



Design Review Board (DRB) Staff Report
Prepared for the September 1, 2021 DRB Meeting

Signage

Case # 21-65:	Central Station Trolley Station Signage 557 S. Main St. Memphis, TN 38103
Applicant:	Alex Turley <i>On behalf of the</i> Memphis Area Transit Authority 130 Levee Road Memphis, TN 38108
Background:	As a part of the redevelopment of Central Station, the Memphis Area Transit Authority (MATA) has extended the Main Street trolley line with a new southern station adjacent to the Central Station development. Board review is necessary for the new trolley station's signage, because it does not fall into any of the existing categories of signage in the Downtown Sign Code.
Project Description:	<p>The following signs will be installed on the trolley station adjacent to Central Station at 545 S. Main St:</p> <ul style="list-style-type: none">• Two 28.4 in. (h) by 28 in. (w) aluminum signs in the shape of the Memphis Area Transit Authority logo, mounted above the center poles on the station's north and south ends. The signs will be lit with white push-through LEDs, and will have a depth of 4 in.• Two 18.5 in. (h) by 254.7 in. (w) signs reading "CENTRAL STATION," composed of individual aluminum channel letters, mounted above the east and west end of the station's canopy. The letters will be illuminated by neon-style LED tube lighting, and will have a depth of 4 in. <p>Additional neon-style LED tube lighting will be installed on the structure of the trolley station, further tying the signage together with the station itself.</p>
Staff Report:	The proposed trolley station signage is high-quality, creative, and creates a distinctive identity for the new trolley station. Although the design of the station is distinctly modern, the signage's traditional neon appearance helps to tie the station in with the historic signage

of the area. The signage approach also aligns with the Downtown Design Guidelines' sign character guidance for the Neighborhood Center context, which recommends the use of high-quality, traditional materials for signage.

Staff Recommendation: **Staff recommends approval.**