



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

Exterior Renovation

Case # 19-136:

343 Madison Ave.
Memphis, TN 38103

Applicant/Owner:

Monroe Associates, LLC
Mike Todd, Chief Manager
629 Monroe Ave.
Memphis, TN 38103

Background:

DRB review is required for this project because it received a \$200,000 Development Loan at the August 14, 2019 CCDC Board Meeting.

The subject property is a 1-story commercial building on the south side of Madison Avenue, in the block between Fourth Street and Danny Thomas Blvd.

For the last 12 years, 343 Madison has been used as a warehouse and commercial space for Tad Pierson of American Dream Safari. Prior to that use, the building operated as a body shop since the 1960s, and is believed to have originally been built as a cotton-grading facility.

Following redevelopment, the property will likely be divided into two commercial/retail tenant spaces. A 2,650 sq. ft. space will front Floyd Alley on the south and a 3,600 sq. ft. space will front Madison Ave. to the north.

The applicant was approved for a Development Loan, which primarily consisted of interior work and repair not visible from the public right of way. The exterior work consists of improvements to the Madison entrance, Floyd Alley entrance and the parking lot.

This application is for the exterior improvements to the north elevation (Madison entrance). All additional exterior work will return to the DRB as a separate DRB application.

Project Description: The proposed scope of work for the north elevation on Madison includes:

- Tuckpointing and masonry work
- Exterior painting
- New windows & storefront installation
- Signage (Separate application)
- Lighting (Separate application)

The applicant will return with a separate application for the Floyd alley entrance (south and east elevation) and the parking lot improvements. Additionally, signage and lighting for the north elevation will be addressed with a later application.

Staff Report: The proposed renovation is consistent with the Downtown Memphis Design Guidelines and DMC priorities of designing with honoring the heritage of the city and improving the pedestrian experience.

With the minimal scope of exterior work, the proposed design aims to extend the storefront design of Stop 345 to the two façades west of the building. This approach will open these two buildings to Madison and allow the new tenant to increase visibility.

Staff believes this renovation will extend the commercial vibrancy of the strip and help support the future tenant.

Staff is supportive of the proposed renovation and believes it is an appropriate approach for this property. With the additional scope of work from the Development Loan, the project will help build out a new commercial space in the Downtown Core.

Staff Recommendation: **Staff recommends approval with the condition that the applicant return with a separate application for all additional exterior work and site improvements, including signage and lighting on the north elevation.**