



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

Exterior Renovation

Case # 21-45:

655 Marshall Ave.
Memphis, TN 38103

Applicant:

John Halford
676 Marshall Ave. Ste 101
Memphis, TN 38103

Background:

DRB review is required for this project because it received an Exterior Improvement Grant from the CCDC at its January 20th, 2021 meeting.

The subject property is located in the heart of the Edge District along Marshall Ave. between Monroe Ave. and S. Orleans St. The 0.12-acre site contains a 5,257 sq. ft. one-story commercial building.

Project Description:

The building currently sits un-occupied, having been used for storage by previous owners. The project team intends to renovate the building to accommodate new commercial tenants, such as Sweet Magnolia's Gelato Co. The exterior renovations will bring much-needed infill development to a heavily pedestrian and tourist activated corridor. The project will join other new and upcoming DMC supported developments including Slim & Husky's, the Rise Apartments, The Ravine and The Motor Museum.

The applicant will add the storefront back to the northern façade and make improvements to the sidewalk along Marshall Ave. The plaster coat finish along the Marshall-facing façade will be repaired and painted along with the other sides of the building. Glazing will be repaired along the south end of the building and a new window will be added to the eastern façade.

Staff Report:

Staff is supportive of approving an Exterior Improvement Grant for this project. The renovations to the building are in keeping with our design principles for Downtown. The plans raise the bar in design excellence for future development and renovation projects to follow. The durable materials are designed for the long term and the design fits within the context of the Edge District.

The new lighting and transparent windows enhance the public realm and invites use of the sidewalk.

In addition to interior and exterior renovations, the applicant has future plans to activate the alley that runs along the southern boundary of the site. Signage applications will be submitted separately at a later date.

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