



**MINUTES OF THE  
DESIGN REVIEW BOARD (DRB)**

Wednesday, March 3, 2021  
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, Mike Hammond, Brett Ragsdale, Colin McDoniel, and Michelle Ye

**Board Members Absent:** Deni Reilly

**DMC Staff Present:** Ray Brown, Brett Roler, Christine Taylor, Penelope Huston, Penelope Springer, Katie Flynn, Abe Lueders, Jonathan Mosley, Debra Streeter, Lauren Crabtree and Kaeyla Willis

**Guests:** Jayme Stokes, Stephen Edwards, Corrinne Kennedy, Jimmie Tucker, and Member of Public.

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

Joyce Selina Love called the meeting to order at 4:03 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 February 3, 2021 minutes. Michelle Ye made a motion to approve the minutes from the February 3, 2021 DRB meeting as submitted. Rod Deberry seconded the motion, which after roll call passed unanimously.

**III. Current Applications:**

**DRB #20-101            371 South Main Street**

Katie Flynn presented the DRB application for exterior lighting for property located at 371 South Main Street. At the November 4th, 2020, meeting, the board requested that the applicant return with a separate exterior lighting application. The lighting application needed to include a detailed lighting plan and additional context on the chosen lighting features. The applicant is proposing subtle lighting that accents the building's original architecture. The proposed light fixtures along the S. Main St. façade provide a rhythm of pooled lighting that compliments the four (4) windows on the ground level. The same subtle lighting will also be used along the Talbot side and largely disappear during daylight hours. A down-light variant of the fixture will be used for

the courtyard and rear balcony. After board discussion, Colin McDoniel made the motion to approve the application as submitted, Michelle Ye seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

**DRB #21-10                      URBN on Union**

Abe Lueders presented the DRB application for new construction for property located at Union Avenue. The subject property is made up of 8 parcels on the block north of Union between Cleveland and Claybrook. The applicant plans on clearing the site and building two mixed-use buildings with 270 apartments and 17,500 sq. ft. of ground floor retail, as well as a 411-space parking garage. After board discussion, Mike Hammond made the motion to approve the application as submitted, Rod DeBerry seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

**DRB #21-12                      1030 Poplar Apartments**

Abe Lueders presented the DRB application for exterior renovation for property located at 1030 Poplar Avenue. The applicant plans on undertaking a complete interior and exterior renovation of the building, with the goal of bringing the property back into active use. The property is made up of two buildings, each featuring two residential floors and a central courtyard. The proposed changes will provide a considerable boost to the property's curb appeal, while providing additional security for residents. After board discussion, Mike Hammond made the motion to approve the application as submitted, with the condition that applicant will return for signage, lighting and landscaping approval. Michelle Ye seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed unanimously.

**DRB #21-13                      107 South Main Street**

Abe Lueders presented the DRB application for exterior renovation for property located at 107 South Main Street. The property is a vacant and blighted four-story commercial building on the west side of South Main Street, between Gayoso and Union. The owner plans on renovating the building into an active commercial property with ground-floor retail, and office and commercial space on the floors above. After board discussion, Michelle Ye made the motion to approve the application as submitted, with condition to return for signage and lightning approval. Mike Hammond seconded the motion. Christine Taylor called roll for approval from each attending board member, the motion passed.

**DRB #21-15                      Good Fortune Company**

Abe Lueders presented the DRB application for exterior renovation for property located at 361 South Main Street, on the west side of Main Street, north of the intersection of Main and Talbot (formerly home to the South of Beale Restaurant). The applicant, Good Fortune Company, a new restaurant concept, plans on making a number of exterior improvements that will enhance the curb appeal of the building. After board discussion, Rod DeBerry made the motion to approve the application as submitted, with condition to return for signage approval. Michelle Ye 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.