

Lamar District Workshop 2 Summary: September 17th, 2024

Future Land Use Map: Connecting Places, People, and Activities

The Future Land Use Map is a vision for Memphis's future. It's not a set of strict rules, but rather a guide that reflects the kind of places and activities we want to see in our city as it grows. It's about creating a community that works for everyone.

Place Types: What Makes Memphis Unique

Memphis 3.0 organizes the city into Place Types—categories that help us understand and plan for the unique character of different areas. Each Place Type is designed to reflect how people live, work, and interact with their surroundings.

- Anchors (Community/ City Wide)
- Communities
- Corridors
- Special Uses (Industrial, logistics, transportation)
- Parks and Civic Spaces

FLU Categories: (Pages 11-12)

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 Lamar District Workshop 2 meeting.

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| • Lamar & Airways (2) | • Canes & Josephine | • Getwell & Sharpe |
| • Park Ave & | (Brentwood Park) (5) | (9) |
| Marechainell | • Aubra Rd & Barron | • (New) Sharpe & |
| (Orange Mound) (4) | Ave (Sherwood) (6) | Highland (10) |
| | • Lamar & Kimball (7) | |

Lamar & Airways

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Lamar-Airways Shopping Center Place Type- Anchor- Neighborhood Mainstreet (ANM)</p> <p>Future: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p>Existing: The Lamar-Airways shopping is bounded by the intersection of Lamar Ave, Airways Blvd, and Park Ave, all of which are corridor roads. The site has one major structure with multiple smaller structures infilling the large parking lot.</p>	<p>Residents envision the Lamar/Airways shopping center to act as a gateway into the Orange Mound neighborhood. Amenities such as food, entertainment, large brand grocer, and clothing markets were made along with institutional uses such as medical care and City/County office space (neighborhood city hall).</p> <p>Concerns about code enforcement for property owners was repeatedly raised.</p>	<p>Zoning should enable a mix of small and medium scale storefronts, limiting auto-centric uses.</p>
<p>Orange Mound Tower- Urban Center</p> <p>Future: Walkable, mixed-use centers with multi-story block-scale buildings, forming districts that serve as higher-intensity anchors for urban neighborhoods.</p> <p>Existing: Orange Mound tower is a vacant industrial site adjacent to Lamar-Airways shopping center.</p>	<p>Residents see the future Orange Mound tower as being a local version of Crosstown Concourse; housing local artists, markets, and office space.</p> <p>Multiple conversations centered around Orange Mound being a future “destination neighborhood”, leaning into its history as one of the first Black subdivisions and highlighting the success of today’s residents. OM Tower could serve as a centerpiece to showcase the neighborhood that supports the adjacent neighborhood anchor.</p>	<p>Zoning should maximize non-industrial uses and provide flexibility for future restoration efforts.</p>

<p>Anchor Neighborhood- Mix of Building Types (AN-M)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, featuring a mix of single-unit and multi-unit housing, with potential for low-intensity commercial uses along corridors.</p> <p>Existing: Prevailing pattern of Single-Family homes with a mix of duplexes and churches. The area experiences high vacancy rates, with some blocks as high as 70% vacancy.</p>	<p>Residents expressed concern over displacement, but generally supported small-plex infill development. There were a range of opinions on what types of homes would be appropriate, with some suggesting only Single Family homes and others suggesting brick walkups along Park Ave, similar to Harlem in NYC. Regardless, the constant themes were increasing homeownership, preventing displacement, and holding out of state landlords accountable to maintain properties.</p>	<p>Zoning should allow for a greater mix of housing types throughout the neighborhood, but limit larger apartments to mixed use buildings at the Anchor.</p>
<p>Anchor Neighborhood- Primarily Single Family (AN-S)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, consisting mainly of single-unit housing, with a focus on preservation and infill development.</p> <p>Existing: Prevailing pattern of Single-Family homes with a mix of duplexes and churches. The area experiences high vacancy rates.</p>	<p>Residents expressed concern over displacement, but generally supported small-plex infill development. Consistent themes were increasing homeownership, preventing displacement, and holding out of state landlords accountable to maintain properties.</p>	<p>Zoning should allow for expanded housing types, but limit larger structures to corridor roads.</p>

