

DOWNTOWN MOBILITY CENTER

DESIGN REVIEW PACKAGE - 9.22.2021



DOWNTOWN MEMPHIS MOBILITY CENTER
A PLACE OF ARRIVAL WELCOMING VISITORS AND RESIDENTS
IN THE CENTER OF DOWNTOWN MEMPHIS

MEMPHIANS AND VISITORS TO OUR CITY CONVERGE ONTO THIS UNIQUE INTERSECTION IN DOWNTOWN MEMPHIS; LINKING THE CITY'S ENTERTAINMENT, SPORTS, COMMERCIAL, AND RESIDENTIAL AMENITIES. WHETHER EXPLORING BY FOOT, BY CAR, BY SCOOTER, BY BIKE, BY SHUTTLE OR BY TROLLEY, THE NEW MOBILITY CENTER SEEKS TO CREATE A MULTIMODAL TRANSIT DESTINATION PROVIDING A POSITIVE EXPERIENCE FOR INDIVIDUALS AND FAMILIES LIVING, WORKING, AND PLAYING DOWNTOWN.

MORE THAN A TRANSPORTATION HUB FOR DOWNTOWN MEMPHIS, THE PROJECT ACCOMMODATES THE USER FRIENDLY STORAGE OF VEHICLES, BICYCLES, MOTORCYCLES AND SCOOTERS AND PROVIDES ACCESS TO THE TROLLEY AND RIDE SHARING, ALLOWING INDIVIDUALS TO EXPLORE DOWNTOWN'S MANY AMENITIES WHICH GENERATE THE ENERGY FOR THE AREA.

THE PROJECT LOCATION PROVIDES OPPORTUNITIES TO ENHANCE THE PEDESTRIAN CONNECTION EXTENDING FROM ICONIC BEALE STREET TO THE HISTORIC RIVERFRONT AND FROM THE SOUTH MAIN ARTS DISTRICT TO THE NEWLY TRANSFORMED RENASANT CONVENTION CENTER AND PINCH DISTRICT.

THE ARCHITECTURE RESPONDS TO THE RESIDENTIAL, RETAIL AND COMMERCIAL CONTEXT, OLD AND NEW, WHILE PROVIDING ACTIVATED BUILDING FAÇADES, RETAIL FRONTS, GATHERING SPACES, AND NEW VIEWS TO THE CITY.

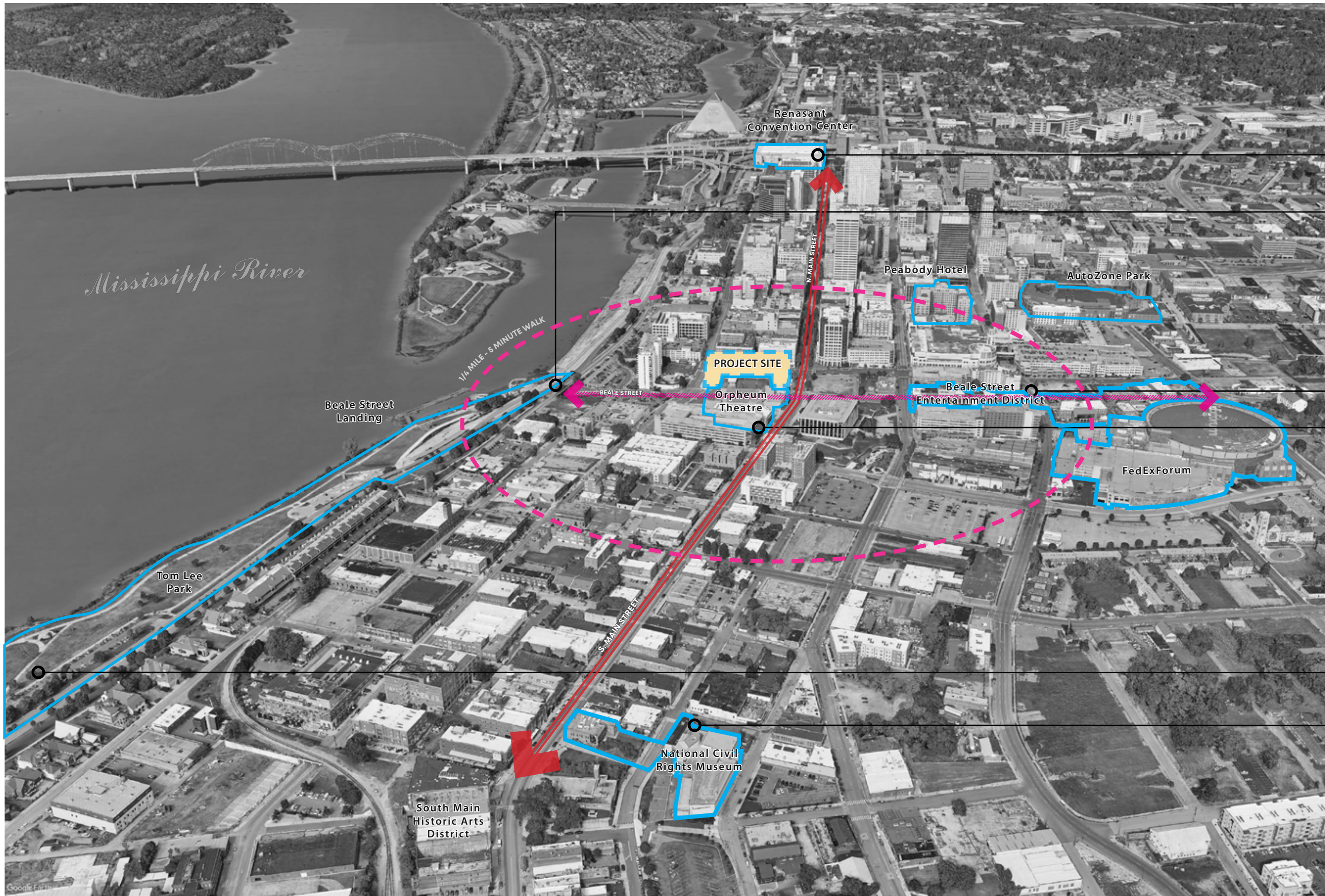
DOWNTOWN MEMPHIS HAS BECOME A GLOBAL DESTINATION TO EXPERIENCE MUSIC, ART, HISTORY, AND CULTURE. THE ARCHITECTURE OF DOWNTOWN IS A SOURCE OF PRIDE FOR MEMPHIANS; THROUGH THOUGHTFUL DESIGN, THE MOBILITY CENTER WILL TIE TOGETHER THE VIBRANT FABRIC OF DOWNTOWN.

