

EVERGREEN AND MEMPHIS 3.0

A Review of the Future Land Use
Recommendations found in Memphis
3.0 as they apply to the Evergreen
Historic District

Presentation compiled by Don Jones
and Midtown Memphis.org

Intro

- WHAT IS MEMPHIS 3.0 AND WHY IS IT IMPORTANT TO US?
 - Comprehensive Plan
 - Public Investments – Private Investments
 - 5 year update (orig approved in 2018)
- WHAT ARE THE CONCEPTS OF MEMPHIS 3.0
 - Planning Districts or Planning Areas
 - Anchors
 - Degree of Change (DOC)
 - Land Use Recommendations
 - Street Types

The Memphis 3.0 Future Land Use Map (Core City Planning Dist)

Planning Districts

Each of the districts was assigned a team of planners, architects, and artists to work with residents in creating a unified vision with shared goals and strategic actions. Please see individual plans in the District Priorities section of the document.

Core City includes:
Dwntwn, Medical
Ctr, and most (but
not all) of
traditional
midtown.



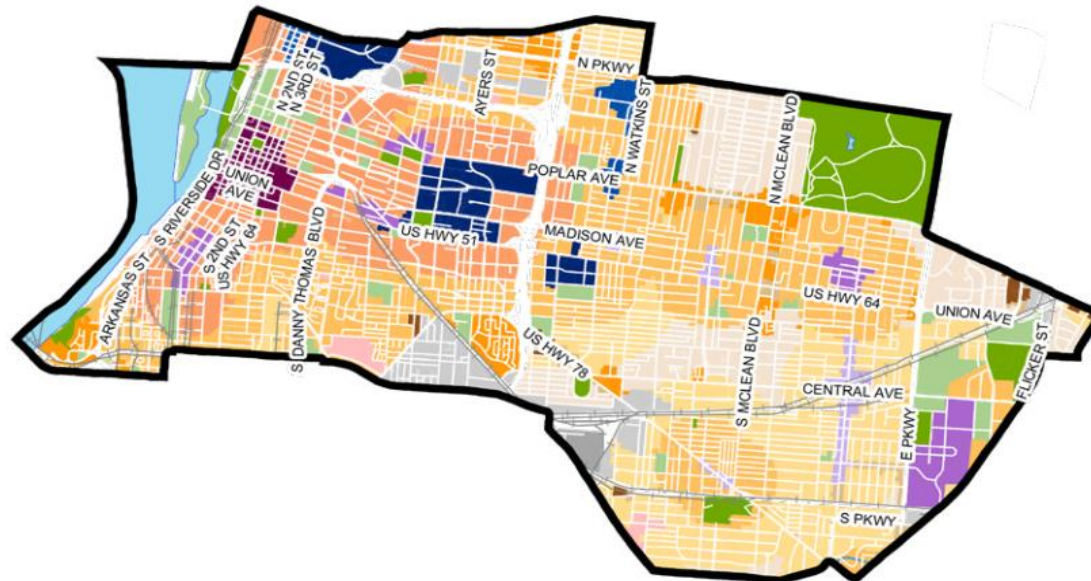
Core City Future Land Use Map

CORE CITY

Land Use

- Anchor Neighborhood Primarily Single Unit
- Anchor Neighborhood - Mix of Building Types
- Anchor Neighborhood - Urban
- Primarily Single Unit Neighborhood
- Primarily Multifamily Neighborhood
- Neighborhood Crossing
- Neighborhood Main Street
- Urban Main Street
- Urban Center
- Urban Core / Downtown
- Medical and Institutional Campus
- Low Intensity Commercial & Services
- High Intensity Commercial & Services
- Open Space & Natural Features
- Public & Quasi Public Buildings & Uses
- Parks & Recreation Facilities
- Industrial
- Industrial Flex
- Transportation and Logistics Facilities
- Transitional Neighborhood
- Transitional Commercial
- Transitional Industrial

