Design Review Board (DRB)
Staff Report

Exterior Building Renovations

Case # 17-53:	Oden Marketing 158 Vance Avenue Memphis, TN 38103
Applicant/Owner:	158 Ventures LLC c/o Todd Strickland 119 S. Main St. #300 Memphis, TN 38103

Background:

The subject property consists of two adjoining parcels located on the north side of Vance Avenue, in the block between Second Street and B.B. King Boulevard. The applicant will renovate the primary building on site for office use as the headquarters of a creative and marketing firm with over thirty employees.

This area, once known as film row, was home to several film distribution and storage facilities. The primary building on site is the vacant 1-story historic Capital Pictures building. This structure will be renovated for office use. An adjoining warehouse to the east will be adapted into an employee parking garage with public art on the exterior walls. The total project includes 17,250 leasable square-feet and 32 parking spaces. An existing loading dock will include a courtyard facing Vance Avenue.

The project requires DRB review because it was approved for an 8-year PILOT at the April 11, 2017 CCRFC meeting.

Project Description:

The exterior scope of work includes:

- Repaint masonry & stucco exteriors
- Upgrade entry door
- Replace/repair and repaint frames
- Exterior lighting
- Landscaped courtyard
- Signage
- Architectural Lighting

- Public art on the garage exterior

At a future DRB meeting, the applicant will include the proposed signage, architectural lighting, and public art, but these elements are still being discussed.

Staff Report: The proposed exterior modifications are consistent with the Downtown Memphis Design Guidelines and DMC priorities of adaptively reusing vacant buildings, enhancing the pedestrian experience, and improving the public realm.

New windows, doors, and cleaning up the brick exterior will be the basis of a complete renovation that will heighten the impact of the historic Capital Pictures Building while being consistent with its original design. Updating the appearance with new materials and color schemes, in addition to transforming spaces such as the loading dock into the courtyard and the east wall of the parking garage into an opportunity for public art.

The original PILOT application that was approved by the CCRFC featured a more elaborate landscaped courtyard that included closing the curb cut. Staff recommends the applicant proposes another solution to this space that would include closing the curb cut and reimagining the courtyard.

Staff believes the other proposed permanent improvements to the building add architectural details to the façade that enhance the curb appeal, reinforce our design guidelines, and increase the pedestrian experience for this section of the South Main Neighborhood.

Staff Recommendation: **Staff recommends approval with the condition that additional signage, architectural lighting, and public art will be approved by the Design Review Board at a future meeting date as well as a reimagined courtyard.**

DOWNTOWN MEMPHIS COMMISSION

PROPERTY ADDRESS 158 Vance Ave, Memphis, TN 38103

APPLICANT

158 Ventures LLC, 119 S Main St #300, Memphis, TN 38103
Valentina Cochran & Joey Hagan, Architect; ArchInc 901-526-5080; valentina@archincmemphis.com, jhagan@archincmemphis.com
Scott Bojko, representative; 901-527-6932; scott@ScottBojko.com

OWNER

158 Ventures LLC, 119 S Main St #300, Memphis, TN 38103
c/o Todd Strickland, representative; 901-578-8055; tstrickland@oden.com

PROPOSED WORK *

Sign ❑ | Renovation ✓ | New Building ❑ | Other Exterior Alteration✓
* Designs for Signs, Public Art, and Architectural Lighting will be submitted by separate application.

PROJECT

The historic Capital Pictures building, 158 Vance, will be preserved and adapted as Office for a 30+ person creative firm. The adjoining warehouse at Vance & BB King will be adapted into an employee parking garage. The project includes 17,250 leasable square-feet, with 30+ garage parking spaces and 10 existing parking spaces behind the office.

The redevelopment activates a 50,000 sq-ft site reusing vacant buildings at a prominent intersection by the South Main Historic Arts District, near FedEx Forum & Beale Street, within the emergent South City neighborhood.

IMPROVEMENTS SCOPE OUTLINE
drawings, color schemes attached

- Repaint masonry & concrete exteriors
- Clean glazed terra cotta tile surrounding entry
- Upgrade entry door new
- Replace/ repair windows and repaint frames; remove window security bars
- Add exterior lighting
- Repurpose loading dock with landscaped courtyard
- Add signs (separate DRB application)
- Add enhanced architectural lighting (separate DRB application)
- Improve warehouse/garage exterior with public art (separate DRB application)

STATUS

Bidding is underway Aug'17, with construction to begin Sep'17 and move-in 2nd quarter 2018.

