

## North District Workshop 2 Summary: November 12, 2024

### **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 8-9)

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 North District Workshop 2 meeting.

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|------------------------------------|------------------------------------|--------------------------|
| • Chelsea and Thomas (page 2)      | • Jackson and Evergreen (page 4)   | • Douglass Park (page 7) |
| • Firestone and Breedlove (page 3) | • Chelsea and N Watkins (page 5)   |                          |
| • Jackson and Watkins (page 4)     | • Chelsea and N Hollywood (page 6) |                          |

**Chelsea and Thomas**

| Land Use                                                                                                                                                                                                                                                                                                                                                     | What We Heard (Community Feedback)                                                                                                                                                                                                        | What We Think (Staff Analysis)                                                                                                                                                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Anchor – Neighborhood Main Street</b></p> <p><b>Future:</b> Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p><b>Existing:</b> Commercial node surrounded by single-family, duplexes, vacant lots and institutional uses</p>                     | <p>More neighborhood-friendly uses supporting existing residents are ideal.</p> <p>Would like to see commercial development at Jackson and Thomas intersection.</p>                                                                       | <p>Zoning should allow for a mix of neighborhood-supporting uses – low-intensity commercial.</p>                                                                                                                                         |
| <p><b>Anchor Neighborhood – Mix of Building Types</b></p> <p><b>Future:</b> 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.</p> <p><b>Existing:</b> Single-family detached and attached and vacant lots</p> | <p>Emphasis on Uptown that a variety of quality housing that is affordable is desired and at a higher density.</p> <p>It was also expressed that existing housing types should be maintained.</p> <p>More apartments are undesirable.</p> | <p>Zoning should permit housing that is affordable and attainable for community residents. The anchor neighborhood is a mix of single-family detached and attached and multifamily. Infill development should continue this pattern.</p> |

## Firestone and Breedlove

| Land Use                                                                                                                                                                                                                                                                                                                                                             | What We Heard (Community Feedback)                                                                                                                                                                                                                                                          | What We Think (Staff Analysis)                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Anchor – Neighborhood Crossing</b></p> <p><b>Future:</b> Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.</p> <p><b>Existing:</b> Commercial uses consisting of vehicle repair shops, a corner store and community center</p>             | <p>Would like to see a mix of restaurants, grocery stores and retail in Firestone area.</p> <p>Desire kid-friendly center for neighborhood children.</p> <p>Desire extension of MATA services to Firestone area.</p> <p>Want to see more homeownership and programs helping homeowners.</p> | <p>Zoning should encourage neighborhood-supporting commercial uses.</p> <p>There is a lot of opportunity for development adjacent to the anchor and in overall area. Across from the anchor (SW) are razed lots that may have previously served industry. Low intensity mixed-use zoning could elevate area to what community envisions.</p>        |
| <p><b>Anchor Neighborhood – Primarily Single-Unit</b></p> <p><b>Future:</b> 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.</p> <p><b>Existing:</b> Mostly single-family homes and vacant lots with a few attached residential throughout</p> | <p>Increased ability for homeownership.</p> <p>Beautification and community policing were emphasized as illegal dumping and drag racing are persistent issues.</p>                                                                                                                          | <p>Zoning should permit an environment that allows for greater number of housing units that are affordable and attainable for community residents.</p> <p>Numerous vacant residential lots west of I-40 provide opportunity for housing mix that can help stabilize area and add more “eyes on the street” that act as natural crime deterrent.</p> |
| <p><b>Special Uses – Industrial Flex</b></p> <p><b>Future:</b> High-intensity industrial areas with large-scale manufacturing and industrial uses, typically located near highways and freight infrastructure.</p> <p><b>Existing:</b> Vacant lots, warehouses and MLGW utility</p>                                                                                  | <p>*Former location of Firestone plant and current brownfield.</p>                                                                                                                                                                                                                          | <p>Zoning should allow for redevelopment of industrial area but be mindful of residential stability if residences are near. In the case of abutting residences, implementing lowest-intensity industrial (EMP) is prudent.</p>                                                                                                                      |

### Jackson and Watkins

| Land Use                                                                                                                                                                                                                                                                                                                    | What We Heard (Community Feedback)                                                                                                                                                                        | What We Think (Staff Analysis)                                                                                                                                                                                                 |
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| <b>Anchor – Neighborhood Main Street</b><br><br><b>Future:</b> Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.<br><br><b>Existing:</b> Commercial mix of retail, office, restaurant (Tops) and a few vacant buildings/lots | Uncertainty about relevance of this anchor.<br><br>Opportunity to add park space to lots on southside.<br><br>Recommended greenspace be added along Lick Creek.<br><br>Gateway suggested near N Bellevue. | Zoning should remain mixed use considering variety of uses lining the corridor; current development pattern is mostly reduced setbacks that is representative of main street environment. Infill should continue this pattern. |

