

Core City District Workshop 2 Summary: April 8th

Review of Workshop 1 (Pages 2-3)

Our first activity of Workshop 2 was a review of the draft workshop 1 summary document. Below are the major edits that were identified in Workshop 2

- Updated District Priorities
- General Text Updates
- Area 2: South Main
- Area 4: Christian Brothers University
- Area 4: Barksdale and Lamar
- Area 5: Peabody and Cleveland

Workshop 2 Activity: Review the Generalized Future Land Use Map: Connecting Places, People, and Activities

The Generalized 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 is about creating a community that works for everyone. In workshop 2 community members discussed updates to the existing adopted Future Land Use Map and how the map can be further updated.

Highlighted Places: Areas that were highlighted by community members in the Core City District Workshop 2 meeting.

Downtown

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Review of Workshop 1

Our first activity of Workshop 2 was a review of the draft workshop 1 summary document. Below are the major edits that were identified in Workshop 2

- Updated Community feedback on District Priorities
 - What We Presented: Based on Workshop 1 feedback we only changed one district priority. Community members felt as if the other priorities could be updated even more so they suggested. Specifically, the revised priority that said, “Promote density by redeveloping vacant, and underused commercial properties preserving historic features and ensuring community input.” Community members felt as if “historic features” was still too vague and should be replaced with “neighborhood character”.
 - Update: “Promote density by redeveloping vacant, and underused commercial properties while preserving neighborhood character and ensuring community input.”
- General Text, labeling, formatting, and Grammar Updates
 - What We Presented: There were mislabeled notes particularly in some areas Evergreen was labeled as Glenview in a couple places.
 - Update: We updated the summary document to correct the labeling errors and corrected some formatting and grammar errors.
- Area 2: South Main
 - What We Presented: Based on Workshop 1 feedback South Main should have been labeled an Urban Mainstreet, but it was mislabeled as a Neighborhood Mainstreet.
 - Update: We corrected the designation and added a descriptor: Anchor Neighborhood Mainstreet areas feature walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.
- Area 4: Anchor Designation Christian Brothers University
 - What we presented: In Workshop 1 CBU was raised as a campus anchor institution. Our office said that while it is a campus it does not meet the anchor definition because it is “not collocated with any other business and is not inherently accessible to the surrounding neighborhood nor does it have plans to grow and become more accessible”. During Workshop 2 community members still felt as if CBU is an anchor because of its relationship to Early Maxwell, the Kroc Center, and surrounding neighborhoods.
 - Update: We need to have a better understanding of what community members want to see happening there if change were to happen. What type of commercial would support this anchor and where should it go? Would it be different than the proposed commercial at the fairgrounds? What does accessibility to the CBU campus look like for community members? Before we change this land use designation, our office needs a better understanding of the Why.

- Area 4: Barksdale and Lamar
 - What we presented: Community members presented this as a potential area for improved walkability and as a potential anchor. Our response “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.”
 - Update: At Workshop 2 community members felt as if this area was “excluded”. We need clarification as to what was “excluded.” We are unsure if the desire for the north side of the street was to be the anchor and if so, what scale?
- Area 5: Peabody and Cleveland
 - What We Presented: 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.
 - Update: Community members envision Peabody and Cleveland as an anchor area, particularly for community members. 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.

Downtown Area 1**Pinch District**

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Urban Main Street (A-UMS) Future Land Use: Walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Existing Land Use: Parking facilities, neighborhood scale commercial.	Residents agree that the A-UMS designation is appropriate for the neighborhood if the zoning maintains the mid-rise, mixed use, and walkable characteristics. They expressed concerns that something like Highland Row, which is used as a reference on the FLU Packets, might destroy the characteristics of the neighborhood. Residents proposed that Pinch should be more connected to Downtown/Core.	Zoning should maintain historic character, maintain the mid-rise mixed-use scale, and encourage walkability. *The concern about Highland Row style development was understood to be a desire for development to reflect historic, parcel sized development patterns over block scale structures.

Poplar and Alabama

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Urban Main Street (A-UMS) Future Land Use: Walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Existing Land Use: Park and Green space, commercial uses, light industrial uses, surrounded by a mix of single unit and multi-unit residences	Community members proposed that the Victorian Village neighborhood is more appropriate to have the A-UMS anchor designation due to the multitenant high-rise apartment and proposed that this anchor should be moved to Victorian Village.	Zoning should reflect the mixed-use developments in the area. With appropriate heights for the area. *We would like to have a clarifying conversation about why Victorian Village should be thought of as Anchor Urban Mainstreet over the Anchor neighborhood urban conversation.

