

Overview Core City Workshop 1:

Cooper Young, Glenview, Overton Square, Central Gardens, Evergreen, Crosstown

Priorities (Page 2)

- Promote density by redeveloping vacant, and underused commercial properties into residential spaces, preserving historic features and ensuring community input.
- Improve multimodal connectivity across the district
- Ensure quality architecture and design that promotes beautiful buildings, streets, and public realm.
- Encourage civic space investments that affect economic competitiveness and quality of life.

Highlighted Places: Existing Anchors

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Highlighted Places: Community Identified Priority Areas

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Core City Priorities:

Original Priority	Community Feedback	New Priority
Encourage growth and density by improving underutilized land for development.	Community feedback on this priority reveals that residents seek clarity on the term "underutilized" land and emphasize that new development should complement existing properties. Concerns about preserving historic features, were raised, along with the importance of maintaining cultural integrity through thoughtful architectural design. Many suggested converting vacant commercial properties into residential spaces. There is support for increasing density, provided it adheres to current standards, involves community input, and respects the area's context. Additionally, there is encouragement for including affordable senior housing in these developments.	Promote density by redeveloping vacant, and underused commercial properties preserving historic features and ensuring community input.
Improve multimodal connectivity across the district	The community is in strong support of improving multimodal connectivity, with a particular focus on reducing vehicle traffic. Feedback highlights a desire for the reinstatement of the trolley service, especially along Madison Ave, alongside the Groove (on-demand transit). The community emphasized the importance of creating a more walkable layout and suggested measures like 4-way stops and upgraded signalization to improve overall traffic flow, all while maintaining multimodal connectivity as a priority.	Improve multimodal connectivity across the district
Ensure quality architecture and design that promotes beautiful buildings, streets, and public realm.	The community strongly supports the priority of ensuring quality architecture and design that enhances the aesthetic appeal of buildings, streets, and public spaces. However, there is significant concern about the lack of diversity in new architecture, with many residents expressing dissatisfaction over the prevalence of box-like designs in both commercial and residential buildings. While residents agree with maintaining a focus on high-quality architecture, they stress the need for greater diversity in architectural styles to create more visually appealing spaces.	Ensure quality architecture and design that promotes beautiful buildings, streets, and public realm.
Encourage civic space investments that affect economic competitiveness and quality of life.	The community agrees on the importance of prioritizing civic space investments but emphasizes that these investments must be context-sensitive and ensure safety. There is also a strong call for improved pedestrian access to civic spaces, with suggestions for raised crosswalks to improve safety. Support was also voiced for parks near schools, reinforcing the need for civic spaces that are both functional and contribute to the overall quality of life.	Encourage civic space investments that affect economic competitiveness and quality of life.

Area 4 Existing Anchors:

Fairgrounds and Early Maxwell

Summary of Community Feedback	Anchor Type: Anchor Urban Mainstreet
Community members feel that the Fairgrounds are underutilized, and the Coliseum is in need of renovation. They suggest that the Young Avenue entrance should serve as a pedestrian link to Liberty Park, with improvements needed for pedestrian safety along East Parkway. There is a desire for better connectivity between Cooper and Early Maxwell, as dangerous traffic currently limits access without intervention from the city. Additionally, community members express the need for more walking connections, with land use across from the anchor—especially near the gas station and Dollar Tree strip—needing to align with priority goals. Liberty and East Parkway are seen as lacking quality pedestrian walkways, and areas like Lamar, McLean, Central, and Early Maxwell are viewed as not being pedestrian- or bike-friendly. Finally, community members note that Central and East Parkway have poor bike lane accessibility and inadequate pedestrian walkways.	Recommended Designation: Anchor- Urban Main Street (A-UMS): This designation describes walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Central Avenue and Young Avenue both serve as connectors from Cooper Ave to the Fairgrounds. The Neighborhood Commercial Designation may be appropriate for both. <i>*Will discuss at Workshop 2</i> Neighborhood Commercial is described as Neighborhood-oriented commercial areas with house-scale buildings, providing retail, services, and offices, typically not associated with anchors.