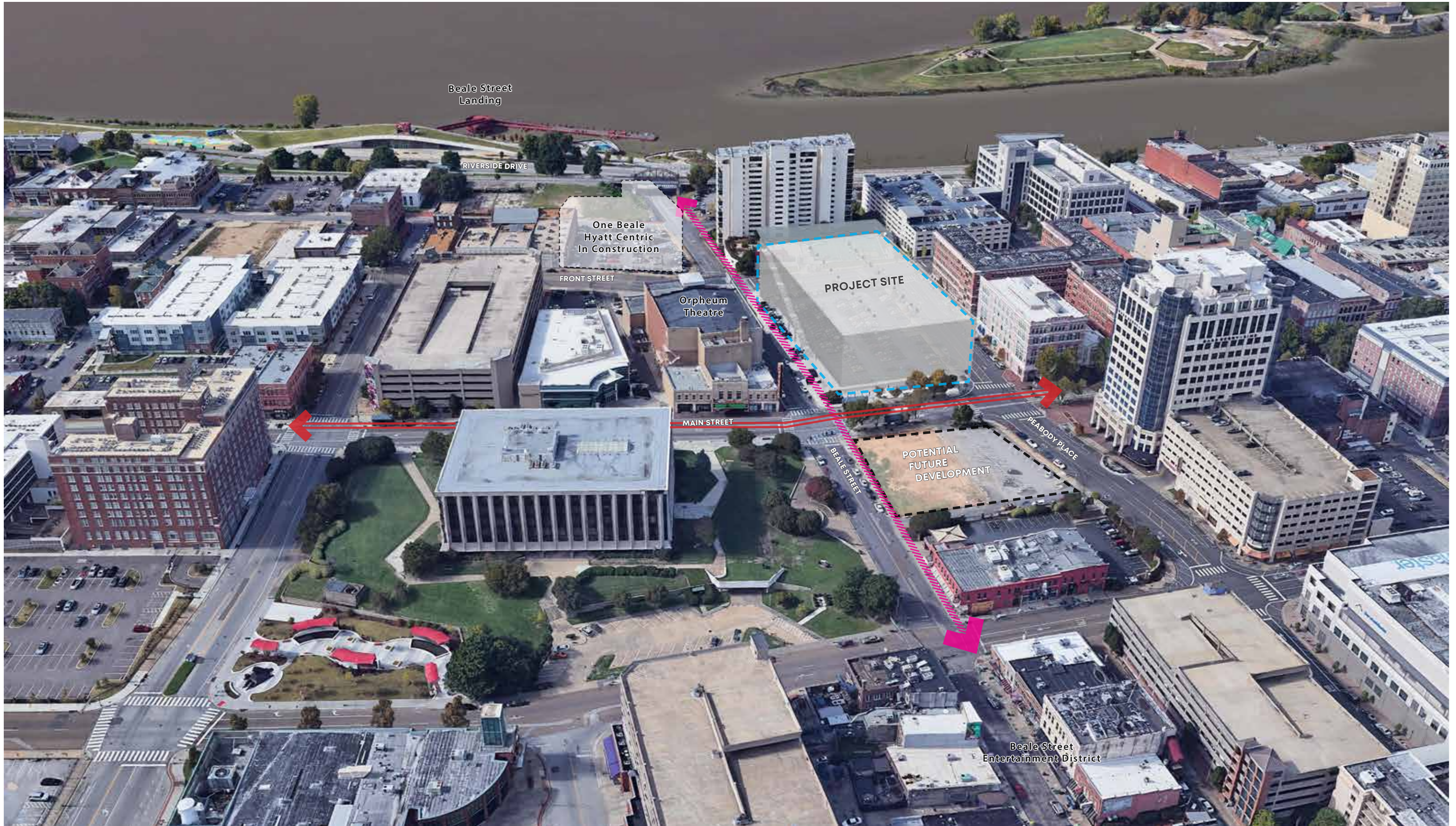




LEGEND

- 500' WALKING RADIUS
1.5 MINUTE WALK
- 1000' WALKING RADIUS
3 MINUTE WALK
- 1/4 MILE WALKING RADIUS
5 MINUTE WALK
- 2 MILE DRIVING RADIUS
4-5 MINUTE DRIVE
- DOWNTOWN BIKE TOUR
ROUTE
- MAIN STREET TROLLEY LINE
- RIVERFRONT SHUTTLE LINE







**ONE BEALE
HYATT CENTRIC**
8 STORIES, 100'-120' TALL



ORPHEUM THEATRE
2 STORIES, 30'-40' TALL - MAIN ST
70' TALL - BEALE ST



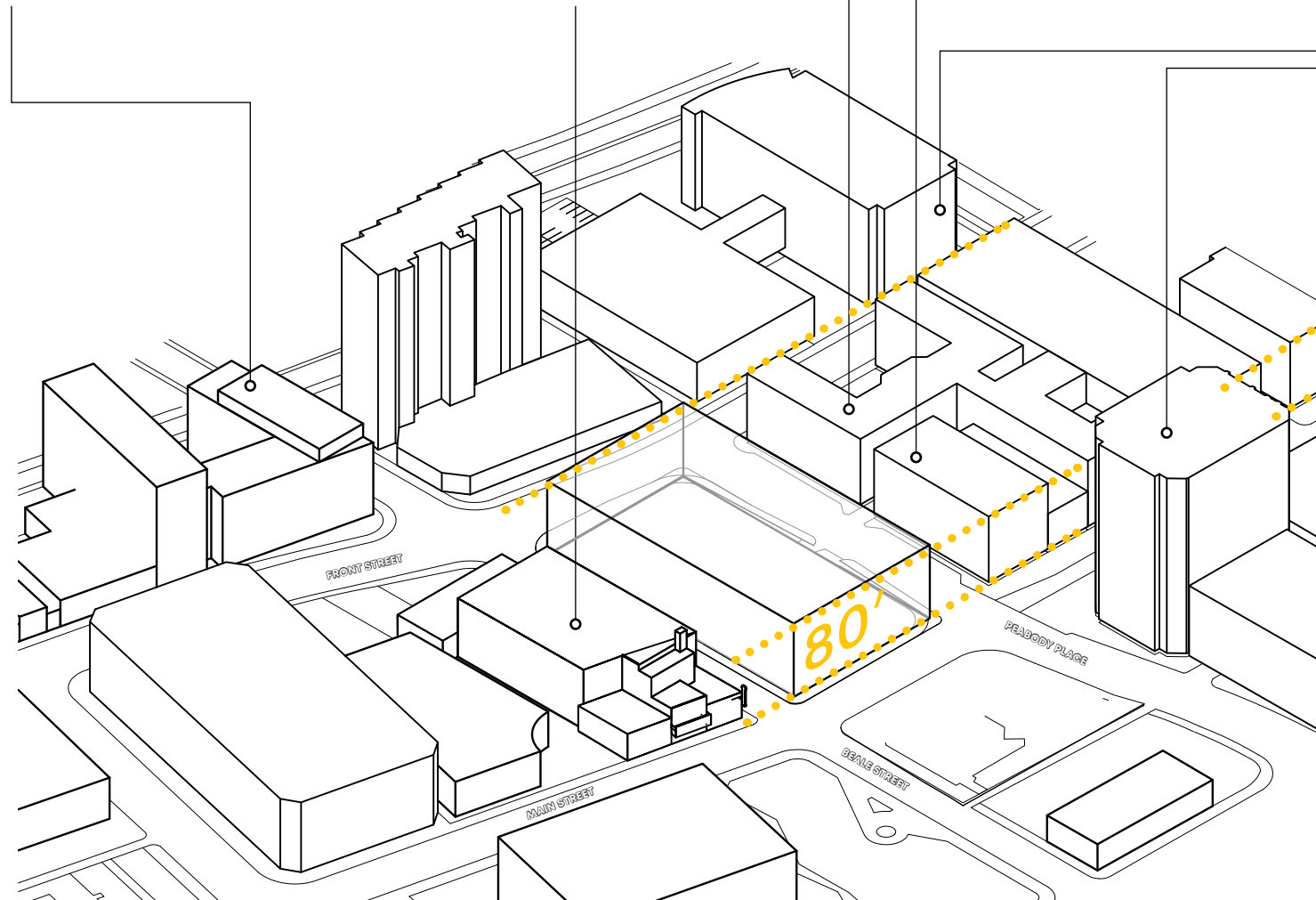
GAYOSO HOUSE, PEMBROKE SQUARE
5-6 STORIES, 70'-80' TALL



AUTOZONE HEADQUARTERS
8 STORIES, 100' TALL



PEABODY PLACE TOWER
16 STORIES, 200' TALL



CONTEXT-BASED HEIGHT

GAYOSO-PEABODY AND COTTON ROW DISTRICT GUIDELINES

HEIGHT

"NEW BUILDINGS SHOULD BE CONSTRUCTED TO THE SAME NUMBER OF STORIES AND TO A HEIGHT WHICH IS COMPATIBLE WITH THE HEIGHT OF ADJACENT BUILDINGS."

SCALE

"THE SIZE OF A NEW BUILDING, ITS MASS IN RELATION TO OPEN SPACES, AND ITS WINDOWS, DOORS, AND PORCHES SHOULD BE VISUALLY COMPATIBLE WITH THE SURROUNDING BUILDINGS"

DOWNTOWN MEMPHIS DESIGN GUIDELINES AND PRINCIPLES

"THE MASSING OF A PARKING STRUCTURE SHOULD APPEAR SIMILAR IN SCALE TO OTHER BUILDINGS IN THE AREA."



