



DESIGN • PRESERVE • RENEW

June 14, 2018

SUB: Thrive @ the Park
Makowsky Ringel Greenberg - Applicant
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 the corners of East Parkway and Sam Cooper Boulevard proposed by Thrive Partners. Among the documents reviewed are the EDGE PILOT application, architectural plans by Fleming Architects (100% Design Development drawings dated 5/25/18) and the Final Plat drawings by ETI (Planned Development PD 17-08 dated 5/16/18).

We believe the development project is appropriate for this highly visible, high impact Midtown location. The preliminary plans exhibit compatibility in scale and proportion that relates to nearby multi-family buildings to the north, the extreme width of Sam Cooper Boulevard and the Lee's Woods neighborhood to the south. While providing massing appropriate to a major thoroughfare to accommodate a large number of multi-family units, the project massing steps down to a scale suitable to the single-family neighborhood to the south. 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. The desires of neighboring homeowners to include historically appropriate detailing fitting for a historic midtown neighborhood appear to have been accomplished throughout all of the different building types in the project.

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

- Although the interior finishes have not yet been called out, if this project uses similar finishes to other projects in the area (quality kitchen cabinets, solid surface countertops, tiled

backsplashes, and floor materials such as LVT, carpet and porcelain tile) this project will be consistent with other market rate projects and would be appropriate here as well.

ArchInc recommends conditional approval to the EDGE Board.

Sincerely,

A handwritten signature in purple ink, reading "David M. Schuermann". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

David M. Schuermann, AIA
Principal