### **Overview East Workshop 1:**

### **Priorities** (Page 2)

- Promote safe, connected, and accessible walking and biking infrastructure, with a focus on residential, school, and high-traffic areas
- Strengthen collaboration among residents, neighborhood organizations, and local government to support community decision-making and development
- Improve safe, accessible, and connected infrastructure between neighborhoods and across major barriers
- Maintain and expand diverse, high-quality housing options that support affordability, homeownership, and neighborhood character.

### **Highlighted Places:**

Location	Recommended Future Land Use Category	Page Number
	Existing Anchors	- 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Poplar and Ridgeway	High-Low Intensity Commercial (Gateway)	3
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Hacks Cross and Winchester	Low Intensity Commercial Services	8
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### **Meeting Themes:** (Pages 13-14)

### **City Wide Actions**

- Housing and Neighborhood Quality
- Public Realm and Infrastructure Maintenance
- Neighborhood Associations and Community Voice

### **East Actions**

- Connectivity and Pedestrian Safety
- Activities and Amenities

### **Anchor Actions**

- Quince and Ridgeway
- Nonconnah Creek and Southampton Dr.

# **East Priorities:**

Original Priority	Community Feedback	New Priority
Encourage development that promotes pedestrian and cyclist safety	Community members strongly supported the priority. However, they emphasized the need for a clear plan to achieve this goal. Residents highlighted the fragmented bike infrastructure and stressed the need for safer crossings, more traffic calming measures, and greater motorist awareness. There was broad support for road diets and a connected bike path network linking neighborhoods to key destinations. Some participants recommended refining the priority focus on safety in residential and school areas.	Promote safe, connected, and accessible walking and biking infrastructure, with a focus on residential, school, and high-traffic areas
Build connections between neighborhoods including collaboration among existing neighborhood associations and government entities.	Community members expressed mixed feelings about the priority. While some agreed that it is important for neighbors to know each other and be involved, others were confused about its intent—whether it referred to physical infrastructure or collaboration between community leaders and government. Residents suggested the priority should be more specific. They emphasized the importance of green spaces and community gardening as ways to foster connections and pointed out major infrastructure barriers—that hinder walkability and neighborhood connectivity.	Strengthen collaboration among residents, neighborhood organizations, and local government to support community decision-making and development  Improve safe, accessible, and connected infrastructure between neighborhoods and across major barriers
Promote affordable, high quality housing option.	Community members generally supported the priority but offered several refinements. Many emphasized preserving the existing housing types and expressed concern about out-of-town investors, particularly those contributing to poorly maintained properties and the rise of short-term rentals. They would appreciate seeing naturally occurring affordable housing. Some suggested shifting the focus from simply increasing housing to maintaining affordability and encouraging homeownership.  Others noted that areas are becoming unaffordable.  Overall, residents stressed the importance of maintaining character, improving access to homeownership, and ensuring affordability in desirable, connected areas.	Maintain and expand diverse, high-quality housing options that support affordability, homeownership, and neighborhood character.

### **Existing Anchors:**

### Poplar and Ridgeway

### **Summary of Community Feedback**

Community members generally supported the designation of Poplar and Ridgeway as an anchor, noting its high commercial activity and potential for improved pedestrian infrastructure. Many residents emphasized the need to better connect this area to the nearby St. Francis anchor and surrounding destinations like Target and International Paper. While the area is active and welltraveled, it lacks nearby housing, making walking impractical and driving a necessity for most. Safety concerns, particularly for pedestrians crossing Poplar and near Target, were frequently mentioned. Participants also noted underused office buildings, limited pedestrian appeal, and barriers like the railroad. Despite these challenges, residents saw potential for infill development on large parking lots and felt the area could become more walkable with intentional design and investment.

# No Anchor: High- Low Intensity Commercial (Gateway)

In the <u>2019</u> adopted plan, Poplar and Ridgeway was designated as an **Urban Center**.

### Future Land Use Recommendation

While the vision for Poplar and Ridgeway once included becoming a high-intensity, walkable node, akin to a "mini-downtown" for East Memphis, the current built environment and market conditions present a different reality. The area is highly auto oriented, dominated by large-scale commercial uses, and exhibits long-term stability with limited redevelopment pressure.

