



DESIGN REVIEW BOARD APPLICATION

**Administered by:
Design Review Board**

Property Address*: 645 North Front Street, Memphis, TN 38107

Applicant Name & Mailing Address: Tamara Redburn, Fleming Architects, 5101 Wheelis, Suite 215, Memphis, TN 38117

Applicant Phone Number: 901-767-3924 Applicant Fax Number: 901-767-7136

Property Owner's Name & Mailing Address: Billy Orgel, Tower Ventures, 495 Tennessee St., Suite 152, Memphis, TN 38103

Property Owner's Phone Number: 901-794-9494

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

- Sign Renovation
New Building Other Exterior Alteration

Project Description:

The Conwood II Building is a new ground-up building located on North Front Street in the Historic Snuff District. The building, situated on the west side of North Front, consists of 4 stories of apartments above a 2 story podium parking garage. Two future commercial tenants and a future restaurant are located at grade. The 294 unit multi-family apartment building will have parking on floors 1 and 2, an entry lobby on North Front Street, and residential units on floors 3 through 6. In addition, four townhouse units are located on the ground floor.
See narrative attached.

Status of Project:

Construction Documents

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, 2022

*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.



Project Narrative – Conwood II Building

The Conwood II Building is a new ground-up building located on North Front Street in the Historic Snuff District. The building, situated on the west side of North Front, consists of 4 stories of apartments above a 2 story podium parking garage. Two future commercial tenants and a future restaurant are located at grade. The 294 unit multi-family apartment building will have parking on floors 1 and 2, an entry lobby on North Front Street, and residential units on floors 3 through 6. In addition, four townhouse units are located on the ground floor.

The Conwood II Building is part of the American Snuff Company Historic District. It is on a plot of land immediately south of Conwood, a six building historic factory complex that was primarily involved in the production of snuff. The original buildings date from 1909 to 1920. The renovations of the buildings are currently underway and will include 137 apartments and the headquarters for Varsity Spirit. The historic masonry facades are being retained, refurbished and repaired, and the windows are being replaced in kind per historic guidelines.

Because Conwood II is adjacent to Conwood and part of the Historic Snuff District, exterior finishes on Conwood II are intended to reflect the look and feel of Conwood I. A similar red textured brick will be used on Conwood II and is prominent on the north end that faces Conwood I. Corrugated metal wall panels on Conwood II reflect the original corrugated metal canopies at Conwood I. Vertical banding at Conwood II suggest the horizontal concrete banding at Conwood I. Finally, exterior black window and door frames at Conwood II match the black frames at Conwood I.

The parking garage has 400 parking spaces to be shared by the Conwood I and Conwood II apartment residents and the Varsity employees.



FLEMING
architects

5101 WHEELIS DRIVE, SUITE 215 | MEMPHIS, TN
38117

MEMPHIS OFFICE: 901.727.3004 | E-MAIL: 901.727.7196 |
WWW.FLEMINGARCHITECTS.COM

Kimley»Horn

BPD
BLAIR PARKER DESIGN
landscape architecture

CONWOOD II

NEW MIXED USE DEVELOPMENT

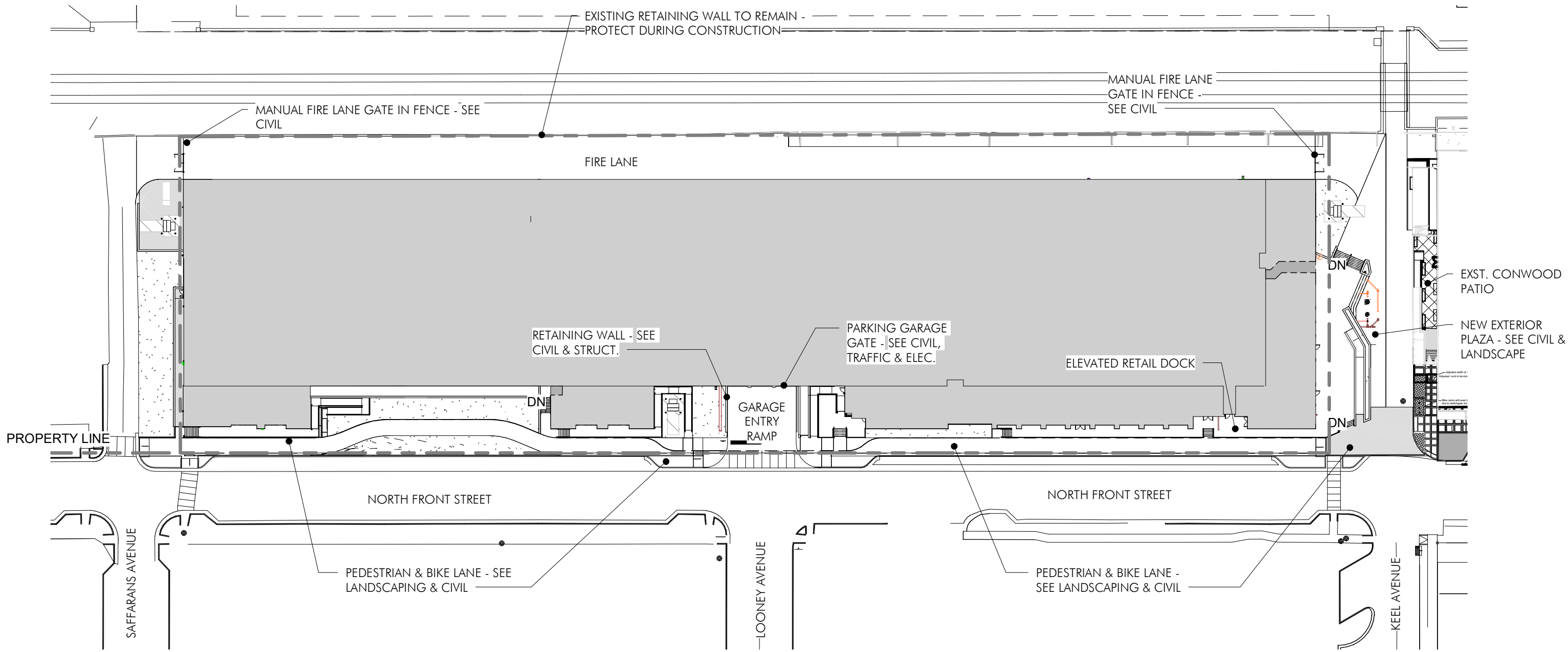
645 North Front Street
Memphis, TN 38107

