



DESIGN REVIEW BOARD (DRB) APPLICATION

Property Address: 100 Peabody Place Avenue, Memphis, TN 38103

Applicant's Name & Mailing Address: Ron Belz, 100 Peabody Place, Suite 1400, Memphis, TN 38103

Applicant's Phone Number: 901-260-7268

Applicant's Email Address: ron.belz@belz.com

Property Owner's Name & Mailing Address: Peabody Office Tower G.P. (Same as Property Address)

Property Owner's Phone Number: 901-260-7400

The proposed work consists of the following (check all that apply):

- Sign Renovation Main Street Mall Outdoor Patio
New Building Other Exterior Alteration

Project Description:

(Provide a concise written description of the proposed scope of work or sign- Do not write "see attached")

Installation of up to 3 wall signs on each elevation of the Tower at Peabody Place identifying upper floor tenants in the building. These proposed wall signs are in addition to the signage allowed for ground floor tenants per the Sign Code. The size, illumination and materials used in the fabrication and installation of the signs will conform to the attached specifications, which are based on the guidelines of the Sign Code. Photographs of the 4 building elevations with the proposed signs superimposed, as well as the specifications for the signs are included herein.

Purpose: To retain existing and attract new office tenants to the Tower at Peabody Place through the provision of appropriate exterior signage for major office tenants in the building.

A complete application must be submitted to the Development Department no later than two weeks before a regularly scheduled meeting of the Design Review Board. Please contact Brett Roler at (901) 575-0574 or roler@downtownmemphis.com.

Owner/Applicant Signature: _____

Ronald A. Belz

Date: _____

10/21/2015

By my signature above, I affirm that I am either the property owner or someone with direct authority from the property owner to apply for the proposed sign or scope of work, such as a tenant under lease, a property manager, an architect, a designer, or sign company representative working under contract with the property owner.

THE TOWER AT PEABODY PLACE PROPOSED SIGN SPECIFICATIONS

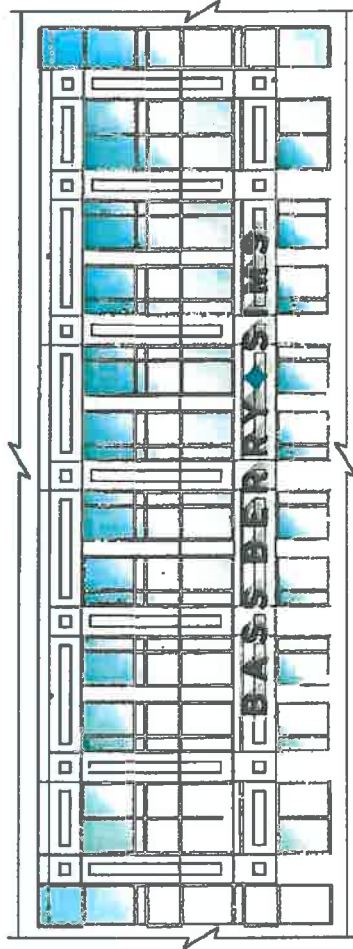
The following criteria shall apply to each wall sign that is allowed:

- 1. Maximum length = 66 feet**
- 2. Maximum letter height = 4 feet**
- 3. Signs may be attached flat to or pinned away from wall and may not project from the wall by more than 18 inches.**
- 4. Fabricated channel letters – face uses day/night film. Illumination appears as white at night.**
- 5. Signs shall be internally illuminated.**

SIGNATURE TENANT ID (TYPICAL)



1 REFERENCE IMAGE
SCALE: NTS



1 SIGNATURE TENANT ID (TYPICAL)
SCALE: 1/8" = 1'-0"

PLEASE NOTE: CODE ONLY ALLOWS
40% OF SIGNABLE AREA PER FACADE.