Rather than anticipate large-scale transformation, the recommendation is to embrace the corridor's commercial character while improving transitions to surrounding neighborhoods. A future land use framework that introduces a **gateway** element to signify arrival into a defined place, followed by a graduated intensity of commercial uses, starting with high-intensity commercial at the interstate, stepping down to low-intensity, and finally neighborhood-serving commercial, better reflects current conditions and long-term expectations. This approach supports incremental improvements in connectivity and form, without the need for disruptive redevelopment.

**High intensity commercial**: High-intensity, autooriented commercial areas with block-scale buildings, serving larger trade areas with largescale retail and services.

Low intensity commercial: Low-rise, autooriented commercial areas with house- or blockscale buildings, providing neighborhoodsupporting retail and services.

**Neighborhood commercial**: Neighborhoodoriented commercial areas with house-scale buildings, providing retail, services, and offices, typically not associated with anchors.

### Poplar and Truse (Clark and Ibank Tower)

<b>Summary of Community Feedback</b>	Anchor Type: Urban Center/Urban Mainstreet
Community members agreed that the anchor is appropriate and that they could see the large parking lots being a good spot for infill development in the future.	Future Land Use Recommendation Keep the towers as an Urban Center Urban Center describes walkable, mixed-use centers with multi-story block-scale buildings, forming districts that serve as higher-intensity anchors for urban neighborhoods.  Lower the rest of the Anchor area to Urban Mainstreet. Urban Mainstreet describes walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban
	neighborhoods.

#### Sea Isle

### **Summary of Community Feedback**

Residents had mixed feelings about designating Sea Isle Park as an anchor. While they appreciated the park and recognized its value to the surrounding neighborhood, many felt it did not function as a typical anchor due to its lack of commercial or mixed-use activity. Some acknowledged the area's potential to become more walkable and active, comparing it loosely to High Point Terrace, but did not identify any realistic opportunities for new development nearby. There was strong consensus that the park and community center should not be viewed as sites for mixed-use development. Instead, residents saw Sea Isle as a neighborhood asset that supports nearby anchors, like White Station & Quince, rather than serving as a central activity hub itself.

### No Anchor: Parks and Recreational Facilities

In the <u>2019</u> adopted plan, Sea Isle was designated as a. Neighborhood Crossing. Neighborhood Crossing can be described as Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, <u>providing convenient services</u> and community gathering spaces.

### Future Land Use Recommendation

This area has a park, elementary school, and community center but there is no real desire to mix any new commercial or residential uses so the appropriate designation would be **Parks and Recreational Facilities**, which can be described as public parks and active recreation facilities managed by government agencies or nonprofits, providing active and passive recreation opportunities.

# White Station and Quince

Summary of Community Feedback	Anchor Type: Neighborhood Mainstreet
Residents identified Quince and White Station as an anchor. While acknowledging that the area is not currently walkable and faces significant traffic challenges due to the nearby interstate off-ramp, participants still saw potential in it as a community gathering spot. They described the area as "aspirational," recognizing that it is not a mixed-use destination but valuing its social importance, particularly places like the bowling alley. Residents supported the idea of a Quince Road diet to reduce lanes and add bike and pedestrian infrastructure, and believed that improving access, especially to nearby parks, could help attract more vibrant, community-serving businesses.	Future Land Use Recommendations  Neighborhood Mainstreet is described as walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.  Neighborhood Crossing is described as small, walkable mixed-use centers comprised of house-scale buildings embedded within an otherwise residential neighborhood.

	<b>Anchor- Neighborhood Mainstreet</b>	Anchor - Neighborhood Crossing
<b>Building Setbacks</b>	Minimal setbacks; buildings are brought up to the street to create an active streetscape.	Minimal setbacks; buildings are brought up to the street to create an active streetscape.
Mixed-Use	Encouraged; a mix of retail, residential, and community uses.	Encouraged; a horizontal mix of low-intensity retail, residential, and community uses.
Scale	Medium-size, house scale buildings which may be attached lining two facing blocks	Small, house-scale buildings which may be attached at the corner of an intersection though are primarily detached.
Community Impact	Creates vibrant, walkable hubs that foster community interaction and pride of place.	Neighborhood-oriented, walkable hub of activity embedded within a mostly residential space.

