

What To Do With Elvis' Teenage Home?

From September 1949 to January 1953, Elvis and his mom and dad lived in Uptown Square. The exact address was 185 Winchester, #328. Called Lauderdale Courts at the time, the community is on the National Register of Historic Places and was built by Memphis' best architects in 1938 under Franklin D. Roosevelt's WPA program.

Its carefully designed communal layout, courtyards, mall and ideal location proved to be instrumental in the development of Elvis as a performer. He would take his first formal guitar lessons from another resident, practice in the laundry room alone, walk to Beale Street to hear the likes of B. B. King, listen to records around the corner at Pop Tunes Records and play his first performances before neighbors and family in the courtyards and mall.



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The original floor plan of the apartment will be preserved. But we are now asking you to give your ideas on how to best honor that legacy with the apartment. Chime in by March 31, 2004 by sending your ideas to elvis@uptownmemphis.org. If your idea is chosen, you will be invited to the opening of the Elvis apartment this summer.



Find Your Place by contacting the following:

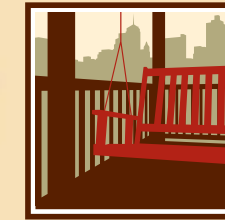
Uptown Square
(901) 523-8662

Greenlaw Place
(901) 578-2988

Uptown Homes
(901) 525-9423

or, info@uptownmemphis.org
Visit www.uptownmemphis.org

ON THE FRONT PORCH



Neighborly news and views from Uptown Memphis

VOLUME 2 • WINTER 2004

Uptown Square—A Model Community



With completion of Phases I and II drawing near, Uptown Square now features two fully-furnished model apartments, which provide future residents a glimpse of the uniqueness and quality of the newly renovated property.

Amelia Carkuff, founder of Carkuff Interior Design was commissioned to design interiors for two units at the community. Just as people are finding their place in Uptown; Amelia, a native Memphian, has recently returned to her hometown to work on Uptown Square after being involved with several historic renovation developments in Charleston, South Carolina. Recognizing the exciting progress taking place, Amelia and her husband have moved downtown and begun work on a renovation project of their own—a 1920s warehouse building in which they live and work.

The two model units at Uptown Square feature distinctive designs, each highlighting a different aspect of the Uptown look and feel. The two-bedroom flat is coolly sophisticated yet features warm design accents of color and fabric. The one-bedroom townhouse has been designed to present a funkier, bold feel with brightly colored eclectic pieces.

As all units at Uptown Square combine completely new interiors, including all appliances, with original architecture, the model apartments have been designed with this in mind.

Contemporary pieces blend with a traditional feel, keeping in step with the community's "historic character, modern appeal" flavor.



Photos by Allen Mims

UPTOWN VIEWS

New Uptown Homes Start Construction

Quality design and construction will go into each home with a wide variety of plans and prices for everyone. Timeless designs will be combined with modern

features in ecologically sound, economically smart development. For more information contact The Uptown Partnership at info@uptownmemphis.org.



Over 300 single-family homes will be part of the Uptown Memphis fabric.

CULTURE AND CHARACTER

Greenlaw Has Been My Kind Of Neighborhood

I've lived in Greenlaw, a small corner of the new Uptown project, since 1978. Greenlaw attracted me because it had a mixture of large and small homes densely packed together at downtown's northern edge. It was the only neighborhood in Memphis that resembled New Orleans.

There have been more than a handful of well-funded city proposals for renovating this neighborhood over the years. The M.A.R.C.H. program of the late 1970s, for example, robbed the houses it renovated of any historic character by smothering them under aluminum windows and masonite siding.

Now Uptown, a publicly/privately funded project that leverages federal dollars to rebuild the inner city is providing mixed-income housing.

Greenlaw was developed with a good mixture of corner groceries and neighborhood services as well as easy walking accessibility to jobs downtown. Even today the alleys that quarter every block remain the preferred footpaths and offer easy access to new rear garages which could hold separate apartments above to

further the diversity of rental as well as home ownership opportunities for the neighborhood.

