



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

Exterior Building Renovation

Case # 18-38: Orion Federal Credit Union
400 Monroe Ave.
Memphis, TN 38103

Applicant/Owner: Orion Federal Credit Union
7845 Hwy. 64
Memphis, TN 38123

Background: The Orion Federal Credit Union is part of the Edge Master Development which received a 20-year PILOT at the July 8, 2017 CCRFC Board Meeting. The development includes apartment units, a public parking garage, and over 155,000 sf of renovated space for retail, office, and mixed-use. This will serve as the majority of the office space in the development.

The former Wonder Bread site at 400 Monroe is 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. Orion Federal Credit Union will be renovating two existing structures to serve as their new Headquarters for 130 employees with additional room to expand.

Project Description: The scope consists of the redevelopment of the two remaining, western most segments of the former Wonderbread factory. The eastern segment is a two-story concrete structure that will be renovated and reactivated as Orion's corporate headquarters. The western segment will be restored to a white box shell space for lease and/or future expansion of Orion. The two sections will be connected by a small courtyard on the first floor.

The Orion headquarters is a 60,000 sf two story building that will be completely renovated with a combination of aluminum storefront and historic replica windows with clear high-performance glass, new brick veneer, a new metal pedestrian canopy, and all new interior infrastructure. Salvaged brick from demo of the

Wonderbread factory to the east will be used for the veneer, with new red brick supplementing any additional need. A 10,000 sf penthouse and surrounding outdoor roof deck will also be added to the roof. The penthouse will be predominately storefront with clear glass and the canopy will have a metal leading edge and a soffit of metal or wood like material.

The Cadillac Building will receive masonry and limestone facade repair, new paint, new aluminum historic profile windows, and new MEP infrastructure to position it for occupancy.

Signage will be addressed in a separate DRB application.

Staff Report:

The proposed exteriors are consistent with the Downtown Memphis Design Guidelines and DMC priorities of enhancing the public realm and pedestrian experiences and designing with consistency.

The primarily salvaged brick façade with metal panels and aluminum windows on the east building compliment the building's age while the rooftop canopy's modern shape serves as an appropriate accent with The Bakery apartments.

The proposed design is pedestrian friendly with its ground floor transparency and connective approach to the alley, which connects the parking garage and Monroe for both pedestrians and vehicles. The building has been oriented accordingly so that the main entrance is on Monroe, but the atrium and entryway faces the alley and can open occasionally for events. The alley will include strong lighting, greenery and concrete speed deterrents. Intentional pathways have also been created for employees between the parking garage to the north and the Orion building.

Staff Recommendation:

Staff recommends approval.



DESIGN REVIEW BOARD APPLICATION

Administered by:
Design Review Board

Property Address*: 400 Monroe

Applicant Name & Mailing Address: Tony Pellicciotti, LRK Inc. 175 Toyota Plaza, Suite 500, Memphis, TN 38103

Applicant Phone Number: 901-521-1440 Applicant Fax Number: 901-525-2760

Property Owner's Name & Mailing Address: Orion Federal Credit Union 7845 Hwy. 64, Memphis, TN 38123

Property Owner's Phone Number: Orion Federal Credit Union 901-385-5200

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

- Sign Renovation
New Building Other Exterior Alteration

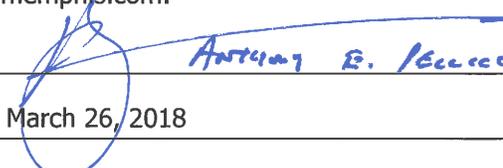
Project Description:

See attached.

Status of Project:

In design

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 Brett Roler at (901) 575-0574 or roler@downtownmemphis.com.

Owner/Applicant Signature:  Anthony E. Pellicciotti LRK Inc.

Date: March 26, 2018

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact Nancy Jane Baker at (901) 576-7170 for more information.

Orion Federal Credit Union
Downtown Memphis Commission
Design Review Board Application
400 Monroe

Orion Federal Credit Union is proposing to relocate their corporate headquarters to 400 Monroe, infusing the energy and excitement of their 120 employees into the Edge District rebirth.

