



Design Review Board (DRB) Staff Report

*New construction for public parking garage,
ground-floor commercial space, and 15 apartment units*

- Case # 15-71: Butler Parking Garage & Bottle Shop Apartments
11 Butler Ave.
New construction
- Applicant/Owner: 495 Tennessee, LLC
Mr. Billy Orgel
4091 Viscount Ave.
Memphis, TN 38118
- Project Background: On September 2, 2015, the DRB approved a project involving the renovation of the historic Tennessee Brewery building and the construction of new apartments to the north. That phase of the overall Brewery District development plan includes 133 apartment units, 7,801 sq. ft. of office space, and 4,765 sq. ft. of commercial space.
- The applicant is now requesting approval for new construction on a parcel east of the historic brewery building. The 1.63 acre site is located on the east side of Tennessee Street, between Butler Avenue and Mina Alley. The site will include a public parking garage, ground-floor commercial space, and a 15-unit apartment project known as The Bottle Shop. Only the southern portion of the parcel will be developed at this time. The northern section of the parcel will be used as a temporary park until future development plans are determined.
- The applicant is working with the Downtown Parking Authority (DPA) and the Center City Revenue Finance Corporation (CCRFC) on a public-private partnership to develop and manage a parking garage on site to support the Brewery District development plans while also providing public parking in the neighborhood.
- Project Description: The parking garage will be generally oriented parallel to Mina Alley, along the southern half of the parcel. The vehicular entry and exit to the garage will be located along Mina Alley. The 4.5-story garage will include 358 parking spaces and 1,320 sq. ft. of leasable space at the southeast corner of the building.

The parking garage will primarily consist of precast concrete. The second and third levels of the south facing elevation will feature an architectural screen. The screen will run the full length of the south elevation and will turn the corner to wrap the first two bays of the west building façade. The final design of the screen is still being determined, but the material is likely to be either metal or a Trex composite material. The application packet includes several precedent studies illustrating the design intent and concept for the architectural screen. The lower level of the garage will feature the same metal security screen system that is used at the Toyota Plaza parking garage.

The west end of the garage, facing Tennessee Street, will be wrapped with a liner building known as The Bottle Shop. The 4-story building will include approximately 3,638 sq. ft. of ground-floor commercial space and 15 residential apartment units above. The ground floor of the Bottle Shop will feature an aluminum commercial storefront system with the option of operable overhead doors of a similar appearance. The exterior walls on the ground floor will have a board-form concrete finish. The upper levels will be clad in metal panels.

The north building elevation is expected to be concealed by future development on the northern half of the parcel. Additionally, the applicant will submit plans for all exterior signage for DRB review and approval at a later date.

Evaluation:

For purposes of the Downtown Memphis Design Guidelines & Principles, the subject property is located within the Neighborhood Center design context. It should be noted that the property is not located within a locally-zoned historic (Landmarks) district.

The Design Guidelines require that new construction be compatible with traditional architecture but need not copy older styles. New construction should draw upon the fundamental characteristics of buildings Downtown and reflect the character of their specific context. Staff opinion is that the exterior massing, scale, and use of materials for the Bottleshop is in keeping with the Guidelines and appropriate for the context. While industrial in character, the use of metal panel veneer and exposed concrete will not be out-of-place in this historic industrial/warehouse context.

With respect to parking, the Guidelines state the surface parking is inappropriate in many cases and new parking should be located in structures whenever possible. When parking in a structure occurs at the street level on a primary street, it should ideally have an active use at the sidewalk edge. On a secondary street or alley, other methods of providing visual interest may be employed. In these locations, the use of architectural details and screens, murals and public art, wall sculpture, or display cases at the street level is appropriate. Parking levels located above the first floor should be

screened, ideally with another use. When screening with a liner building or another use is infeasible, providing an architectural screen is an acceptable alternative. Staff opinion is that the proposed design is in keeping with the Guidelines pertaining to parking structures.

Staff Recommendation:

Staff recommends approval with the following conditions:

1. DRB approval is contingent on the applicant receiving any and all necessary approvals from City of Memphis Engineering regarding the technical considerations of parking garage ingress, egress, and traffic capacity of Mina Alley.
2. Any substantive change to the scope of work, overall site plan, or exterior design must be approved by the Design Review Board.