



DESIGN REVIEW BOARD APPLICATION

**Administered by:
Design Review Board**

Property Address*: 65 S. Front

Applicant Name & Mailing Address: archimania, attn: Todd Walker, 663 S. Cooper, Memphis, TN, 38104

Applicant Phone Number: (901) 240 -1465 Applicant Fax Number: (901) 527 - 5018

Property Owner's Name & Mailing Address: Brooks Museum, attn. Zoe Kahr, 1934 Poplar Ave., Memphis, TN, 38104

Property Owner's Phone Number: (901) 544 - 6200

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

- Sign
- Renovation
- New Building
- Other Exterior Alteration


Project Description:

see submittal

Status of Project:

In construction documents process.

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: March 15, 2023

*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.

MEMPHIS BROOKS MUSEUM OF ART

DOWNTOWN MEMPHIS COMMISSION
DESIGN REVIEW BOARD SUBMITTAL
15 MARCH 2023

> **Submittal Index**

Cover

Project Team Leaders

Project Description

History + Planning

Planning

Existing + New Pedestrian Experience Visualizations

Materials

Public Spaces

Elevations + Landscaping

Copyright Info

> **Project Team Leaders**

Architect of Record: archimania

Design Consultant: Herzog & de Meuron

Site Leader: Powers Hill Design

Systems Segment Leader: Innovative Engineering Systems

> Project Description

The new Memphis Brooks Museum of Art
65 S. Front
Memphis, TN 38103

The Brooks Memorial Art Gallery opened to the public in 1916. The museum originated as a modest exhibition space without a collection. Over the next one hundred years, additions to the original building expanded the ambition and scale of the museum, transforming it into the present-day Brooks Museum of Art. However, the spatial, climatic, and infrastructural demands of a twenty-first century museum exceeded the capabilities of the existing structures.

The new Brooks will be located downtown Memphis and will be a key component of the redevelopment of the Mississippi River waterfront. The new building will be an efficient and sustainable building serving as a cultural anchor in the downtown core. By providing improved and expanded facilities as well as increased access to visitors and proximity to other notable sites downtown, the museum will expand its audience and engage a broader public. The new structure will reinforce and strengthen the existing urban fabric. The new Brooks is located at the intersection of Union Avenue and Front Street. The context is tied together by the sloping topography of the site. Monroe and Union Avenue mediate between low-lying Riverside Drive and Front Street at the elevation of the city, over 30 feet above.

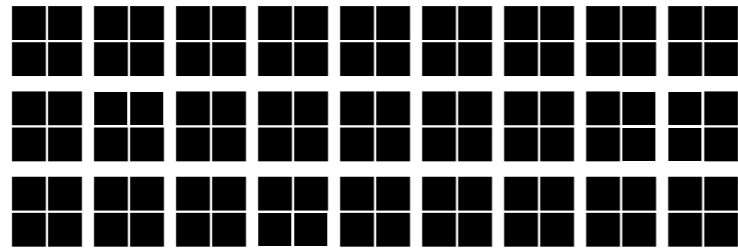
The urban concept for the design centers on the importance of the site. Replicating the typical downtown block as a one-story volume, the concept extends the civic scale of the city along Front Street. Referencing the precedent of downtown alleyways, which divide the surrounding blocks into quadrants, a generous courtyard serves as a central public space in the heart of this newly formed museum. The unassuming volume of the new structure steps back from the adjacent frontages along Union Avenue and Monroe Avenue to provide generous sidewalks and enlarged view corridors to the West, inviting Memphians back toward the riverfront. Drawing pedestrian traffic up along Front Street to the main entrance and the adjacent amenities, the new museum reestablishes the pedestrian connections.

The architectural proposal comprises two main elements: a gallery pavilion and a reconstructed bluff that serves as a sloping base. Together they form one sculptural building that mediates between downtown Memphis and the Mississippi River. The base volume – containing art delivery, back-of-house, and public parking – serves as a plinth for the public functions of the museum located above and at the Front Street elevation. The gallery pavilion is a straightforward, rectilinear volume that frames an interior courtyard. Referencing the natural bluff landscape, the exterior cladding of the pavilion and base recalls the warm earthen hues of the exposed clay along the Mississippi River. Inside the pavilion, a timber structure is exposed. Porous and inviting at the Front Street entrance, a shaded entry court and transparent urban lobby welcomes all passers-by. The pavilion houses the entrance lobby, temporary exhibition space, permanent galleries, and the educational programming all on the Front Street level all at street level. It extends the plane of Front Street to a cantilever at Riverside Drive, creating a volume that is simultaneously grounded and suspended.

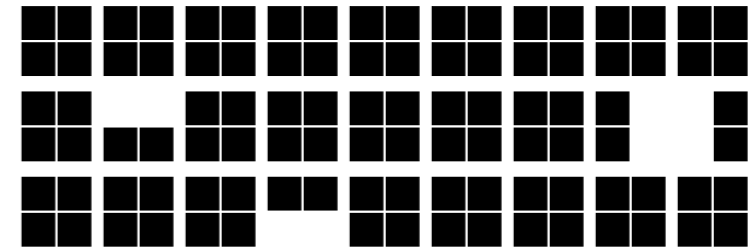
The reconstituted bluff provides the vehicular and service entrances as well as the art handling and museum support areas. It reaches up from the ground to support the pavilion, negotiating the grade difference between Front Street and Riverside Drive. The museum courtyard extends the public realm into the building, connecting city and river through a series of cascading spaces in the museum. The courtyard provides a partially shaded, flexible space for both programmed and spontaneous events and gatherings. To the East, the suspended theater volume can serve as a projection screen for outdoor screenings. To the West, a grand stair with built-in seating leads to a framed vista. Carved out of the bluff, the River Parks Overlook provides both a view out to the river and a window into the museum. Encircling the courtyard in a continuous, single-story loop, the permanent collections galleries provide generous, flexible spaces for the display of the Brooks' diverse collection. Focus galleries, which highlight aspects of the Brooks' holdings, and pause spaces, which provide moments for quiet reflection with views to the exterior, are carefully positioned in the gallery sequence to further enrich the visitor's experience. The permanent collection galleries are supplemented by a large temporary exhibition space, which can accommodate a wide range of rotating installations. With multiple entrances to the galleries from the entrance lobby along Front Street and adjacency to the education classrooms and the family interactive space, visitors may choose where to enter and what to engage with as they discover new aspects of the Brooks' collection and experience with each visit.

Atop the gallery pavilion sits the rooftop event terrace which offers unencumbered views toward Mud Island and the Arkansas floodplain. This rooftop is reminiscent of a park, raised above the Front Street elevation, and considered a fifth façade. Museumgoers can enjoy views of the Hernando de Soto bridge to the North, the trio of early-twentieth-century bridges to the South, and the historic edifices of the city core to the East.

