



Memphis 3.0 Small Area Plan

Highland Heights

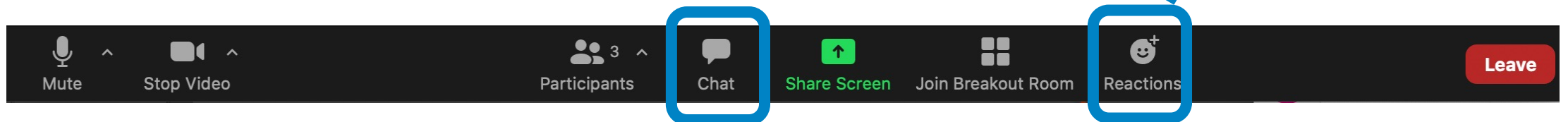
Public Workshop

April 15th 2021



Zoom Meeting Protocol

1. All Participants except the Presenters will be automatically on mute throughout the presentation. The Presenters will unmute any Participant that has a question.
2. To ask a question, please follow any of the two options:
 - a) You can use the Raise Hand feature in the Reactions window, or
 - b) You can use the Chat function from the Zoom Menu Bar.



What are we covering today?



Project Overview, Goals & Timeline



Team Introductions



Existing Conditions



Potential Design Options



Discussions: Breakout and Full Group



Next Steps and Questions & Answers

Small Area Planning Overview

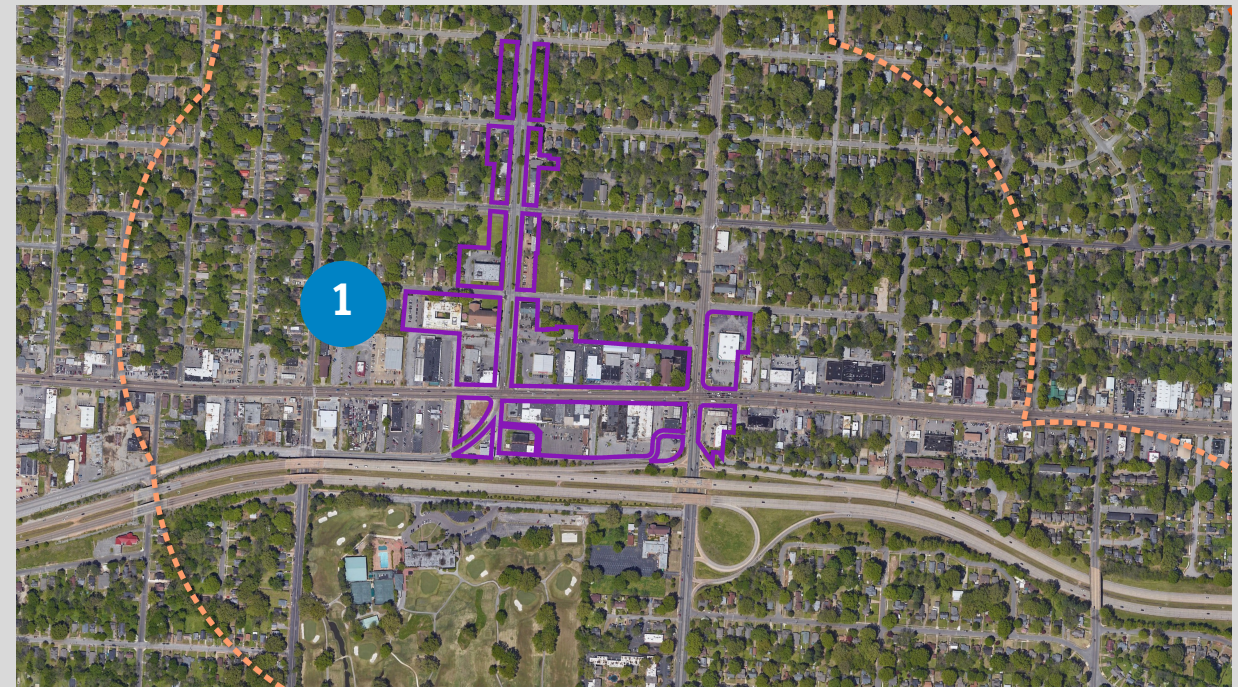
- **Small Area Planning (SAP):**
 - Origin: Recommendations from Memphis 3.0 Comprehensive District Plans
 - Engages community stakeholders to create a vision, goals, and more specific priorities.
 - Works with residents to create actions for making investment, land use, design, transportation, housing, and other decisions.
- **Stakeholders:** Residents, property and business owners, developers, City staff, elected officials and others with a stake in the community.
- **Accelerate Memphis:** City's newest \$200 Million initiative to push forward plans and policies to re-invest in neighborhoods, and to activate the Memphis 3.0 Comprehensive Plan.
- **Investments at six anchor areas in the following neighborhoods:**

