



DESIGN REVIEW BOARD APPLICATION

Administered by:
Design Review Board

Property Address*: 80 Monroe Avenue

Applicant Name & Mailing Address: Brian Nason w/ Morgan + Morgan; One Commerce Square
26th Floor
Memphis, TN 38103

Applicant Phone Number: 901-333-1804 Applicant Fax Number: 901-524-1768

Property Owner's Name & Mailing Address: Olymber USA LLC; 1004 Brooks Rd; Memphis, TN
38116

Property Owner's Phone Number: 914-874-3258 (Kelsey Buchbinder)

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

- Sign
- Renovation
- New Building
- Other Exterior Alteration

Project Description: Morgan + Morgan requests approval for two blade signs at Brinkley Plaza.
One sign will be along Main St., and the other will be along Monroe Ave.
The signs will be internally lit and aluminum with push-thru acrylic letters.

Status of Project: New signage to be installed on existing building.

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 Abe Lueders at (901)575-0565 or alueders@downtownmemphis.com with any questions and to submit an application.

Owner/Applicant Signature: [Signature]

Date: 09.21.2020

*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.



11/20/2020

Abram Lueders, AICP, Urban Planner
Downtown Memphis Commission
114 N. Main Street
Memphis, TN 38103

Dear Abram Lueders,

Thank you for the opportunity to submit a redesigned signage concept for the DMC Design Review Board. Based on the feedback from the October hearing with the DRB, Morgan & Morgan has engaged The Crump Firm Signage to redesign the proposed signs in a manner more in line with the historic nature of the building. The Crump Firm discussed and reviewed several different concepts and ultimately determined the attached concept to be best alternative for the building. The light colors will better match the color of the brick, and the materials have been revised for a more aesthetically pleasing finish.

As previously discussed, signage is a very important factor in Morgan & Morgan's decision to lease space at Brinkley Plaza. We understand that the request does not adhere to every requirement of the existing code. However, we also understand that the code was not designed with office users in mind. Our firm will lease more than 18,000 square feet on the top two floors of Brinkley Plaza that have been vacant for 10+ years. The renovation is a significant investment in the building and represents a more than ten-year commitment from Morgan & Morgan to Downtown Memphis.

We appreciate the boards consideration of our signage application for Brinkley Plaza, and we look forward to being a long-term member of the Downtown Memphis community.

Brian Nason
Human Resources Manager

P: (901) 333-1804
F: (901) 524-1768
A: One Commerce Square, 26th Floor, Memphis, TN 38103

