DOWNTOWN MEMPHIS COMMISSION

DESIGN REVIEW BOARD APPLICATION

Administered by:
Design Review Board

Property Address*: Christopher Spelts

Applicant Name & Mailing Address: 9700 Village Circle Suit 100 Lakeland TN. 38007

Applicant Phone Number: 901.332.5533 Applicant Fax Number: 901.332.5534

Property Owner's Name & Mailing Address: Vince Smith 3555 Tara Lane Memphis, TN. 38111

Property Owner's Phone Number: 901.489.5896

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

Sign ☐ Renovation☐
New Building ☒ Other Exterior Alteration☐

Project Description: SEE Enclosed Letter For Description.

Status of Project: Demolition Complete, 75% Construction Drawings, and Pricing by Contractor.

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 Ellery Ammons at (901)575-0564 or ammons@downtownmemphis.com.

Owner/Applicant Signature: Clt E. Spelts

Date: 1.14.2020

*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 & Developement at (901) 576-6601 for more information.

February 5, 2020

Send: Mr. Brett Roler
Director of Planning
Center City Commission
114 N. Main Street
Memphis, TN. 38103

RE: Poplar Art Lofts
1935 Poplar Avenue
Memphis, TN 38103

RE: Section III, Downtown Pilot Program Application; Q#3 and #7

The proposed project is located at 1935 Poplar Avenue where the Memphis College of Art Educational and Administration buildings were located. Mr. Smith intends to remove the current building and build a new 5 story residential apartment building with a ground level parking structure for all tenants. There will be retail on the first floors northwest corner with an open plaza for outdoor dining. Mr. Smith felt by pulling the building off the corner it would relate to Overton Park across the street, along with making the building more street friendly.

Our client is proposing a ground up, 5 story, 111 unit complex consisting of one bedroom studios and 19 walk up, one bedroom units with loft space at 1,100 square feet. The one bedroom lofts are 85% of the project at 750 square feet. The underground parking structure will hold 67 covered spaces with 53 additional surface spaces all screened from Poplar Avenue. Architecturally we intend to screen the lower level parking along Poplar with retail and an art gallery on both corners, a central focal point, and storefront art display windows.

The architecture will be very traditional brick and stone seen along Poplar. The design will be compatible with the adjacent neighborhood, timeless and stoic. Four stories of brick with a Rockcast stone on the first floor, balconies on the upper floors looking onto the park below, and smooth fiber cement panels on the upper floors painted to match the stone. The desire of Mr. Smith is to grant the neighborhood a project that maintains the existing charm of midtown. Mr. Smith continued to work with the Belleair Woods neighborhood association to convert the original design from contemporary Los Angeles, metal and glass to something the neighborhood appreciates and has approved. The re-tooled design is more fitting and complimentary to midtown bungalows found on Tucker and Rembert.

The main entrance to the lofts will be on North Tucker near the retail and adjacent to the outdoor plaza. Mr. Smith intends to do something very exciting with a sculpture in the plaza to reflect the past history of the Memphis College of Arts. The northwest plaza corner will be a leasing office in conjunction with a grab and go coffee house. The current bus line is on the same corner.

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Fax: (901) 332-5534

The existing sidewalks on all three sides will be replaced and enlarged. Street trees and decorative grates will be added to provide a nice softscape. Bike racks, garbage cans, and park bench will be added as well.

There will be a pool deck on the south side, on the second floor over the parking garage to give the tenants a downtown, high end, luxury feel. A fantastic amenity not offered in older apartments nearby.

The design intent is to create a new apartment complex in midtown for the urban tenant who likes to live, work, and play.

Sincerely,

Christopher Speltz
Renaissance Group, Inc.

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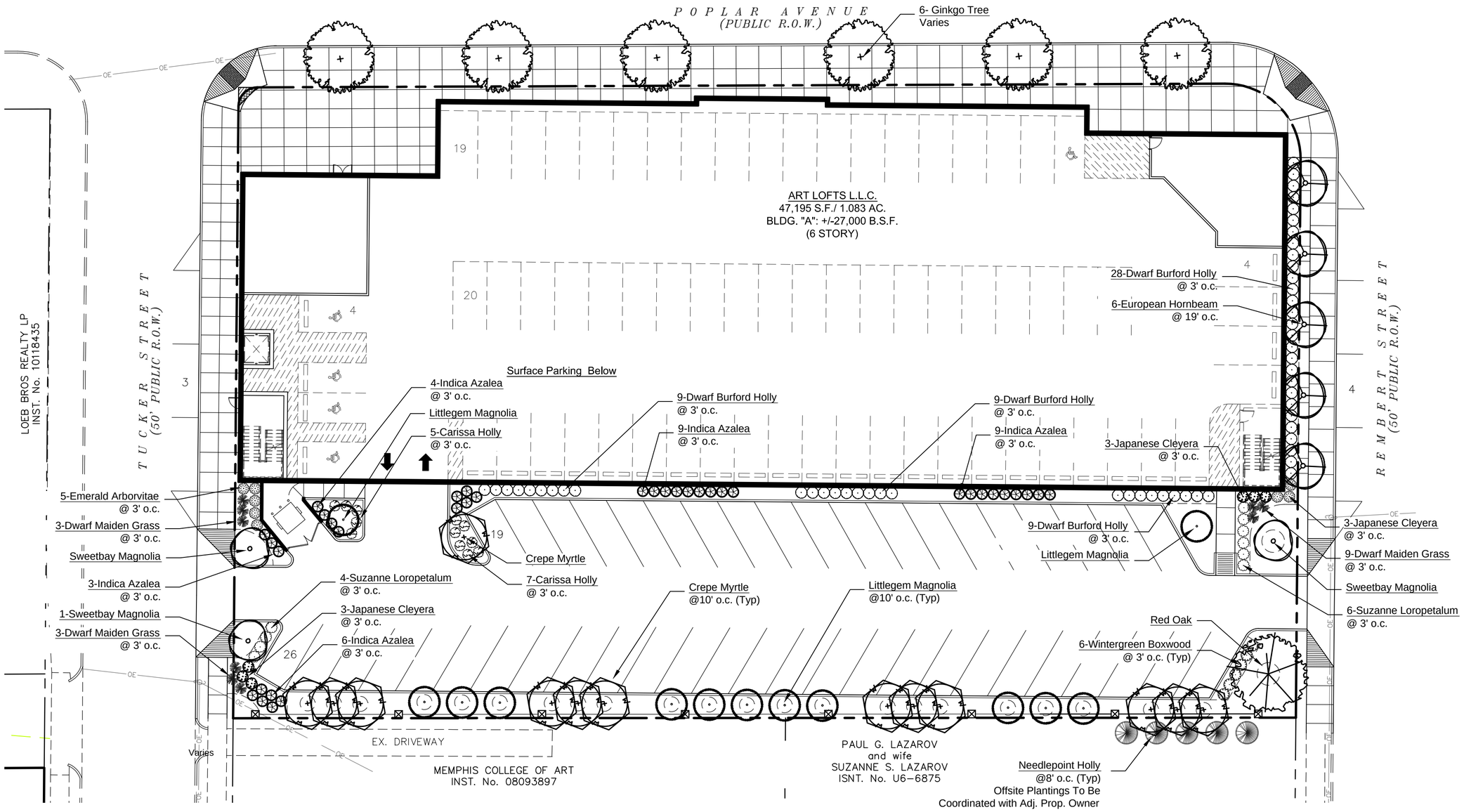
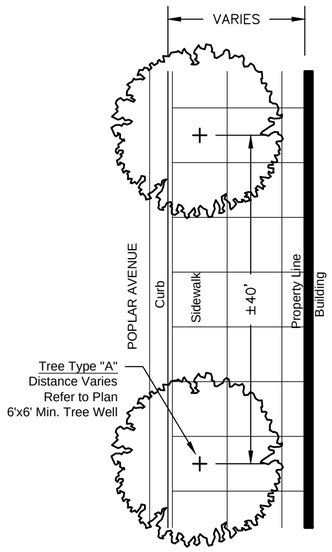
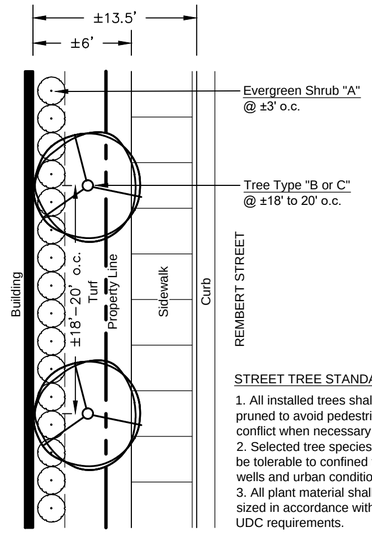
landscape architecture
planning
ils
INTEGRATED
LAND SOLUTIONS, PLLC
975 Fair Oaks Drive Collierville, Tn 38017
901.493.6996 corybrady@gmail.com

