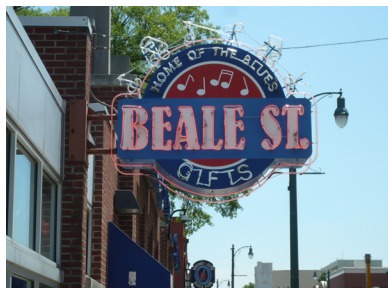


DESIGN GUIDELINES SERVICES

MEMPHIS, TENNESSEE

1



Adaptive reuse is encouraged in the Design Guidelines. This historic home was restored and used as a bed & breakfast.

SERVICES:

- » Interactive public process to determine the design vision and objectives for downtown
- » Updated design guidelines for public projects and projects receiving development incentives from the Memphis Center City Commission
- » Evaluation of design review subareas and code districts

CLIENT:

Downtown Memphis
Commission

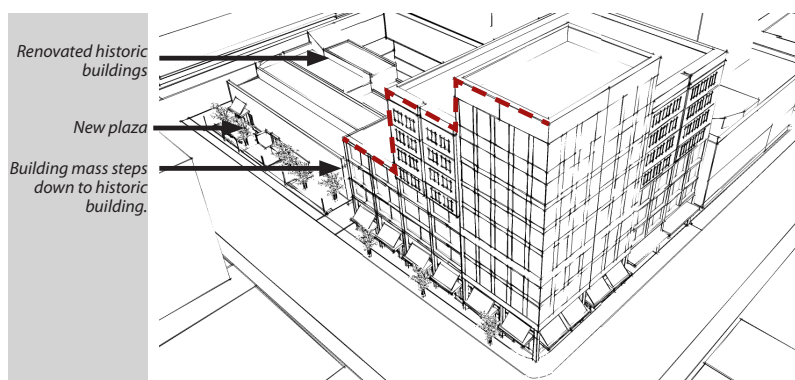
DATE:

2011-2013

Downtown Design Guidelines

Downtown Memphis is the economic, cultural and governmental heart of this city of 652,000 people. With billions of dollars in redevelopment projects recently completed, underway or scheduled to begin, it is currently experiencing the most dramatic period of redevelopment in its history. Design guidelines help shape downtown's look and feel, ensuring that development continues to promote a livable and economically vibrant environment.

Winter & Company worked with the Downtown Memphis Commission to develop new design guidelines to ensure that new development and redevelopment continue to celebrate the unique character of Downtown Memphis. Compliance with the guidelines is mandatory for the many projects that receive financial or regulatory incentives from the Commission, and advisory (voluntary) for all other projects.



The Winter & Company team developed design case studies to test the economic feasibility of compatible development scenarios throughout downtown.



Winter & Company

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DESIGN GUIDELINES SERVICES

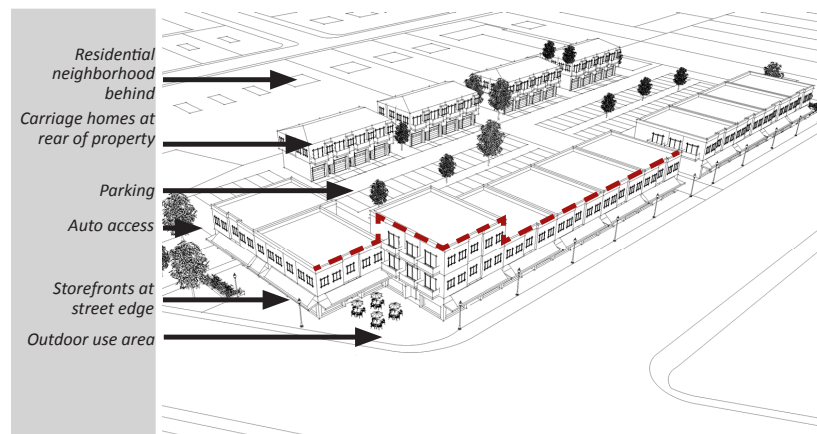
2

MEMPHIS, TENNESSEE

Winter & Company led an extensive public participation process to help downtown residents, property owners, business owners, architects and developers to shape an overall vision for downtown and identify unique character areas. The team also developed design case studies to test the economic feasibility of compatible development scenarios in each character area.

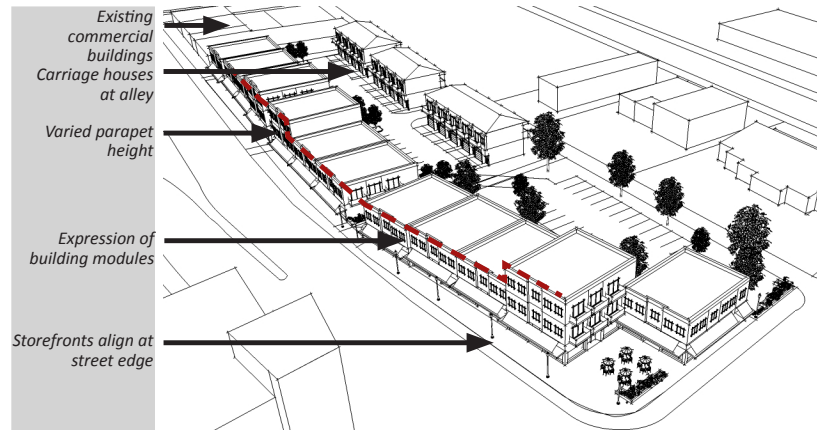
Case Study 3: Commercial Corridor Context

View 1



Case Study 4: Neighborhood Center Context

View 1



Community workshop participants defined key features of the downtown that should be highlighted in new designs.



New development of the St. Jude Children's Research Hospital.



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