



**ADDRESS** 999 South Cooper, Memphis, TN 38104

**APPLICANT/ OWNER**

Focal Point Investments, LLC  
8950 MidSouth Dr, Olive Branch, MS 38654  
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**PROPOSED WORK \***

- Public Art ✓ | Enhanced Lighting ✓
- \* DRB approved Architecture, Site, Landscape 04/11/18
- \* Signs, if any, will be by separate application

**PROJECT**

999 South Cooper is twenty-five 550 sq-ft studio apartments, in a new construction building, on an infill site a block south of Cooper & Young. Construction will be done 1<sup>st</sup> quarter '19.

As with any built environment, 999 South Cooper's setting, architecture, public art, and enhanced lighting are experienced not as separate elements nor as words and lines on paper, but rather all together at once, in the context of a neighborhood -- by people, in real life, as a place. And so 999 South Cooper's architecture, lighting, and art might be better shared and grasped through story ...

**999 South Cooper**

On an evening walk along South Cooper, up ahead a three-story building emerges from the night, light grazing up and down traditional red brick facades. Lit windows say folks are at home. Maybe originally an old Cooper-Young rooming house near the rail line?

Nearer, it appears to be a newer structure with traditional detailing. A calm glow surrounds the building's ground level and a man stands by the street, with curious orange-red fiery beams glimmering up around him.

A few steps closer, it's not just any man -- it's The Man in Black, guitar and all, Johnny Cash immortalized in bronze. Oh, doesn't the legend go that Cash's band played their first performance at a Midtown church back in the '50s?

Stepping fully within the scene and lingering at 999 S Cooper, the rest of the story unfolds. Vintage-look, gas flame copper lamps flank the building's front doors and tidy patios, warming the atmosphere and welcoming guests. Did a walk home from a Cooper-Young tavern a century ago feel this way?

Turning to Johnny Cash on the street side of the sidewalk, that intriguing hot glimmer is not real flames but light radiating up from the ground, ringing the statue. A perplexed moment passes until the lyrics of Cash's hit come to mind:

*Love is a burning thing.  
And it makes a fiery ring.*

That must be the church where Johnny played. And there's its historic marker. The pieces together fall into place, as they seem to do, walking in Memphis.

