



DESIGN REVIEW BOARD APPLICATION

**Administered by:
Design Review Board**

Property Address*: 24 S. Main St., Memphis, TN 38103

Applicant Name & Mailing Address: cnct. design - 631 Madison Ave., Memphis, TN 38103

Applicant Phone Number: 901-355-9062 Applicant Fax Number: N/A

Property Owner's Name & Mailing Address: 24Main LLC - 10520 Larson Bay Ln., Collierville, TN 38017

Property Owner's Phone Number: 901-457-4580 (Praveen Reddy)

The proposed work consists of the following (check all that apply):

Sign ☐

Renovation ☐

New Building ☐

Other Exterior Alteration ☐

Project Description: This project includes the renovation and restoration of the building's exterior, repair or complete replacement of the roof, accessibility upgrades, the preparation of the interior for a future commercial tenant (TBD), and upper-level apartments.

Status of Project: Demolition complete. Preparing for new construction work.

A complete application must be submitted to the Development Department no later than two weeks before a regularly scheduled meeting of the Design Review Board. Please submit the application with any necessary attachments to designreview@downtownmemphis.com. Questions can also be e-mailed to designreview@downtownmemphis.com, or you can reach Planning & Development staff at (901) 575 - 0540.

Owner/Applicant Signature:  Anthony DiNolfo, AIA NCARB ULI (cnct. design)

Date: 10.13.2022

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.

24 S Main St
Facade Improvements
October 2022

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Vicinity Map

- 1. 24 South Main
- 2. Starbucks
- 3. Residence Inn by Marriott Memphis
- 4. McEwen's
- 5. Curry n Jerk
- 6. Republic Parking
- 7. Downtown Winery and Spirits
- 8. Winfield's Shoes & Accessories
- 9. Smoker's Outlet
- 10. Hu Diner
- 11. Felicia Suzannes's
- 12. Cafe Keough
- 13. USCIS Memphis Field Office
- 14. Flight Resaurant and Wine Bar
- 15. Tennessee Department of Human Services
- 16. The Cadre
- 17. Paula & Raiford's Disco
- 18. Downtown Express Mini Mart
- 19. fam
- 20. The Exchange Guest Suites and Apartments
- 21. Walgreens
- 22. Hu Hotel



Historic Images

- 1. Historic Western parapet was paired with that of 26 S. Main and mirrored each other with a slope towards their center. Both parapets have since been removed of the slope and are level.
- 2. Corbelled architrave above attic vents was continuous across four buildings, 18-26 S. Main. This feature has since been removed from all four buildings.
- 3. Three projecting courses of arching masonry caps each upper story window. The outter course has since been removed from each to accommodate the existing stucco facade that hides the historic masonry facade seen here.
- 4. Windows at Level 03 appear to be fixed.
- 5. Windows at Level 02 are hung windows and featured exterior cloth shades.
- 6. Projecting storefront canopy with false clerestory covered the ground floor entrance(s).



24 South Main is located in the downtown core on the Main Street pedestrian mall . The 3 story building with basement, has 3,275 SF per floor, totaling 13,100 SF. Originally constructed in 1910, the building has lost most of its original architectural features including massive arched windows, ornate cornices, and original signage of the Burk & Co. clothing and hat company.

This project includes the renovation and restoration of the building's exterior, repair or complete replacement of the roof, accessibility upgrades, the preparation of the interior for undetermined future commercial tenants, and upper level condominiums.

Existing Conditions

- 1. Elevation view of building at 24 S. Main St.
- 2. Dining area towards rear of northern commercial bay on ground level.
- 3. Retail area within narrow southern commercial bay on ground level.
- 4. Detail photo of West facade and signage.
- 5. Streetscape along storefront entrances.
- 6. Detail photo of transitions between street and gated storefront entrances.



