



DESIGN REVIEW BOARD APPLICATION

Administered by:
Design Review Board

Property Address*: 363 South Second Street, Memphis, TN 38103

Applicant Name & Mailing Address: H.A. Gilliam, Jr., 363 S. Second St., 38103

Applicant Phone Number: 901-527-9565 Applicant Fax Number: 901-528-0335

Property Owner's Name & Mailing Address: H.A. Gilliam, Jr., 363 S. Second St., 38103

Property Owner's Phone Number: 901-527-9565

The proposed work consists of the following (check all that apply):

- Sign
- Renovation
- New Building
- Other Exterior Alteration

Project Description: The property will get exterior building repair, doors and windows repair/replacement, exterior painting, new fencing, new stairs and handrails, new awnings and new landscaping.

Status of Project: The project has been approved for funding by the Downtown Memphis Commission.

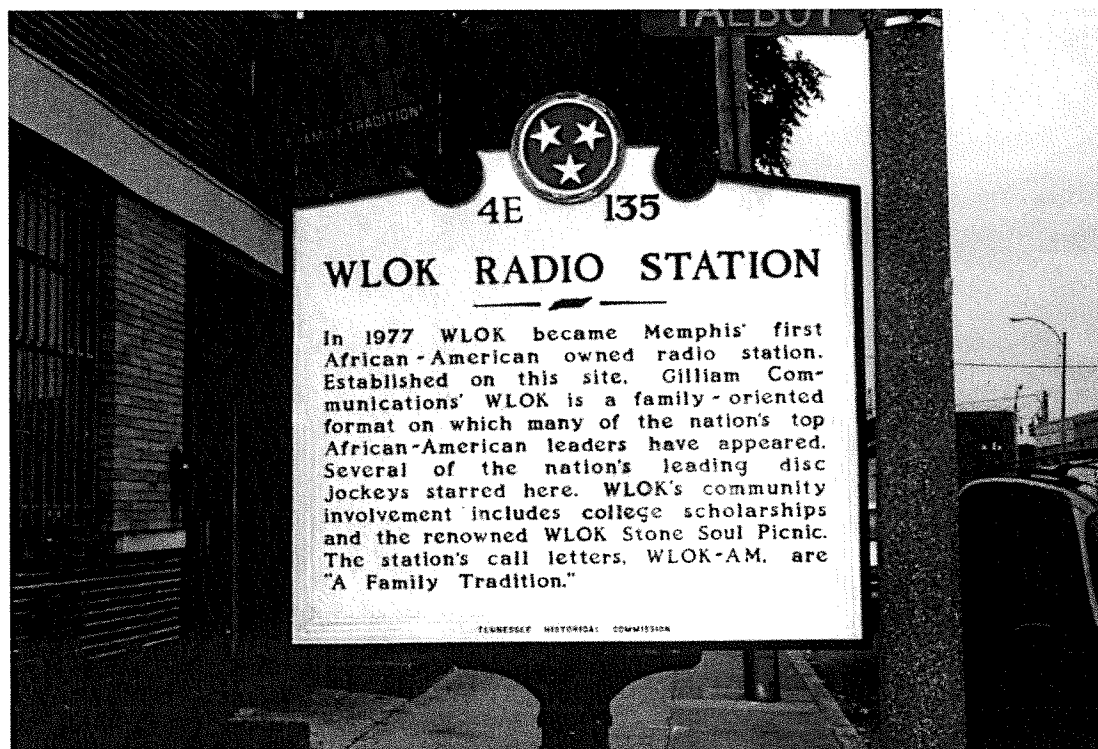
A complete application must be submitted to the Development Department no later than two weeks before a regularly scheduled meeting of the Design Review Board. Please contact Abe Lueders at (901)575-0565 or alueders@downtownmemphis.com with any questions and to submit an application.

Owner/Applicant Signature:

Date: 4-23-2021

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.