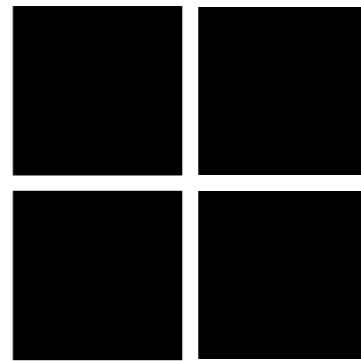
> **History + Planning**



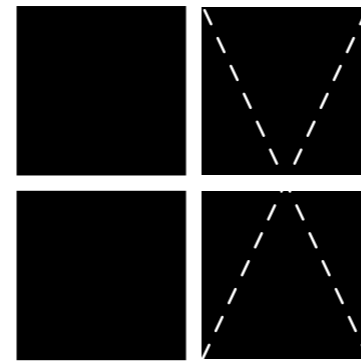
Blocks



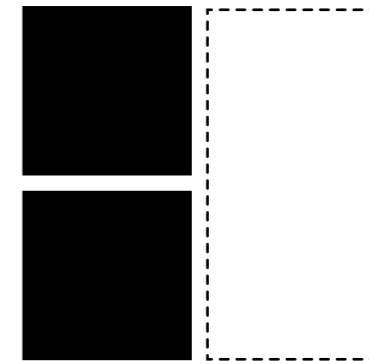
Voids



Memphis Block

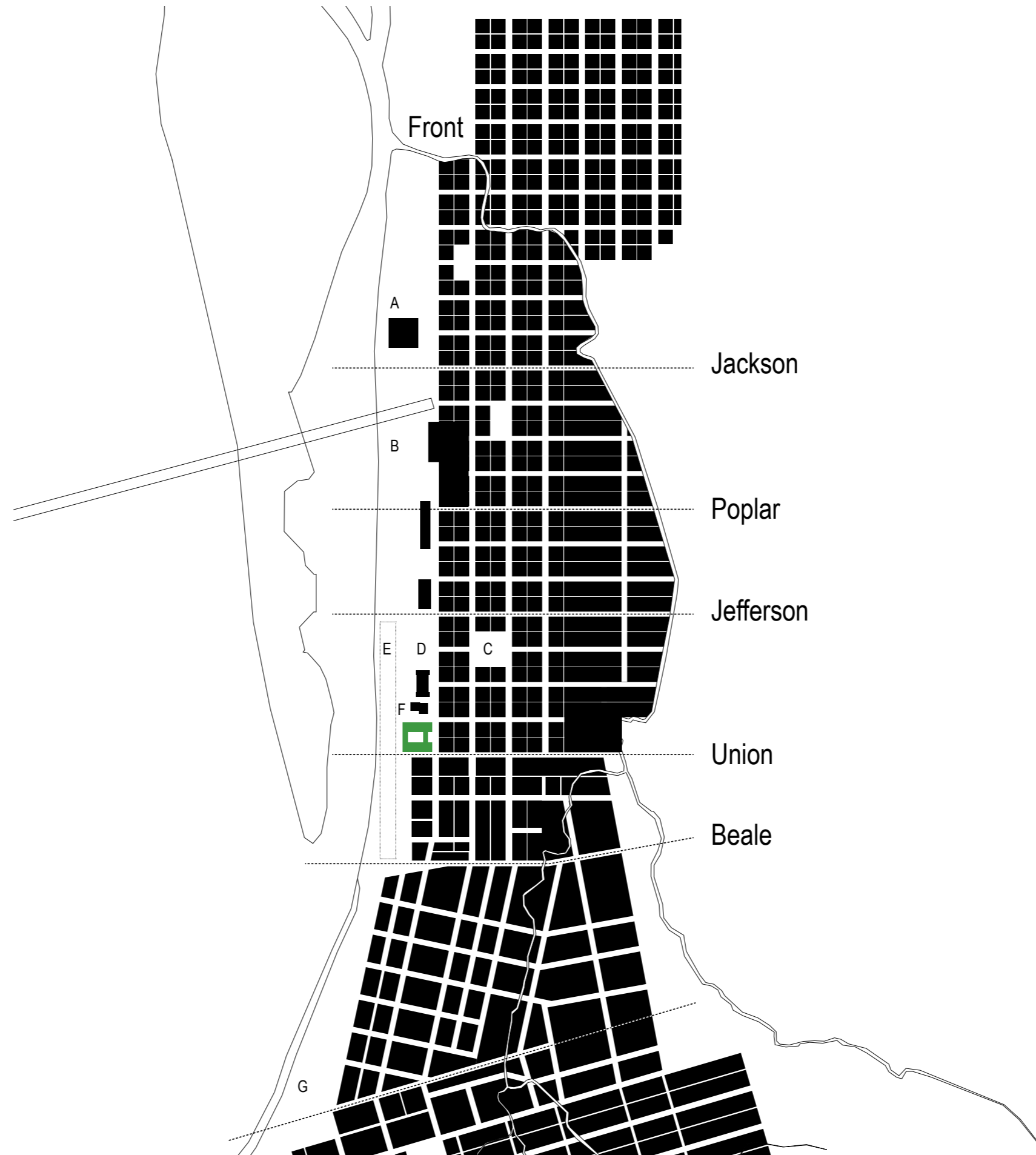


Omit Quadrants



Public Space

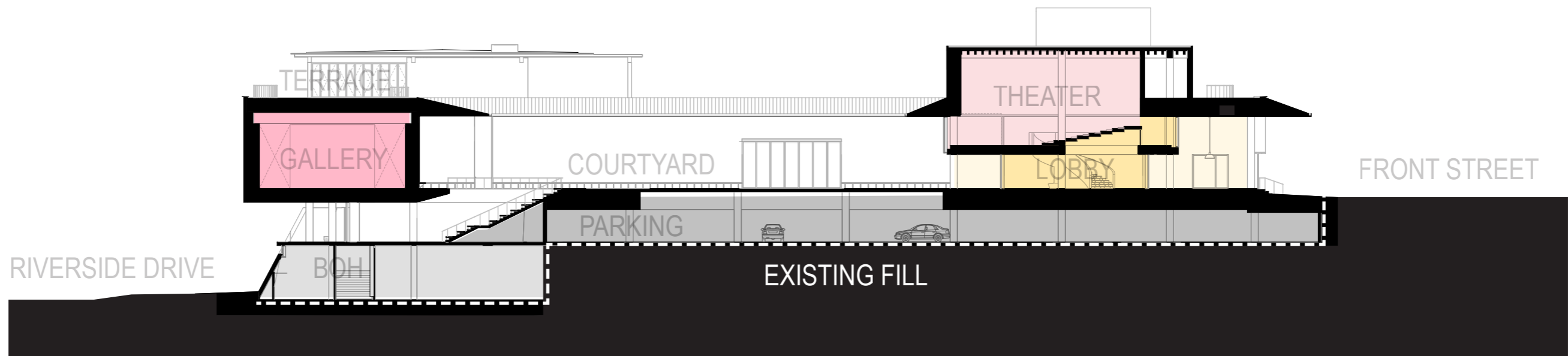
MEMPHIS BLOCKS



- A: Pyramid
- B: Convention Center
- C: Court Square
- D: Fourth Bluff Park
- E: Cobblestone Landing
- F: Cossitt Library
- G: Tom Lee Park

