



## MINUTES OF THE DESIGN REVIEW BOARD

Wednesday, November 4, 2015  
4:00 PM

**Board Members Present:** Chairman Ray Brown, Mr. Carl Person, Ms. Joyce Selina Love, Mr. Rod DeBerry, Mr. David Schuermann, Ms. Suhair Lauck, Ms. Rebecca Conrad, Ms. Nancy Jane Baker, and Mr. Bill Denton

**DMC Staff Present:** Mr. Jaske Goff, Ms. Debra Streeter, Mr. Paul Morris, Ms. Jennifer Oswald, Ms. Christine Taylor, Mr. Larry Chan, Mr. Chris Porter, and Mr. Brett Roler

**Guests:** Mr. Terence Patterson, Mr. Tony Pellicciotti, Mr. Chris Schmidt, Ms. Jackie Odell, Ms. Marti Tippens Murphey, Mr. Ian Hunter, Mr. Matt Weathersby, Mr. Landon Williams, Mr. Wes Lunsford, Mr. Donald Terry, Mr. David Tashie, Mr. James Stokes, Ms. Becky Beaton, Mr. Nathan Bicks, Mr. Morris Thomas, Mr. John Stemmler, Mr. John Dudas, and Mr. Tony Bologna

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

Chairman Brown brought the meeting to order at 4:04 PM. Ms. Love made a motion to approve the minutes from the October 7, 2015 DRB meeting as prepared by staff. Mr. Schuermann seconded the motion, which passed unanimously.

### **III. Project Applications:**

#### **DRB #15-78 – Facing History & Ourselves, 115 Huling Ave.**

Mr. Schuermann recused himself from this application since his architecture firm worked on the interior design portion of this project. Mr. Roler presented the staff report and recommendation to approve the proposed projecting sign, window graphics, and public art mural with the condition that the DRB Chairman and DMC staff administratively review and approve the final public art mural design. Ms. Murphy spoke on behalf of the application and answered questions from the Board.

Chairman Brown called for public comment. Seeing none, Chairman Brown called for Board member comments. The Board discussed the application and reached consensus that the window graphics should be installed on the interior of the glass, if at all possible, to minimize their appearance from the public right-of-way and to extend their expected useful life. Ms. Baker cautioned the applicant the Memphis Landmarks Commission (MLC) review will also be required for the proposed scope of work and that painting a mural directly on the brick wall may be an issue.

Mr. Person made a motion to approve the application with the following conditions:

1. The window graphics must be applied to the interior of the glass only.
2. DRB approval is contingent on the applicant receiving approval from the Memphis Landmarks Commission for all reviewable exterior work.

3. The final design of the public art mural must be submitted for administrative review and approval by the DRB Chairman and DMC Staff prior to installation.

Ms. Lauck seconded the motion, which passed unanimously with Mr. Schuermann recused.

**DRB #15-80 – Gould’s Day Spa & Salon, 77 Union Ave.**

Mr. Roler presented the staff report and recommendation to conditionally approve the application for storefront improvements, exterior signage, and an outdoor patio for the new Gould’s Day Spa & Salon location. Mr. Schmidt spoke on behalf of the application and answered questions from the Board. Chairman Brown called for public comment. Seeing none, Chairman Brown asked for Board member comments. There was an extended discussion about the appropriateness of allowing an outdoor patio on the Main Street Mall for a non-restaurant use. The Board expressed concern that the proposed patio may go unused for extended periods of time. Mr. Morris acknowledged that the most effective way to ensure that an outdoor patio is used at an appropriate level or removed is by adding that language to the required Main Street Mall Use Agreement between the applicant and the DMC. The Board reached consensus that the outdoor patio question should be deferred until the applicant and DMC staff came to terms on the required Main Street Mall Use Agreement.

Mr. Schuermann made a motion to approve the application (with the exception of the outdoor patio), subject to the following conditions:

1. The projecting sign must be redesigned and resized such that it does not extend more than 4 ft. from the face of the building. The minimum vertical clearance beneath the projecting sign must be 8 ft.
2. All exterior storefront windows and doors must have clear and transparent glass.

