



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

New Construction

Case # 20-42: 2035 Madison Ave
Memphis, TN 38104

Applicant / Owner: Taylor Caruthers
2075 Madison Ave
Memphis, TN 38104

Background: DRB review is required for this project because it received a 10-year PILOT at the June 9, 2020 CCRFC meeting.

The applicant is planning on constructing two new commercial buildings, containing a total of 39 apartments and 4,000 square feet of retail space. The larger of the two buildings, fronting Madison Ave, will contain 18 apartments and all of the development's retail space. The smaller building, fronting Morrison St, will contain 11 apartments.

The building site is located a block away from the heart of the Overton Square entertainment district. Two buildings currently occupy the site's frontage on Madison: a single-family home most recently used as office space, and a small commercial building and lot most recently used as a van and truck rental. Both of these structures will be demolished to make way for the new mixed-use development.

Project Description: The building that fronts Madison will be a 39-foot, three story structure. The ground floor facing Madison will feature a modern glass storefront system enclosing the building's retail space, as well as two apartment units with ground floor frontage on Madison. The mass of the first floor will be recessed on the east side of the building facing Diana street, creating a 609 square foot covered patio at the corner of Madison and Diana. Streetscape enhancements including raised planters, new planting areas, and street trees along on Madison and Diana.

The primary material on the second and third floors of the Madison façade will be white glazed brick. The façade will be punctuated by large, floor-to-ceiling black aluminum windows, and the two-

bedroom apartment units located on the east and west ends of the building will feature balconies facing Madison.

The south elevation of the Madison building features two sets of exterior stairs connecting to the outdoor walkways where the apartment entrances are located. The interior walls of the exposed walkways will be sided with wood shiplap, while the exterior face of the walkway will be sided with ebony-stained timber.

The smaller apartment building facing Morrison will rise to roughly the same height as the Madison building, and also feature three stories of apartments. The ground floor will contain three apartment units, as well as a driveway connecting Morrison to a surface parking to the rear of the building. The primary material on the Morrison façade will be red brick, accented with horizontal bands of projected brick that align with the windows. Each of the second and third floor apartment units feature balconies facing Morrison, partially screened with perforated brick.

As with the Madison building, the entrances to the apartments on Morrison will be located along an outdoor walkway on the rear of the building, accessed by a semi-enclosed stair. Materials on the east side will be the same as the Morrison façade – red brick punctuated by horizontal bands of projected brick, along with perforated brick screens.

Both buildings will feature parking lots to their rear. The lot behind the Madison building will include twenty-one off-street parking spaces, as well as bicycle racks. The building will also be able to make use of 13 existing spaces in an existing lot located just south of the new lot. The lot behind the Morrison will contain 16 spaces, and will also include bicycle racks.

Staff Report:

The Downtown Design Guidelines provide a number of principles that should guide new development. Buildings should be oriented toward the public street, and enhance the pedestrian experience. Parking should be subordinate, and screened when possible. Building materials should be high-quality and durable. And the design of the building should be sensitive to its context. The proposed design meets all of these guidelines, and more.

The scale of the building is compatible with the surrounding area, which primarily consists of one-to-two story commercial and multifamily buildings, as well as the three-story Turner Dairy building directly across the street from the site. Both buildings

utilize durable, quality exterior materials, and are built up to the street. Parking is included, but screened by the structures. The plan also includes pedestrian amenities, including landscaping, and a covered patio.

Staff Recommendation: **Staff recommends approval, with the condition of additional approval for signage at a later date**