

Overview of Whitehaven Workshop 1:

Priorities (Pages 2-3)

- Reduce blight and vacancy in multifamily and major structures while promoting affordable housing and home ownership opportunities.
- Enhance the safety and quality of roads, sidewalks, and pedestrian infrastructure to create a more walkable and accessible community.
- Attract and support high-quality local businesses, restaurants, and retail options to encourage local spending and create a vibrant community.
- Improve the quality and accessibility of parks and recreational spaces while addressing food deserts and community needs.
- Improve public safety by increasing visibility and lighting in high-traffic areas, parks, and commercial zones.
- Strengthen community identity and engagement through cultural events, youth programs, and tourism initiatives by investment in the creation of community spaces.

Highlighted Places:

Location	Recommended Future Land Use Category	Page Number
Existing Anchors		
Southwest TN Community College/ Methodist South Hospital	Anchor- Campus Institution	3
Elvis Presley & Shelby Drive Southland and South Brook Malls	Anchor- Neighborhood Mainstreet	4
Whitehaven Plaza Elvis Presley and Raines Rd.	Anchor- Urban Mainstreet	4
Community Identified Priority Areas		
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Millbranch and E Shelby Drive	Corridor- Neighborhood Commercial Services	6
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Meeting Themes: (Pages 8-9)

City Wide Actions

- Community Engagement & Communication
- Frustration with Slow Progress

Whitehaven Actions

- Recreation & Community Amenities
- Public Safety & Community Well-being
- Community Identity & Development Vision
- Urban Infrastructure & Road Improvements

Anchor Actions

- Neighborhood Aesthetic & Property
- Tourism & Historic Preservation
- Local Business & Economy

District Priorities:

Original Priority	Community Comments	New Priority
Address blight and vacancy in multifamily and major structures within anchors and along major corridors.	There is a clear consensus that blight and vacancy are major issues in Whitehaven, particularly in multifamily and major structures. The community is concerned about the impact of rental properties on property values and the lack of affordable housing options. There is a strong desire to promote home ownership and prevent the conversion of residential properties to commercial use.	Reduce blight and vacancy in multifamily and major structures while promoting affordable housing and home ownership opportunities.
Improve pedestrian and cyclist infrastructure to increase accessibility and safety along major corridors.	There is mixed feedback on bike lanes, with some residents seeing them as dangerous and underutilized, while others see potential if safety measures are improved. The community is more concerned about road maintenance and pedestrian safety than expanding bike infrastructure. There is a clear need for better enforcement of traffic laws to protect cyclists and pedestrians.	Enhance the safety and quality of roads, sidewalks, and pedestrian infrastructure to create a more walkable and accessible community.
Improve the quality of commercial, retail, and restaurant options to encourage local spending in the district from residents and tourists.	There is a strong desire for more local, high-quality commercial and retail options, particularly sit-down restaurants. Drive-thrus are seen as unattractive and not conducive to a vibrant local economy. The community wants to see more investment in local businesses that will maintain the area's appearance and attract both residents and tourists.	Attract and support high-quality local businesses, restaurants, and retail options to encourage local spending and create a vibrant community.
Repurpose vacant lots and parking for public recreation and park development initiatives	While there is some interest in repurposing vacant lots for parks and recreation, the community is more concerned about the maintenance of existing parks. The lack of well-maintained parks is a significant issue, and residents want to see improvements before expanding park infrastructure.	Improve the quality and accessibility of parks and recreational spaces while addressing food deserts and community needs.

New Priorities:

- **New Priorities**
 - Improve public safety by increasing visibility and lighting in high-traffic areas, parks, and commercial zones.
 - Strengthen community identity and engagement through cultural events, youth programs, and tourism initiatives by investment in the creation of community spaces.
 - **City Wide Goal:**
 - Ensure that residents have a meaningful and ongoing role in shaping the development and future of their neighborhoods, with a focus on transparency, inclusivity, and equity.
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Existing Anchors:

Southwest TN Community College / Methodist South Hospital:

Summary of Community Feedback	Anchor Type: Campus Institution
The Southwest Tennessee Community College and Methodist South hospital area serves as a critical educational and healthcare anchor in Whitehaven. However, the surrounding infrastructure and commercial environment need significant improvements to fully realize its potential. Residents have expressed concerns about the lack of student and staff housing, poor road conditions, and the prevalence of drive-thrus and unattractive buildings along Elvis Presley Blvd. To strengthen this anchor, efforts should focus on enhancing the campus environment, developing mixed-use housing, improving road safety, and attracting businesses that cater to the campus community. By addressing these issues, this anchor can become a vibrant hub for education, healthcare, and community activity.	SWTCC and Methodist South hospital are major institutions that serve not only Whitehaven but also the broader region. They attract students, healthcare professionals, and patients from across Memphis and beyond. The area has the potential to become a mixed-use hub with housing, retail, and services that support the campus and hospital community. As a Campus Institutional Anchor, this anchor can drive economic growth, create jobs, and provide essential services while fostering connectivity between education, healthcare, and the surrounding neighborhood.

