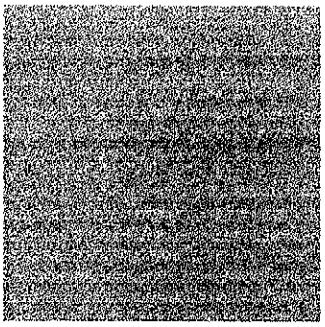

157 POPLAR AVENUE

Request for Proposals for
Shelby County Government
Memphis, TN

December 2007

Respondent . **archimania**
Primary Contact Person . Barry Alan Yoakum, AIA
Email address . byoakum@archimania.com
Telephone . 901.527.3560
Fax number . 901.527.5018

This proposal is being submitted in response to the
Request for Proposal – "FEASIBILITY STUDY (MIXED-USE RE-DEVELOPMENT OF 157 POPLAR AVENUE)"
RFP # 08-010-27

We certify that:

(i) Barry Yoakum, AIA and Todd Walker, AIA, Principals of archimania, are authorized to negotiate with the County on behalf of archimania.
(ii) Barry Alan Yoakum, AIA, is an agent authorized to submit proposals on behalf of archimania;
(iii) all declarations in the proposal and attachments are true to the best of reasonable knowledge;
(iv) all aspects of the proposal, including cost, have been determined independently, without consultation with any other prospective Proposer or competitor for the purpose of restricting competition;
(v) the offer made in the proposal is firm and binding for 90 days after receipt of the proposal by the County; and
(vi) all aspects of this RFP and the proposal submitted are binding for the duration if this proposal is selected and a contract awarded.

Signed by:

Barry Alan Yoakum, AIA
archimania

157 POPLAR AVENUE

Request for Proposals for
Shelby County Government
Memphis, TN

November 2007

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archimania / self tucker architects
an alliance

COVER LETTER

[redacted]

Dear Mr. Fowler:

Thank you for considering us for the Mixed-Use Redevelopment of 157 Poplar Avenue. If selected, this team will deliver a **solution**. And not just a practical solution, but also a **creative** one. 157 Poplar will boast visionary site development, environmentally sustainable materials, and an engaging design. The building's design will not only be visually engaging, but it will also provide functional opportunities to maximize both public and private investment in the mixed-use development, with a focus on your return.

Our team is comprised of **principal players** in nationally known design and engineering firms. At the helm is a design alliance comprised of two firms that have collectively completed **34 civic buildings and 8 parking decks**. We also have the **nation's #1 parking consultant**, whose recommended parking alternatives **saved $2.3 million** for one city; a local engineer who has performed energy conservation analysis and designs in over **300 facilities**; a national civil engineering firm with over **50 years of experience**; a local construction cost specialist with over **$400 million** in project experience; "One of the top lighting designers in the US" (*Departures* magazine), who has designed lighting schemes for nearly **20 public buildings and/or streetscapes**; an international feasibility consulting firm who has completed almost **17,000 studies**; and the resources, on an as-needed basis, of the **world's largest mixed-use design alliance**.

The team members are as follows:

- **archimania / Self Tucker Architects, Inc. (an alliance)**
  architecture, project leadership, & visioning
- **Walker Parking Consultants**
  parking facility consulting, structural engineering, & financial analyses
- **MEDFAC Engineering**
  mechanical, plumbing, & electrical engineering; fire protection, utilities infrastructure, & data management
- **Barge Waggoner Sumner & Cannon**
  civil engineering & landscape architecture
- **Metro Construction, LLC**
  cost management
- **Benya Lighting Design**
  urban lighting
- **Economics Research Associates**
  economic feasibility consulting

I have personally led every firm on this team on previous engagements. We very much want to work with you to develop a strategy to maximize the redevelopment of 157 Poplar. If you seek further information about us or our work, please do not hesitate to ask. We look forward to the next step.

Sincerely,

Barry Alan Yoakum, AIA

SCOPE OF WORK

157 Poplar.

157 Poplar Avenue could be transformed into ***The 157****—a sustainable, efficient, and engaging mixed-use development that becomes a cornerstone of downtown Memphis. Far more than office space and a parking deck, The 157 could be a place of dynamic life and activity.*

*It all starts with a vision. When we design, we "****begin with the end in mind****." That end?* ***The 157****. This prime property could boast an attractive, modern design, while still remaining sustainable, contextual, and cost-effective. And though cost-effective, The 157 can attract major* ***private investment*** *prospects. We understand that it is not about volume; it's about the quality and proportion of* ***complementary retail space*** *within the proposed scope.*

Our Approach . The 157

Because we see the enormous potential of this project, we are committed to helping you find a way to make it happen. Thus, we feel privileged to outline our plan for conducting a feasibility study of the existing site opportunities.

Your Request for Qualifications requires a feasibility study to analyze and recommend a solution for the **best and highest mixed-use redevelopment** for 157 Poplar Avenue to Shelby County needs for Parking and Office Spaces. We believe that a multi-stage engagement will provide you the most effective results, as the scope of work can be further refined throughout the process.

The first stage of the engagement will consist of developing a feasibility study for the redevelopment of 157 Poplar. Because of the nature of a feasibility study, our proposal includes work for only **Items 1 through 4** identified in the Purpose Statement (Heading IX) in your Request for Proposals. We will provide an **"opportunities analysis"** from a feasibility consultant, such as Economics Research Associates, along with our master planning documents. It would be in the best interest of the County to negotiate and engage services for Items 5 through 7 after Items 1 through 4 have been completely determined.

As a result, we have detailed an intricate project approach that is tailored specifically to the 157 Poplar Avenue engagement. This approach has proven successful for our clients. To begin the feasibility study, we will conduct a collaborative visioning charette. Together, we will identify key issues that will demonstrate the fundamental viability of developing a new mixed-use structure at 157 Poplar Avenue. Following is a description of the specific issues we will consider.

Project Issues.
An important first step in a feasibility study is the consideration of basic design and construction concerns. We will:
- identify yours and the site's parameters
- determine the amount of square footage needed for a new mixed-use project
- assess the organization and layout of the existing facility and its effectiveness for all user groups
- identify key improvements needed in terms of organization and layout in the redevelopment of the building
- calculate a projected budget for the design and construction of the new facility
- discuss your aesthetic vision for the new facility in terms of materials, scale, mass, and image

Infrastructure / Utility Issues.
As indicated in your Request for Proposals, the Underground Utility Infrastructure is a major component of the redevelopment of 157 Poplar Avenue. With the help of MEDFAC Engineering, we will evaluate and recommend solutions for the following systems:
- HVAC
- Plumbing
- Automatic sprinkler system and related fire protection
- Electrical power and lighting (site power and lighting are included)
- Signal and communication including fire alarm emergency call systems

[redacted]

We will also recommend design services to include the infrastructure of chilled water piping, raceways and manholes necessary to link together the chilled water systems and communication centers in the major west campus facilities. Barge Waggoner Sumner & Cannon (BWSC) will be the primary designer of this infrastructure, and MEDFAC will provide the mechanical and electrical support to define the specific piping and raceway sizes and configurations to support each building.

All routing will be determined by BWSC, with MEDFAC's input to insure the best long term service to the County. Piping and insulation systems will be jointly determined by our office and BWSC. Once within each building our office will design the piping and raceway connections to allow service from the newly installed infrastructure. For the chilled water systems this entails significant design effort to connect each plant. We expect to serve all smaller buildings from the most modern and efficient plant in 201 Poplar and allow the smaller buildings to simply back-up the main plant. This means 157 Poplar will not require a chilled water plant. The data and communication work is less technical, but requires determinations of capacity and routing of raceways to all of the appropriate network rooms in each building.

The following West Campus buildings are included in this proposal:

- 157 Poplar Building
- Criminal Justice Center
- Administration Building
- Archives Building
- Courthouse

Business Issues.
We will examine the vision for the role of the new facility in light of mixed-use development opportunities. The most basic challenge of this study is understanding what is required for a new facility to succeed, then determining if those requirements are attainable. We will:

- consider the use and evaluate the condition of existing and planned mixed-use developments in the downtown area to understand if there are any gaps in the regional inventory that a new facility might fill
- consider how the facility might impact the ongoing operation of existing facilities
- examine the current operating model of similar mixed-use developments with an emphasis on urban parking requirements
- consider different operating and managerial models through the study of similar developments nationwide
- address staffing requirements and operating issues such as access, scheduling, maintenance, and security
- discuss funding sources and operational budgets, as well as financial systems and controls

Economic Feasibility / Impact.
Our team has significant experience in mixed-use development feasibility and financial analyses. With the help of Economics Research Associates and Walker Parking Consultants, we will realistically assess the economic viability of redeveloping 157 Poplar as a mixed-use commercial and/or governmental facility with a multi-level parking structure and supporting development opportunities. To accomplish this, we will perform the following tasks:

Task 1: Project Initiation and Data Gathering

- Project Initiation Meeting—ERA will initiate the project with the client project team and other designated project representatives on-site in Memphis to refine the scope; review the project schedule, study deliverables and communications; and identify key issues, contacts and protocols for field research.

- Review Existing Documents—ERA will review any relevant prior studies for the site and general area, current County space requirement surveys and plans, initial architectural concepts or requirements, parking requirements and surveys, and related documents collected and provided by the client.

- Participate in Site & Area Tours—ERA will tour the site and project area and visit other potentially comparable projects in the Memphis area to understand competitive market dynamics.

[redacted]

• Conduct Key Interviews—ERA will conduct (in-person and telephone) interviews with local officials, real estate developers and brokers, and others to gauge market response to physical and locational characteristics and the competitive position of the site and area; to understand prospective development opportunities in advance of detailed market testing; to assess views of competitive product types, absorption potentials, target markets, pricing, development costs, and other issues; and address strengths and weaknesses of the site and area, ongoing capital investment patterns, the experience of comparable and competitive projects, and the experience of privately-developed public facilities in the area.

A list of interviewees will be developed and approved by the client. If there are confidentiality issues surrounding the project, we are willing to sign a confidentiality agreement, and would not divulge specific information about the project in these interviews.

Task 2: "Highest and Best" Use Analysis
The objective of this task is to determine the optimal use or mix of uses for the facility, including but not limited to:

- County office facilities
- Commercial office facilities for other government agencies,
- Commercial office facilities for private tenants
- Related parking facilities
- Other ancillary commercial uses

Based on information on space and use requirements provided by the county, interviews with stakeholders and other sources, an analysis of commercial office demand in downtown Memphis, and an examination of demand for other potential commercial uses, ERA will prepare a recommendation of a mix of potential uses by square footage. ERA will identify rental rates, amenities, and tenant improvements and other conditions generally required of comparable space in the market.

Task 3: Financial Feasibility Analysis
The primary objective of this task is to test the overall economic viability of the site with an integrated model and multiple sensitivity analyses that measure the potential costs and benefits to potential public and private parties involved in the project and to recommend a development structure that provides the best return and flexibility for the County.

