



DESIGN REVIEW BOARD APPLICATION

**Administered by:
Design Review Board**

Property Address*: 203 S. Main Street, Memphis, TN, 38103

Applicant Name & Mailing Address: Orpheum Theatre Group, 203 S. Main Street, Memphis, TN, 38103

Applicant Phone Number: 901-529-4248 Applicant Fax Number: 901-526-0829

Property Owner's Name & Mailing Address: _____

Property Owner's Phone Number: _____

The proposed work consists of the following (check all that apply):

- Sign
- Renovation
- New Building
- Other Exterior Alteration

Project Description:

The Orpheum Theatre is proposing the installation of dynamic lighting over the Beale Street corridor between the Mobility Center and Orpheum Theatre Group (see attached plans and renderings). Newly installed lighting will contribute to the following objectives: 1) enhance the safety of patrons, staff, and pedestrians, 2) increased sense of security, which will, 3) support the Orpheum's efforts to create a more welcoming environment to not just the Orpheum Theatre Group campus but the downtown area, and 4) continue our partnership with the City of Memphis by supporting its stated goals to connect the Beale Street entertainment district to Front Street and the newly renovated Tom Lee Park.

Status of Project: The Orpheum Theatre Group has received design plans and renderings, coordinated an electrical agreement with the Mobility Center and the Downtown Memphis Commission, and secured funding from the City of Memphis, the Assisi Foundation, the CCDC, and is now requesting support from the DRB to secure the rest of the necessary funding before beginning the project, which is estimated to be completed two months from the time of funding approval.

A complete application must be submitted to the Development Department no later than two weeks before a regularly scheduled meeting of the Design Review Board. Please contact Abe Lueders at (901)575-0565 or alueders@downtownmemphis.com with any questions and to submit an application.

Owner/Applicant Signature: *Dacquiri Baptiste*

Date: April 17, 2024

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.

Sources and Uses Statement

Project: Orpheum Theatre Group Beale St. Catenary

4/2/2024

Sources	Amount
CCDC grant funding requested	\$80,000
Orpheum Theatre Group Funding Secured through Assisi Foundation	\$78,287
Orpheum Theatre Group Funding Secured through City of Memphis	\$42,425
Total Sources	\$200,712
Uses	Cost
New Catenary Lighting and Cable System	\$87,000
Electrical Work	\$65,460
Exterior Building Repair and Structural Allowance	\$7,000
Interior Building Repair Allowance	\$5,250
Traffic Control	\$6,594
Contractor Estimate for General Conditions	\$13,908
Architecture/Structural Engineering/Electrical Engineering Fees	\$ 15,500
Total Uses*	\$200,712

*Uses Estimate Subject to Change after Bidding Process
 Estimate 2 months Construction

CONTEXT SITE PHOTOS



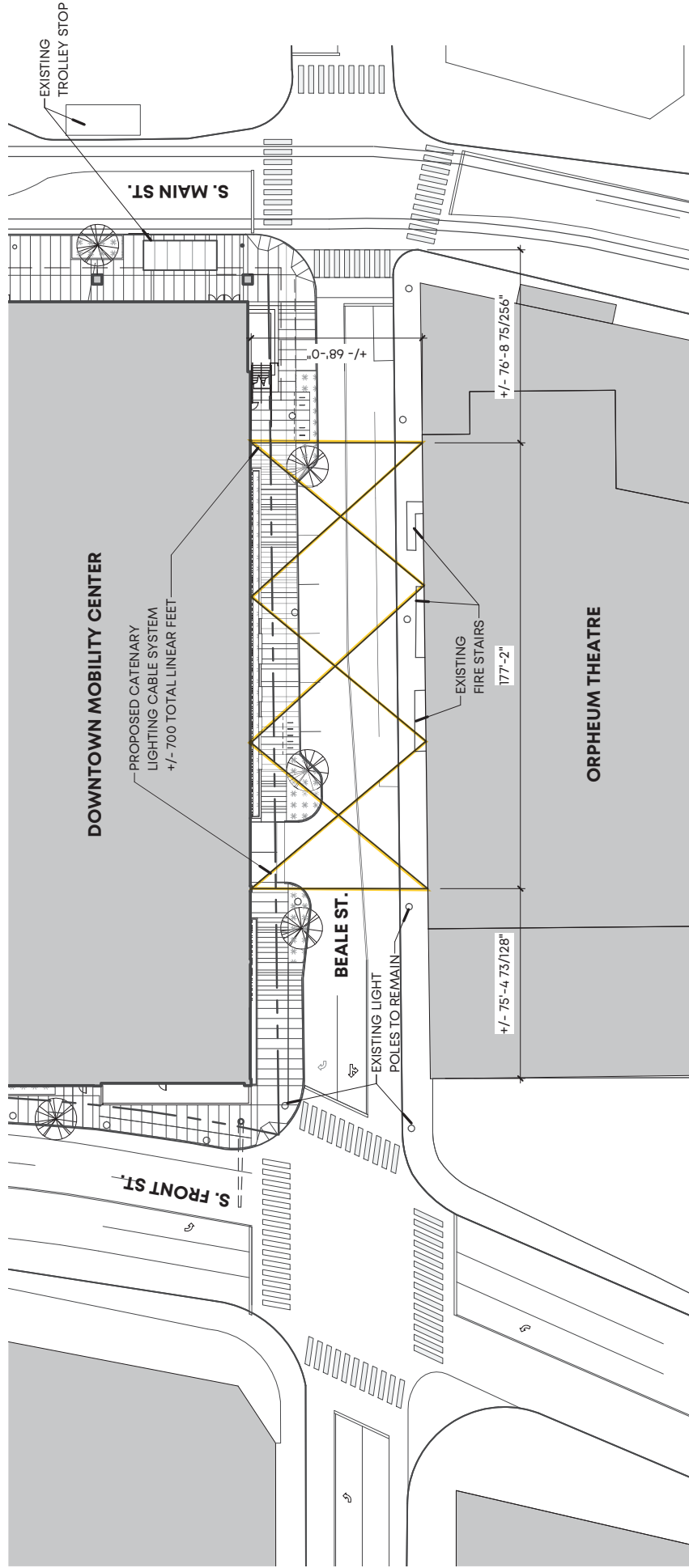
VIEW WEST AT MAIN ST. AND BEALE ST.



