



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

Exterior Renovation

Case # 20-53: 376 S. Main
Memphis, TN 38103

Applicant / Owner: Joel Lyons
1750 Transport Ave
Memphis, TN 38116

Background: DRB review is required for this project because it received an Exterior Improvement Grant from the Center City Development Corporation (CCDC) at its August 12, 2020 meeting.

The subject property is a 2-story historic commercial building (ca. 1910), which recently suffered significant damage when a vehicle collided with its façade. The applicant plans a full renovation of the building's exterior, including a new storefront.

Project Description: The most dramatic changes to the building will occur on the ground floor of the building's South Main façade. The building's existing mid-century storefront (which was heavily damaged in the recent accident) will be replaced by a new aluminum storefront system that features a contemporary interpretation of a classic three-part commercial storefront, in keeping with the building's character. In addition to the central entry door on the storefront, there will also be a secondary door on the north end of the façade, providing an entrance to the second story above (contemplated to be rental units).

The remaining tiles that cover the original brick surrounding the storefront will be removed and the underlying brick will be painted dark gray. On the second story, new casement windows will be installed, and the building's existing brick, as well as its two limestone lintels, will be pressure-washed.

Staff Report: In the view of DRB staff, the proposed building alterations to 376 S. Main are consistent with the Downtown Memphis Design Guidelines' recommendations for the preservation and reuse of historic buildings. Existing character-defining features, including the limestone lintels, corbeled masonry bands, and decorative wrought iron grilles are retained in the proposed renovation.

Original brick that had been hidden behind tiles will be exposed and restored. And the new contemporary storefront will replace a heavily damaged existing storefront that itself represented a significant alteration of the building's original design.

Staff Recommendation: **Staff recommends approval, with the condition of additional approval for signage at a later date.**