ORPHEUM THEATRE - BEALE ST. FAÇADE



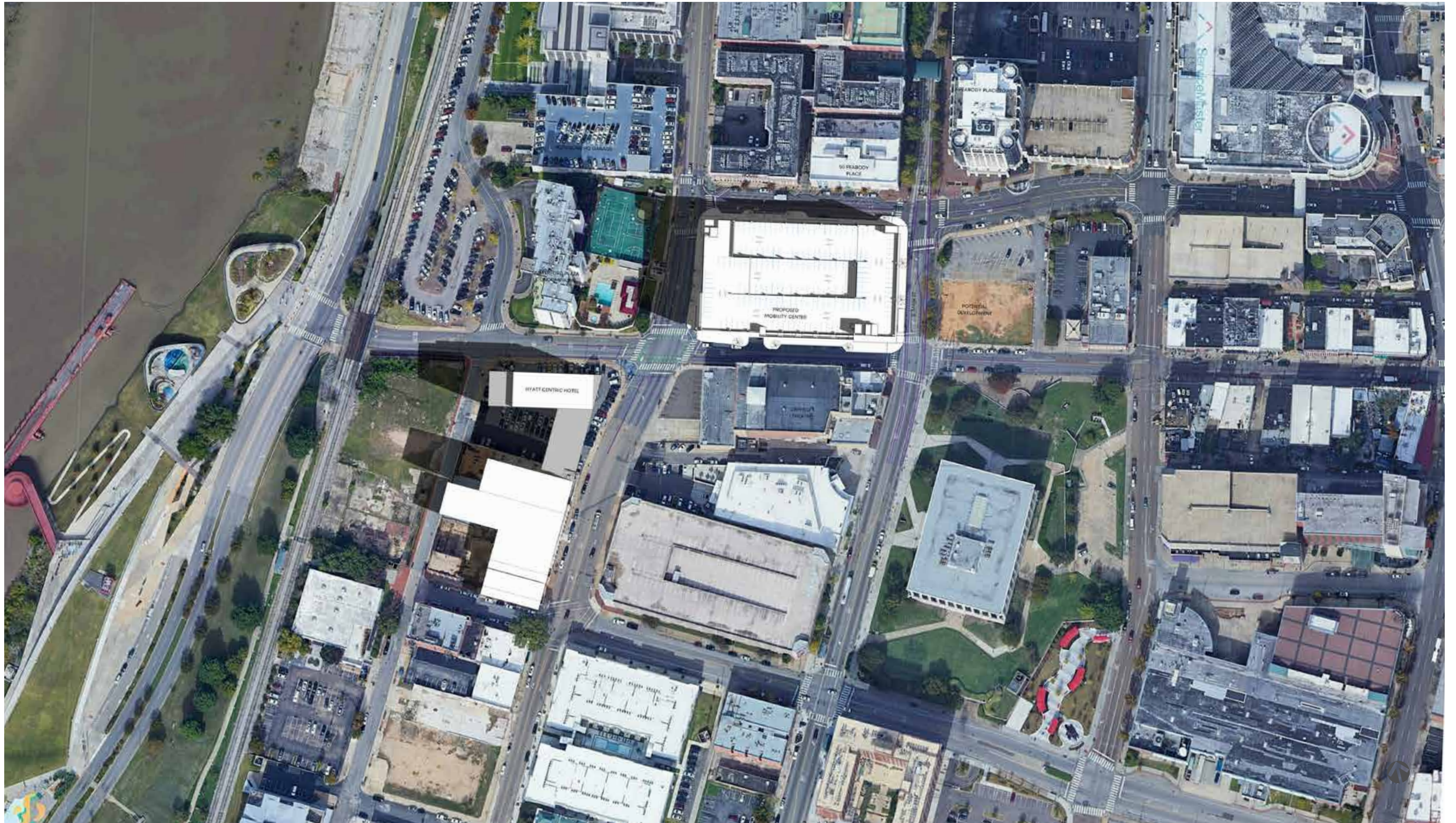
ORPHEUM THEATRE - MARQUEE CANOPY AND BRICK DETAILS AT BEALE ST. FAÇADE



GAYOSO HOUSE, PEMBROKE SQUARE - PEABODY PLACE FAÇADE



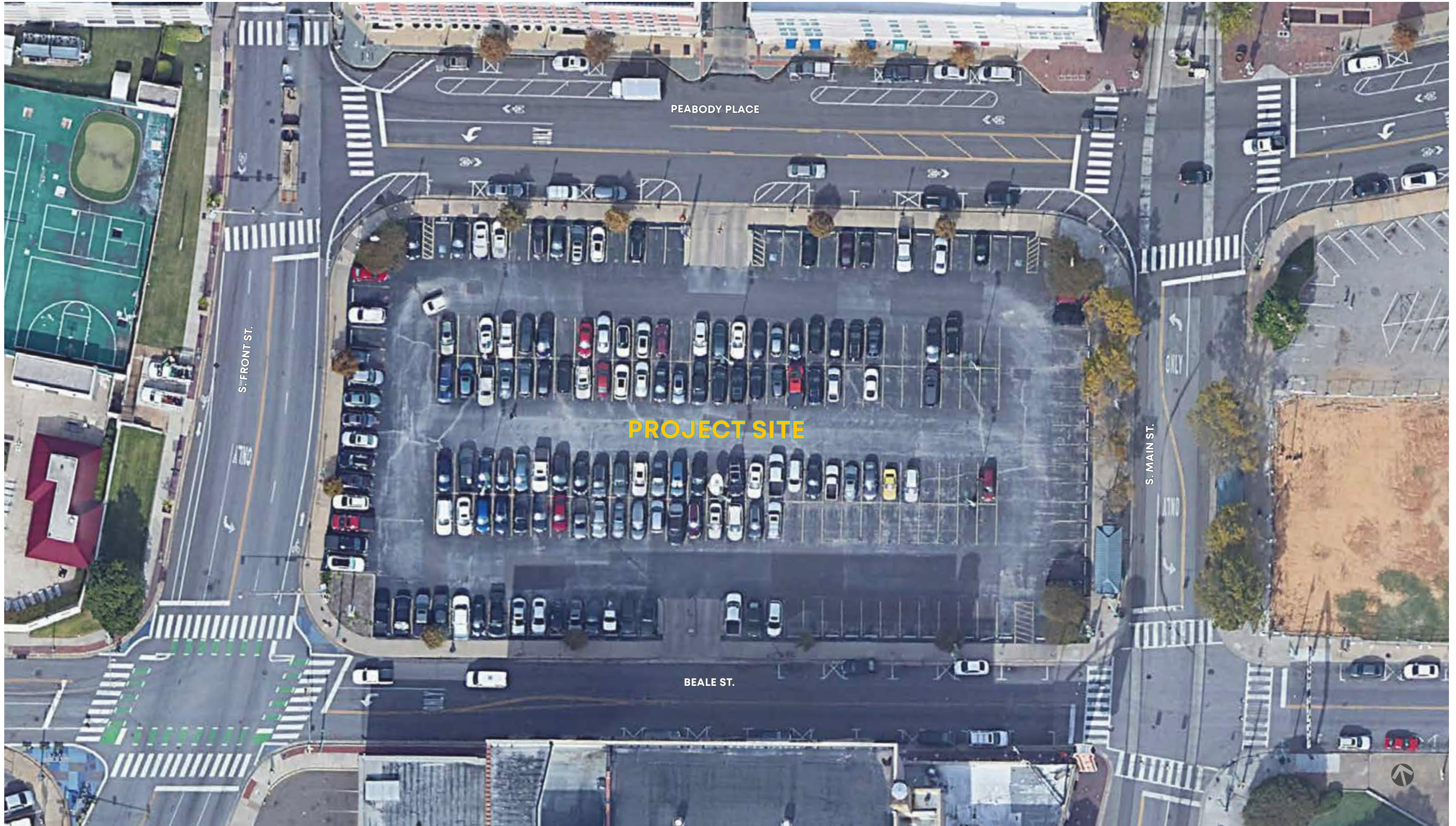
ONE BEALE - HYATT CENTRIC - BEALE ST. FAÇADE

