



**MINUTES OF THE
DESIGN REVIEW BOARD (DRB)**

Wednesday, December 7, 2016
4:00 PM

Board Members Present: Chairman Ray Brown, Ms. Joyce Selina Love, Mr. Colin McDoniel, Ms. Kelly Smith, Ms. Rebecca Conrad, and Mr. Rod DeBerry

Board Members Absent: Ms. Suhair Lauck, Ms. Nancy Jane Baker, Mr. Carl Person,

DMC Staff Present: Mr. Jaske Goff, Ms. Ellery Ammons, Ms. Christine Taylor, Ms. Debra Streeter, and Mr. Brett Roler, Mr. Abe Lueders

Guests: Mr. Scott Bojko, Ms. Helene Champ, Mr. James Stokes, Mr. Alex Ray, Mr. Antonio Hernandez, Mr. Carl Savoy, Ms. Donna Savoy, Mr. Hank Cowles, Mr. Rob Norcross, Mr. Terry Ingram, Mr. Frank Ricks, Ms. Sophorn Kuoy

I-II. Call to Order & Approval of Minutes:

Chairman Brown called the meeting to order at 4:04 PM. Ms. Rebecca Conrad made a motion to approve the minutes from the November 2, 2016 DRB meeting as submitted. Mr. Rod DeBerry seconded the motion, which passed unanimously.

III. Current Applications:

DRB #16 – 62 Old Dominick Distillery: Rooftop sign

Revisiting the conversation surrounding the rooftop sign from the November DRB meeting, Mr. Scott Bojko presented supplemental information and variations of the Old Dominick's rooftop sign. Noting the design intent of the sign as a point of civic pride and placemaking, Mr. Bojko explained the aim of a classic urban manufactured sign near the Beale Street entertainment District. Similar to the example of Autozone Park, neon was chosen as a passive light with 25,000 lumens, considering a typical street light gives out 30,000 to 40,000 lumens. In response to the multiple angles discussed at the November DRB meeting, Mr. Bojko altered his original application for a 60 degree sign to 75 degrees, believing it maintains the same design intent. Ms. Donna Savoy, a resident on Pontotoc Ave., expressed concern about the scale of the sign and felt that the sign was unnecessary for the business to be successful. Mr. Hank Cowles, a neighbor on Front St., expressed support of Old Dominick's Distillery and the rooftop sign arguing how the design will enhance the neighborhood. Ms. Rebecca Conrad made the motion to accept the applicant request for a rooftop sign at a 75 degree as requested and Ms. Joyce Selina Love seconded the motion, which passed unanimously.

DRB #16 – 64 ServiceMaster, 150 Peabody Place Ave: Comprehensive exterior sign package

Mr. Roler presented ServiceMaster's comprehensive exterior sign package which included Primary, Secondary, and Digital signs for fixed images and video, with 12 signs total. Since ServiceMaster is in the entertainment district, there are no size restrictions as long as the signs are appropriate for the building. The DRB's sign code predates digital signs, but in 2008, the DRB outlined scenarios where digital signs were appropriate, one of those circumstances was in places where zoning allows off premise advertising, therefore the digital signs are in code because off premise advertising is allowed at Peabody place. The staff thinks it would be within code to approve and provides full support considering the building and its location. ServiceMaster representatives spoke about how the signs would enhance the corner and content would include generic brand messages, images of ServiceMaster people, and signs for community events. Ms. Selina Love made the motion to accept the ServiceMaster comprehensive exterior sign package and Ms. Rebecca Conrad seconded the motion, which passed unanimously.

IV. Other Business

President Patterson expressed his excitement and congratulated the board for showing support to ServiceMaster and their proposal, Ray Brown seconded the sentiment and seeing no further business, the meeting was adjourned at approximately 4:46 PM.