



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

Exterior Renovation

Case # 20-16: Memphis Made Brewing  
435 Madison Ave.  
Memphis, TN 38103

Applicant: A2H, Inc.  
3009 Davies Plantation Rd  
Lakeland, TN 38002

Background: DRB review is required for this project because it is a part of the larger Bakery Development project that received a 20-year PILOT at the August 8, 2017 CCRFC meeting.

The subject property is a vacant industrial building built circa 1915 with approximately 31,561 sq. ft. of interior space located at the southeast corner of Madison and Lauderdale. This building was formerly used as a glass factory, and has two stories visible on the west façade facing Lauderdale, and an additional basement level with frontage on the east side, due to a significant grade change. The east side of the building faces an abandoned rail spur, which is currently being converted into a linear park known as The Ravine.

The proposed project is the adaptation of a portion of 435 Madison to serve as a new production brewery and taproom for Memphis Made Brewing. Memphis Made will occupy a little over half of the full building, taking up approximately 17,000 sq. ft. of space. Consequently, this application will only cover the portions of the building's exterior impacted by Memphis Made, and additional portions of the building will be reviewed at a later date when a suitable use and tenant is found.

Project Description: The proposed exterior renovations to 435 Madison include:

- Cleaning, tuck-pointing, and painting existing brick
- Replacing windows on the west façade
- Replacing existing openings on the east and west sides with new doors and storefront windows

On the east façade facing Lauderdale, three existing overhead doors on the ground floor will be replaced by two aluminum and glass storefront systems, and a new glass overhead door. All three existing second-story windows on the east side will be replaced. The primary brick on the east façade will be cleaned, tuck-pointed, and painted light grey, while the brick soldier courses on the façade will be painted a darker color to provide contrast. The chosen paint colors are included in the application packet.

On the west side of the building, facing the Ravine, two new glass and aluminum storefront systems will be added in the place of existing openings, along with two glass overhead lift windows, and two new overhead doors. Existing windows on the two stories above the basement level will be maintained. Unlike the brick on the east façade, the existing brick on the west side will not be repainted.

No changes are proposed to the north face of the building fronting Madison. Landscaping and hardscaping improvements around the building that are a part of the larger Ravine park project are not a part of this application.

**Staff Report:**

The preservation of historic properties is a long-standing priority of the Downtown Design Review Board, and of its sister boards. Converting this century-old property to a new active use will extend its life for decades to come, and preserve another key piece of Downtown's built heritage. Board staff believes that the proposed adaptive reuse of 435 Madison closely follows the recommendations laid out in the Downtown Memphis Design Guidelines for alterations to historic buildings.

In the proposed design, the building's original ratio of openings to solids is being maintained, with new storefront features and overhead doors taking the place of existing openings. All existing masonry is being cleaned and preserved, and the majority of the existing windows will also be preserved. Character defining features like the brick detailing on the west façade are being preserved and highlighted. The new storefront systems and overhead doors, which represent the largest aesthetic and functional changes to the exterior, do not include any faux-historic detailing, and maintain the simple, industrial character of the building's original design.

**Staff Recommendation:**

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