



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

New Construction

Case # 21-8: 380 Beale Hotel
380 Beale St.
Memphis, TN 38103

Applicant & Owner: Nick Patel
11227 Matthews Cove Lane
Knoxville TN 37934

Background: DRB review is required for this project because it received a 15-Year PILOT at the July 10, 2018 CCRFC Board Meeting for the construction of a new boutique hotel.

The subject property is a vacant .67-acre lot at the northeast corner of Fourth Street and Beale Street. The lot was formerly the site of a blighted night club, which the applicant demolished in advance of constructing the present project. The applicant plans on constructing a boutique hotel with 145 guest rooms, a rooftop bar, and space for retail on the ground floor.

Project Description: The proposed hotel at 380 Beale will rise to six stories, reaching a maximum height of 70 ft. Due to the curved shape of the building's corner lot, the mass of the building is stepped back from Beale in four increments to roughly match the curve of the lot, and maximize building coverage.

The building's primary entrance opens onto Beale Street, close to the southwest corner of the lot. Large stretches of storefront windows on each elevation provide views into the hotel lobby, as well as a planned retail space located on the east end of the building. Four metal awnings shade the windows on the Beale Street façade, continuing to the west end of the building. A roof deck located at the southwest corner of the building will provide additional interaction between the building and the surrounding neighborhood. In between the retail bay and the hotel lobby, a drive cuts through the first floor of the building, providing access to the parking, which will be provided off site.

The first floor of the building features a base of cast stone, topped with brick. Above the first floor, alternating materials break up the building's elevations to provide a sense of scale and visual interest. Brick remains the predominant material, followed by fiber cement panels with a wood appearance. Synthetic stucco is also used as an accent material on the upper floors. Brick detailing is used to visually delineate key features of the building, including brick soldier courses above the first-floor windows, accent bands at the top of the first floor, and detailing at the parapet.

Staff Report:

The design of the hotel at 380 Beale St. substantially aligns with the recommendations of the Downtown Design Guidelines. The building addresses the street, keeping parking (which will be facilitated off site) visually subordinate to the structure. The ground floor is delineated with architectural details and material changes, creating a sense of human scale. There is ample transparency on the ground level of every elevation, and no side of the building is treated as a "back side" with lower quality materials and reduced transparency. Roof decks, like the one featured in this project, are specifically encouraged in the Sports and Entertainment design context.

The material palette used on the project generally reflects the Design Guidelines recommendations for quality, durable materials. Brick is the dominant material, with brick and glass combined making up 68% of the exterior faces of the building. Although a synthetic stucco product (i.e., EIFS) is used as a material, it is used the least out of the four primary exterior materials, and is not used on the ground floor.

Staff Recommendation:

Staff recommends approval, with the condition of later approval for lighting, landscaping, and signage.