



One of the 2-story loft apartments is shown. The double height glazing allows for views to the Hickman Building, Madison Avenue, Downtown Elementary, and the new proposed Community Center. This view is representative of the overall residential aesthetic for the development.



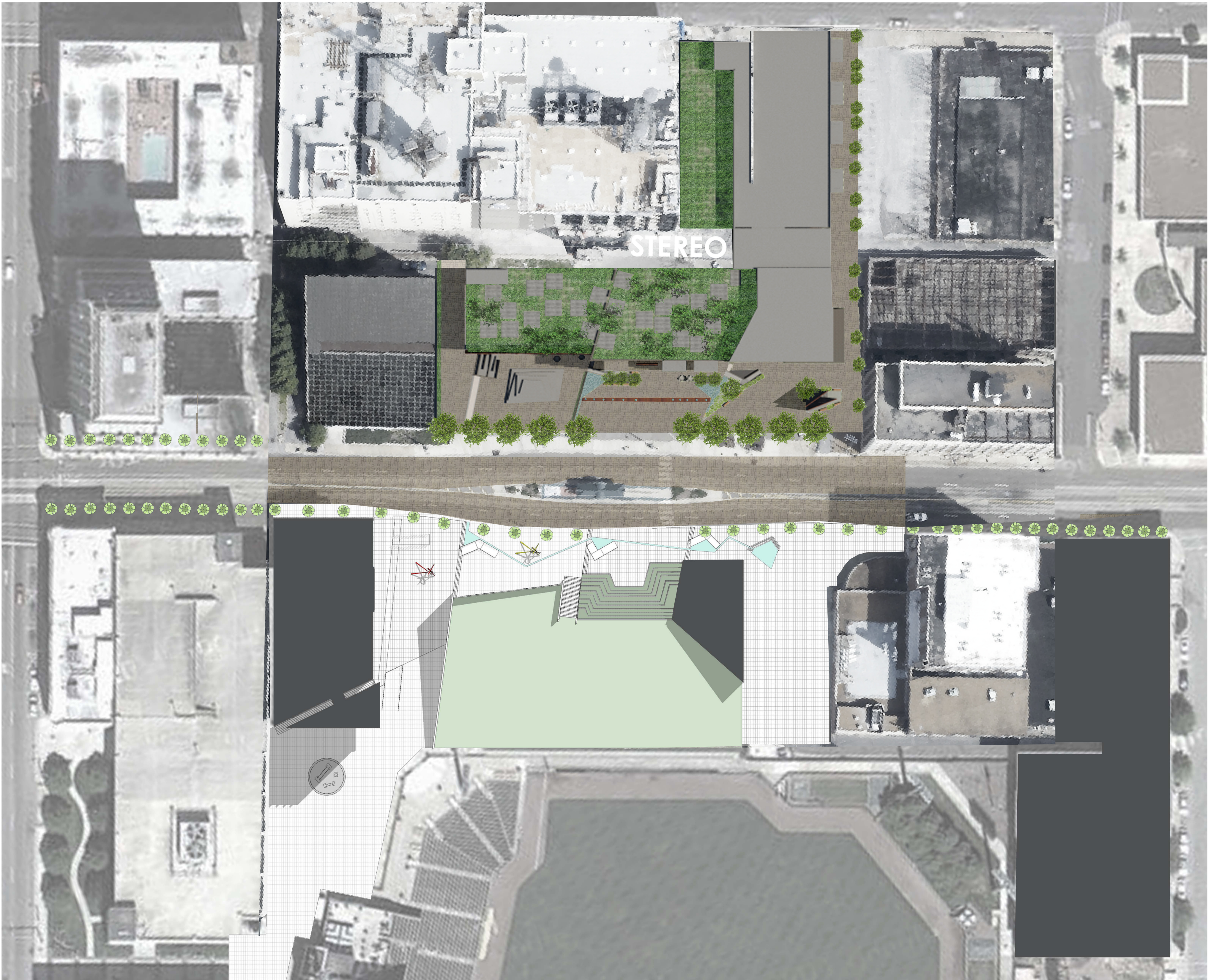
In the evening the square comes alive. Light glowing from the commercial spaces as well as in-ground lighting near landscaping and water features creates a safe and invigorating place to be. Residents in the apartments above create “eyes on the street” adding to the life in the Square.



