



Design Review Board (DRB) Staff Report
Prepared for the July 6, 2022 DRB Meeting

Exterior Renovation

Case # 22-33: 154 GE Patterson Ave
Memphis, TN 38103

Applicant: Brian Bullard
UrbanARCH Associates, PC
498 S. Main St.
Memphis, TN 38103

Background: DRB review is required for this project because it received approval for a \$60,000 Exterior Improvement Grant at the June 15, 2022 Center City Development Corporation (CCDC) Board Meeting.

The subject property is a 3-story commercial building built circa 1900, which was most recently used as a lodge by a local chapter of the Prince Hall Masons. The applicant is planning a complete interior and exterior renovation of the building to convert it into a mixed-use development with office on the ground floor, and eight apartments above.

Project Description: On the building's south façade, two new contemporary storefront systems with doors will be installed in the place of historic openings that had been bricked up by previous owners. Both storefronts will be covered by aluminum canopies that will support the building's signage. The current front door will be replaced by a new full lite glass door with an arched transom window above that fits the historic arch around the entrance. The existing second and third floor windows will be replaced by new aluminum windows. Existing precast window surrounds will be cleaned, and the existing columns and entablature will be cleaned and painted to match. New painted signage will be located above the third floor windows, and lit with gooseneck light fixtures.

On the west side of the building, existing second and third floor windows will be replaced with new aluminum windows. Existing brick will be washed and repaired as necessary. An existing opening on the ground floor will be fitted with a new window with a steel shroud and perforated aluminum screen.

The treatment of the east side will be similar to the west side: existing windows will be replaced, brick will be washed and repaired, and an existing opening on the ground floor will be fitted with a new window with a steel shroud and perforated aluminum screen. However, the east side (which faces Army Park) will also include new window openings on the ground floor. There will be a total of five new windows, surrounded by a steel shroud, and interspersed with perforated metal panels. The openings have been designed to preserve the structural integrity of the masonry wall.

In addition to new windows, the north side of the building will feature new egress stairs for fire safety. The existing lot adjacent to the north end of the building is also included in the renovation project. The majority of the lot will be paved with 12 parking spaces, surrounded by a wrought-iron fence with a controlled access gate fronting on St. Martin. A covered outdoor patio with seating will also be erected on the east end of the lot. The patio will include a raised CMU planter bed, and a metal awning incorporating existing trusses found on the site.

Staff Report:

The proposed renovation of 154 GE Patterson is consistent with the Downtown Design Guidelines' recommendations for the renovation of historic structures. Significant character defining features, including the precast window surrounds and entablature are being preserved and repaired when necessary. The building's original primary building materials are being preserved and repaired. Historic storefront openings are being restored at locations that were filled in by a previous renovation. The design of the new storefronts is a contemporary interpretation of the traditional three-part storefront, which is appropriate in cases where the original character of the storefront is unknown.

The most significant visible change to the historic character of the building is the addition of new openings on the east side of the building. However, these new openings do not disturb the appearance of the primary façade, and are located on a side of the building that was likely a party wall in its original state. Adding new openings to the now-exposed wall to help accommodate a new use is an appropriate alteration, and the contemporary appearance of the new windows helps set them apart as a clearly modern addition.

Staff Recommendation:

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