



DESIGN REVIEW BOARD APPLICATION

Administered by:
Design Review Board

EXISTING: 245 S. FRONT STREET

Property Address*: NEW: 33 BEALE ST., MEMPHIS, TN 38103

HBG DESIGN

ONE COMMERCE SQUARE

Applicant Name & Mailing Address: 40 SOUTH MAIN STREET, SUITE 2300, MEMPHIS, TN 38103

Applicant Phone Number: 901.525.2557 Applicant Fax Number: —

Property Owner's Name & Mailing Address: CARLISLE HOTELS, INC.

Property Owner's Phone Number: 901.271.2516

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

Sign

Renovation

New Building

Other Exterior Alteration

Project Description: THE ONE BEALE HYATT CENTRIC HOTEL PROJECT IS THE COMBINATION OF TWO STRUCTURES: A NEW PROPOSED HOTEL BUILDING, WITH A VARIETY OF AMENITIES AT STREET LEVEL, AND AN EXISTING STRUCTURE, THE HISTORIC ELLIS BUILDING CONTAINING THE PROJECT'S MEETING SPACES.

Status of Project: (SEE ATTACHED NARRATIVE.)
SCHEMATIC 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 Ellery Ammons at (901)575-0564 or ammons@downtownmemphis.com.

Owner/Applicant Signature:

Date: 8.22.18

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.



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HYATT CENTRIC®

DESIGN REVIEW BOARD

AUGUST 22, 2018

One Commerce Square
40 South Main Street, Suite 2300
Memphis, TN 38103
901-525-2557

The One Beale Hyatt Centric Hotel project is the combination of two structures: a new proposed Hotel building, with a variety of amenities at street level, and an existing structure, the Historic Ellis Building containing the project's meeting spaces. The owners, Carlisle Development, LLC, and Hyatt Centric are proposing this project on approximately 1.174 acres over 2 parcels of land situated along Front Street and Wagner Place, between Beale Street and Dr. Martin Luther King Jr. Avenue. This corner site falls within two Design Contexts defined by the Downtown Memphis Commission: The Downtown Core and The Neighborhood Center. The Historic Ellis Building consumes approximately .35 acres of the overall project and is defined by the Downtown Memphis Commission as part of the South Bluff Warehouse District on the National Register of Historic Districts. The Ellis Building is also part of the National Register of Individually Listed Properties.

The Hotel project will consist of 227 rooms across six floors. The project will include a restaurant and bar, fitness center, and outdoor pool uses at the street level. Surrounding these uses at street level is a centralized courtyard and pool. The pool area will include an elevated event lawn along with other amenities. The Hotel will also include a lounge and bar with an outdoor terrace located on the Hotel rooftop. The landscaping design at the ground level will strategically articulate the restaurant entry. The curved curtain wall recessed within the hotel perimeter, around the columns, will allow pedestrians to wind around the building under a covered porch, protected from the elements. As the building does not include a typical porte-cochere, the hotel underside covers the drop-off, in lieu of the traditional porte-cochere element.

