



**Design Review Board (DRB) Staff Report**  
*Prepared for the October 6, 2021 DRB Meeting*

Exterior Renovation & New Construction

- Case # 21-74: 316 – 324 S. Front St.  
Memphis, TN 38103
- Applicant: CNCT Development  
676 Marshall Ave, Ste. 101  
Memphis, TN 38013
- Owner: 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 Center City Revenue Finance Committee Board Meeting.
- The proposed project includes the renovation of 324 S. Front, a historic 3-story commercial building, and the construction of a new 6-story structure on the large vacant lot that surrounds 324 S. Front. The complete development will include 165 apartment units, 10,000 square feet of ground floor commercial space, and 110 parking spaces.
- Project Description: The character of the existing building at 324 S. Front St. will be substantially maintained and restored. The building’s masonry will be cleaned and repaired as necessary, and existing upper floor windows will be repaired when possible and replaced in kind otherwise. A new prefinished storefront glazing system will be installed on the ground floor of the existing building where existing openings have been boarded up.
- The new building will wrap around 324 S. Front, with primary frontage on Front St. and Vance Ave. An interior courtyard will provide natural light and a small central green space for the development. Board-formed concrete will be the primary siding material on the ground floor facing Front and Vance, punctuated by large prefinished glass storefront windows and doors. The first three stories above the ground floor will feature alternating brick veneer and ribbed metal siding, while the two top floors utilize the metal

siding alone. Some of the apartment units facing Front and Vance will feature projecting metal balconies, which will be painted to match the adjacent siding.

Cement fiber board is used as the exterior siding material on the portions of the building that face the building's interior courtyard, as well as the north and east sides of the structure, which face neighboring buildings on the block. Parking for the building will be located on the ground floor and basement level of the structure, and will be screened by the development's commercial frontage. The drive leading to the building's parking will be located on Vance Ave, close to the building's southeast corner.

**Staff Report:**

The proposed project is noteworthy because it includes both the restoration of an existing historic building, as well as substantial new construction on a vacant lot. Preserving the existing buildings that define Downtown's character has always been a top priority for the Design Review Board. From this standpoint, the 316 – 324 S. Front project is a clear victory: the proposed renovation of 324 S. Front restores the building's character in accordance with the best practices outlined by the Downtown Design Guidelines

The new construction portion of the project complements the existing building while bringing its own unique character to the neighborhood. The building will feature durable exterior materials, increase ground floor activation along Front St, and further expand Downtown's residential population. Although the scale of the infill building is larger than the existing buildings on its block, it is well within the range of other new developments in the neighborhood, including the One Beale residential and hotel projects located just a block to the north, as well as the 7 Vance project immediately to the west. The vacant lot that surrounds 324 S. Front is one of the last "missing teeth" on a street that is rapidly growing into one of Downtown's most vibrant corridors. By filling in this lot and restoring the adjacent building, this project will turn a problem property into a neighborhood asset.

**Staff Recommendation:**

**Staff recommends approval, with the condition of approval for signage and lighting at a later date.**