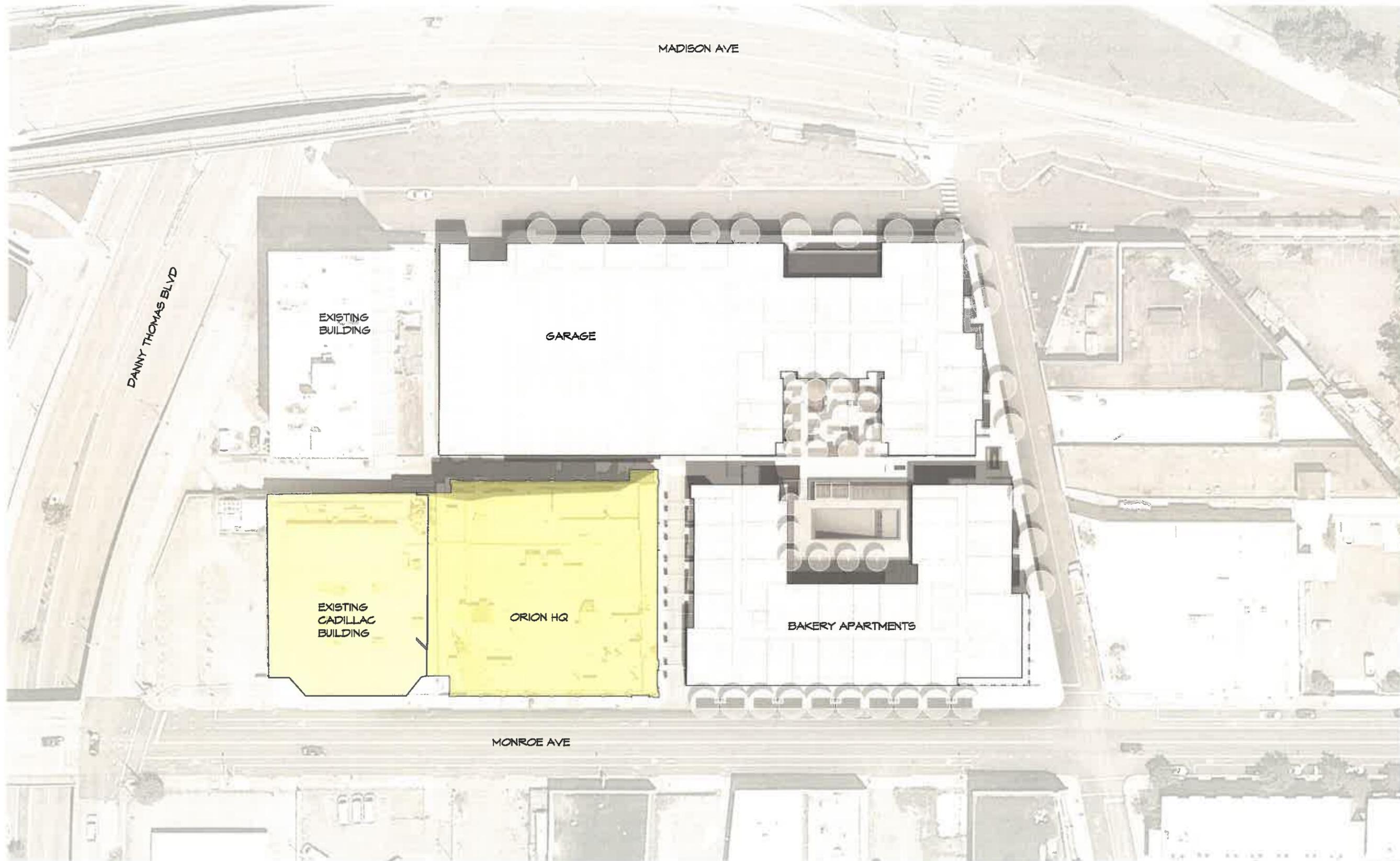


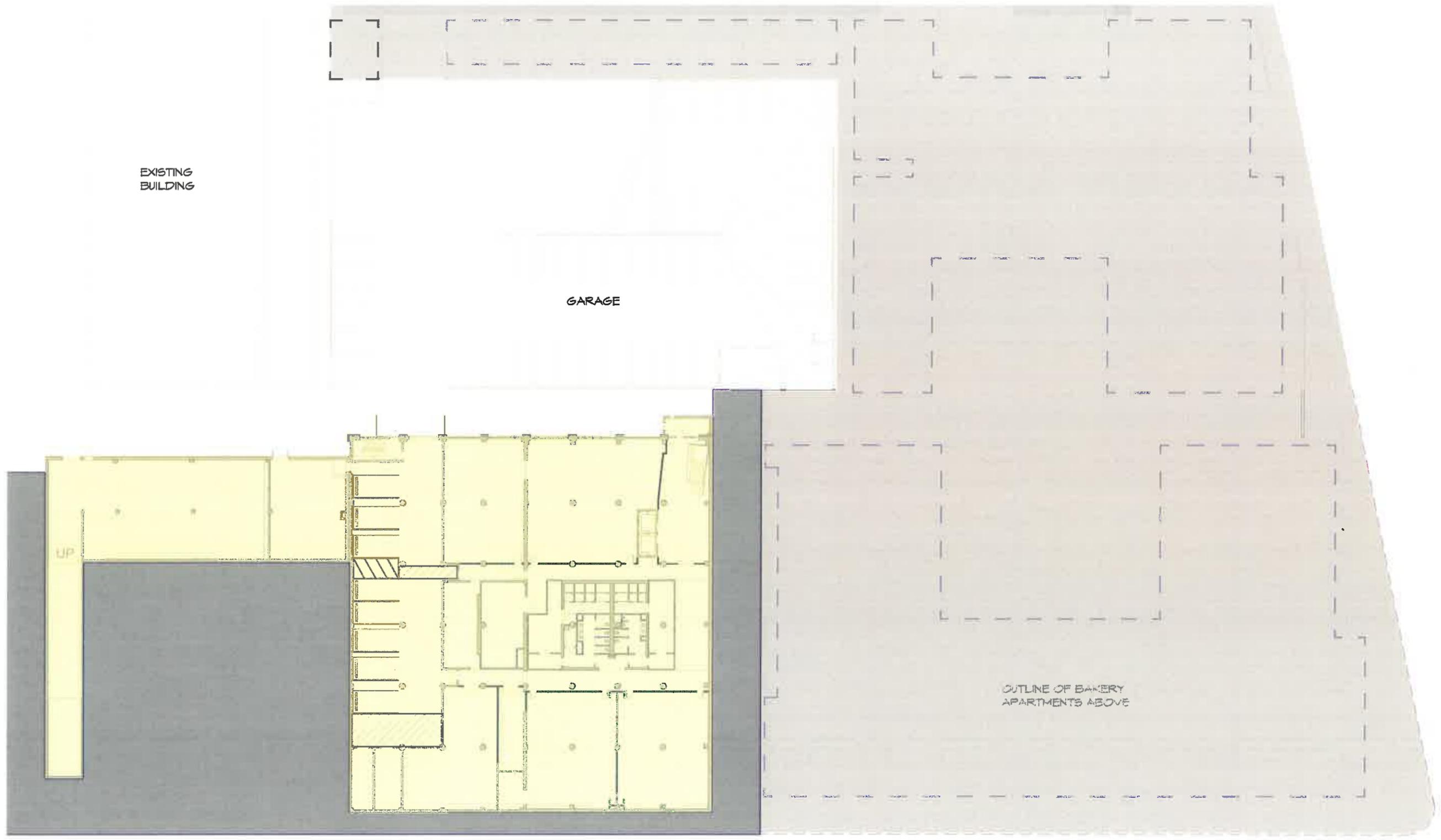
Orion's project consists of the redevelopment of the two remaining, western most segments of the former Wonderbread factory. The eastern segment is a two-story concrete structure that will be renovated and reactivated as Orion's corporate headquarters. The western segment will be restored to a white box shell space for lease and/or future expansion of Orion.

