B Height (max)—14 feet
C Width (max % of façade length)—50%

Illumination

Illumination of signs shall be in accordance with the following requirements:

External Illumination

· External light sources shall be placed close to, and directed onto the sign and shielded to minimize glare into the street, sidewalks or onto adjacent properties.
· Projecting light fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the sign.

Internal Illumination

· Channel letters may be internally lit or back-lit.
· For cabinet signs, the background must be opaque. Only graphics, text and logs may be illuminated, and a halo of one inch around graphics, text, and logos may be non-opaque.
· Exposed neon may be used for lettering or as an accent.

Prohibited Light Sources

The following light sources are prohibited:
· Blinking, flashing, chasing, and sequential lighting. This type of lighting may be allowed for Broadway

(not the district but the street) only through a modification. In these cases, the chase or flash should not last less than every three seconds.
· Bare bulb illumination.

Raceways and Transformers
· Visible transformers are prohibited.

Changeable copy signs shall be in accordance with the following requirements:

Description
· Manual changeable copy sign. A sign or portion of a sign that has a readerboard for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device. Changeable copy is changed or re-arranged manually or mechanically without altering the face or the surface of the sign.
· Electronic changeable copy sign. A sign or portion of a sign that displays information in which each alphanumeric character, graphic, or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs or other illumination devices within the sign.

Usage
· Manual and Electronic changeable copy is allowed for Tourist Oriented Businesses only when used in conjunction with a wall sign or a monument sign provided the changeable copy portion is no greater than 50% of the built sign area.
· An electronic changeable copy sign is not allowed in a Redevelopment District or on Interstate frontage.

Spacing
· The closest edge of an electronic changeable copy sign must be a minimum distance of 100 feet from any residential zoning district.
· An electronic changeable copy sign must be separated from another electronic changeable copy sign by at least 50 feet.

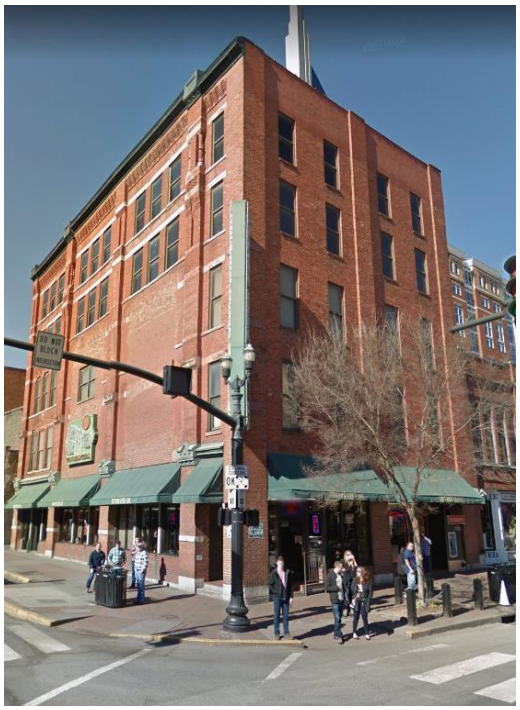
Duration
· Any image or message or portion of the image or message must have a static display for minimum duration of eight seconds.
· Transition time must be immediate.
· No portion of the image or message may flash, scroll, twirl, change color or in any manner imitate movement.

Brightness
· The sign must not exceed a maximum illumination of 7,500 nits during daylight hours and a maximum illumination of 750 nits between dusk to dawn as measured from the sign's face at maximum brightness.
· Electronic changeable copy signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level.

V. Demolition
1. Demolition is not appropriate if a building or a major portion of a building contributes to the architectural or historical significance or character of the district.
2. Demolition is appropriate if a building or a major portion of a building does not contribute to the historical or architectural character and importance of the district.
3. Demolition is appropriate if a building or a major portion of a building has irretrievably lost its architectural and historical integrity and importance, and its removal will result in a more historically appropriate visual effect on the district.
4. Demolition is appropriate if the denial of the demolition will result in an economic hardship on the applicant as determined by the MHZC in accordance with section 17.120.190, as amended, of the historic zoning ordinance.

Background: The National Register report for the Broadway Historic District describes 200 Broadway as "1884. Victorian eclectic commercial building, five stories, brick and terra cotta, pressed metal cornice, and largely intact cast iron first story piers" (Figure 1). While much of the building remains intact, it has experienced several changes over the years. C. 1938, 2nd Avenue was widened, and the 2nd Avenue façade and two window bays of the Broadway façade were demolished (Figures 2, 3). The 2nd Avenue façade largely dates to this time. Historic photos (dates unknown) show both the original size and 2nd Avenue façade of the building, as well as oriel windows on the Broadway façade that have since been removed (Figures 4,5). The existing windows are not historic; neither are the storefront windows and bulkhead. The cast iron storefront piers remain.

Figure 1. Broadway façade of 200 Broadway.



Figures 2 & 3 shows the changes that have been made to the building over the years

Figure 4. Undated historic sketch of the building prior to the widening of 2nd Avenue and showing the original window bays on Broadway.

Figure 5. Undated photo of 200 Broadway, showing the original façade of 2nd Avenue and the window bays.

Analysis and Findings: Application is to construct a rooftop addition, to reconstruct oriel windows on the Broadway facade, add window openings to the rear, add a cornice to the 2nd Avenue façade, replace non-historic windows, and alter the storefront. Although signage location is shown on the drawings, any signage will need to have a separate review and preservation permit once the final details, including materials, size, illumination, and placement are known.

Alterations – Cornice. The applicant intends to add a simple cornice to the 2nd Avenue façade, which dates to the late 1930s. It is not known if this façade ever had a cornice after the widening of 2nd Avenue South, but staff finds that the addition of a simple cornice matching the simple upper portion of cornice on Broadway to be appropriate. Staff recommends approval of the cornice material prior to purchase and installation.

Alterations – Windows. The existing windows on the 2nd through 5th floors of the Broadway and 2nd Avenue facades are not historic. They were installed c. 1994, and they are not windows MHZC would approve today, as they are fixed windows rather than proper double hung windows. On the Broadway and 2nd Avenue facades, the applicant plans to replace the non-historic windows with new aluminum clad, one-over-one, double hung windows. Staff finds this to be appropriate as the existing windows are not historic and the new windows will be more historically appropriate. Staff recommends approval of the final window details and selection prior to purchase and installation.

The applicant also intends to recreate the long-missing four oriel windows on the Broadway façade. The new oriels are based on the two historic images, having similar dimensions, forms, and details. The applicant is proposing to clad these bays in a cast stone, which staff finds to be appropriate since the original material is not known. Staff recommends approval of a stone sample before purchase and installation. Staff also recommends approval of any brick that is used to patch areas, as needed.

On the rear façade, the applicant intends to add eight new window openings, two per floor on the 2nd through 5th floors, and a door opening at the first floor (Figure 6). This façade is visible because of an alley and because 200 Broadway is three stories taller than its neighbor to the north. Staff finds that the new openings are appropriate because they are on a non-street-facing façade, and have a simple design.

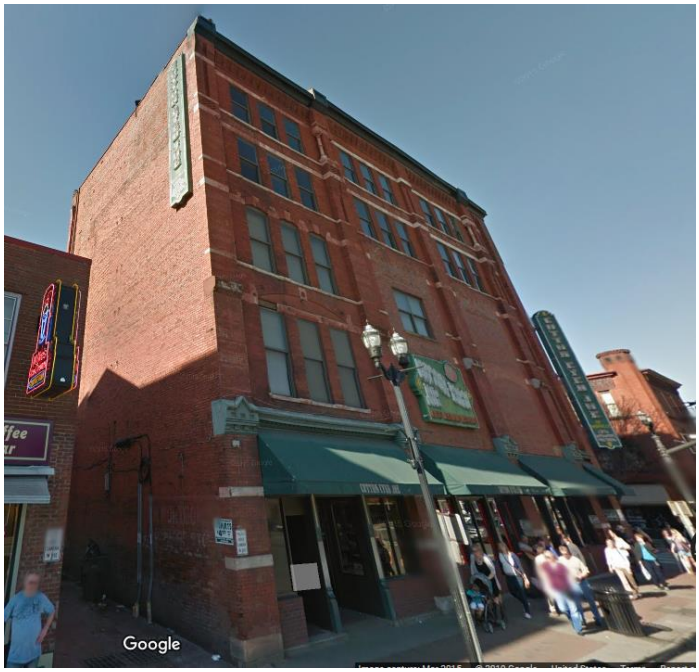
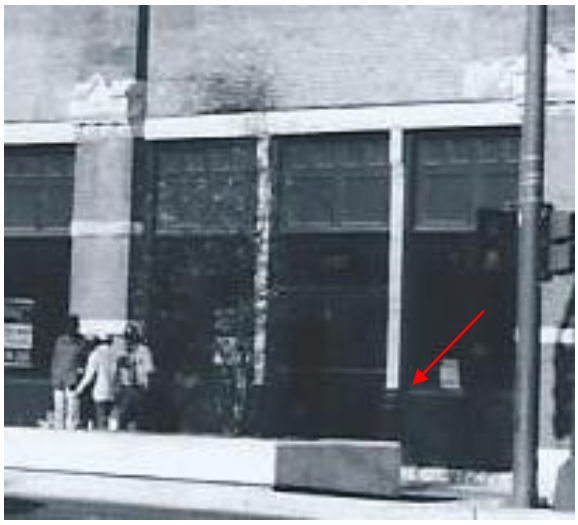


Figure 6. The rear façade of 200 Broadway will have new window openings.

Staff finds that the alterations to the windows meet Section II.H. of the design guidelines.

Alterations – Storefront. The applicant intends to alter the storefront. Although much of the storefront is not original, along Broadway, the cast iron storefront posts remain. Staff finds that these are a significant feature of the storefront and recommends that they remain and be incorporated into the new storefront design (Figures 7, 8, 9).



Figures 7, 8, 9 are the historic cast iron posts that remain and should be retained.

The materials for the storefront will be cast stone and aluminum clad. Staff recommends approval of a stone sample and the final storefront window and door selections. Staff finds that the proposed canopy does not obscure architectural details and will be an appropriate material- steel. Staff will want to approve the final dimensions, design, location, material, and illumination of any canopy sign when those details are known.

With the conditions that the cast iron piers be retained, staff finds that the proposed alterations to the storefront to meet Sections II.A., B., C., D., E., F., & S. of the design guidelines.