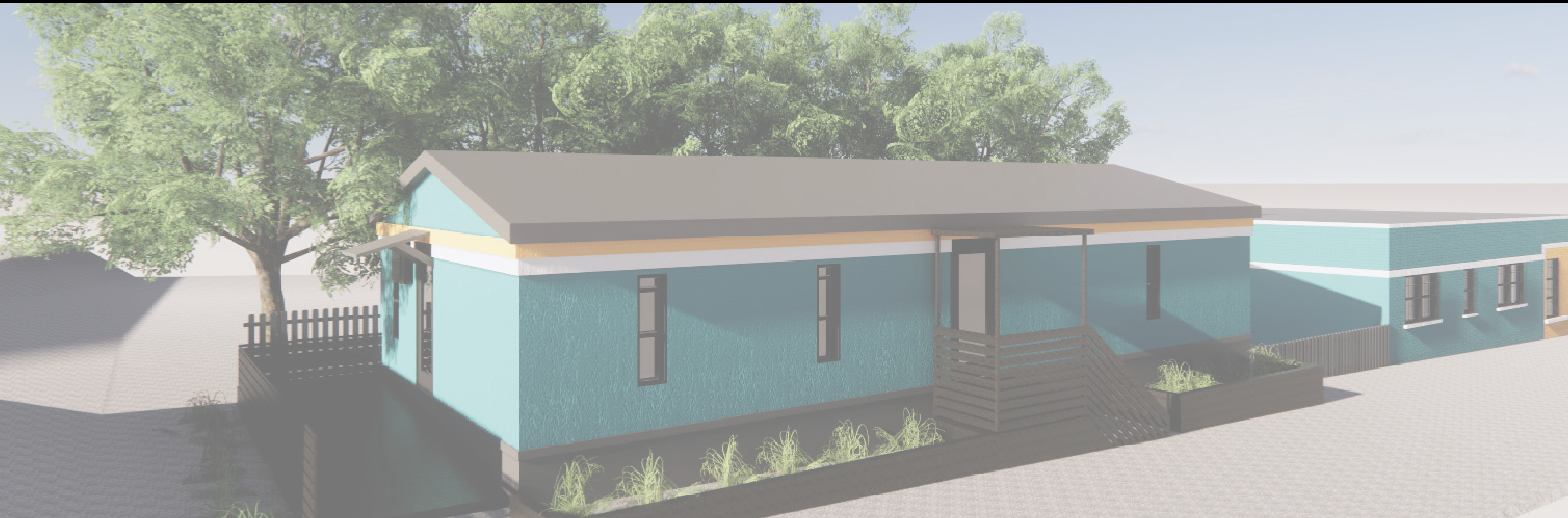
WLOK Radio is a well-known and well-respected radio station that has been serving its community for over 40 years. It is one of the iconic, heritage radio stations in America. When the station was purchased by Gilliam Communications, Inc in 1977, WLOK (AM 1340) became the first black-owned radio station in Memphis. It also became the first locally owned radio station in Memphis. Today, WLOK's FM station (FM 105) is the only black-owned FM radio station in Memphis. Based on WLOK's history and its cultural contribution to Memphis, several years ago WLOK was designated as a Tennessee Historical Landmark by the Tennessee Historical Commission (shown below).



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SOUTH CITY GOOD NEIGHBOR GRANT

