



DESIGN REVIEW BOARD APPLICATION

**Administered by:
Design Review Board**

Property Address*: _____

Applicant Name & Mailing Address: _____

Applicant Phone Number: _____ Applicant Fax Number: _____

Property Owner's Name & Mailing Address: _____

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:

Status of Project:

A complete application must be submitted to the Development Department no later than three weeks before a regularly scheduled meeting of the Design Review Board. Please submit the application with any necessary attachments to designreview@downtownmemphis.com. Questions can also be e-mailed to designreview@downtownmemphis.com, or you can reach Planning & Development staff at (901) 575 - 0540.

Owner/Applicant Signature: _____

Date: _____

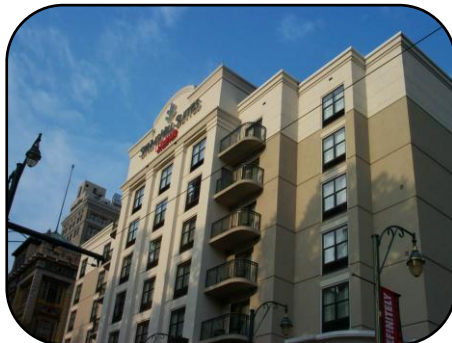
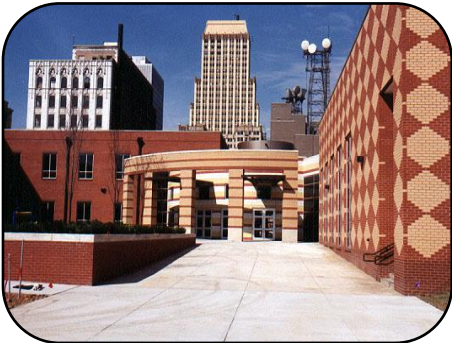
*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.



**DOWNTOWN
MEMPHIS
COMMISSION**



Downtown Memphis Review Board Application



Program Administered by:
Design Review Board
114 North Main Street
Memphis, TN 38103
901.575.0540
downtownmemphis.com

Packet information revised on
September 20, 2021



DESIGN REVIEW PROCESS

**Administered by:
Design Review Board**

1. Pre-Design Conference

Before an application for review can be submitted to the Design Review Board (DRB), a pre-design conference must be scheduled with the Downtown Memphis Commission (DMC) staff. This informal review often accelerates the approval process because staff can acquaint applicants with design standards, submittal requirements, and application procedures. Some projects, by the nature of their size and scale, may require more than one review by the DRB (e.g., site plan level review, architectural review, etc.). A pre-design conference will allow staff to communicate directly with the applicant the scope of review his or her particular project warrants. It is critical that the DRB or DMC staff is involved in reviewing projects at the earliest possible time so that the project does not get delayed and so that the board has an appropriate amount of time to fulfill its responsibilities. To schedule a pre-design conference, contact our development offices at (901) 575-0540.

2. Submittal of Application

After the pre-design conference with staff, an application for formal review and all information regarding the project must be submitted to the DMC Staff. A checklist of information necessary for review is included after the list of procedural steps. All applications for review and information must be received by the Development Project Manager no later than three weeks prior to the meeting of the DRB. The DRB generally meets on the first Wednesday of every month.

3. DRB Meeting

At the monthly meeting of the DRB, staff will present all applications that have been received prior to the date outlined above. Applicants or their representative should attend the meeting to answer any questions the DRB may have regarding the application. After reviewing each case, the DRB will vote on the proposal. Any applicant in attendance will immediately know the results of his/her submittal.

4. Approved Applications

Following approval of an application, staff will mail a letter stating the conditions of the approval to the applicant. Staff will also forward a copy of approvals to the City Construction Code Enforcement division. Administrative Approvals may take a minimum of 10 business days for approval.

5. Denied Applications

The DRB is under no obligation to approve every project. A decision may be postponed pending submittal of further information or may be denied. If an application is denied, the DRB will make recommendations to the applicant about changes that could be made to the proposal to warrant approval. These recommendations will be outlined in a letter to the applicant from staff. Changes to the proposal will be reviewed at a future meeting of the DRB.

6. Appealing a Denial

All applicants have the right to appeal a denial of the DRB to the DMC. Such appeals must be made in writing to the Chairman of the DMC within five business days of the date of the meeting at which the application was denied. Applicants may present the appeal at the regular DMC monthly meeting. The DRB chairman and staff would also be present to outline the reasons for the denial.



DESIGN REVIEW CHECKLIST

**Administered by:
Design Review Board**

Sign Proposals

If your application includes installation of a new sign or alteration to an existing sign, your submittal must include the following:

- photo(s) of the building(s) in question;
- drawings (not to exceed 11"x17" in size) of the proposed sign(s) with size and dimensions; drawing(s) should show the front and side views of the sign and may require additional drawings if proposal is not adequately illustrated in those drawings;
- description of letter style and size to be used on each sign;
- drawing or photo indicating where the sign(s) will be located on the building/site; and,
- description of the type of sign, colors, and materials of the proposed sign, including any proposed lighting.

New Construction or Renovation

If your application includes new construction or alteration to an existing structure, your submittal must include the following:

- photo(s) of the building(s) in question;
- site plan of proposed construction;
- architectural drawings of proposed construction at minimum 1/8" = 1'-0"; to include 1) building floor plan for each floor, 2) exterior elevations of all sides of the building, and 3) key construction details as requested by staff; if above drawings exceed 11"x17" in size, one reduced copy not to exceed 11"x17" should also be submitted; and,
- description of the colors and materials of the proposed work

Other Exterior Alterations

If your application includes exterior alterations other than those outlined above (such as installation of an awning or window/door replacement), your submittal must include the following:

- photo(s) of the building(s) in question;
- site plan of proposed alteration;
- drawings of proposed alteration at minimum 1/8" = 1'-0"; to include 1) exterior elevations of all affected sides of the building and 2) key construction details as requested by staff; if above drawings exceed 11"x17" in size, one reduced copy not to exceed 11"x17" should also be submitted; and
- description of the colors and materials of the proposed alterations

If requested, provide 15 copies of the complete application to DMC Staff.

This outline describes the typical requirements for a review by the Design Review Board. However, each project is unique and may require more than what is outlined above. At the pre-design conference, Downtown Memphis Commission staff will inform applicants if their particular project requires information that differs from what is described above.

