



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

Enhanced Architectural Lighting, Public Art & Signage

Case # 18-37R2: The Rise Apartments (also known as the Bakery Project)
400 Monroe Ave.
Memphis, TN 38103

Applicant: Tony Pellicciotti
LRK Inc.
50 S BB King Blvd.
Memphis, TN 38103

Owner: PGK Properties, LLC
40 S Main St.
Memphis, TN 38103

Background: The Rise Apartments are a one block development within The Edge Master Development which received a 20-year PILOT at the July 8, 2017 CCRFC Board Meeting. The development includes 199 apartment units, a 480-space public parking garage, and over 155,000 sf of renovated space for retail, office, and mixed-use.

The former Wonder Bread site at 400 Monroe was one of the largest empty industrial buildings in the district. It received a PILOT with the belief that putting this site back into productive use will add significant vibrancy to a district that has long been on the verge of transformation.

On April 11, 2018 the Downtown Review Board (DRB) approved the application for new construction at the above referenced location with the condition that it would return with a separate application for enhanced architectural lighting, public art & signage.

This application is for enhanced architectural lighting, public art & signage.

Project Description: **Enhanced Architectural Lighting**
The applicant has identified multiple locations and types of light fixtures to create a varied approach to lighting the building and the site. The artistic intent of the proposed architectural lighting is to

signify the corner of Monroe Ave. and Lauderdale St. as the main entrance, secondarily featuring the corner of Madison Ave. and Lauderdale St. The additional fixtures look to improve the pedestrian experience across the site.

LED Bollard Lights

Lighting in planters to help illuminate the sidewalk. These bollards will be located at the SE corner of the property and the entrance on Monroe Ave.

Planter Lights and Tree Uplights

Both fixtures will be used in the landscaping and street trees along Monroe Ave., Lauderdale St. and Madison Ave.

Wall Mounted Entry Lights

Wall mounted back lit fixtures to create a sense of entry at the parking garage located on Madison Ave.

Pilaster Dual Direction Lights

Dual direction wall mounted lights at the brick pilasters, beyond the canopy. These fixtures will be used at the SE and NE corners of the site.

Wall Mounted Lights

Downlights at the first floor to illuminate the sidewalks. These fixtures will be installed along Monroe Ave., Lauderdale St. and Madison Ave.

Wall Mounted Balcony Lights

Wall mounted sconces at every balcony facing Monroe Ave., Lauderdale St. and Madison Ave. These fixtures will be controlled by individual tenants.

Suspended Pendant Alley Light

Cable hung festival lighting in western alley in between Orion and the Rise apartments. The alley also serves as the entrance to the parking garage from Monroe Ave.

Suspended String Courtyard Light

Pole lights and cable hung lighting will be installed in the private courtyards, accessible from Lauderdale St. This space also serves as the public easement between the two buildings.

Recessed Wall Easement Light

Low recessed pedestrian lighting in brick walls along easement in the courtyard, accessible from Lauderdale St. This space also serves as the public easement between the two buildings.

Additionally, recessed lighting will be installed in the soffits behind the brick pilaster colonnade at the main entry to further identify the corner of Monroe Ave. and Lauderdale St. as the main entrance.

Public Art

The proposed public art for the project consists of restoring the vintage Wonder Bread neon sign and mounting it on site. The sign measures 12 ft. (h) x 8 ft. (w) and will be located at the entry to the courtyard on Lauderdale St. In order to fully repair and restore the sign the applicant plans the following:

- Repaint copy & border
- Repaint backgrounds
- Repair or replace all broken neon
- Replace all wiring and transformers

The sign will have a concrete footing that will secure it in the sidewalk. The footing will have a brick veneer exterior and will also include landscaping. The total height with the new base will be 14 ft. tall.

Signage

- Two (2) wall signs that read “The Rise Memphis” and measure 22 ft. 6 in. (w) x 3 ft. 4 1/8 in. (h). The “Rise” will be a flush mounted LED face illuminated channel letters with white faces. “The” and “Memphis” will be non-illuminated aluminum letters. The letters will be installed directly to the building and not have a raceway. Both signs will be located at the roofline on the south and east elevations at the corner of Monroe and Lauderdale.
- Two (2) canopy signs that measure 22 ft. 4 3/8 in. (w) x 2 ft. (h) and read “The Rise Memphis.” The LED face illuminated channel letters will be mounted to the canopy above the entrance on the south and east elevations at the corner of Monroe and Lauderdale. The letters will be race mounted and flush against the edge of the canopy.

Additional signs for the parking garage will be addressed in a separate DRB application.

Staff Report:

The proposed application for enhanced architectural lighting, public art and signage is consistent with the Downtown Memphis Design

Guidelines and DMC priorities of enhancing the public realm, improving the pedestrian experience, and increasing walkability.

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 architectural lighting at these corners allows for a unique and dynamic designation of the building in the neighborhood.

Additional lighting components increase the pedestrian experience for the block by increasing pedestrian safety and comfort with individualized approaches. The sidewalks will be lit with various fixtures that will also feature the architecture, streetscaping, and street trees. The alley, which also serves as the entrance to the parking garage, will have hanging pendant lights and the courtyard will have pole and festival lights. Both approaches are appropriate for their location and allow both spaces to be warmly lit while allowing their additional functions.

The proposed public art piece is site specific approach that ensures that the building's history as the Wonder Bread factory is maintained. Staff believes that restoring the sign and reinstalling it as a piece of art on Lauderdale is a creative and artistic treatment of this sign and appropriate direction for public art with this project.

The proposed signage is compliant with the sign code.

Staff is supportive of the proposed enhanced architectural lighting, public art and signage. All three elements are believed to further compliment the project and allow the building to strengthen its contributions to the neighborhood.

Staff Recommendation: **Staff recommends approval with the condition that signage for the public parking garage return as a separate application.**