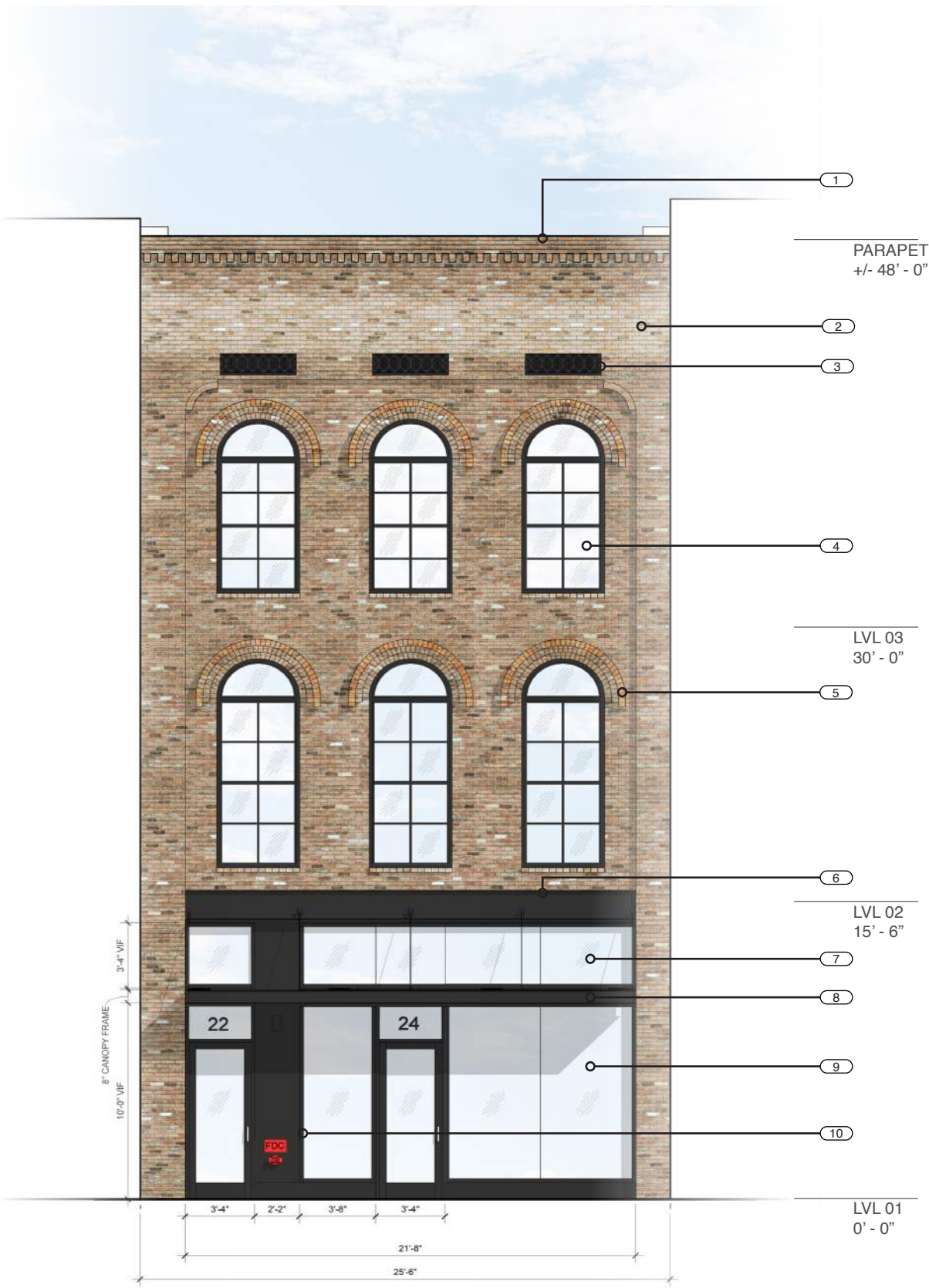
Existing Conditions

- 1. Overall view of exposed West facade after the removal of stucco.
- 2. Existing steel beam and column supporting masonry facade above storefront opening.
- 3. Detail of masonry “eyebrows” above upper level windows, showing third course has been chipped off from facade.
- 4. View looking up recovered facade with adjacent buildings visible for comparison.
- 5. Storefront entrance area exposed to reveal size of opening supported with steel.
- 6. Overall view of East facade.
- 7. Detail of masonry opening around rear basement entrance door.



