



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

Wall sign, temporary banner, and three (3) projecting signs

Case # 16-19: Lee's Landing Parking Garage
200 S. Second St.
Memphis, TN 38103

Applicant: Mark Balton
Balton Sign Company
3058 Southwall St.
Memphis, TN 38114

Property Owner: LAZ Parking
3 Copley Pl. #3202
Boston, MA 02116

Background: The subject property is a parking garage located at the northeast corner of S. Second Street and Lt. George W. Lee Avenue. The parking structure has ground floor commercial space on its southern edge and occupies most of the block immediately to the west of the Westin Memphis Beale Street Hotel.

Project Description: The applicant is requesting approval to install a new wall sign, a temporary banner sign, and three (3) projecting signs to help identify the parking garage and facilitate wayfinding to available public parking.

Proposed signs include the following:

- One (1) wall sign to read "Parking" will be added to the brick wall above the vehicular entrance on the south side of the building. The new sign will consist of individual open-face channel letters with exposed neon. The 24 in. (h) letters will be mounted to a raceway that is painted to match the adjacent brick wall.
- One (1) temporary wall banner is proposed to be added to the northwest corner of the building, on the north-facing exterior wall of the stair tower. The temporary banner will include the "P" parking symbol and text copy advertising the availability of monthly and special event parking. The banner will

measure approximately 16 ft. (w) x 36 ft. 9 in. (h) and will be displayed for 18 months.

- One (1) double-sided projecting sign will be installed on the west building elevation. The round sign will measure 8 ft. in diameter and feature a white “P” and circle against a blue background. This sign will also feature a downward facing arrow to indicate the garage entrance.
- One (1) double-sided projecting sign will be installed on the south building elevation, above the vehicular entrance to the garage. The round sign will measure 8 ft. in diameter and feature a white “P” and circle against a blue background. This sign will also feature a downward facing arrow to indicate the garage entrance.
- One (1) double-sided projecting sign will be installed on the south building elevation, on the side of the stair tower towards the eastern end of the garage. The round sign will measure 10 ft. in diameter and feature a white “P” and circle against a blue background.

Evaluation:

For purposes of DRB signage review, the subject property is located within the Downtown Core and the Beale Street sub-district. Neither sub-district include any special restrictions or limitations that apply to this application. For example, internally-illuminated signs are allowed by-right at this location. Also, the Beale Street sub-district relaxes the limitations on maximum sign size, provided that the sign still respects the scale and character of the building to which it is attached.

However, the applicant is requesting an exception to the maximum number of projecting signs allowed for each building elevation. The general provisions of the CBID Sign Code allow a maximum of one (1) projecting sign per building elevation and the applicant is requesting two (2) projecting sign on the south elevation.

Staff Recommendation:

Staff recommends approval with the following conditions:

1. The temporary banner is approved for a period of time not to exceed one (1) year from the date of installation.
2. Only one (1) projecting sign is allowed on the south-facing building elevation. The projecting sign is approved to measure a maximum of 8 ft. (diameter).
3. The letter height of the wall sign to read “Public” on the south elevation should match the height of the existing wall sign that reads “Parking” at the same location.