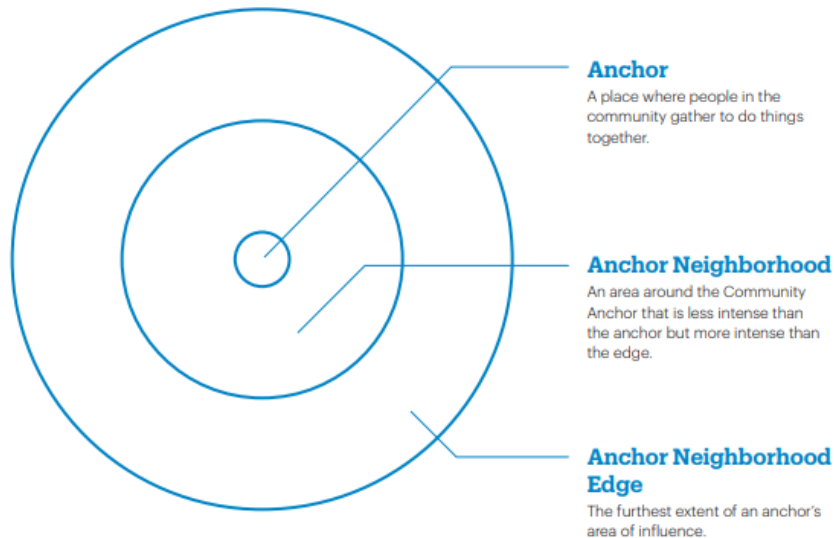
Because Downtown is a major employment center and has several institutions, it's one of the City's major anchors. The future land use of Core is dominated by anchors varying in intensity. Major civic assets are surrounded by anchor neighborhoods which suggests that investment should also support civic assets and public facilities.



