



## DESIGN REVIEW BOARD APPLICATION

**Administered by:  
Design Review Board**

Property Address\*: 635 Madison Ave. Memphis, TN 38103

Applicant Name & Mailing Address: cnct. design / 635 Madison Ave. Memphis, TN 38103

Applicant Phone Number: 901.654.8444 Applicant Fax Number: \_\_\_\_\_

Property Owner's Name & Mailing Address: John Halford / 635 Madison Ave. Memphis, TN 38103

Property Owner's Phone Number: 901.654.8444

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

Sign  Renovation   
New Building  Other Exterior Alteration

Project Description: Renovation of a Warehouse into a mixed-use office, art gallery, and retail space. Substantial exterior and interior upgrades, including improvements to pedestrian pathways, landscaping and site improvements, as well as new windows and doors.

Status of Project: Design Process

**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 submit the application with any necessary attachments to [designreview@downtownmemphis.com](mailto:designreview@downtownmemphis.com). Questions can also be e-mailed to [designreview@downtownmemphis.com](mailto:designreview@downtownmemphis.com), or you can reach Planning & Development staff at (901) 575 - 0540.

Owner/Applicant Signature: \_\_\_\_\_

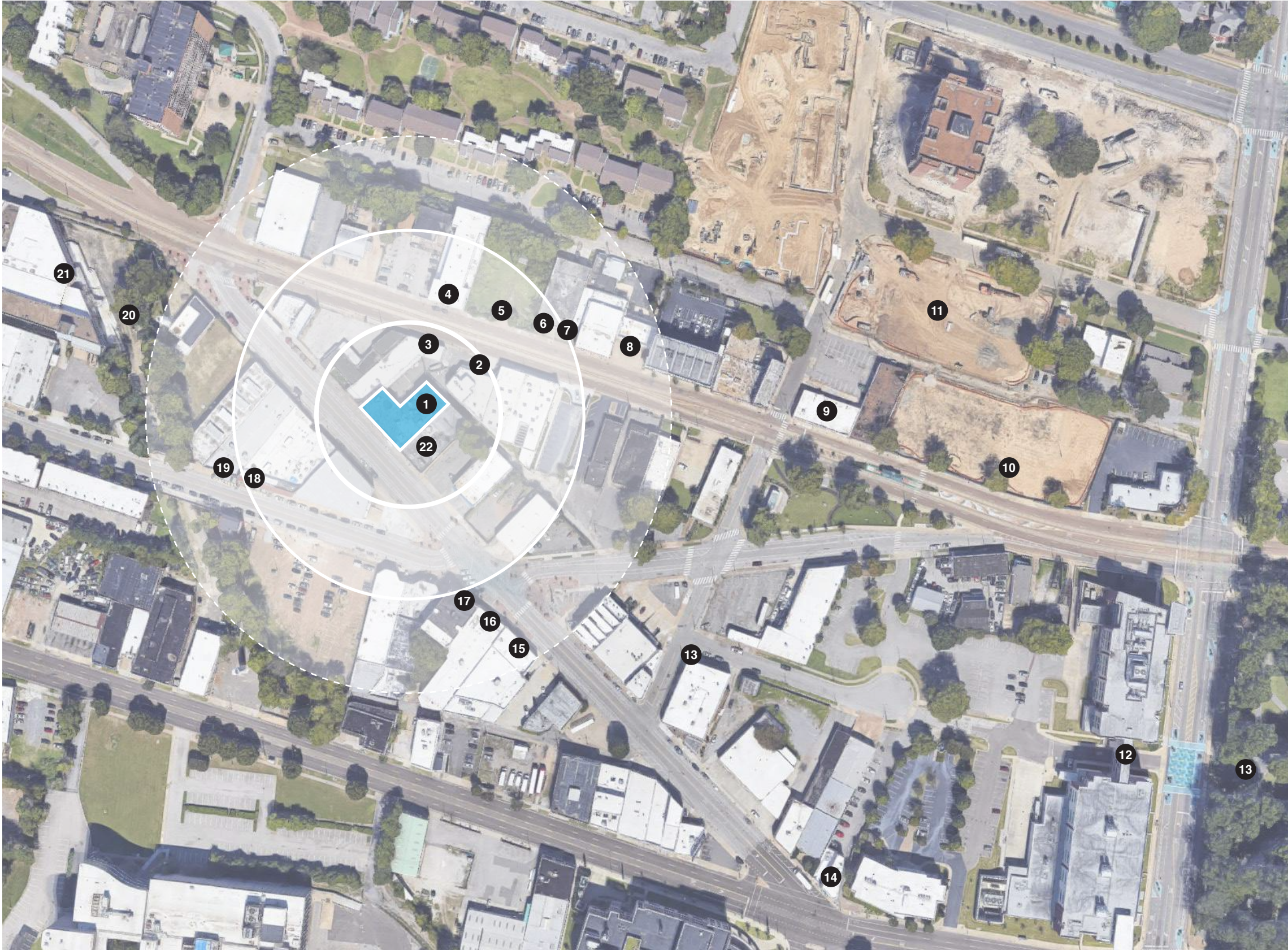
  
02.08.2023

Date: \_\_\_\_\_

\*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.

# Vicinity Map

- 1 635 Madison Ave.
- 2 Sam Phillips Recording Studio
- 3 Inkwell
- 4 620 Madison Ave. (in progress)
- 5 Parking
- 6 Rootstock
- 7 Three of Cups (in progress)
- 8 Sabor Caribe
- 9 Trolley Stop Retail
- 10 Orleans Station Retail
- 11 Orleans Station Apartments
- 12 UT Health Sciences Campus
- 13 Health Sciences Park
- 14 Sun Studio
- 15 Edge Motor Museum
- 16 Marshall Art
- 17 Heartbreak Hotel (in progress)
- 18 Edge Alley
- 19 High Cotton Brewery
- 20 The Ravine
- 21 Memphis Made (in progress)
- 22 616 Marshall Ave. (future development)



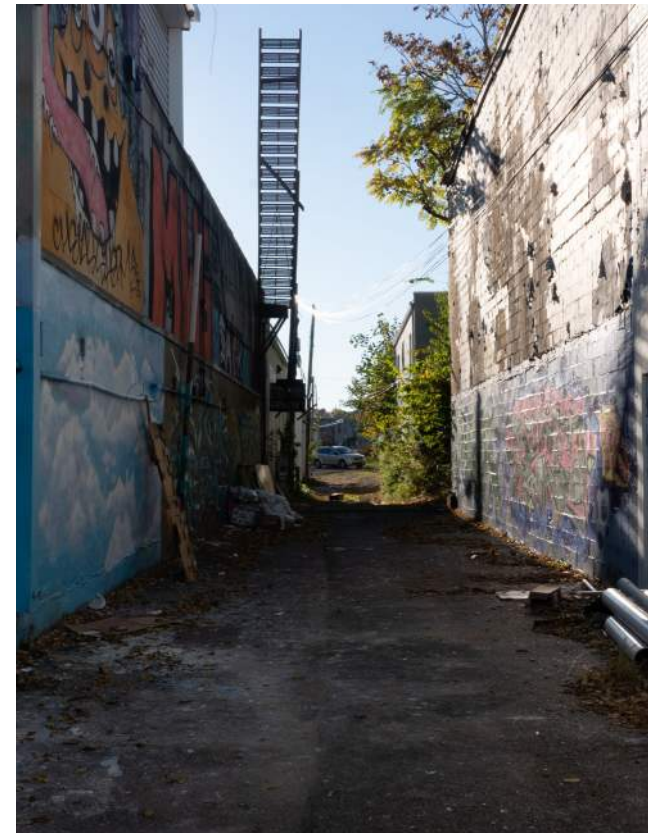
# Project Description

The following project proposal is located at 635 Madison Avenue within the Edge District. Tucked between the historic Sam Phillips recording Studio and Inkwell Cocktail lounge, 635 Madison will include a series of creative spaces including an art gallery, pop-up retail, and creative offices.

organized around a central courtyard, 635 Madison will bring sustained activity throughout the day and into the evening.