St. Jude

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Medical and Institutional Campus (A-C): Future Land Use: Walkable hospital and university campuses that catalyze activity in adjacent mixed-use areas, serving as anchors for medical and educational institutions. Existing Land Use: Large hospital campus, medical institutions, and offices	The residents feel that while the campus is not accessible, it is reasonable to maintain it as an anchor.	Zoning should encourage better integration between St. Jude and adjacent communities
Anchor Neighborhood – Urban (AN-U): Future Land Use: Walkable residential and mixed-use districts within a 5–10-minute walk of a Citywide Anchor, characterized by block-scale buildings and higher density. Existing Land Use: A mix of single unit and multi-unit homes, some commercial uses throughout the neighborhood	Community members would like to see enhanced walkability, housing types, and commercial development in the surrounding areas.	Zoning should enhance walkability, housing types, and commercial development in the surrounding areas.

Downtown Area 2

Downtown

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Downtown (A-DT): Future Land Use: 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. Existing Land Use: A mix of commercial, office, institutional, residential, entertainment and sports uses.	Residents mentioned that they would like to have wider sidewalks and as per the UDC, the streetscape plate should be coordinated with zoning to provide improvement. The residents proposed extending either the Downtown or the South Main anchor to bridge the gap on the Main Street. Residents also expressed interest in increasing density in Downtown/ Urban Core. Residents also agreed with the change to add Beale Street into the Downtown Anchor.	Zoning should reflect a connected thriving downtown. Zoning should align with the streetscape plate and other design aspects of the UDC for a cohesive downtown.

South Main

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Urban Main Street (A-UMS) Future Land Use: Walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Existing Land Use: A mix of neighborhood scale commercial, office, institutional, multi-unit residential, and light industrial uses	Residents agree that the A-UMS designation is appropriate for the neighborhood as long as the zoning maintains the mid-rise, mixed use, walkable characteristics. Community members liked the idea of South Main and the Pinch district working together to support downtown through complementary development. They envision the mixed-use buildings, something that retains the historic characteristics of the neighborhood.	Zoning should reflect a thriving, connected Downtown, with attention to walkability and historic preservation.

Downtown Area 3**Medical District**

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Medical and Institutional Campus (A-C) Future Land Use: Walkable hospital and university campuses that catalyze activity in adjacent mixed-use areas, serving as anchors for medical and educational institutions. Existing Land Use: Medical Institution and office uses surrounded by commercial and multiunit residential uses.	The residents expressed concerns about the sidewalk on Poplar along the Le Bonheur campus and would like to see a road diet and expansion of the sidewalk to increase walkability. Some residents expressed interest in seeing more development, like the Orleans Station in the Medical District. The residents argued that the Campus boundary should expand to the South of Union Ave.	Zoning should support campus unification, increased walkability, and strategic infill

The Edge

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Urban Main Street (A-UMS) Future Land Use: Walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Existing Land Use: Commercial and light industrial uses surrounded by offices and institutional uses	The residents agree that the Edge anchor boundary extension is appropriate.	Zoning should promote walkability and should promote connection to surrounding areas.

Midtown Area 4

Cooper Area

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Main Street (A-NMS): Future Land Use: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods. Existing Land Use: A mix of neighborhood scale commercial institutional and office uses surrounded by residential community	Residents have expressed several concerns and desires regarding the area's development and walkability. They are particularly concerned that the surrounding avenues are auto-oriented and not pedestrian-friendly enough, and they would like to see more appropriate infill development. Additionally, there is a preference for the Anchor Neighborhood Mainstreet designation to be limited to two stories, as community members believe this would better fit the area's context.	Zoning should prioritize walkability and pedestrian safety through design standards that enhance these features. It should ensure new buildings align with the area's existing character in terms of scale, design, and use. Height restrictions along the corridor would help maintain the area's scale and context. Additionally, zoning should support mixed-use buildings that combine residential and commercial spaces, focusing on smaller, community-scale developments rather than large, car-dependent structures.
Anchor Neighborhood- Mix of Building Types (AN-M) <i>Closer to Overton Square</i> Future Land Use: 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. Existing Land Use: A mix of commercial, office, single unit and double unit homes	A key request from community members is for a better pedestrian connection between Overton Square and the Cooper Area.	Zoning should promote community scale commercial uses.

