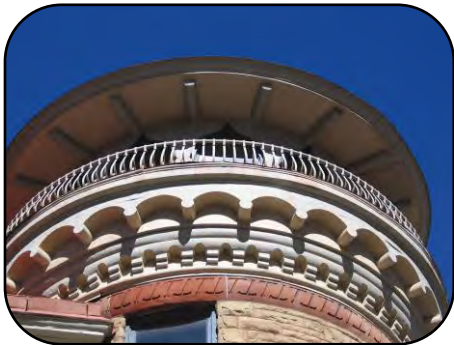
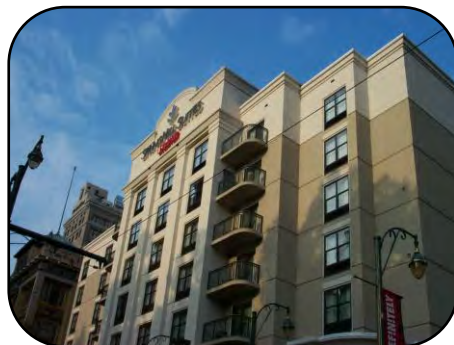




**DOWNTOWN  
MEMPHIS**  
COMMISSION



# **Downtown Memphis Review Board Application**



Program Administered by:  
**Design Review Board**  
114 North Main Street  
Memphis, TN 38103  
901.575.0540  
[downtownmemphis.com](http://downtownmemphis.com)

Packet information revised on  
September 20, 2021



## **DESIGN REVIEW PROCESS**

**Administered by:  
Design Review Board**

### **1. Pre-Design Conference**

Before an application for review can be submitted to the Design Review Board (DRB), a pre-design conference must be scheduled with the Downtown Memphis Commission (DMC) staff. This informal review often accelerates the approval process because staff can acquaint applicants with design standards, submittal requirements, and application procedures. Some projects, by the nature of their size and scale, may require more than one review by the DRB (e.g., site plan level review, architectural review, etc.). A pre-design conference will allow staff to communicate directly with the applicant the scope of review his or her particular project warrants. It is critical that the DRB or DMC staff is involved in reviewing projects at the earliest possible time so that the project does not get delayed and so that the board has an appropriate amount of time to fulfill its responsibilities. To schedule a pre-design conference, contact our development offices at (901) 575-0540.

### **2. Submittal of Application**

After the pre-design conference with staff, an application for formal review and all information regarding the project must be submitted to the DMC Staff. A checklist of information necessary for review is included after the list of procedural steps. All applications for review and information must be received by the Development Project Manager no later than three weeks prior to the meeting of the DRB. The DRB generally meets on the first Wednesday of every month.

### **3. DRB Meeting**

At the monthly meeting of the DRB, staff will present all applications that have been received prior to the date outlined above. Applicants or their representative should attend the meeting to answer any questions the DRB may have regarding the application. After reviewing each case, the DRB will vote on the proposal. Any applicant in attendance will immediately know the results of his/her submittal.

### **4. Approved Applications**

Following approval of an application, staff will mail a letter stating the conditions of the approval to the applicant. Staff will also forward a copy of approvals to the City Construction Code Enforcement division. Administrative Approvals may take a minimum of 10 business days for approval.

## **5. Denied Applications**

The DRB is under no obligation to approve every project. A decision may be postponed pending submittal of further information or may be denied. If an application is denied, the DRB will make recommendations to the applicant about changes that could be made to the proposal to warrant approval. These recommendations will be outlined in a letter to the applicant from staff. Changes to the proposal will be reviewed at a future meeting of the DRB.

## **6. Appealing a Denial**

All applicants have the right to appeal a denial of the DRB to the DMC. Such appeals must be made in writing to the Chairman of the DMC within five business days of the date of the meeting at which the application was denied. Applicants may present the appeal at the regular DMC monthly meeting. The DRB chairman and staff would also be present to outline the reasons for the denial.