URBAN PLAN DIAGRAM

> Planning

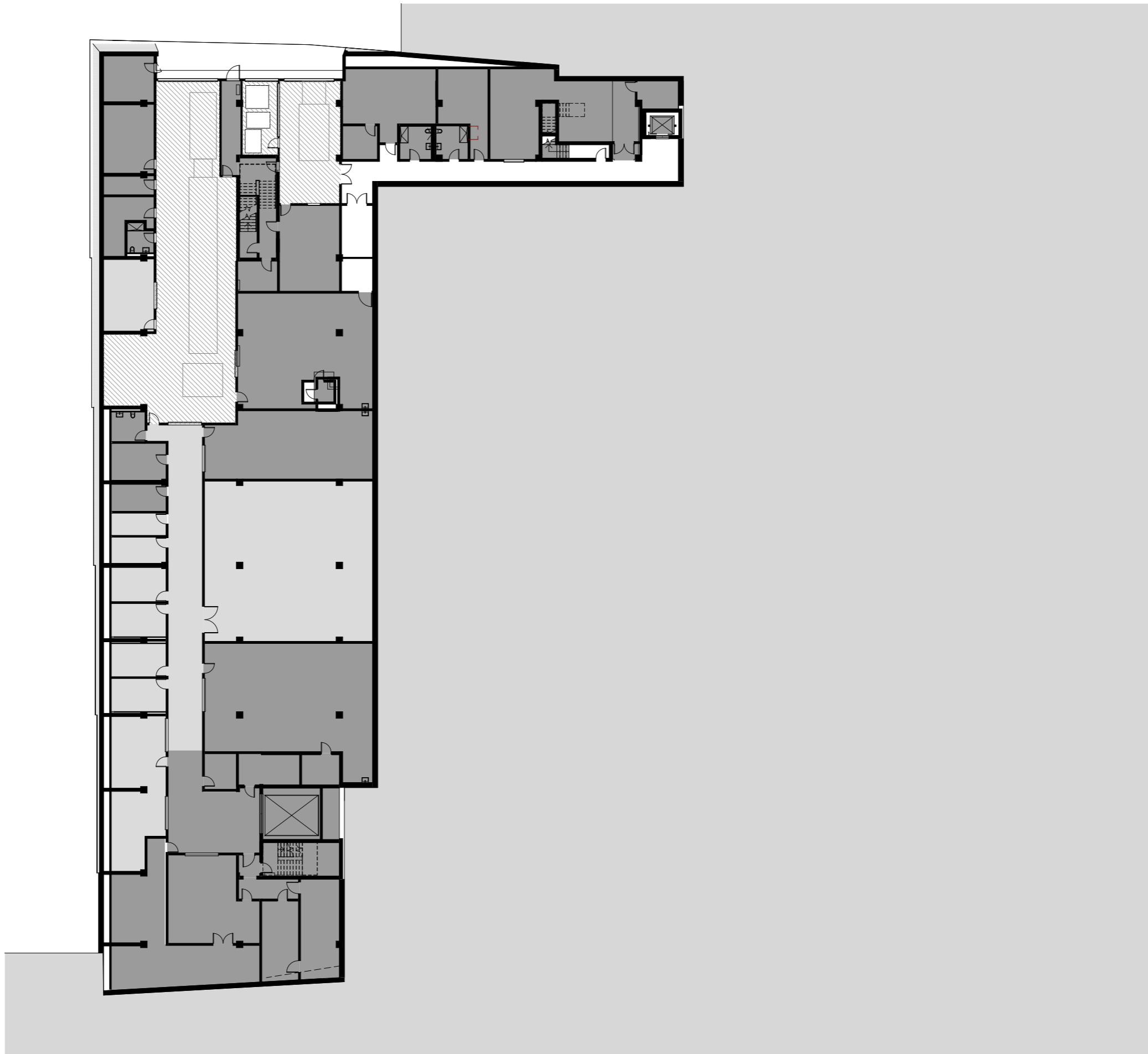


SCALE: 1/32" = 1'-0"

E-W BUILDING SECTION

Back of House Level

- Visitor Services
- Galleries
- Education
- Administration
- Collections
- Cores & BOH

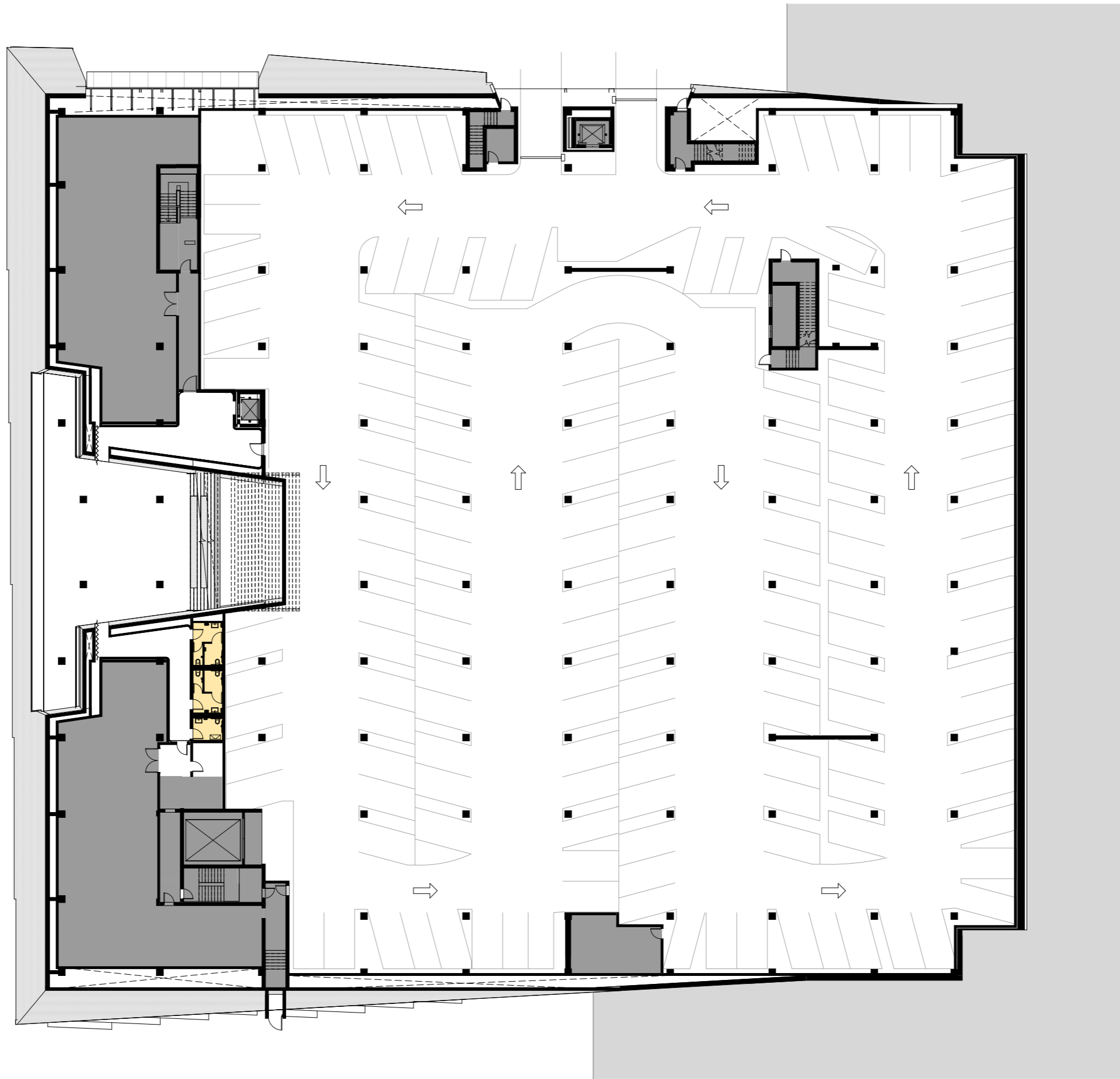


SCALE: 1/32" = 1'-0"

LEVEL -2 PLAN

Parking & River Window Level

- Visitor Services
- Galleries
- Education
- Administration
- Collections
- Cores & BOH



SCALE: 1/32" = 1'-0"

LEVEL -1 PLAN

BROOKS MUSEUM | CD PHASE

Gallery Level

- Visitor Services
 - V1. Lobby
 - V2. Store
 - V3. Cafe
 - V4. Priv. Dining
 - V5. Kitchen

