



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

New Construction & Renovation

Case # 18-102: Hyatt Centric
33 Beale St.
Memphis, TN 38103

Applicant: HBG Design
One Commerce Square
40 S Main St. Suite 2300
Memphis, TN 38103

Owner: Carlisle Development Co., LLC
263 Wagner Place
Memphis, Tennessee 38103

Background: DRB review is required for this project because One Beale (Phase I) received a 20-year PILOT at the May 29, 2018 CCRFC Board Meeting as a mixed-use development including residential, commercial, hotel and office. The DRB approved the residential component, The Landing at One Beale, at the August 1, 2018 DRB Board Meeting.

The application before the DRB Board is for the new construction of a 227-key hotel with a restaurant and bar, fitness center and pool. The hotel will also include a lounge and bar with an outdoor terrace located on the hotel rooftop. Additionally, the development will include the renovation of the Ellis buildings into meeting and event space. The site for the hotel is 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. Parking for the hotel will be located off-site at the Landing at One Beale parking garage.

Project Description: The Hyatt Centric Hotel project is the combination of two structures, the construction of a hotel building and the renovation of existing structures, the Historic Ellis Buildings. The siting of the new construction's building perimeter is defined by the existing context, creating a unique hotel plan conforming to the intersecting angle of Front and Beale. The curved glass curtain wall at street level aims to mimic the adjacent Mississippi River bank while also

creating an active ground floor. A restaurant/bar will occupy the northern portion of the first floor with the lobby and main entry facing Front St. 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. By lifting the hotel box, the curtain wall glass gives the sense of visual continuity from the street through the building, while also allowing pedestrian entry with the human scale vestibules cut through the curtain wall.

The renovation of the Ellis Buildings will be consistent with the National Park Service's guidelines and standards for the restoration and renovation of exterior improvements. 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 arrangement of windows and doors while providing large windows for viewing the city and the Mississippi River.

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 applicant will return to the board with the composition of all elevations with a separate DRB application.

The approach to exterior lighting will consist of emphasizing the floating hotel mass with a variety of color and creating a playful connection to Beale Street. The specific fixtures and overall effect will also be later discussed with a separate DRB application.

Public art and signage will also be addressed in a separate DRB application.

Staff Report:

This corner site falls within two Design Contexts, the Downtown Core and the Neighborhood Center. The Historic Ellis Building comprises 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.

At the intersection of the industrial South Main area and vibrant Beale St, the development looks to extend the activity of the Downtown Core and Beale St. while also creating a critical connection to Beale St. Landing and Tom Lee Park.

Therefore, the design of the overall development takes cues from the neighborhood by both extending the color and energy of Beale St. while also speaking to the industrial character of the area and the Ellis buildings. In this way, the hotel is proudly a product of its time, while also looking to integrate the Ellis buildings for meeting and conference space. The new construction maintains the urban edge of the site while also incorporating the glass curtain wall, which serves to create an active ground floor while also allowing pedestrians and guests alike to interact with such a prominent downtown intersection. Visibility will be key in connecting the outdoor hotel amenities and the ground floor to the sidewalk.

The frontage along Beale St. is a significant challenge due to the 15 ft. grade change from Front St. to Wagner Place, however staff believes the applicant is appropriately addressing it through landscaping, public art and a dominant and open stair entry on the corner of Beale and Wagner. The stairs create access at the corner to the patio above, while also creating a more welcoming pedestrian experience and breaking up the mass of the corner. The western elevation on Wagner Place will serve as the service entry and not a main point of access for guests, but still applies human-scale design and landscaping to ensure a positive pedestrian experience. Considering Wagner Pl. will serve as the front door to the residential component of One Beale, this connection will be critical. Along Front St., intentional landscaping and outdoor furniture will serve to activate the space, better connecting the building to the sidewalk and embracing the subtle grade change from south to north.

Staff Recommendation: **Staff recommends approval with the condition that the applicant return with a separate application for the composition of materials for all elevations, architectural lighting, public art and signage.**