ERA will prepare a 15-year discounted cash flow financial analysis of the proposed development program identified in Task 2 above; the model will be structured to reflect the potential for public, private and public-private development. We will:
• Clarify the timing and phasing of private development based on likely market conditions, absorption potentials, tenant/user characteristics, pricing, etc.
• Use market-specific assumptions regarding debt, equity, and financing parameters, by use, and on the potential use of public funds for specific items such as infrastructure (defined as the study evolves)
• Integrate likely (order-of-magnitude) estimates for hard and soft development costs (by use), and infrastructure and public amenities based on construction cost factors obtained from the project team and local market sources in Shelby County, and ERA inputs.
• Based on the analysis described above, ERA will recommend appropriate approaches to creating effective partnerships with the private sector.

Development Issues.
Although the existing property at 157 Poplar Avenue is currently owned and operated by Shelby County Government, the redevelopment of the building could result in a shift of ownership. To determine the most effective system under which to develop a new mixed-use facility, we will:
• assess the effectiveness of ownership, development, and management of the current property at 157 Poplar
• examine the feasibility of a new mixed-use development owned, developed, managed, and funded solely by the County
• determine if a new facility will be financially attractive enough to develop an RFP for privitization

[redacted]

• consider the feasibility of a hybrid public-private partnership
• consider public and private sector sources of funding for the construction and operation of the mixed-use development, and how to use the feasibility study as a fundraising tool

Parking Issues.
With the expertise of Walker Parking Consultants, our team will complete a comprehensive parking analysis of 157 Poplar Avenue. We will identify weaknesses or issues that you may not have fully considered – like expense and revenue control procedures, contract compliance audits, shared parking arrangements, ownership versus leasing and more – all to lay out a plan that maximizes the return on your asset. Walker's transportation and space efficiency experts have accomplished the following:

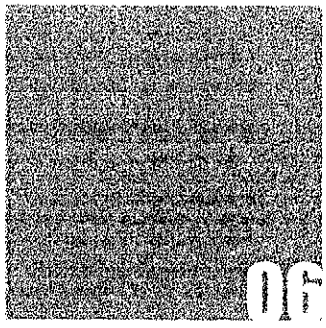
• **$800,000 in new revenue generated** for Boise State University, using restriping techniques that created 82 new parking spaces.
• **$2.3 million saved** for the City of Topeka, through recommended parking alternatives.
• **$300,000 saved** over 3 years for a garage owner through leasing audit and long-term advice.
• **$80,000 reimbursed** after a Walker audit uncovers an accounting discrepancy.
• **1,000 space shortfall avoided** in a sports complex because Walker's research identifies more accurate parking demand.
• **$250,000 increase in net income** through a relocation of parkers, the installation of revenue control systems and an increase in rates.

We seek to achieve similar results with your engagement. Following is a detailed description of how our team can work with you to evaluate the financial and operational feasibility of a multi-level parking structure at 157 Poplar Avenue.

Planning
In the development of a Master Plan for the parking facility at 157 Poplar, we will:
• Consider how Parking and Transportation Master Planning can maximize user access – whether via walkways or bikeways, roads or parking facilities. Points of contact and navigation throughout the access experience is considered.
• Perform a Parking Supply/Demand Study determines how many spaces are required to accommodate parking demand based on the needs of an urban parking deck.
• Develop a Shared Parking Analysis to investigate the relationships of mixed uses (such as retail, office and residential). Our findings may reduce necessary spaces, help you control capital expenditures and also free up resources for other needs.
• Provide a Traffic Impact Analysis to determine the effect of a projected parking facility on Second Street, Third Street, and Poplar Avenue (as a miniumum), and what is required by local authorities for zoning or planning approval.
• Develop a Parking Facility Functional Design to optimize the parking experience from the user's viewpoint in regard to geometrics, site planning, access and circulation, design, safety, signage and wayfinding.

Financial
WPC has provided Parking Financial Analysis services that have helped secure more than **$1 billion in developer funding** by determining project viability through projections of net income and debt service coverage. We will begin with a "preliminary" financial analysis, designed to provide estimates for a go/no-go evaluation. Therefore, we will:

1. Meet with stakeholders to finalize project parameters, obtain background studies and discuss project plans. Determine an appropriate boundary for the study area.
2. Obtain data from the client on projected use of the facility by employees of the nearby government buildings.
3. Conduct inventories of all on-street and public off-street parking in the study area. Inventories will note rates and time or other restrictions.
4. Conduct occupancy counts of all on-street and public off-street parking in the study area on a weekday and weekend day. Counts will be performed at noon and at 7 p.m.
5. Using information provided by the client, project the amount of demand that will be generated by new development on the site, and from nearby land uses.



6. Determine the future parking inventory that is likely to compete with the proposed garage for customers. Analyze the proposed garage in terms of its ability to capture the projected demand in the area.
7. Based on the rate survey, propose a rate structure for the garage.
8. Create a revenue model that projects income based on projected demand capture and parking rate.
9. Project operating expenses on a per-stall basis using Walker's database of operating expenses.
10. Create a pro forma that shows net operating revenue over five years.
11. Prepare a draft report that summarizes the study method and findings.
12. Meet with client to discuss draft report.
13. Incorporate feedback from the meeting and prepare a final report.

We will then conduct a comprehensive financial analysis to provide the level of detail and documentation needed for the financing process. Detailed information about the comprehensive analysis is available upon request.

Operations

To determine the best solutions for management and systems utilized within the facility, we will:

• Provide, if deemed necessary, Request for Proposals and Management Agreements to offer guidance/ assistance in choosing a parking operator and protects your interests.

• Perform a Parking Management Study to include any number of issues related to the management of parking including, but not limited to, strategies for managing on- and off-street parking, parking user assignments, the best methods of managing a parking facility or system and parking rate strategies.

• Draft a Parking Access and Revenue Control System (PARCS) Study to determine what kind of equipment system is best for a particular parking facility.

Redefinition.

For the feasibility study process, we have presented the following issues: Project Issues, Infrastructure/Utility Issues, Business Issues, Economic Feasibility/Impact, Development Issues, and Parking Issues. These are not separate entities; to pull them all together, it takes a concept called "**redefinition.**"

archimania has become well-known for **redefinition**. Using innovative design and business savvy, we have single-handedly redefined specific buildings within a variety of markets and industries. We **break the mold** and raise the bar, ultimately boosting your project's efficiency, image, and growth potential. Following are a few examples of our redefinition experience with **civic spaces and/or parking facilities**:

• **Park It Here.** This adaptive re-use of a vacant and dilapidated auto dealership redefines the airport parking model. Park It Here is secured parking facility with over 800 spaces, including covered parking areas. The facility also boasts luxury visitor centers and such unique customer conveniences as wireless internet, an executive center, dry cleaning service, and an auto detailing shop. These features are unique to the airport parking facility industry.

• **Shelby County . Tall Trees Re-Entry Facility** Working in concert with Economic Research Associates and KMD Architects, we developed a feasility report for a new re-entry facility at the Tall Trees property. Our team is planning a project that is unique in its industry. if constructed and operated as planned, the Re-Entry Facility at Tall Trees will be the first true re-entry facility in the country that is not a minimum security institution operating under the guise of re-entry.

• **Whitehaven Visitor Center.** archimania and Self Tucker redefined the visitor center model by meeting two design goals: (1) to create a visible catalyst for a neglected community; and (2) to cater to visitors while providing multi-function space for the community. The design team delivered a visitor center that has a strong visual impact and houses ample public space—all on an extremely modest budget. The project has become one of archimania's most award-winning works.

To determine how we can help you redefine 157 Poplar in the same way, we will compile findings from every portion of the study, focusing on key factors that lead to successful operation and an engaging atmopshere. With your help, we will craft a unique vision for 157 Poplar Avenue.

KEY PERSONNEL

Our Team.

We have chosen to lead this project with a **formal alliance approach**. We define design and construction alliances as interdependent relationships between two or more separate companies within the architecture, engineering and construction industry, that share some significant common and some significant differing goals.

Barry Yoakum, archimania's principal, has authored a book entitled ***PSMJ's Guide to Alliances for A/E/C Firms.*** It is a first of its kind in the design and construction industry and is a result of his prior experience as the former leader of the **world's top mixed-use development alliance**. Today we have developed several alliances at archimania that have benefitted every client involved.

archimania and Self Tucker Architects formed a formal design alliance a few years ago to work specifically on civic engagements. For your benefit, this alliance will take the lead to obtain the best brainpower and solutions for 157 Poplar Avenue.

For more information about archimania and Self Tucker Architects, please see Resumes (page 10) and Background Experience (page 28).

Recommended Consultants.

In addition to the consultants listed below, our team will also enlist (on an as-needed basis) the mixed-use design resources of Insight Alliance, which is composed of the three number-one ranked architectural firms in the world in their respective specialties.

Parking Consultant / Structural Engineer
Walker Parking Consultants
1850 Parkway Place, Suite 730 . Marietta, GA 30067
770.218.1144 . www.walkerparking.com

Walker Parking Consultants is the largest parking consulting firm in the nation and the only parking consultant in Engineering News Record's Top 500 Design Firms. For over 40 years, they have been driven to find innovative and integrated parking solutions. In the process, they have set the pace and the standard for an entire industry.

Walker's transportation and space efficiency experts identify weaknesses or issues that you may not have fully considered to lay out a plan that maximizes the return on your asset. No matter what the challenge or limits of your parking situation, Walker's comprehensive services will help you find room for improvement while saving money, time and space.

Civil Engineer
Barge Waggoner Sumner & Cannon, Inc.
60 Germantown Court, Suite 100 . Memphis TN 38018
901.755.7166 . www.bargewaggoner.com

Barge Waggoner Sumner and Cannon, Inc. (BWSC) is a professional services firm that includes engineers, architects, planners, landscape architects, surveyors, geologists, and airport planners. Over 400 people are employed in 12 offices in Tennessee, Alabama, Georgia, and Ohio and they provide services throughout the U.S. and in several countries.

BWSC provides services from conception to completion for buildings, parks, roads, airports, manufacturing plants, utilities, and environmental cleanups. We start at the beginning with our clients and help them determine what their needs are, then plan and program what the solution will be, and finally develop construction drawings, assist with permitting, and help see the project through. Whether you need a new facility, a new location, a renovation, a remediation, or are just looking for a better way to do things, we can help.

Mechanical / Electrical / Plumbing Engineer; Fire Protection & Site Utilities Infrastructure
MEDFAC Engineering, LLC
1209 Dovecrest Road . Memphis, TN 38134
901.937.5222 . www.medfac.com

MEDFAC Engineering is a fully integrated Mechanical & Electrical Consulting Engineering Company. They provide total engineering for the interior environment of commercial buildings - Lighting, Power, Heating and Air Conditioning, Plumbing, and Fire Protection. They have provided consulting engineering services

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for a wide range of projects including healthcare facilities, office buildings, institutional projects, tenant build-out, retail stores, renovations, retail centers, hotels, movie theatres, performing arts theatres, and assembly occupancies.

MEDFAC Engineering is one of 27 firms across the nation that has been certified by the Department of Energy under their SaveEnergy Program, which predates LEED. They have performed over 200 energy audits for facilities across the MidSouth, including 160 North Main Administration Building and the Cook Convention Center. MEDFAC's projects typically operate with a lower watt per square foot energy consumption than many others.

MEDFAC is a women owned and locally owned small business recognized by the State of Tennessee and Shelby County Government. Certificates furnished on request.

