



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

*New storefront*

Case # 17-25:

55 S Main St.  
Memphis, TN 38103

Applicant/Owner:

Janice M. Holder  
119 South Main Street, Suite 500  
P.O. Box 3244  
Memphis, TN 38173

Background:

The subject property is a circa 1890 commercial building on the west side of South Main Street, in the block between Monroe Avenue and Union Avenue. The applicant intends to replace the ground-floor storefront to help attract a new commercial tenant. Upper floors will remain unaltered and in residential use.

The project requires DRB review because it was approved for an EIG grant from the CCDC at its July 19, 2017 CCDC meeting. The property owner was approved for an EIG grant in the amount up to \$73,416 to replace the present storefront.

Project Description:

The exterior scope of work generally includes removing the existing recessed entry and roll-down security door and replacing it with a new storefront system. The new façade design, approved by the Memphis Landmarks Commission (MLC) on May 25, 2017, will feature a glass and aluminum storefront system in a traditional 3-part commercial configuration (transom, storefront window, and kickplate). Additionally, repairs to the sidewalk in the adjacent alley will be performed if the budget allows. The full scope of work in this renovation includes the following:

- New storefront & doors
- Concrete work
- Exterior demolition
- Dumpster & disposal fees
- Fencing
- Stucco
- Remove shutter

- Exterior painting
- Electrical work
- Framing & sheathing
- Structural repairs
- Architectural design fees
- Structural engineer fees

**Staff Report:**

For purposes of DRB signage review, the subject property is located within the Gayoso-Peabody Historic Preservation (Landmarks) District as well as the Gayoso-Peabody National Register Historic District.

The Exterior Improvement Grant program is designed to help Downtown commercial property owners and businesses make high-quality improvements to the exterior of their property. A secondary goal of the grant is to help new and existing businesses succeed by enhancing their curb appeal in ways that might not be possible without assistance. The proposed storefront reinforces both of these goals while enhancing the pedestrian experience, adding more street level interest, and creating a more adaptable storefront to attract tenants more easily.

Staff believes the proposed design improves building conditions and raises the standard of design downtown, two priorities for the DMC and the Main St. Mall.

**Staff Recommendation:**     **Staff recommends approval**