



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

Exterior signage package

Case # 16-64: ServiceMaster
Exterior signage package
150 Peabody Place Ave.
Memphis, TN 38103

Representative: LRK
175 Toyota Plaza, Suite 500
Memphis, TN 38103

Property Owner: Peabody Place Centre GP
100 Peabody Place Ave. Suite 1400
Memphis, TN 38103

Background: The former Peabody Place retail center is being converted into Class A office space for ServiceMaster's new corporate headquarters. The four-level, 360,000 sq. ft. facility will also include a 20,000 sq. ft. technology and innovation center in the former location of Tower Records, located at the northwest corner of Third Street and Peabody Place Ave.

The Design Review Board (DRB) reviewed and approved the exterior design and renovation plans for this project at its July 6, 2016 meeting. DRB approval was required for the building renovations due to several financial incentives from DMC-affiliated organizations being part of the overall development deal. The Center City Revenue Finance Corporation (CCRFC) amended the existing PILOT lease for the property and the Center City Development Corporation (CCDC) approved a \$1,000,000 Commercial Office & Development Grant for tenant improvements. Additionally, the Downtown Parking Authority (DPA) entered into a parking agreement with ServiceMaster. ServiceMaster is now ready to request approval for all exterior signage.

Project Description: The applicant proposes a comprehensive exterior sign package to consist of primary wall signs, secondary wall signs, flat painted signage on the surface of the roof, and digital signage.

Primary Wall Signs

- One (1) primary wall sign to read “ServiceMaster” and feature the company logo will be located above the third floor windows on the west side of the building. The overall dimension of the sign will be approximately 40 ft. (w) x 61 in. (h). The sign will consist of one set of internally-illuminated channel letters. Each letter and shape will feature an aluminum cabinet and translucent acrylic sign face. The tallest letter will measure 40 in. (h). Each letter will be individually mounted to the wall.
- One (1) primary wall sign to read “ServiceMaster” and feature the company logo will be located above the third floor windows on the south side of the building, near the corner. The overall dimension of the sign will be approximately 40 ft. (w) x 61 in. (h). The sign will consist of one set of internally-illuminated channel letters. Each letter and shape will feature an aluminum cabinet and translucent acrylic sign face. The tallest letter will measure 40 in. (h). Each letter will be individually mounted to the wall.
- One (1) primary wall sign to read “ServiceMaster” and feature the company logo will be located at the southeast corner of the building, along the rounded sign band above the fourth level. The overall dimension of the sign will be approximately 78 ft. 2 in. (w) x 120 in. (h). The sign will consist of one set of internally-illuminated channel letters. Each letter and shape will feature an aluminum cabinet and translucent acrylic sign face. The tallest letter will measure 79.5 in. (h). Each letter will be individually mounted to the wall.

Secondary Wall Signs

- One (1) secondary wall sign to read “ServiceMaster” and feature the company logo will be located above the ground floor storefront on the west side of the building. The overall dimension of the sign will be approximately 16 ft. 4 in. (w) x 25 in. (h). The sign will consist of one set of internally-illuminated channel letters. Each letter and shape will feature an aluminum cabinet and translucent acrylic sign face. The tallest letter will measure 16.5 in. (h). Each letter will be individually mounted to the wall.
- One (1) secondary wall sign to read “ServiceMaster” and feature the company logo will be located above the second floor windows at the southeast side of the building. The overall dimension of the sign will be approximately 19 ft. (w) x 39 in. (h). The sign will consist of one set of

internally-illuminated channel letters. Each letter and shape will feature an aluminum cabinet and translucent acrylic sign face. The tallest letter will measure 26 in. (h). Each letter will be individually mounted to the wall.