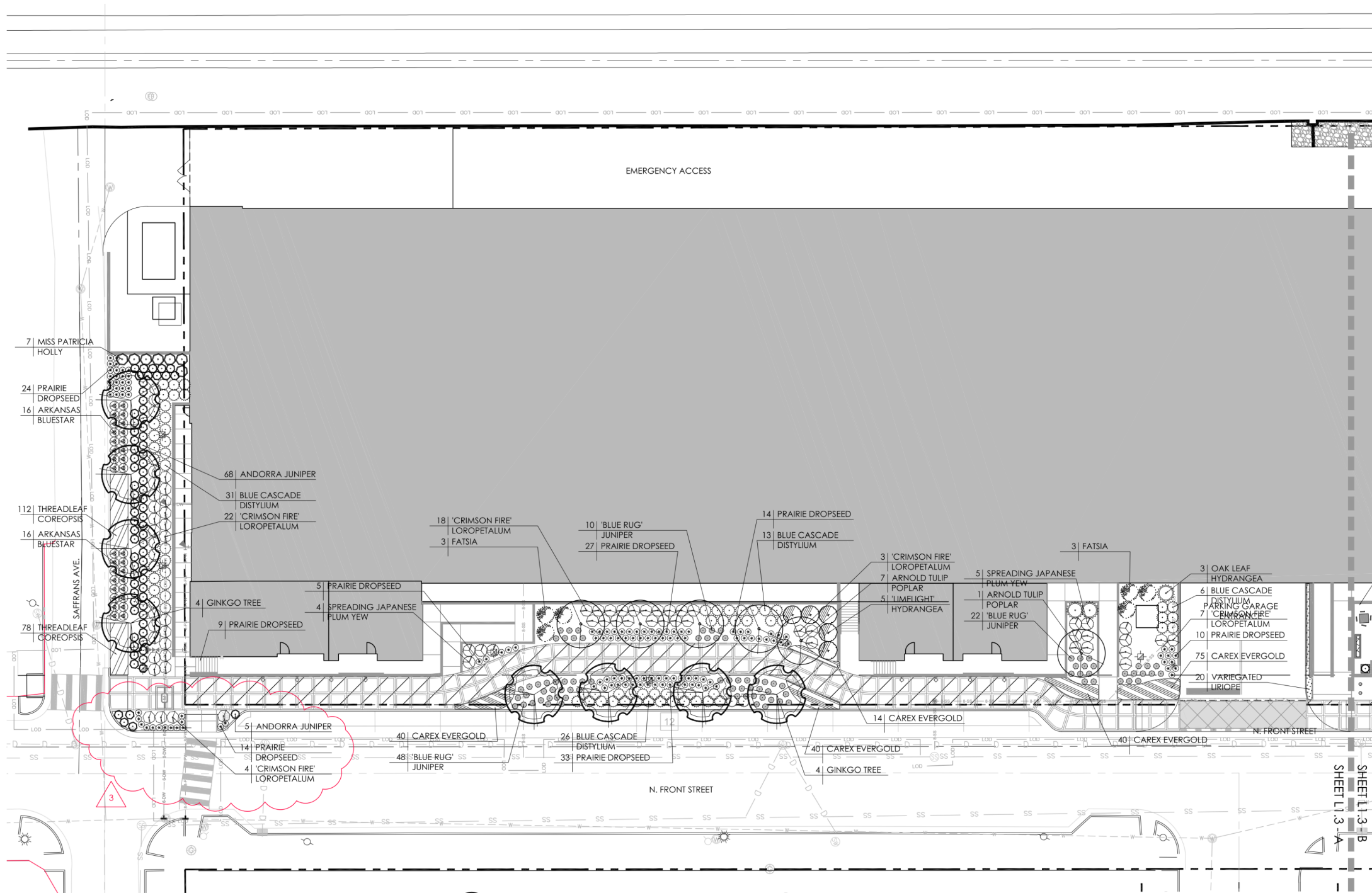


**CONWOOD II MIXED USE -
NEW CONSTRUCTION**
PROPOSED PROJECT

**CONWOOD I MIXED USE -
ADAPTIVE REUSE**
PROJECTED COMPLETION: FALL 2022

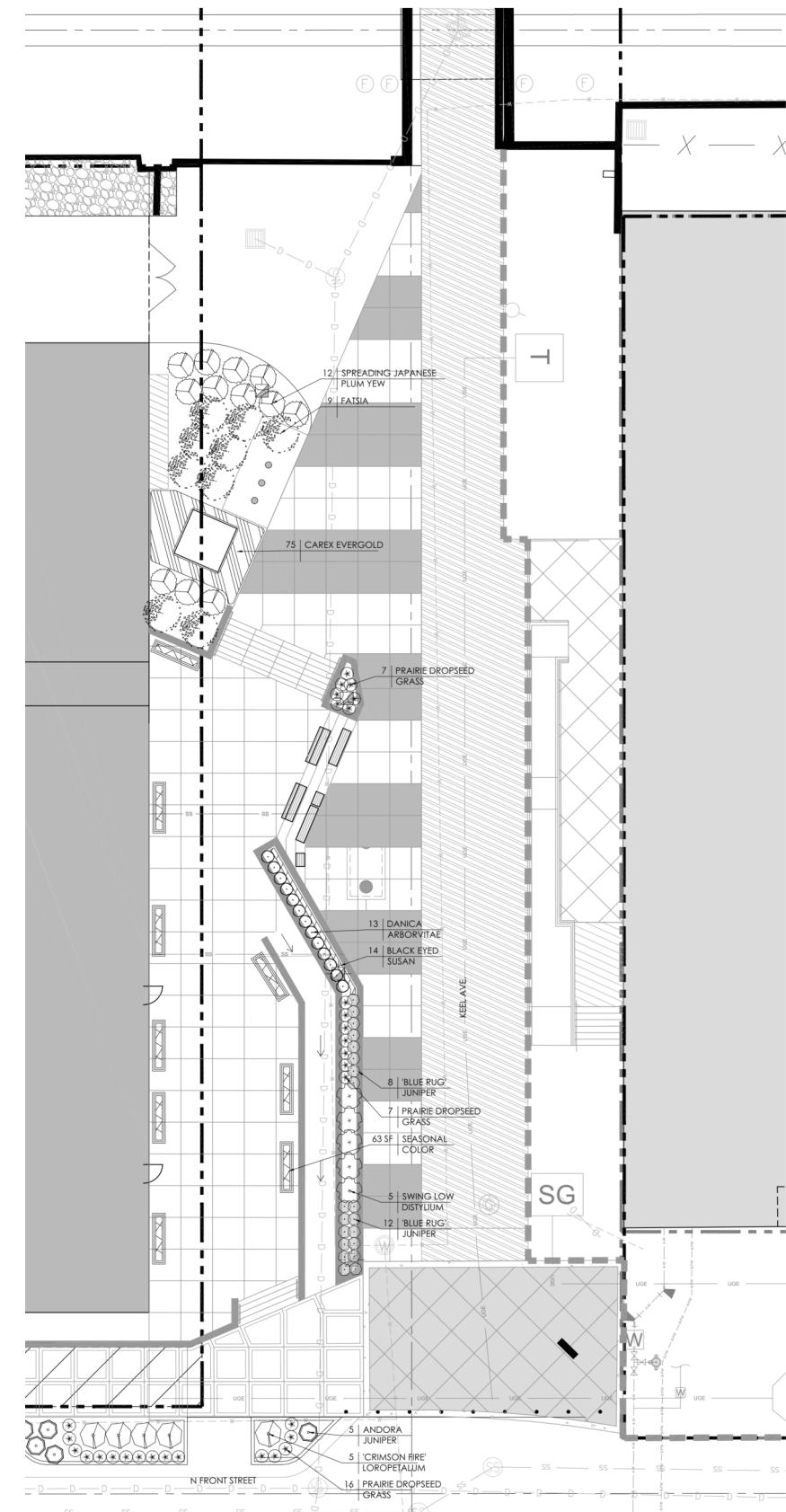






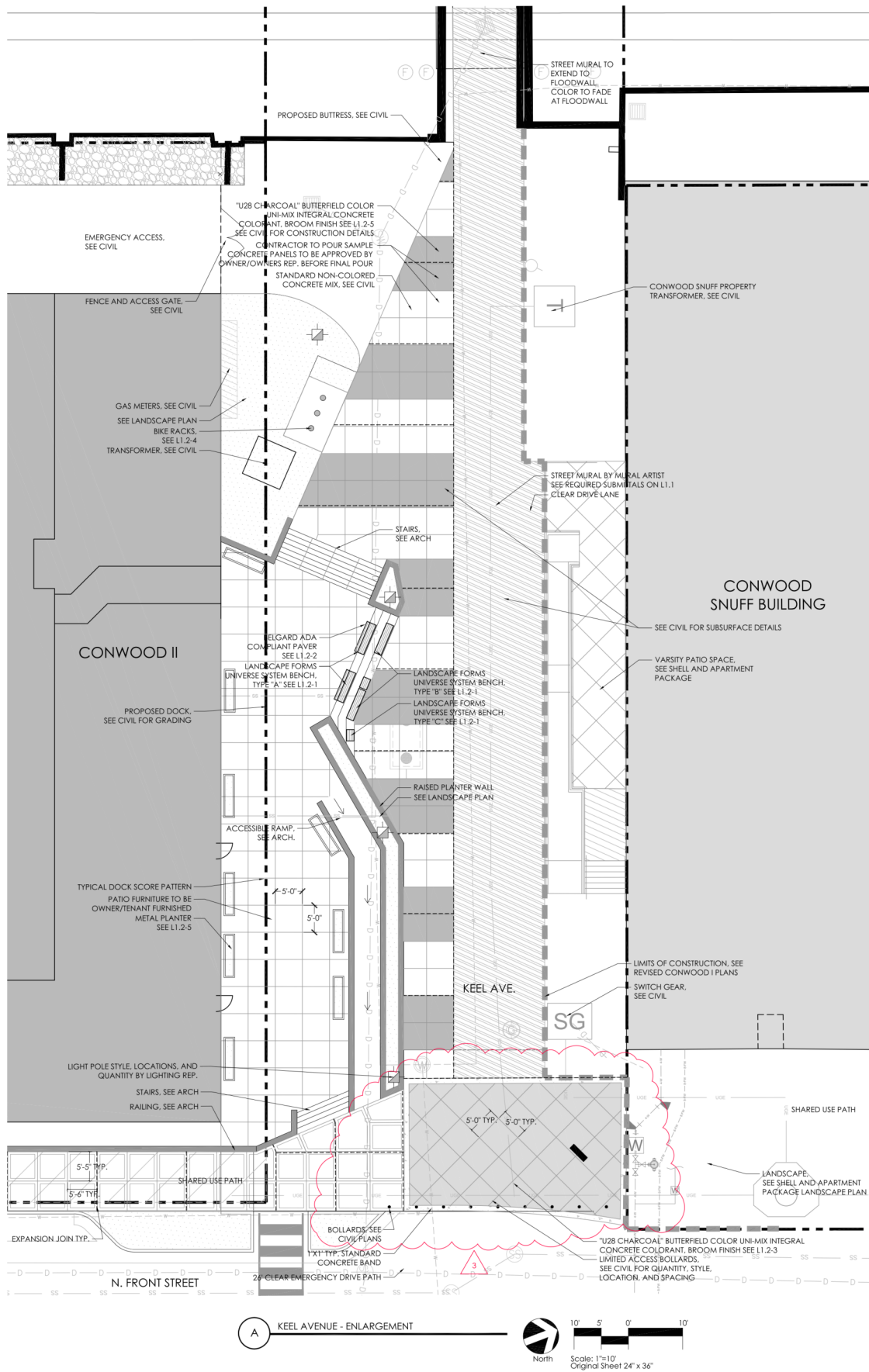
A STREETScape - SECTION A

North
Scale: 1"=20'



A KEEL AVENUE - ENLARGEMENT

North
Scale: 1"=10'
Original Sheet 24" x 36"



UNIVERSE SYSTEM

Product Data Sheet



The Universe System is a set of simple, comfortable and universal accessories, suitable for any element that requires a seat. It was designed as a complement to Escoflet's concrete backless bench collection. The system includes lightweight steel and wood benches and chairs with armrests and a backless bench and backless seat. All seat or standard backless benches or on "in situ" masonry walls. The seats are made from FSC-certified tropical wood boards with steel supports and arms and are anchored to a wall or bench with stainless steel screws and metal expansion plugs.