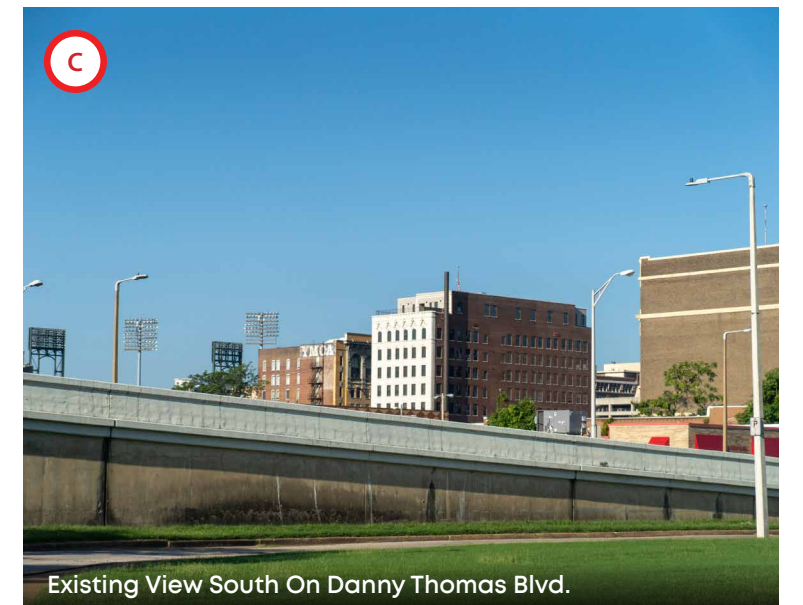
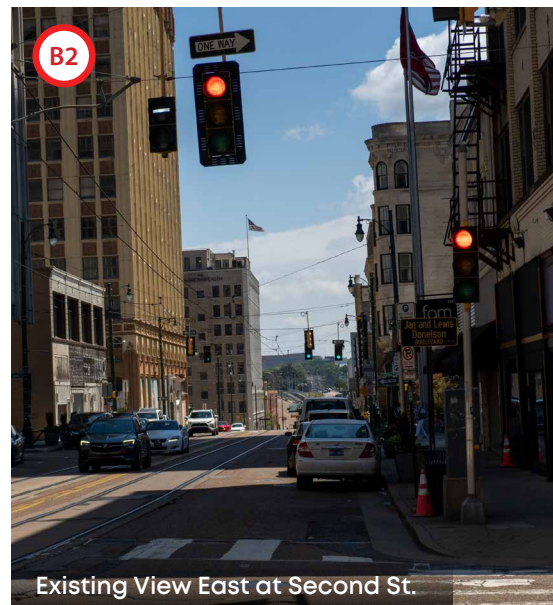
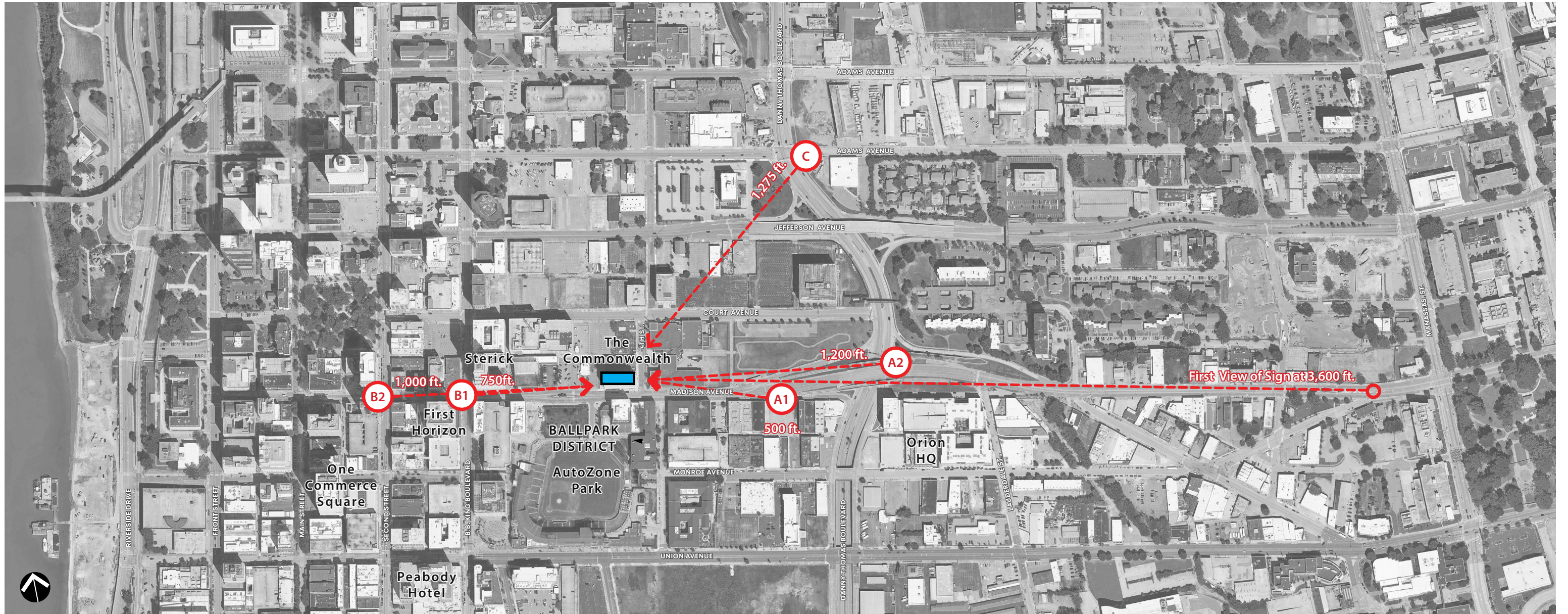


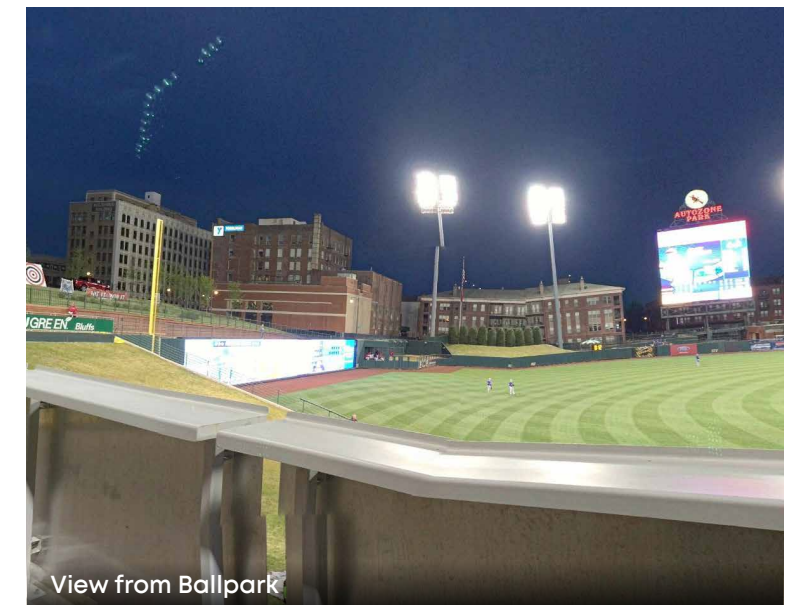
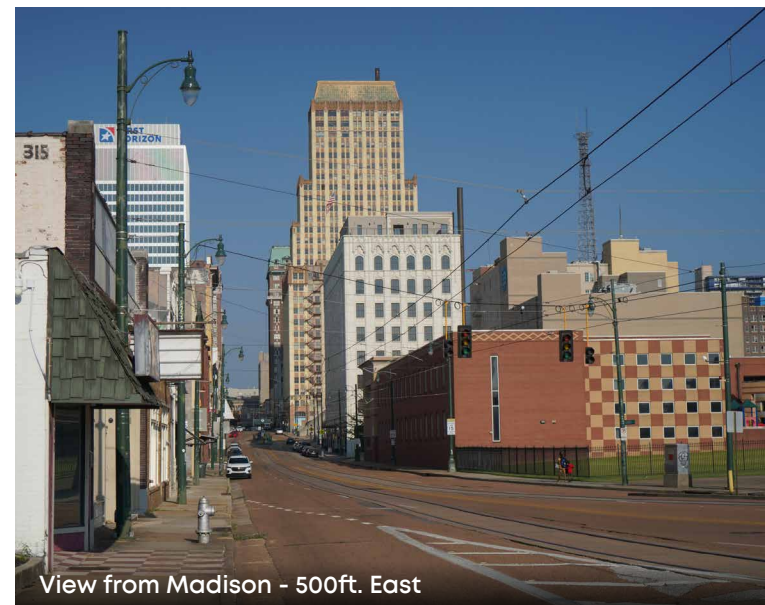
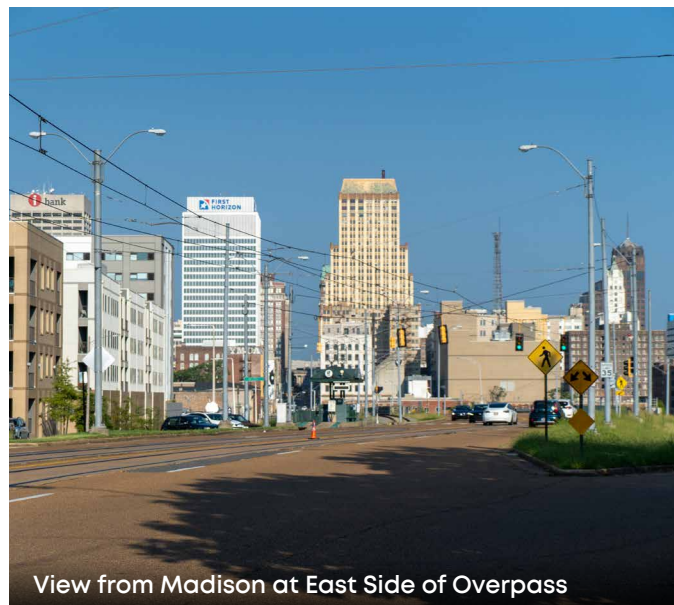
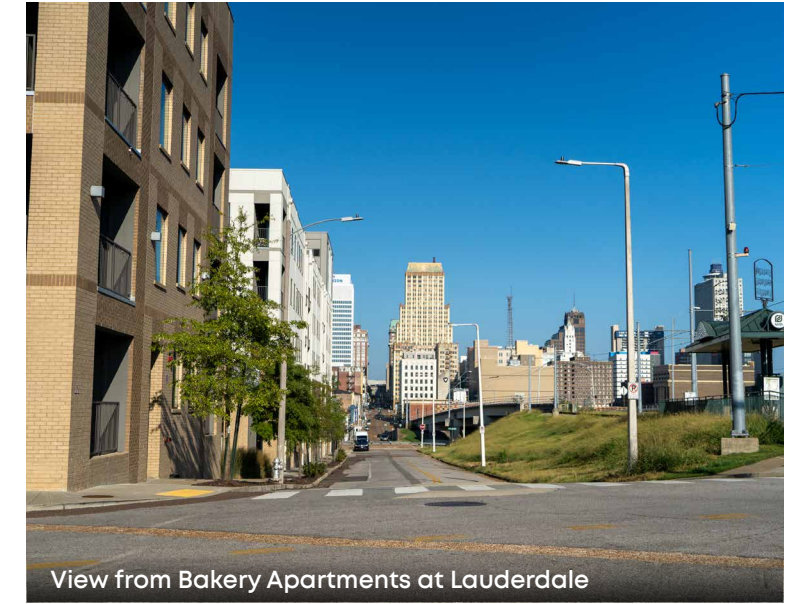
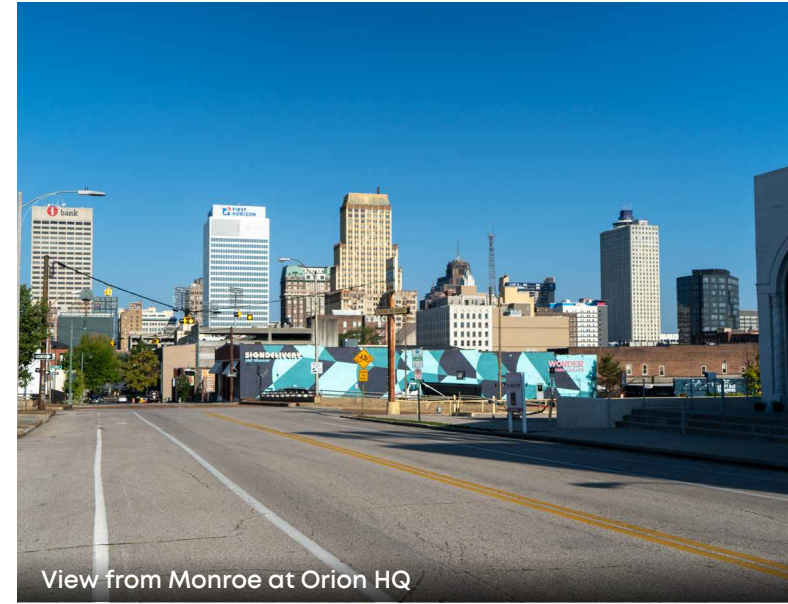
BlueCross BlueShield of Tennessee