Mr. Person seconded the motion, which passed unanimously.

**DRB #15-79 – South Main Artist Lofts, 138 St. Paul Ave.**

Mr. Roler presented the staff report and recommendation to approve the application for new construction and adaptive reuse of the United Warehouse building for the South Main Artist Lofts project. Mr. Pellicciotti spoke on behalf of the application and answered questions from the Board. Chairman Brown called for public comment. Seeing none, Chairman Brown asked for Board members comments. Following Board discussion, Ms. Love made a motion to approve the project as submitted. Mr. DeBerry seconded the motion, which passed unanimously.

**DRB #15-68 – The Tower at Peabody Place, 100 Peabody Place Ave.**

Mr. Roler presented the staff report and discussed the applicant’s request to install three (3) upper wall signs on each elevation of the Tower at Peabody Place. Mr. Bicks, Mr. Thomas, and Mr. Dudas represented the applicant and spoke on behalf of the request. Chairman Brown called for public comment. Seeing none, Chairman Brown asked for Board members comments.

The Board had an extended discussion about the need to balance competing interests and give Downtown property owners as much flexibility as possible within the limits of the CBID Sign Code while still exercising discretion and caution about setting new precedent. The Board reached consensus that an acceptable compromise is to allow the top two (2) upper wall signs on the east and south elevations. The approved signs include individual letter sets to read “Belz” at the top horizontal sign band and “Bass Berry Sims” in the sign band below.

Ms. Baker made a motion to approve two (2) upper wall signs on two (2) building elevations at 100 Peabody Place with the following conditions:

1. Only the top two (2) upper wall signs are approved and only for the east and south facing building elevations for a total of four (4) upper wall signs. The uppermost sign will read “Belz” and the lower sign will read “Bass Berry Sims.” No other wall signage is approved.
2. Each upper wall sign should be placed on a wall area free of windows and architectural features and may not exceed 40% of that area in size.
3. Each sign shall consist of an individual set of fabricated metal channel letters with opaque cabinets and translucent faces.
4. The maximum letter height is 4 ft.

Ms. Conrad seconded the motion. Chairman Brown called for a roll call vote. The motion passed with Mr. Schuermann, Ms. Love, Mr. Person, Ms. Conrad, Ms. Lauck, and Chairman Brown voting yes. Mr. DeBerry and Mr. Denton voted no.

### **DRB #15-81 – Central Station Redevelopment, SW Corner of Main St. & G.E. Patterson**

Mr. Roler presented the staff report and recommended approval of the proposed new apartments, new Malco cinema, and Market Plaza improvements. Mr. Tony Bologna spoke on behalf of the project and answered questions from the Board. Chairman Brown called for public comment. Seeing none, Chairman Brown asked for Board member comments. The Board had an extended discussion about the proposal. It was determined that the current proposal did not contain adequate detail to be considered a complete signage application. Mr. Bologna stated that complete signage plans will be submitted at a later date.

Chairman Brown expressed concern about the lack of design detail regarding the option of reconfiguring the shed structures in Market Plaza. Mr. Bologna responded that the applicant is only requesting approval to reuse the existing shed structures with minor grading, curb cut changes, and removal of the low wall at this time. If the applicant decides to reconfigure the Market Plaza shed structures, Mr. Bologna will present detailed plans to the DRB at a future meeting. In response to a question from Ms. Love, Mr. Bologna confirmed that the new cinema construction will feature back-lit translucent window features on the north and west elevations as depicted in the elevation drawings.

Ms. Conrad made a motion to approve the project with the condition that the applicant must submit detailed plans for the Market Plaza if the plan involves moving or reconfiguring the shed structures or constructing new shed structures. Ms. Love seconded the motion, which passed unanimously.

Seeing no further business, the meeting was adjourned at approximately 6:30 PM.