



MINUTES OF THE DESIGN REVIEW BOARD (DRB)

Wednesday, August 4, 2021
4:00 PM

Board Members Present: (Virtual) Joyce Selina Love, Deni Reilly,
(In-Person) Roderick DeBerry, Mike Hammond, Brett Ragsdale, Colin McDoniel, and
Michelle Ye

Board Members Absent:

DMC Staff Present: Paul Young, Brett Roler, Christine Taylor, Penelope Huston, Katie Flynn,
Penelope Springer, Abe Lueders, Darnesha Cotton, Halle Novarese, Lauren Bermudez, and
Kendrick Moore (DMC Intern)

Guests: Clint Anderson, Keith Rogers, Antoinette Jones, Chance Carlisle, Chris Bennett, Chris
Acuff, Keith Simmel, Jessica Elvert, Katie Hunt, Mikal Stevenson, Rashai Holmes, Kelly
Rogers, Randy Burkett, Yinging Ma, Corrinne Kennedy, James Stokes, Bill Garcia, David
Lewis, Rob Moore and Member of Public.

I-II. Call to Order & Approval of Minutes:

Joyce Selina Love called the meeting to order at 4:04 PM Christine Taylor called roll for
attending board members. After quorum was confirmed, Chairman Love explained the meeting
process and meeting protocols. Chairman Love called for approval of July 7, 2021 minutes.
Michelle Ye made a motion to approve the minutes from the July 7, 2021 DRB meeting as
submitted. Mike Hammond seconded the motion, which after roll call passed unanimously.

III. Current Applications:

DRB #21-55 Grand Hyatt at One Beale

Abe Lueders presented the DRB application for new construction for property located at 1
Beale Street. The proposed project is a new-construction hotel with meeting and commercial
space, which will be constructed at the southwest corner of Wagner and Beale. The proposed
building is broken into two visually distinct sections: a 20-story hotel tower on the corner of
Wagner and Beale, and a 3-story structure with meeting and event space located south of the
tower on Wagner. These sections are linked by a central atrium in the center of the
development, which will serve as the hotel's primary entrance on Wagner. The first story of the
tower, and a portion of the second story are recessed from the plane of the upper stories,
producing a "cutaway" appearance. Architectural glass is used as the primary exterior cladding
on all the upper floors on the tower's north side. An automobile entrance for service vehicles
and an employee entrance will be located at the base (lower level) of the tower facing Beale.
The low rise meeting and events portion of the building includes a commercial bay at the
southeast corner. The east side of the meeting and events structure includes a covered entrance

drive that provides a drop-off area, as well as an entrance to valet garage space within the first floor of the building. A roof deck at the top of the third floor features a pool and other outdoor amenities with river views. Staff believes that the applicant should give additional attention to the pedestrian experience on the Beale Street side of the building. Due to the grade change in the site, the lower level of the tower is at the pedestrian level facing Beale Street, resulting in a mostly blank stretch of wall along the sidewalk. Providing street level interest through art, architecture, or activation is a key part of the Downtown Design Guidelines. Applicant Chance Carlisle made brief comments and answered questions. After board discussion, Mike Hammond made the motion to approve the application as submitted, with the condition of additional submissions for lighting and a revised design of the building's street-level façade on Beale. Michelle Ye seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

DRB #21-56 Cutbank Bluff Lighting

Abe Lueders presented the DRB application for exterior lighting for property located on the Bluff on Riverside Drive. Cutbank Bluff is a new pedestrian pathway leading down the bluff from Vance Park to Riverside Drive. The lighting plan for Cutbank Bluff includes four distinct light fixtures: Pole-mounted LED downlights will be used to provide pedestrian lighting along the Riverwalk path at the top of the bluff, and at the Riverside entrance to the Cutbank Bluff path. The fixtures will be mounted on 12 ft. high poles. LED lights embedded in aluminum bollards will line the switchback path down the bluff. The bollards will be 31.5 in. high, with a diameter of 4.5 inches. LED ground lights will provide up lighting for trees throughout the bluff. Light pods will be embedded in the handrails along the stairs that cut across the switchback path, illuminating the stairs for pedestrians. Chris Acuff (representing MRPP) made brief comments and answered questions. After board discussion, Colin McDoniel made the motion to approve the application as submitted. Deni Reilly seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously. (NOTE: Mike Hammond recused himself from voting)

DRB #21-58 Kemmons Wilson HQ

Abe Lueders presented the DRB application for public art and architectural lighting for property located at 40 Huling Avenue. The proposed exterior lighting package for 40 Huling includes the following components: Neon-like linear LED lighting that wraps around the fascia of the canopy on the building's south elevation. At the southeast corner of the canopy, this lighting will also wrap around an extruded aluminum shape in the form of half a star. Linear LEDs will be placed on nine of the entrance canopy's structural beams, providing additional architectural lighting on the building's primary façade. LED Wall sconces that provide lighting on the building's north elevation. There will be eleven fixtures on the north side, punctuating the spaces between the windows on that side. Three of the same fixtures will also be installed on the south of the building. The proposed public art consists of the following elements: A mural stretching across the building's east wall depicting the profiles of Kemmons and Dorothy Wilson, overlaid by lines representing motion. Neon-like illuminated LED letters in a script style that read "Positive action by all of us will keep Memphis growing" installed over the top of the mural (at the same level as the linear lights that wrap around the canopy on the south side). The letters reading "by all of us" will blink in one-by-one on a timer, to emphasize those words. Katie Hurt (LRK) was available to answer questions and make brief comments.

After board discussion, Rod DeBerry made the motion to approve the application as submitted. Colin McDoniel seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

IV. Adjournment

Seeing no further business, the meeting was adjourned.