



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

New Construction

Case # 21-55: Grand Hyatt at One Beale
1 Beale Street
Memphis, TN 38103

Applicant: Carlisle Development Company, LLC
1 Dr. MLK Jr Ave., Ste. 130
Memphis, TN 38103

Background: DRB review is required for this project because it received a 30-year PILOT at the December 8, 2020 Center City Revenue Finance Corporation (CCRFC) board meeting.

The proposed project is a new-construction hotel with meeting and commercial space, which will be constructed at the southwest corner of Wagner and Beale. This hotel is the latest phase of the larger One Beale development, which includes the recently completed Hyatt Centric and Landing Residences, as well as a Caption by Hyatt hotel currently under construction.

Project Description: The proposed building is broken into two visually distinct sections: a 20-story hotel tower on the corner of Wagner and Beale, and a 3-story structure with meeting and event space located south of the tower on Wagner. These sections are linked by a central atrium in the center of the development, which will serve as the hotel's primary entrance on Wagner.

A stair at the northeast corner of the building leads to the tower's entrance, providing access to the hotel's fitness and spa amenities, as well as a fine-dining restaurant on the building's second story. The first story of the tower, and a portion of the second story are recessed from the plane of the upper stories, producing a "cutaway" appearance. Architectural glass is used as the primary exterior cladding on all the upper floors on the tower's north side. This glass continues along most of the east and west elevations. On the south end of the building, the dominant exterior material changes to metal panels. Subtle changes in depth, and the use of two visually distinct architectural glass materials in addition to the metal panels, help to break up the building's façade visually.

An automobile entrance for service vehicles and an employee entrance will be located at the base (lower level) of the tower facing Beale. Two types of brick will be used as the exterior material on this portion of the building.

The low rise meeting and events portion of the building includes a commercial bay at the southeast corner. The bay is accented by a canopy, and features entrance doors on the south and east side of the corner. The east side of the meeting and events structure includes a covered entrance drive that provides a drop-off area, as well as an entrance to valet garage space within the first floor of the building. Metal panels and brick are the dominant cladding materials for the meeting and events structure, with architectural glass used as an accent material. A roof deck at the top of the third floor features a pool and other outdoor amenities with river views.

Staff Report:

The proposed Hyatt Grand includes design cues that relate to the building's historic context, but it ultimately brings something very new to Downtown Memphis. It will be the tallest hotel in Downtown Memphis, and the tallest building constructed Downtown since 1985. But the exceptional scale of this project is commensurate with its exceptional location: the place where Beale meets the river. "Celebrate the Riverfront" is one of the guiding principles of the Downtown Design Guidelines, and this prominent addition to the Downtown skyline does exactly that.

There are many other design qualities present in the proposed Hyatt Grand that align with the Downtown Design Guidelines. The building's variation in height allows it to seamlessly transition into the rest of the surrounding One Beale development. Vertical and horizontal articulation is used to create a sense of scale and increase visual interest. The building will use durable and high-quality exterior materials, primarily brick, metal, and architectural glass. As a whole, the building represents the sort of design excellence that the Downtown Design Guidelines were established to achieve.

However, staff believes that the applicant should give additional attention to the pedestrian experience on the Beale Street side of the building. Due to the grade change in the site, the lower level of the tower is at the pedestrian level facing Beale Street, resulting in a mostly blank stretch of wall along the sidewalk. Providing street-level interest through art, architecture, or activation is a key part of the Downtown Design Guidelines. For a building located on Memphis's iconic Beale Street – and at the gateway to Memphis's

riverfront – it is imperative that this portion of the building contributes to the public realm.

Staff Recommendation: **Staff recommends approval, with the condition of additional submissions for lighting and a revised design of the building’s street-level façade on Beale.**