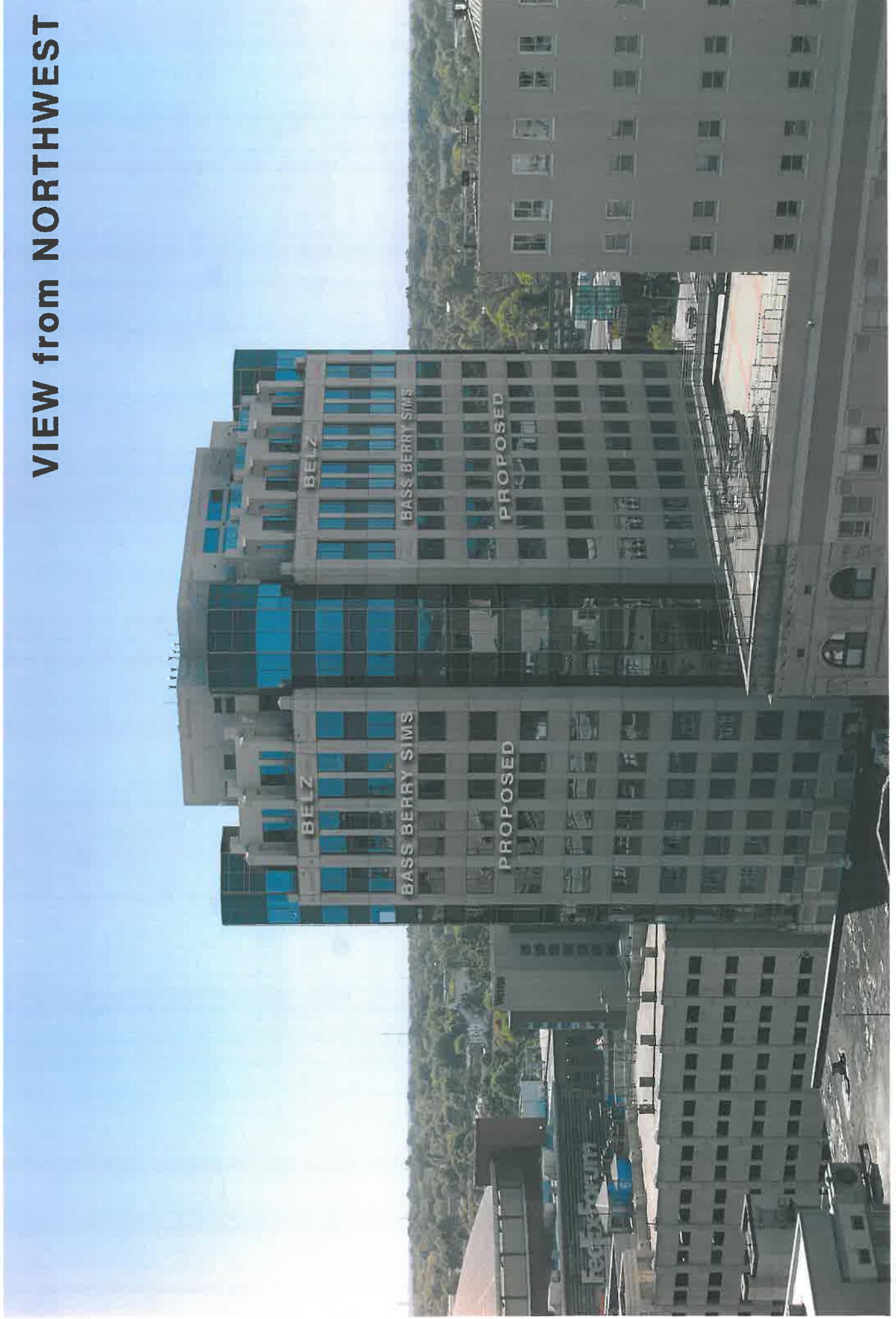


FABRICATED CHANNEL LETTERS
Faces Illuminated with Day/Night
Plates Illuminated White at Night

2 SIGNATURE TENANT ID
SCALE: 1/8" = 1'-0"

ASD SKY	BASS BERRY BRAS	SCHEMATIC DESIGN	PROJECT / MESSAGE	LOGOS	PRESOLUTION 1	1.3
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VIEW from NORTHWEST



VIEW from SOUTHEAST

