



Central Station

Redevelopment Phase 2

OVERVIEW

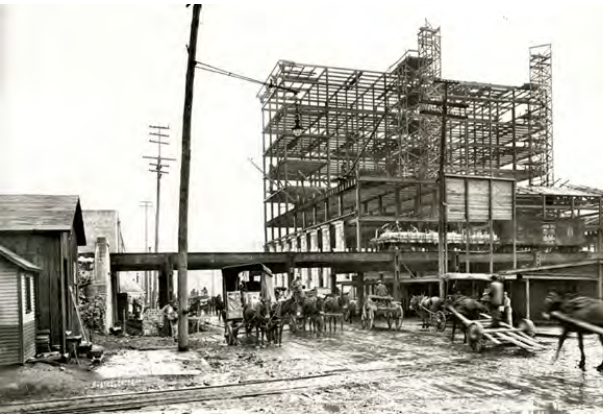
03/27/15

Central Station



SITUATION

Central Station – South Main Anchor



1914

Illinois Central Railroad opened Central Station and office tower

1999

MATA led a bold public/ private partnership to preserve and redevelop the tower into apartments, anchoring the renaissance of the South Main Historic District.

2015

A new initiative builds upon Central Station's assets to transform Central Station into a kinetic, connected, and central place.



Central Station Site Context



Central Station Site Context



Central Station Transit Supportive Development ~10 minute walk



- Hotel Chisca Apartments
- New Blossom Apartments
- Blues Hall of Fame
- National Civil Rights Museum
- Memphis College of Art

South City
(Choice Neighborhood revitalization)