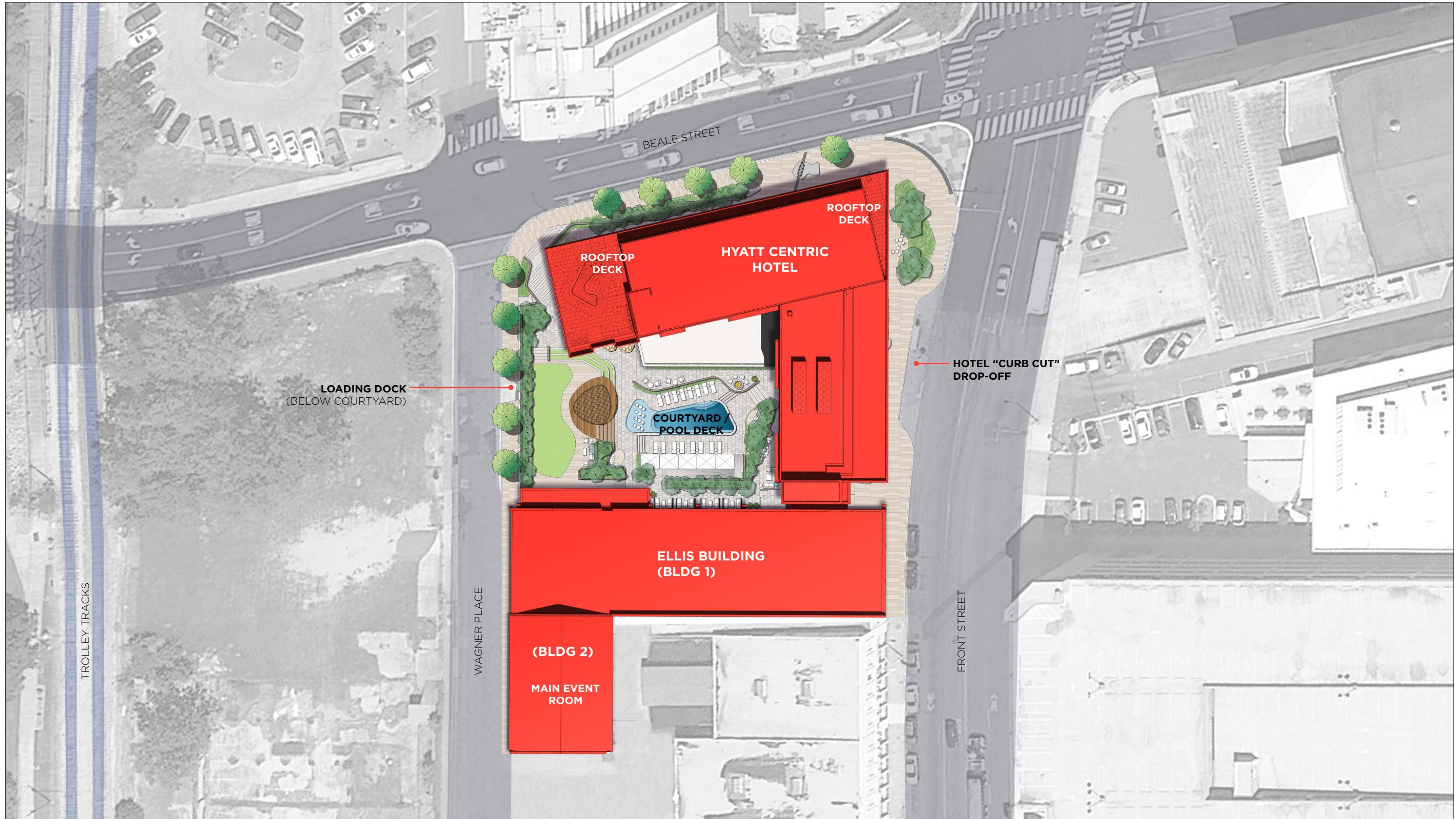
We will be working with the National Park Service, following guidelines and standards for the restoration and renovation of exterior improvements made to the Historic Ellis Building. Along Front Street, the chipping and peeling white paint applied to the brick façade will be fully removed and the bricks beneath cleaned and restored. The renovation along Front Street will also include the installation of glass windows in the solid areas where traces of windows were once before. The northern fire wall façade will be cleaned entirely while multiple openings will be made at grade to allow access to the Hotel, pool and events lawn. Along the Wagner Place façade, broken windows will be fully restored if possible, or replaced if necessary. The large open and missing section of the north end of the Wagner Place façade will include a new contemporary fenestration scheme taking clues from the historic application while providing large windows for viewing the city and the Mississippi river beyond.

This project intends to extend the activity at the heart of Beale Street towards The Downtown Core and Tom Lee Park. At the intersection of industry (Front) and music history (Beale), the project now becomes an anchor to the Beale Street experience, rooted in rhythm, sound and material resonance. The siting of the building perimeter is defined by the existing context, creating a unique hotel plan conforming to the intersecting angle of Front and Beale. The restaurant and bar at street level will help to extend the activity of Beale Street toward Tom Lee Park, forming a pedestrian-friendly connection to dining and views of the Mississippi river. The project's hardscape design and landscaping along the street will further improve the pedestrian experience, providing visual interest and moments of repose while enjoying the action of downtown Memphis.