Urban Lighting Consultant
Jim Benya / Benya Lighting Design
3491 Cascade Terrace . West Linn OR 97068
503.657.9157 . www. benyalighting.com

Benya Lighting is the professional lighting consulting practice founded by James Benya. Located in the metropolitan Portland area, they provide consulting services throughout North America and the world.

In a 34 year career, James Benya is widely recognized as one of the world's top authorities on lighting design and applied illuminating engineering. He is especially known for his work in the field of design with emphasis on lighting efficiency and sustainable design. Services include a wide range of lighting and daylighting consulting services including site evaluation, design and specifications, expert research and testimony, education and teaching, technical writing and product development.

Cost Management Consultant
Joe Savage / Metro Construction, LLC
1936 Vanderhorn Drive . Memphis, TN 38134
901.386.0094 . www.metrollc.com

Metro Construction has been building throughout the Memphis area for over 25 years. They has been involved in Memphis' most recognizable developments including renovating the Peabody Hotel, as well as constructing major restorations of several buildings in the Peabody Place Historic Block in downtown. In fact, with many years of experience, Metro has secured the reputation of being the construction company to use in historic renovation.

Whether Metro is on the job for FedEx, renovating the notable Kress Building into a hotel, erecting a new building from the ground up, remodeling the Little Rock Hilton Hotel, or working.for any of the hundreds of customers we have made throughout the 25 years of operating, we continue to surpass expectations. Through the years, Metro has created valuable relationships, cultivated repeat business, and built a highly regarded reputation for quality construction and exceptional customer service.

Economic Feasibility Consultant
Economic Research Associates
1101 Connecticut Avenue NW . Suite 750
Washington, D.C. 20036
202.496.9870 . www. econres.com

Economics Research Associates is an international consulting firm working primarily in real estate, entertainment and leisure, and land use policy and planning. They work with private entities, government agencies, and non-profits to help them understand their markets, to assess risk and to clarify the uncertainties inherent in any business strategy and public policy development.

ERA was founded in 1958 in Southern California. Since then, ERA has grown to over 120 employees worldwide and they have completed nearly 17,000 assignments. With locations throughout the United States, and in London, they continue to grow to meet our clients' needs with an emphasis on results.

Their team has a strong commitment to ERA, its clients and professional development. They comprehend our client's vision and work with them to meet their goals, whatever the scope, objective or location. ERA's senior managers average over 15 years building strong relationships with each client.

[redacted]

Roles & Organization of Key Personnel.

Our team members have worked with one another on various previous engagements. We are experienced in partnering with fellow designers and engineers, and we will use this experience to create a seamless, holistic vision for 157 Poplar Avenue. Below, we have described the organizational operation and interaction of our team members as it relates to the scope of work.

• **archimania/Self Tucker Architects** will serve as lead design architects for the mixed-use development project, providing all coordination with Shelby County representatives and other project team consultants. We will coordinate the design process with Shelby County and the design team members. If the project moves into design development and construction, the archimania/Self Tucker will be responsible for completing all construction documents and providing construction administration services. From start to finish, this alliance will provide project management leadership to insure your satisfaction in every stage.

• **Walker Parking Consultants (WPC)** will work in conjunction with Economic Research Associates to collect and analyze programmatic information and to provide insight into development strategies and options. They will work with archimania to develop the functional layouts for the stand-alone parking structure, including pedestrian circulation and wayfinding requirements. Additionally, WPC will evaluate different parking access and revenue control systems (PARCS) taking into consideration the various user types of the parking structure. WPC will also be the Structural Engineer of Record for the stand-alone parking structure to insure long-term structural durability.

• **MEDFAC Engineering** will perform systems evaluation and design services, including HVAC, plumbing, sprinkler system and related fire protection, electrical power/lighting, and signal/communication systems. Design services also include the infrastructure of chilled water piping, raceways and manholes necessary to link together the chilled water systems and communication centers in the major west campus facilities. MEDFAC will work with Barge Waggoner Sumner & Cannon to provide comprehensive evaluations and recommendations for 157 Poplar's underground utility infrastructure.

• **Barge Waggoner Sumner & Cannon (BWSC)** will provide all civil engineering services, including site planning and development and landscape architecture. BWSC will be the primary designer of the underground utility infrastructure, and MEDFAC will provide them with any mechanical and electrical support. All routing will be determined by BWSC, with MEDFAC's input to insure the best long term service to the County. BWSC will work with MEDFAC to determine the piping and insulation systems.

• **Metro Construction** will work with archimania/Self Tucker, along with engineers and consultants, to develop a conceptual cost structure for 157 Poplar. Based on findings from the feasibility study, site evaluations, and visioning charette, Metro will project construction costs for the mixed-use development, parking structure, and underground utility infrastructure.

• **Benya Lighting Design** will provide Urban Lighting Consultation and design services, with emphasis on energy efficiency, daylighting, and the needs of pedestrian, traffic, and streetscape illumination. Jim Benya will evaluate the existing site's lighting conditions and make recommendations for additions and alternatives. During the proposed design and construction stages, Benya will work with archimania/Self Tucker to integrate lighting schemes into the project's design, including detailed plans and specifications, controls design and engineering, cost estimating and management, and energy code calculations.

• **Economic Research Associates (ERA)** will serve as a real estate and economic consultant to realistically assess mixed-use commercial or governmental facilities with multi-level parking structure and supporting development potentials and measure the financial and economic viability of the 1-acre site. This will include: collecting real estate data; analyzing and recommending uses; testing the proposed development program; advising the development team on appropriate characteristics of uses; outlining the timing and phasing of uses and strategies; evaluating and preparing recommended development and ownership options; and evaluating the financial viability in terms of critical variables.

RESUMES

Barry Alan Yeakum, AIA, LEED AP

Barry specializes in assisting clients with implementing their overall strategic visions. He does this while maximizing their design and real estate building portfolios. He has more than a billion dollars worth of project experience. Barry's 30-year career has been primarily focused on workplace and public/civic projects, including large-scale parking structures. Barry has also enjoyed the opportunity of leading every firm on this team during a previous engagement.

RECOGNITION:

Barry's work has been recognized, published and/or has received awards from *Architectural Record Magazine, Architecture Magazine, Building Design and Construction,* Cable News Network (CNN), *Contract Design, Costs and Trends, ENR Magazine, Interiors,* "Mercedes-Benz of North America Dealer Guide," Progressive Architecture, Public Broadcasting Service (PBS) NOVA Award Series, The Urban Land Institute, Who's Who in Art, Architecture and Design and World Architecture. He writes, lectures and consults on an international basis.

CIVIC:

American Institute of Architects Tennessee State Convention Speaker, Big Brothers/Big Sisters of Greater Memphis Board Member, Leadership Memphis graduate, The American Heart Association volunteer, Memphis Regional Chamber volunteer, The University of Tennessee College of Architecture and Design Board of Advisors charter member, The University of Tennessee Memphis Chancellor's Roundtable member, Urban Land Institute national conference speaker and Visible School board member.

EDUCATION:

Bachelor of Architecture / The University of Tennessee and various studies at Harvard University, Rhodes College, and Disney Institute.

LICENSED:

Barry's corporate architect and real estate affiliate broker licenses are in Tennessee. He is also a member of the National Council of Architectural Registration Boards which provides him rights to registration in other states. He is a LEED Accredited Professional by the United States Green Building Council.

EXPERIENCE:

A longtime resident of Shelby County, Barry has a unique knowledge of Memphis's built envinronment, particularly its downtown sector. He has played major roles in the design of mixed-use and parking facilities.

Park It Here . New Facility
Memphis, Tennessee
Renovation of a vacant auto dealership into a secured airport parking facility with over 800 spaces and unique customer conveniences

Akridge . Riverfront Offices
Memphis, Tennessee / 10-story office building with 4 stories of offices, 1 story of retail/office and 5 stories of parking deck containing 300 spaces.

Hoover Partners . The Supply House
Memphis, Tennessee / Re-development of a downtown industrial supply house into a mixed-use facility, including the addition of a new condo tower and parking deck.

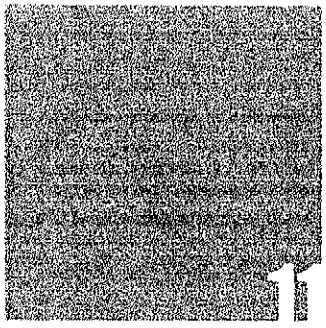
Tennessee Residence Foundation . Conservation Hall
Oak Hill, Tennessee / 50,000 SF meeting facility at the Governor's Mansion with integrated parking; slated to receive LEED certification

Memphis Center City Commission . Peabody Place Parking Garage Feasibility Study
Memphis Tennessee / 600 spaces with adaptive reuse of Main Street facades at Gayoso and Main Streets

Methodist Hospitals of Memphis . Central . Parking Solution
Memphis, Tennessee / A two-phase parking facility development: Phase 1 included a 394,000 SF deck with 1,500 spaces, and Phase 2 included a 6-story garage with 300 spaces

Highwoods Properties . International Place 3 Study
Memphis, Tennessee / 300 spaces, 2 story parking deck preliminary study with 210,000 SF 10 story office building

Memphis Convention & Visitors Bureau .
Whitehaven Visitor Center *(with Self Tucker Architects)*
Memphis, Tennessee / 3,600 SF facility with office space, retailing center, conference room, oversized lobby, and public restrooms.



Todd Walker, AIA

Todd specializes in designing specialty commercial and residential environments. This includes spaces and/or buildings for workplace, retail, healthcare and specialty needs. Prior to forming **archimania**, Todd held senior design positions with both the nation's leading healthcare design firms and one of the largest architectural design firms in the United States. Todd has been recognized by his clients, as well as by his peers as an nationally award winning architect with more than 20 years of project experience.

RECOGNITION:

Todd's work has been recognized by the following organizations and publications: American Institute of Architects Memphis • American Institute of Architects Tennessee • American Institute of Architects Gulf States Region • *Beautiful Houses* (Russian edition) • *Blueprint Affordable* • *Builder Magazine* • *Custom Home Magazine* • Masonry Institute of Tennessee • Masonry Construction Magazine • *Metropolitan Home Magazine* Home of the Year • Memphis Business Journal's 24th Annual Small Business of the Year Winner • Memphis Regional Chamber 2004 Quality Cup Award • Memphis Landmarks Commission • Memphis Heritage • Memphis Area Homebuilders Association • Metro Nashville Historic Commission • Home & Garden Television (HGTV) • *Office Spaces of the World* • Residential Architect Magazine • Residential Spaces of the World • The Designer's Workspace: Ultimate Office Design • Shelby County Government and The City of Memphis.

CIVIC:

AIA Memphis Design Chair • AIA Memphis Sponsorship Chair • AIA Tennessee State Convention Speaker • Barkitecture - AIA Liaison & Committee Member • Chattanooga Masonry Awards Juror • Builder Magazine Design and Planning Awards Juror • Francis Mah Travel Grant Juror • University of Memphis Architecture and Technology Design Juror • Congress of New Urbanism Member • Urban Land Institute Member • Greater Nashville Regional Council Excellence in Development Awards Juror • Harbor Town Neighborhood Association • Memphis Heritage Board Member • Memphis Heritage Real Estate Committee Chair • Riverfront Development Corporation Memphis AIA Liaison • Habitat for Humanity Volunteer • CASA Auction Design Volunteer • Mississippi AIA Design Awards Juror • New Orleans AIA Design Awards Juror

EDUCATION:

Bachelor of Architecture / Mississippi State University and studies University of London, Bartlett England School of Architecture and Planning.

