

Whitehaven District Workshop 2 Summary: February 25th, 2025

Future Land Use Map: Connecting Places, People, and Activities

The Future Land Use Map is a vision for Memphis's future. It's not a set of strict rules, but rather a guide that reflects the kind of places and activities we want to see in our city as it grows. It's about creating a community that works for everyone.

Place Types: What Makes Memphis Unique

Memphis 3.0 organizes the city into Place Types—categories that help us understand and plan for the unique character of different areas. Each Place Type is designed to reflect how people live, work, and interact with their surroundings.

- Anchors (Community/ City Wide)
- Communities
- Corridors
- Special Uses (Industrial, logistics, transportation)
- Parks and Civic Spaces

FLU Categories: (Pages 8-9)

Future Land Use Categories are a guide that shows how different areas in a city or community should be developed in the future, like for homes, businesses, parks, or factories. They help guide growth and development to make sure the community grows in a way that benefits everyone.

Highlighted Places: Areas that were highlighted by community members in the Whitehaven District Workshop 2 meeting.

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Wilson and Millbranch

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Community- Primarily Single Unit Future: Residential neighborhoods consisting primarily of single-unit houses located more than half a mile from any anchor destination. Existing: Vacant lots and very large-lots primarily single family Near the Club on the Green Condo Community	Community members expressed a need for community clean up and code enforcement.	Zoning should reflect the large lot and multifamily residential communities surrounding the location. Code enforcement and blight remediation should be a priority for the district. <i>*See Workshop1 Summary page 2</i>

East Shelby Drive and Millbranch

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Corridor- Low intensity Commercial Services Future: Low-rise, auto-oriented commercial areas with house- or block-scale buildings, providing neighborhood-supporting retail and services. Existing: Primarily Commercial uses medium to high intensity, with some offices and lower intensity commercial uses on the Northeast side. Surrounded by both multifamily and single family. On the Western side is a large car dealership	Community members would like to see improvements particularly around blight. The area could use a General Facelift perhaps another Gateway location. CSN Shopping local ownership leading to CSL on Shelby Drive	Zoning should reflect the lowest form of Auto-centric commercial mixed use on both Millbranch and Shelby Drive

Southland Mall and South Brooks Mall

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Mainstreet Future: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods. Existing: Major Commercial Node, surrounded by single family residences, and campus institutional uses	<i>Differing Ideas.</i> Some community members want to see the site remain commercial and to be brought back to its heyday with considerable good investment. Other people want it to be an indoor/outdoor mall kind of like Tanger. Other, community members want to see Civic Center, STEM Center, Resources for Seniors, or youth)	Zoning should reflect that Southland and Southbrook are a major destination in step with the larger corridors of Elvis Presley and E. Shelby Drive Zoning should promote the civic and commercial uses that community members want to see.
Anchor Neighborhood- Mix of Building Types Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, featuring a mix of single-unit and multi-unit housing, with potential for low-intensity commercial uses along corridors. Existing: Primarily large lot single family homes with some attached homes.	The community expressed desire for high-end condos and townhomes. Something that promotes home ownership but is an alternative to traditional single-family homes. However, there was a consensus that people want to promote single family homes.	Zoning should promote the development of quality single family housing. Zoning should promote high end condos and townhomes in strategic places
Parks and Civic Spaces- Public & Quasi-Public Buildings & Uses (PQP): Future: Civic buildings, schools, religious institutions, and community facilities that contribute to the civic space framework. Existing: School (Whitehaven High School Campus)	Community members expressed concerns about accessibility to Whitehaven High School.	The future land use map in the Memphis 3.0 comprehensive plan should reflect a relationship between the schools and the malls. *See <i>Workshop1 Summary page 4</i>