## DESIGN REVIEW CHECKLIST

**Administered by:  
Design Review Board**

### **Sign Proposals**

If your application includes installation of a new sign or alteration to an existing sign, your submittal must include the following:

- photo(s) of the building(s) in question;
- drawings (not to exceed 11"x17" in size) of the proposed sign(s) with size and dimensions; drawing(s) should show the front and side views of the sign and may require additional drawings if proposal is not adequately illustrated in those drawings;
- description of letter style and size to be used on each sign;
- drawing or photo indicating where the sign(s) will be located on the building/site; and,
- description of the type of sign, colors, and materials of the proposed sign, including any proposed lighting.

### **New Construction or Renovation**

If your application includes new construction or alteration to an existing structure, your submittal must include the following:

- photo(s) of the building(s) in question;
- site plan of proposed construction;
- architectural drawings of proposed construction at minimum 1/8" = 1'-0"; to include 1) building floor plan for each floor, 2) exterior elevations of all sides of the building, and 3) key construction details as requested by staff; if above drawings exceed 11"x17" in size, one reduced copy not to exceed 11"x17" should also be submitted; and,
- description of the colors and materials of the proposed work

### **Other Exterior Alterations**

If your application includes exterior alterations other than those outlined above (such as installation of an awning or window/door replacement), your submittal must include the following:

- photo(s) of the building(s) in question;
- site plan of proposed alteration;
- drawings of proposed alteration at minimum 1/8" = 1'-0"; to include 1) exterior elevations of all affected sides of the building and 2) key construction details as requested by staff; if above drawings exceed 11"x17" in size, one reduced copy not to exceed 11"x17" should also be submitted; and
- description of the colors and materials of the proposed alterations

**If requested, provide 15 copies of the complete application to DMC Staff.**

*This outline describes the typical requirements for a review by the Design Review Board. However, each project is unique and may require more than what is outlined above. At the pre-design conference, Downtown Memphis Commission staff will inform applicants if their particular project requires information that differs from what is described above.*



## DESIGN REVIEW BOARD APPLICATION

**Administered by:  
Design Review Board**

Property Address\*: \_\_\_\_\_

Applicant Name & Mailing Address: \_\_\_\_\_

Applicant Phone Number: \_\_\_\_\_ Applicant Fax Number: \_\_\_\_\_

Property Owner's Name & Mailing Address: \_\_\_\_\_

Property Owner's Phone Number: \_\_\_\_\_

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

Sign ☐

Renovation ☐

New Building ☐

Other Exterior Alteration ☐

Project Description:

Status of Project:

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

Owner/Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*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.

March 18, 2026

Gabriel Velasquez  
N6 409, LLC  
409 S. Main St.  
Memphis, TN 38103

RE: EIG Approval – 409 S. Main St.

Congratulations! On March 18, 2026, the Center City Development Corporation (CCDC) approved an Exterior Improvement Grant (EIG) for your project at 409 S. Main Street. The award is structured as a 1:1 matching grant of up to \$60,000, based on approved receipts and subject to all standard closing requirements.

The subject property is a three-story commercial building located at the southwest corner of South Main Street and Huling Avenue. Constructed circa 1910, the historic structure most recently housed event space on the third floor and the Puck Food Hall on the ground floor. After a period of vacancy, the current applicant acquired the property and plans to reactivate the entire building for commercial use.

Contingent upon EIG approval, the applicant anticipates beginning exterior construction in Q2 2026, with substantial completion expected within 6–8 months.

**Planned exterior improvements include:**

- o Repair or replacement of up to 24 exterior windows
- o Installation of a new metal canopy on the north elevation above the former loading dock
- o New under-canopy lighting
- o ADA upgrades, including concrete modifications and new railings along the loading dock/outdoor patio
- o Exterior planters and street furniture
- o Architectural and engineering services related to the planned improvements

Prior to initiating any exterior construction, the site plan and exterior architectural design must be approved by the Downtown Memphis Commission Design Review Board (DRB). Please contact me when you are ready to begin the DRB application process.

As you move forward, please keep the following program deadlines in mind:

- o DRB approval must be secured prior to the start of exterior work
- o Construction must begin within 90 days of the CCDC approval date
- o Once construction has commenced, the project must be completed within 180 days

Upon completion, please notify me so I can conduct a final inspection and certify that all work aligns with the approved CCDC and DRB plans. Refer to the EIG application materials for a detailed list of required documentation and receipts for reimbursement.

