



MINUTES OF THE DESIGN REVIEW BOARD (DRB)

Wednesday, May 6, 2020
4:00 PM

Due to the declarations of a State of Emergency by the President of the United States, the Governor of Tennessee, and the Mayor of Memphis relating to the COVID-19 Pandemic, the DRB has determined that it is necessary that the meeting be conducted by electronic or other means of communication in order to protect the health, safety and welfare of the public, DMC staff, and DRB applicants. This meeting of the DRB was held via Zoom virtual meeting. Board members participated by phone with all materials made available to them as well as the public in advance. Procedures were in place to identify all participants on the call including members of the public and allow for questions and public comment.

Board Members Present: Joyce Selina Love, Roderick DeBerry, Colin McDoniel, Mike Hammond, Michelle Ye and Deni Reilly

Board Members Absent: Brett Ragsdale

DMC Staff Present: Jennifer Oswald, Brett Roler, Christine Taylor, Erik Stevenson, Penelope Springer, Abe Lueders, Penelope Huston, Jaske Goff, and Katie Flynn

Guests: James Stokes, Mike Todd, Emily Todd and William Lowery

I-II. Call to Order & Approval of Minutes:

Joyce Selina Love called the meeting to order at 4:00 PM Deni Reilly made a motion to approve the minutes from the April 1, 2020 DRB meeting as submitted. Michelle Ye seconded the motion, which passed unanimously. Jennifer Oswald explained the meeting process and protocols. Christine Taylor called roll

III. Current Applications:

DRB #20-25 343 Madison Avenue

Abe Lueders presented the DRB application for exterior renovation for property located at 343 Madison Avenue. On the east face of the building, a new glass storefront system with an ADA entry porch will provide a new point of access to the building. The existing overhead door will be replaced with an anodized glass overhead door to increase the building's transparency. Exterior lighting will be provided by eight new industrial gooseneck lights installed near the top of the building. A new mural is also planned for the remainder of the wall, but a specific design is not included in the present application. The building's new primary entrance and storefront will be located on the south side, facing Floyd Alley. The south façade will feature two large storefront windows, and a central door capped with a brick arch. Applicant Mike Todd made

brief comments about the project and answered board member questions. After board discussion Chairman loved called for public comment, hearing none, a motion for approval was called to approve the exterior renovations as presented with the condition the applicant will apply for administrative approval for signage and mural. Deni Reilly made the motion to approve the application as submitted with conditions, Rod DeBerry seconded the motion, Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

DRB #20-20 **360 E H Crump**

Abe Lueders presented the DRB application for electronic message board (signage) for property located at 360 E H Crump. The proposed sign is a monument sign composed of a double-faced LED Electronic Message Center (EMC) mounted on top of a brick base. The EMC measures 7.25 feet. (w) by 3.4 feet (h), while the brick base measures 7.25 feet (w) by 3.75 feet (h). The total area of the sign's face is approximately 51.96 square feet, and the total height of the sign is 7.16 feet. The depth of the brick base is 18 inches, while the depth of the EMC is 14 inches. Roderick DeBerry made the motion to approve the application for signage as presented, Deni Reilly seconded the motion, Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

Although, the proposed sign does not conform to code requirements for size, after board discussion, Deni Reilly made the motion to approve the base monument with the condition to minimize the width by 12 inches and maintain the proposed height, Michelle Lee seconded the motion, Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

IV. Adjournment

Chairman Love thanked the board members for their participation and called for a motion to adjourn the meeting. Deni Reilly made the motion to adjourn, Rod DeBerry seconded the motion, Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

Seeing no further business, the meeting was adjourned.