OWNER 10-4-17 DATE

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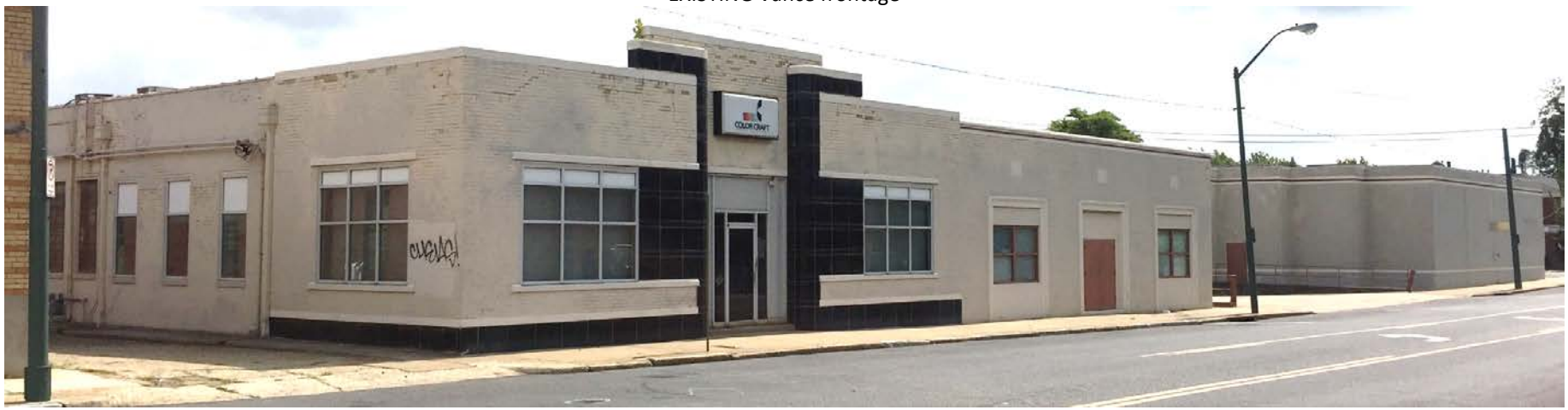
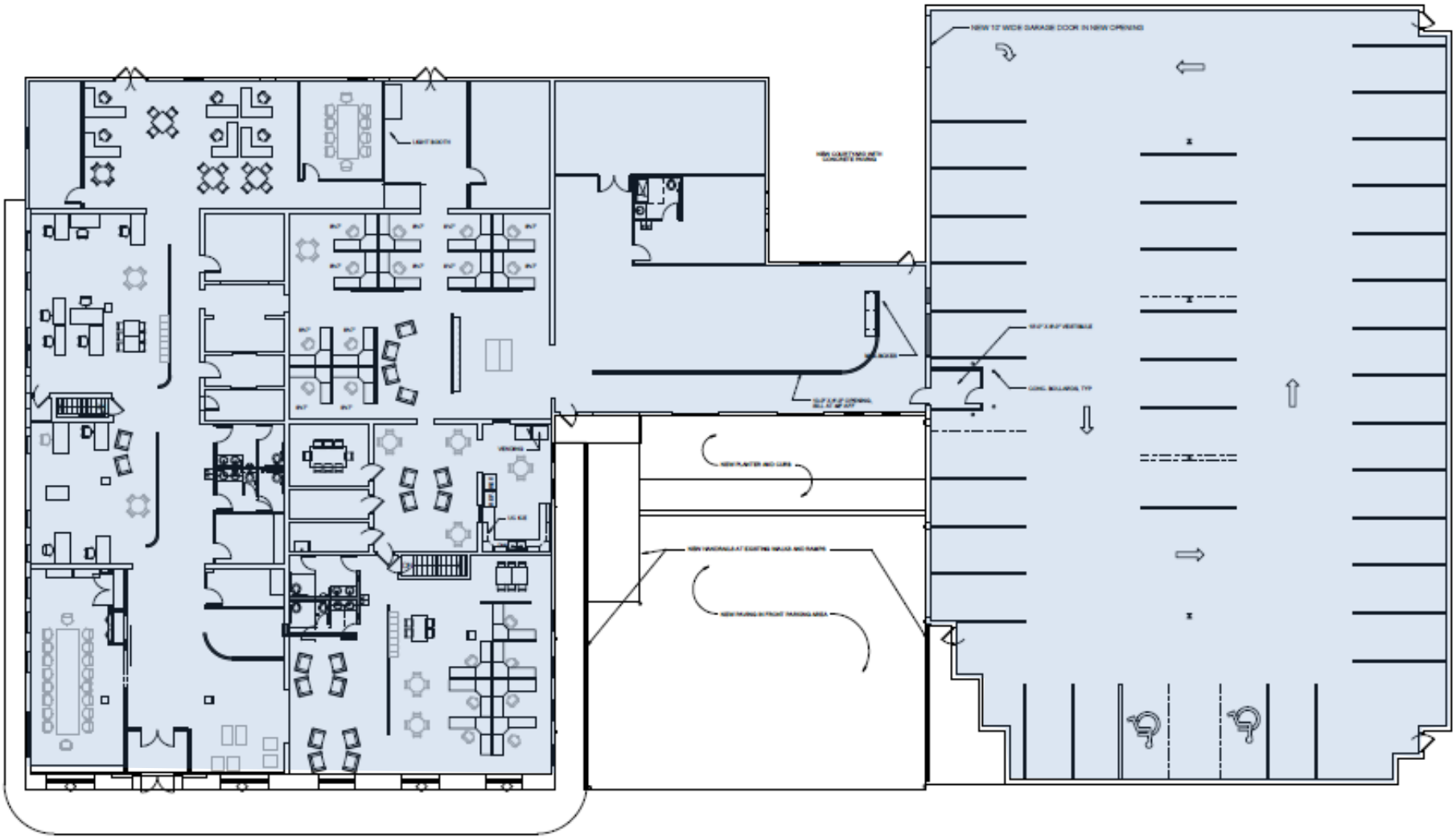
EXISTING CONDITIONS

