



Design Review Board (DRB) Staff Report

New Construction

Case # 21-20:
386 S. Main
Memphis, TN 38103

Applicant:
Tom Intrator
845 Third Ave, Floor 6
New York, NY 10022

Background:
DRB review is required for this project because it received a 15-Year PILOT at the November 12, 2019 CCRFC Board Meeting.

The proposed building at 386 S. Main will be a new-construction infill project located on a vacant lot north of 390 S. Main, a building that is also owned by the applicant. The building will include commercial space on the ground floor, topped with 30 apartments on the upper levels.

Project Description:
The new building at 386 S. Main will be a total of five stories, reaching a maximum height of 75 feet. The building will have frontage on South Main St. and Mulberry St., and will be bounded by 390 S. Main on its south side, and 384 S. Main on its north. Brick masonry veneer will be used as the primary façade material for the first two floors, while corrugated metal siding will be used for the remaining floors. The ground floor facing South Main features a retail space fronted with a prefinished glass storefront system, as well as a recessed entry for the multifamily portion of the building to the north of the storefront.

The building's residential floors begin with the second floor, which contains six lofted residential units with extended-height windows facing South Main and Mulberry. The three remaining residential floors feature units with 4 ft. projecting balconies facing South Main and Mulberry, as well as 5 ft. projecting balconies on the south side of the building, which will extend over the neighboring building at 390 S. Main.

The north, south, and east elevations of the building will feature fiber cement lap siding as the primary exterior cladding material. The building's ground floor facing Mulberry will include a

secondary entrance, as well as two dumpster enclosures screened by wood composite-clad gates.

Staff Report:

South Main is the core one of Downtown's most vibrant neighborhoods. Much of Downtown's residential growth for the past decade has taken place in the blocks surrounding South Main. But while numerous buildings on South Main have been brought back to life through renovation and adaptive reuse, infilling vacant lots along the street with new buildings has been unheard of until now. The proposed building at 386 S. Main will set a strong precedent for filling the gaps in South Main's urban fabric.

South Main falls within the Neighborhood Center context defined by the Downtown Design Guidelines. Within Neighborhood Centers, the Design Guidelines encourage moderate density development that relates to the scale of the neighborhood. Projects should help to provide a pedestrian-friendly environment and contribute to the neighborhood's sense of identity. The proposed building does exactly that, by continuing the neighborhood's historic pattern of ground-floor retail addressing the street and providing an incremental increase in residential density that will contribute to the vitality of the neighborhood. Although the proposed building is taller than its immediate neighbors to the south and north, it is well within the neighborhood's historic range of building heights, which includes the five-story 477 S. Main, as well as the much taller Central Station.

Staff Recommendation:

Staff recommends approval, with the condition of later approval for signage and lighting.