



Design Review Board (DRB) Staff Report

Prepared for the May 3, 2023

Exterior Renovation

- Case # 23-28: 726 N. Parkway
Memphis, TN 38195
- Owner/Applicant: Monroe Ballard
726 N. Parkway
Memphis, TN 38195
- Background: DRB review is required for this project because it received Good Neighbor Grant at the April 19, 2023 CCDC Board Meeting.
- The exterior improvements at 726 N Parkway will make a big visual impact along this major corridor and make the space more inviting for patrons and prospective customers. The exterior scope of work will include painting all exterior finishes, adding tenant signage, recovering the awning in black fabric, adding a large canopy, and adding more landscaping
- Project Description: This commercial building will be refreshed by painting all exterior finishes. The white parapet will be painted SW 005 – Brilliant White. The decorative metal band running above the window line throughout the building will be repainted in gray (SW 7622 - Homburg Gray). This color will also be used for repainting the concrete landing.
- The awnings above the retail bays and the drive-thru window will be removed and new metal frames will be commissioned to have more projection—changing from 2.5 ft to 4ft. Then, they will be wrapped in black Sunbrella fabric. On the westernmost bay, the door and awning will be moved to the right in order to accommodate a new use, an Airbnb unit. To separate this space, four large landscaping containers with approximately 6-ft. evergreen greenery will be placed by this entrance.
- On the easternmost bay, new evergreen greenery will be installed in an existing flower bed. Shade will be provided for the eastern patio with a large 8 ft. 8in deep and 28 ft. long stationary canopy with a black Sunbrella fabric top. It will be bolted to the façade of the building and to the concrete landing.

New tenant signage will be installed for The Complete Experience by Lavonne, Encore Café, and Pop-a-roos. The goal is to have high-quality, custom shaped metal box signs. The existing mural will be maintained and only the wall around it will be painted gray. Wrought iron furniture that is currently in storage will be added to the patio upon renovation work completion.

Staff Report:

The long planned renovation of this shopping strip in Uptown complies with the Downtown Design Guidelines. The additional landscaping and shade through a stationary canopy will make the patio area more enjoyable. The fresh paint and re-wrapped awnings will give the space a refreshed look. Improved tenant signage will highlight the business here and showcase the hub of activity present at this location. Moreover, this renovation project will add a fresh pop in a typically pass-by corridor and inspire future renovations.

Staff Recommendation:

Staff recommends approval, with additional applications for signage.