



Design Review Board (DRB) Staff Report
Prepared for the August 3, 2022 DRB Meeting

Exterior Renovation

Case # 22-37: Felicia Suzanne's
838 S. Main St.
Memphis, TN 38104

Applicant: Adam Slovis
495 Tennessee Street, #152
Memphis, TN 38103

Owner (if different): 383-385 S. Main Street, LLC
495 Tennessee Street
Memphis, TN 38103
901-794-9494

Background: DRB review is required for this project because it received an Exterior Improvement Grant (EIG) at the July 20, 2022 CCDC Board Meeting.

The subject property is a single story commercial building built in 1928 with restaurant capacity located on the west side of South Main Street. It is approximately 6,600 square feet and has typical concrete/brick masonry construction. The applicant is planning a major exterior renovation to complement the interior renovation underway to establish Felicia Suzanne's. The project will include improvements to the existing parking lot, major improvements to the patio, new window and door openings on the northern wall, signage, and major storefront improvements (door, awning, lighting, brick repair).

Project Description: As part of the typical renovation work, all the exterior brick walls will be cleaned and small tuck-pointing repairs will be made.

The main entrance and storefront is at the building's east façade. Here, the doors and windows that make up the storefront system for Felicia Suzanne's and Flo's will be repaired and the framing will be painted. The awnings directly above each door will be repaired and recovered. The fabric for Felicia Suzanne's awning and large outdoor side patio canopy will be covered in a distinctive striped

black and white fabric. Each store entrance will have a mounted blade sign on the parapet wall above the door. More details such as dimensions and materials for the signage will be submitted at a later date for administrative DRB approval.

The side patio will get a major improvement with repaired decking, a plant ledge, and updated lighting.

On the northern façade of the building, two side doors to provide employee access to the outdoor spaces will be added by punching out openings. Additionally, a 10'10" X 4' window above eye-level will provide natural light. For this, a new steel lintel will provide structural support.

A large enclosed patio (approximately 14' X 47.5') will be built in the back. It will be visible from the sidewalk and the rear alley. The existing concrete will be removed, new concrete will be poured, and a masonry wall will be built. Additionally, the parking lot will be repaired and restriped. The parking spaces will be drawn further way from the building to allow for a safe path for employee moving from the kitchen to the outdoor dining spaces.

Staff Report:

The proposed exterior improvements for this space will elevate the pedestrian experience for patrons, tourists, and community members alike. By re-activating this large outdoor patio and adding greenery and distinctive branding, more activity will be introduced, capitalizing on the critical mass in the South Main neighborhood. The two different outdoor dining areas included in this renovation are unique and invite convivial activity in new spaces. This novel rear patio along with the carry-out window at Flo's is intriguing and practical. These feature attract attention and inspire other businesses to think outside of the conventional.

Staff Recommendation:

Staff recommends approval, with the condition that the applicant submit a separate application for signage to the staff.