



**Design Review Board (DRB) Staff Report**  
*Prepared for the September 7, 2022 DRB Meeting*

Exterior Renovation

Case # 22-44: Downtown Wines & Spirits  
105 Madison Avenue  
Memphis, TN 38103

Owner Applicant: Carl Winfield  
107 Madison Avenue, # 301  
Memphis, TN 38103

General Contractor: John Major, Project Manager  
Fifer & Associates, Inc  
1441 S. Perkins Road  
Memphis, TN 38117

Background: DRB review is required for this project because it received an Exterior Improvement Grant at the August 17, 2022 CCDC Board Meeting. The CCDC approved a 1:1 matching grant up to \$25,273.50, based on approved receipts and subject to all standard closing requirements.

The subject property is a ground-floor commercial space located within a 4-story building at the southeast corner of Main Street and Madison Avenue. The building has residential condominiums on the upper floors and commercial spaces on the ground level. The applicant is proposing exterior improvements to make the space more attractive and inviting. The improvements will also complement the interior upgrades and re-establish the shop that now offers higher-end products selection as upscale.

Project Description: The faux-marble veneer of the storefront is dated and incongruent with the design of the rest of the building. So, the applicant is proposing demolition of the faux-marble veneer to reveal the original masonry behind it. Then, the brick wall will be cleaned, repaired, and painted.

The existing storefront has bars that connote danger and obscure visibility into the store. So, the storefront system will be removed and replaced with a new black aluminum storefront system with a

clear anodized finish. The entrance has a mix of interior and exterior steps that present a safety concern. So, the stair access will be improved and expanded by pouring concrete to extend the landing and adding a custom handrail.

The existing wall mounted sign will be removed. To replace it, a new round neon blade sign will be installed. Additionally, a vinyl logo will be added to the door. More sign design details will be submitted for administrative approval at later date. Additional lighting is not deemed necessary due to the spillover lighting from the adjacent streetlight.

**Staff Report:**

This proposed renovation of 105 Madison Avenue is consistent with the Downtown Design Guidelines by restoring the façade to the original masonry, creating a cohesive design, and improving ground floor connections to the street. The materials used are high-quality and attract customer foot traffic while improving the pedestrian experience in this emerging corridor, Madison Avenue. At a high visibility intersection with Main Street Mall, this space stands to make a large impression on tourist and residents alike.

**Staff Recommendation:**

**Staff recommends approval, with conditions to submit an application for the blade sign for administrative approval. Additionally, if the exposed masonry needs to be covered with another material, an additional application and design schedule will be submitted.**