South Bluffs
new urban
neighborhood
&
South End
revitalization

Central Station

Main to Main Connector

M2M Harahan Bridge
Big River Crossing

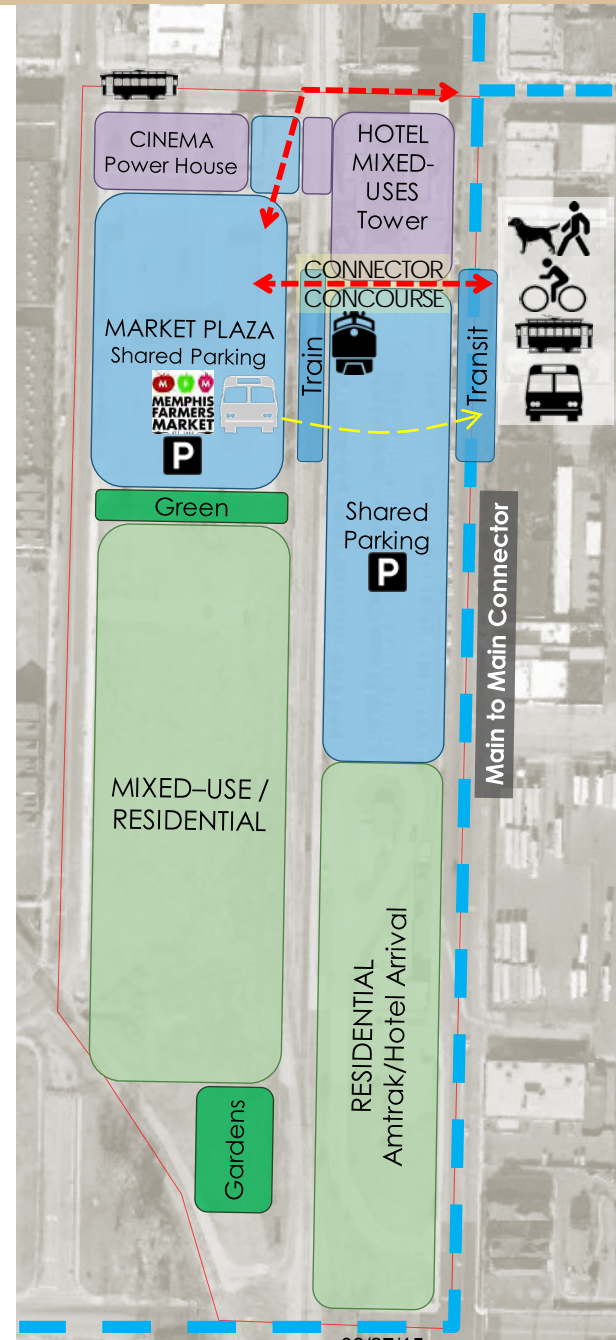
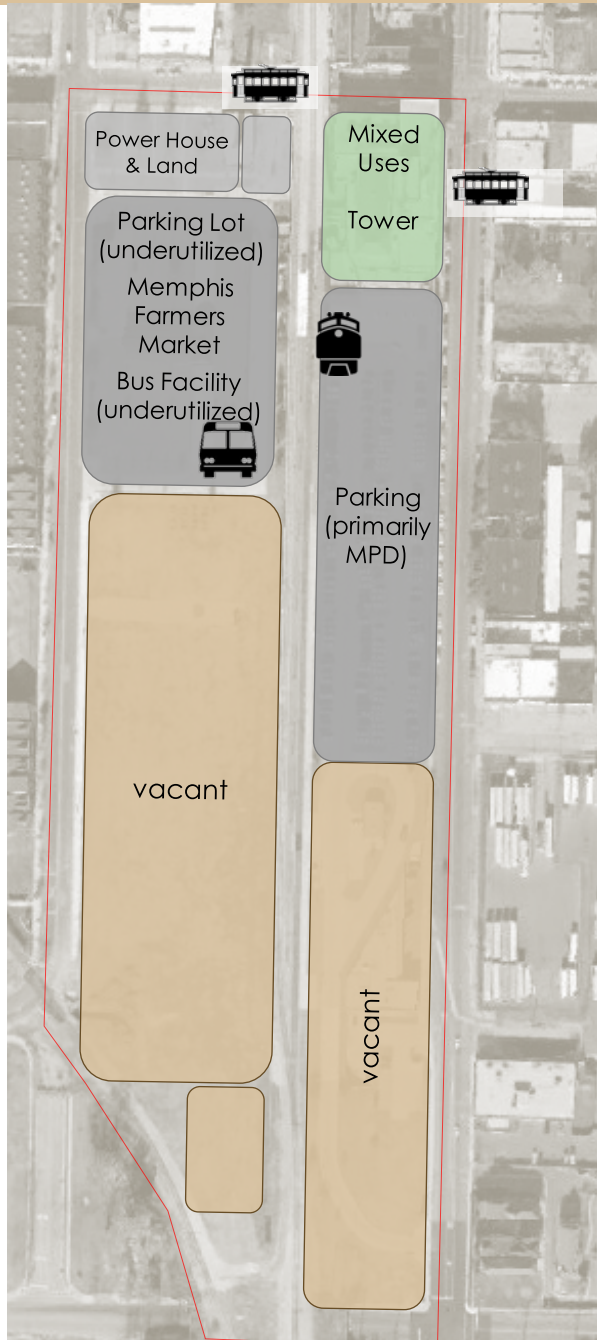
- South Main Artspace Lofts
- South Junction Apartments
- Crescent Bluffs Apartments

Central Station



OPPORTUNITY

Central Station Redevelopment – Development Components



VIEW from Southeast



- Tower & Site animated 24/7/365 with Hotel and Cinema
- Co-located multi-modal transit facilities in South Main
- Transit Connector Concourse through platform, South Main to Market Plaza
- Market Plaza enhancements improve flexibility, functionality, shared parking
- New residential development on platform
- Shared parking on platform and in Market Plaza
- Enhanced pedestrian realm

Central Station
Redevelopment



All information is preliminary and subject to change.