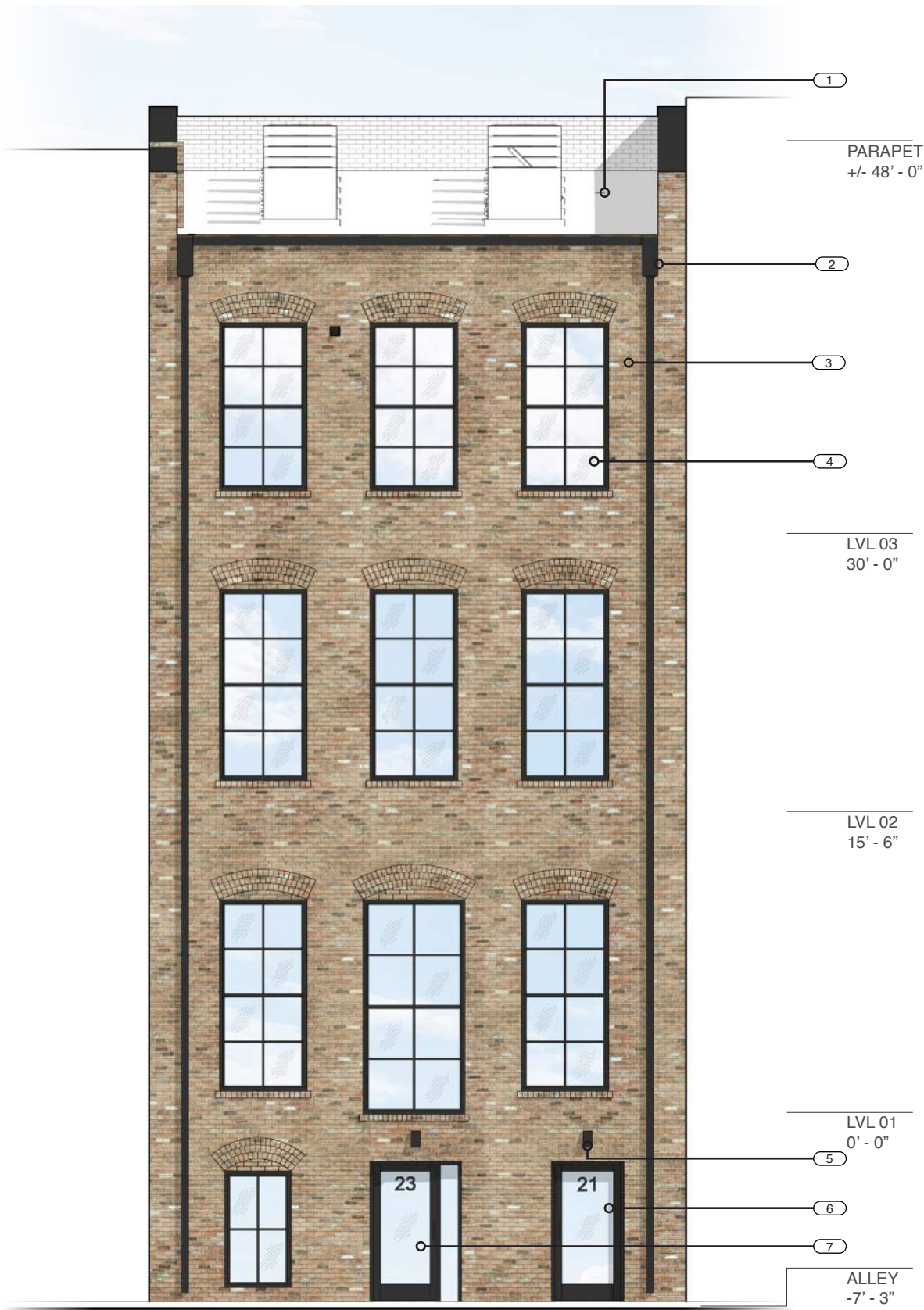
West Elevation

1. Reconsruction of parapet to be level, incorporating masonry corbelling details from the previously removed architrave.
2. Area of removed architrave, where projecting chipped brick to be grinded smooth and flush with adjacent masonry, and holes grout-filled.
3. Attic vents to be cleaned, repaired, and painted to match storefront system finish.
4. New operable windows to be installed in existing openings, matching the muttin pattern and hung operation of windows found at Level 02.
5. Third masonry course at window “eyebrows” to be grinded smooth and flush with adjacent masonry, and holes grout-filled.
6. Existing steel beam to remain exposed, painted to match storefront system finish.
7. New clerestory storefront window system with black finish above entrance canopy.
8. New steel canopy over storefront entrances, painted to match storefront system. Architectural uplighting to be concealed from view placed on top of canopy, and recessed entrance lighting below.
9. New pre-finished aluminum storefront system with black finish. Vinyl address numbers located on glazing transoms over doors.
10. New flush, pre-finished metal panel wrap at demising wall between commercial and residential Main St. entrances.



East Elevation

- 1. New roofing and mechanical units installed.