# Madison Square

North Development | Mixed Use





Site Plan  
Scale: 1:40



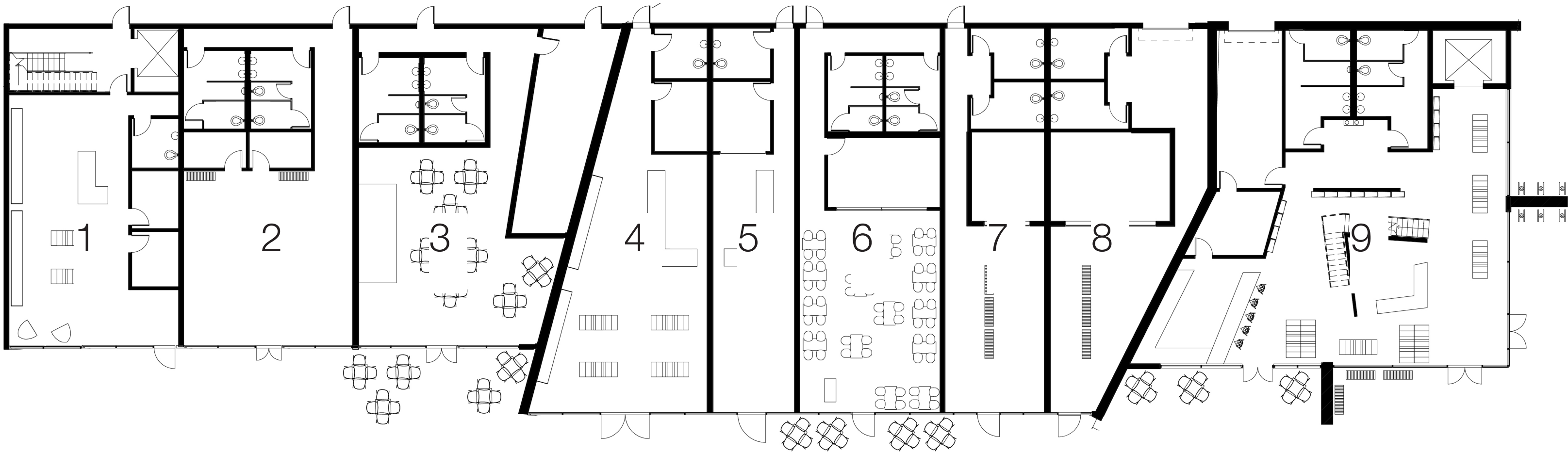
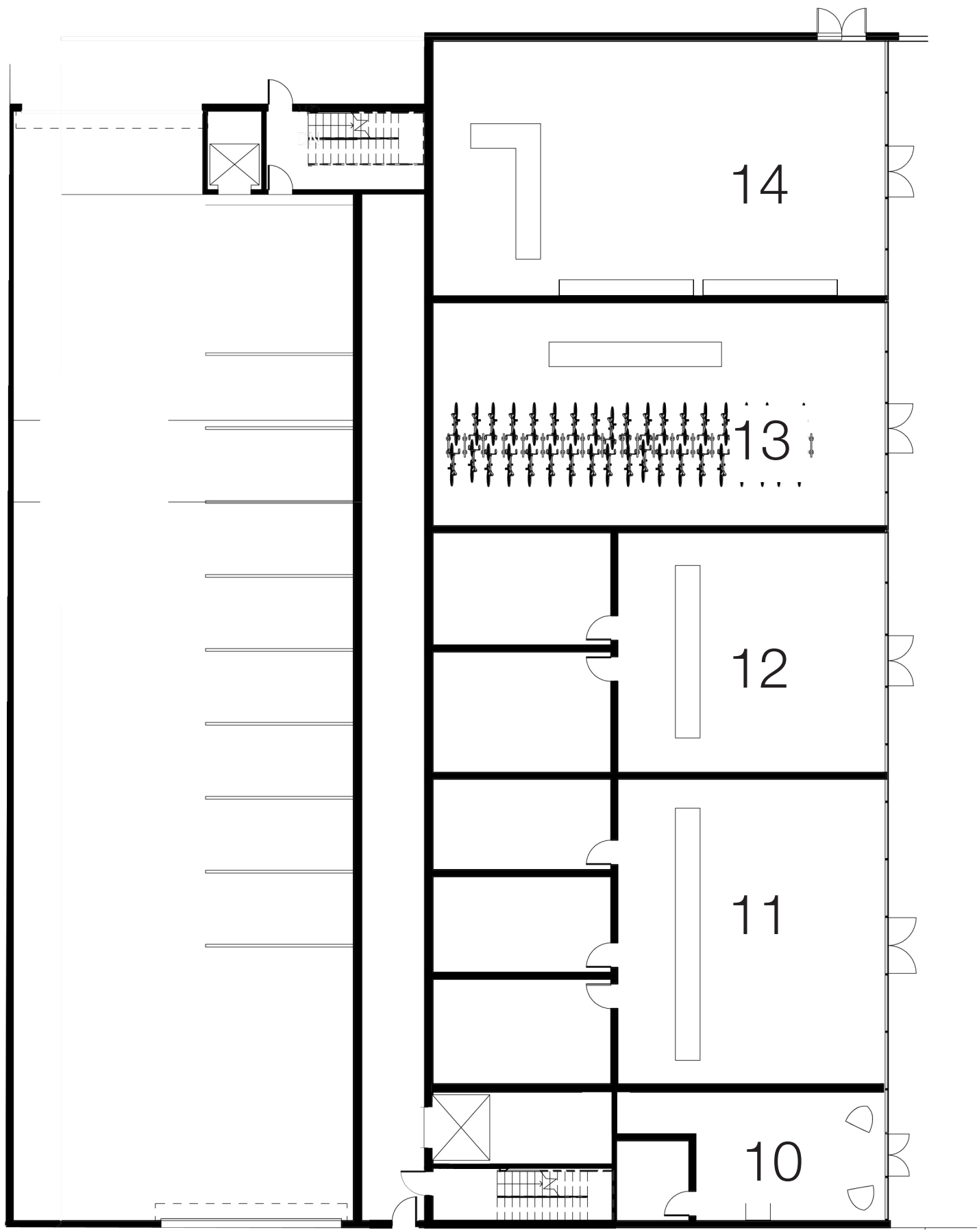
View of the Square looking north



