



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

Exterior Building Renovation & Signage

Case # 22-71: ServiceMaster by Stratos
307 Madison Avenue
Memphis, TN 38103

Applicant: Mike Todd
Monroe Associates, LLC
629 Monroe Avenue
Memphis, TN 38103

Owner (if different): Stacy McCall
307 Madison Ave.
Memphis, TN 38103

Background: DRB review is required for this project because it received an Exterior Improvement Grant at the October 2021 CCDC Board Meeting. The subject property is a 2-story commercial building on the south side of Madison Avenue, in the block between Fourth Street and Danny Thomas Blvd. The structure, built in 1924, was purchased by the ServiceMaster by Stratos in early 2021 in keeping with their commitment to investing in Downtown. This female-owned and operated business is ready for a space where its employees can enjoy a community-based atmosphere along with additional employee resources located within the building.

Project Description: The property owner is undertaking a complete interior and exterior renovation for office use. The exterior renovation includes the following major scope elements:

North Elevation (Madison Façade – Main Building)

- Exterior brick will be thoroughly soaked and treated w/an appropriate pre-cleaning agent, and then cleaned and pressure-washed thoroughly.
- Damaged joints will be selectively regouted with a color matched, polymer enhanced grout.
- Install new high-efficiency windows and sashing from Lang Exterior.
- Replace damaged granite panels at the building base, beneath the storefront windows.

- Existing “Party Lighting” will be removed and new LED up/down puck lighting will be installed at three locations, centered above the main storefront windows.
- Remove existing canvas awnings and add a new metal canopy over the main entrance.

North Elevation (Madison Façade – Eastern Annex)

- Selective tuckpointing and masonry repair.
- Damaged joints will be selectively ground and tuckpointed with a Type N mortar with lime added and color-matched, as feasible. Special attention will be paid to the façade cap, which is the principle distinguishing feature of the building, along with the blond brick.
- Selective wood replacement and repair of window and door frames, where needed and possible.
- A new 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 at six locations, above the storefront windows.

West Elevation (Along Parking Lot)

- Pressure-wash exterior.
- 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)
- 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 with lime added. All surfaces will be cleaned using a citrus-based cleaner, and lightly pressure-washed to complete operation.
- The finished surface will be a combination of re-exposed brick with a “fade in” to the remaining adhered coating.

Exterior Signage

- Add one (1) exterior blade sign to measure 18 in. (w) x 84 in. (h) x 3 in. (d) above the canopy on the north elevation. This double-sided aluminum sign will read “Stratos” and “307” using face-lit channel letters with acrylic sign faces. The sign will utilize existing drill holes and will be located in the exact same location as the former blade sign.
- Add one (1) single-sided aluminum panel sign to measure 29.5 in. (w) x 12 in. (h). This sign be mounted on an existing perimeter fence and will consist of a metal panel with vinyl lettering to read “307 Parking Lot.”
- Add one (1) post-mounted parking sign with a sign face to measure 29.5 in. (w) x 12 in. (h). This double-sided sign will

consist of an aluminum sign face with vinyl lettering. Staff needs to confirm the exact location of the proposed sign and the overall height of the sign when installed prior to recommending approval.

Depending on the final placement and dimension details, it is expected that all three proposed signs meet the CBID Sign Code and could be approved administratively.

Staff Report:

Whenever possible, the DMC incentive programs place a high priority on historic renovation and adaptive reuse of existing structures. Projects like the renovation of 307 Madison are important if our goal is to develop a downtown with character, authenticity, and a unique sense of place. Downtown Memphis is defined by buildings and places that reflect their own time, including distinct construction techniques as well as style. The resulting mix of adaptive reuse of existing buildings and new construction on vacant infill lots provides a sense of authenticity that can be a distinct competitive advantage as we strive to attract new investment to the core city.

While it is certainly atypical and inconsistent with the EIG grant program that most of this work has been complete prior to DRB approval, staff is comfortable in recommending approval in this specific case. First, the actual incentive applicant was not aware of the lack of proper DRB approval prior to start of work. More importantly, the treatment of character defining features, cleaning technique, repairs, and select replacement has been done in a manner consistent with accepted standards for the treatment of historic buildings. Staff believes that the work is consistent with the Downtown Design Guidelines and was completely satisfactorily.

Staff Recommendation:

Staff recommends approval with the condition that the following components receive administrative approval by the DRB Chair prior to installation:

- Metal canopy final design with specific materials, color, and dimensions specified.
- Post-mounted parking sign final design with overall height and exact placement specified.