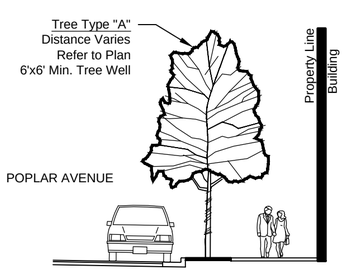


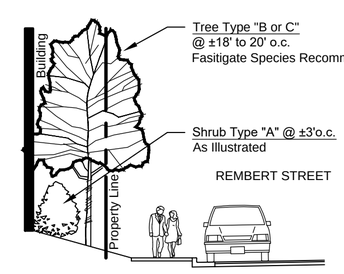


STREETSCAPE PLATE S-1 MODIFIED
POPLAR AVENUE ELEVATION



STREETSCAPE PLATE S-12 MODIFIED
REMBERT STREET ELEVATION





PLANT SCHEDULE

Trees
- (6) Princeton Sentry Ginkgo Tree (Ginkgo biloba "Princeton Sentry) 2" - 2.5" Cal
- (1) Red Oak (Quercus rubra) 2"-2.5" Cal
- (5) European Hornbeam (Carpinus betulus) 2"-2.5" Cal
- (13) Crepe Myrtle (Lagerstroemia indica) 6'-8' Ht
- (3) Sweetbay Magnolia (Magnolia virginiana) 6'-8' Ht
- (13) Littlegem Magnolia (Magnolia grandiflora 'Little Gem') 5'-6' Ht.
- (5) Needlepoint Holly (Ilex cornuta 'Needlepoint') 5'-6' Ht.

Shrubs
- (55) Dwarf Burford Holly (Ilex cornuta 'Dwarf Burford') 3gal
- (36) Indica Azalea (Azalea indica) 3 gal
- (12) Carissa Holly (Ilex cornuta 'Carissa') 3 gal
- (10) Suzanne Loropetalum (Loropetalum chinensis 'Suzanne) 3 gal
- (9) Dwarf Maiden Grass (Miscanthus sinensis 'Yakushima') 3 gal
- (8) Emerald Arborvitae (Thuja occidentalis 'Smaragd') 3 gal
- (6) Japanese Cleyera (Cleyera japonica) 3 gal
- (6) Korean Boxwood (Buxus microphylla japonica 'Winter Green') 3gal

STREET TREE STANDARDS:

1. All installed trees shall be pruned to avoid pedestrian conflict when necessary.
2. Selected tree species shall be tolerable to confined tree wells and urban conditions.
3. All plant material shall be sized in accordance with the UDC requirements.

GRAPHIC SCALE

30 0 10 20 40 80

(IN FEET)
1 inch = 20 ft.

