ON THE

FRONT PORCH

Neighborly news and views from Uptown Memphis

VOLUME 3 • FALL 2004

Uptown Memphis Neighborhood Homes and EcoBUILD

If you thought you couldn't afford new quality construction in downtown Memphis, then you haven't been Uptown!

The Uptown Homes are under construction and are listed for sale. All of the homes feature front porches, rear access parking, fenced yards, all appliances and many other extras. Two, three and four bedrooms plans are available.

Not only are these sensibly-priced homes beautiful, but they are also ecologically sound. All Uptown Memphis Neighborhood Homes are built to MLGW EcoBUILD standards. EcoBUILD is a voluntary "green building" program created by MLGW to stimulate energy and environmental awareness through the promotion and use of energy-efficient and environmentally-friendly technology, materials and techniques in new construction. EcoBUILD homes are designed to be 30% more energy-efficient than typical residential construction in Shelby County, so you keep saving on your utility bills month after month.

For more information please visit our model home located at 556 North Seventh Street or call our sales agents Jeremy Malone and Charles Lott at 901-527-7001 (email: homes@uptownmemphis.org).

In Uptown, through special financing plans available, homeownership is now within your reach!

Uptown Homes on Fifth Street.

Uptown Homes on Mill Avenue.

UPTOWN VIEWS

The Metropolitan

The Metropolitan is making a special appearance as Uptown Memphis' latest apartment community. Now leasing. For more information, call 901-578-2988.

Before (below) and After (right).

CULTURE AND CHARACTER

The First Memphis Suburb

Where the newest homes on Seventh Street in Uptown stand stood some of the most desirable homes in Memphis. Seventh Street, which still marks an old Indian trail, was called High Street at the time. In the 1860s, the street marked the eastern part of a thirty block subdivision north of the Bayou Gayoso.

It was named Greenlaw after the two brothers John Oliver Greenlaw (1812–1864) and William B. Greenlaw (1814–1875). They were the owners of two open air markets in the downtown area who promoted the subdivision as a place away from the hustle and bustle of the city. By 1856 it had become Memphis' first suburb, just a stone's throw from the downtown we know today.

The former home of George C. Love (circa 1888) now is the Memphis Center for Neighborhoods.

The Greenlaw neighborhood had brickyards, breweries and sawmills that took advantage of the close location to the Mississippi. More prominent families would move in like the family of George C. Love. His home at 618 Seventh Street (circa 1888) now houses the offices for Memphis' Center for Neighborhoods. He also built cottages that were preserved later by Memphis Heritage.

The neighborhood was a traditional, mixed-income one, with a good variety of larger homes and a filling of smaller shotgun homes and duplexes. It is Uptown Memphis' building philosophy that will bring that heritage of community back to life.

***On The Front Porch* is published biannually by the Uptown Communications Committee.**
Barbara Deans, Anna Henning, Arlene Hinson, Jim Kilboy, Sandra Mays, Alexandra Mobley, Rosalyn Willis, Theresa Crider and Kim Shaw Brisco.

UPTOWN SOURCE

GETTING NEIGHBORLY

Uptown Neighborhood Association Swings Into Action

As the sun sets over the Pyramid, cars begin to roll up in front of a red brick church in the heart of Uptown Memphis. It's the second Monday of the month and the Uptown Neighborhood Association is gathering for its monthly meeting.

There are small groups gathered discussing the new apartments that are being built and the possibilities of new homeownership. There is an overall energy in the air as the neighbors discuss the exciting transformation of Memphis' "Original Suburb." Uptown is alive once again and the neighborhood feels it!!

Dalton Jackson, Treasurer, and Julie Ray, Vice President, are officers of the newly formed Uptown Neighborhood Association.

After opening prayer and the reading of the minutes, brief introductions of new members are made, then discussion about the success of the "Neighborhood Clean-up" where volunteers met up on a Saturday morning to clean up empty lots. The meeting winds down and conversations are carried outside. The enthusiasm is hard not to notice as ideas are thrown around and suggestions are made for the next meeting.

Rarely do you see a community so alive with ideas, so rich in diversity with an eye on the future as you'll find in Uptown. This is Memphis at its best.

The Uptown Neighborhood Association will meet December 2, 2004 from 6pm to 7pm at Holy Community Methodist Church on the corner of 7th and Looney. All are welcome to attend, come see what the buzz is about!!

VIEWPOINT

Uptown Will Be Downtown's Redevelopment Legacy

When Jeff Sanford talks about the new projects that have contributed to Downtown's revitalization, he is quick to stress that it is only a small part of a bigger plan for the area.