Anchor Neighborhood – Primarily Single-Unit (AN-S): Future Land Use: 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. Existing Land Use: Primarily single unit neighborhood with some two-unit homes	Residents emphasize the need for more community input on infill development, with a desire to ensure future projects fit the neighborhood's character. A hard transition from Urban Main Street to Neighborhood Single Family areas is also a priority for residents. Overall, residents advocated for development that prioritizes the neighborhood's identity and walkability.	There should be policy provisions for increased community engagement and public input during the review process of infill development projects. To ensure that new developments align with the neighborhood's character, scale, and aesthetic preferences. Existing policy: <i>Infill or exterior changes in Cooper Young require review/approval by the Memphis Landmarks Commission followed by a Certificate of Appropriateness.</i>
Corridor- Neighborhood Commercial Services (CSN): <i>Central Avenue</i> Future Land Use: Neighborhood-oriented commercial areas with house-scale buildings, providing retail, services, and offices, typically not associated with anchors. Existing Land Use: Neighborhood scale commercial businesses	Residents want Central Avenue and Harbert Avenue to be more walkable, noting that Central Avenue feels disconnected from the primarily residential community. Traffic concerns along Central Avenue have also been raised, with residents pointing out the lack of plans to address speeding and increased traffic in this residential area. They have requested traffic calming measures, such as a crosswalk or other traffic abatement at Central/Barksdale Additionally, they believe that future development along corridors should be limited to three stories.	Zoning should ensure that future development along Central Avenue prioritizes pedestrian-friendly designs while maintaining the neighborhood's residential character. Zoning should limit new buildings to a maximum of three stories along these corridors, ensuring that development remains appropriately scaled and harmonious with the surrounding area.

Early Maxwell/ Fairgrounds

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Urban Main Street (A-UMS) Future Land Use: Walkable vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Existing Land Use: Fairgrounds, school, museum, Community Center, Sports Center, Stadium, Coliseum	Residents feel that the Fairgrounds currently lack a strong connection to the surrounding community.	Zoning should reflect the civic nature of the fairground and its role as both a citywide and neighborhood asset
Anchor Neighborhood – Primarily Single-Unit (AN-S) <i>Edwin Circle</i> Future Land Use: 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. Existing Land Use: Primarily single unit neighborhood	Residents would like to see the central portion of the Edwin Circle neighborhood redesignated as Anchor Neighborhood Primarily Single Unit.	Zoning should reflect a primarily single unit neighborhood.
Anchor Neighborhood – Primarily Single-Unit (AN-S): <i>Young Avenue</i> Future Land Use: 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. Existing Land Use: Primarily single unit neighborhood that has duplexes, commercial, and multi-unit uses	Residents feel that the Fairgrounds currently lack a strong connection to the surrounding community and would like to see improved pedestrian-friendly links, particularly between Young Avenue and the Fairgrounds. Additionally, there is an interest in reevaluating the proposed development density.	Zoning should encourage walkable connections between neighborhoods and community anchors. Zoning should be strategic and contextual when considering density.

Lamar and McLean

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Main Street (A-NMS): Future Land Use: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods. Existing Land Use: Vacant Lots some commercial uses as well as some single-unit residential uses. There are also some offices and works spaces	Community members both wanted to see the anchor extended and decreased. Community members do want to see this area become more walkable and connected to the community. Community members feel that multi-family residential should be limited to Lamar.	Zoning should increase walkability on Lamar. *We would like to have a clarifying conversation about what Lamar Avenue should look like in the future.
Anchor Neighborhood- Mix of Building Types (AN-S) Future Land Use: 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. Existing Land Use: There are many vacant parcels, commercial, and both single unit and multi-unit parcels.	Community members want to see infill of exclusively single-family development. Community members want to preserve the historic character of the neighborhood. Community members would like to see multi-generational housing. Community members would not like to see anymore multi-family structures or multi-level buildings.	Zoning should reflect a single-family neighborhood. *We would like to have a conversation about what multigenerational housing looks like and where it should be.