- Bench**
- The Universe System is a well mounted bench made of lightweight steel and wood.
 - Available backless or backless, in lengths of 71" (180cm) or 20" (50cm).
 - Bench comes standard with Tropical Wood FSC.
 - Wood is treated with a pigmented, translucent oil.
 - Backless benches come standard with arm rests.
 - Slats and arm rests are zinc-plated steel and finished with silver powdercoat.

	DEPTH	LENGTH	HEIGHT	PRODUCT WEIGHT
A	20"	71"	20"	58 lb
B	19.75"	71"	0"	60 lb
C	20"	30"	20"	44 lb
	19.75"	30"	0"	35 lb

- Mounting**
- The Universe System is anchored to wall with screws.
 - Benches can be mounted on masonry walls or some of Escoflet's cast stone backless benches.

- Product Warranty**
- ESCOFLET warrants the durability of the Universe product for a period of two (2) years from the date of invoice.
 - The warranty covers the repair or replacement of the product or components at no charge.
 - Notwithstanding, this warranty does not cover damages to ESCOFLET products resulting from unloading, handling, installation, abuse, exposure to paint, liquids or chemicals, or any other damage not attributable to ESCOFLET.
 - The warranty shall also be void if ESCOFLET products are tampered with, handled, removed or modified by persons not authorized by ESCOFLET, or if the product has not been properly maintained by the customer.

- To Specify**
- To order, specify Universe System, select 71" or 20", and backless or backless.
 - Bench is anchored to wall or concrete bench with screws.
 - See materials/color sheet for standard Escoflet color options.

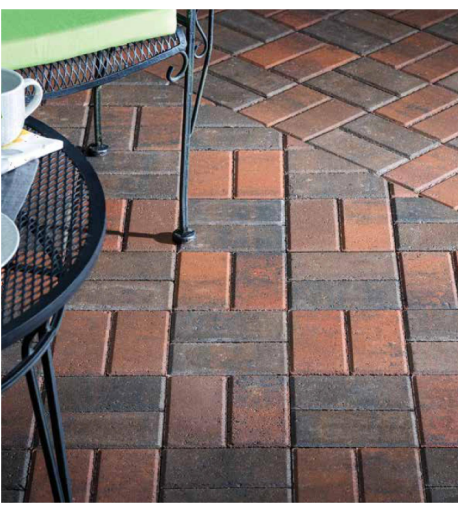
Designed by Escoflet 1986

Visit landscapeforms.com for more information. Specifications are subject to change without notice. Landscape Forms supports the Landscape Architecture Foundation of the Second Century Fund. ©2018 Landscape Forms, Inc. Printed in U.S.A. Landscape Forms, Inc. | 800.521.2546 | F. 268.381.3455 | 7800 E. Michigan Ave., Kalamazoo, MI 49008