Netherwood and Willet

Summary of Community Feedback	Anchor Type: Neighborhood Crossing
Community members were unsure as to why this location was an anchor and they did not think that it should be an anchor. The anchor is the home to the building that housed the Glenview Grocery Store, and a club.	Recommended Designation: Anchor Neighborhood Crossing (A-NC) We believe the anchor to be overdrawn. We are suggesting shrinking the anchor back down to an appropriate size and have a further conversation with community members about what they would like to see happen with the large vacant site that sits behind the anchor.

Cooper Area

Summary of Community Feedback	Anchor Type: Neighborhood Mainstreet
Residents want to maintain the current types of businesses and extend the anchor southward. They also want to activate existing mini-mixed-use spaces along Cooper toward Southern, such as the recording studio and video game store. Improvements are needed for the commercial corridor. Visibility issues at Felix and Tanglewood should be addressed, and street parking and landscape management need attention at key intersections like Southern and Blythe. In addition, feedback for the Cooper-Young anchor area highlights a desire to connect it with Overton Square and improve pedestrian and cyclist connectivity, particularly to the north, where Union Avenue is a significant barrier. There was also a strong preference for limiting future development to a maximum of three stories to preserve the neighborhood's character.	Recommended Designation: Anchor Neighborhood Mainstreet (A-NMS) describes walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.

Area 5 Existing Anchors:

Lamar and McLean

Summary of Community Feedback	Anchor Type: Anchor Neighborhood Mainstreet
Community feedback for the Lamar and McLean area highlights concerns about pedestrian safety and walkability, with crumbling sidewalks and a lack of lighting making the area feel unsafe. Residents noted that people often must walk in the street due to disconnected sidewalks. There is also a push to improve multimodal connectivity along Lamar and between neighboring areas like Annesdale Snowden and Central Gardens, with a focus on preserving these communities.	Recommended Designation: Anchor Neighborhood Mainstreet (A-NMS) describes walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.

Cleveland and Madison

Summary of Community Feedback	Anchor Type: Neighborhood Mainstreet
Community feedback emphasizes the need to reintroduce the Madison Trolley Line and increase development in the area, particularly to accommodate more dense housing and commercial activity. While residents support the idea of more apartments and walkable, mixed-use spaces, there are significant concerns about traffic, especially due to Madison's narrow two-lane sections and existing congestion. Many suggest improving transit, focusing on pedestrian and bicycle infrastructure to alleviate traffic, and creating more walkable areas. However, residents acknowledge the auto-centric nature of Memphis and expect future development to bring additional vehicle traffic.	Recommended Designation: Anchor Neighborhood Mainstreet (A-NMS) describes walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.

Methodist University Medical Center

Summary of Community Feedback	Anchor Type: Campus Medical or Institutional
Community members revealed that many employees of the hospital do not live in the city and leave after their shifts, leading residents to feel that the hospital does not have a significant impact on the local economy and is disconnected from the surrounding neighborhoods. There is a lack of pedestrian connectivity, and minimal instances of staff walking to the hospital from the surrounding community. Additionally, the area lacks local businesses to attract hospital employees, resulting in them not staying in the area or patronizing businesses after work. While the hospital contributes to the regional economy, its impact on the local community is minimal. <u>Many residents feel the area could be more attractive to keep employees in town longer and potentially encourage them to move to the area.</u>	Anchor- Medical and Institutional Campus (A-C) Describes walkable hospital and university campuses that catalyze activity in adjacent mixed-use areas, serving as anchors for medical and educational institutions. Methodist University Medical Center is a city-wide institutional anchor. While it is not a walkable mixed-use node of activity, the daily regional draw of staff and visitors has an outsized influence on how people move about and participate in the surrounding community. We expect it to be a substantial factor that influences the types of businesses that wish to be in nearby anchors and the types of housing units found in the immediate area