Street Elevation  
NTS

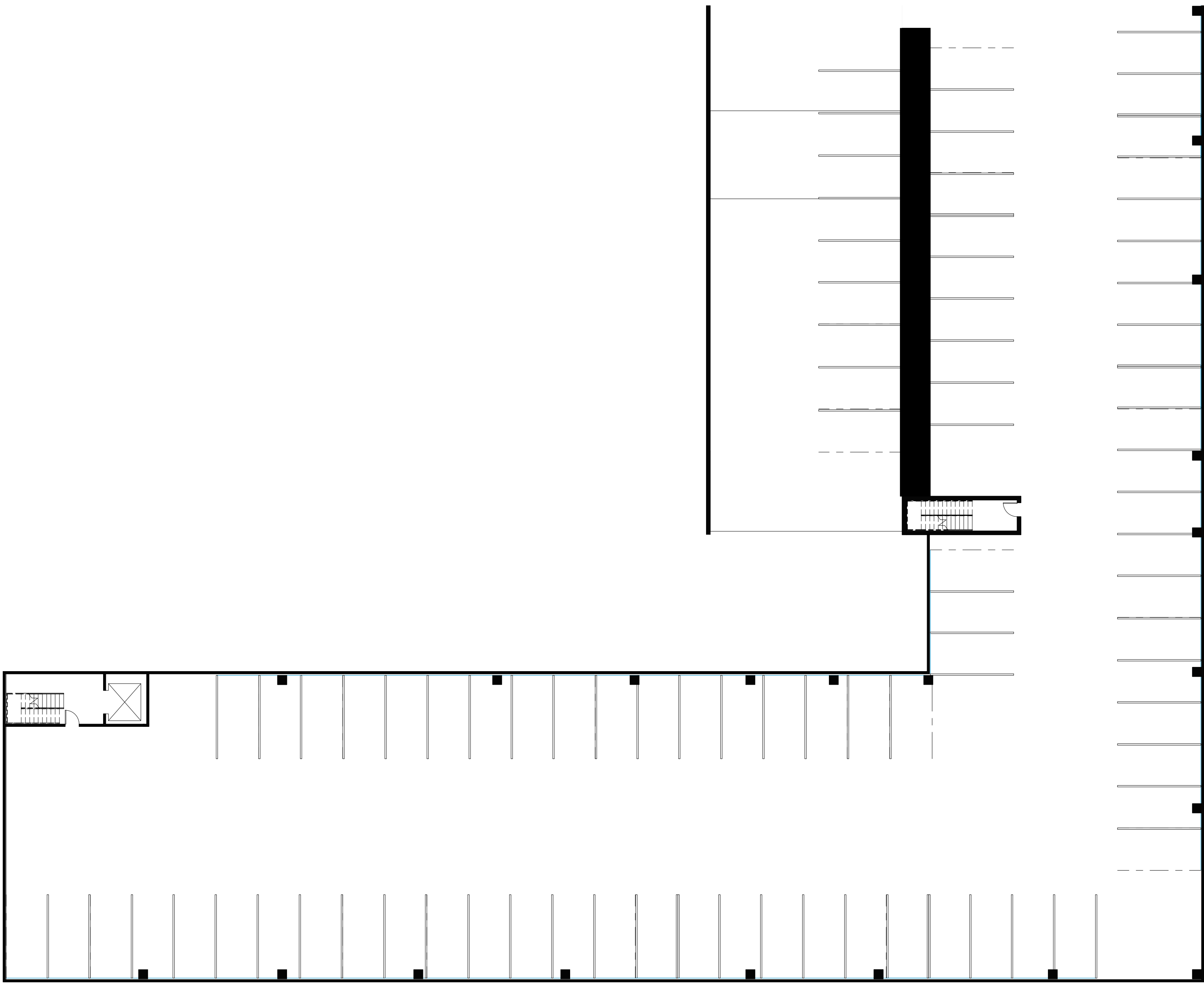


- 1 | Music Store
- 2 | Dance Studio
- 3 | Music Restuarant
- 4 | 10,000 Villages Store
- 5 | Flower Shop
- 6 | Family Restaurant
- 7 | Gallery + Studio
- 8 | Gallery + Studio
- 9 | Bookstore
- 10 | Apartment Office
- 11 | Transit Center
- 12 | Zipcar Office
- 13 | Bike Share
- 14 | Outdoors, Inc.



Level 1

scale: 1/16" = 1'-0"



Underground Parking

scale: 1/16" = 1'-0"





- 25 | Apartment
- 26 | Apartment
- 27 | Apartment
- 28 | Apartment
- 29 | Apartment
- 30 | Apartment
- 31 | Apartment
- 32 | Apartment
- 33 | Apartment
- 34 | Apartment
- 35 | Apartment
- 36 | Apartment
- 37 | Apartment
- 38 | Apartment