Anchors

OUR STRATEGY: FOCUS ON ANCHORS

Anchors Can Influence Surrounding Neighborhoods

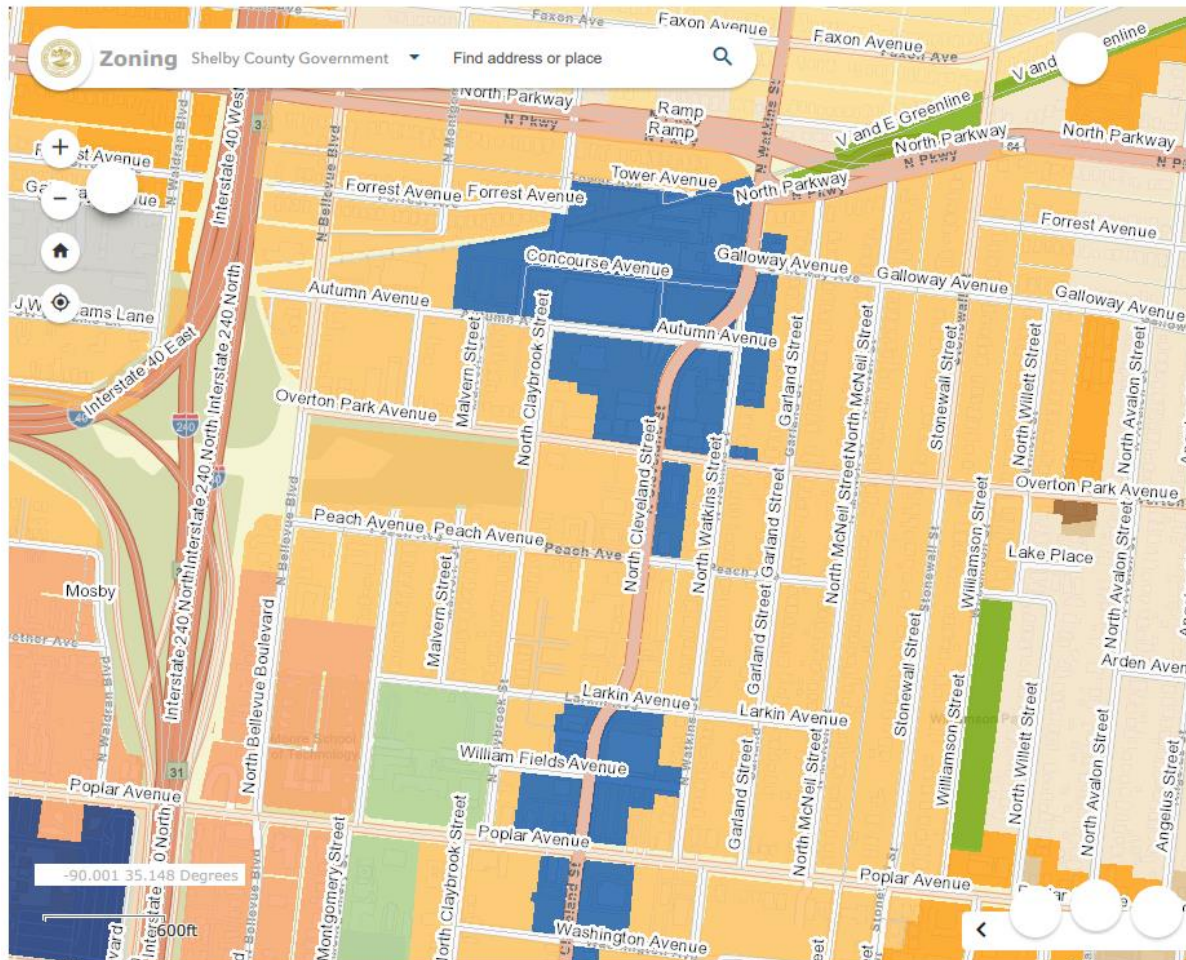


Higher Intensity
↑
↓
Lower Intensity

From the outer edges of the anchor, the first circle or ring is a $\frac{1}{4}$ mi radius – it represents a desirable walking distance. The next ring is $\frac{1}{2}$ mi radius, a walking distance for a special event or location

Anchors cont'd

Future Land Use Map for Evergreen



Anchors for E-
green =
Crosstown
Concourse &
The
Intersection
of Poplar Av
and N.
Cleveland St.

This is a
Community
Anchor

Degree of Change

Nurture, Accelerate, Sustain

Nurture

Nurturing actions provide stability in places that have experienced decline or where there is not sufficient market activity to drive change. Investments by the City and philanthropies will support incremental change to improve the lives of existing residents and promote additional future investment.



Neighborhoods with low market demand or experiencing higher vacancy and disinvestment can be nurtured by catalytic public investments and incremental improvements.

Accelerate

Accelerating actions encourage early stage and beneficial change that is underway, but requires additional support to realize its full potential. A mix of investments by the City, philanthropies, and the private sector drive transformative change to realize the community's vision for a place.



Areas seeing real estate market investment and have infill opportunities can be accelerated with public and private support.

Sustain

Sustaining actions support existing character. Infill development should improve the built form and enhance multi-modal transportation options. Investments primarily by the private sector will support steady market growth for community stability.

