



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

Exterior Renovation

Case # 21-84:

145 Madison Ave.  
Memphis, TN 38103

Applicant:

Charles Cavallo  
200 Wagner Pl. #1002  
Memphis, TN 38103

Background:

DRB review is required for this project because it received a Retail Improvement Grant from the CCDC at its September 15th, 2021, meeting.

The subject property is located on the south side of Madison Ave., just east of South Second St. It is adjacent to Fam restaurant and is right across the street from The Brass Door and Crazy Gander Coffee. The applicant plans to fully renovate the interior ground floor commercial space and storefront.

Project Description:

The Retail TI funding will be used toward new electrical, plumbing, and HVAC that bring the space back into operable use. Interior demolition, new lighting, flooring, and a new cash-wrap counter will transform the vacant jewelry store into a vibrant, renovated nutrition bar.

The existing storefront was designed to meet the needs of the previous use for the space, jewelry display cases and a recessed entrance with safety gate. The applicant intends to pull the entry up to the street to create a cohesive storefront system with the adjacent commercial spaces. The existing storefront will be demolished and replaced with new metal framed windows and a new metal framed door. The existing black awning will remain with new ambient lighting installed to illuminate the sidewalk below. New faux wood siding will be installed above the awning for added detail.

Staff Report:

Staff is supportive of approving the Design Review Board Application for this project. The proposed improvements are consistent with the surrounding context and were designed to improve the pedestrian experience along Madison Ave. The

materials proposed are durable and promote creativity, while maintaining the historic features of the rest of the building.

**Staff Recommendation:** **Staff recommends approval, with the condition that applicant submit a separate application for signage.**