



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

Exterior Renovation

Case # 19-137: 399 S Second St.
Memphis, TN 38103

Applicant: Rick Mroch & Jennifer Randolph
1062 New York St.
Memphis, TN 38104

Owner: Rick Mroch
1062 New York St.
Memphis, TN 38104

Background: DRB review is required for this project because it received a \$60,000 Exterior Improvement Grant at the November 20, 2019 CCDC Board Meeting.

The subject property is located on the north side of Huling Ave. and in the block between St. Martin St. and S Second St.

The owner plans a full interior and exterior renovation to open a business called Upourium Social and Tap Haus.

Project Description: The applicant was approved to use the EIG grant to make the following exterior changes to their building:

- Repairing and restoring existing windows along the west and south elevations
- Exterior lighting on all four elevations
- Exterior overhead doors on the east and north elevation
- New doors
- Canopy at the front entrance
- Concrete sidewalk & patio repair
- New signage (separate application)
- Artistic treatment of the bricked windows on the west elevation (separate application)

The applicant will return with a separate application for the artistic treatment and signage.

Staff Report:

The proposed renovation is consistent with the Downtown Memphis Design Guidelines and DMC priorities of designing with authenticity and improving the pedestrian experience.

Staff believes the proposed project is consistent with these priorities and improves the curb appeal of the presently vacant property with high-impact improvements.

In order to retain the character of the building, all of the existing windows will be restored with the exception of the glass block windows on the east and north elevation which will be replaced with overhead doors. These doors will enhance visibility of the business from Second St. and increase commercial vibrancy as the doors can be opened and allow the business to further connect with the street.

Exterior lighting is another significant item in the scope of work which will improve pedestrian comfort and safety on the block and enhance walkability in the neighborhood. This is critical considering the property's location next to the National Civil Rights Museum, Central BBQ, Wiseacre (under construction) and Museum Lofts (under construction), directly across the street.

Staff is supportive of the proposed design and feels that it is an appropriate direction for the renovation of the property.

Staff Recommendation:

Staff recommends approval with the condition that the applicant return with a separate application for the proposed artistic treatment and signage.