Memphis 3.0: The First Comprehensive Plan Since 1981

‘81 deliverables
• Participation in National Flood Insurance Program
• Vehicle Inspections to improve air quality
• Noise control and zoning
  • Reducing residential use near airport
• Acquisition by county – tax sale
• Creation of land bank
• **Urban Service Boundary**
1980

Population (25 people per dot): 624,814
Square Miles: 270
Density (per Sq Mi): 2,307
Population (25 people per dot): 589,188
Square Miles: 277
Density (per Sq Mi): 2,121
2000

Population (25 people per dot): 620,944
Square Miles: 294
Density (per Sq Mi): 2,107
2010

Population (25 people per dot): 645,237
Square Miles: 323
Density (per Sq Mi): 1,995
Memphis 3.0 is a comprehensive plan like those used by cities across the U.S. to control their futures.

“Cities that have a plan are more competitive.”
– Mitch Silver, APA president, NYC Parks Commissioner
MEMPHIS 3.0 VISIONING & PLANNING TIMELINE

The Memphis 3.0 Plan will guide our city into the next century. The planning process will occur November 2016 - November 2018. Phases 1 – 3 are visioning; Phases 4a, 4b are planning; followed by plan implementation in Phase 5.

**PHASE 1**
Inventory & Analysis
Staff, committees, and community will engage in a process of collecting data on existing conditions, forecasting future conditions and dynamics of growth, and engaging in visioning to provide guiding principles for the plan effort.

**PHASE 2**
Goal Setting & Future Growth
Staff will lead committees and community through developing future goals around key plan elements to frame ideas and policies to shape into strategies for the plan. This phase also includes development of multiple scenarios for committees and community to consider where growth, stability, rebirth, and no/low growth is desired.

**PHASE 3**
Prioritization & Refinement
Decision-making around goals, policy, and investment priorities, including the preferred growth scenario. The preferred growth scenario will shape how the transect is applied to communities in the character planning process.

**PHASE 4b**
Plan Development
Builds on the foundation of the vision developed in the 4th year, incorporates input and recommendations from small areas as district plans are developed, aligns with existing plans and studies, and is augmented by targeted technical assistance.

**PHASE 4a**
Community Planning
Planning will address 14 planning districts in Memphis in three-month, small area processes for each. A team of planners, local organizations, artists, and design experts will work on the ground to develop district plans that align with the citywide vision.

**PHASE 5**
Action Taken
The Memphis 3.0 plan implementation will begin in January 2019.
Memphis 3.0 will be structured around these four pillars:

**CONNECTIVITY**
The way we get around our city and connect others around us.

**LIVABILITY**
Focusing on quality of life and neighborhood amenities.

**SUSTAINABILITY**
Ensuring Memphis is resilient and conserving resources.

**OPPORTUNITY**
Ensuring the opportunity for economic growth, development and housing.
What will be the outcome of Memphis 3.0?

Defining areas of Growth, Stability, and Rebirth
How will Memphis 3.0 succeed?

» Prioritize how to spend taxpayer resources
» Recommended projects won’t all require new dollars
» Public/Private partnerships
» Policy or programmatic changes
» Capital improvement program
» Bonds or General Fund
» Referenda
» Grants
» Development Code
» TIF
» Incentives
EVERYONE HAS A SEAT AT THE TABLE. JOIN US!

As the MEMPHIS 3.0 planning process evolves, we promise to uphold our driving principle and CORE COMMITMENTS to the Greater Memphis community.

www.Memphis3point0.com

MEMPHIS 3.0
guiding memphis into our 3rd century

Transparent
Creating a process that is open and realistic.

Responsive
Intentionally seeking, listening to and including the community’s voice.

Open to Learning
Dedicated to comprehensive improvement and providing what’s best for Memphis

Community Oriented
Public input will influence decisions in each step of the planning process
Thanks for sharing, Memphis!

14 neighborhood meetings conducted
Over 1,000 residents engaged  Nearly 800 surveys completed
500 unique ideas generated   10,500 Q&A responses collected

AND WE'RE JUST GETTING STARTED.

2nd round of neighborhood input sessions begins March 2017.
Keep sharing your input and sign up to stay updated on MEMPHIS 3.0 planning progress! Your voice can help to shape our city's future.

www.Memphis3point0.com
- Website: http://memphis3point0.com/
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