



**DOWNTOWN  
MEMPHIS  
COMMISSION**

## DESIGN REVIEW BOARD APPLICATION

**Administered by:  
Design Review Board**

Property Address\*: 307 Madison Ave., Memphis, TN 38103

Applicant Name & Mailing Address: Stacy McCall ServiceMaster By Stratos 307 Madison Ave., Memphis 38103

Applicant Phone Number: 901.683.0064 Applicant Fax Number: N/A

Property Owner's Name & Mailing Address: Stacy McCall 307 Madison Ave Memphis 38103

Property Owner's Phone Number: 901-683-0064

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

Sign  Renovation   
New Building  Other Exterior Alteration

Project Description: Repurposing of the former Junior Achievement building as new home of the successful ServiceMaster by Stratos ServiceMaster franchise. Extensive masonry repairs and tuckpointing on the West facade. Revitalizing original gooseneck fixtures. Landscaping and a custom dumpster enclosure in the west lot. All new argon gas, low e, high-efficiency windows on North facade. New granite application below retail windows on north facade. Extensive renovation of the interior. New lighting. New signage.

Status of Project: West facade and landscaping are complete. Interior is complete. Signage work has been commissioned and designed but not installed. Windows have been installed for north facade. North facade lighting has been selected and ordered from manufacturer. Awaiting delivery to install. Tuckpointing is complete.

**A complete application must be submitted to the Development Department no later than two weeks before a regularly scheduled meeting of the Design Review Board.** Please contact Abe Lueders at (901)575-0565 or [alueders@downtownmemphis.com](mailto:alueders@downtownmemphis.com) with any questions and to submit an application.

Owner/Applicant Signature: Amanda Manigault on behalf of Stacy McCall

Date: 11/22/2022

\*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.

8/30/21

307 Madison Ave., Memphis, TN 38103

Service Master By Stratos – Tim Maxwell / Stacy McCall

**Existing condition:** The property at 307 Madison was formerly home to Junior Achievement of Memphis. The building was purchased by Service Master by Stratos in 2020/2021, to make a direct ownership commitment to operate in and improve Downtown, where they have been long-time tenants at 66 So. Front. Their clients in the immediate area include the DMC, and AutoZone Park. The location at the Western “Edge of the Edge District”, and the Eastern Edge of Core Downtown offers the opportunity to invest in a rising area, which will benefit greatly from their presence and investment in the revitalization of the property.

The building, which had been outfitted as an “interior town square” for Junior Achievement’s youth training programs is suffering from long-term deferred maintenance, especially on the exterior of the building. The main building and auxiliary building roof areas are in dire need of attention, although fortunately have not begun to leak substantially. The entire Western brick façade is severely deteriorated to the point that it has caused major leakage into the building, and damage to the plaster/drywall interior perimeter wall surfaces. It will need virtually 100% grinding out of all masonry joints, tuck-pointing and cleaning.

The Northern façade of the main building, featuring a terra cotta façade is in relatively good shape, but in need of selective re-grouting of the joints, and attention to the window and door trim. The North facing façade also has damage from being struck by a car. The auxiliary building to the East features a blond brick on the North façade, and minimal accoutrements, but a simple attractive cement parapet cap. It requires a thorough masonry cleaning, and selective tuck-pointing. The window and door trim are

in fair shape, but need caulking, painting and repair.







**Proposed Future Use:** The property at 307 Madison will become the permanent home of Service Master by Stratos, who have been in business in Memphis for over 35 years. To Quote Stacy McCall, Owner from their website, “Additionally, our location in Downtown Memphis is a differentiator for our company. Since moving Stratos headquarters to Downtown Memphis in 2010, we have embraced our place in the Downtown community by continuously advocating neighbor businesses, participating in area events, and sharing the good news of revitalization in the city of Memphis.”

The interior of the building is being extensively renovated to provide training, operations, and storage space, as well as offices for their constantly growing business. Interior renovations and reconfigurations are underway and will total in excess of \$250,000. (These are not included in this “Scope of Work” description).

**What exterior improvements do you plan to make to the property?**

**Western Façade:** The Western Façade will be initially pressure-washed, to remove loose previously applied, non-performing coating, as feasible. Approximately 80% of all masonry joints will be ground to a minimum depth of 1 1/8” to 1 3/8”. All remaining loose coating will be removed and/or ground off. (2) existing chimneys and (2) pilasters will be relayed, as needed, and permanently capped. All joints will be re-pointed with a Type N mortar mixture w/lime added. All surfaces will be cleaned w/a citrus-based cleaner, and lightly pressure-washed to complete operation. The finished surface will be a combination of re-exposed brick w/a “fade in” to the remaining adhered coating and will have an attractive weathered look.