More specifically, the Orion headquarters is a 60,000sf two story building with a basement that is daylit on the north. The structure will be completely renovated including a combination of aluminum storefront and historic replica windows with clear high-performance glass, new brick veneer, a new metal pedestrian canopy, and all new interior infrastructure. If there is sufficient salvage brick on site for the veneer, it will be utilized, if not a new red brick will be utilized. A 10,000sf penthouse and surrounding outdoor roof deck will also be added to the roof. The penthouse will be predominately storefront with clear high-performance glass. The penthouse canopy will have a metal leading edge and a soffit of metal or wood like material.

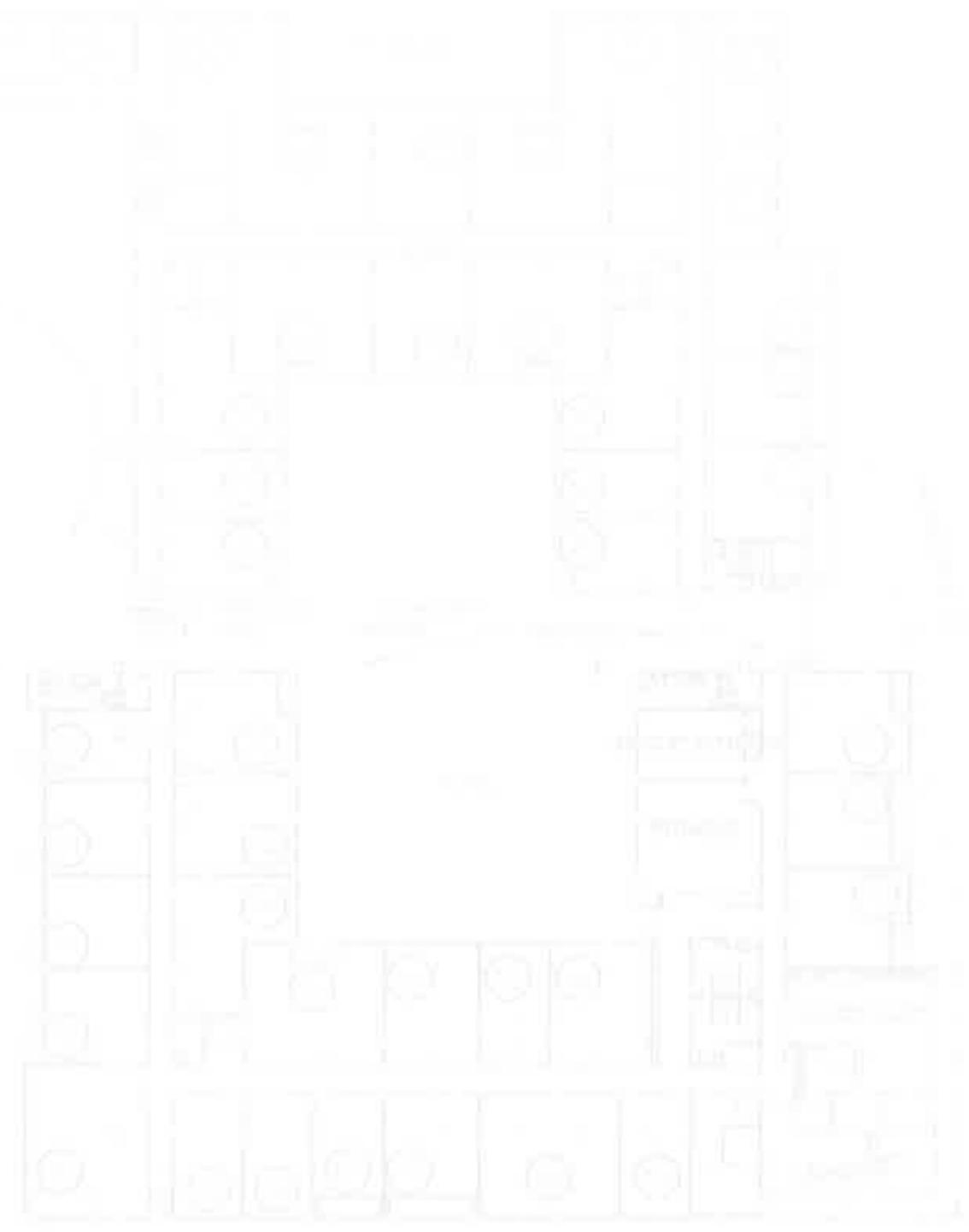
The Cadillac Building will receive masonry and limestone facade repair, new paint, new aluminum historic profile windows, and new MEP infrastructure to position it for occupancy.

