DOWNTOWN MEMPHIS COMMISSION

DESIGN REVIEW BOARD APPLICATION

Administered by:
Design Review Board

Property Address*: 7 WEST CAROLINA MEMPHIS, TN 38103

Applicant Name & Mailing Address: LOFLIN, LLC 721 FLORIDA

Applicant Phone Number: (901) 767-1214 Applicant Fax Number: _____

Property Owner's Name & Mailing Address: BRAD BARNETT 7 WEST CAROLINA #201 MEMPHIS, TN 38103

Property Owner's Phone Number: 508-0526

The proposed work consists of the following (check all that apply):

Sign ☑ Renovation ☐
New Building ☐ Other Exterior Alteration ☑

Project Description:

Updating an existing building w/ new awnings, signage landscaping, fencing, and lighting improvements.

Status of Project: Pending Approval

A complete application must be submitted to the Development Department no later than two weeks before a regularly scheduled meeting of the Design Review Board. Please contact Brett Roler at (901) 575-0574 or roler@downtownmemphis.com.

Owner/Applicant Signature: _____

Date: 12/23/15

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact Nancy Jane Baker at (901) 576-7170 for more information.

Loflin Corner

SOUTHEND MEMPHIS

CHICKEN COOP

G A R D E N

8 x 40 CONTAINER

8 x 40 CONTAINER

8 x 40 CONTAINER

14,000 SQ.FT.
DRIVABLE GRASS
Parking

TRASH

TRASH

BARN
5,000 SQ. FT.
Event Site

Flex Space
BRIDE & GROOM ROOMS
PRIVATE PARTY ROOMS
CORPORATE FUNCTION ROOMS

ENTRANCE

COVERED WALKWAY

Horse Shoes

Croquette

Bocci Ball

10,000 SQ. FT.
ZOYSIA GREENSPACE
Hangout

← A L L E Y →

P A R K I N G

DECK

COVERED AREA

PRIVATE RES

1 EXIT

Smokehouse

BAR
1,500 SQ. FT.
Gathering Place

← EXIT

ENTRANCE

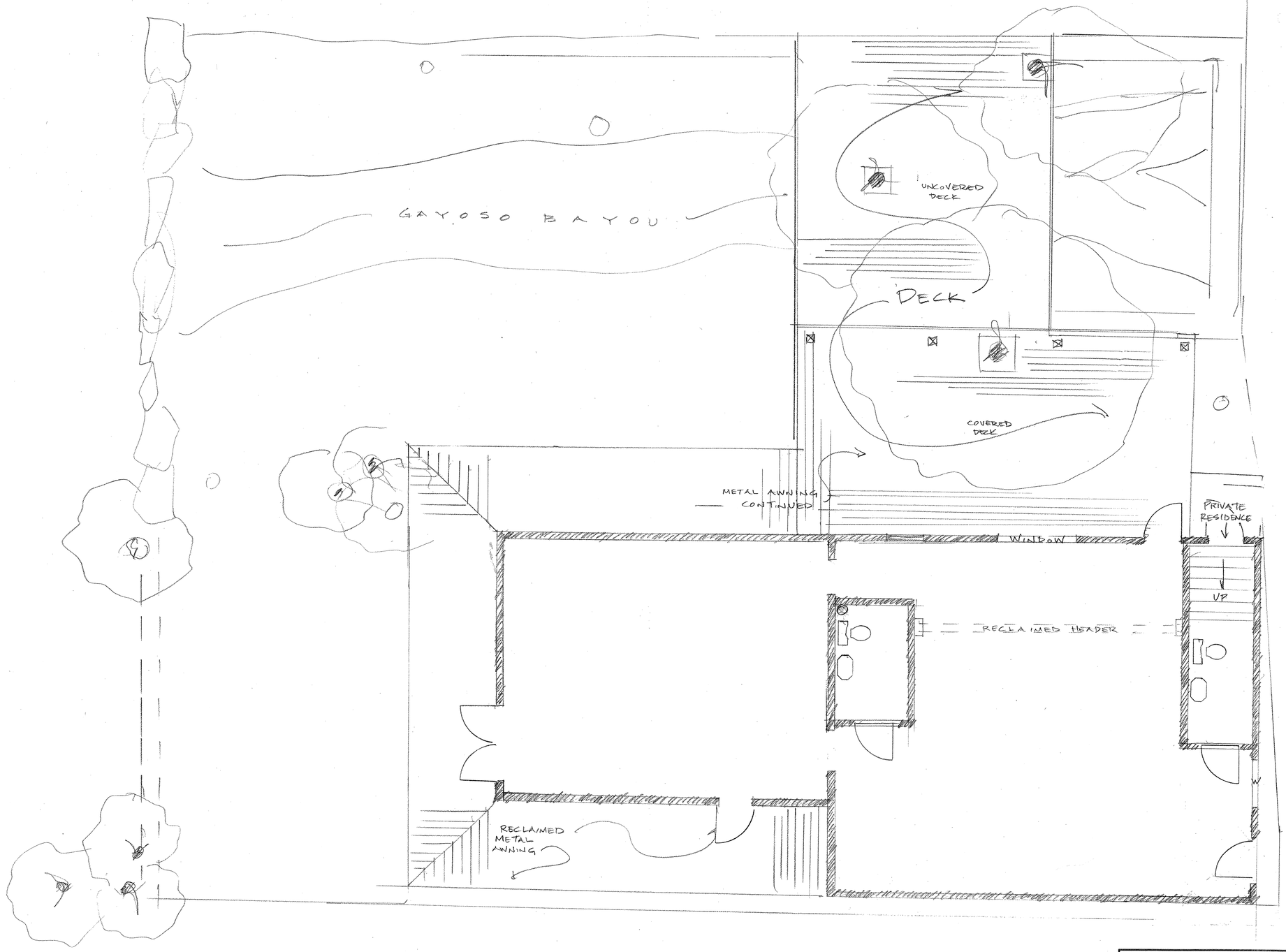
← AUTO / PEDESTRIAN PROMENADE →

