

Westwood District Workshop 2 Summary: June 17th

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 Westwood District Workshop 2 meeting.

- Third and Ford (page 2)
- Third Street Corridor (page 3)
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Third and Ford

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Anchor Neighborhood Mainstreet</p> <p>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.</p> <p>Existing: Commercial uses surrounded by primarily single unit housing</p>	<p>Community members clearly see the Third & Raines area as the heart of Westwood and an important place for future growth. Residents appreciated the new library and police station, but said they would like to see more things that make the area feel active and welcoming, like shops, housing, and places to gather. There was strong interest in adding more housing options, especially for seniors and younger families, along with small businesses and everyday services.</p> <p>Even though people were excited about new development, some were hesitant about giving the area a "Main Street" label. They were concerned that Ford Road is too narrow for some of the changes that usually come with that label, like reducing lanes or adding lots of landscaping and sidewalks. Some preferred an option that still allows businesses but makes it easier to drive and park.</p>	<p>Zoning should allow for a mix of commercial and residential uses, with a focus on local-serving businesses and housing types, and enable low-medium density housing, including senior living, duplexes, and townhomes, in walkable proximity to civic anchors.</p>

Third Street Corridor

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Corridor- Low-intensity Commercial Services</p> <p>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.</p> <p>Existing: A mix of open space, institutional, residential, and commercial uses</p>	<p>The Third Street Gateway Corridor came up often in community conversations as an important entrance to the neighborhood and to the city. Community members said the area, especially near the Tennessee-Mississippi state line, looks run-down and needs attention. They wanted to see the area cleaned up and improved, with more stores, family-friendly places, and services that could serve both neighbors and visitors. Many saw this part of Third Street as a good place to show off community pride and make a strong first impression.</p>	<p>Zoning should support bringing life back to empty or underused properties, especially in ways that help create a welcoming entrance to Memphis. Future development should reflect the pride and identity of the community.</p>

Ford and King

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Anchor- Neighborhood Crossing</p> <p>Future: Anchor- Neighborhood Crossing (A-NC) describes small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.</p> <p>Existing: Primarily single-family neighborhood with some neighborhood scale commercial uses</p>	<p>Community feedback around the Ford & King anchor was minimal, with consensus that the proposed designation was acceptable. There was no significant pushback, but also no strong vision articulated for future development.</p> <p>Even though there was not much input, this area is close to important places like schools and public buildings. With a few small changes, like allowing a little more housing and small local businesses, it could better support the neighborhood and become a stronger community asset.</p>	<p>Zoning should permit modest increases in residential density such as duplexes, or cottages, particularly on vacant or underutilized parcels to support access to public amenities.</p>

Crystal Palace

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Anchor Neighborhood Mainstreet</p> <p>Future: Anchor-Neighborhood Main Street (A-NMS) describes talkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p>Existing: Large lot commercial development</p>	<p>Community members had mixed but meaningful feelings about the old Crystal Palace site. Many remembered it as a fun, family-friendly place and said they would love to see it brought back to life. Ideas included reopening the skating rink, creating youth programs, offering job training services, and even adding some housing, both affordable and market-rate. At the same time, some community members were not sure that large new businesses or institutions would really meet the community’s needs.</p>	<p>Zoning should make it easier to reuse large sites like this in creative ways. That could include youth centers, job training hubs, or fun places like a skating rink. The goal is to keep the space flexible so it can serve community needs while also allowing for future growth.</p>

Third and Weaver

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Corridor- Low-intensity Commercial Services</p> <p>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.</p> <p>Existing: Residential uses with auto oriented commercial uses</p>	<p>Community members mostly talked about the area around Third & Weaver in terms of health and environmental concerns, not in new businesses. They raised issues like air pollution, lead in the water, and the need to fix or replace aging water pipes and other infrastructure. The community views this area as an important for improving public health and basic services, not for big new developments.</p>	<p>Zoning should ensure that it does not incentivize incompatible development that could worsen environmental or flooding challenges.</p>

Public institutions

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Parks and Civic Spaces</p> <p>Parks and Civic Spaces, describe natural areas, parks, schools, and institutions that serve as gathering places for the community.</p>	<p>Residents said they want better, safer walking access to parks, especially around Raines and McCain, near Falcon Park. There was also concern about what might happen to the old Westwood Library building. People worried it could become run-down or be turned into something harmful to the community, like a pawn shop or title loan business.</p> <p>There was also growing concern about school safety, especially near John P. Freeman School, where nearby industrial development is located. Cuts to the MATA bus system also made community members feel like Westwood is becoming more isolated. Still, many liked the idea that stronger, more connected development could help bring back more reliable transit options. Staff agreed that this approach lines up with good transit planning practices.</p>	<p>Zoning should keep protections for important public spaces like schools, parks, and libraries, while also allowing them to grow or serve new purposes, without changing the character of the 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.