



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

Exterior Renovation

- Case # 20-54: Paper & Clay  
525 S. Main  
Memphis, TN 38103
- Applicant: Brit McDaniel  
486 N. Hollywood  
Memphis, TN 38112
- Background: DRB review is required for the exterior elements of this project because it received a Retail Tenant Improvement Grant from the Center City Development Corporation (CCDC) at its August 12, 2020 meeting.
- The subject property is a 1-story commercial building (ca. 1913), which most recently housed a Harley-Davidson pop-up shop. Brit McDaniel, owner of local ceramics business Paper & Clay, plans to lease the building for use as a ceramics studio with a retail space on South Main. Exterior tenant improvements will include new exterior lighting, and painting.
- Project Description: The proposed exterior changes to 525 S. Main are cosmetic alterations, and do not involve any structural changes to the façade. The storefront frame and doors will be scraped of their existing paint and texture, and repainted. (Color swatches are attached to the application: the door frame will be painted in Valspar Aloe Vera, and the door painted in Valspar Swiss Coffee). Although the existing doors will remain, new latching hardware will be installed. Exterior lighting will be provided by six 8-inch globe lights installed on the existing canopy.
- Although sign concepts appear in the application, a final application for signage will be submitted to DRB staff, and administratively approved at a later date.
- Staff Report: DRB staff supports the proposed changes, which refresh the appearance of the building, without making any substantial alterations to the building's character.

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