



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

Exterior Renovation

Case # 19-90: 169 Carolina Ave.
Memphis, TN 38103

Applicant/Owner: Mr. Jereme Cavallo
169 Carolina Ave.
Memphis, TN 38126

Background: DRB review is required for this project because it received a \$60,000 Exterior Improvement Grant at the July 17, 2019 CCDC Board Meeting.

The subject property is a circa 1951 one-story building located on the south side of Carolina Avenue, in the block between S. Main Street and B.B. King Boulevard. The building currently serves as the Catering Division and Shipping & Receiving Office for the Cupboard Restaurant. The existing tenant plans to add an “Express Grab & Go” component at this location. Being open to the general public will necessitate exterior cosmetic improvements and a new storefront.

This application includes plans for the exterior renovation. The applicant will return with a separate application for signage.

Project Description: The proposed exterior renovation of the existing 1 level warehouse/office consists of a complete exterior facade repair/renovation and sidewalk repair. The design for this space draws its characteristics from the rather industrial area by which it’s located; with its use of weathering steel, exterior lighting, landscape wall, and glass roll up door to all working in tandem to provide movement, texture, and color to an existing simplistic façade.

The new storefront introduces moments of visual relief from the existing masonry while providing vignettes into the interior. Collectively, these components play a pivotal role in bringing new life into this building, and a new face to the built environment.

The exterior masonry will be repaired and repainted. A new metal paneling system will be added to the façade and side elevations. The

corrugated metal cladding system features a thin profile and contemporary character. Enhanced exterior lighting will illuminate the façade and side elevations. The proposed wall-mounted fixtures will allow for a wall wash effect and lighting of the building soffit and signage.

The existing front façade currently lacks fenestration with only a single door. The proposed façade design will open up the front of the building with a new aluminum storefront, door, and glazed overhead door. A metal awning with attached signage will be added to the façade.

In addition to exterior lighting, other pedestrian-friendly improvements are planned. The existing wooden planting bed will be removed and replaced with a CMU block planter. Additionally, the existing sidewalk is in poor condition and will be replaced.

New fencing will be installed at the rear of the property and all graffiti will be removed.

Signage will be included in a separate application.

Staff Report:

The proposed exterior renovation is consistent with the Downtown Memphis Design Guidelines and DMC priorities of improving the pedestrian experience and enhancing the public realm.

Considering the simple design of the building, the proposed renovation introduces new features to add character of the façade and appropriately refresh and activate the building.

The new storefront will open the space to pedestrians and create more visual interest along Carolina Ave. Additionally the exterior lighting, will activate the façade at night, bringing more activity to the street. The new planters and sidewalk improvements will also significantly improve the pedestrian experience and enhance walkability in the neighborhood.

Collectively, the proposed design will transform this property and create a more modern aesthetic that is also appropriate for the industrial character of the street.

Staff recommends approval and believes the proposed renovation will bring more visual interest to Carolina Ave.

Staff Recommendation:

Staff recommends approval with the condition that the applicant return with a separate application for signage.