LICENSED:

Todd's corporate architect license is in Tennessee and he is licensed in a variety of other states. He is also a member of the National Council of Architectural Registration Boards.

DESIGN EXPERIENCE:

Todd, a founding partner at archimania, is committed to improving the built environment in Shelby County and beyond. He has over 20 years of commercial and mixed-use project experience.

Akridge . Riverfront Offices
Memphis, Tennessee / 10-story office building has 4 stories of offices, 1 story of retail/office and 5 stories of parking deck containing 300 spaces.

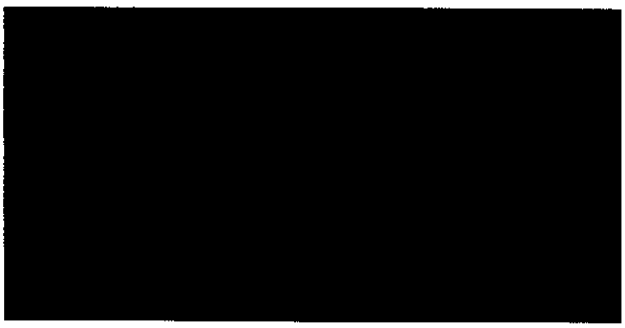
Hoover Partners . The Supply House
Memphis, Tennessee / Re-development of a downtown industrial supply house into a mixed-use facility, including the addition of a new condo tower and parking deck.

Tennessee Residence Foundation . Conservation Hall
Oak Hill, Tennessee / 50,000 SF meeting facility with integrated parking; slated to receive LEED certification

Park it Here . New Facility
Memphis, Tennessee / Renovation of a vacant auto dealership into a secured airport parking facility with over 800 spaces and unique customer conveniences

Pantik / Thinwire . 52 South Front
Memphis, Tennessee / A 12-story, 23-unit, mixed-use condominium development on a 42-foot-wide site in a downtown historic district

Shelby County Government . Tall Trees
Memphis, Tennessee / 9.4 acre re-entry house campus study for redevelopment of the site to positively impact the community



Jimmie Tucker, AIA

A founding principal of Self Tucker Architects, Inc, Jimmie has over 25 years of experience as Architect, Designer, and Project Manager. Before forming Self Tucker, he worked as a Builder in both St. Louis and in the New York Metropolitan Area. Jimmie has extensive experience with schools, residential, religious, medical facilities, as well as civic, office, retail, and commercial spaces. He is also the Planning and Technical Consultant for the Memphis City School District. Jimmie has recently worked on the award-winning Whitehaven Visitor Center, a branch of the Memphis Convention and Visitors Bureau and a product of the design alliance between Self Tucker and archimania.

RECOGNITION:

Jimmie's work has been recognized by the following organizations and publications: American Institute of Architects Memphis • American Institute of Architects Tennessee • American Institute of Architects Gulf States Region • *AIArchitect* • Masonry Institute of Tennessee • Memphis Landmarks Commission • Memphis Business Journal Small Business Awards • *Memphis Magazine* • MidSouth Minority Business Council Business of the Year • Tennessee Black Caucus • The National Organization of Minority Architects (NOMA) • Preservation Award • Tennessee Volunteer Commendation Award • Memphis Alumni Chapter of Phi Beta Sigma Fraternity • Shelby County Government and The City of Memphis

CIVIC:

AIA Memphis Design Chair • Center City Commission Design Review Board • Pyramid & Fairgrounds Rehabilitation Committee • United Housing Board of Directors

EDUCATION:

Bachelor of Architecture/Urban Planning . Princeton University, Master of Architecture . Washington University, Real Estate Development Program . University of Southern California

LICENSED:

Jimmie is a licensed architect in the States of Tennessee, Mississippi, Arkansas, and Missouri. He is also a member of the National Council of Architectural Registration Boards, the National Organization of Minority Architects (NOMA), the Council of Educational Facility Planners International, and Urban Land Institute.

DESIGN EXPERIENCE:

Jimmie's mixed-use, office, and civic design and project management experience includes:

Memphis International Airport . Parking Garage Expansion
Memphis, Tennessee / A two-phase including a multi-level parking structure with 3500 spaces and an new garage that connects to the airport terminal

FedEx Forum
Memphis, Tennessee / 80,500 SF sports/entertainment venue that establishes a human scale at sidewalk level, while creating a new landmark on the downtown skyline

Hickory Hill Community Center
Memphis, Tennessee / A multi-purpose space offering meeting rooms, an art and ceramics lab, exercise facilities, a full gym with elevated running track, and pool area

Memphis Convention & Visitors Bureau . Whitehaven Visitor Center *(with archimania)*
Memphis, Tennessee / 3,600 SF facility with office space, retailing center, conference room, oversized lobby, and public restrooms

STAX Museum of American Soul Music
Memphis, Tennessee / 17,000 SF historical museum that recreates the original appearance and character of the legendary record company it honors

RELATED PROJECTS

archimania

Parking.

***archimania*:**

Akridge . Riverfront Office Building
(with Walker Parking Consultants & MEDFAC)
Memphis Tennessee
348 spaces with an 80,000 sf office tower on top. Includes 8,000 sf of retail space on the ground floor

Hoover Partners . The Supply House
(with Walker Parking Consultants)
Memphis, Tennessee
157,000 SF, 9-story condominium project in Downtown Memphis with multi-level parking deck and seismic design features

Park It Here . New Facility
(with Walker Parking Consultants)
Memphis, Tennessee
Adaptive re-use of a vacant and dilapidated car dealership into a secured airport parking facility with over 800 spaces and unique customer conveniences

***prearchimania*:**

Memphis Center City Commission . Peabody Place Parking Garage Feasibility Study
Memphis Tennessee
600 spaces with adaptive reuse of Main Street facades at Gayoso and Main Streets

Methodist Hospitals of Memphis . Central . Parking Solution Phase 1
Memphis, Tennessee
394,000 SF 1,500 spaces, 6-story parking garage

Methodist Hospitals of Memphis . Central . Parking Solution Phase 2
Memphis, Tennessee
100,000 SF 300 spaces, 2 story parking garage

Highwoods Properties . International Place 3 Study
Memphis, Tennessee
300 spaces, 2 story parking deck preliminary study with 210,000 SF 10 story office building

Barge Waggoner Sumner & Cannon:

Memphis International Airport Parking Expansion
(With Self Tucker Architects)
Brownsville, Tennessee
Master planning and engineering services for an expanded parking structure with 2,900 spaces, and surface parking with 1,800 spaces

Metro Construction:

Peabody Hotel Group . Parking Garage
Orlando, Florida
Multi-level, 2,111-space parking structure for a four-star luxrury hotel located near a convention center

Self Tucker Architects:

Memphis International Airport . Parking Garage Expansion
Memphis, Tennessee
A two-phase including a multi-level parking structure with 3500 spaces and an new garage that connects to the airport terminal

Walker Parking Consultants:

Adriaens Landing
Hartford, Connecticut
Comprehensive redevelopment, with the help of state and local agencies, of the riverfront just east of downtown Hartford

Akridge . Riverfront Office Building
(with archimania & MEDFAC)
Memphis Tennessee
348 spaces with an 80,000 sf office tower on top. Includes 8,000 sf of retail space on the ground floor

American Dream
Silver Spring, Maryland
Proposed development project intended to revitalize downtown Silver Spring

Birmingham Parking Authority
Birmingham, Alabama
Comprehensive analysis and feasibility study of two existing parking decks and the market area of downtown Birmingham

[redacted]

Casino Center
Robinsonville, Mississippi
Analysis and report that discussed the parking, access, and site circulation of the Center

City of Huntington
Huntington, West Virginia
Market and bond feasibility analyses for a proposed parking structure in the downtown area

City of Nashville
Nashville, Tennessee
Downtown Master Parking Plan Study: 1,200-space underground parking structure

The Galleria
Houston, Texas
Comprehensive parking study of the area surrounding a three million square foot retail/hotel/office complex

Hollywood & Highland Entertainment Center
Hollywood, California
Management plan and financial analysis of an underground 3,018-space garage to accompany an entertainment center

Hoover Partners . The Supply House *(with archimania)*
Memphis, Tennessee
157,000 SF, 9-story condominium project in Downtown Memphis with multi-level parking deck and seismic design features

Kansas City Power & Light District
Kansas City, Missouri
Analysis of an existing parking situation in the Central Business District, including construction and code requirements

Lancaster Central Business District
Lancaster, Pennsylvania
A Supply/Demand and Alternatives Analysis to assess the existing and future parking adequacy on a block-by-block basis

Mecklenburg County
Charlotte, North Carolina
1,200-space parking structure designed for future expansion to 2,000 spaces *(Under Construction)*

Park It Here . New Facility *(with archimania)*
Memphis, Tennessee
Adaptive re-use of a vacant and dilapidated car dealership into a secured airport parking facility with over 800 spaces and unique customer conveniences

Perimeter Place
Atlanta, Georgia
450 space parking structure for retail center
(Under Construction)

Washington Nationals Baseball Stadium
Washington, District of Columbia
Parking strategy that maximized real estate values in the area surrounding the ballpark while minimizing traffic impact

Mixed-Use.

***archimania*:**

Akridge . Riverfront Office Building
Memphis Tennessee
348 spaces with an 80,000 sf office tower on top. Includes 8,000 sf of retail space on the ground floor

Hoover Partners . The Supply House
Memphis, Tennessee
157,000 SF, 9-story downtown condo project with multi-level parking deck and seismic design features

Pantik / Thinwire . 52 South Front
Memphis, Tennessee
A 12-story, 23-unit, mixed-use development on a 42-foot-wide site in a downtown historic district

Woodard Properties . GE5
Memphis, Tennessee
A series of five luxury 3,000 SF live/work condo units located in an urban infill site situated in the South Main Historic Art District

Woodard Properties . Madison 19
Memphis, Tennessee
A modern, 19-unit condo building that fronts the Madison Avenue trolley.

Woodard Properties . Tennessee Street Condos
Memphis Tennessee
A downtown 26-unit mixed-use development with a shading system and roof garden

[redacted]

Civic.

archimania:

AQUARIUMEMEMPHIS
Memphis, Tennessee
Unsolicited adaptive reuse study with renowned specialist to convert the Pyramid into a 2-million-gallon aquarium and science center

City of Bartlett . Administrative Complex Master Plan
Bartlett, Tennessee
8 acre master plan for new library & administrative annex expansion

City of Franklin . Harlinsdale Farm
Franklin, Tennessee
Master planning and development of a 200-acre historic farm associated with the Tennessee Walking Horse industry

City of Franklin . Liberty Park
Franklin, Tennessee
Creation of several outdoor shelters for an 85-acre city park, designed to engage visitors while integrating the landscape

City of Germantown . Community Centre
Germantown, Tennessee
14,000 SF major renovation to create a club and spa atmosphere

City of Germantown . Council Chambers Renovation
Germantown, Tennessee
3,000 SF renovation for a state-of-the-art facility with high-tech audio/visual capabilities

City of Germantown . Community Theater Renovation Study
Germantown, Tennessee
7,000 SF study to determine feasibility of upgrading

City of Memphis . 7 Fire Station Accessibility Upgrades
Memphis, Tennessee
7 separate fire station projects to meet accessibility requirements

City of Memphis . Uptown Project
Memphis, Tennessee
5 prototype affordable housing plans for the North Main district

Hughes School District . Renovations & Energy Upgrades
Hughes, Arkansas
190,000 SF

Memphis Convention & Visitors Bureau . Whitehaven Visitor Center *(with Self Tucker Architects)*
Memphis, Tennessee
3,600 SF facility with office space, retailing center, conference room, oversized lobby, and public restrooms.

