

Whitehaven District Workshop 3 Summary: March 25th, 2025

Memphis 3.0 Community Workshop Series

As part of the update to the Memphis 3.0 Comprehensive Plan, a three-part community workshop series was conducted to gather input and guide the vision for the future of the district. Each workshop built upon the outcomes of the previous session to ensure a comprehensive, community-informed planning process.

Workshop 1: Priorities and Anchors

In the first workshop, participants reviewed and refined the district's *Priorities and Anchors*—key values and significant places originally identified in the 2019 adopted plan. Community members were asked to validate what still matters most and to identify any new priorities or places that have emerged in recent years.

(Purpose: Confirm district priorities and identify important community places.)

Workshop 2: Future Land Use Vision

Building on the feedback from Workshop 1 and the existing 2019 land use framework, this session focused on shaping an updated *Future Land Use Vision*. Participants discussed where and how different types of development should occur, helping to inform updates to the future land use map and overall development strategy for the district.

(Purpose: Update the future land use map.)

Workshop 3: Zoning and Policy Recommendations

The final workshop translated the ideas and visions from the first two sessions into actionable strategies. Participants provided input on how zoning rules and policy guidelines might need to evolve in order to support the desired future for the district. This included recommendations for changes to development regulations, land use policy, and implementation tools.

(Purpose: Propose updates to zoning and policy to align with the community vision.)

This document provides a detailed summary of **Workshop 3**. If you would like to review the outcomes of **Workshop 1** or **Workshop 2**, summaries are available on our website at Memphis3point0.com.

Whitehaven Workshop 3 Meeting Summary

Policy Recommendations: The following policy recommendations were identified by community members during Workshop 3 of the Whitehaven District planning process. While not directly tied to zoning, these ideas reflect broader concerns and aspirations related to infrastructure, economic development, and community representation.

- **Infrastructure, Transportation, and Streets**

Residents strongly want infrastructure improvements focused on road maintenance and safety. They emphasized repaving to protect vehicles, better traffic flow, and repairs to key roads and bridges. Concerns included potential changes that might disrupt traffic and frustrations with lane inconsistencies. They also highlighted parking lot designs that may enable crime and called for more beautification like tree planting and park investments.

- **Economic Development and Business Revitalization**

Residents want focused economic development that supports their community's identity and local businesses. They emphasized reinvesting locally, revitalizing landmarks, and having more community input on projects. Concerns include unfinished promises, new developments without transparency, and lack of attention to local venues compared to major city assets. They also seek modern facilities, better retail options, and thoughtful reuse of underused sites.

- **Housing and Code Enforcement**

Residents raised concerns about housing conditions and the need for stronger code enforcement. They want to preserve neighborhood character by limiting rental saturation and addressing overcrowding. While supportive of some new housing like townhomes, they are wary of too many large apartment complexes. They also seek a property registry to hold absentee landlords accountable.

- **Entertainment, Public Facilities, and Amenities**

Residents want to improve public amenities and entertainment options for all ages, including a senior center, family recreation facilities, and event spaces like bowling and tennis. They strongly support more parks, walking trails, and greenspaces instead of more apartments. For dining and entertainment, they seek more sit-down restaurants, an upscale movie theater, and a charming entertainment district with theaters, farmers markets, and safe, attractive businesses to draw both locals and visitors.

- **Community Engagement and Transparency**

Residents are frustrated by the lack of transparency and engagement in planning and development, feeling excluded and distrustful when projects proceed without their input. They want more consistent communication, opportunities to influence decisions—especially for key sites like Peppertree Apartments—and accountability for unfinished projects. They also want their community's history better reflected in plans, including a heritage district that honors the neighborhood's legacy.

Highlighted Places: Areas that were highlighted by community members in the Whitehaven District Workshop 3 meeting.

