



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

**Exterior Renovation and Lighting**

Case # 22-46: 620 Madison Avenue  
Memphis, TN 38103

Owner Applicant: Vikram Parasa & Purna Pervali  
Caliber Homes LLC  
1673 Horseshoe Bend Trail  
Collierville, TN 38017-2786

Architect: John Halford  
cnct. Design  
631 Madison Avenue  
Memphis, TN 38103

Background: DRB review is required for this project because it received an Exterior Improvement Grant (EIG) at the August 7, 2022 Center City Development Corporation (CCDC) Board Meeting. The approved EIG is a 1:1 grant up to \$60,000, based on approved receipts and subject to all standard closing requirements.

The subject property is in the Edge District along a major corridor, Madison Avenue. This two-story building includes a basement and an adjacent warehouse. Currently, one of the two tenant spaces is occupied by the Jamaican restaurant Evelyn & Olive. The other tenant space is empty but will be improved with white box finishes to make it move-in ready. The upper level will be composed of compact apartments units, with the majority being 2-bedroom units averaging 850 square feet. The onsite parking and its related fencing will also be improved.

Project Description: The exterior renovations to the property will improve the appearance of the building as well as improve the connections within the site and the street. The lighting plan will highlight the building design features while providing security.

Currently, the exterior brick of the building is painted. In addition to cleaning and tuck-pointing the exterior brick walls, the applicant proposes to strip the paint on all the exterior brick walls. The original red brick will be exposed and some residual paint is expected to

remain giving the building a rustic character. Since this is experimental design work, the applicant will come back to DMC if the removal does not yield the intended look. With some of the paint already coming off easily, the applicant is confident paint removal will be successful. The contingency plan is to repaint the brick.

On the building's south façade, the primary entrance of the building along Madison will be opened and enhanced. The inset brick walls with small windows on either side of the central building entrance will be replaced with two separate contemporary storefront systems. The defined entrances and large windows will improve accessibility and enhance the pedestrian connection between the street and the building. Additionally, the windows on the upper level will be replaced and the materials will match the storefront system on the ground floor. The black aluminum material of both will contrast with the newly paint stripped brick. The black accents will continue with the cornice which will be repaired and painted.

At the parking lot to the west of the building, the asphalt will be repaired and parking spaces will be striped, providing 13 standard parking spaces and one ADA space. For improved access, a modified curb cut will be added at the entrance, and a greenery lined walkway will be added along the western building wall between the building and the parking lot. This will connect the sidewalk, parking lot, and side tenant entrance. Furthermore, the sidewalk will be repaired. Landscaping will be added directly inside the existing brick and wrought iron parking lot fence. Additional greenery will also be added around the parking lot and warehouse space.

The proposed exterior lighting plant consists of the following elements:

- Six black aluminum LED fixtures mounted above the mid-belt cornice providing up-lighting on the upper level Madison Ave. façade
- Four LED fixtures mounted on the ground level Madison Ave. façade providing up/down-lighting
- Four LED fixtures on the wall facing the parking lot
- Two LED fixtures on the wall facing the back alley

**Staff Report:**

The proposed renovation of 620 Madison is consistent with the Downtown Design Guidelines by restoring and highlighting historic elements like the cornice, commercial storefronts, and brick on the façade with a modern interpretation. The new windows, storefront system, and tenant entrance storefront create a balanced façade design and their black color further defines the building. These elements also open up the space providing an urban feel, security,

and connectivity. Moreover, the paint stripped brick is a novel and interesting design feature that highlights the original brick.

There is attention to screen the parking lot with landscaping and to ensure that it is secondary to building. Additionally, walkways and openings have been added to the parking lot to create a defined connection between with building, the parking area, and the street that encourages pedestrian activity. The lighting plan adds security for pedestrians while highlighting the building features on the façade.

**Staff Recommendation:**      **Staff recommends approval, with the condition of additional applications for the tenant signage and re-painting (if it is necessary).**