- 2. New pre-finished metal gutter and downspouts.
- 3. Existing masonry to be repaired, repointed, and cleaned. Painted masonry may be repainted if existing paint cannot sufficiently be removed.
- 4. New operable windows to be installed in existing openings, matching the muttin pattern and hung operation of windows found at Level 02.
- 5. New wall-mounted exterior lighting at entrances.
- 6. New pre-finished aluminum storefront system with black finish and vinyl address numbers at rear residential entrance.
- 7. New pre-finished aluminum storefront system with black finish and vinyl address numbers at rear commercial basement entrance.

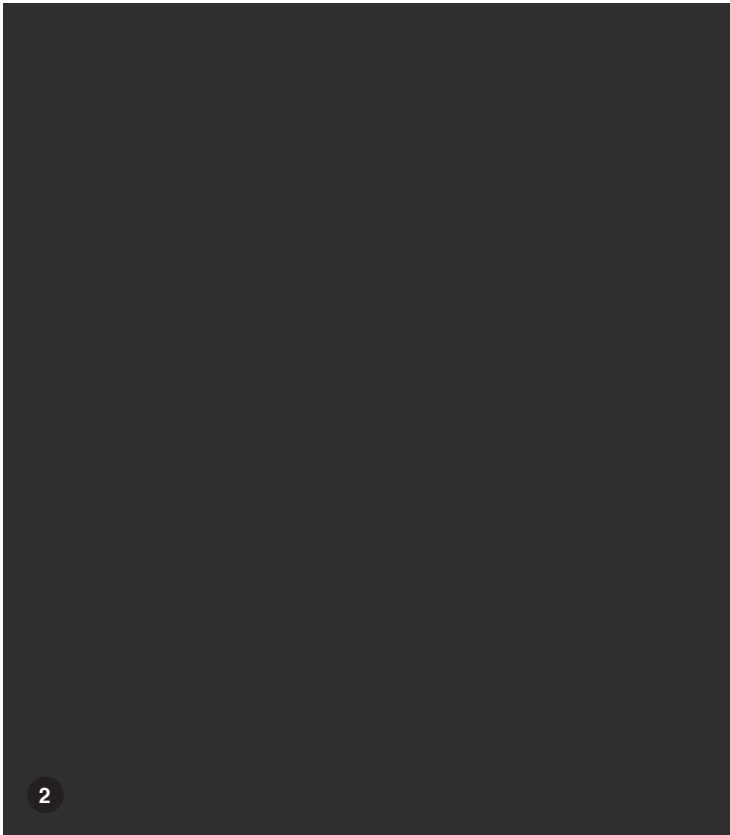


Materials

- 1. Pre-finished aluminum double-pane windows with panning to match historic wood window frames.
- 2. Black paint color for all pre-finished and painted exterior metal, window frames, storefront system frames, and canopy.
- 3. Precedent example of paint-stripped and grout/stucco-marred brick facade.
- 4. Building with paint-stripped brick facade, pre-cast window details, black-painted exposed steel beam, and black storefront system.
- 5. Paint-stripped brick facade with traditional wood storefront details painted black/dark-gray.
- 6. Traditional storefront with exterior canopy and clerestory windows.