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VIEW from North



- New commercial & residential development around Market Plaza
- Improved connections between Market Plaza & South Main
- Enhanced pedestrian realm below rail platform

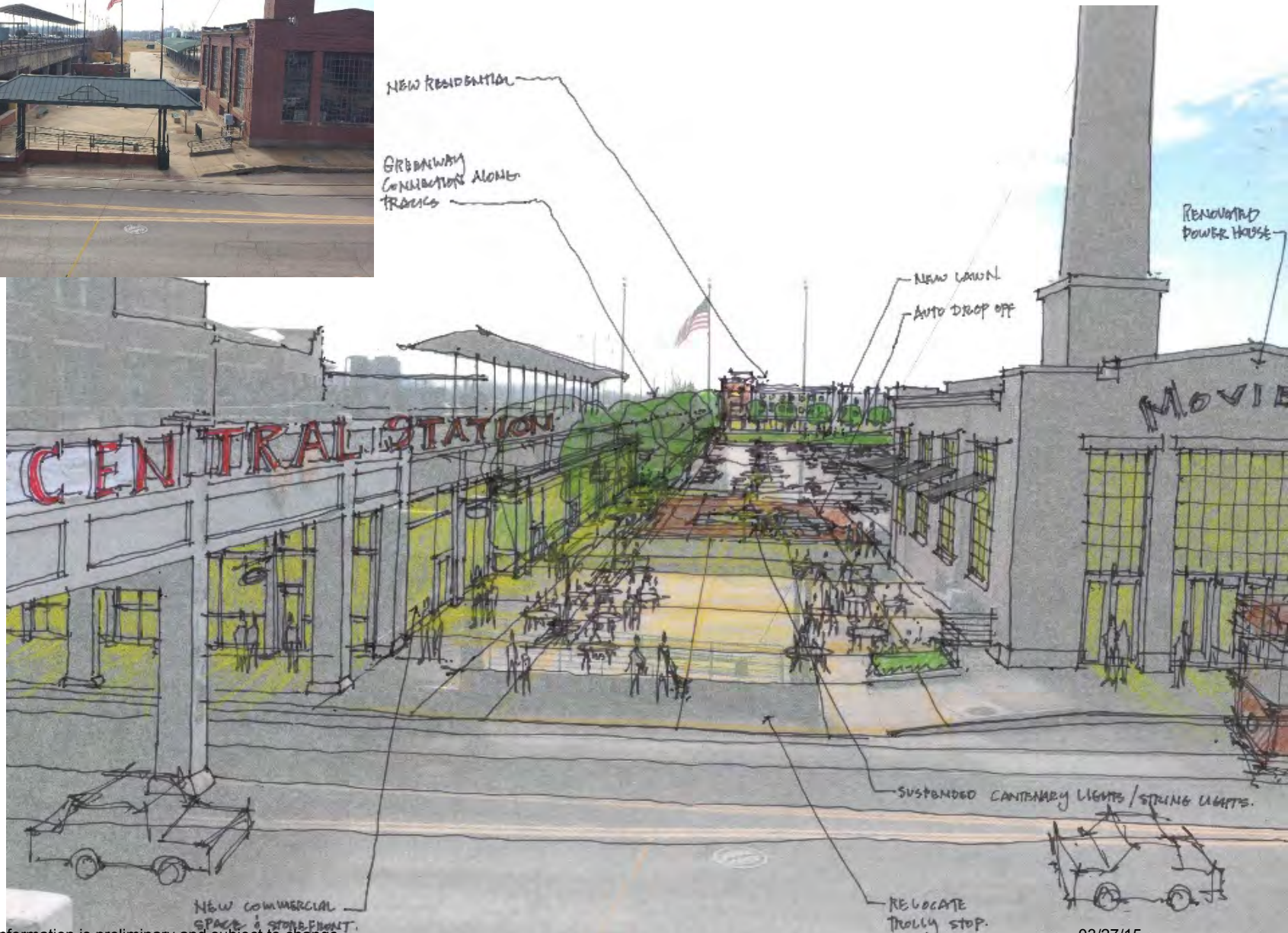
NEW RESIDENTIAL

GRADUALLY
CONNECTIONS ALONG
TRACKS

RENOVATED
POWER HOUSE

NEW LAWN
AUTO DROP OFF

Central Station
Redevelopment



CENTRAL STATION

MOVIE

SUSPENDED CANTENARY LIGHTS / STRING LIGHTS.

