



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

*Exterior renovations including window and door replacement,
metal cladding, and new signage*

Case # 17-13: Allworld Project Management, LLC
60 N B.B. King Blvd.
Memphis, TN 38103

Applicant: Allworld Project Management, LLC
Brent Hooks
415 S. Front St. Suite 121
Memphis, TN 38103

Background: The subject property is a vacant two-story building on the east side of N. B.B. King Blvd., in the block between Jefferson Ave. and Court Ave. The building will be renovated for office use and serve as Allworld Management's new corporate headquarters. The surface parking lot located to the north of the property will serve as dedicated parking for employees and customers.

The project requires DRB review because it was approved for an Exterior Improvement Grant (EIG) from the CCDC at its March 15, 2017 CCDC meeting. The property owner was approved for an EIG grant in the amount up to \$80,000 to renovate the exterior of the property, improve the condition of the parking lot, and add new signage.

Project Description: Exterior building repair will include sidewalk repair, new exterior windows, enlarging existing ground-floor windows, repairing and repainting brick, and adding enhanced lighting. The applicant is also requesting approval to install one (1) wall sign with non-illuminated individual letters that identify the business.

The scope of work in this renovation includes the following:

- Exterior painting
- Tuck-pointing & masonry repair
- Window & door repair/replacement

- Exterior metal cladding
- New wrought iron fence surrounding the surface lot north of the building.
- Exterior lighting in the form of wall sconces on the west side of the structure
- Concrete Sidewalk Repair on SE corner of BB King and Jefferson
- One (1) wall sign will be located above the enlarged windows on the west side of the property. The sign will consist of non-illuminated individual letters that read “Allworld Project Management” and collectively measure approximately 21 ft. 6 in. (w) x 5 ft. (h). ‘Allworld’ will measure 21 ft. 6 in. (w) x 3 ft. (h) and the “O” of ‘Allworld’ will be an illuminated sphere to resemble a globe. ‘Project Management’ will be underneath ‘Allworld’ and measure 21 ft. 6 in. (w) x 2 ft. (h).

Staff Report:

For purposes of DRB signage review, the subject property is located within the Downtown Core. The proposed exterior modifications are consistent with the Downtown Memphis Design Guidelines and DMC priorities of putting vacant buildings back in productive use, expanding windows on the ground level, and adding visual interest by adding windows on the north side of the building.

Although the Design Guidelines discourage covering historic masonry, the addition of metal cladding is strictly on the northwest corner of the property and the applicant proposed the siding as a way of making the building appear more contemporary while reflecting the Allworld Brand.

Staff finds that the proposed renovations, wall sign, and site enhancements are consistent with the applicable provisions in the CBID Sign Code and is in support of the exterior work as proposed.

Staff Recommendation: **Staff recommends approval**