



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

Exterior Lighting and Landscaping

Case # 21-7:

Conwood  
46 Keel Ave  
Memphis, TN 38107

Applicant:

Tamara Redburn  
Fleming Architects  
5101 Wheelis, Suite 215  
Memphis, TN 38117

Background:

DRB review is required for this project because it received a 20-year PILOT at the December 3, 2019 Center City Revenue Finance Committee (CCRFC) board meeting.

The subject property is the Conwood complex, an interconnected set of six industrial buildings that are being converted into a mixed-use development featuring apartments and commercial space. Plans for the exterior renovation of the building were approved at the February 5, 2020 DRB meeting as DRB case #20-3. The present application is for the exterior lighting and landscaping components of the project.

Project Description:

The lighting plan for the Conwood includes significant streetscape lighting along the building's Front Street façade, as well as lighting for the complex's internal courtyards and access points. Seven new pedestrian-oriented streetlights will illuminate the sidewalk and angled parking area on Front Street, along with two additional streetlights in the parking area on the north side of the building. A series of 20 pendant lights will hang beneath the first-floor canopies that shade the façade of buildings B and C of the complex. Two illuminated bollards will mark the pedestrian entrance of building C, which is contemplated to connect to future development via a new crosswalk. Nine large "shepherds crook" LED lights, and 18 smaller "dome" wall sconces will provide pedestrian lighting in the small internal courtyards between buildings, as well as the access points on the west, south, and north sides of the building.

The exterior of the building will be extensively landscaped with a variety of landscaped bulb-outs, planting beds, and planters. Four

Overcup Oaks and two Bosque Elms located in landscaped bulb-outs will provide shade along Front Street. Smaller shrubs compatible with these trees will be planted beneath them. Additional Bosque Elm, Overcup Oak, and Black Gum trees will shade the parking area on the north side of the building. Thirty-four planters with shrubs that include Prairie Drop Seed, Indian Hawthorn, and Golden Pacific Juniper will also line the primary Front Street façade of the complex. An almost unbroken line of similar shrubs will stretch in planting areas lining the complex starting from the east façade of Buildings D and E to the north side of Building F, facing the parking lot. Additional plantings will be located in the internal passages and courtyards of the complex. A full table of plant species has been provided in the application.

**Staff Report:**

The exterior lighting and landscaping plans submitted for the Conwood development are consistent with the Downtown Design Guidelines. The Design Guidelines encourage developments that enhance the public realm by creating thoughtful streetscapes that are inviting and safe for pedestrians. Lighting should be pedestrian-scaled, and when possible, shielded and focused downward to prevent glare. Landscaping should draw from a coordinated palette of elements, and use trees and shrubs that are compatible with the local environment.

All of these elements can be seen in the submitted plan. The lighting fixtures are pedestrian-scaled, and almost all the selected fixtures are shielded down-lights. Extensive plantings of climate-appropriate shrubs and trees create an inviting landscape for pedestrians. Together with the already-approved renovation of the Conwood complex itself, these elements result in an attractive and inviting public realm that represent a significant improvement to the current site.

**Staff Recommendation:**

**Staff recommends approval.**