



**Design Review Board (DRB)
Staff Report**

Public Art and Signage

Case # 21-9: Craft Axe Throwing Public Art and Signage
343 Madison
Memphis, TN 38103

Applicant: Anthony Lee
639 Marshall Ave
Memphis, TN 38103

Owner: Mike Todd
629 Monroe Aves
Memphis, TN 38103

Background: DRB review is required for this project because it received an Exterior Improvement Grant (EIG) at the April 15, 2020 CCDC meeting.

The subject property is a 1-story commercial building on the south side of Madison Ave., between Fourth St. and Danny Thomas Blvd. The exterior renovations funded by the EIG were previously approved by the Board as DRB Case #20-25. This approval was conditioned on future approval of signage and public art for the project; those elements are being presented to the Board in this application.

Project Description: The proposed art and signage consists of graphic elements painted on the building. The individual elements are described below.

Art

- A 6 ft. (h) by 10 ft. (w) series of axes (representing an axe in motion) painted with acrylic latex paint on the east side of the building, south of the entrance.
- A 12 ft. (h) by 16 ft. (w) representation of the Craft Axe Throwing logo painted in acrylic latex paint on the east side of the building, north of the entrance.
- A 4 ft. (h) by 7 ft. (w) representation of the Craft Axe Throwing logo executed in custom-cut 3/8" PVC, and

mounted to the building on the south side, above the entrance.

Signage

One 7 ft. (h) by 9 ft. (w) painted wall sign reading “CRAFT AXE THROWING” located on the east side of the building directly above the entrance. The sign also features a small painted version of the Craft Axe Throwing logo. Both elements are painted onto the building with acrylic latex paint.

- One painted wall sign with text reading “CRAFT AXE THROWING” placed in between two representations of the Craft Axe Throwing logo, located above the transom windows on the north side of the building. The sign is split between two 2 ft. (h) by 20 ft. (w) panels, for a total size of 2 ft. (h) by 40 ft. (w). The sign is painted with acrylic latex paint to produce an appearance similar to wood-burned letters.
- Two 6 in. by 10 ft. painted wall signs reading “CRAFT AXE THROWING” located on either side of the building’s south entrance. The signs will be painted with acrylic latex paint on existing metal panels.

Staff Report:

The painted signage proposed for 343 Madison complies with code requirements, and does not require any special exceptions for approval.

The Downtown Design Guidelines encourage public art that complements a structure and its context, helps establish points of interest, and reinforces the unique character of Downtown Memphis. The submitted art creates a strong point of visual interest in an emerging section of Downtown. The scale of the art is appropriate to the building, and helps to enliven otherwise blank portions of the building’s exterior.

Staff Recommendation:

Staff recommends approval.