



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

*Façade work including new windows and doors, glazed terra cotta and a renovated storefront*

Case # 17-45: 26 S Main St,  
Memphis, TN 38126

Applicant/Owner: Dana Gabrion  
Gabrion Development  
99 S. Second St, 2nd Floor  
Memphis, TN 38103

Background: The subject property is a circa 1900 commercial building on the east side of South Main Street, in the block between Monroe Avenue and Madison Avenue. The 3-story structure will be renovated as a mixed-use building to feature commercial space in the ground-floor (approx. 3,500 sq. ft.) and a total of 2-4 apartments on the upper levels. The full basement may also be used for commercial use (approx. 3,000 sq. ft.).

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 \$100,000 to make site enhancements to the property.

Project Description: The full scope of work in this renovation includes the following:

- New terra cotta cladding
- Structural steel
- Metals & carpentry
- Thermal protection & roofing
- Windows, storefront & doors
- Metal studs & drywall

Staff Report: The proposed exterior modifications are consistent with the Downtown Memphis Design Guidelines and DMC priorities of enhancing the pedestrian experience, creating more active storefronts and achieving excellence in design.

Considering the building façade has been unsympathetically altered over the years and no longer retains any architectural or historic significance, the entire façade will be demolished and rebuilt. The glazed terra cotta, steel frame windows, and a glass and metal storefront are creative approaches that propose a new façade with high-quality materials while drawing upon local design traditions.

The proposed permanent improvements to the building add architectural details to the façade that enhance the curb appeal, reinforce our design guidelines, and increase excellency in design along Main St.

**Staff Recommendation:** **Staff recommends approval with the condition that all final material selection, including but not limited to the glazed terra cotta, is to be administratively approved by the DRB board chair.**