Signage is not part of this submittal and will be submitted separately at a future date.





SCALE 1" = 40'-0"



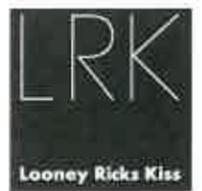
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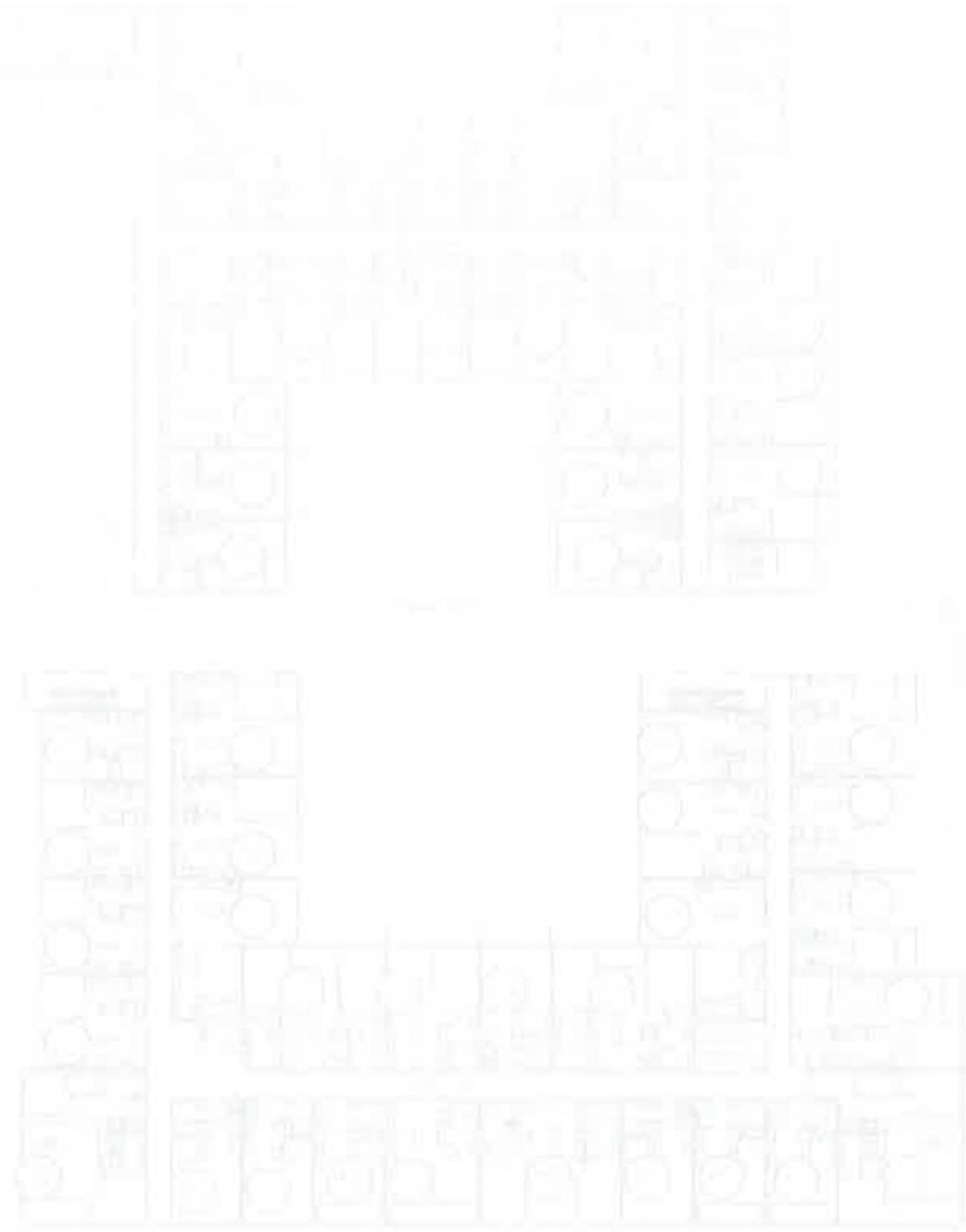
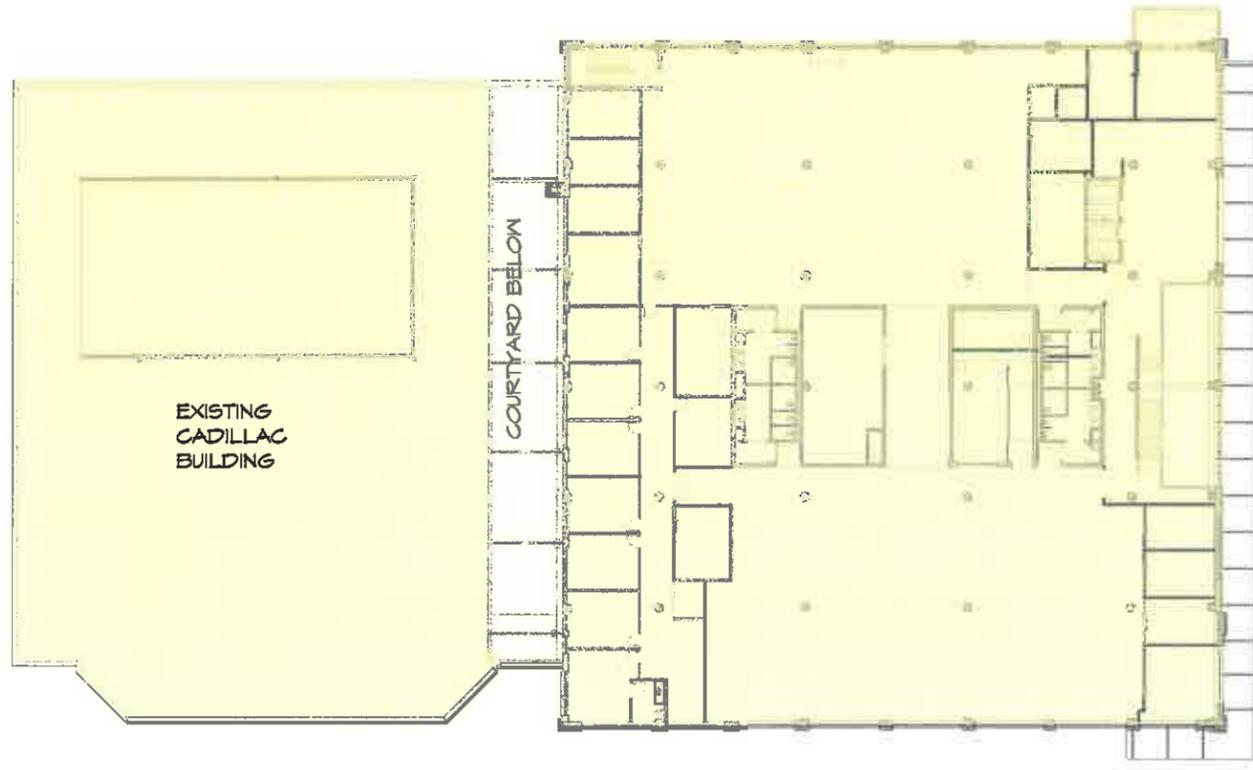
BUILDING PLAN - LEVEL 1