rev. 202019

1 LANDSCAPE FORMS UNIVERSE BENCH
CONTACT: GRETCHEN MAST -- 269-337-1312

landscape forms



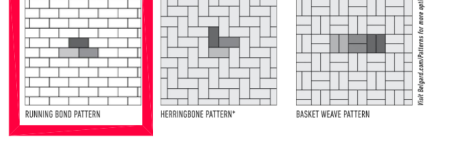
HOLLAND STONE

Product Data Sheet

- FEATURES & BENEFITS**
- Simple, elegant design and look
 - Smooth surface with a standard chamfered edge
 - Space bar width 1.5mm
 - Time tested perennal favorite for pavements

COLOR:
SAVANNAH

LAYING PATTERNS



SHAPES & SIZES

- 4 X 8 - 60MM: 4 x 8 x 2 1/4"
- 4 X 8 - 80MM: 4 x 8 x 3 1/4"
- 4 X 8 - 30MM: 4 x 8 x 1 1/4"
- ECO HOLLAND - 80MM: 4 x 8 x 3 1/4"
- ADA COMPLIANT - 60MM: 4 x 8 x 2 1/4"
- 4 X 4 - 80MM: 2 x 8 x 3 1/4"

BELGARD PAVES THE WAY
For more info, visit Belgard.com

Dallasville APG - A CRM Company
100 Perimeter Center Terrace, Suite 1000
Atlanta, GA 30328
1-844-955-8210

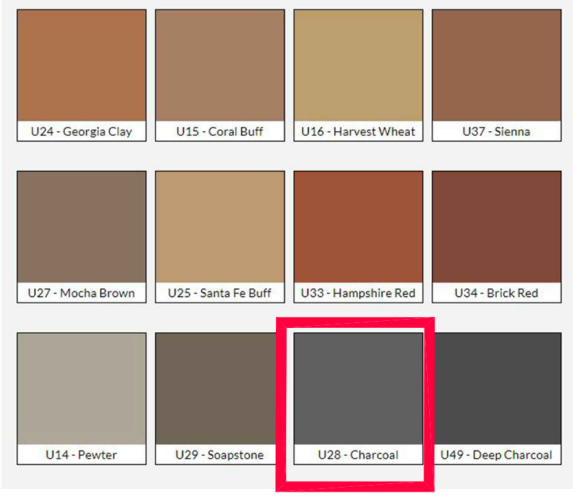
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2 LANDSCAPE FORMS UNIVERSE BENCH
CONTACT: JOSH KIRBY -- 931-647-3308

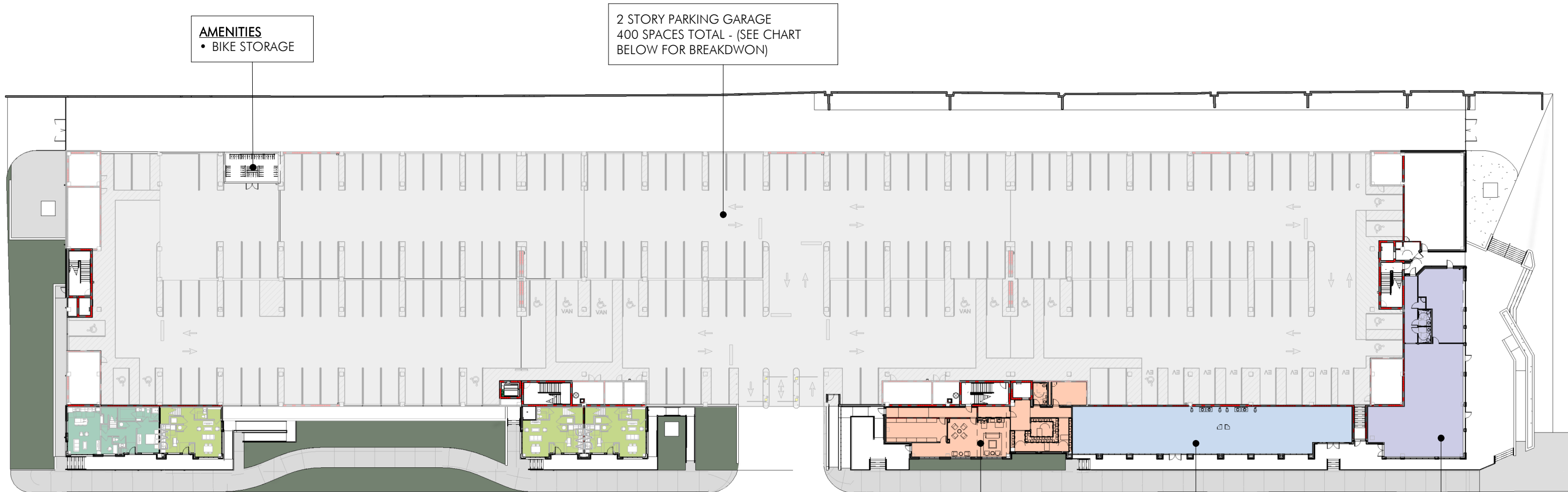
BUTTERFIELD COLOR

UNI-MIX® INTEGRAL CONCRETE COLORANT

- Packaged in dissolvable bags for accurate and convenient color of concrete; 1 bag per cubic yard of concrete.
- Premium colorant that contains dispersants and wetting agents which reduce the water demands of the pigments.
- Uni-Mix® Integral Color is available in 24 Standard Colors. Custom colors and color matching are also available.
- Available in pre-measured color packs for Butterfield Color overlay systems.