Rooftop Addition. The applicant is proposing a one-story rooftop addition. The addition will be setback twenty feet (20') from Broadway, the primary street façade of the building. The design guidelines state that rooftop additions should be set back a minimum of thirty feet (30') from the main façade and twenty feet (20') from the side street. In this case, staff finds that a reduced setback from thirty to twenty feet (30'-20') from Broadway is appropriate for several reasons. One is that at five stories and nearly seventy feet (70') tall, the building is taller than any other building in the Broadway Historic Preservation Overlay. Because of its height, any one-story rooftop addition will be less visible from the street than other MHZC-approved rooftop additions. In addition, the building is much shallower than its neighbors. 200 Broadway has a depth of forty-five feet (45'), whereas most other buildings along Broadway have depths ranging from seventy-feet to one hundred and fifty feet (70'-150') deep. With such a shallow building, recessing the rooftop addition a full thirty feet (30') would only allow for fifteen feet (15') of rooftop conditioned space.

The main bulk of the addition is setback twenty feet (20') from 2nd Avenue, meeting the design guidelines. However, a stair bulkhead will encroach into the setback from Second Avenue. The lowest portion of the stair bulkhead will be two feet (2') above the parapet and will be situated just behind the parapet; the tallest portion, which meets the rooftop addition twenty feet (20') back will be seven feet (7') above the parapet. The Commission has approved several stair bulkhead intrusions on rooftop setbacks because when they are lower in height and sloped so that the lowest portion is nearest the street. Staff finds that the stairwell bulkhead will not be highly visible from the street because of the building's tall height and the fact that the roof slopes lower towards 2nd Avenue. Staff therefore finds it to be appropriate.

The main form of the addition is one-story. It will be ten feet (10') above the parapet, with another five feet (5') of mechanicals and screens above that, for a total height of fifteen feet (15') above the parapet, which meets the design guidelines. The addition will have a flat roof, which is appropriate. It will be clad in fiber cement panels, which is also an appropriate material for a rooftop addition. The window/door openings will be a bifold door system. Staff finds these materials to be appropriate, but recommends final approval of the window system details prior to purchase and installation. The mechanicals screen will be metal, and staff recommends the approval of the final choice for screen prior to purchase and installation.

Staff finds that the proposed rooftop addition to meet Section III.I. of the design guidelines.

Building illumination has not been proposed as part of this project but is likely needed for the rooftop addition. Staff recommends final approval of any exterior building illumination prior to purchase and installation.

Signage. The submitted drawings include generic outlines for the location and size of signage. Staff will need to review and issue a separate permit(s) for signage once the final location, materials, dimensions, illumination, and other details are known. Staff does note that signage above the fifth-floor windows is not appropriate on either façade, as the historic building is under seventy-five feet (75') tall and therefore ineligible for a skyline sign. Wall signs are to be placed below the window sills of the top floor. The drawings also indicate that the existing projecting sign at the corner and the existing vertical sign on the rear façade are "to be reworked by a future tenant w/ the option to be converted to a digital sign." Staff will need to have more information about the extent of the re-working and what is meant by a digital sign before determining whether this is appropriate. The design guidelines states that"

> Tourist-oriented businesses within DTC zoning may receive Modifications to allow greater sign area and use of digital technology. To qualify as a tourist – oriented business a business shall:
> · Have a minimum permanent fixed seating capacity of 500; and
> · Offer lawful activities or services to the general public of cultural, historical, recreational, educational, or entertainment purposes.

Staff recommends that the applicant return to MHZC for signage permits when the final location, material, dimensions, illumination, and other details is known in order to ensure their compatibility with Section IV. of the design guidelines.

Recommendation Summary: Staff recommends approval of the project with the following conditions:

1. Staff approve the window and door selections, including the storefront window and doors, prior to purchase and installation;
2. Staff approve brick and stone samples;
3. Staff approve the new cornice material;
4. Staff approve the mechanical screen material and details;
5. Staff approve any building illumination prior to installation;
6. The storefront cast iron piers be retained on Broadway; and
7. The applicant return to MHZC for signage permits when the final location, material, dimensions, illumination, and other details is known.

With these conditions, staff finds that the proposed project meets Sections II. and III. of the Broadway Historic Preservation Zoning Overlay design guidelines.

200 BROADWAY

RESTORATION & RENOVATION

200 BROADWAY
NASHVILLE, TN 37201

MHZC SUBMITTAL

08/30/19

CLIENT
BROADWAY AND THIRD PROPERTIES, LLC
111 W. CHURCH ST
NASHVILLE, NC 27856

EXISTING ZONING: DTC, MDHA-CM, OV-ADE, OV-HPR, OV-UZO

PROPOSED USE: MIXED USE

BUILDING SF
EXISTING: 19,174 GSF
PROPOSED:25,216 GSF

MAX HEIGHT ALLOWANCE:
MAX HEIGHT: 80' - 0"
PROPOSED: 79' - 0"

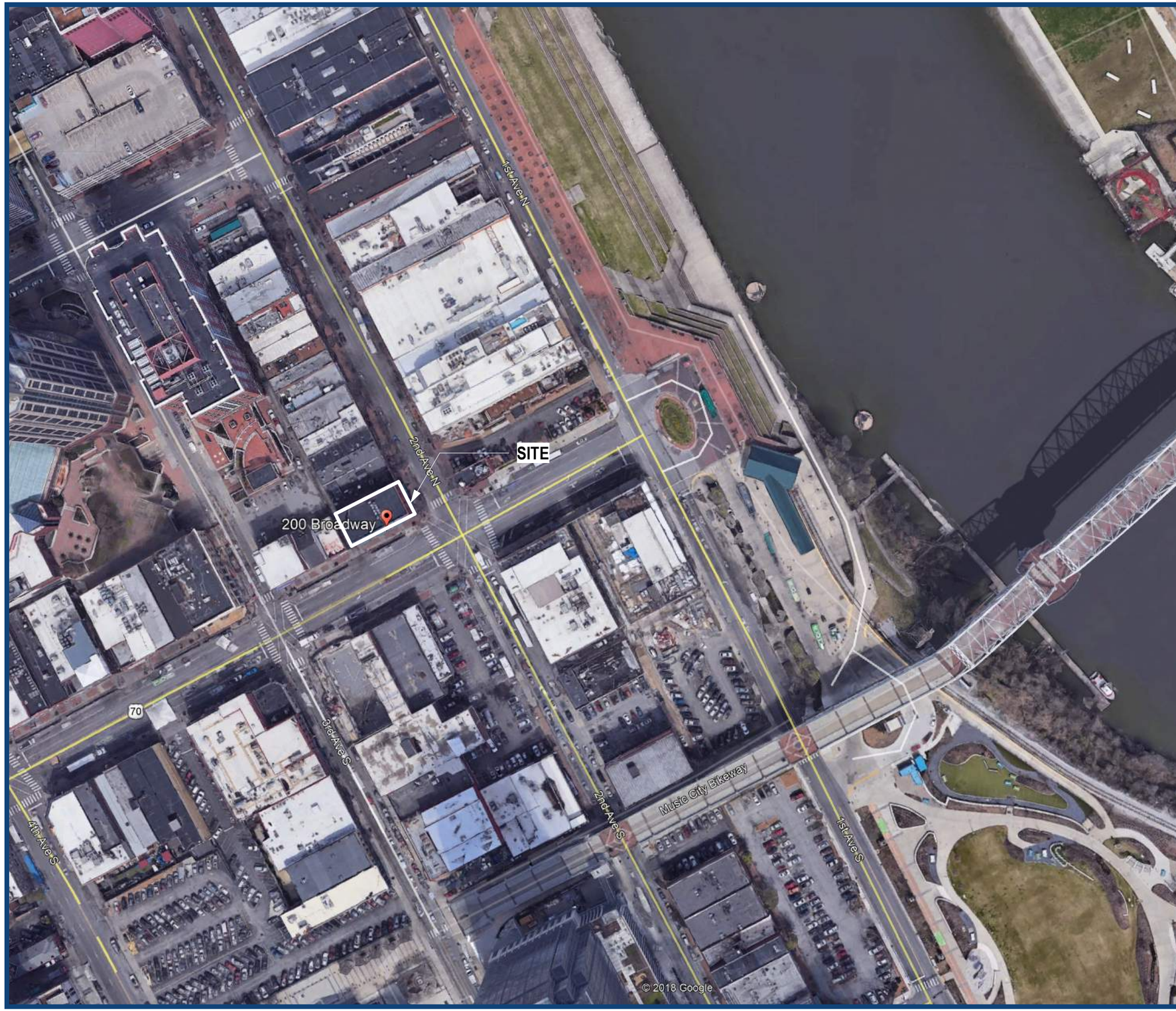
SHEET LIST

HISTORIC PLANNING

MHZC0	COVER
MHZC1	VICINITY PLAN
MHZC2	SITE SURVEY
MHZC3	PROPOSED SHORING CONCEPT
MHZC4	DEMO ELEVATIONS
MHZC5	DEMO ELEVATIONS
MHZC6	EXTERIOR ELEVATIONS
MHZC7	EXTERIOR ELEVATIONS
MHZC8	BUILDING SECTIONS
MHZC9	AXONS
MHZC10	SIGHT-LINE DIAGRAMS
MHZC11	PLANS
MHZC12	PERSPECTIVES
MHZC13	PHOTOS
MHZC14	PHOTOS
MHZC15	PHOTOS

DAVID TYLER THAYER
REGISTERED ARCHITECT
AGRICULTURE
COMMERCE
No. 105073
STATE OF TENNESSEE
8.30.19

PARADYM STUDIO
ARCHITECTURE · INTERIORS · VR LAB



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PHONE: (615)327-2995
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EMAIL: LILLARD@TEASLEYSERVICES.COM

CONTRACTOR
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NASHVILLE, TN 37211
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EMAIL: TERRI.LANKFORD@CARTERGROUPLLC.COM
PHONE: (615)234-4970