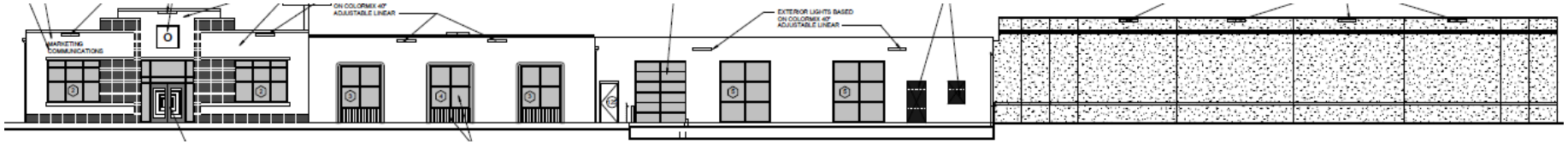
EXISTING Vance frontage



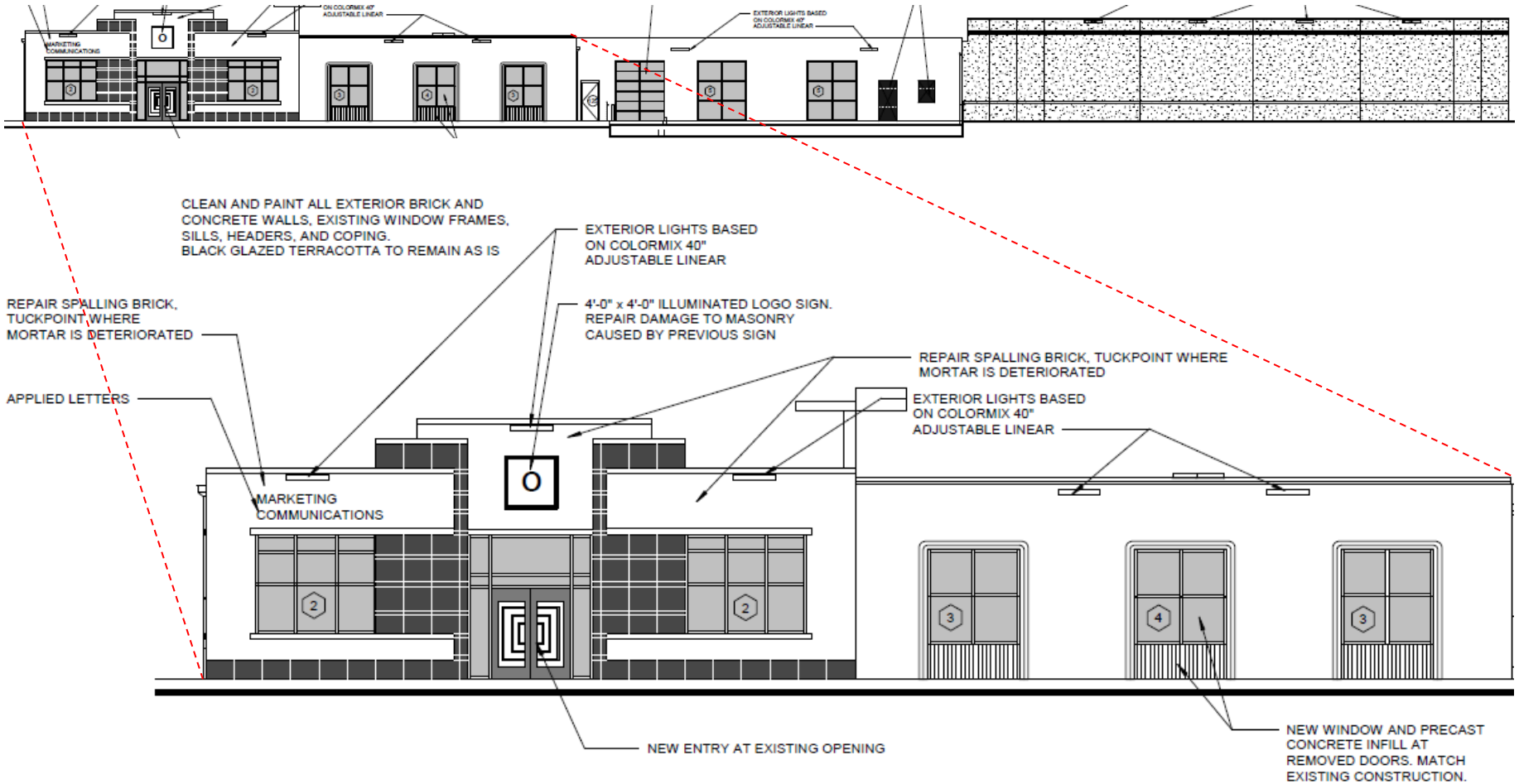
EXISTING Vance & BB King frontage

NEW OFFICE & GARAGE PLANS





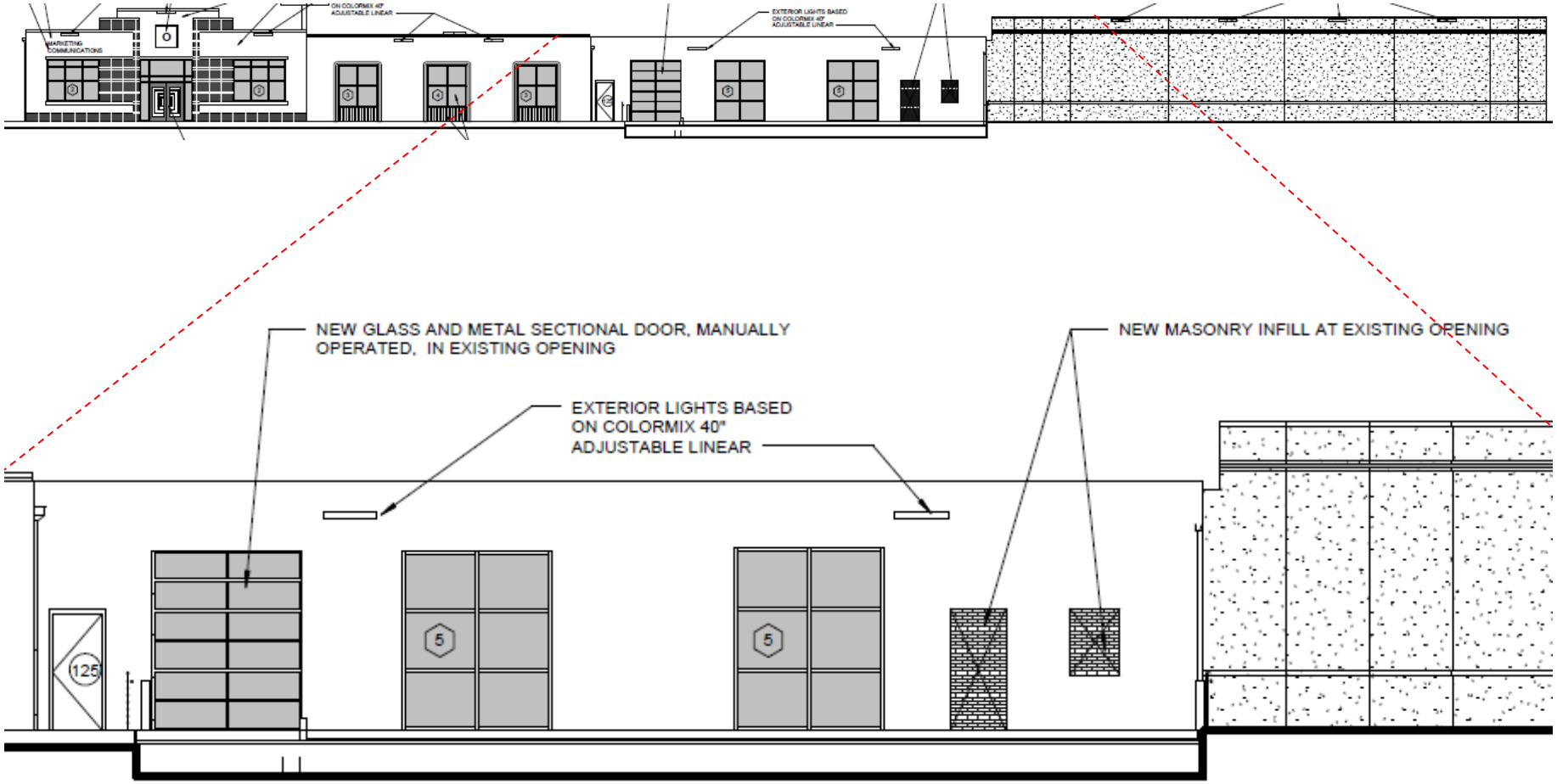
EXTERIOR IMPROVEMENTS



EXISTING WINDOW CONDITIONS AND NOTES