3 BUTTERFIELD CONCRETE COLOR



AMENITIES
• BIKE STORAGE

2 STORY PARKING GARAGE
400 SPACES TOTAL - (SEE CHART
BELOW FOR BREAKDOWN)

LOBBY AMENITIES
• PACKAGE ROOM
• COMMON SPACE
• COFFEE BAR
• MAIL ROOM
• PUBLIC RESTROOM

**LEASABLE
RETAIL SPACE**
3,145 SF

FUTURE RESTAURANT SPACE
CAPACITY: 100 PEOPLE
3,067 SF

UNIT MIX

- 2 BR TOWNHOUSE
- 3 BR TOWNHOUSE

UNIT BREAKDOWN - PER FLOOR

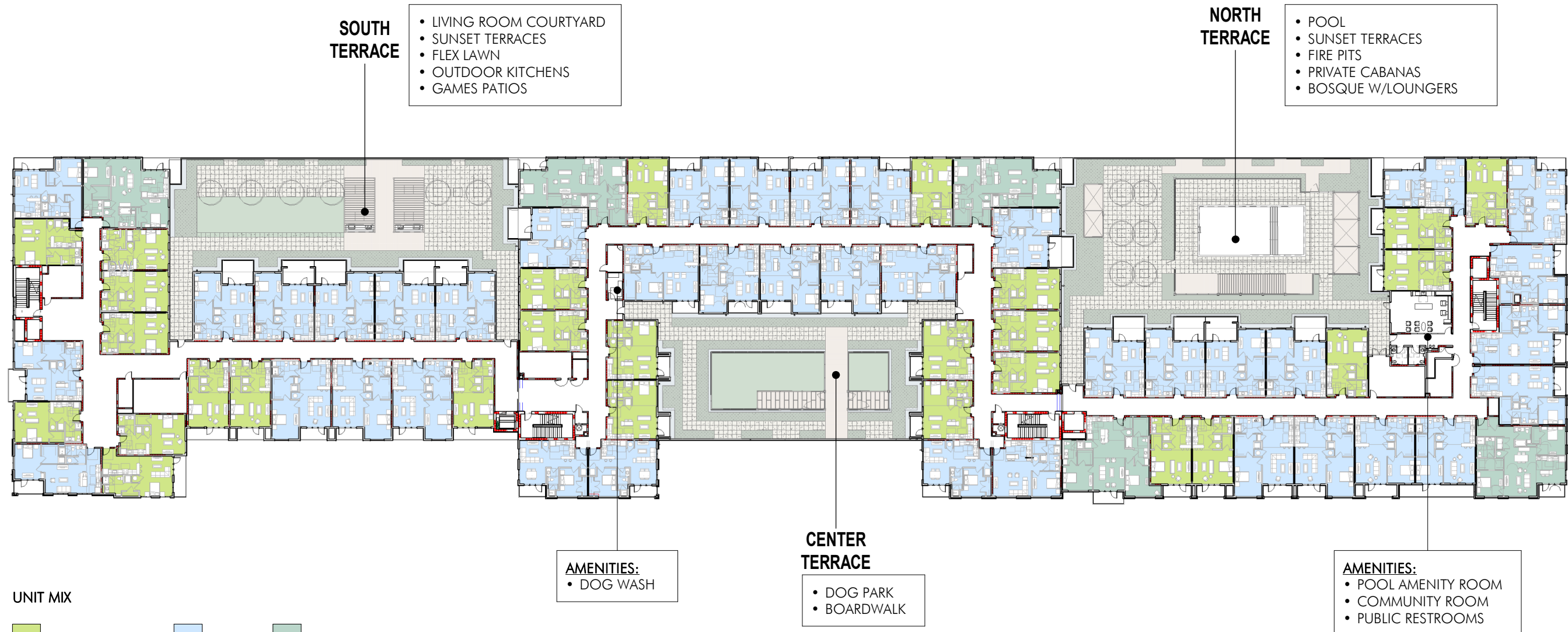
Occupancy	Floor Levels					Total Count	%
	Level 1.5	Level 3	Level 4	Level 5	Level 6		
0 BR (STUDIO)	0	27	28	28	28	111	37.8%
1 BR	0	39	40	40	40	159	54.1%
2 BR	0	5	5	5	5	20	6.8%
2 BR TOWNHOUSE	3	0	0	0	0	3	1.0%
3 BR TOWNHOUSE	1	0	0	0	0	1	0.3%
TOTAL UNITS	4	71	73	73	73	294	

PARKING SUMMARY

LEVEL	TYPICAL	COMPACT	ACCESSIBLE	EV	TOTAL
2G - GARAGE SECOND FLOOR	185	1	0	0	186
1G - GARAGE GROUND FLOOR	189	1	16	8	214
TOTAL	374	2	16	8	400

PARKING SUMMARY NOTES:

1. THERE IS ONE (1) EV-ADA SPACE PROVIDED ON LEVEL 1G. IT IS COUNTED AS AN EV SPACE IN THE TABLE ABOVE AND DOES NOT COUNT AS AN ACCESSIBLE SPACE.