Elvis Presley & Shelby Dr: Southland/ South Brook Mall

Summary:

Summary of Community Feedback	Anchor Type: Neighborhood Mainstreet
Southland Mall, once a thriving commercial hub, is now seen as underutilized and in need of revitalization. Residents have called for the mall to be either redeveloped or demolished and replaced with a modern, mixed-use development that includes retail, housing, and entertainment options. Concerns about road safety, vacant commercial spaces, and the lack of attractive businesses highlight the need for comprehensive redevelopment. Transforming Southland Mall into a community-focused destination, similar to successful models like the Landers Center in Southaven, MS, could reinvigorate the area and create a new economic engine for Whitehaven. Key priorities include improving pedestrian access, attracting new businesses, and creating a space that serves as a gathering point for residents and visitors alike.	Southland Mall is a key commercial anchor for Whitehaven, but it currently underperforms. Its redevelopment can serve as a Neighborhood Mainstreet, providing goods, services, and entertainment for local residents. A Neighborhood Mainstreet designation would encourage mixed-use development, including retail, housing, and community spaces, making it a vibrant destination for residents and tourist alike. This aligns with residents' desires for a modern, community-focused development that replaces the outdated mall.

Whitehaven Plaza: Elvis Presley & Raines

Summary of Community Feedback	Anchor Type: Urban Mainstreet
Whitehaven Plaza is a commercial corridor with significant potential for revitalization, but it currently suffers from high vacancy rates, road safety concerns, and a lack of connectivity to nearby attractions like Graceland. Residents have expressed a desire for more local businesses, sit-down restaurants, and improved infrastructure to make the area more walkable and inviting. To strengthen this anchor, efforts should focus on filling vacant storefronts, improving road safety, and leveraging Graceland's tourism appeal to create a cohesive district. By addressing these issues, Whitehaven Plaza can become a vibrant commercial and community hub that serves both residents and visitors.	Whitehaven Plaza is a commercial corridor with significant potential for revitalization. An Urban Mainstreet designation would encourage a mix of retail, office, and residential uses along Elvis Presley Blvd. This category supports the creation of a walkable, vibrant streetscape that connects to nearby attractions like Graceland. It aligns with residents' desires for more local businesses, sit-down restaurants, and improved infrastructure.

Community Identified Priority Areas:

Elvis Presley Blvd & Brooks Rd: Elvis Presley entertainment district

Community Feedback Summary	Analysis	Recommended FLU Designation: Low intensity Commercial (Gateway)
The intersection serves as a gateway to Whitehaven, creating the first impression for visitors entering the community. There is a desire to revitalize the area with better signage, local businesses, and improved infrastructure. The area has potential to become a tourist-friendly corridor that connects to Graceland and other anchors. Residents want to see more attention given to this area, including better roads, restaurants, and nightlife options.	Lack of a Central Hub: - Unlike anchors such as Southwest Tennessee Community College or Southland Mall, Elvis Presley & Brooks Road does not have a central institution or destination that serves as a hub for activity. It is primarily a corridor that connects other anchors and areas. Gateway Function: The area's primary role is as a gateway into Whitehaven, creating the first impression for visitors and residents. While this is significant, it does not function as a standalone destination or economic driver in the way an anchor does. Tourist and Traffic Focus: The area's significance lies in its connectivity and its role in guiding traffic and tourists to other destinations, such as Graceland. It is more of a pass-through zone than a place where people gather or spend extended time.	First Impressions Matter: As the gateway to Whitehaven, this corridor creates the first impression for visitors and residents. Improving its appearance and functionality is critical for the community's image and economic development. Connectivity: The corridor connects key places like Graceland, Southland Mall, and Whitehaven Plaza, making it a vital link in the community's network. Enhancing this corridor can improve access to and between these anchors. Tourism Potential: The area's proximity to Graceland and its role as a gateway make it an ideal location for tourist-friendly improvements, such as better signage, restaurants, and nightlife options. Community Identity: Revitalizing this corridor can help establish a stronger sense of place for Whitehaven, reinforcing its identity as a vibrant, welcoming community.