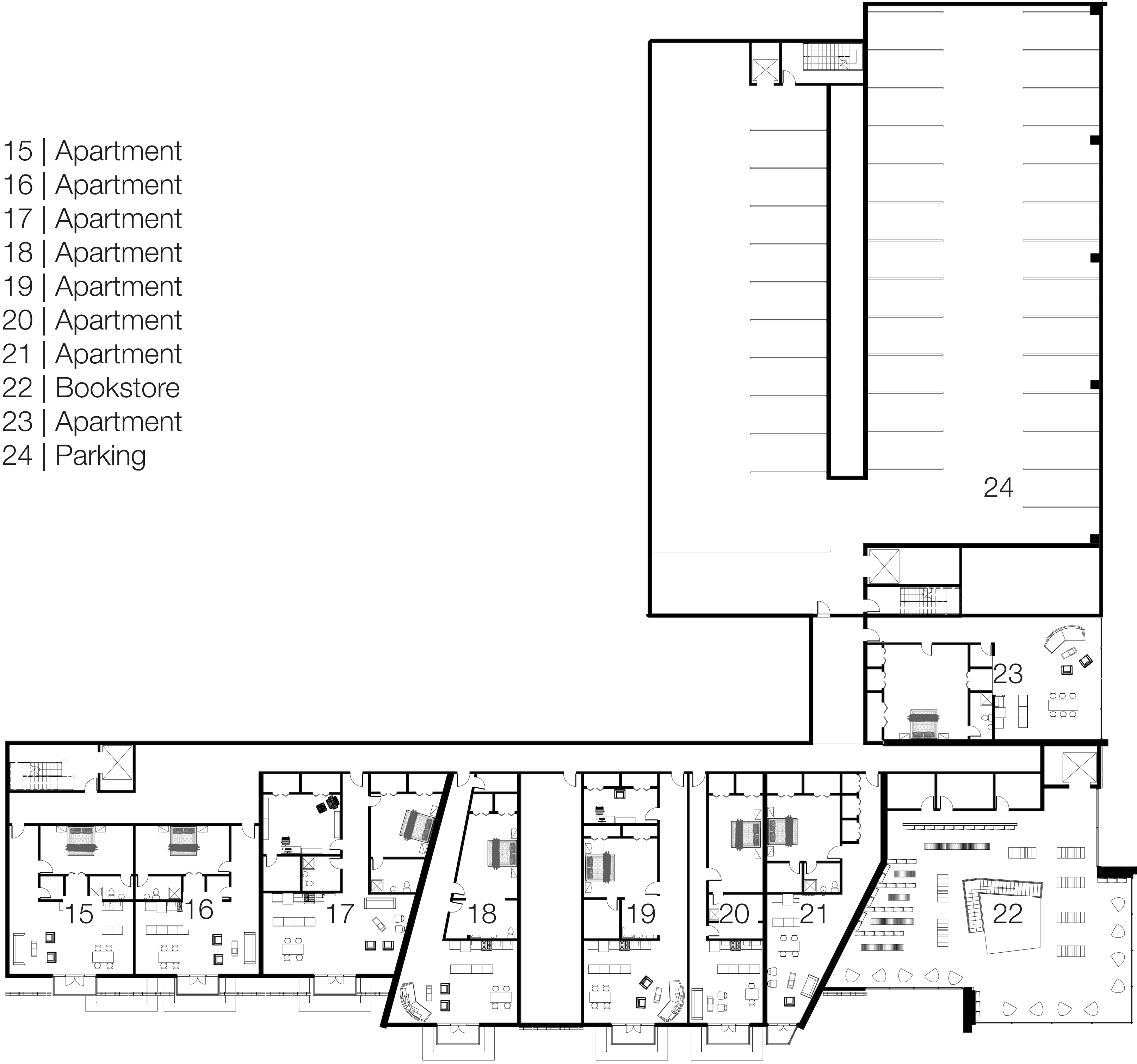


Level 3-5

scale: 1/16" = 1'-0"



- 15 | Apartment
- 16 | Apartment
- 17 | Apartment
- 18 | Apartment
- 19 | Apartment
- 20 | Apartment
- 21 | Apartment
- 22 | Bookstore
- 23 | Apartment
- 24 | Parking