Additionally, as you approach a grand opening or ribbon-cutting, please coordinate with the DMC Marketing Team. We also ask that you align any PR and media outreach efforts with the team to ensure consistent messaging.

Thank you again for your significant investment in Downtown Memphis. Please don't hesitate to reach out with any questions or if I can assist in any way.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brett Roler'.

Brett Roler, AICP, LPM, CPD  
Chief Operating Officer  
Downtown Memphis Commission



# 409 South Main

Memphis, TN

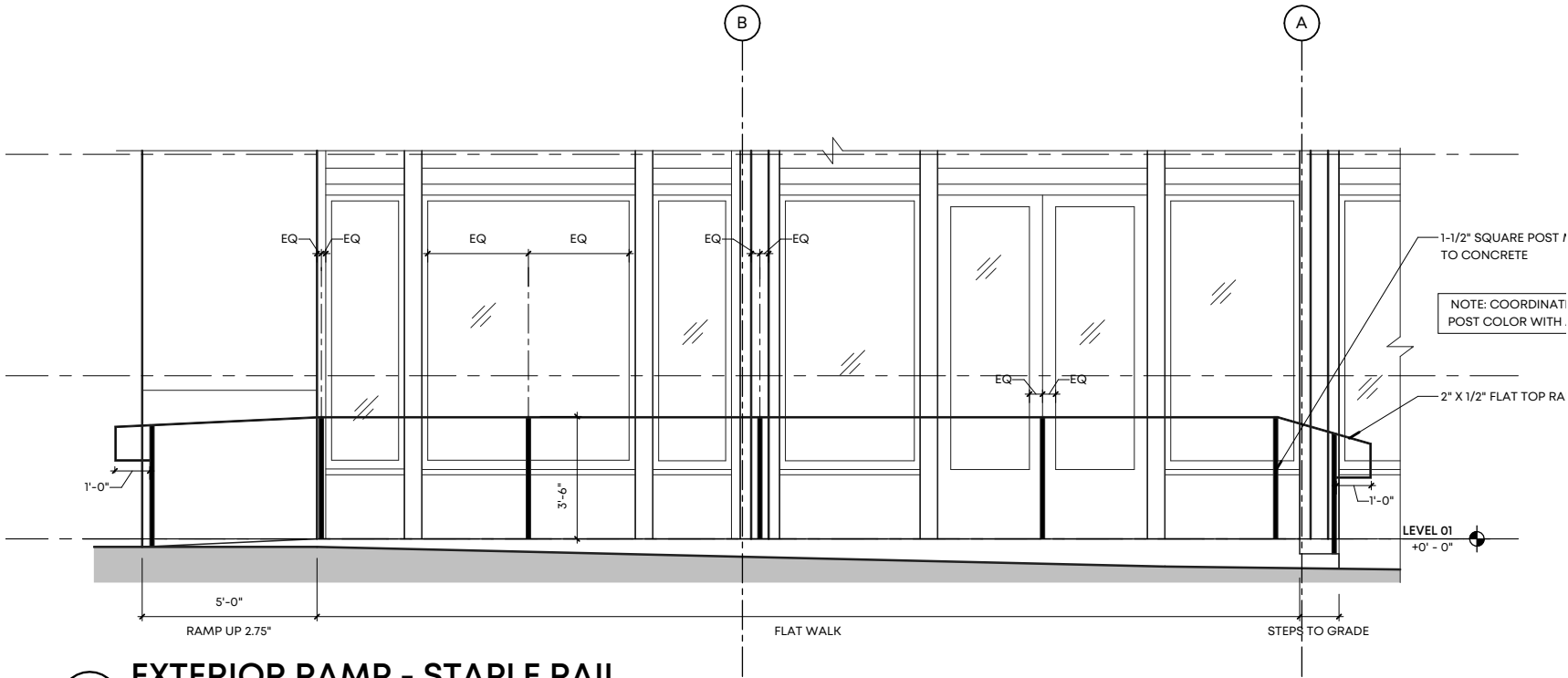
April 4, 2026

LRK

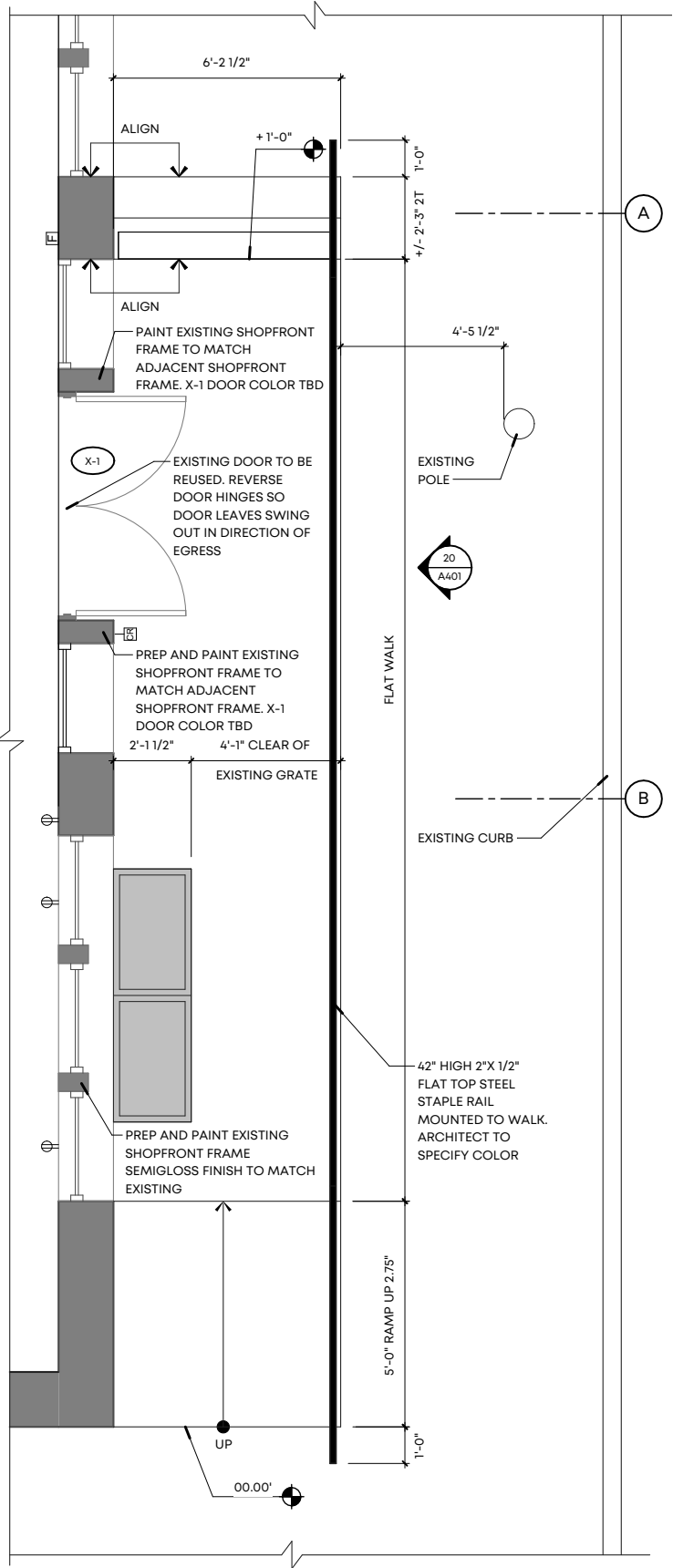
# Exterior Improvements | Main Street Elevation



New accessible ramp at Main Street entry with steel guardrail.



