



Design Review Board (DRB) Staff Report
Prepared for the September 1, 2021 DRB Meeting

Landscaping

- Case # 21-65: Kemmons Wilson HQ Landscaping
40 Huling Ave
Memphis, TN 38103
- Applicant: Kemmons Wilson Companies
8700 Trail Lake Dr. Suite 300
Memphis, TN 38125
- Background: Kemmons Wilson received approval for a CCRFC PILOT on April 14, 2020 in order to renovate the former Spaghetti Warehouse building at 40 Huling into their new corporate headquarters. The DRB approved the exterior renovations for the building on October 7, 2020, and plans for lighting and public art on August 4, 2021. The applicant is now returning with an application the landscaping component of the project.
- Project Description: The proposed site improvements include the following elements:
- Re-paving and re-striping the existing surface lot in front of the building to contain 48 standard parking spaces and three handicap spaces.
 - Adding planted cutouts on the south and east edges of the site, as well as down the center of the site. There will also be a planting area south of the building's covered porch. Columnar deciduous trees (species to be determined) will be planted in the cutouts in the center and south edge of the site.
 - Removing existing pines and weeds from the west edge of the site, and planting eight new evergreens.
 - Adding control access arms at ingress / egress points on the south and east sides of the lot.
 - Adding removable bollards and a new corrugated metal dumpster enclosure on the east edge of the site.
- Staff Report: The Downtown Design Guidelines emphasize that parking should be a subordinate feature of Downtown developments, and that the visual impact of surface parking should be minimized. Although large surface lots on primary street frontages are usually

discouraged Downtown, the applicant in this case is dealing with an existing surface lot, rather than creating a new one. The site improvements outlined in the proposed landscaping plan will introduce new greenery and screening to this existing lot, resulting in a more pleasant environment for pedestrians. New trees will create more comfortable walk along Huling, and the addition of planting areas along the center of the lot will produce a direct pedestrian path from the sidewalk to the front of the building. The reconfigured, greener lot will complement the renovated space at 40 Huling, and serve as a better neighbor for the surrounding buildings.

Staff Recommendation: **Staff recommends approval.**