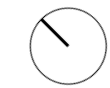
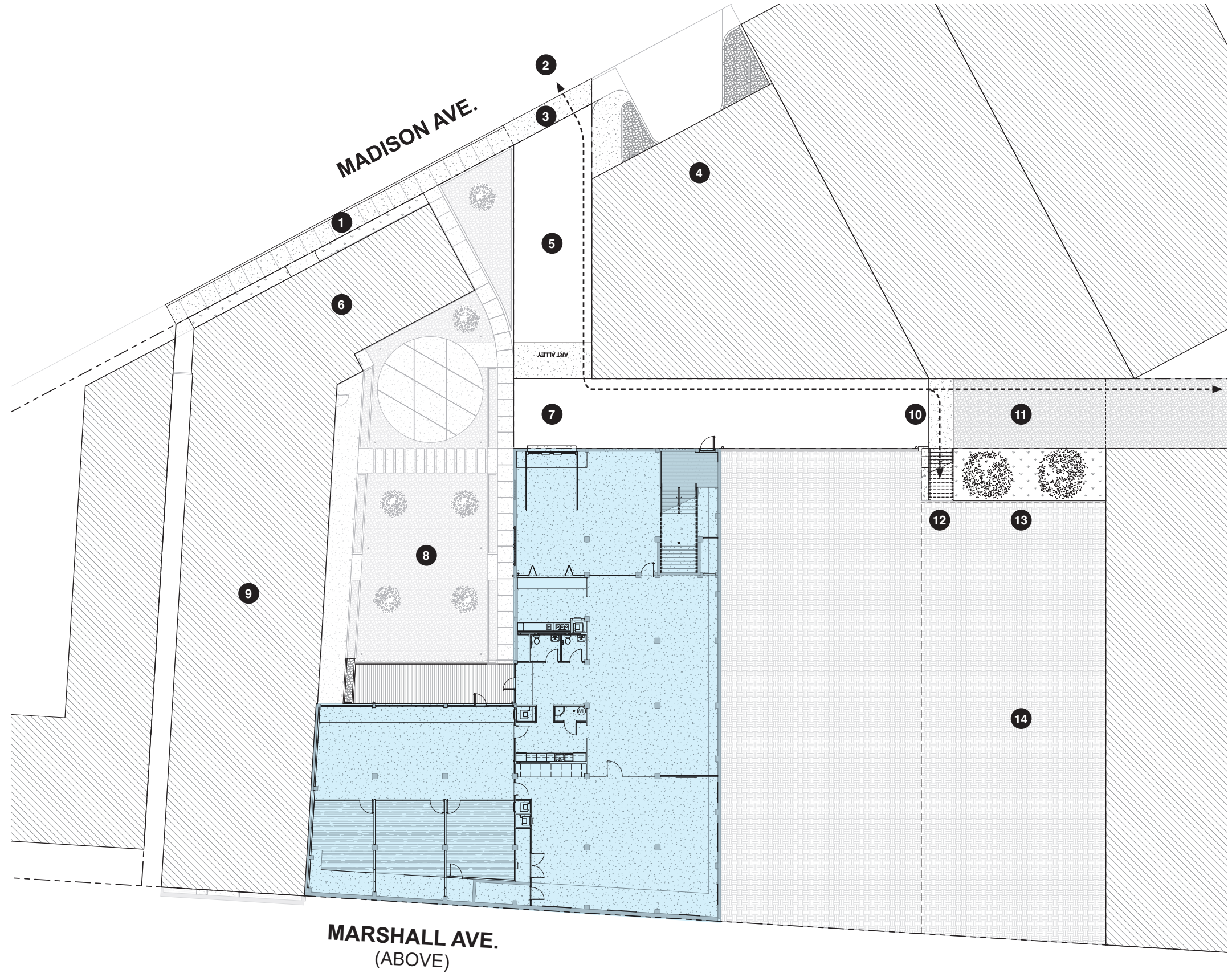
the development will re-purpose an existing alley as a walkable connection from Madison to Marshall. This connection will improve safety and decrease travel time between retail and residential developments-- creating a more vibrant and sustainable district.