F L O R I D A A V E N U E

N O L I N A V E N U E

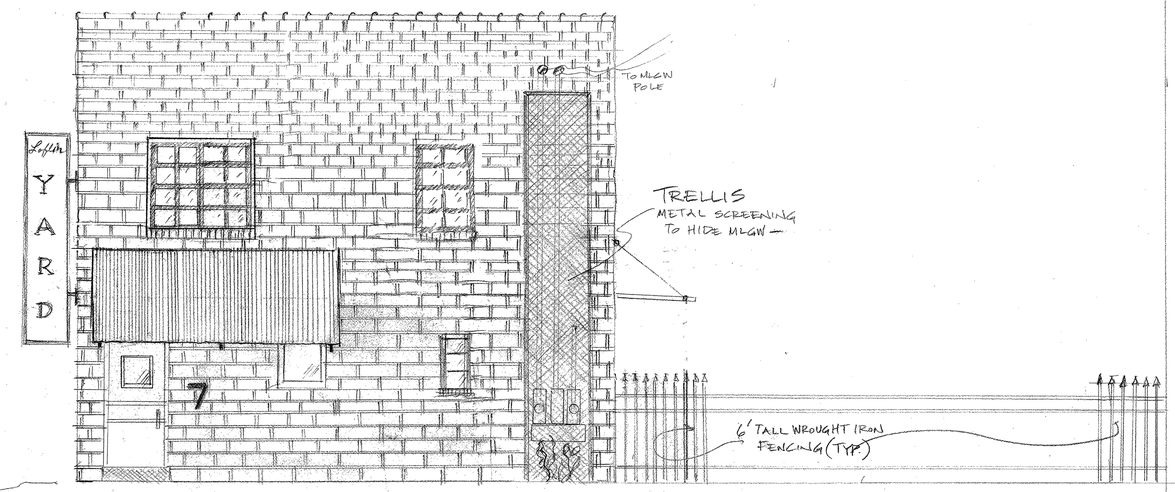
Loflin Corner SITE PLAN

SCALE: 3/32"	APPROVED BY:	DRAWN BY
DATE:		REVISED
LAND: 140 x 350 = 49,000 SQ. FT.		
		DRAWING NUMBER



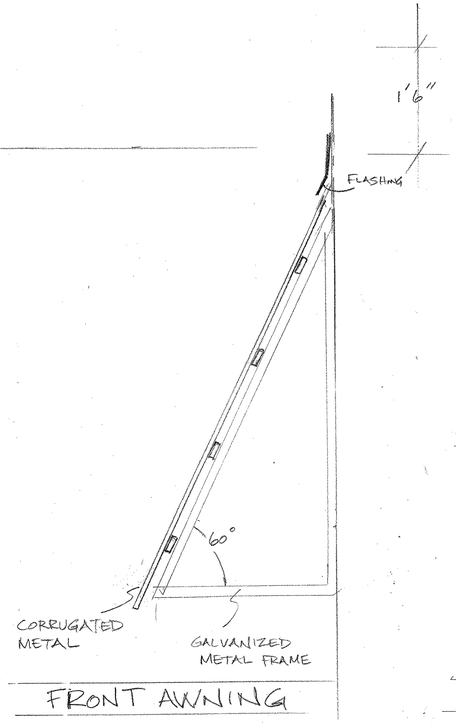
Loftin Corner

SCALE: 1/4 SCALE	APPROVED BY:	DRAWN BY
DATE:		REVISED
		DRAWING NUMBER

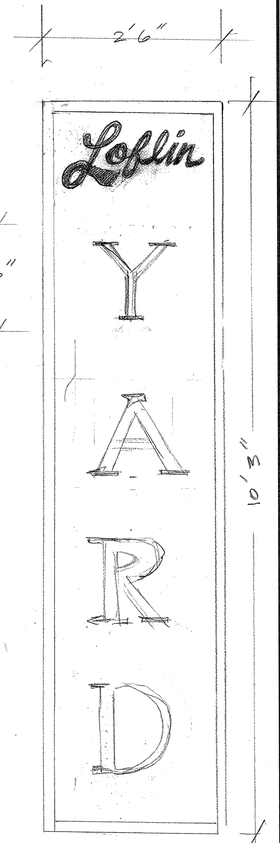


NORTH ELEVATION @ CAROLINA AVE.

SCALE: 1/4" = 1 FOOT



FRONT AWNING



SIGNAGE

YARD FONT: COPPERPLATE

LOFLIN, LLC		
SCALE:	APPROVED BY:	DRAWN BY
DATE:		REVISED
		DRAWING NUMBER

Loflin Yard

DMC Storefront Improvement Grant

I: Executive Summary

Loflin, llc: Loflin Yard
DMC Storefront Improvement Grant

I: Executive Summary

Loflin, llc
721 Florida St
Memphis, TN 38104

The following is an overview of our plans to assemble six parcels of land in the southend of downtown Memphis into one marketable brand. The acre-plus site has two buildings, one of which housed Loflin Safe & Lock from 1941 to 2015, and the other a carriage house that was built in 1931. It is our goal to create a neighborhood bar in the safe and lock building and an event site in the barn - with a barnyard in between where the horse stalls once stood.

Collectively they will be Loflin Corner - an entertainment destination.

There are over 3,000 residents within 1/2 mile radius. We will market to this group heavily. But there are many layers we will be developing to build a comprehensive marketing plan for the Loflin Corner Brand.

