

Frayser District Workshop 2 Summary: June 24th 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 6-7)

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 Frayser District Workshop 2 meeting.

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Northgate Shopping Center

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: Large lot commercial that is located between a highway and other lower intensity commercial uses	Community members consistently emphasized that Northgate should be designated as an Anchor, viewing it as a vital commercial hub with strong potential for revitalization to serve as the primary activity center in Frayser. There was broad support for high-intensity commercial uses, including national retailers, big box stores, family-friendly entertainment, and mixed-use development incorporating housing. Residents expressed a clear desire for essential retail such as grocery stores, as well as mental and financial health services and youth support resources. Improving walkability and connectivity was a key priority, with calls for safer pedestrian access through measures like reduced speed limits, high-visibility crosswalks, bike lanes, and creating pedestrian-friendly spaces despite the area's predominantly auto-oriented nature. The physical condition of the site was seen as in need of investment and modernization, with efforts to reduce vacancies and enhance safety. Regarding zoning, there was support for broader upzoning around Northgate to encourage commercial revitalization and walkable spaces, though some tension exists between encouraging walkability and accepting the area's car-oriented reality. Overall, community sentiment framed Northgate as an essential destination that “needs to be somewhere you can feel comfortable walking in” and one that “should be thought of as the primary point of activity in Frayser.”	Scenario 1: Anchor Zoning should allow for mixed use development, incorporating housing and encouraging pedestrian and bike friendly infrastructure
		Scenario 2: Commercial Corridor Zoning should allow for auto centric commercial uses such as big box stores, and encourage pedestrian infrastructure in balance with car users.

Delano and Watkins

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Corridor- Neighborhood Commercial & Services (CSN): Neighborhood-oriented commercial areas with house-scale buildings, providing retail, services, and offices, typically not associated with anchors. Existing: neighborhood scale auto oriented commercial uses within a residential neighborhood	Community feedback on Delano and Watkins reflected mixed opinions about its designation as an Anchor, with several groups expressing that the area should remain primarily residential rather than serving as a commercial destination. Residents generally described the corridor as auto oriented and lacking the walkability and character typical of anchor areas, making it less inviting. Physical conditions were noted as needing improvements, including issues like potholes and an overall environment that feels car-dominated and unwelcoming. These factors contributed to skepticism about the area's potential to function as a central commercial hub or anchor within the community.	Zoning should help encourage neighborhood scale commercial uses

Dellwood and Steele

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Corridor- Neighborhood Commercial & Services (CSN): Neighborhood-oriented commercial areas with house-scale buildings, providing retail, services, and offices, typically not associated with anchors. Existing: neighborhood scale commercial uses surrounded by single family uses	Community members did not consider Dellwood and Steele to be a destination or an anchor within the neighborhood. Feedback consistently indicated that this location lacks the characteristics or commercial activity necessary to serve as a central hub.	Zoning should help encourage neighborhood scale commercial uses

Frayser Blvd Corridor

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Scenario 1: Anchor-Neighborhood Mainstreet (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: Commercial corridor with drive throughs, connected by large lots	Frayser Blvd is recognized as a key commercial corridor with existing resources and potential for further development, highlighted by Frayser Plaza, which residents see as a central asset. Some community members viewed the corridor as a series of smaller commercial nodes rather than a cohesive network of anchors, with mixed feelings about anchor designations and investment priorities. Walkability and street safety are major concerns, with divided opinions on bike lanes and skepticism about pedestrian and cycling infrastructure. Dangerous roadway conditions, including problematic lane merges and signage near key locations, were also noted. There is strong interest in revitalization and infill development. Additionally, some community feedback emphasized the need for more youth programming and public spaces along the corridor, especially in areas like Frayser Village. Overall, residents are supportive of development that improves their daily experience while balancing safety and character concerns.	Scenario 1: Multiple Anchors Zoning should allow for denser housing types in the surrounding neighborhoods and strict pedestrian infrastructure connecting anchors
Scenario 2 Corridor- 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	Frayser Plaza is widely recognized as a central destination along Frayser Boulevard. It is seen as a vibrant, active location that provides a “downtown feel” and serves as an informal meeting spot for residents. There is support for mixed-use development that enhances the area’s walkability and connectivity, along with interest in creating public gathering spaces such as a plaza and a bus hub to improve transit access. While some residents generally favor increased housing and infill development, others expressed concerns about maintaining affordability and respecting existing community use patterns. Frayser Village was recognized by community members as a commercial node and characterized it as low intensity rather than a major destination. There is strong community interest in expanding youth programming and activities to better serve local social needs.	Scenario 2: Commercial Corridor Zoning should encourage infill development of large lot sites

Frayser Gateway

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: Low intensity industrial, auto-oriented commercial	Community feedback on Frayser Gateway reflected mixed feelings about its current anchor status, with some residents frustrated that the area's potential remains unrealized. While initially considered an Anchor, many felt it does not yet meet the criteria, especially given visibility and access challenges caused by five-lane traffic and hilly terrain. There was a vision for Frayser Gateway as a high-intensity commercial node that captures vehicle traffic from nearby I-40, giving it regional significance. Residents generally supported development that was consistent with a corridor designation, such as big-box or auto-oriented commercial uses. Flooding concerns near Range Line/James Road were noted, with community members favoring maintaining low-intensity commercial uses in response to environmental limitations.	Zoning should work to ease auto travelers from I-40 into the neighborhood, while being mindful of environmental limitations

Frayser and Watkins

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: Commercial corridor surrounded by a mix of housing types	Frayser and Watkins is generally supported as an Anchor by the community, though with important caveats and concerns. Some residents view the area as more of a low-intensity commercial space than a traditional anchor. Community members expressed support for commercial upgrades such as sit-down restaurants and updated retail that align with local socio-economic conditions, emphasizing businesses like Piccadilly that serve neighborhood needs. Housing infill on parking lots was cautiously accepted by some, but there was clear opposition to new apartment developments, with residents noting that nearby neighborhoods already have sufficient multi-family housing. Overall, the feedback reflects a desire for thoughtful investment and improvement without dramatic changes in density or character.	Zoning should support both residential and commercial 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.