



Design Review Board (DRB) Staff Report
Prepared for the July 12, 2023 DRB Meeting

Exterior Renovation & New Construction

Case # 23-46:

Dream Hotel
122 S. Main Street
Memphis, TN 38103

Applicant:

Yoav Poni
S Main 122 LLC
390 S. Main Street
Memphis, TN 38103

Background:

DRB review is required for this project because it received approval for a PILOT at the November 12, 2019 Center City Revenue Finance Coporation (CCRFC) Board Meeting.

The subject property is 122 S. Main, a three-story commercial building built in 1948, located on the southeast corner of South Main Street and Gayoso Avenue. The building was originally built as the home of the Black and White Store, but it was most recently occupied by Royal Furniture, which remained at the location from 1978 to 2020.

The applicant plans to transform the property into a mixed-use development featuring a Dream Hotel with seven levels of hotel rooms, three floors of apartments, and ground floor restaurant space. The development will be a combination of adaptive reuse and new construction, incorporating the portion of the existing building facing Main Street, and building a new 14-story tower on the eastern portion of the site.

Project Description:

The proposed development will blend a portion of the existing building at 122 S. Main together with a modern tower that references the design of the original building while remaining distinctly contemporary.

A portion of the original building will remain along the entire Main Street frontage of the development, serving as the entrance to the hotel's restaurant and bar space. The existing metal canopy over the ground floor space will be refurbished, and guardrails will be added to create balconies accessible from the first floor. Portions of the

canopy will be cut away in front of the building's two main entrances to accommodate new vestibules that will bring the entrances closer to Main Street.

Existing glazed brick on the existing building will be preserved and repaired. The existing ground floor storefront will be replaced with a new aluminum storefront system with insulated glazing. Existing upper floor windows will be replaced by new aluminum windows that match the historic appearance of the original windows. A pool deck on the roof of the original portion of the building will be surrounded by glass guard rails that will be visible from the street.

The eastern portion of the building will consist of a new tower that ties into the original frontage on Main Street. The appearance of the tower references the original building through its materials, which include black and white brick. A monumental entrance on Gayoso, near the northeast corner of the building, will add a significant amount of ground floor activity and transparency in the place of what is currently a blank wall on the existing building.

On the upper floors of the tower, gold metal panels will be used as an accent material, and to help screen vertical air conditioning vents. Upper floor windows on the east and west sides of the tower will be arranged in a distinctive irregular pattern. Some windows on the west side of the building will be surrounded with projecting metal window caps that add additional depth and shadow.

The building's loading dock will be located at the southeast corner on the building's east side, facing November 6th Street. An outdoor seating area for the hotel's café and lobby will also be located on the building's east side at the northeast corner, partially enclosed by a low wall. On the south side of the building, existing stucco on the remaining portion of the historic building will be restored.

Staff Report:

The proposed Dream Hotel development will preserve an important part of Main Street's fabric, while adding additional active street frontage and density to the downtown core. The design of the new tower relates to the historic portion of the building through its material and color palette, but remains visibly distinct as a contemporary addition. This new tower will also significantly improve the pedestrian experience around the site by adding a new primary entrance on Gayoso, as well as additional transparency and activation facing November 6th Street. By retaining and enhancing the most visually interesting portion of the existing building, while introducing a new iconic structure to the downtown core, the

proposed development successfully combines adaptive reuse with new construction in a key location.

Staff Recommendation: **Staff recommends approval, with the condition that no demolition of the existing building should begin until financing has been secured and all other construction permits have been filed and approved. The application should also be conditioned on later approvals for exterior lighting, landscaping, and signage.**