



## DESIGN REVIEW BOARD APPLICATION

**Administered by:  
Design Review Board**

Property Address\*: \_\_\_\_\_

Applicant Name & Mailing Address: \_\_\_\_\_

Applicant Phone Number: \_\_\_\_\_ Applicant Fax Number: \_\_\_\_\_

Property Owner's Name & Mailing Address: \_\_\_\_\_

Property Owner's Phone Number: \_\_\_\_\_

The proposed work consists of the following (check all that apply):

- Sign       Renovation   
New Building       Other Exterior Alteration

Project Description:

Status of Project:

**A complete application must be submitted to the Development Department no later than three weeks before a regularly scheduled meeting of the Design Review Board.** Please submit the application with any necessary attachments to [designreview@downtownmemphis.com](mailto:designreview@downtownmemphis.com). Questions can also be e-mailed to [designreview@downtownmemphis.com](mailto:designreview@downtownmemphis.com), or you can reach Planning & Development staff at (901) 575 - 0540.

Owner/Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.

**119 Madison Avenue**  
**DRB Presentation**  
May 2023

2	Historic Images
3	Existing Exterior Conditions
4	Existing Interior Conditions
5	Area Site Plan
6	North Facade
7	West Facade
8	East Facade
9	South Facade
10	Exterior Rendering
11	Exterior Precedents
12	Materials
13	Exterior Lighting
14	Planting
15	Level 00 Floor Plan
16	Level 01 Floor Plan
17	Level 1.5 Floor Plan
18	Level 02-04 Floor Plan
19	Level 05 Floor Plan
20	Guestroom Interior Renderings
21	Guestroom Interior Precedents

# Historic Images

1. Madison Ave. Looking West 1930's, 119 Madison Middle Of Image On Left Side of Street
2. Madison Ave. Looking West 1917, 119 Madison On Left Side Of Image
3. Aerial Image 1930's, 119 Madison Ave. Bottom Right Of Image
4. Enlarged Shot of 119 Madison on left of image in 1917. There were many tenants over the years, but none known better than Memphis's famous and colorful public figure "Doc" Hottum. Christopher Hottum opened his restaurant and soft drink business on the ground floor in 1917 due to his popular saloon being shut down by the Tennessee Liquor Prohibition in 1916.
5. Federal Bake Shop, part of a national chain, opened at 119 Madison in 1923. Photo was taken in 1947. The exterior of the bakery was quite spiffy-looking with its gleaming black, white, and stainless-steel panels. September 26, 1955 a gas oven incident caused a large explosion blowing all the glass out of the first level. Reports say there were two men injured and glass scattered over 100 feet from the building. The bake shop remained until 1976 due to the struggling business and low sales after the death of Dr. Martin Luther King Jr. in 1968.





# Existing Photos

1. Northwest Corner Looking West On Madison Ave.
2. Northwest Roof Line Detail
3. Northwest Corner Levels 2-4
4. Northeast Corner Looking East On Madison Ave.
5. North Elevation Looking South Through November 6th Street