Memphis Regional Chamber of Commerce Headquarters
Memphis, Tennessee
39,000 SF renovation of an urban landmark into a progressive yet stable work space, designed to attract new businesses

Nettleton School District . Study of Four Educational Facilities
Jonesboro, Arkansas
96,000 SF

Shelby County Government . Tall Trees Re-Entry Facility
Memphis, Tennessee
9.4 acre re-entry house campus study for redevelopment the site to positively impact the community

Shelby County Schools . Germantown High School Baseball Restrooms/Concessions Facility
Memphis, Tennessee
700 SF of new support facilities

Tennessee Residence Foundation
Governor's Mansion . Nashville, Tennessee
15,000 SF state-of-the-art meeting and banqueting facility for First Lady Andrea Conte

Barge Waggoner Sumner & Cannon:

Downtown Mainstreet Lighting Project
Brownsville, Tennessee
Project management and planning of Pedestrian Traffic Improvements. Also included monitoring of State and Federal regulations associated with the TEA-21 grant.

[redacted]

Metro Nashville & Davidson County Courthouse
Nashville, Tennessee
$75 million interior and exterior restoration of a 1936 courthouse, including a new public square plaza above a five-level, 1200-space parking garage.

Fayette County Justice Center
Somerville, Tennessee
Needs assessment, site evaluation, and design for a new justice center with two courts and 175 beds

prearchimania:

City of Bartlett . Recreational Center
Bartlett, Tennessee
40,000 SF state-of-the-art recreational center

City of Germantown . New Neighborhood Fire Station
Germantown, Tennessee
11,000 SF fire station with visitor center & administrative offices

City of Memphis . Klondike Elementary School
Memphis, Tennessee
70,000 SF Renovation and expansion

Desoto County . Administrative Complex
Hernando, Mississippi
96,000 SF 3 story administrative complex and renovation of historic courthouse

Mississippi County Senior Citizens Center
Blytheville, Arkansas
12,000 SF Renovation

Shelby County Schools . Kirby High School
Memphis, Tennessee
206,000 SF New High School

United States Army Corp of Engineers
Various Worldwide Locations
$855 million program study for Army, Air Force, Navy and Marines with a $39 million Return-On-Investment

United States Department of State . Beijing Embassy
Beijing, People's Republic of China
35,000 SF 3 story office building secured renovation

United States Navy Bureau of Personnel Affairs
Millington, Tennessee
1,100,000 SF multi building campus with relocation service from Washington DC to Millington. New and renovation.

United States Navy . Fire Shore Rescue Training Facility
Millington, Tennessee
51,000 SF state-of-the-art training facility

United States Navy . Para Rescue Training Facility
Patrick Air Force Base, Florida
21,500 SF state-of-the-art training facility for paratroop

United States Postal Service . Nationwide Post Offices
Over 300 locations and 48 states
15,000 to 35,000 SF Retail and delivery centers

United States Postal Service . Regional Training Academy
Memphis, Tennessee
21,000 SF Renovation of National Historic Register Building to a state-of-the-art training academy

The University of Memphis . Adaptive Reuse of Library
Memphis, Tennessee
100,000 SF multi story building adaptive reuse from an original library to an administrative complex

The University of Tennessee . Vivarium
Memphis, Tennessee
18,000 SF Animal research facility with labs, classrooms

Self Tucker Architects:

FedEx Forum
Memphis, Tennessee
80,000 SF sports/entertainment venue that establishes a human scale at sidewalk level, while creating a new landmark on the downtown skyline

Hickory Hill Community Center
Memphis, Tennessee
A multi-purpose space offering meeting rooms, an art and ceramics lab, exercise facilities, a full gym with elevated running track, and pool area.

Memphis Convention & Visitors Bureau . Whitehaven Visitor Center *(with archimania)*
Memphis, Tennessee
3,600 SF facility with office space, retailing center, conference room, oversized lobby, and public restrooms.

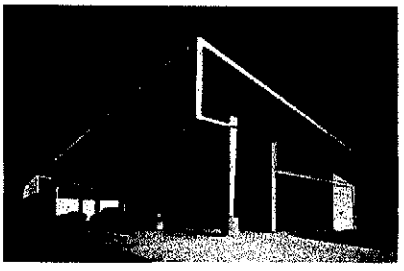
PRINT MEDIA

PARK IT HERE

Client

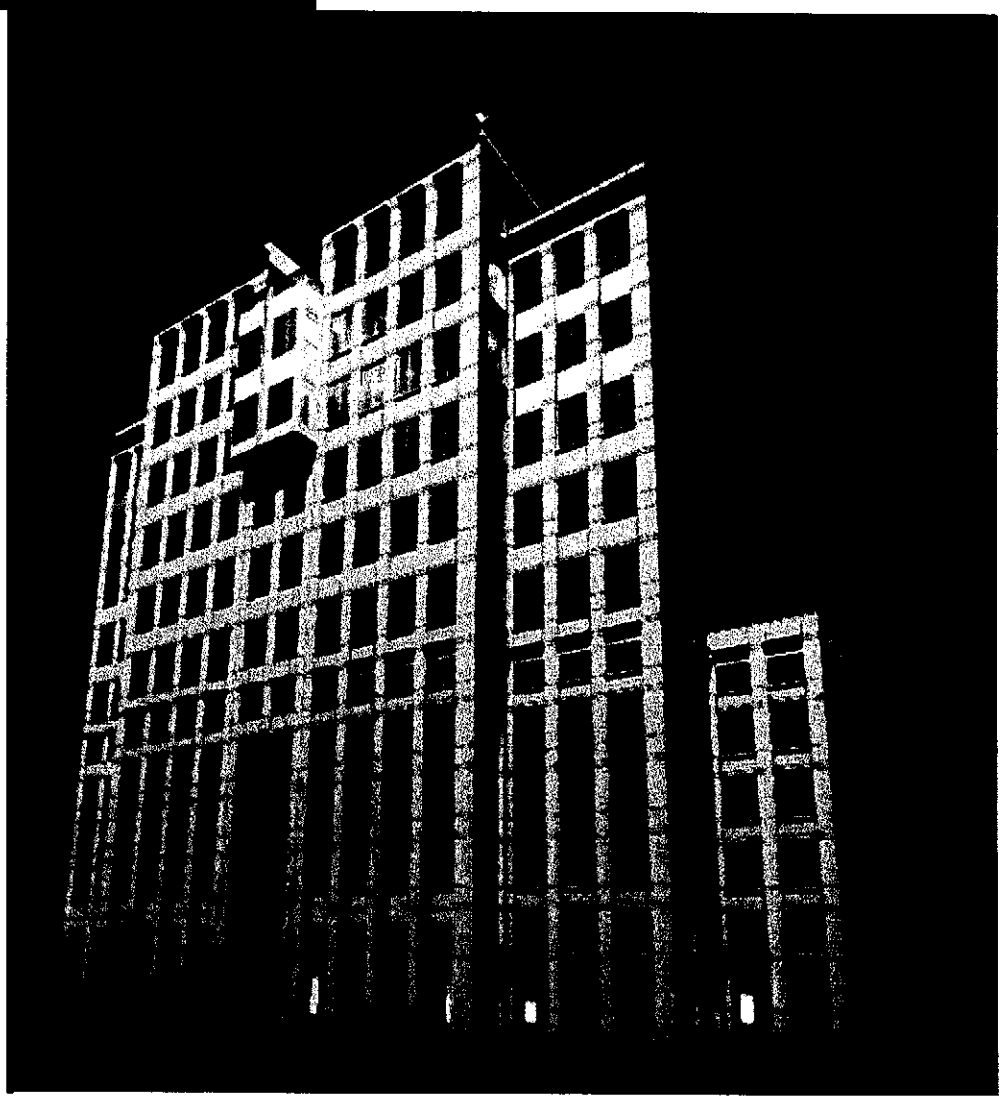
Location

Project



AKRIDGE . RIVERFRONT OFFICES

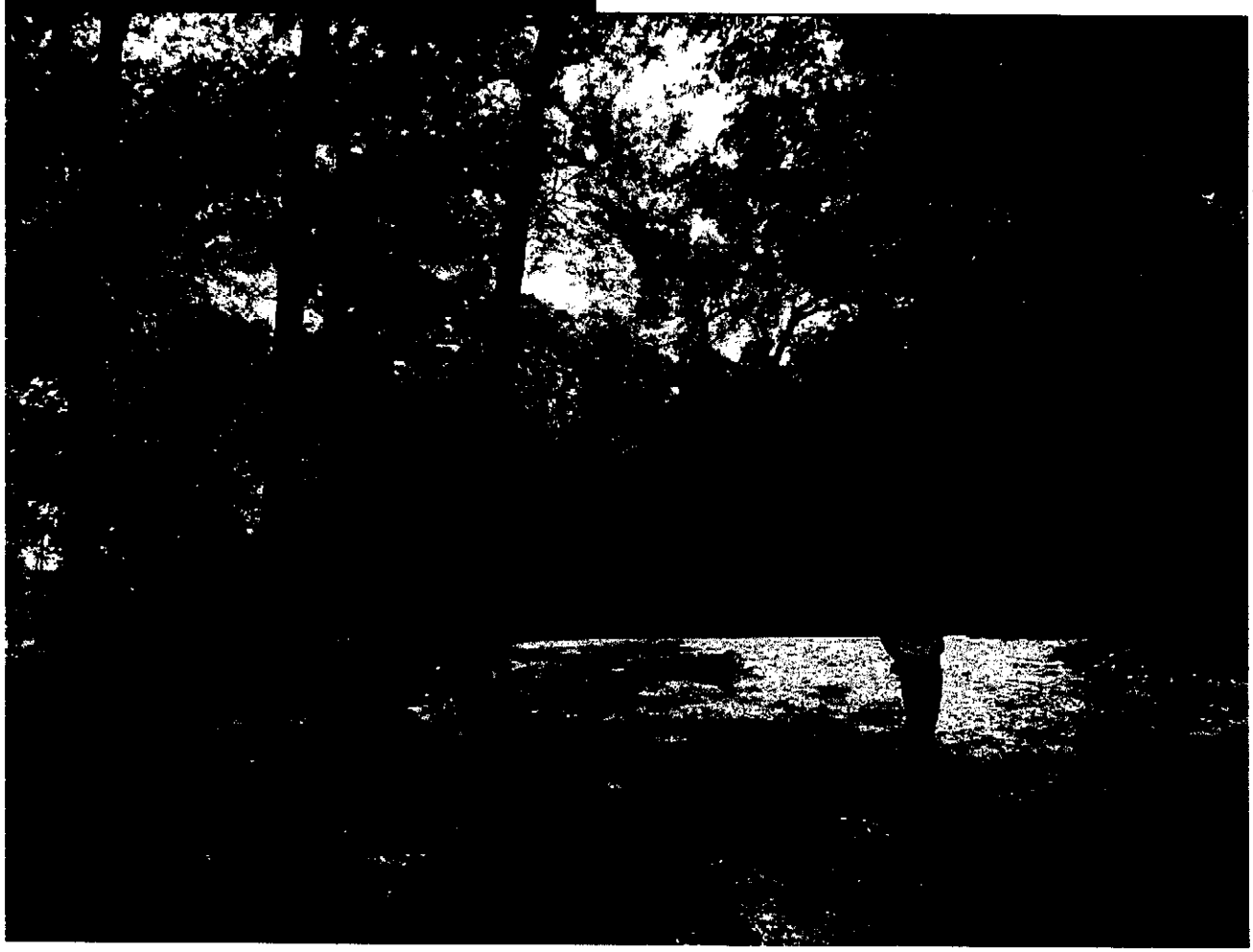
Client. Location. Project



TALL TREES RE-ENTRY FACILITY

Client: Location:

Project:



WEST TN SCHOOL FOR THE DEAF

Client. Location. Project.

