

PLANNING SERVICES

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MEMPHIS, TENNESSEE



Signage in Downtown's Sports and Entertainment District helps reinforce the vibrant character surrounding historic Beale Street.

SERVICES:

- » Evaluation of contextual objectives for signage
- » Updated sign districts
- » Updated sign code
- » Coordination of sign code with downtown zoning and design guidelines

CLIENT:

Brett Roler
Development Project Manager
Downtown Memphis Commission

DATE:

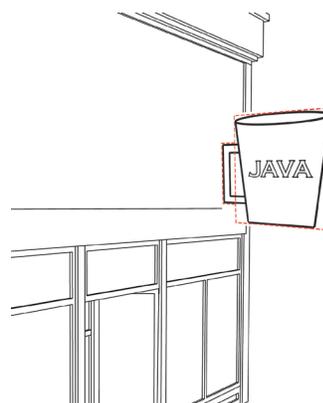
2011-2014

Downtown Sign Code Update

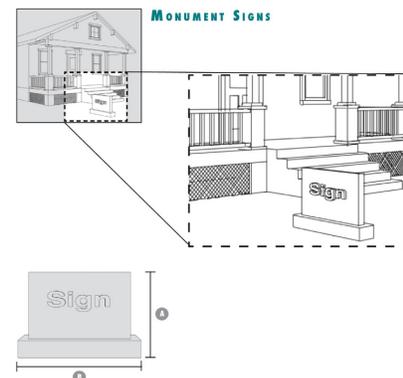
Downtown Memphis is the economic, cultural and governmental heart of this city of 652,000 people. The sign code provides a critical tool to help shape downtown's character and promote its unique businesses.

The Winter & Company team worked with the Downtown Memphis Commission to extensively update the sign code and ensure that it promotes the community's objectives for unique subareas from the Beale Street entertainment district to commercial corridors and neighborhood-serving retail centers. The team also coordinated sign code provisions with a parallel project to update the design review system (also led by Winter & Company). Residents, business owners and sign industry representatives were closely involved.

The project was completed in 2014.



The updated code encourages unique and sculptural sign designs.



Custom-tailored standards are provided for a wide variety of sign types.



An extensive public process allowed the community to help shape the updated sign code.



Winter & Company

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