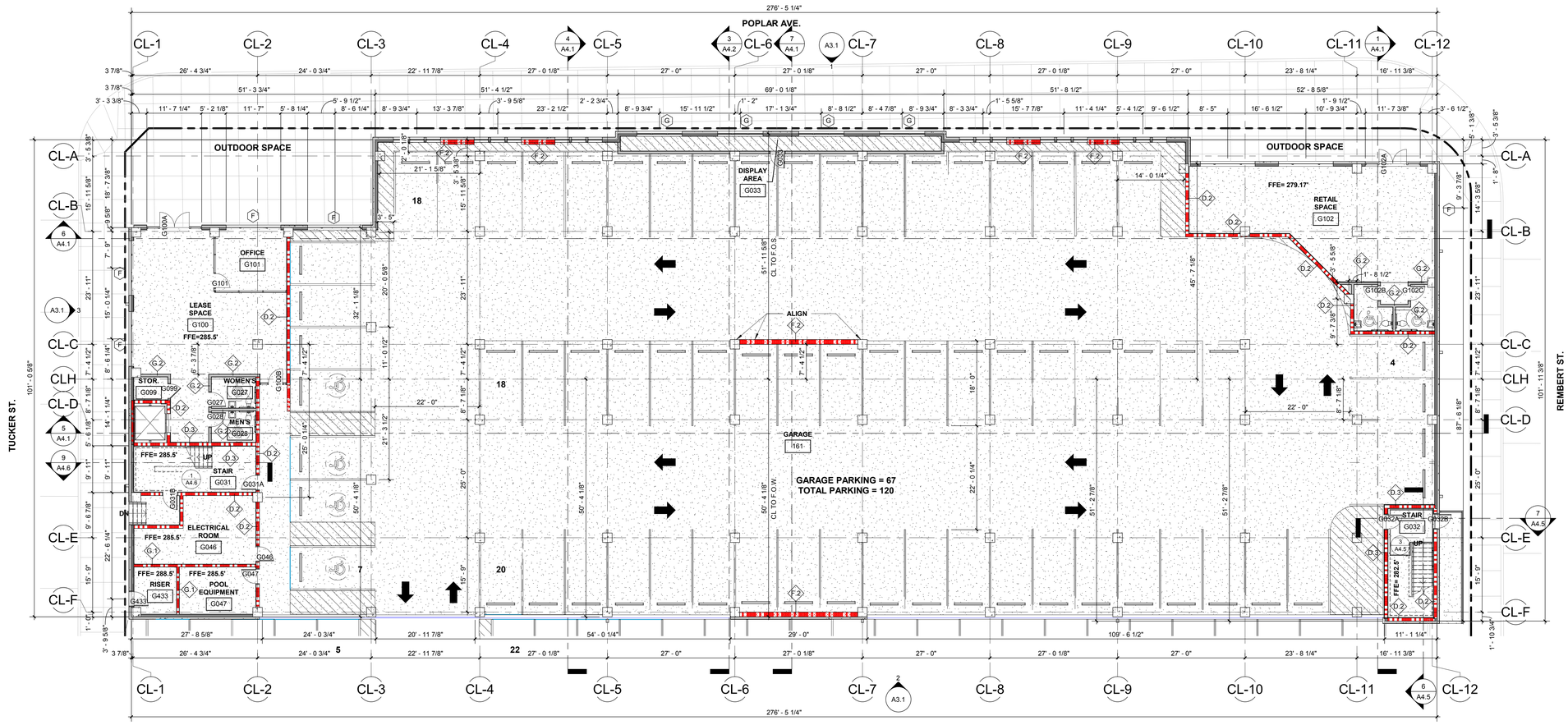
OUTLINE PLAN/FINAL PLAT

ART LOFTS

CASE: PD 18-39	LANDSCAPE PLAN
MEMPHIS, TENNESSEE	
NO. OF LOTS: 1	1.083 ACRES
DEVELOPER: POPLAR ARTS LOFTS LLC 355 TARA LANE MEMPHIS, TN 38111	ENGINEER: RENAISSANCE GROUP 9700 VILLAGE CIRCLE, STE. 100 LAKELAND, TN 38002

WARD: 17 BLOCK: 58 LOT: 1, 2, 3, 42, 4	F.E.M.A. MAP PANEL NO.: 47157C 0290 F	F.E.M.A. MAP DATE: 09-28-2007
DATE: FEB, 2018	SCALE: 1"=30'	SHEET 2 OF 5

ILS PROJ. #18026



1 0. GARAGE FLOOR PLAN

3/32" = 1'-0"

ROOM MATRIX - ART LOFTS						
	GARAGE	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	TOTAL
1-BR	0	20	21	21	2	64
1-BR W/ FLEX	0	1	1	1	1	4
STUDIO	0	6	6	6	6	24
WALK UP LOFTS	0	0	0	0	19	19
TOTAL	0	27	28	28	28	111
