



Design Review Board (DRB) Staff Report
Prepared for the January 5, 2022 DRB Board Meeting

Public Art

Case # 21-92: Hyatt Centric
33 Beale Street
Memphis, TN 38103

Applicant: David Lewis
33 Beale Street Hotel Company, LLC
1 Dr. MLK Ave, Suite 130
Memphis, TN 38103

Background: This application is an addition to the design of the Hyatt Centric hotel at 33 Beale Street, which was approved by the Design Review Board on September 5, 2018. A revised version of the design was approved by the Board on January 9, 2019. The initial approval was conditioned on an additional approval for public art, which is the subject of the current application.

Project Description: The proposed public art for the Hyatt Centric consists of a mural painted onto a concrete wall at the corner of Beale and Wagner. The mural, designed by local artists Paige Ellens & Ivy-Jade Edwards, will feature colorful representations of Memphis symbols and landmarks. The mural will cover a total area of 368 square feet.

Staff Report: The Downtown Design Guidelines encourage public art that complements a structure and its context, helps establish points of interest, and reinforces the unique character of Downtown Memphis. The submitted mural adds a new point of visual interest for pedestrians, and further enhances a building that has already successfully activated the public realm.

Staff Recommendation: Staff recommends approval.