



**Design Review Board (DRB) Staff Report**  
*Prepared for the June 5, 2024 DRB Meeting*

Lighting

Case # 24-29: Orpheum Lighting  
203 S Main St.  
Memphis, TN 38103

Applicant: Dacquiri Baptiste  
Orpheum Theatre Group  
203 S Main St.  
Memphis, TN 38103

Background: DRB review is required for this project because it received an \$80,000 special grant at the April 17, 2024 CCDC Board Meeting. This grant will help to cover the costs of enhanced pedestrian lighting at Beale Street, between Main Street and Front Street.

The Orpheum Theater Group is currently in the process of completing a Master Plan for its campus in the heart of Downtown Memphis. Installing enhanced pedestrian lighting to illuminate the north side of the Orpheum Theater is the first step in a multi-year plan to establish a more cohesive campus including the historic Orpheum Theater and the Halloran Centre for Arts and Education.

Project Description: The Orpheum Theatre Group is proposing the installation of overhead lighting over the Beale Street corridor between the Mobility Center and Orpheum Theatre.

350 individual light fixtures with two (2) in. diameter will be spaced two (2) ft. apart and attached to a 1/16 in. stainless steel aircraft cable that will be hung at roughly the third-floor elevation of the Mobility Center (approximately 22 ft. 6 in. from the street level). The cables will run for approximately 700 linear feet in total and will be attached to metal mounting brackets secured to the facades of both the Mobility Center and Orpheum Theatre.

The multi-wythe brick wall along the north façade of the Orpheum will support the brackets without going further in to connect. The existing metal panel along the Mobility Center's south façade will need to be cut to allow for the brackets to be mounted directly to the concrete.

**Staff Report:**

The proposed exterior lighting project will improve the pedestrian connection between Beale Street and Front Street, creating a more vibrant public realm while preserving vehicular access.

DRB's Design Guidelines promote the use of exterior lighting that will enhance the public realm and improve the pedestrian experience. This project will further this goal by increasing the amount of street-focused lighting along an important pedestrian corridor. The portion of Beale Street that lies between the Mobility Center and Orpheum Theatre serves as a primary connection point from the Beale Street Entertainment District to the many businesses along Front Street and the recently renovated Tom Lee Park. New lighting along this connector will transform it into a more inviting public space, increasing pedestrians' sense of safety and improving their experience.

While the primary goal of this project is to improve the pedestrian experience, the proposed lighting will continue to preserve vehicular access along this corridor, as well. The proposed height of 22 ft. 6 in. above the street level will allow for nearly all vehicles to continue using the space, while still being close enough to the ground to provide pedestrian-scale lighting.

**Staff Recommendation:**

**Staff recommends approval, (with conditions if necessary)**