NEW COMMERCIAL
SPACE & STOREFRONT.

RELOCATE
TROLLEY STOP.

All information is preliminary and subject to change.

- Cinema animates evenings
- Cinema shares parking and Market Plaza
- Cinema development incorporates underutilized Power House in viable way

Central Station
Redevelopment



VIEW from Northwest



- Market Plaza enhancements improve flexibility, functionality, shared parking
- New commercial & residential around Market Plaza
- Transit Connector Concourse through platform, Market Plaza to South Main
- New residential on platform
- Improved urban design relationships with surrounding neighborhood
- Enhanced pedestrian realm

Central Station
Redevelopment



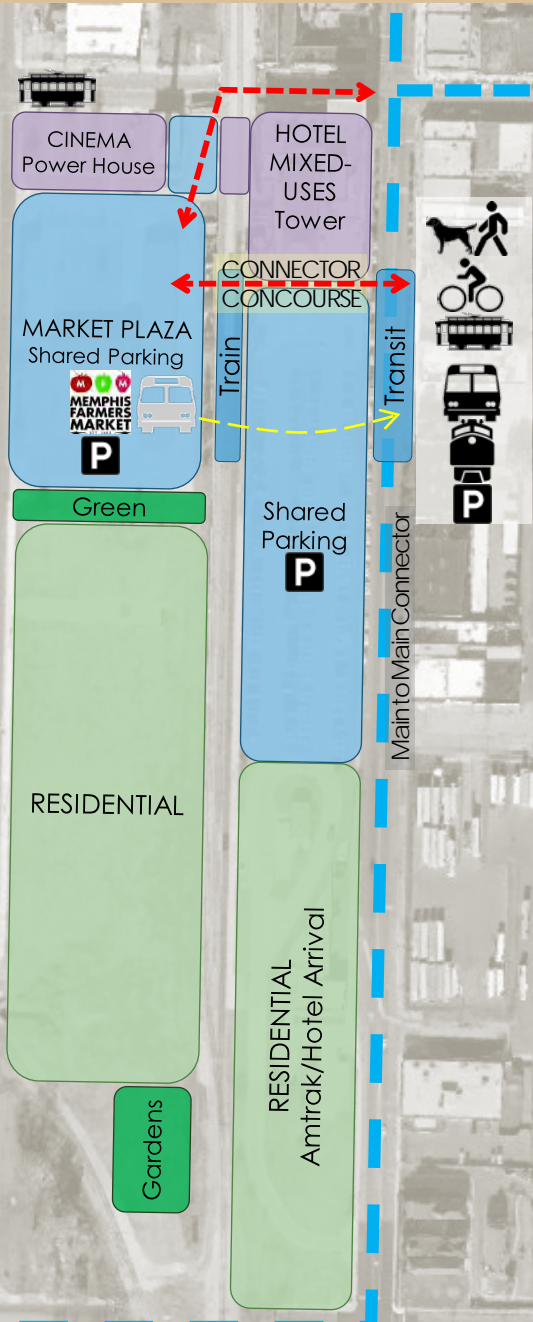
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Central Station



