



Design Review Board (DRB) Staff Report
Prepared for the December 7, 2022 DRB Meeting

Exterior Lighting and Signage

Case # 22-69:

Downtown Mobility Center
60 Beale St
Memphis, TN 38103

Applicant:

Jason Weeks
LRK
50 S. B.B. King Blvd, Suite 600
Memphis, TN 38103

Owner:

Downtown Memphis Commission
114 N Main St.
Memphis, TN 38103

Background:

The Downtown Mobility Center is a mixed-use Mobility Center funded by the Downtown Mobility Authority, a subsidiary board of the Downtown Memphis Commission. The exterior design of the Mobility Center was approved at the October 6, 2021 DRB meeting, conditioned on additional approvals for exterior lighting and signage. The present application includes the building's exterior lighting plan as well as a conceptual signage package.

Project Description:

Exterior Lighting

The submitted exterior lighting plan consists of the following components:

- Linear lights on the underside every exterior canopy on the ground floor of the building to provide supplemental pedestrian lighting.
- Linear lights along the entire length of the monumental stair on the building's south side.
- Panel mounted flood lights on the east end of the building, washing the metal panels with decorative light.
- Linear lights at the edge of the perforated metal panels on either side of the primary parking entrance.
- Pole-mounted area lights on the top floor of the mobility center
- Additionally, the perforated metal screening material on the exterior of the garage has been selected so that the light from

the interior of the garage will shine through, providing additional exterior lighting.

Technical specifications for the selected light fixtures are included in the application package.

Signage

The following signs have been submitted in the current package:

- A 7 ft. (h) by 3 ft. 8 in. (w) projecting sign featuring a “P” externally illuminated by neon-style LEDs. The sign will be installed on the south side of the building, on the third floor above the south parking entrance.
- A 1 ft. (h) by 10 ft. (w) canopy sign reading “PUBLIC PARKING.” The sign will be installed on the south side of the building, on the canopy above the south parking entrance.
- A 5 ft. (h) by 32 ft. 4 in. (w) canopy sign reading “PARK” followed by “MOBILITY CENTER PUBLIC PARKING ENTRANCE.” The letters reading “PARK” will be face-lit channel letters with a depth of three inches and a height of four inches, mounted above the canopy over the north parking entrance. The letters reading “MOBILITY CENTER PUBLIC PARKING ENTRANCE” will be $\frac{3}{4}$ in. thick acrylic letters with a height of 1 ft mounted on the face of the canopy.
- A 7 ft. (h) by 3 ft. 8 in. (w) projecting sign featuring a halo-lit “P.” The sign will be installed on the north side of the building, on the second floor above the south parking entrance.
- A 6 ft. 8 in. (h) by 6 ft. (w) acrylic wall sign featuring a directional arrow followed by a “P” enclosed in a circle. The sign will be installed on the ground floor of the building’s east side, near the northeast corner.
- A 5 ft. (h) by 6 ft. 8 in. (w) wall sign featuring a directional arrow followed by a “P.” The sign will be installed on the west side of the building on the fourth floor.
- A 25 ft. (h) by 2 ft. 6 in. (w) wall sign reading “MEMPHIS MOBILITY CENTER.” The sign will be placed vertically at the southwest corner of the building, spanning floors two through four.
- A 3 ft. 6 in. (h) by 5 ft. (w) canopy sign featuring a directional arrow followed by a “P.” The sign will be installed on the west side of the building, above the canopy at the northwest corner.

- A 3 ft. (h) by 7 ft. (w) acrylic wall sign reading “60 BEALE STREET.” The sign will be installed on the second floor on the south side of the building, near the end of the monumental stair at the southeast corner.
- A circular projecting sign with a radius of 2 ft. reading “EV,” with a symbol for electrical vehicle charging. The sign will be externally lit by LEDs and will be installed on the ground floor of the building’s north side, adjacent to the primary parking entrance.

The signage plan also anticipates seven additional tenant signs, which will be submitted for approval whenever tenants are selected and the sign designs are finalized.

Staff Report:

The proposed exterior lighting and signage for the Mobility Center interact with and enhance the previously approved design of the building itself. The linear light fixtures help to outline key features like the monumental stair and primary parking entrance, while the exterior floodlights on the Main Street façade further accent the decorative metal screening panels. The proposed signage is appropriately scaled to the building, and serves an important wayfinding function for both pedestrians and drivers. The Mobility Center is located within the Core and Beale Street districts of the Downtown Sign Code, and the proposed signage is compliant with Downtown Sign Code standards.

Staff Recommendation:

Staff recommends approval of the exterior lighting, and approval of the size and placement of the proposed signage, with the condition of that final sign drawings are submitted for administrative approval at a later date.