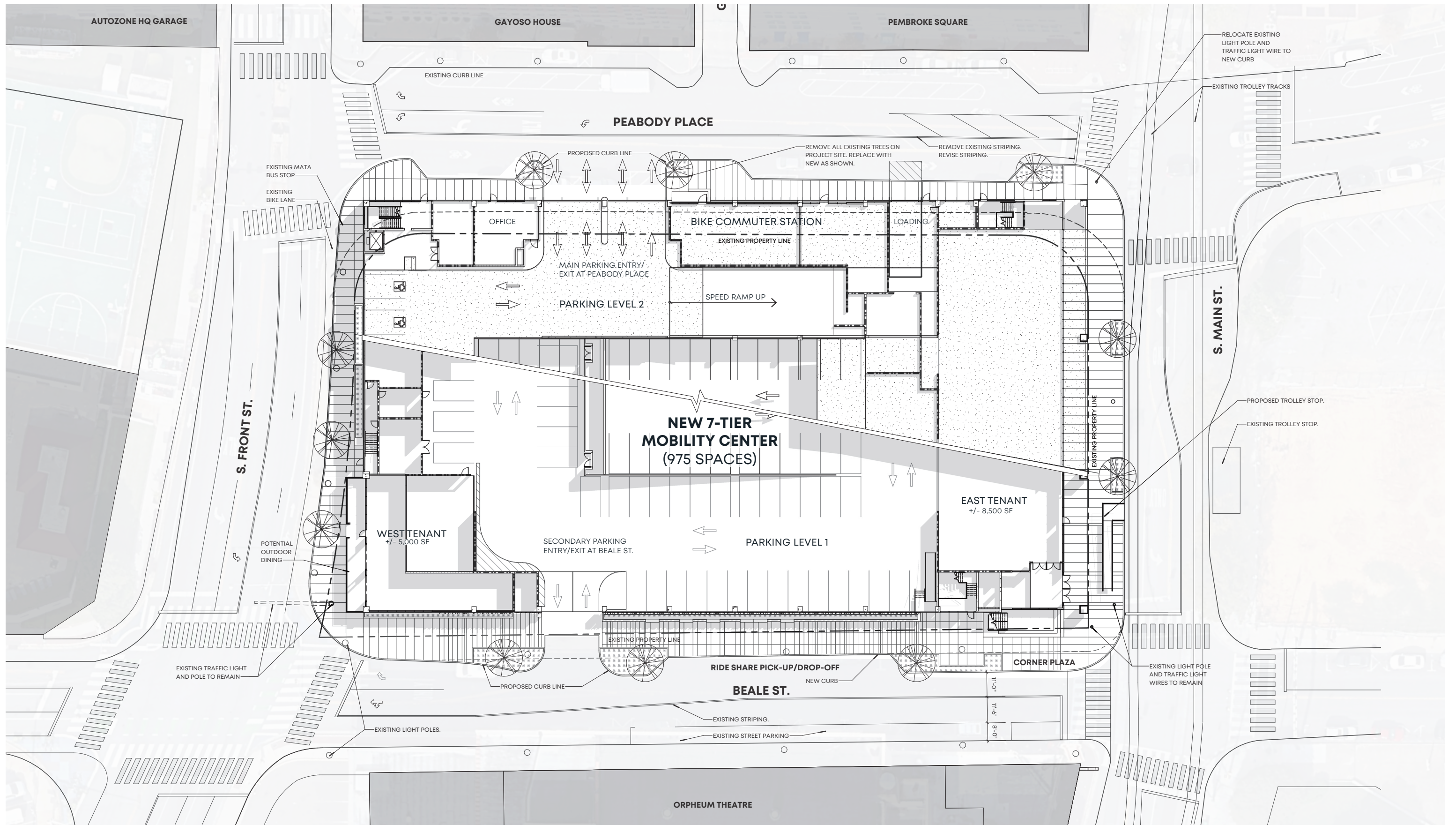


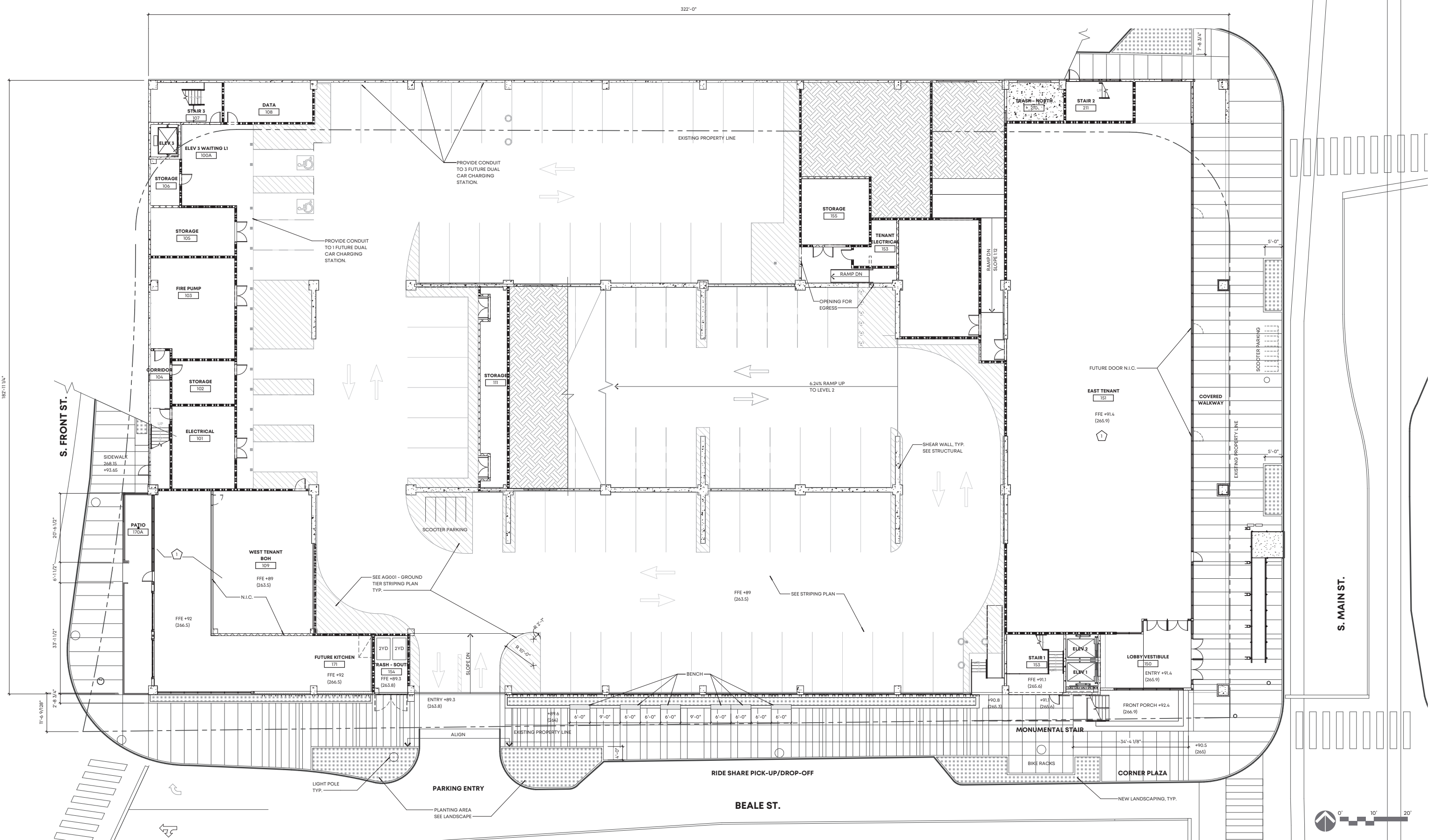
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Aerial - Project Vicinity
Scale: NTS



