



**Design Review Board (DRB) Staff Report**  
*Prepared for the April 5, 2023 DRB Meeting*

New Construction

Case # 23-21:                   The Oliver Phase II  
  339 S Front St  
  Memphis, TN 38103

Applicant:                     David Lewis  
  Front Street Devco, LLC  
  1 Dr MLK Jr Blvd Suite 130

Background:                   The Oliver, a new-construction multifamily development located at 7 Vance, received DRB approval on April 22, 2021. Construction on The Oliver is currently in progress. On March 14, 2023, the CCRFC approved the expansion of The Oliver project to include a second new-construction building at 339 S. Front. An existing historic building at this property has already been demolished by the applicant, and the lot is being used as construction staging for the first phase of the The Oliver. The proposed second phase building at 339 S. Front will include five residential floors with 63 apartment units built over a ground floor with parking and amenity space.

Project Description:         As the second phase of The Oliver development, the design of 339 S. Front will be substantially similar to the first phase at 7 Vance. Both buildings are similar in height, with five residential stories over ground floor and basement parking. Both buildings also feature a substantial amount of exterior brick with detailing that references the historic structures that formerly occupied the sites.

The building’s primary pedestrian entrance will be located on Vance Avenue. Extended height storefront windows along Vance provide transparency into the building’s ground floor amenity spaces, including the lobby, library, co-working spaces, and a pet spa. Brick will be used as the primary exterior material on the ground floor. The upper residential floors will be clad in a combination of brick and fiber cement panels in a board and batten configuration. The building’s mass is broken up on the upper floors through a combination of vertical and horizontal articulation, and additional depth and visual interest is added by upper floor balconies, similar to those planned for 7 Vance.

Ingress and egress for the building's ground floor and basement parking will be provided on building's Front Street and Wagner Place frontage. A mural is planned for the wall surrounding the Front St. parking entrance to provide visual interest. On the south side of the building, which faces a neighboring building at 345 S. Front, the building face will be recessed to accommodate balconies on the upper floors, as well as patios on the ground floor units.

**Staff Report:**

The proposed second phase of The Oliver development at 339 S. Front builds onto the previously-approved first phase at 7 Vance, introducing additional residential density at a similar scale, and using similar materials. The presence of significant ground floor transparency on Vance helps to connect the development with the first phase, which will also feature active ground floor spaces on Vance. Although the proposed building is several stories taller than the previous building on the site, the increased scale is consistent with the goal of building density and walkability in Downtown Memphis, and fits into a growing neighborhood with a diverse mix of old and new buildings.

**Staff Recommendation:**

**Staff recommends approval, with the condition of later approvals for signage, public art, and lighting.**