

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff
Date: August 11, 2021
RE: Exterior Improvement Grant Request, 433 Madison Ave.

The enclosed Exterior Improvement Grant application has been submitted for consideration at the August 18, 2021, CCDC Board Meeting.

Project: **433 Madison Ave.**

Applicant: Floyd Tyler
433 Madison Ave.
Memphis, TN 38103

Architect: Jason Jackson
brg3s

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

Project Description: The subject site is located on the south side of Madison Ave., between S. Lauderdale St. and Marshall Ave. The historic building dates back to 1903 and is approximately 4,700 sq. ft. The site is the previous home of Pritchard Plumbing Bros., and is currently vacant.

The applicant is proposing exterior improvements to the façade along Madison Ave. to coincide with owner-funded renovation of the interior. The exterior scope of work largely consist of repairing and restoring the historic terra cotta façade, replacing the windows and doors, and sidewalk repair. The applicant will be preserving the existing storefront's decorative features that are important in defining the overall historic character of the building, and plans to re-use the stained-glass signs on the interior of the building.

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 (Edge District) is \$80,000.

The following budget describes the EIG scope:

Sources:

Applicant’s Equity	\$61,000	(50%)
CCDC EIG	\$60,000	(50%)
Total Sources	\$121,000	(100%)

Uses:

Window Replacement	\$30,000	(25%)
Door Replacement	\$5,000	(4%)
Façade/Cornice Repair	\$78,000	(65%)
Sidewalk Repair	\$8,000	(6%)
Total Uses	\$121,000	(100%)

Design Review: The applicant will submit design plans to the DRB in September. The applicant plans to start construction in October 2021. Construction is anticipated to take six months, no later than March 2022.

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 use the City of Memphis Business Diversity & Compliance Registry and the resources at the Shelby County Office of Equal Opportunity Compliance to identify qualified general contractors and tradespeople to perform the needed work.
- The applicant will contact a minimum of 3 certified MWBE general contractors and proactively invite them to submit a bid.
- Once a general contractor is identified, 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 similar materials.
- 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 a total project budget of \$121,000, a 25% level of MWBE inclusion for that work is approximately **\$30,250**.

Staff Evaluation: The Interior’s Standards for Rehabilitation recommend retaining and preserving storefronts and their functional and decorative features that are important in defining the overall historic character of the building. The applicant intends to keep all of the existing terra cotta and will maintain the three-part storefront system (transom windows, storefront windows, and kickplate), a characteristic of 19th and early 20th century architecture.

Historic buildings always come with a unique set of challenges as building owners plan for a productive future use for the building. Buildings age, and as they get older, staff feels that it’s important to encourage the restoration

and maintenance of as much of the original character as possible, while also allowing for minor modification and adaptability to meet the needs of future tenants.

Staff is supportive of this application. The proposed exterior work preserves and restores the historic terra cotta, while making modifications that a new tenant will find attractive, and brings a vacant building back into use.

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.