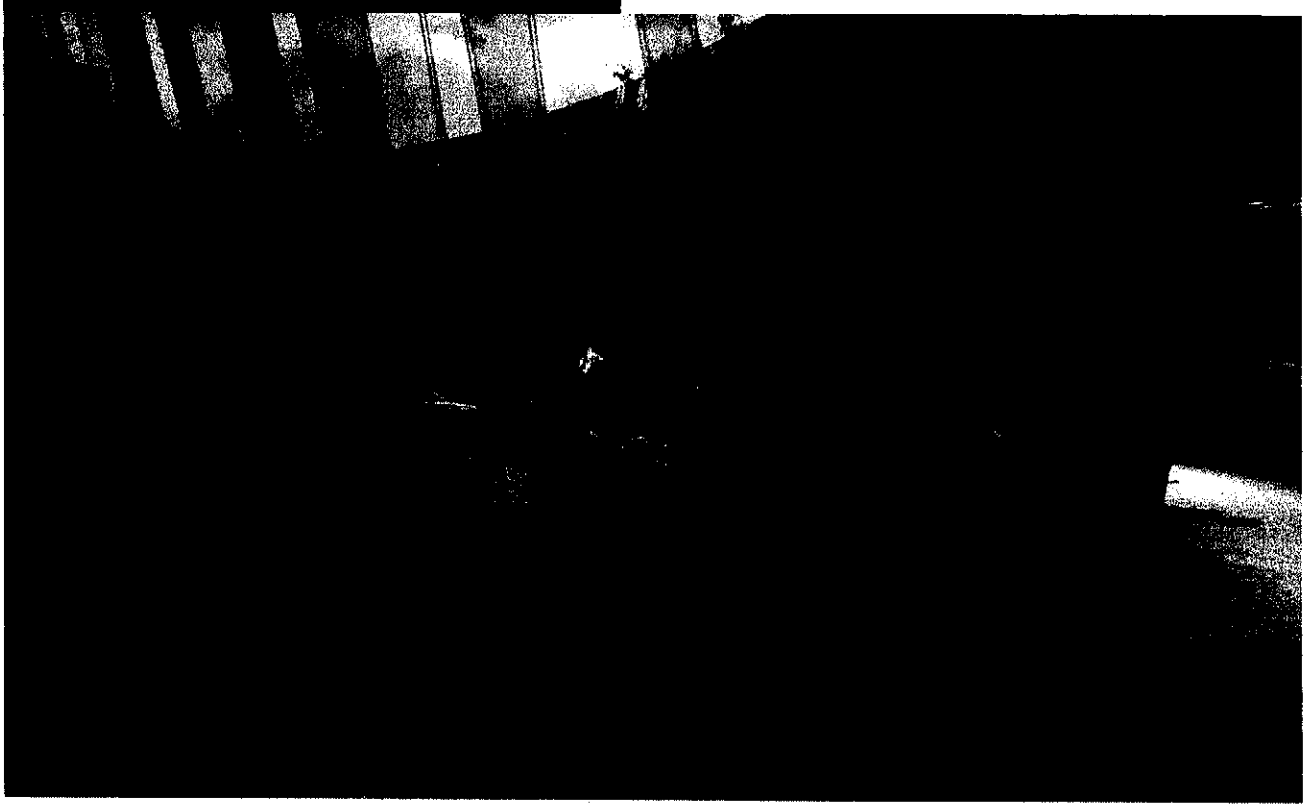
PRINT MEDIA

CONSERVATION HALL

Client.

Location.

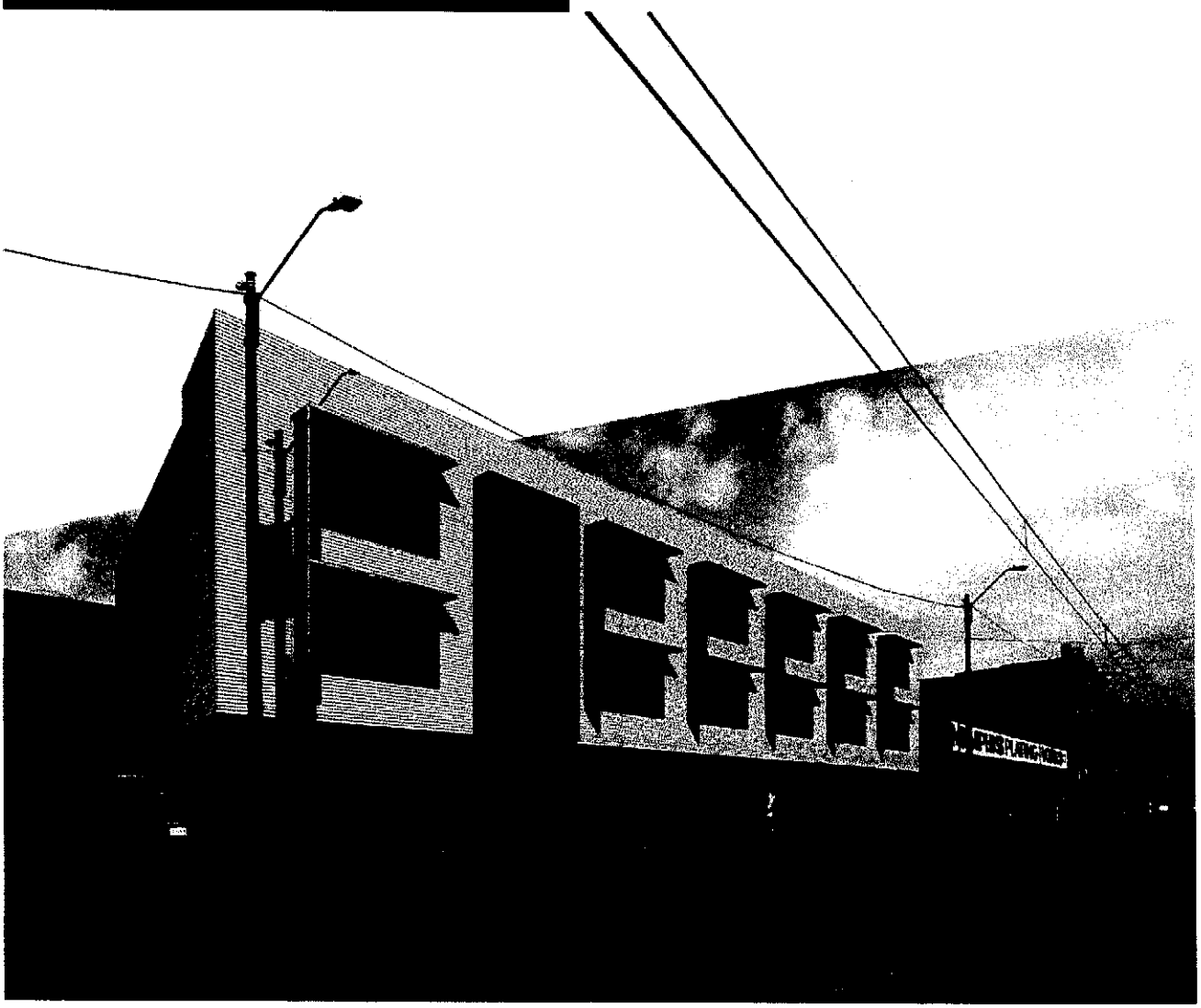
Project.

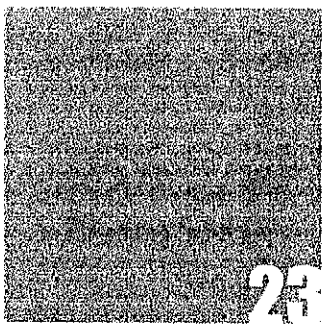


PRINT MEDIA

MADISON 19

Client.
Location.
Project





THE SUPPLY HOUSE CONDOS

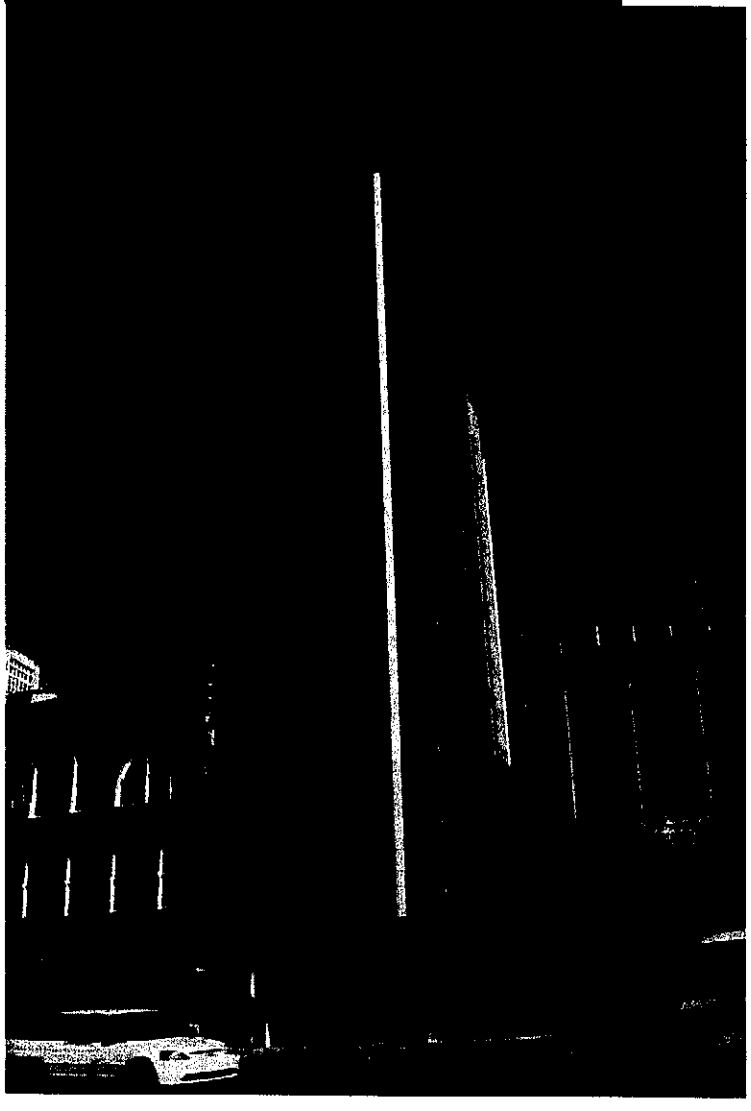
Client.
Location.
Project.