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Elvis Presley Blvd

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Corridor Existing Zoning: Commercial Mixed Use- 3 (CMU-3) the highest intensity auto-centric commercial uses Recommendation: Commercial mixed use -3, -2, -1, (CMU-1, CMU-2, CMU-3), Mainstreet-2 (MS-2) would walk down Elvis Presley from the highest intensity commercial uses near the interstate into Mainstreet style development at the local level.	Along Elvis Presley Boulevard, residents expressed a strong desire to see the corridor restored as a vibrant and welcoming gateway to the community. They specifically want to revitalize the Elvis Presley Welcoming Center, repair the boulevard itself, and promote more locally owned businesses under the existing MS-2 zoning designation. Many noted that the roadway is in desperate need of repaving and emphasized that they do not want it narrowed, citing concerns about traffic and accessibility.
Anchor- Whitehaven Plaza Existing Zoning: Mixed Use (MU)- a zoning district appropriate for different commercial and residential uses Recommendation: Mainstreet-2 (MS-2) would continue to allow	At Whitehaven Plaza, residents supported the MS-2 designation and asked for a broader range of sit-down dining options, naming restaurants like Texas Roadhouse, Central BBQ, Chick-fil-A, Sprouts, and Whole Foods as desirable additions. There is strong interest in creating a more complete commercial environment that includes dine-in restaurants and family-friendly amenities, such as a bowling alley, to better serve local needs and keep spending within the neighborhood. The intersection of Raines Road and Elvis Presley Boulevard was described as a high-potential area, particularly for capturing economic benefit from Graceland visitors. Residents proposed the development of a Graceland Entertainment District, envisioning a destination with theaters, restaurants, farmers markets, and clean, walkable streets modeled after successful districts in Midtown and Downtown Memphis.

Millbranch Rd

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Place Type or Name of Location Existing Zoning: Commercial Mixed Use-1 (CMU-1) the lowest intensity auto-centric use and Residential- 10 (R-10) Large lot exclusively single-family housing district Recommendation: Commercial Mixed Use-1 (CMU-1) and Residential- 10 (R-10) would continue to allow the existing pattern and prevent more heavy commercial uses from encroaching into the neighborhood	Along Millbranch Road, residents shared several concerns and ideas for revitalization. At the intersection of Millbranch and Holmes, they noted an abandoned Pizza Hut as a lingering symbol of disinvestment and pointed out that investors have been scouting the area, signaling interest but also raising questions about long-term community benefit and transparency. Residents described the lane reduction along Millbranch Road, from two lanes to one, as frustrating and disruptive to daily travel. They would like to see traffic flow improved and the infrastructure upgraded to support both current and future development. Additionally, there was a request for an MS (Main Street) zoning designation along the corridor to better guide redevelopment toward mixed-use, pedestrian-friendly outcomes. Green space is a major priority in this area. Residents asked for parks near Winchester and Millbranch.

Lions Gate Neighborhood

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Neighborhood Existing Zoning: Residential-10 (R-10) Large lot suburban exclusively single-family zoning district Recommendation: RU-1 and RU-3 would bring the Lion's gate community into compliance and allow for diverse housing north of Lions gate into the surrounding neighborhood.	In the Lions Gate neighborhood, residents advocated for zoning adjustments that would better align with the existing character of the area. Specifically, they recommended that the neighborhood north of Lions Gate be zoned RU-2 rather than RU-3 to preserve its low-density residential nature. There is a clear preference for maintaining the area as a community of single-family, high-end homes, consistent with the established standards and aesthetics of Lions Gate itself. This approach reflects a desire to protect neighborhood stability and prevent overdevelopment.

Airways Blvd

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Corridor Existing Zoning: Commercial Mixed Use-1 (CMU - 1) the lowest intensity of auto centric commercial uses Recommendation: Commercial Mixed Use- 1 (CMU -1) Would maintain the lower intensity and neighborhood scale, commercial uses alongside the airport.	In the Airways Boulevard and Airport area, residents provided specific feedback regarding land use and infrastructure. They suggested that some lots just off Airways be designated for residential development, while the remaining frontage along the corridor could support CMU-1 zoning for commercial mixed-use purposes. However, there were also community members with a strong preference supporting more housing, particularly on the side closer to the airport, and would not like to see expanding commercial zoning. Infrastructure improvements were also noted as a concern. Residents emphasized that Airways needs significant repairs, especially starting at the intersection with Raines Road and Nonconnah Parkway. This stretch of roadway is seen as a critical connector that requires attention to ensure both traffic efficiency and safety for drivers and pedestrians in the area.

Southland Mall

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Anchor Existing Zoning: Commercial Mixed Use-2 (CMU- 2) Medium intensity auto centric commercial zoning Recommendation: Mainstreet-2-would encourage mixed use development at the current Southland Mall site	In the Southland Mall area, residents expressed a strong desire to preserve and celebrate the community's history by establishing a heritage district like that of East Memphis. They see this to honor the neighborhood's identity while guiding future development thoughtfully. Regarding Southland Mall itself, residents envision the site being transformed into a mix of residential housing and greenspace, providing much-needed open areas for recreation and community gathering. Across the broader surrounding neighborhood, there is a consistent call for the community's rich history to be more prominently reflected and integrated into planning efforts, ensuring that growth respects and highlights the neighborhood's unique character.