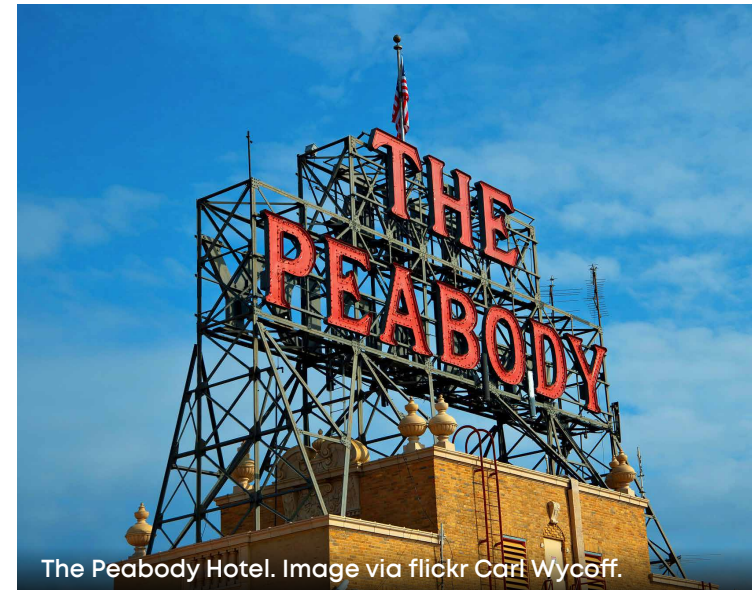
The Commonwealth
Memphis, TN

DRB Signage Submittal | November 15, 2023









CBID SIGN CODE

Applicable Sections

Section 7-53. Design Regulations

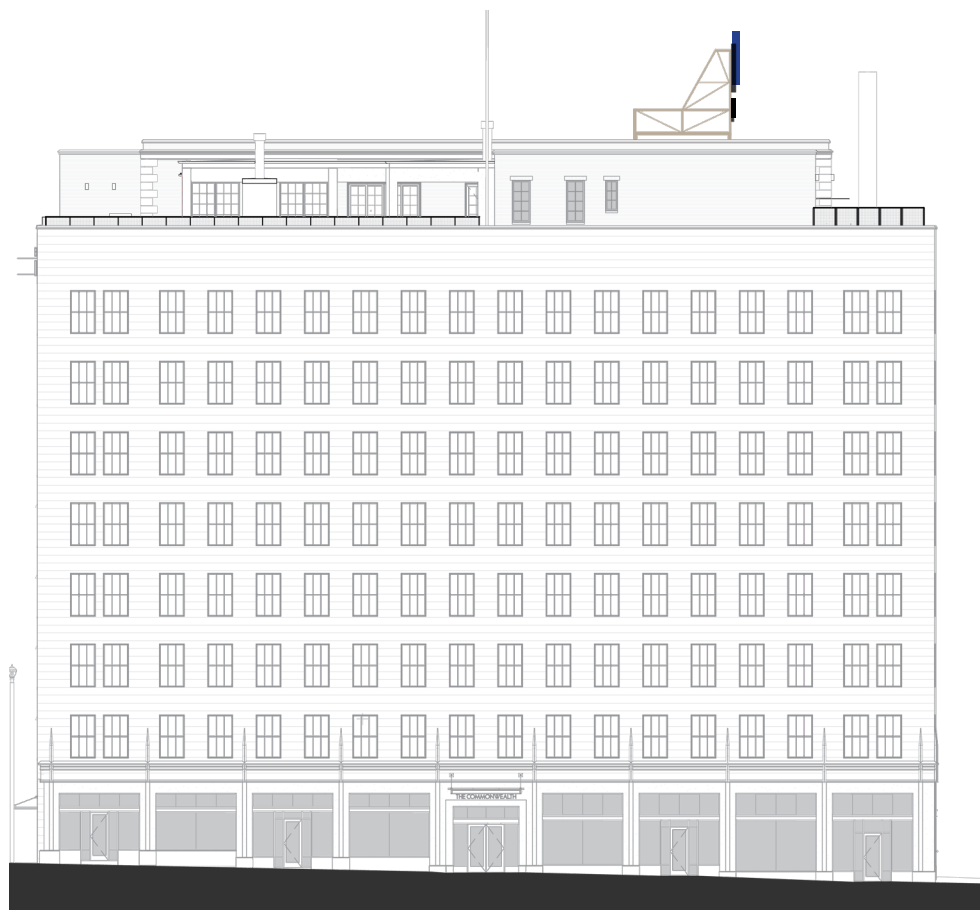
(a) Purpose. Signs are a vital component of a community's streetscape and good commercial signage can make a significant contribution to the physical appearance and to the economic prosperity of a community. The design regulations outlined herein are intended to insure that property owners in Downtown and the Central Business Improvement District have available to them a palette of street graphics that enhances and celebrates the character of the center city that is indescribably Memphis.

(xxii) **Illumination.** Internally illuminated signs in which the background color is darker than the color of the graphics is encouraged. Exterior illumination, such as floodlights or spotlights, shall be positioned so that none of the light shines onto an adjoining property or in the eyes of motorists or pedestrians. For the purposes of these guidelines, neon-type lighting is considered external illumination.

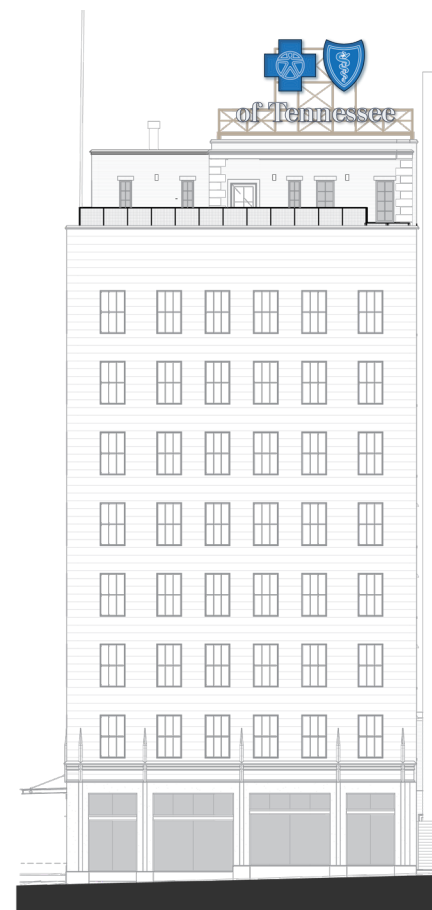
(b) There are no limits on neon tube illumination as a part of a sign and such lighting is strongly encouraged. Decorative neon accents intended to illuminate a building should be utilized only on non-historic structures and should not obscure any architectural details. (c) Signs are not required to be lit but in the event illumination is added, it must conform to this Sign Code.