Whitehaven Plaza

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Urban Mainstreet Future: Walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Existing: Some box commercial, a lot of vacant land	Community Members want to see the Mixed Used ideas that were presented in the Whitehaven Small area plan. Community members see this as a site with a lot of potential for development. Specifically attracting tourists visiting Graceland.	The zoning should reflect a Mainstreet feel. The Zoning should promote an internally walkable site.
Anchor Neighborhood- Mix of Building Types Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, featuring a mix of single-unit and multi-unit housing, with potential for low-intensity commercial uses along corridors. Existing: Mix of building types, small apartments, quadplexes surrounded by large lot single family homes.	The community expressed desire for high-end condos and townhomes. Something that promotes home ownership but is an alternative to traditional single-family homes. However, there was a consensus that people want to promote single family homes.	Zoning should promote the development of quality single family housing. Zoning should promote high end condos and townhomes in strategic places

Winchester and Elvis Presley

Winchester and Elvis Presley Existing Land Use	What We Heard (Resident Feedback)	What We Think (Staff Analysis)
Corridor- Commercial Services Low Future: Low-rise, auto-oriented commercial areas with house- or block-scale buildings, providing neighborhood-supporting retail and services. Existing: Commercial uses surrounded by single family residential uses	This intersection was only talked about as part of the overall Elvis Presley Corridor Conversation	Zoning should align with the overall Elvis Presley Corridor as a part of a “Gateway” <i>*See Whitehaven Workshop 1 notes page 5</i>

SWTCC and Methodist South (Marlin Rd)

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Medical and Institutional Campus (A-C): Future: Walkable hospital and university campuses that serve as anchors for medical and educational institutions. Existing: College and Hospital Campus with large parking lots	Community members are interested in activating the parking lot but with order and lead by an institution.	Zoning should reflect the institutional uses.
Anchor- Neighborhood Crossing Future: Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces. Existing: A mix of businesses and houses. House scale buildings	Community members like the mix of uses would like to see a “Restaurant Row” of local Restaurants	Zoning should reflect both residential and commercial aspects of Marlin Rd

Graceland

Existing Land Use	What We Heard (Resident Feedback)	What We Think (Staff Analysis)
Public & Quasi-Public Buildings & Uses (PQP): Future: Civic buildings, schools, religious institutions, and community facilities that contribute to the civic space framework. Existing: Museum	Residents differed on how they felt about the expansion of Graceland Property. Overwhelmingly they just want the expansion of Graceland to have a direct impact onto the Whitehaven Community.	Zoning should be mindful of the expansion of the Graceland property

Brooks and Elvis Presley

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Special Uses- Industrial Flex Future: Lower-intensity industrial areas with mixed-use potential, compatible with nearby neighborhoods and suitable for light manufacturing and services. Existing: Light Industrial uses and a lot of Commercial Uses, it is the gateway to Whitehaven	Want to see improvements of the Warehouses. Community Members would want to see something similar to Broad Ave and Scott Street. To see old warehouses have a functional community use.	Zoning should allow for flexible uses as long as they are appropriate for the corridor.
Corridor- High Intensity Commercial Future: High-intensity, auto-oriented commercial areas with block-scale buildings, serving larger trade areas with large-scale retail and services. Existing: Light Industrial uses and a lot of Commercial Uses, it is the gateway to Whitehaven	The gateway into Whitehaven. Community members would like to see the area reflect the history of Whitehaven. Tourist Stop	Zoning should align with the overall Elvis Presley Corridor as a part of a "Gateway" <i>*See Whitehaven Workshop 1 notes page 5</i>

South of Shelby Drive

Existing Land Use	What We Heard (Resident Feedback)	What We Think (Staff Analysis)
Community- Primarily Single Unit Future: Residential neighborhoods consisting primarily of single-unit houses located more than half a mile from any anchor destination. Existing: Primarily large lot single family neighborhoods	Community members see this area as predominately single family and think it should remain a predominately single-family community	Zoning should reflect primarily single-family communities