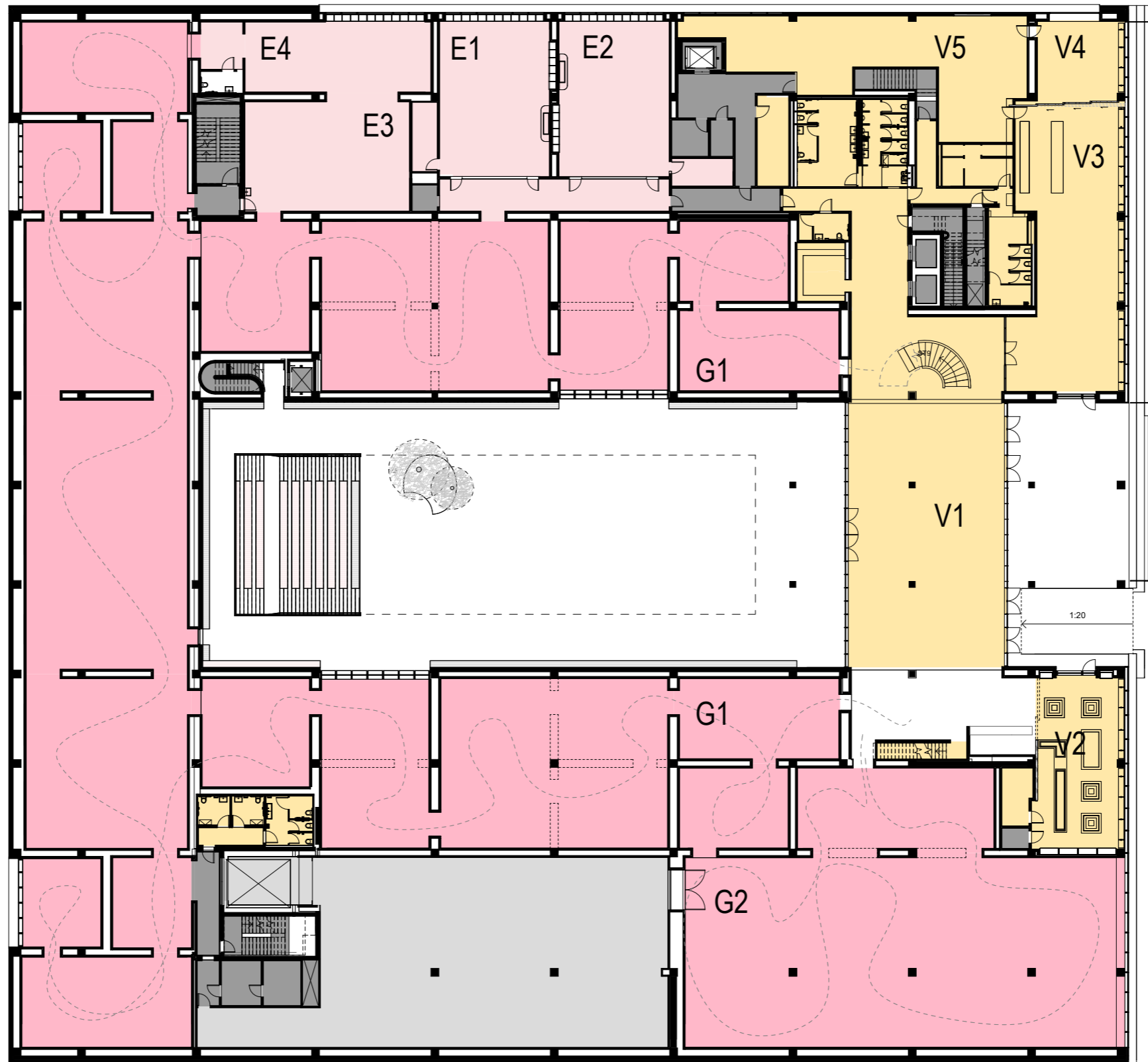
- Galleries
 - G1. Permanent
 - G2. Temporary

- Education
 - E1. Classroom 1
 - E2. Classroom 2
 - E3. Edu Gallery
 - E4. Family Int.

- Administration

- Collections

- Cores & BOH

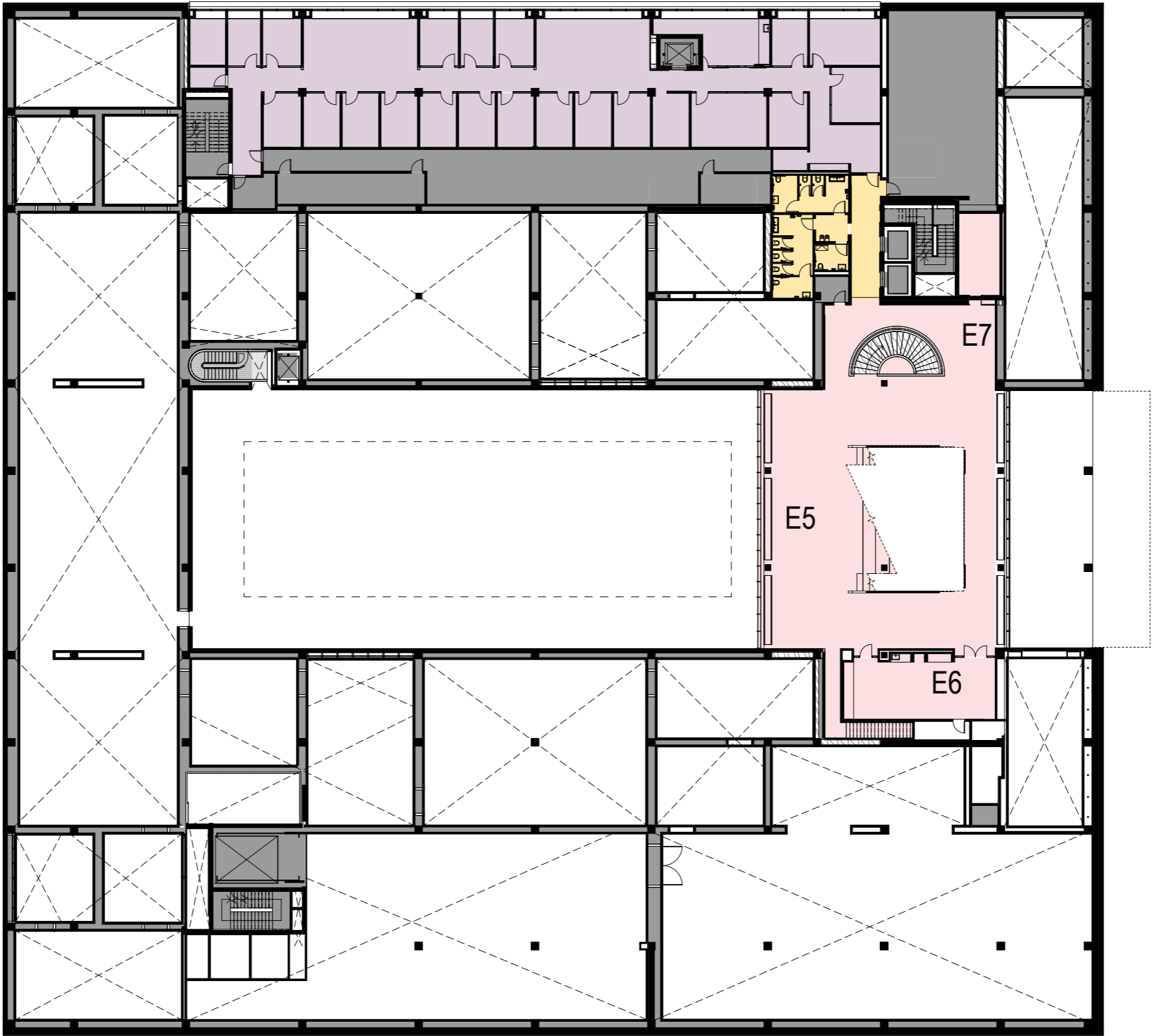


SCALE: 1/32" = 1'-0"