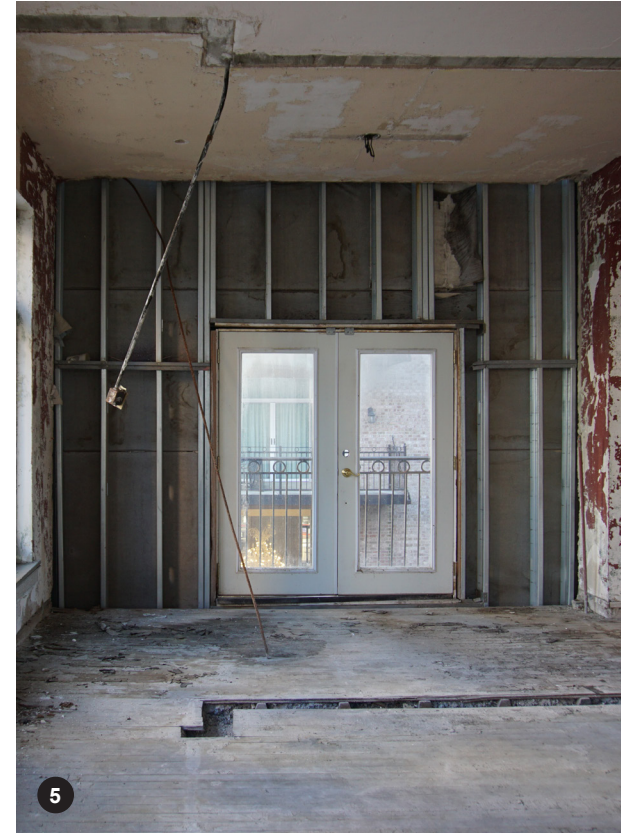


|3



# Existing Photos

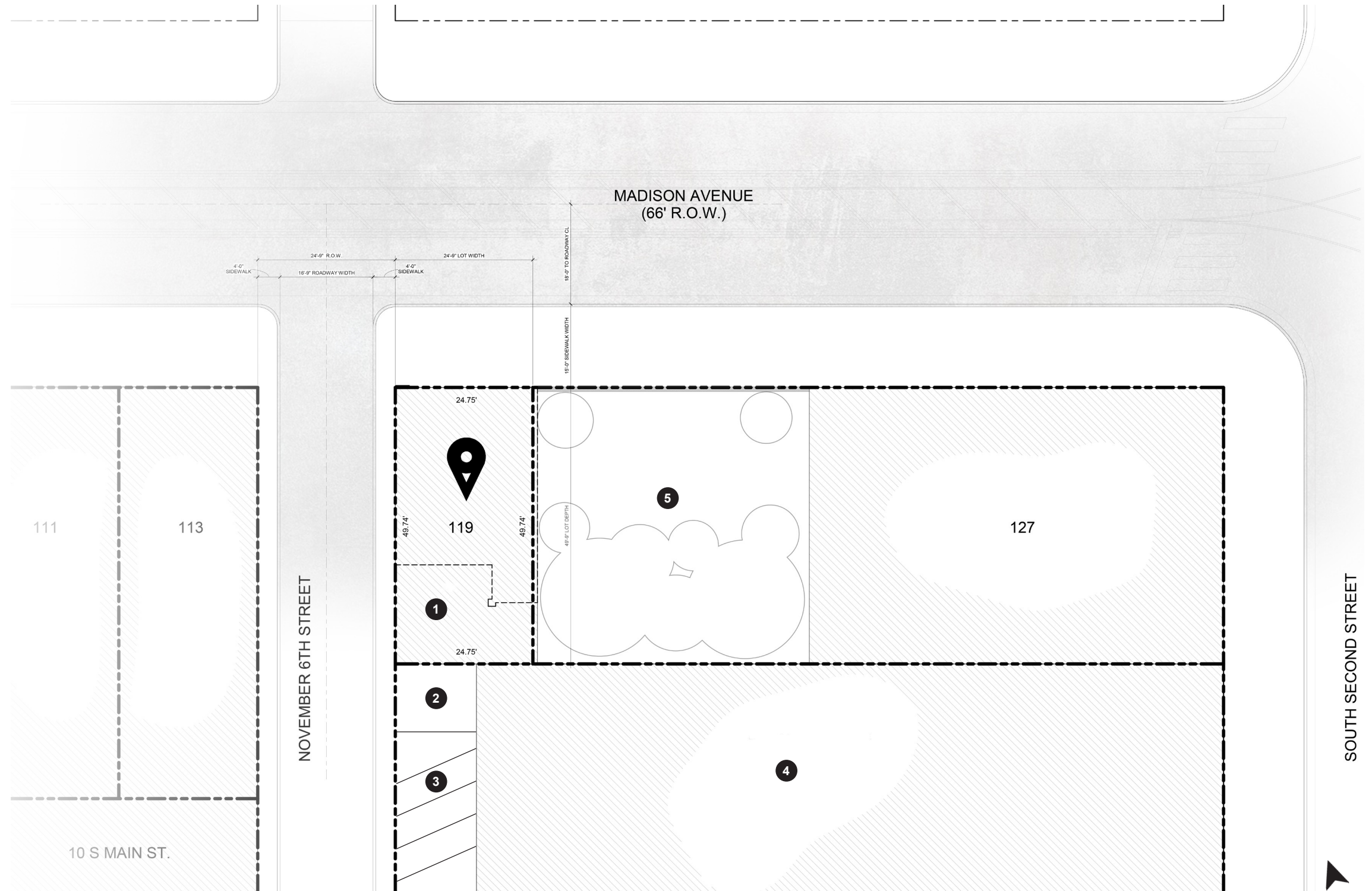
1. Basement Level View Facing North
2. Basement Level View Facing South
3. Level 01 View Facing North
4. Level 01 View Facing Southeast
5. Typical Level 02-04 View Facing East
6. Level 02-03 View Facing Northwest
7. Level 04 View Facing Northwest
8. Stair Mezzanine Level View Facing North





# Site Plan

1. Perpetual Non-Exclusive Trash Easement
2. Existing Crane Hoist
3. Existing Parking
4. Existing Parking Structure
5. Adjacent Property Courtyard





# North Elevation

## ARCHITECTURAL ELEVATIONS

1. Expanded elevator and rooftop penthouse beyond (3'-1 3/8" Height Increase).
2. Pre-finished charcoal box ribbed metal panels.
3. All existing glazed exterior tile to be tuckpointed and restored as required.
4. Existing wood framed windows and glazing to be restored.
5. Custom steel corner cap to match existing tile contour.
6. New railing and entry improvements to basement level.
7. In-Grade Uplight
8. Linear arm-mounted wall washer mounted to window sills.
9. Arm-Mounted Spot Light Wall Washer with Adjustable Head. Mounted to Window Jambs.





# West Elevation

## ARCHITECTURAL ELEVATIONS

1. Expanded elevator and rooftop penthouse beyond (3'-1 3/8" Height Increase).
2. Pre-finished charcoal box ribbed metal panels.
3. All existing glazed exterior tile to be tuckpointed and restored as required.
4. Existing wood framed windows and glazing to be restored.
5. Planter above new basement stairs.
6. Utility and trash easement access with new railing.
7. In-Grade Uplight
8. Linear arm-mounted wall washer mounted to window sills.
9. Arm-Mounted Spot Light Wall Washer with Adjustable Head. Mounted to Window Jamb.