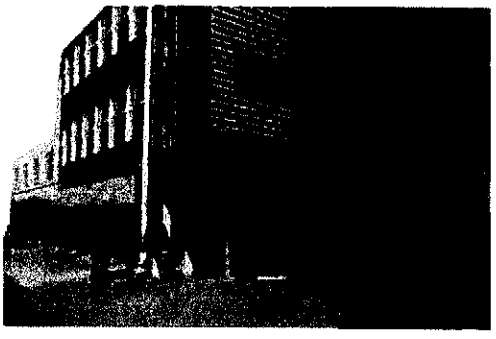
archimania / self tucker architects
an alliance

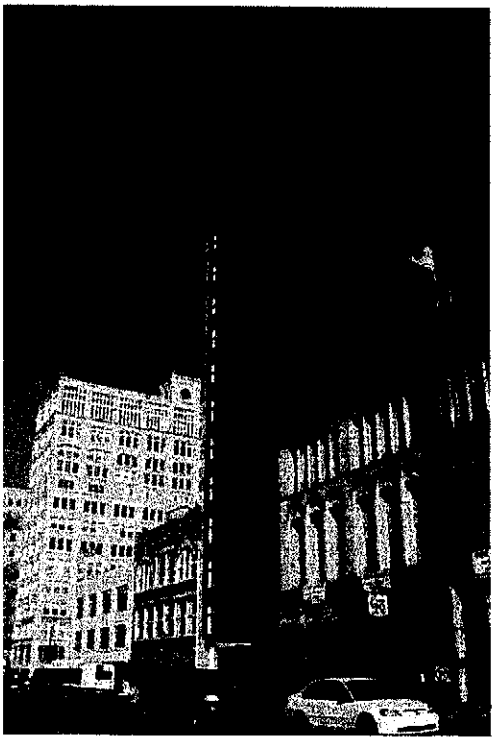
PRINT
MEDIA

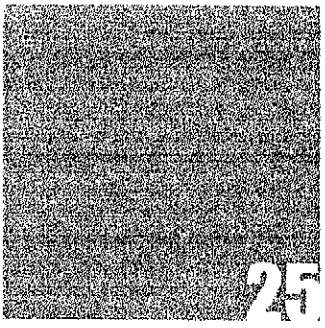
52 SOUTH FRONT

Client
Location
Project









AWARD PRINT
WINNER MEDIA

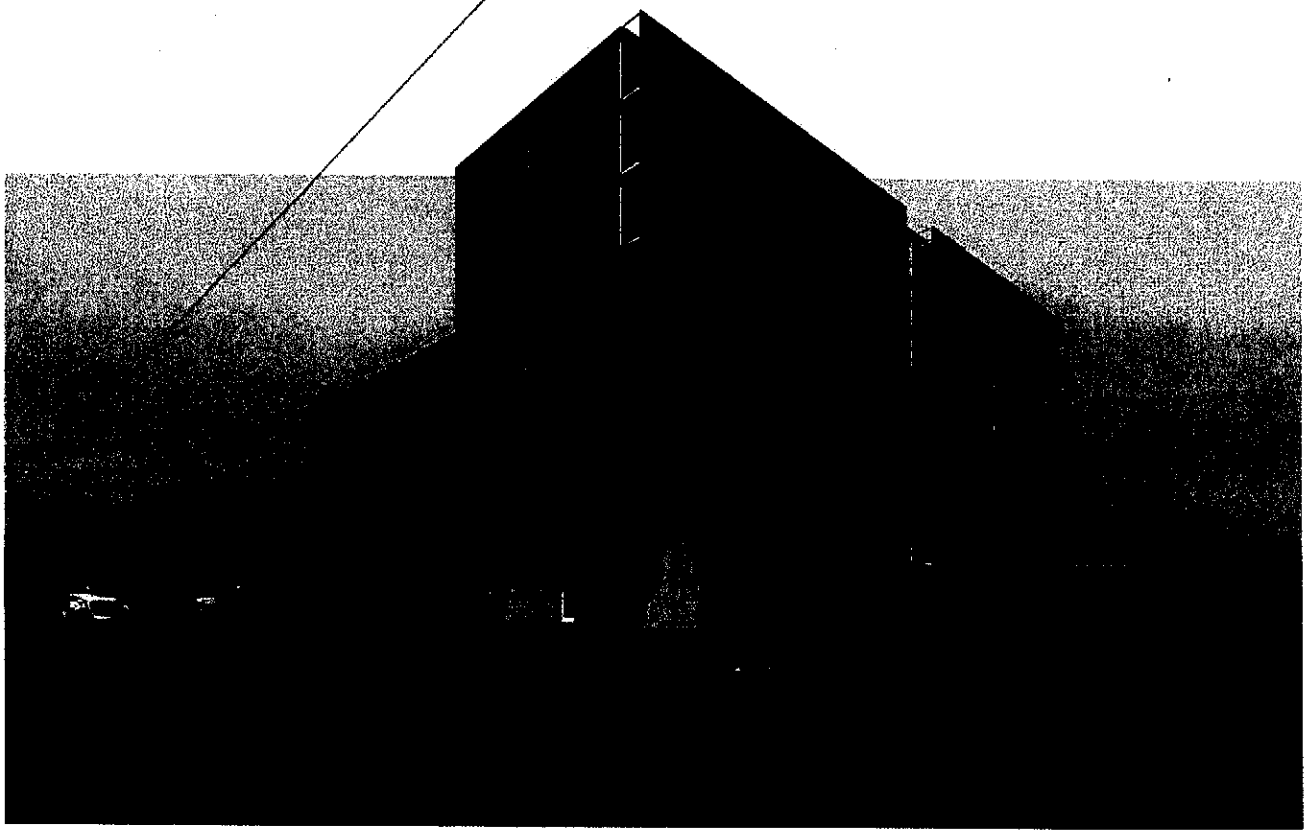
GE5

Client.
Location.
Project.

archimania / self tucker architects
an alliance

TENNESSEE STREET CONDOS

Client. Location.
Project.



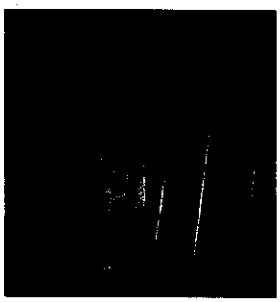
AWARD PRINT
WINNER MEDIA

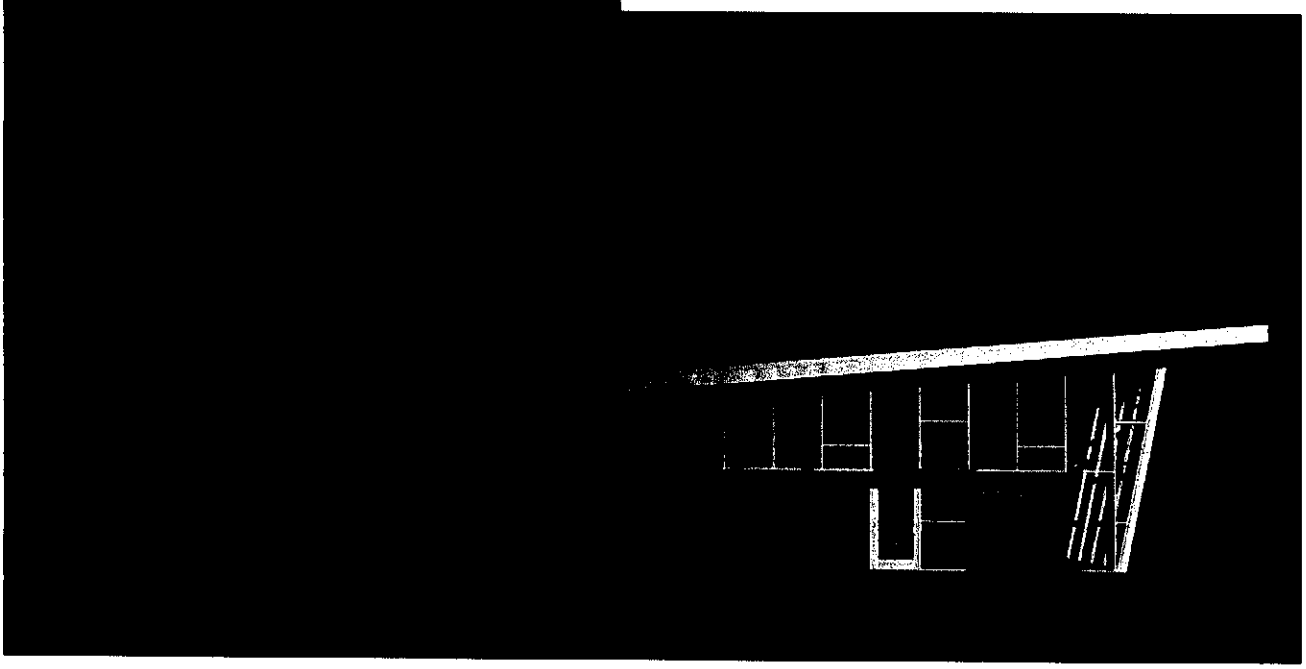
WHITEHAVEN VISITOR CENTER

Client

Location

Project





BACKGROUND EXPERIENCE

archimania.

Who We Are.
archimania was founded in 1995 out of a **passion** for architecture. We wanted a practice that pursued design opportunities, not just business opportunities. Since archimania's inception, we have become a **national tour de force** for our innovative use of vernacular materials to create modern, sustainable buildings. As a result, we have picked up national, regional, and local **accolades** along the way. We ask that you consider archimania's **position** in the world of architecture:

- in 2006:
  - more AIA awards than **any firm** in Memphis
  - more **AIA awards** than any firm in Tennessee
  - more AIA awards than any firm in an **eight-state region**
- since 1995, nearly **70** design awards, including:
  - American Institute of Architects (Memphis, Tennessee, Gulf States Region, South Atlantic Region)
  - Construction Specifications Institute
  - Society for Marketing Professional Services
  - Boston Society of Architects
  - Masonry Institute of Tennessee
- a **dozen books** featuring our work, through both national and international publishers
- three book **covers**
- cover of ***Builder*** magazine's March 2007 issue
- nationwide coverage in *Architect* magazine, *Residential Architect*, *Metropolitan Home*, *Architecture Boston*, and *Better Homes & Gardens*
- building type study on **ArchitecturalRecord.com**
- two-time national **television** coverage
- **AIArchitect** national newsletter cover story for award-winning projects
- **international** online coverage on ArchiWeb.com

Our team of 15 professionals represents longevity of practice and hands-on design. These tools, combined with our project portfolio, prove that a mixed-use project can be created within your budget ***(see West Tennessee School For the Deaf . page 20)*** and within a prescribed time table. Using the previous experience outlined in this proposal, our team can work with you to create a visionary plan for the re-development of 157 Poplar Avenue.