### St. Francis

### **Summary of Community Feedback**

Residents had mixed opinions about designating the St. Francis Hospital area as an anchor. While some supported its anchor status, especially due to the nearby commercial activity and potential for improved pedestrian infrastructure, others questioned whether the hospital itself served a strong enough role, citing concerns about its low patient count and limited walkability. Many participants felt the adjacent shopping centers, like Park and Primacy Place, offered more immediate potential for activity and development. There was also discussion about the distinction between "campus anchors" with regional impact, like hospitals, and more neighborhood-serving anchors, with some residents feeling that not all hospitals should automatically qualify. Despite these concerns, there was general agreement on the opportunity to connect the St. Francis anchor.

### **Anchor Type: Medical/Institutional Campus**

Future Land Use Recommendation

There is potential for growth surrounding the hospital. It should have an impact on surrounding development

Medical and Institutional Campus is described as walkable hospital and university campuses that catalyze activity in adjacent mixed-use areas, serving as anchors for medical and educational institutions.

### Poplar and Mendenhall (Mt. Moriah)

### **Summary of Community Feedback Anchor Type: Neighborhood Mainstreet** In the 2019 adopted plan, Poplar and Ridgeway Community members agreed that the anchor was designated as an Urban Mainstreet. is appropriate and that they could see the large parking lots being a good spot for infill Urban Mainstreet is described as walkable. development in the future. vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Future Land Use Recommendation Although this is a walkable mixed used center, the desire is not for a vertical mix which is why the recommended designation is Neighborhood Mainstreet. Neighborhood Mainstreet is described as walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderateintensity anchors for surrounding neighborhoods.

# Walnut Grove and Brierview (Baptist)

Summary of Community Feedback	No Anchor: Public Quasi Public
Comments about this anchor were minimal	In the 2019 adopted plan, Poplar and Ridgeway
though residents felt that this could remain an	was designated as an Anchor-Medical and
anchor due to its connection with the	Institutional Campus.
Greenline and the Greenway.	This designation is described as walkable hospital and university campuses that catalyze activity in adjacent mixed-use areas, serving as anchors for medical and educational institutions.
	Future Land Use Recommendation Although Baptist is a hospital campus it does not catalyze activity in any adjacent mixed-use area., it serves more as a standalone civic institution than an anchor that is driving activity. Which is why Public Quasi Public buildings and Uses is a more fitting land use designation.
	Public Quasi Public Buildings and Uses can be described as civic buildings, schools, religious institutions, and community facilities that contribute to the civic space framework.

# Ridgeway and Quince

Summary of Community Feedback	Anchor Type: Neighborhood Mainstreet
Residents viewed Ridgeway and Quince as an anchor. They described it as "aspirational," recognizing its current challenges, particularly chronic vacancies at the Balmoral Shopping Center. Despite uncertainty about its viability, many saw potential for revitalization through uses like a farmers' market or expanded retail. The area is surrounded by five stable, middle-income neighborhoods that could offer strong economic support, though some participants questioned whether the site was better suited for residential development given nearby schools and limited interest in significantly increasing density. Overall, residents agreed that this area's current underuse presents an opportunity for thoughtful reinvestment.	Future Land Use Recommendations  Neighborhood Mainstreet is described as walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.  Neighborhood Crossing is described as small, walkable mixed-use centers comprised of house-scale buildings embedded within an otherwise residential neighborhood.

	Anchor- Neighborhood Mainstreet	Anchor - Neighborhood Crossing
<b>Building Setbacks</b>	Minimal setbacks; buildings are brought up to the street to create an active streetscape.	Minimal setbacks; buildings are brought up to the street to create an active streetscape.
Mixed-Use	Encouraged; a mix of retail, residential, and community uses.	Encouraged; a horizontal mix of low-intensity retail, residential, and community uses.
Scale	Medium-size, house scale buildings which may be attached lining two facing blocks	Small, house-scale buildings which may be attached at the corner of an intersection though are primarily detached.
Community Impact	Creates vibrant, walkable hubs that foster community interaction and pride of place.	Neighborhood-oriented, walkable hub of low- intensity activity embedded within a mostly residential space.