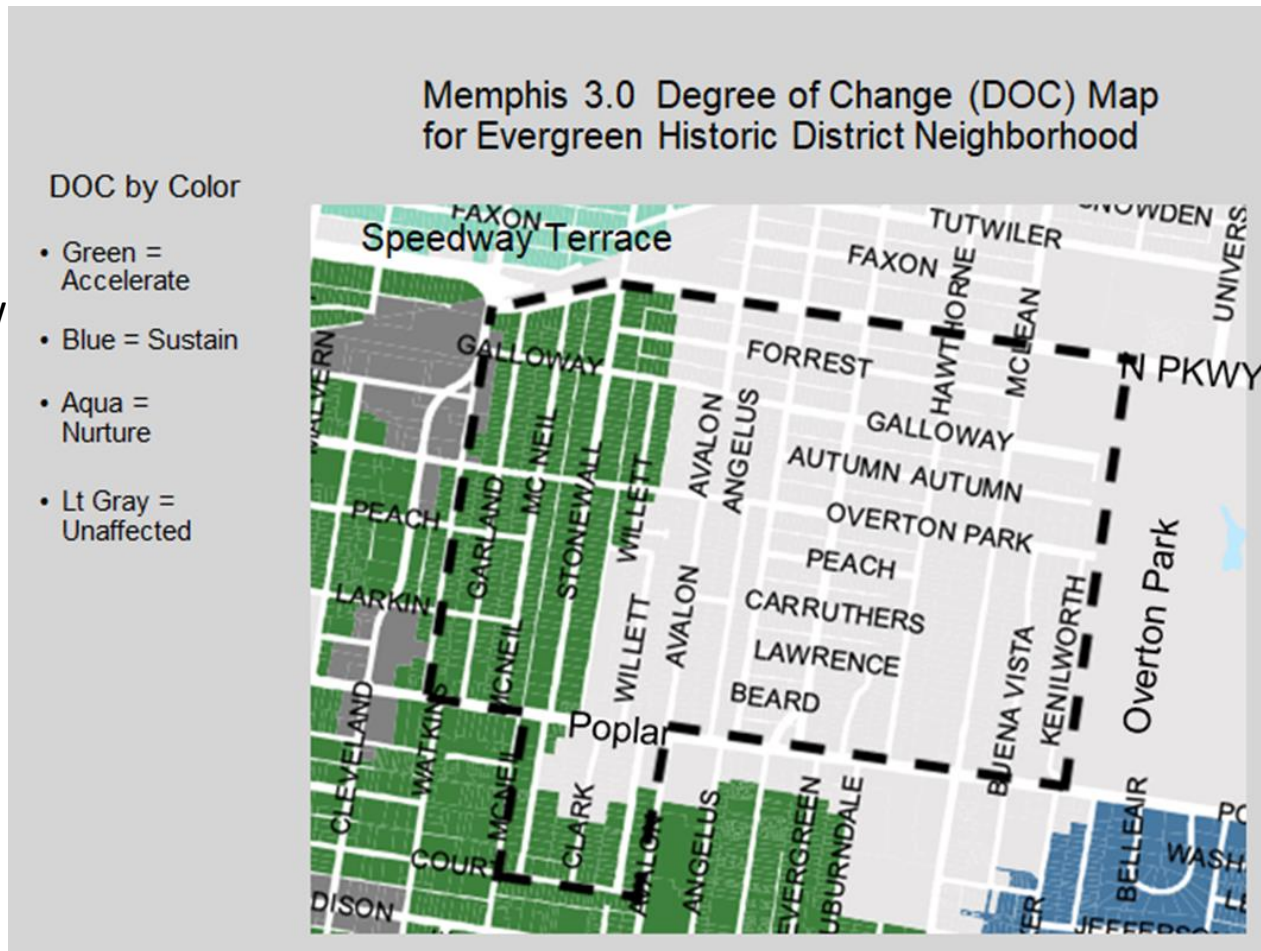


Historic districts or areas that wish to see no change in form or development activity should be sustained with regulations that support current conditions.

