

# Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC) Board of Directors  
From: DMC Staff  
Date: April 14, 2020  
RE: South City Good Neighbor Grant Application – 363 S. Second St.

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The enclosed South City Good Neighbor Grant has been submitted for consideration at the April 21, 2020 CCDC Board of Directors Meeting.

**Project:** **363 S. Second St. (WLOK Radio)**

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Applicant/Owner: H. A. Gilliam, Jr., Owner  
363 S. Second St.  
Memphis, TN 38103

Applicant's Request: South City Good Neighbor Grant up to \$50,000.

Project Description: The subject property is located on the northwest corner of South Second St. and Talbot Ave. The 10,498 sq. ft. site contains three structures. The main office, fronting South Second St., was built in 1947 as a single story, 4,128 sq. ft. building. A modular structure, used as the WLOK sales office, faces Talbot Ave. A third storage facility is located towards the back (west) of the parcel and faces Mulberry St.

“In 1977 WLOK became Memphis’ first African-American owned radio station. Established on this site, Gilliam Communications’ WLOK is a family-oriented format on which many of the nation’s top African-American leaders have appeared. Several of the nation’s leading disc jockeys started here. WLOK’s community involvement includes college scholarships and the renowned WLOK Stone Soul Picnic. The station’s call letters, WLOK-AM, are ‘A Family Tradition.’” – Tennessee Historical Commission Landmark, located on site.

The applicant is planning exterior improvements to the building and site including the following:

- Exterior building repair
- Exterior painting
- Exterior signage
- New awning(s)
- Fencing
- Landscaping
- Door repair/replacement

- Storefront repair/replacement
- Exterior lighting

The applicant plans to begin renovation work following approval of grant funding and DRB approval.

Estimated Budget:

The South City Good Neighbor Grant is a special program offered by the Downtown Memphis Commission (DMC) and the Center City Development Corporation (CCDC) in partnership with the City of Memphis Division of Housing and Community Development (HCD) and the South City Choice Neighborhood Initiative (CNI). This grant is designed to help commercial property owners and businesses in the South City Neighborhood make exterior improvements to their property.

The South City Good Neighbor Grant is for exterior work only and provides up to 90% of the total project cost up to \$50,000.

Sources:

Owner-funded	\$14,865
South City Good Neighbor Grant (CCDC)	\$50,000
Total Sources	\$64,865

Uses:

Prep exterior	\$1,890
Exterior paint	\$ 9,450
New storefront entry system	\$17,840
Framing for storefront	\$3,500
New sign	\$5,890
Demolition/Debris removal	\$5,400
Electrical	\$2,850
Landscaping	\$3,850
Reseal windows	\$1,230
New handrails and stairs	\$5,890
Door enclosure at sales office	\$395
New awning	\$6,680
Total Uses	\$64,865

Design Review:

This project will be reviewed at the May meeting of the Design Review Board (DRB).

EBO Program:

Any project that is awarded financial incentives from the Downtown Memphis Commission (DMC) shall include a best faith effort to reach no less than 25% participation by minority and/or women owned businesses (M/WBE) in the project's development cost (design and construction hard costs). Compliance with this Equal Business Opportunity (EBO) Program is a closing requirement. **If the requirements of the**

**EBO Program are not met, the CCDC will cancel the incentive.**

Based on the estimated budget, a 25% level of M/WBE inclusion is approximately **\$16,217**.

**Staff Evaluation:**

The South City Good Neighbor Grant is designed to help South City commercial property owners and businesses strengthen or restore the character of important places within the community with high-quality improvements to the exterior of their property. A secondary goal of the grant is to help new and existing businesses succeed by enhancing their curb appeal in ways that might not be possible without assistance. This project is aligned with the goals of the DMC and the Good Neighbor Grant to improve commercial property values and encourage property investment within the South City Neighborhood.

Staff is supportive of approving a South City Good Neighbor Grant for this project. The proposed improvements bring added character and vibrancy to an area of connectivity between the South City neighborhood and the activity along South Main. The changes to the building and landscape enhance the pedestrian experience along three different streets. The applicants hope for the project was to add colorful, inviting colors, decrease garbage accumulation, and increase tourist interest in the site. The proposed improvements meet the applicant's goals as well as our intention for the program at the DMC.

**Staff Recommendation:**

**Staff recommends approval of a South City Good Neighbor Grant in an amount up to \$50,000 based on approved receipts and subject to all standard closing requirements.**