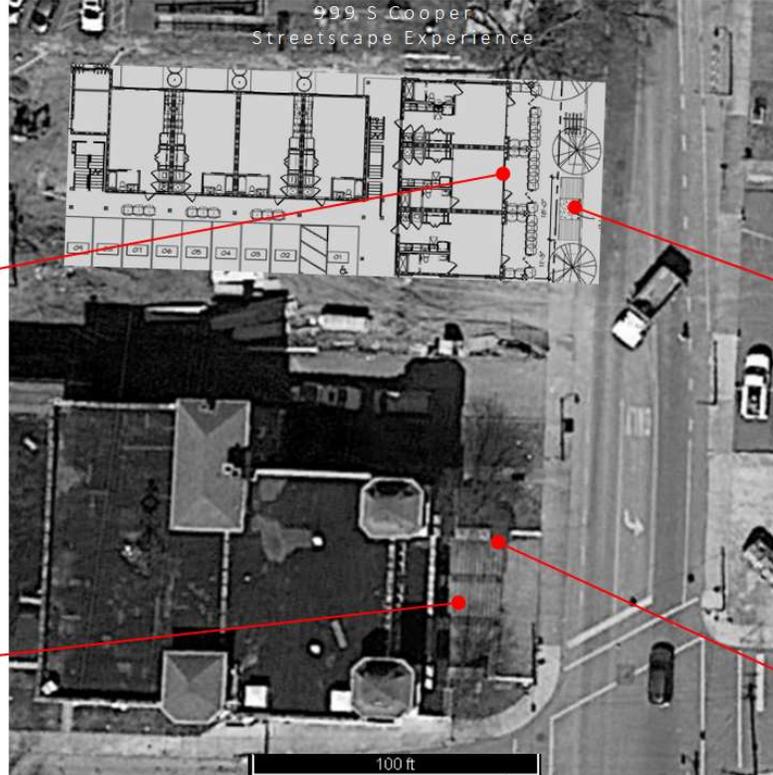


history + story

character + place

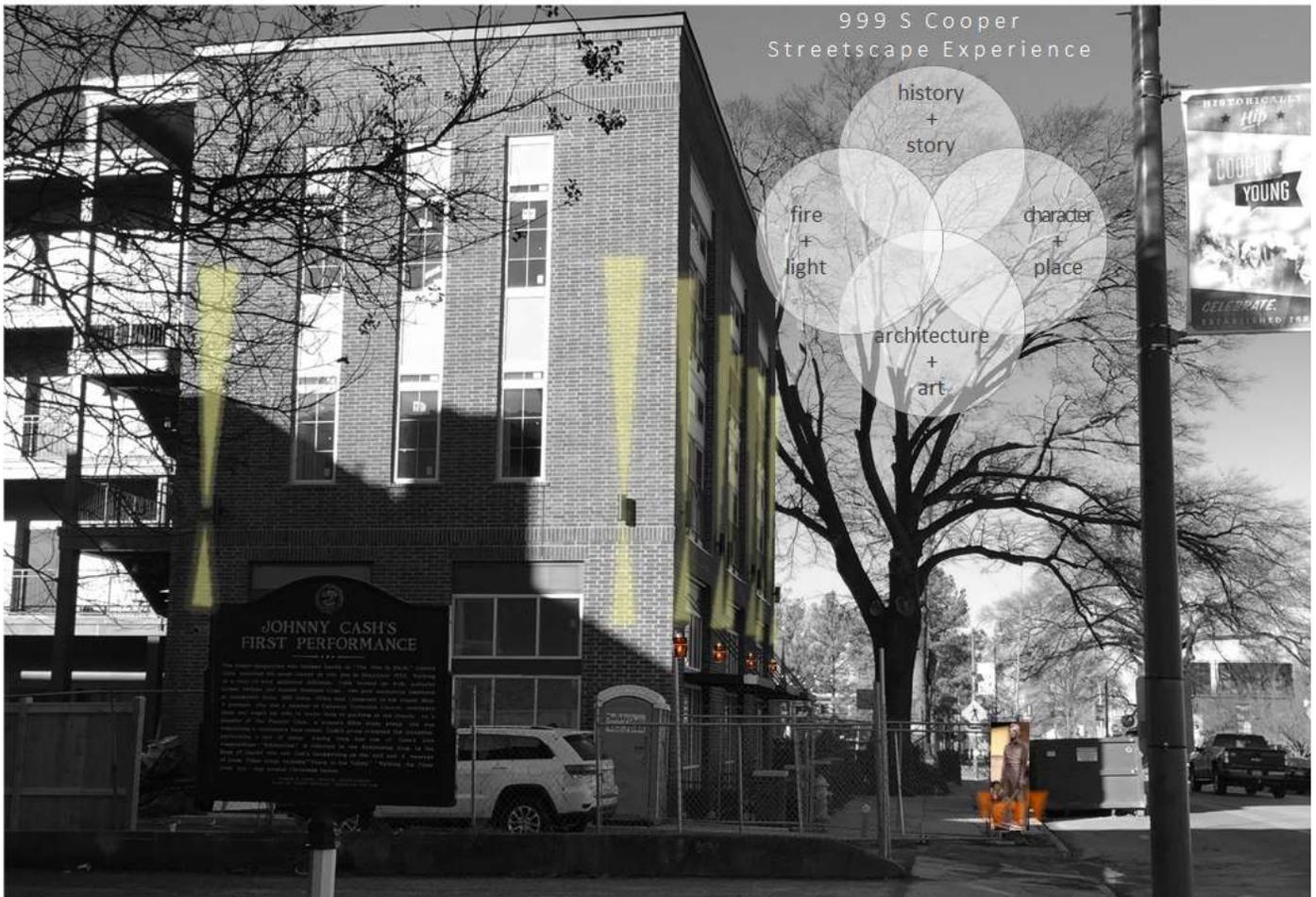
architecture + art

fire + light

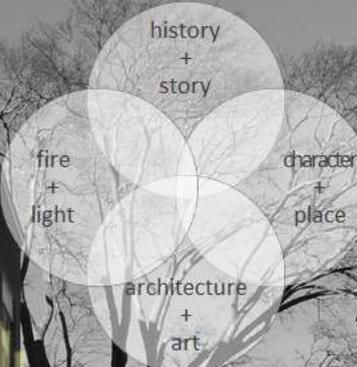


**JOHNNY CASH'S FIRST PERFORMANCE**

The Cashes performed the historic event in "The Way to Black Mountain," the station on their way to the "Black Mountain" area. The station was built by the "Black Mountain" area. The station was built by the "Black Mountain" area. The station was built by the "Black Mountain" area.



999 S Cooper  
Streetscape Experience

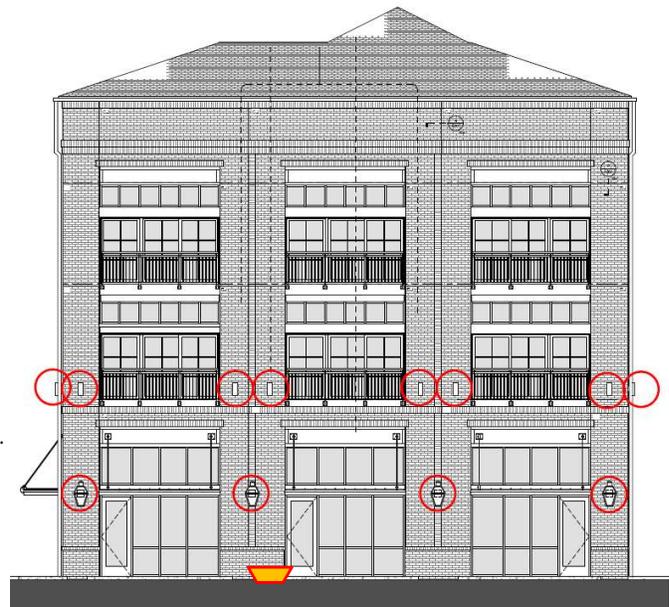




**ENHANCED LIGHTING**

999 South Cooper’s enhanced lighting features a composition of several streetscape-oriented elements, supplementing basic lighting at apartment entries, patios, and stairs.

- Highlighting street-front masonry facades (east, north, south) are ten accent lights grazing up & down columnar brick segments between windows. Unlike more dense areas of the City, Cooper-Young’s low light level, especially off-street, can feel lonely and unsettling. The upper façade illumination emphasizes the residential building’s street presence to make the block feel peopled and watched over.
- Speaking to the neighborhood’s character, the South Cooper elevation also includes four natural gas flame lamps. The copper vintage-look lamps, close by the sidewalk, enhance the pedestrian experience with warm illumination plus historic authenticity.
- Augmenting the street-side public art, a creative lighting effect employing in-grade color LED uplights was added for several reasons. The fanciful “ring-of-fire” effect around the Johnny Cash statue draws attention to the landmark art, while the “flames” resonate with the nearby gas lamps, conjure a soundtrack, and unify a sense-of-place.



**ENHANCED LIGHTING FIXTURES**

**Façade accent lights (10)**

Kichler  
9246AZ  
6" Dia x 15" h  
Two lamps (up & down)  
2800K lamps

Companion down-only fixture at  
each apartment entry illuminates  
address numerals



**Entry gas flame lamps (4)**

Bevolo  
French Quarter  
30"  
natural gas



**"Ring-of-Fire" lighting effect**

Centaur  
C4C IP68

LED 5W RGBW  
In Grade Uplight  
Color Changing LED  
4" dia.

