



Design Review Board (DRB) Staff Report
Prepared for the October 5, 2022 DRB Meeting

Exterior Renovation and Signage

Case # 22-51:

Cocozza American Italian
106-110 Harbor Town Square
Memphis, TN 38103

Applicant:

Deni Reilly
106-110 Harbor Town Square
Memphis, TN 38103

Owner:

Henry Turley Company
65 Union Avenue
Memphis, TN 38103

Background:

DRB review is required for this project because it received approval for an Exterior Improvement Grant (EIG) up to \$19,059 at the September 14, 2022 CCDC Board Meeting.

The subject property is comprised of two commercial storefronts in Harbor Town Square, with 110 Harbor Town Square being the principle entrance. Here, the applicant will open a restaurant that began with a carryout concept developed during the pandemic. Cocozza American Italian will be a neighborhood red sauce restaurant. The applicant has begun a complete interior renovation designed by Natalie Lieberman of Collect + Curate to create a lush and upscale design. To extend this design outside, the applicant has developed a comprehensive and comfortable outdoor dining area.

Project Description:

To prepare the façade of the building for the installation of an outdoor dining area, select millwork will be repaired. Then, the stucco wall will be painted a dark green (Sherwin William 6468 – Hunt Club) along with the frame and roof of the tin roof structure. To accent this, the doors, door casings, and window casings will be painted black (Sherwin Williams 6258 – Tricorn Black). The cornice and decorative band will remain a beige color.

The tin roof is over the principle entrance. With a projection a little over 10 feet, it will enclose and shelter the majority of the outdoor dining space. It will also hold three outdoor fans and the festoon lights that will illuminate the area. Next to this, the existing awning

with a 6 foot projection will be re-covered with a striped green fabric (Sunbrella ® 4790-0000 Forest Green Fancy). On the small drop of the awning, the lettering “Est 2022 Coccozza American Italian” will be added. Small vinyl lettering will also be added to the doors and windows. The translucent film at the kitchen storefront will be removed to add visibility and showcase activity.

The outdoor furniture will be composed of round metal tables and slim profile chairs arranged in pairs. To accent the area, terracotta-colored round planters ranging in size from 21.5 in. to 13.75 in. will be placed in trios. They will include lavender, rosemary, ferns, ivy geranium, and other seasonal color. Large custom box planters made of paintable resin will enclose the area and create a buffer between the existing on-street parking and the outdoor dining area. They will be painted SW Hunt Club in high gloss and “Coccozza” lettering will be applied. In these planters, commercial faux boxwoods combined with live, heat-tolerant variegated ivy and twinkle lights will be installed. Pedestrian access will be maintained and there will be additional access with the adjacent alley that connects to a large parking lot.

A large lighted sign will be mounted over the primary entrance at 110 Harbor Town Square. Accounting for the frontage along the public alley, this 4’ (h) by 11’ 5” (w) sign is permissible. It will be composed of open face channel letters housing exposed red neon that will read “COCOZZA”. Under these letters in the lower right corner, a small white opaque lightbox sign will read “AMERICAN ITALIAN.”

Staff Report:

These proposed exterior improvements with a large neon sign and robust outdoor dining space will activate a neglected portion of Harbor Town Square. The lush and cohesive design will inspire creativity in future developments. The outdoor dining area will capitalize on the existing pedestrian activity in Harbor Town and support the success of this new business by a seasoned restaurateur.

The large lighted sign conforms to the Sign Code which encourages neon signs and is contextually compatible with the other signs in the neighborhood. The green color palette used creates a distinct sense of place while complementing the adjacent, Cordelia’s Market. Moreover, the exterior improvements have the support of the property management company and the HOA.

Staff Recommendation:

Staff recommends approval of the exterior improvements and the signage.