



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

Rooftop sign, projecting sign, wall sign, and temporary banner

- Case # 16-62: Old Dominick Distillery
Exterior signage
301 – 305 S. Front St.
- Applicant: Scott Bojko, Project Consultant
589 Montaigne Blvd.
Memphis, TN 38103
- Property Owner: Dominick Properties, LLC
79 S. Second St.
Memphis, TN 38103
- Background: The subject property is a series of conjoined buildings and lots located on the west side of Front Street, between Pontotoc Avenue and Vance Avenue. The project involves the adaptive reuse of three contiguous 1920s buildings into a multipurpose 50,000 sq. ft. facility for spirits production distillery, office, tasting room, retail store, event spaces, and a restaurant tenant space.
- Project Description: The applicant is requesting approval to install a total of three (3) permanent exterior signs and one (1) temporary sign to identify the business. Proposed signs include the following:
- One (1) back-lit wall sign will be located directly above the main door to the tasting room and tour area. The sign will consist of monogram-style initials of the company and measure approximately 4 ft. 1 in. (w) x 3 ft. (h) and feature 1 in. thick laser cut steel. The sign will be pin-mounted to the wall.
 - One (1) projecting sign will be located perpendicular to the east face of the building, just south of the main entrance to the tasting room and tour area. The sign will consist of a double-sided sign cabinet to measure approximately 3 ft. 10 in. (w) x 3 ft. (h). The painted aluminum sign cabinet will also receive ½ in. thick dimensional letters and white printed letters to read “Old Dominick Distillery.” A secondary panel will hang below the primary sign cabinet and read “Tours, Tastings, Spirit Shop” in white lettering printed directly on

the sign surface. The sign will be illuminated by upward facing gooseneck fixtures. The sign must have a minimum vertical clearance of 8 ft. as measured from the lowest point on the sign to the sidewalk level below.

- One (1) rooftop sign will be located on top of the 2-story building immediately south of the main entrance to the tasting room and tour area. The single-sided rooftop sign will feature text to read “Old Dominick Distillery” and will feature the company’s rooster logo. The sign will primarily consist of aluminum channel letters with neon outlines and accents. The rooster icon will measure approximately 13 ft. (h) and text to read “Dominick” will measure approximately 11 ft. (h). The overall sign frame will measure approximately 34 ft. 8 in. (w) x 25 ft. 2 in. (h).
- One (1) temporary building banner will be installed above the main entrance to the tasting room and tour area. The temporary vinyl banner will measure approximately 6 ft. 8 in. (h) x 19 ft. 6 in. (w). The banner will be removed upon the grand opening of the distillery in spring 2017.

Evaluation:

For purposes of DRB signage review, the subject property is located within the *South Main / Warehouse* sub-district. Pole signs and internally-illuminated signs are not allowed within this sub-district. Neon illumination is allowed. Staff finds that the proposed wall sign, projecting sign, and temporary banner are consistent with the applicable provisions in the CBID Sign Code.

Per the Code, rooftop signs are only allowed in the *Ballpark District* and *Peabody Place Entertainment District*. A strict reading of the Code would conclude that a rooftop sign is not allowed at this location. However, the DRB and the Memphis Landmarks Commission (MLC) both approved a rooftop sign at the nearby Chisca Hotel to identify the location of LYFE Kitchen within the last year. It should be noted that the location and scale of that sign was based on historic precedent for a Hotel Chisca sign that was once extant.

The CBID Sign Code provides that exception to the Code provisions may be provided when “outstandingly creative design solutions are offered.” Staff would suggest that the DRB approve the proposed rooftop sign under this creative signage provision of the Code if the Board agrees with staff and finds that the sign is appropriate for its context and complements the building on which it is located.

Staff Recommendation: **Staff recommends approval**