

Lamar District Workshop 3 Summary: August 29th, 2024

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.

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

- **Traffic and Infrastructure Improvements**

Participants expressed a desire for continued traffic improvements in key areas. For example, a traffic signal was suggested at the intersection of South Parkway and Spottswood to improve safety and flow.

- **Reactivation of Vacant School Facilities**

Community members raised concerns about underutilized school buildings, such as Charjean Elementary, and asked whether there are plans to repurpose or revitalize these properties to better serve the neighborhood.

- **Gateway Enhancements**

Residents recommended the creation of visual or physical markers to indicate entry into distinct neighborhoods or the city itself. Suggested examples included improved signage or design treatments at intersections like Lamar and Airways or Airways and Ketchum (“Welcome to Memphis”).

- **Analysis of Out-of-Town Investment**

Participants suggested conducting a study to evaluate the extent of out-of-town investment in local neighborhoods since the adoption of the original Memphis 3.0 plan, to better understand its impact on community development and housing affordability.

- **Zoning and Code Enforcement**

Concerns were raised about enforcement of existing zoning regulations. For instance, some residents questioned the appropriateness of certain commercial uses, such as a liquor store near Lamar and Airways, and called for more consistent enforcement.

- **Enhanced Community Engagement**

Residents emphasized the need for improved outreach and inclusion in planning processes. Suggestions included:

- Developing more effective strategies to increase attendance and awareness at public meetings.
- Establishing a Neighborhood Planning Board to review planning cases locally and serve as a hub for sharing planning-related information.
- Providing clearer communication about when planning studies (e.g., the Code Audit) are taking place and how findings will be shared with the public.

- **Local Job Opportunities**

Community members advocated for prioritizing local hiring, especially for construction and

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infrastructure projects accelerated through public investment. They emphasized the importance of ensuring residents have access to job opportunities tied to neighborhood improvements.

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

- Lamar & Airways (3)
- Canes & Josephine (Brentwood Park) (4)
- Getwell & Elliston Sharpe (5)
- Park Ave (Orange Mound) (4)
- Lamar & Kimball (4)
- Barron & Pendelton (5)

Lamar & Airways

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Lamar-Airways Shopping Center Existing Zoning: Commercial Mixed Use-1 the lowest auto-oriented use Recommendation: Mainstreet 1 (MS-1) would enable a mix of small and medium-scale storefronts, limiting auto-centric uses by establishing Mainstreet frontages, creating an internally walkable center	Residents would like to see development and activity along airways that gives visitors from the airport a better impression of the city – a “Gateway to Memphis” Community Members hoped that any future development here would be a better version of what was done at Broad and Tillman in University District through good infill development
Orange Mound Tower Existing Zoning: Heavy Industrial (IH) the most intense industrial use Recommendation: Mainstreet 2 (MS-2) would maximize non-industrial uses and provide flexibility for future restoration efforts by encouraging right-sized commercial and residential uses.	Community members would like to see the Lamar and Airways intersection redesigned to accommodate for future accessibility to the Orange Mound Tower
Community Existing Zoning: Commercial Mixed Use-1 the lowest auto-oriented use Recommendation: Mainstreet 1 (MS-1) would allow for a greater mix of housing types throughout the neighborhood but limit larger apartments to mixed use buildings at the Anchor by encouraging a walkable Mainstreet entering the neighborhood.	Residents are open to mixed-use apartment and commercial space along Park Ave. and Airways in the MS-1 zoning. Nothing larger than four stories. Something similar to the development style at Union and McLean. Residents are cut off by railroad tracks with MS-1 and RU-2 zoning Designations residents hope there will be more accessibility to local business by foot (Garfield)

Park Ave (Orange Mound)

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Corridor Existing Zoning: Office General (OG) normally reserved for large office parks Recommendation: would maintain the existing pattern of development and encourage context sensitive infill by lowering the intensity down to a lower commercial use	Change from OG to CMU-1 welcome. Some residents want to see CMU-1 Small scale commercial extended along Park Ave. Community Members would like to see small neighborhood scale commercial along Park Avenue perhaps like an Aldi Residents want to make sure long-time businesses aren't displaced by larger developments and want more small-scale local commercial space in their neighborhood.

Canes & Josephine (Brentwood Park)

Land Use	What We Heard (Community Feedback)
Community Existing Zoning: Commercial Mixed Use-1 the lowest form of auto centric commercial Recommendation: Commercial Mixed Use- 1 (CMU-1) would maintain the existing pattern of development by ensuring that any new commercial uses remain community scaled	Residents like the inclusion of small-scale commercial within the neighborhood, especially closer to the Brentwood Park.

Lamar & Kimball

Land Use	What We Heard (Community Feedback)
Community Existing Zoning: Commercial Mixed Use-1 Recommendation: Commercial Mixed Use-1 (CMU-1) would maintain the current pattern of development and enable a context sensitive increase in permissible housing types. Ultimately the recommendation is for a radical intersection change at the Lamar Pendelton Kimball exchange	Residents appreciate the transition from high intensity development along Lamar to more neighborhood friendly development towards Barron

Getwell & Elliston (Sharpe)

Land Use	What We Heard (Community Feedback)
Community Existing Zoning: R-6, exclusively single-family housing. Recommendation: Residential Urban-2 (RU-2) would maintain the current pattern of development and enable a context sensitive increase in permissible housing types.	Community Members felt that RU-2 was too big of a change for this area

Barron and Pendleton

Land Use	What We Heard (Community Feedback)
Community Existing Zoning: R-6, exclusively single-family zoning designation Recommendation: Residential Urban-1 would allow for new development and diverse housing types while maintaining neighborhood character.	Concerns for ratio of duplexes to single-family homes with R-6 to RU-1 upzone. Could possibly require more parking and increase issues with out-of-state landlords who don't take care of their properties.