PARADYM STUDIO
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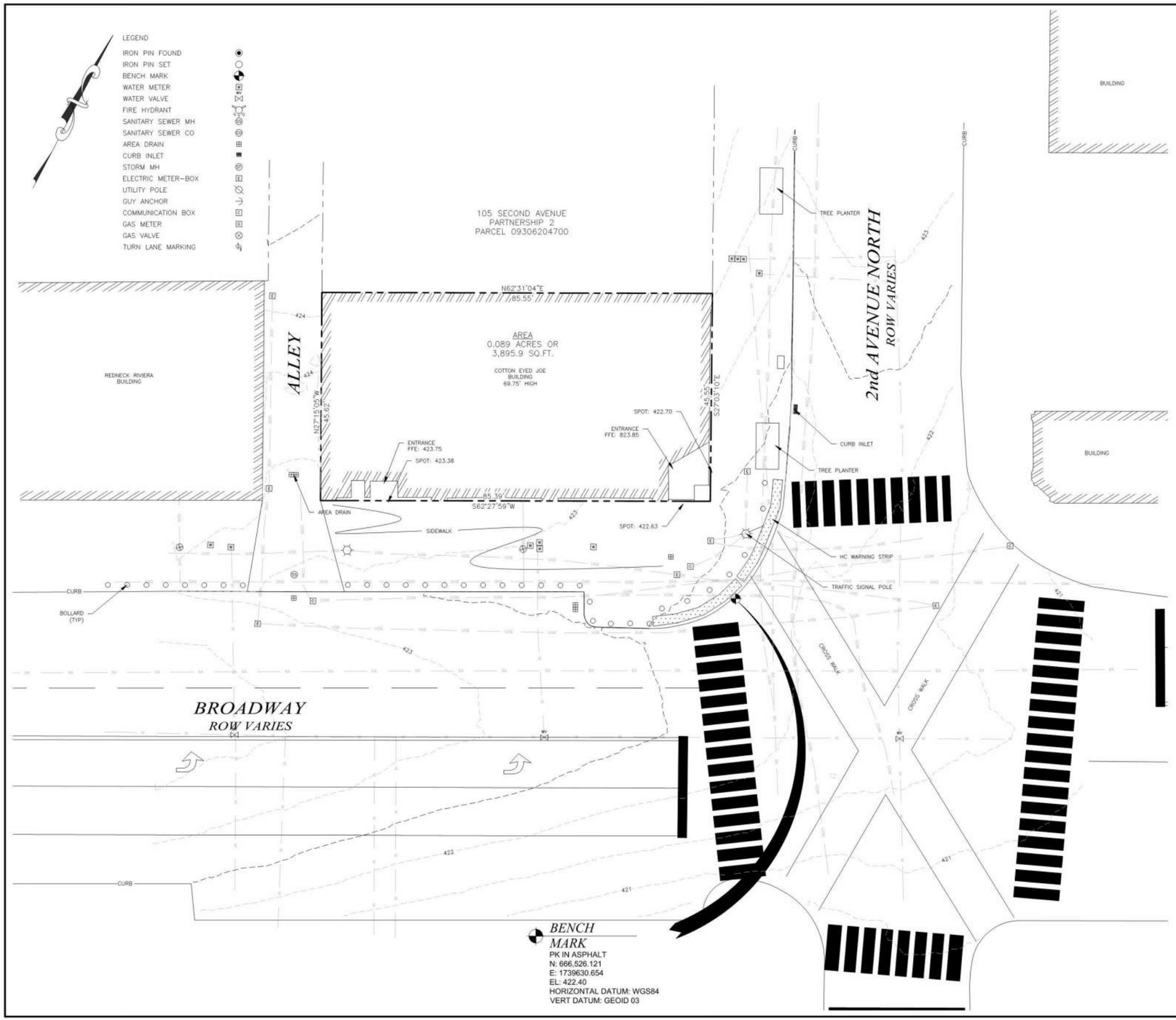
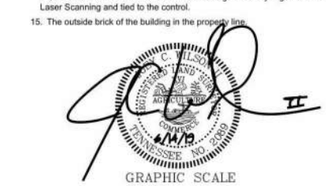


VICINITY MAP
NOT TO SCALE

GENERAL NOTES:

1. The address of this property is: 200 Broadway, Davidson County, Nashville, TN.
2. Subject property is presently identified as Parcel 09306204400. Said parcel is further identified as all of the property described in Deed Book 20190411-0033020 in the Register's Office of Davidson County, Tennessee.
3. Except as specifically stated or shown on this plat, this survey does not purport to reflect any of the following which may be applicable to the subject property: easements, other than possible easements that were visible at the time of survey; building setback lines; restrictive covenants; subdivision restriction; zoning or other land use regulations; and any other facts that an accurate and current title search may disclose.
4. Subsurface and environmental conditions were not examined or considered as a part of this survey.
5. Every document of record reviewed and considered as a part of this survey is noted hereon. Only the documents noted hereon were supplied to the surveyor. No abstract of title, or title commitment, nor results of title searches were furnished to the surveyor. Other documents of record may exist that would affect this parcel.
6. The word "certify" is an expression of professional opinion regarding the facts of the survey and does not constitute a warranty or guarantee, expressed or implied. Declaration is made to the client and is not transferable to additional persons, institutions or subsequent owners of the subject property.
7. This survey was conducted without the benefit of a title report and is subject to the findings of such report.
8. Bearings shown hereon are based on the Tennessee State Plane Coordinate System (NAD83). Elevations shown hereon are based on NAVD88.
9. All corners shown on the face of the survey are marked either found or set. Any missing corners are marked with an iron rod and cap bearing this surveyors company name. No monuments were placed for this survey. The building sits on the property line and thus the corners are the monuments.
10. Utilities shown hereon were compiled from visible structures at the site, information from plans, and physical markings and combined to develop a view of the underground utilities. However, lacking excavation, the exact location of underground features cannot be accurately, completely, and reliably depicted. In addition, in some jurisdictions, 811 or other similar utility locate requests from surveyors may be ignored or result in an incomplete response. This surveyor makes no guarantee that the underground utilities shown comprise all such utilities in the area, either in service or abandoned. This surveyor further does not warrant that the underground utilities shown are in the exact location indicated. Verification of existence, locations, and depth should be made before conducting any excavation in the vicinity of the utility.
11. By scaled map location and graphic plotting only, this property lies within Zone "X" as designated on current federal emergency management agency map no. 47037C0242H, with an effective date of April 5th, 2017, which makes up a part of the National Flood Insurance Program. Zone "X" is an area determined to be outside the 0.2% annual chance floodplain.
12. I hereby certify that this is a category I survey and was conducted in accordance with rule 0820-03.11 (Global Position Systems Surveys) according to the current Tennessee Minimum Standards of Practice as promulgated by the Tennessee State Board of Examiners for Land Surveyors. This survey was conducted with dual-frequency RTK GPS equipment based on the TDOT CORPS network.
    a. Positional accuracy: 0.08'
    b. Date of survey: 6-12-19
    c. Datum/Epoch: Tennessee State Plane (NAD83). Occupations for control points are 3 minutes each, side shots are 3 seconds.
    d. Geoid 3, Zone 7 Revised
    e. No combined grid factors were used.
13. I hereby certify that the topographic information depicted hereon as contours and elevations are correct to the best of my knowledge and belief and are based on an actual field survey conducted under my direct supervision. I further certify that the boundary lines shown are based on monuments found and noted hereon, information from previous surveys, record documents, and tax maps. Contour interval is 0.5 feet
14. The control for this site was established according to the procedures in note 12, however all information shown hereon was gathered by High Definition Laser Scanning and tied to the control.
15. The outside brick of the building in the property line.



GRAPHIC SCALE

(IN FEET)
1 inch = 10 ft.

NO.	DATE	COMMENT

108 Beasley Drive
Franklin, TN
37064
615.794.2275

WILSON&ASSOCIATES, P.C.
Engineering/Surveying/Environmental

Boundary & Topographical Survey
200 Broadway - Nashville, Davidson County, TN
For
Teasley Service Group, LLC
4711 Trousdale Drive, Suite 125 - Nashville, TN 37220

Boundary & Topographical Survey

DRAWN BY:	JAG
APPVD. BY:	JCW II
DATE	6/14/19
PROJ. No.	19-1273
SCALE:	1"= 10'

