

William Hurley Associates LLC

Site Feasibility Brief | Re-imagining the Senior Experience

Executive Summary

William Hurley Associates LLC is evaluating two 2-acre Memphis site opportunities for a phased senior community concept. The site strategy must be disciplined because the plan includes cottages, a central community building, gardens, walking paths, parking, stormwater, fire access, shuttle/drop-off, and possible future apartment expansion.

Recommended Unit Assumption

Phase 1: approximately 24-30 cottage-style units plus a central community building. Full buildout: approximately 40-55 total units if Phase 2 apartments are feasible. This should not be promised until zoning, civil engineering, parking, stormwater, fire access, setbacks, utilities, and building layout are tested.

Site Option 1 - South Memphis / Orleans Street

- approximately 2 acres
- existing apartment complex plus one empty house
- privately owned by an international investor
- water line reportedly exists
- zoning reportedly in place
- road access and bus stop reportedly nearby
- inner-city / redevelopment context

Site Option 2 - Raleigh

- approximately 2 acres
- city-owned
- no water line reported
- zoning unknown / not complete
- potential later public-private partnership opportunity
- likely more complex for immediate Phase 1

Physical Program to Test

- 24-30 Phase 1 cottages
- central community building
- parking
- fire lanes and emergency access
- stormwater detention/retention
- gardens and walking path
- shuttle/drop-off
- trash/service access

- utility corridors
- future apartment pad/site area
- accessible pathways
- staff/visitor parking

Immediate Feasibility Tasks

- confirm parcel numbers
- pull zoning records
- confirm ownership
- confirm utility availability
- confirm water/sewer capacity
- identify setbacks and density limits
- estimate parking requirement
- ask civil engineer for basic site-fit test
- ask architect for massing test
- get rough demolition/site-prep estimate
- identify environmental concerns
- create preliminary site scorecard

Important Notice

This material is for informational and discussion purposes only. It does not constitute an offer to sell securities, a solicitation of investment, legal advice, financial advice, medical advice, or a commitment to develop any specific site. Project details, site assumptions, unit counts, rents, funding structure, and timelines are preliminary and subject to diligence, feasibility review, legal review, financing, and approvals.