



**Design Review Board (DRB) Staff Report**  
*Prepared for the July 6, 2022 DRB Meeting*

Exterior Lighting

Case # 21-33: 61 Keel Exterior Lighting  
61 Keel Ave  
Memphis, TN 38103

Applicant: Rob Baddour  
OJT  
1075 Race St.  
New Orleans, LA 70130

Owner : Billy Orgel  
Tower Ventures  
495 Tennessee St.  
Memphis, TN 38103

Background: The Design Review Board previously approved exterior renovations to 61 Keel (also known as The Kent) at its November 7, 2019 meeting. The Board’s approval was conditioned on a later application for enhanced architectural lighting, which is the subject of the current application.

Project Description: The proposed exterior lighting plan consists of the following elements:

- Six aluminum LED fixtures providing downlighting on the ground floor of the building’s Keel Avenue façade.
- Thirteen LED floodlights highlighting the upper stories of the original brick buildings that rise out of the one-story structure surrounding them.

Staff Report: In addition to reviewing the proposed lighting scheme for concurrence with the Downtown Design Guidelines, the Board must decide whether any portion of the lighting plan fulfils the “enhanced architectural lighting” criteria that would qualify it for an additional year of PILOT tax abatement. The Downtown Design Guidelines recommend that appropriately-scaled exterior lighting should be used to enhance the public realm and improve the pedestrian experience. Both the ground-floor downlighting, and the uplighting on the stories above meet that basic guidance. The uplighting on the

upper stories of the original building can also be seen as fulfilling the "enhanced architectural lighting" criteria. The lighting has a clear aesthetic impact on the building, rather than being purely functional, and highlights the building's unique layers of history.

**Staff Recommendation:**     **Staff recommends approval.**