

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff, Planning & Development Department
Date: May 11, 2016
RE: Storefront Improvement Grant Application – Ghost River Brewing

The enclosed Storefront Improvement Grant has been submitted for consideration at the May 18, 2016, CCDC Board of Directors Meeting.

Project: **Ghost River Brewing, 827 S. Main St.**

Applicant: Ghost River Brewing, LLC
Mr. Jeremy Feinstone
827 S. Main St.
Memphis, TN 38106

Property Owner: Boscors RE, LLC
Mr. Jeremy Feinstone
827 S. Main St.
Memphis, TN 38106

Applicant's Request: Storefront Improvement Grant in the amount of \$66,455.

Project Description: The subject property is located at the northwest corner of E.H. Crump Boulevard and South Main Street. Ghost River Brewing (GRB) has been making beer at this location for almost 10 years. Currently, the site includes a small surface parking lot and buildings to house brewing and bottling operations, warehouse and storage, front office, and retail dock sales. GRB plans to reconfigure its interior space to add a tap room to allow beer tasting, on-site consumption, and a more formal retail component. In addition to new signage and exterior building improvements, a large outdoor deck will be added.

Scope of Work: Although this project involves significant interior renovation to create the tap room, the Storefront Improvement Grant can only be applied towards exterior work that is visible from the public right-of-way. Potentially eligible work for this Grant includes a new awning, exterior signage, window and door replacement, exterior fencing and sidewalk repair, and a large outdoor patio and seating area.

Metal Awning & New Signage:

The existing fabric awning is deteriorated and will be removed. A metal awning will be placed over the tap room entrance on the north side of the building. The steel awning will be bolted directly to the brick wall with additional support provided by metal cables. Primary exterior signage will include a neon projecting sign in the shape of a lantern on the east elevation, an open-face channel letter set with exposed neon to read “Ghost River Brewing” on the north elevation, and hand-painted lettering on the curved portion of the building at the corner. Additionally, hand-painted lettering to read “Dock Sales” will be above the retail entrance. Additionally, portions of the north side of the building that have been previously painted will be repainted.

A temporary vinyl wrap will be placed on the large CO2 tank on the north side of the building. The vinyl wrap will provide an opportunity for branded graphics to help disguise the appearance of the tank.

Windows & Doors:

The existing windows along the east and north sides of the building have been tinted to the point of opacity. In certain lighting conditions, the windows even appear reflective to pedestrians and passersby. The applicant will remove the glazing from these windows and replace it with clear glass. The existing aluminum window frames will be reused where possible. The main entry door on the north side will be upgraded and the emergency exit door facing South Main Street will be replaced.

New Fencing & Site Work

The existing 6 ft. (h) wrought iron fence along South Main Street is deteriorated and will be repaired and replaced as needed. The inoperable gate will be removed and replaced with a sliding gate. The sidewalk along South Main Street will also be improved. An abandoned driveway curb cut will be demolished and replaced with new sidewalk, curb, and gutter. A 5 ft. wide portion of the existing parking lot pavement will be removed to accommodate a new landscaping buffer along the outside edge of the fence line.

Outdoor Patio

A significant portion of the project budget is earmarked for adding a large outdoor patio on the north side of the building. The patio structure will primarily consist of steel posts and

deck joists. Select posts will extend to a height of about 10 ft. with string lighting hung from above. The perimeter of the deck will be enclosed with partial-height wooden walls, clad in yellow Cyprus siding. A drink rail and exterior countertop will be placed atop the patio walls. The patio floor will feature a Trex decking product.

An ADA-compliant ramp will provide access to the patio. Additionally, a concrete pad will be poured in the space between the new patio and the existing parking lot. This space, named the lower patio, will be used for overflow seating. A decorative sawcut pattern will be added in the lower patio concrete.

The proposed exterior scope of work should take no more than 2-3 months to complete. Work should begin this summer with a goal of opening the new tap room this fall.

Eligibility:

The Storefront Improvement Grant is for exterior work only. Storefront Improvement Grants require minimum leverage of 1 to 1. Staff opinion is that the following scope items are potentially eligible under the Storefront Improvement Grant:

Metal awning above main entrance	\$1,983
Exterior signage (metal & neon)	\$8,160
Exterior signage (painted wall sign)	\$1,750
Exterior signage (vinyl graphics on industrial tank)	\$830
Exterior lighting & electrical	\$9,249
Architecture & design fees	\$7,000
Exterior clean, prep, and painting	\$6,081
Window and door repair/replacement	\$23,494
Landscaping & streetscape improvements	\$2,098
Selective site demo and sidewalk replacement	\$2,454
Outdoor patio	\$58,995
Exterior fencing	\$10,817
Total: \$132,911	

Design Review:

All exterior work and signage will require the review and approval of the Design Review Board (DRB). The applicant intends to submit plans for review at the June 1, 2016 DRB meeting.

EBO Program:

Any project that is awarded financial incentives from the Downtown Memphis Commission shall include a best faith effort to reach no less than 20% participation by women and/or minority owned businesses (W/MBE) 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.** 20% W/MBE inclusion for the eligible scope of work is approximately **\$26,582.**

Staff Evaluation:

The Storefront Improvement Grant program was designed to create attractive, inviting Downtown storefronts and building elevations in order to improve the public realm and pedestrian experience Downtown. For a project to be eligible for this Grant, the scope of work should be "high impact" and constitute a significant improvement to the overall public environment.

Staff is supportive of approving a substantial Storefront Improvement Grant in this case given the location of the property and the proposed use. The site is prominently located at the intersection of E. H. Crump Boulevard and South Main Street, a major gateway into the South Main neighborhood and Downtown Memphis from the south. As it stands today, the immediate vicinity around the site is non-active in the evening hours with little to no pedestrian traffic at the southern end of South Main Street.

A key strategy for improving the level of pedestrian activity Downtown is to continually add destinations and new points of interest. Adding a tap room to anchor the southern edge of the Central Business Improvement District (CBID) will further enhance the vibrancy created by recent multi-family development in the neighborhood. Moreover, tap rooms and craft breweries are important amenities to have in an urban Downtown. Tap rooms are often powerful generators of evening activity and the Ghost River tap room will help attract Downtowners, other local residents, and tourists to a part of South Main that can seem isolated and separate from the more commercially vibrant parts of the neighborhood.

Staff believes that the proposed exterior improvements including window replacement, new signage, and an expansive outdoor deck will help transform the site from a simple manufacturing facility to a neighborhood asset and hub for community gathering. While the applicant will likely move forward with the interior renovations necessary to construct the tap room without receiving a CCDC Storefront Grant, staff is convinced that the availability of this Grant

has been instrumental in encouraging the applicant to enhance the quality and scope of the exterior improvements far above what would otherwise be financially feasible.

Staff Recommendation: **Staff recommends approval of a Storefront Improvement Grant in an amount up to \$66,455, based on approved receipts and subject to all standard closing requirements.**