



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

Signage & Public Art

Case # 19-105R1: SugaShack
392 Beale Street
Memphis, TN 38103

Applicant: Mr. Larry Springfield
1049 LaGrange Ave.
Memphis, TN 38107

Property Owner: Mr. Stephen Moss
5500 Shady Grove Rd.
Memphis, TN 38120

Background: The application for the exterior renovation of the address listed above was approved at the August 21, 2019 CCDC Board Meeting.

On September 4, 2019 the Design Review Board reviewed and approved the application for exterior renovation including:

- Exterior painting
- Exterior lighting
- Metal awning
- Painted art mural (east elevation)
- Exterior signage
- New exterior doors
- New façade window/storefront
- Addition to north side of building
- Decorative front entry feature

The approved exterior renovation is part of a complete renovation of the 1,725 sf building for use as a restaurant and music performance venue. The subject property is currently a vacant and blighted 1-story building. The project site (0.26-acres) includes the circa 1958 building and the adjacent parking lot.

The DRB Approval from September was conditional with a separate application for signage and public art.

This application is for signage and public art.

Project Description:

Public Art

The proposed mural will be located on the east elevation of the building and will measure 13 ft. (h) x 90 ft. (w) – running the full length of the wall. The mural consists of bars of a couple lines from “Maurice Ravel’s third movement “Scarbo.”

The mural will be painted by Rodan Ross, using exterior grade acrylic paint.

Signage

- One (1) canopy sign to read “Sugashack” and measure 216 in. (w) x 24 in. (h). The sign will consist of open face channel letters with aluminum returns and faces painted red. The sign will be illuminated with red neon. The letters will be flush with the canopy located above the main entrance on Beale St.
- One (1) painted wall sign to read “Sugashack” and include the logo. The sign will measure 6 ft. (h) x 12 ft. 6 in. (w) and be located on the east elevation.

Staff Report:

The proposed exterior renovation is consistent with the Downtown Memphis Design Guidelines and CBID Sign Code.

Staff is supportive of this project as it will put a vacant and blighted building back into productive use and extend the vibrancy of Beale St. further east. As a new business on Beale St, the business will prioritize improving the pedestrian experience with a new storefront, enhanced exterior lighting, public art and signage.

The proposed public art is a creative approach to animate the east elevation of the property. This wall is highly visible from Danny Thomas and with the exterior lighting that has already been installed, will be transformative for the property. Staff is supportive of the proposed design and believes it is appropriate for the business and its location on Beale St.

The proposed signage is a high-quality neon sign that is an appropriate character for the context of Beale St. Both signs are compliant with the CBID sign code.

Staff Recommendation:

Staff recommends approval.