



## Design Review Board (DRB) Staff Report

### Exterior Renovation

Case # 18-119: 64 S Main St.  
Memphis, TN 38103

Applicant: Mr. Gabriel Velasquez  
November 6 Investments  
64 S. Main St.  
Memphis, TN 38103

Owner: Dr. Claudia P. Neira  
1068 Cresthaven Rd.  
Memphis, TN 38119

Background: DRB review is required for this project because it received a 15-Year PILOT at the October 9, 2018 CCRFC Board Meeting and a \$200,000 Development Loan at the October 17, 2018 CCDC Board Meeting. The applicant will renovate the building as a mixed-use development.

The subject property is located on the east side of the Main Street Mall, in the block between Monroe Avenue and Union Avenue. The building, currently vacant, is recognized as a Contributing Structure within the locally-zoned Gayoso-Peabody Historic Preservation (Landmarks) District. The 11,145 sq. ft. building was constructed in 1942 and once served as a pharmaceutical distribution center. Subject to the applicant receiving all required approvals, construction could begin as early as this fall and be completed in late 2019.

Project Description: The property consists of a basement and two above ground levels, 3,715 sq ft each, and will be re-developed into a mixed-use property housing a different concept on each level. The redeveloped building will include a boutique fitness and wellness center, a healthy food concept, pop-up shops, co-working and semi-permanent office space. The rooftop is slated to house an exclusive chef's table experience, lounge and event space.

Restoring the Main Street facade of the building will consist of highlighting its historic character and improving the curb appeal.

November 6 Investments will be working with the National Park Service, following guidelines and standards for the restoration of exterior improvements made to the historic 64 South Main Street building. The South Main Street facade is in good condition and will not require masonry or stone repair. It will receive a thorough cleaning, granite polish and finish treatment. Specifically, the steel windows will be repainted and repaired as needed, all granite veneer joints will be repointed, the decorative metal trim will be repaired, new storefront doors will be installed and the old signage and exterior lighting will be removed.

The exterior scope of work for the eastern elevation of the building will include adding screening for the roof HVAC units, installing new gutters, repainting and restoring all windows as needed, repointing all brick veneer mortar joints, restoring the fire escape, and installing new windows at the mezzanine level to match the existing windows.

Architectural lighting, public art and signage will be addressed in a separate application.

**Staff Report:**

This property is located in the Downtown Core and is in the Gayoso-Peabody Historic District. The proposed renovation is consistent with the Downtown Memphis Design Guidelines and DMC priorities of honoring the heritage of the city and enhancing the public realm.

The proposed renovation of the Main St. façade is minimal in order to best highlight the historic character. The proposed scope of work includes cleaning and repairing all existing elements and replacing the front doors in order to enhance functionality.

The scope of work for the eastern elevation has a similar approach of cleaning and restoring the building's original condition with the addition of new windows on the mezzanine level to add more natural light and add interest to the alley façade. In this way, the renovations will be preserving the historic significance of the building and allowing the building to retain its integrity.

In addition to maintaining the original design, the applicant will also introduce new components such as architectural lighting, public art and signage that will complement the restoration and be compatible with the building's character.

Collectively, the proposed renovation puts a vacant structure back into active use, enhances the curb appeal, and strengthens the Main St. Mall as the main pedestrian corridor for Downtown.

Staff is supportive of the proposed design and believes that it will serve as a strong example of tasteful and creative re-use of a historic building while also enhancing vibrancy on the Main St. Mall. Projects such as this are critical in maintaining Main Street's signature mix of historic structures and modern touches that ensure a unique and authentic public realm.

**Staff Recommendation:** **Staff recommends approval with the condition that the applicant return with a separate application for architectural lighting, public art and signage.**