**Northern Façade of Main Building:** The Northern brick Façade of the Main Bldg. will be thoroughly soaked and treated w/an appropriate pre-cleaning agent, and then cleaned and pressure-washed thoroughly. (Awning and awning frame will also be cleaned). Damaged joints will be selectively re-grouted w/a color matched, polymer enhanced grout. Selective wood replacement of window and door frames, which are in relatively good condition. Frames and trim will be caulked, as needed, and repainted. Existing “Party Lighting” will be removed and new LED downward facing puck lighting will be installed, per Elevation Plan.

**Northern Façade of Auxiliary Building:** The Northern terra cotta Façade of the Main Bldg. will be thoroughly soaked and treated w/an appropriate pre-cleaning agent, and then cleaned and pressure-washed thoroughly. Damaged joints will be selectively ground and tuckpointed w/a Type N mortar



w/lime added and color-matched, as feasible. Special attention will be paid to the façade cap accoutrement, which is the principle distinguishing feature of the building, along with the blond brick. Selective wood replacement of window and door frames, which are in relatively good condition. Frames and trim will be caulked, as needed, and repainted. A new custom height entry door will be fabricated and installed and the lower transom over the door will be removed. Period-style oil-rubbed bronze gooseneck lighting will be installed, per Elevation Plan.

The Southern Façade has already been stuccoed and water-proofed, and additional access has been provided to Floyd Alley, which will aid in the further activation of the Alley, but is not included in this Scope of Work.

**ServiceMaster by Stratos-307 Madison EIG Grant Related Façade Improvements  
Prepared by Mike Todd, Premiere Contractors, Inc.**

**September 27, 2021**

<b>Division 1 General Requirements: 01040-Supervisory/Coordination</b>	\$ 16,000
<b>Division 3 Concrete: 03700-Concrete Restoration</b>	2,200
<b>Division 4 Masonry: 04500 Masonry Restoration/Tuckpointing</b>	108,000
<b>Division 6 Wood &amp; Plastics: 06200 Finish Carpentry</b>	6,000
<b>Division 8 Doors &amp; Windows: 08200 Wood Doors,</b>	
08250 Door Opening Assemblies	8,500
<b>Division 9 Finishes: 09900 Painting</b>	12,800
<b>Division 10 Specialties: 10100 Signage</b>	8,000
<b>Division 16 Electrical: 16050 Basic Electrical, 16500 Lighting</b>	<u>11,800</u>
 <b>Total.....</b>	 <b><u>\$ 167,300</u></b>

1. The windows were in worse condition than originally expected. All North facade windows were replaced with argon natural gas, low e windows with vinyl sashing and custom retrofitted trim.

2. Awning material not finalized. There will be an awning in the center retail bay of the north facade. The two on east and west end were removed.







307

We appreciate your  
patience as we restore  
the gateway into this  
piece of historic  
Downtown Memphis.





Selective tuckpointing & masonry repair. Color match mortar.

Repair, caulk, and paint the exterior facade windows and with contrasting sash color

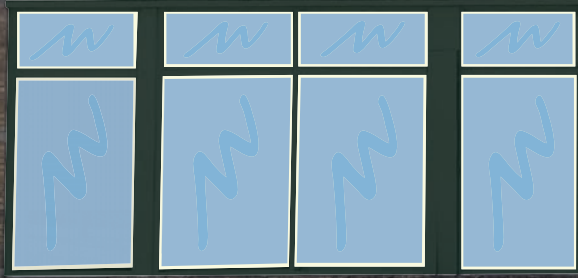
Add (6) oil rubbed bronze LED outdoor gooseneck light fixtures

Pressure wash / stain removal of concrete parapet detail and blonde brick

Clean & Selectively regrout joints in architectural terra cotta tile facade

Caulk and paint exterior woodwork / trim as needed.

Masonry tuckpointing / repair on West facade not pictured.