VIEW EAST AT FRONT ST. AND BEALE ST.



ORPHEUM THEATRE NORTH WALL ALONG BEALE ST. WITH MOBILITY CENTER DRAWING OVERLAY

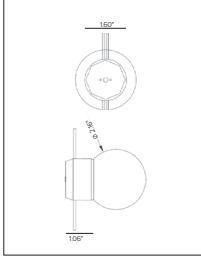


SITE PLAN

SCALE: 1/40

INTELLISTRAND

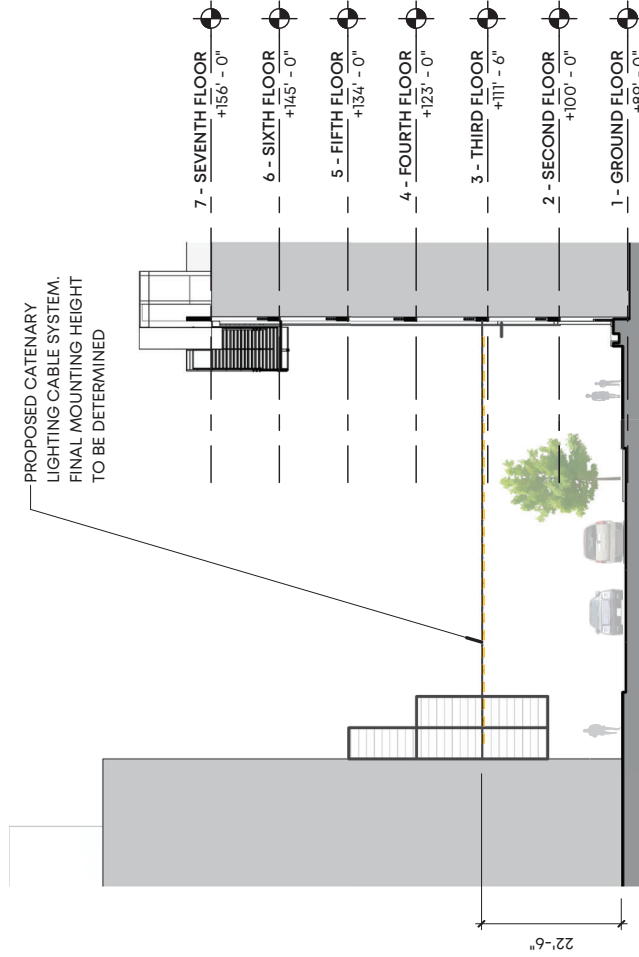
Low Voltage Strand



Lighting to be LED static warm white (2300K) at 24" on center. Cable will be 1/16" stainless steel aircraft cable. Wet listed and energy efficient. 5 year limited warranty.