Creating a neighborhood hangout is best served by talking with the people in the community. We plan on getting feedback and applying their ideas to bring the kinds of activities that interest them. A Charette is planned this winter to bring a better development for our guests. Charettes are used by developers and city planners to give a voice to the people who make up the neighborhood where a project is located. It's a meet and greet with food and drinks, that gives the neighbors a sense of ownership with the property.

The Bar:
We are a bar patterned after a gathering place called Bacchanal in the back waters of the lower ninth ward in New Orleans, Loflin Corner starts at the front bar. We will sell old and new world wines, offer a well-stocked liquor cabinet and domestic and craft beers. There will be one entrance off Carolina to the site. There is no wait staff. Orders will be taken at the bar by a team of 4 to 6 bartenders who will manage the front and back of the house. This group is the management. One of the group will be the lead bartender (manager), but this group will serve as a team. Their shared duties include preparing and plating the menu, running the food and generally keeping the bar flowing efficiently.

The Menu:
Cookout Food...from catfish and salmon to hickory smoked ribs and shoulders, steaks, chicken, sausages, burgers and hot dogs. This will be prepared in a separate outdoor "cookhouse" by a cook. These meats will be taken from the cookhouse to the preparing room where they will be grouped with fruits and cheeses, breads and crackers, pickles, olives and salads. These elaborate "cheese plates" will be prepared and served on chargers with wax paper and delivered for the whole table to share. This will make up the bulk of the menu with some easy to do seasonal and dessert offerings. Again, we are a bar first and foremost.

