



Design Review Board (DRB) Staff Report
For review at the June 2, 2021 DRB Meeting

New Construction

Case # 21-20R1: 386 S. Main
Memphis, TN 38103

Applicant: Tom Intrator
845 Third Ave, Floor 6
New York, NY 10022

Background: The project under consideration is a proposed infill building at 386 S. Main, which received a 15-Year PILOT at the November 12, 2019 CCRFC Board Meeting. The building will include commercial space on the ground floor, topped with 30 apartments on the upper levels.

The project was initially reviewed at the April 7, 2021 DRB meeting, but was not approved by the Board. The primary concern stated by the Board was the fact that the project had not yet received approval from the Memphis Landmarks Commission. Additional concerns included the building's scale, and how the building related to the neighboring building at 390 S. Main.

The 386 S. Main project has now received a Certificate of Appropriateness from the Memphis Landmarks Commission, and the applicant has submitted a revised application addressing some of the Board's additional comments.

Project Description: The following are the primary alterations have been made to the original 386 S. Main application:

- The projection of the building's west-facing balconies has been reduced from 48 in. to 36 in.
- The contrasting wood material has been removed from the balcony area, to reduce the visual impact of the upper floors.
- The second-floor windows have been revised so that the bottom of the windows align with the windows of 390 S. Main. A contrasting siding material between sets of windows has also been removed, to make the façade better blend with the surrounding buildings.

- The metal siding on floors 3 – 5 has been shifted back slightly from the plain of the brick on floors 1 – 2.
- The cement fiber board on the second floor of the building’s east side has been replaced with cement masonry siding. This cement masonry siding will also be used on the first and second floors of the north elevation of the building.
- The parapet height facing Main Street has been reduced by 12 in., and the parapet height facing Mulberry has been reduced by 42 in.
- The brick on floors 1 – 2 facing Main Street will be a lighter shade than the originally proposed material. The cement fiber board siding used on upper floors of the south, north, and east elevations will also be lighter in color than originally proposed.

Staff Report:

DRB staff supported the original application for 386 S. Main, and the reasons for this recommendation are still applicable to the revision. The project is consistent with the Downtown Design Guidelines’ recommendations for the neighborhood center context, which encourage new moderate-density development that provides a pedestrian-friendly environment. The project also sets an important precedent for Downtown infill on small vacant lots, which exist throughout Downtown.

The changes made in the revised application have only strengthened the previous staff recommendation for approval. The second floor of the building’s primary Main Street façade now blends more successfully with the neighboring buildings. The removal of additional contrasting materials, as well as the use of more subtle colors also help to soften the visual impact of the building’s upper floors. Although the revised building remains several stories taller than its neighbors, the building is still well within the height range of existing buildings in the wider South Main area.

Staff Recommendation:

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