



MINUTES OF THE DESIGN REVIEW BOARD (DRB)

Wednesday, October 7, 2020
4:00 PM

Due to the declarations of a State of Emergency by the President of the United States, the Governor of Tennessee, and the Mayor of Memphis relating to the COVID-19 Pandemic, the DRB has determined that it is necessary that the meeting be conducted by electronic or other means of communication in order to protect the health, safety and welfare of the public, DMC staff, and DRB applicants. This meeting of the DRB was held via Zoom virtual meeting. Board members participated by phone with all materials made available to them as well as the public in advance. Procedures were in place to identify all participants on the call including members of the public and allow for questions and public comment.

Board Members Present: Joyce Selina Love, Roderick DeBerry, Deni Reilly, Mike Hammond, Brett Ragsdale, and Michelle Ye

Board Members Absent: Colin McDoniel

DMC Staff Present: Jennifer Oswalt, Brett Roler, Christine Taylor, Katie Flynn, Abe Lueders, Erik Stevenson, Penelope Springer, and Debra Streeter

Guests: Katie Hunt, Berry Jones, Brian Nason, Matt Weathersby, Katie Flaim, Max Cookes, John Mercer, Stephen Edwards, Lee Faulkner, James Stokes, and a Member of the Public.

I-II. Call to Order & Approval of Minutes:

Joyce Selina Love called the meeting to order at 4:00 PM Christine Taylor called roll for board members, staff and guest. After quorum was confirmed, Chairman Love explained the meeting process and meeting protocols. Chairman Love called for approval of September 2, 2020 minutes. Mike Hammond made a motion to approve the minutes from the September 2, 2020 DRB meeting as submitted. Michelle Ye seconded the motion, which after roll call passed unanimously.

III. Current Applications:

DRB #20-65 40 Huling Avenue – Kemmons Wilson

Abe Lueders presented the DRB application for exterior renovation for property located at 40 Huling Avenue. The application is for exterior renovation for the new Kemmons Wilson headquarters, formerly the old Spaghetti Warehouse building. Kemmons Wilson received a CCRFC PILOT to convert the building into their new headquarters. The exterior renovations planned for 40 Huling focus on increasing natural light in the building by dramatically expanding existing openings with new modern windows and adding additional windows on what are currently blank walls. A “front porch” covered by a canopy will run from the end of the glass

entry way to the north end of the building. Michelle Ye made the motion to approve the application as submitted, with the condition that applicant would return for approval of landscaping and signage. Deni Reilly seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

DRB #20-66 2 North Main Street - Walgreens

Katie Flynn presented the application for exterior renovation for property located at 2 North Main Street. The applicant received \$100,000 Exterior Improvement Grant from CCDC for high-impact exterior improvements. The new storefront with a black aluminum entrance and brushed concrete flooring will be wrapped in outdoor composite wood slats with a new steel canopy and new architectural recessed can lighting to soften the entry into the Walgreens store. The project would also have new signage, new windows and exterior lighting. Applicant Max Cookes and Katie Flaim were present to answer questions. Rod DeBerry made the motion to approve the application as submitted, with the condition to return for approval for interior layout & signage. Mike Hammond seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

DRB #20-67 113 Madison Avenue

Abe Lueders presented the application for renovation for property located at 113 Madison Avenue. The ground-floor of the renovated Madison façade will feature three large double doors with prominent glass panels, topped with decorative limestone arches. The central pair of doors will serve as the building’s primary entrance. On the second floor, three additional glass double-doors open on to a small balcony. Three smaller windows rest above these doors, with exterior light fixtures installed in between. The existing brick on the façade will be painted. Applicant Berry Jones was present to answer questions. Mike Hammond made the motion to approve the application as submitted, with the condition to return for approval of lighting placement and signage. Rod DeBerry seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

DRB #20-68 1045 Jefferson Avenue

Abe Lueders presented the application for signage for property located at 1045 Jefferson Avenue. The proposed sign will be installed on a pair of existing poles that currently support the building’s existing pole signage. The sign is composed of two double-sided cabinets mounted in between the poles: an Electronic Message Center, and a non-illuminated sign reading “Medical Center Self Storage,” followed by a contact phone number. There are three code issues presented by the sign. It exceeds the normal size limit for pole signs, with an approximate area of 56 square feet compared to the 45 square feet allowed by the code. Further, the sign is located in the Medical District subdistrict of the Sign Code, which does not typically allow pole signs except for parking lots. Lastly, the largest portion of the sign is an EMC a sign type not covered by the Sign Code. Applicant Lee Faulkner was present to answer questions. After discussion, Deni Reilly made the motion to approve the application as submitted, with the condition that applicant will return for administrative approval of color choice for sign pole. Michelle Ye seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

DRB #20-74 **80 Monroe Avenue**

Abe Lueders presented the application for signage for property located at 80 Monroe Avenue, Brinkley Plaza. The proposed sign package includes two identical projecting signs. The signs are double-sided, with a total depth of 18 in. The signs are composed of a black aluminum cabinet with pushed-through yellow acrylic channel letters reading “Morgan & Morgan.” The channel letters will be internally illuminated with LEDs, while the sign cabinet itself will be opaque. There are two sign code requirements that the proposed sign does not meet: one is related to the location of the sign, and the other to the lack of street frontage for the signed business. In the Downtown Sign Code, sign allowances are linked to the ground floor frontage of a use. Signs on the ground floor, such as wall signs and projecting signs, are only allowed for businesses with ground floor frontage or entrances. The second code requirement the proposed sign does not meet is a special standard for the Main Street Mall subdistrict: “Projecting signs on the Mall shall not project more than 5 feet and shall not extend above the second floor windowsills of the building to which they are attached.” As the proposed sign extends past both the second and third story windows of the building, it clearly does not meet this requirement. Applicant Matt Weathersby and Kelsey was present to answer any questions from board members. Board members questioned the mounting and placement options of the sign on this historic building. After board discussion, Rod DeBerry made the motion to approve that the applicant could return for administrative approval of alternate signage options. If staff is unable to approval administratively, the applicant would return for board approval. Mike Hammond seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

IV. Adjournment

Seeing no further business, the meeting was adjourned.