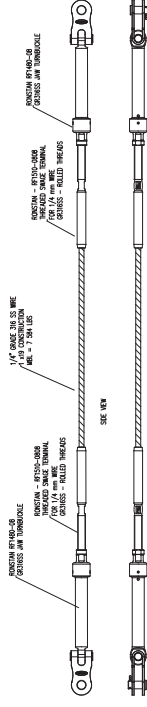


LIGHT FIXTURE SPECIFICATION

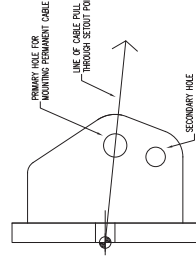
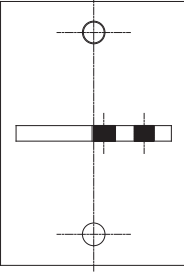


ORPHEUM THEATRE **BEALE STREET** **MOBILITY CENTER**

STREET SECTION
SCALE: 1:20



TYPICAL CABLE ASSEMBLY



MOUNTING BRACKET - ATTACHMENT TO BUILDING

ATTACHMENT DETAILS
SCALE: NTS



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PROPOSED RENDERING - VIEW WEST AT MAIN ST. AND BEALE ST.

Orpheum Theatre Group (OTG) Exterior Improvement Grant

4/2/2024

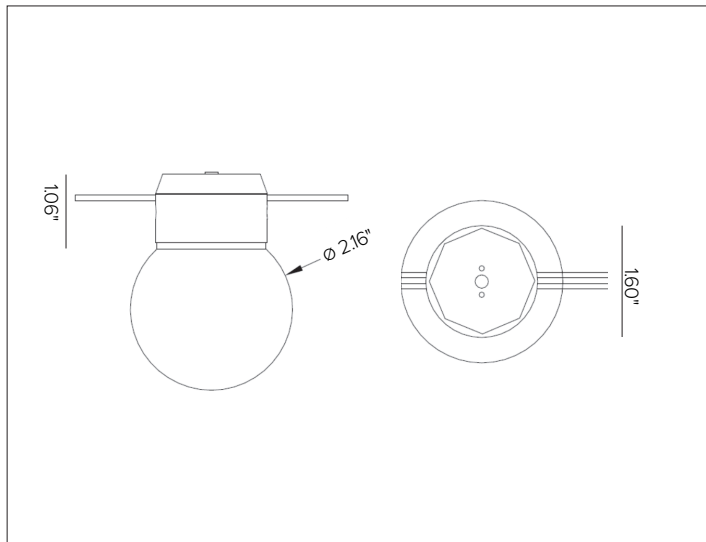
Electricity Use statement: Electrical to the proposed catenary lighting system will be fed from the Downtown Mobility Center and connected to an existing meter. Downtown Memphis Commission plans to have an agreement with the Orpheum Theatre Group for partial reimbursement of electrical utility costs based on an agreed-upon strategy for estimating electrical usage. The Orpheum Theatre Group will partially reimburse electricity expenses via OTG general operating funding.

Life Expectancy/ Maintenance:

The life expectancy is based on lights being on 8-9 hours a day. They will be scheduled to come on at sundown and burn until 3am. Based on this usage the expected life expectancy of the fixtures is 30 years or more. The expected life expectancy of the power supplies are 15 years. Replacement of fixtures should be considered when the fixture is producing 70% of its initial output, estimated at 80,000 hours. Replacement of power supplies is typically around 50,000 hours. The product has a 5-year limited warranty. The system requires little to no maintenance other than the standard repair or cleaning due to environmental factors.

INTELLISTRAND

Low Voltage Strand



CONCEPT

Low voltage cable light strand, perfect for festoon mounting, taught or swayed.

MECHANICAL CHARACTERISTICS

Power Connection	16-3 cable with factory attached sockets.	
Spacing	12" O.C. / 24" O.C.	
Installation	For festoon mounting, fixture can be mounted to aircraft cable or secured with cable ties. Recommended for use with cable wrap option to encase both aircraft cable and Intellistrand cable for a clean, one wire look. For surface mounting, the flat back of the fixtures can be secured with surface mount clip.	
Protection	IP65	
Weight	0.25Lbs per socket	
Max. Length	12" O.C.: 50' max per run	24" O.C.: 100' max per run

CERTIFICATIONS

cETLus Class 2 Wet Listed 4007019
 Energy efficient for California installations
 Tested in accordance RoHS3 EU 215/863

WARRANTY

5 year limited warranty

ELECTRICAL CHARACTERISTICS

Power Supply	Remote Class 2 120V-277V AC power supply required, ordered separately
Wattage	15W/Sphere
Voltage	24V DC

SOURCE

High efficiency LED diodes.

TM30	CCT (Nominal)
	2300K

OPTIC

Polycarbonate spherical opal lens.

Beam	 Opal 200°	
Delivered Lumens	2300k	67Lm/Sphere
Efficacy	45Lm/W	
Lifetime	L90 40,000hrs at max TA +25°C	

This is available in both static white and RGBW. Using this product in static white 24" o.c. the overall budget would be close to your \$175K goal. The RGBW option would be a 5-10% premium.

Orpheum is good with static warm white.