Union (Madison) and Belvedere

Summary of Community Feedback	Anchor Type: Neighborhood Mainstreet
Community members expressed that the development types in this area, particularly the prevalence of drive-throughs and gas stations, are not conducive to creating an anchor district. Residents are concerned that the lack of walkability, along with high traffic speeds and reckless driving, makes the area unsafe for pedestrians and cyclists. Many believe this negatively impacts local businesses, as they are primarily accessible by car, and the area's current development favors large chain fast-food restaurants over more pedestrian-friendly establishments. The dangerous nature of crossing Union Avenue is a significant issue, with residents noting that many people know someone who has been hit by a car. While there is hope for future changes to improve walkability, the current environment does not attract foot traffic, and the area's auto-centric development may hinder the viability of local businesses.	Recommended Designation: 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. We recommend keeping the Anchor designation just reorienting it down Madison while maintaining attempts of making Union Avenue more pedestrian friendly especially with the arrival of a Bus Rapid Transit Line.

Overton Square

Summary of Community Feedback	Anchor Type: Urban Mainstreet
Community feedback for Overton Square was overwhelmingly positive, with residents appreciating the activity in the area and expressing interest in further development, particularly more housing. While the area is already accessible by bike and foot, residents emphasized the need for additional pedestrian improvements. Many also expressed a desire to connect Overton Square to the Cooper-Young area, creating a more integrated community. However, there are concerns about the safety of walking or biking to Overton Park and Cooper Street, as both Poplar and Union Avenues present significant hazards. Residents believe that improving these connections for pedestrians and cyclists could unlock even more potential for the area.	Recommended Designation: Anchor- Urban Main Street (A-UMS) describes walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods.

Area 6 Existing Anchors:

Jackson and Watkins

Summary of Community Feedback	Anchor Type: Anchor Neighborhood Mainstreet
Evergreen and Crosstown residents felt little affiliation to this Anchor, as most see North Parkway as a barrier between neighborhoods. Residents suggested better connectivity and infill may draw more attention and liven up the area.	Recommended Designation: 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.

Crosstown

Summary of Community Feedback	Anchor Type: Anchor Urban Center
Residents generally felt that Crosstown is appropriately identified as an Anchor. Most goals and action requests centered on increasing pedestrian access to and around Crosstown, with additional multi-modal requests like traffic calming and safer bike lanes, as well as a friendlier pedestrian realm with increased tree cover. There was a consistent theme of conversation about how Crosstown interacts with the Cleveland Corridor and the Poplar & Cleveland Anchor. Residents wanted the Cleveland Corridor to also be thought of as a walkable node of activity, but did not feel that it was appropriate for that development to be at the scale of Crosstown. They talked about how Crosstown has uses that draw people from around the city, but those regional draws should be confined to Crosstown. Development along Cleveland should be more neighborhood centric and should incorporate the existing multicultural strengths of the neighborhood.	Recommended Designation: Anchor- Urban Center (A-UC) describes walkable, mixed-use centers with multi-story block-scale buildings, forming districts that serve as higher-intensity anchors for urban neighborhoods.