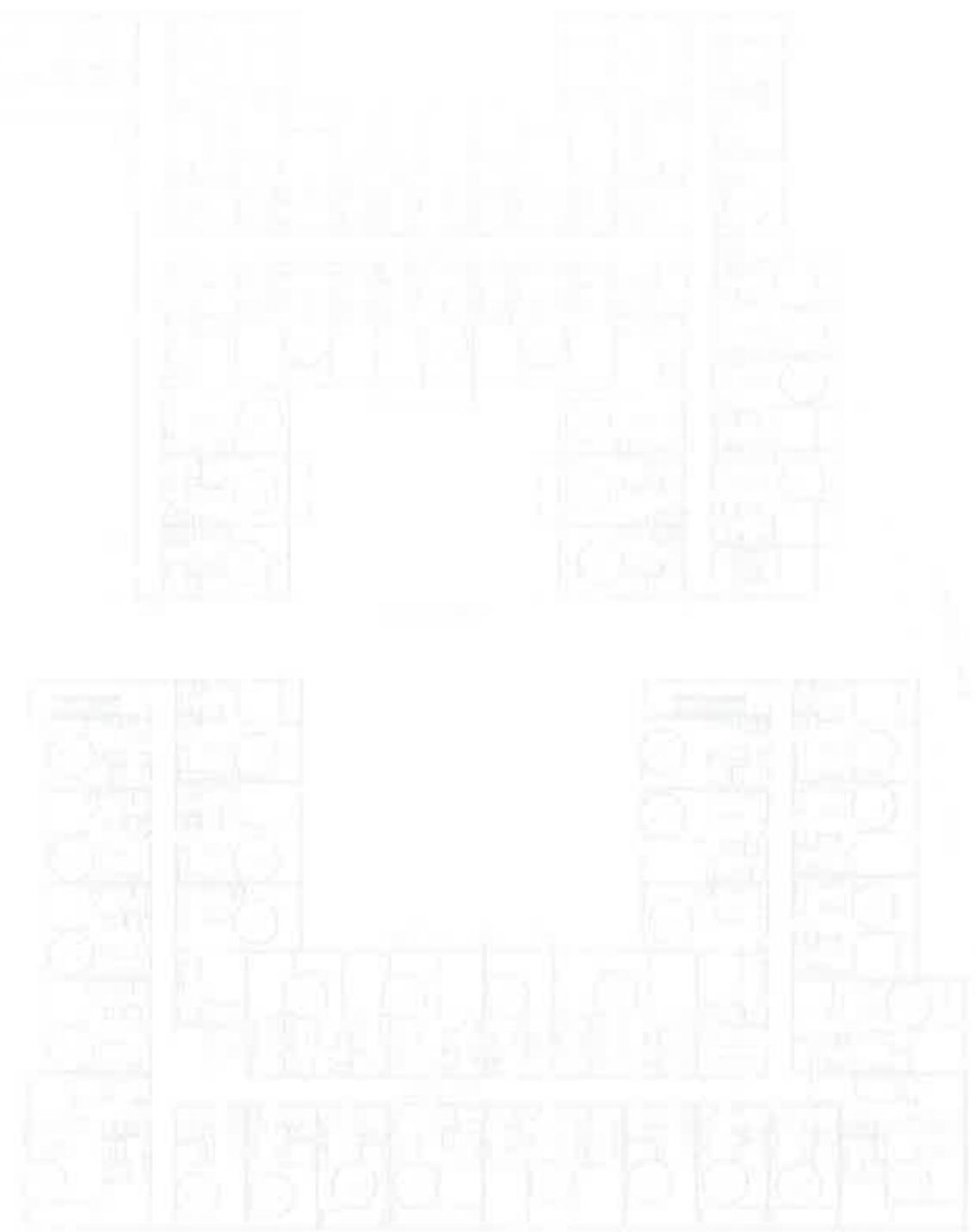
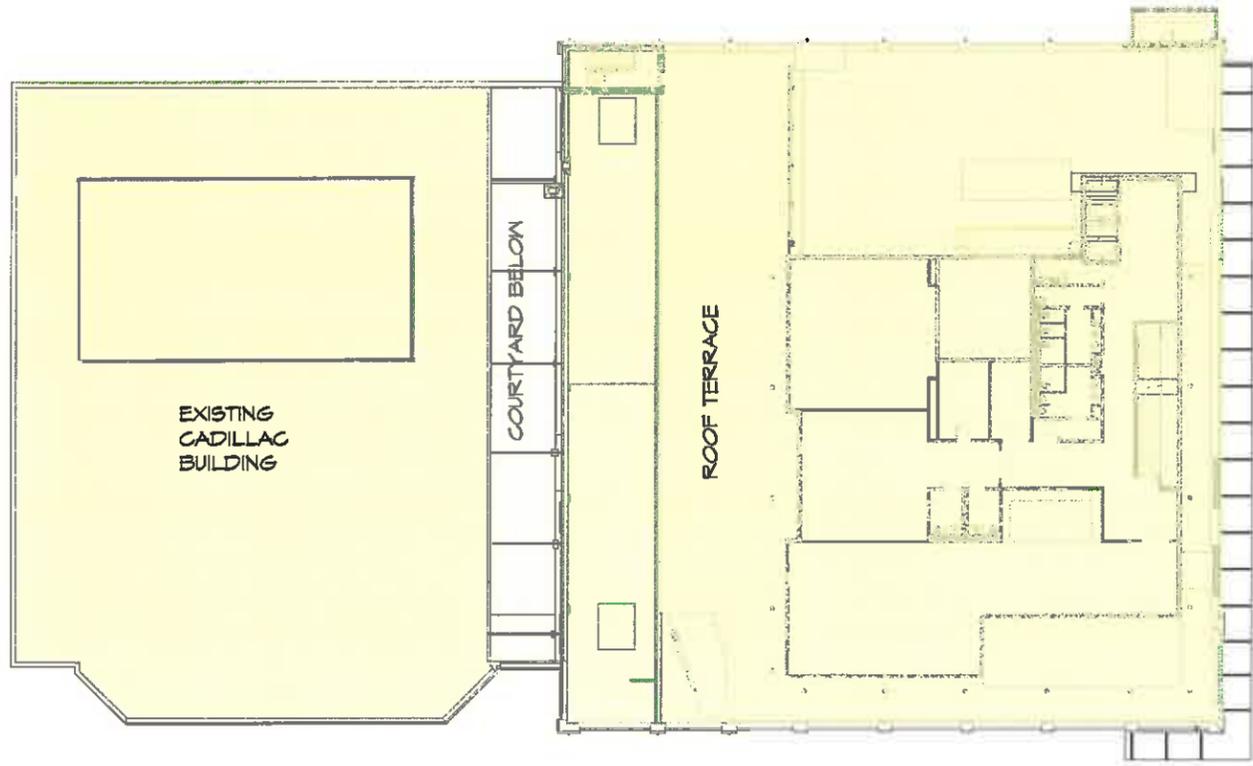
ORION FEDERAL CREDIT UNION HQ
400 MONROE MEMPHIS TN

