



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.

SOUTH POINT
+ GROCERY +

136 Webster St.
Memphis, Tennessee 38103

January 2022

mitCHELL





RENDERING SHOWING THE 11 FOOT OVERALL HEIGHT PROJECTION SIGN

CLIENT SOUTH POINT GROCERY

LOCATION _____

DATE 1/17/22 SALES RB FILE EXTERIOR SIGN BRAND BOOK

CLIENT APPROVAL _____ DATE _____

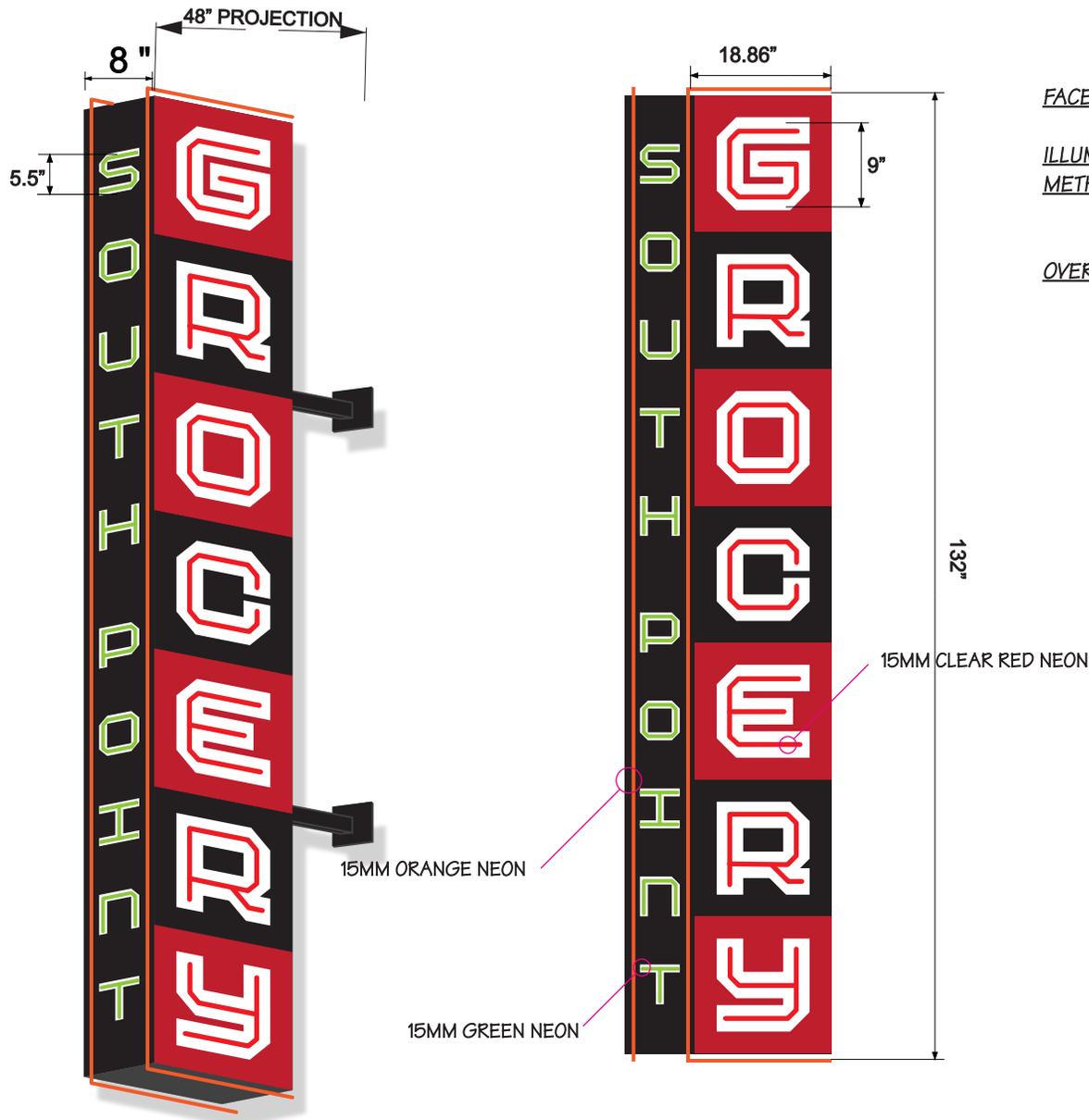
channel letters • neon • illuminated awnings • shopping centers • industrial complexes



FRANK BALTON & CO.
 5385 PLEASANT VIEW RD.
 MEMPHIS, TENNESSEE 38134
 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.