Klondike, Hollywood-Hyde Park, Summer & National, Orange Mound, South City, & Soulsville

Overview of SAP: Jackson District

Anchors:

- 1 Summer and National



Overview of SAP: Jackson District

Ongoing Projects:

- Highland Heights United Methodist Church Adaptive Reuse
- Rezoning along Summer to CMU-1 and MU zones to encourage development that is consistent with the neighborhood and plan vision in the 3.0 Comprehensive Plan. (Division of Planning)
- Partner for Places mini grant for small area planning process centered on equitable development outcomes (Office of Sustainability, Heights CDC)
- Heights Line; a neighborhood led initiative to create the longest linear park in Memphis along a former trolley line



Heights Line

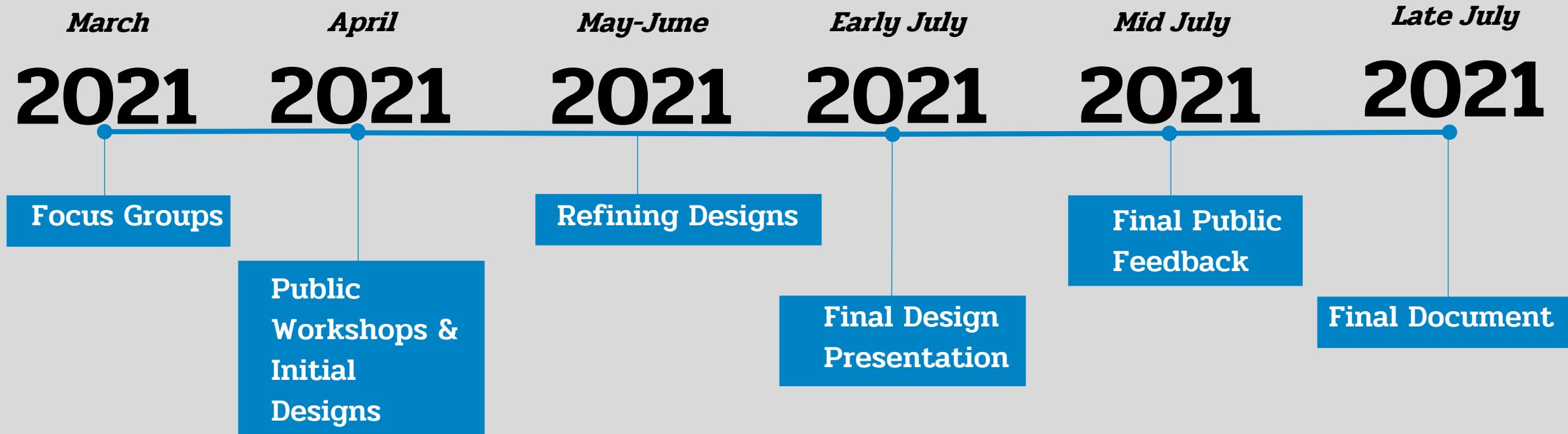


Highland Heights United Methodist Church
Image Source:
The Heights CDC

Project Objectives & Goals

- Refine and implement **Memphis 3.0 vision** for Jackson Memphis anchors.
- Build on previous planning efforts with a focus on **implementation**.
- Refine relationship between anchors and anchor neighborhoods through **policy roadmap**.
- Prioritize innovating **infill housing** and **commercial revitalization**.
- Create a **roadmap for investments** in infrastructure and public realm.
- Identify **incremental development** opportunities.