SQUARE FOOTAGE	22,575 S.F.	24,050 S.F.	24,050 S.F.	24,050 S.F.	24,050 S.F.	118,775 S.F.
RETAIL SPACE 1						915 S.F.
RETAIL SPACE 2			TOTAL RENTABLE: 98,165 S.F.			1,050 S.F.
POOL DECK			TOTAL HEATED: 98,165 S.F.			2,790 S.F.
ROOF DECK			TOTAL UNDER ROOF: 120,740 S.F.			655 S.F.
TOTAL						124,185 S.F.

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fax: 901.332.5534
www.rgroup.biz

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REV	DESCRIPTION	DATE

SCHEMATIC SET FOR NEW SCHEMATIC DESIGN

ART LOFTS

1951 POPLAR AVE.
MEMPHIS, TN 38104

Sheet Title: GARAGE PLAN

Project No.: 18017

Drawn by: MA

Date: 11/4/2019

Sheet No.: A2.0

renaissance group

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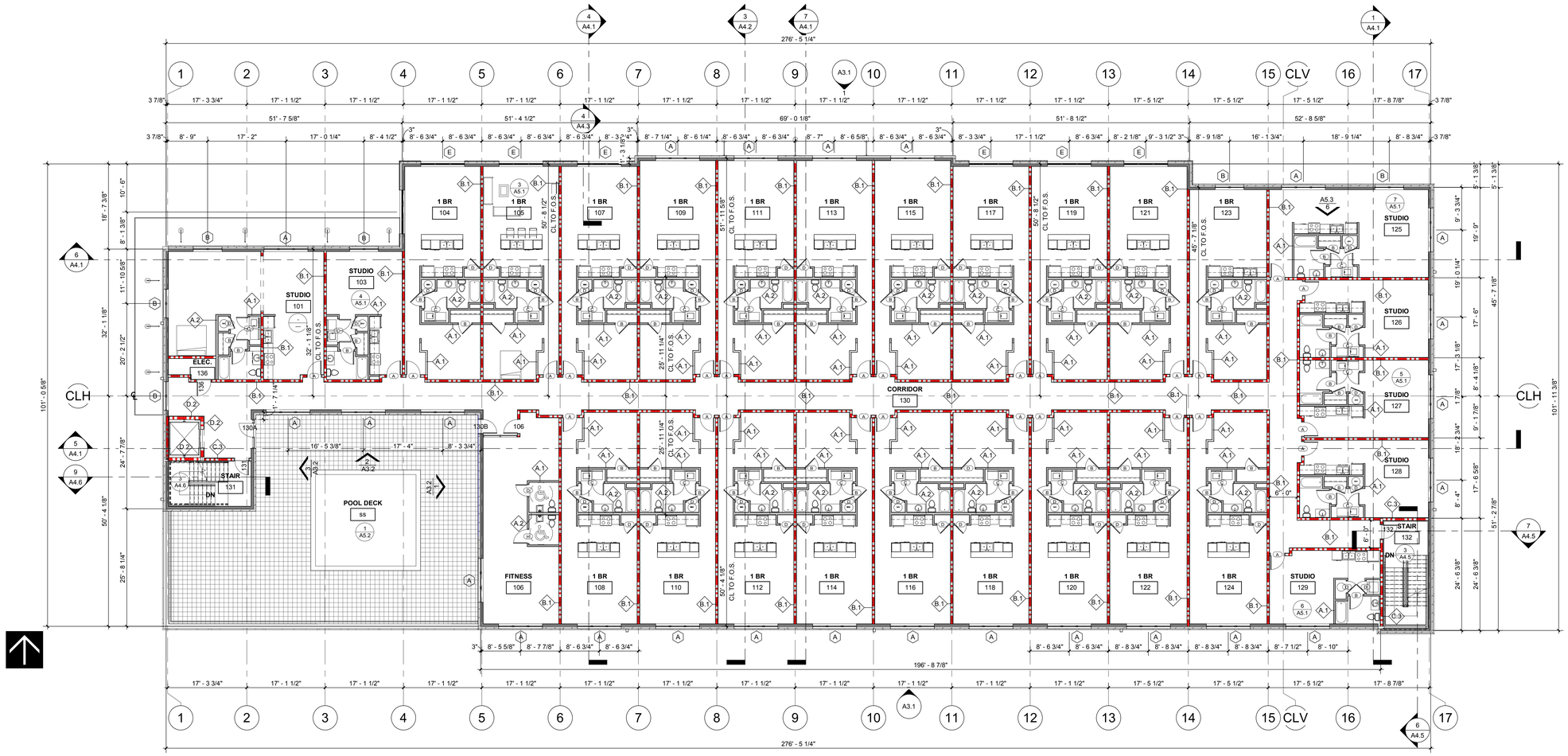