cnct. design, an affiliate of cnct. development, is the architecture firm responsible for the building's renovation and will occupy 2,500 sf of "carbon-positive" office space.



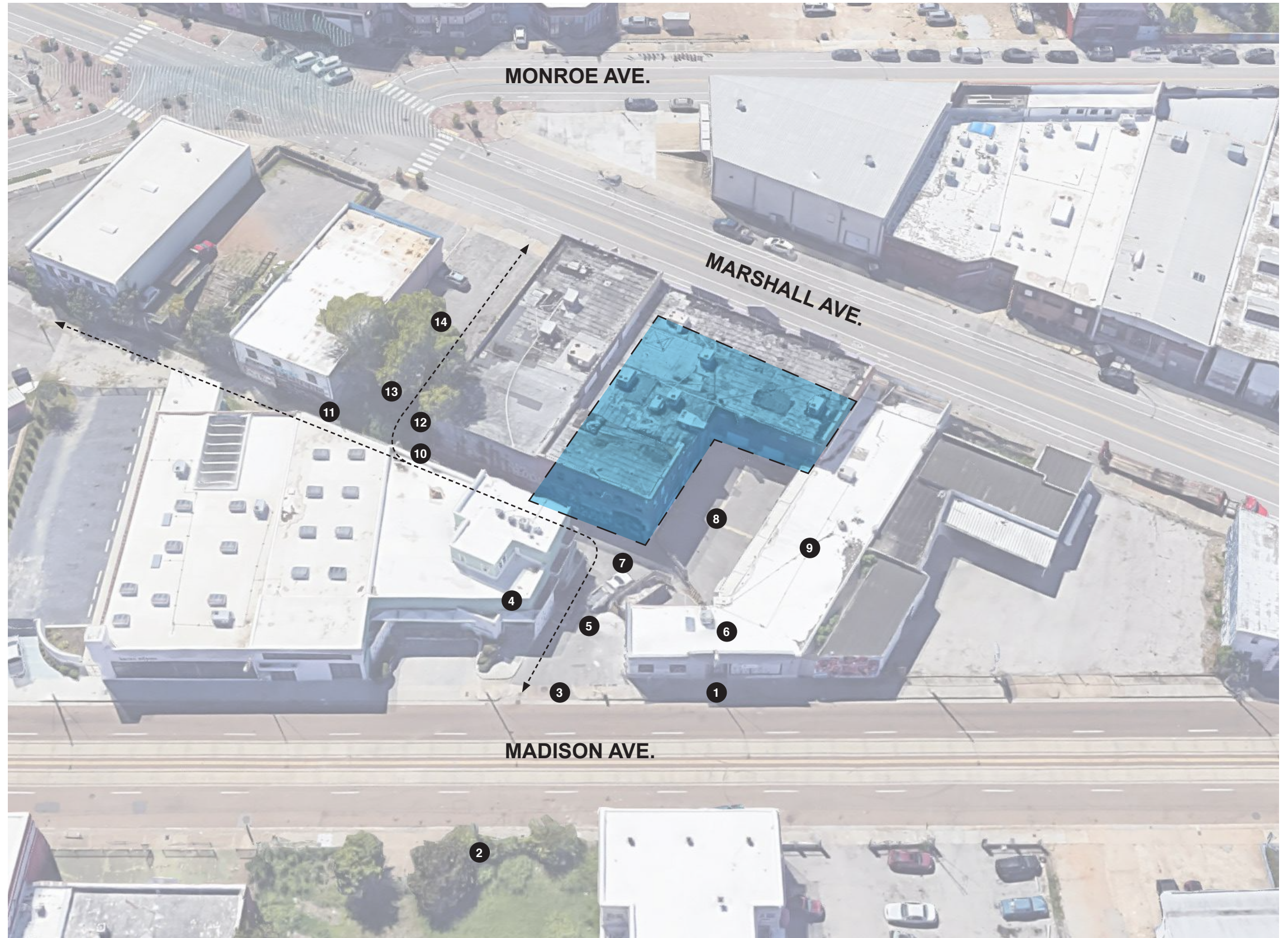
# Proposed Site Plan

- 1 New Concrete Sidewalk and Frontage Improvements
- 2 Shared Parking Lot Across Street
- 3 Replace Existing Curb Cut
- 4 Sam Phillips Recording Studio
- 5 Re-surface Asphalt Alley Pavement
- 6 Inkwell Cocktail Bar
- 7 Art Alley Improvements and Exterior Lighting
- 8 Shared Courtyard
- 9 Airbnb's
- 10 Pedestrian Short cut to Marshall & Monroe
- 11 Alley Cleanup and New Gravel
- 12 Site Stair and Trash Access
- 13 Dumpster Enclosure
- 14 Shared Parking Lot From Marshall Ave.