As president of the Center City Commission, Sanford is charged with leading the comprehensive redevelopment of the Downtown area, and Uptown Memphis is a vital piece of that effort, Sanford says.

(VIEWPOINT continued on page 2C)

PICTURE PERFECT PEOPLE

Uptown Square opens as Henry Turley; former resident Annette Neal; John Dudas, Belz Enterprises; Rev. Freddie Moore, Holy Community Church and Robert Lipscomb, MHA/HCD cut the ribbon.

Event speakers included Uptown Square resident Quita Clemons and Jack Belz, Belz Enterprises.

The ribbon is cut on the front door of 185 Winchester marking the opening of The Elvis Suite for tours.

Elvis fans from all over the world gathered at the ceremony.

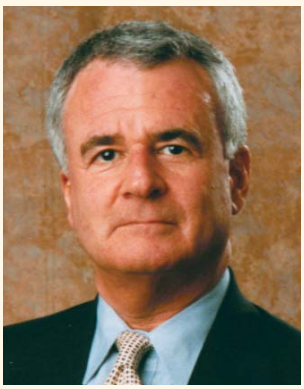
New Subway and Shell Station comes to Uptown.

Jack Belz, Jack Soden (Elvis Presley Enterprises), Henry Turley and Robert Lipscomb greet the crowd at the grand opening event.

(VIEWPOINT continued from page 2A)

"While all of the showcase Downtown projects are great, such as AutoZone Park, FedExForum and new retail and residential developments, Uptown will be Downtown's redevelopment legacy," he says. "That's because it will change not just the cityscape, but people's lives."

For 100 years or more, the area north of downtown was allowed to decline, with once thriving neighborhoods such as Greenlaw and Bearwater forgotten, he says. "The neglect physically changed the area and consequently drove people away," Sanford says. "Now, as billions of dollars are being invested Downtown, it not only makes good sense to reverse the fortunes of that area, but it's also the right thing to do." Sanford describes the Uptown project as a way of opening the door for residents to join Downtown's rebirth.



Jeff Sanford, President of the Center City Commission.

Just as Downtown Memphis has been brought back as a business and entertainment center, Uptown Memphis' stature as the city's first historic downtown suburb is being reawakened through the Uptown project, Sanford says.

"Uptown Memphis is one of the three gateways to Downtown," he says. "Giving that area a new face and breathing new life into the neighborhood is an important piece in what we're trying to accomplish."

MAKING IT HAPPEN

In the Fall of 1949, a fourteen year-old boy from Tupelo, Mississippi and his parents moved in a small two-bedroom apartment at 185 Winchester, #328. With parquet wood floors and radiator heat, the apartment may have seemed like a palace to the teenager.

Lauderdale Courts in the late 40s and early 50s was a hive of activity, children playing in the grassy courtyards and cooling off in the Market Mall spray pool, mothers sitting on the front porches in the twilight talking and sewing, fathers taking the short walk to downtown places of work.

The community feel and design of Lauderdale Courts made it easy to make friends. Front doors faced one another, courtyards surrounded by buildings provided safe havens from the busy streets; everyone knew everyone, and everyone was happy to be there. It was this community that nurtured and encouraged the young boy to follow his dreams. His was the larger bedroom, with the window facing Third Street where he could watch people going by, or talk with his friends gathered out front. The laundry below provided wonderful acoustics for practicing both his guitar and singing. The music scene of Memphis was just a few blocks away and he had ready access to all that it had to teach him.

Bedroom of Lauderdale Court's Most Famous Resident.

Lauderdale Courts was just what he needed to gain the confidence, acceptance and knowledge that would make him a star. When new kids moving into the Courts asked the boy who dressed a little differently his name, he would tell them proudly, "Elvis Presley."

CONNECTIONS

What is Hope VI?

The *Housing Opportunities for People Everywhere* (HOPE VI) program was developed by Congress as an answer to eradicate the problem of severely distressed public housing throughout the nation. It also sought in many cases to attract individuals with a mix of income levels to the redeveloped properties.

The HOPE VI program creates developments made up of a variety of housing types: rental, homeownership, private, subsidized and public housing. These new communities are built for residents with a wide range of incomes, and are designed to fit into the surrounding community. The HOPE VI program benefits current public housing residents, residents of revitalized public housing units, and communities surrounding the revitalized sites.

Through the HOPE VI program, partnerships are forged with other agencies, local government, nonprofit organizations and other businesses to leverage support and resources to make the revitalization effort a community success.