UNIT MIX

- 0 BR (STUDIO)
- 1 BR
- 2 BR

UNIT BREAKDOWN - PER FLOOR							
Floor Levels							
Occupancy	Level 1.5	Level 3	Level 4	Level 5	Level 6	Total Count	%
0 BR (STUDIO)	0	27	28	28	28	111	37.8%
1 BR	0	39	40	40	40	159	54.1%
2 BR	0	5	5	5	5	20	6.8%
2 BR TOWNHOUSE	3	0	0	0	0	3	1.0%
3 BR TOWNHOUSE	1	0	0	0	0	1	0.3%
TOTAL UNITS	4	71	73	73	73	294	



UNIT MIX



UNIT BREAKDOWN - PER FLOOR							
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2 BR TOWNHOUSE	3	0	0	0	0	3	1.0%
3 BR TOWNHOUSE	1	0	0	0	0	1	0.3%
TOTAL UNITS	4	71	73	73	73	294	

NOTE: FLOORS 4, 5, & 6 HAVE SIMILAR FLOOR PLANS.
ALL AMENITY SPACES ARE ON 1ST AND 3RD FLOOR



East Elevation



West Elevation

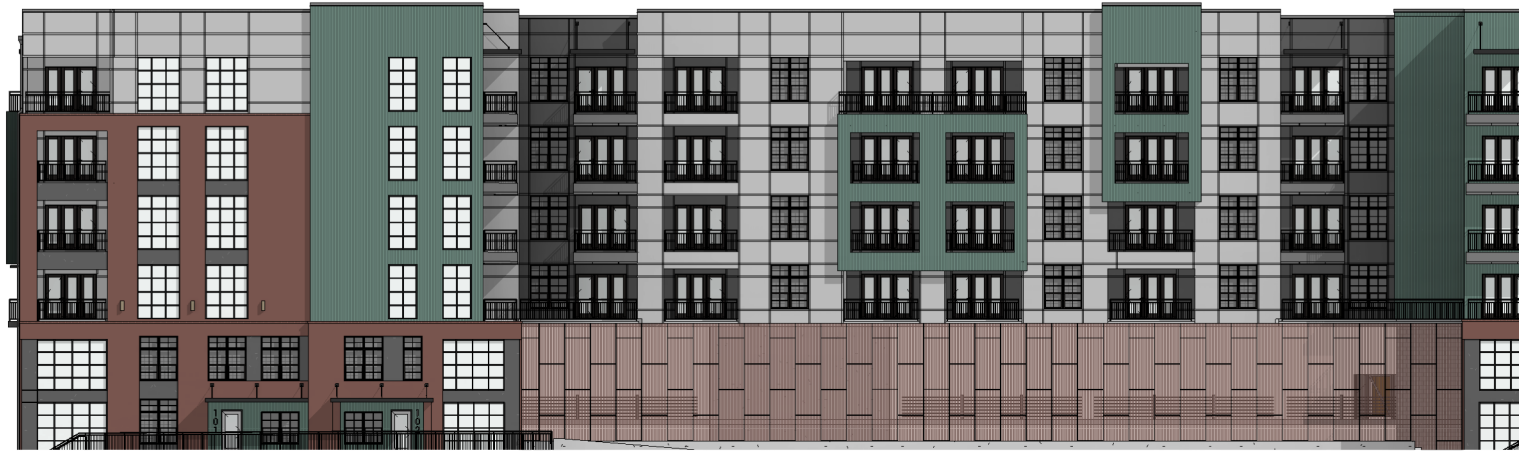
See sheets A10 and A11 for enlargements of north and south exterior elevations



North Elevation



South Elevation











NOTE: LIGHTING AND SIGNAGE WILL BE SUBMITTED UNDER SEPARATE APPLICATION



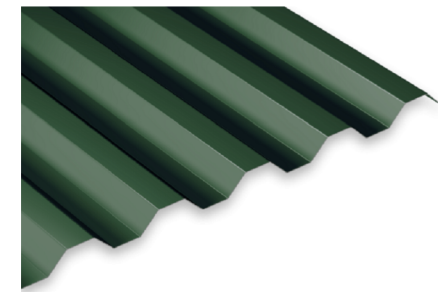
B-1: BRICK
ACME BRICK - TEXAS HERITAGE TEXTURE - MODULAR



