

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff
Date: August 11, 2021
RE: Exterior Improvement Grant Request, 629 Monroe Ave.

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

Project: 629 Monroe Ave.

Applicant: Mike Todd / Emily Dowdy
629 Monroe Ave.
Memphis, TN 38103

Applicant's Request: Exterior Improvement Grant in an amount up to \$80,000.

Project Description: The applicant is the owner of 629 Monroe Ave. The 12,741 sq. ft. building, located within the heart of the Edge District, was built in 1925 and was originally home to Southern Motor Co., a Cadillac dealership in the early 20th century.

The applicant is proposing exterior improvements that would reactivate features original to the building. The boarded transom windows will be infilled with new glass windows, the limestone architectural detail on the parapet wall will be repaired, and the masonry will be tuck pointed and stabilized. The sidewalk will be re-graded and the existing storefront windows will be replaced. The existing awning structure will be completed and covered, including LED down lights to illuminate the sidewalk and new up/down illumination above. The existing marquee sign will be converted to LED along with minor repairs and additional landscaping will be added along the sidewalk.

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 (CBID) is \$80,000.

The following budget describes the EIG scope:

Sources:

CCDC EIG	\$80,000	(41%)
<u>Applicant's Contribution</u>	<u>\$114,500</u>	<u>(59%)</u>
Total Sources	\$194,500	(100%)

Uses:

Misc. Repairs	\$23,000	(12%)
Select Demo	\$12,000	(6%)
Concrete	\$18,000	(9%)
Metal	\$30,000	(15%)
Window Framing	\$16,000	(8%)
Waterproofing	\$35,000	(18%)
Windows	\$ 3,000	(2%)
Gypsum Board	\$30,000	(15%)
Lighting	\$ 3,000	(2%)
Electrical	\$12,000	(6%)
<u>Water Access</u>	<u>\$12,500</u>	<u>(6%)</u>
Total Uses	\$194,500	(100%)

Design Review:

The applicant will submit design plans to the DRB following CCDC approval.

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 an estimated EIG budget of \$194,500, a 25% level of MWBE inclusion for that work is approximately **\$48,625**.

Staff Evaluation: The proposed project enhances the pedestrian experience through improving the exterior appearance of the building and commercial storefront, a goal of the Exterior Improvement Grant. The new sidewalk improvements, lighting, landscaping, and sign upgrades help to create a more cohesive pedestrian experience in the Edge district.

The EDGE district is experiencing increased momentum in building renovations and commercial activity, largely due to

high-volume projects such as The Walk, The Rise Apartments, and the Ravine. This project is an opportunity for the CCDC to support the gaps along the pedestrian network in the neighborhood. 629 Monroe is a prime opportunity to further the investment in walkability within the neighborhood and in connecting the activity of the EDGE neighborhood to Downtown's Core.

Staff is supportive of this application for high-quality exterior improvements to the site.

Recommendation:

Staff recommends approval of an Exterior Improvement Grant in an amount up to \$80,000 based on approved receipts and subject to all standard closing requirements and conditions.