1. SAND, CLEAN AND REPAIR FRAMES AS NECESSARY. BONDO AS NEEDED, CLEAN, PAINT AND RE-GLAZE.
2. ALUMINUM AND GLASS EXISTING WINDOW. CLEAN AND ADD GLASS TO MATCH AT TOP PANEL.
3. REMOVE EXISTING WINDOW. INSTALL NEW WINDOW TO MATCH EXISTING FULL HEIGHT.
4. NEW WINDOW IN EXISITNG OPENING, MATCH ADJACENT WINDOW.
5. CUT OPENING FOR 5'-0" X 5'-0" WINDOW AND FRAME WITH HEAD AT 7'-0" A.F.F.
6. CUT OPENING FOR 5'-0" W X 7'-0" H C.O.EXISTING WINDOW CONDITIONS AND NOTES

EXTERIOR IMPROVEMENTS



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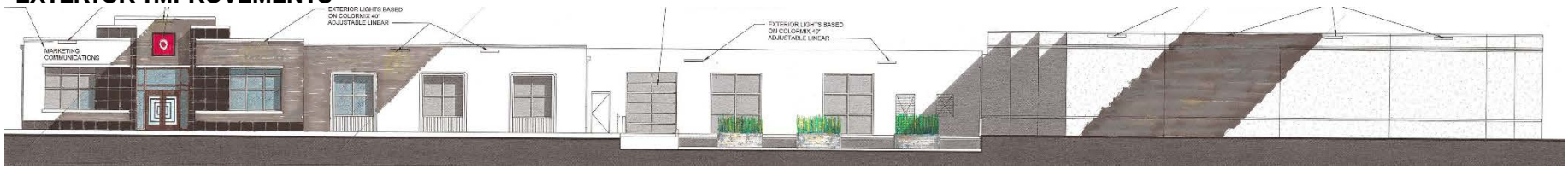