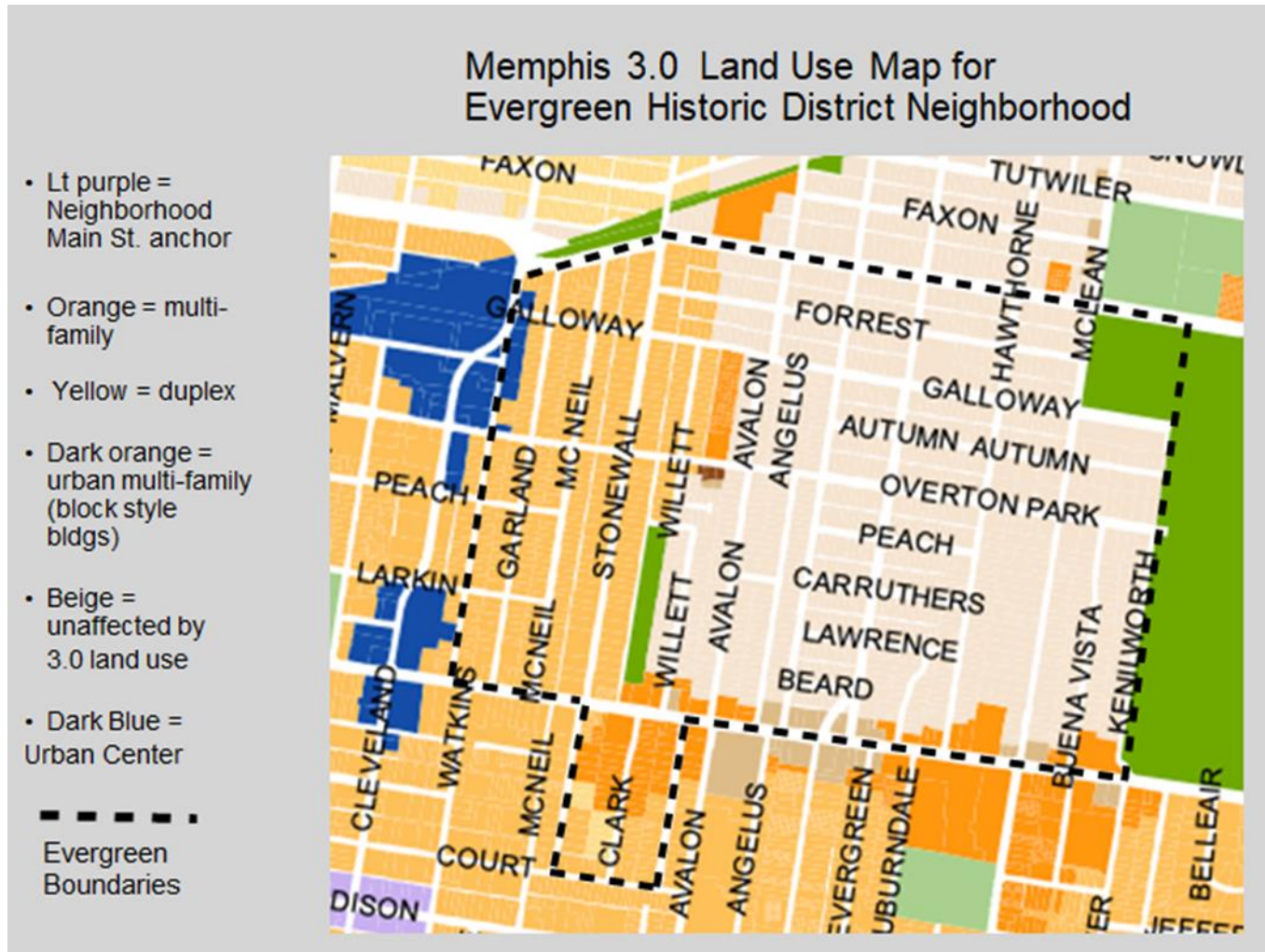
DOC mapped

The Degree of change mapping gives us a sense of how aggressive the plan would support changes in land use in Egreen.

Land Use = Residential, Commercial, Office and Industrial



Land Use Recommendation



Land Use Recommendations

Land Use = Residential, Commercial, Office Industrial, Institutional. Residential includes Single Family and Multi-Family (Multi-Family includes Duplex, Townhouse and Apartment Bldgs)

Land Use Categories			
Summary of land use circles, degree of change & street types recommendations			
Description/Intent	Recommended Uses Degree of Change Accelerate	Description/Intent	Recommended Uses
AN-M		NM	Attached, semi-detached, and detached; house-scale and block-scale buildings; primarily residential with mixed use encouraged along avenues, boulevards and parkways as identified in the Street Types Map; 1-3+ stories; beyond 1/2 mile from a Community Anchor
Anchor Neighborhood - Mix of Building Types	ACCELERATE: Primarily detached, single-family house-scale residences of 1-3 stories in height. Attached, house-scale single-family, duplexes, triplexes and quadplexes of 1-3 stories in height permitted on parcels within 200 feet of an anchor and at intersections where the presence of such housing type currently exists. Building-scale large homes and apartments of 2-4 stories in height permitted on parcels within 100 feet of an anchor; at intersections where the presence of such housing type currently exists at the intersection. Other housing and commercial types along avenues, boulevards and parkways as identified in the Street Types Map where same types exist on one or more adjacent parcels.	Primarily Multifamily Neighborhood	
Walkable neighborhoods within a 5-10 minute walk of a Community Anchor. These neighborhoods are made up of a mix of single-unit and multi-unit housing.		Residential neighborhoods consisting primarily of multi-unit buildings, that are not near a Community Anchor.	
		Places that consist primarily of multi-unit buildings and are not physically connected through streets and paths to at least one Citywide or Community Anchor.	
		Preservation/maintenance of existing multi-family housing.	

