

North District Workshop 3 Summary: December 12, 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 North District planning process. While not directly tied to zoning, these ideas reflect broader concerns and aspirations related to infrastructure, economic development, and community representation.

- **Environmental Justice and Public Health**

Community members emphasized the need for widespread soil testing, environmental cleanup, and green buffers to address pollution and industrial impacts near residential areas. They support reducing heavy industrial zoning and converting brownfields into open space with trees. There is also concern about health risks from unregulated businesses, illegal dumping, and housing near highways.

- **Economic Development and Commercial Activity**

Residents support commercial growth by encouraging local businesses, targeted upzoning, and more flexible zoning policies. They want supportive services to help create vibrant, active commercial areas. There is also a call to reform tax incentive programs like PILOTs to promote equity and reduce displacement.

- **Mobility and Transportation**

Community members want a clear transit vision that supports walkable, vibrant neighborhoods. Increasing density near transit stops and calming traffic in key corridors are seen as ways to improve safety and accessibility.

- **Community Character and Aesthetics**

Residents want to preserve neighborhood character by promoting adaptive reuse, walkability, and aesthetics. They support more parks and green buffers between industrial and residential areas. Zoning should reflect community identity, not just density goals.

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

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- Uptown (Page 4)
- Douglass (Page 5)
- Jackson Ave (Page 4)
- Klondike (Page 5)

Chelsea Avenue

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Corridor Existing Zoning: Primarily Heavy Industrial (IH) with pockets of commercial and employment zones Recommendation: Primarily low to medium intensity Commercial zoning CMU-1 and CMU-2 surrounded by Open Space (OS) designation. Would limit the amount of new industrial uses and encourage natural remediation of brownfields and contaminated spaces.	Community members expressed strong support for downzoning along the Chelsea Avenue corridor, emphasizing the need to reduce industrial uses and prevent future industrial encroachment. They recommended a formal downzoning study and advocated prohibiting industrial zoning altogether in order to better align land use with the surrounding residential and commercial context. There was also a desire to preserve and expand mixed-use zoning, particularly at key intersections and connecting corridors like Watkins, Danny Thomas, and Thomas Street. Residents highlighted the opportunity to create a more walkable and vibrant corridor by extending mixed-use zoning and implementing traffic calming measures between North Parkway and Chelsea. To improve environmental conditions and neighborhood aesthetics, the community supported adding green buffers, such as trees and shrubs, between industrial and residential areas, rather than using walls. They also called for funding to evaluate and address soil contamination, along with a broader vision to reimagine Chelsea Avenue using models like Jackson or Broad Avenue that feature adaptive reuse, attractive design, and a mix of uses.
Community Existing Zoning: Employment (EMP) a district that suitable for warehouses and employment centers Recommendation: Residential Urban-3 (RU-3) which would allow for diverse housing types	Chelsea and Watkins- Residents recommended rezoning to OS (Open Space) rather than EMP→ RU-3 in order to strengthen green space connections and tie into the existing Greenline network.
Community Existing Zoning: Mixed Use (MU), the old mixed use zoning designation Recommendation: Chelsea and Hollywood – (MS-1) Main Street 1 would encourage mixed use development aligned with the pattern of old Hollywood	Chelsea and Hollywood- Residents supported maintaining the transition from MU to MS-1 zoning to better reflect the evolving character of the area .

Jackson Avenue

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Corridor Existing Zoning: A mix of Mixed Use (MU) Commercial (CMU) and Residential Uses Recommendation: Mixed use areas should be updated to the new category of Mainstreet 1 (MS-1), Commercial uses should maintain lower intensity, and residential neighborhoods should primarily remain the same unless there is need for infill particularly around the interstate.	Along Jackson Avenue, community members supported targeted zoning changes to balance growth and neighborhood character. They recommended increasing density and activity around the Jackson bus stop to promote transit-oriented development and create a more vibrant, walkable corridor. At the same time, residents emphasized the importance of preserving residential character east of Jackson and Watkins by downzoning or maintaining existing zoning and specifically proposed reducing RU-1 to R-6 at Evergreen and Jackson. Additionally, there was support for zoning that would allow the development of a new police station along Jackson Avenue.

Uptown

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Community Existing Zoning: Medium Density Residential (MDR) A mix of residential and special districts that support infill development Recommendation: Residential Urban 1 and 2 (RU-1 and RU-2) would promote the continued growth and development of the unique housing types that are found throughout uptown.	In Uptown, including the Chelsea, Greenlaw, Bearwater, and North Main areas, residents expressed mixed views on residential density but aligned around the need for zoning consistency. Some supported RU-3 zoning in specific parts of Uptown Chelsea to allow for increased density, while others strongly preferred limiting upzoning, suggesting RU-2 at most and encouraging MU zoning only with justification. There was broad consensus that zoning should be mirrored across the neighborhood to avoid a patchwork approach. In Bearwater, residents emphasized a preference for RU-1 zoning focused on homeownership and long-term sustainability. Similar priorities were echoed in North Main and Greenlaw, where community members supported maintaining RU-1 and noted limited capacity for additional apartment development. Additionally, concerns were raised about affordability, particularly in relation to rising rents in large condo developments in Uptown Chelsea.

Klondike

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Community Existing Zoning: Residential Urban-1 a primarily single- unit neighborhood that also allows for duplexes. Recommendation: Residential Urban 1 and 2 (RU-1 and RU-2) would promote the continued growth and development and allow for more infill housing in areas experiencing high vacancy rates	In Klondike, community members advocated for a greater range of middle housing options to support diverse residential needs while preserving the existing neighborhood character. They also supported maintaining MS-1 zoning west of the Jackson and Watkins intersection to ensure stability and continuity in land use. In the adjacent Watkins area, residents recommended keeping R-6 zoning and proposed rezoning the Watkins & Chelsea intersection to Open Space to connect with the Greenline and enhance recreational access. In Smokey City, there was support for zoning that would enable the development of a new police station along Jackson Avenue, indicating a priority on public safety infrastructure. In Vollintine & Avalon, community feedback focused on ensuring zoning accurately reflects current land uses, such as restaurants, churches, and schools, rather than applying commercial designations like CMU-1. Additionally, residents requested the addition of parks and green spaces near Wild Bill’s Juke Joint to support community gathering and enhance the area’s vibrancy.

Douglass

Zoning and Policy Recommendations	What We Heard (Community Feedback)
Community Existing Zoning: Commercial Mixed Use-1 (CMU-1) the lowest auto centric commercial district and Heavy Industrial (IH) Recommendation: Commercial Mixed Use-1 (CMU-1) would maintain the existing scale of the commercial business in the area and Heavy Industrial (around Southern Cotton) would reflect the areas current industrial activity. Future transitions could be explored as industrial uses change over time.	In the Douglass neighborhood, residents called for stronger enforcement to address ongoing illegal dumping issues that are negatively impacting quality of life. At Warford and Chelsea, the community expressed a desire for increased commercial activity, recommending upzoning to CMU-3 and supporting the growth of local businesses to help revitalize the area. In the Southern Cotton area, there was a strong push to downzone the area due to concerns about odor and pollution from industrial uses affecting nearby homes.