1 1ST FLOOR PLAN
3/32" = 1'-0"

ROOM MATRIX - ART LOFTS						
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1-BR W/ FLEX	0	1	1	1	1	4
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WALK UP LOFTS	0	0	0	0	19	19
TOTAL	0	27	28	28	28	111
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ART LOFTS

1951 POPLAR AVE.
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Sheet Title: FIRST FLOOR PLAN
Project No.: 18017
Drawn by: Author
Date: 11/4/2019

A2.1
Sheet No.

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1 2ND FLOOR PLAN
3/32" = 1'-0"

2 3RD FLOOR PLAN
3/32" = 1'-0"

ROOM MATRIX - ART LOFTS						
	GARAGE	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	TOTAL
1-BR	0	20	21	21	2	64
1-BR W/ FLEX	0	1	1	1	1	4
STUDIO	0	6	6	6	6	24
WALK UP LOFTS	0	0	0	0	19	19
TOTAL	0	27	28	28	28	111
SQUARE FOOTAGE	22,575 S.F.	24,050 S.F.	24,050 S.F.	24,050 S.F.	24,050 S.F.	118,775 S.F.
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SCHEMATIC SET FOR NEW
SCHEMATIC DESIGN

ART LOFTS

1951 POPLAR AVE.
MEMPHIS, TN 38104

Sheet Title: SECOND & THIRD FLOOR PLAN
Project No.: 18017
Drawn by: ADM
Date: 11/4/2019

Sheet No.: A2.2

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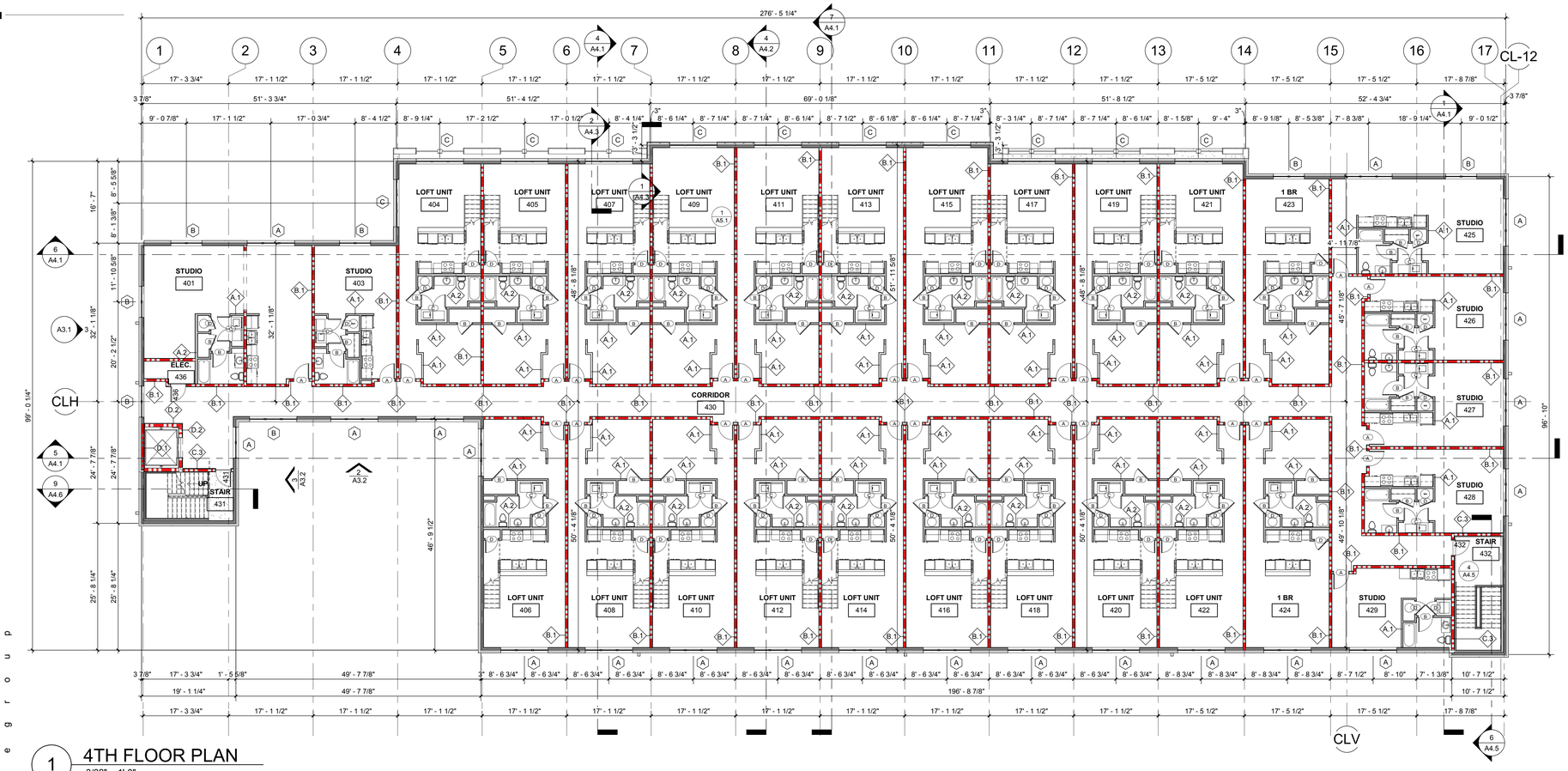
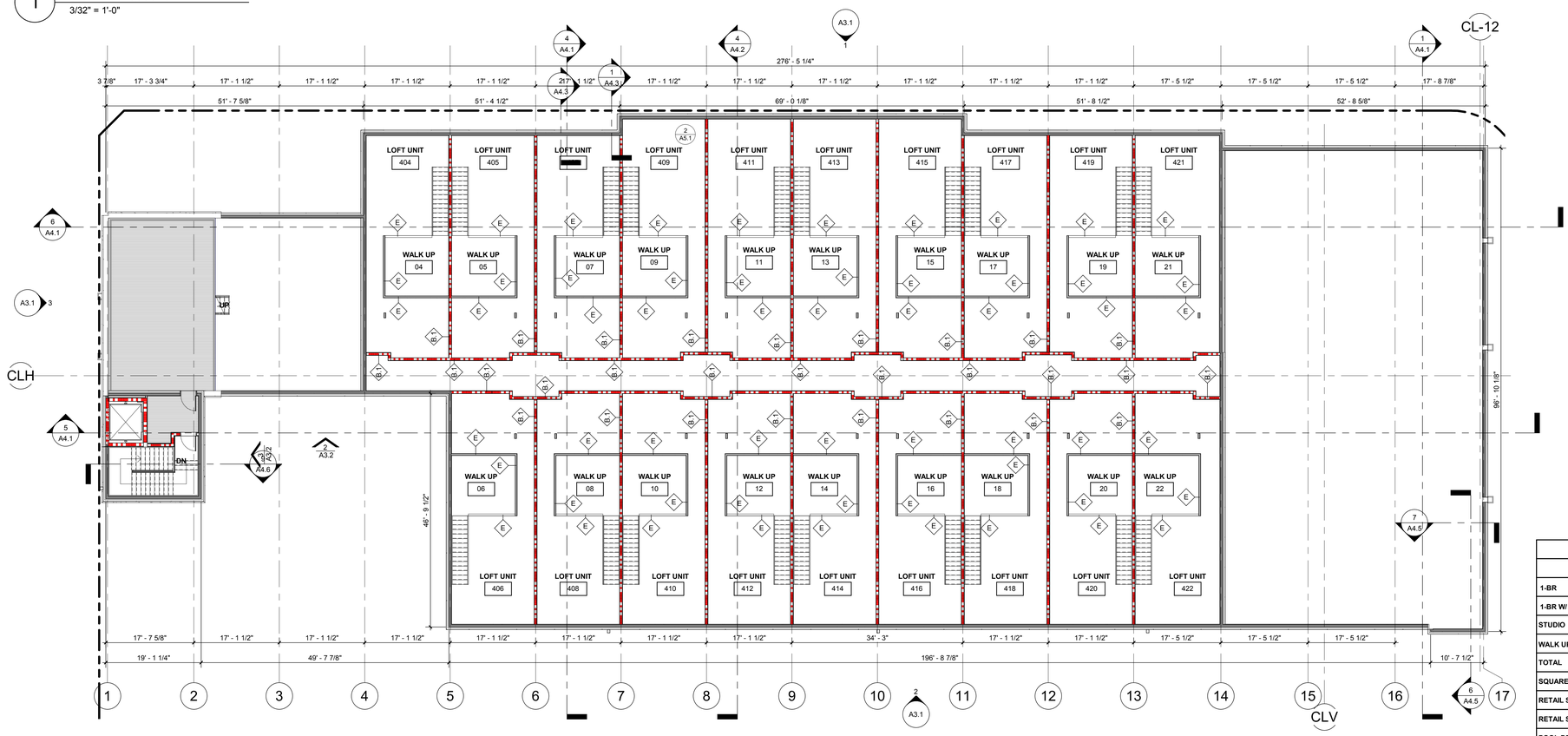