03.26.2018
DRB



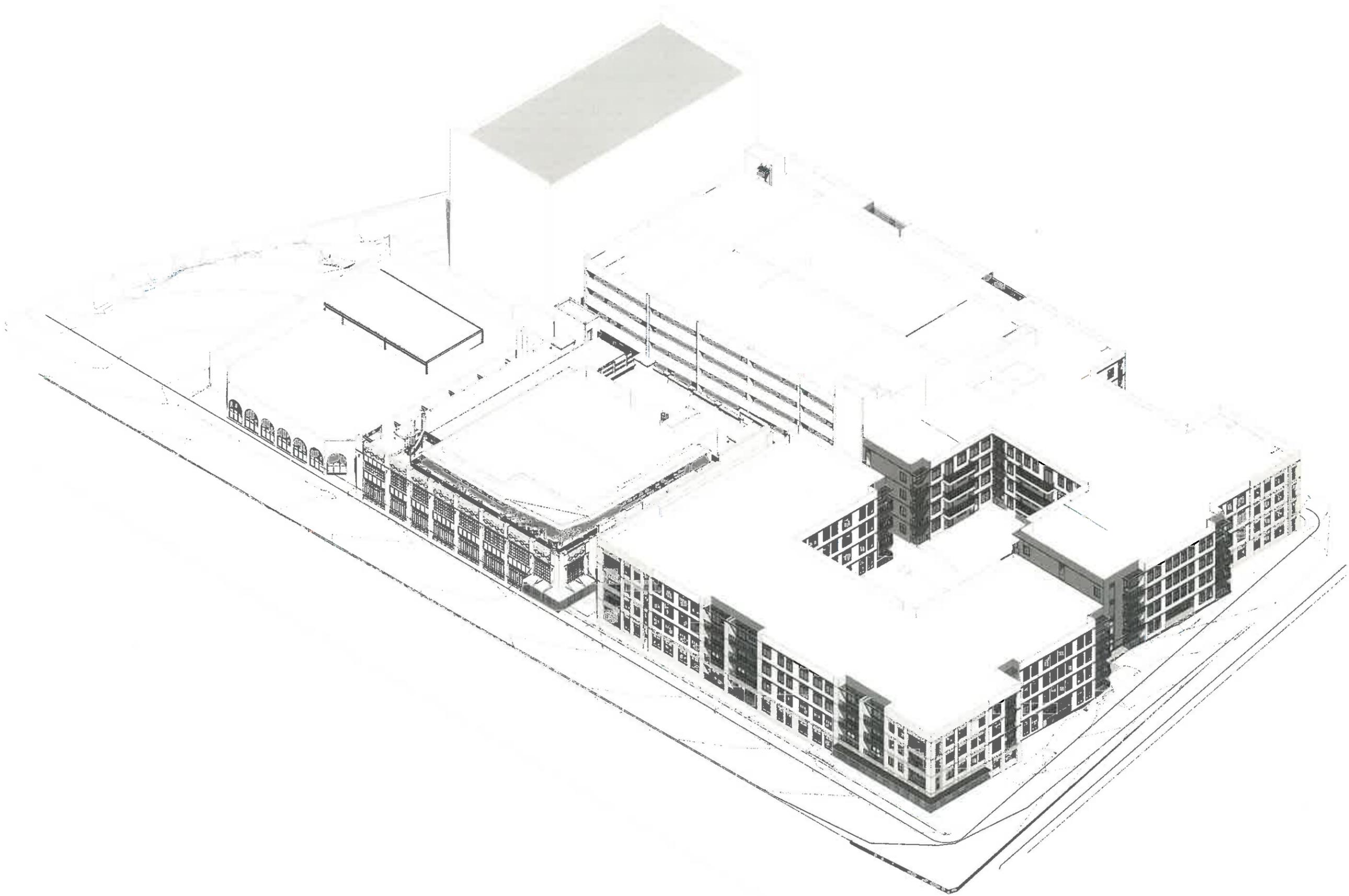


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BUILDING PLAN - PENTHOUSE LEVEL



