



Design Review Board (DRB) Staff Report
Prepared for the May 3, 2023 DRB Meeting

Exterior Renovation with Lighting & Public Art

Case # 23-35: 405 Monroe Avenue
Memphis, TN 38103

Owner/Applicant: Brad Barnett
395 Mann Drive
Collierville, TN 38017

Background: DRB review is required for this project because it received approval for an EIG at the March 15, 2023 CCDC Board Meeting.

The site contains a 1-story commercial building (ca. 1950) with approximately 11,816 sq. ft. which was historically an auto service garage and most recently a storage space will be renovate to support commercial tenants. The renovation will include interior and exterior work. On the exterior, the façade will be cleaned and repaired and a new storefront system will be installed. Also included is laying a fresh sidewalk, new signage, and additional lighting.

Project Description: The façade's yellow brick will be cleaned and repaired. The existing storefront system and brick base will be demolished and replaced with a modern anodized aluminum storefront system that spans from the ground to the stucco wall piece between the garage doors. This opening will measuring approximately 38 ft. (l) by 10 ft. (h). A new sidewalk will be laid after the existing storefront demolition and before installing the new storefront. This will replace an existing sidewalk that is worn and cracked.

The stucco wall piece will be re-stuccoed to remove the vertical lines. Then, it will be painted a medium grey (SW – 7067 “Cityscape”). The existing metal sign box will be removed and a different sign will be installed over the entrance. The intention is to have a projecting wall sign with neon elements.

The area will be lit with downlight lighting for visual interest and to provide additional pedestrian lighting. For this area, art will be commissioned. The intention is to have metal art that will be attached on the stucco wall portion or above the roofline.

The eastern garage door will be removed and a glass storefront system will be installed with a pair door entrance in matching anodized aluminum hardware. This will fill an opening that is approximately 14 ft. (l) by 12 ft. (w).

The western garage door will be painted in “Cityscape.” The gate to the side of it will be altered to comply with fire code. Since the egress for the building is behind the gate, a pedestrian gate is required to allow for an emergency exit. The vehicular gate access will also be retained to allow for parking for offloading. On this western side, new gutters and downspouts will be installed.

Staff Report:

This renovation project aligns with the DMC Design Review Guidelines and activates a space that was previously used for storage. The increased ground floor transparency and new sidewalk will dramatically improve pedestrian comfort and safety. Moreover, introducing a storefront will fill a gap in the pedestrian network in this highly walkable neighborhood with many dining, housing, entertainment locations.

This attractive space will attract and support new business looking to move to a growing and unique neighborhood with fresh energy and art. The design of the renovation complements the Edge District and helps to complete the urban fabric.

Staff Recommendation:

Staff recommends approval, with additional application for signage and public art.