Project Timeline



Team Introductions



Division of Planning & Development



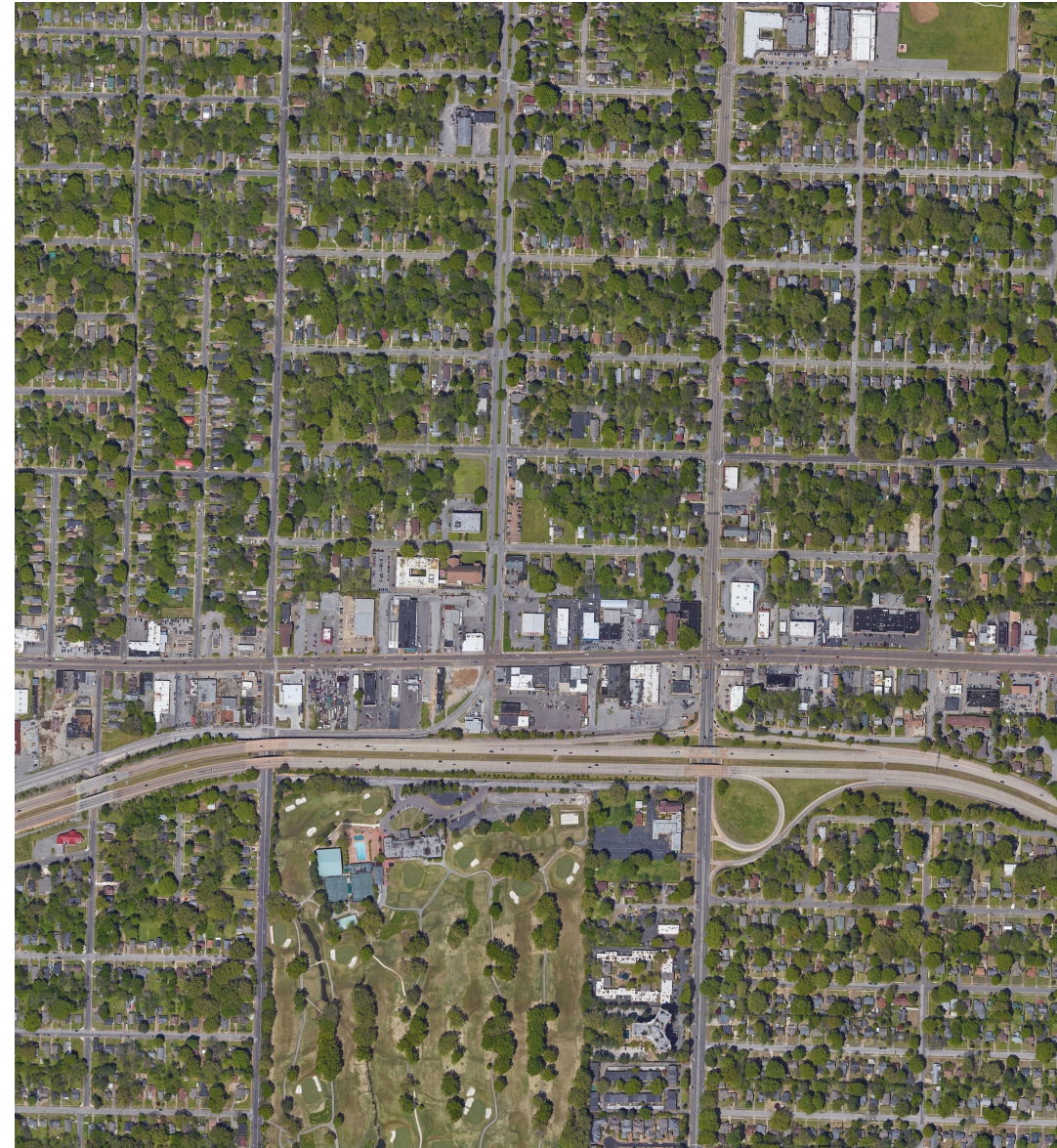
Lead Consultant: Opticos Design



Subconsultants:

- **Bass River**
- **ComCap**
- **Malasri**

Existing Conditions for Focus Areas

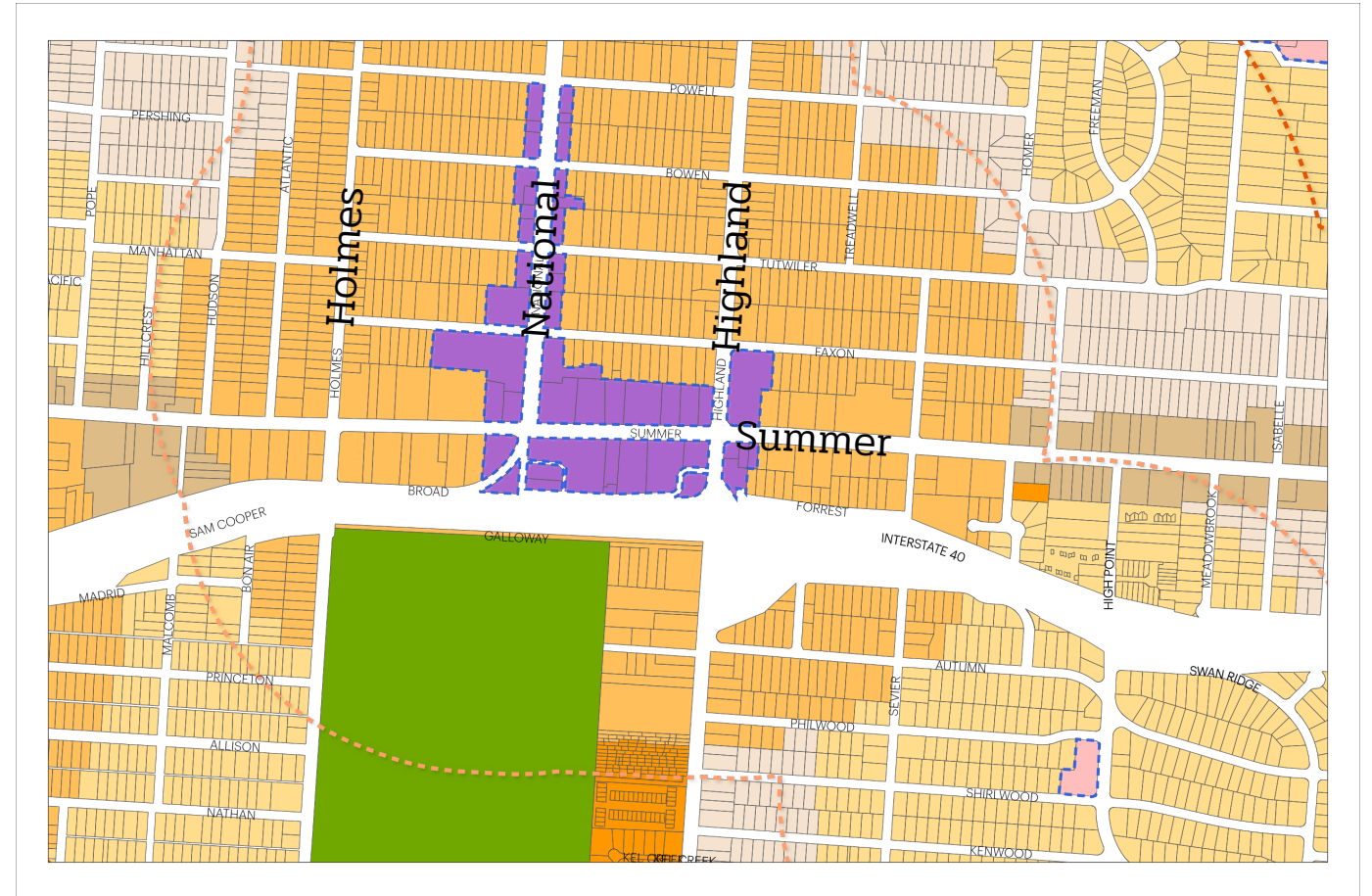


Memphis 3.0 Land Use Vision

Summer and National Focus Area

Focus on Community Anchors and Anchor Neighborhoods

- **Community Anchors** are mixed-use places that are meant to serve the community.
- **Anchor Neighborhoods** are the primarily-residential areas around Community Anchors where a variety of housing types are appropriate.



