



DESIGN REVIEW BOARD APPLICATION

**Administered by:
Design Review Board**

Property Address*: 107 S. Main St. Memphis, TN 38103

Applicant Name & Mailing Address: Tom Intrator: 747 Third Ave. Suite 200 New York, NY 10017

Applicant Phone Number: 901-355-9062 Applicant Fax Number: _____

Property Owner's Name & Mailing Address: 107 South Main, LLC: 747 Third Ave. Suite 200 New York, NY 10017

Property Owner's Phone Number: 917-833-2430

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

- Sign Renovation
New Building Other Exterior Alteration

Project Description: Exterior Architectural Lighting: new recessed downlighting at the ground-level storefront at Main St., new wall-mounted downlighting along Center Lane, new linear facade lighting at architectural detailing around upper-level fenestration. All new lighting to be LED.

Status of Project: In design phase

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 Abe Lueders at (901)575-0565 or alueders@downtownmemphis.com with any questions and to submit an application.

Owner/Applicant Signature: 

Date: 3/25/2021

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.

24 March 2021

Abram Lueders, AICP
Urban Planner
Downtown Memphis Commission
alueders@downtownmemphis.com

Re: 107 S. Main St. – Architectural Lighting

Abe,

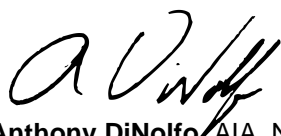
Thank you for your help with coordinating our submissions to the Design Review Board for 107 S Main. Please find our updated material regarding exterior Architectural Lighting for the project in the attached documents.

After much collaboration with the owner, contractor, and lighting consultant, we believe the proposed architectural lighting design will greatly enhance the quality of the Main St. mall and showcase this building's historic and updated features.

The architectural massing of the existing Hessig-Ellis building is composed of a heavy masonry volume resting on top of a thinly-expressed base of cast-iron framing, a language that is being maintained with its renovation. From the street, the upper volume is legible as a mass of brick with intricate masonry and concrete detailing around the fenestration. The lower levels are much more streamlined in their appearance with black cast-iron pilasters framing the glazed openings. Our proposed lighting scheme reinforces this massing by highlighting the details of the historic upper levels with façade lighting and silhouetting the lower levels by placing downlights in the recesses between the cast-iron pilasters. This latter decision keeps the lighting on the ground where it is necessary in lieu of on the black-painted lower façade. We feel that this contrast of lighting strategies matches the architecture of the existing building and will create a work that is attractive at both day and night.

Thank you again, and we look forward to discussing with you and the board.

