



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

Site Enhancements including streetscaping and exterior building repairs

Case # 17-20:

City Feed
134 & 141 E Carolina
Memphis, TN 38126

Applicant/Owner:

Design Board Development Group
141 E. Carolina Avenue
Memphis, TN 38126

Background:

The subject property includes two parcels located along E. Carolina Avenue in the block between Main Street and Second Street. 141 E. Carolina Ave. (formally known as 137 & 0 E. Carolina Ave.) is currently an overgrown vacant lot measuring about 15,000 sq. ft. in area on the south side of E. Carolina Ave. The applicant proposes to clear the lot, add landscaping and lighting, and build an indoor/outdoor bar and restaurant space using repurposed metal grain silos to create a distinctive architectural design. This parcel will contain the restaurant, bar, kitchen, dining area, restrooms and outdoor seating.

The project requires DRB review because it was approved for an EIG grant from the CCDC at its March 15, 2017 CCDC meeting. The property owner was approved for an EIG grant in the amount up to \$57,550 to make site enhancements to both properties as well as clean and redesign the street with landscaping, lighting, awnings, and street furniture for the new restaurant/bar.

Project Description:

In addition to building the new restaurant/bar on 134 E Carolina, exterior work includes streetscaping on both sides of E Carolina with outdoor planters, new trees, sidewalk repair, and street furniture. Exterior building repairs for 134 E Carolina will include a new door and windows and adding exterior lighting on the south facade. Exterior building repairs for 141 E Carolina include masonry cleanup, new fencing, and a gate. The applicant is also requesting approval to install one (1) exterior projecting sign on the grain silo

that will serve as the kitchen on the north end of the property. The scope of work in this renovation includes the following:

- Exterior building repairs
- Window replacement & front door repair
- New canopy over front door
- Exterior streetscape lighting
- Sidewalk replacement & repair
- Outdoor planters & street furniture
- Artistic painting on exterior walls
- Masonry wall cleanup
- Fencing and gate
- One (1) projecting sign, consisting of a painted metal cabinet with push through acrylic letters and internal LED illumination, will be mounted on the silo building closest to Carolina Avenue. The sign reads ‘City Feed at the Watershed’ and is parallel to the street, visible from the front and back of the property. The painted metal cabinet sign measures 4 ft. (w) x 3 ft. (h) and includes an arrow which directs people to the kitchen window and reads ‘Order Here.’ The arrow at the base of the City Feed Sign is also a painted metal cabinet that will be illuminated with white and yellow neon. The sign will be attached to the silos with wrought iron support.

Staff Report:

For purposes of DRB signage review, the subject property is located within the Bluffview Residential District of the South Central Business Improvement District.

The proposed design innovatively repurposes grain silos to add a unique texture to the South Main Neighborhood while improving the overall pedestrian experience for Carolina with enhanced exterior lighting, increased greenery, and improved façade conditions. The design helps knit together individual parcels and begins to establish a sense of place on an otherwise dark warehouse row.

Staff is supportive of this project as a creative way to transform a vacant property into a business and gathering place that adds animation to the neighborhood. Additionally, the project is situated along an important east-west corridor linking the heart of the South Main neighborhood with South City. Adding new businesses and points of interest along this corridor will benefit both neighborhoods and further bolster this section of the South End as an increasingly vibrant neighborhood with a growing mix of uses.

Staff Recommendation: **Staff recommends approval**