# **Community Identified Priority Areas:**

### **Hacks Cross and Winchester**

<b>Community Feedback</b>	Analysis	Recommended FLU
Summary		Designation: Low intensity
		Commercial services
Community members feel that the area should be more walkable and FedEx is seen as an "anchor" in that it supplies a steady stream of activity that impacts the surrounding area.	Auto-oriented by design The Hacks Cross and Winchester area is heavily auto-oriented, with a development pattern that prioritizes vehicular access and large surface parking. The dominant land uses include high-intensity commercial such as big-box retail (e.g., Costco, Lowes).  Disconnected scale The FedEx World Headquarters, a major employment campus that is	The existing High Intensity Commercial Services (CSH) designation appropriately reflects the current character of the Hacks Cross and Winchester area—an auto-oriented corridor dominated by large-scale commercial and employment uses, including national retailers and corporate campuses like FedEx World Headquarters. The area serves a broad trade area and is not currently conducive to walkable,
	physically separated from the surrounding community and not designed for public access or interaction, functions more as a private, self-contained destination than a neighborhood-serving center. Its scale and internal orientation further reduce the potential for walkability or mixed-use development in the surrounding area.  Disconnected Streetscapes The lack of street connectivity, pedestrian infrastructure, and integration with residential neighborhoods limits the feasibility of transitioning this intersection into a community-oriented anchor.	neighborhood-scale development.  However, over time, there may be opportunities to introduce a more community-serving, human-scaled commercial environment through incremental change portions of the corridor could transition toward Low Intensity Commercial (CSL). This designation supports smaller-scale, neighborhood-serving retail and services that are more accessible, and can be integrated more easily into surrounding residential areas.

	<b>High intensity Commercial</b>	<b>Low intensity Commercial</b>
<b>Building Setbacks</b>	Block-scale commercial buildings with typical setbacks.	Larger setbacks to accommodate parking and car access.
Mixed-Use	Limited; primarily high-intensity commercial uses.	Encouraged; a mix of retail, residential, and community uses.
Scale	High intensity; large-scale commercial uses serving a regional audience.	Matches corridor scale and intensity.  Located amongst multiple commercial and service amenities
Community Impact	Maintains larger-scale commercial centers with regional services.	Provides access to essential services

### Kirby and Poplar

# **Community Feedback Summary**

Residents described the Kirby and Poplar area as active and evolving, with ongoing and proposed developments that make it feel similar to Poplar and Ridgeway. However, they expressed concern about a lack of connectivity, particularly for pedestrians and cyclists. Kirby was identified as a corridor in need of significant safety improvements, especially near synagogues where people frequently cross the street. While some praised nearby mixed-use development on the Germantown side—such as Orleans Place—as a model for what could be done, there was frustration that little has been done within the city limits. Overall, residents supported the area's anchor designation but emphasized the need for safer, more connected infrastructure to match the area's growth.

### **Analysis**

### **Auto-Oriented Character**

The area is dominated by carcentric development, including gas stations, drive-through restaurants, big-box retail, and office complexes. These uses prioritize vehicular access and create a fragmented environment for pedestrians and cyclists.

### **Infrastructure Barriers**

Kirby Parkway and Poplar Avenue are both high-capacity, seven-lane corridors. The intersection experiences heavy traffic volumes, and the scale of the roadway creates significant barriers to safe and comfortable pedestrian movement.

### **Jurisdictional Limitations**

The southern side of the intersection falls within the City of Germantown, limiting Memphis' ability to influence land use and design decisions on half of the corridor. A fully realized anchor would require coordinated planning and investment across municipal boundaries.

# Recommended FLU Designation: Low intensity Commercial services

Although the area shows potential for higher-intensity, mixed-use development in the long term, its current auto-oriented character, infrastructure barriers, and jurisdictional limitations constrain the ability to realize a full anchor vision. As such, a future land use designation of Low Intensity Commercial (CSL) is recommended to guide incremental, community-serving improvements.

This designation supports the community's desire for safer, more connected infrastructure and neighborhood-supportive commercial uses, while acknowledging that transformative change will require coordination across jurisdictions. CSL allows for context-sensitive development that can improve quality of life and accessibility without overreaching beyond what is feasible within current constraints.

### **Quince and Yorkshire**

# **Community Feedback Summary**

Residents suggested consolidating the Sea Isle Park, Ouince & White Station, and Quince & Ridgeway anchors into a single, more strategic anchor near the Lichterman Nature Center. There was strong consensus across multiple tables in support of this idea, with participants noting that the area already has an active mix of neighborhood-serving commercial uses, lower traffic volumes due to the absence of an interstate on-ramp, and a bridge that, while not ideal, allows for pedestrian and cyclist movement between neighborhoods. Residents saw this location as a better opportunity for focused investment, pedestrian and bike improvements, and long-term connectivity, particularly along a proposed route linking Quince & Yorkshire to Poplar & Mendenhall. The proximity to Lichterman Nature Center added to the area's potential, though residents noted it needs to be more accessible to the public. Overall, consolidation was seen as a way to create a stronger anchor and prevent resources from being spread too thin.