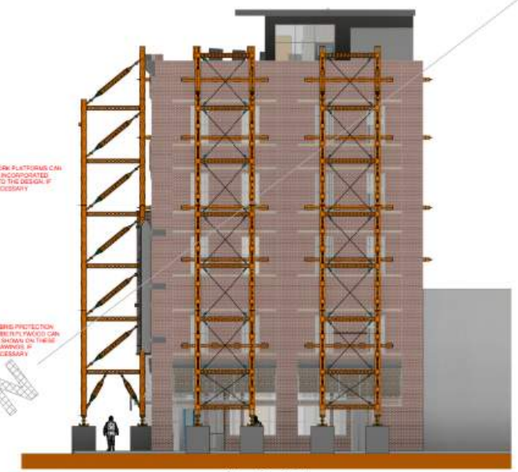
SHEET No.
1 OF 1

DRAWING
SITE SURVEY
MHZC2

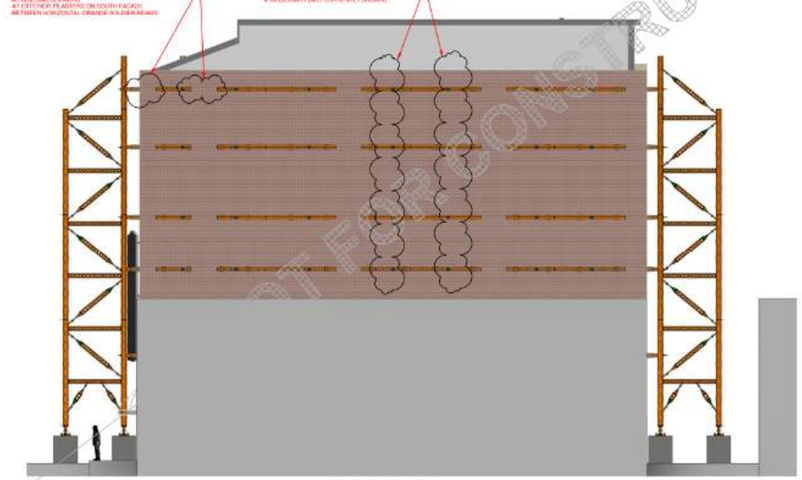
PROJECT NUMBER:
19012
DATE:
08.30.19

PARADYM STUDIO
ARCHITECTURE · INTERIORS · VR LAB

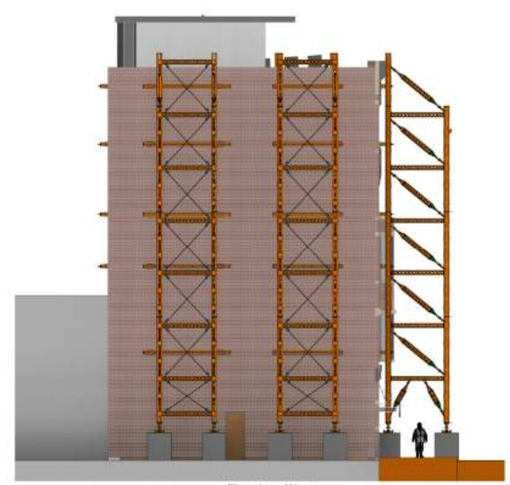
Elevation - South



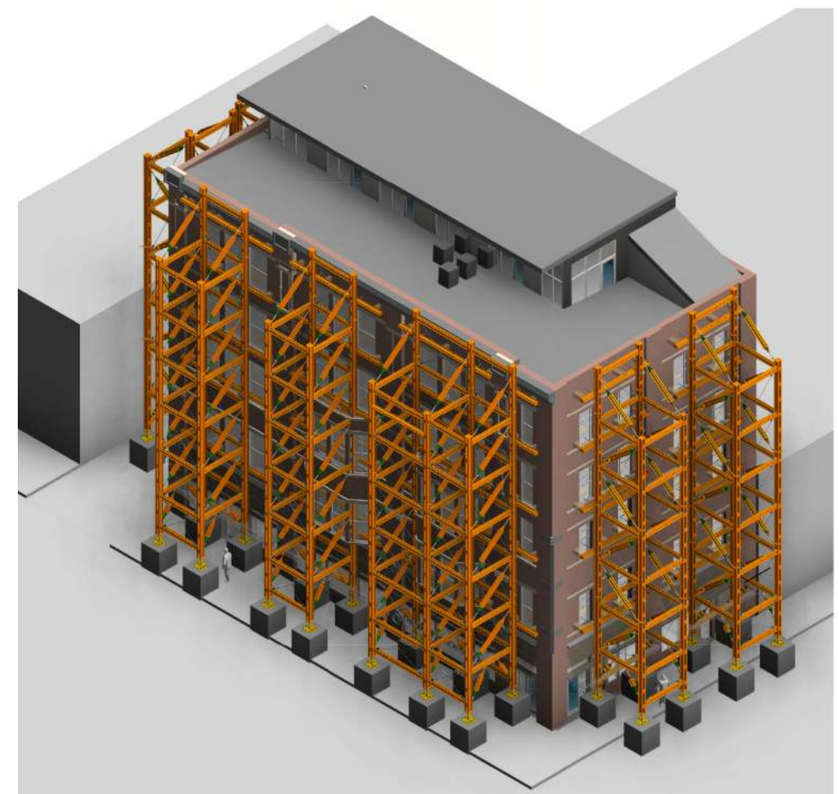
Elevation - East



Elevation - North



Elevation - West

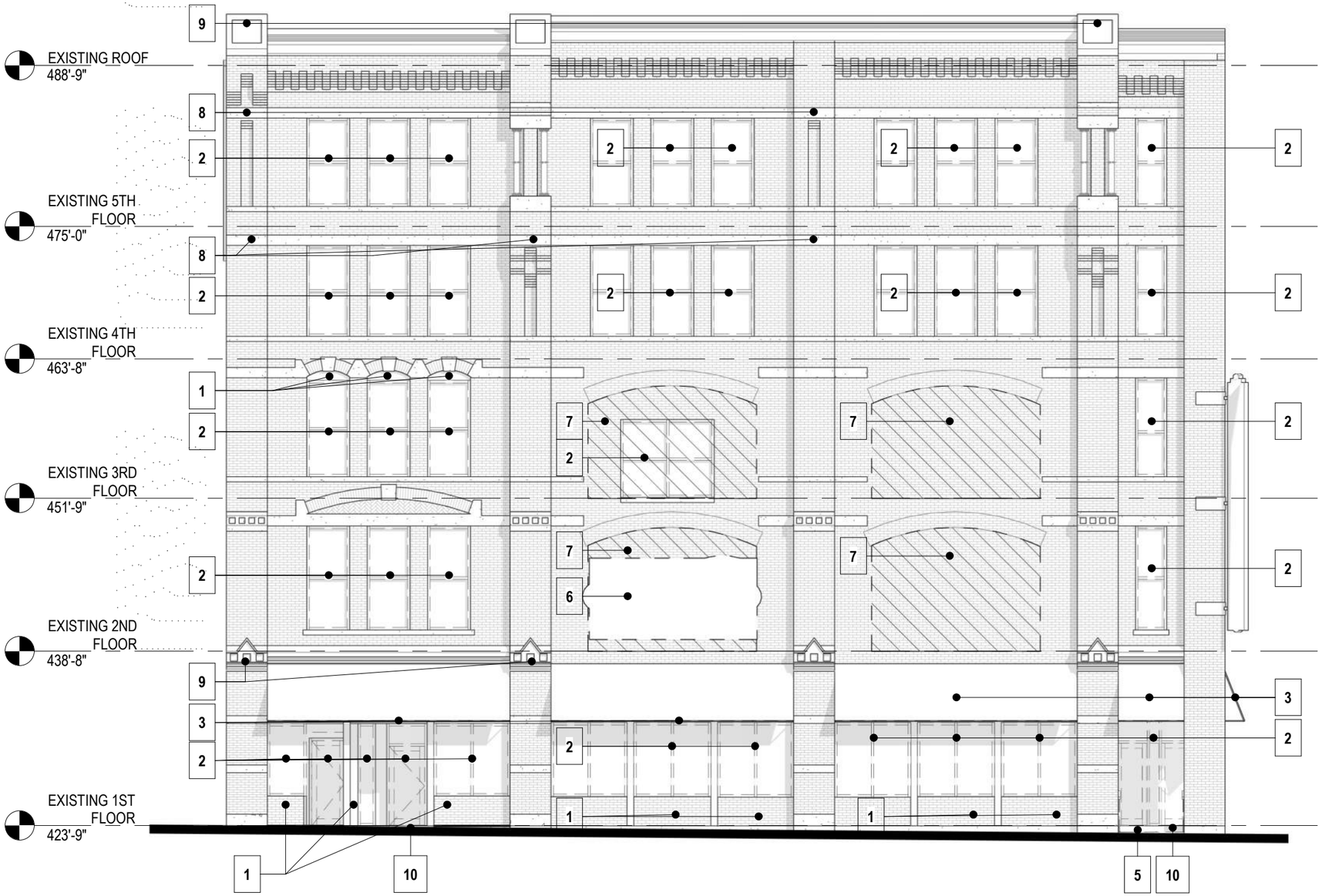


PROPOSED SHORING CONCEPT

DRAWING
PROPOSED SHORING CONCEPT
MHZC3

PROJECT NUMBER: 19012
DATE: 08.30.19

PARADYM STUDIO
ARCHITECTURE · INTERIORS · VR LAB



1 EXISTING & DEMO SOUTH ELEVATION
1" = 10'-0"

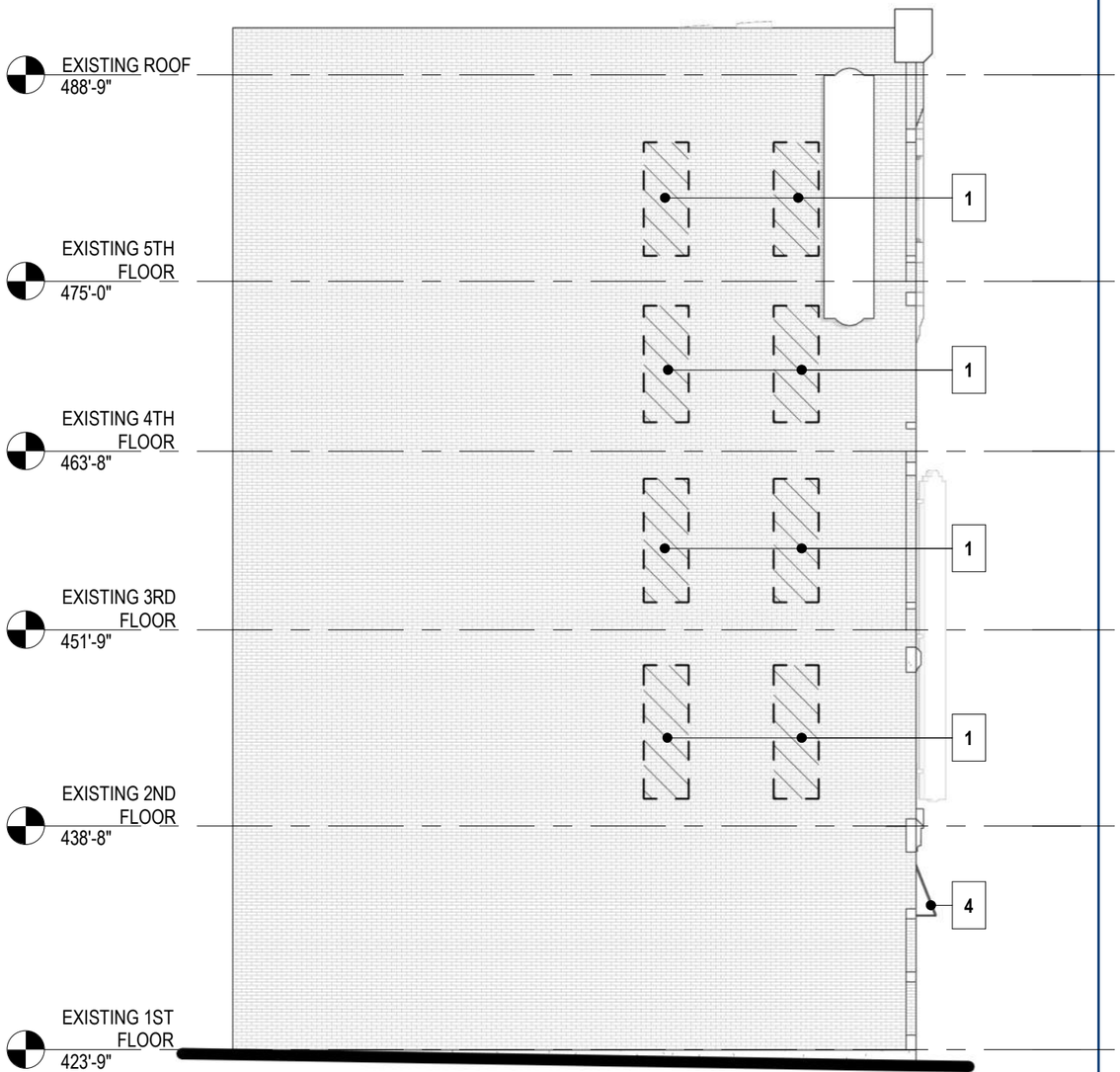
DEMO KEY NOTES

1. REMOVE OR INFILL WALL. PREPARE OPENINGS FOR NEW WORK. REPAIR STRUCTURE
2. REMOVE, RECYCLE EXISTING WINDOWS. PREPARE & REPAIR OPENING FOR NEW WINDOWS
3. REMOVE ALL FINISHES & PREPARE FOR NEW FINISHES, THIS AREA
4. REMOVE & DISPOSE OF EXISTING AWNINGS
5. REMOVE EXISTING STEPS
6. REMOVE EXISTING SIGN
7. SUPPORT & CUT OPENING FOR NEW BAY WINDOW. COORDINATE DIMENSIONS OF OPENING WITH NEW ARCHITECTURAL DESIGNS. COORDINATE STRUCTURAL REQUIREMENTS W/ ENGINEER.
8. CLEAN ALL EXISTING CUT STONE, TYP
9. REMOVE PAINT FROM EXISTING CORNICE & PREPARE FOR NEW PAINT, TYP