MORGAN & MORGAN
FOR THE PEOPLE.COM



MORGAN & MORGAN

Memphis, Tennessee

Monroe Avenue

October 27, 2020





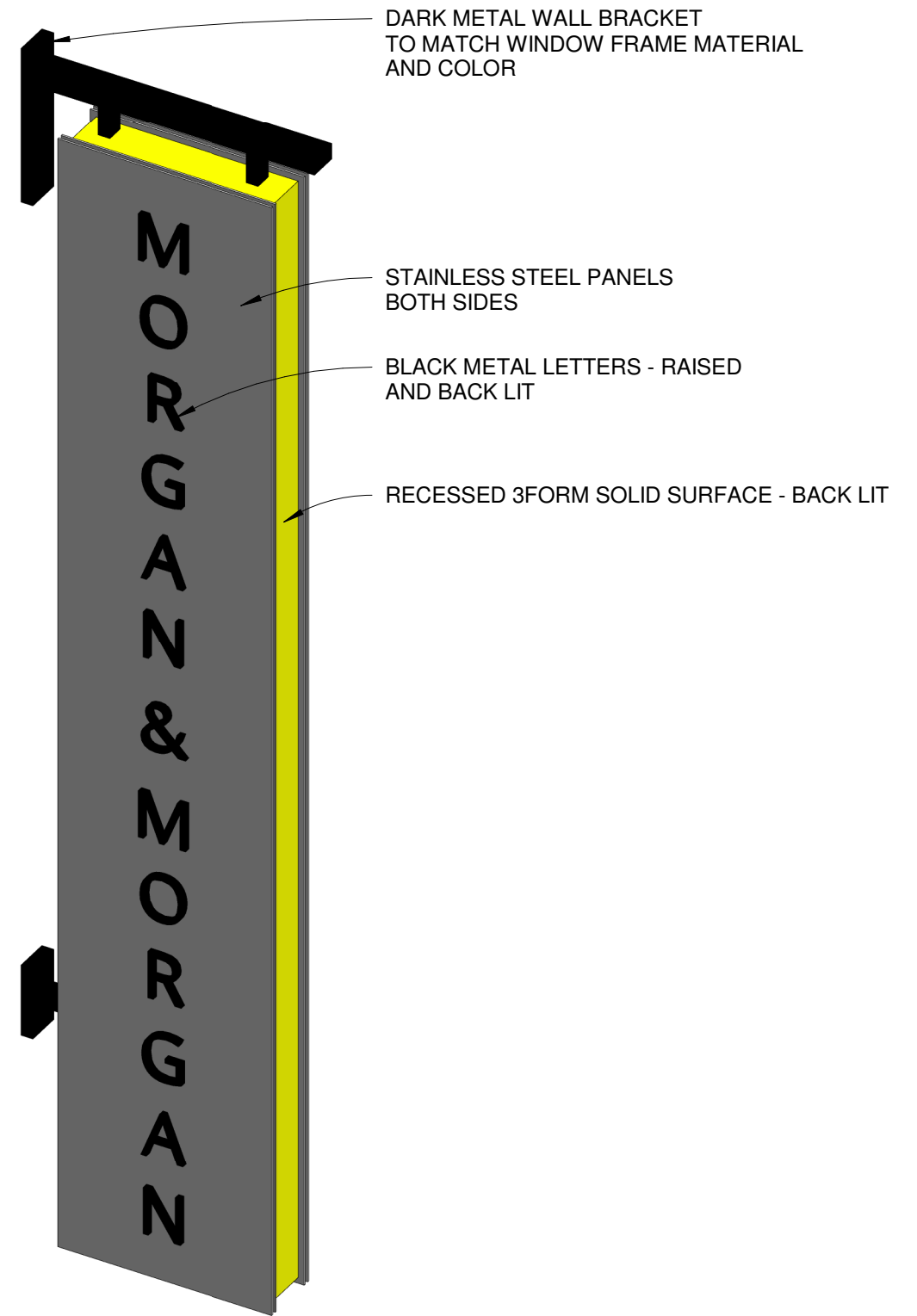
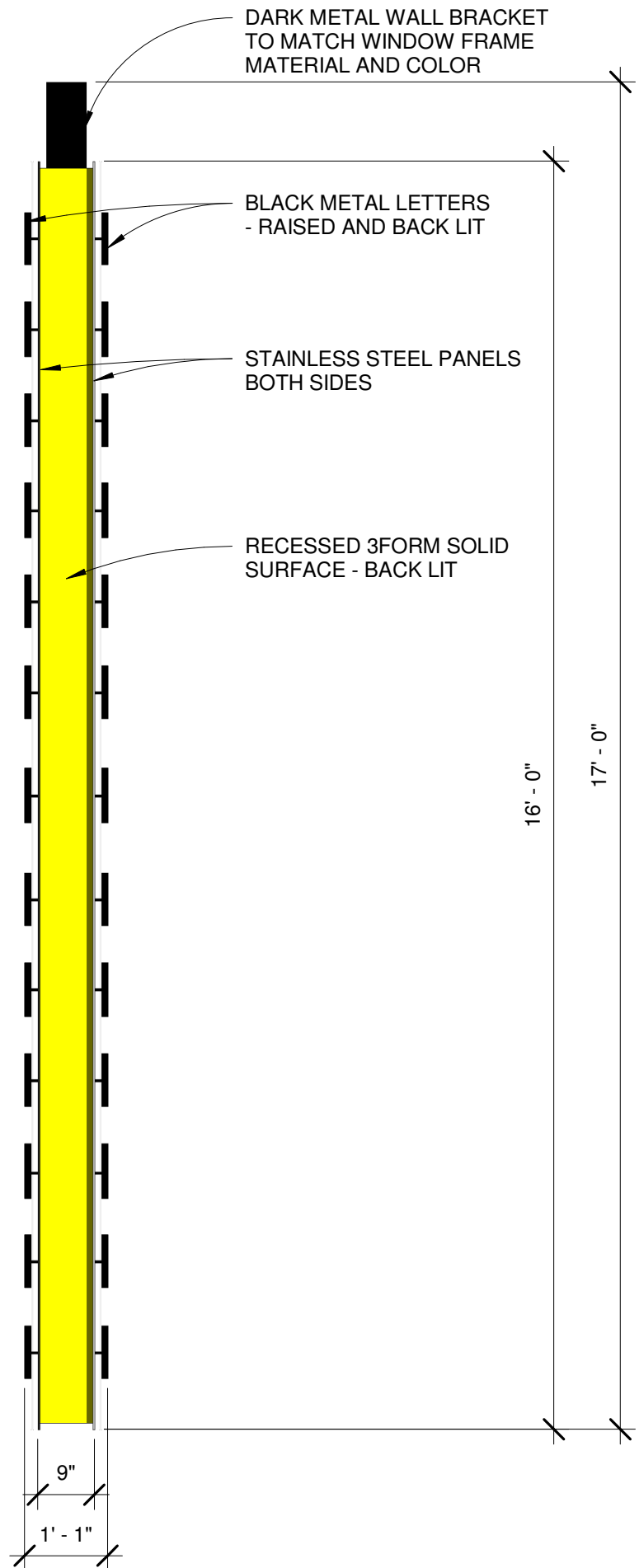