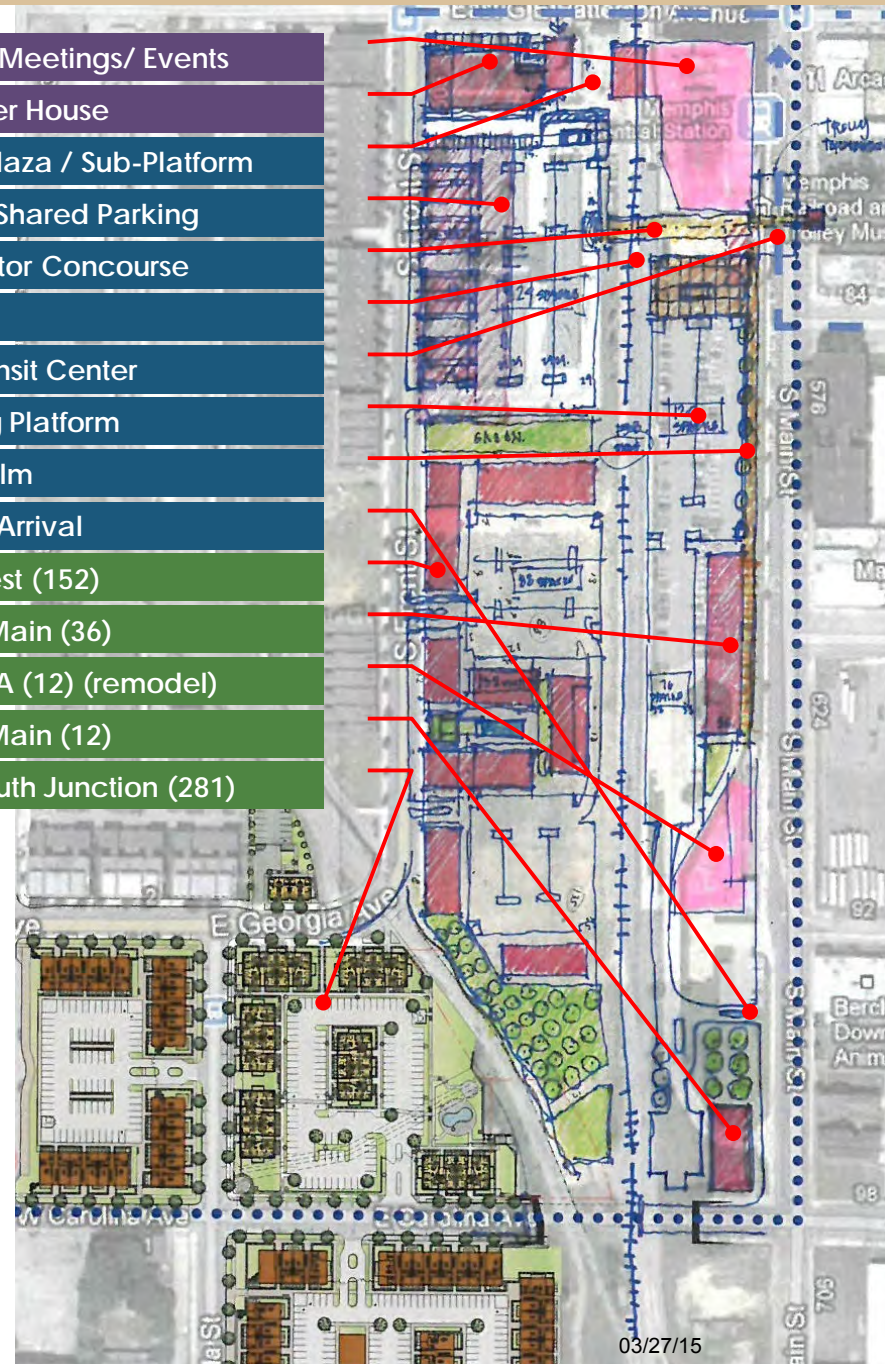
IMPLEMENTATION

Central Station Redevelopment – Development & Supportive Components



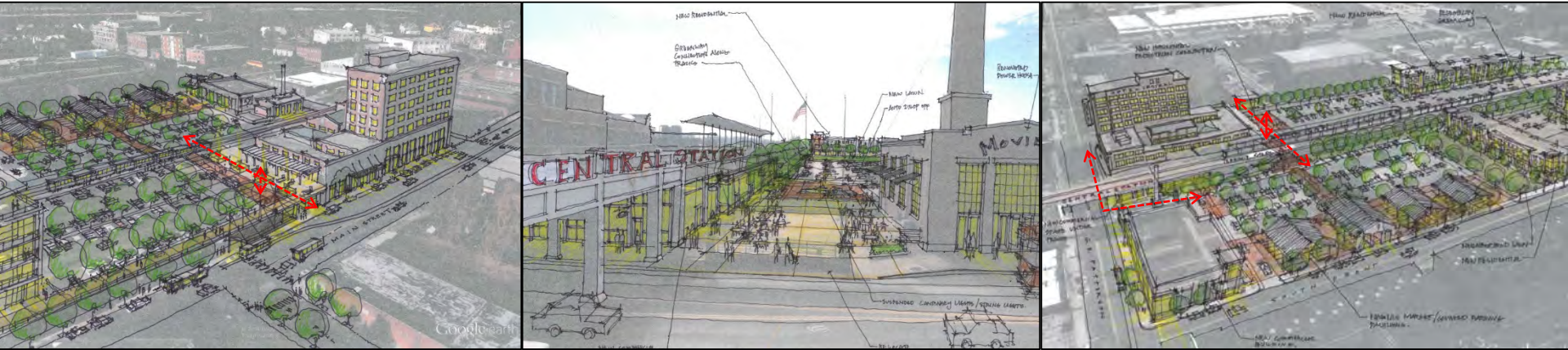
Supportive Components

- Hotel, Amtrak, Meetings/ Events
- Cinema / Power House
- Trolley Stop / Plaza / Sub-Platform
- Market Plaza/ Shared Parking
- Transit Connector Concourse
- Amtrak Station
- South Main Transit Center
- Shared Parking Platform
- Pedestrian Realm
- Amtrak/ Hotel Arrival
- Apartments west (152)
- Apartments S Main (36)
- Apartments REA (12) (remodel)
- Apartments S Main (12)
- Apartments South Junction (281)



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Central Station Redevelopment – Components



