



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

Exterior Renovation

Case # 21-68: 694 – 704 Madison Ave.  
Orleans Station Retail  
Memphis, TN 38103

Applicant: Alex Turley, CEO  
Henry Turley Company  
65 Union Ave.  
Suite #1200  
Memphis, TN 38103

Background: DRB review is required for this project because it received an Exterior Improvement Grant from the CCDC at its August 18<sup>th</sup>, 2021 meeting.

The subject property is a one-story vacant retail building located on the north side of Madison Ave. between N. Orleans St. and N. Manassas St. The former shopping strip once housed Trolley Stop Market, Spincult, C. Tatum’s Signature Salon and OtherFoods Kitchen (home to Benefizz and Dave’s Bagels). The 11,912 sq. ft. building will be re-purposed as a multi-tenant retail development focused on health and wellness.

Project Description: The University of Tennessee Health Science Center (UTHSC) has engaged Henry Turley Company (HTC) and ComCap Partners to develop 10 acres as part of the UTHSC’s Master Plan. Orleans Station Retail will bring restaurants, shops, and amenities to the area. The plaza on Madison, opposite Orleans Station Retail, will provide parking for customers.

The project will adaptively re-use the existing one-story building with major improvements to the exterior façade. Select demo will add new, larger windows to the storefronts and new entrances for the individual retail spaces. New materials will be used to add interest along the southern and eastern façades, the primary pedestrian-facing facades. Additional features will be added to strengthen the pedestrian experience such as canopies, lighting, and greenery.

The current southern façade (Madison Ave.) has five entrances, barred windows and doors, non-transparent storefront windows, fabric canopies, and minimal-to-no exterior lighting. The proposed changes include upgrading the entire façade with new materials, doors, enlarged windows, and lighting fixtures. Two canopies will be added, one that wraps around to the western façade. Classic stainless steel wall panels, brick, a green wall, perforated metal panels, aluminum corrugated wall panels, wood siding, and new exterior wall sconces will be added for visual interest and added dimension.

The existing solid-white painted eastern façade (facing the proposed plaza) will be renovated to include new bronze aluminum framed storefronts and overhead aluminum doors. A green wall, a wood slated canopy, silver aluminum corrugated wall panels, brick, and natural wood siding will also be added.

The existing western façade on the corner of Orleans St. and Madison is a solid painted brick wall. The improvements include a wrap-around canopy, extended from the southern façade, and a new large storefront window. An opportunity for a mural is proposed for the remainder of the brick façade, along with additional lighting. The western elevation along the rear of the building, facing the parking area, will also serve as an opportunity for artwork.

The northern façade is largely unseen from the pedestrian network. The existing brick will remain and is an additional potential artwork opportunity. The entrances will serve as rear access for the retail spaces and as a mail room for apartment tenants.

**Staff Report:**

Staff is supportive of approving the proposed exterior renovations for this project. The new storefront materials, sidewalk improvements, and landscape additions create a safer, more walkable experience along Madison Avenue. It's location also helps to improve access and mobility between the UT campus and the rest of the activity in the Edge District and Downtown.

The submitted designs are in keeping with our Downtown Design Guideline principles of achieving excellence in design, promoting creativity, and enhancing both the public realm and pedestrian experience.

**Staff Recommendation:**

**Staff recommends approval, with two (2) conditions:**

- 1. The applicant and/or future tenant submit an application to staff for signage.**
- 2. The applicant submit the future mural proposal once an artist has been identified and rendering drafted.**