This design is the exclusive property of FRANK BALTON & CO. And cannot be copied, exhibited or shown to anyone outside of your organization without the authorized written consent of FRANK BALTON & CO.



FACES - ALUMINUM WITH PAINTED BACKGROUND
 RED / WHITE / BLACK

ILLUMINATION - 15MM NEON COLORS - CLEAR RED / GREEN / ORANGE

METHOD OF ATTACHEMENT - (2) 4" SQUARE TUBES WITH 12" MATCH
 PLATES THRU BOLTED TO THE MASONRY WALL AT MORTAR
 JOINTS

OVERALL SIZE / SQ FT - 132" TALL X 18.86" WIDE X 8" DEPTH AT 48"
 PROJECTION = 17.28 SQ. FT.

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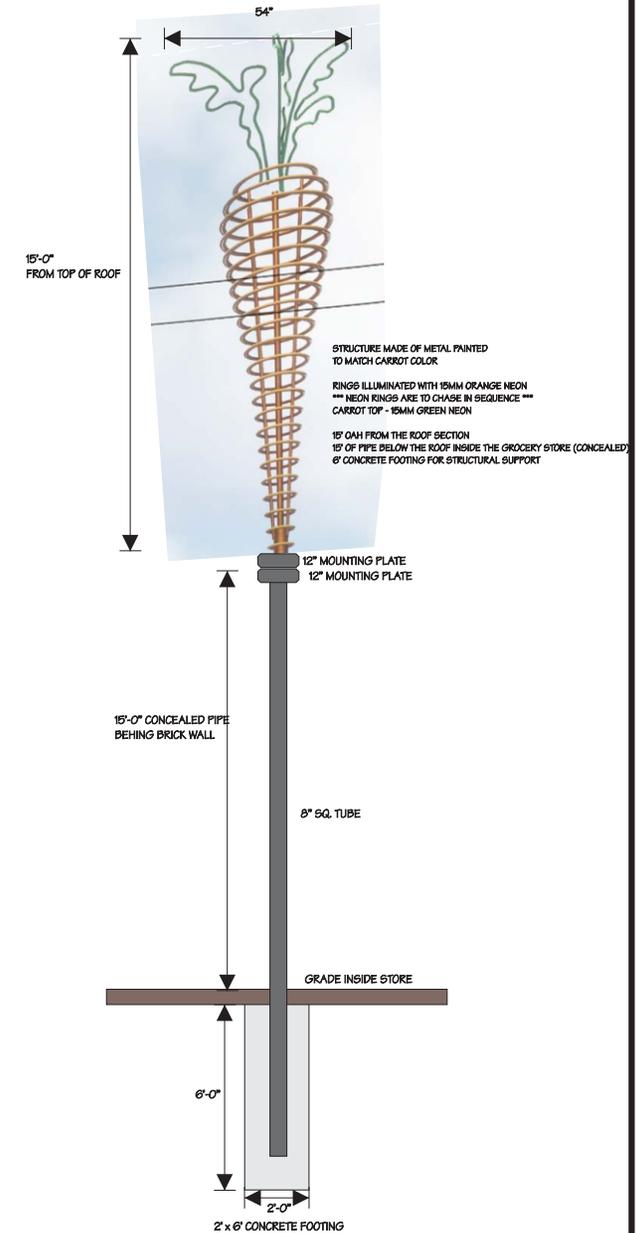
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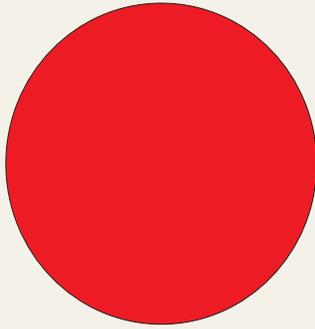
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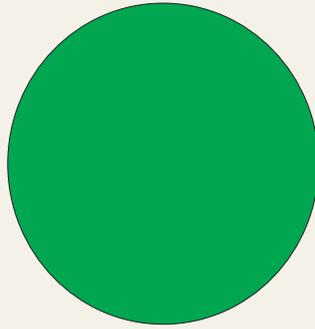
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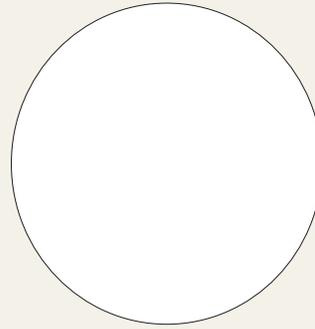
ALUMINUM PAINTED TO MATCH



