



**Design Review Board (DRB)
Staff Report**

Exterior Renovation

- Case # 21-77: 345 Madison Ave.
Memphis, TN 38103
- Applicant: Mike Todd, Monroe Associates, LLC
629 Monroe Ave.
Memphis, TN 38103
- Background: DRB review is required for this project because it received an Exterior Improvement Grant from the CCDC at its June 16th, 2021 meeting.
- The subject property is a 1-story commercial building on the south side of Madison Avenue, in the block between Fourth Street and Danny Thomas Blvd. The structure, built in 1958, is included in the parcel containing the recently renovated Craft Axe Throwing. The subject structure operates separately as an event venue, Stop 345.
- Project Description: The property owner has made substantial improvements to the adjacent building, Craft Axe Throwing, as well as activating Floyd Alley to the south. The applicant plans to further his contribution to the neighborhood with this project. The applicant is completely restoring the corner storefront system that curves along Madison Ave. and Danny Thomas Blvd. The boarded windows are being replaced with new glass storefront windows and new glass transom windows. The existing canopies above both front entrances are being removed and new custom steel awnings will be added. Matching steel awnings will also be added above the storefront windows across the façade. A custom fabricated steel railing system will be added to the roof to allow for roof-top activation.
- The renovations along the north side will continue around the corner to the east and south facing facades, with brick repair, new windows, paint, and awnings. The rear deck will remain and two new custom roll-up windows will be added at bar height. The building will have a different color scheme from the adjacent space to help break up the facade. A new mural is planned for the western side of the building, but is not included in this scope of work.

Staff Report:

Staff recommends approval of the proposed changes to 345 Madison Ave. The scope submitted helps to create a fluid pedestrian experience into and out of Downtown. The applicant has historically provided high-quality improvements to the neighborhood and has exceeded our EBO participation goals.

The proposed improvements such as awnings, transparent windows, and the rooftop activation brings additional security, animation, and vibrancy to a highly-visible corner downtown.

The applicant is also making cosmetic repairs to the interior space, separate from this application, and is actively working to recruit a local restaurant tenant that will aid in building a strong critical mass of activity for this block. A separate signage application will be submitted at a later date.

Staff Recommendation:

Staff recommends approval, with the condition that the future tenant submit a separate application for signage to staff.