1 4TH FLOOR PLAN
3/32" = 1'-0"



2 LOFT FLOOR PLAN
3/32" = 1'-0"

ROOM MATRIX - ART LOFTS						
	GARAGE	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	TOTAL
1-BR	0	20	21	21	2	64
1-BR W/ FLEX	0	1	1	1	1	4
STUDIO	0	6	6	6	6	24
WALK UP LOFTS	0	0	0	0	19	19
TOTAL	0	27	28	28	28	111
SQUARE FOOTAGE	22,575 S.F.	24,050 S.F.	24,050 S.F.	24,050 S.F.	24,050 S.F.	118,775 S.F.
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ART LOFTS

1951 POPLAR AVE.
MEMPHIS, TN 38104

Sheet Title: FOURTH & LOFT FLOOR PLAN
Project No.: 18017
Drawn by: ADM
Date: 11/4/2019
Sheet No.: A2.3

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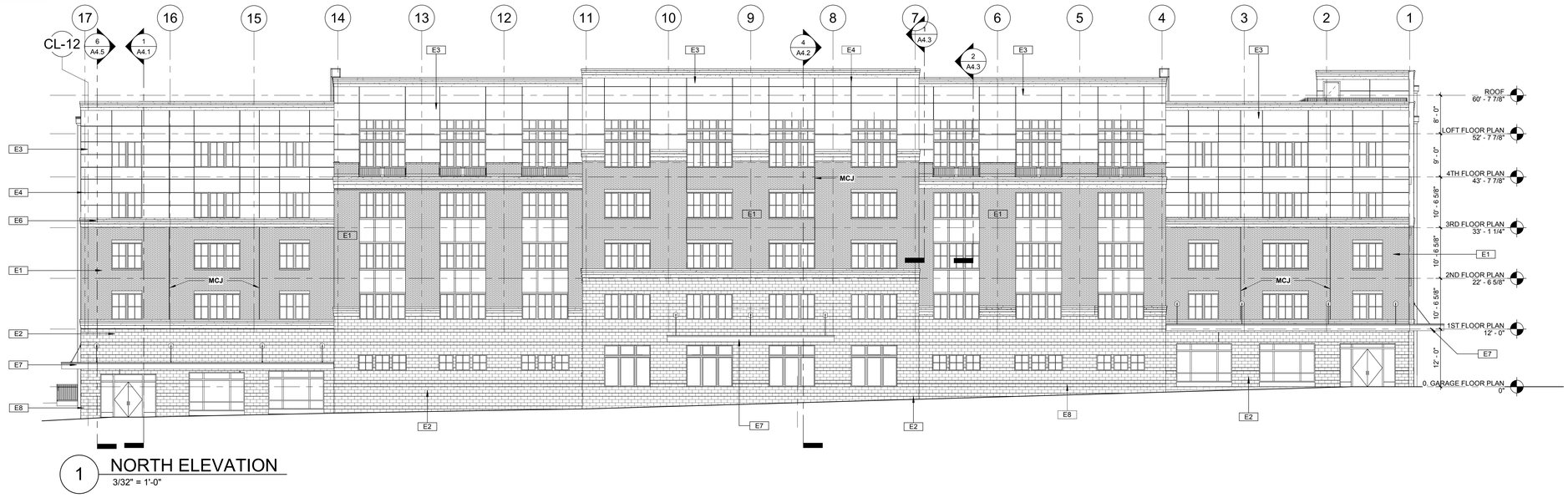
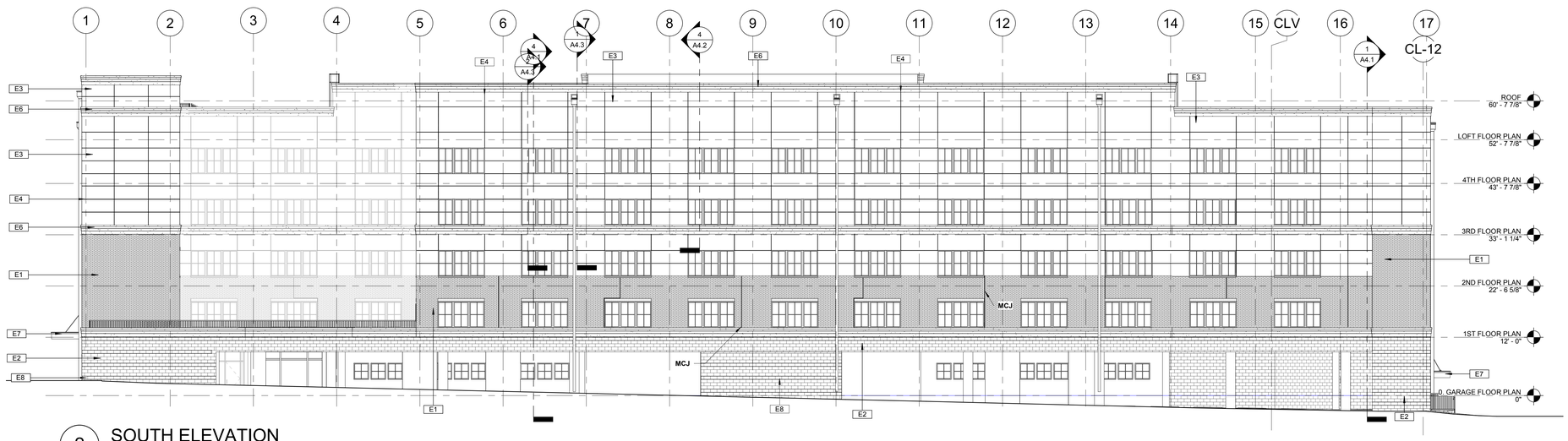


1 NORTH ELEVATION

3/32" = 1'-0"



2 SOUTH ELEVATION

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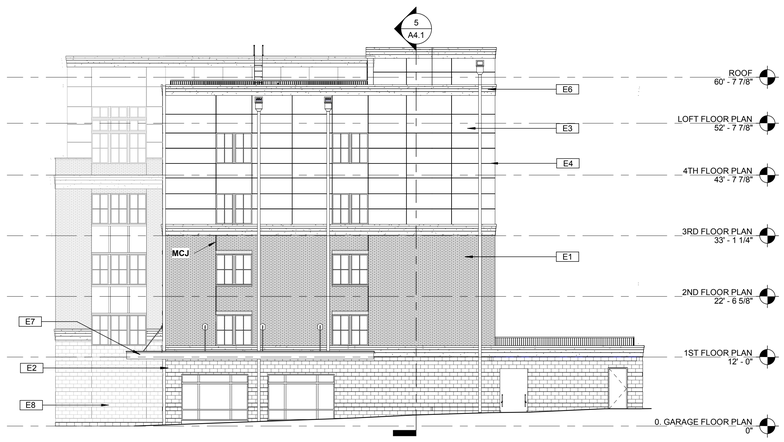
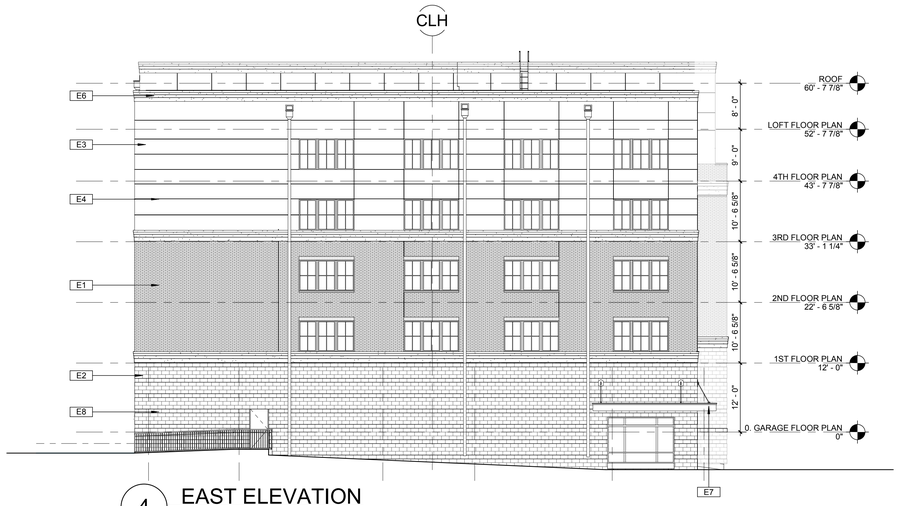


3 WEST ELEVATION

3/32" = 1'-0"



4 EAST ELEVATION

3/32" = 1'-0"

ELEVATION KEYNOTE LEGEND	
E1	BRICK VENEER - MERIDIAN GERORGETOWN MORTAR - ASH GROVE UNIVERSITY BUFF
E2	ROCKCAST - BUFFSTONE
E3	HARDIE PANEL - FARRELL CALHOUN 0021 BARLEY WHITE
E4	1/2" HARDIE REVEAL
E5	MASONRY CONTROL JOINT
E6	EIFS BAND PROFILE - REF SECTIONS
E7	PREFINISHED MTL CANOPY (BLACK) PAC CLAD
E8	1/2" MASONRY RECESS (1 COURSE)
E9	WINDOW TRIM - FARRELL CALHOUN 0529 BLACK LICORICE
E10	LOUVERS - PAINT TO MATCH
E11	STOREFRONT WINDOWS - BLACK TUBELITE