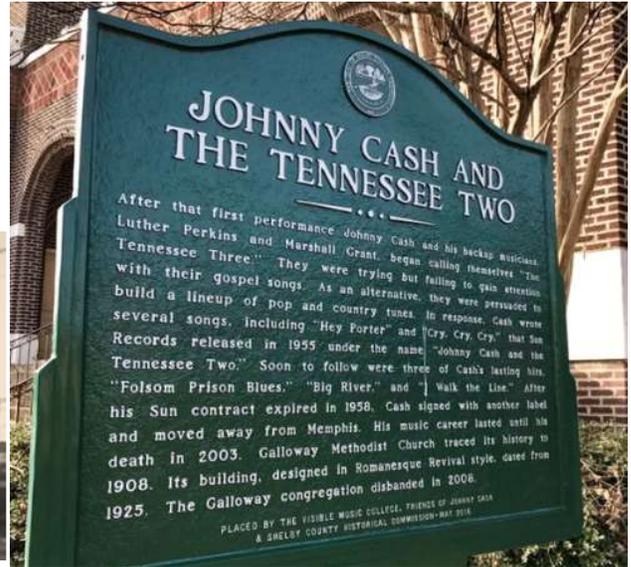
Stainless steel body  
0.400" thick tempered glass lens  
Driveover



**PUBLIC ART**

999 South Cooper is next door to the historic Galloway Methodist Church.

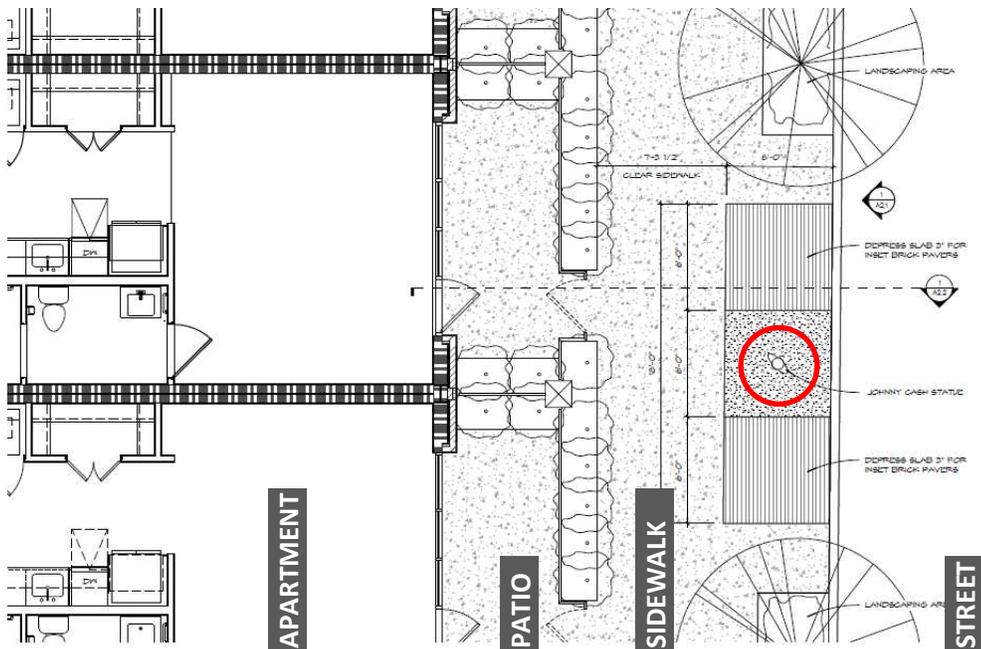
*"In December, 1954, John R. Cash, Marshall Grant, and Luther Perkins stepped into the Galloway Methodist Church on the corner of Cooper and Walker streets in Memphis, Tennessee, to play their first performance together for the Pioneers Club, a ladies church function. ... Johnny Cash and the Tennessee Two would go on to take the world by storm, but it all began there in the Cooper-Young community in Memphis." – Legacy Memphis*



999 South Cooper partnered with non-profit Legacy Memphis to celebrate this neighborhood Memphis music milestone with a life-size bronze statue of Johnny Cash.