### **Analysis**

### Potential for Walkability

Quince and Yorkshire presents a strong opportunity to enhance walkability due to its manageable traffic volumes, existing pedestrian infrastructure, and absence of nearby interstate access points. The existing bridge, while not ideal, provides a foundation for future pedestrian and cyclist connectivity between adjacent neighborhoods.

### **Neighborhood Scale**

The area features an active mix of neighborhood-serving commercial uses embedded within residential fabric, making it well-suited for a human-scaled, mixed-use environment. Its existing development pattern supports incremental growth without significant disruption to surrounding communities.

### **Hub of Activity**

Community feedback emphasized that this area already functions as a local activity node, with a steady mix of retail, services, and recreational destinations, including the nearby Lichterman Nature Center. Consolidating surrounding anchors into this location strengthens its role as a focal point for investment and revitalization.

# Recommended FLU Designation: Anchor Neighborhood Mainstreet

The Anchor Neighborhood – Main Street (A-NMS) designation is appropriate for Quince and Yorkshire due to its existing neighborhood-serving commercial character. community support for walkable development, and its strategic location within the surrounding street network. A-NMS areas are defined as walkable, mixeduse centers with house-scale buildings that serve as moderate-intensity anchors for adjacent neighborhoods—a description that aligns well with both the current form and future aspirations of this area.

The area's manageable traffic volumes, existing retail mix, and proximity to natural assets like Lichterman Nature Center further reinforce its potential to evolve into a more connected, community-focused main street environment. This designation supports incremental infill and infrastructure improvements while maintaining the scale and character of surrounding residential neighborhoods.

### Park and Mt. Moriah (Eastgate Shopping Center)

Community Feedback Summary	Analysis	Recommended FLU Designation: Low Intensity Commercial
Community members wanted to see the Eastgate shopping center built up particularly built up closer to the street.	Auto-Oriented Development Pattern The Eastgate Shopping Center at Park and Mt. Moriah is currently a large-lot, auto-oriented commercial site characterized by big-box retail and expansive surface parking. This form does not align with the walkable, mixed-use development pattern typical of designated anchors.  Proximity to an Existing Anchor The site is adjacent to a designated Anchor- Neighborhood Main Street node that already functions as a walkable, neighborhood-scale center. Given this proximity, Eastgate may not need to serve as a separate anchor but could instead complement and expand the existing one.  Community Vision and Long- Term Potential Community members expressed interest in seeing the area become more pedestrian-friendly and closer to the street, suggesting a desire for incremental transformation toward a more urban form. While current conditions do not support anchor designation, there is openness to future redevelopment that introduces mixed-use, walkable elements.	The recommended Low Intensity Commercial (CSL) designation reflects current conditions while allowing for incremental improvements that align with community goals. CSL supports neighborhood-serving retail and services in an auto-oriented format but still permits future redevelopment that can become more pedestrian-focused over time.  Given its adjacency to an existing Anchor- Neighborhood Main Street designation, Eastgate may be viewed as a potential expansion area for that anchor in the long term. Should redevelopment occur that brings buildings closer to the street, improves connectivity, and introduces a finer-grain, mixeduse environment, the site could evolve to function as part of the existing main street node—supporting a more cohesive and walkable district overall.

	Anchor- Neighborhood Mainstreet	Low intensity Commercial
<b>Building Setbacks</b>	Minimal setbacks; buildings are brought up	
Dunaing Secoucies	to the street to create an active streetscape.	parking and car access.
Mixed-Use	Encouraged; a mix of retail, residential, and	<b>e</b> ,
WIIACU-OSC	community uses.	and community uses.
	Medium-size, house scale buildings which	Matches corridor scale and intensity.
Scale	may be attached lining two facing blocks	Located amongst multiple commercial
	may be attached mining two facing blocks	and service amenities
Community	Creates vibrant, walkable hubs that foster	Provides access to essential services
Impact	community interaction and pride of place.	1 TOVIDES access to essential services