Holmes and Millbranch

Existing Land Use	What We Heard (Resident Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Crossing Future: Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces. Existing: Primarily Commercial uses with some Office/institution uses surrounded by both single family and multifamily	Community members identified this location as a place that has significant foot traffic and that has small neighborhood serving businesses.	Zoning should reflect the low intensity Commercial uses as well as promote a more connected development pattern. <i>*See Whitehaven Workshop 1 notes page 7</i>
Anchor Neighborhood Primarily Single Family Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, consisting mainly of single-unit housing, with a focus on preservation and infill development. Existing: Primarily large lot single family homes, with some large multifamily communities	Community members would like to see the neighborhoods be more connected to the anchor.	Zoning should reflect the low intensity Commercial uses as well as promote a more connected development pattern. <i>*See Whitehaven Workshop 1 notes page 7</i>

Place Types and Future Land Use Categories

Anchors: Vibrant, walkable hubs at the heart of accessible, well-connected communities, filled with mixed-use spaces where people can live, work, and play.

- **Anchor- Neighborhood Crossing (A-NC):** Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.
- **Anchor- Neighborhood Main Street (A-NMS):** Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.
- **Anchor- Urban Main Street (A-UMS):** Walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods.
- **Anchor- Urban Center (A-UC):** Walkable, mixed-use centers with multi-story block-scale buildings, forming districts that serve as higher-intensity anchors for urban neighborhoods.
- **Anchor- Downtown (A-DT):** The central business district of Memphis, characterized by high-rise mixed-use buildings, serving as the primary citywide anchor for work, living, shopping, and recreation.
- **Anchor- Medical and Institutional Campus (A-C):** Walkable hospital and university campuses that catalyze activity in adjacent mixed-use areas, serving as anchors for medical and educational institutions.

Anchor Neighborhoods: Walkable, connected neighborhoods that support and complement the Anchors.

- **Anchor Neighborhood – Primarily Single-Unit (AN-S):** Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, consisting mainly of single-unit housing, with a focus on preservation and infill development.
- **Anchor Neighborhood – Mix of Building Types (AN-M):** Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, featuring a mix of single-unit and multi-unit housing, with potential for low-intensity commercial uses along corridors.
- **Anchor Neighborhood – Urban (AN-U):** Walkable residential and mixed-use districts within a 5–10-minute walk of a Citywide Anchor, characterized by block-scale buildings and higher density.

Communities: Residential areas that make up the majority of the city, where people live and build their lives.

- **Primarily Single-Unit Neighborhoods (NS):** Residential neighborhoods consisting primarily of single-unit houses located more than half a mile from any anchor destination.

- **Multifamily Neighborhoods (NM):** Residential neighborhoods consisting primarily of multi-unit buildings located more than a 10-minute walk from any anchor destination.

Corridors: Auto-oriented commercial strips with retail and services designed for easy access by car.

- **Neighborhood Commercial & Services (CSN):** Neighborhood-oriented commercial areas with house-scale buildings, providing retail, services, and offices, typically not associated with anchors.
- **Low Intensity Commercial & Services (CSL):** Low-rise, auto-oriented commercial areas with house- or block-scale buildings, providing neighborhood-supporting retail and services.
- **High Intensity Commercial & Services (CSH):** High-intensity, auto-oriented commercial areas with block-scale buildings, serving larger trade areas with large-scale retail and services.

Special Uses: Areas focused on industrial, logistical, or transportation activities, often with large blocks and fewer intersections.

- **Industrial (I):** High-intensity industrial areas with large-scale manufacturing and industrial uses, typically located near highways and freight infrastructure.
- **Industrial Flex (IF):** Lower-intensity industrial areas with mixed-use potential, compatible with nearby neighborhoods and suitable for light manufacturing and services.
- **Transportation & Logistics (TL):** Large-scale transportation and logistics facilities, such as airports, ports, and railyards, generating significant regional employment and goods dispersal.

Parks and Civic Spaces: Natural areas, parks, schools, and institutions that serve as gathering places for the community.

- **Open Spaces and Natural Features (OSN):** Natural areas focused on preservation and passive recreation, including wildlands, wetlands, and waterways.
- **Public & Quasi-Public Buildings & Uses (PQP):** Civic buildings, schools, religious institutions, and community facilities that contribute to the civic space framework.
- **Parks & Recreational Facilities (PR):** Public parks and active recreation facilities managed by government agencies or nonprofits, providing active and passive recreation opportunities.