	Neighborhood MainStreet	Low Intensity Commercial
Building Setbacks	Minimal setbacks: buildings brought up to the street.	Larger setbacks; more parking lots.
Mixed-Use	Encouraged (e.g., retail on ground floor, residential above). Horizontal mix of building types	Less emphasis on mixed-use; focus on single auto centric uses.
Scale	Medium-size, house scale buildings which may be attached lining two facing blocks	Matches corridor scale and intensity. Located amongst multiple commercial and service amenities
Community Impact	Creates a vibrant, walkable hub for residents. Provides retail and services sometimes extending blocks	Provides essential goods and services for locals.

Shelby Drive and Millbranch I-55

Community Feedback Summary	Analysis	Recommended FLU Designation: Neighborhood Commercial Services
The area has vacant land that could be developed to support the surrounding neighborhood. There is interest in creating a walkable, community-friendly space that connects residents to local businesses and services. The development should match the scale and intensity of the neighborhood, avoiding large, out-of-place structures.	Connectivity: A Neighborhood Crossing would improve pedestrian and bike access, creating a safer and more inviting environment for residents. Vacant Land Potential: The presence of vacant land provides an opportunity to develop new buildings that align with the street, reducing setbacks and creating a more urban, connected feel. This could include small-scale retail, cafes, and community spaces that serve the surrounding neighborhood. Community Needs: Residents have expressed a desire for more local businesses and services within walking distance of their homes. A Neighborhood Crossing would provide a gathering space for residents, fostering a sense of community and belonging.	Existing Small Businesses: The area already has some small businesses that serve the local community. A Neighborhood Commercial designation would allow these businesses to thrive while encouraging new development that matches the neighborhood's scale. Lower Intensity Development: If the community prefers a less dense, more car-oriented development, Neighborhood Commercial would be a better fit. This place type allows for larger setbacks and parking lots, which may be more appropriate for the area's current character. Focus on Local Services: Neighborhood Commercial areas are designed to provide essential goods and services (e.g., grocery stores, pharmacies, restaurants) without requiring the same level of walkability as a Neighborhood Crossing. This would meet residents' needs while maintaining the area's existing character. Easier Implementation: Developing the area as Neighborhood Commercial may be more feasible in the short term, as it requires less infrastructure investment (e.g., sidewalks, crosswalks) than a Neighborhood Crossing.

	Neighborhood Crossing	Neighborhood Commercial	Low intensity Commercial
Building Setbacks	Minimal setbacks; buildings brought up to the street.	Moderate setbacks; small front parking lots.	Larger setbacks; more parking lots.
Mixed-Use	Encouraged (e.g., retail on ground floor, residential above).	Less emphasis on mixed-use; focus on single, neighborhood scale use.	Less emphasis on mixed-use; focus on single auto centric uses.
Scale	Small, walkable, house scale locally serving businesses.	Matches existing neighborhood scale and intensity.	Matches corridor scale and intensity. Located amongst multiple commercial and service amenities
Community Impact	Creates a vibrant, walkable hub for residents.	Provides essential goods and services for locals.	Provides essential goods and services for locals.

Holmes and Millbranch

Community Feedback Summary	Analysis	Recommended FLU Designation: Neighborhood Crossing
The area has significant foot traffic, making it a natural candidate for a pedestrian-friendly development. The northern side of the street already has small, neighborhood-serving businesses, which could be expanded or enhanced. There is potential for redevelopment to create a more vibrant, connected community hub.	Foot Traffic: The intersection already sees a lot of foot traffic, particularly near the funeral home and other local businesses. A Neighborhood Crossing would capitalize on this by creating a walkable, mixed-use hub that serves residents and visitors. Redevelopment Potential: The area has vacant or underutilized land that could be developed into buildings that align with the street, reducing setbacks and creating a more urban, connected feel. This could include small-scale retail, cafes, and community spaces that serve the surrounding neighborhood. Community Needs: Residents have expressed a desire for more local businesses and services within walking distance of their homes. A Neighborhood Crossing would provide a gathering space for residents, fostering a sense of community and belonging. Alignment with Memphis 3.0 Goals: This place type aligns with the Memphis 3.0 focus on equity, connectivity, and walkability, ensuring that investments benefit all residents.	Existing Small Businesses: The northern side of the street already has small, neighborhood-serving businesses (e.g., convenience stores, cafes, and services). A Neighborhood Commercial designation would allow these businesses to thrive while encouraging new development that matches the neighborhood's scale. Lower Intensity Development: If the community prefers a less dense, more car-oriented development, Neighborhood Commercial would be a better fit. This place type allows for larger setbacks and parking lots, which may be more appropriate for the area's current character. Focus on Local Services: Neighborhood Commercial areas are designed to provide essential goods and services (e.g., grocery stores, pharmacies, restaurants) without requiring the same level of walkability as a Neighborhood Crossing. This would meet residents' needs while maintaining the area's existing character. Easier Implementation: Developing the area as Neighborhood Commercial may be more feasible in the short term, as it requires less infrastructure investment (e.g., sidewalks, crosswalks) than a Neighborhood Crossing.