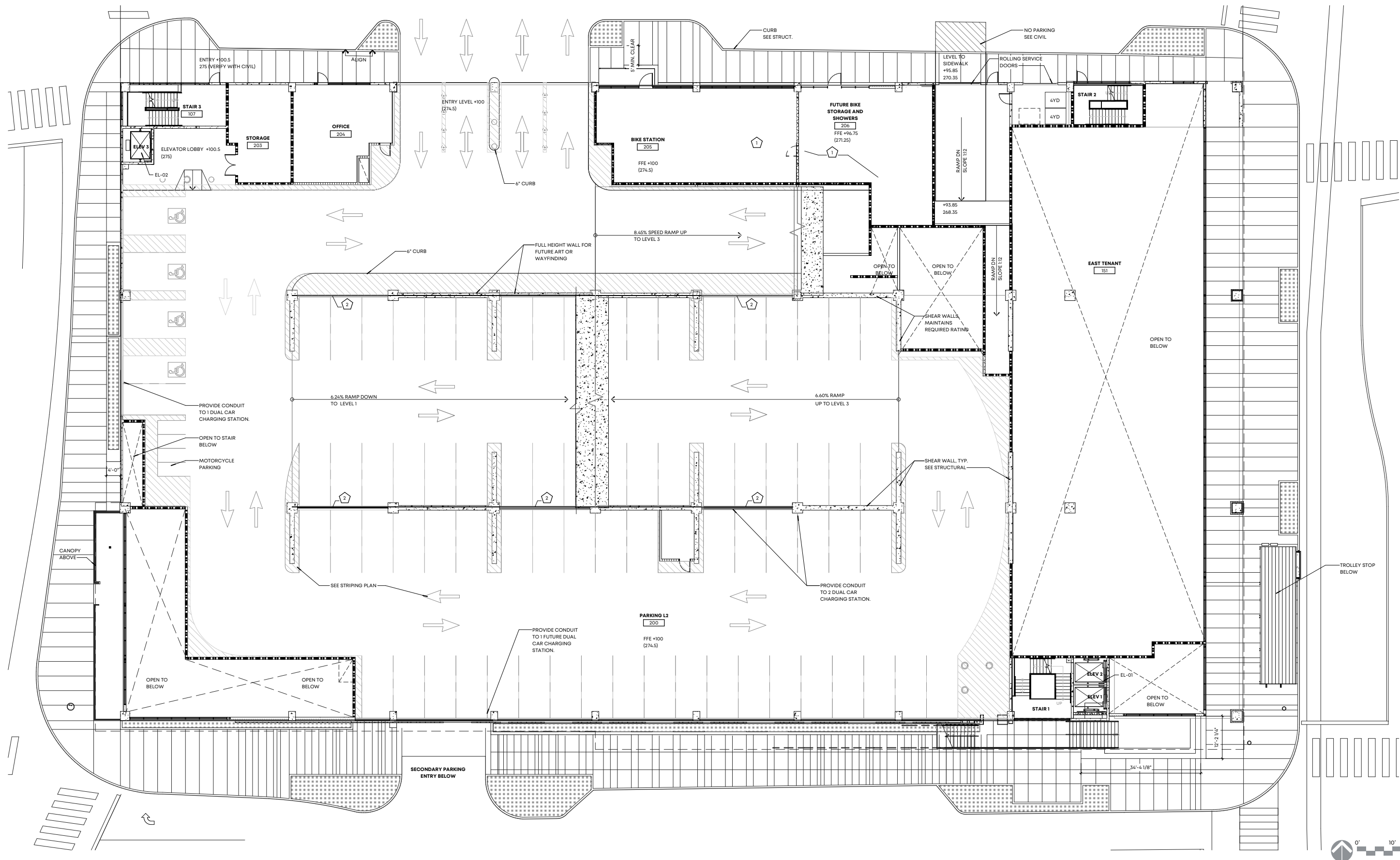






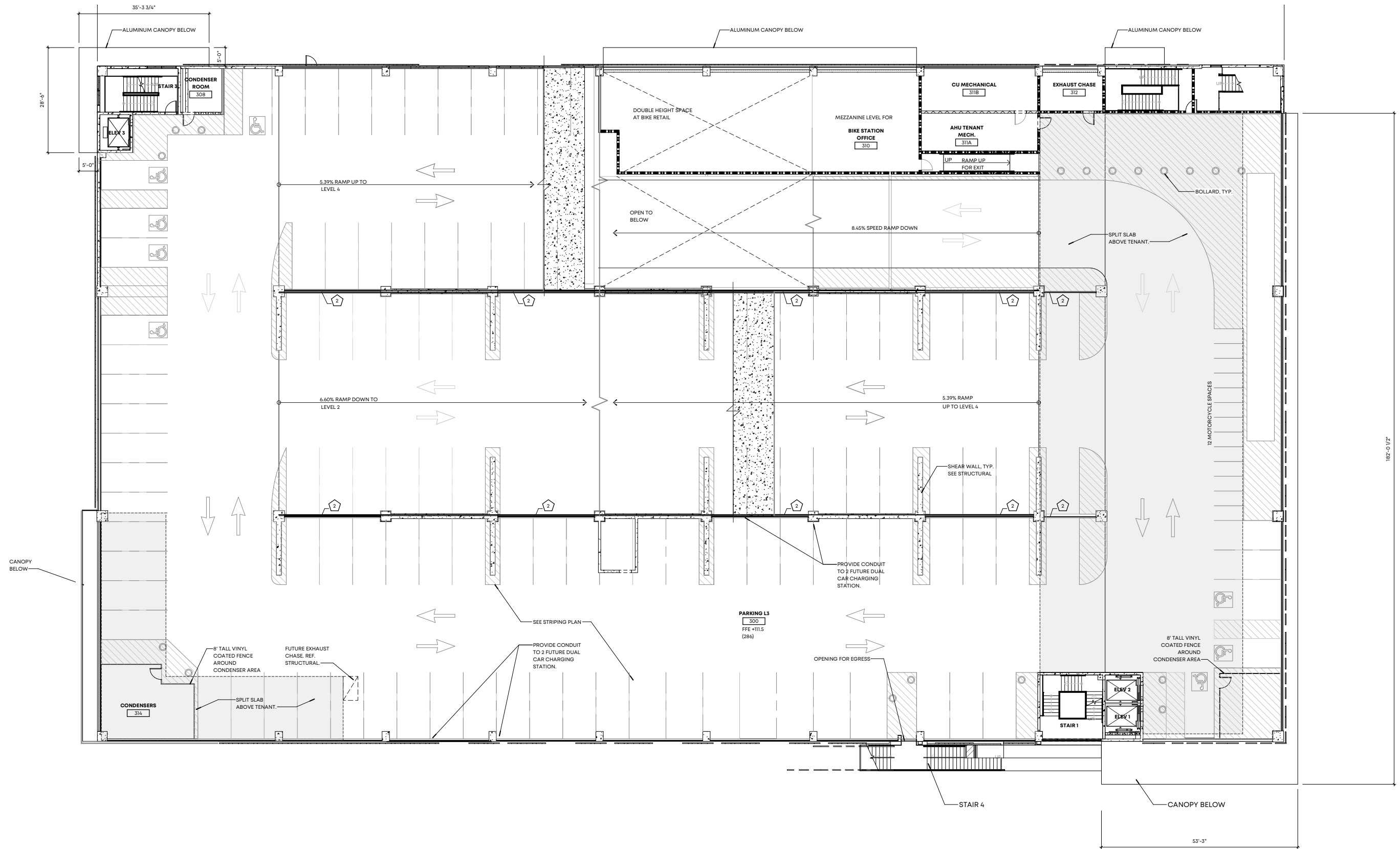
Proposed Floor Plan - Ground Level Parking and Main St. Level