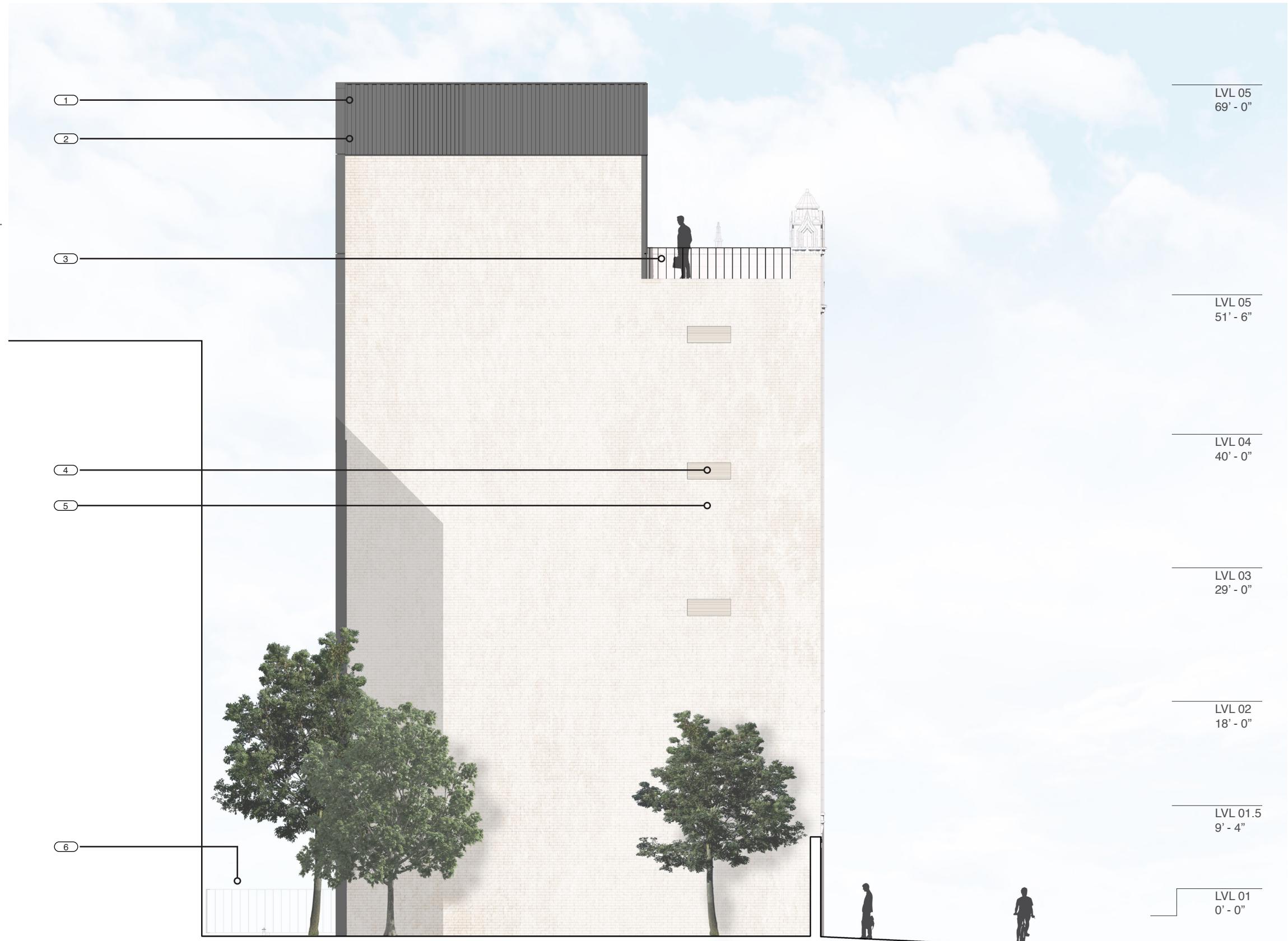




# East Elevation

## ARCHITECTURAL ELEVATIONS

1. Expanded elevator and rooftop penthouse (3'-1 3/8" Height Increase).
2. Pre-finished charcoal box ribbed metal panels.
3. Black railing mounted to roof deck
4. New PTAC vent grill to match surrounding brick.
5. Existing doors to be filled with brick matching existing.
6. Utility and trash easement access with new railing.





# South Elevation

## ARCHITECTURAL ELEVATIONS

- 1. Expanded elevator and rooftop penthouse (3'-1 3/8" Height Increase).
- 2. Pre-finished charcoal box ribbed metal panels.
- 3. New scupper and downspout to match metal panels.
- 4. New railing and entry improvements to basement level.