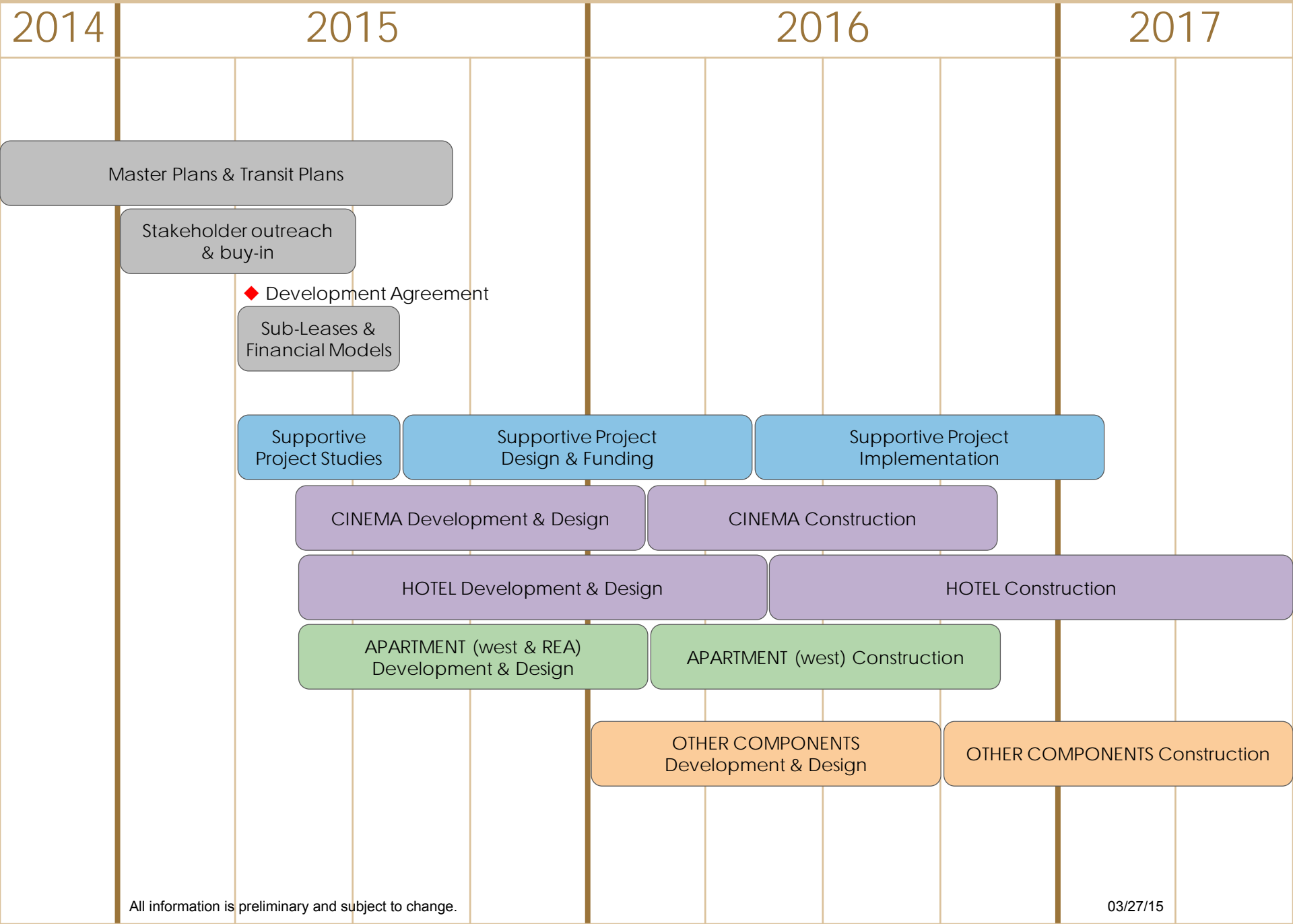
DEVELOPMENT COMPONENTS

	Hotel/ Commercial	Cinema	Commercial Sub-Platform	Apartments Southwest	Apartments Platform	Apartments REA	Apartments Southeast	TOTAL
	Terminal & Tower	Power House & Land	Sub-Platform	Land	Platform	Railway Express Agency Building	Land	
#				150	40	12	15	220
Parking				220	75	20	20	340
Costs	\$ 20,000,000	\$ 5,000,000	\$ 2,000,000	\$ 25,000,000				\$ 52,000,000

SUPPORTIVE COMPONENTS

	Shared Parking & Market Plaza	GE Patterson Trolley Stop, Plaza, SubPlatform	South Main Transit Center	Connector Concourse	Amtrak Station	Shared Parking & Amtrak/ Hotel Arrival	Pedestrian Realm	TOTAL
Parking	250					120		370

Central Station Redevelopment – Timelines



1. **69 Year Master Lease:** MATA to Master Developer
2. **Multi-Year Sub Leases:** Master Developer to Sub-Tenants – Cinema, Hotel, Apartments, others
3. Master Developer operates, manages and maintains the property
4. MATA will share in all revenue generated by the project
5. Additional development and revenue sharing opportunities anticipated
6. MATA will not be responsible for any operating deficits

MATA

1. Creates a connected, multi-modal transit center among dense transit supportive development
2. Provides MATA with on-going revenue stream
3. Relieves MATA's current debt obligation to Bank of Bartlett
4. Eliminates MATA's responsibility for future capital expenditures at Central Station
5. Enables MATA to focus on public transportation
(MATA will be out of the commercial real estate business)

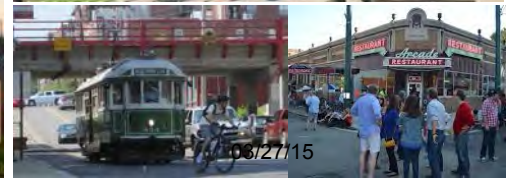
Memphis/Shelby County

1. Maximizes potential and utilization of key Memphis historic landmark
2. Creates new, vibrant mixed-use development to anchor the greater South Main area
3. Generates tax revenue
 - Sales tax
 - Hotel/motel tax
4. Creates new jobs
 - Construction
 - Permanent

Central Station Redevelopment Phase 2



Transform
Central Station
into a
kinetic,
connected,
central place,
with an engaging
Memphis pulse



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06/27/15