



Design Review Board (DRB) Staff Report
Prepared for the December 7, 2022 DRB Meeting

New Construction & Exterior Renovation

- Case # 22-68: Greyhound Bus Complex
475 and 525 N Main
Memphis, TN 38105
- Applicant: Gabe Velasquez
November 6 Investments, LLC
825 Valleybrook Dr.
Memphis, TN 38120
- Background: DRB review is required for this project because it received approval for a PILOT incentive at the November 13, 2022 Center City Revenue Finance Corporation (CCRFC) Board Meeting.
- The Greyhound Bus Complex is a planned mixed-use development in the Uptown neighborhood that includes the adaptive reuse of the historic Dixie Greyhound Bus Lines headquarters and a former brewery, as well as the construction of three new buildings on a site spanning two blocks. The development's uses will include residential apartments, leasable commercial space, self-storage, and art studios.
- Project Description: The Greyhound development includes the entire block bounded by Main Street on the east, Front Street on the west, Mill Avenue on the north, and Sycamore Avenue on the south. The two existing historic buildings on the site, the former Greyhound headquarters and a former brewery, will be retained and incorporated into the development. A cluster of four self-storage sheds on the southeast corner of the block will be demolished to make room for two of the development's new-construction buildings. A final new-construction building will be built on the northeast corner of the block directly to the south of the main block. The following are descriptions of each individual building in the proposed development:
- **Building 1 - Historic Greyhound Building (Multifamily)**
The historic Greyhound headquarters (c. 1936), which is currently used as a self-storage facility with some office and studio space, will be renovated as a multifamily building.

Existing red and yellow brick on every side of the building will be repaired and restored. Existing windows will be uncovered, repaired and refinished on every side of the building. On the Main Street façade, the existing overhead doors and accessory structure addition will be removed, and replaced with new storefront entry doors and windows covered by a new metal canopy. A section of decorative red brick on the south side of the building that had formerly been painted will be uncovered. Other sections of historically painted brick will be repainted. The existing Greyhound sign will be maintained and cleaned. New windows will be added on the south, north, and west sides of the building to continue the historic pattern of windows on the building. Existing overhead doors on the south and west sides will be replaced with glass storefronts with metal canopies.

- **Building 2 – New-Construction Multifamily**

Building 2 is a three-story multifamily building. The primary exterior material will be brick veneer, accented by sections of metal panels, fiber cement panels, and textured brick. The ground floor of the building facing Main Street will feature a modern glass storefront system, providing visibility into the building's leasing and amenity space. On the building's south side, the second and third floor balconies are enclosed by metal panels that are extruded from the side of the building, creating a pattern of horizontal articulation across the south side. Ground floor units on the south side of the building will connect to outdoor patios surrounded by a concrete landscape wall with planters. On the north side of the building, upper floor units will feature recessed balconies with metal railings. Metal screens will provide light and visibility into the stairwells on the east and west sides of the building

- **Building 3 – New-Construction Commercial**

Building 3 is a two-story commercial building designed to accommodate a potential food and beverage tenant. The gable-roofed building will feature a full-height glass façade facing Main Street, while the primary structure will be clad with standing seam metal panels. The western end of the building will also feature a full-height glass storefront, opening onto a semi-enclosed seasonal seating area covered by a steel frame.

- **Building 4 – Historic Brewery (Commercial)**

Building 4, which was originally a brewery (c. 1903) will be renovated to accommodate a future commercial tenant. Existing masonry will be repaired, and brick that has already been painted will be repainted. Existing windows will be uncovered, repaired and refinished. A new two-story glass curtainwall with an entrance door will be added on the east side of the building, and an overhead door on the west side of the building will be replaced with a new glass storefront with a canopy. On the north side of the building, an existing fire stair and exit will be removed and infilled with matching brick. Three new windows in existing infilled openings will be added on the east side of the building, and a new window will be added on the north side to match the existing pattern of openings.

- **Building 5 – New-Construction Self-Storage and Studios**
Building 5 is a four-story new construction building, which will be built on what is currently a vacant parking lot at the southwest former of Main Street and Sycamore. The building will accommodate the storage and art studio business that is currently housed in the Greyhound Headquarters building. The primary exterior material will be brick veneer, with horizontal and vertical ribbed metal panels used as an accent material on the upper floors. The building's studio spaces will be located on the ground floor along the building's public frontage on Main and Sycamore. The studios will include ground floor entrances and large storefront windows, topped with awnings and aluminum canopies to provide a comfortable pedestrian experience. The ground floor of the building's corner addressing Main and Sycamore will house the building's sales office, which will also feature a large glass storefront and entrance facing the street. The building's upper floors facing Main and sycamore will feature windows trimmed with brick soldier courses and EIFS banding.

Staff Report:

The proposed Greyhound Bus Complex development represents a significant investment in Uptown's urban fabric, and each component of the plan deserves careful consideration. The planned renovation of the development's two historic buildings complies with the best practices for historic renovations outlined in the Downtown Design Guidelines. Historic features are being restored and repaired whenever feasible, and replaced when necessary. The most significant new features, like new storefronts, are being created in the place of later building modifications. The new construction multifamily and commercial buildings on the primary block will

replace what was formerly a wall of storage units, dramatically improving the pedestrian experience on the block. In addition to the transparency and active ground floor uses introduced by these buildings, the space between the new buildings and the historic brewery create a small pedestrian plaza on the development's southeast corner. The applicant has also made a strong effort to make the new self-storage building a positive presence on the street by placing art studios with significant transparency on the ground floor facing the primary public streets. The materials and design of the building have also been selected to integrate it into the overall development. Taken as a whole, the Greyhound Bus Complex development represents a strong addition to the Uptown neighborhood, and will create a more walkable and inviting street for neighborhood residents and visitors.

Staff Recommendation: **Staff recommends approval, with the condition of additional applications for signage, landscaping, and lighting.**