LEVEL 1 PLAN

Theater & Admin Level

- Visitor Services
- Galleries
- Education
E5. Courtyard Theater
E6. Boardroom
E7. Theater Prefunction
- Administration
- Collections
- Cores & BOH

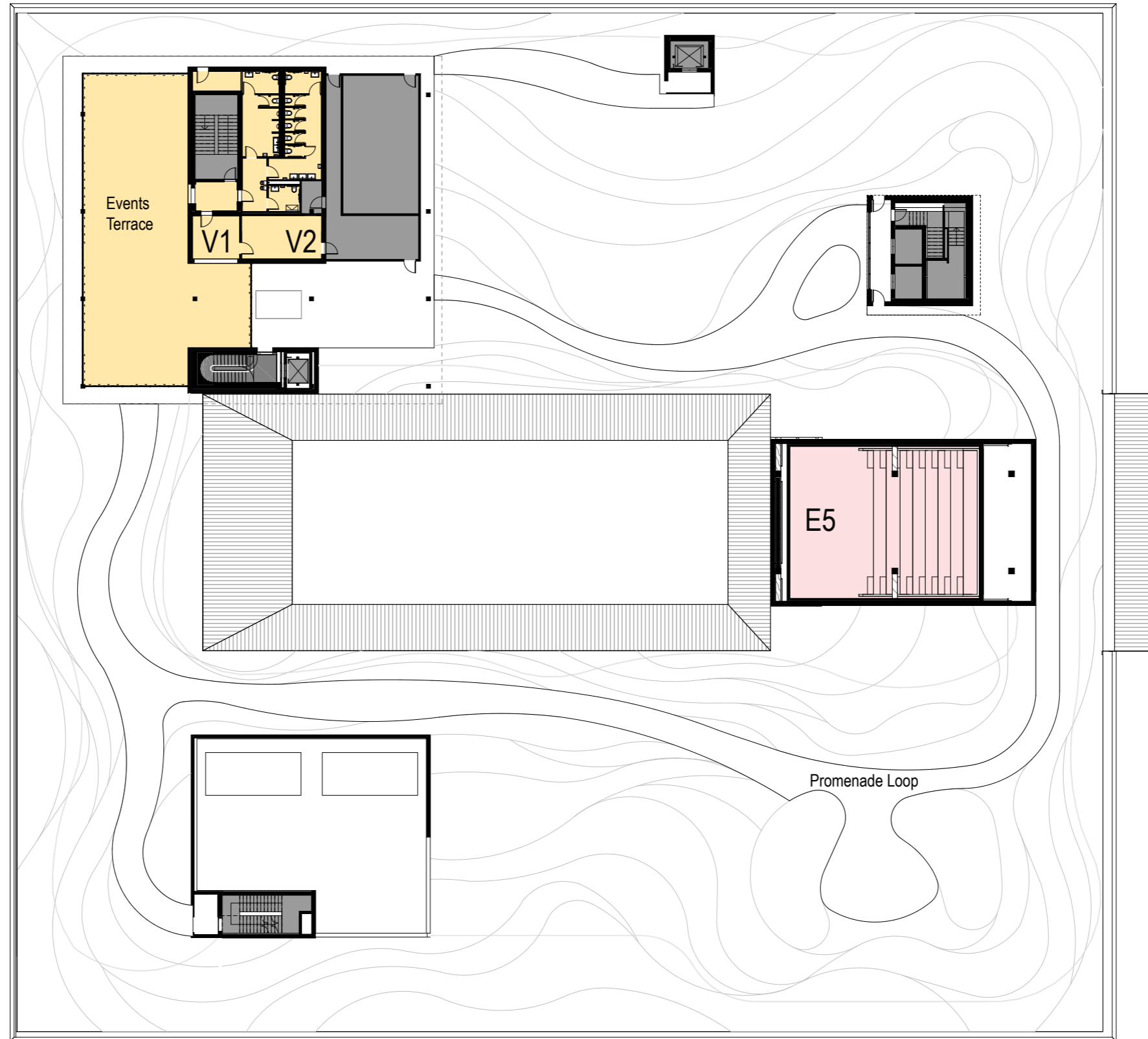


SCALE: 1/32" = 1'-0"

MEZZANINE PLAN

Promenade & Event Level

- Visitor Services
V1. Bar
V2. Storage
- Galleries
- Education
E5. Courtyard Theater
- Administration
- Collections
- Cores & BOH



SCALE: 1/32" = 1'-0"