- One (1) secondary wall sign to read “ServiceMaster” and feature the company logo will be located above the second floor windows on the east side of the building. The overall dimension of the sign will be approximately 12 ft. (w) x 18 in. (h). The sign will consist of one set of internally-illuminated channel letters. Each letter and shape will feature an aluminum cabinet and translucent acrylic sign face. The tallest letter will measure 12 in. (h). Each letter will be individually mounted to the wall.
- One (1) secondary wall sign to feature the company logo will be located on the north side of the building, near the northwest corner of the building. The overall dimension of the sign will be approximately 216 in. (w) x 120 in. (h). The sign will consist of one set of internally-illuminated channel letters. Each letter and shape will feature an aluminum cabinet and translucent acrylic sign face. Each letter will be individually mounted to the wall.
- The applicant proposes to paint the company name and two (2) copies of their logo directly on the flat surface of the roof using rubberized acrylic elastomeric roof coating. The dimensions of the flat logo and text to read “ServiceMaster” will measure approximately 280 ft. (w) x 28 ft. (h). The dimensions of the flat logo will measure approximately 94 ft. 4 in. (w) x 48 ft. (h).

Digital Signs

- One (1) digital sign to measure approximately 8 ft. (h) x 49 ft. (w) will be located on the west side of the building, above the third floor windows.
- One (1) digital sign to measure 18 ft. (h) will wrap 360° around the top of the tower feature on the east side of the building.
- One (1) digital sign to measure approximately 8 ft. (h) x 200 ft. (w) will be located at the southeast corner of the building, along the rounded sign band near the top of the building.
- A 3 ft. (h) x 104 ft. (w) “ticker board” style display will be located above the ground-floor storefront windows at the southeast corner of the building.

Staff Recommendation:

For purposes of the Central Business Improvement District (CBID) Sign Code, the subject property is located within the Peabody Place Entertainment District.

Wall signs

The general provisions of the Code allow two (2) primary signs, such as a wall sign, on each side of a building facing a public-right-of way. Regarding the proposed total number of exterior signs, this application will require the DRB to make an exception to the maximum number of exterior signs allowed for each building elevation. Staff is supportive of granting this exception due to the extraordinary size and atypical scale of the subject property.

Regarding the size, placement, and illumination type of the proposed wall signs, the application meets the provisions that apply to the Peabody Place Entertainment District. This District is one of the most lenient in the Code, and contains the following allowances for exterior signage:

- *Size of Signs.* There are no size limits for signs in the Peabody Place Entertainment District except that the scale and character of the building to which the sign is attached must be considered and respected.
- *Height and Placement.* There are no limits for height and placement of signs in the Peabody Place Entertainment District except that the scale and character of the building to which the sign is attached must be considered and respected.
- *Illumination.* All types of sign illumination will be allowed in the Peabody Pale Entertainment District while still insuring that pedestrian and vehicular traffic can be safely maintained.

Roof surface (flat) signage

With respect to the proposed signage to be painted directly to the flat surface of the roof, this sign type is not addressed directly in the CBID Sign Code. Staff is supportive of approving the proposed flat-painted roof signage since it will not be visible from the street or sidewalk below.

Digital signage

The CBID Sign Code predates the advent and proliferation of digital signage. As such, digital signs are not allowed by-right per the Code. Additionally, changeable copy and off-premise advertising, two things common with digital signage, are prohibited by the Code in most instances Downtown.

However, the DRB adopted a Digital Sign Policy in 2008 to provide some guidance regarding this emerging and increasingly common sign type. Among several other scenarios, this policy allows digital signage at any location whereby off-premise advertising is allowed by either the CBID Sign Code or the SCBID Zoning District & Sign Regulations adopted by the Memphis City Council in 2002. Given that the SCBID sign regulations allow off-premise advertising at Peabody Place, the DRB's digital sign policy would allow digital signage at this location as well.

The proposed digital signs will generally be capable of displaying full-color fixed images and live motion video. Allowing digital signage for this property will effectively limit the total number of wall signs necessary to identify the family of ServiceMaster affiliated brands. ServiceMaster has stated that the digital signage on site will not be used for advertising unaffiliated companies. The proposed digital signage will be limited to messages related to ServiceMaster, its seven (7) sub-brands, and the occasional community message.

Staff recommends approval