(viii) **Baseball District.**

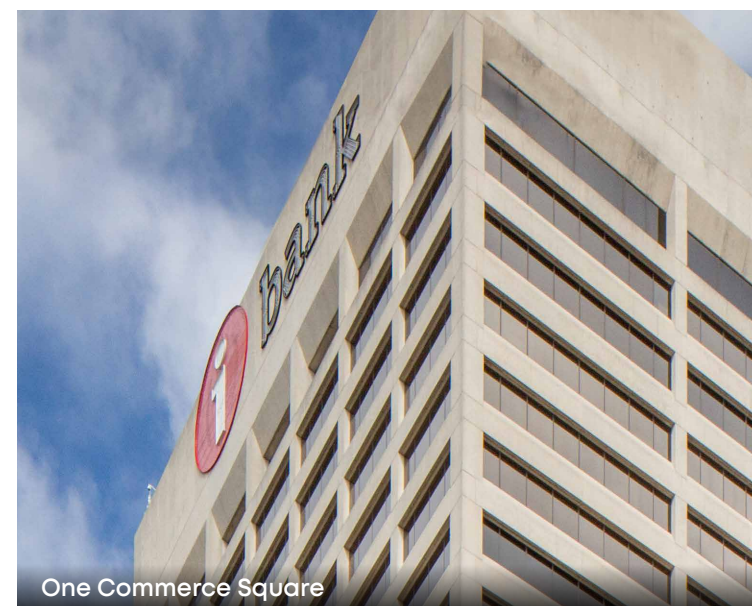
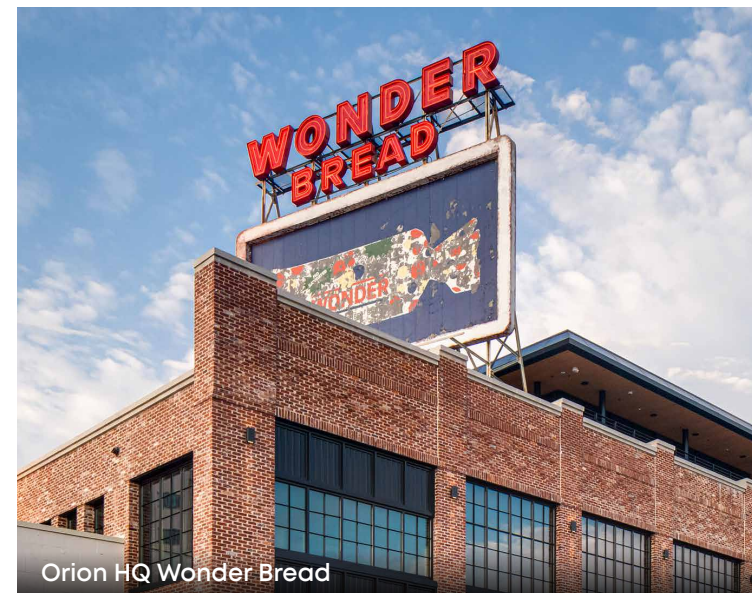
d) **Rooftop Signs.** Signage projecting above the highest point of the roof or rooftop structure is permitted within the Ballpark District on buildings that exceed 40 feet in height. Signs must identify the name of the property or the majority tenant. Signage must face the direction of the ballpark and be visible from the interior of the ballpark. Signage must consist of individual lettering attached to a minimally visible frame. The horizontal length of the sign shall not exceed 50% of the length of the roof on the side of the building where the sign is located. The total area of the sign shall not exceed 350 square feet.



South Elevation



East Elevation



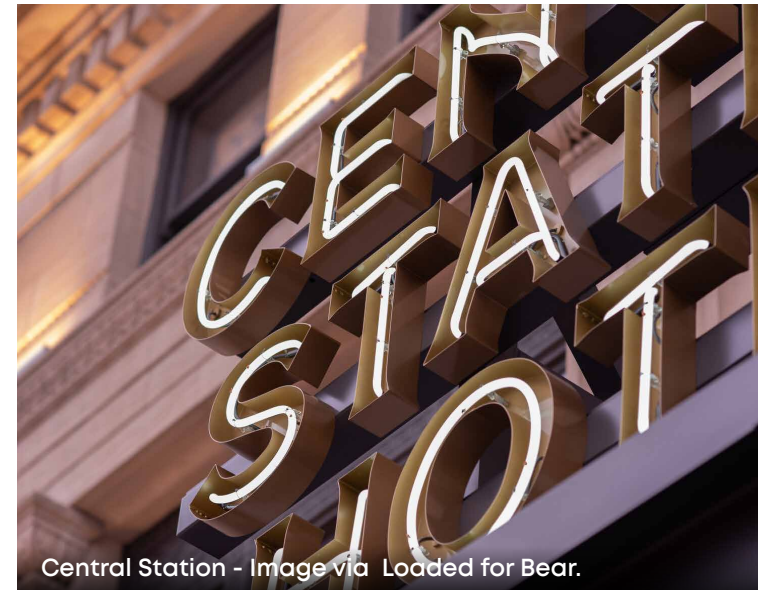
Downtown Design Guidelines

Sculptural Signs

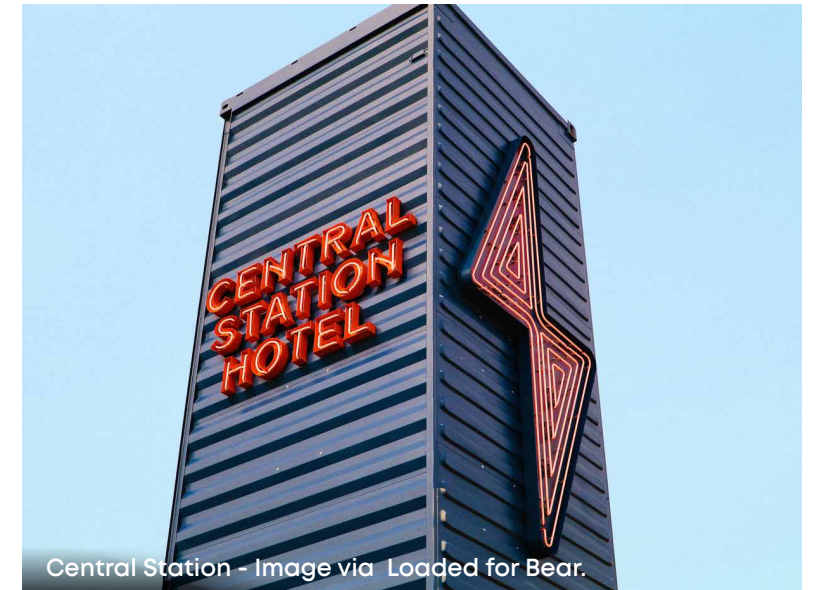
The sign code provides for a special category of sign type, termed "sculptural sign." The intent is to promote creative and innovative sign designs that are unique to Memphis and convey a high quality in execution and design. Specific criteria for classifying a sign as sculptural are set forth in the code. Signs that have dynamic shapes and symbols, and that make use of the "air," or space around open components of the sign, are particularly encouraged.



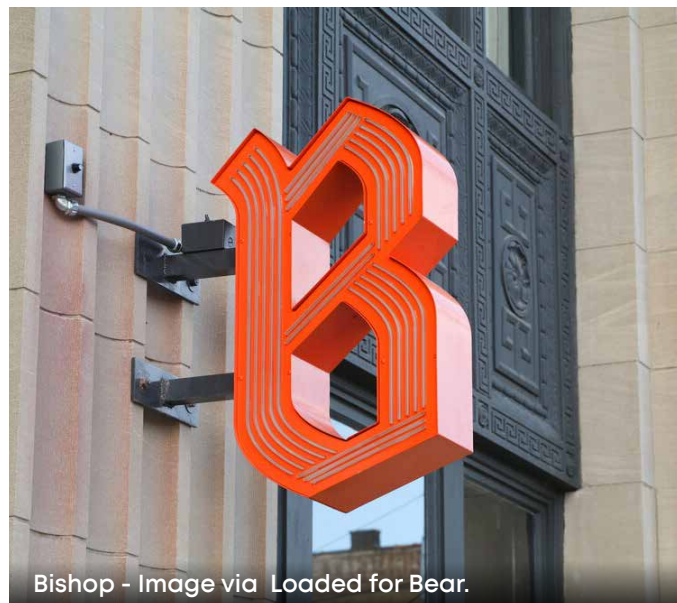
Old Dominick Distillery - Neon Outline Stroke



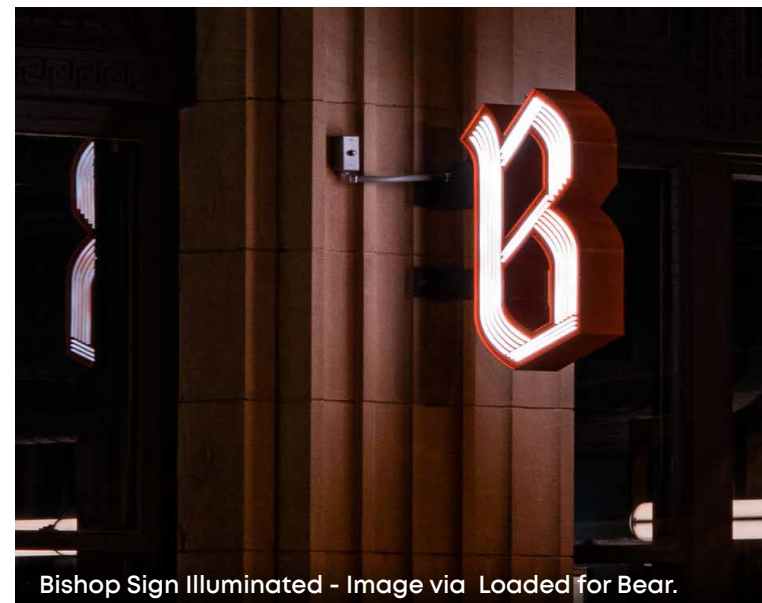
Central Station - Image via Loaded for Bear.