999 South Cooper is providing engineering, land, foundation, and lighting for the Legacy Memphis statue. The project also researched technology to realize an idea for a "ring of fire" lighting effect.

(Arrangements to place the statue on church property were unsuccessful.)



The statue will be in the landscape strip between the sidewalk and street.

Statue foundation is 6'x6' with sponsor pavers north and south of the statue

Sidewalk clear path between the development's patios and the statue foundation is 7'-3"

The concept has been reviewed and OKed by City Engineering. The partners have entered a lease and maintenance agreement.



PUBLIC ART -- PARTNER BUDGET

<b>Johnny Cash Statue Budget</b>	Legacy Memphis	999 South Cooper	
Statue, cast bronze	\$ 50,000		
Statue, plaque	\$ 5,000		
Engineering		\$ 1,200	
Foundation/ concrete, install		\$ 1,600	
Statue, install		\$ 1,500	
Pavers, install		\$ 600	
Electric, wiring/ light install		\$ 1,800	
Statue lighting equipment		\$ 1,300	
Ring-of-Fire lighting equipment		\$ 5,200	
contingency 5%	\$ 2,750	\$ 660	
	<b>\$ 57,750</b>	<b>\$ 13,860</b>	<b>\$ 71,610</b>



THRD LEVEL

SECOND LEVEL

JOHNNY CASH STATUE

CONCRETE PLATFORM

BRICK PAVERS

STATUE HEIGHT

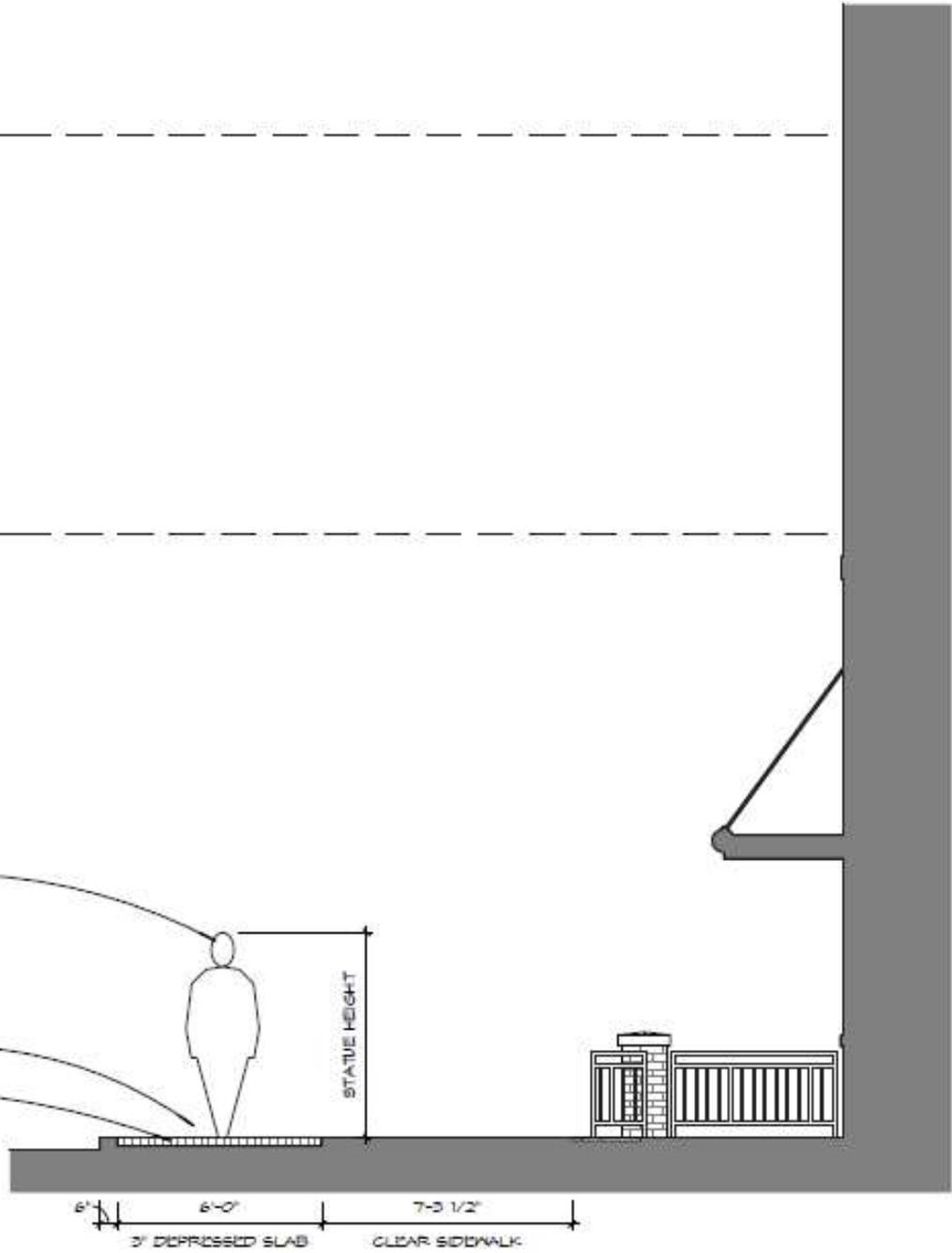
6"