Aspect	Neighborhood Crossing	Neighborhood Commercial
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Mixed-Use	Encouraged (e.g., retail on ground floor, residential above).	Less emphasis on mixed-use; focus on single, neighborhood scale use.
Scale	Small, walkable, house scale locally serving businesses.	Matches existing neighborhood scale and intensity.
Community Impact	Creates a vibrant, walkable hub for residents.	Provides essential goods and services for locals.

Themes and Actions:

City Wide Goals and Actions-

- **Community Engagement & Communication**
 - **Key Feedback:** Residents expressed frustration over not being properly informed about road infrastructure projects, zoning cases, and local planning decisions. There is a strong desire for more community involvement in shaping the neighborhood's future.
 - **Action Item:** Enhance communication channels, provide more accessible information on developments, and actively involve residents in planning processes.
 - **Action Item:** Ensure that residents have a meaningful and ongoing role in shaping the development and future of their neighborhoods, with a focus on transparency, inclusivity, and equity.
- **Frustration with Slow Progress**
 - **Key Feedback:** Many residents expressed frustration that community priorities discussed in past meetings have not been fully realized. There is a call for faster action on addressing local needs.
 - **Action Item:** Clearly communicate progress on projects and ensure accountability for timelines and deliverables.

Whitehaven District Goals and Actions

- **Urban Infrastructure & Road Improvements**
 - **Key Feedback:** Many residents highlighted the need for better road conditions, including smoother streets and more effective maintenance, especially along major corridors like Elvis Presley Blvd, Winchester, and Millbranch. There were also concerns about the appropriateness of bike lanes, with many preferring safer, more pedestrian-friendly infrastructure.
 - **Action Item:** Focus on improving road quality, addressing traffic safety, and enhancing bike/pedestrian infrastructure where feasible, with an emphasis on walkability.
- **Recreation & Community Amenities**
 - **Key Feedback:** Residents expressed a desire for more youth-oriented recreational facilities, entertainment options (e.g., movie theaters, bowling alleys), and well-maintained parks. There is also an interest in community gardens to address food deserts.
 - **Action Item:** Invest in the creation and renovation of community spaces, including parks, youth centers, and cultural venues.
- **Public Safety & Community Well-being**
 - **Key Feedback:** Concerns about crime, illegal dumping, and blight were prevalent. There is a need for improved visibility in public spaces to enhance safety and reduce criminal activity.

- **Action Item:** Implement measures to reduce blight, increase public safety, and improve lighting and community policing in high-traffic areas.
- **Community Identity & Development Vision**
 - **Key Feedback:** A desire for a unified vision of growth that balances revitalization with respect for the community's history. There's a call for clarity on how the neighborhood will evolve and ensure that the local culture and identity are maintained.
 - **Action Item:** Develop a clear, inclusive vision for Whitehaven's growth that involves residents in decision-making and respects the neighborhood's heritage.

Anchor Goals and Actions

- **Local Business & Economy**
 - **Key Feedback:** There is a strong desire to support local businesses, particularly sit-down restaurants, over fast-food chains and drive-thrus. The community also values supporting Black-owned businesses and generating job opportunities to address affordable housing concerns.
 - **Action Item:** Promote local businesses, encourage the development of diverse dining and entertainment options, and prioritize job creation through new developments.
- **Tourism & Historic Preservation**
 - **Key Feedback:** Whitehaven's proximity to Graceland and other attractions has led to a desire to capitalize on tourism. Residents want to preserve the historic character of the area while fostering economic growth from visitors.
 - **Action Item:** Focus on enhancing the tourism experience, preserving historic aspects of Whitehaven, and improving the area surrounding Graceland to encourage visitors to stay and spend time in the community.
- **Neighborhood Aesthetic & Property Management**
 - **Key Feedback:** Many residents called for improvements to the aesthetic quality of the neighborhood, including the removal of chain-link fences, better maintenance of vacant properties, and the beautification of public spaces.
 - **Action Item:** Focus on upgrading vacant lots, enhancing green spaces, and encouraging better property upkeep.