



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

New Construction & Renovation

Case # 18-102R1:

Hyatt Centric
33 Beale St.
Memphis, TN 38103

Applicant:

HBG Design
One Commerce Square
40 S Main St. Suite 2300
Memphis, TN 38103

Owner:

Carlisle Development Co., LLC
263 Wagner Place
Memphis, Tennessee 38103

Background:

DRB review is required for this project because One Beale (Phase I) received a 20-year PILOT at the May 29, 2018 CCRFC Board Meeting as a mixed-use development including residential, commercial, hotel and office. The DRB approved the residential component, The Landing at One Beale, at the August 1, 2018 and December 4, 2018 DRB Board Meetings.

On September 5, 2018 the Design Review Board (DRB) of the Downtown Memphis Commission (DMC) approved the application for exterior renovations and new construction at the above referenced location with the condition that composition of materials for all elevations, architectural lighting, public art and signage will be addressed in a separate DRB application.

The applicant is returning with an application for a complete material palette, updated elevations and architectural lighting.

The DRB Board has approved the new construction of a 227-key hotel with a restaurant and bar, fitness center and pool. The hotel will also include a lounge and bar with an outdoor terrace located on the hotel rooftop. Additionally, the development will include the renovation of the Ellis buildings into meeting and event space. The site for the hotel is approximately 1.174 acres over 2 parcels of land situated along Front Street and Wagner Place, between Beale Street and Dr. Martin Luther King Jr. Avenue. Parking for

the hotel will be located off-site at the Landing at One Beale parking garage.

Project Description:

The Hyatt Centric Hotel project is the combination of two structures, the construction of a hotel building and the renovation of existing structures, the Historic Ellis Buildings. The siting of the new construction's building perimeter is defined by the existing context, creating a unique hotel plan conforming to the intersecting angle of Front and Beale. The curved glass curtain wall at street level aims to mimic the adjacent Mississippi River bank while also creating an active ground floor. A restaurant/bar will occupy the northern portion of the first floor with the lobby and main entry facing Front St. As the building does not include a typical porte-cochere, the hotel underside covers the drop-off, in lieu of the traditional porte-cochere element. By lifting the hotel box, the curtain wall glass gives the sense of visual continuity from the street through the building, while also allowing pedestrian entry with the human scale vestibules cut through the curtain wall.

The renovation of the Ellis Buildings will be consistent with the National Park Service's guidelines and standards for the restoration and renovation of exterior improvements. Along Front Street, the chipping and peeling white paint applied to the brick façade will be fully removed and the bricks beneath cleaned and restored. The renovation along Front Street will also include the installation of glass windows in the solid areas where traces of windows were once before. The northern fire wall façade will be cleaned entirely while multiple openings will be made at grade to allow access to the Hotel, pool and events lawn. Along the Wagner Place façade, broken windows will be fully restored if possible, or replaced if necessary. The large open and missing section of the north end of the Wagner Place façade will include a new contemporary arrangement of windows and doors while providing large windows for viewing the city and the Mississippi River.

The materials for the project will be comprised primarily of metals, brick, glass and concrete, a collage of high quality and durable materials used for the construction of various surrounding buildings and local design traditions in this historical area of Memphis. The primary material will be ACM metal panels in shades of grey with black accents. Two brick types will further accent the building with board formed concrete composing the wall along Beale St. All of the glass on the first floor will be transparent with a slight film on the upper floors to allow privacy for hotel guests.

The approach to exterior lighting will look to compliment the open first floor which will sufficiently light the eastern and portions of the northern elevations. Additionally, new street lights will be introduced on the west, north and east elevations to illuminate the sidewalk. Column downlights will be used on the columns supporting the second floor creating a feature of architectural lighting. Lastly, the landscape of the property will be thoroughly lit with a series of fixtures throughout the property and along the sidewalk allowing the landscape features to be highlighted both day and night.

Public art and signage will also be addressed in a separate DRB application.

Staff Report:

This corner site falls within two Design Contexts, the Downtown Core and the Neighborhood Center. The Historic Ellis Building comprises approximately .35 acres of the overall project and is defined by the Downtown Memphis Commission as part of the South Bluff Warehouse District on the National Register of Historic Districts. The Ellis Building is also part of the National Register of Individually Listed Properties.

At the intersection of the industrial South Main area and vibrant Beale St., the development looks to extend the activity of the Downtown Core and Beale St. with its approach to architectural lighting while also creating a critical connection to Beale St. Landing and Tom Lee Park.

The material palette introduces a contemporary hotel design consistent with what the DRB has approved that is proudly a product of its time. The metal panels that comprise a majority of the hotel's exterior will be complimented with a glass wall first floor and a similarly undulating approach to windows on the upper floors that speak to the river.

The approach to lighting will extend the energy of Beale St. while also enhancing pedestrian connections along Front St. and Beale St. The multiple tiered approach looks to highlight the buildings architecture, increase pedestrian comfort and feature additional art and landscaping on site.

Staff believes both additional components of the application are consistent with the initial design brought before the DRB, and will serve as a strong gateway to the One Beale development.

Staff Recommendation: Staff recommends approval with the condition that the applicant return with a separate application for the composition of materials for public art and signage.