Poplar and Cleveland

Summary of Community Feedback	Anchor Type: Neighborhood Mainstreet
Residents see lots of activity but also vacant lots and want better connectivity to the Crosstown Anchor. While residents appreciate recent Cleveland Avenue improvements, they feel the road remains too wide, leading to fast driving and unsafe conditions for pedestrians and cyclists. They also advocate for more trees for shade and strategies to make commercial spaces more affordable, as high rents contribute to vacancies. Residents want to emphasize the cultural richness of the local Vietnamese and Latin American populations. Safety is a significant concern, especially around the Kroger at Poplar and Cleveland, where residents feel unsafe walking due to traffic and poor infrastructure. They suggest using underutilized land for affordable housing to activate the area without displacing current residents. There is also a desire for more diverse commercial spaces, greater walkability, and improved transit service, as the area is not seen as transit-friendly, with long waits for buses and inconsistent service. Additionally, residents are calling for quality infill development for vacant parcels north of Poplar between Cleveland and McNeil. Overall, the Poplar and Cleveland area is seen as in need of significant improvements, with current big-box stores and gas stations failing to support a pedestrian- and bike-friendly environment. Pedestrian safety is a major issue, with hazardous crossings, deteriorating sidewalks, and inconsistent public transportation service. Residents are advocating for better infrastructure and more reliable transit to revitalize the area.	Existing Designation: Anchor- Urban Main Street (A-UMS) describes walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as <u>moderate to high-intensity</u> anchors for urban neighborhoods. Recommended Designation: Anchor- Neighborhood Main Street (A-NMS) describes walkable, mixed-use centers with house-scale buildings lining main streets, serving as <u>moderate-intensity</u> anchors for surrounding neighborhoods. Residents felt that the Cleveland Corridor should be more neighborhood serving in the mix of uses. Regional draws should be contained within the Crosstown boundaries and should act as supporting factors for the viability of nearby neighborhood services.

Area 4: Community Identified Priority Areas

Christian Brothers University

Community Feedback Summary	Analysis	Recommended FLU Designation: Public Quasi Public Institution
Community members were curious if Christian Brothers University was an anchor. Specifically, they wondered if the college fell under the Campus Anchor designation.	Colocation: The Campus Anchor is a citywide anchor. As a citywide anchor, we must consider what is collocating near here. As a city-wide anchor Accessibility: Christian Brothers is not necessarily walkable, or publicly assessable Growth Plan: There are no other plans to build connections to the surrounding community	CBU is not colocated with any other business and is not inherently accessible to the surrounding neighborhood nor does it have plans to grow and become more accessible.

Lamar and Barksdale

Community Feedback Summary	Analysis	Recommended FLU Designation: Parks and Public Spaces
There is an aspirational desire for improved walkability in the Lamar and Barksdale area, specifically within the Glenview Community . Residents see potential in the vacant parcels and are eager to create a more pedestrian-friendly environment. However, the current intersection in the area is complicated, presenting challenges to navigation . This contrasts with the more accessible, mixed-use neighborhood design found in other anchor areas where the integration of various building types creates a more walkable environment.	Community Hub: This area is colocated with the Glenview Community Center. There have been some attempts to improve walkability in the past. Pedestrian Safety: There is concern about community members crossing Lamar to get to the Community Center coming from the narrow bridge. Historic Development: There was once a shopping center built up to the Street with parking in the rear at this intersection but the building was partially demolished between 2015-2016.	We learned that there is a park development that is planned for this location. The Property was acquired by the division of parks and neighborhoods and the plan will be presented to communities soon.

Bellevue and Lamar

Community Feedback Summary	Analysis	Recommended FLU Designation: Commercial Services Low Intensity (Gateway)
The Bellevue and Lamar area currently features heavy commercial development , which is suitable for auto oriented businesses due to its proximity to the interstate. However, residents are calling for more investments in the area to improve its overall appeal . There is a desire to balance commercial activity with neighborhood needs. A key concern is reducing traffic, as people are worried about increased cut-through traffic in their residential neighborhoods. Residents seek solutions to manage this issue while fostering investment in the area. Many residents expressed a desire for more local businesses to replace chain stores like Dollar General.	Auto Oriented Development: This area is coming directly off the interstate towards more residential uses. Lack of Mixed-Use Development: The uses in the area are all auto centric. There is a hotel, office buildings, box stores, and an abandoned drive through Neighborhood connections: Fast Drivers use Harbert as a cut through to enter the neighborhood beside Bellevue Middle School	This is a tricky area because by its nature coming off of the interstate this is a High Intensity Commercial area. However, it could also be looked at as an opportunity to serve as a “Gateway” into the surrounding neighborhood, which could involve design standards that would buffer the surrounding neighborhood from the high intensity uses. We could also drop to a lower intensity to support an easier transition into neighborhoods.