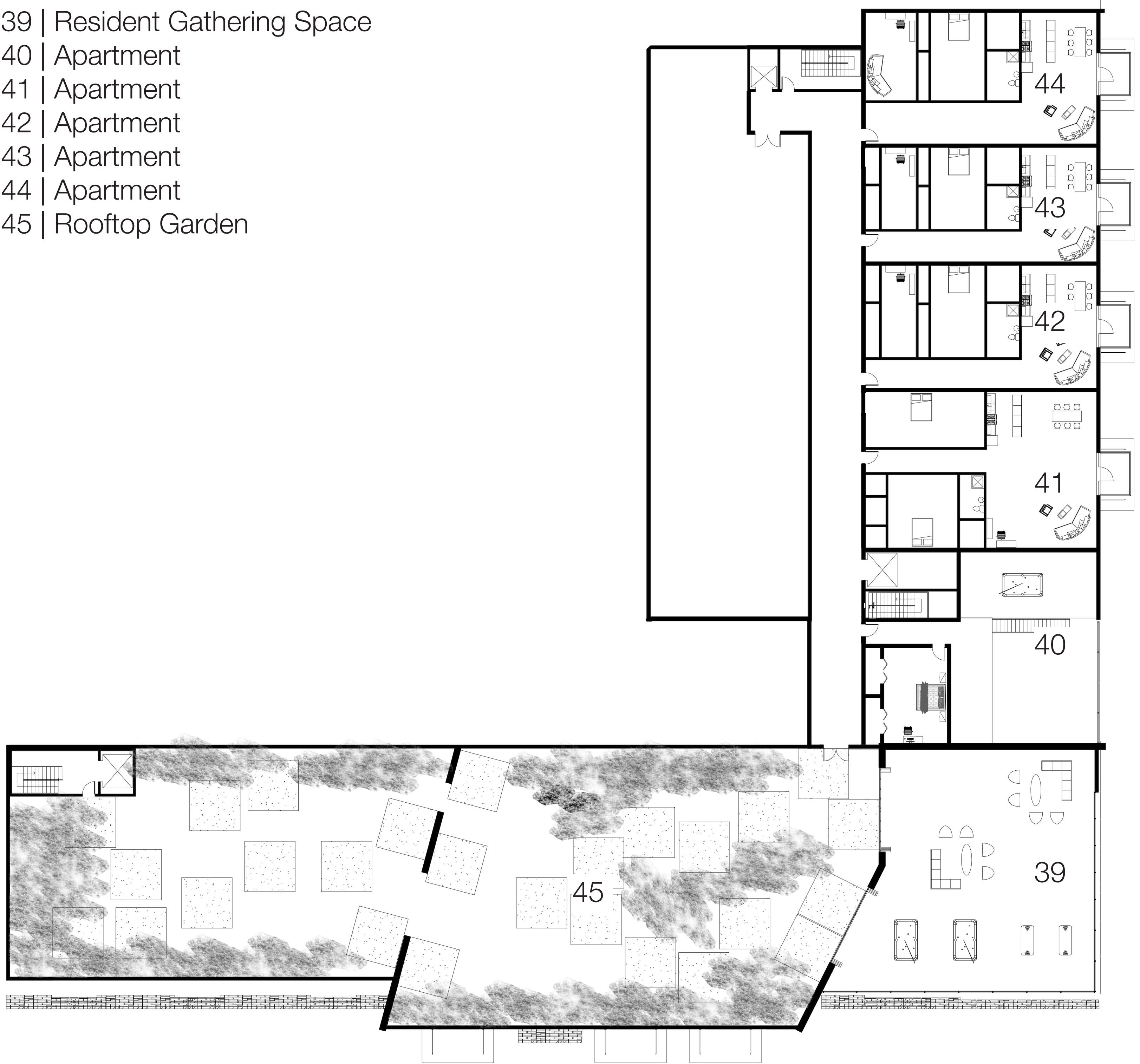
Level 2

scale: 1/16" = 1'-0"





- 39 | Resident Gathering Space
- 40 | Apartment
- 41 | Apartment
- 42 | Apartment
- 43 | Apartment
- 44 | Apartment
- 45 | Rooftop Garden



Rooftop

scale: 1/16" = 1'-0"





A roof garden allows the residents to have their own restorative space as well as a gathering space that overlooks the Square and Autozone Park. The garden also reduces the heat island effect.

The mechanical space is centralized and runs up through the development. This creates an efficient system throughout the development.

A variety of apartment sizes creates the opportunity to have residents with varying income levels within the development. This increases the amount of diversity within the community, and creates a welcoming development for all.

Shops, galleries, and restaurants provide active uses for the visitors to the square. These public spaces also activate the public square fronting the development.

An underground parking garage allows for parking on site by residents and visitors.



Section through South Development  
looking north  
scale: 1/8" = 1'-0"

Two 2-story apartments allow for yet another apartment price range within the development. This special connection between the north and south sections of the development are treated with full-height windows and a loft area.

An underground garage allows parking for both visitors and residents.

A transit center allows residents and visitors to rent segways, buy tickets for public transportation and find their way around the city with maps and guides.

A Zipcar office creates an office closer to the area that allows people to register for the Zipcar system. This location is a Zipcar office for the midsouth region.

A bike share allows residents and visitors to move throughout the city on bike, a more sustainable way to travel

An Outdoors, Inc. store provides residents within the Downtown Memphis area a location to pick up outdoor gear as well as repair their bikes.



Section through North Development  
looking west  
scale: 1/8" = 1'-0"





South Elevation

scale: 1/16" = 1'-0"



East Elevation

scale: 1/16" = 1'-0"







A roof garden allows the residents to have their own restorative space as well as a gathering space that overlooks the Square and Autozone Park. The garden also reduces the heat island effect.

The exposed reused brick wall allows the residents and visitors a chance to interact with a more natural material. The material also connects the interior and the exterior.

A dropped ceiling element over the dining space makes the space more intimate for gatherings around the table.

