



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

Signage & Exterior Lighting

Case # 19-151: Renasant Convention Center
255 N Main St.
Memphis, TN 38103

Applicant/Owner: Mr. Alan Barner
MFA Joint Venture
5859 Ridge Bend Road
Memphis, TN 38120

Mr. Scott Van der Jagt
LRK Inc.
175 Toyota Plaza, Suite 500
Memphis, TN 38103

Background: The Design Review Board reviewed and approved the original application for the renovation of the Memphis Cook Convention Center at the March 7, 2018 DRB Board Meeting.

At the December 5, 2018 DRB Board Meeting the revised application for the renovation of the Memphis Convention Center was reviewed and approved.

On March 12, 2019 the application for signage with the name “Memphis Convention Center” was approved.

This application is a revised application for signage with the new name “Renasant Convention Center” and the exterior lighting package.

Project Description: The approved Convention Center renovation project includes interior and exterior improvements to the entire facility. The application before the DRB includes signage and exterior lighting.

Signage

- One (1) wall sign to measure 51 ft. (w) x 14 ft. (h) with a depth of 7 in. The sign will read “Renasant Convention Center.” The sign will consist of face lit channel letters that will be flush mounted and the logo which will be a face lit

flex face aluminum cabinet. The sign will be located on the metal panels above the main entrance on Main St.

- One (1) wall sign to measure 63 ft. 10 in. (w) x 18 ft. 7 in. (h). The sign will read “Renasant Convention Center.” The sign will consist of face lit channel letters that will be flush mounted and the logo which will be a face lit flex face aluminum cabinet. The sign will be located on the metal panels on the west elevation and visible from the Hernando DeSoto Bridge.
- One (1) wall sign to measure 81 ft. 9 in. (w) x 12 ft. (h) and read “Memphis.” The sign will consist of face lit channel letters that will be flush mounted and located to the right of the Renasant Convention Center letters.
- Two (2) wall signs to measure 20 ft. (w) x 5 ft. 6 in. (h) and read “Renasant Convention Center.” The signs will consist of non-illuminated flat cut out letters and be located on the south and north elevations above the Front St. vehicular pass.
- Three (3) wall signs to measure 5 ft. 8 in (w) x 20 in. (h) and read “Renasant Convention Center.” The signs will consist of non-illuminated dimensional letters and be located on the south, north and east elevations above the entrance on Main St.

Exterior Lighting

Exterior lighting fixtures will be added to the west and east elevations as outlined below.

- Wall Wash fixtures (64 fixtures) will be attached to the metal panels and project 3 in. from the face of the building (K72 and K72)
- Downlight Fixtures (68 fixtures) Wrap around column & downlighting in soffits (K67)
- In ground uplights (18+ fixtures) at columns (K36)
- Illuminated Bollards (4 fixtures) under bridge crossing (K50)

Staff Report:

In regards to the proposed exterior lighting, staff believes the proposed approach further accentuates the renovation of the Convention Center and enhances the architecture. Additionally, the proposed lighting plan enhances pedestrian comfort and safety along Main St.

The proposed approach emphasizes the role of the west elevation as the gateway to Memphis and Downtown. Secondly, it uses light and color changing movement to animate an otherwise blank wall at night.

The east elevation is similarly activated to affirm the Convention Center's role as a destination Downtown while adding pedestrian friendly features that similarly light Main St.

Staff recommends approval of the proposed signage and exterior lighting package as it will further enhance the curb appeal of the Convention Center.

The proposed signage is compliant with the CBID Sign Code.

Staff Recommendation: **Staff recommends approval.**