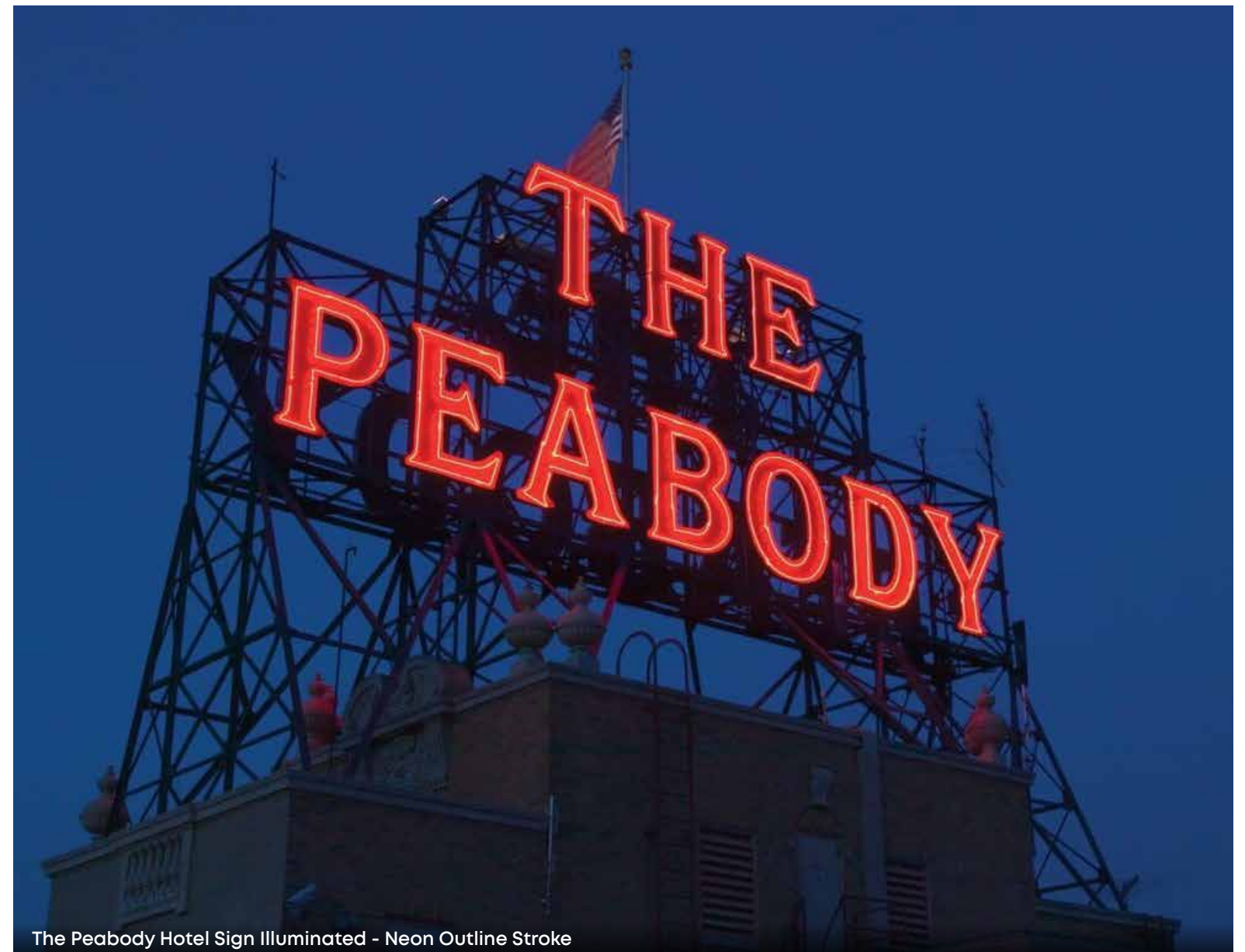
Central Station - Image via Loaded for Bear.



Bishop - Image via Loaded for Bear.



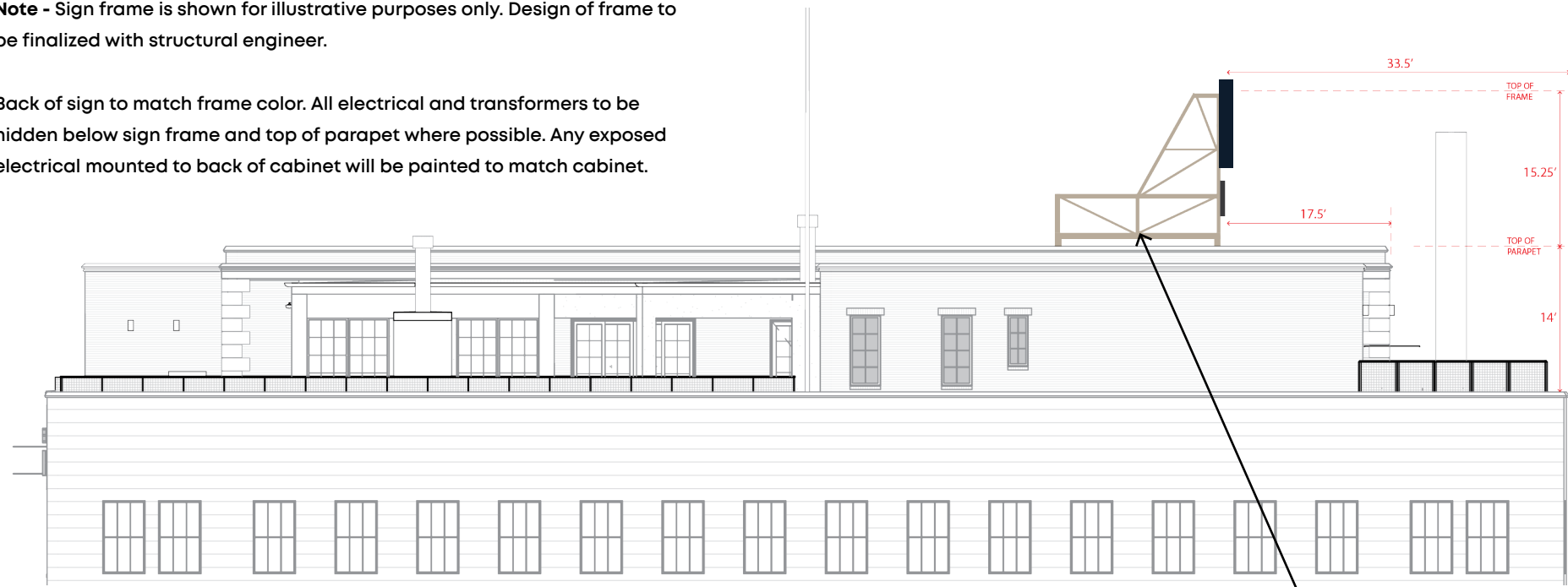
Bishop Sign Illuminated - Image via Loaded for Bear.



The Peabody Hotel Sign Illuminated - Neon Outline Stroke

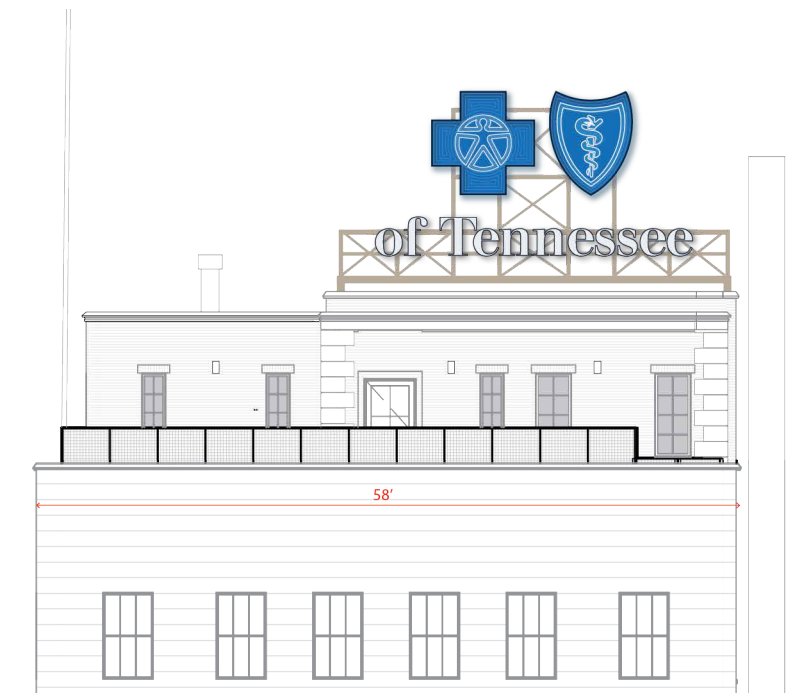
Note - Sign frame is shown for illustrative purposes only. Design of frame to be finalized with structural engineer.