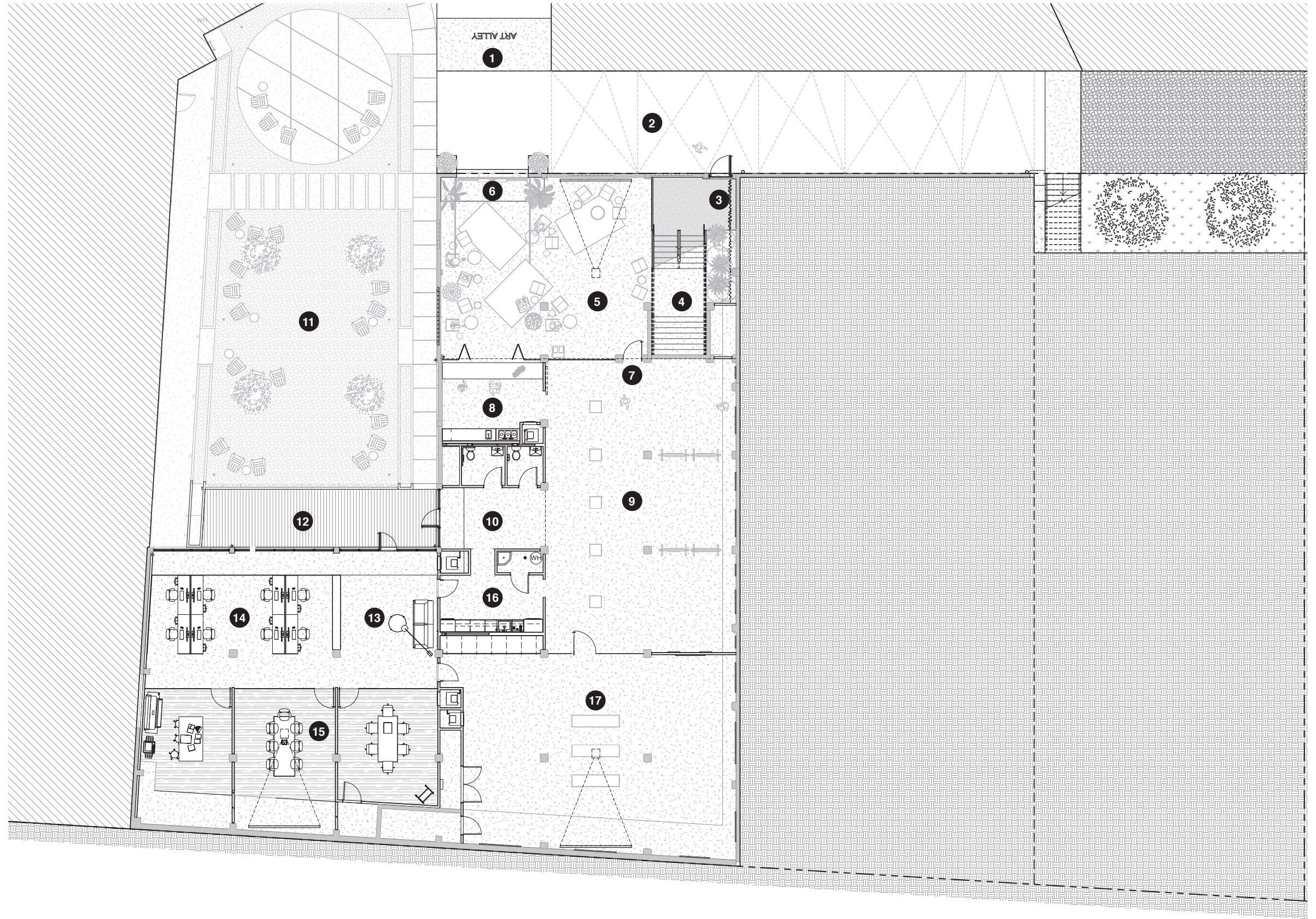
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