



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

Exterior Renovation

- Case # 21-36: 413 Monroe Ave.
Memphis, TN 38103
- Applicant: Kris Shepherd
115 St. Andrews Fairway
Memphis, TN 38111
- Background: DRB review is required for this project because it received an Exterior Improvement Grant from the CCDC at its May 19th, 2021 meeting.
- The subject site is located within the EDGE District on the south side of Monroe Ave., between S. Danny Thomas Blvd. and S. Lauderdale St. The 6,812 sq. ft. space was built in 1918 and is located adjacent to the renovated office for Leo Events.
- Project Description: The applicant is proposing exterior improvements to the façade along Monroe, the eastern facing façade, and the paved drive to the east of the building. The applicant will be renovating the second floor apartment and the interior storefront space, separate from this application. The exterior improvements will greatly impact the pedestrian experience with fresh paint, new windows, a new overhead door, a new entrance, new awnings, new exterior lighting, sidewalk repairs, and added landscaping.
- Staff Report: The EDGE district is experiencing increased momentum in building renovations and commercial activity, largely due to high-volume projects such as The Walk, The Rise Apartments, and the Ravine. It's important now more than ever that the DMC support the infill of missing gaps that prevent a cohesive pedestrian experience with high-quality exterior improvements. 413 Monroe is a prime opportunity to further the investment in walkability within the neighborhood and in connecting the EDGE District to Downtown's Core through pedestrian-friendly tools such as additional lighting, paint, landscaping, etc.
- Staff is supportive of this application for high-quality exterior improvements to the site. The proposed improvements to the

building and landscape transform a deteriorating building into a site that brings commercial space, transparency and activation to the public realm.

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