America's population has altered significantly in the last twenty five years and smaller households with a single parent and child, a couple, or even a single retired occupant are now more common. Areas like Greenlaw seemed perfectly built with its single and double shotgun houses to be renovated for the current market. Although renovation dollars for the Uptown project are being directed to historic Lauderdale Courts (Uptown Square), perhaps new construction in Greenlaw could be well tailored to these new demographics.

I have great hopes that the Uptown project will not inflict suburban values of over-scaled building lots, lack of independent rental units and diverse-sized housing (particularly at the smaller end of the scale). Greenlaw was a uniquely urban neighborhood in the nineteenth century with enormous economic and ethnic diversity. Uptown could be that kind of urban place again in the 21st century.

John Griffin is the well-known Memphis designer/preservationist consultant and weekly real estate columnist for the *Memphis Flyer* newspaper.

On The Front Porch is published biannually by the Uptown Communications Committee.

Arlene Hinson, Reola Marshall, Sandra Mays, Alex Mobley, Rosalyn Willis, Theresa Crider and Kim Shaw Brisco.

UPTOWN BIZ REVIEW

St. Jude's \$1 Billion Dollar Expansion

On the southern border of Uptown Memphis lies a sprawling medical complex that is one of the world's premiere centers for research and treatment of catastrophic



diseases in children. The center, St. Jude Children's Research Hospital, is in the midst of becoming an even larger neighbor to Uptown Memphis with a five-year expansion plan that will

bolster the hospital's research efforts. The \$1 billion plan includes establishment of the Children's Infection

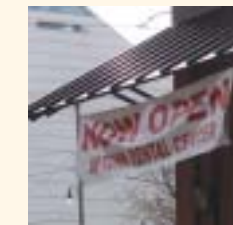
Defense Center and Genetic Diseases Center; expansion of the hospital's International Outreach Program; and a physical extension that will more than double the size of the St. Jude campus. Already, the addition of new facilities and expanded research programs has increased employment at St. Jude and ALSAC. Proximity is not the only thing St. Jude has in common with its neighbor, in Uptown Memphis; both improving the quality of the area through renovation and new construction that will ultimately attract new residents and businesses to the neighborhood.

Uptown Draws Retail

As Uptown continues to attract residential, retail and service development, people and businesses are viewing the area as an essentially untapped source of opportunity.

First Alliance Bank recently opened a branch in a \$1.25 million facility on the corner of Front Street and Auction Avenue. Realizing that the location is the perfect place to serve downtown, Harbor Town and Uptown, the branch is not only a welcome addition to the area, but has positioned itself as an integral part of the growth and development of Uptown.

Just down the street, the Uptown Dental Center also realizes Uptown's potential. Offering comprehensive dental care including preventative, cosmetic and family dentistry, Dr. J.D. Branch, DDS and his associates are excited about



the opportunities for their practice in Uptown. "We moved to this area to be part of the new growth downtown and to be part of the revitalization of Uptown", Dr. Branch said.

Next door is AllStars Beauty & Barbershop which provides many services including massage therapy and facials to the local clientele.

A drive through the Uptown neighborhood reveals the extent of new development. Buildings are being constructed throughout the area including Uptown Place which will feature a gas station/convenience store and restaurants in order to serve the influx of new and returning residents in Uptown Memphis.

COMMUNITY WORKS

Meet Major Carolyn Jackson

Major Carolyn Jackson is a Mary Poppins of sorts. With a sweet demeanor that belies her commitment to the job. She has established order in every community in which she has served on the Memphis Police Department. Most recently, Major Jackson headed the installation of a police sub-station in the Uptown community.

Major Jackson led a team in November conducting a "clean sweep" in the Uptown area. This involved volunteers throughout the city helping the elderly residents clean their

yards and the area at large. She also conducted seat belt checks and enforced the speed limit throughout Uptown.

The sub-station will be open 7 days a week, 24 hours a day, so an officer is always on site.

