Plan adoption:
- MATA Board: January 29, 2019
- Community Redevelopment Agency Board: Feb. 7, 2019
- Land Use Control Board: Feb. 14, 2019
- Currently before City Council
15,278 Residents Engaged

4,903 Surveys Taken

1,333 Newsletter Sign-ups

1,170 Letters to Neighborhood Organizations

500 Letters to Churches

45 Community Engagement Partners

Memphis 3.0 Community Events Map
Focus on Anchors

An ANCHOR is a collection of places that provide a mix of uses – residential, commercial, employment, or institutional.

Anchor
A place where people in the community gather to do things together.

Anchor Neighborhood
An area around the community anchor that is less intense than the anchor but more intense than the edge.

Anchor Neighborhood Edge
The furthest extent of an anchor’s area of influence.

Jackson and Evergreen Anchor
An Anchor is a collection of places that provide a mix of uses—residential, commercial, employment, or institutional.

Anchors are:
- Significant activity centers
- Areas to focus density and redevelopment
- Walkable
- Transit-oriented or transit-supportive
Anchor Strategy & Degree of Change

Nurture
Slow growth markets, supported by public and philanthropic investments

Accelerate
Markets with high or increasing market potential, supported by primarily private investment with some public resources

Sustain
Stable markets, supported primarily by private investments
Land Use

Neighborhood Crossing anchors are characterized by primarily detached house-scale buildings anchored by community institutions. Neighborhood Crossings provide consistent service to the surrounding residential neighborhoods to which they are embedded, allowing neighbors to walk or bike there. A neighborhood crossing can serve as a destination where neighbors rub elbows, and when thriving, can contribute to community character and identity.

Some characteristics:
- Land use mix: mixed-use centers comprised of house-scale buildings embedded within otherwise residential neighborhoods.
- Applicability: small centers organized around an interaction where fundamentally commercial use and activities support or appropriate use a low-intensity anchor for a surrounding neighborhood.
- Community benefits: region organization of services, amenities, and opportunities to connect residents to anchor neighborhoods, housing, and other areas.

Performance Measures:
- Number of new businesses and anchor stores within 1/2 mile.
- Distance to anchor.

Zoning Notes:
- Complementary with the following zone districts. Use in accordance with form and characteristics listed above.
- Upholds downtown and commercial district context and character.
- Anchor neighborhoods are designed to activate and promote neighborhood areas as appropriate, at the scale of a small area plan.

Additional analysis needed if the zone is applied near existing center boundaries and accommodates the limited form and scale of areas.

Memphis 3.0

![Map Image]
Plan Elements

Memphis 3.0 is organized around three plan elements. Goals and objectives of the plan are associated with Land, Connectivity, and Opportunity as the guiding implementation framework citywide.
Goals, Objectives and Actions

Plan Elements

LAND

Memphis is a smart, sustainable City that attracts new growth and density in the core and today’s neighborhoods and preserves and extends development in communities across the City.

- Goal 1: Complete, Cohesive Communities
- Goal 2: Vibrant Civic Spaces
- Goal 3: Sustainable and Resilient Communities

CONNECTIVITY

Memphis is a connected and accessible City that invests in infrastructure and mobility options that provide access to opportunities and services for all populations.

- Goal 4: High Performing Infrastructure
- Goal 5: Connected Corridors and Communities

OPPORTUNITY

Memphis is a City of opportunity that focuses on access, affordability, and equity capacity for a prosperous and inclusive community.

- Goal 6: Equitable Opportunities
- Goal 7: Prosperous and Affordable Communities
- Goal 8: Engaged Communities

Actions

Promote and support existing infrastructure capacity to serve new development and density

Investments

Memphis 3.0
Streets

- Alley
- Avenue
- Boulevard
- Industrial Freight
- Limited Access
- Local
- Main
- Parkway
- Rural
- Shared Street
- Transit Mall

Memphis 3.0
Industrial Freight streets are designed to support multiple travel modes, including automobiles and freight movers. These streets generally are found in commercial, industrial, and warehouse districts and give way to parkways as they enter more retail and residential land use contexts. Industrial freight streets are designed for high vehicular capacity with high vehicular accessibility to adjoining urban land uses. The typical section could be two to six lanes with a turn lane or median, depending on the context of the situation. Winchester Road near the Memphis International Airport and Shelby Drive are examples of Industrial freight streets.