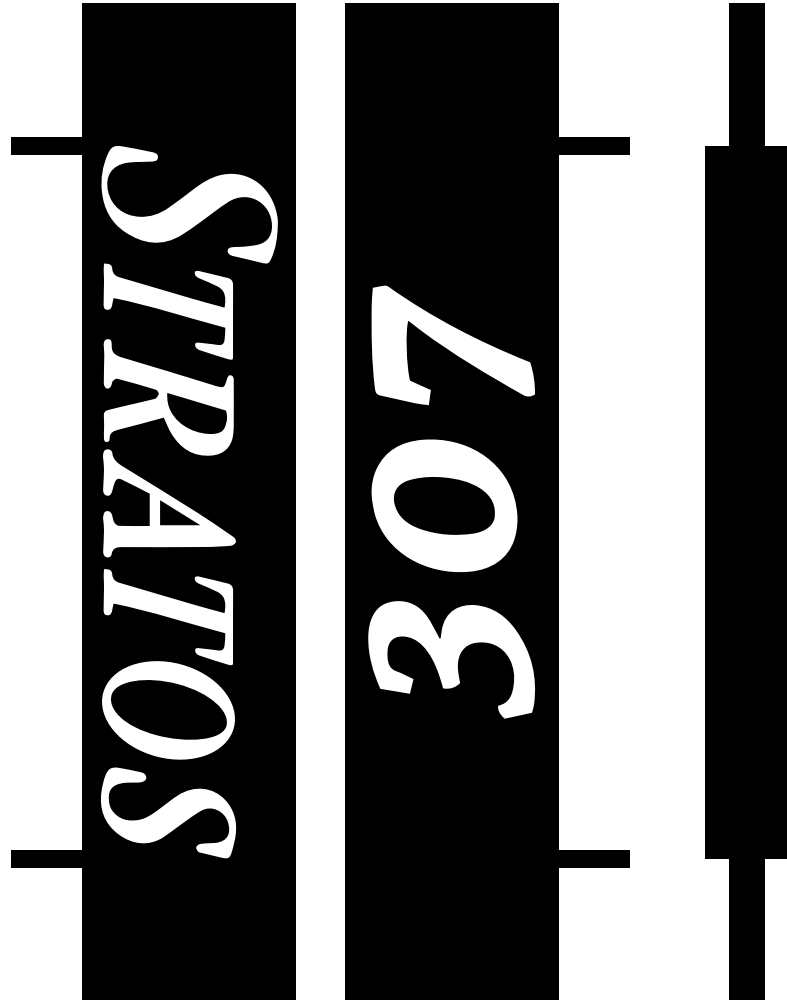


Remove door and transom and install new custom full height door

Replace damaged granite panel

Repair damaged sidewalk as needed.

Replace existing party lights with (9) Puck LED downlights w/ a narrow flood.

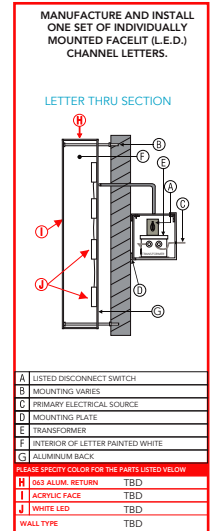


**Exterior Blade Sign**  
**Aluminum Panel Sign w/ Face Lit Channel Letters**

Qty:	1
PANEL SIZE:	18" W x 84" H x 3" D



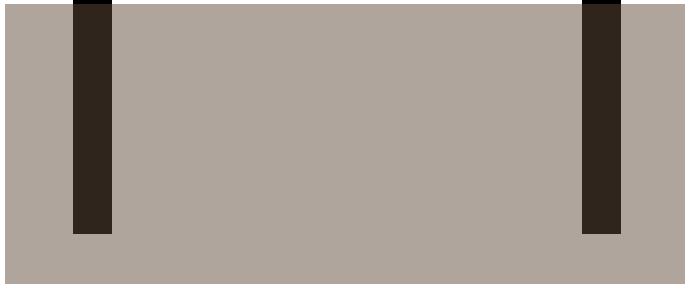
**FACELIT CHANNEL LETTERS WITH ACRYLIC FACES**







