



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

Ground sign and individual letters on gas canopy

- Case # 17-19: Exxon
694 Riverside Dr.
Memphis, TN 38103
- Applicant: Chuck Crawford
Williams Sign Co, Inc.
1399 Thomas
Memphis, TN 38107
- Owner: Rahim Umlani
8880 Prestancia Cv.
Memphis, TN 38125
- Background: The subject property is located at the northeast corner of Riverside Dr. and Carolina Ave. The property is presently a BP Gas station and is being converted into an Exxon. The property owner is rebranding the structure and replacing and updating all signage with the Exxon brand.
- Project Description: The applicant is requesting approval to place two (2) sets of illuminated channel letters and one (1) double-sided ground sign to identify the gas station.
- The canopy will include two (2) sets of illuminated channel letters that will read “Exxon” and measure 30 in. (h) x 78 ½ in. (w). The letters will be internally illuminated and letterset thermoformed from translucent white polycarbonate with applied translucent red vinyl. The canopy will also include red and white fascia.
 - One (1) double ground sign will read “Exxon” and include a digital board with prices for regular and diesel gas. The full sign will measure 6 ft. 1 in. (w) x 11 ft. 3 in. (h) totaling 69 sq. ft. The electronic message center located beneath the Exxon cabinet will measure 2 ft. (h) x 6 ft. 1 in. (w). The height of the sign is 25 ft.

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For purposes of the CBID Sign Code, the subject property is not located within a specific sub-district, thus the general provisions of the Code will apply. Additionally, the property is located within the Bluffview Residential District of the South Central Business Improvement District (SCBID).

The CBID Sign Code states that the size of the sign cabinet on top of the pole shall not exceed 45 sq. ft. and the height of a pole sign shall be no taller than 20 ft. However, the DMC approved the BP ground sign that this sign will be replacing for 96 sq. ft. and 25 ft. tall in 2007. The SCBID Sign Code states that no nonconforming sign shall be changed or altered in any manner which would increase the degree of its nonconformity or be expanded. Staff supports the size of the proposed sign considering that the proposed alterations decrease the size of the sign as well as the degree of its nonconformity.

The proposed Electronic Message Center (EMC) is new technology not included in the sign code, but considered a new form of changeable copy for which the BP gas station was originally approved for in 2007. It measures 2 ft. (h) x 6 ft. 1 in. (w) and will sit at the base of the ground sign cabinet.

In regards to the number of signs allowed, the SCBID sign code states two (2) primary signs facing a public right-of-way are allowed in the SCBID, and in the April 3, 2008 Memo on LED Matrix Board Sign Technology, the Design Review Board decided that “a property is allowed only one sign that incorporates LED matrix board technology.” The (1) double-face ground sign as proposed includes 6 electronic faces, two (2) double-sided screens posting the gas prices for regular and diesel prices and one (1) double-sided electronic message center, which exceed the number of suggested signs, but appropriately update the signs that were previously changeable copy.

Staff Recommendation: **Staff recommends approval.**