# Exterior Rendering

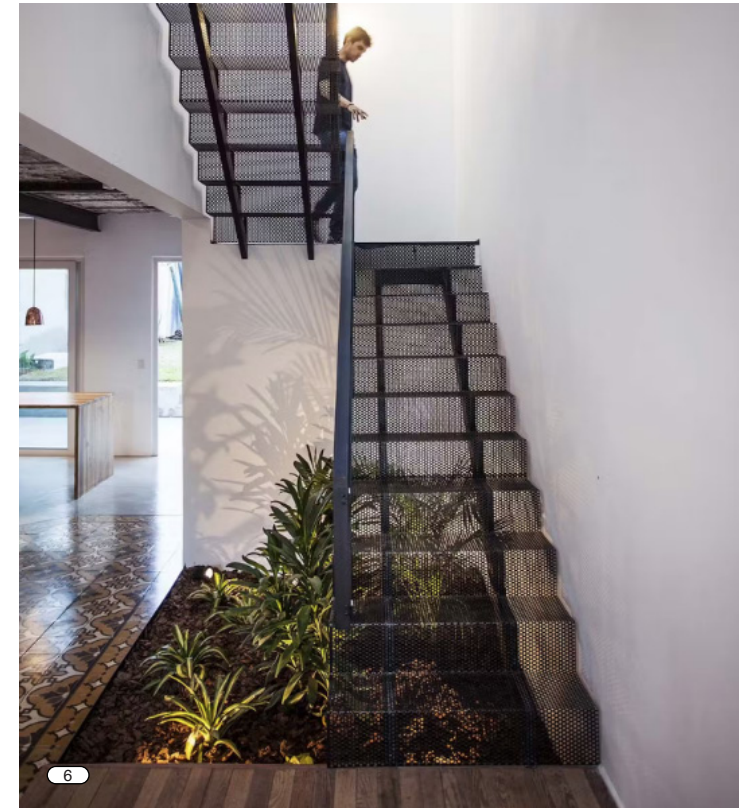
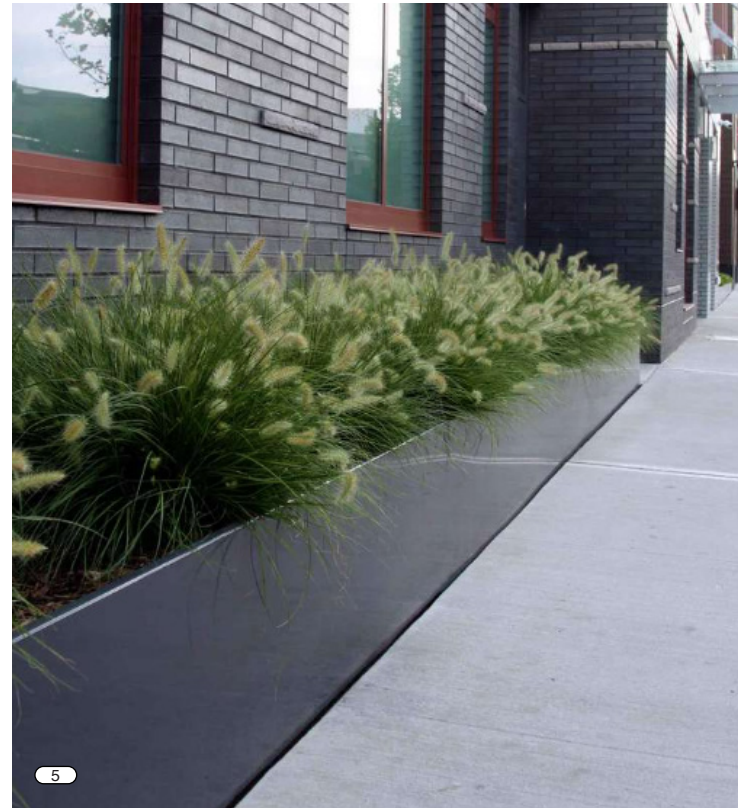
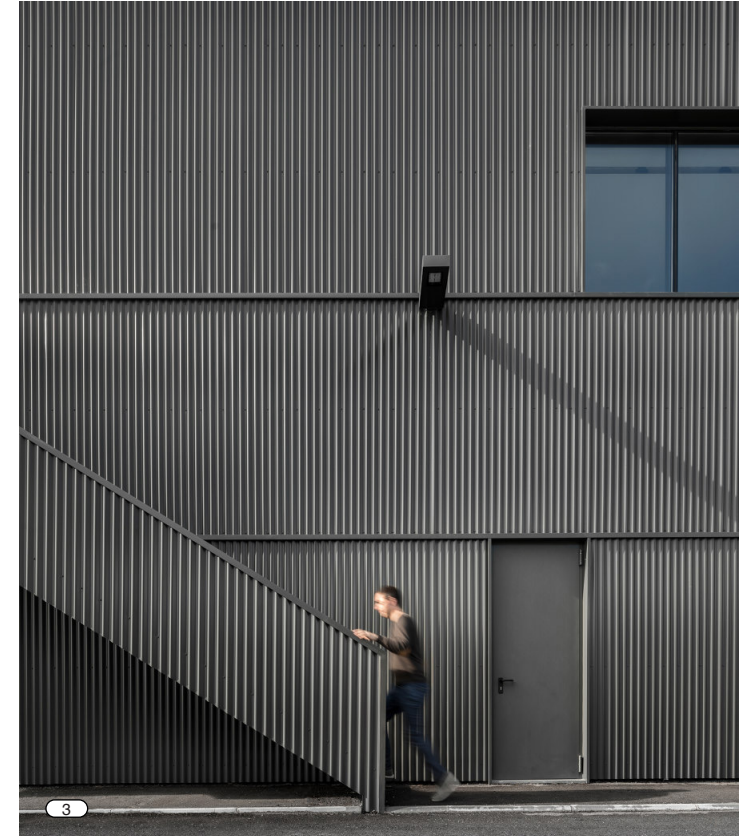
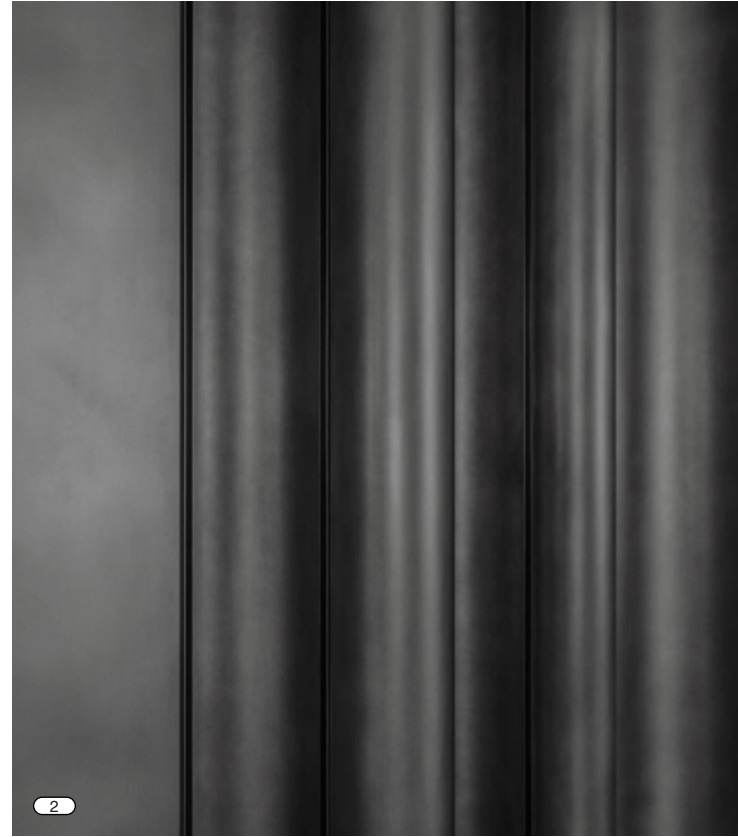


|10



# Exterior Precedents

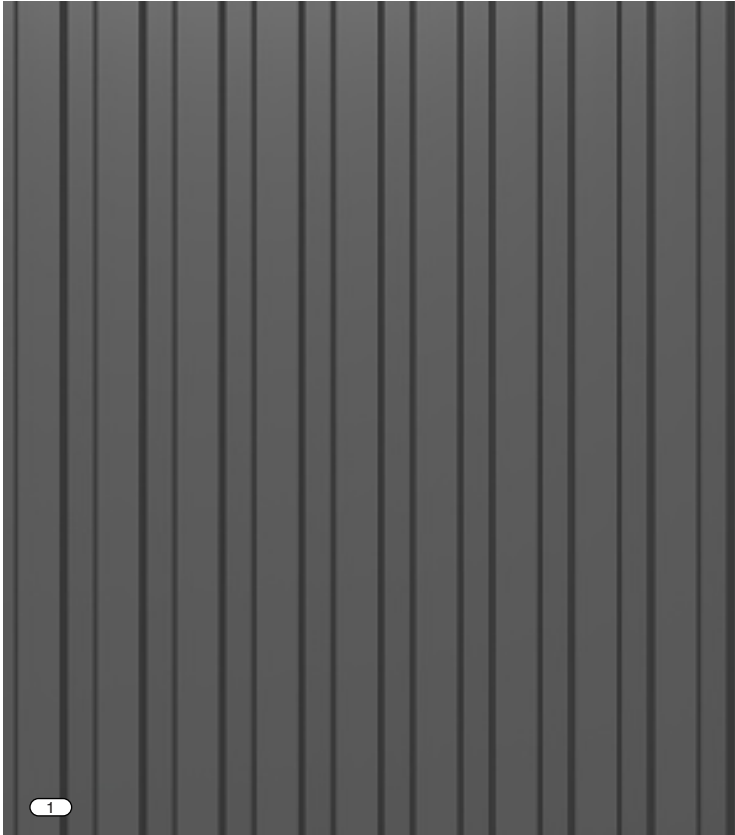
1. Custom fabricated dark bronze break metal column profile to match profile of existing white stone cladding.
2. Custom fabricated dark bronze break metal column profile to match profile of existing white stone cladding.
3. Dark bronze box-rib metal panels with flashing details.
4. Building with PTAC grilles on a brick facade.
5. Metal planter at basement stairs.
6. Metal stairs down to basement with grate treads and planting beneath.