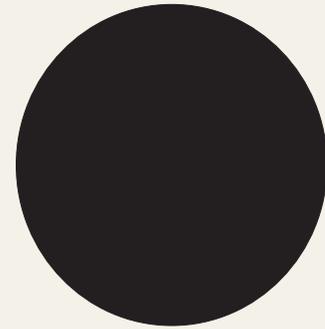
RED



LEAF GREEN

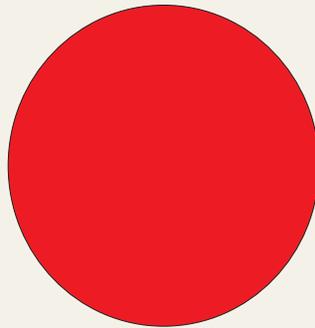


WHITE

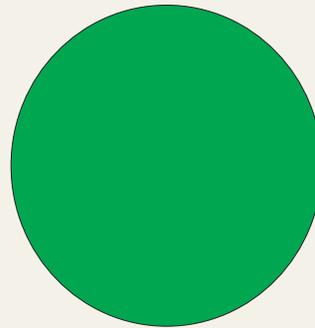


BLACK

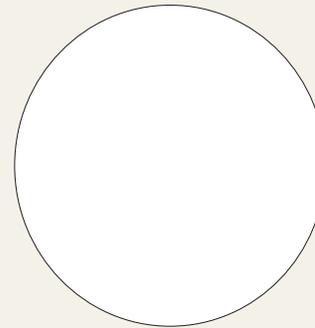
NEON ILLUMINATION



15MM CLEAR RED NEON



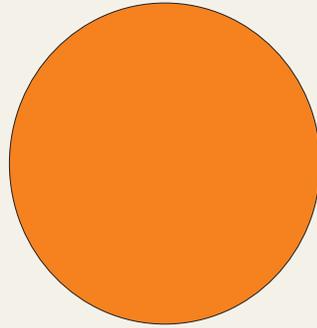
15MM CLEAR GREEN NEON



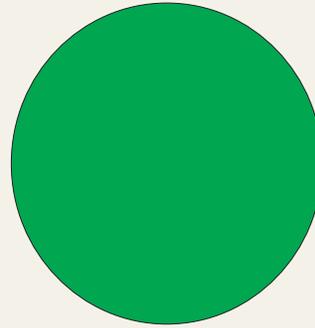
15MM WHITE NEON

SOUTH POINT GROCERY COLORS

NEON ILLUMINATION

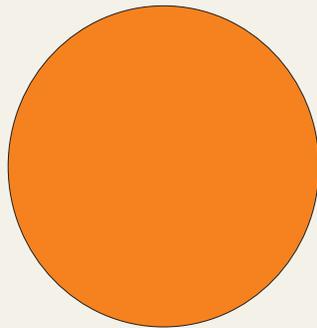


15MM ORANGENEON

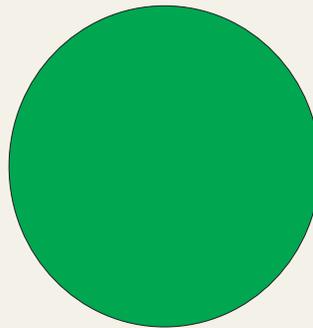


15MM GREEN NEON

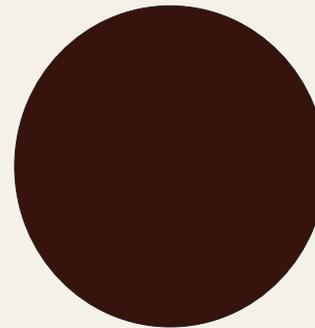
ALUMINUM PAINTED TO MATCH



PAIN T TO MATCH
CARROT ORANGE



PAIN T TO MATCH
LEAF GREEN



BRONZE

SOUTH POINT GROCERY COLORS