Mobility | Transit Vision

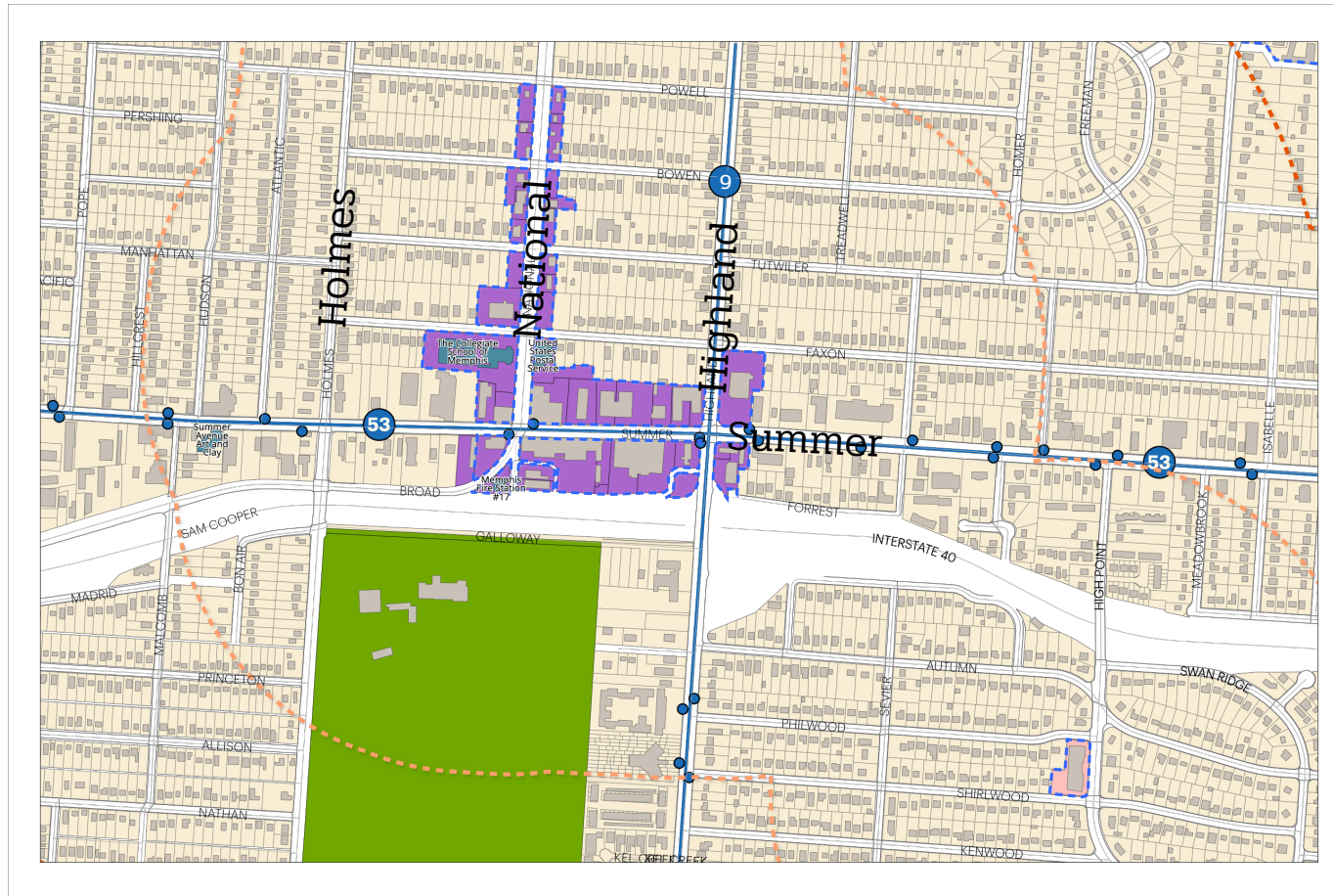
Summer and National Existing Transit



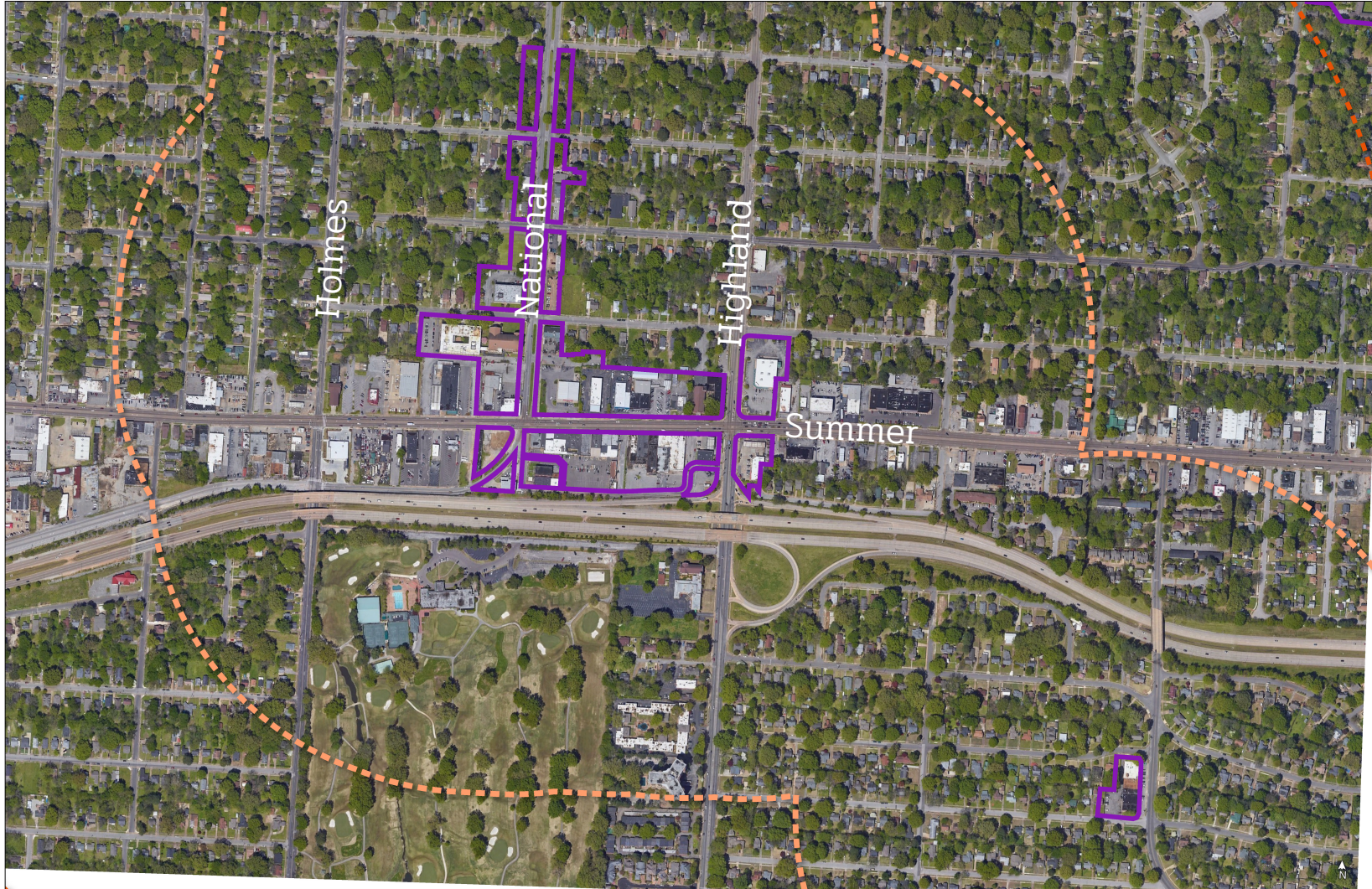
Transit Vision for Highland Heights

- Service every 15 minutes on Summer and National

*Based on 2040 Vision Network



Existing Conditions



Housing Market Conditions



What types of infill and redevelopment are best able to meet housing demand?

- Numbers are for entire district
