



**MINUTES OF THE
DESIGN REVIEW BOARD (DRB)**

Wednesday, December 4, 2019
4:00 PM

Board Members Present: Ray Brown, Rebecca Conrad, Brett Ragsdale, Roderick DeBerry, Joyce Selina Love, Suhair Lauck, Valentina Cochran and Deni Reilly

Board Members Absent: Sheila Urevbu and Colin McDoniel

DMC Staff Present: Jennifer Oswalt, Brett Roler, Christine Taylor, Ellery Ammons, Erik Stevenson, Kaeyla Willis and Debra Streeter

Guests: Ken Welch, James Stokes, Desiree Stennett,

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

Ray Brown called the meeting to order at 4:03 PM Rebecca Conrad made a motion to approve the minutes from the November 6, 2019 DRB meeting as submitted. Joyce Selina Love seconded the motion, which passed unanimously.

III. Current Applications:

DRB #18-37R2 – 400 Monroe Avenue, The Rise Apartments

Ellery Ammons presented the DRB application for enhanced architectural lighting, public art & signage for property located at 400 Monroe Avenue. The proposed architectural lighting primarily focuses on the two eastern corners of the property which feature both of the entrances of the property from Monroe (for pedestrians) and Madison (for the parking garage). The proposed public art for the project consists of restoring the vintage Wonder Bread neon sign and mounting it on site. The proposed signage is Rebecca Conrad made the motion to approve the application for signage as presented, Roderick DeBerry seconded the motion, which passed unanimously. Two (2) wall signs that read “The Rise Memphis” and Two (2) canopy signs. Additional signs for the parking garage will be addressed in a separate DRB application. Rebecca Conrad made the motion to approve the application for lighting as presented, Deni Reilly seconded the motion, which passed unanimously. Deni Reilly made the motion to approve the application for public art as presented, Suhair Lauck seconded the motion, which passed unanimously.

DRB #19-133 – 245 South Front, One Beale

Ellery Ammons presented the DRB application for exterior renovation and new construction for property located at 245 South Front Street. The newly proposed hotel is located along Front Street between Beale Street and Dr. MLK Jr. Avenue and south of the Hyatt Centric. The proposed design incorporates the existing Ellis Building facade, as well as the masonry party walls on the north and south building extents. The intent is to incorporate the frontage along Front Street in order to retain the character of the Ellis buildings, while also building a new

contemporary 9-story tower that will be set back from Front Street. Suhair Lauck made the motion to approve the application as presented, Rebecca Conrad seconded the motion, which passed unanimously.

DRB #19-136 – 343 Madison Avenue

Ellery Ammons presented the DRB application for exterior renovation for property located at 343 Madison Avenue. Following redevelopment, the property will likely be divided into two commercial/retail tenant spaces. This application is for the exterior improvements to the north elevation (Madison entrance). All additional exterior work will return to the DRB as a separate DRB application. Rebecca Conrad made the motion to approve the application as presented, Roderick DeBerry seconded the motion, which passed unanimously.

DRB #19-137 – 399 South Second Street

Ellery Ammons presented the DRB application for exterior renovation for property located at 399 South Second Street. The owner plans a full interior and exterior renovation to open a business called Upourium Social and Tap Haus. Existing windows will be restored, overhead doors will be added and exterior lighting also added to improve pedestrian comfort and safety on the block and enhance walkability in the neighborhood. Joyce Selina Love made the motion to approve the application as presented, Deni Reilly seconded the motion, which passed unanimously.

IV. Adjournment

Seeing no further business, the meeting was adjourned at 4:31 PM.