(Rozelle and Evelyn) Lamar and Willet

Community Feedback Summary	Analysis	Recommended FLU Designation: Neighborhood Commercial
Community members are advocating for more green spaces in the Lamar and Willet area, particularly on the other side of the train tracks , where auto-oriented development dominates, especially on Willet. There are also numerous vacancies on Roland and a privately owned DIY skatepark in the area. Residents are calling for more investment to revitalize this space. Additionally, the surrounding underpass is considered too narrow , and the area is largely surrounded by industrial uses, creating a feeling of isolation. Many are envisioning a future with more flexible industrial spaces or even a potential shift toward a more residential, anchor neighborhood to foster growth and better community integration.	Location on Lamar: The area being located near a train track on Lamar does not lend itself to walkability Proximity to Greenspace: The closest greenspace in the area is the Rozelle Annesdale Park. Proximity to Industrial: The DIY skatepark is owned privately by an owner who has several light industrial properties. Disconnected Neighborhood Feel: Most of the streets along Evelyn are dead ends towards the rail line.	Although the intersection of Lamar and Willet will likely not make a good anchor location. Rozelle and Evelyn could serve the community at a neighborhood commercial scale. We think this is a good area for neighborhood commercial. There are some light industrial uses on Evelyn that can be reimagined as neighborhood serving in the future.

Area 5: Community Identified Priority Areas

Peabody and Cleveland

Community Feedback Summary	Analysis	Recommended FLU Designation: Anchor Neighborhood Crossing
Community members envision Peabody and Cleveland as an anchor area, particularly for doctors and hospital staff during their breaks, as it is centrally located and near key institutions like Central High School. They see this as a natural place for community youth to engage with professionals, fostering meaningful connections. Pearls Tea and Coffee House is a beloved spot in the area. Residents are adamant that while future development should not extend further into the neighborhood, current businesses—located inside old homes—should be sustained and supported to maintain the area's character and vibrancy.	Community Hub: this location is close to Central High School and is supported by Methodist University Medical Center Neighborhood Supported: Community Members support the adaptive reuse of these old homes and appreciate the way they blend into the community Walkability: This corner is walkable from the surrounding primarily single unit neighborhood	Anchor Neighborhood Crossing describes small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces

Area 6: Community Identified Priority Areas

Overton Park Ave

Community Feedback Summary	Analysis	Recommended FLU Designation: Anchor Neighborhood Crossing
Residents view the area as an already realized but unidentified anchor within the Evergreen community, with the current scale and mix of development seen as appropriate. The neighborhood considers this node a centerpiece and a place they can walk to and around, though they wish for better pedestrian infrastructure and measures to slow down traffic. Overton Park Blvd is perceived as too wide, encouraging speeding. Residents have requested the addition of a vegetated median, with a preference for a Heights Line-style linear park, though they understand the road's width may not accommodate that. The general feeling is that any future traffic-calming measures should contribute environmentally and aesthetically to the neighborhood. Overall, there is a desire for a larger effort to address speeding throughout the area, not just move the problem from one block to another.	Community Hub: The area already serves as a hub for the Evergreen community with community members already supporting the businesses that are happening there. Walkability: Community Members would like to see increased walkability efforts. Although this area is accessible by foot community members may feel uncomfortable due to high traffic speeds Building Typology: These commercial uses are nestled within a primarily single unit community that has some duplexes and garden style apartment buildings, but the overall character is single unit.	Anchor Neighborhood Crossing describes small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.