### Street Section

**Industrial Freight**

Street Section

Industrial freight streets are designed to support multiple travel modes, including automobiles and freight movers. These streets generally are found in commercial, industrial, and warehouse districts and give way to parkways as they enter more retail and residential land use contexts. Industrial freight streets are designed for high vehicular capacity with high vehicular accessibility to adjoining urban land uses. The typical section could be two to six lanes with a turn lane or median, depending on the context of the situation. Winchester Road near the Memphis International Airport and Shelby Drive are examples of Industrial freight streets.

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**Street Design Parameters**

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Travel lane 11' inclusive of gutters</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Center Turn Lane 10' minimum</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Sidewalk 5' minimum, 6 is preferred</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Green Strip 5' minimum</td>
<td></td>
</tr>
<tr>
<td>Target Speed</td>
<td>35 MPH</td>
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</tbody>
</table>

Notes: Median includes left turn lanes at intersections and key entries. Continuous turn lane should have spot medians at prominent pedestrian crossings.

*All utilities should be located within the green strip or just beyond the edge of sidewalk if additional right-of-way or easement is provided. Undergrounding of utilities is possible in urban areas.*

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**Design Elements**

<table>
<thead>
<tr>
<th>Design Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right-of-Way</td>
<td>90-120°</td>
</tr>
<tr>
<td>Number of Lanes</td>
<td>4 with center turn lane</td>
</tr>
<tr>
<td>Parking</td>
<td>Off-Street</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>Yes</td>
</tr>
<tr>
<td>Bicycle Facilities</td>
<td>Based on context and need</td>
</tr>
<tr>
<td>Drainage</td>
<td>Curb + gutter</td>
</tr>
<tr>
<td>Median</td>
<td>Spot median at high incidence pedestrian crossings</td>
</tr>
<tr>
<td>Streetscape</td>
<td>Approximate street trees in median and tree lawn / verge</td>
</tr>
<tr>
<td>Furnishings</td>
<td>Yes, benches and shelters related to transit service</td>
</tr>
<tr>
<td>Lighting</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Aligning Complete Streets Manual and 3.0

<table>
<thead>
<tr>
<th>Density Intensity</th>
<th>Land Use Context Zones</th>
<th>Order of Considerations for Travel Modes</th>
<th>Target Design Speed</th>
<th>UDC Streetscape Standards</th>
<th>Right-of-Way Totals</th>
<th>Frontage &amp; Setback</th>
<th>Pedestrian Realm</th>
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<tbody>
<tr>
<td></td>
<td>Residential Districts</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Residential — Estate (RE)</td>
<td>Walk, Bike, Transit, Auto, Freight</td>
<td>40 MPH</td>
<td>Plates S13-S15</td>
<td>37-96</td>
<td>24</td>
<td>36</td>
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</tbody>
</table>
Transit Vision

- Developed recommendations to change the current transit network
- Cost and financing options for improving transit
- Proposed networks for 2022 and 2040 were redesigned using Memphis 3.0 anchors and the Future Land Use Map
MEMPHIS, TENNESSEE

Short-Term
Recommended Network

Frequency (minutes between buses) at midday on a weekday:

- Trolley: 120 minutes
- 15 minutes
- 20 minutes
- 30 minutes
- 60 minutes

The Short-Term Recommended Network is based on public and stakeholder input on concepts developed for the Memphis 3.0 Transit Vision. The network will be implemented in 2020, if the city invests an additional $30 million per year in transit.

Memphis3.0
What City Council Adoption Means

1. Repeal *Memphis 2000* and adopt *Memphis 3.0* as the General Plan.

2. Land use decisions made by the City Council will be consistent with the Plan (with a 6-month grace period).

3. Plan may be amended by Council by resolution.

4. Support the use of *Transit Vision* to guide transit improvements (MATA Board has adopted).

5. Update CRA redevelopment map to align with the Plan to support potential new TIFs (CRA Board has adopted).

*Why this is important:* *Memphis 3.0* guides land use decisions in order to support growth in the City that respects community character.
What did the Executive Order enact?

Memphis 3.0 shall govern all land use recommendations made by the Division of Planning and Development related to physical development within the City of Memphis.
Thank you!