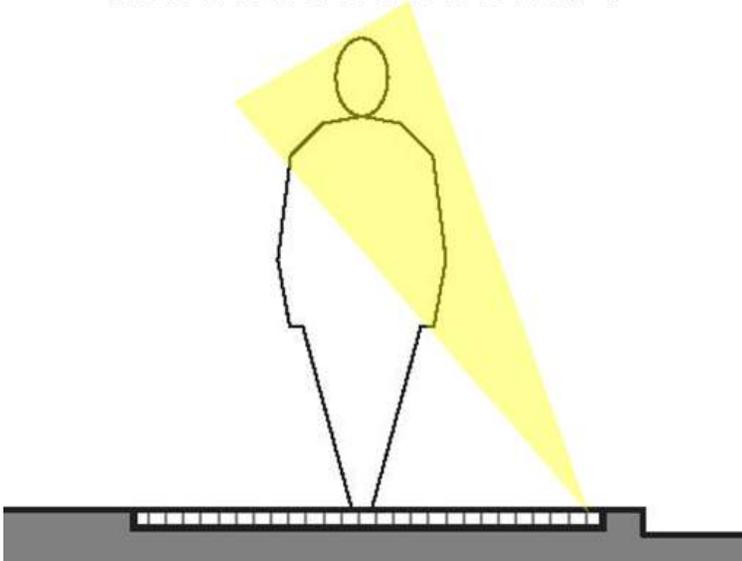
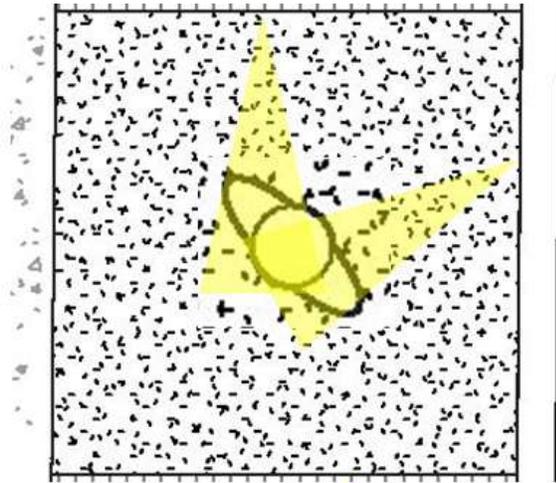
6'-0"

7'-3 1/2"

3' DEPRESSED SLAB

CLEAR SIDEWALK





Johnny Cash will be illuminated with in-grade up-light fixtures

## LITUS 5.2

### RGB

#### Features

Recessed uplight for outdoor applications. Drive-over rated up to 2200 lbs. Available in both static white light, and RGB color, with multiple color temperature and optic options. Ingress protection rated IP67, IK08.