Doublesided Sign



**Fence Mounted Parking Sign**  
 Aluminum Panel w/ Vinyl Lettering

Qty:	1
OVERALL SIZE:	29.5" W x 12" H

**Post Mounted Parking Sign (Double-Sided)**  
 Aluminum Panel w/ Vinyl Lettering

Qty:	1 (Double-Sided)
PANEL SIZE:	29.5" W x 12" H

1. 16" Wallmount LED Gooseneck- specs attached



2. 9" Wallmount LED Up/Down Itg - specs attached



3. White Tiger Granite to replace broken facade

# Olive Outdoor Gooseneck Wall Sconce

By Alder & Ore



Call Us (877) 875-3619

Olive Outdoor Gooseneck Wall Sconce  
By Alder & Ore

## Product Options

Finish: Slate Gray,  
Size: 12 in

## Details

Powder-coated finish  
White interior shade finish  
Painted Galvanized interior shade finish for the Painted Galvanized finish  
Fits a standard junction box  
Material: Aluminum  
Shade Material: Clear Weathertight Glass  
Dimmable when used with a Standard Dimmer (Not Included)  
Dark Sky compliant  
UL Listed Wet  
Warranty: Limited 1 Year  
Made In USA



## Dimensions

12 in Option Backplate: Diameter 4.63"  
12 in Option Fixture: Width 12", Height 18", Depth 26.5", Weight 10Lbs

## Lighting

12 in

Lamp Type	Halogen
Total Lumens	1490.0
# of Bulbs	1 (Not Included)
Bulb Type	72W A19 E26
Volts	120
Color Temp	2900 (Soft White)
Average Lifespan	1000.00
CRI	100
Equivalent Halogen, CFL or LED Bulb Can Be Used	Yes

Notes:

Prepared by:

Prepared for:  
Project:  
Room:  
Placement:  
Approval:

## Additional Details

Product URL:

<https://www.lumens.com/olive-outdoor-gooseneck-wall-sconce-by-alder-and-ore-MLW2189479.html>

Rating: UL Listed Wet



# Reals Up/Down Indoor/Outdoor LED Wall Sconce

By SONNEMAN Lighting



Call Us (877) 875-3619

Reals Up/Down Indoor/Outdoor LED Wall Sconce  
By SONNEMAN Lighting

## Product Options

Top Shade: Top Clear Acrylic Cylinder,  
Bottom Shade: Clear Acrylic Cylinder,  
Finish: Textured Bronze

## Details

Dimmable with a TRIAC or ELV dimmer (not included)  
Square wall plate  
Designed in 2017  
Material: Metal  
UL Listed Wet  
Warranty: Fixture: Limited 1 Year; LED Module: Limited 5 Year  
Made In China

## Dimensions

Fixture: Width 5", Height 4.63", Depth 6.5"  
Wall Plate: Width 4.5", Height 4.5", Depth 0.5"

## Lighting

Lamp Type	LED Built-in
Total Lumens	2080
Total Watts	20.00
Volts	120
Color Temp	3000 (Soft White)
CRI	90
Equivalent Halogen, CFL or LED Bulb Can Be Used	No



Notes:

Prepared  
by:

Prepared for:  
Project:  
Room:  
Placement:  
Approval:

## Additional Details

Product URL:

<https://www.lumens.com/realms-up-down-indoor-outdoor-led-wall-sconce-by-sonneman-lighting-SNN703087.html>

Rating: UL Listed Wet

ITEM#: SNN703087



Paul Hunt  
Business Solutions Manager  
877.875.3619 x 6687  
[paul@lumens.com](mailto:paul@lumens.com)



# Reals Indoor/Outdoor LED Wall Sconce

By SONNEMAN Lighting



Call Us (877) 875-3619

Reals Indoor/Outdoor LED Wall Sconce  
By SONNEMAN Lighting

## Product Options

Bottom Shade: Clear Acrylic Cylinder,  
Top Cover: Dome,  
Finish: Textured Gray

## Details

Dimmable with a TRIAC or ELV dimmer (not included)  
Square wall plate  
Designed in 2017  
Material: Metal  
UL Listed Wet  
Warranty: Fixture: Limited 1 Year; LED Module: Limited 5 Year  
Made In China

## Dimensions

Fixture: Width 5", Height 5.5", Depth 6.5"  
Wall Plate: Width 4.5", Height 4.5", Depth 0.5"

## Lighting

Lamp Type	LED Built-in
Total Lumens	1040
Total Watts	10.00
Volts	120
Color Temp	3000 (Soft White)
CRI	90
Equivalent Halogen, CFL or LED Bulb Can Be Used	No



Notes:

Prepared  
by:

Prepared for:  
Project:  
Room:  
Placement:  
Approval:

## Additional Details

Product URL:  
<https://www.lumens.com/reals-indoor-outdoor-led-wall-sconce-by-sonneman-lighting-SNN703137.html>  
Rating: UL Listed Wet

ITEM#: SNN703137



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