20 EXTERIOR RAMP - STAPLE RAIL  
SCALE: 3/8" = 1'-0"



25 EXTERIOR RAMP - ENLARGED PLAN  
SCALE: 3/8" = 1'-0"

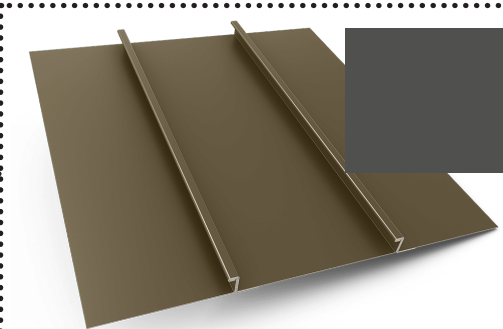
# Exterior Improvements | Huling Avenue Elevation



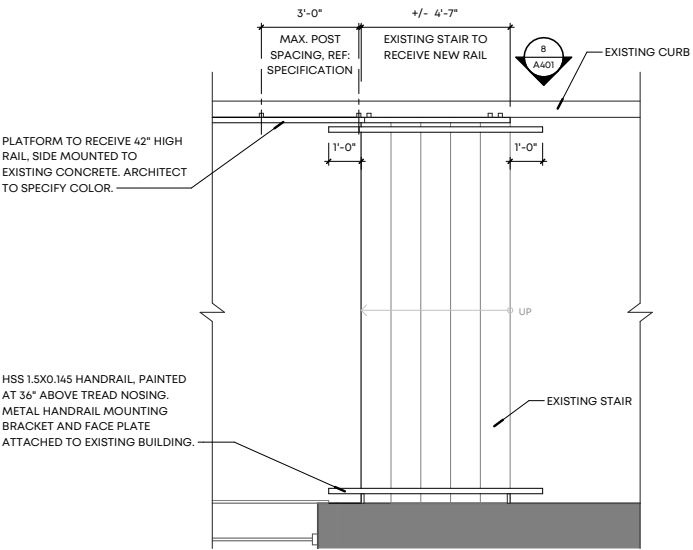
Window replacement:  
Windows and Doors for You  
Square Plus Vinyl Window with  
simulated double hung mullion



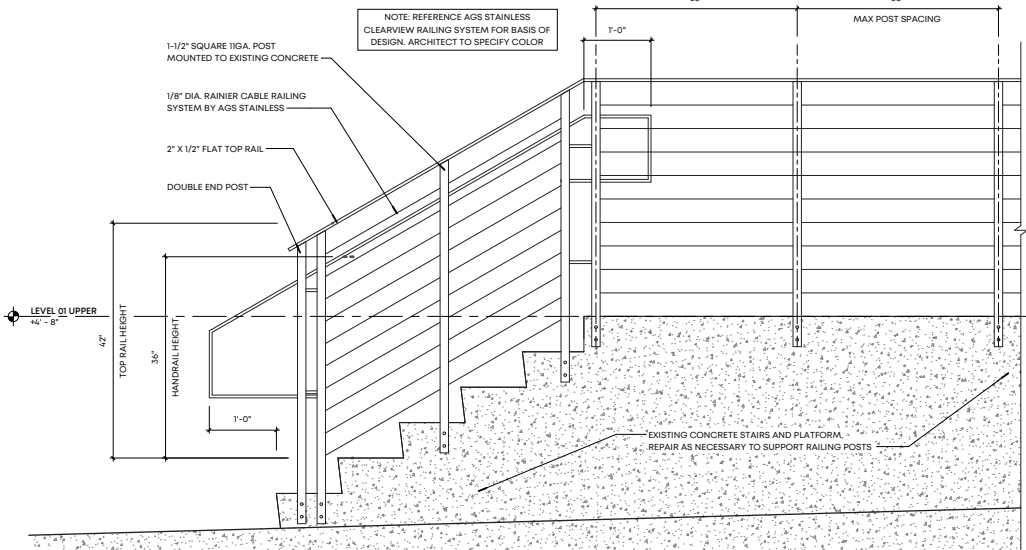
New standing seam metal  
awning, color to be Pac-Clad  
Graphite



New railing at stair and raised walkway



7 EXTERIOR STAIR - ENLARGED PLAN  
NTS



8 EXTERIOR STAIR - RAIL  
NTS





**Architects | Designers | Planners**

50 South B. B. King Blvd.  
Suite 600  
Memphis, TN 38103  
901.521.1440

**MEMO**

08.17.26

**TO: Downtown Memphis Design Review Board**

**FROM: Meredy Dahlgren**

**RE: 409 S. Main Renovation – Design Build**

- *Repair or replacement of up to 24 exterior windows*
- *How many will you be repairing and how many will you be replacing?*

Replace (18) existing double hung windows on North Façade. Repair remaining windows as required, repair and replace wood frame, and broken glass panes.