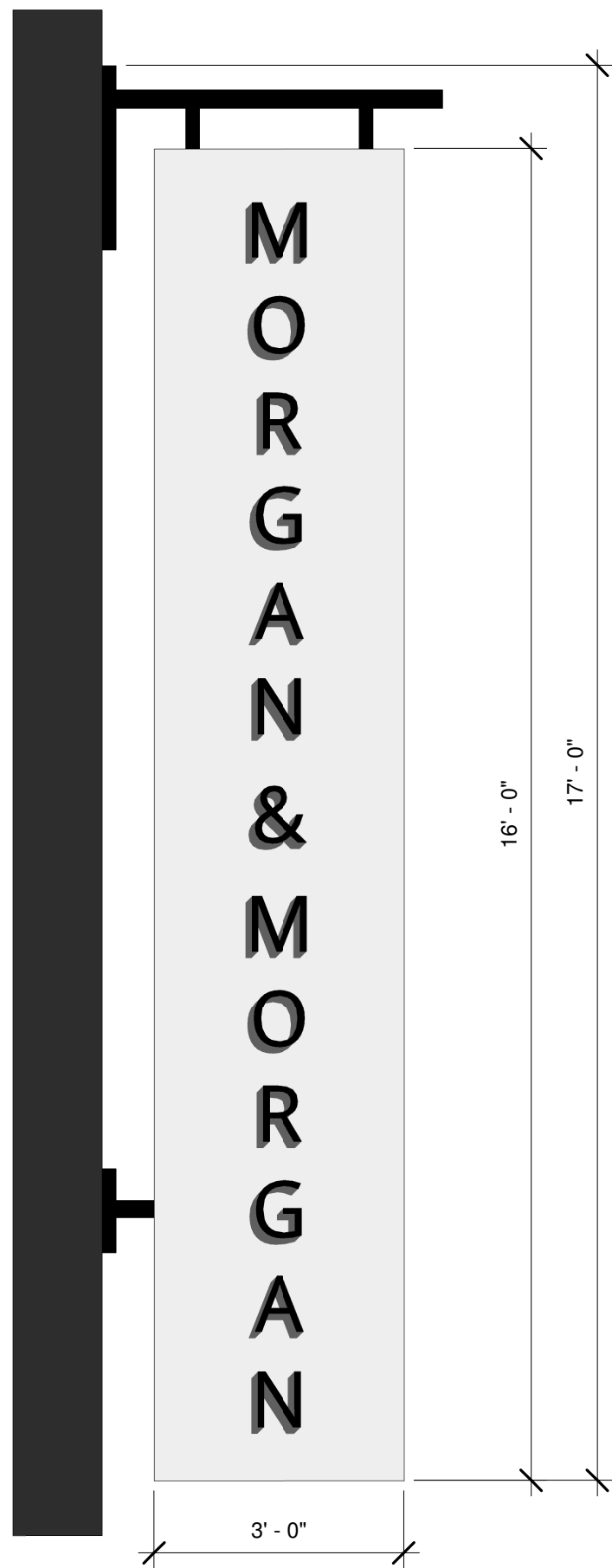
MORGAN & MORGAN

Memphis, Tennessee

Main Street

October 27, 2020





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Memphis, Tennessee

October 27, 2020