FC-1: FIBER CEMENT PANEL W/ BATTENS
COLOR: SW-7671 ON THE ROCKS



FC-1: FIBER CEMENT PANEL W/ BATTENS
COLOR: SW-2849 WESTCHESTER GRAY



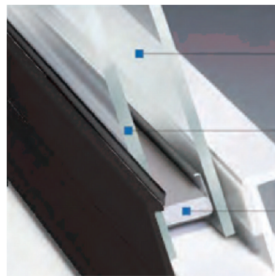
MP-1: CORRUGATED METAL PANEL
PAC CLAD 7.2 CORRUGATED PANEL
COLOR: FOREST GREEN



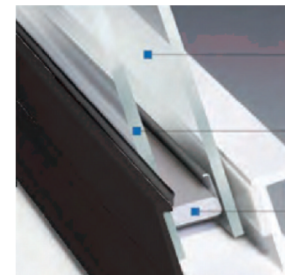
C-1: CONCRETE
SMOOTH, RUBBED FINISH



E-1: EIFS SIDING
COLOR: SW-2849 WESTCHESTER GRAY



V-1: VINYL WINDOWS
COLOR: BLACK



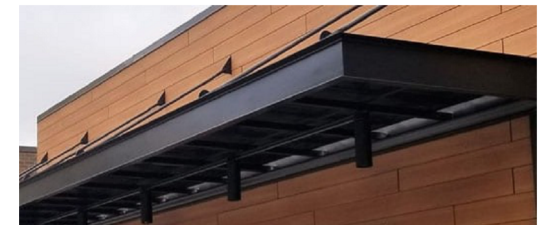
V-2: CLAD PATIO DOORS
COLOR: BLACK



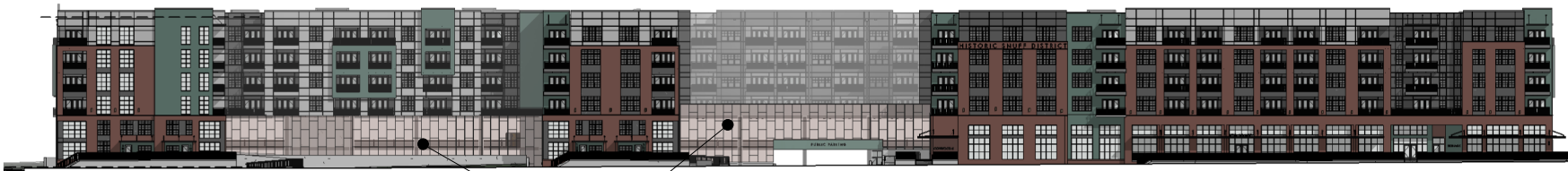
R-1: RAILING
ALUMINUM POWDER COATED CABLE RAILING - BLACK
B.O.D: SECOSOUTH



SF-1: STOREFRONT DOORS & WINDOWS
COLOR: BLACK ANODIZED
B.O.D.: KAWNEER



MP-2: METAL CANOPY
COLOR: BLACK ANODIZED

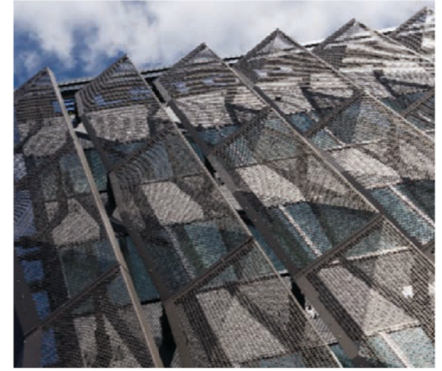


GARAGE SCREEN SYSTEM:
VALMONT ARCHITECTURAL FACADE SCREEN - PERFORATED ALUMINUM PANELS ON AURORA TRACK SYSTEM WITH POWDER COATED FINISH AT A MINIMUM 50% OPEN AREA
 COLOR SELECTION: **COPPER PENNY**
 PATTERN SELECTION: **AERO**



Copper Penny
 Matt YY22AA
 RGB 143, 98, 68 LRV 18%

Profile	Aero
Material	Aluminum
Finish	Powder Coated or Anodized
Open Area*	56%
Stock Status	Custom Made
Max. Width	60"
Max. Length	16' 4"
Weight*	0.7373 lb/ft²
Thickness	0.125"

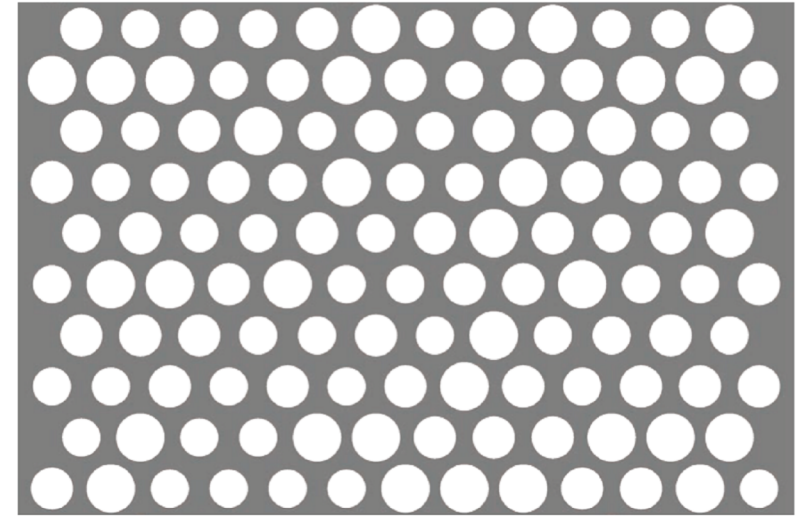


* Typical architectural facade installation of a perforated metal panel with varying hole sizes.

Applications:
 Parking Garage Screens, Cladding, and Facades

Attachment Methods:
 The Atmosphere System from the Valmont® Structures Architectural Facades product line or Screw Fastened (Use isolators LF11.0 from the Architectural Facades product line.)

Extras Notes:
 Other materials and thickness can be manufactured upon request.
 * OA and Weight calculations are based on .12in (3.0mm) aluminum. Other versions of Aero are available to meet your exact specifications. While the ratio of hole sizes may need to be constant, the hole sizes and resulting open area can be adjusted.



Contact your local Sales Representative today at: 941.402.3554 • facades@valmont.com

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