ROOF PLAN

BROOKS MUSEUM | CD PHASE

> Existing and New Pedestrian Experience Visualizations



RIVERSIDE DRIVE - EXISTING

BROOKS MUSEUM | CD PHASE



WEST VIEW

BROOKS MUSEUM | CD PHASE



WEST VIEW

BROOKS MUSEUM | CD PHASE



UNION STREET - EXISTING

BROOKS MUSEUM | CD PHASE



UNION AVENUE

BROOKS MUSEUM | CD PHASE



FRONT STREET - EXISTING

BROOKS MUSEUM | CD PHASE



FRONT STREET - EXISTING

BROOKS MUSEUM | CD PHASE



FRONT STREET

BROOKS MUSEUM | CD PHASE



FRONT STREET

BROOKS MUSEUM | CD PHASE



FRONT STREET - EXISTING

BROOKS MUSEUM | CD PHASE



FRONT STREET

BROOKS MUSEUM | CD PHASE



MONROE AVENUE - EXISTING

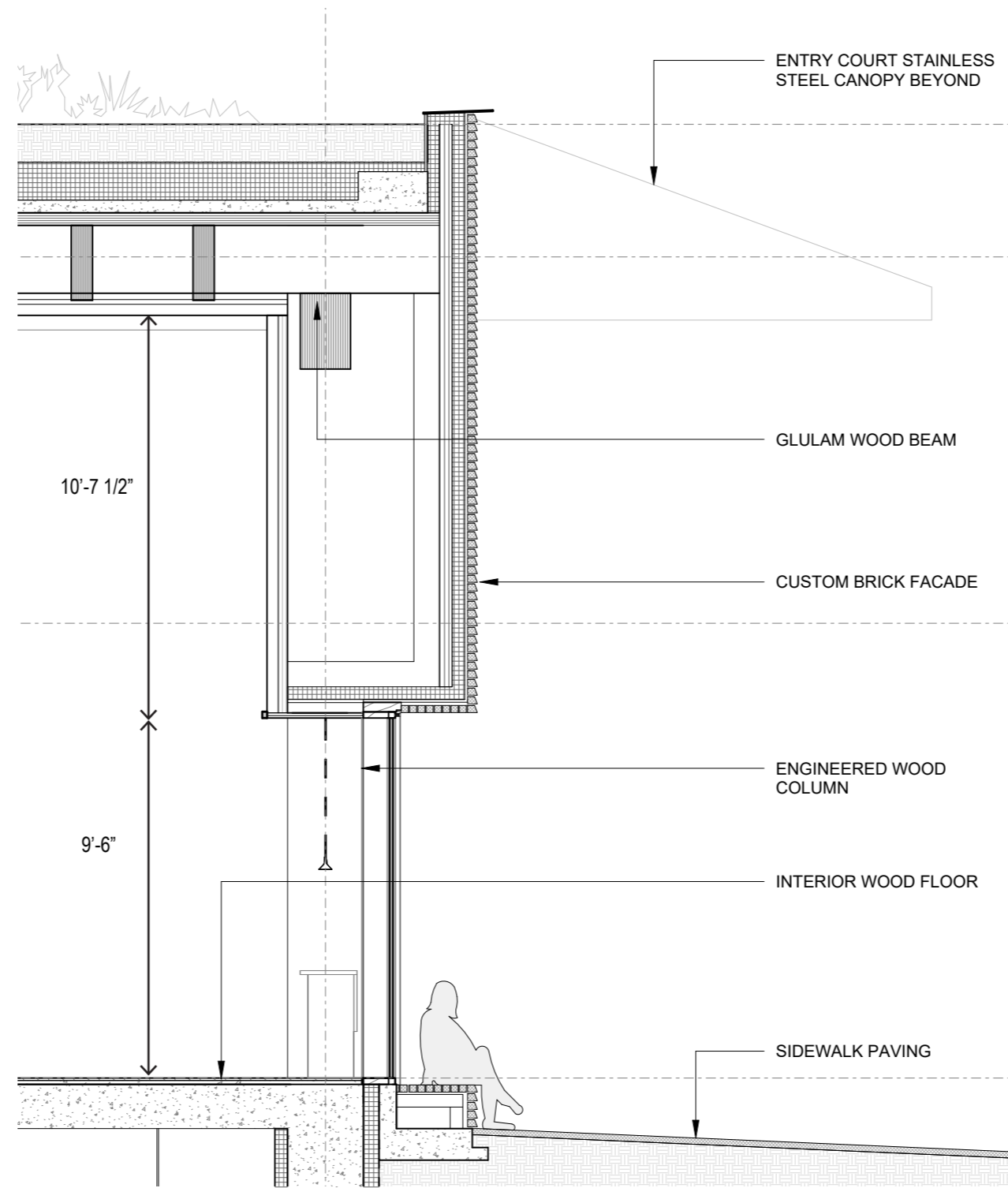
BROOKS MUSEUM | CD PHASE



MONROE AVENUE

BROOKS MUSEUM | CD PHASE

> **Materials**



SCALE: 1/4" = 1'-0"

FRONT STREET SECTION



Facade:
Custom Brick, 2.25"H x 24"W



Entry and Courtyard Paving:
Custom Brick, 3.5" x 20"



Entry and Courtyard Canopies:
Polished & Blasted Stainless Steel



Courtyard Wall Cladding:
Sassafras



Exposed Structure:
Mass Timber, S. Yellow Pine



Storefront at Exterior:
Anodized Aluminum

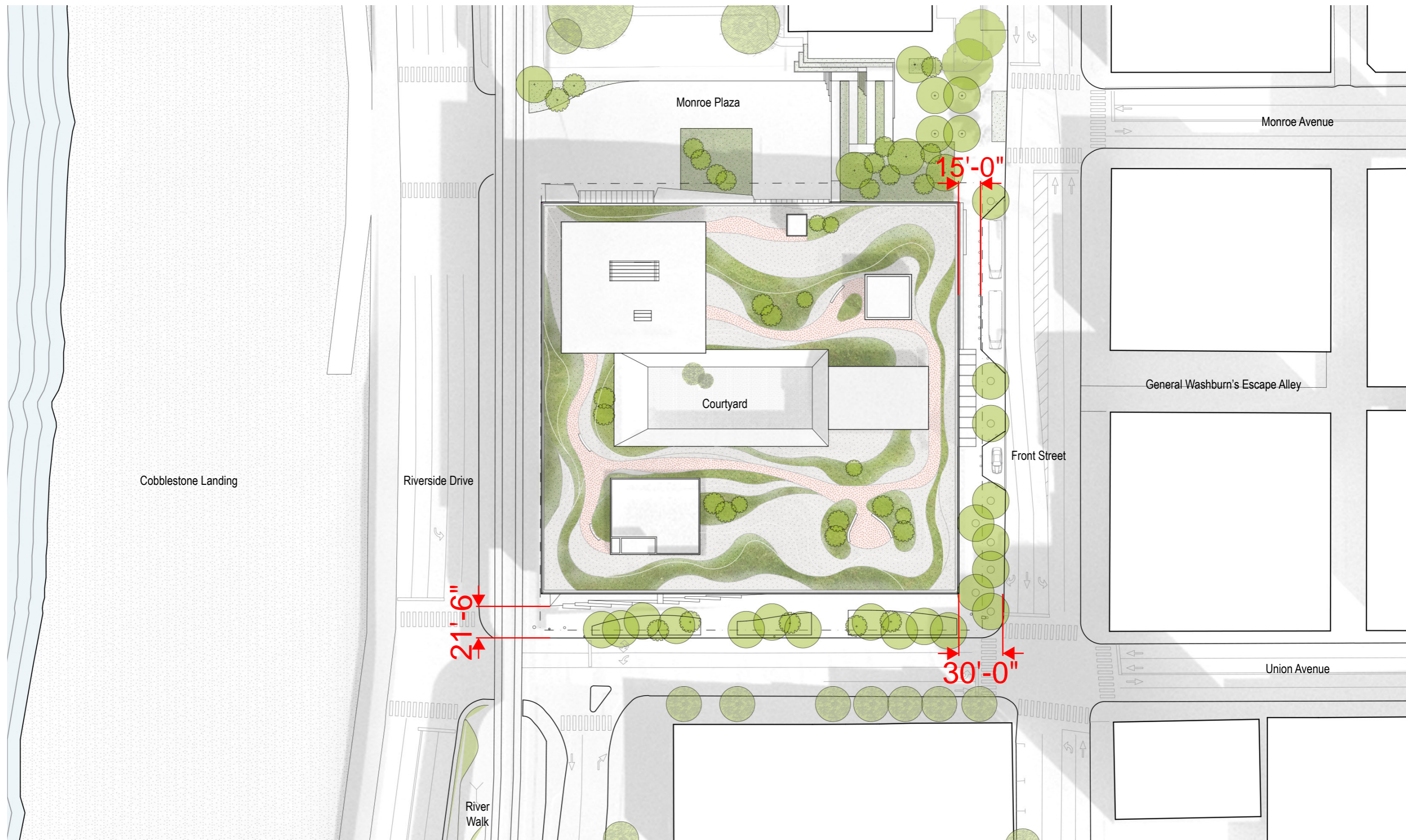
MATERIAL PALETTE

> Public Spaces



SCALE: 1/32" = 1'-0"

EXISTING SITE PLAN



SCALE: 1/32" = 1'-0"