The conceptual thinking which drives the formal and material architectural qualities of the Hotel design correlate to the historical and cultural context of Beale Street in Memphis. Having integrated the Historic Ellis building into the project design, the brick context of this once booming industrial area suggests conceptually a fundamental structure supporting the contemporary Hotel box above, juxtaposing the old with the new. The materials for the project will be comprised primarily of metals, brick, glass and concrete, a collage of high quality and durable materials used for the construction of various surrounding buildings and local design traditions in this historical area of Memphis. The playful pattern of the window treatment appears to vibrate, rhythmically, providing a visual continuation of the blues meter from the heart of Beale to the Mississippi river. The curved glass curtain wall at street level mimics the adjacent Mississippi river bank, allowing visitors to flow around the exterior wall to the restaurant patio with an elevated view to the river. By lifting the hotel box, the curtain wall glass gives the sense of visual continuity from almost anywhere. Pedestrians can easily find entry within the human scale vestibules cutting through the curtain wall. In certain areas along Front and Beale Street, even without entering the building, you can see through to the courtyard pool area beyond, enhancing and layering the streetscape experience. The Hotel form positions itself in the urban context monolithically, as an icon, similar the adjacent Orpheum Theatre, ensuring forward-thinking design while respecting the architectural character of the old. As the urban side of the Hotel project design is urban and taut, formed by the intersecting streets, the interior of the Hotel courtyard becomes more village-like in scale, surrounding the internal courtyard. This contrast between exterior as urban and interior as neighborhood, relates very well to the two Design Contexts of The Downtown Core and The Neighborhood Center which the Hotel project is sited within. The eighth level of the Hotel contains a rooftop bar with two exterior decks providing excellent panoramic views of the city, the Mississippi river, and the activity along Beale Street. The application of a modern material palette for the Hotel will make the form timeless, memorable, and iconic. The building will form an iconic silhouette that will surely become integrated into the memory of our city's skyline, and the Beale Street corridor.

Site lighting and architectural lighting will further enhance the project's position and sense of identity in the city. As day turns to dusk, the hotel exterior lighting comes into realization, emphasizing the floating Hotel mass with a variety of color, producing another layer of visual interest. This play of light is conceptually taken from the signage and nightlife of Beale and will be immediately understood from vantage points as far as the Mississippi river bridges. Conceptually, the architecture becomes the literal signage and iconic wayfinding device for the position of Beale Street in the urban context. The "Hyatt Centric" Hotel exterior signage will suggest two primary positions: one of which addresses the city skyline along Wagner Place and another on Front Street facing back to the city. The combination of the architectural and brand signage contributes to an overall sense of high quality design, creativity, and appropriate proportion between overall building scale to signage, as expressed in the Design Guidelines and Principles by the Downtown Memphis Commission.

In conclusion, the architecture of One Beale Hyatt Centric Hotel will be truly of its time, drawing from a rich heritage of architectural elements and material inspiration from the city's past, present, and future. We hope you find this proposal to be a good representation of how forward-thinking design can truly be in harmony with the history of Memphis and in-line with the Design Guidelines and Principles set forth by the Downtown Memphis Commission.