Street Types

Memphis 3.0 Street Types Map for Evergreen

Street Types
by Color

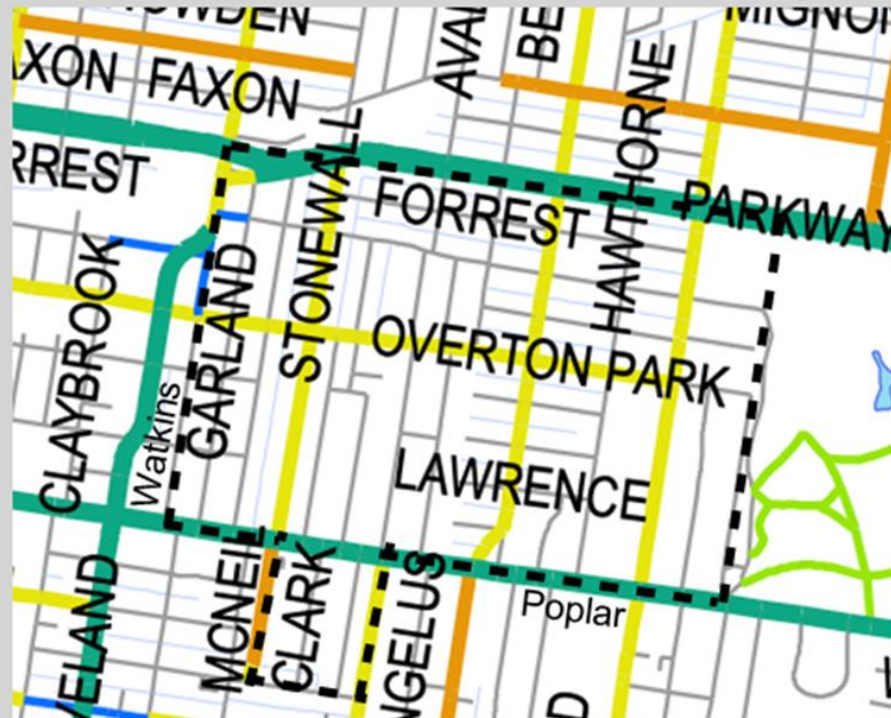
Yellow = Avenue –

Orange = Boulevard

Green = Parkway

Blue = Main

These street types
allow land uses not
permitted by existing
zoning.



Land Use Recommendations

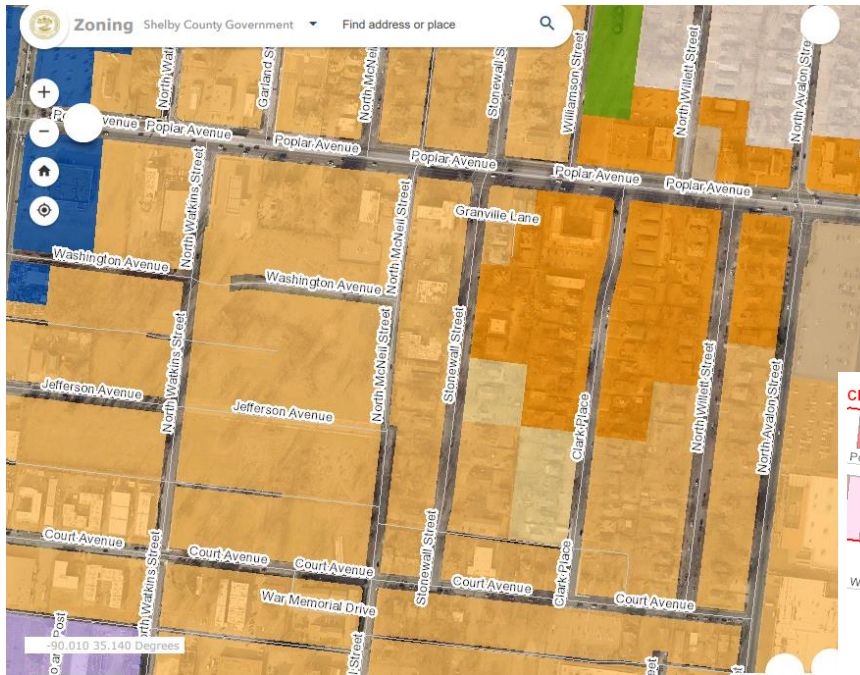
Land Use = Residential, Commercial, Office Industrial, Institutional. Residential includes Single Family and Multi-Family (Multi-Family includes Duplex, Townhouse and Apartment Bldgs)

