



Design Review Board (DRB) Staff Report

Exterior Renovation

Case # 20-57: 372 S. Main
Memphis, TN 38103

Applicant / Owner: Tom Intrator
747 Third Ave. Suite 200
New York, NY 10017

Background: DRB review is required for the exterior elements of 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 commercial building (ca. 1905), which was most recently used as a woodworking studio. The current owner plans on converting the ground floor space into two retail bays, with the upper floor available for commercial leasing. Exterior changes will include a new storefront and windows, as well as masonry repair and other improvements.

Project Description: On the ground floor of the Main Street façade, the existing wood storefront will be replaced with a new aluminum-framed double-glazed storefront system. However, the existing cast-iron pilasters on the existing storefront will be preserved, and painted to match the dark-bronze color of the new storefront frame.

On the second story of the Main Street façade, all existing windows will be replaced with new energy-efficient windows. The stucco infill and existing brick beneath the second-story windows will be replaced with a new textured brick material. All existing brick on the façade will be tuck-pointed and painted.

Similar to the treatment of the façade, all the existing windows on the north side of the building will be replaced, and the brick will be painted and tuckpointed. The existing door on the north side will be replaced with a new glazed storefront door, and a concrete entry ramp and stair with a painted steel screen wall will be added for accessibility.

On the east side of the building, facing Mulberry, new windows will be installed in existing openings on the second floor. Two small existing openings on the ground floor will be infilled with new brick, and a third opening near the north end of the building will be extended to accommodate an insulated metal door, accessed via a new concrete stair with metal railing.

Staff Report:

The proposed exterior renovations to 372 S. Main are consistent with the Downtown Memphis Design Guidelines' recommendations for the treatment of historic structures. The building's original brick will be repaired, and the building's existing ratio of openings to solid mass will be largely preserved, with a few existing openings being expanded to provide better accessibility. The distinctive cast-iron pilasters in the storefront are also being maintained, and integrated into the new storefront design, which will replace an existing storefront that had been heavily altered. Removing the stucco infill below the upper story windows, and replacing with new brick, will also lend a more cohesive appearance to the facade.

Staff Recommendation:

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