

## Westwood District Workshop 3 Summary: July 10<sup>th</sup>, 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](https://Memphis3point0.com).

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

- **Housing and Affordability**

Community members expressed interest in increasing housing options that meet the needs of both seniors and young people, particularly in areas with lower traffic. There was support for affordable homeownership, public-private partnerships for low-income housing, and consideration of historically significant housing sites.

- **Safety, Transportation, and Public Spaces**

Residents emphasized the need for safer, more accessible neighborhoods through community-led safety approaches, improved pedestrian infrastructure, and well-designed public spaces. They highlighted concerns about crime, traffic safety, and intersections, while also calling for walkable connections, reliable transit, and community facilities that are easy to reach on foot.

- **Sustainability and Technology**

Community members expressed interest in integrating sustainable practices into new development, such as incentivizing green energy, while also ensuring equitable access to utilities like free public Wi-Fi, particularly in response to nearby industrial uses.

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

- Third Street Corridor (Ford to Raines) Page 3
- Crystal Palace (Third and Mitchell) Page 4
- Third and Fairway Page 4

**Third Street Corridor (Ford to Raines)**

Zoning and Policy Recommendations	What We Heard (Community Feedback)
<p><b>Corridor</b></p> <p><b>Existing Zoning:</b> A range between Commercial Mixed Use -1 (CMU-1) the lowest intensity auto-oriented zoning district, to Commercial Mixed Use-3 (CMU-3) the highest intensity auto-oriented development)</p> <p><b>Recommendation:</b> Commercial Mixed Use-2 (CMU-2) and Mainstreet-1 (MS-1) would help unify the intensity of commercial uses on third and create walkable nodes in key locations down the highway</p>	<p>Along the broader Third Street Corridor, residents emphasized the need for improved safety and accessibility through better pedestrian infrastructure, including sidewalks and street designs that support walking to multiple destinations. They expressed interest in activating vacant buildings along the corridor, while also suggesting new amenities such as a “neighborhood” Walmart at Raines and Third to better serve the community. Housing concerns were again central, with calls for more affordable homeownership opportunities for young people and a clear preference for single-family housing near anchor areas rather than multifamily developments. Together, these priorities highlight a desire for the corridor to evolve into a safer, more walkable, and community-oriented space that balances commercial needs with accessible, family-focused housing.</p>
<p><b>Anchor</b></p> <p><b>Existing Zoning:</b> Commercial Mixed Use-2 (CMU-2) the lowest intensity auto-oriented zoning district</p> <p><b>Recommendation:</b> Mainstreet 1 (MS-1) would allow for a greater mix of both residential and commercial uses build with a design standard that would encourage the development of a walkable “Mainstreet” entering the neighborhood.</p>	<p>At Third &amp; Ford, residents shared a mix of zoning, housing, and safety priorities. While they generally agreed with the current CMU-2 zoning designation, some felt that a Main Street designation could bring additional benefits, though they noted these might primarily serve younger residents. Housing was a recurring theme, with strong interest in senior housing located in low-traffic areas to support the aging population, as well as a clear preference for homeownership opportunities over rental properties, though residents remained open to new development ideas and diverse housing types overall.</p>

**Crystal Palace (Third and Mitchell)**

Zoning and Policy Recommendations	What We Heard (Community Feedback)
<p><b>Anchor</b></p> <p><b>Existing Zoning:</b> Commercial Mixed Use-1 (CMU-1) the lowest intensity auto-oriented zoning district</p> <p><b>Recommendation:</b> Commercial Mixed Use-2 (CMU-2) would give more opportunities for unique development for those coming off of the interstate</p>	<p>At Crystal Palace (Third &amp; Mitchell), residents supported a Main Street designation and reflected on the site’s past, noting that it was once a walkable and vibrant destination. They expressed a desire to restore that character through better transit connections such as rails and trails, as well as native landscaping, well-maintained medians, and safer traffic speeds to make the area more welcoming and accessible. In terms of land use, community members suggested a range of possibilities, including a health/HIV clinic, a City Market grocery store, and adaptive reuse projects that could breathe new life into the space.</p>

**Third and Fairway**

Zoning and Policy Recommendations	What We Heard (Community Feedback)
<p><b>Anchor</b></p> <p><b>Existing Zoning:</b> Residential Urban-3 (RU-3) high intensity residential housing district appropriate for apartment developments</p> <p><b>Recommendation:</b> Mainstreet 1 (MS-1) would allow for a greater mix of both residential and commercial uses build with a design standard that would encourage the development of a walkable “Mainstreet” entering the neighborhood.</p>	<p>At Third &amp; Fairway, residents identified both safety concerns and historical context as central issues. The intersection was described as dangerous, with calls for a redesigned layout that includes a turning lane to improve traffic flow and pedestrian safety. The area is also home to the Memphis Housing Authority’s Fairway site, which remains a key presence in the neighborhood. Community members further emphasized the site’s history, noting its connection to the former “Graves Manor” neighborhood.” This mix of safety needs and historical awareness reflects both immediate infrastructure priorities and the long-term legacy of housing in the area.</p>