Land Use Categories			
Summary of land use circles, degree of change & street types recommendations			
Description/Intent	Recommended Uses Degree of Change Accelerate	Description/Intent	Recommended Uses
AN-M		NM	Attached, semi-detached, and detached; house-scale and block-scale buildings; primarily residential with mixed use encouraged along avenues, boulevards and parkways as identified in the Street Types Map; 1-3+ stories; beyond 1/2 mile from a Community Anchor
Anchor Neighborhood - Mix of Building Types	ACCELERATE: Primarily detached, single-family house-scale residences of 1-3 stories in height. Attached, house-scale single-family, duplexes, triplexes and quadplexes of 1-3 stories in height permitted on parcels within 200 feet of an anchor and at intersections where the presence of such housing type currently exists. Building-scale large homes and apartments of 2-4 stories in height permitted on parcels within 100 feet of an anchor; at intersections where the presence of such housing type currently exists at the intersection. Other housing and commercial types along avenues, boulevards and parkways as identified in the Street Types Map where same types exist on one or more adjacent parcels.	Primarily Multifamily Neighborhood	
Walkable neighborhoods within a 5-10 minute walk of a Community Anchor. These neighborhoods are made up of a mix of single-unit and multi-unit housing.		Residential neighborhoods consisting primarily of multi-unit buildings, that are not near a Community Anchor.	
		Places that consist primarily of multi-unit buildings and are not physically connected through streets and paths to at least one Citywide or Community Anchor.	
		Preservation/maintenance of existing multi-family housing.	

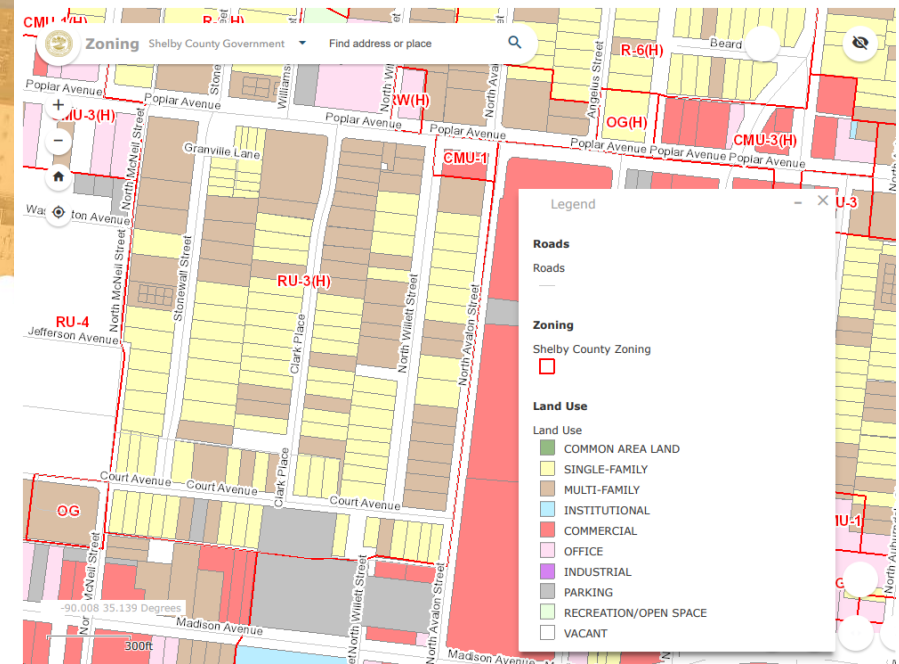
Existing Land Use by E'green Dists

Dists 1, 2, 3 fall w/in ¼ mi radius from Anchor

Proposed L.U. on left, Existing on Right



Dist 1



Legend:

Orange = Apts – Bldgs and Houses converted to apts .
 Lt Brwn – Mix of Hsg Typs – Single Family up to quadrplexes
 Yellow – Single Fam & Duplex



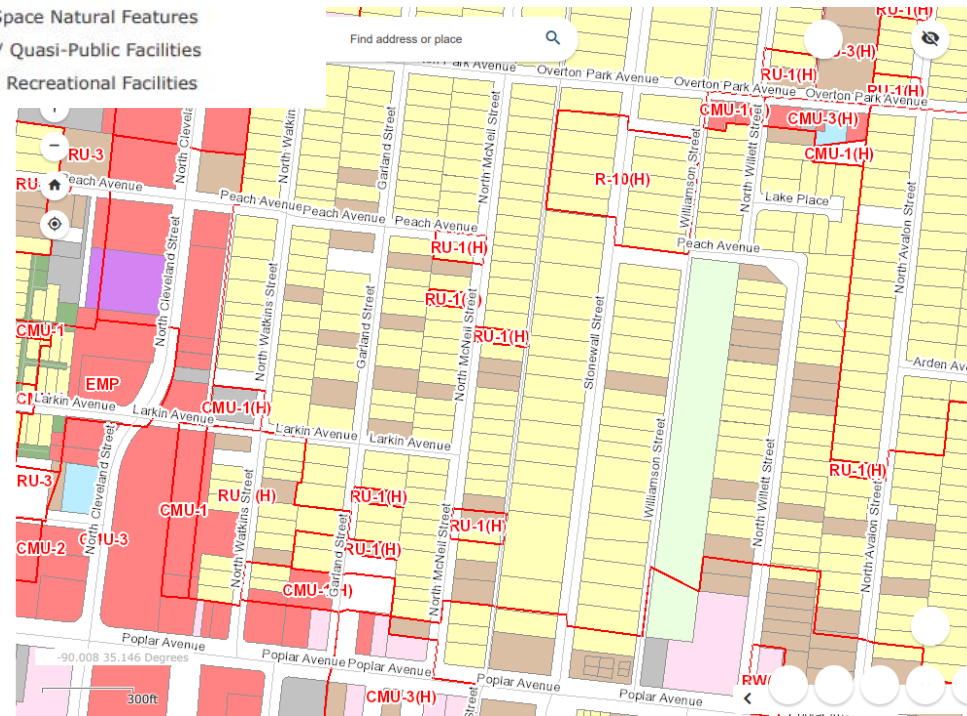
Legend

Memphis 3.0 Future Land Use

Memphis 3.0 Future Land Use

- Anchor - Neighborhood Crossing
- Anchor - Neighborhood Main Street
- Anchor - Urban Main Street
- Anchor - Urban Center
- Anchor - Medical & Institutional Campus
- Anchor - Urban Core/Downtown
- Anchor Neighborhood - Primarily Single-Unit
- Anchor Neighborhood - Mix of Building Types
- Anchor Neighborhood - Urban
- Primarily Single-Unit Neighborhood
- Primarily Multifamily Neighborhood
- Low Intensity Commercial Services
- High Intensity Commercial Services
- Transportation & Logistics Facilities
- Industrial Flex
- Industrial
- Open Space Natural Features
- Public / Quasi-Public Facilities
- Parks / Recreational Facilities

Dist 2



Existing
L.U. &
Zoning

Meetings with the Division of Planning and Development to discuss M 3.0

- 3 workshops will be held in each planning district. The website does not show dates and location for the Core District. The expectation is 3-two hour meetings held about 2 weeks apart beginning in late January
 - *Workshop One – District Priorities*
 - *Workshop Two – Land Use and Map Visioning*
 - *Workshop Three – Enacting Lands Use Visioning*
 - ** This power point presentation has provided some insight into the Visioning process*
 - *Go to Develop901 and search for Memphis 3.0*