FRONT STREET FAÇADE OF ELLIS BUILDING



EAST ELEVATION OF ELLIS BUILDING



NORTHEASTERN CORNER LOOKING SOUTHWEST



NORTH ELEVATION OF ELLIS BUILDING



NORTHWEST CORNER LOOKING SOUTHEAST



WAGNER PLACE FAÇADE



WESTERN FACADE LOOKING NORTHEAST ON WAGNER



WESTERN FACADE LOOKING SOUTHEAST ON WAGNER



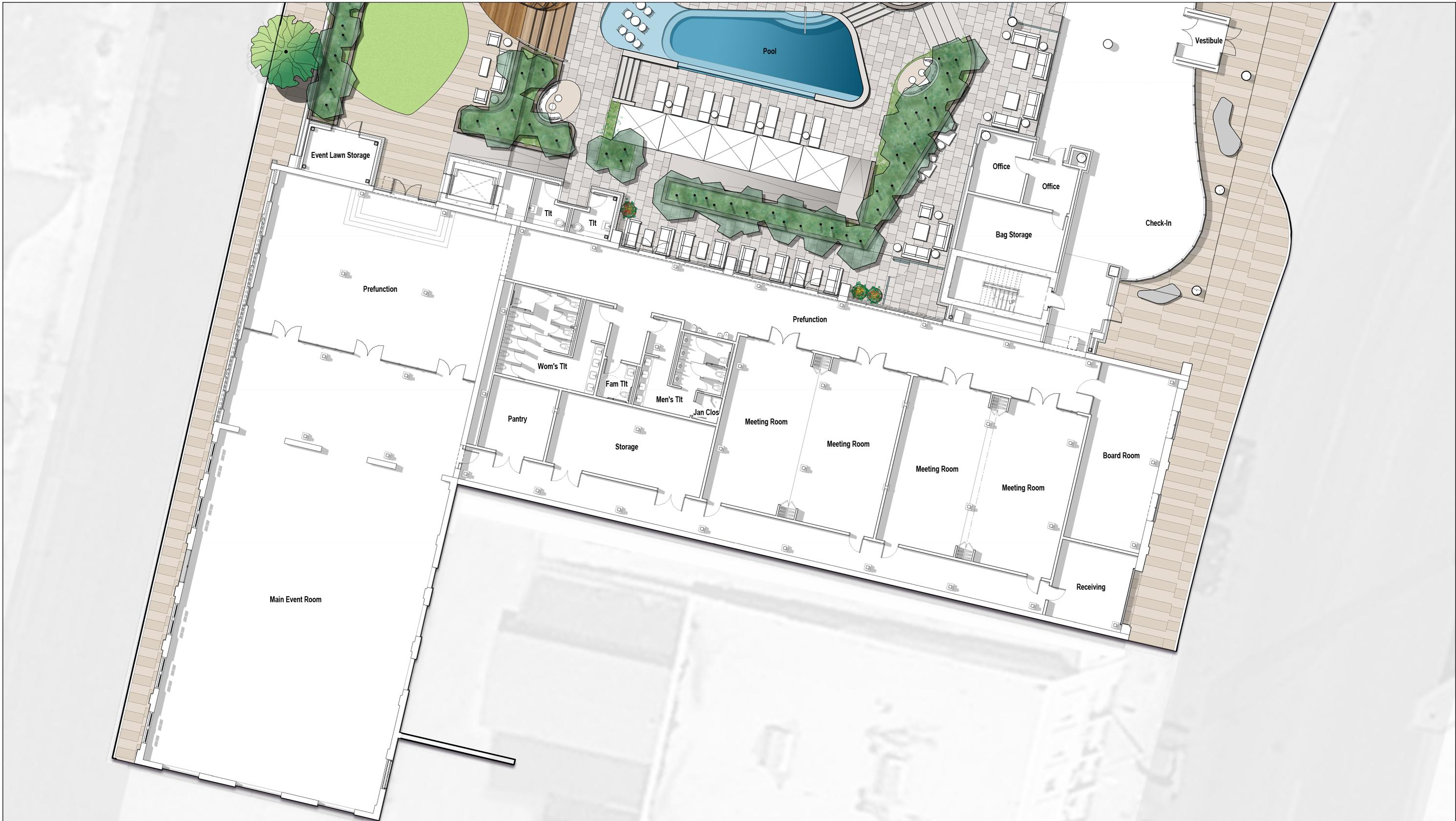
OPENING DETAIL IN WAGNER ELEVATION



WINDOW DETAIL IN WAGNER ELEVATION









hbg
DESIGN

HYATT CENTRIC®

HOTEL LEVEL 02 FLOOR PLAN



SCALE: 1" = 20'-0"

