



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

Exterior Renovation

Case # 20-66: 2 N. Main St.
Memphis, TN 38103

Property Owner: Max Cookes
Drapac Capital Partners
1031 Marietta St. NW, Suite A
Atlanta, GA 30318

Representative: Katie Flaim
St. Bourke Asset Management
1123 Zonolite Rd. NE, Suite 30
Atlanta, GA 30306

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 September 16th, 2020 meeting.

The subject property is located at the northeast corner of N. Main Street and Madison Avenue, along the Main St. Mall. The 0.25-acre site contains a 32,788 sq. ft. 2-story historic commercial building. The structure, built in 1910, has been occupied by Walgreens on the ground floor for over 65 years. The applicant has worked diligently to negotiate a new long-term lease to keep Walgreens in Downtown Memphis, proposing major interior and exterior renovations that elevate the existing Walgreens store to a flagship store, along with second floor office and/or residential space. The upper floor is currently vacant. The owner is exploring redevelopment potential while actively leasing the space through a local commercial broker.

Project Description: On the ground floor corner of the Main Street façade and Madison Ave. facade, the existing storefront will be partially demolished to create a new recessed storefront facing flushed with Main Street. The new storefront with a black aluminum entrance and brushed concrete flooring will be wrapped in outdoor composite wood slats with a new steel canopy and new architectural recessed can lighting to soften the entry into the Walgreens store. The buildings' existing brick and stone pilasters will be painted on both levels to blend

masonries. All existing brick on the façade will be tuck-pointed and painted.

There are two entrances to the second floor, one to the north of the storefront entrance, on Main St., and the other to the east of the storefront entrance, on Madison Ave. Both second floor entrances will have new storefront with black aluminum framing, brushed concrete flooring, new steel canopies and new architectural recessed can lighting.

The windows along the first floor are currently covered with internal window clings and Walgreens marketing material. New larger floor to ceiling windows will be installed along the ground floor of Madison Ave. and Main St. The new windows and black aluminum framing will be uncovered, and the interior store layout will undergo a new layout to provide transparency between the store and the pedestrian experience. Additional brick will be added between the new windows to install new architectural cylinder lighting.

New windows and black aluminum framing will be added to the second story above a new steel grey wrap panel to replace the worn and faded red band material that exists today. The current Walgreens signage between the floors will be replaced along with new vertical signage. Signage details will be applied for in a separate application at a later date.

Staff Report:

Staff is supportive of the proposed renovations to 2 N. Main St. The storefront at 2 N. Main St. is a prominent commercial space along Main St. and Madison Ave. with a second story that is a highly desirable location for future multi-family or office use. The proposed exterior improvements will drastically enhance the existing building with a clean, modern look while also maintaining its original character. The proposed improvements to the ground floor have been instrumental in securing long-term negotiations with Walgreens. In addition, the improvements to the second floor will be marketed through CBRE's local team to secure a tenant for either multi-family use or office space.

Staff Recommendation:

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