



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

Exterior Renovation

Case # 19-105: Suga Shack  
392 Beale Street  
Memphis, TN 38103

Applicant: Mr. Larry Springfield  
1049 LaGrange Ave.  
Memphis, TN 38107

Property Owner: Mr. Stephen Moss  
5500 Shady Grove Rd.  
Memphis, TN 38120

Background: DRB review is required for this project because it received a \$35,575 Exterior Improvement Grant at the August 21, 2019 CCDC Board Meeting.

The subject property is currently a vacant and blighted 1-story building. The project site (0.26-acres) includes the circa 1958 building and the adjacent parking lot.

The applicant plans a full interior and exterior renovation of the 1,725 sf building for use as a restaurant and music performance venue. Major exterior improvements include exterior painting, new windows and doors, exterior lighting, public art mural, and rear addition to accommodate a new commercial kitchen and ADA-accessible restrooms. The addition to the north side will increase the size of the building to approximately 2,070 sf. On-site parking (21 spaces) is located to the rear of the building.

This application includes plans for the exterior renovation. The applicant will return with a separate application for signage.

Project Description: Exterior renovation includes the following:

- Exterior painting
- Exterior lighting
- Metal awning
- Painted art mural (east elevation)
- Exterior signage

- New exterior doors
- New façade window/storefront
- Addition to north side of building
- Decorative front entry feature

Signage and public art will be included in a separate application.

**Staff Report:**

The proposed exterior renovation is consistent with the Downtown Memphis Design Guidelines and DMC priorities of improving the pedestrian experience and honoring the heritage of the city.

This project will help put a vacant and blighted building back into productive use and extend the vibrancy of Beale St. further east. As a new business on Beale St, the business will prioritize improving the pedestrian experience with a new storefront, enhanced exterior lighting, public art and signage.

The proposed renovation includes a variety of high-impact design features that work to create a unique exterior consistent with the character of the music to be found indoors. A decorative door and large art mural on the east elevation will identify Beale St. and anchor the eastern gateway to the street.

Staff believes the proposed renovation creates a unique new space on Beale St. while preparing the site to welcome a new business to Downtown.

**Staff Recommendation:**

**Staff recommends approval with the condition that the applicant return with a separate application for signage and public art.**