Midtown Area 5

Peabody and Cleveland

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Crossing (A-NC): Future Land Use: Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces. Existing Land Use: A mix of neighborhood scale commercial institutional and office uses surrounded by residential community	Community members agreed with this being a neighborhood crossing. Community members wanted us to make sure to note that this is an area that should develop for and with the neighborhood.	Zoning should reflect the residential uses and neighborhood commercial uses.
Anchor Neighborhood – Mix of Building Types (AN-S): Future Land Use: 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. Existing Land Use: A mix of small apartments, duplexes, and single-unit homes. There are blocks that are almost exclusively single unit. So, although there are a mix of building types of the pattern is predominantly single unit residences especially moving east towards Rozelle Street.	Community members were adamant about keeping the feel of the community predominantly single unit. They highlighted changes between Peabody and Union. They would like to see more focus on Single unit uses south of Union	Zoning should reflect single unit residential neighborhood especially south of Union.

Madison and Cleveland

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Main Street (A-NMS): Future Land Use: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods. Existing Land Use: Primarily Commercial, with some institutional and office uses. The area is also supported by some multi-unit housing.	The general streetscape of Madison is seen as positive by community members (less traffic lanes, ease of crossing, biking, etc.). Residents would like to see the streetscape expand all the way to Overton Square.	Zoning should reflect the mixed-use scale nature of Madison Avenue
Anchor Neighborhood – Mix of Building Types (AN-M): Future Land Use: 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. Existing Land Use: Primarily Commercial, with some institutional and office uses. The area is also supported by some multi-unit housing. There is a large number of vacancies in the Washington Bottoms neighborhood as well as some single unit residences	Community members feel as if there is an opportunity for a mix of uses along Madison (Cleveland to Cooper) Overall community members would like to see an increase in the intensity of walkable communities along Madison.	Zoning should support quality infill development and reflect the mix of building types that are present in the neighborhood.

Union and Belvedere (Madison and McLean)

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Main Street (A-NMS): Future Land Use: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods. Existing Land Use: Primarily commercial uses, and offices supported by both multi-unit and single unit residences	Community members feel that crossing Union Ave is unsafe, and that Madison Ave is where future development should occur. They would like to see walkable, connected community-scale development. They would like to see more multi-family development, and high quality naturally occurring affordable housing. <i>*In both Workshops 1 and 2 community members questioned why this was an anchor. In Workshop 1 Community members questioned if McLean would make a better anchor.</i>	Zoning on Belvedere should support neighborhood scale commercial uses. Zoning on McLean should continue to support the development of quality housing and business Zoning on Madison Ave should encourage future development while preserving the unique characteristics of Madison Ave.
Anchor Neighborhood – Mix of Building Types (AN-M): Future Land Use: 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. Existing Land Use: A mix of commercial, office, single unit and multi-unit homes	Community members feel that walkability/bikeability is lacking. They would like to see more density along corridors (Madison, Poplar, Union), and not in the predominately single-family neighborhoods. Community members feel as if Union Ave should continue to be more commercial while the neighborhood streets should mainly feature housing. Community members would like to see single family housing South of Union	Zoning should encourage the mix of housing types that are North of Union and focus on preserving the predominately single unit housing South of Union.

Overton Square

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Urban Main Street (A-UMS): Future Land Use: Walkable, vertically mixed-use centers with block-scale buildings along main streets, serving as moderate to high-intensity anchors for urban neighborhoods. Existing Land Use: Primarily Commercial and Civic Uses, there is also a light industrial use nearby	Community members generally agree with the use designations. Community members would like to see this area grow its footprint with the same development types.	Zoning should promote neighborhood scale mixed use development. Design standards should encourage walkability throughout the area
Anchor Neighborhood – Mix of Building Types (AN-M): Future Land Use: 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. Existing Land Use: A mix of single unit homes and multiunit homes, some neighborhood scale commercial uses	Community members would like to see an extension of the Madison Median and design that would ensure safer street crossings in the area, especially when crossing Poplar to Overton Park.	Zoning should reflect and maintain a mix of building types that upholds design standards to increase walkability.

Midtown Area 6

Jackson and Watkins

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Main Street (A-NMS): Future Land Use: 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. Existing Land Use: Neighborhood scale businesses with some office and institutional uses	Seen as aspirational, community members feel that keeping it neighborhood focused is appropriate.	Zoning should promote neighborhood scale commercial uses
Anchor Neighborhood – Primarily Single-Unit (AN-S): Future Land Use: 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. Existing Land Use: Primarily single unit neighborhood to the South of Jackson and a mix of single family and vacant lots to the north of Jackson	The Snowden neighborhood is seen as a stable, predominantly single-family neighborhood.	Zoning should maintain the existing pattern of predominantly single-family homes in the Snowden neighborhood.