# Materials

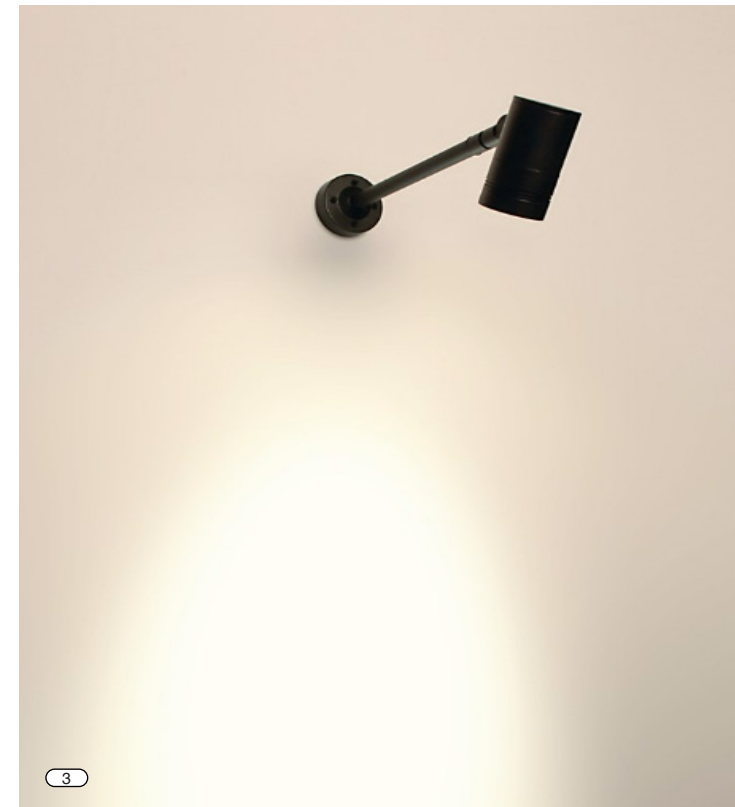
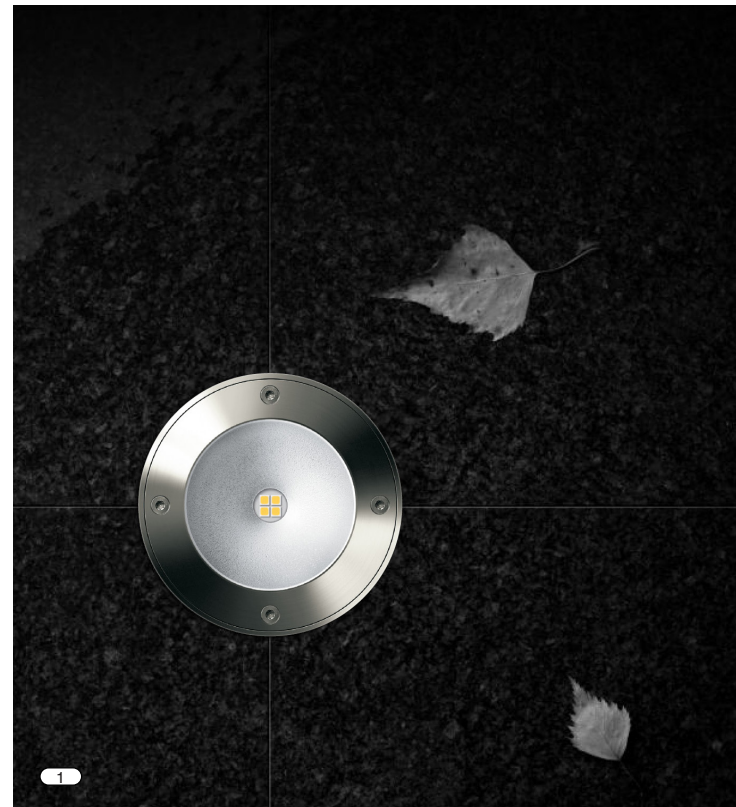
- 1. Dark Bronze Box Rib Panels
- 2. Dark Bronze Smooth Break Metal Panel
- 3. Dark Brown Painted Wood (Historic Windows and Storefront). Final Selection TBD
- 4. Dark Bronze Flat Stock Railing





# Exterior Lighting

1. In-Grade Uplight Fixture
2. Linear Arm-Mounted Wall Wash Fixture
3. Arm-Mounted Spot Light Wall Washer with Adjustable Head. Mounted to Window Jambs.





# Planting

The following plant species will be found in the metal planter above the exterior basement stairs and at the basement level underneath the stairs.

1. Short Grass Variety - Festuca Glauca or Similar (Planter)
2. Medium Grass Variety - Nassella Tenuissima or Similar (Planter)
3. Purple Flowering Variety - Verbena Russian Sage (Planter)
4. Full Shade Planting - Hosta Varieties (Under Stairs)