40

SCALE: 1" = 20'-0"

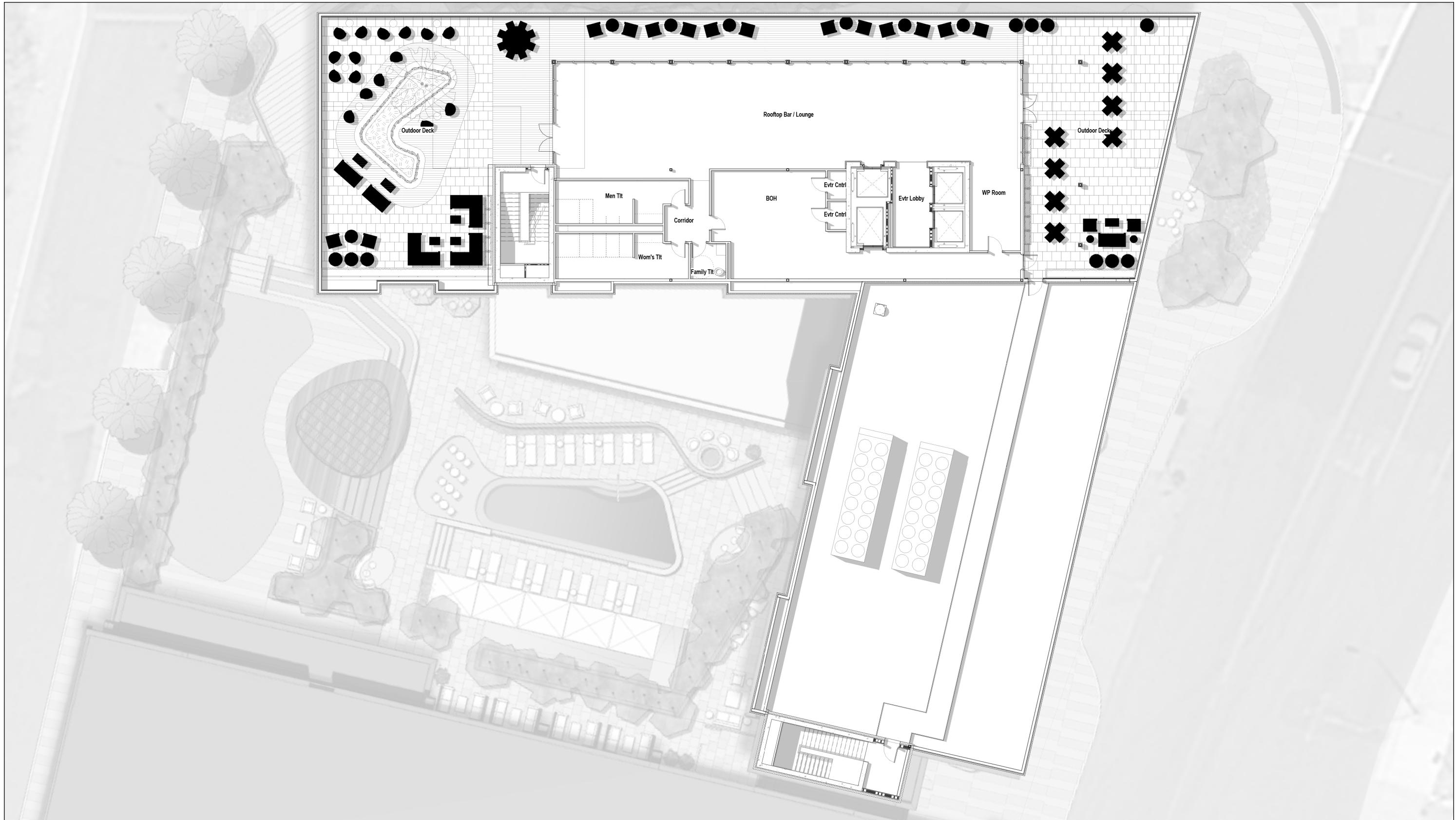