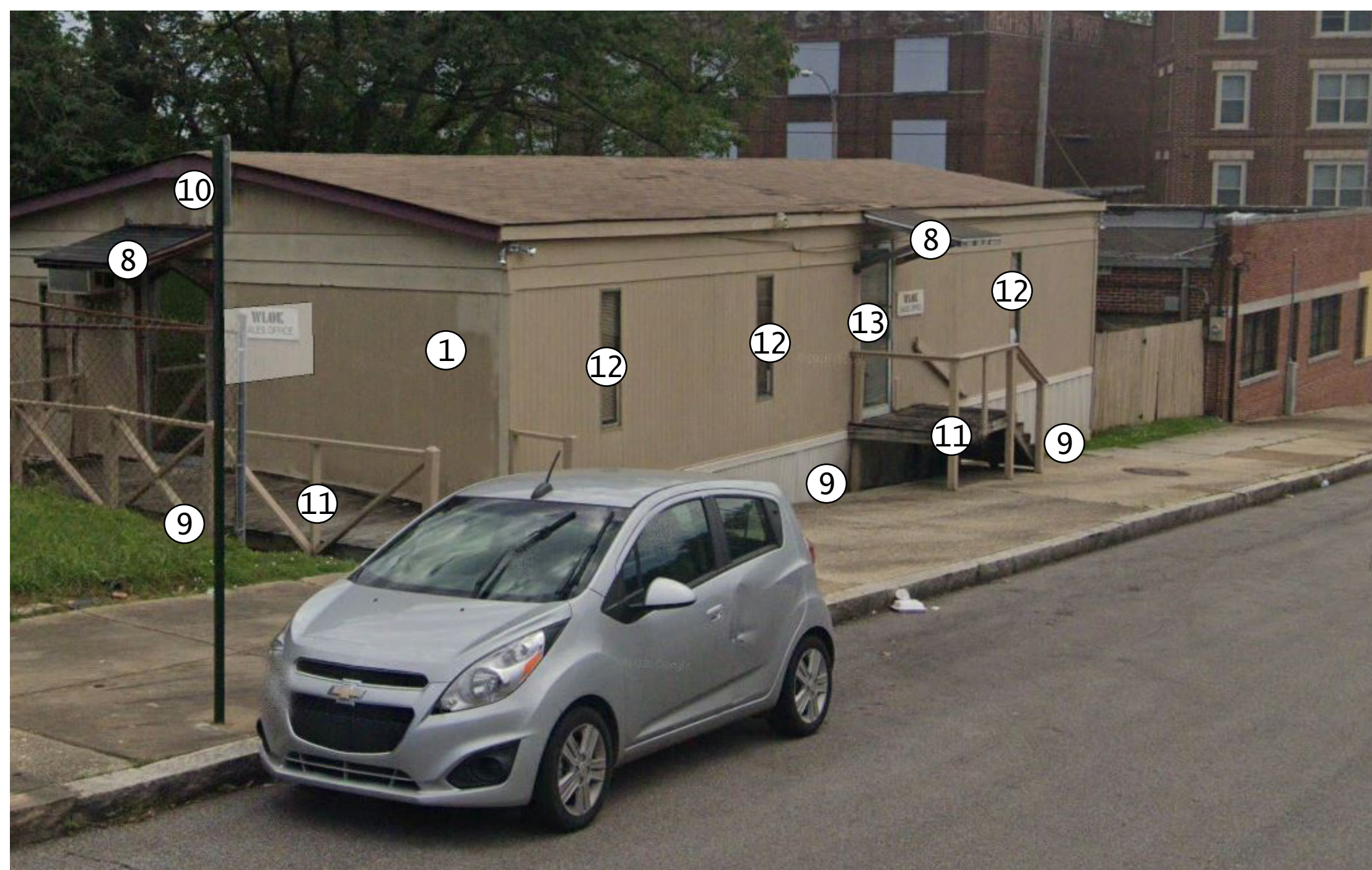


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EXISTING CONDITIONS



WLOK RADIO STATION



WLOK SALES OFFICE



WLOK STORAGE FACILITY

KEYNOTES

	KEYNOTES
1	NEW COORDINATING PAINT TO BE APPLIED TO REFRESHEN BUILDINGS & CREATE CAMPUS APPEARANCE
2	ALL RADIO STATION DOOR & WINDOW FRAMES TO BE REPAINTED. FRONT FACADE GLAZING TO BE TREATED WITH TINT FILM
3	RADIO STATION EXISTING STOREFRONT TO BE REPLACED. STOREFRONT GLZING TO BE TINTED GLASS
4	NEW PLANTS TO REPLACE EXISTING PLANTS LOCATED AT EXISTING ENTRY PLANTERS. OWNER TO SELET NEW PLANTS
5	REMOVE EXISTING METAL AWNING AT RADIO STATION
6	SIGNAGE LIGHTING TO BE UPDATED
7	EXISTING GLASS BLOCK WINDOW TO BE FILLED WITH MASONRY BRICK AND PAINTED
8	NEW METAL AWNINGS TO REPLACE EXISTING WOODEN AWNINGS AT SALES OFFICE
9	DITCH-POINTS AT SALES OFFICE TO BE FILLED BY METAL PLANTERS & NEW PLANTS TO MATCH RADIO STATION
10	REPAIR ROOF EAVE SOFFIT
11	EXISTING WOODEN RAILING, STAIRS, AND LANDING TO BE REPLACED WITH NEW METAL STRUCTURES
12	EXISTING SALES OFFICE WINDOWS TO BE REPLACED WITH DOUBLE PANED UNITS
13	DOOR CLOSER TO BE INSTALLED ON EXISTING DOOR

