



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

*Building renovations including new windows and doors, masonry cleaning and sidewalk repair*

Case # 17-23: Arrive Hotel  
477 S Main & 484 S Front St.  
Memphis, TN 38103

Applicant: Chris Pardo  
1555 S Palm Canyon  
Palm Springs, CA 92264

Owner: Wessman Holdings  
5555 Sunrise Way  
Palm Springs, CA 92264

Background: The proposed development involves the adaptive reuse and renovation of two separate but adjacent historic buildings in the heart of the South Main district. The 5-story building at 477 S. Main Street was originally built in 1913 as a storage warehouse at the southwest corner of South Main Street and Butler Avenue. Most recently used as the Memphis College of Art (MCA) Graduate School, the building will be fully renovated and converted into a 62-key boutique hotel. The second building included in the development is located immediately to the west, at 484 S. Front Street. This 1-story 1947 historic warehouse building will yield approximately 5,500 sq. ft. of retail/commercial space and 90 parking spaces to support the hotel development. 62 of these parking spaces will be located within the 484 S. Front building and the remaining spaces will be on-site surface parking.

The project requires DRB review because it was approved for a PILOT from the CCRFC at the February 14, 2017 CCRFC meeting. The property owner was approved for a 15-year PILOT lease for adaptive reuse project for a new hotel development with ancillary commercial space.

Project Description: Building renovations have received approval from the Memphis Landmarks Commission (MLC) and generally

include replacing old windows, adding new awnings, repairing damaged bricks, and repairing sidewalks.

The exterior scope of work includes the following:

- Repairing sidewalk along Butler St
- Replacing all windows (except for the East facade) with Quaker historic replica divided lite warehouse windows
- Repairing damage brick as needed
- Cleaning masonry
- Removing the stucco slurry from the exposed area of the basement level along Butler St. replace with white glazed brick veneer
- Removing old garage door on North Elevation and replacing it with a steel C-channel awning (painted black) for entry into the lower restaurant
- Installing a steel C-channel awning at entry to 477 along Main Street (paint black)
- Replacing garage doors with smooth black insulated steel garage doors
- Painting 484 S Front doors black

**Staff Report:**

For purposes of DRB signage review, the subject property is located within the South Main/Warehouse District. The proposed exterior modifications are consistent with the Downtown Memphis Design Guidelines and DMC priorities of adaptive reuse of historic buildings, high-quality design, activated ground floors and around the clock vibrancy.

The subject property sits at a key location in the heart of the South Main District and will effectively revitalize an entire block stretching from South Main Street to South Front Street with two restaurants/bars. The proposed renovations and site enhancements improve the condition of both historic properties while introducing contemporary design through doors, awnings, and additional finishes. The later addition of public art and architectural lighting will additionally promote walkability, safety, and artistic expression.

Staff finds that the proposed renovations and site enhancements are consistent with the applicable provisions in the CBID Sign Code and is in support of the exterior work as proposed.

**Staff Recommendation:**

**Staff recommends approval.**