



To: CCDC Board of Directors
 From: DMC Staff
 Date: April 17, 2024
 RE: Special Grant Request – Enhanced Pedestrian Lighting at Orpheum Theater & Beale St.

Background & Request:

The Orpheum Theater Group is currently in the process of completing a Master Plan for its campus in the heart of Downtown Memphis. Installing enhanced pedestrian lighting to illuminate the north side of the Orpheum Theatre is the first step in a multi-year plan to establish a more cohesive campus including the historic Orpheum Theatre and the Halloran Centre for Arts and Education.

The Orpheum Theater Group is requesting a special CCDC grant of up to \$80,000 to help install overhead string lighting above Beale Street, in the block between Main Street and Front Street. A series of catenary cables will be run from the north side of the Orpheum to connect at various points along the south side of the Downtown Mobility Center. Strands of individual LED bulbs (warm white color) will be mounted to stainless steel aircraft cable. It is planned that the steel cabling will be mounted with a minimum vertical clearance of around 22 ft. 6 inches above the street below, with the final placement determined in collaboration with the Memphis Fire Department, City Engineering, Construction Code Enforcement, and any others as required. The cabling and lighting will consist of a cross-diagonal pattern and run approximately 700 linear feet. The following describes the proposed budget and cost sharing approach to complete this project.

Funding Sources	Amount	% of Total
CCDC Special Grant (requested)	\$80,000	40%
<u>Funding Secured by Orpheum Theater</u>	<u>\$120,712</u>	<u>60%</u>
<i>Total Sources</i>	<i>\$200,712</i>	<i>100%</i>

Use of Funds	Amount	% of Total
New Catenary Lighting & Cable System	\$87,000	43%
Electrical	\$65,460	33%
Building Repair Allowance	\$12,250	6%
Traffic Control & General Conditions	\$20,502	10%
<u>A&E Fees</u>	<u>\$15,500</u>	<u>8%</u>
<i>Total Uses</i>	<i>\$200,712</i>	<i>100%</i>

Project Timeline/Life Expectancy/Maintenance Plan:

Contingent on CCDC approval, it is anticipated that work to install the lighting will occur in Q2 2024 and be fully complete within 60 days.

The proposed lighting equipment has a 5-year limited warranty. The system requires little to no maintenance other than the standard repair or cleaning due to environmental factors. The estimated life expectancy is based on the lights being on 9 hours a day. It is anticipated that the lighting will be controlled by either a timer or photocell set to turn on at sundown and turn off around 3:00 AM. Based on this projected usage, the maximum life expectancy of the lighting fixtures is up to 30 years. Replacement of these lighting fixtures should typically be considered when the fixture is producing 70% of its initial output, estimated at 80,000 hours.

Electrical power for the proposed lighting will be provided from the Downtown Mobility Center and connected to an existing meter. The DMC will have a cost sharing agreement with the Orpheum Theater for a 50/50 split of the cost for the electrical power required for this lighting. The annual operating cost for this high-efficiency LED lighting system is expected to be nominal. To the extent that significant maintenance or full equipment replacement is eventually required at some point in the future, the DMC and Orpheum Theater will jointly decide whether to replace or remove the lighting equipment at that time at their shared expense and upon mutual agreement.

Staff Recommendation:

Staff is in full support of this special grant request of \$80,000 as part of a long-term strategy to better connect the heart of the Beale Street District with Beale Street Landing and the newly reimagined Tom Lee Park. The construction of the Downtown Mobility Center in 2023 helped fill a significant gap in vibrancy and activity along South Main Street. Building on that momentum, this type of enhanced lighting will improve the pedestrian experience for Downtown residents, office workers, tourists and local visitors, patrons of the Orpheum, and all customers of the Downtown Mobility Center. While relatively modest in budget, DMC staff expects this project to be a high-impact improvement that will better connect the Downtown Mobility Center with a major Downtown landmark and further strengthen the pedestrian experience along Beale Street.

As is the case with all CCDC projects, the DMC's Equal Business Opportunity (EBO) Program, Design Review Board (DRB) approval, and the approval of any other authority having jurisdiction will be required as grant approval conditions. The grant will be reimbursable based on approved receipts following project completion and inspection by DMC staff.