



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

Exterior Renovation

Case # 21-15: Good Fortune Company
361 S Main
Memphis, TN 38103

Applicant: Sarah Cai
284 W. Central Park St.
Memphis, TN 38111

Owner: Ed Cabigao
5040 Sanderlin Ave, Ste 105
Memphis, TN 38117

Background: DRB review is required for this project because it received an Exterior Improvement Grant from the CCDC at its February 17, 2021 meeting.

The subject property of this application is 361 S. Main, a retail space on the west side of Main Street, north of the intersection of Main and Talbot. The building was formerly home to the South of Beale restaurant, which is moving to the neighboring Ambassador Hotel building. The applicant is the owner of Good Fortune Company, a new restaurant concept that will occupy 361 S. Main. With the help of a CCDC Exterior Improvement Grant, the applicant plans on making a number of exterior improvements that will enhance the curb appeal of the building.

Project Description: The proposed package of exterior improvements consists of a number of small alterations, additions, and streetscape elements that combine to strengthen the connection between the building and the public realm:

- A new fabric awning installed at the level of the transom windows (which are not transparent).
- Two permanent benches on either side of the building's primary entrance.
- Two new planters on either side of the building's primary entrance.

- Eight hanging planters and six self-watering planting boxes installed on the covered patio adjacent to the building.
- String lights with nylon lanterns installed inside the covered patio.
- A weather-proof enclosure for the building's outdoor patio, which will also be painted.
- A new projecting sign installed at the northeast corner of the building, above the transom windows (the sign plan will be submitted and approved administratively at a later date).
- De-tinting the building's storefront windows and doors on Main.

Staff Report:

The proposed exterior improvements for 361 S. Main fulfil the Downtown Design Guideline's goals of enhancing the public realm and the pedestrian experience in Downtown Memphis. New lighting, planters, street furniture, and shade help make 361 S. Main a more comfortable place for passers-by and customers alike. The enclosed year-round patio will help to provide more visible activity during inclement weather. And de-tinting the storefront windows will further improve the connection between the restaurant's interior activity and the public realm.

Staff Recommendation:

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