- *What repairs will be made and what materials will be used?*

Repair and replace wood frame with wood frame, and replace broken glass panes.

- *Do you have a cut sheet for the new windows being installed, with things like materials, dimensions, profile, glass transparency, etc?*

See attached cut-sheet provided by the Owner

- *What paint colors and paint will be used?*

Sherwin Williams, paint satin finish color to match existing wood shop front

- Installation of a new metal canopy on the north elevation above the former loading dock
- Do you have a cut sheet for this, that includes materials, dimensions, finish, color, etc?

New Pac-Clad standing seam metal roof- color Graphite, existing structure to remain. This is just simply replacing the deteriorating metal roof that is existing- all dimensions to match existing.

- *New under canopy lighting*
- *How many lights will be installed and where?*
- *What color temperature (kelvin rating) will be used?*
- *Is there a cut sheet for these light fixtures?*

See attached cutsheet provided by Owner



- *ADA upgrades, including concrete modifications and new railings along the loading dock/outdoor patio*
- *Where will the ADA upgrades be made?*
- *What will the dimensions of the concrete modifications and railings be?*
- *What type of material and color will be used for the railing?*

Accessible ramp and steps to front entry off Main St

Steel, painted semi-gloss finish Sherwin Williams Iron Ore SW 7069

See attached drawings

- *Exterior planters and street furniture*
- *What type of plants will be used?*
- *What are the dimensions, colors and materials of the planters?*
- *Will they be self watering planters?*
- *How many planters and where will they be?*
- *Do you have images of the furniture and where will it be?*

Planters and furniture excluded from scope

- *Architectural and engineering services related to the planned improvements*
- *Good on that as I assume that is all LRK*

Design Build, HNA for MEP

*In general any renderings of what the above will look like at 409 is helpful.*

We do not have any renderings, since the main objective is to repair and replace in like kind



(4) Under canopy lighting, surface mounted tight to underside of canopy structure, 4'-0" length, black finish, 3000K

## LITETRONICS®

### LED VAPOR TIGHT SLIM STRIP

#### DESCRIPTION

The LeD vapor Tight Slim Strip is a uniquely slim and durable industrial fixture well-suited for harsh environments both indoor and outdoor.

At only 1.8" in diameter, this compact fixture works well in tight spaces. It can be surface mounted to a ceiling or wall, or suspension mounted depending on the application. It can also be directly connected to 1/2" NPT conduit and daisy chained to cover more ground from a single power source.

Designed for specifically harsh environments, this vapor tight fixture provides protection against moisture, vapors or dust. It's IP65 and IK10 ratings guarantee it's durability in challenging applications. The fixture is also NSF rated for use in food processing and food safe environments, even the stainless steel mounting hardware is corrosion resistant, providing long term peace of mind that your LeD lighting is up to task.



#### FEATURES

- IP65 and IK10 rated
- NSF rated
- Corrosion resistant (fixture and mounting hardware)
- DLC 5.1 Standard (up to 130 LPW)
- Daisy chain capabilities
- Direct connection to 1/2" NPT conduit
- 0-10v dimming
- 50,000-hour rated life
- 5 year warranty
- 5' cable attached

#### APPLICATIONS

|               |                       |
|---------------|-----------------------|
| Commercial    | Corridors             |
| Industrial    | Cold Storage/Freezers |
| Manufacturing | Stairways             |
| Warehouse     | Parking Garages       |
| Display       |                       |

#### MOUNTING

- Surface
- Suspension
- Continuous row

#### CERTIFICATIONS



Fixed vinyl windows with simulated double hung mullion.