Sincerely,



Anthony DiNolfo, AIA, NCARB

PKM Architects | 676 Marshall, Ste 101, Memphis, TN 38103 | 901.406.7165

Project Team

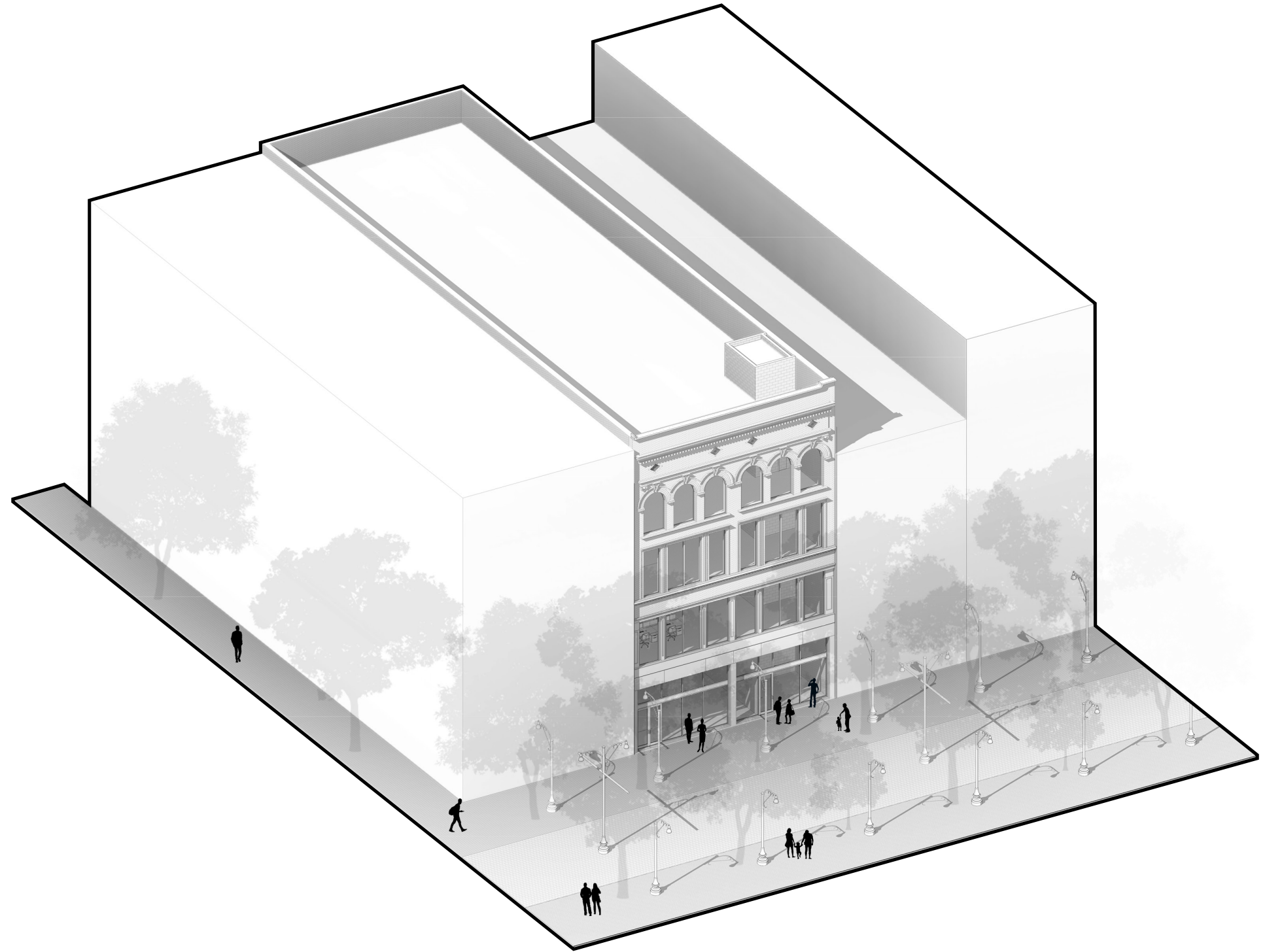
107 South Main LLC (Owner)

PKM Architects (Architect)

Fowler Engineering (Structural)

HNA Engineering (MEPFP)

The Bray Firm (Surveyor/Civil)



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Project Location

- 1 Project Location
- 2 Restaurant
- 3 Shopping
- 4 Museum
- 5 Hotel
- 6 Offices
- 7 Mixed-Use Development
- 8 Housing
- 9 Parking



