



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Metropolitan Historic Zoning Commission
Sunnyside in Sevier Park
3000 Granny White Pike
Nashville, Tennessee 37204
Telephone: (615) 862-7970
Fax: (615) 862-7974

STAFF RECOMMENDATION
215 Broadway
March 18, 2020

Application: New Construction - Violation
District: Broadway Historic Preservation Zoning Overlay
Council District: 19
Base Zoning: DTC
Map and Parcel Number: 093 06 4 043.00
Applicant: Broadway Hotel, LLC
Project Lead: Jenny Warren, jenny.warren@nashville.gov

<p>Description of Project: The applicant is seeking approval of construction that has already taken place without a Preservation Permit. The project includes unpermitted changes to the storefront and the installation of an ATM.</p> <p>Recommendation Summary: Staff recommends disapproval of the current storefront configuration including the ATM, finding that it does not meet Section II of the design guidelines for rehabilitation, Section III of the design guidelines for new construction and the MHZC policy for ATMs. Staff suggests that the doors and transoms be installed into the left side of the storefront, as per the plans approved in 2014 and the ATM be removed within the next 60 days.</p>	<p>Attachments A: Photographs</p>
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Applicable Design Guidelines:

II. Rehabilitation

General Principles: Street Level Facades

Original street-level facades, including storefronts, doors and entryways, display windows, transoms, bulkheads, and pilasters and columns, should be retained, and if needed, repaired using historically appropriate materials and methods.

Replacement of street-level facades should be in keeping with the style and period of the building.

III. New Construction

General Principles: New construction should be consistent with existing buildings along a street in terms of height, scale, setback, and rhythm; relationship of materials, texture, details, and color; roof shape; orientation; and proportion and rhythm of openings.

A. Guidelines: Relationship of Materials, Texture, Details, and Material Color

The relationship and use of materials, texture, details and material colors of a new building's public facades shall be visually compatible with or similar to those of adjacent buildings, or shall not contrast conspicuously.

Masonry materials were primarily used in the historic district, and should continue to be predominant. Contemporary materials may be used if they possess characteristics similar in scale, design, finish, texture, durability, and detailing to historic materials and meet *The Secretary's Standards*. Exterior Insulation Finish Systems and vinyl are not appropriate exterior materials.

3. Wood, brick, stone, and metal were used for window, door and storefront surrounds and should be used for new buildings.
4. Storefront façade materials may vary in keeping with the materials of the existing buildings. Stone, glazed tile, painted wood, and brick are all appropriate materials.
5. Tinted glass, reflective glass, or colored glass may not be used for windows.
6. Large expanses of featureless materials are not appropriate.
7. The color of new building materials should be compatible with historic buildings within the district.

B. Guidelines: Orientation

1. The site orientation of new buildings shall be consistent with that of adjacent buildings and shall be visually compatible.
2. Primary building entrances shall be oriented to the primary street.
3. Entrances to buildings should be recessed.

Background: 215 Broadway is a contributing structure in the Broadway Historic Preservation Zoning Overlay. It is a four-story painted brick commercial structure which was altered prior to being included into the Broadway HPZO in 2014. The building has been connected internally to a separate structure which faces onto 3rd Avenue, South. The Moxy Hotel currently occupies these two buildings.

The original storefront was replaced at some point prior to the overlay. In 2014, MHZC approved changes to this storefront in conjunction with permits for the Moxy Hotel. The storefront was altered as a part of the Moxy rehabilitation, but the final storefront design does not match the permits. An ATM has also been installed in the front of the building on the left side.

The entry was temporarily boarded in 2016 and an ATM was added at that time. They receive notice to remove the ATM in July of 2016 and removed it several months later.

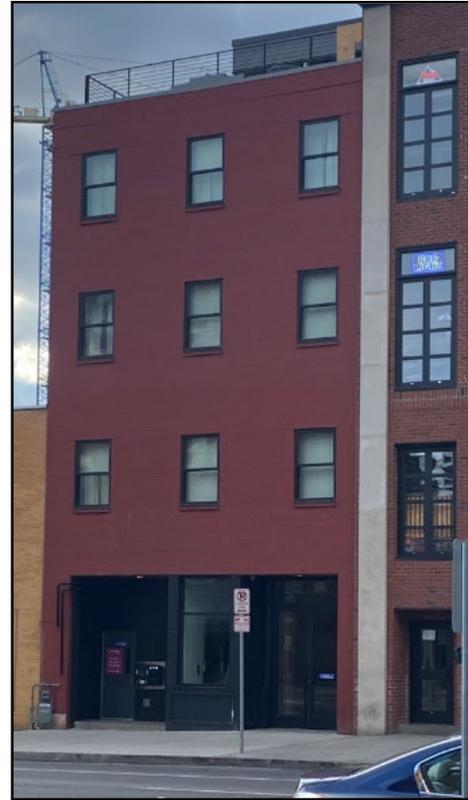


Figure 1: 215 Broadway in March 2020

ATM Background

In 2004 Metro Legal provided the opinion that the Commission has the authority to review ATMs. Based on a four month discussion about ATMS in the adjacent Second Avenue Historic Preservation Zoning Overlay, the Commission voted in favor of a policy that would not allow for ATMs that puncture the façade or obscure the architectural features of buildings, but that they could be located inside buildings or in an alcove not on the primary façade. Based on that policy the Commission disapproved four (4) ATMs in the Second Avenue Historic Preservation Zoning Overlay that were installed without Preservation Permits. The ATMs were removed by the owners in the following month.