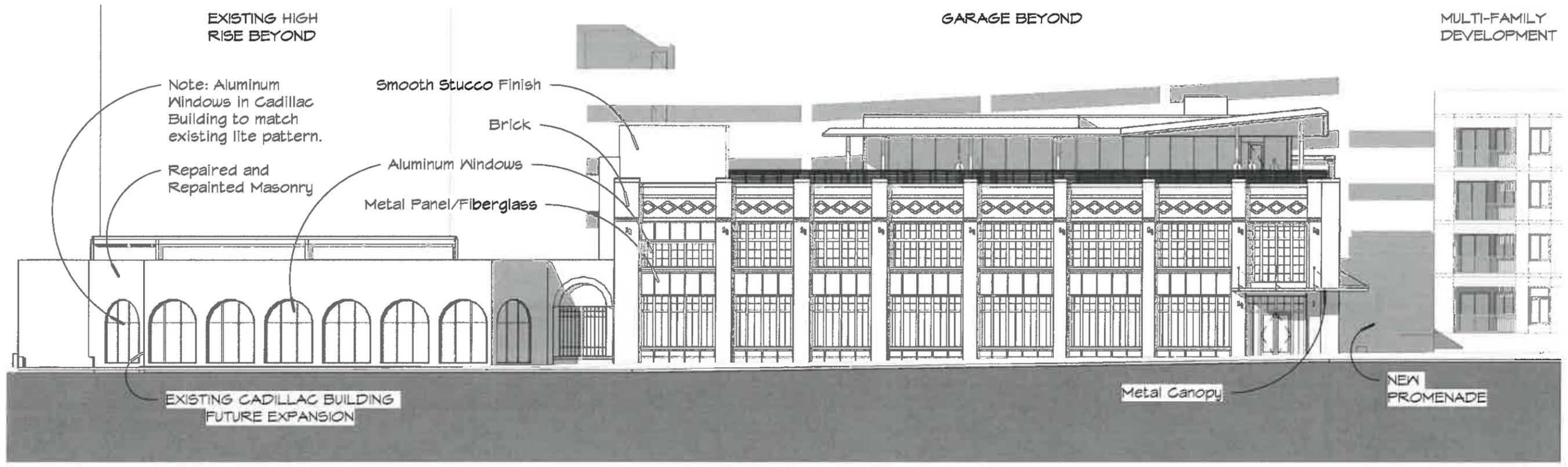


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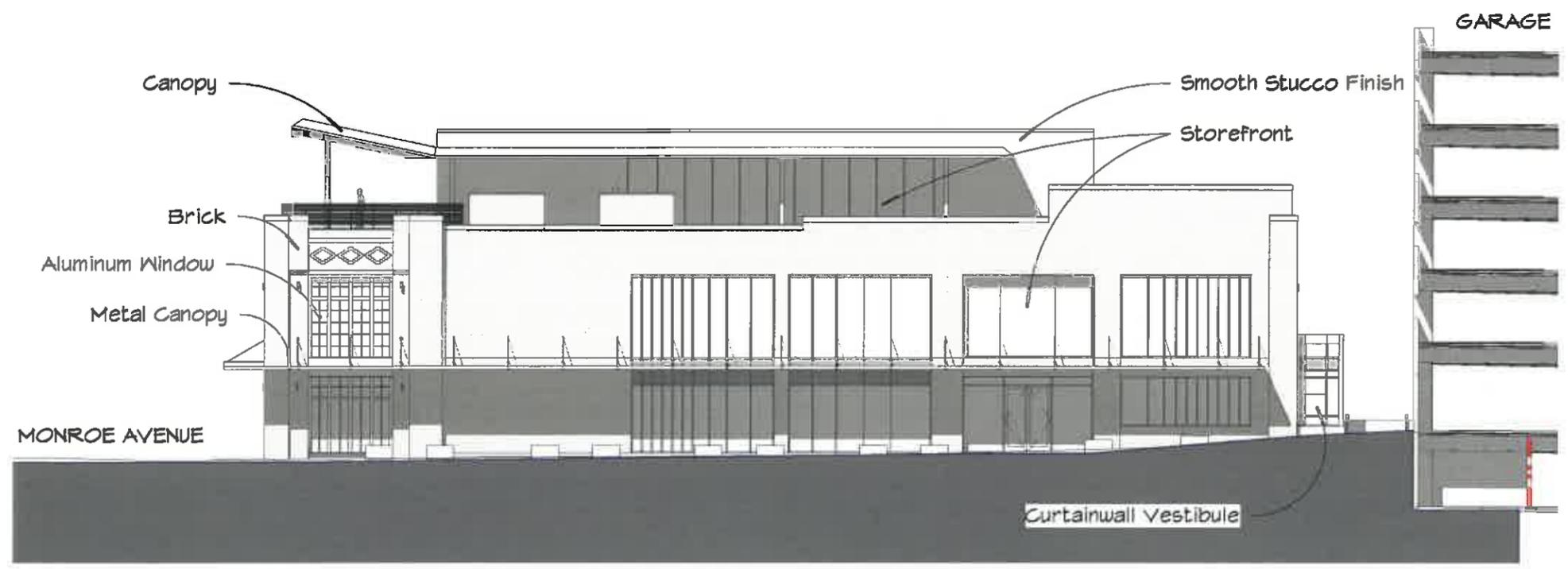
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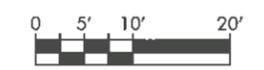
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MONROE (SOUTH ELEVATION)



NEW PROMENADE (EAST ELEVATION)