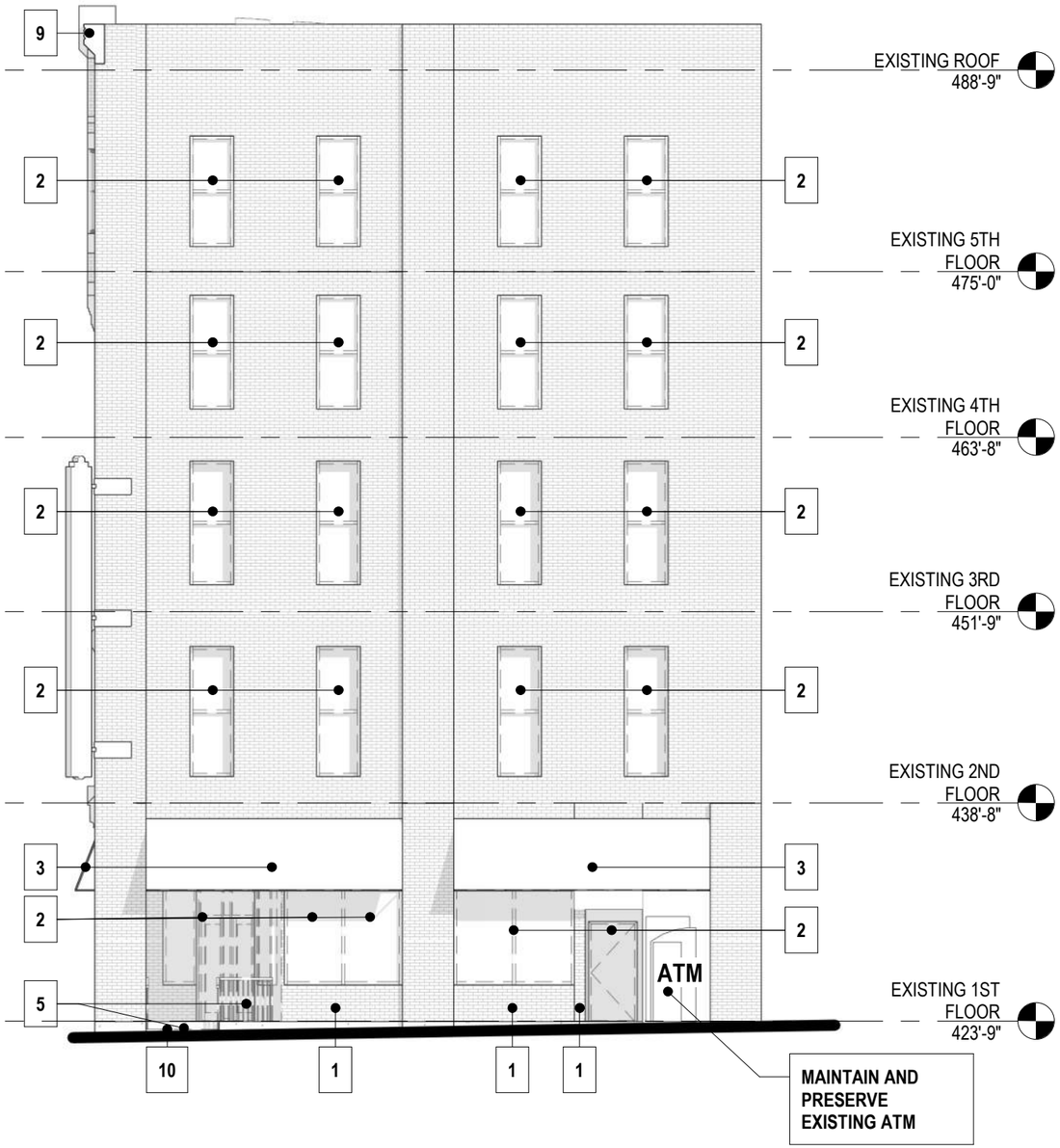
DRAWING
DEMO ELEVATIONS
MHZC4

PROJECT NUMBER: 19012
DATE: 08.30.19

PARADYM STUDIO
ARCHITECTURE · INTERIORS · VR LAB



2 EXISTING & DEMO WEST ELEVATION
1" = 10'-0"

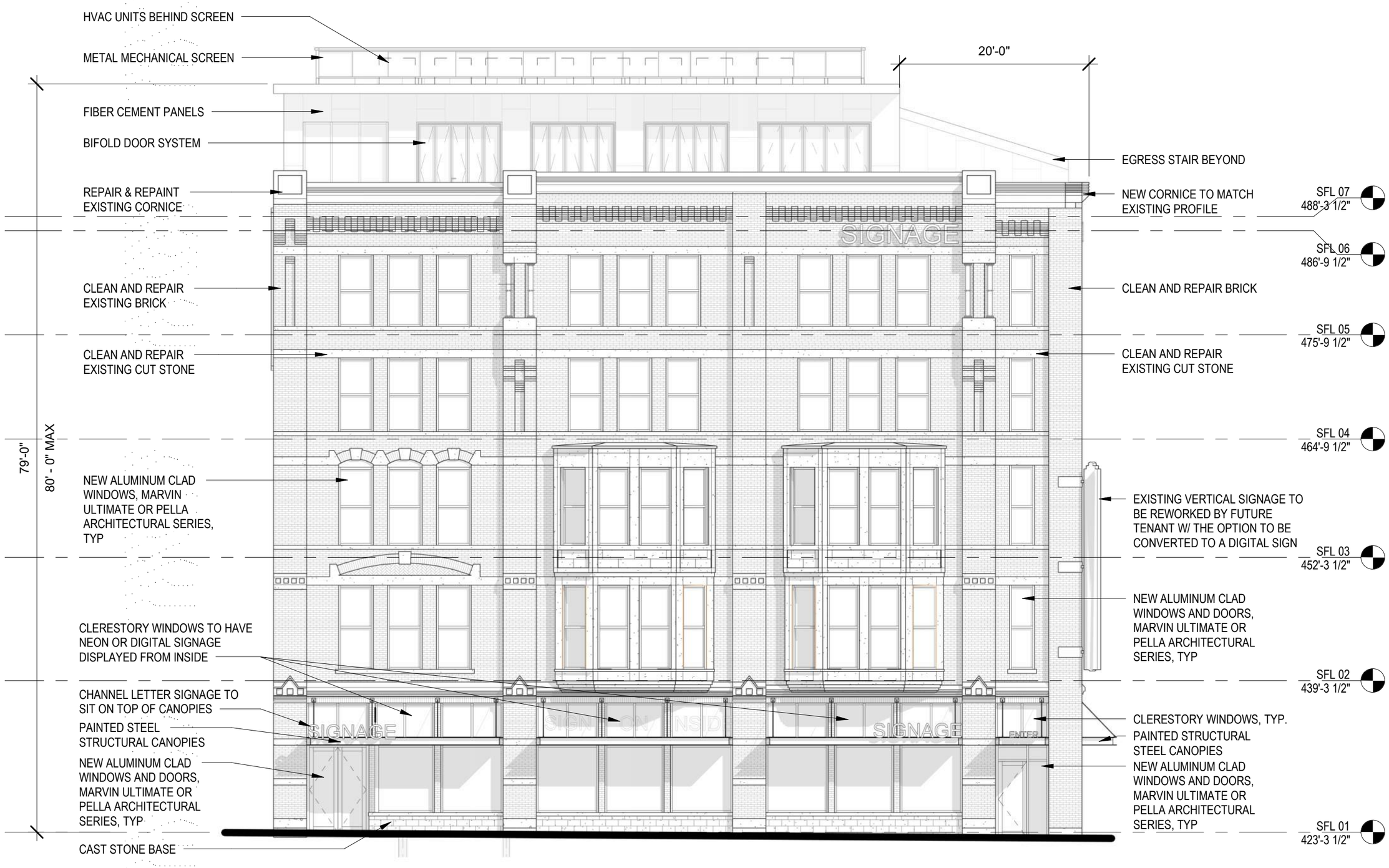


1 EXISTING & DEMO EAST ELEVATION
1" = 10'-0"

DRAWING
DEMO ELEVATIONS
MHZC5

PROJECT NUMBER: 19012
