



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

Exterior Renovation

Case # 19-47: 427 Madison Ave.
Memphis, TN 38103

Applicant/Owner: Preserver Partners, LLC
Representative – Mr. Floyd Tyler
8700 Trail Lake Drive West, Suite 105
Memphis, TN 38125

Background: DRB review is required for this project because it received a \$200,000 Development Loan and a \$60,000 Development Loan at the April 24, 2019 CCDC Board Meeting.

The subject property is a vacant 2-story building at the southeast corner of Madison Avenue and S. Lauderdale Street in the Edge neighborhood. The applicant plans a full renovation of the property as a mixed-use building with office use on the ground floor and two apartments on the second floor.

This circa 1925 building has a unique triangular floor plan that has accommodated a variety of office, retail, and light industrial uses over the years. The applicant purchased the building in February, 2019 and plans to move their investment management firm, Preserver Partners, into the ground-floor (1,704 sq. ft.) and basement (1,665 sq. ft.). The second floor (1,665 sq. ft.) will be built out as two rental apartment units.

Construction is projected to begin in June, 2019. The exterior renovations and building improvements should be complete no later than December 31, 2019.

Project Description: The exterior renovation will include:

- Exterior windows and doors
- New signage
- Sidewalk repair
- Exterior lighting
- Façade Repair
- Exterior painting
- Public Art

On the north elevation, the window frames will be painted black and the brick will be cleaned and painted charcoal grey.

On the east elevation, the terra cotta coping will be repaired as necessary, all windows will be reglazed, and a new mural will be painted by Jamond Bullock.

Signage:

- One (1) wall sign to measure 25 ft. 2 in. (w) x 1 ft. (h) and read “Preserver Partners.” The sign will be aluminum with backlit internal illumination.
- One (1) projecting wall sign to measure 1 ft. 6 in. (w) x 6 ft. 4 in. (h) and read “427.” The sign will be attached on the corner of the building and be 12 ft. from the sidewalk. The aluminum numbers will be the same font and style as the wall sign letters.

Staff Report:

The property is located in the Neighbor Center Design Context and is not located in a Historic District. The proposed exterior renovation is consistent with the Downtown Memphis Design Guidelines and DMC priorities of designing with consistency and enhancing the pedestrian experience.

The proposed exterior renovation introduces minimal alterations to make high-quality improvements to a building in a highly visible location in the Edge, across the street from the Bakery apartments on the highly visible corner of Madison Ave. and S Lauderdale.

Collectively, the scope of work will tastefully transform the property and help the mixed-use building serve as a strong neighbor of additional investment in the neighborhood.

In addition to the improvements to the building, the applicant is introducing exterior lighting and public art that will enhance the pedestrian experience.

Both signs are compliant with the CBID Sign Code. Staff recommends approval.

Staff is supportive of the proposed renovation and believes that projects such as this are critical to aesthetically rebuilding the strong and distinct identity of Downtown neighborhoods, such as the Edge.

Staff Recommendation:

Staff recommends approval.