Proposed Parking Level 2 at Peabody Place Entry

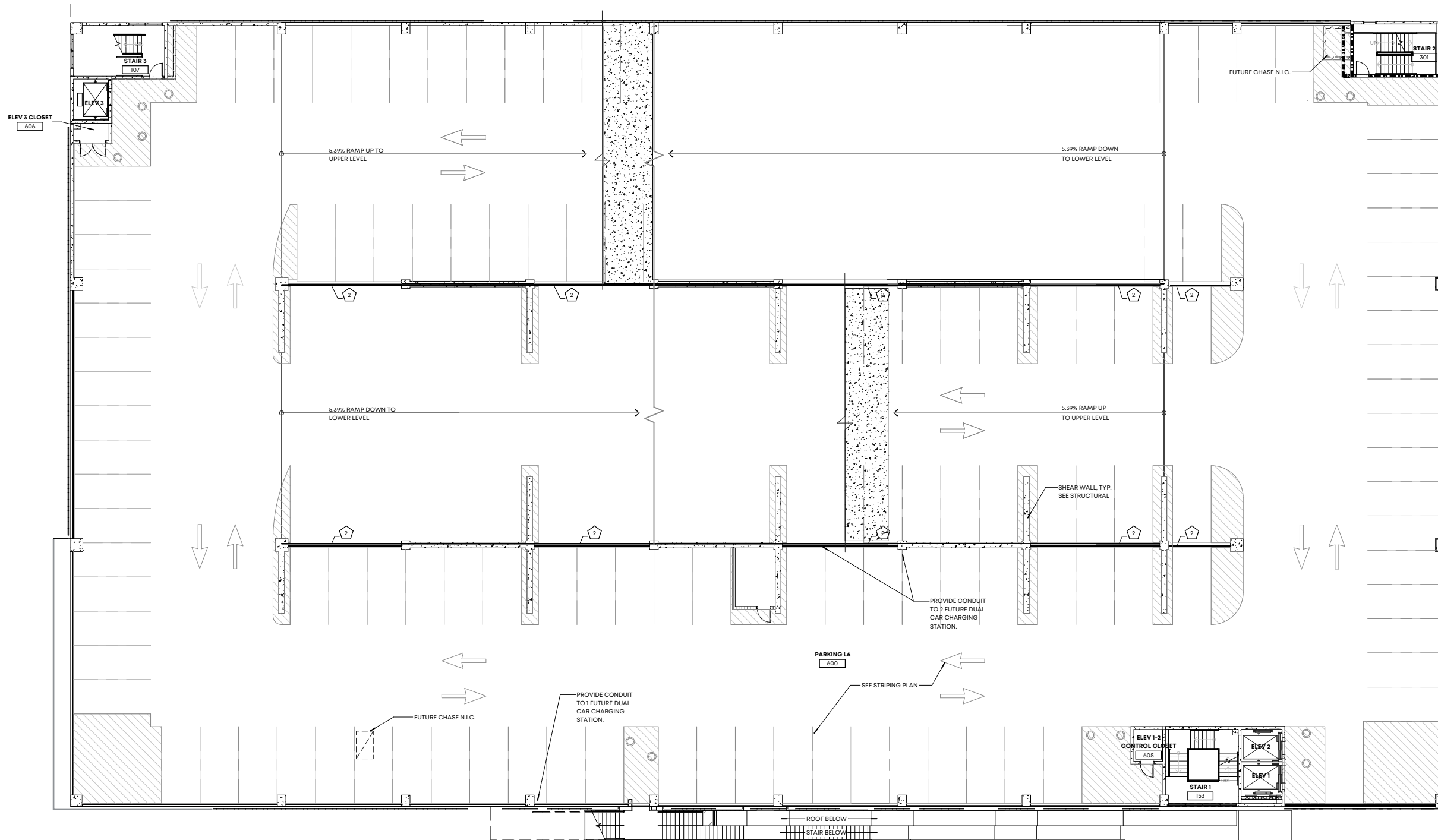




Proposed Level 3

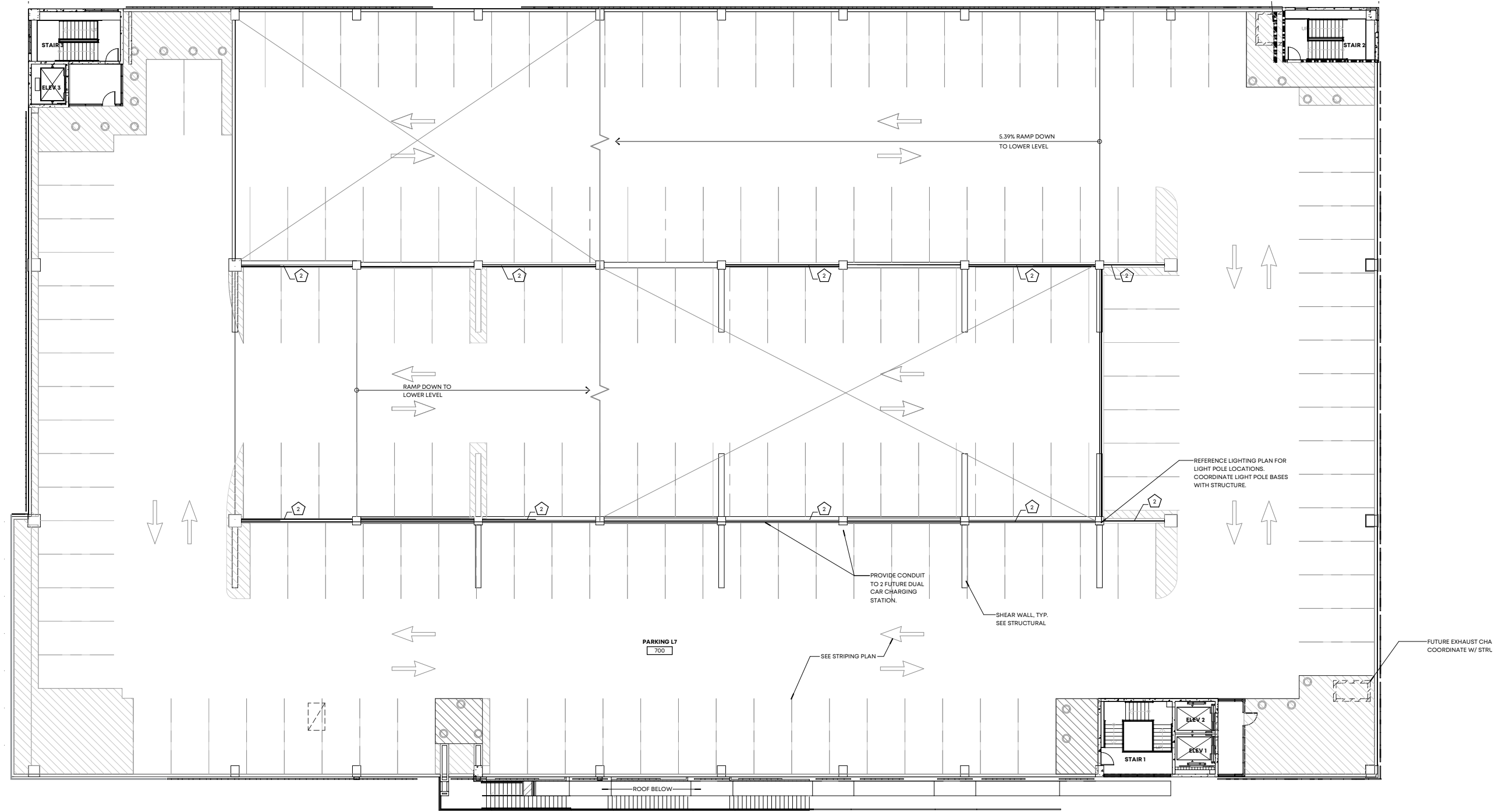






Proposed Level 6



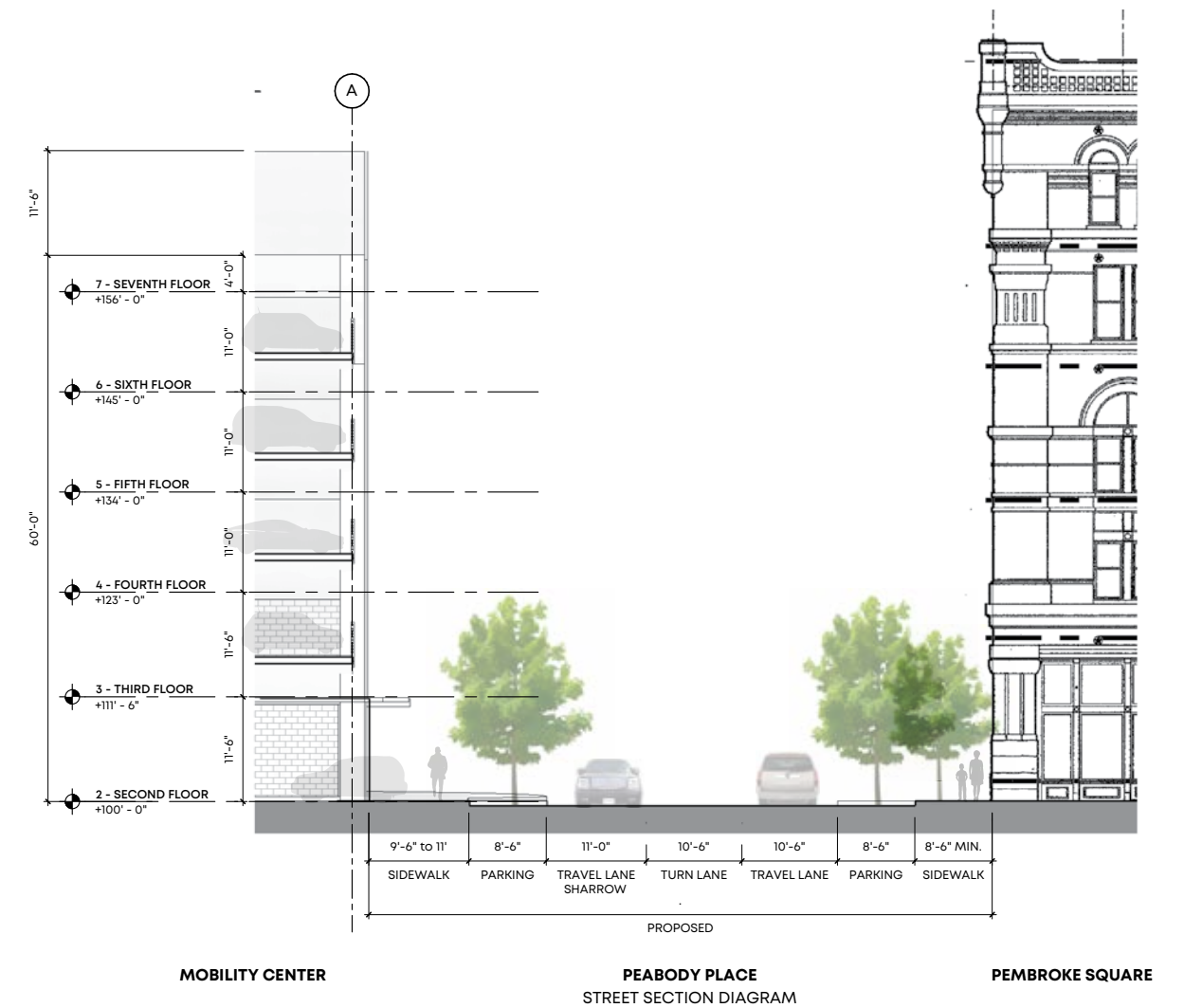
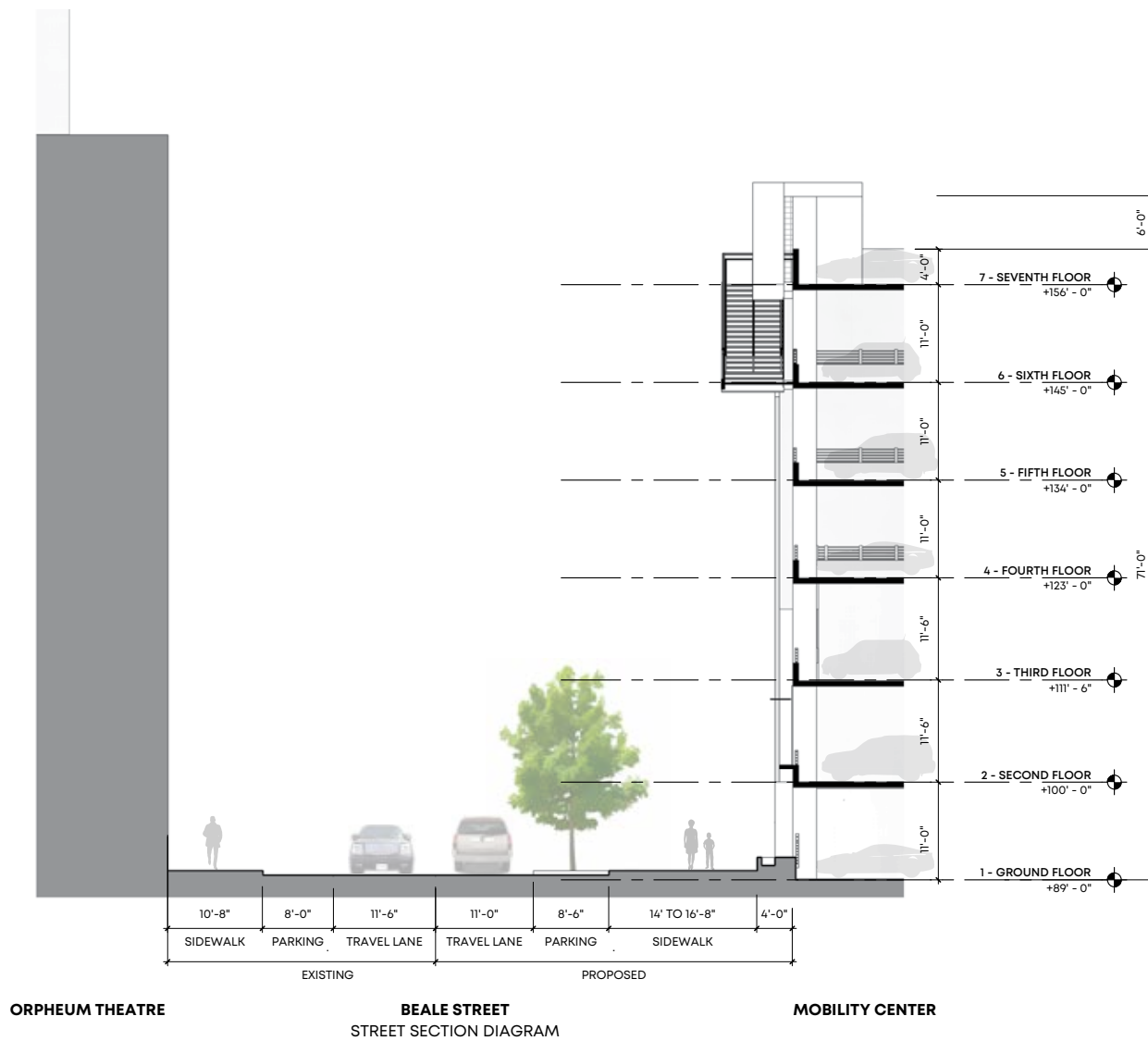


PROPOSED CHANGES AT BEALE STREET

- WIDEN SIDEWALKS FROM 12 FT TO 20 FT
- ADD NEW TREES AND LANDSCAPING
- PROVIDE DROP-OFF AND PICK-UP PARKING AREA FOR RIDESHARE
- PROVIDE BIKE RACKS

PROPOSED CHANGES AT PEABODY PLACE

- WIDEN SIDEWALKS
- ADD NEW TREES AND LANDSCAPING ON BOTH SIDES OF THE STREET
- ON STREET PARKING MAINTAINED
- TRAVEL LANES AT MINIMUM WIDTHS