Back of sign to match frame color. All electrical and transformers to be hidden below sign frame and top of parapet where possible. Any exposed electrical mounted to back of cabinet will be painted to match cabinet.



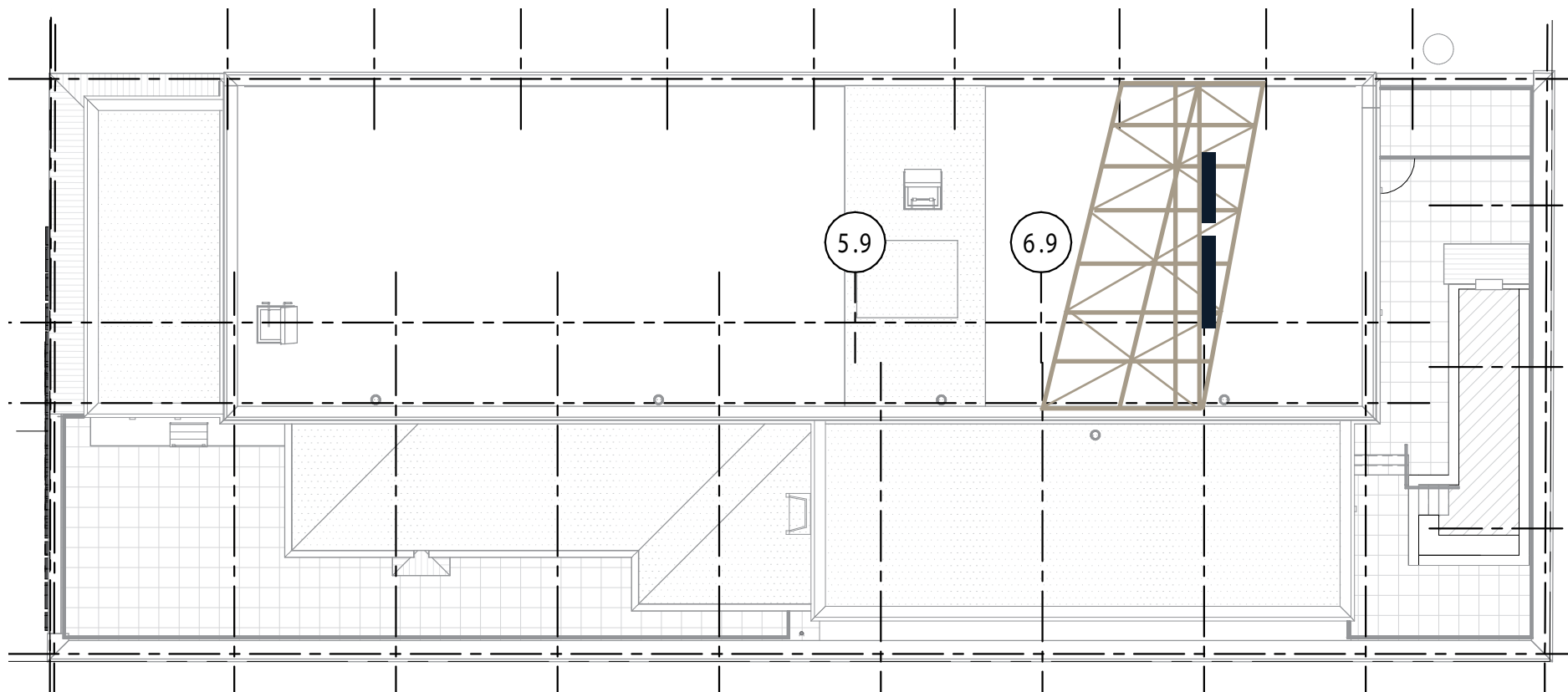
South Elevation

Steel sign frame to be painted to match penthouse exterior facade. Final paint color TBD.

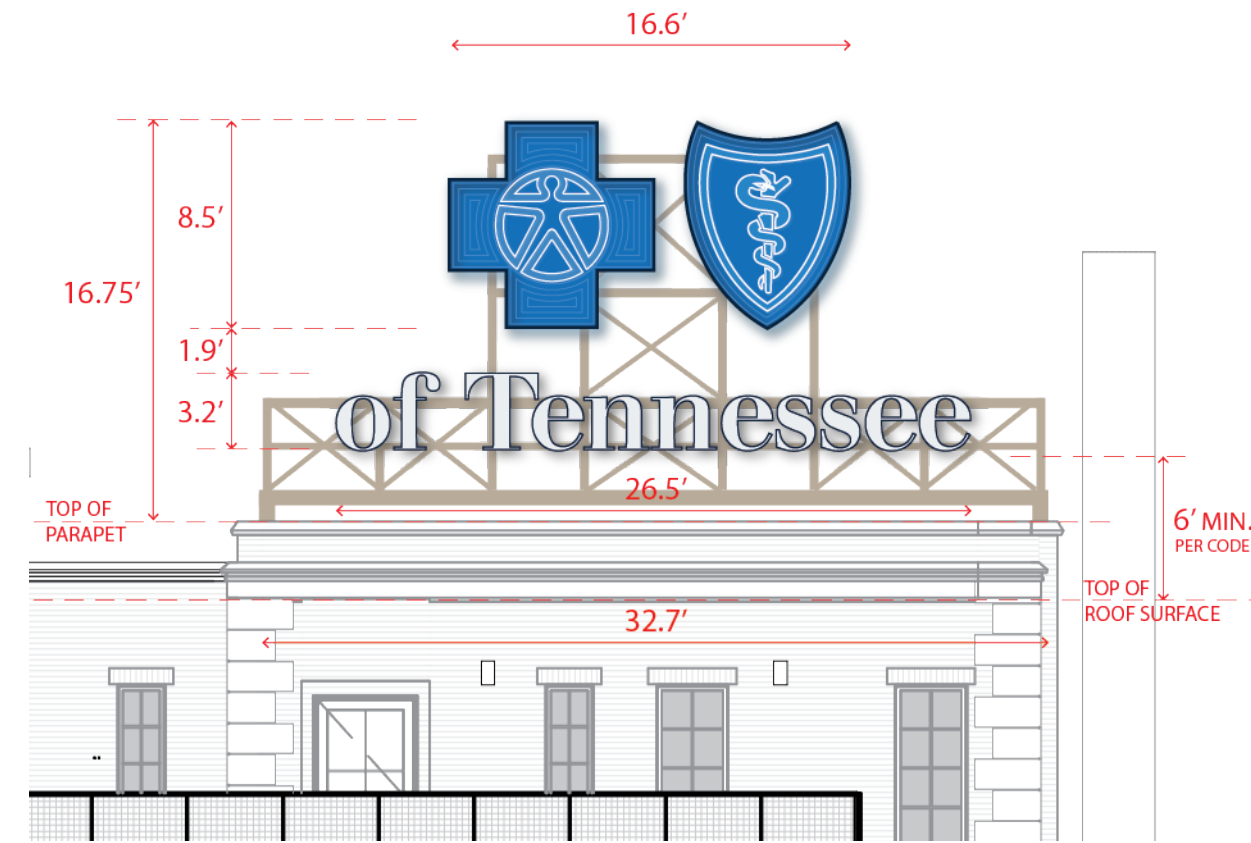


East Elevation

+/-225 sf Total Sign Area (1-sided)