Washington Bottoms

Community Feedback Summary	Analysis	Recommended FLU Designation: Anchor Neighborhood Urban
Community members feel as if there is a general desire for the development of the large vacant land areas, with an emphasis on increasing density through infill projects rather than expanding into stable neighborhoods. There is a shared aspiration for creating walkable, mixed-use corridors, particularly along key routes like Cleveland, from Crosstown to Union, while incorporating cultural and commercial assets that reflect the local community, such as markets and religious centers. While there isn't a consensus on specific developments for certain areas, many expressed their support for focusing growth in these spaces instead of residential sprawl into single-family neighborhoods. There is also a strong interest in seeing public spaces like parks integrated into the development plans.	Proximity to City Anchors: This location is close to Crosstown, Methodist University Hospital, theoretically this area should be positively impacted by the growth and development of both Anchors Infill Potential: There is a large amount of vacant land that could be infilled for increased density that could be localized without encroaching into surrounding neighborhoods Walkability Potential: If redeveloped well and with intention this should be connected to the surrounding area	Anchor Neighborhood Urban Describes walkable residential and mixed-use districts within a 5–10-minute walk of a Citywide Anchor, characterized by block-scale buildings and higher density.

Poplar and Evergreen

Community Feedback Summary	Analysis	Recommended FLU Designation: TBD
This is an important community place because that is the home of India Palace, Scooters, and Drake's Cleaners. Across the street is the Theaterworks at Evergreen.	Walkability Potential: If redeveloped well and with intention this should be connected to the surrounding area Community Hub: Could serve the Evergreen Community as a walkable hub	Neighborhood Crossing Neighborhood Mainstreet and Anchor Neighborhood Urban, and Neighborhood Commercial all match what this area could be. We need to take it back to the community for further conversations about what they want to see there and how they feel this location interacts with the surrounding community.

McLean and Tutwiler

Community Feedback Summary	Analysis	Recommended FLU Designation: Anchor Neighborhood Crossing
Community members expressed that local businesses and institutions, including Café Eclectic, Dino's, and the mini mart, already function as anchors within the community, supported by both neighborhood residents and Rhodes College. There is a sense that the current scale and mix of development in these areas is appropriate, with a particular focus on the role of Rhodes College in enhancing the walkability of McLean as a node of activity. Additionally, the proximity of the VECA Greenline is seen as an important connector, linking surrounding neighborhoods and further promoting walkability and community engagement.	Community Hub: It is important to note this location and its proximity to both Rhodes College and Snowden School. Accessibility and Walkability: The proximity to the VECA Greenline and the proximity to the college both make this location accessible, with potential to further promote walkability.	Anchor Neighborhood Crossing describes small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.

Themes and Actions:

City Wide Goals and Actions-

- **Civic Investment Planning**
 - **Key Feedback:** Community members feel as if there should be continued and dedicated investment into Civic Spaces, specifically pathway/trailway investments as this would improve overall competitiveness. It feels that past investments have been done haphazardly without strategy.
 - **Action Item:** Invest in a comprehensive, strategic plan for the development and improvement of civic spaces, with a focused emphasis on enhancing pathways and trails, ensuring long-term, consistent investment rather than haphazard, short-term efforts.

Anchor Goals and Actions

- **Union and Poplar**
 - **Key Feedback:** Residents consistently mentioned that Union and Poplar bisect Midtown neighborhoods. These roads are not safe to walk across, and pedestrian improvements need to be made. Nearly all residents at my table had been hit or knew someone who had been hit trying to cross one of these roads. Residents felt that if there were safer crossings throughout these roads, there would be more economic activity and a greater sense of connected community throughout Midtown.
 - **Action Item:** Implement pedestrian safety improvements on Union and Poplar corridors, including safer crossings, to enhance walkability and connectivity, fostering increased economic activity and a stronger sense of community in Midtown.
- **Cleveland Street**
 - **Key Feedback:** Some residents felt that Cleveland was too narrow and is a congested route. Using side streets to get around by car is quicker than taking Cleveland. Obviously, if the focus is on making the area more walkable, these complaints should be resolved for many of the neighborhoods in the surrounding area. Reactivating transit is still a priority.
 - **Action Item:** Address congestion on Cleveland by improving traffic flow and exploring alternative routes, while prioritizing the reactivation of transit options to enhance walkability and mobility for surrounding neighborhoods.