



Design Review Board (DRB) Staff Report

Prepared for the November 2, 2022 DRB Meeting

Exterior Renovation

Case # 22-58: 24 S. Main Street
Memphis, TN 38103

Applicant: Anthony DiNolfo
Cnct. design
631 Madison Ave
Memphis, TN 38103

Owner: Praveen Reddy
24Main LLC
10520 Larson Bay Ln.
Collierville, TN 38017

Background: DRB review is required for this project because it received approval for an Exterior Improvement Grant at the October 27, 2021 Center City Development Corporation (CCDC) Board Meeting.

The proposed project is the renovation of 24 S. Main, a historic three-story building on the Main Street Mall. Previous renovations of the building had covered up its original masonry exterior with a stucco facade. However, exploratory demolition work on the existing façade confirmed that many original architectural features still exist and can be restored. With the help of a CCDC Exterior Improvement Grant, the current owner plans restore the building's original appearance where possible on the upper floors, and to prepare the building for new commercial and residential tenants.

Project Description: The proposed exterior renovation of 24 S. Main will restore the building's significant architectural features when possible, while incorporating compatible contemporary features when restoration is infeasible.

The second and third floor windows on the Main Street façade were originally capped with three projecting courses of masonry, forming arching "eyebrows." The initial demolition of the stucco revealed that the two inner courses still remain, but the third course of masonry had been chipped away. The two remaining courses will be

cleaned and repaired as needed, and what remains of the outer course will be ground smooth to be flush with the adjacent masonry. New operable windows will be installed on the upper floors, with muntin patterns that match the historic windows on the second floor. On the ground-floor, a contemporary aluminum storefront system with a clerestory will be installed. A steel canopy below the clerestory windows will conceal architectural uplights highlighting the façade above, as well as recessed lighting illuminating the entrances. The storefront will feature separate entrances for the commercial and residential portions of the building. An existing steel beam at the top of the ground floor storefront will be retained and incorporated into the storefront system. The three attic vents below the parapet will be repaired and painted to match the new storefront.

On the east side of the building, facing November 6th Street, existing masonry will be cleaned and repaired. The applicant intends to strip the existing paint off of the masonry, but may repaint the masonry if the existing paint cannot be removed. Existing windows will be replaced by new operable windows with a muntin pattern matching those facing Main Street. New aluminum storefront doors will be installed on the ground floor, leading to the rear residential entrance and the commercial basement. Each entrance will be lit with wall-mounted lighting fixtures.

Staff Report:

The proposed renovations to 24 S. Main are aligned with the Downtown Design Guidelines' recommendations for historic building renovations. The applicant has put a significant amount of effort into uncovering the building's original façade, and the proposed renovations will help preserve and highlight architectural features that were long hidden from view. The use of a contemporary storefront design incorporating traditional features is appropriate for the building, since few traces of the original storefront still exist. Together, these changes will dramatically improve the building's presence on an important stretch of the Main Street Mall.

Staff Recommendation:

Staff recommends approval, with the condition of an administrative application for signage at a later date.