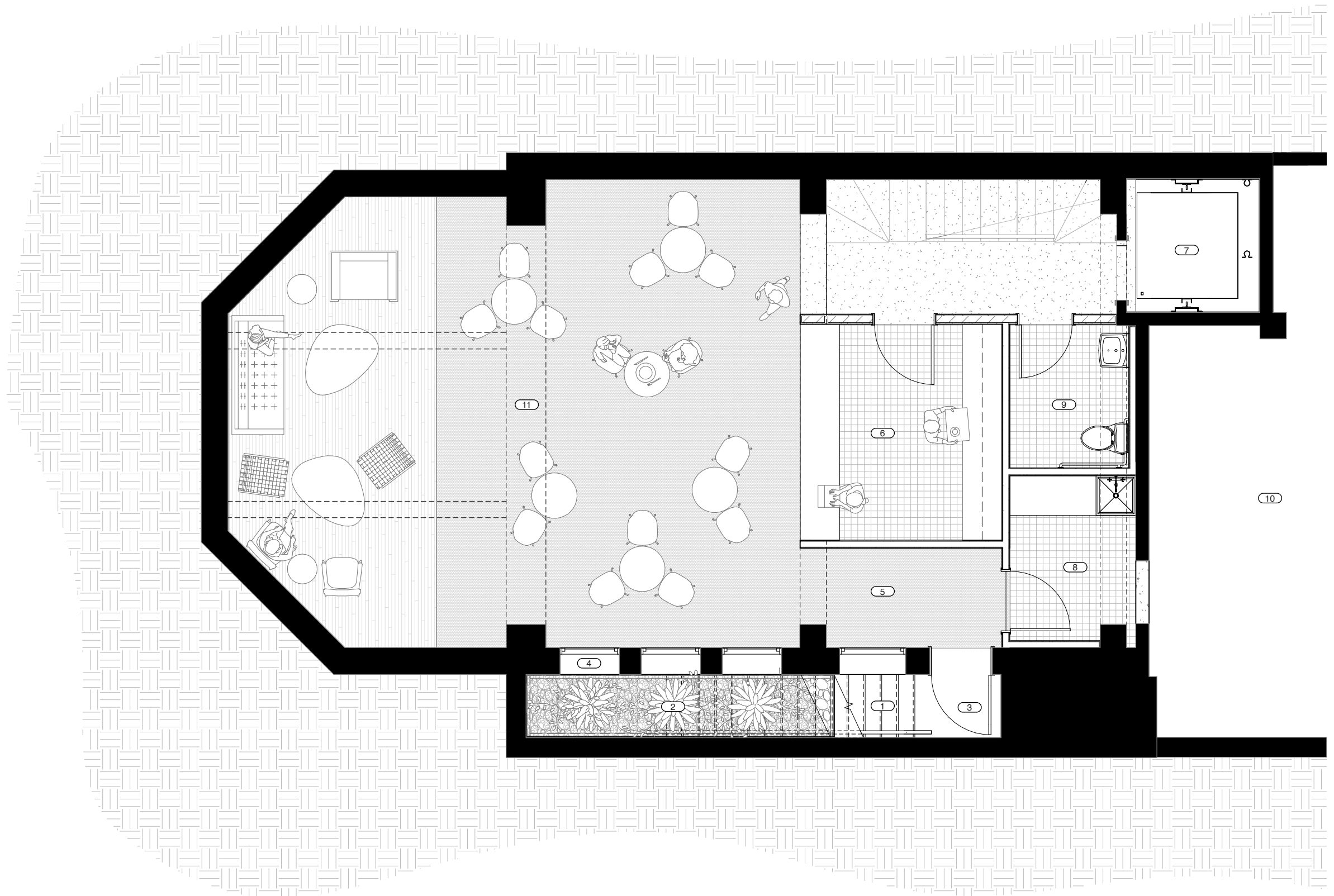




# Level 00 - Cocktail Bar

## ARCHITECTURAL PLANS

1. New steel stair with bar grate tread for light transfer.
2. Planting bed below bar grate stair
3. Existing subway tile walls repaired at basement entry.
4. New windows in existing openings.
5. Repair existing tile floors.
6. New bar location.
7. Elevator in existing shaft.
8. Utility Closet
9. Restroom
10. Trash easement and access to adjacent building.
11. Lounge and seating area.

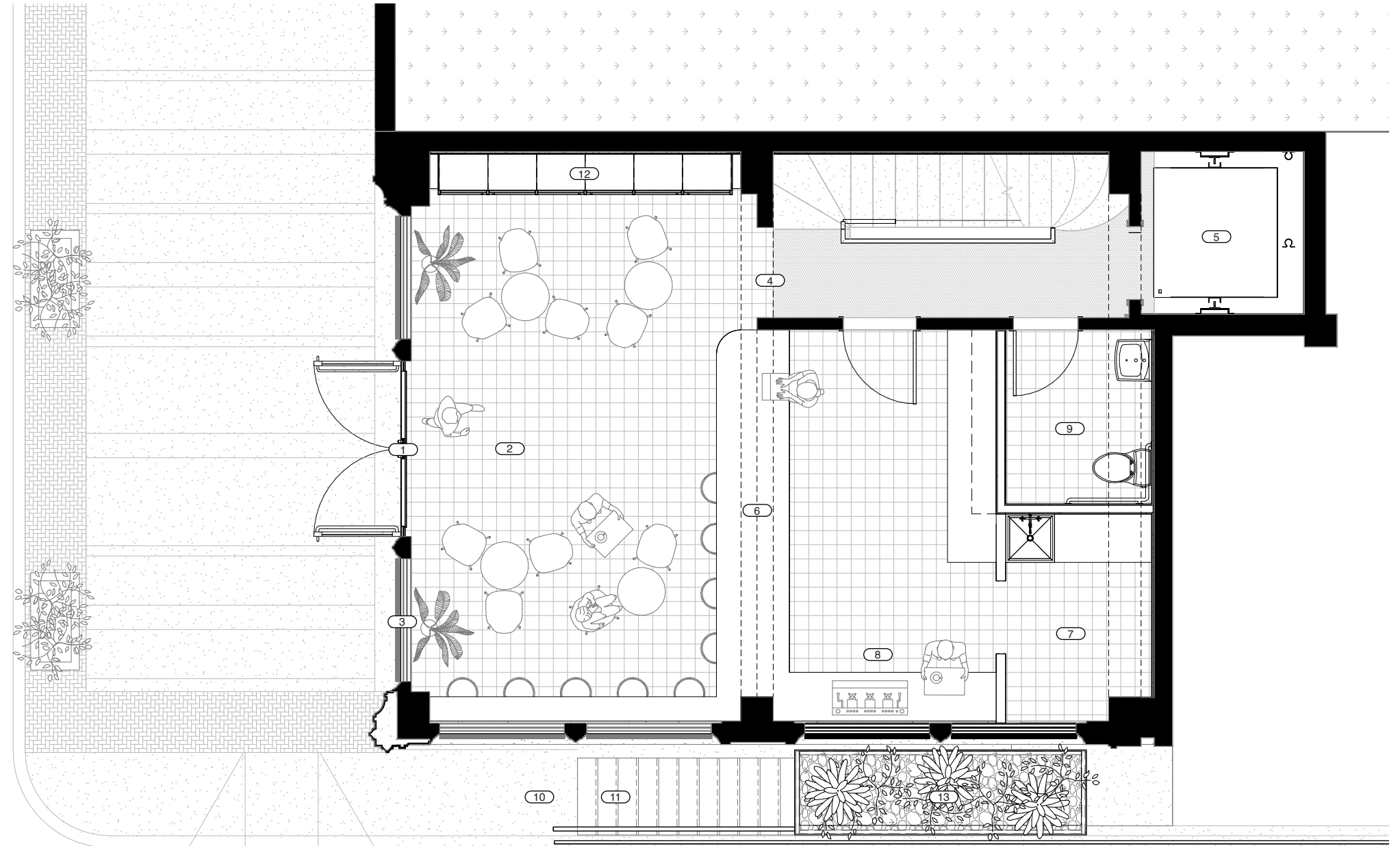




# Level 01 - Lobby & Café

## ARCHITECTURAL PLANS

1. New Entry door system.
2. Existing tile floors restored and or matched.
3. Existing wood storefront restored and glazing replaced.
4. Entry to upper levels.
5. New elevator in existing shaft.
6. Coffee bar.
7. Dish Room.
8. Prep kitchen.
9. Restroom.
10. Basement entry.
11. New steel stair with bar grate tread for light transfer.
12. Millwork storage wall.
13. New planter above entry stairs to basement.