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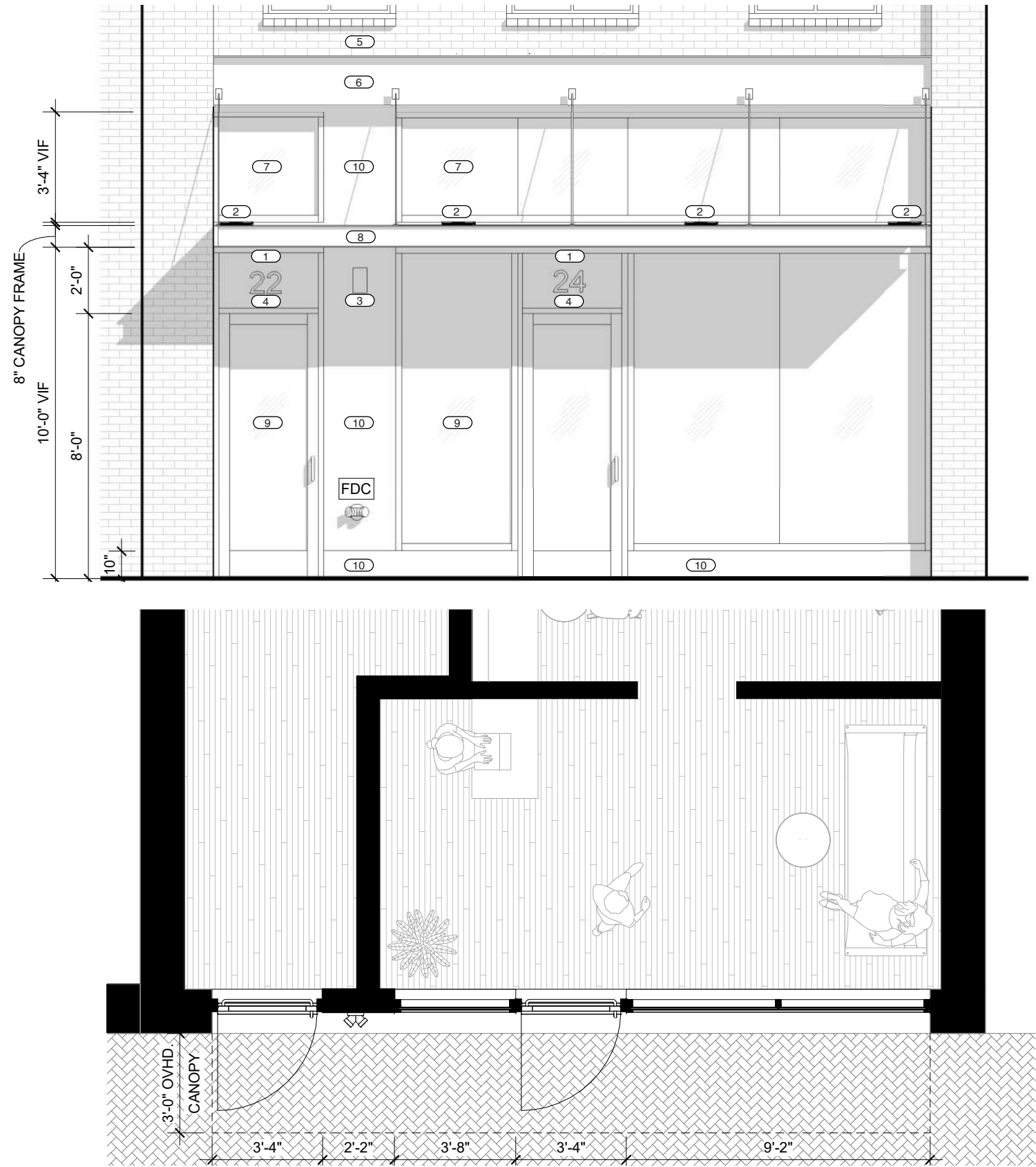
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Storefront