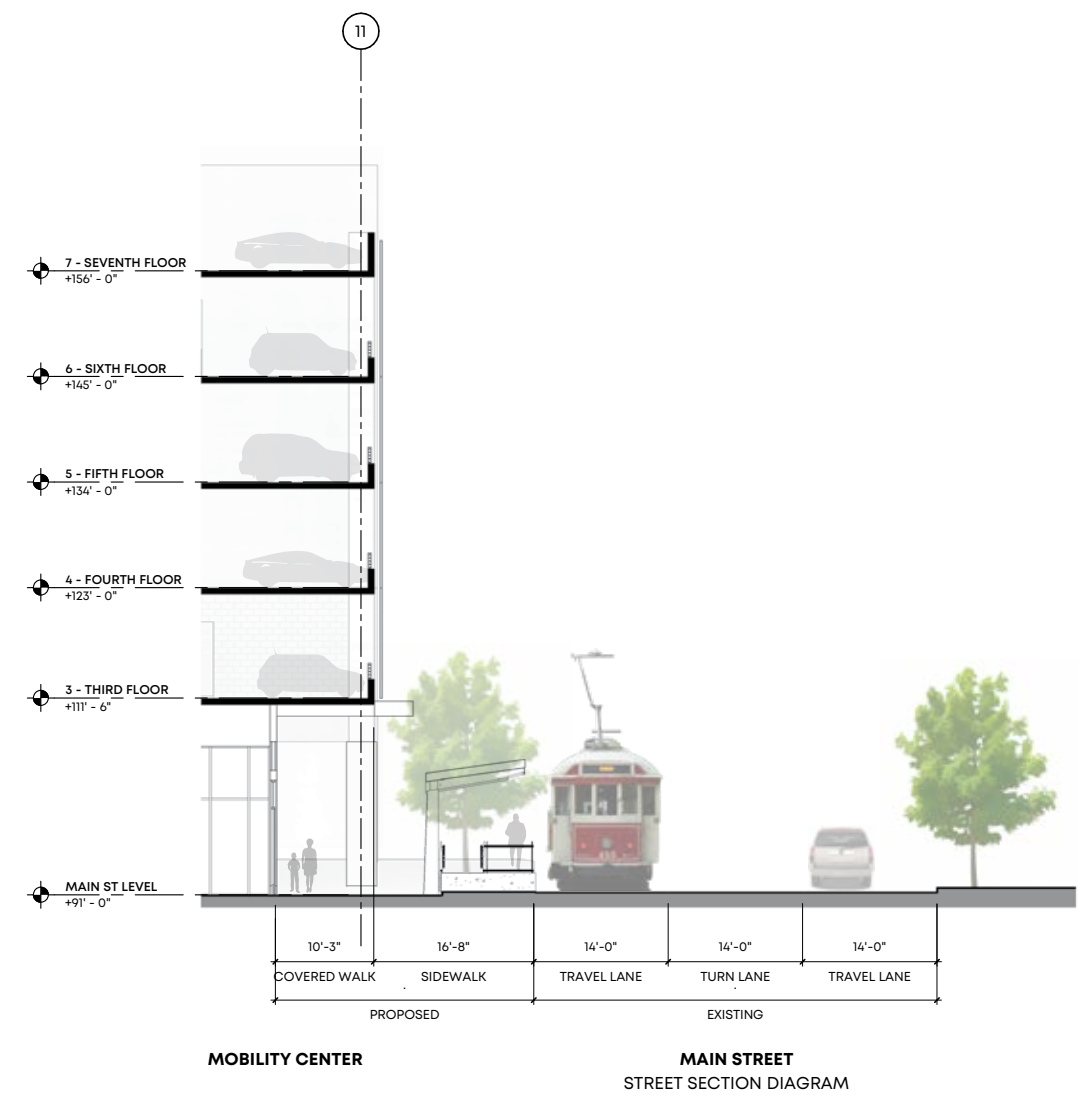
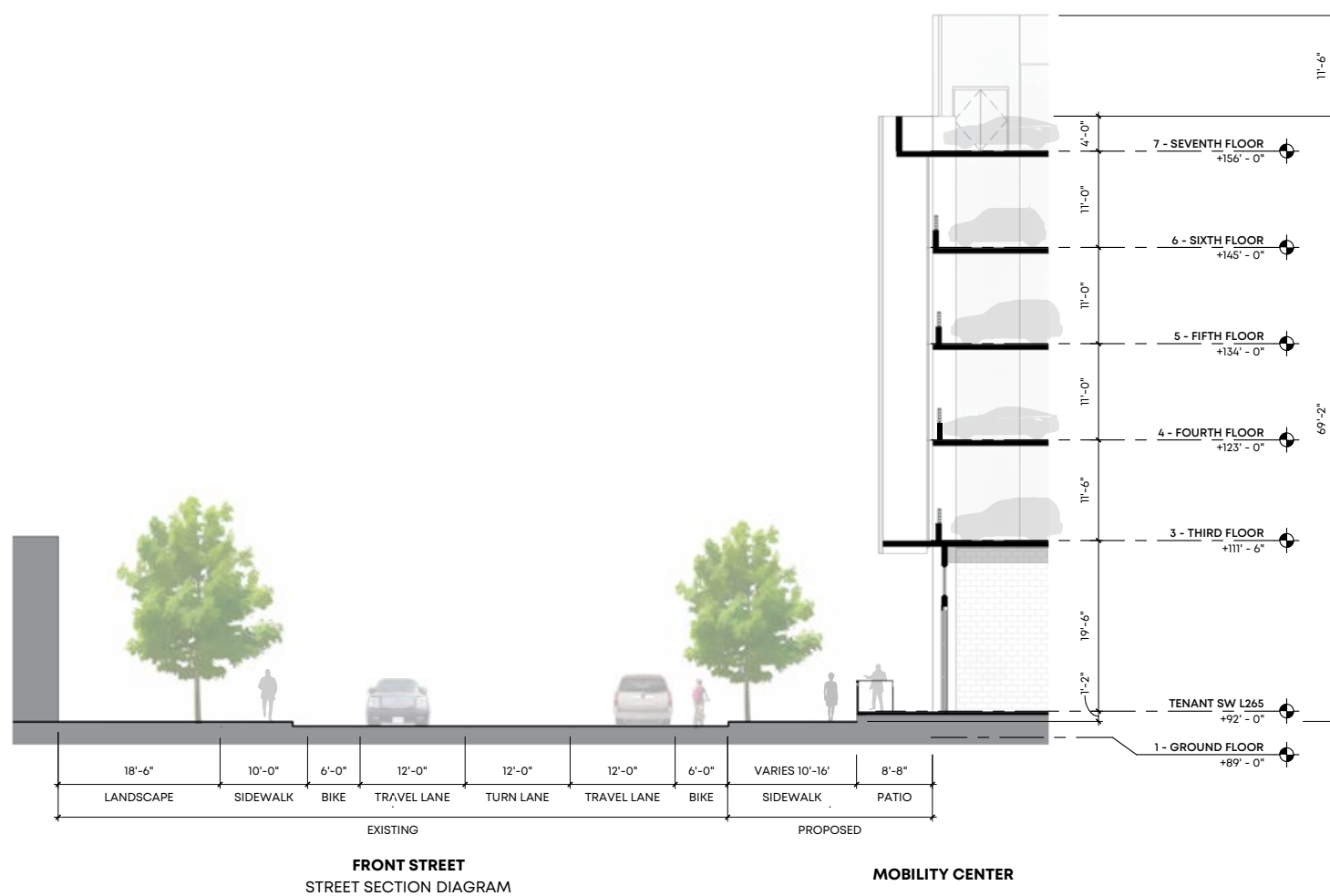


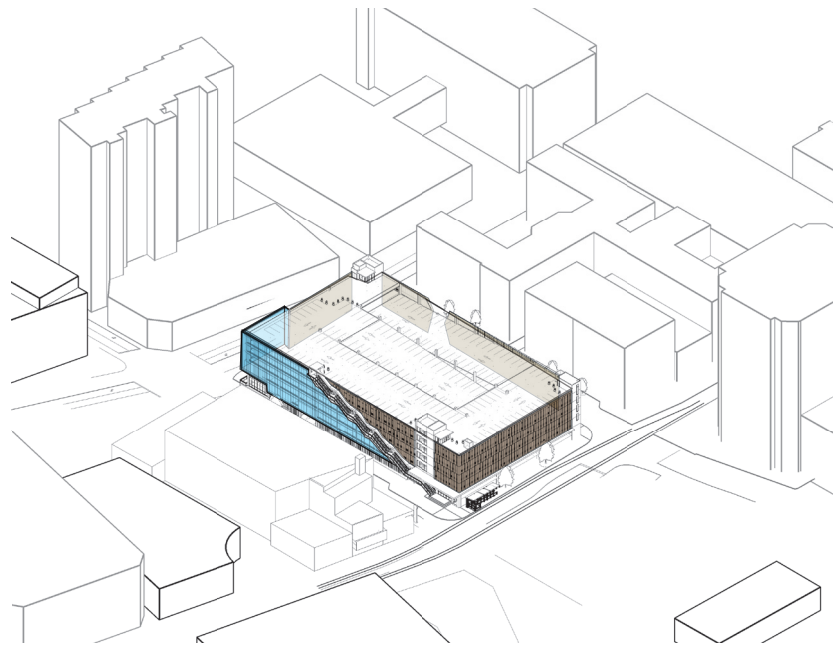
PROPOSED CHANGES AT FRONT STREET

- WIDEN SIDEWALKS AS IT REACHES THE BEALE ST. CORNER
- ADD NEW TREES AND LANDSCAPING
- MAIN STREET WIDTHS AND BIKE LANE
- PROVIDE BIKE RACKS

PROPOSED CHANGES AT MAIN ST.