PRECEDENT SITES



BABALU RESTAURANT - MEMPHIS, TN

KEY POINTS

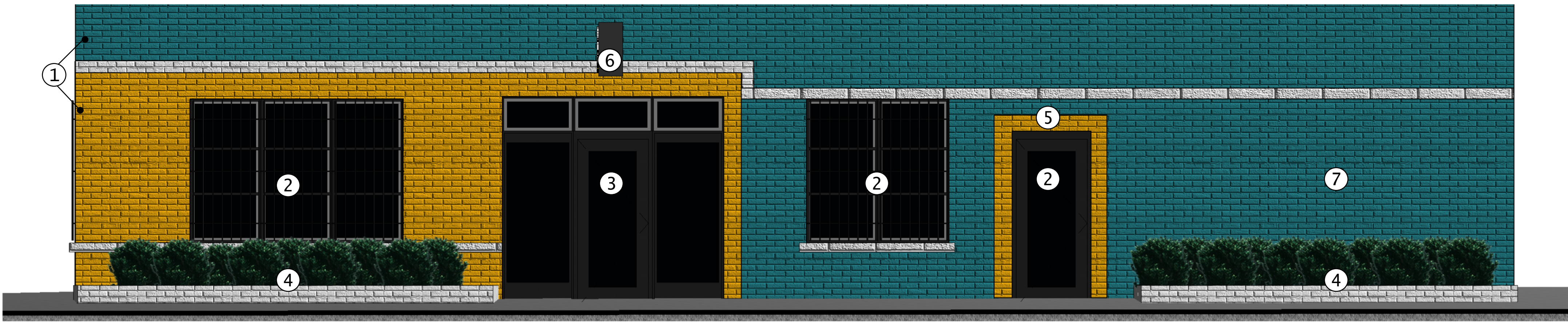
- 1 VIBRANT CONTRASTING COLORS ALLOW BUILDINGS TO BECOME DISTINGUISHED AMONGST OTHERS AS WELL AS HIGHLIGHT THE VARIOUS ARCHITECTURAL COMPONENTS OF THE EXTERIOR
- 2 LIGHT COLORED TRIM & FRAMES HIGHLIGHT STOREFRONTS & CONVEY AN INVITING PRESENCE
- 3 SITES SUCH AS THE MEMPHIS MUSIC HALL OF FAME AND ODEN MARKETING COMMUNICATIONS INCORPORATED THE SCHEME AT ADJACENT BUILDINGS, STRUCTURES, AND BUSINESS FOR A CAMPUS-LIKE CONNECTION



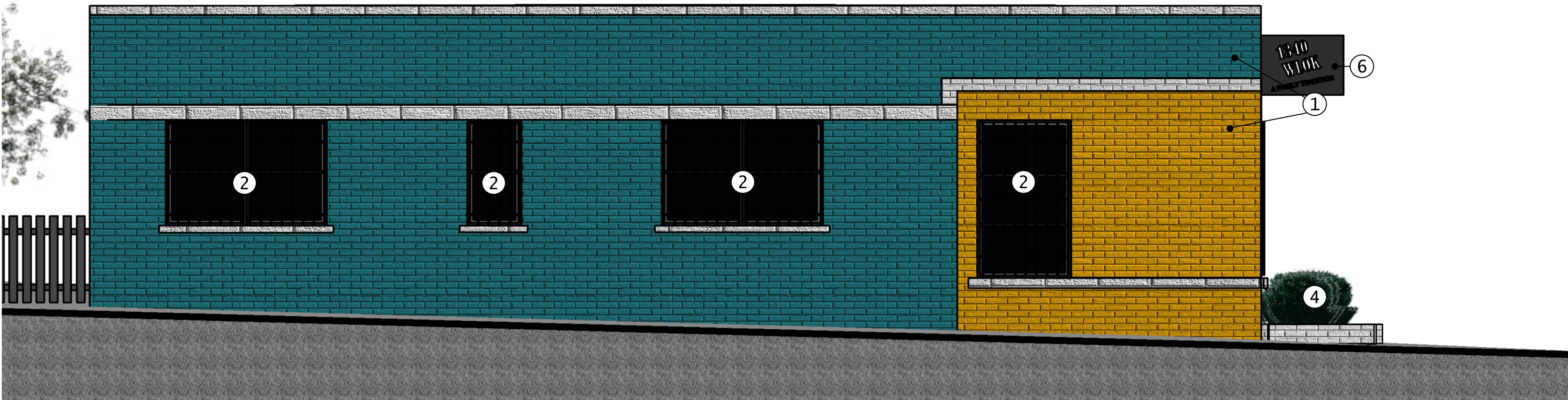
MEMPHIS MUSIC HALL OF FAME - MEMPHIS, TN



