



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

Exterior Renovation

Case # 20-25: 343 Madison  
Memphis, TN 38103

Applicant / Owner: Mike Todd  
629 Monroe Ave  
Memphis, TN 38103

Background: DRB review is required for this project because it received an Exterior Improvement Grant (EIG) at the April 15, 2020 CCDC meeting. Significant interior renovations to the same property have already been completed with assistance from a Development Loan granted by the CCDC.

The subject property is a 1-story commercial building on the south side of Madison Ave., between Fourth St. and Danny Thomas Blvd. Previously the home of American Dream Safari, the owner of the property is now leasing the space to Craft Axe Throwing, and the planned improvements will facilitate this new use.

Project Description: The changes funded by the EIG are focused on the east and south sides of 343 Madison. In its present condition, the south side of the building, which faces Floyd Alley, is a blank wall without transparency or an entrance. The east side of the building, which faces Danny Thomas, features a non-transparent overhead door at its north end, but is otherwise blank. The proposed changes will dramatically increase the building's overall level of transparency, by adding new windows and entrance doors on these formerly blank walls.

On the east face of the building, a new glass storefront system with an ADA entry porch will provide a new point of access to the building. The existing overhead door will be replaced with an anodized glass overhead door to increase the building's transparency. An existing dumpster on the south end of the building's east side will be screened by a new fence. Exterior lighting will be provided by eight new industrial gooseneck lights installed near the top of the building. A new mural is also planned

for the remainder of the wall, but a specific design is not included in the present application.

The building's new primary entrance and storefront will be located on the south side, facing Floyd Alley. The south façade will feature two large storefront windows, and a central door capped with a brick arch. Wall signage for Craft Axe Throwing, the building's tenant, is planned to be installed directly above the central door. However, the final signage will be submitted for approval at a later date. The same gooseneck light fixtures used on the east side of the building will also be installed on the south side, above the window level. Existing stucco siding will be retained and incorporated in the new south façade design.

**Staff Report:**

Two of the core principles of the Downtown Design Guidelines are that developments should enhance the pedestrian experience and enhance the public realm. Buildings should invite pedestrians with high levels of transparency facing the public street, rather than presenting blank walls to the outside world.

The proposed changes to 343 Madison will eliminate two blank building walls and create new windows and entry points that will invite activity and draw interest from pedestrians and other passers-by. The new storefront on Floyd Alley will also encourage the use of an alley as a unique public space, something that the Downtown Memphis Commission has encouraged through the Artery projects and other events and activations. The proposed addition of pedestrian-scale lighting to the building will further invite activity and increase the feeling of pedestrian safety and comfort.

**Staff Recommendation:**

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