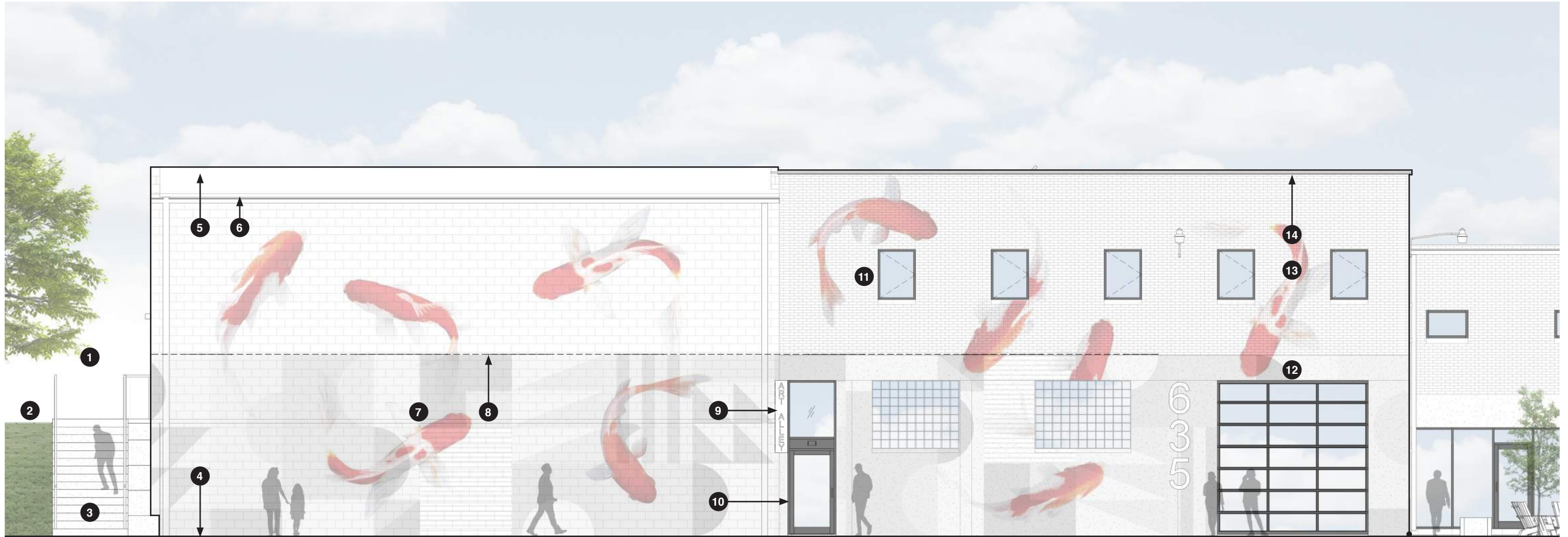
# Proposed Floor Plan

