

South District Workshop 3 Summary: September 26th, 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 South District planning process. While not directly tied to zoning, these ideas reflect broader concerns and aspirations related to infrastructure, economic development, and community representation.

- **Transportation and MATA Service**

Community members expressed a strong desire for improved transportation access, particularly in response to recent MATA staff cuts and service reductions. They emphasized the need for short-term solutions to address these challenges and highlighted how increased housing density could support expanded bus routes and enhanced walkability.

- **Housing Affordability and Displacement**

Community members emphasized the need for more affordable housing options to help prevent the displacement of long-time residents, particularly in historically significant neighborhoods like Gaston Park. While there was some support for new housing types such as townhomes and duplexes, residents expressed concern that large-scale developments could drive up housing costs and threaten neighborhood stability. Ensuring that future housing remains accessible and supports existing communities was a key priority.

- **Community Engagement and Communication**

Community members emphasized the importance of continued dialogue and transparency in the planning process. They requested a follow-up conversation to discuss land use along Elvis Presley Boulevard and expressed a need for clearer, more detailed information about anchor plans—particularly in areas like Riverview Kansas—to better understand how proposed changes may affect their neighborhoods.

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

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Heights/Pine Hill
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Florida and Trigg

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Existing Zoning: Residential (R-6) exclusively single-family neighborhood Recommendation: Residential Urban-1 (RU-1) would give more appropriate housing options by increasing the housing types in the neighborhood	Community members expressed concern that if strict R-6 single-family zoning is not currently being enforced, transitioning to RU-1, which allows duplexes, could exacerbate existing issues. They noted that rooming houses have already become a problem in their neighborhoods and emphasized a strong preference to maintain R-6 zoning to preserve the single-family character of their communities.

Mississippi and Trigg

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Existing Zoning: Commercial Mixed Use-1 (CMU-1) the lowest intensity auto oriented commercial zoning districts Recommendation: Commercial Mixed Use-1 (CMU-1) would allow community scale businesses	Community members would also like to see less Planned Developments and more community serving businesses near Mississippi and Trigg.

Airways and Ketchum

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 oriented commercial zoning districts, and Commercial Mixed Use-3 (CMU-3) the highest intensity auto oriented commercial use. Recommendation: Commercial Mixed Use 1 (CMU-1) and Commercial Mixed Use 2 (CMU-2) would lower the intensity of the auto centric uses while still allowing for some higher commercial uses.	Community members wanted this to be brought down to CMU-1 instead of CMU-2. Community members wanted the residential area surrounding this intersection to be lowered to RU-1 instead of RU-3

Elvis Presley Blvd

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Elliston Rd Existing Zoning: Commercial Mixed Use-3 (CMU-3) the highest intensity auto oriented commercial use. Recommendation: Commercial Mixed Use-1 (CMU-1) would limit more auto centric uses in the area	Community members agreed with the CMU-1 designation and asked to extend RU-2 all the way to Elliston Rd instead of talking to Norris
Mallory Existing Zoning: Commercial Mixed Use-3 (CMU-3) the highest intensity auto oriented commercial use. Recommendation: Commercial Mixed Use-1 (CMU-1) would limit more auto centric uses in the area	Community members agreed with the recommended zoning change around Mallory Avenue from R-6 to RU-1. Overall, the feedback for Elvis Presley Boulevard was a desire to see a decrease in heavy commercial uses and a modest increase in residential intensity, such as the introduction of townhouses and duplexes.
Clementine Rd Existing Zoning: Residential Urban-3 (RU-3) a residential district that allows a mix of housing types including apartments Recommendation: Residential Urban-3 (RU-3) would allow for infill of diverse housing types.	Community members were concerned about RU-3 attracting "Mega Apartments"

Longview Heights/ Pine Hill

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Existing Zoning: Residential Urban-1 (RU-1) a neighborhood scale residential zoning district that allows both single family homes and duplexes Recommendation: Residential Urban-1 (RU-1) would maintain existing neighborhood characteristics	Community members want to hear more specific information about Riverview-Kansas, including anchors and the land use plan. Community members felt that Longview Heights/Pine Hill does not need to be RU-1; they would prefer it be R-6.

Third St

Zoning and Policy Recommendations	What We Heard (Community Feedback)
South Gate shopping Center Existing Zoning: Commercial Mixed Use-3 (CMU-3) the highest intensity auto oriented commercial use. Recommendation: Commercial Mixed Use-2 (CMU-2) would limit the about of heavy auto uses	Community members were okay with Southgate Shopping Center moving from CMU-3 to CMU-2 on 3rd St and were primarily concerned with maintaining affordability.
Walker (Gaston Park) Existing Zoning: Commercial Mixed Use-3 (CMU-3) the highest intensity auto oriented commercial use. Employment (EMP) a district that is appropriate for warehouses and work centers. Heavy Industrial (IH) the highest intensity industrial use and Residential Urban-1 (RU-1) residential zoning districts that allow both single family and duplexes Recommendation: Commercial Mixed Use-3) would allow for more commercial uses and step down from the Employment designation, and Residential Urban-1 would allow for diverse housing types and more housing units	Community members are worried about Homeowner displacement and want to see more advocacy and protection around Gaston Park and the surrounding neighborhood. Which is why they would prefer to see strict R-6 single family zoning. They want the neighborhood to feel residential and not like an extension of downtown which is why they were adamant about “no high-rise buildings on 3rd St.” Community members also raised concern about environmental safety. They would like all industrial uses to be limited and that can start by changing existing Heavy Industrial (IH) uses to Employment (EMP)