



Request	DTC Modification
Project Name	Pinnacle Skyline Sign
Council District	19 – Kupin
Requested by	Adam Stowe, Gresham Smith
Staff Reviewer	Eric Hammer
Staff Recommendation	<i>Disapprove</i>

Applicant Request

A request for modification to the maximum size and maximum height standards for skyline signs for property located at 21 Platform Way South, Nashville Yards Tower 3a, located south of Church Street and west of 10th Avenue North, zoned DTC (1.5 acres), to permit a skyline sign.

Project Overview

The current Pinnacle building, located at 150 3rd Avenue South is zoned Specific Plan. This zoning was approved prior to the adoption of the Downtown Code (DTC) The building includes two 15’ tall skyline signs. The intent of this signage modification request is to maintain a larger skyline sign when Pinnacle moves to become a tenant at Tower 3a in Nashville Yards, which is a taller building than the company currently occupies.

A common sign plan for Nashville Yards, including Tower 3a, was previously approved with conditions by the DTC Design Review Committee (DRC) on February 13, 2020. The common signage plan included the locations of skyline signs within Nashville Yards, including modifications to allow some skyline signs to be transferred from less visible facades to more visible facades within the site. This included the façade that is the subject of this current request, which normally would not have been permitted a skyline sign.

The applicant for the common signage plan also noted within the package that Parcel 3a may vary in height from the 175’ originally shown, likely increasing above 200’ in height. To preserve flexibility but ensure the DTC was being met regardless of the final height, the DRC conditioned the approval, stating: “skyline signs affixed to the conceptual tower on Parcel 3a... shall conform to the sign area allowed for each building’s final height.”

DTC SIGNAGE MODIFICATION REQUESTS SUMMARY

1. Skyline Sign Size

- Required: 720 SF skyline sign
- Proposed: 1279.25 SF skyline sign
- Analysis: The common sign plan for Nashville Yards was approved in 2020 following a months-long process involving representatives from Nashville Yards, the DTC DRC, and Planning Department staff. Given the approved common sign plan and the specific condition approved by the DRC, staff cannot recommend approval of any increase in skyline sign size. Additionally, this facade has fewer visibility challenges than most parcels within this subdistrict, as it is adjacent to a rail right-of-way. There is simply no urban design basis for approving a larger size than what is already permitted by the DTC.



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2. Skyline Sign Height

- Required: 14' in sign height
- Proposed: 17' in sign height
- Analysis: This modification is being sought to account for the "P" and "I", as each of these individually exceed the 14' height maximum. As the skyline sign is significantly exceeding 720 SF, staff finds that reducing the sign to a compliant size while keeping the proportions could yield a sign that is in full compliance with this standard.

STAFF RECOMMENDATION

The proposed modifications request directly conflict with the content of the common sign plan and approved conditions. No exceptional design is proposed by this application and granting these modifications would not improve urban design outcomes. The maximum size of 720 SF and maximum height of 14' adequately accommodate visibility from the west. Staff recommends disapproval.