Park Ave & Marechainell (Orange Mound)

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Place Type- Anchor- Neighborhood Crossing (ANC)</p> <p>Future: Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.</p> <p>Existing: A mix of small-scale commercial structures with minimal vacancies, along with community institutions like the historic Mt Pisgah Church and Orange Mound Community Garden. All buildings are built to sidewalk.</p>	<p>No specific community feedback.</p>	<p>Zoning should maintain the existing scale and pattern of development.</p>
<p>Anchor Neighborhood- Primarily Single Family (AN-S)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, consisting mainly of single-unit housing, with a focus on preservation and infill development.</p> <p>Existing: Prevailing pattern of Single Family homes with duplexes distributed throughout the neighborhood. Small apartments exist on Hamilton and Select Ave. High vacancy rates both north and south of Park Ave.</p>	<p>Residents asked for additional neighborhood traffic calming measures and beautification of existing traffic calming measures.</p>	<p>Zoning should maintain existing pattern of development and encourage context sensitive infill. Zoning should allow expanded housing types along Park Ave with stronger frontage standards.</p>

Canes & Josephine (Brentwood Park)

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Place Type- Anchor- Neighborhood Crossing (ANC)</p> <p>Future: Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.</p> <p>Existing: A single corner store exists at an abnormal intersection of minor roads. Adjacent parcels are Single Family residential, vacant, and Brentwood Park.</p>	<p>No specific community feedback.</p>	<p>This area received no public comment in both Workshop 1 and Workshop 2, which makes staff question whether the area is a community anchor. Memphis 3.0 actions for this site were exclusively about neighborhood art projects and park maintenance. While these are admirable and important community priorities, they are not strategies to create a walkable mixed-use center within the residential neighborhood. Staff expanded the ANC designation in the proposed map to allow greater place-making opportunities, but the lack of clear support for this action suggests that the existing corner store and adjacent park should be thought about as important pieces in a larger pattern of a predominantly single family neighborhood.</p> <p>Zoning should maintain the existing pattern of development.</p>
<p>Anchor Neighborhood- Primarily Single Family (AN-S)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, consisting mainly of single-unit housing, with a focus on preservation and infill development.</p>	<p>No specific resident feedback.</p>	<p>Zoning should maintain existing pattern of development and encourage context sensitive infill.</p>

<p>Existing: Prevailing pattern of Single Family homes with duplexes distributed throughout the neighborhood. Small apartments exist north of Brentwood Park. Medium vacancy rates throughout the neighborhood.</p>		
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Aubra Rd & Barron Ave (Sherwood)

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Place Type- Anchor- Neighborhood Crossing (ANC)</p> <p>Future: Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.</p> <p>Existing: Development on the North side of Barron is predominantly vacant commercial uses, with an active light industrial use to the west. Development on the South side of Barron is a mix of active and vacant parcels, with most active uses being small-scale services and auto-centric uses.</p>	<p>No specific community feedback.</p>	<p>While the staff proposal was an expansion of ANC to encompass additional properties, and resident feedback was broad acceptance, the additional properties turn this anchor into a corridor site which makes a designation of Neighborhood Main Street more appropriate.</p> <p>Zoning should maintain the existing scale and pattern of development and limit auto-centric uses.</p>
<p>Anchor Neighborhood- Primarily Single Family (AN-S)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, consisting mainly of single-unit housing, with a</p>	<p>No specific resident feedback.</p>	<p>While staff proposal was AN-S with two pockets of N-M, a more accurate designation would be to classify the anchor neighborhood as AN-M to better reflect the existing mix of building types. Additionally, the lack of residential infill opportunities means that future commercial</p>

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<p>focus on preservation and infill development.</p> <p>Existing: Prevailing pattern of Single-Family homes with duplexes and small apartment complexes in development pockets</p>		<p>development is dependent on a greater mix of housing options. A designation of AN-M is appropriate for the area.</p> <p>Zoning should enable a context sensitive increase in permissible housing types.</p>
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Lamar & Kimball