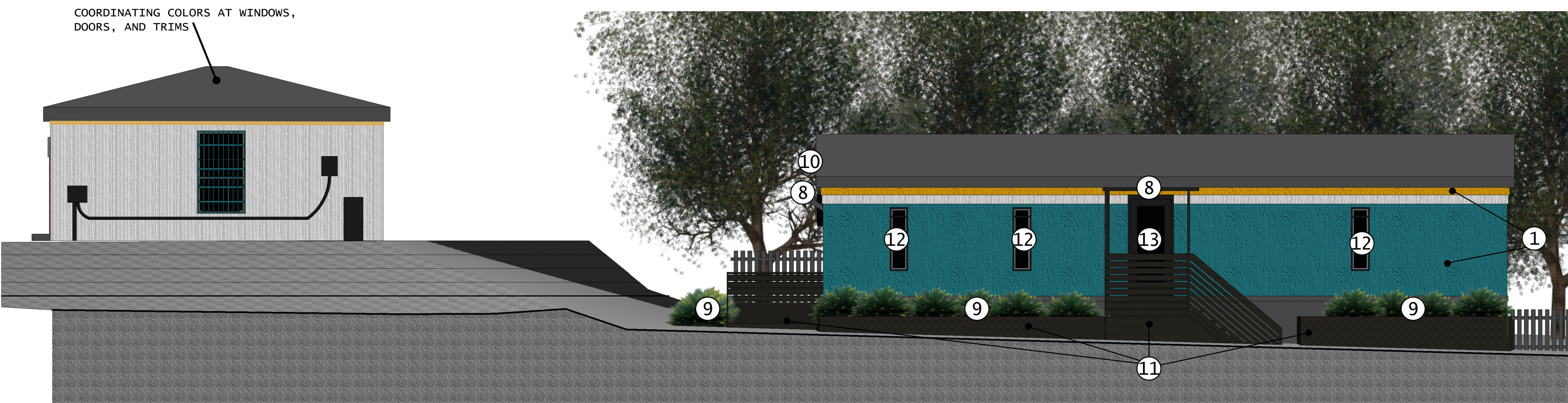
ODEN MARKETING COMMUNICATIONS - MEMPHIS, TN



WLOK RADIO FRONT FACADE



WLOK RADIO NW FACADE



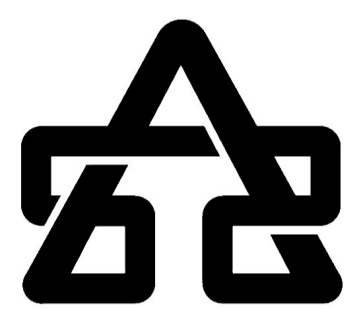
WLOK SALES OFFICE & STORAGE FACILITY

KEYNOTES

1	APPLY NEW VIBRANT PAINT TO EXTERIOR FACADES
2	PAINT ALL RADIO STATION DOOR & WINDOW FRAMES BLACK FOR CONTRAST. TREAT FRONT FACADE GLAZING WITH TINT FILM
3	INSTALL NEW STOREFRONT TO RADIO STATION. STOREFRONT GLAZING TO BE TINTED GLASS
4	REPLACE EXISTING PLANTS AT ENTRY PLANTERS. NEW PLANTS TO BE SPECIFIED BY OWNER
5	REMOVE EXISTING METAL AWNING AT RADIO STATION
6	UPDATE LIGHTING IN SIGNAGE
7	FILL EXISTING GLASS BLOCK WINDOW IS WITH MASONRY BRICK & PAINT AS INDICATED
8	NEW METAL AWNINGS AT SALES OFFICE
9	FILL DITCH-POINTS AT SALES OFFICE BY INSTALLING METAL PLANTERS & NEW PLANTS AS INDICATED
10	REPAIR ROOF EAVE SOFFIT
11	INSTALL NEW METAL RAILING, STAIRS, AND LANDING AT SALES OFFICE
12	PROVIDE NEW DOUBLE PANED WINDOWS AT SALES OFFICE
13	UPGRADE EXISTING DOOR WITH NEW DOOR CLOSER



WLOK RADIO EXTERIOR IMPROVEMENTS





WLOK SALES OFFICE EXTERIOR IMPROVEMENTS

