

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff
Date: September 6, 2024
RE: Exterior Improvement Grant Request – 430 Monroe Ave

The enclosed Exterior Improvement Grant application has been submitted for consideration at the September 18, 2024, CCDC Board Meeting.

Project: **430 Monroe Ave**

Applicant: Timothy Redden
Six Land Company, LLC
2125 Union Ave, Suite 100
Jonesboro, AR 72401

Applicant’s Request: Exterior Improvement Grant in an amount up to \$60,000.

Project Description: The subject property is a two-story industrial warehouse located on the northwest corner of Monroe Ave and Lauderdale Street built in 1910. The structure is mostly cast in place concrete with some masonry infill walls. The façade is clad in cementitious plaster.

Historically used for commercial printing and most recently sitting empty, this building is on a prominent corner within the Edge District. The developer also has a 108-unit apartment building under construction to the east of the subject property. A small restaurant and a commercial bay are planned for the ground floor of the redeveloped property. There will also be offices for lease on the second level. The developer has engaged a local broker to assist in leasing these spaces.

The grant-eligible exterior scope of work includes opening historic fenestration patterns and increasing transparency, along with prototypical curb appeal enhancements. The list of exterior improvements includes:

- Remove ground level infill walls to prepare for new storefront system
- Remove existing second level warehouse windows
- Install new energy efficient, modern windows with muntins to mimic original warehouse windows

- Install dark bronze storefront system at the south and southwest façades
- Repair sidewalk and curbs around the perimeter while creating openings for the planting beds
- Repair masonry and repair/patch plaster
- Paint all exterior walls
- Install pre-finished dark bronze metal canopies on the south elevation storefront entrances
- Install architectural façade lighting
- Install street trees, landscape lighting, and plantings

EIG Budget:

The Exterior Improvement Grant (EIG) is designed to help Downtown commercial property owners make high-quality improvements to the exteriors of Downtown buildings. These improvements help businesses draw customers by enhancing curb appeal, increase walkability by adding street-level interest, and increase neighborhood property values.

The Exterior Improvement Grant is for exterior work only and requires a 1 to 1 match from the applicant. The maximum grant for this location (The Edge Target Area) is \$60,000.

The following describes the estimated project budget:

Sources:

Owner’s Contribution	\$290,600	(83%)
CCDC EIG	\$60,000	(23%)
Total Sources	\$350,600	(100%)

Uses:

Glass & glazing	\$168,000	(48%)
Soft costs	\$50,000	(14%)
Paint	\$28,000	(8%)
Canopies	\$23,000	(7%)
Plaster	\$18,000	(5%)
Abatement	\$17,000	(5%)
Mural	\$15,000	(4%)
Architectural lighting	\$15,000	(4%)
Exterior demo	\$8,500	(2%)
Landscaping	\$5,600	(2%)
Sidewalk and curbs	\$2,500	(1%)
Total Uses	\$350,600	(100%)

Design Review:

The applicant will submit design plans to the DRB in the coming months.

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 (MWBE) 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.**

Outreach & Inclusion Plan:

The specific steps required for each applicant to be compliant with the DMC's EBO Program takes into consideration the size, scope of work, and development costs associated with the project. At the time of incentive application, it is typically too early to identify specific contractors or sub-contractors that will ultimately be involved in the construction. However, the applicant has a clear understanding of the EBO Program and has worked with DMC staff to identify the following key steps that will be included in their Outreach & Inclusion Plan:

- The applicant will meet and coordinate with minority-owned business assistance organizations such as the Memphis Area Minority Contractors Association (MAMCA) and the Mid-South Minority Business Council Continuum (MMBC) to make their members aware of the project and any contracting and sub-contracting opportunities.
- The applicant will use the City of Memphis Business Diversity & Compliance Registry and the resources at the Shelby County Office of Equal Opportunity Compliance to identify qualified subcontractors and other tradespeople to perform the needed work.
- The applicant will advertise and host a pre-bid conference to allow MWBE subcontractors an opportunity to ask questions and learn more about the job opportunity. DMC staff will be invited to attend the pre-bid conference to observe.
- The applicant will contact a minimum of 3 certified MWBE businesses for each trade or type of subcontractor needed, and provide each a fair opportunity to submit a bid and be considered for the work.

- Once the service providers have been identified, the applicant will submit the form titled “Proposed Utilization Plan” to DMC staff for review and approval. The applicant will also be asked to provide a full record of the outreach steps taken and the results thus far. This documentation can include items such as a phone call log, copies of emails, meeting notes, and pre-bid conference attendance sheet.
- After construction has started, the applicant will provide monthly updates to DMC staff detailing the project status and level of MWBE involvement at each major phase of the project.

Minimum MWBE Goal: With an estimated total project budget of \$964,627, a 25% level of MWBE inclusion for that work is approximately **\$241,156.75.**

Staff Evaluation: DMC staff supports this grant application to activate a currently vacant building at a major intersection in the Edge District Target Area.

The proposed redevelopment would interject retail and commercial uses that complement the increased residential units and create a more dynamic street network. Several large redevelopment projects are in close proximity. For example, Memphis Made Brewing Company, The Ravine, and The Rise Apartment share property lines with the proposed redevelopment. An active ground floor use like a small restaurant will add more amenities not only for developer’s new residents, but also for the surrounding residential and office uses.

Recommendation: Staff recommends approval of an Exterior Improvement Grant in an amount up to \$60,000 based on approved receipts and subject to all standard closing requirements and conditions.