



Design Review Board (DRB) Staff Report
Prepared for the February 15, 2023 DRB Meeting

Exterior Renovation

Case # 23-01: Klein Fitness Reno
338 S. Main Street
Memphis, TN 38103

Property Owner: Corey + Megan Klein
338 S. Main Street
Memphis, TN 38103

Architect: Ryan Morris, AIA
UrbanARCH
498 S. Main Street
Memphis, TN 38103

Background: DRB review is required for this project because it received approval for an Exterior Improvement Grant (EIG) at the January 18, 2023 Center City Development Corporation (CCDC) Board Meeting.

The subject property is a 2-story commercial building in the South Main Street Historic District. The owners of Klein Fitness are looking to match the growing energy in the neighborhood and highlight their high-end fitness business by conducting major renovations. Work on a residential addition will coincide with the renovations but will not be eligible for EIG funding. The design of the exterior improvements and the addition will follow Memphis Landmarks Commission guidelines.

Project Description: The exterior brick walls of the building will receive masonry repairs prior to painting. An unused door opening facing Vance Avenue will be filled and its concrete stoop will be demolished. An adjacent door will be replaced, a new concrete stoop will be poured, and a railing will be added.

Currently, half the building is painted red to match the brick. A cohesive look will be achieved by painting all exterior walls a charcoal color (SW 6237 – Dark Knight). The decorative bands and other trimmings will be painted gray (SW 6235 – Foggy Day) to maintain differentiation.

Along Vance Avenue, the square windows on Level 1 will be replaced. Since they are approximately 8 feet from the ground, they will remain inoperable. Matte black light fixtures will be placed in between the five square windows on Level 1 and point light downward. Along South Main Street, the storefront system will be replaced with a new anodized aluminum storefront system in dark bronze. It will mimic the size and proportions of the original.

The project will also include landscaping, lighting, and sidewalk improvements that will enhance the pedestrian experience. On Vance Avenue, permanent planters with a wood composite exterior will be constructed and attached to the northern exterior wall with tapcon screws. To construct the boxes, some site work and concrete removed is necessary. This will also ensure that there is a minimum of 5 feet of clearance on the sidewalk path. The boxes will be approximately 5 feet wide and 2 feet deep. The box closest to South Main Street will be approximately 3 feet tall. The boxes to the east will align with the top but the bases will accommodate the grade change present. On South Main Street, a permanent planter box will be placed in front of the storefront kickplate.

Along Vance Avenue, the cracked sidewalk will be replaced using the Sidewalk Repair Grant. All exterior improvements like the stoop and planter boxes will allow for a 5 foot minimum sidewalk clearance.

The residential addition on the upper level will be placed toward the rear at an approximately 21 foot setback. And, the structure roof line will be sloped downward to maintain clean sight lines from South Main Street. It will have modern materials to subtly distinguish it from the original in keeping with historic guidelines and to ensure a lower weight load. The materials used are standing seam metal panels painted charcoal (SW 6237 – Dark Knight) and composite wood panels in a warm wood color. Landscaping on the roof will also be added but recessed from the front façade.

Staff Report:

The renovation of 338 South Main Street is consistent with the Downtown Design Guidelines' recommendation for the renovation of historic structures. The new storefront system maintains the rhythm and proportion of the original. The exterior paint will unify the two levels, and the accent paint will create differentiation and highlight decorative architectural features. The new addition will be subtly distinguishable and set back from the façade. Memphis Landmarks Commission staff review comments were incorporated

into the design, and approval was granted at the January 26th MLC meeting.

The streetscape improvements along Vance Avenue further the DMC's goals to nurture an active and vibrant public realm. The lighting and landscaping support pedestrian activity along this important corridor that connects South City to Downtown and the riverfront.

Staff Recommendation: **Staff recommends approval, with the condition of additional applications for signage.**