Exterior

Existing conditions

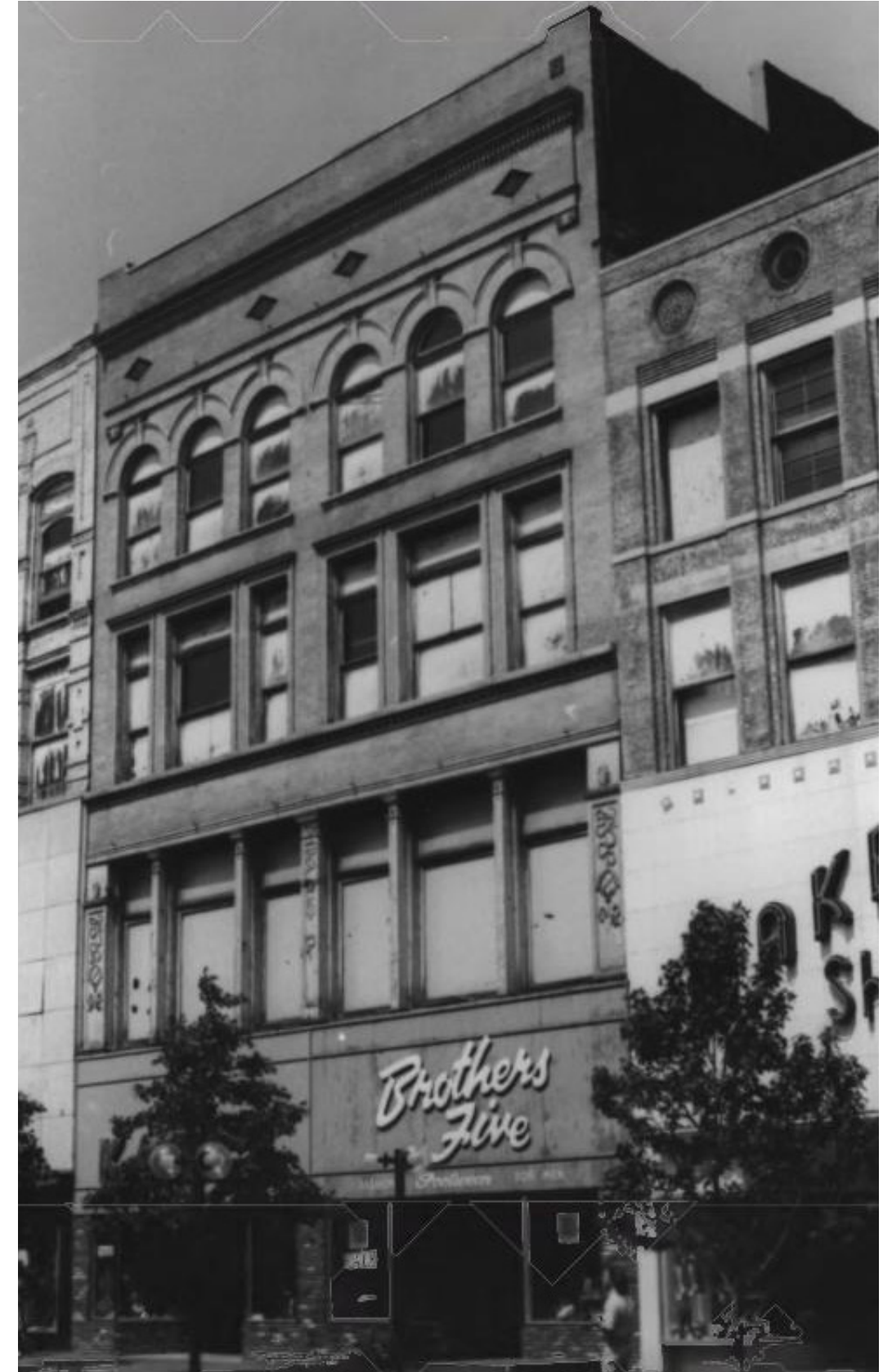


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107 S. Main St. Memphis, TN | March 24, 2021

Exterior

Historic imagery



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107 S. Main St. Memphis, TN | March 24, 2021

Exterior

Proposed



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East Elevation

Proposed Lighting

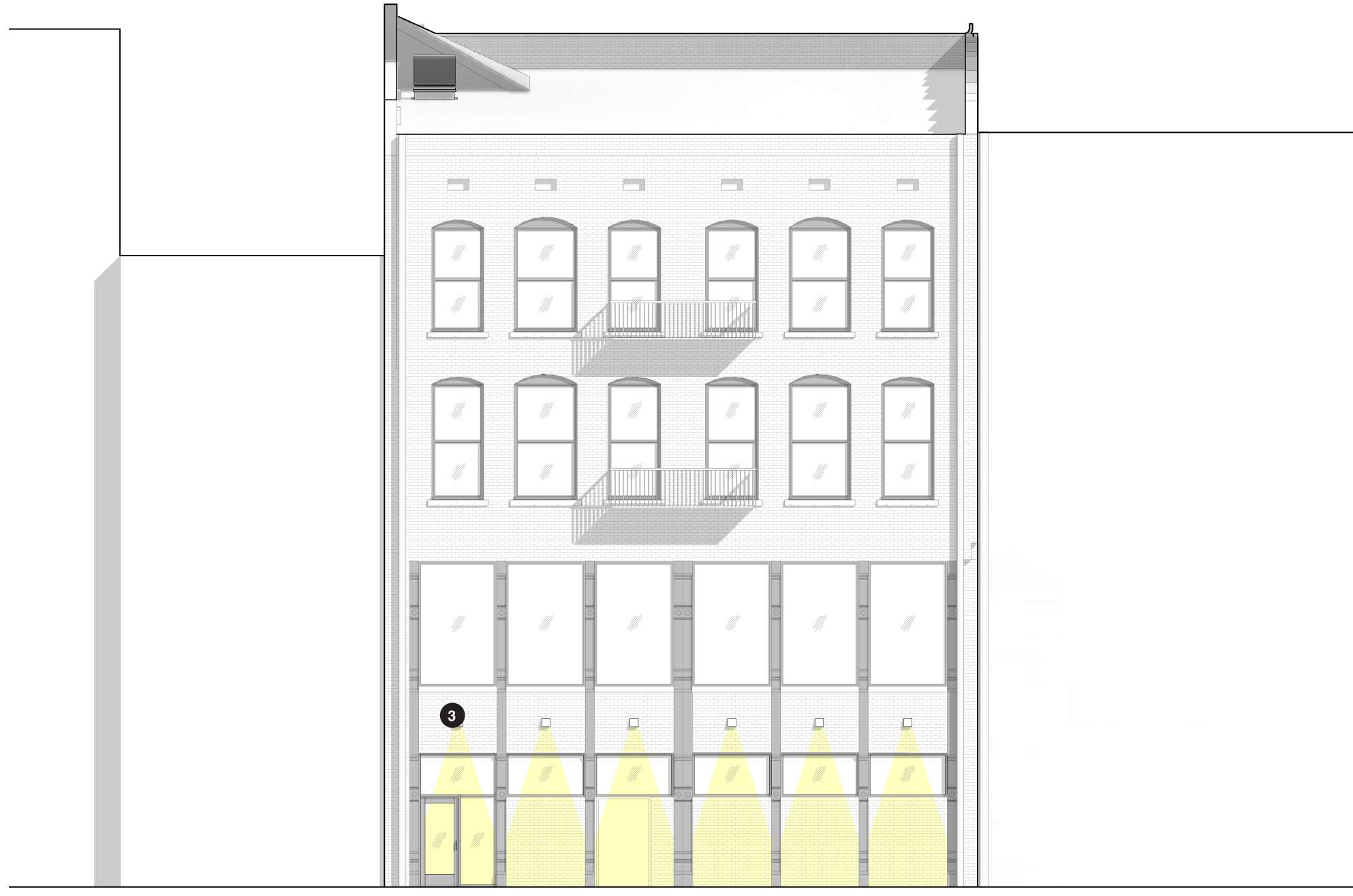
- 1 Recessed-can light fixture:
recessed in metal panel soffit above
Ground Level storefront entrance
- 2 Compact linear facade floodlight:
installed on existing concrete window sills between
window jambs to highlight the solid architectural
detailing of the historic masonry & concrete facade
- 3 Wall-mounted downlight/wall-washing fixture:
installed centered between existing cast-iron
pilasters & openings on rear facade to illuminate
the ground-plane and lower level of the building



