



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

Signage & Site Improvement

Case # 20-56: The Landing Residences
1 Dr. MLK Jr. Ave.
Memphis, TN 38103

Applicant: Gregory W. Lotz
119 S. Main St., Suite 800
Memphis, TN 38103

Background: DRB review is required for this project because One Beale (Phase I) received a 20-year PILOT at the May 29, 2018 CCRFC Board Meeting as a mixed-use development including residential, commercial, hotel and office.

This project came before this board at the December 2018 DRB Board Meeting and was approved for the new construction of a 227-unit residential apartment building with 10,000 sf Class A office, 7,000 sf restaurant/retail, and parking garage with up to 490 spaces (located at 263 Wagner, 275 S. Front, and 287 S. Front).

This application is for new exterior signage and site improvements at The Landing Residents, the residential apartment building included in Phase 1 of the One Beale development project. Signage applications are typically approved by DRB staff administratively, and do not require Board approval if they comply with code standards. The signage package submitted does comply with code and does not require any exceptions for approval, however, it is being presented as a package along with the site improvement proposed.

Project Description: There are five (5) signs in the sign application being considered: three (3) wall signs, one (1) canopy sign and one (1) directional sign. There is also one (1) site improvement to be considered, a waterfall feature along the pedestrian walkway.

The first proposed wall sign is 3 ft. (h) by 8 ft. (w) and reads “The Landing” in white lexan graphics, internally illuminated on a fabricated aluminum sign cabinet. The sign is mounted between the top floor and the aluminum roofing on the northern façade along Wagner Pl.

The canopy sign measures 1 ft. (h) by 5 ft. 9 in. (w), with 2 ft. (d) internally illuminated LED letters with a background "carrier" panel for one-piece installation to the existing canopy. The sign will read "Leasing" in white faces with black returns. The sign will be installed on the ground floor of the northeast corner of the property, facing Wagner Pl.

The second proposed wall sign is 1 ft. 11 in. (h) by 11 ft. 2 in. (w) that reads "Carlisle" in 2 in. (d) internally illuminated LED letters with a background "carrier" panel for one-piece installation to the façade. The letters have white faces with black returns and a back panel to match the architectural beam. The sign will be installed on the ground floor of the southern façade along Pontotoc Ave.

The directional sign is 1 ft. 8 in. (h) by 6 ft. (w) and reads "One Beale Parking Garage." This sign is a fabricated aluminum sign cabinet with a flat face with routed white lexan graphics internally illuminated. The sign will be installed on the southern façade along Pontotoc Ave., above the entrance to the parking garage.

The third proposed wall sign is 3 ft. (h) by 8 ft. (w) and reads "The Landing" in white lexan graphics, internally illuminated on a fabricated aluminum sign cabinet. The sign is mounted between the top floor and the aluminum roofing on the western façade facing the river.

The site improvement proposed features a waterfall fountain along the pedestrian walkway. The waterfall fountain is 5 ft. 3 in. (h) by 31 ft. 1 in. (w). The waterfall is comprised of an 8 ft. concrete wall plated with black oxidized cold rolled steel with LED light fixtures on either side. The fountain is centered on a 20 ft. 8 in. (w) wall of brick veneer to match the building.

Staff Report:

The signage package submitted conforms to code requirements and does not require any exceptions from the board for approval.

The Downtown Core design guidelines encourage high quality, creative designs that promote an active, pedestrian-friendly environment. Building a cohesive, interconnected and pedestrian-friendly public realm is key to achieving a well-functioning Downtown environment.

The waterfall feature will improve the pedestrian experience along the walkway, guiding pedestrians from the site to the trolley stop, outdoor dining space and to the riverfront. The site improvement

is of high quality design and complements the primary building structure.

Staff Recommendation: **Staff recommends approval.**