



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

Enhanced Architectural Lighting, Public Art & Signage

Case # 19-67R1: Arrive Hotel
477 S Main
Memphis, TN 38103

Applicant: Chris Pardo
1555 S Palm Canyon
Palm Springs, CA 92264

Owner: South Main Hotel LLC
5715 N Figueroa St. Ste #201
Los Angeles, CA 90042

Background: DRB review is required for this project because it received a 15-Year PILOT at the February 14, 2017 CCRFC Board Meeting for the renovation of 477 S Main for a new hotel development with ground floor commercial space.

The DRB approved the proposed building renovations and site enhancements at the May 3, 2017 DRB Board Meeting with the condition that the applicant would return with a separate application for signage, public art and enhanced architectural lighting.

The DRB approved a large projecting sign at the June 5, 2019 DRB Board Meeting with the condition that the applicant would return with a separate application for additional signage, public art and enhanced architectural lighting.

The applicant is returning with an application for enhanced architectural lighting, public art and additional signage.

The Arrive Hotel development involves the adaptive reuse and renovation of two separate but adjacent historic buildings in the heart of the South Main district. The 5-story building at 477 S. Main Street was originally built in 1913 as a storage warehouse at the southwest corner of South Main Street and Butler Avenue.

Most recently used as the Memphis College of Art (MCA) Graduate School, the building is being fully renovated and converted into a 62-key boutique hotel.

The second building included in the development is located immediately to the west, at 484 S. Front Street. This 1-story 1947 historic warehouse building will yield approximately 5,500 sq. ft. of retail/commercial space and 90 parking spaces to support the hotel development. 62 of these parking spaces will be located within the 484 S. Front building and the remaining spaces will be on-site surface parking.

The project is presently under construction and planning to open in Fall 2019.

Project Description:

The proposed enhanced architectural lighting would emphasize the east facade and main entrance to the hotel with wall wash lights illuminating the architectural detailing shining up from the entrance canopy. This facade can be seen from the intersection of Beale & Main St. The remaining facades which are more simply detailed with painted brick will include lighting that shines down from the upper parapet. This will give a subtle wash to the building while providing extra lighting at street level for security along Butler St.

The proposed public art mural is located in the underpass on Butler Ave. The art proposal is by Birdcap who is proposing an underwater scene with catfish, divers and additional aquatic components that will effectively use color and light to activate the entire space. Additionally, low voltage strip lighting will be used along the top of the walls to further animate the art and enhance the pedestrian connection.

Signage:

- Two (2) canopy signs will read “Hustle & Dough” and be attached to the canopy above the entrance to the hotel on Main St. The words will measure 4 ft. (w) x 9 in. (h) and project a total of 5 ft., which is the same projection as the canopy. One sign will face south and the other north, attached on both sides of the canopy. The letters will be open faced neon channel letters.
- One (1) canopy sign will read “Longshot” and be attached to the canopy above the entrance to the bar on Butler Ave. The words will measure 1 ft. 7 in. (w) x 7 in. (h) on the east side and 6 ft. 8 in. (w) x 7 in. (h) on the north, with a total

projection of 1 ft. 10 in. The letters will be open faced neon channel letters with yellow neon.

Staff Report:

The proposed art, enhanced architectural lighting and signage are consistent with the Downtown Memphis Design Guidelines and DMC priorities of improving the pedestrian experience and honoring the heritage of the city. For purposes of DRB signage review, the subject property is located within the South Main/Warehouse District.

The proposed enhanced architectural lighting will highlight the east elevation of the building as the architectural focus of the building that will also have the high-quality neon projecting sign. With this as the focus, the other elevations will have additional fixtures on the upper parapet to illuminate all angles of the building at night.

The art proposal by Birdcap is an opportunity to incorporate a well-known Memphis artist into the project's design while also addressing a presently dark and neglected underpass that connects two critical components of the project. The underpass will be painted to create a colorful and vibrant piece that will be further complimented with tape lighting to increase pedestrian comfort and safety. Collectively, they work together to create a dynamic piece that speaks to the artistic history of the neighborhood.

Signage

According to the CBID Sign Code, the maximum projection of a sign is 4 ft. Although the proposed projecting sign on Main St. is 5 ft., staff believes the scale is appropriate for the height of the building and the width of the sidewalk.

The design of all three signs incorporates neon, similar to the larger projecting sign that the DRB approved, which helps to continue the character of neon in the South Main neighborhood. Staff is supportive of continuing to enhance the high-quality sign culture in the neighborhood with these components.

All items of the application work together to enhance the pedestrian experience and identify opportunities to amplify the past and present heritage of the city.

Staff Recommendation:

Staff recommends approval with the condition that the applicant return with a separate application for any changes to the approval application or additional features not included in this application.