# **Quince and Kirby Place**

Community Feedback	Analysis	Recommended FLU
Summary	Jan a	<b>Designation: Low intensity</b>
v		commercial (gateway)
Residents talked about actively biking to this development from surrounding communities. They requested to make a safe bike path on Kirby from the North. Residents felt that infill and further activation of the space was possible and felt very passionate about the viability of this area being more bike and pedestrian connected.	Auto-Oriented Development Pattern Quince and Kirby Place is currently characterized by auto- centric development, including large surface parking lots, drive- throughs, and big-box commercial uses. The existing form prioritizes vehicular access and lacks the fine-grain, mixed- use fabric typical of Memphis 3.0 anchor areas.	The recommended Low Intensity Commercial (CSL) designation reflects the current auto-oriented character of Quince and Kirby Place, while allowing for improvements in form, connectivity, and neighborhood- serving uses over time.  A Gateway designation is also proposed to signify this intersection as a key entrance
	Interstate Adjacency The site's proximity to the interstate reinforces its regional-serving function and presents physical and perceptual barriers to transformation into a walkable node. It is unlikely to evolve into an anchor due to its scale, layout, and established use pattern.  Community Feedback Despite its limitations, residents expressed a strong desire to improve bike and pedestrian connectivity to this site, particularly through a safer north-south route along Kirby. Community members reported actively biking to the area and saw potential for infill and improved activation of existing spaces. There was a shared interest in better integration between the site and surrounding neighborhoods, especially through enhanced infrastructure for non-automobile users.	point into the community for drivers exiting the interstate. This designation encourages enhancements—such as signage, landscaping, and bike/pedestrian infrastructure—that establish a clear sense of arrival and improve the transition from regional corridors into residential neighborhoods. While not suited to serve as a full anchor, Quince and Kirby Place can still play a meaningful role in shaping the community's identity and accessibility.

### **Themes and Actions:**

### City Wide Goals and Actions-

- Housing and Neighborhood Quality
  - **Key Feedback:** Affordability, concerns about out-of-town investors, and Airbnb proliferation
  - Action Item: Work with legislators to establish a citywide program to incentivize local
    ownership of rental properties and regulate short-term rentals (e.g., Airbnbs) in residential
    neighborhoods to reduce speculative ownership and preserve naturally occurring
    affordable housing.

### • Public Realm and Infrastructure Maintenance

- o Key Feedback: Trash, potholes, and code enforcement frustrations
- Action Item: Strategically partner with organizations that work to improve trash collection. Work with code enforcement and public works to improve responsiveness and potholes

### Neighborhood Associations and Community Voice

- Key Feedback: Participants also wanted clearer definitions of what qualifies as a neighborhood association and more opportunities for community voices to be heard in development decisions.
- Action Item: Maintain a city-recognized registry of neighborhood associations with defined criteria.

### **East Themes and Actions**

- Connectivity and Pedestrian Safety
  - **Key Feedback:** General concern about walkability, especially around major roads and lack of safe pedestrian infrastructure.
    - 1. **Kirby & Poplar**, **Ridgeway & Quince**, and **Poplar & Ridgeway** were frequently cited as needing improved pedestrian access.
    - 2. I-240 identified repeatedly as a physical barrier across the district.
    - 3. Lichterman Nature Center area is noted for potential bike and pedestrian corridors connecting anchors.
  - Action Item: Develop a connected corridor plan focused on Kirby, Ridgeway, and
     Quince that prioritizes pedestrian and cyclist safety, includes traffic calming, and explores potential upgrades to the I-240 bridge for multimodal access

#### Activities and Amenities

- Key Feedback: East residents expressed strong interest in having more entertainment venues and experiential destinations throughout the district—particularly in potential anchor areas like near Top Golf, Poplar Ridgeway, and Germantown Parkway.
- Action Item: Support zoning changes or incentive programs that encourage experiential retail, entertainment, and active uses in identified anchor areas such as Germantown Rd., Poplar & Ridgeway, and near Top Golf.

### **Area Specific Goals and Actions**

### • Quince and Ridgeway

- Key Feedback: Median removals on Quince and Ridgeway were mentioned as negatively impacting pedestrian safety. Desire for streetscape improvements in commercial corridors.
- Action Item: Implement a corridor improvement plan, that would include installing
  pedestrian lighting, and adding protected crosswalks to enhance walkability and anchor
  viability.

### • Nonconnah Creek and Southampton Dr.

- Key Feedback: Localized to the Nonconnah Creek area between I-240 and Ridgeway and north of Hwy 385. This is a specific concern tied to flooding and erosion of residential properties on Southampton Dr.
- o **Action Item:** Work with private landowners and City Engineering to see what can be done to prevent erosion around Nonconnah Creek.