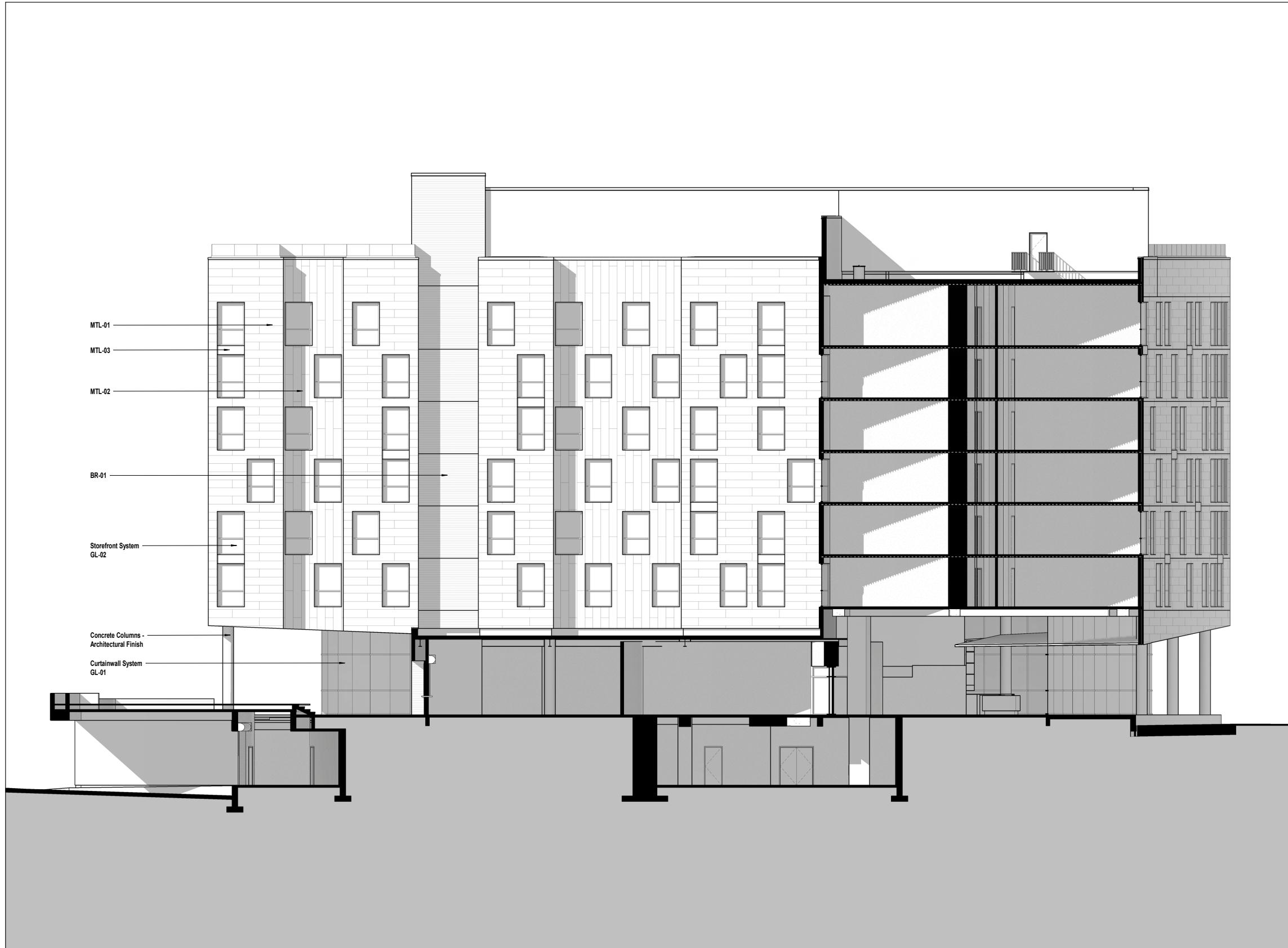
















Landscaping Not Shown In Perspective