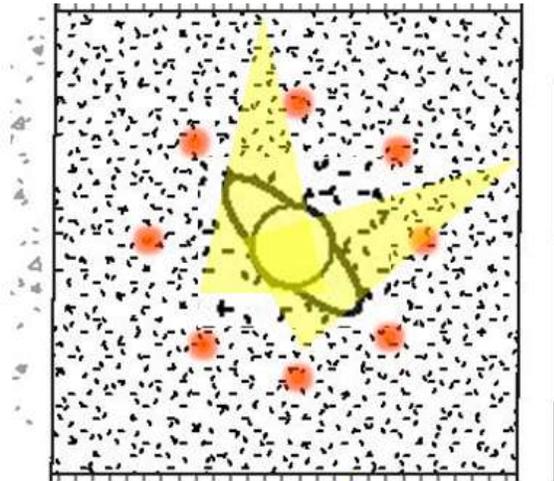
#### Construction

- Body in anodized aluminum alloy
- Screen in serigraphed, transparent and tempered glass
- Power supplies and mounting accessories required (see page 3)

#### Technical Data

Wattage	9W
Current/Input Voltage	350mA
CCT	RGB
CRI	>80
Delivered Lumens	147 lm (25°, 3000K)

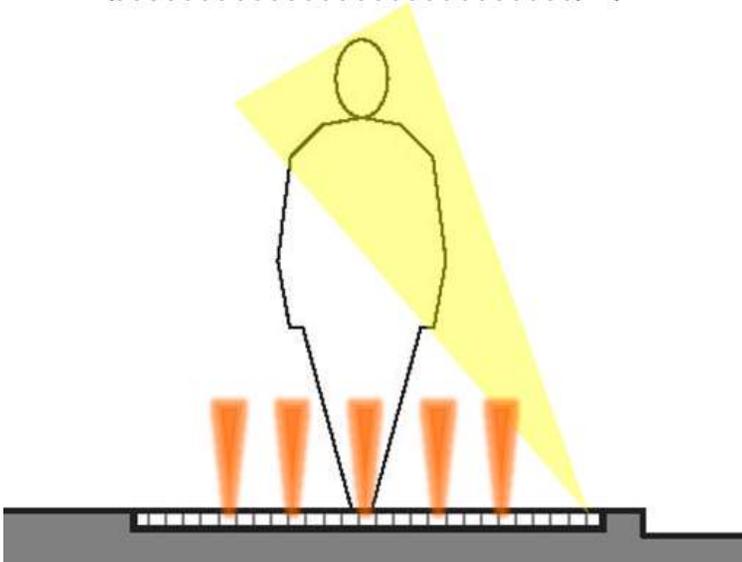




While developing functional lighting for the statue, an idea emerged to simulate a “ring of fire” as a homage to the Johnny Cash hit.

Color-changing LED lighting technology was identified to conjure the flame effect.