While the bedrooms have no windows, soothing colors and landscape scenes create a comforting and complying atmosphere.

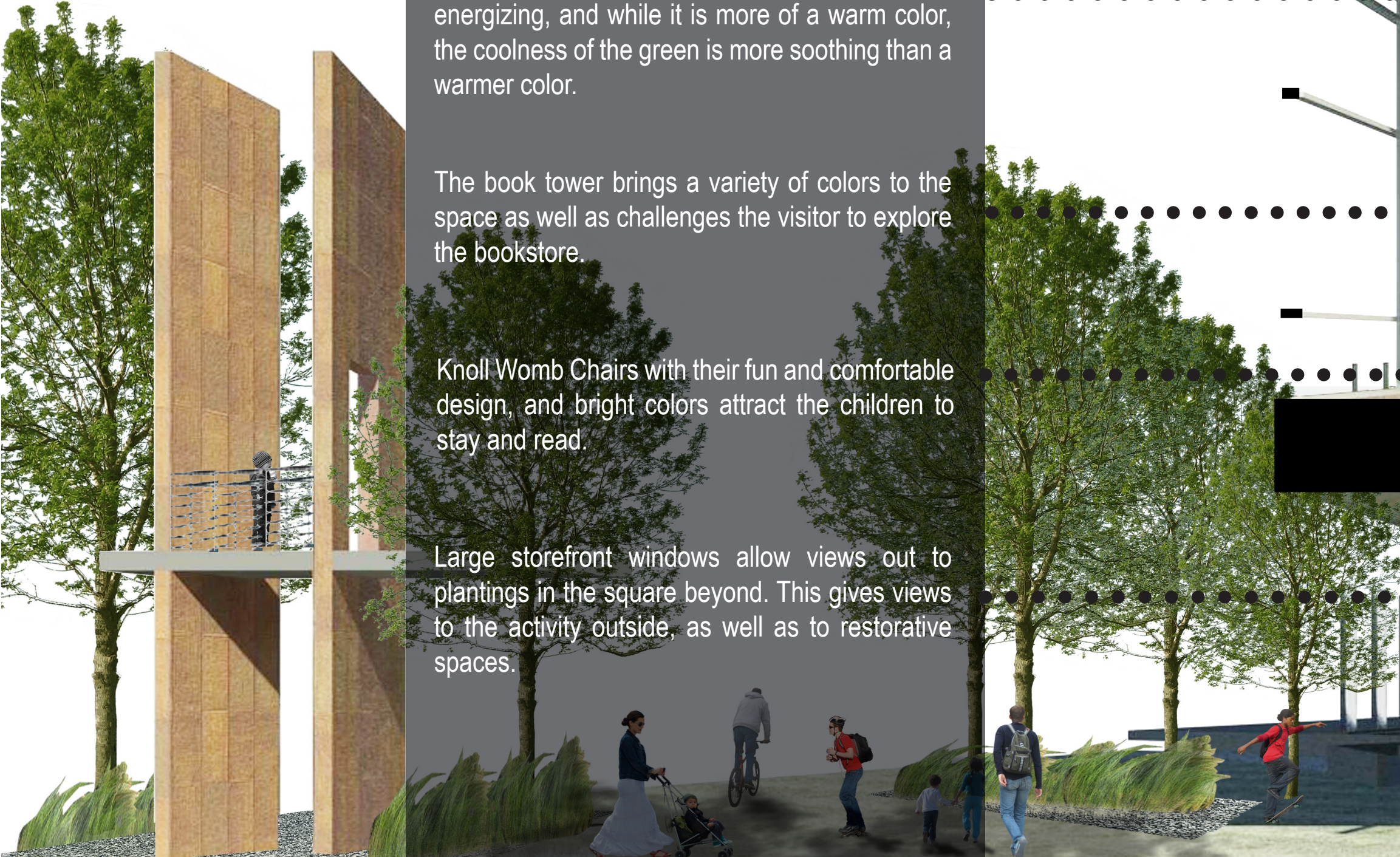
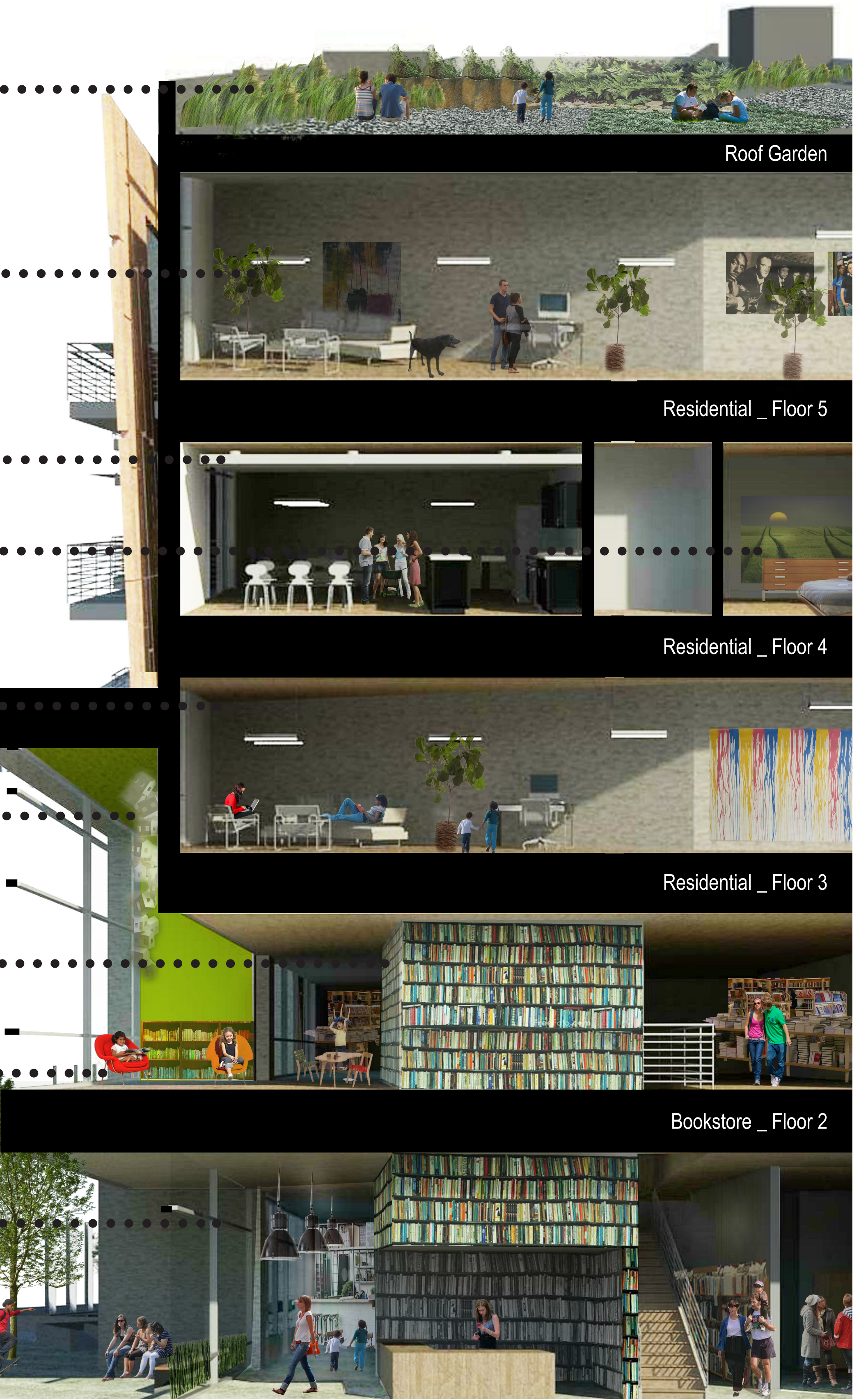
Bare white walls, hardwood floors, and sleek contemporary appliances allow the residents to make the space their own with personal pieces and artwork. In this way, the space is continuing, communicating, and comforting and allows for modification by future residents.

The bright green of the children's square is energizing, and while it is more of a warm color, the coolness of the green is more soothing than a warmer color.

The book tower brings a variety of colors to the space as well as challenges the visitor to explore the bookstore.

Knoll Womb Chairs with their fun and comfortable design, and bright colors attract the children to stay and read.

Large storefront windows allow views out to plantings in the square beyond. This gives views to the activity outside, as well as to restorative spaces.



Section through Bookstore and Square looking west

scale: 1/4" = 1'-0"