DATE: 08.30.19

PARADYM STUDIO
ARCHITECTURE · INTERIORS · VR LAB

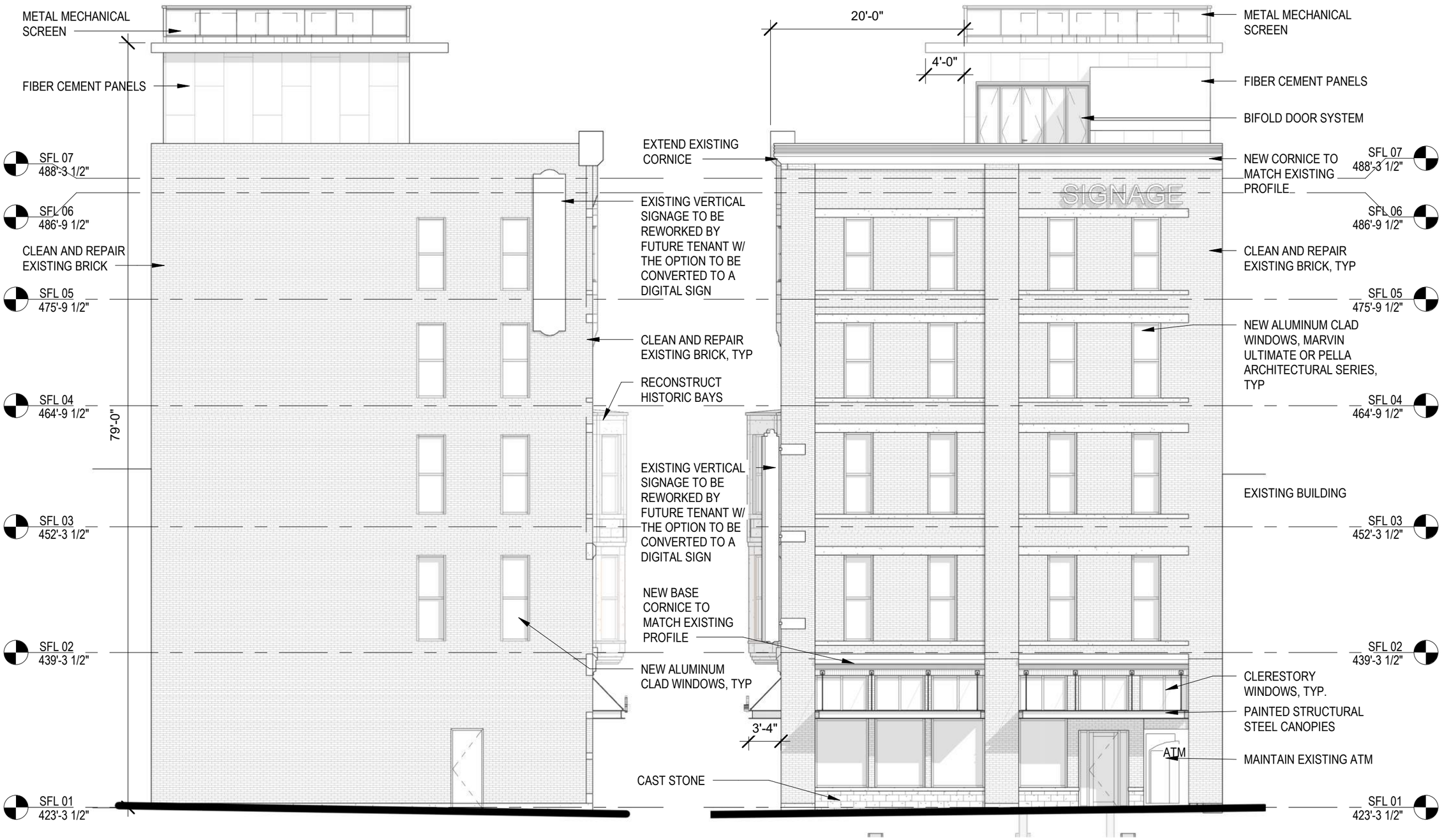


1 NEW SOUTH ELEVATION
1" = 10'-0"

DRAWING
EXTERIOR ELEVATIONS
MHZC6

PROJECT NUMBER: 19012
DATE: 08.30.19

PARADYM STUDIO
ARCHITECTURE · INTERIORS · VR LAB



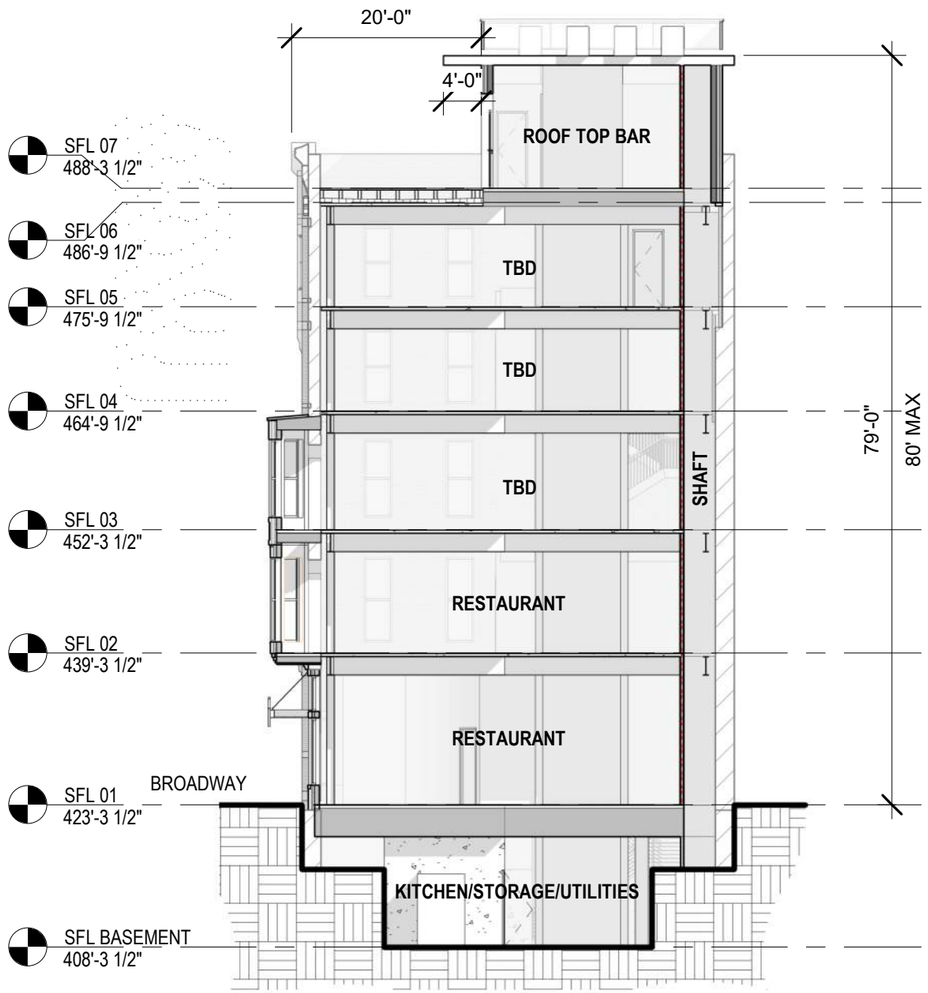
2 NEW WEST ELEVATION
1" = 10'-0"

