



DESIGN • PRESERVE • RENEW

June 14, 2018

SUB: Broad Ave Tower Mixed Use Redevelopment

REF: EDGE Residential PILOT

Mr. John Lawrence  
Economic Development Specialist  
Economic Development Growth Engine - EDGE  
100 Peabody Place - Suite 1100  
Memphis, TN 38103-9224

Dear John:

ArchInc has reviewed the project at 2542 Broad Avenue proposed by 3D Realty LLC. I met with Todd Walker with archimania on June 12, 2018 to review the schematic plans, elevations and 3d renderings. Although the design is still changing to accommodate site constraints and programming, I feel that I have a good knowledge of their intentions with the project.

We believe the development project is appropriate for its Broad Avenue, Midtown location. The preliminary plans exhibit compatibility in scale and proportion to a very mixed Midtown neighborhood. The increased density of residential population in this area will positively contribute to the further economic development that Broad Avenue has experienced in the recent past. We appreciate the attention to the desires of neighboring stakeholders by attempting to maximize the visibility of the existing water tower and including a small performance space to replace the existing pavilion stage. Retail anchors and the west and east ends of the building are compatible with the existing desire for commercial activity at the street level. Proposed exterior materials including corrugated metal on the facades visible from Broad and Bingham, Hardie Board lap siding on the rear, and aluminum windows are compatible with the existing industrial nature of the site. Proposed interior finishes such as LVT, ceramic or porcelain tile, and solid surface countertops are on par with other market rate residential projects in Memphis.

We recommend preliminary approval with the following items being addressed in the final submission:

- Exploration of potential Live/Work units on the street level along Broad Avenue between the proposed retail anchors. This would allow the developer to lease the spaces to residential or commercial tenants depending on market demand at any given time. This option would also maximize the pedestrian connection and improve the pedestrian experience along this facade.

- Continue to work through a scheme to maximize the visibility of the iconic water tower.
- In order to further mirror the scale and rhythm of the opposite side of Broad Avenue, every effort should be made to increase the potential of breaking up the massing by increasing the number of balconies, penetrations into semi-public spaces and articulation of the front plane of the façade at a minimum of every 75 feet.

ArchInc recommends conditional approval.

Sincerely,

A handwritten signature in dark ink, appearing to read "Charles Pickard". The signature is fluid and cursive, with the first name "Charles" and last name "Pickard" clearly distinguishable.

Charles "Chooch" Pickard, AIA  
Principal