- 1 Alley Entry/Improvements
- 2 Artist Alley and Exhibition Space
- 3 Primary Entry/Exit
- 4 Grand Stair to Future Phase
- 5 Exhibition/Retail Space
- 6 Glass Over Head Door
- 7 Secure Entry
- 8 Service Counter
- 9 Co-work & Exhibition Space
- 10 Secondary Entry/Exit
- 11 Existing Courtyard
- 12 Patio Addition
- 13 Architecture / Development Office
- 14 Desking Stations
- 15 Private Meeting Rooms
- 16 Shared Core Break Room
- 17 Multi-Purpose Presentation Room



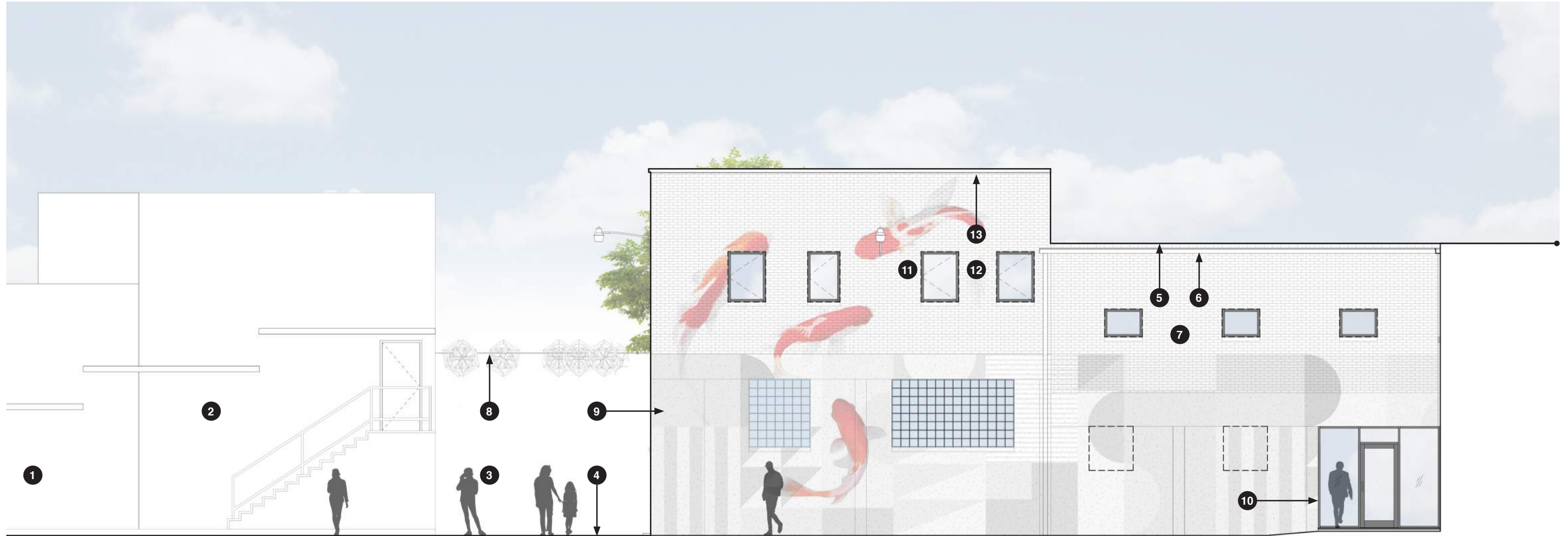
# Proposed Exterior - Alley North Elevation

