

## University District Workshop 2 Summary: November 19, 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 5-7)**

Future Land Use Categories are a guide that shows how different areas in a city or community should be developed in the future, like for homes, businesses, parks, or factories. They help guide growth and development to make sure the community grows in a way that benefits everyone.

**Highlighted Places:** Areas that were highlighted by community members in the University district Workshop 2 meeting.

- Tillman St
- Scott St & Broad Ave
- South Highland & Poplar
- Poplar Plaza
- Harvard & N Merton

## Tillman St.

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p><b>Anchor Neighborhood Main Street</b></p> <p><b>Future:</b> Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p><b>Existing:</b> The area is mainly composed of low-intensity commercial and multi-family housing units.</p>	<p>Community members would like to see more public spaces along Tillman to sit and find shade. Residents also mentioned long wait times for MATA and would like to see Mata Bus stops to be furnished to protect riders from adverse weather conditions.</p> <p>For Context: There was a grocery store on Tillman and Sam Cooper but it closed. Residents expressed the need for grocery stores in the area. They also expressed the need for more speed calming measures and</p>	<p>Zoning should maintain and promote the diverse building types of the neighborhood.</p>

## Scott St and Broad Ave

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p><b>Anchor-Urban Center</b></p> <p><b>Future:</b> Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p><b>Existing:</b> The area is currently mainly composed very light retail low intensity commercial services surrounded by primarily</p>	<p>Community members requested the need for wider sidewalks and traffic calming measures and increased lighting. Residents also expressed the need for physical medians and protected bike lanes.</p>	<p>Zoning should primarily focus on maintaining walkable and mixed-use centers. Traffic calming measures should be implemented within the district</p>

multi-family and single-family housing		
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### South Highland & Poplar

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p><b>Anchor- Neighborhood Main Street</b></p> <p><b>Future:</b> Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p><b>Existing:</b> The area is primarily made up of a main street with low intensity retail and commercial spaces on each side of the corridor.</p>	<p>Residents expressed the need for more parks and multi-family housing. More Walkable areas along Poplar &amp; Highland. Residents also made it a point that there should not be any more gas stations at this location.</p>	<p>Zoning should maintain the diverse mix of neighborhood building types and limit the construction for gas stations in the area.</p>

**Poplar Plaza**

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<p><b>Anchor Neighborhood Main Street</b></p> <p><b>Future:</b> Walkable, mixed-use centers with house-scale buildings lining main streets, serving as moderate-intensity anchors for surrounding neighborhoods.</p> <p><b>Existing:</b> Light to heavy retail on each side of the corridor</p>	<p>Residents were concerned that the Anchor FLU at Poplar/Highland implied park space conversion to commercial use and requested its removal. Many felt Poplar was a barrier to a Neighborhood Main Street (NMS) designation and feared it would encourage duplex development in high land-value areas.</p> <p>*Future Land Use: The Planning Team followed up with community members after this meeting to clear up confusion. After that meeting the community members agreed to NMS for Poplar understanding the Mix of Building Types and its correlation with zoning.</p>	<p>Zoning should reflect the established pattern of housing to the east of the Anchor and encourage infill development in the vacant parcels to the West of the Anchor.</p>
<p><b>Anchor- Neighborhood- Mix of Building Types</b></p> <p><b>Future:</b> Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.</p> <p><b>Existing:</b> Small shopping Center with some on-street</p>	<p>Residents expressed concern that the FLU map implied the intent to create duplexes in Galloway Golf Course neighborhood. A combination of prior misinformation and staff supplied materials led to confusion about what ANS meant; a gap in understanding that could not be closed within the allotted time and format*Future Land Use: The Planning Team followed up</p>	<p>Zoning should maintain the already existing neighborhood scale housing of the neighborhood</p>

parking surrounded by primarily single family	with community members after this meeting to clear up confusion. After that meeting the community members agreed to NMS for Poplar understanding the Mix of Building Types and its correlation with zoning.	
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## Harvard & N Merton

Land Use	What We Heard (Community Feedback)	What We Think (Staff Analysis)
<b>Anchor Neighborhood Mix of Building Types</b> <b>Future:</b> Small, walkable mixed-use centers with house-scale buildings embedded within residential neighborhoods, providing convenient services and community gathering spaces.  <b>Existing:</b> The area is composed of diverse building types and a community gathering place.	Community members would like to see an increase in the amount of housing diversity around Hale & Merton. They believe this will help with housing affordability. Residents also expressed interest into connecting the diverse building types to Hale Ave.	Zoning should maintain and expand neighborhood scale mix of building types.

## 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.