



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

Exterior Renovation & New Construction

Case # 19-81: 2009-2017 Peabody Avenue (Peabody Falls)
Memphis, TN 38104

Applicant: Peabody Falls, LLC
c/o New Bridge Capital Advisors, LLC
Representative: Chase Carlisle, Principal
5350 Poplar Ave. STE 205
Memphis, TN 38119

Owner: Bridge Properties of Memphis, LLC
1554 Peabody Ave.
Memphis, TN 38104

Background: DRB review is required for this project because it received a 12-Year PILOT at the May 14, 2019 CCRFC Board Meeting.

The subject property is located on the south side of Peabody Avenue, in the block between Diana Street and Rembert Street. The 1.514-acre Midtown property contains a circa 1963 2-story apartment complex with four buildings containing a total of 28 units.

The applicant plans to renovate the existing 28 apartment units and also build a new 30-unit apartment building at the rear of the site on vacant property. Parking will be accommodated on site with the existing surface parking lot in the center of the site.

Project Description: The proposed scope of work for the exterior renovation includes:

- Paint/lime wash brick
- Repair/replace siding and trim, as necessary, and repaint
- Replaced siding and trim to be fiber cement
- Repair/replace wood railings as necessary and repaint
- Assess cost of repairing/replacing metal formed concrete walkways and stairs with cost of replace with wood decking/joists similar to proposed new building.
- Replace exterior door hardware
- Replace exterior wall sconces and improve exterior lighting including site lighting

- Assess exterior doors/windows for damage/leaking – replace as necessary with windows/doors similar to existing building
- Repaint doors
- Assess roof/eave/gutter/coping and repair/replace as necessary. Install new single ply roof
- Proposed paint scheme – brick/siding all one color

Description of the proposed new construction:

The new construction will be located south of the parking lot that is shared with the renovated buildings. Taking cues from the neighboring southern vernacular architecture and details, the new 30-unit apartment building features a lap siding veneer with traditional trim details and a brick base.

Stoop porches are added only on the sides and rear at the ground level and are designed with round column and a traditional pediment roof that recalls similar porch designs throughout the surrounding neighborhood. Apartment units that face the parking lot have balconies.

The roof structure is pitched at a comfortable slope so as not to increase the building's height, and is protected by asphalt shingles, much like other structures in the neighborhood. Decorative dormers are introduced to interrupt a continuous roof plane, and the color palette features earth tone hues that complement the established colors in neighborhood.

The residential building is nestled within the rear of the property which limits its impact on the primary streetscape.

The applicant will return with a separate application for enhanced architectural lighting, public art and signage.

Staff Report:

The proposed exterior renovation and new construction are consistent with the Downtown Memphis Design Guidelines and DMC priorities.

The proposed design tastefully renovates the existing apartments going beyond maintenance and repair to create a single cohesive design amongst all the buildings. This is the only portion of the property visible from the street, and will use enhanced architectural lighting and public art to further the curb appeal.

The new construction will be built on the southern edge of the site, and be surrounded by the existing canopy in the neighborhood. This

three story structure looks to take cues from the neighborhood including color palette, lap-sided veneer and decorative dormers. Although the scale of three floors is larger than the neighborhoods one and two story homes, the high canopy and site for the new buildings construction will make it minimally visible from the street, with a color palette meant for it to blend in with the neighborhood.

Additional site enhancements include a repaved parking lot which will serve as a significant improvement to the present parking lot, in addition to the enhanced lighting and public art.

Staff supports the proposed design and believes the exterior renovation and new construction will enhance the curb appeal and property condition along Peabody Ave. while providing new housing options for Midtown.

Staff Recommendation: **Staff recommends approval with the condition that the applicant return with a separate application for enhanced architectural lighting, public art and signage.**