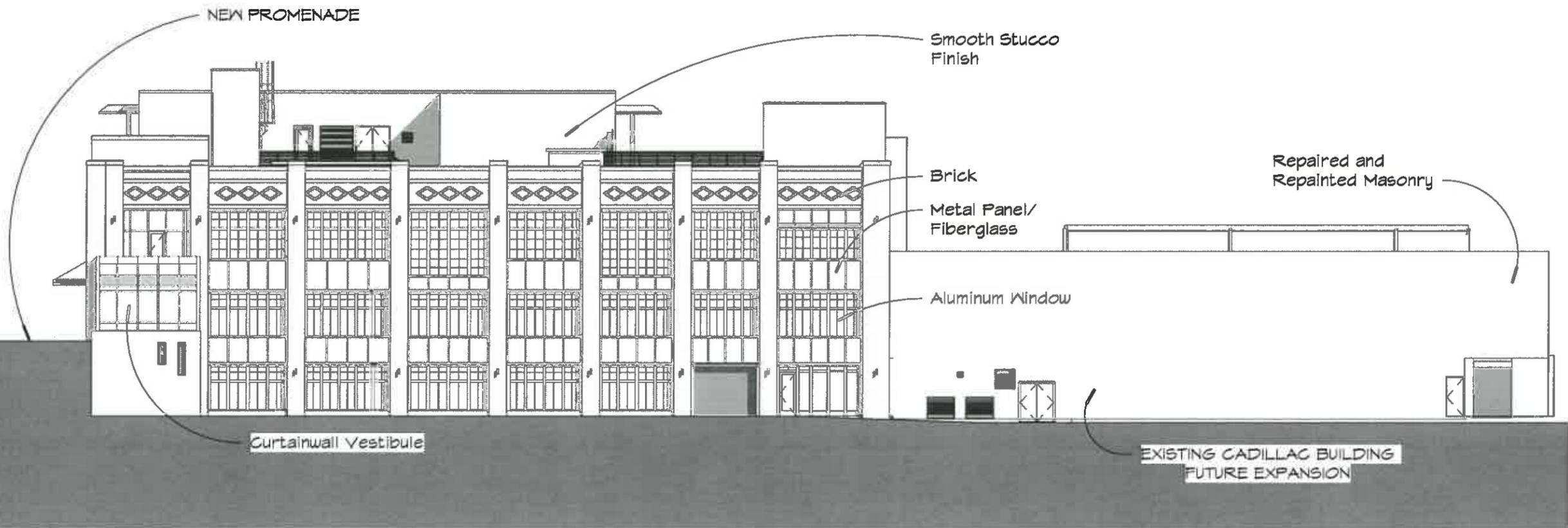
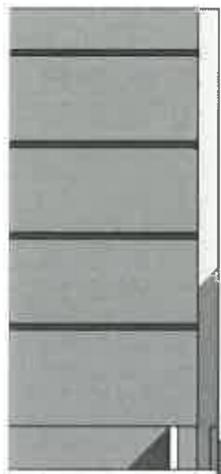


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400 MONROE MEMPHIS TN

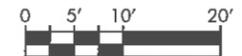
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MULTI-FAMILY DEVELOPMENT



NORTH ELEVATION



EXTERIOR ELEVATION

