

Southeast District Workshop 2 Summary: September 4th, 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 5-6)

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 Southeast District Workshop 2 meeting.

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| • Raines and Kirby (Page 2) | • Winchester Corridor (Page 3) | • Shelby Drive Corridor (Page 4) |
| • Raines and Riverdale (Page 2) | <i>Hickory Ridge Mall</i>
<i>Kirby and Winchester</i> | |

Raines and Kirby

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Main Street (A-NMS) Future: Anchor-Neighborhood Main Street (A-NMS) describes walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods. Existing: neighborhood scale commercial uses surrounded by large lot suburban housing and auto oriented uses	Community members had mixed views about Kirby & Raines as a Neighborhood Main Street. Some argued that the area's elderly population limits the need for walkability, while others felt that walkable spaces would attract younger residents over time. The corridor is currently considered low-intensity, with many children and older residents, but participants agreed that it could expand as a commercial center for Raines and Riverdale. At the same time, concerns were raised about the wide, high-traffic road making it difficult to establish a true anchor.	Zoning should promote walkability and connectivity to the surrounding communities

Raines and Riverdale

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Low Intensity Commercial & Services (CSL) Future: Low Intensity Commercial & Services (CSL): describes low-rise, auto-oriented commercial areas with house- or block-scale buildings, providing neighborhood-supporting retail and services. Existing: Primarily auto-centric neighborhood scale uses as well as the Memphis code enforcement offices	Participants suggested that Raines and Riverdale could become a more prominent commercial center. Ideas included narrowing Raines between Hickory Hill and Riverdale to improve safety and scale, and ensuring that high-intensity roads are matched with high-intensity or dense development patterns.	Zoning should encourage neighborhood scale businesses without isolating the existing autocentric uses

Winchester Corridor

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Corridor Future: 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. Existing: Pockets of high intensity residential uses and pockets of high intensity commercial uses	Feedback emphasized the importance of the Winchester corridor, with calls for more transitional development moving away from the corridor and introducing “secret density” housing types such as townhouses and carriage houses, particularly near Mendenhall. At Kirby & Winchester, community members highlighted the need for significant pedestrian infrastructure improvements, including lighting, maintenance, safer crossings, and flashing beacons to improve visibility.	Zoning should encourage healthy maintenance of the existing development pattern
Winchester and Ridgeway (Hickory Ridge Mall) Future: Urban Center (UC) describes Walkable, mixed-use centers with multi-story block-scale buildings, forming districts that serve as higher-intensity anchors for urban neighborhoods. Existing: Large Suburban mall, surrounding by large lot suburban shopping centers	Hickory Ridge Mall was identified as a key site with potential to host a diverse mix of uses, including a grocery store, making it more functional as a community hub. Participants noted that this vision aligns with its designation as an Urban Center and saw the mall as a natural location for a reinvestment focus.	Zoning should encourage walkability not only to connect the site to the surrounding neighborhood but also to connect the site to the surrounding region.
Kirby and Winchester Future: High Intensity Commercial & Services (CSH) describes High-intensity, auto-oriented commercial areas with block-scale buildings, serving larger trade areas with large-scale retail and services. Existing: Large to medium scale commercial centers	Residents identified Kirby and Winchester as an area in significant need of pedestrian infrastructure improvements. Priorities included better lighting, consistent maintenance and beautification, safer crosswalks with corner bump-outs, and the installation of rapid flashing beacons to increase pedestrian visibility. Overall, community members envisioned this intersection becoming safer and more welcoming for those traveling outside of vehicles.	Zoning should encourage healthy maintenance of the existing development pattern

Shelby Drive Corridor

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Industrial Flex (IF) Future: Industrial Flex (IF): describes lower-intensity industrial areas with mixed-use potential, compatible with nearby neighborhoods and suitable for light manufacturing and services. Existing: extensive pattern of transportation, warehouses, and employment centers that lead to suburban residential neighborhoods	Shelby Drive was described as “very bare,” signaling a lack of activity and investment. Single-family housing along Shelby may not be sustainable in the long term, as many current residents are aging and may prefer smaller, more community-oriented housing. The industrial zone along Mendenhall and Shelby was also identified as an area to monitor, as it may serve as a “cooler” for future population influx.	Zoning should create a buffer between the light industrial uses and the surrounding residential uses

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.