



**MINUTES OF THE
DESIGN REVIEW BOARD (DRB)**

Wednesday, January 8, 2020
4:00 PM

Board Members Present: Ray Brown, Rebecca Conrad, Brett Ragsdale, Roderick DeBerry, Joyce Selina Love, Suhair Lauck, Valentina Cochran, Colin McDoniel and Deni Reilly

Board Members Absent: Sheila Urevbu

DMC Staff Present: Jennifer Oswald, Brett Roler, Christine Taylor, Ellery Ammons, Erik Stevenson, Abram Lueders and Jaske Goff

Guests: Ken Welch, Melvin Jones, Frank Ricks, Paula Casey, Jason Jackson, Allen Bar, Lindsey Jackson, Mary Claire, Scott Fleming, Dan Joy, Rob Rule, Jason Weeks, Mike Humes, Paige Walkup, Joel Johnson, K Bartosch, Rachel Briggs, Dean Dennis, Tom Marshall, Tim McCullough, Jarmon Peregoy, Larry Springfield, Alandas Dobbins, Zoe Martireau, Jeff Borgsmiller and Frank Ricks

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

Ray Brown called the meeting to order at 4:00 PM Valentina Cochran made a motion to approve the minutes from the December 4, 2019 DRB meeting as submitted. Deni Reilly seconded the motion, which passed unanimously.

III. Current Applications:

DRB #19-151 – 255 North Main Street, Renasant Convention Center

Ellery Ammons presented the DRB application for Enhanced Architectural Lighting & Signage for property located at 255 North Main Street. This application is a revised application for signage with the new name “Renasant Convention Center” and the exterior lighting package. One wall sign will read “Renasant Convention Center.” The sign will consist of face lit channel letters that will be flush mounted and the logo which will be a face lit flex face aluminum cabinet. The sign will be located on the metal panels above the main entrance on Main Street. Exterior lighting fixtures will be added to the west and east elevations as outlined below. Allen Bar was present to answer a few questions from board members. Deni Reilly made the motion to approve the application for lighting as presented, Suhair Lauck seconded the motion, which passed unanimously. Joyce Selina Love made the motion to approve the signage application with conditions, Rod DeBerry seconded the motion, which passed unanimously.

DRB #18-137R2– 398 S BB King Avenue, Wiseacre Brewing

Ellery Ammons presented the DRB application for Signage & Exterior Lighting for property located at 398 S BB King Avenue. The applicant has planned a number of outdoor art installations & artistic lighting that reflect the company’s artistic brand. The approved artistic lighting will complement the art and thoughtfully illuminate the pieces to create a sense of

curious glow and presence. Signage Included in the outdoor space above the main entrance will be large-scale printed dibond panels of a whimsical pattern that (derived from Wiseacre's Regular Pale Ale can), which will also serve as a geometric counterpart to the organic nature of the south wall mural art. At night, the panels will be lit from above, creating an inviting glow of the entry. A motion was made to approve the application as presented and seconded. The motion was passed unanimously by the board.

DRB #19-105R1 – 392 Beale Street, Sugashack

Ellery Ammons presented the DRB application for Signage & Public Art for property located at 392 Beale Street. The proposed mural will be located on the east elevation of the building and will measure 13 ft. (h) x 90 ft. (w) – running the full length of the wall. The mural consists of bars of a couple lines from “Maurice Ravel’s third movement “Scarbo.” The property will have ne (1) canopy sign to read “Sugashack” and measure 216 in. (w) x 24 in. (h) and One (1) painted wall sign to read “Sugashack” and include the logo. Rebecca Conrad made the motion to approve the application as presented, Roderick DeBerry seconded the motion, which passed unanimously.

DRB #19-148 – Equality Trailblazers, Bluff Walk

Ellery Ammons presented the DRB application for Public Art for property located on the Bluff Walk. The new suffrage monument will be located across from the overlook along the Bluff Walk on the river side of University of Memphis Law School (1 N Front Street). The proposed site layout will include 14 glass panels backed by steel panels (7 on each side, spaced 1 foot apart laterally and 1-foot step back for each panel) in a V formation. There will be 6 bronze busts on marble stands - 3 on each side, lining the sidewalk. The busts will be staggered between the glass/steel panels. Rebecca Conrad made the motion to approve the application as presented, Deni Reilly seconded the motion, which passed unanimously.

DRB #19-147– Loews Hotel

Ellery Ammons presented the DRB application for New Construction & Exterior Renovation for property located on the east side of Main Street, commonly referred to as the Civic Center Plaza, and in the block between the Convention Center and Adams Avenue. The applicant also plans to renovate a portion of the existing adjacent building at 128 Adams Ave. (Old Police HQ) as a part of the hotel. Suhair Lauck made the motion to approve the application as presented, Joyce Selina Love seconded the motion, which passed unanimously.

IV. Adjournment

Seeing no further business, the meeting was adjourned at 4:31 PM.