SITE PLAN

BROOKS MUSEUM | CD PHASE



PUBLIC COURTYARD

BROOKS MUSEUM | CD PHASE



PUBLIC RIVER WINDOW

BROOKS MUSEUM | CD PHASE



PUBLIC ROOF

BROOKS MUSEUM | CD PHASE

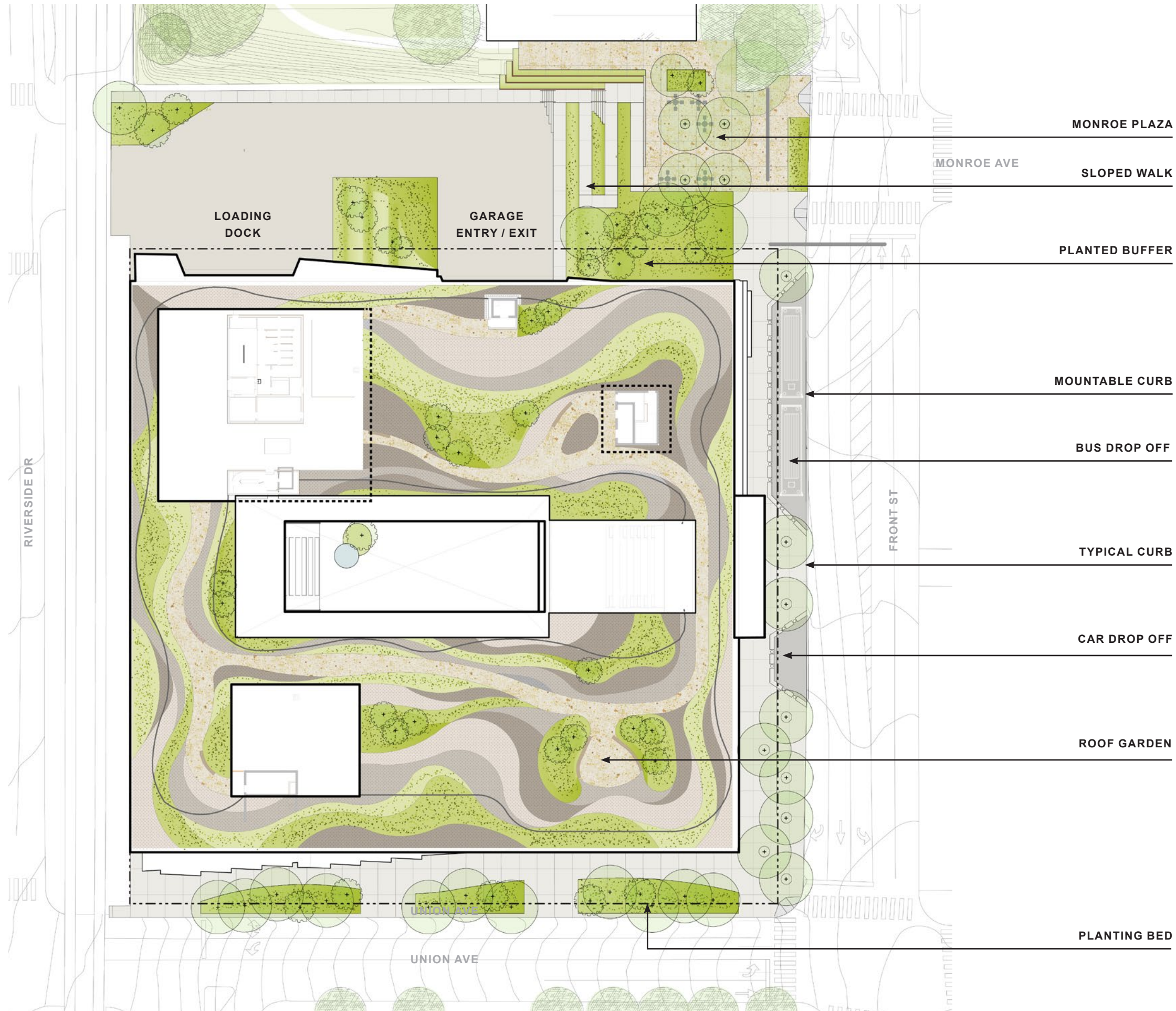
> Elevations + Landscaping

THE BROOKS ENVIRONMENT



THE BROOKS MUSEUM

Overall Site Plan



MONROE PLAZA

Annotated Plan



MONROE PLAZA

Adapted Sandstone Wall



MONROE PLAZA

View from Intersection of Monroe and Front



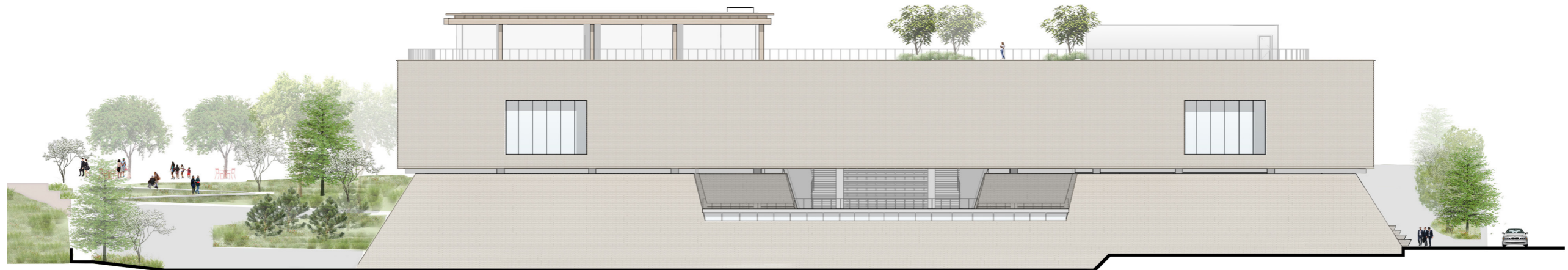
TREE PLANTING STRATEGY

Caliper at Installation



-  LONDON PLANETREE
-  BLACK GUM
-  SWAMP WHITE OAK
-  LACEBARK ELM
-  SERVICEBERRY
-  CHINESE FRINGETREE
-  SWEETBAY MAGNOLIA
-  SOURWOOD





SCALE: 1/32" = 1'-0"

EAST & WEST ELEVATIONS

BROOKS MUSEUM | CD PHASE

THE BROOKS ENVIRONMENT

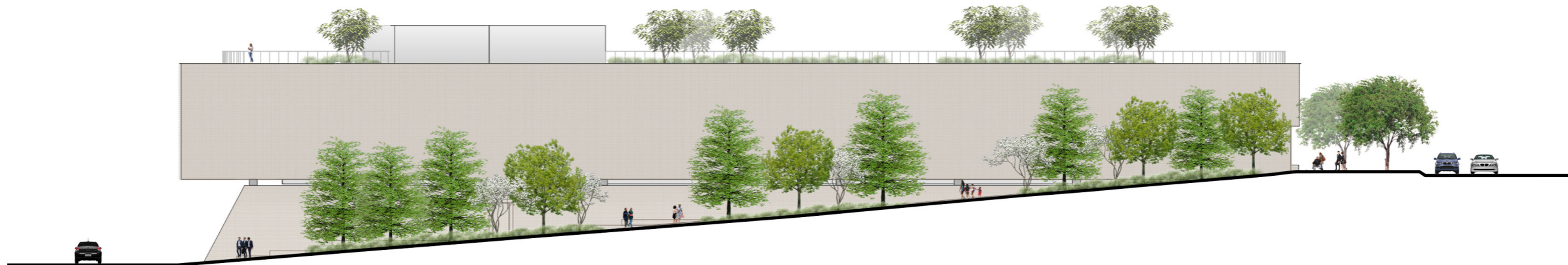
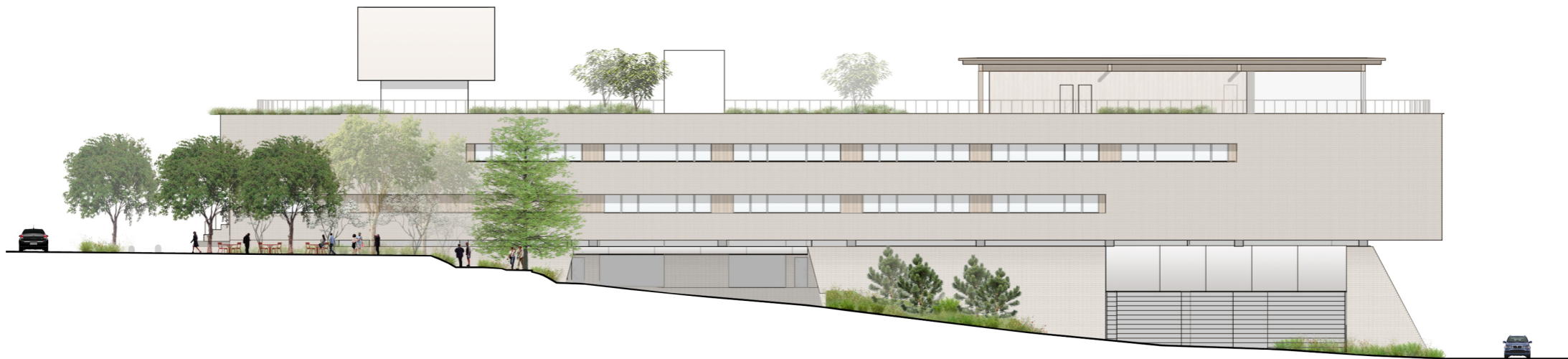
Proposed Canopy Tree Species