### Jackson and Evergreen

| Land Use                                                                                                                                                                                                                                                                                                                                                              | What We Heard (Community Feedback)                                                                                                                                                                                                                      | What We Think (Staff Analysis)                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <b>Anchor – Neighborhood Crossing</b><br><br><b>Future:</b> Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.<br><br><b>Existing:</b> Mix of commercial uses including vacant gas station site, single-family residential, and a community center | Comments made that this should not be an anchor; not able to attract activity.<br><br>Prefer to see more stable housing here instead of commercial.<br><br>Could see mixed-use development.<br><br>Do not want to see anymore gas stations in the area. | Zoning could be mixed-use friendly encouraging neighborhood-supporting commercial. |

**Chelsea and N Watkins area**

| Land Use                                                                                                                                                                                                                                                                                     | What We Heard (Community Feedback)                                                                                                                                                                                                                                                                       | What We Think (Staff Analysis)                                                                                                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Special Uses – Industrial Flex</b></p> <p><b>Future:</b> Lower-intensity industrial areas with mixed-use potential, compatible with nearby neighborhoods and suitable for light manufacturing and services.</p> <p><b>Existing:</b> Auto repair businesses, retail and vacant lots</p> | <p>Keep industrial zoning away from residences.</p> <p>Need traffic calming to prevent speeding and drag racing.</p> <p>Illegal dumping on N Watkins.</p> <p>Downzone properties along Chelsea and at intersection to lower-intensity commercial.</p> <p>Need remediation at Cypress and Lick Creek.</p> | <p>Zoning should promote uses that complement waterways in the area and numerous properties in the floodplain. Any uses in the area should be sensitive to environmental impact and if development occurs it should support resiliency.</p> |
| <p><b>Parks and Civic Spaces – Open Space and Natural Features</b></p> <p><b>Future:</b> Natural areas focused on preservation and passive recreation, including wildlands, wetlands, and waterways.</p> <p><b>Existing:</b> Vacant lots, floodplain property</p>                            | <p>Cleanup and utilize Kilowatt Lake as recreational resource.</p> <p>Desire recreation center for senior citizens.</p> <p>Would like to see beautification along N Watkins.</p> <p>Interested in sustainable garden in area.</p>                                                                        | <p>Zoning should encourage recreational uses and support green/open space especially floodplain areas to the northeast and northwest.</p>                                                                                                   |

**Chelsea and N Hollywood area**

| Land Use                                                                                                                                                                                                                                                                                                 | What We Heard (Community Feedback)                                                                                                                                                                                                                                                                                                                                                                                 | What We Think (Staff Analysis)                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Anchor – Neighborhood Main Street</b></p> <p><b>Future:</b> Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p><b>Existing:</b> Mostly retail including a gas station and vehicle service</p> | <p>Would like to see more diverse uses at intersection.</p> <p>Code enforcement needed along Chelsea between Tunica and Lambert St. (revive commercial uses).</p> <p>Use previous Shannon Elementary as community resource center (health clinic, office space, government services).</p> <p>Springdale and Chelsea should include commercial mix.</p> <p>Need a grocery store and farmers market in the area.</p> | <p>Zoning should allow for a mix of neighborhood-supporting uses including low-intensity commercial and community resource opportunities.</p> |

**Douglass Park**

| Land Use                                                                                                                                                                                                                                                                                                                                  | What We Heard (Community Feedback)                                                                                                                                                                                          | What We Think (Staff Analysis)                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Anchor – Neighborhood Crossing</b></p> <p><b>Future:</b> Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.</p> <p><b>Existing:</b> Douglass Community Center and Park</p>                                       | <p>Would like to expand anchor boundary from Douglass Park extending south along Ash to Chelsea St.</p>                                                                                                                     | <p>Zoning should capitalize on community resources and activities happening in the park area and combine that with potential occurring on Chelsea.</p> |
| <p><b>Anchor Neighborhood – Primarily Single-Unit</b></p> <p><b>Future:</b> 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.</p> <p><b>Existing:</b> Mostly single-family detached and attached and vacant lots</p> | <p>Interested in apartments overlooking Douglass Park similar to developments at Shelby Farms; should be affordable for low-moderate income individuals and families.</p> <p>Specify rules for Infill to be contextual.</p> | <p>Zoning should permit diverse housing that attracts greater number people to the community that also helps with stabilizing neighborhood.</p>        |

## 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.