1. Recessed-can light fixture: recessed in canopy soffit above storefront entrance (alternate option)
2. Compact linear facade floodlight: installed on top of steel canopy, out of view from street level, to highlight the architectural detailing of the historic masonry facade.
3. Wall-mounted downlight/wall-washing fixture: installed adjacent to each building entrance (base design option)
4. Vinyl address numbers located on glazing transoms over entrance doors, color to match storefront system frames.
5. Existing masonry to be repaired, repointed, and cleaned. Painted masonry may be repainted if existing paint cannot sufficiently be removed.
6. Existing steel beam to remain exposed, painted to match storefront system finish.
7. New clerestory storefront window system with black finish above entrance canopy.
8. New steel canopy over storefront entrances, painted to match storefront system.
9. New pre-finished aluminum storefront system with black finish.
10. New flush, pre-finished metal panel wrap at demising wall between commercial and residential Main St. entrances, and at storefront curb.



Exterior Lighting

- 1. Recessed-can light fixture: recessed in canopy soffit above storefront entrance (alternate option)
- 2. Compact linear facade floodlight: installed on top of steel canopy, out of view from street level, to highlight the architectural detailing of the historic masonry facade.
- 3. Wall-mounted downlight/wall-washing fixture: installed adjacent to each building entrance.



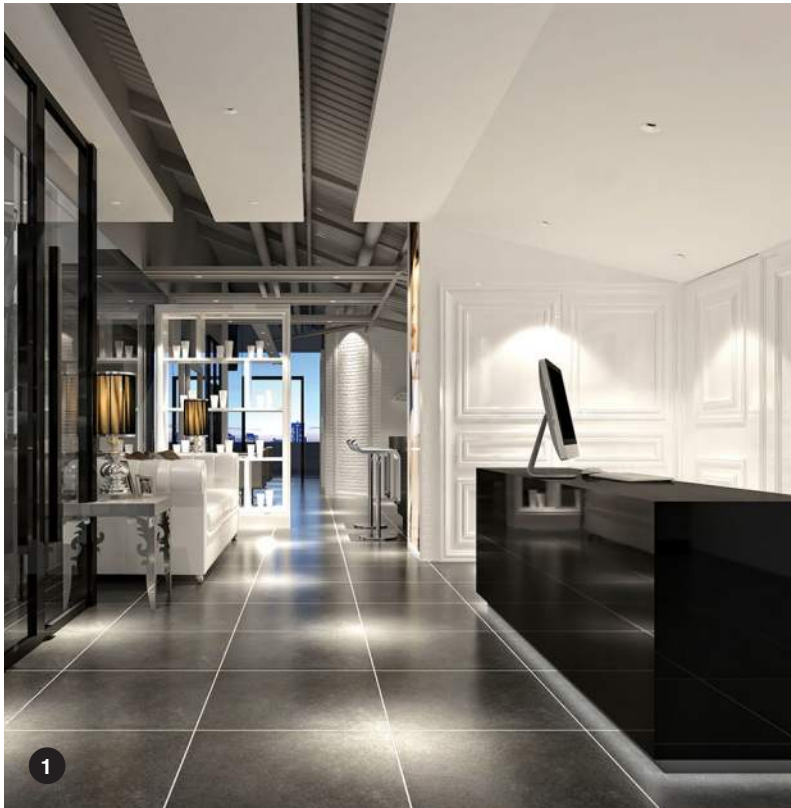
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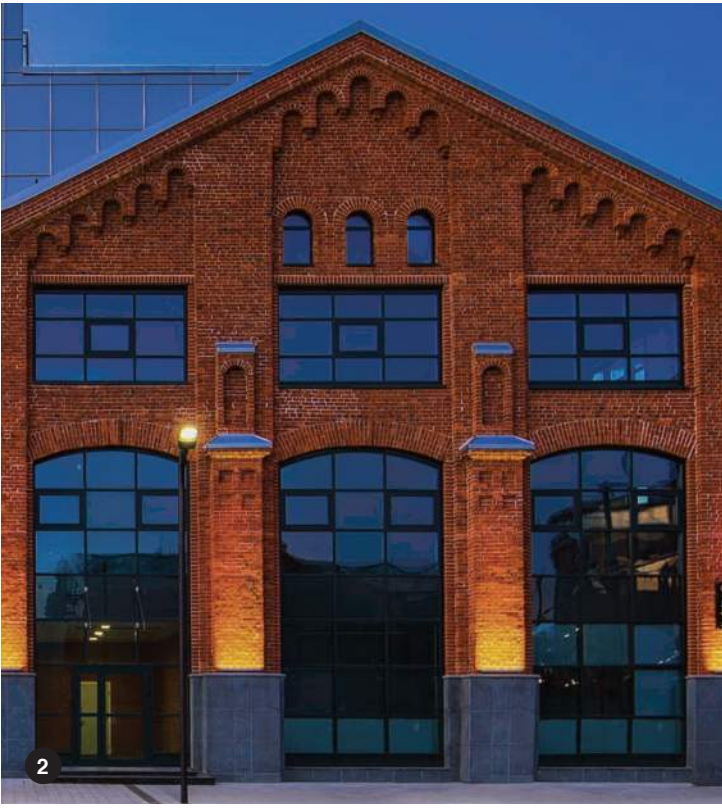
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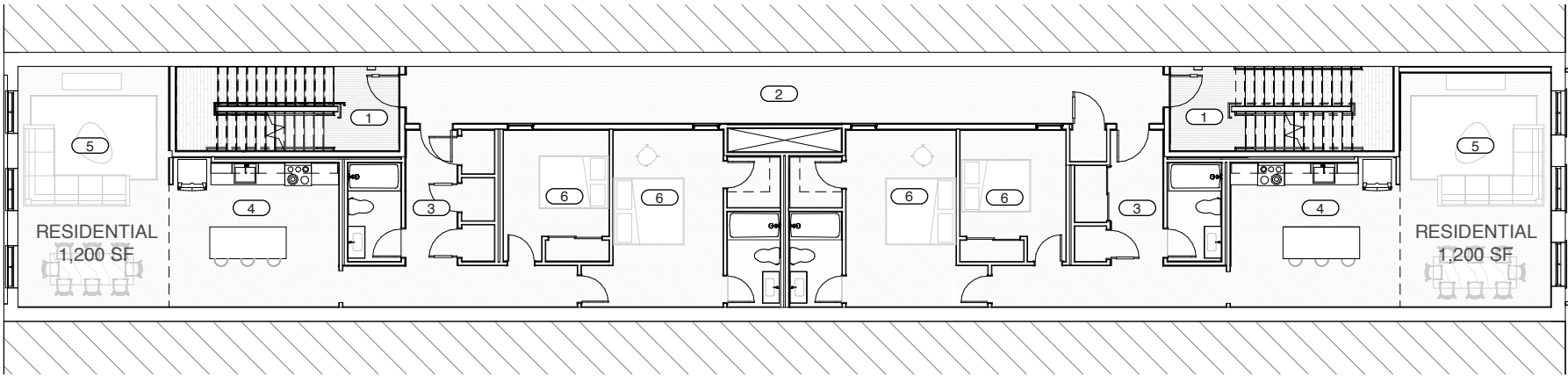