MATERIALS LEGEND

HARDI PANEL - PAINT 01
COLOR: FERRALL CALHOUN BARLEY WHITE
TEXTURE: SANDBLAST, DRYVIT

BRICK VENEER - TYPE 1
MANUF: MERIDIAN BRICK
TYPE: V224 - SMOOTH FACE
SIZE: STANDARD MODULAR SIZE
COLOR: V224

BRICK VENEER - TYPE 2
MANUF: SATURN MATERIALS
TYPE: CORED SMOOTH FACE
SIZE: 4X8X24
COLOR: IVORY

EIFS BAND: PROFILE
MANUF:
COLOR: WHITE

ALUMINUM STOREFRONT : COLOR 02
MANUF: TUBELITE
COLOR: CHAMPAGNE

METAL CANOPY : COLOR 01
MANUF: PAC CLAD
COLOR: MATTE BLACK

NOTE : PREFINISHED CANOPY BY MAPES - COLOR TO MATCH PAC CLAD

NOTE:
1) ALL EIFS SHAPES AND PROFILES TO BE EIFS COLOR 01 UNLESS OTHERWISE NOTED

2) REF. ELEVATIONS FOR PATTERN STYLE OF BRICK VENEER - TYPE 3 (RUNNING BOND VS HERRING BONE)

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ART LOFTS

1951 POPLAR AVE.
MEMPHIS, TN 38104

Sheet Title: EXTERIOR ELEVATIONS

Project No.: 18017

Drawn by: ADM

Date: 11/4/2019

Sheet No.: A3.1

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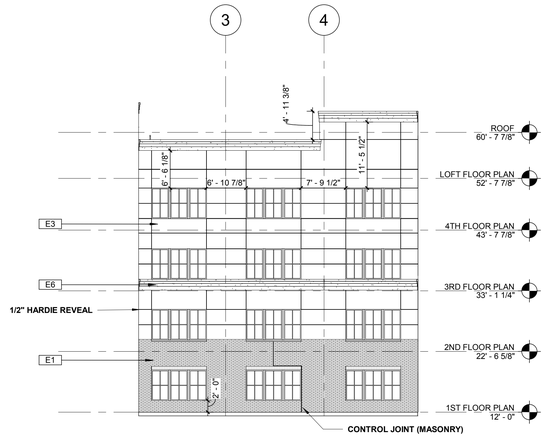
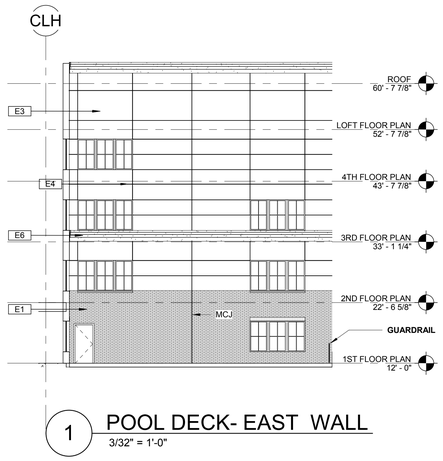


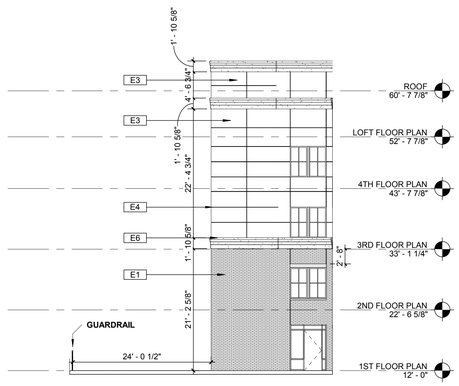
2 POOL DECK- NORTH WALL

3/32" = 1'-0"



1 POOL DECK- EAST WALL

3/32" = 1'-0"



3 POOL DECK- WEST WALL

3/32" = 1'-0"

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1951 POPLAR AVE.
MEMPHIS, TN 38104

Sheet Title
EXTERIOR ELEVATIONS

Project No.
18017

Drawn by
Author

Date
11/4/2019

Sheet No.
A3.2

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-Windows pattern on upper floors

-Outdoor canopy, Outdoor plaza, and Planter screens

-New street trees and grates

- Raised signage letters and canopy
- Traditional brick apartment

downtown examples for

Poplar Art Lofts

Memphis, Tennessee

Renaissance Group

architecture • engineering • planning • interiors

Typ. Double Hung Window- MI Series

- 4340 single hung
- Simulated grid- SDl option

Tubelite Storefront Display Window

- 450 storefront series

proposed window examples for

Poplar Art Lofts

Memphis, Tennessee

- First floor storefont windows at coffee house

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2-05-2020

proposed corner perspective for

Poplar Art Lofts

Memphis, Tennessee

11-19-2018

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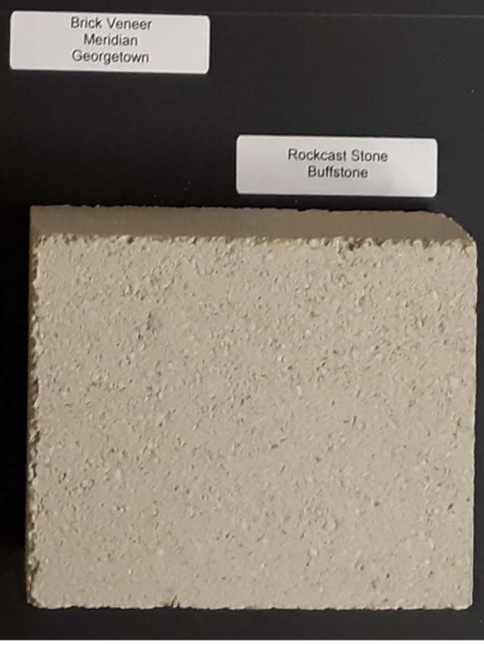

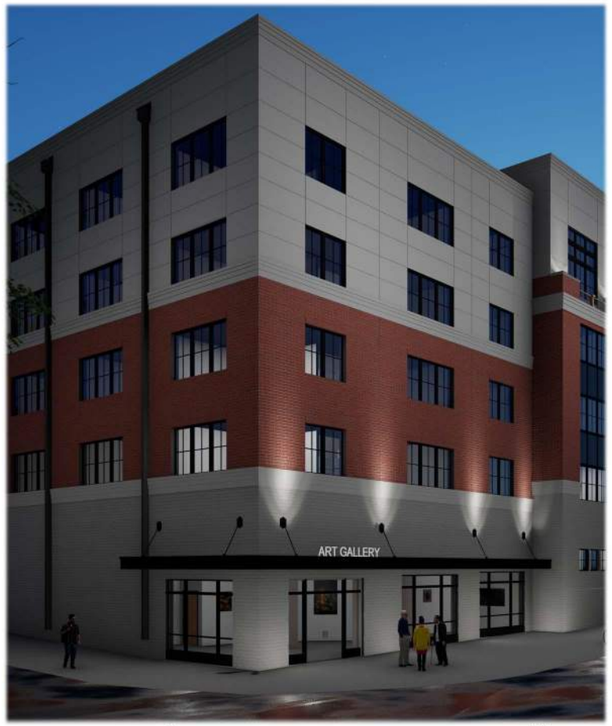

northeast corner art gallery

northwest corner plaza

1-13-2020

proposed renderings for

Poplar Art Lofts

Memphis, Tennessee

northeast Poplar Avenue elevation

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display windows at street level