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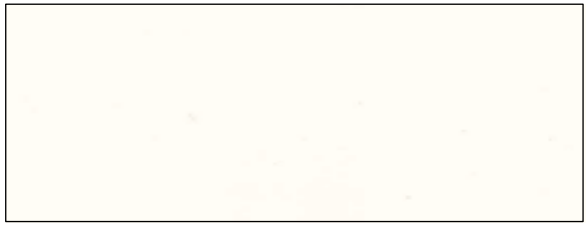
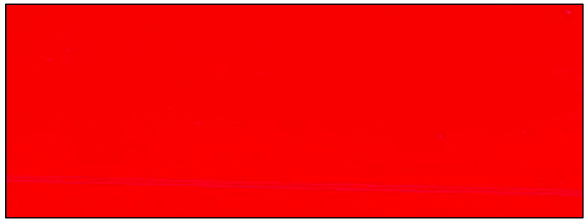
EXTERIOR WALLS

WINDOW TRIM

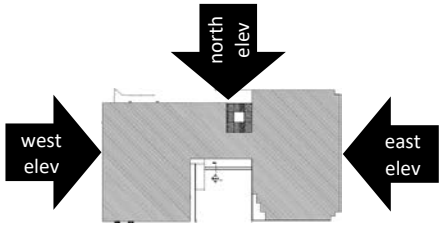


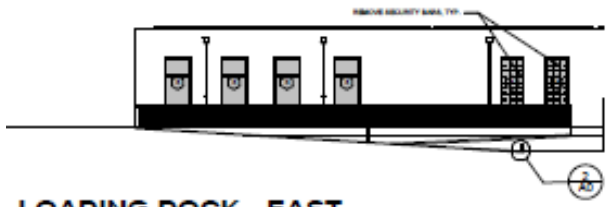
COURTYARD HAND RAILS



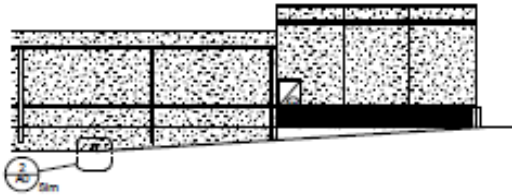
NEW FRONT DOOR

ELEVATIONS

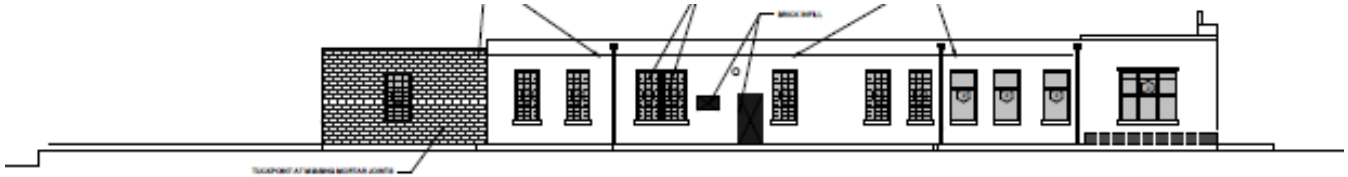




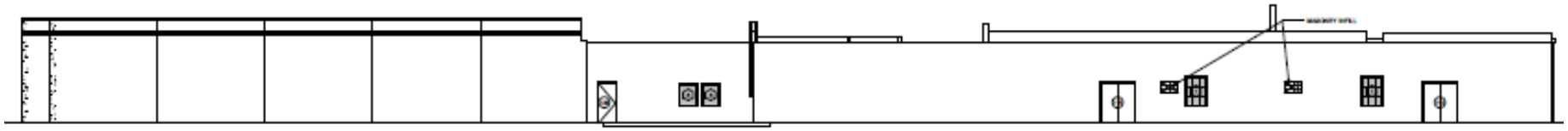
LOADING DOCK - EAST



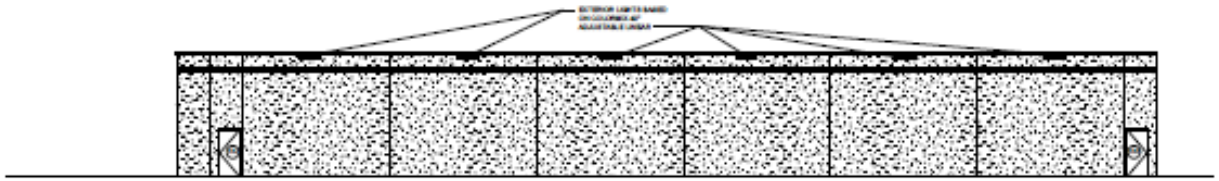
LOADING DOCK - WEST



WEST ELEVATION



NORTH ELEVATION



EAST ELEVATION

SITE IMPROVEMENTS