



DESIGN REVIEW BOARD APPLICATION

**Administered by:
Design Review Board**

Property Address*: 145 Lt. George W. Lee Ave

Applicant Name & Mailing Address: IronTribe Fitness c/o Frank Balton Signs - Chris Haskins
145 Lt. George W. Lee Ave 5385 Pleasant View Rd.
Memphis, TN 38103 Memphis, TN 38134

Applicant Phone Number: 901-388-1212 Applicant Fax Number: 901-388-9485 (haskins@fbalton.com)

Property Owner's Name & Mailing Address: Fedex 942 S. Shady Grove Rd. Memphis, TN 38120

Property Owner's Phone Number: _____

The proposed work consists of the following (check all that apply):

- Sign Renovation
New Building Other Exterior Alteration

Project Description: Install lighted channel letters and tag line. Letter faces will be white acrylic with orange vinyl overlays. Returns / Trim to be black. Tag line cabinet face to be white with black vinyl copy. Returns and Trim to be black.

Both signs to light with 7000 white LED's and will be installed on a 4" depth back panel. The panel will install to the facade of the building. The sign will project above the roofline 24".

Status of Project: Pending Approval

A complete application must be submitted to the Development Department no later than two weeks before a regularly scheduled meeting of the Design Review Board. Please contact Ellery Ammons at (901)575-0564 or ammons@downtownmemphis.com.

Owner/Applicant Signature: Chris Haskins

Date: 8/9/2020

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.



6th GENERATION OF SIGN CRAFTSMEN

FRANK BALTON & CO. INC. 5385 PLEASANT VIEW RD. MEMPHIS, TN 38134 (901) 388-1212 FAX (901) 388-9485 Email: signs@fbalton.com

8/19/20

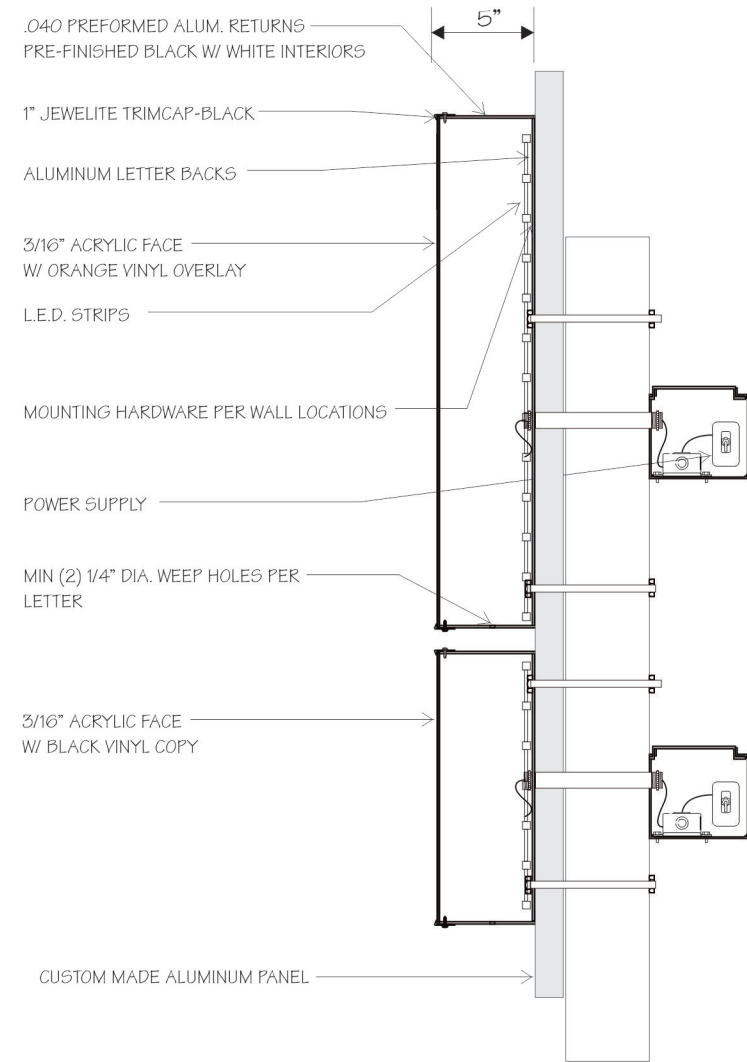
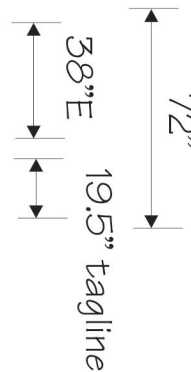
To: Abram Lueders – Downtown Memphis Commission
Fr: Chris Haskins – Frank Balton Sign Company
Re: IronTribe Wall Sign Design

Abram,

IronTribe Fitness would like to request an exception to the sign ordinance regarding sign allowed above a roofline where the building is not an overall height of 50 feet.

The current front façade of the building does not allow for IronTribe to utilize the total amount of square footage allowed for their wall sign. The installation of the canopy included guide wires to support the canopy structure. This particular aspect of the canopy installation infringed on the allowable area for the wall sign to be installed. If the guide wires were lowered or not required, IronTribe would then be allowed to utilize their allotted square feet. The hardship created hardship was a design by the landlord and not IronTribe. We feel the only option to allow IronTribe to maximize the proposed sign size is to allow for the sign to be installed above the roofline as presented.

Sincerely,
Chris Haskins
Frank Balton Sign Company
901-388-1212
haskins@fbalton.com



L.E.D. CHANNEL LETTERS DETAIL

N.T.S.

CLIENT Iron Tribe
 LOCATION 145 Lt. George W. Lee Ave
 DATE 7.15.2020 SALES STB FILE IRON TRIBE downtown 1 spec
 CLIENT APPROVAL _____ DATE _____
 channel letters • neon • illuminated awnings • shopping centers • industrial complexes



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 5385 PLEASANT VIEW RD.
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 901.388-1212 FAX 901-388-9485
 signs@fbalton.com www.fbalton.com

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL DEPICTION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM THE DRAWING.

246" (20'-6")

IRONTRIBE™
FITNESS

38" E
72"
19.5" tagline



SCALE :1/8" = 1'-0"

EXISTING

CLIENT Iron Tribe
LOCATION 145 Lt. George W. Lee Ave
DATE 7.15.2020 SALES STB FILE IRON TRIBE downtown 1
CLIENT APPROVAL _____ DATE _____
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