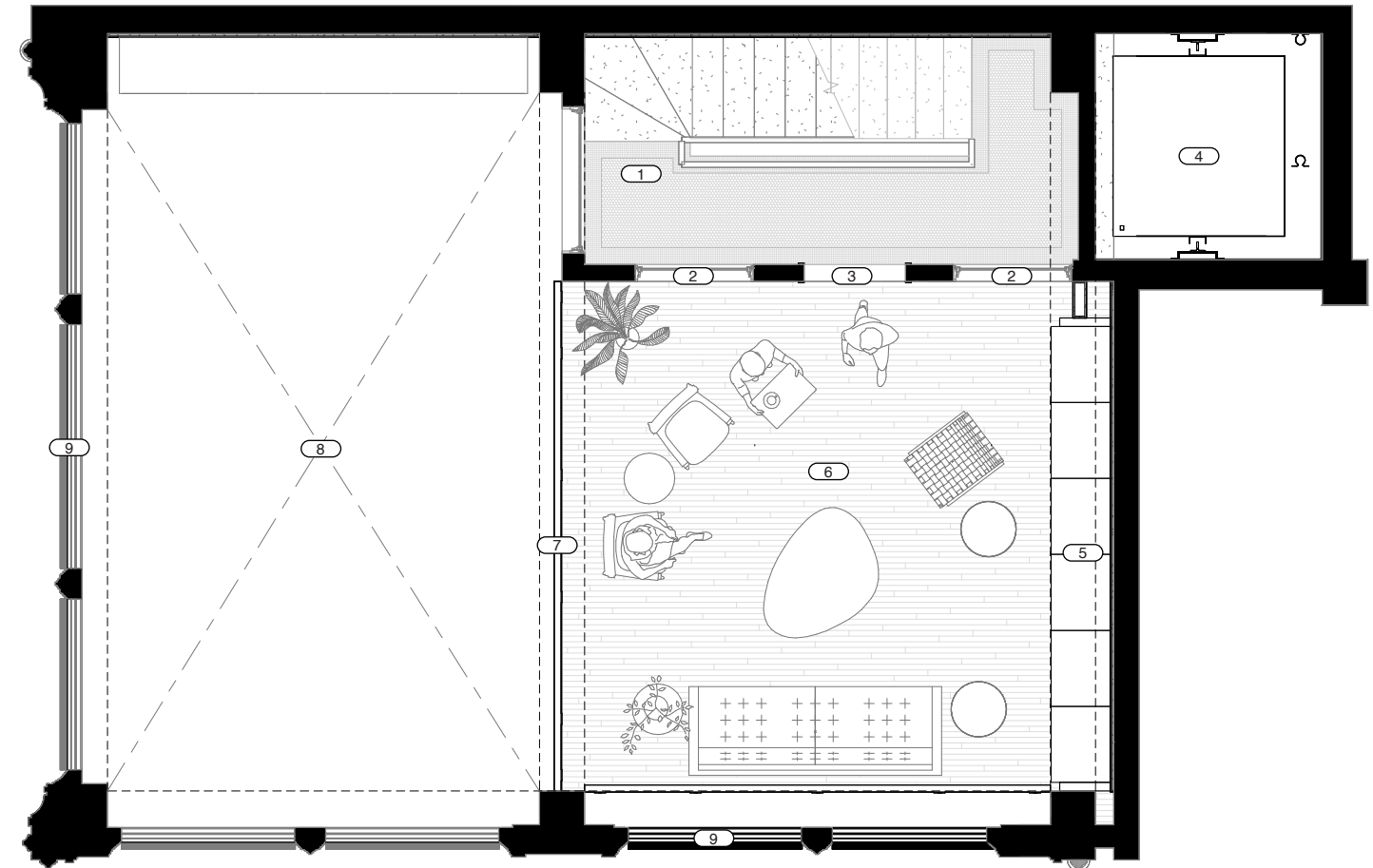
|16



# Level 01.5 - Café Mezzanine

## ARCHITECTURAL PLANS

1. Existing stair railings and tile restored.
2. Glazing in existing mezzanine openings.
3. Existing mezzanine opening cut for door passage.
4. New elevator in existing shaft.
5. Storage.
6. New hardwood and framing mezzanine.
7. Steel guardrail.
8. Open to below.
9. Restore existing wood storefront and new glazing.



|17



# Level 02 / 04 - Apartments

## ARCHITECTURAL PLANS

1. Existing stair railings and tile restored.
2. New elevator in existing shaft.
3. Wood floors installed with existing wood and furring strips.
4. Entry storage millwork.
5. Washer and dryer behind millwork door.
6. Kitchen.
7. Dining area.
8. Living room.
9. Custom millwork piece.
10. Sleeping area.
11. Storage and side table millwork wall.
12. Desk nook.
13. Bathroom.
14. Walk-in shower.