1 NEW EAST ELEVATION
1" = 10'-0"

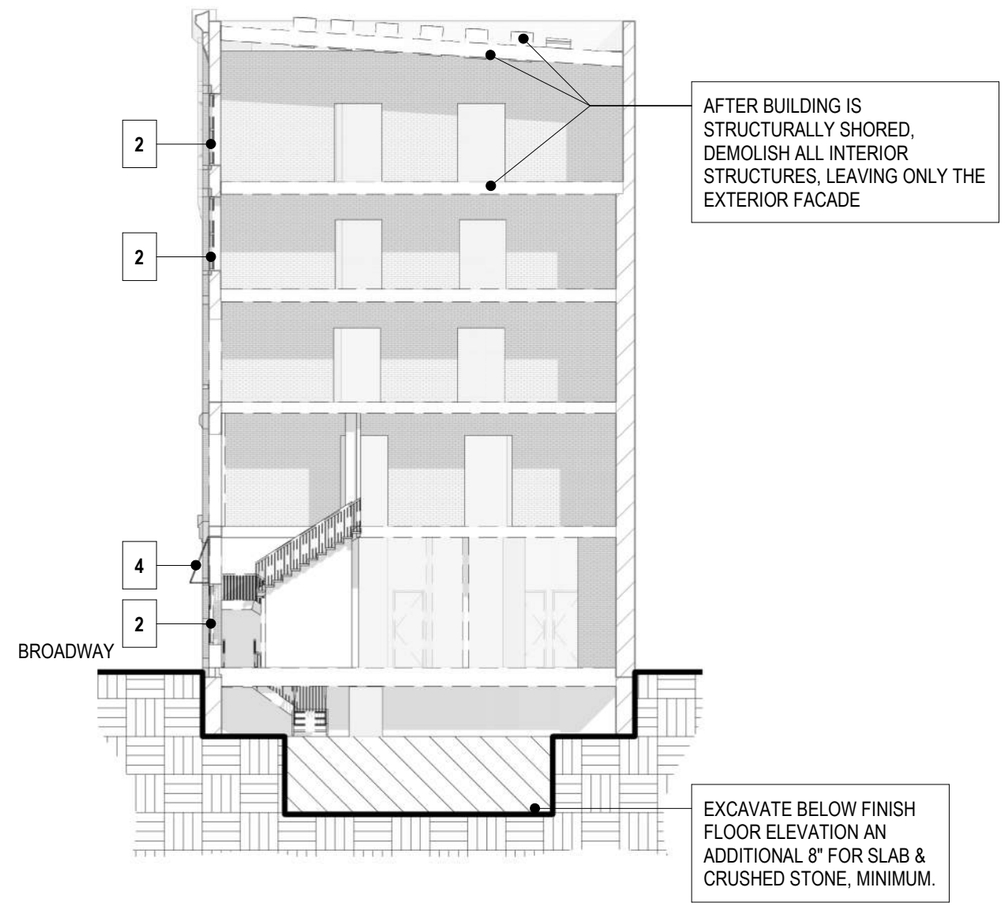
DRAWING
EXTERIOR ELEVATIONS
MHZC7

PROJECT NUMBER: 19012
DATE: 08.30.19

PARADYM STUDIO
ARCHITECTURE · INTERIORS · VR LAB



2 NEW SECTION
1/16" = 1'-0"

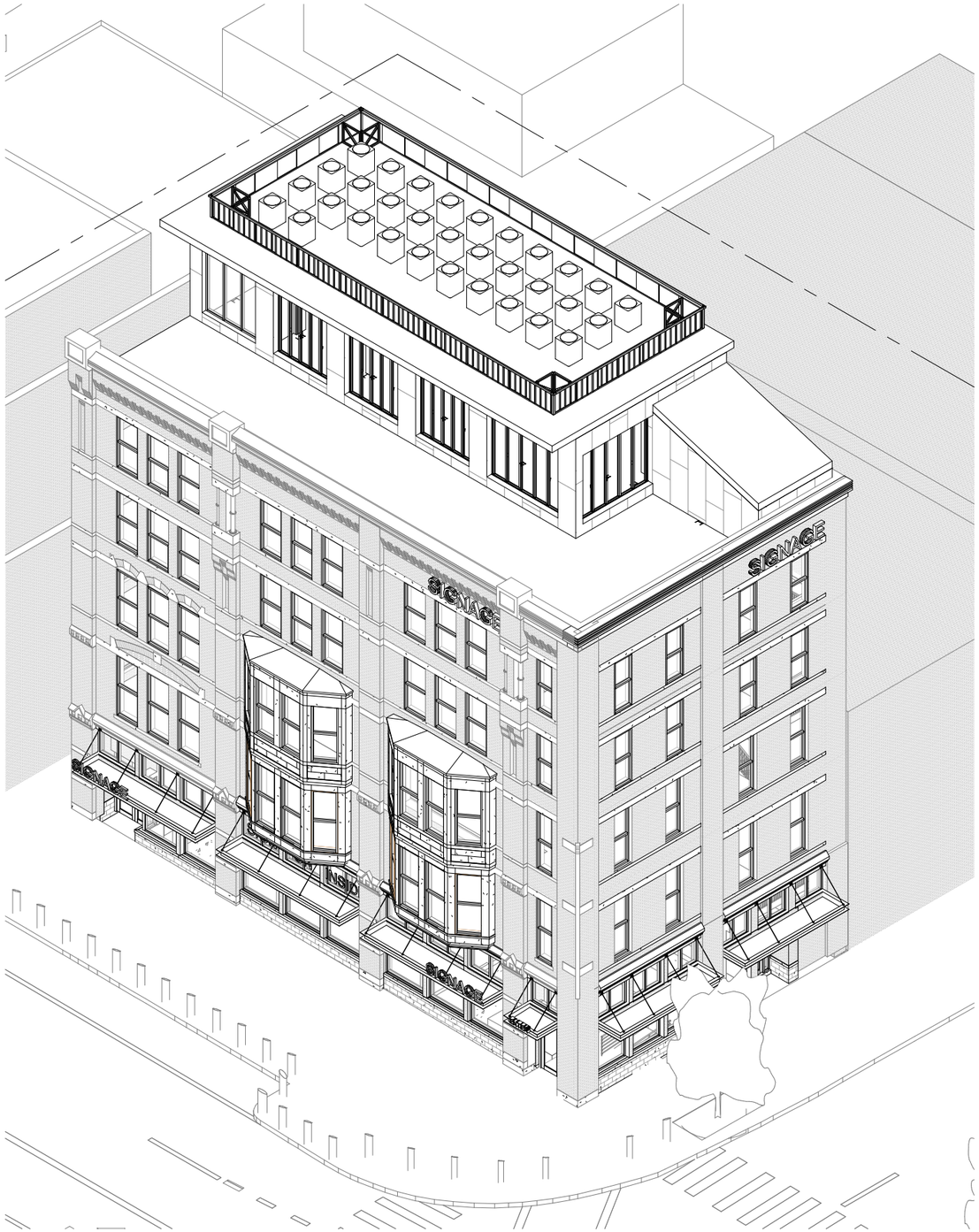


1 DEMO SECTION
1/16" = 1'-0"

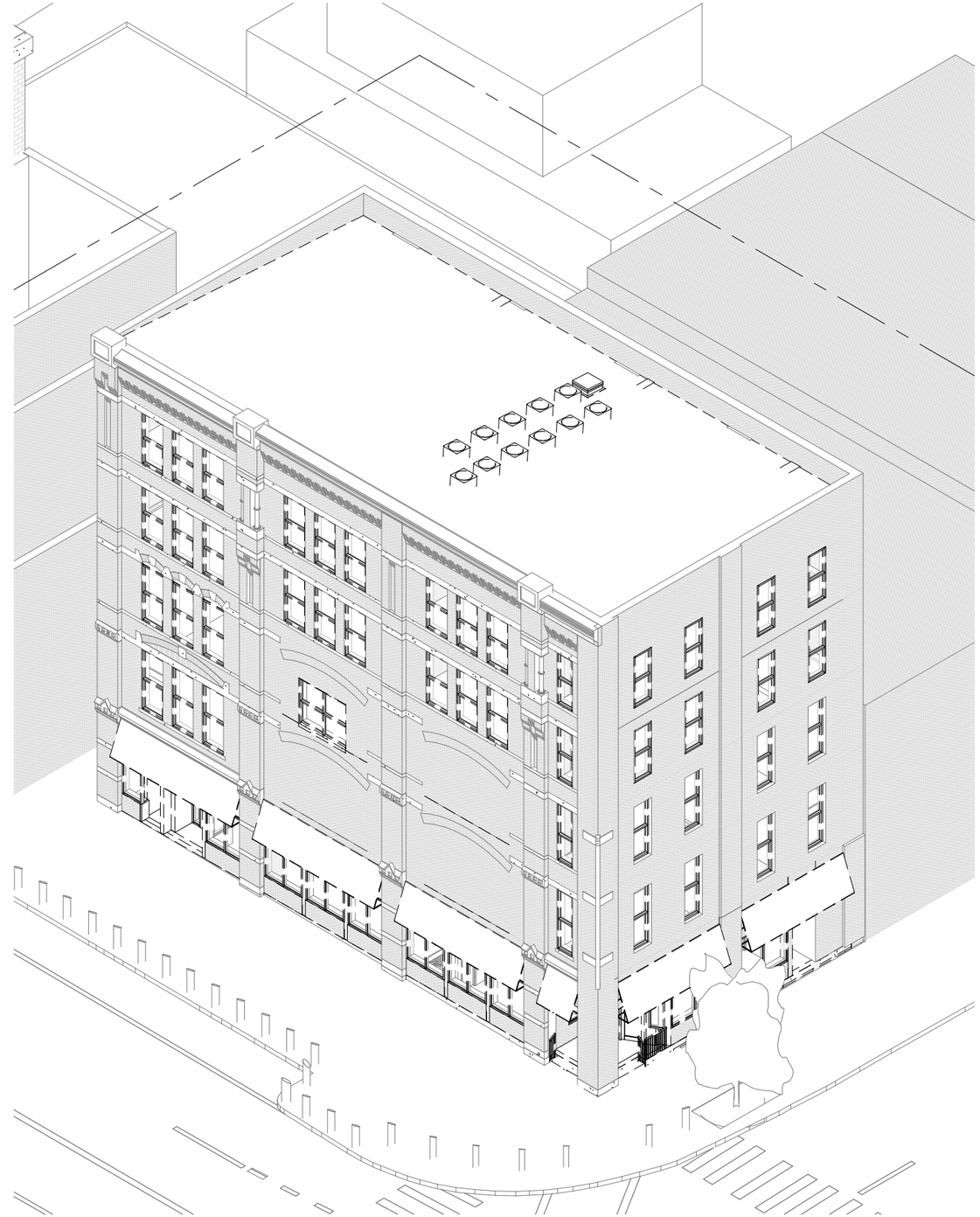
DRAWING
BUILDING SECTIONS
MHZC8

PROJECT NUMBER: 19012
DATE: 08.30.19

PARADYM STUDIO
ARCHITECTURE · INTERIORS · VR LAB



2 NEW AXON



1 EXISTING AXON

DRAWING
AXONS

MHZC9

PROJECT NUMBER:
19012

DATE:
08.30.19

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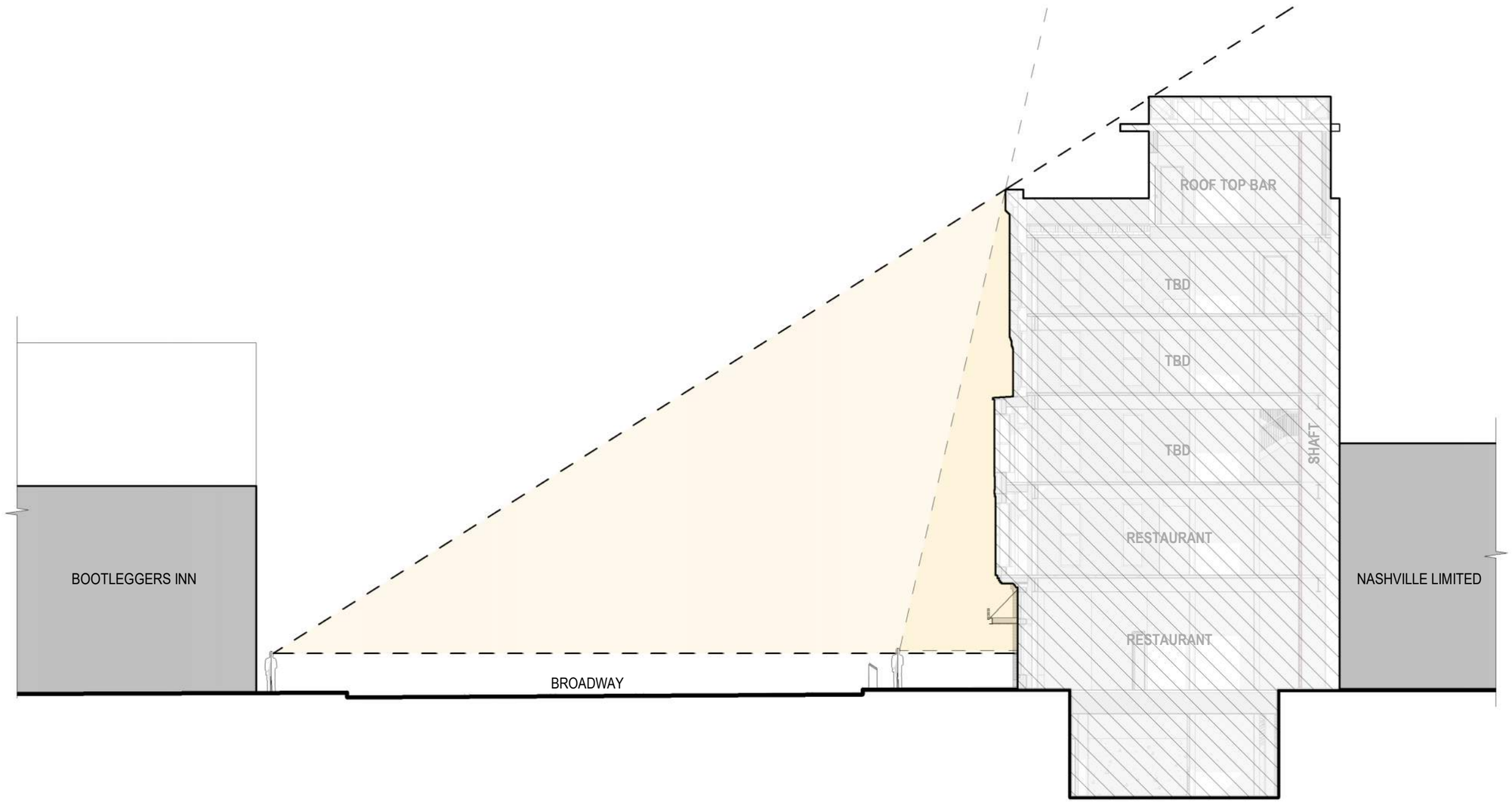