- |   |  |    |   |
|---|--|----|---|
| 1 | Pedestrian Connection to Marshall Ave. | 8  | Over Head Art Exhibition/Lighting Cables  |
| 2 | Dumpster / Waste Collection            | 9  | Backlit Acrylic Box Sign                  |
| 3 | Site Stair                             | 10 | Main Entry & Exit                         |
| 4 | Pavement Improvements                  | 11 | New Operable Glazing in Existing Openings |
| 5 | New TPO Roof System                    | 12 | New Glass Over Head Door                  |
| 6 | New Gutter & Downspout                 | 13 | Paint All Exterior SW Greek Villa         |
| 7 | Masonry Tuckpointing & Repairs         | 14 | New TPO Roof and Pre-finished Parapet Cap |



# Proposed Exterior - East Elevation

- |   |                                |    |   |
|---|--------------------------------|----|---|
| 1 | Entry From Madison Ave.        | 8  | Over Head Art Exhibition/Lighting Cables  |
| 2 | Sam Phillips Recording Studio  | 9  | Continuation of Alley Art                 |
| 3 | Art Alley                      | 10 | Secondary Entry & Exit                    |
| 4 | Pavement Improvements          | 11 | New Operable Glazing in Existing Openings |
| 5 | New TPO Roof System            | 12 | Paint All Exterior SW Greek Villa         |
| 6 | New Gutter & Downspout         | 13 | New TPO Roof and Pre-finished Parapet Cap |
| 7 | Masonry Tuckpointing & Repairs |    |   |





# Proposed Exterior - Courtyard North Elevation

- 1 Architecture & Development Office Entry
- 2 Storefront System
- 3 Operable Glazing In Existing Openings
- 4 New TPO Roof System
- 5 New Gutter & Downspout
- 6 Paint Exterior SW Greek Villa



## Proposed Exterior - Rendering



# Proposed - Creative Co-work & Exhibition Space

1. Entrance from Madison Ave. alley showing the proposed activation of 635 Madison (Left) abutting the previous development of 631 Madison, Inkwell, shared courtyard, and Airbnb's (Right).
2. Behind the overhead door seen in image (1) is the proposed activation of the on grade basement level of an existing building. Previously used as a night club space, the new program will be a publicly activated space with shared co-work, pop-up retail, and exhibition spaces to be shared to all creatives.
3. The updated interiors will be a minimalistic raw shell prepared for the imprint of the creatives occupying the flexible spaces. Painted exposed board formed concrete ceilings, walls, and columns with the integration of natural wood textures, fabrics, and LOTS of art.
4. Just one example of many, the space is shown as a private art gallery exhibition with movable presentation boards and display podiums. This flexible open space can easily be rearrange as a retail pop-up, one off pop-up event space, and even desking systems for co-work office space.



# Proposed - Architecture & Development Office

1. Tucked into the rear of the site will be the new home of the project developers, architects, and property managers cnc+. design + development. Ideal to operate the creative campus and be surrounded by a breadth of other creatives. Interconnected with entirety of the co-work and lifestyle development.
2. View down the center line of the office, there is the entry storefront and open studio desking systems on the left hand side, three private meeting rooms on the right hand side, and central connection to the share co-work multipurpose room.
3. To the right as one would enter are the architects battle stations. Open, flexible, and at front the individuals behind the works will have site lines to the shared courtyard, natural indirect northern light, and have direct connections to the public and activities happening around the campus.
4. At the entry of the office there will be a modest lounge in front, doorway to shared kitchen and rest rooms immediately to the left, entry to shared multipurpose room on the left, and conference/meeting rooms to the back.
5. looking out from within one of the three meeting rooms, these amenities will not only be primarily for the architecture and development office, but also available to the rest of the co-work tenants on an as need basis.