"When you have a sub-station in a community, you become part of the neighborhood and the officers become neighbors. It's a very satisfying place to be."



CONNECTIONS

LEDIC Is Sold On Uptown

Uptown Memphis will be a special place that combines a traditional neighborhood feel with the vibrancy of downtown. As such, this singular development takes a special team to lease and manage the apartment communities that will be part of the resurgence of Memphis' first suburb. LEDIC, a Memphis-based property management company has the charge of leasing and managing Uptown Memphis' unique apartment communities, Greenlaw Place and Uptown Square.

In line with the high community standards of Uptown Memphis, the LEDIC team is composed of people who are committed to meeting their residents' needs through professional, friendly service. While Greenlaw Place and Uptown Square will feature a myriad of amenities and creature comforts, residents will be treated to top of the line service.

Working with project manager Peter Kinsella, and regional property manager Bill Patton, are assistant property manager Pauline Olden, leasing consultants Shanta Young and Anna Henning and marketing consultant Nettie Respondek. All recognize the progres-

sive nature of the Uptown Memphis development and are excited to be a part of a revitalization program that is bringing new life to a historic Memphis neighborhood. "There is nothing like this in Memphis, it's exciting to be a part of something so important and unique."



To help you find your place are (l to r) Shanta Young, Pauline Olden, Anna Henning, Nettie Respondek.

THE GOOD NEIGHBOR

MLGW Offers Tips To Save Money, Energy

As winter arrives, try these FREE activities to lower your utility bill:

1 Adjust your thermostat to 68 degrees and dress warmly indoors. This is the most important step you can take. If the temperature change is too drastic, lower the thermostat one or two degrees each week. Dress in layers to trap body heat. Sit under a blanket when watching TV or reading, and place an extra blanket on your bed at night.

2 Roll up thick towels and place against the bottom of closed exterior doors and on window sills to block drafts. Close window coverings at night and on cloudy days.

3 Keep exterior doors and windows closed. If you have storm windows or a storm or security door, make sure all are closed tightly.

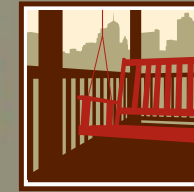
4 Adjust your water heater temperature to 120 degrees or "warm."

5 Close the damper when your fireplace is not in use, to block indoor air from being drawn up the chimney.

To request a free brochure listing other energy-saving tips, call MLGW at 528-4YOU.



UPTOWN SOURCE



GETTING NEIGHBORLY

One Step Closer To Home Ownership

Last week Elaine Houston purchased a 1994 Ford Taurus. This may not sound like a big deal to some, but to Elaine it's a huge accomplishment that's putting her closer to achieving her goals.

Elaine is a participant in the RISE (Responsibility, Initiative, Solutions and Empowerment) Foundation's Save Up and Save UP2U program. Under the program's guidelines, housing residents are taught how to save money, handle their finances and learn how to build assets. Once they save up enough money, they can put it toward the purchase of a car, home or use the funds to go back to school.

"I've been with the program for a few years now," says Elaine. "And I joined because I wanted to change my life."

And changing her life is exactly what she's doing. With the help of her housing counselor, Elaine put in an application at Flintco and got a job as a laborer.

"Elaine is just one example of what can be done if you put your mind to it," says Jackie Partee, director of

Human Services. "She is working toward meeting her goals, and I'm extremely proud of the accomplishments she's making."

As the mother of three (two boys and a girl), Elaine is working to show herself and others that you can achieve your goals.

"This is a good program and I've been able to accomplish a lot," says Elaine. "But it isn't over.

I want to get a better job and eventually own a house."

And what is her dream house?

"It's a three-bedroom house, with a huge back yard," she says.



Former MHA resident Elaine Houston talks on her experience of training and working with one of the contractors on the Uptown project with Jackie Partee of MHA.

VIEWPOINT

"What Uptown Means to Me"

As the transformation of one of Memphis' oldest suburbs takes place, we take time to ask people both new and established in the community why Uptown is important to them. You will find the community is a

diverse and lively place where residents, neighborhood organizations and business owners see the advantages of city revitalization, downtown location and caring neighbors.

