



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

Signage & Architectural Lighting

Case # 18-137R2:           Wisacre Brewing Company  
398 S BB King Blvd.  
Memphis, TN 38103

Applicant:                Ms. Rachel Biggs  
Wisacre Brewing Co.  
2783 Broad Ave.  
Memphis, TN 38112

Mr. Jason Weeks  
LRK  
175 Toyota Plaza; STE 500  
Memphis, TN 38103

Owner:                    Kellan Bartosch  
Wisacre Brewing Co.  
2783 Broad Ave.  
Memphis, TN 38112

Background:             DRB review is required for this project because it received a 15-  
Year PILOT at the December 11, 2018 CCRFC Board Meeting.

On January 9, 2019 the Design Review Board approved the construction of the new 43,000 SF Wisacre production facility on vacant land located south of the intersection of South BB King Blvd. and Vance Ave.

On May 1, the Design Review Board approved the public art & architectural lighting with the project. The approval was conditional upon the applicant returning with a separate application for signage and exterior lighting.

This application addresses the proposed signage and additional exterior lighting.

Project Description:    The artist, Rachel Briggs, and the Wisacre team have worked together on concept and branding of the company from the beginning formations to present day operations. For the past 6

years, her illustration work has since appeared on the cans and bottles of Wiseacre Brewing Company. In her role with Wiseacre during the past 6 years, Rachel has illustrated over fifty labels with the company and has helped build the brand into something style specific and recognizable around Memphis and within the greater American craft brew community.

Working along with LRK architects and the fabrication team of Memphis-based Youngblood Studio, Wiseacre and Rachel have planned a number of outdoor art installations & artistic lighting that reflect the company's artistic brand that the DRB approved in May 2019. The approved artistic lighting will complement the art and thoughtfully illuminate the pieces to create a sense of curious glow and presence.

### **Signage**

Included in the outdoor space above the main entrance will be large-scale printed dibond panels of a whimsical pattern that (derived from Wiseacre's Regular Pale Ale can), which will also serve as a geometric counterpart to the organic nature of the south wall mural art. At night, the panels will be lit from above, creating an inviting glow of the entry. This will also be the location for two signs.

- Two (2) wall signs to include the Wiseacre logo. The logos will measure 15 ft. (w) x 15 ft. (h) and will be a laser cut aluminum sheet material that will be 40% perforated. The signs will be attached to the corrugated surface of the building via mechanical hardware fasteners.
- One (1) rooftop sign to read "Wiseacre Brewing Company" and include an "Eye in the Sky" design. The structural portions of the sign will be built from structural steel materials. The sign will be illuminated with LED strip lighting system that is designed to look like vintage neon and allow color, luminosity and timing to be programmed. The sign will measure 20 ft. (w) x 29 ft. (h). including 12 ft. above the roofline. *The image is a reference in part to Wiseacre's Ameliorator brew label, the focus of the installation will be an animated eye and celestial rays that serve as a beacon for the company as well as an art piece that creates curiosity and intrigue.*

### **Exterior Lighting**

The majority of exterior lighting with the project will be enhanced architectural lighting that will work with the art installations. In addition to these features, there will be additional site lighting at

the landscaped beer garden on the SW corner of the site, light poles at the parking lot and some additional wall washing fixtures.

**Staff Report:**

The proposed signage and exterior lighting is consistent with the Downtown Memphis Design Guidelines and DMC priorities of promoting creativity.

The proposed signage is compliant with the CBID Sign Code with the exception of the rooftop sign.

Although rooftop signs are not explicitly allowed at this location, the design of the sign and the location of the building makes staff supportive of this direction.

The sign will serve as a wall sign that extends beyond the roofline, and identifies Wiseacre in a character consistent with the high quality neon signs of South Main and Beale St. Located along BB King, and neighboring both of these neighborhoods, the design of the sign aims to connect with both of these contexts while introducing a visually interesting and iconic new sign Downtown.

The proposed exterior lighting will emphasize the architecture of the building while relying more on existing street lights for the pedestrian experience along BB King. Although the approach is minimal, staff believes the lighting plan is appropriate for the neighborhood at this direction.

Staff recommends approval for both components and believes they collectively work together to create a distinctive and creative new Wiseacre that responds to their brand as well as its context Downtown.

**Staff Recommendation:**

**Staff recommends approval.**