1-13-2020

street elevation along Poplar Avenue

rear elevation at pool deck

proposed renderings for

Poplar Art Lofts

Memphis, Tennessee

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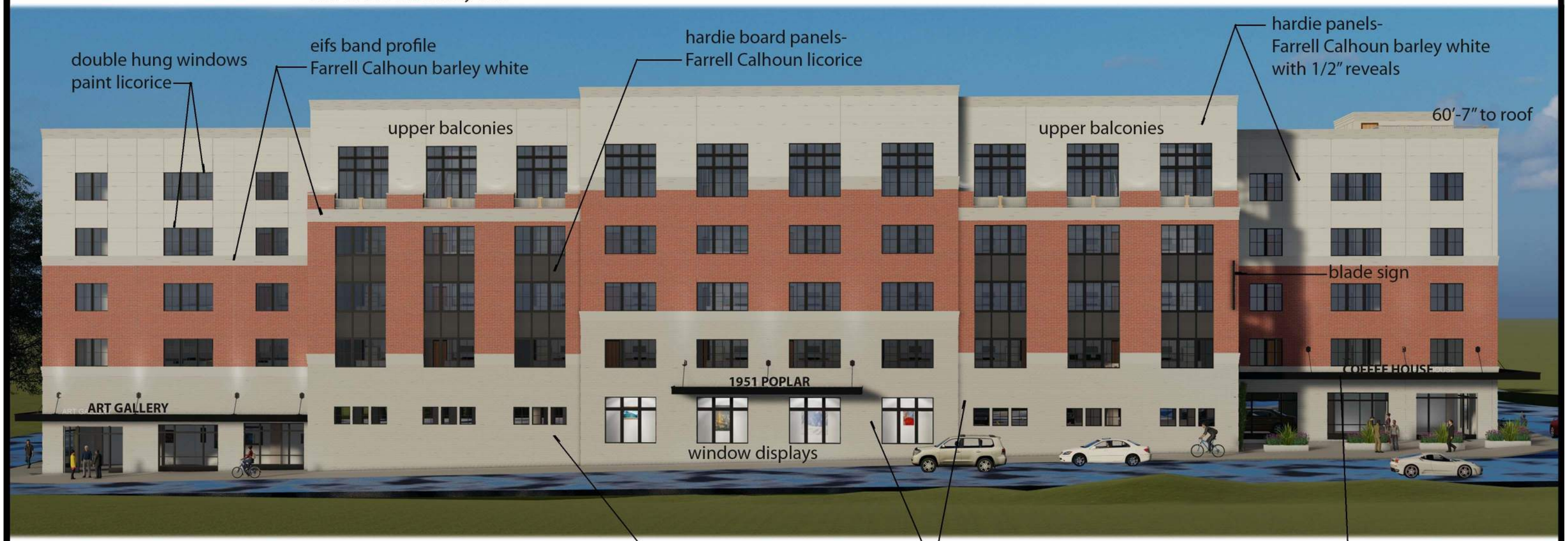
brick veneer-
Meridian Georgetown

mortar-
Ash Grove University Buff



street elevation along Poplar Avenue
1-13-2020

proposed front rendering for

Poplar Art Lofts

Memphis, Tennessee

Renaissance Group
architecture • engineering • planning • interiors

The Evolution Of Poplar Arts Lofts

The evolution of the former MCA property at 1935 Poplar took over 11 months and countless meetings and discussions with the midtown and Tucker and Jefferson stakeholders to come to its current design and architecture.

The original concept was a very contemporary design constructed with metal panels, glass and a swimming pool on the second floor at the corner of Poplar & Tucker. It was six floors above a non-transparent podium, eight feet behind the curb with approximately 125 units. It was designed after a very sleek development in Downtown LA.

Our first meeting was with Josh Whitehead and Don Jones of the Memphis and Shelby County Office of Planning and Development. While the concept of multi-family and density at the location was well received they felt there might be some pushback with the modern design. We were encouraged to reach out to the neighbors and go above and beyond the single required neighborhood meeting.

The next stop was the Midtown Development Corporation and Mary Baker. Their group as a whole was very supportive but gave us additional contacts for further outreach. They included the Belleair Neighborhood and the Midtown Action Collation. Meetings with the two groups did not go as well. It was obvious that they did not like the contemporary design and had concerns about the height of the structure.

After listening to the neighbors, we went back to the drawing board. We worked diligently with representatives of the neighbors and Don Jones, Brett Ragsdale and Josh Whitehead of OPD for months with multiple renditions until we developed a look and design that was agreeable.

The design changes included moving the look to a very traditional architectural style with brick. Moving the pool to the rear. Reversing the traffic patterns, reducing the amount of units and floors. The design was approved for 6 floors but we have since reduced it to 4 floors above the podium. The podium had become more transparent with storefront windows and added retail on the corners. The building has been moved back to 15 feet behind the curb and added large corner plazas for a more pedestrian friendly feel.

I would like to thank all parties involved in the design process for making the project and Memphis a better place to live.

From: Kevin Thompson <Kevin.Thompson@RaymondJames.com>
Subject: Poplar Art Lofts
Date: February 26, 2019 4:03:05 PM CST
To: Vince Smith <kakivs@gmail.com>

1 Attachment, 2 KB

Vince,

Thanks for working with the neighborhood on your project. We appreciate all of the changes you've made and think the latest design is a much better fit with our neighborhood.

I wanted to let you know that Belleair Woods will not be present at any future approvals. I polled the neighborhood to see whether anyone wanted to pursue it at Council, and we did not receive enough responses to do so. I think in general folks are happier with the design and traffic changes, wish we could've lowered it a floor or two, and are now looking forward to supporting its success.

I don't know if anyone from the neighborhood will show up or what the other two neighborhoods are doing. I've been traveling, so haven't had a chance to catch up with them.

If you don't mind, we would like to stay informed of the construction cycle. I can serve as point on that and keep the neighborhood informed. And let us know if there's anything else we can do to help your project be successful.

Thanks again for listening and making design changes on our behalf,
Kevin

Kevin Thompson
Managing Director

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From: "Jones, Donald" <Donald.Jones@memphistn.gov>
Subject: Poplar Lofts
Date: March 20, 2019 9:42:34 AM CDT
To: Vince Smith <kakivs@gmail.com>, Cory Brady <corybrady@gmail.com>, "hbranan@farris-law.com" <hbranan@farris-law.com>

Guys: Congrats on a good result at council. I think the fact that we went from 68 letters of opposition at LUCB to one objector at Council speaks volumes. Look forward to seeing the Final Plat. Regards, don.

John D. (Don) Jones
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