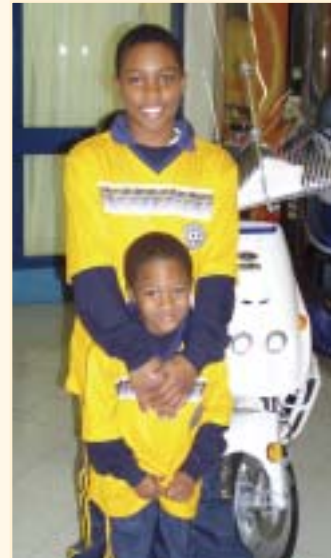
(VIEWPOINT continued on page 2C)

PICTURE PERFECT PEOPLE



Having fun with friends in Uptown.

Uptown residents pose at the Greenlaw Police Substation grand opening.



New police bikes will be used by Greenlaw Substation policemen in Uptown.



First Alliance Bank held its ribbon cutting ceremony on September 9 at the bank's new Uptown location at 464 North Front. Front row from left to right: Faytra Moore, First Alliance Bank Uptown Branch Manager; Marc Jordan, President, Memphis Chamber of Commerce; Mayor W.W. Herenton; Hunt Campbell, First Alliance Bank President and CEO; Barbara Swearngen Holt, Memphis City Council; Alvin Ray, First Alliance Bank Board of Directors; Lynn Evans, First Alliance Bank Board of Directors.



Former residents get the latest information on the Uptown Project at a "Coming Home" workshop.



Bridges, Inc. headquarters gets underway in Uptown.

(VIEWPOINT continued from page 2A)

"As for me Uptown means a chance for the City of Memphis to reclaim, brick by brick, a piece of Memphis' heritage. The brick and mortar of this initiative is important but investing in the human capital is vital. The individual, the family and the community builds a sturdy platform from which Memphians can tell the world how wonderful it is to be here.

Robert Lipscomb, Executive Director, Memphis Housing Authority and Housing and Community Development

"Uptown means a real neighborhood to me. I get to interact with my neighbors regularly. The transformation of the community is amazing!"

Julie Ray, Owner, Café Francisco and Greenlaw Homeowner



Posing with Julie are Marcus Vann, Kelley Matthews, Arianna McClain, Keviona Vann, and Kevin Maxwell

"It is the culmination of a long process for the last 15-20 years to stop urban decay. It is the encouragement

that was given to residents to hang in there. The results are evident. You can see it, feel it and touch it. We are



seeing a migration of a diverse (economical and ethnic) group of interested people who want to live in the Uptown area." Vernuhua Hanrahan, Director, Center for Neighborhoods



"Uptown represents the opportunity for all Memphians to realize the American dream of "home ownership" in the vibrant and expanding downtown Memphis community." Hunt Campbell, President, First Alliance Bank

"Realizing the goal of creating a mixed income community featuring working and middle-class

families is a realistic goal for this community. The challenge remains how to ensure that existing and displaced residents have a voice in the revitalization process and an opportunity to enjoy the benefits of the process." Vanessa Spearman, University of Memphis

FACTS YOU CAN USE

Here is a list of organizations that can help you make Uptown the place for you.

LEDIC Management Group 901-523-8662

Property manager for Uptown properties. LEDIC handles marketing, leasing, applications, and property maintenance.

Metropolitan Inter-Faith Association (MIFA) 901-527-0208

Case management and supportive services provider. Services include job training and development, education and life skills training to enable qualification for Uptown apartments.

WorkPlace 901-527-5627

Employment counseling provider. Services include assessment and employment plans, employment counseling, job coaching, job readiness training, and job placement.

RISE Foundation 901-722-0039

Provider of financial resources and support to public housing and Section 8 certificate holders to achieve economic self-sufficiency and homeownership. Participants in the Save-Up program earn \$2 for every \$1 saved and can accumulate up to \$5,000 to purchase a home.