



# DESIGN REVIEW BOARD APPLICATION

Administered by:  
Design Review Board

Property Address\*: 656 Madison Ave, Memphis, TN 38103

Applicant Name & Mailing Address: Monroe Associates LLC. - 629 Monroe Ave., Memphis, TN 38104

Applicant Phone Number: 901.725.5625 Applicant Fax Number: 901.272.0934

Property Owner's Name & Mailing Address: George Michael Todd - 790 Snowden Cir., Memphis, TN 38104

Property Owner's Phone Number: 901.650.2112

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

- Sign
- Renovation
- New Building
- Other Exterior Alteration

Project Description:

Refresh the North and South (Madison Ave.) facing facade of 656 Madison. This building is currently home to a mix of tenants: residential, Block by Block, Memphis Medical District Collaborative, and a vacation rental unit. A majority of the scope of work includes extensive masonry repairs, tuckpointing, and exterior painting. Other work includes any necessary sidewalk repairs, specialty copper coatings for the existing standing seam metal awning, the addition of a copper standing seam metal awning to replace asphalt shingles on the south facade.

Status of Project:

There was a special administrative approval given for the South facade standing seam copper awning. The material is coming from Tennison and a/o 8/9/2023 has yet to be ordered.

**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 contact Abe Lueders at (901)575-0565 or [alueders@downtownmemphis.com](mailto:alueders@downtownmemphis.com) with any questions and to submit an application.

Owner/Applicant Signature: 

Date: August 9, 2023

\*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.



## 656 Madison Ave

- 18,800 SQ FT
- Street Level Commercial – MMDC
- Second floor vacation rental (Airbnb / VRBO)
- Basement level warehouse and residential: (4) units including Block by Block



# South Facade



## Scope of work:

- Masonry tuckpointing and exterior prep for paint
- Paint exterior
- Replace existing upper asphalt shingles with standing seam copper awning
- Necessary sidewalk repairs

# Materials

SW 7010  
**White Duck**  
Interior / Exterior  
Location Number: 254-C5

254	White Duck				
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Exterior paint

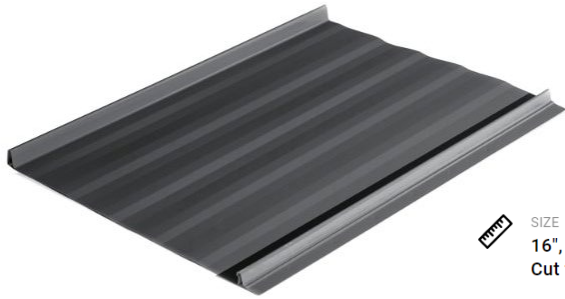


Stop 345 – color example





# Materials cont'd



Snap lock standing seam metal awning



SIZE

16", 12" Width (Coverage)  
Cut to Inch From 3'-45"



GAUGE & WEIGHT

26 Gauge - 0.92 Lb / Sq Ft  
24 Gauge - 1.19 Lb / Sq Ft



Copper metallic finish





# North Facade

Scope of work:

- Masonry tuckpointing and exterior prep for paint
- Paint exterior
- Put specialty copper coatings on existing awnings to match awnings on south elevation
- Repairs and paint of garage doors
- Removal of window unit a/c

*\*See next slide*



# Materials

Primary exterior color

SW 7010

**White Duck**

Interior / Exterior

Location Number: 254-C5



254

White Duck

SW 7069  
**Iron Ore**

Interior / Exterior

Location Number: 251-C7

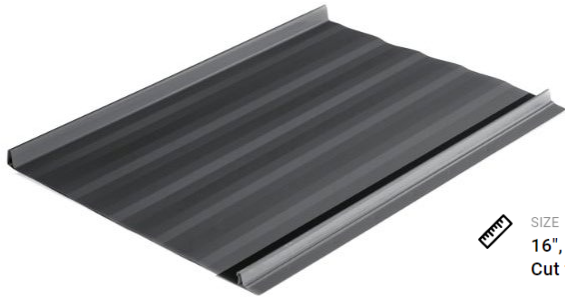
251

Iron Ore

Accent: Trim, gutter, garage, and railing color



# Materials



Snap lock standing seam metal awning



SIZE  
16", 12" Width (Coverage)  
Cut to Inch From 3'-45"



GAUGE & WEIGHT  
26 Gauge - 0.92 Lb / Sq Ft  
24 Gauge - 1.19 Lb / Sq Ft



Copper metallic finish





# North Façade – proposed design



# Sidewalk

Standard 2500-3000 psi mix