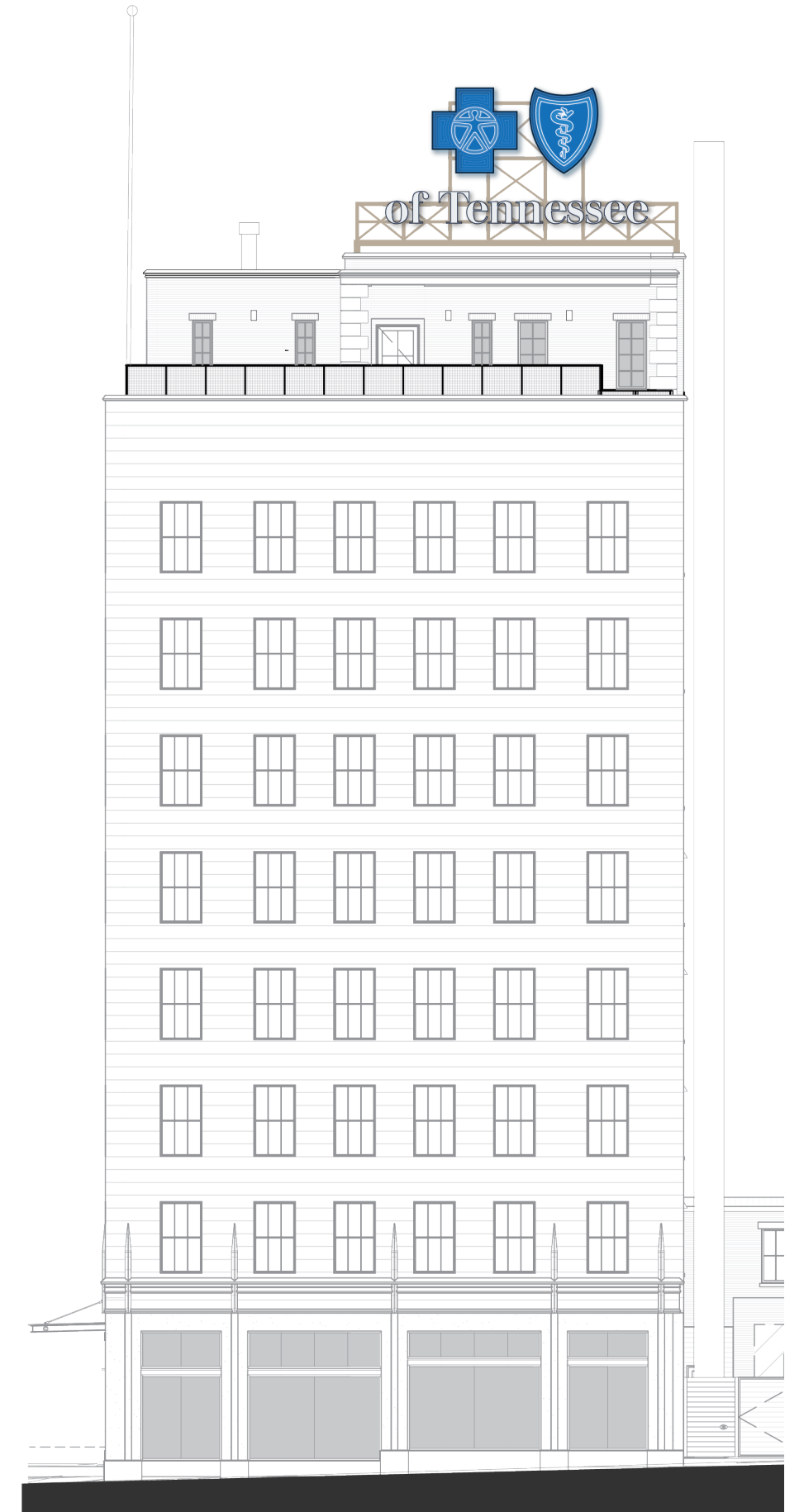
Roof Plan



Enlarged East Elevation

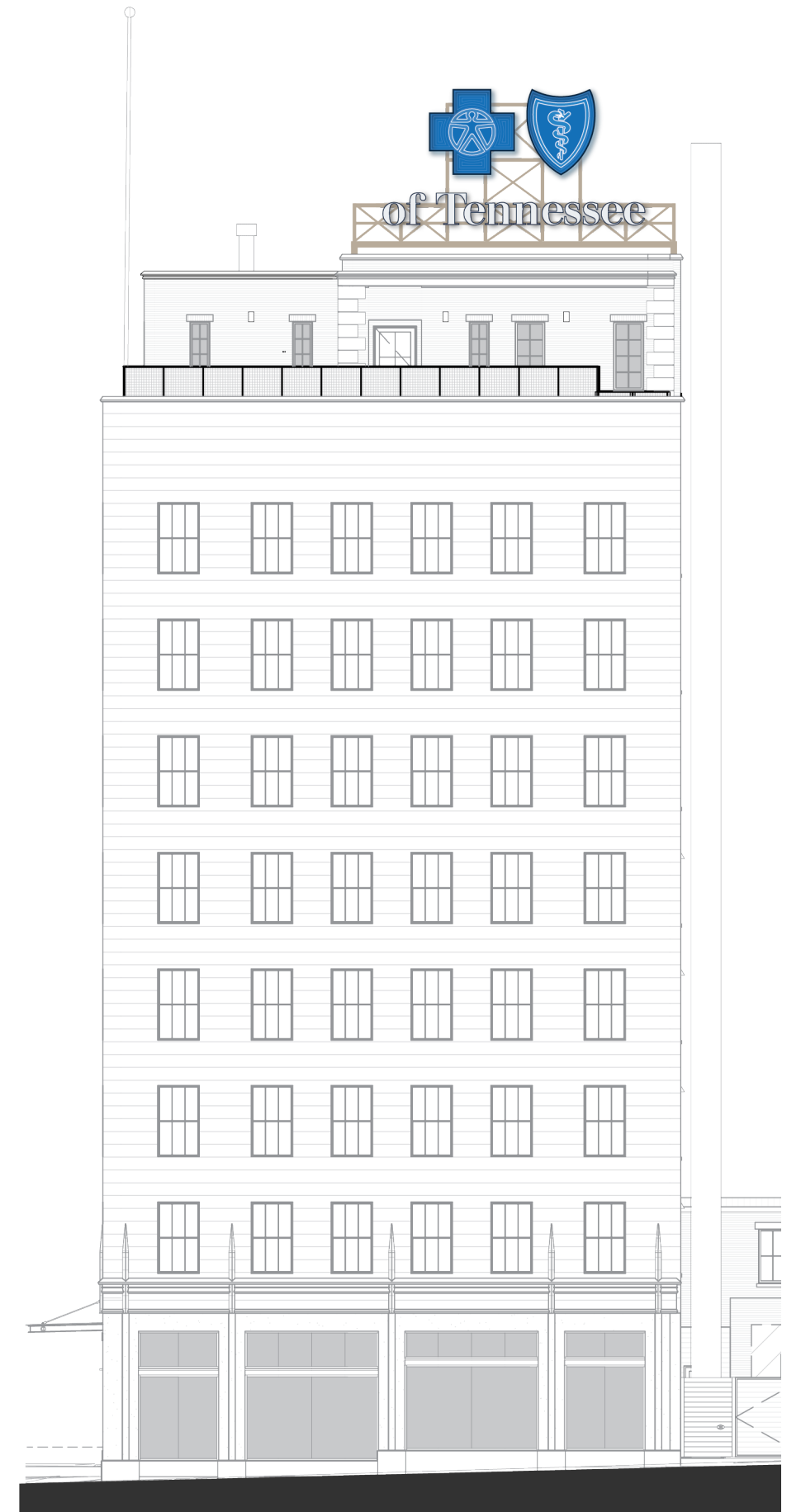


Rendering View West on Madison - Night View



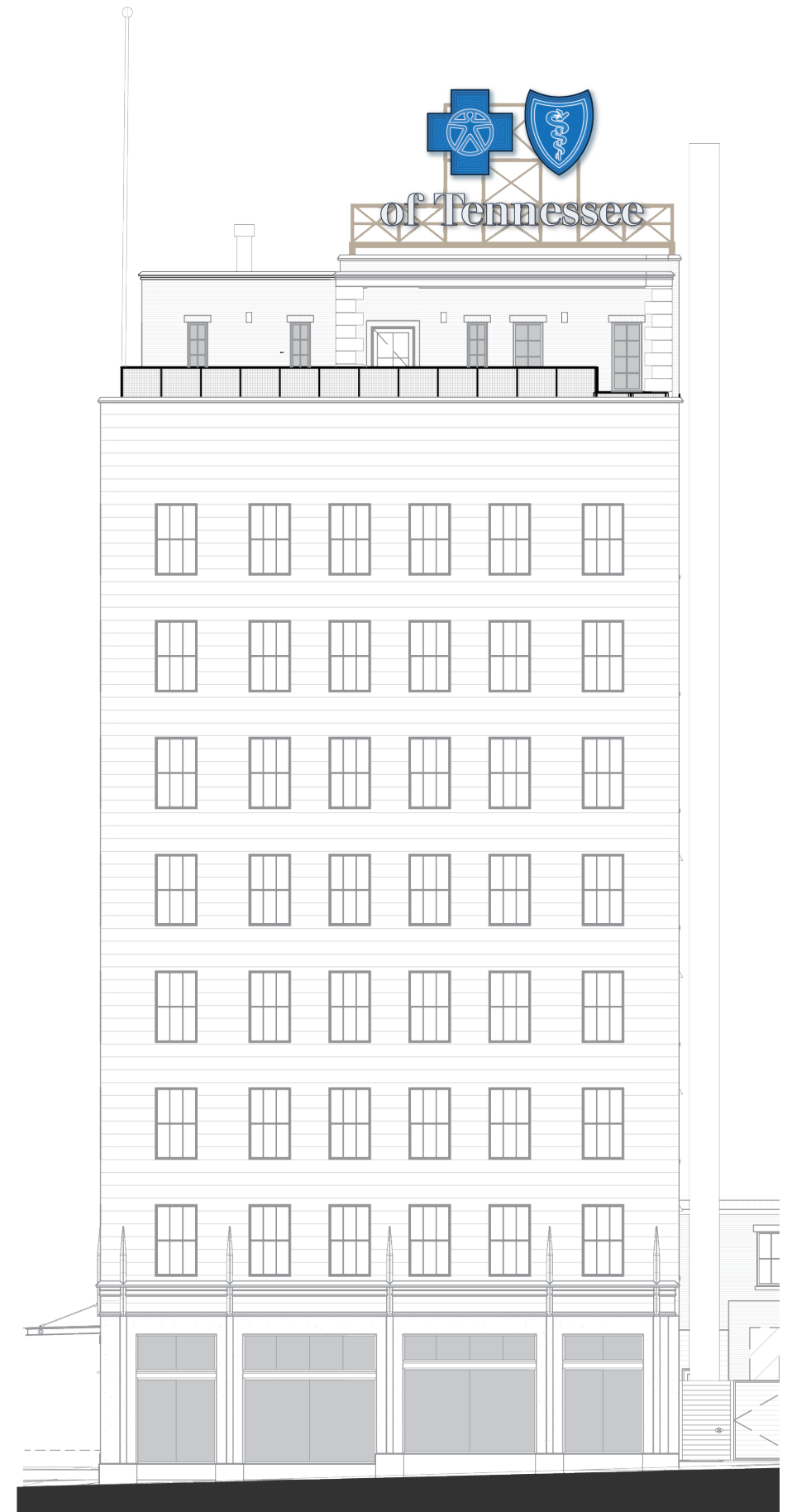


Rendering View West on Madison - Daytime View



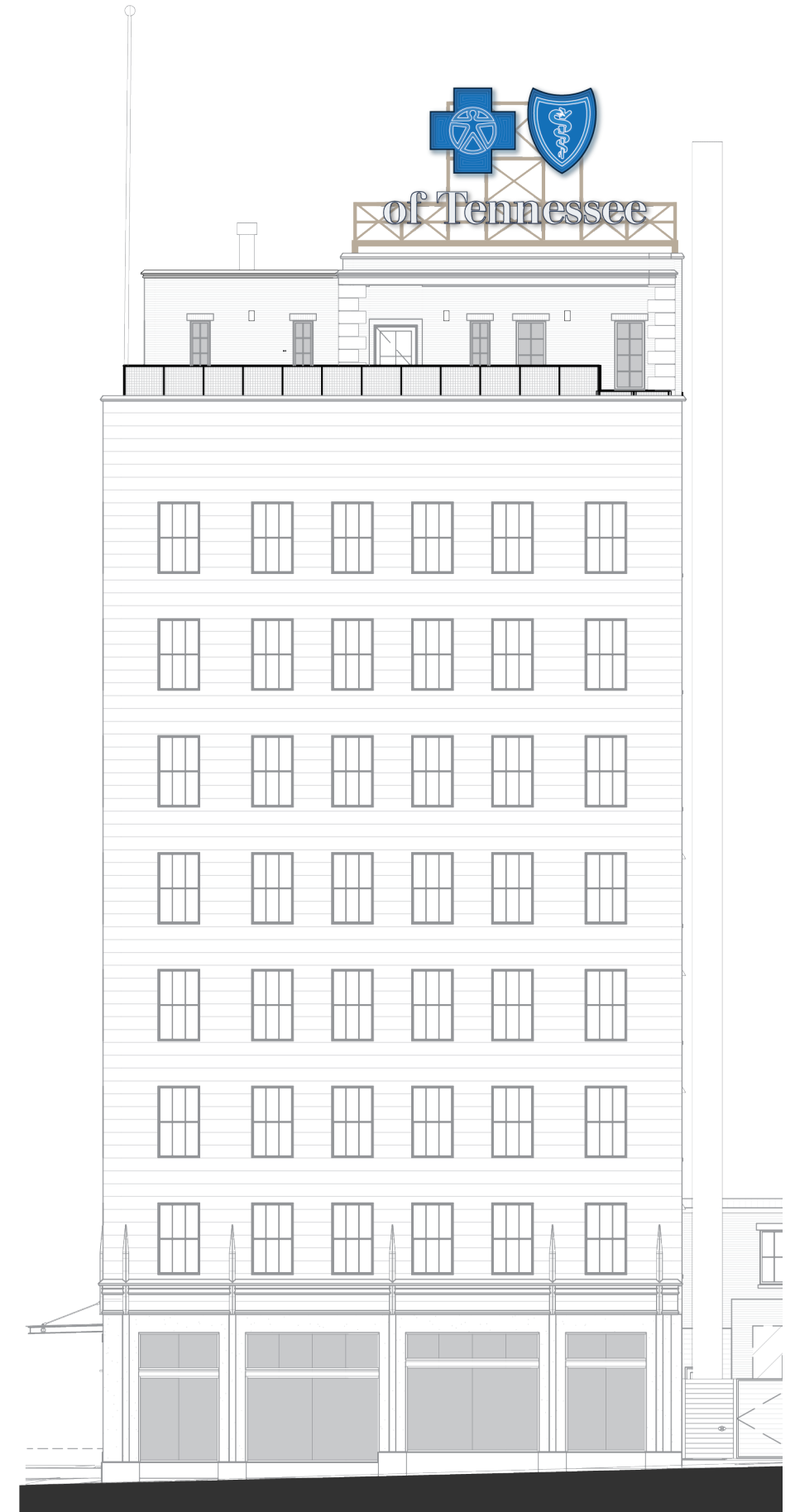


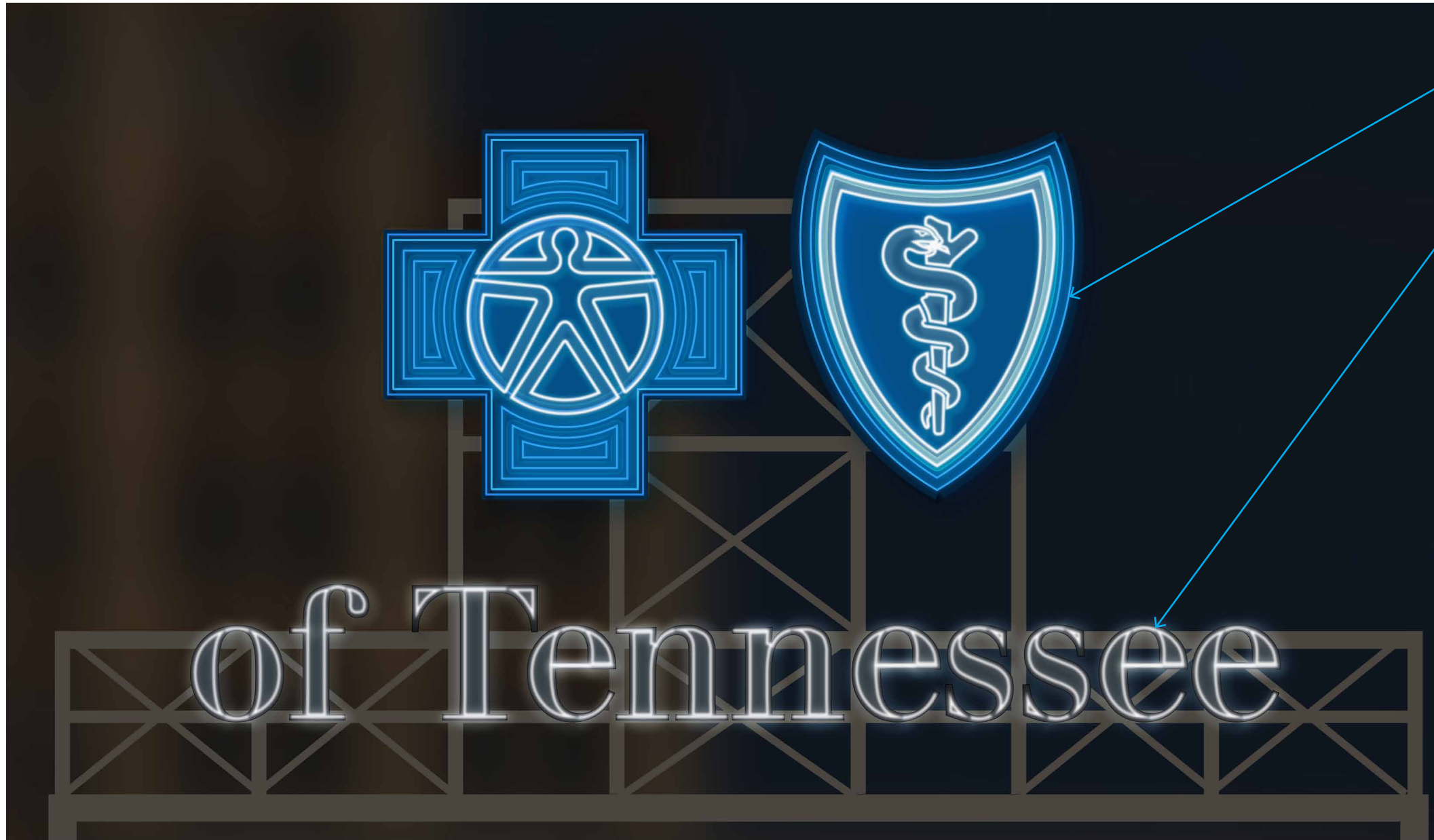
Rendering View from Danny Thomas Blvd. - Night View





Rendering View from Danny Thomas Blvd. - Daytime View





8" Deep Cabinet - Inside face of cabinet to be brand color blue PMS 300. Cabinet returns to be satin black finish.

4" Deep Cabinet - Inside face of cabinet to be painted matte white. Cabinet returns to be satin black finish.

Elevation Rendering - Sign in Blue and White Neon

Sign proposed to be open channel aluminum cabinet letter with strokes of exposed LED neon tubing on east face only.
Cabinet returns to be satin black finish.