Analysis and Findings:

In 2014, a permit was issued for the Moxy Hotel, which included alterations to the façade of 215 Broadway. Permit #201400341 shows a storefront with a projecting central bay and recessed double doors with transoms on either side (Figures 2 &3). This was constructed as per the permitted plan on the right side, with full-light doors, and in the central bay. However, the left side was not built out according to the permitted plans (Figure 4). Instead of installing double glass doors with a transom, a solid wall was constructed with two nearly solid doors and no transom. An ATM was also installed here.



Figures 2 & 3: Storefront as approved in 2014

Staff finds the current configuration to be inappropriate, as it does not match the permit and does not comply with General Principles, Section II of the design guidelines which state “Replacements of street-level facades should be in keeping with the style and period of the building.” The lack of transparency on the left side, including the solid transom, the nearly solid doors and the ATM (further discussed below) are not typical of a historic primary façade on Broadway.

Staff recommends that the doors and transom be installed into the left side of the storefront, as per the plans approved in 2014.

ATM

The ATM at 215 Broadway is installed in the wall and is one foot, eleven inches tall (1’11”) and about two feet, seven inches (2’7”) wide. It is internally illuminated.

General Principles, Section III states that “new construction should be consistent

with existing buildings along a street in terms of height, scale, setback, and rhythm; relationship of materials, texture, details, and color; roof shape; orientation; and proportion and rhythm of openings.” The historic streetscape includes a minimum of



Figures 4: Storefront as currently configured.

two-story buildings with walls that extend the full width of the lot, store-front windows and upper-level punched-openings. The ATM is not appropriate in terms of height, scale, setback, rhythm, materials, texture or details.

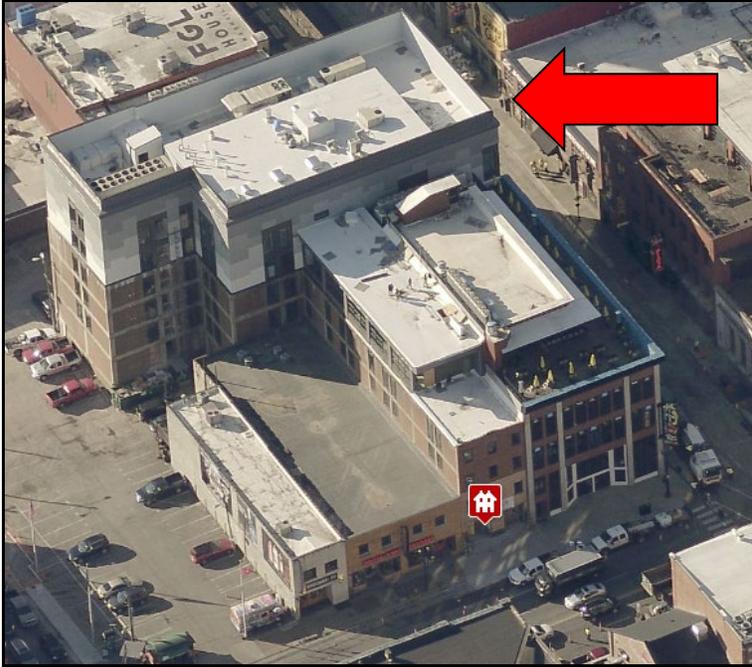


Figure 5: Aerial picture. 215 Broadway indicated by pin. The entrance to the Moxy Hotel is in a separate but connected building, along 3rd Avenue, North.

In addition to not meeting the design guidelines for new construction, the ATM does not meet the policy the Commission established in 2004 that only allows for ATMs inside a building, where it would not be reviewed, or “in an alcove not on the primary facade.” This ATM is in a recessed primary entry rather than an “alcove,” and it is located along Broadway, one of the most highly visible streets in the district. The Moxy Hotel occupies the property today and operates out of this historic building and a second building behind it, which faces onto 3rd Avenue, South. While the Moxy has their primary entrance on 3rd Avenue, Broadway is still the primary façade for this historic building. Therefore, an ATM along this primary façade is not appropriate.

Recommendation

Staff recommends disapproval of the current storefront configuration including the ATM, finding that it does not meet Section II of the design guidelines for rehabilitation, Section III of the design guidelines for new construction and the MHZC policy for ATMs. Staff suggests that the doors and transoms be installed into the left side of the storefront, as per the plans approved in 2014 and the ATM be removed within the next 60 days.