



Design Review Board (DRB) Staff Report

Exterior Renovation

Case # 21-83: 433 Madison Ave.
Memphis, TN 38103

Applicant: Floyd Tyler
433 Madison Ave.
Memphis, TN 38103

Background: DRB review is required for this project because it received an Exterior Improvement Grant from the CCDC at its August 18th, 2021 meeting.

The subject site is located on the south side of Madison Ave., between S. Lauderdale St. and Marshall Ave. The historic building dates back to 1903 and is approximately 4,700 sq. ft. The site is the previous home of Pritchard Plumbing Bros., and is currently under interior renovation.

Project Description: The renovations to 433 Madison will restore a historically significant building in the Edge District. The decorative terra cotta façade will be repaired and restored along with the exterior brick. The existing storefront windows and exterior doors will be replaced to add transparency and natural lighting into the interior space. The “Prichard Plumbing Brothers” stained-glass signage will be preserved and reused on the interior of the building as decoration. This application does not include signage or lighting.

Staff Report: Staff is supportive of approving the Design Review Board Application for this project. The proposed designs and materials coincide with our design principles for historic buildings Downtown.

The Interior's Standards for Rehabilitation recommend retaining and preserving storefronts and their functional and decorative features that are important in defining the overall historic character of the building. The applicant intends to keep all of the existing terra cotta and will maintain the three-part storefront system (transom windows, storefront windows, and kickplate), a characteristic of 19th and early 20th century architecture.

Historic buildings always come with a unique set of challenges as building owners plan for a productive future use for the building. Buildings age, and as they get older, staff feels that it's important to encourage the restoration and maintenance of as much of the original character as possible, while also allowing for minor modification and adaptability to meet the needs of future tenants.

The proposed exterior work scope preserves and restores the historic terra cotta, while making modifications that a new tenant will find attractive, and brings a vacant building back into use. Future signage and exterior lighting will provide additional benefits to the building's aesthetic along with enhancing the pedestrian experience.

Staff Recommendation: **Staff recommends approval, with the condition that the future tenant submit a separate application for signage and lighting to staff.**