1 SIGHT-LINE DIAGRAM
1/16" = 1'-0"

DRAWING
SIGHT-LINE DIAGRAMS
MHZC10

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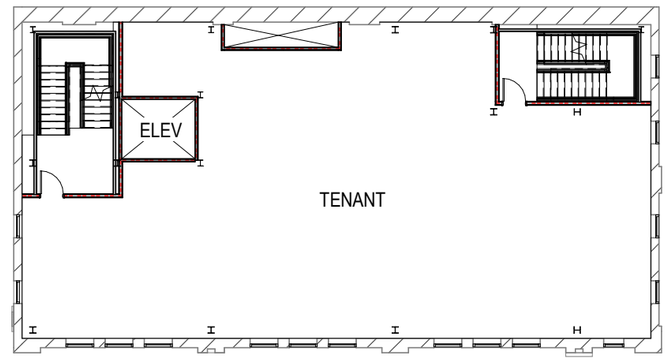
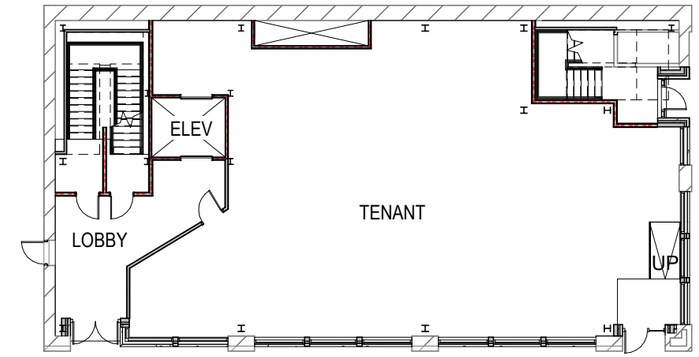
NOTES:

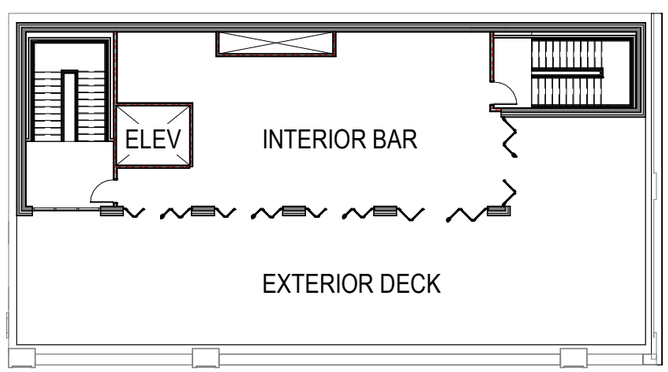
1. ALL PLANS ARE FOR CONCEPT ONLY AND ARE SUBJECT TO CHANGE BASED ON CODES, UTILITIES, AND TENANT REQUIRMENTS.
2. ALL FIRST FLOOR WINDOWS AND DOORS ARE SUBJECT TO CHANGE PER TENANT REQUIREMENTS. MAJOR ORGANIZATIONAL MODIFICATIONS, OR TYPE CHANGES WILL BE SUBMITTED SEPARATELY BY TENANT.



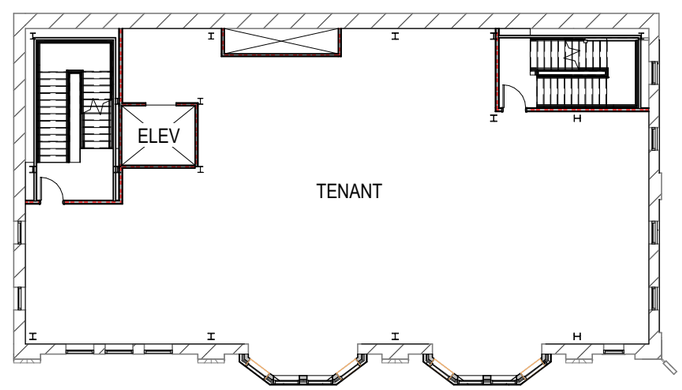
4 FOURTH & FIFTH FLOOR MHZC
1" = 20'-0"



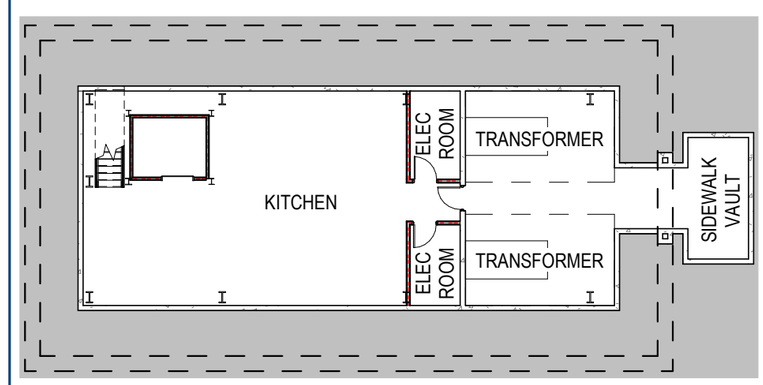
2 FIRST FLOOR MHZC
1" = 20'-0"



5 ROOF TOP BAR
1" = 20'-0"



3 SECOND & THIRD FLOOR MHZC
1" = 20'-0"



1 NEW BASEMENT PLAN
1" = 20'-0"

DRAWING PLANS

MHZC11

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4 RESTAURANT ENTRY

2 SOUTH EAST PERSPECTIVE

3 LOBBY ENTRY

1 SOUTH WEST PERSPECTIVE

DRAWING
PERSPECTIVES

MHZC12

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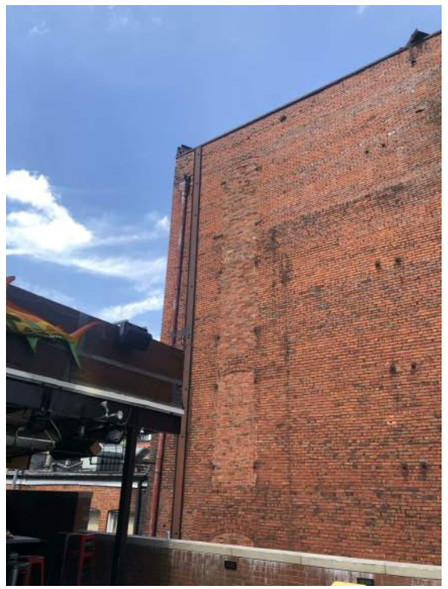

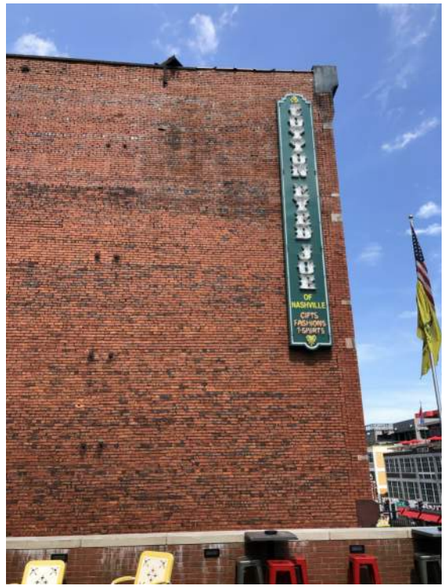

EXISTING SITE PHOTOS

DRAWING
PHOTOS

MHZC13

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EXISTING SITE PHOTOS

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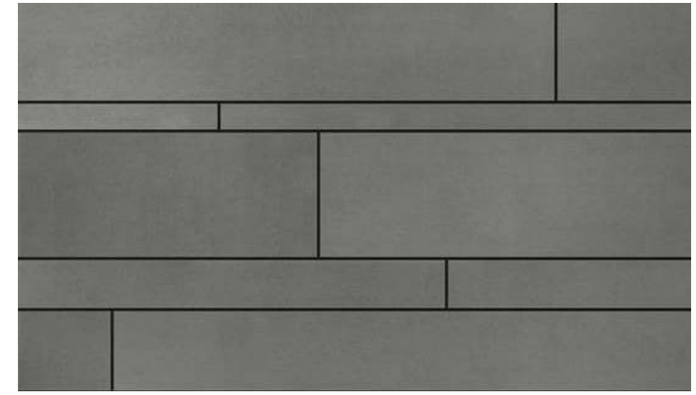
DRAWING
PHOTOS

MHZC14

CAST STONE TO MATCH EXISTING CUT STONE

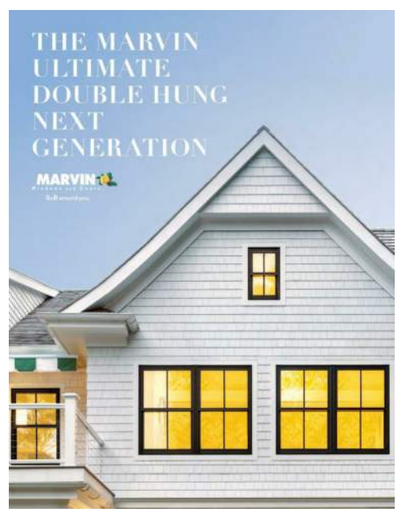
BRICK TO MATCH EXISTING RED BRICK



FIBER CEMENT ON ROOFTOP BAR

MATERIALS

OR



NOTE:

BOTH BRANDS WILL BE BID. WINDOWS TO BE HISTORIC COMMISSION COMPLIANT. ALUMINUM CLAD WOOD WINDOWS: DOUBLE HUNG, CASEMENT, & AWNING

WINDOW MODELS

DRAWING
PHOTOS
MHZC15

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