Ulmus parvifolia 'Drake' | Lacebark Elm



Platanus acerifolia 'Bloodgood' | London Planetree



SCALE: 1/32" = 1'-0"

NORTH & SOUTH ELEVATIONS

BROOKS MUSEUM | CD PHASE

THE BROOKS ENVIRONMENT

Proposed Understory Tree Species



Amelanchier grandiflora 'Autumn Brilliance'
| **Serviceberry**

Chionanthus restusus | **Chinese Fringetree**

Oxydendrum arboreum | **Sourwood**

Magnolia virginiana 'Australis' | **Sweetbay Magnolia**

THE BROOKS ENVIRONMENT

Proposed Shrub and Groundcover Species



Myrica pusilla | Dwarf Wax Myrtle



Muhlenbergia capillaris | Muhly grass



Itea virginica 'Little Henry' | Little Henry Sweetspire



Pinus pumila | Dwarf Stone Pine



Carex texensis | Texas sedge



Aster azureus | Sky Blue Aster



Eupatorium colestinum | Blue Mistflower



Monarda bradburiana | Eastern Beebalm



Gaura lindheimeri | Whirling Butterflies



PUBLIC ROOF

BROOKS MUSEUM | CD PHASE

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Memphis Brooks Museum of Art



View from Front Street

Memphis' new art museum is of and for Memphis. Our City's new art museum is both people and art first. The design for the new 117,000 sqft building comes from deep conversations with Memphians about how we want to experience and interact with our remarkable art collection spanning 5,000 years of world art and cultures. The Board of Memphis Brooks Museum of Art has paired global industry leaders Herzog and de Meuron with world-class Memphis-based experts archimania to deliver a new home for Memphis' art museum that is both iconic and truly local.

Memphis' new art museum will attract new and broader audiences. We will significantly contribute to quality of life in our community with this spectacular new civic space. Incredible galleries and engaging art studios will inspire visitors to appreciate – and make – art. And with more than 60,500 sqft of free art-filled indoor and outdoor public spaces, including an inviting community courtyard, a dynamic theater, an outdoor amphitheater, a rooftop sculpture garden, and a gorgeous pavilion overlooking the river, Memphis' art museum will become our City's living room.

As Memphis' art museum we are dedicated to supporting the local economy. The new museum will be a magnet for arts tourists who typically spend 60% more than traditional domestic tourists. Memphis-based General Contractor, Grinder Taber Grinder, and their portfolio of diverse and trusted local contractors, will ensure that funds to build Memphis' art museum are spent with Memphis companies as much as possible. Grinder Taber Grinder has an exceptional track record maximizing diversity spending, often exceeding 30%.

Places to Gather All FREE

60,500+ sqft of free art-filled public spaces
Rooftop Sculpture Garden | Welcoming Courtyard
Events Terrace | Iconic River Ampitheater | Storefront
Full-Service Cafe | Dynamic Theater

Driving Impactful Tourism

78% of leisure travelers are drawn to cultural activities; they spend 63% more than other leisure travelers.

Diverse Art for All

The stunning new museum will properly present Tennessee's largest collection of world art and house the growing collection and programming centered on Black Art.

Design and Construction Leads

Herzog and de Meuron
archimania
Grinder Taber Grinder

Memphis' Art Museum

Memphis' art museum will be the living room for Downtown as the most accessible public building at the heart of our city. With more than 60,500 sqft of free art-filled indoor and outdoor public spaces and 59,000 sqft of galleries, there is truly something for everyone at Memphis' art museum.

Memphis' Art Collection

Memphis' art museum is home to Memphis' remarkable art collection, which is the largest collection of world art in Tennessee, Arkansas, and Mississippi. Visitors can explore a world of cultures at their museum and with more than 10,000 works and many visiting exhibitions, there is always the excitement of something new to see and the familiarity of old favorites waiting for you.

Possible activities: Date night, exhibition opening, creativity recharge, moment of reflection, visiting a favorite work of art, guided tours, docent trainings, seeing something new, connecting with a friend

Maker Spaces and Studios

Maker Spaces and Studios at Memphis' art museum live directly inline with the galleries. As school groups, families, or friends experience the curated exhibitions, they will be invited to flex their creativity and make their own works of art from scribbles and sketches to sculpture.

Possible activities: School group instruction, artmaking for all ages, artist demonstrations

Community Courtyard

Two NBA basketball courts could fit within the Community Courtyard and still it will just be big enough to host the free large-scale public events Memphis loves at their museum. When not filled by Día de los Muertos, Lunar New Year, Chalkfest or Barrel to Barrel, guests are invited to picnic and enjoy peeks into the galleries and enjoy a calming respite from the busy city life outside, enjoy a public film series, or catch up with old friends before a program at their museum.

Possible activities: Community events, film screenings, large-scale performances, weddings, family reunions, outdoor classroom, yoga

Rooftop Sculpture Garden

This 47,000 sqft public rooftop sculpture garden with its meandering pathways will be a public park filled with native Tennessee plants and three dimensional art from Memphis' art collection. Visitors will experience 360° views of the Mississippi, the Arkansas Flood Plain, historic Cobblestone Landing, Mud Island, and the remarkable Memphis skyline.

Possible activities: Group meditations, marriage proposals, Memphis history tours, Mall Walking, Tai Chi, landscape painting class, sunset DJ sets

Events Terrace

The Events Terrace sits on the Northwest corner of the roof it perfect for special occasions and events. And, being fully enclosed with climate control, this space will be a Memphis favorite in all seasons.

Possible activities: Weddings, celebrations of life, corporate presentations, figure drawing classes, happy hours, sunrise coffee meet-ups, journaling retreats, alumni reunions

River Ampitheater

An escape within the city, visitors can enjoy a coffee or recharge over lunch and watch the river roll by or come join friends to watch a battle-of-the-bands or Shakespeare in the park. The River Ampitheater will be programmed regularly with many forms of performance art from museum partner organizations.

Possible activities: Community theater, live music, contemporary dance, spoken word, yoga, outdoor classroom

Dynamic Theater

Memphis' art museum has art at every turn. The Theater, when not hosting a specific program, will be an open and inviting space for school groups to gather, hot deskers to work, or friends to reunite. And with programmed events, the Theater will be enclosed and ready to present world-class programming to Memphis, and broadcast these programs to the world with top-of-the-line technology.

Possible activities: Artist talks, piano recitals, people watching, art videos, film screenings, flexible classroom

Artist Market

The Artist Market will not be your typical museum store, but rather a beacon that showcases Memphis' incredibly talented creatives. Memphis' art museum will be a hub to spark the creativity for our local makers as well as a vehicle to drive the creative economy. The Artist Market, filled with the best locally-made artisanal goods, will present tourists and locals the very best of Memphis-area originality.

Museum Café

Memphis' art museum will be at the heart of Downtown connecting Memphis along Front Street as well as creating a thoroughway for visitors to the riverfront. The museum café will be open early for your morning coffee and pastry as you leave your apartment or Mobility Center and walk to work, or ready with picnic lunches as you head to Tom Lee Park. The café will be a fast-casual space for work lunches and Sunday brunches while also serving a lighter fare in the evenings and boasting an alluring wine menu.