



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

*Wayfinding Signage Package*

Case # 20-05: Health Sciences Park Wayfinding Signage  
799 Madison Ave

Applicant/Owner: Memphis Medical District Collaborative  
656 Madison Ave  
Memphis, TN 38103

Background: As a part of the renovation of Health Sciences Park, located in the heart of Downtown’s Medical District, the applicant is planning on installing a set of thirteen wayfinding signs in the park. These signs will mark the park’s entrances, and delineate two distinct walking routes through the park, with mile markers to help walkers track their progress. The goal is to draw people into the park, and encourage active use of the park’s pedestrian pathways.

Project Description: The proposed signage includes the following:

- **Entry Sign (QTY: 4)**  
A sign composed of 112 in. (h) by 18 in. (w) aluminum panels fixed to a 3 in. diameter aluminum tube post with round end caps, and anchored by a concrete footing. The full height of the sign is 10 ft., and the base of the aluminum panels is 6 in. from the footing. The sign reads “Health Sciences Park” in the Avenir Black typeface.
- **Map Sign – Hourglass Route (QTY: 1)**  
A sign composed of two 52 in. (h) by 24 in. (w) aluminum panels fixed to a 3 in. diameter aluminum tube post with end caps, and anchored by a concrete footing. The full height of the sign is 60 in., and the base of the aluminum panels is 6 in. from the footing. The sign reads “Hourglass Walking Route” followed by a map of the route, and then text that reads “To Complete a Full Mile, Walk the Loop Above Twice,” and “Health Sciences Park.” Avenir Black is the typeface used by the “Hourglass Walking Route” and “Health Sciences Park” text, while Avenir Lt Std is used for the remaining text.

- **Map Sign – HSP Route (QTY: 1)**

A sign composed of two 52 in. (h) by 24 in. (w) aluminum panels fixed to a 3 in. diameter aluminum tube post with end caps, and anchored by a concrete footing. The full height of the sign is 60 in., and the base of the aluminum panels is 6 in. from the footing. The sign reads “HSP Walking Route” followed by a map of the route, and then text that reads “To Complete a Full Mile, Follow the Arrows And Walk The Outer Loop Twice,” and “Health Sciences Park.” Avenir Black is the typeface used by the “Hourglass Walking Route” and “Health Sciences Park” text, while Avenir Lt Std is used for the remaining text.

- **Mile Markers (QTY: 5)**

A sign composed of a 41.5 in. (h) by 6 in. (w) aluminum panel anchored by a concrete footing. The sign reads “Mile” followed by either “0.0”, “.25”, “.50”, “.75” or “1.0,” depending on the sign’s location, in the Avenir Black typeface.

**Staff Report:**

For the purposes of the Downtown Design Guidelines, Health Sciences Park is located in the Urban Campus design context. Among other recommendations, the Design Guidelines suggest that in this context, open spaces designed for active uses are encouraged, and “attractive and convenient” pedestrian connections are important. On a broader level, the principles of the Design Guidelines include enhancing the public realm by designing pedestrian infrastructure that “invite their use through thoughtful planning and design.”

The wayfinding signage under consideration is clearly consistent with these guidelines and principles. These signs will serve to invite users into a key public space, and encourage its use in new ways. The result will be a more active, connected public realm in Downtown’s Medical District.

**Staff Recommendation:**

**Staff recommends approval.**