Crosstown

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Urban Center (A-UC): Future Land Use: Walkable, mixed-use centers with multi-story block-scale buildings, forming districts that serve as higher-intensity anchors for urban neighborhoods. Existing Land Use: Commercial uses and offices	Residents agreed with A-UC designation at Crosstown. However, there were disagreements about the exact extent of the A-UC designation vs other FLU types. The concern about differentiating between A-UC and A-UMS revolved around conversations about height next to predominantly single-family homes. Residents felt that height limits adjacent to residential blocks were necessary. Community members agreed with differentiating, Crosstown and the rest of the Cleveland Corridor.	Commercial zoning should appropriately scale into surrounding neighborhoods and improve the public realm.
Anchor Neighborhood – Mix of Building Types (AN-M): Future Land Use: 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. Existing Land Use: predominately multi-unit to the west of Cleveland	There was general support for a greater mix of housing types to the west of Cleveland.	Residential zoning north of Crosstown should reflect the existing pattern of occupied housing. Residential zoning southwest of Crosstown should maximize infill opportunities. Residential zoning east of Crosstown should maintain the existing pattern of single-family historic structures.
Anchor Neighborhood – Mix of Building Types (AN-S): Future Land Use: 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. Existing Land Use: predominately single unit neighborhood to the east of Cleveland.	Residents requested a greater variety of housing opportunities near Crosstown, west of Cleveland. This was understood to mean conversion to plex-type homes for substantial structures and ADUs, not an introduction of larger (or even smaller) apartment structures	Zoning should allow conversion of historic-single unit homes into multi-unit homes within an appropriate boundary to Crosstown/Cleveland development.

Overton Park Ave

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Crossing (A-NC): Future Land Use: Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces. Existing Land Use: neighborhood scale commercial uses	Residents felt that this was the appropriate designation.	Commercial zoning should correctly scale with the surrounding neighborhood and improve the public realm.
Anchor Neighborhood – Primarily Single-Unit (AN-S): Future Land Use: 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. Existing Land Use: predominately single-unit neighborhood with some multiunit residences	Residents felt that AN-S accurately described the neighborhood as predominantly single family units that are walkable to Overton Park Ave.	Residential zoning should reflect the pervasive pattern of single-family homes while allowing multifamily uses to remain conforming.

Washington Bottoms

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor Neighborhood – Mix of Building Types (AN-M): Future Land Use: 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. Existing Land Use: Large vacant lots surrounded by commercial, single unit, and multi-unit residential neighborhoods	Residents expressed desire for “walkable block sizes” and required greenspaces in developments as a part of private developments. Residents felt that Evergreen Historic District south of Poplar should be designated AN-S to reflect the majority single-family built pattern.	Zoning: Commercial zoning should correctly scale with the surrounding neighborhood and improve the public realm. Residential zoning should maximize infill opportunities and provide ample opportunities for large-scale development. Future Land Use: The historic nature of the Evergreen neighborhood south of Poplar, while closer in-built form to the rest of the Evergreen neighborhood north of Poplar is more connected as a place to the surrounding area which is a pattern of a mix of building types. Zoning should reflect that difference.
Anchor Neighborhood – Primarily Single Unit(AN-S): <i>Evergreen Historic District</i> Future Land Use: 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. Existing Land Use: A mix of single unit and multi-unit residential uses	Residents felt that Evergreen Historic District south of Poplar should be designated AN-S to reflect the majority single-family built pattern.	Residential zoning should maximize infill opportunities and provide ample opportunities for large-scale development.

Madison and Cleveland

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
Anchor- Neighborhood Main Street (A-NMS): Future Land Use: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods. Existing Land Use: Commercial and institutional uses surrounded by multi-unit residential	Community members agreed with both the A-NMS and AN-U designations. This is seen as the area where density belongs	Commercial zoning should correctly scale with the surrounding neighborhood and improve the public realm. Residential zoning should maximize infill opportunities and provide ample opportunities for large-scale development.

Place Types and Future Land Use Categories

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

Example (Neighborhood Crossing)

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.

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.
- **Multi-unit 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.