

## In Their Court

### Members of the city council today will decide fate of One Beale development

ANDY MEEK | *The Daily News*



**ONE BIG PROJECT:** This rendering shows the proposed One Beale development planned for Beale Street and Riverside Drive. -- *IMAGE COURTESY OF CARLISLE CORP.*

The developers of the 30-story, \$175 million One Beale project have tapped a veteran Nashville PR firm to market their hotel, office and condominium mega-development. They're even looking down the line at creating a flashy online multimedia presentation to serve a similar purpose.

The message is clear: Gene Carlisle, the wealthy Wendy's franchisee, is not taking anything for granted when it comes to the skyline-altering project he wants to put where Beale Street meets Riverside Drive.

And today will mark another occasion at which he'll have the opportunity to win

support for the upscale mixed-use venture.

The Memphis City Council is scheduled to give its up or down vote this afternoon on the project, which has drawn praise from local planners and disapproval from some nearby residents.

#### The stuff of titans

Attempting to redistribute that equation of approval will be Seigenthaler Public Relations, a communications firm founded by the brother of John Seigenthaler, who's the former editor of *The Tennessean* in Nashville and founding editorial director of *USA Today*.

Carlisle's team has handed the task of branding and marketing One Beale to Seigenthaler PR, which has worked on several projects with the Memphis-based architectural illustration firm Paradigm Productions.

At the moment, the latter pair is working together to tout a similar mega-development in Downtown Nashville, the 65-story Signature Tower, which, by one estimate, will be the fifth-largest skyscraper in the United States once it's finished. Paradigm, incidentally, is another member of the team that's involved with One Beale.

"I just think that our experience with urban development projects here in Nashville was part of the reasoning they decided to go with us," said Shelby White, a Seigenthaler PR account supervisor. "I think this project in Memphis will be a landmark project that we're very excited to help bring to the market. And I think it would go over well in any market across the country."

Carlisle and others are still at the drawing board, trying to make sure it arrives in this market and in a timely fashion. One Beale won the support of the Memphis and Shelby County Land Use Control Board, the Center City Commission and other Downtown stakeholders.

## **Green light means go**

But some neighboring residents, including fashion designer Pat Kerr Tigrett, objected that One Beale would block their views. That's what motivated the LUCB the first time around to slap a 30-day delay on the project.

Now the board has said yes, so it's on to the city council.

"That's the next big milestone, when we'll go before them for our final approval," said Chance Carlisle, Gene's son.

"Then the next big announcement would be, once we get city council approval, is to start announcing our project team. We'll sort of do a little release on who Seigenthaler PR is - we'll start laying out those folks, in addition to who the sales team will be, and sometime in that timeframe, we'll make an announcement about a hotel."

The hotel part of the big-ticket project will be another of its key offerings. Carlisle is hoping to bring at least a four-star hotel to the site, and an announcement could be coming soon as to which brand the developers are going with.

The development team wants to get a definitive management agreement nailed down, with all of the kinks worked out, before publicly naming their selection. Once that happens, the condo buyers can begin lining up.

"We'll probably announce the hotel, then do the marketing and sale of the condos," Chance Carlisle said.

Charles Gaushell's company, Paradigm Productions, has drawn up elaborate illustrations of the project and created renderings that have been used at public presentations. That kind of job is par for the course for the small graphics firm that works with clients nationwide.

"From an artistic standpoint, it's a lot of fun to play with a building like this," Gaushell said of One Beale. Other examples of his company's work include more than a dozen projects for the Children's Museum of Memphis. One of them was commissioned during CMOM's recent expansion, when Paradigm was asked to produce an air traffic control simulator.

## **Moving ahead**

Meanwhile, White said Seigenthaler is winding up to launch the marketing campaign that will announce One Beale on a large scale. The project marks Seigenthaler's first involvement in an urban residential project in Memphis.

It's also one of several grandiose, large-scale real estate proposals that stand to reshape the Downtown skyline. A few months ago, the LUCB also approved the St. Mary's Planned Development, which will feature a 28-story condo project.

On Thursday, the body gave the green light for a redevelopment of the Tennessee Brewery that calls for exceeding the nine-story height limitation in the area. The finished brewery project will include 140 condos, priced between \$225,000 and \$1 million.

On a smaller scale, the LUCB last week also approved the development of a four-story Hilton Garden Inn at the southwest corner of Second Street and Linden Avenue.

That land is owned by the Church of God in Christ (COGIC), which has planned a large redevelopment of the site for years. There's still a question of what will happen to the historic Hotel Chisca, the abandoned Downtown property that will sit next to the new hotel.

Meanwhile, Carlisle's project at one of Downtown's most well-known addresses is poised to take another step forward today.

"Everything is getting set and working towards making this thing a definite announcement before Christmas and having sales under way by January or February," Chance Carlisle said.