



**Design Review Board (DRB)
Staff Report**

Exterior Renovation

Case # 21-30: Alcenia's
317 N. Main
Memphis, TN 38103

Applicant: Betty Joyce Chester-Tamayo
495 S. Front #3035
Memphis, TN 38103

Background: DRB approval is required for this project because it received a special grant from the Center City Development Corporation (CCDC) at its December 2020 meeting.

Alcenia's is a restaurant located at 317 N. Main in Downtown's Pinch District. The restaurant has been owned and operated by Betty Joyce Chester-Tamayo since 1997. Through assistance from the CCDC, the Memphis Medical District Collaborative, River City Capital, and EpiCenter, Ms. Chester-Tamayo was able to acquire the building that houses her restaurant and fund necessary improvements to the property. The present application is for the exterior portion of these planned renovations.

Project Description: The proposed exterior renovations to 317 N. Main include a refresh of the building's Main St. façade, as well as an accessible entrance and patio on the building's north side.

The brick on the building's Main St. façade will be repainted white, while the wood trim around the building's storefront windows and doors will be painted a contrasting black. The existing awnings on Main St. will be re-covered, and new gooseneck light fixtures will be installed above. A central door that currently sits between the building's two retail bays will be replaced with a window providing an additional view into the building.

An accessible ramp with safety railings will lead to a new patio on the building's north side. A new door on this side of the building will provide a wheelchair accessible entrance. New exterior light fixtures will also be placed along the building's north side, and a

dining counter with bar seating will be placed at the edge of the patio, adjacent to the sidewalk. The applicant also plans to add a mural to the north side of the building, and will submit a final design at a later date.

Staff Report:

In accordance with the Downtown Design Guidelines, the proposed exterior renovation for 317 N. Main preserves the authentic character of the building, refreshing the building's appearance rather than radically altering it. The largest change to the building will be the patio on the north side, which will help animate Main St. at an important entrance point to the Pinch District. This patio will also include a ramp up to the building's new accessible entrance, an essential feature the building previously lacked. DRB staff supports the proposed exterior renovation, which will help to preserve an existing Downtown building, and support a treasured local business.

Staff Recommendation:

Staff recommends approval, with a later approval for public art at a later date.