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Place Type- Anchor- Neighborhood Mainstreet (A-NMS)</p> <p>Future: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p>Existing: Lamar/Kimball/Pendelton is a 6-way intersection of major and minor corridor roads. Existing uses are a mix of auto-centric and small-medium-scale commercial services.</p>	<p>No specific community feedback. Residents expressed broad support.</p>	<p>Zoning should maintain the existing scale of development and limit auto-centric uses.</p>
<p>Anchor Neighborhood- Primarily Single Family (AN-M)</p> <p>Future: Walkable neighborhoods within a 5-10-minute walk of a Community Anchor, featuring a mix of single-unit and multi-unit housing, with potential for low-intensity commercial uses along corridors.</p> <p>Existing: Southwest of Lamar, there is a prevailing pattern of</p>	<p>No specific community feedback. Residents expressed broad support.</p>	<p>Zoning should maintain the current pattern of development and enable a context sensitive increase in permissible housing types.</p>

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Single-Family homes with minimal vacancy. To the east and southeast, there is a mix of Single-Family homes, duplexes, and apartments. There is minimal vacancy on the small-structure lots, but two of the four large apartment sites are vacant.		
<p>Anchor Neighborhood- Primarily Single Family (AN-S)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, consisting mainly of single-unit housing, with a focus on preservation and infill development.</p> <p>Existing: Prevailing pattern of Single Family homes with duplexes and small apartment complexes.</p>	<p>No specific resident feedback. Residents expressed broad support.</p>	<p>Zoning should maintain the existing pattern of development.</p>

Getwell & Sharpe

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Place Type- Anchor- Neighborhood Mainstreet (A-NMS)</p> <p>Future: Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p>Existing: Getwell is a 5-lane road lined with small- medium-scale commercial structures. There is a mix of neighborhood services and auto-centric uses.</p>	<p>No specific community feedback. Residents expressed broad support.</p>	<p>Zoning should maintain the existing scale of development and limit auto-centric uses.</p>
<p>Anchor Neighborhood- Primarily Single Family (AN-M)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, featuring a mix of single-unit and multi-unit housing, with potential for low-intensity commercial uses along corridors.</p> <p>Existing: Prevailing pattern of Single Family homes and duplexes with minimal vacancies. Small apartment complexes exist near the Anchor site.</p>	<p>No specific community feedback. Residents expressed broad support.</p>	<p>Zoning should maintain the current pattern of development and enable a context sensitive increase in permissible housing types.</p>
<p>Anchor Neighborhood- Primarily Single Family (AN-S)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community</p>	<p>No specific resident feedback. Residents expressed broad support.</p>	<p>Zoning should maintain the existing pattern of development.</p>

<p>Anchor, consisting mainly of single-unit housing, with a focus on preservation and infill development.</p> <p>Existing: Prevailing pattern of Single Family homes with limited duplexes and minimal vacancy.</p>		
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(New) Sharpe & Highland

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p>Place Type- Anchor- Neighborhood Crossing (ANC)</p> <p>Future: Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.</p> <p>Existing: Site is a single convenience store and vacant lot. The north side of the intersection is occupied by active churches.</p>	<p>No specific community feedback.</p>	<p>While the staff proposal was the creation of a new Neighborhood Crossing, limited feedback suggests that the convenience store may be better thought of as an important piece in a larger pattern of a predominantly single-family neighborhood. More discussions should be held to discern if the community sees this site as an opportunity for growth into a walkable mixed-use community.</p> <p>Zoning should maintain the existing scale and pattern of development.</p>
<p>Anchor Neighborhood- Primarily Single Family (AN-S)</p> <p>Future: Walkable neighborhoods within a 5–10-minute walk of a Community Anchor, consisting mainly of single-unit housing, with a focus on preservation and infill development.</p> <p>Existing: Prevailing pattern of Single-Family homes with</p>	<p>No specific resident feedback.</p>	<p>Zoning should maintain the existing pattern of development and allow for context sensitive infill.</p>

limited vacancy. There is a larger apartment complex and duplex development to the south, and a smaller apartment complex to the east.		
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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.