West Elevation

Proposed Lighting

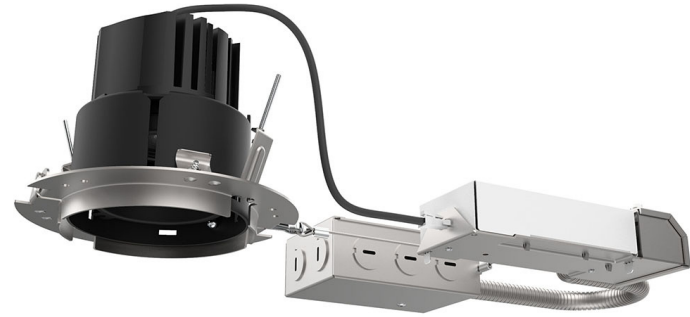
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Fixtures

Proposed Lighting

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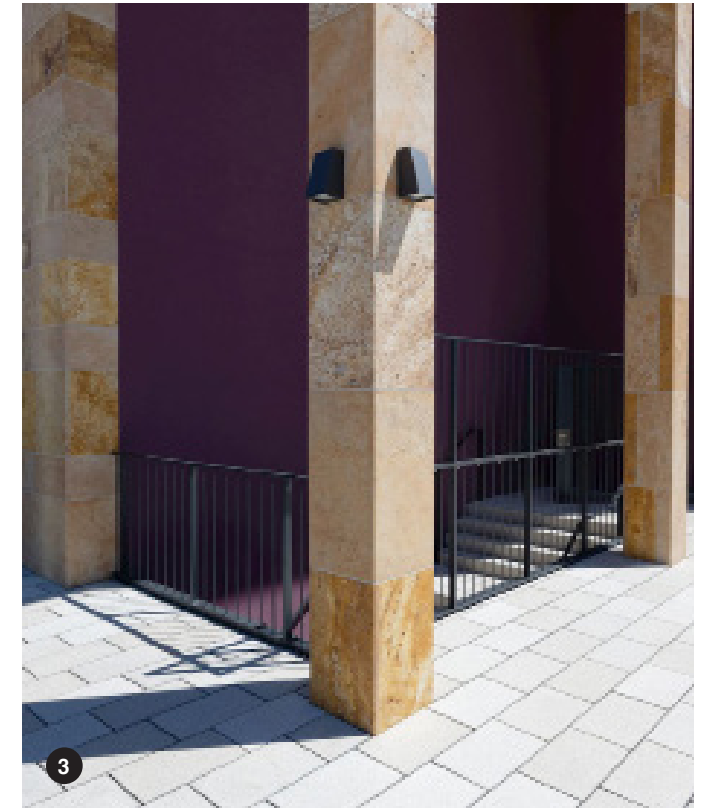
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