- NEW TROLLEY STOPS IN EXISTING LOCATIONS
- DOUBLE SIDEWALK WIDTH
- PART OF NEW SIDEWALK IS PARTIALLY COVERED






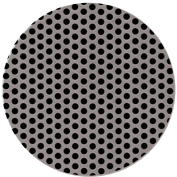
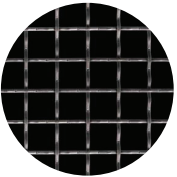


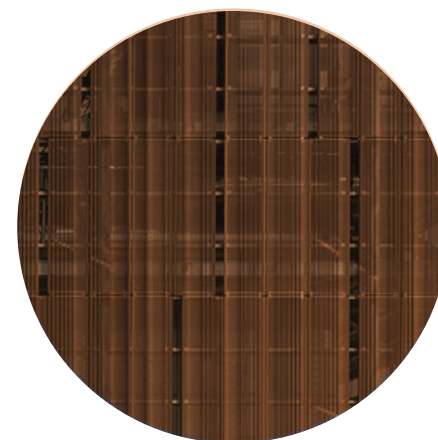
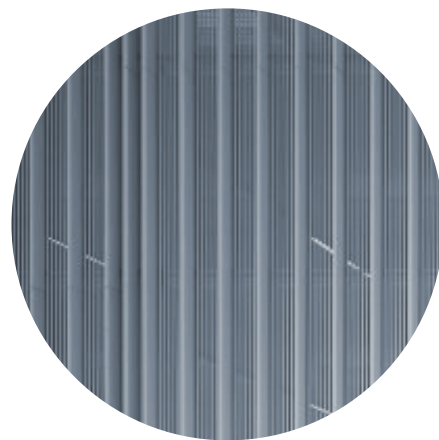
SKINNING AXON DIAGRAM

MAIN SKINNING STRATEGY

There are two main skins distinguished by color which relate to the site and architectural context. As diagrammed in the axon, the blue represents the cool tones of the material along the southwest corner closest to the river front. The brown represents the warm, natural tones that relate to the brick tones of the adjacent historic buildings. The exterior monumental stair serves to connect and transition between the two areas. The void carved by the stair reveals a small scale pattern that is much more transparent than the rest of the facade materials.

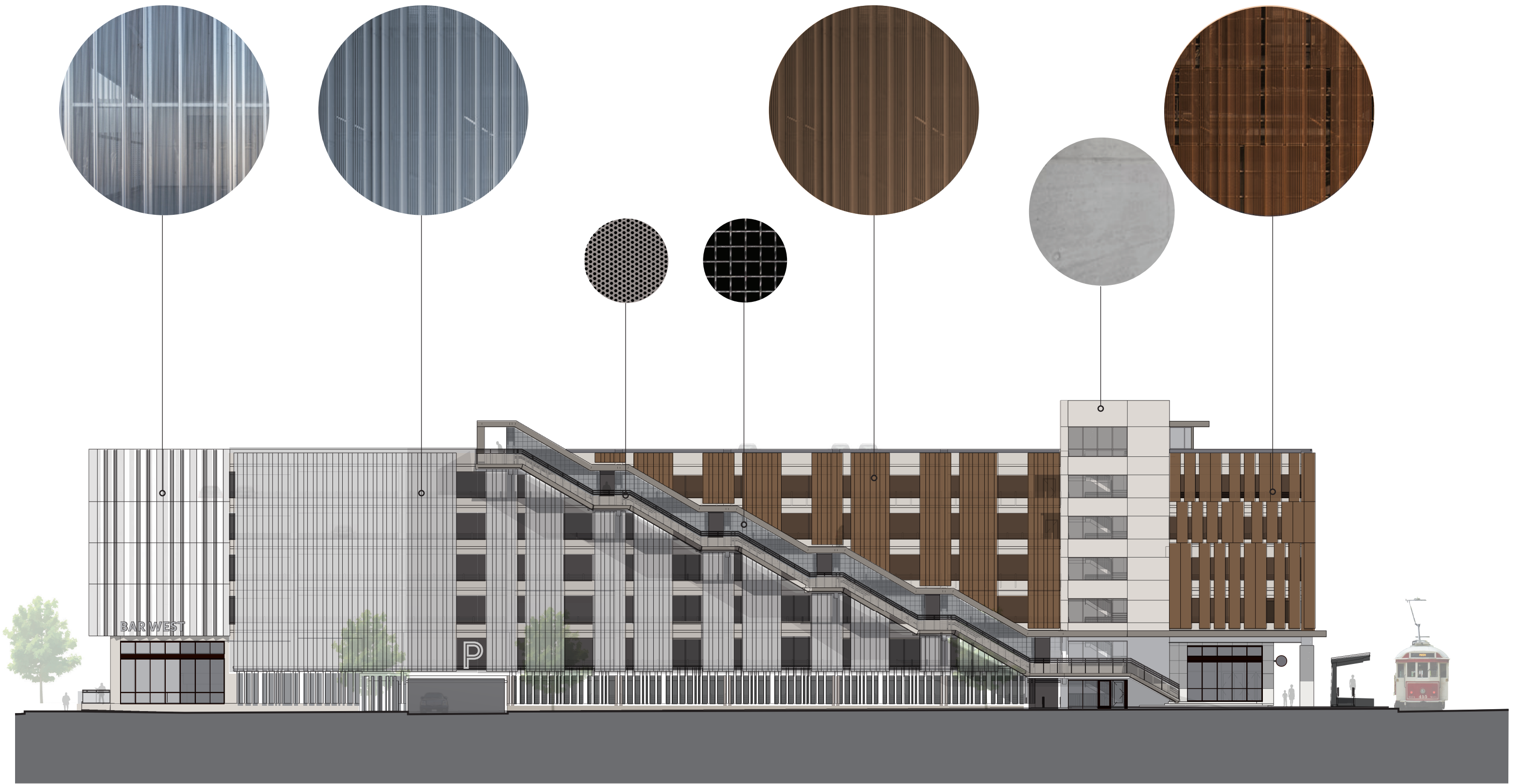
MATERIAL LEGEND

CONCRETE	STANDING SEAM PERFORATED METAL PATTERN OF 2 PANEL WIDTHS		PERFORATED ALUMINUM PANEL INFILL PANEL	METAL MESH 2" X 2"
				
ARCHITECTURAL CAST-IN-PLACE	2 PERFORATIONS NATURAL ALUMINUM		STAIR GUARDRAIL LIGHT BRONZE	PATIO GUARDRAIL SILVER
		BRONZE/COPPER STAGGERED		SILVER
		NOTE: STOREFRONT FRAMES TO BE DARK BRONZE		



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Enlarged South Elevation - Beale St.





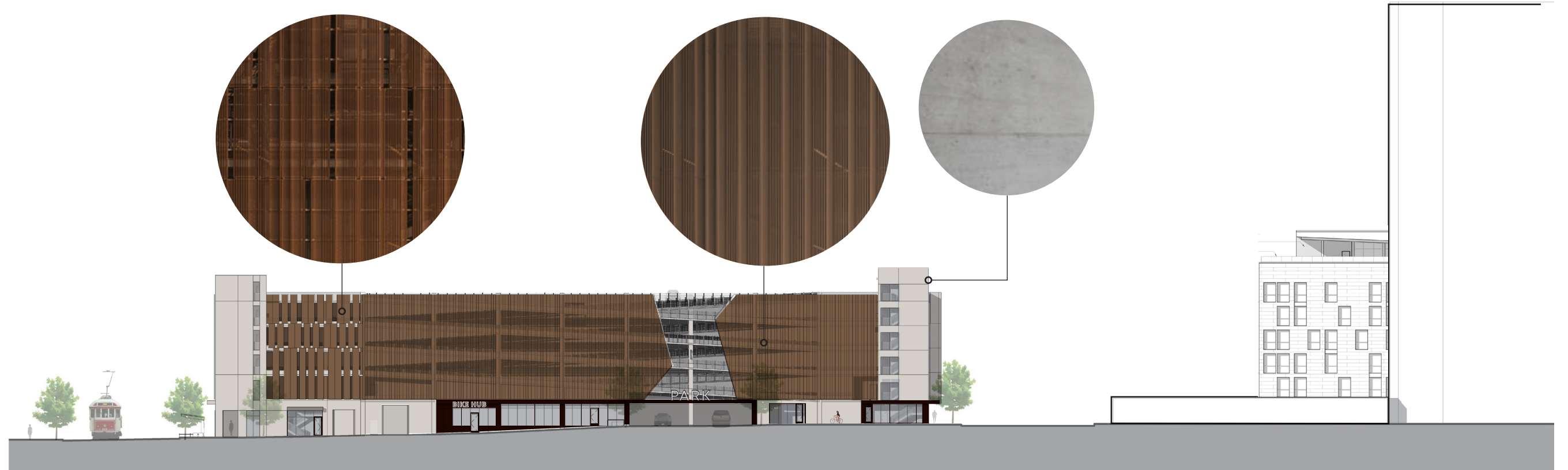
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East Elevation - Main St





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North Elevation - Peabody Place



