



**Design Review Board (DRB)  
Staff Report**

*Exterior building renovation*

Case # 16-32: Peabody Place - Conversion to office use  
150 Peabody Place Ave.  
Memphis, TN 38103

Applicant/Owner: Peabody Place Centre GP  
100 Peabody Place Ave. Suite 1400  
Memphis, TN 38103

Representative: LRK  
175 Toyota Plaza, Suite 500  
Memphis, TN 38103

Background: The applicant is converting the former Peabody Place retail center to office use. The four-level, 360,000 sq. ft. facility will be transformed into Class A office space to serve as ServiceMaster's new corporate headquarters. The building, once renovated, will be LEED-certified. In addition to office space, the development plans include a 20,000 sq. ft. technology and innovation center in the former location of Tower Records, located at the northwest corner of Third Street and Peabody Place Ave. It is anticipated that additional retail space will be located at the ground-floor along South Second Street.

Design Review Board (DRB) review and approval is required for this project due to several financial incentives from the DMC-affiliate Boards being part of the overall development deal. The Center City Revenue Finance Corporation (CCRFC) amended the existing PILOT lease for the property and the Center City Development Corporation (CCDC) approved a \$1,000,000 Commercial Office & Development Grant for tenant improvements on site. Additionally, the Downtown Parking Authority (DPA) entered into a parking agreement with ServiceMaster as part of the overall incentive package.

As is the case with all DRB projects, only the exterior scope of work is within DRB purview. For purposes of this application, the property owner is the applicant for the exterior building

renovations. The tenant will come back to the Board at a later date for exterior signage review and approval.

Project Description:

The only significant change to the building exterior will be the removal of the existing pedestrian skybridge crossing South Second Street. The other extant skybridges will remain in place. The existing Peabody Place branded signage will also be removed. The property owner plans to paint the existing brick, EIFS, and metal canopy in a manner consistent with the appearance of an office building. The owner will test paint a section of the building prior to finalizing the color selection.

A welcome change associated with this project will be the introduction of new windows in space that was previously blank wall area. Over fifty (50) new windows with an anodized aluminum finish will be added on the second and third level of the South Second Street elevation. The Peabody Place Avenue elevation, the Third Street elevation, and the north elevation will each receive around twenty (20) new windows.

Staff Recommendation:

The proposed exterior modifications are minor in nature and consistent with the Downtown Memphis Design Guidelines. The Guidelines emphasize the importance of windows on building elevations that face the public right-of-way, especially at the ground level. The use of tinted windows and storefronts on the ground floor is inappropriate and not permitted.

Although the Design Guidelines discourage the painting of historic masonry, that prohibition is not applicable in this case. The subject property is a contemporary building and the site is not located within a locally-zoned historic district. Staff is in support of the applicant's request to repaint exterior brick, EIFS, and metal canopy as a necessary part of rebranding this facility.

**Staff recommends approval with the condition that all ground-floor windows and storefront glass be clear and transparent.**