THE GOOD NEIGHBOR

Police Officer Chooses Uptown

The Memphis Police are in Uptown Memphis. Officer Madelyn Kaleta lives in Uptown Square with her two foster children and is an active member of the Uptown Square community. Being on the force for 16 years has given Officer Kaleta a wide range of experience, but she is now a part of the downtown precinct. The downtown precinct boundaries include all of Uptown Memphis including the sub station at Greenlaw Community Center. Officer Kaleta said that many of her fellow police officers live or are moving downtown because it is one of the safest areas in Memphis.

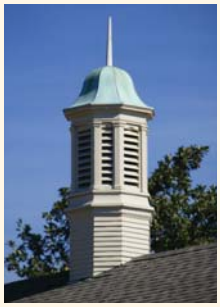
Uptown Square resident Officer Madelyn Kaleta.

The Mounted Police, a part of the special operations units of the Memphis Police, also have a presence in Uptown. The officers and their horses can be seen all through the neighborhood all hours of the night. Captain Millen said this patrol helps to prevent crime by providing positive community relations.

Another significant benefit of the downtown precinct is the directed patrol or vacation watch where the police will give a home or a specific area more patrol if requested. If you feel the need for extra patrol, call 901-525-9800 and an officer will go by the home or area at least once on each shift. With officers like Madelyn Kaleta, the Memphis Police are working to make Uptown a great community.

Kudos for Uptown Memphis

The Uptown Partnership and Looney Ricks Kiss in association with Self-Tucker Architects and Flintco Construction received an award at the Memphis Preservation Awards sponsored by The Memphis Landmark Commission and Memphis Heritage, Inc. The Landmark R&R Award was given for the rehabilitation and reuse of the former Lauderdale Courts, now Uptown Square. Built in 1938, the complex is listed on the National Register of Historic Places. All the significant historic buildings were retained with the landscaped mall reused as open parking space. The renovation radically transformed the once neglected apartments while retaining original historic features including the metal Art Moderne newel posts, brick exteriors, metal porch roofs, and ornamental porch supports. Uptown Square was chosen over five other historic Memphis property renovations.



UPTOWN BIZ REVIEW

Bottletree Design Group

Blending old with new is an art form Tom Turri has mastered. As a designer and partner in Bottletree Design Group of Memphis, Turri drafted the plans for the renovation of much of the Uptown area. It was important to the developers of Uptown to have the renovated projects fit in architecturally with the rest of the neighborhood, and that's why they turned to Turri.

"Our firm has a history of doing historic rehab and doing infill in historic neighborhoods," he says. "I like projects that blend new and old. They're the most challenging to me."

Turri's design plans for Greenlaw Place, The Metropolitan and some of the neighborhood homes ensured that the new structures would complement the existing historic architecture in the neighborhood. Turri limited building height to two stories for the apartments, so that the structures wouldn't tower over any of the homes. Additionally, designs for the homes draw from key design elements of the neighborhood.

"We've included as much as possible without creating a literal copy of the houses in the neighborhood," Turri says. "From the front porches to the slopes of the roofs, we tried to have them fit in as much as possible."

These same design features lend themselves to community interaction, he says. "The front porch is so important that we included these in the apartments as well as the homes," he says. "It provides a way for the neighbors to interact."

COMMUNITY WORKS

Jobs In Community Program Helps Residents Get Foot In The Door

The third class of the Uptown Alliance Jobs in Community (JIC) program graduated on October 8. The ceremony was held at Holy Community Church, 602 Looney Avenue, Memphis, TN. After spending four weeks (80 hours) in job readiness training, fourteen graduates were congratulated for their accomplishments.

Uptown Alliance JIC is an innovative partnership between the faith-based organization Uptown Alliance and local employers, serving the residents of north Memphis in the Uptown Revitalization District. The following Monday the graduates interviewed for full-time employment with the Marriott in such areas as housekeeping, front office and banquet services. Uptown Alliance achieves a 70% placement rate for its graduates.

Uptown Alliance has been recognized for its innovativeness in workforce development. During her visit to Memphis last fall, Ms. Emily DeRocco, the U.S. assistant secretary of labor, recognized the Uptown Alliance as a model for other faith-based initiatives nationwide.

To get more information or to inquire about placing your company on the partner list, or to learn about additional ways of supporting the initiatives of the Uptown Alliance, contact Executive Director Amy Moritz at 901-219-2072 or email at amoritz@midsouth.rr.com.

Uptown Numbers To Know

Uptown Homes
(901) 527-7001

The Metropolitan
(901) 578-2988

Uptown Square
(901) 523-8662

Greenlaw Place
(901) 578-2988