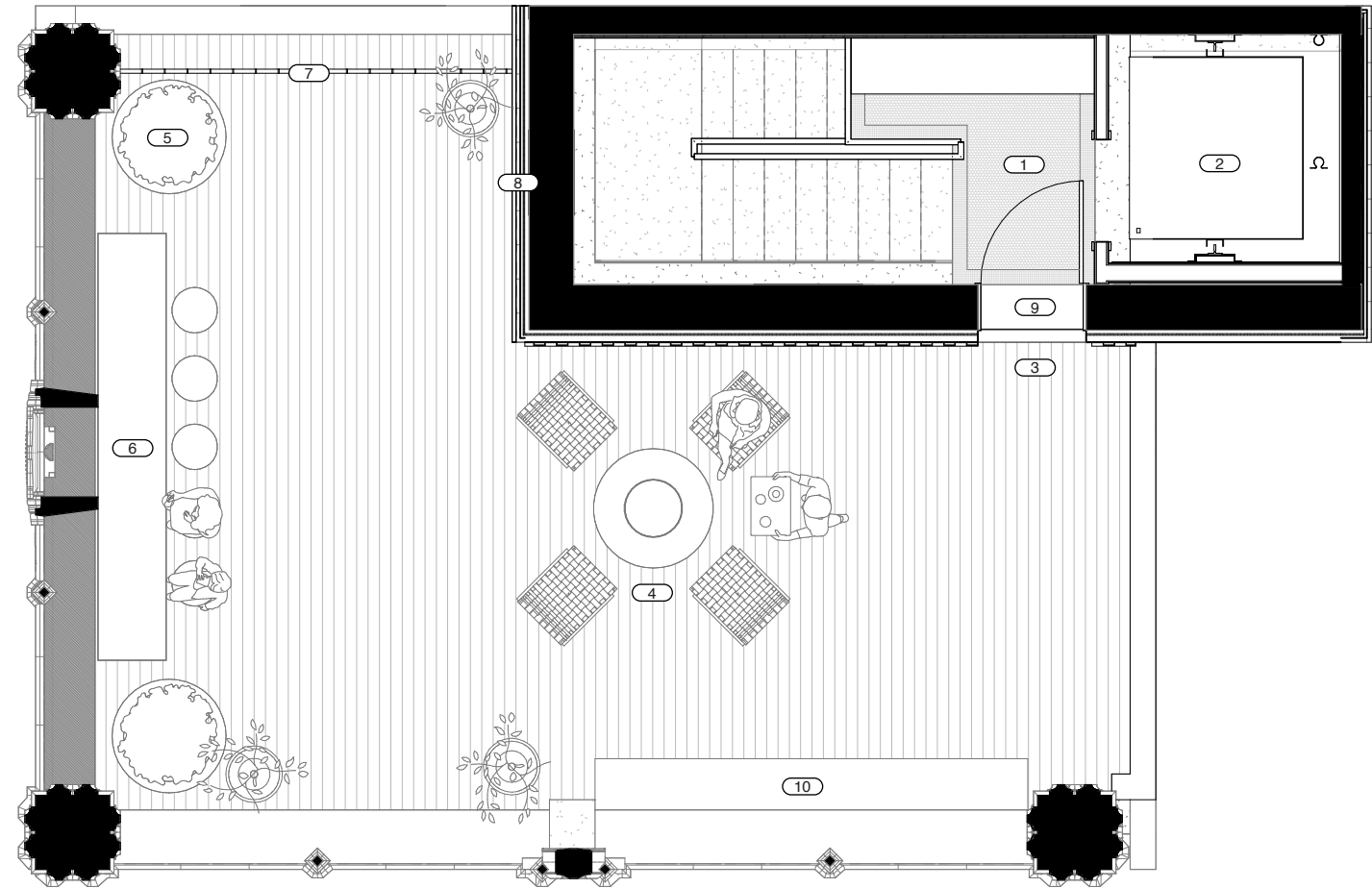
|18



# Level 05 - Rooftop Deck & Lounge

## ARCHITECTURAL PLANS

1. Existing stair railings and tile restored.
2. New elevator in existing shaft.
3. Wood decking on pedestal system
4. Lounge seating and biofuel fire pit.
5. Potted landscaping and greenery.
6. Built-in bar and stools.
7. Metal guard rail.
8. Existing penthouse wrapped in box ribbed metal facade.
9. New storefront entry to private rooftop lounge.
10. Bar stand





# Guestroom Interior Renderings

1. Northwest corner view of guestroom.
2. Framed path from living room to kitchen.
3. Bathroom from sleeping area.
4. Small working nook and sleeping area.
5. Southwest corner view of guestroom.

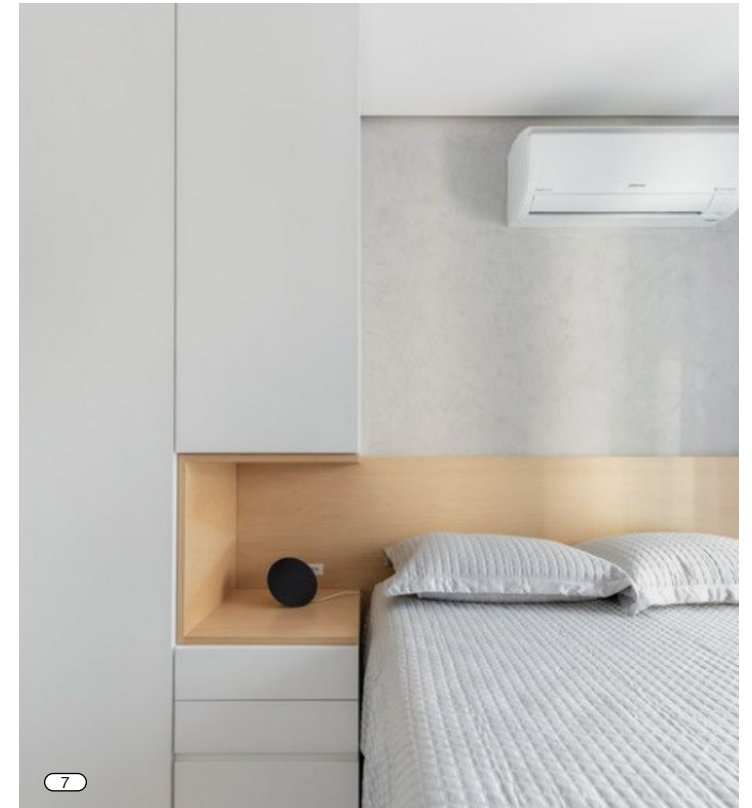


|20



# Guestroom Interior Precedents

1. Painted wall with simple trim details.
2. Opening with recessed frame and base board.
3. Simple kitchen with half backsplash and modern pendant above kitchen table.
4. Small painted nook with work surface.
5. Curved wall with recessed base board.
6. PTAC system integrated into millwork.
7. Millwork system designed for sleeping and storage.



|21