Loflin Yard:
Our 10,000 sq. ft. zoysia yard is the "barnyard" for our neighbors. The campy feel will entice games of horse shoes, ping-pong, corn hole, bocci ball, croquette. Others can relax under the canopy of trees on wrought iron furniture and picnic tables through out the yard.
The Cookout (our happy hour) will start every day from 5:00 to 8:00 with the smells of meats from the outside "cookhouse" and sounds from our daily juke yard music.
When the weather turns, we can all congregate in the front bar, the courtyard and the barn for more good times.

The Barn:
This 5,000 sq. ft. event site will be the hub for all events. Our Weekend Wedding Experience is the primary booking event, but will be booking events of all kinds. Including corporate functions, private parties, and a variety of in-house produced music to fitness events.
We plan on hosting an event were calling Big River Crossing 10K run and 125k bike trek to take advantage of the proximity we have with the Harrahan Bridge Project - touted as the world's largest pedestrian bridge.
In the springtime we plan on hosting a "Rites of Spring" block party on the whole site.

The Gayoso-Bayou:
This registered creek springs from the aquifer and navigates through the middle of the site. We plan on creating a rustic water feature from local field stone and bridging the waterway from the bar to the other side of the creek for an added seating area.

Memphis BikeShare Hub: Currently working with Doug Carpenter & Associates

Sources & Uses: See Excel Spreadsheet

II. Drawings & Exhibits: See Attached Plans / Photos

III. Improvements:	**Cost:**
Awning	5,000
Above calls for a reclaimed corrugated metal awning	

to wrap around from east side and extend 10 feet from the building	
Canopy	2,500
Above calls for Western Red Cedar wood canopy with corrugated metal roof over the barn doors and front door at east entrance	
Fencing	7,000
Above calls for 65 feet of wrought iron fencing along Carolina	
Planters	4,500
Above calls for (7) planters to be built of cypress to contain Yupon Hollies along promenade	
Landscaping	5,000
Lighting	4,500
Above calls for an extensive outdoor lighting package	
Painting	2,500
Above calls for general caulking and tuck-pointing and sealing	
Windows	4,000
Above calls for (5) fixed store front, mill finish windows along north, east and west side where existing windows had been bricked-in or window units were once installed	
Streetscape	7,000
Planting (7) Mature Yaupon Hollies along promenade	
Sidewalks	4,000
Replace 500 sq. ft. of sidewalks along east side	
Architectural Planning	5,000
Design and permitting fees	
Signage	3,000
Loflin Corner neon signage to hang from existing sign pole	
TOTAL ALL IMPROVEMENTS	54,000
10 % Contingencies	5,400

	GRAND TOTAL	$59,400

IV. Time Schedule:

Closing the loan	Dec 31, 2015
First Expenditure of Funds	Jan 4, 2016
Construction to begin	Jan 4, 2016
Anticipated completion date	March 1, 2016