Innovation.
We are known as innovators. Among our numerous design awards, many have been given to us for first-time ventures. For example, the award-winning GE5 townhomes was archimania's first urban renewal project. It is evident that we like to innovate. And what's more, we have a solid reputation for designing creative projects within tight sites and budgets: ***"Archimania's innovation confirms that we can accommodate orderly growth and at the same time place a value on the aesthetics of building." (Mayor AC Wharton, Jr.)*** This project would be no exception. We would commit ourselves to **innovation**, using our every creative tool to create cost-effective, yet eye-catching design.

Environment Integrity.
Our portfolio is full of projects designed with a "green" approach. This team is fully prepared to provide you with a creative resource for exploring sustainable materials. Three members of archimania are LEED accredited and have hands-on experience with green design. In fact, we are currently designing Conservation Hall, the vision of Tennessee First Lady Andrea Conte. This monumental project is slated to be **one of the nation's top 20 green buildings**, achieving LEED Platinum certification. Using our collective experience on Conservation Hall and other projects, we will make 157 Poplar an attractive, functional, and sustainable structure that will not only benefit its users, but also promote green design in Memphis, Shelby County, and beyond.

Cost-Value Analysis.
We have consistently proven that with the right materials, we can do great things **in budget *(see Related Projects . page 13)*.** We commit ourselves to exploring innovative and cost-effective tools to keep design and construction costs within your allocated funds. Even on a tight budget, archimania can create **high-design** projects that will garner awards and accolades galore ***(see Who We Are)***.

We like to do things differently—but we also like to do things better. We are thrilled to be a part of the process for the mixed-use re-development of 157 Poplar, and we would be honored to help you make your vision a reality.

[redacted]

Self Tucker Architects, Inc.

Who We Are.
Self Tucker Architects, Inc. (STA) is an Architecture, Planning and Interior Design Firm located in Memphis, Tennessee and Nashville, Tennessee. The growth of the firm has been steady and consistent since its beginning. The firm has grown from two men in 1995 to a staff of 20. Our success is founded on principles of design, service, and communication. The culture of STA is focused on understanding the needs of our clients and providing services for the client, which respond to those needs.

STA has developed a significant Mid-South focused practice in commercial, educational, healthcare, religious, civic and residential architecture. We offer comprehensive services that range from Master Planning to Post Occupancy Evaluation. In addition to excellent design, we strive to serve our clients from concept to ribbon cutting, through the initial occupancy and the long term use of the facility.

Self Tucker Architects, Inc. is a registered Minority Business Enterprise.

Staff Composition.
Registered Architects **8**
Business Manager **1**
Project Managers **2**
Associate Project Manager **1**
Interior Designer **1**
Project Coordinators **5**
Registered Engineer **1**
Administrative Staff **3**
TOTAL **22**

Services Offered
- Architecture
- Interior Design
- Space Planning
- Budget Planning/Estimating
- Building Design
- Master Planning
- Feasibility Studies
- Site Utilization Studies
- Programming
- Construction Documents
- Bidding/Negotiations
- Construction Administration
- Project Management
- Facilities Management
- Finishes/Furniture Selection
- Move Coordination
- Finish Standards
- Lighting Design
- Information Systems Integration
- Graphics/Signage
- Artwork Procurement
- Post Occupancy Services/Evaluation

REFERENCES

Projects in the Past Five Years.

Johanna Ellis : Park It Here
Owner, Park It Here
3441 Airways Boulevard . Memphis TN 38116
901.260.7180 . johanna@parkitx.com

Charles Lock : Sutherland Cardiology Clinic.
MSA Executive Director,
Sutherland Cardiology Clinic.
Wolf River Blvd . Memphis, TN 38119 .
901.763.0200 . clock@sutherlandclinic.com
"We needed a firm who could think outside-the-box; a firm who could design the building exterior to complement the beauty of Shelby farms and the Wolf River; a firm who would spend time with us evaluating current functionality and needs for growth; a firm who is conscientious concerning costs. That firm is archimania."

Phil Woodard : GE5 / Madison 19 / Tennessee St Condos
Owner, Woodard Properties .
449 Tennessee Street . Memphis TN 38103
901.351.8199 . pwoodard@midsouth.rr.com
"They have that modern, contemporary, let's-do-something-different attitude. We say, if we're going to build something, we might as well build something different."

Projects for Government Agencies.

Barbara Bone : West Tennessee School for the Deaf.
Superintendent, West Tennessee School for the Deaf
100 Berryhill Drive . Jackson TN 38301 . 731.423.5705
"They listened to us. They found out what we need for our children, who are so special to us. Their design is unusual and unique, but it will fit in with what is already standing. And even though the fiscal parameters were limited, they kept their cool and got the project in under budget. Now, I feel like Barry and Todd are a part of my family of friends."

Mike Fitts / Alan Robertson : Conservation Hall.
State Architect / Assistant State Architect,
State of Tennessee
449 Tennessee Street . Memphis TN 38103 .
901.351.8199 . pwoodard@midsouth.rr.com

Lisa Clayton : Harlinsdale Farm / Liberty Park.
Parks Director, City of Franklin .
705 Boyd Mill Avenue . Franklin TN 37064
615.794.2103 . lisac@franklin-gov.com
"archimania is the real thing. We are working with them on a challenging project called Harlinsdale Farm, an extremely significant and historic site associated with the Tennessee Walking Horse industry. They did a great job at gaining input from a very vocal group of Franklin citizens. In the end, we have something that should be a mixed-use park of national quality."

TIME SCHEDULE

Each firm on this team has completed projects of similar scope and complexity. We have also worked under both reasonable and unreasonable schedules, and regardless of time frame, anything is attainable. We have the resources to make your vision a design concept that can move straight into the visioning charette process, which clearly defines what you really want out of 157 Poplar Avenue.

Project Schedule.

In consideration of the Services Required as indicated in **Section IX (Purpose)** of the Request for Proposals, we have estimated the following project schedule:

1. 4 weeks.
Collecting the existing building and site information including but not limited to the underground existing utilities, geotechnical information and any other information required to successfully complete all aspects of the Project;

2. Concurrent with Item 1.
Collecting programmatic data, analyzing and recommending a solution for the best and highest mixed-use redevelopment for the Project to the County needs for Parking and Office Spaces;

3. 4 weeks.
Developing the preliminary design, cost and project schedule with emphasis on sustainability, contextual design sensitivity and cost.

4. 2 weeks.
Determining the optimal strategy for development, i.e., whether development of the Project should be carried out under County ownership versus private and public partnership or other option;

5. 6 months.
Upon approval of the Preliminary Design, Cost and Schedule by the County proceeding with Design Development, Construction Documents and assisting the County during the bidding process/Construction Contract negotiation processes.

6. 20 months.
Providing Contract Administration Services as required by the County.

7. Concurrent with construction.
Identifying suitable organizational and management models for the Project and assisting the County in making an informed decision regarding operation of the building (Garage, Security, and Maintenance, etc.) to result in the most effective operational and life cycle costs.

The Design Process.

Visioning Charette (vizh' en ing sha ret') *n.- An intensive design process that involves the collaboration of all project stakeholders at the beginning of a project to develop a comprehensive plan or design.*

Our design approach is simple: it all starts with the **visioning charrette**. During this trademark session, we will allow you to bring to the table all your wants and needs for the project. From there, we will begin to define Shelby County's vision for its new facility.

According to University of Memphis' Brian Janz, ***"archimania has a client-centered approach that a lot of firms often talk about, but don't exactly do. They help you create a vision for your business or residence before they even start working on a building."***

The visioning charette is the first step to generate a design that will not only be functional, but also smart and attractive. And what's more, this first step gives us a head-start on the time schedule. When we know what you want, we know how to approach the project.

First, we will **listen**. Then, we will design.

COST PROPOSAL

We **maintain budgets.** We use cost control strategies from the very start. Then, as design and construction progresses, we track each stage with meticulous accuracy to assure that expenses remain within your budget.

Feasibility Study.

We will perform the services associated with the feasibility study on a fixed fee basis. Our per-hour 2007 billing rates (at an average of $110 per hour) for services outlined within the Scope of Services are:

• **Project Staff**	**$98**
• **Project Manager**	**$112**
• **Senior Project Manager**	**$121**
• **Principal**	**$167**

Based upon your Purpose Statement (Item IX) outlined in the Request for Proposals, we propose a low-high range of fees, to be specifically determined as the scope of work is refined. These costs are associated with the services requested in Section IX of your RFP, as well as the services listed in our Scope of Work (page 2).

An itemized worksheet of our cost proposal is attached.

Design & Construction Services.

The fee percentage stated for Professional Services is a percentage of anticipated construction cost. The exact percentage will vary within this range based on the program Shelby County decides to pursue. The overall fee range will increase or decrease based on the uses of the development. Once the overall development program is defined, we will be able to provide a project fee percentage.

Reimbursables.
Reimbursable expenses are invoiced at 1.15 times the actual direct cost of transportation and subsistence of principals and employees when traveling in connection with the work, toll telephone calls and facsimile transmissions, postage and express-delivery service, reproduction of reports and drawings, and similar project-related items.

Deliverables.
We will prepare detailed written reports, oral reports and drawings during each phase of the project for the use of the County in the consultant's scope of work. The County will review such material and provide its feedback within 10 business days. The consultant will also provide fifteen (15) sets of the Construction Documents (hard copies) and one (1) set in electronic format before bidding/contract negotiation phase.

COST PROPOSAL

shelby county . 157 poplar

			low	high
		hours	**545**	**1057**
architecture	archimania / self tucker		$ 33,000	$ 39,000
civil / landscape architecture	bws&c		$ 2,000	$ 3,500
parking / structural	walker		$ 15,000	$ 42,000
mep / fp / site utilities / data	medfac		$ 9,000	$ 20,000
mxd financial feasibility	era		$ 10,000	$ 30,000
cost management	metro		$ 5,000	$ 9,000
urban lighting	benya		$ 1,000	$ 1,800
		hours	**8,661**	**12,730**
		%	**8.3%**	**12.2%**
		cost	**$ 996,000**	**$ 1,464,000**

5.2	basic services:	projected cost	$12,000,000
5.3	architecture	archimania / self tucker	
5.3	civil / landscape architecture	bws&c	
5.4	parking / structural	walker	
5.5	mep / fp / site utilities / data	medfac	
5.6	landscape architecture	bws&c	
5.7	non basic services:		
5.8	interiors and ff&e	archimania / self tucker	
5.9	envelope/systems sustainabliity / LEED compliance	medfac	
5.10	a. LEED process implementation/administration	archimania / self tucker	
	b. energy/daylight/airflow modeling	tbd	
	c. LEED commissioning	tbd	
5.11	parking		
5.12	preconstruction estimating services	metro	
5.13	financial	era	
5.14	specialty lighting	benya lighting	
5.15	security	tbd	
5.16	reimbursable expenses	as required	
5.17	master plan	tbd	
5.18	landscape architecture	bws&c	
5.19	expenses		