



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

Exterior Renovation

Case # 21-13: 107 S. Main St.
Memphis, TN 38103

Applicant & 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 CCRFC Board Meeting.

The subject property is a vacant and blighted four-story commercial building on the west side of South Main Street, between Gayoso and Union. The building dates to 1910, and is a contributing structure in the Gayoso-Peabody National Register Historic District. With the assistance of a CCRFC PILOT, the owner plans on renovating the building into an active commercial property with ground-floor retail, and office and commercial space on the floors above.

Project Description: The exterior renovation of 107 S. Main will primarily consist of restoring the building's existing historic features, while replacing some features when necessary. On the building's east façade, the existing brick will be tuck-pointed, and existing pre-cast concrete details will be cleaned and tuck-pointed. Existing single-pane windows on floors 2 through 4 will be replaced with more energy-efficient windows that visually match the originals. The ground floor will feature a new aluminum storefront system with insulated double-pane glazing. Existing cast-iron pilasters on the second floor will be cleaned and painted to match the storefront frame. Below the second floor, aluminum composite panels will be used as an exterior cladding material, in a finish color that also matches the storefront frame.

The west side of the building, facing Center Lane, will receive a treatment similar to the façade. Existing brick will be tuck-pointed, windows will be replaced with higher efficiency windows that match the originals, and existing cast iron pilasters extending from the second to the ground floor will be cleaned and painted to match the new storefront frame. The ground floor facing Center Lane will

also receive a new aluminum storefront system with insulated double-pane glazing.

Staff Report:

The planned exterior renovation of 107 S. Main closely follows the recommendations of the Downtown Memphis Design Guidelines related to the preservation of historic structures. The guidelines emphasize preserving character-defining features, repairing existing features when needed, and replacing existing features with matching elements when necessary. The most significant change to the building's façade in the reviewed proposal is the contemporary storefront system and aluminum composite siding used on the ground floor. However, the existing ground floor is in poor condition, and has already been significantly modified in the past. In cases like this, the Design Guidelines state that a more contemporary interpretation of the ground floor – like the one proposed in this case – is appropriate.

Staff Recommendation:

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