V. We have engaged Stephanie Alexander with minority involvement

VI. Trade & Personal References sent with financials by Brad Barnett

VII. We acknowledge and accept disclosure statement

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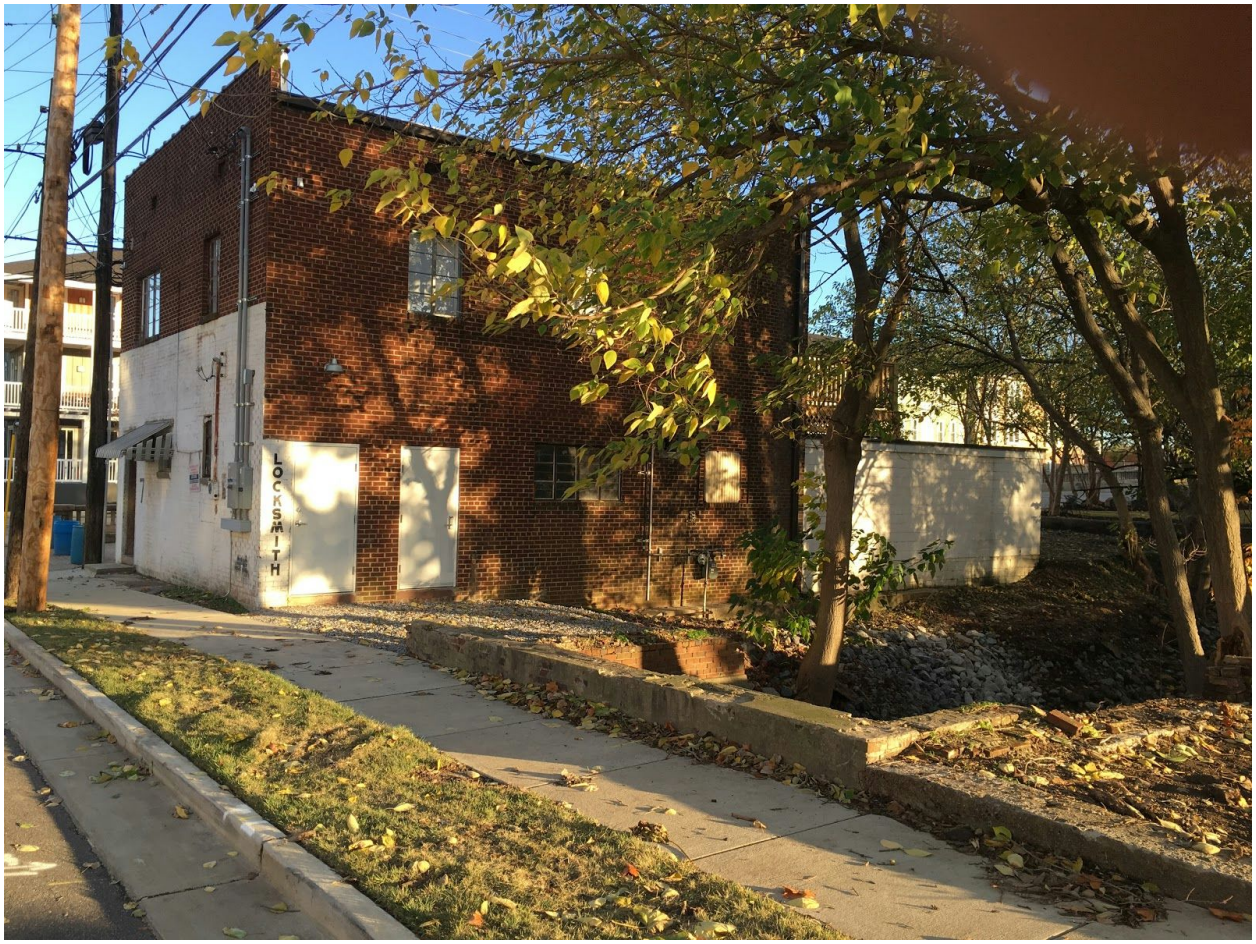
Loft'in SAFE & LOCK CO.
KEYS
7

Wrought iron fence to be installed west of key shop building:

7

Awning installed east of key shop building:


LOCKSMITH

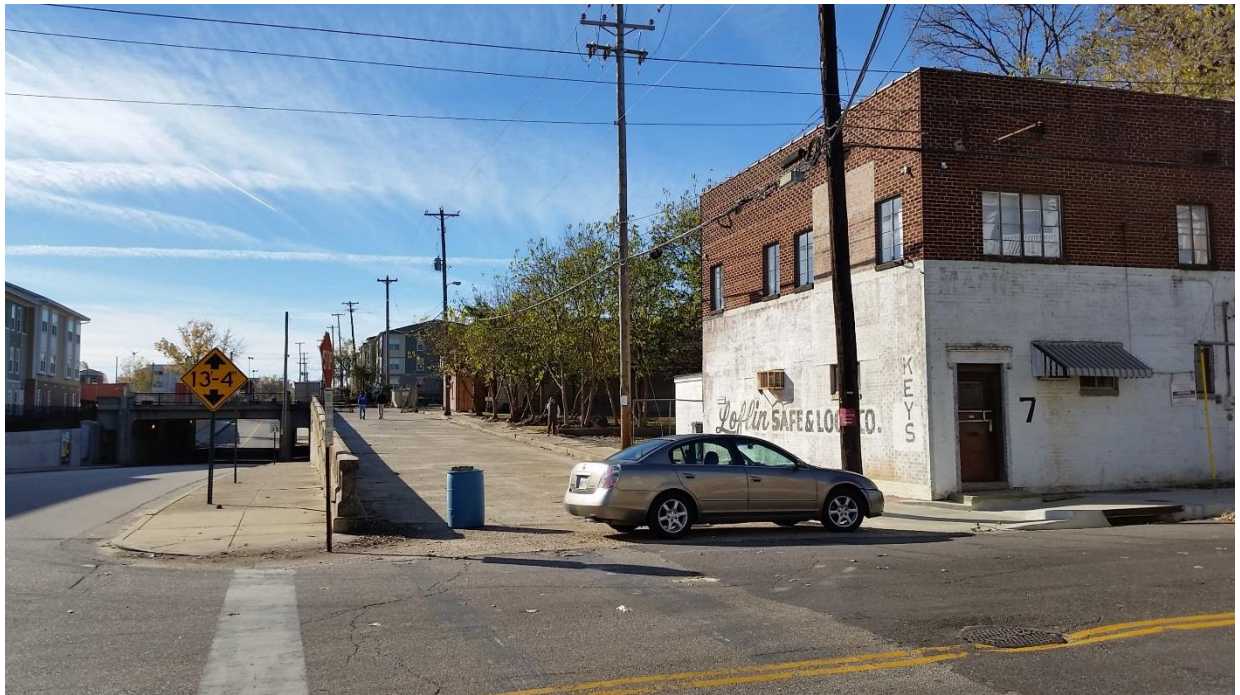
Loflin SAFE & LOCK CO.
KEYS

E. Carolina Ave.
Florida St.
Site

Photo Key

KEYS
7
A

13-4
B


13-4
KEYS
7

C

All-American
WARNING
D

E

F

723
G

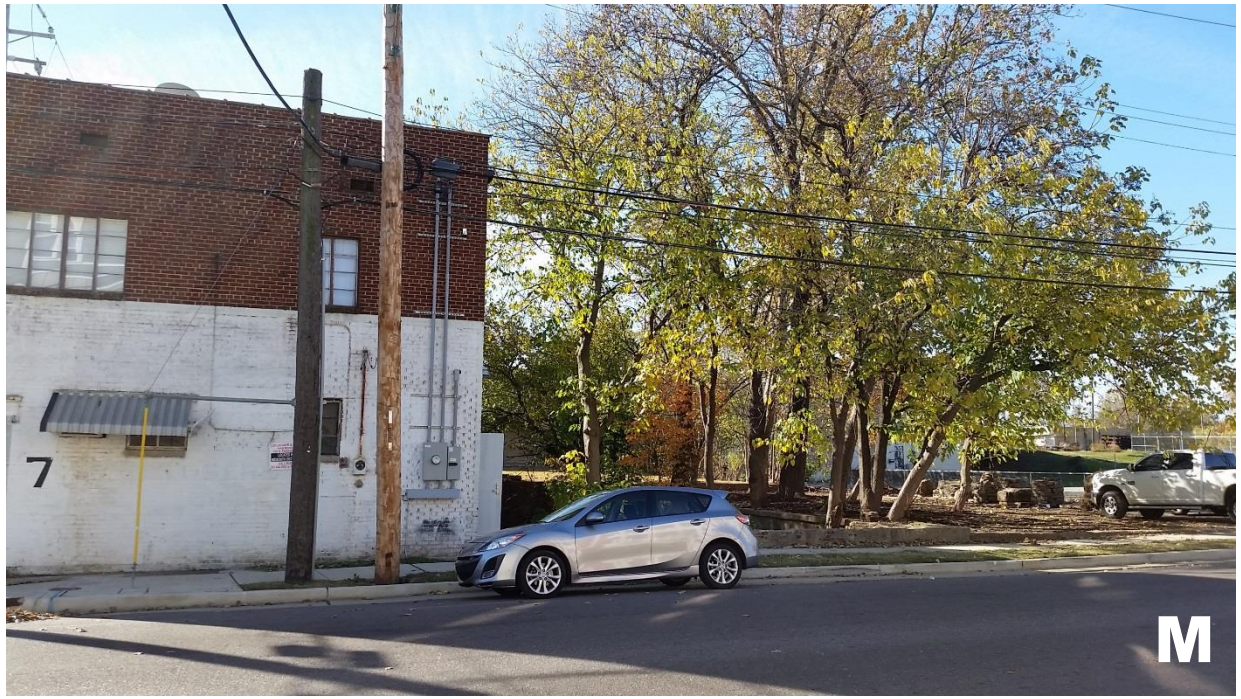
H

I

J

K

L



M

N

O