



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

Exterior Renovation

Case # 20-86: Marine Residence Lighting & Public Art
360 Metal Museum Drive
Memphis, TN 38106

Applicant: Tony Pellicciotti
LRK Inc.
50 S. B.B. King Ste 600
Memphis, TN 38103

Background: DRB review is required for this project because it received a 20-year PILOT at the November 13, 2018 Center City Revenue Finance Committee (CCRFC) board meeting.

The subject property is the former Marine Hospital at 360 Metal Museum Drive in the French Fort neighborhood of Downtown Memphis. The applicant previously received approval from the Design Review Board to convert this property into market-rate apartments (Case #18-129). This approval was conditioned on later approvals for lighting, public art, and signage. The current application is for the lighting and public art components of the project. (The applicant does not have plans for a signage application at this time; a future application for signage could be approved administratively).

Project Description: The submitted lighting package includes both functional and architectural lighting. The columns on the façade of the hospital building – the largest portion of property -- will be up-lit using in-grade LED lights. The hospital building's façade will also be lit at the pedestrian level with vintage-style cast-aluminum LED fixtures. At the top of the hospital building, the columns of the iconic cupola structure will be lit with LED cylinder lights. Perhaps the most noticeable architectural lighting planned for the project will be provided by bi-directional cylinder lights that will illuminate the monumental smokestack of the steam laundry building. Additional exterior lighting for the steam laundry building will be provided by a series of LED gooseneck lights positioned above the exterior doors.

The public art included in the application is a mural which is planned for the north side of property, on a retaining wall that faces Illinois Ave. The mural will be done in a collage style, and incorporates imagery related to Memphis and the Mississippi River, including Chickasaw patterns and symbols, catfish, Mark Twain, and the blues musician Muddy Waters. The mural will begin at the corner of Metal Museum Dr and Illinois Ave, and stretches to the point where the steam laundry building intersects the retaining wall.

Staff Report:

Although prominent exterior design elements like public art and lighting are always reviewed for incentivized projects, reviewing the public art and lighting for this project is especially important because the project received two PILOT years for these components. In reviewing architectural lighting and public art applications for incentivized projects, DRB staff looks for elements that provide a high visual impact, but are also sensitive to both the character of the building itself and its physical context. The current application meets those criteria.

The proposed mural is a creative way to add visual interest to the retaining wall at the back of the property, which is highly visible on the route from the interstate exit to the subject property. This approach also avoids attempting to use the historic buildings themselves as a canvas for art, or placing a sculptural piece in the interior of the site that would not be visible to most of the public.

The architectural lighting tastefully highlights the historic structures that make up the subject property, and the smokestack lighting in particular will provide a unique landmark for the area. However, the lighting is still subtle enough to fit in with the largely residential context around the site.

Staff Recommendation: **Staff recommends approval.**