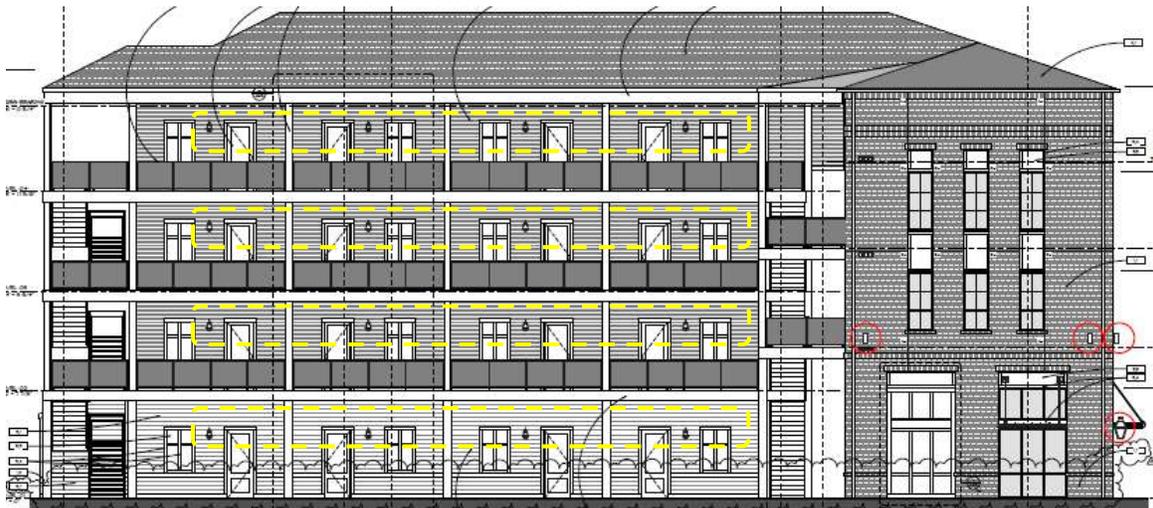
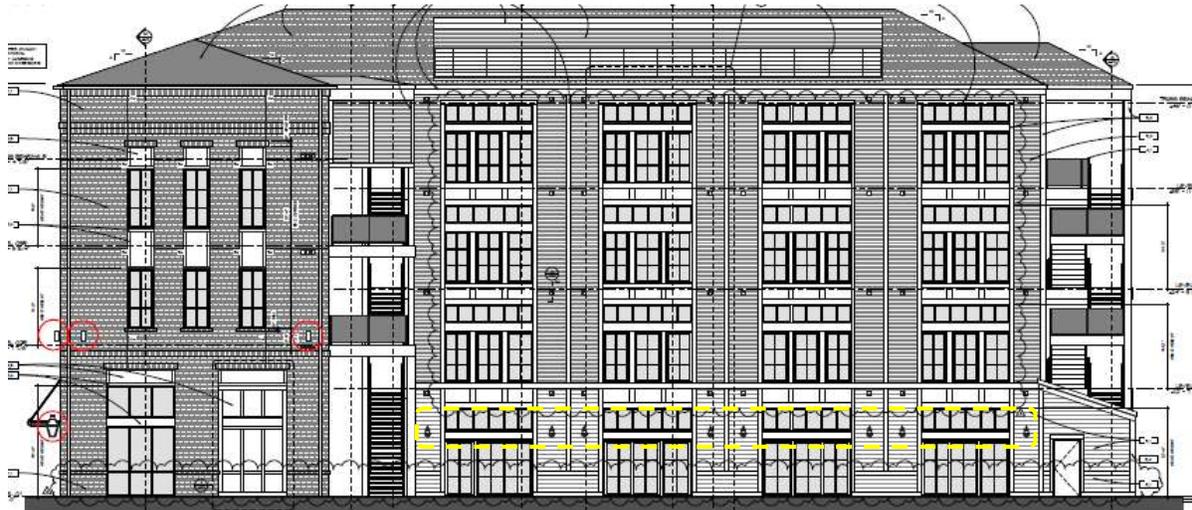
**Ring of Fire**  
 Johnny Cash  
*Love is a burning thing and it makes a fiery ring  
 Bringing me the wild desire I fell into a ring of fire  
 I fell into into the burning ring of fire  
 I fell down down down down into the deepest fire  
 And it burns burns burns burns the ring of fire the ring of fire  
 The ring of fire  
 The taste of love is sweet when two very hearts meet  
 I believe you like a child oh but the fire went wild  
 I fell into into the burning ring of fire*  
 Songwriters: June Carter / Merle Kilgore



**Centaur C4C IP68 In Grade Color Changing LED 4" dia.**

In Grade LED uplight  
 Cast stainless steel body  
 Cast stainless steel junction box  
 Unique screw on lens frame  
 0.400" thick tempered glass lens  
 Available with 5W RGBW LED or 5W Dynamic White.  
 For use as an in grade up light only





\* enhanced architectural light fixtures circled in solid red

\* dashed yellow lines note basic apartment lighting, at entry doors and stairwells. Apartment entry fixture is down-light only.