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Floor Plans

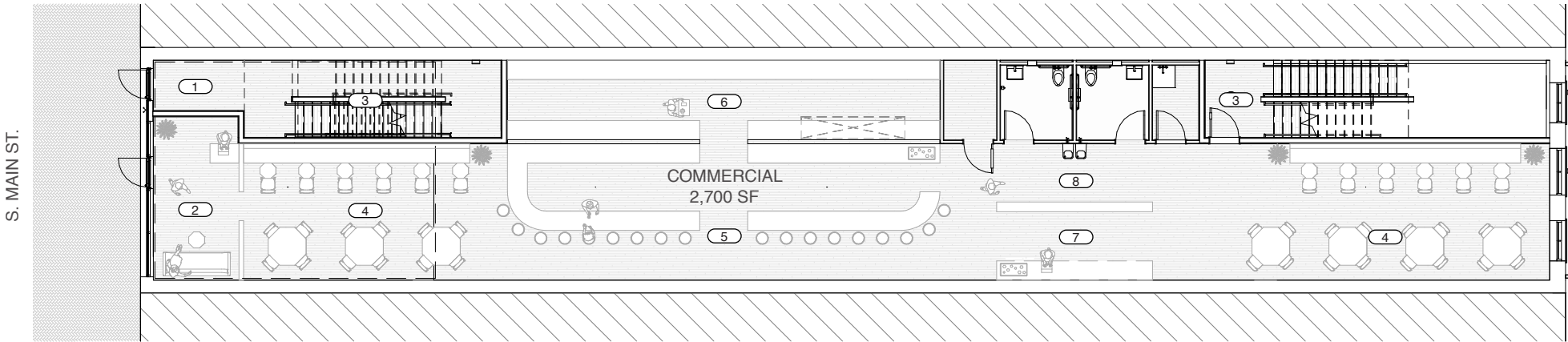
Level 02 & 03

- 1. Egress stairs
- 2. Corridor
- 3. Resident foyer
- 4. Kitchen
- 5. Living room
- 6. Bedroom



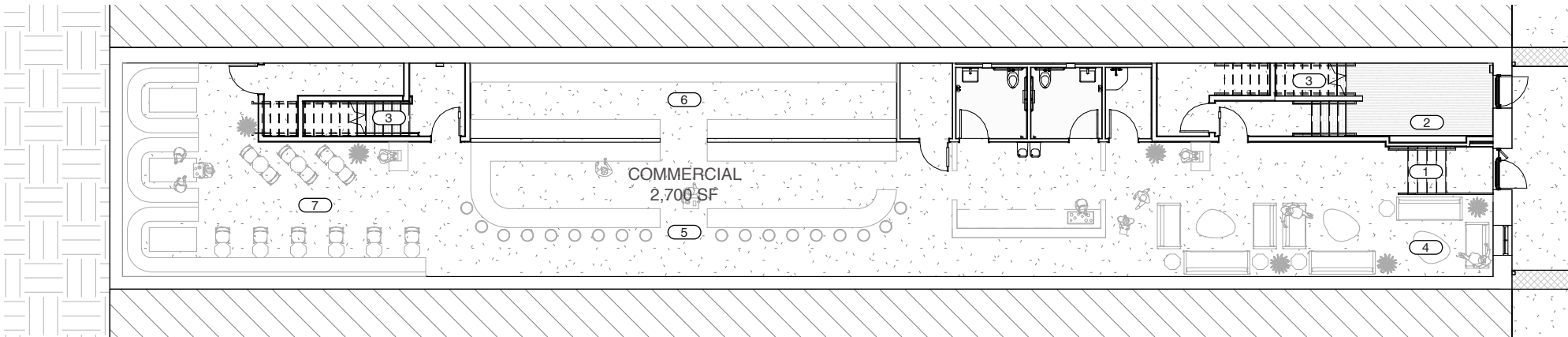
Level 01

- 1. Main St. entrance for residential units.
- 2. Main St. entrance lobby, hosting, & waiting for commercial space
- 3. Egress stairs
- 4. Dining area
- 5. Bar
- 6. Kitchen
- 7. Busing station
- 8. Restroom vestibule



Basement

- 1. Basement commercial entrance at Nov. 6th St.
- 2. Basement residential entrance with mailboxes.
- 3. Egress stairs
- 4. Waiting & lounge area
- 5. Bar
- 6. Kitchen
- 7. Dining area



Existing Interiors

- 1. Level 02 South bay looking West
- 2. Level 02 North bay looking West
- 3. Roof behind East parapet
- 4. Level 01 South bay looking West
- 5. Level 01 back of house area
- 6. Basement North bay looking East
- 7. Basement South bay looking East
- 8. Basement concealed stair