- Looking at 5 years for “market absorption” – how many year’s worth of housing demand these numbers represent.
- Consider a variety of housing types to suit a variety of housing needs in the community (cost, lifestyle, etc.).

Jackson Planning District:

86 Rental Units:

- ADU
- Duplex
- Fourplex
- Multiplex

11 Condominium:

- Duplex
- Fourplex
- Townhouse
- Live/ Work

19 Townhouses:

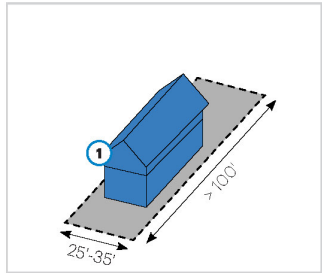
- Townhouse
- Live/ Work

34 Single-family Detached:

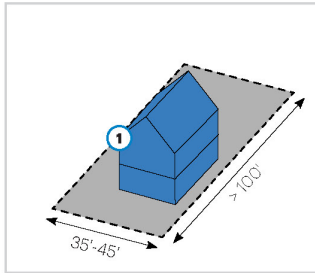
- Detached House
- Cottage

Variety of Housing Types to Suit Diverse Community Needs

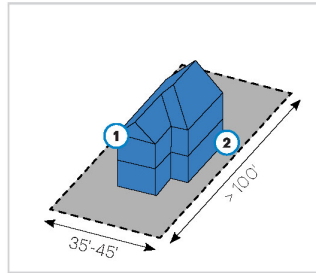
Small-lot Single-unit House



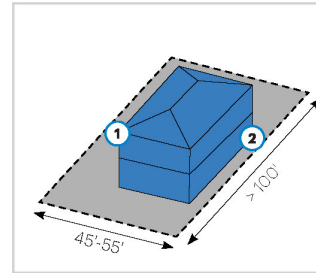
Single-Unit House



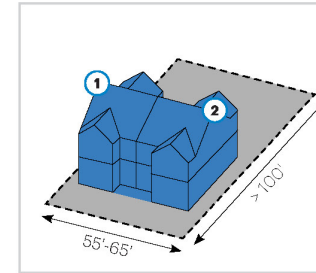
Duplex Stacked Narrow



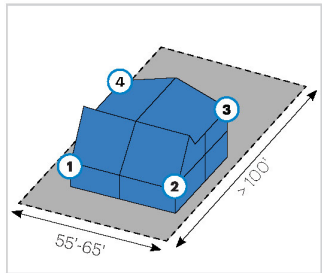
Duplex Stacked Wide



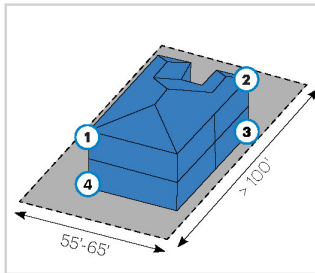
Duplex Side-by-Side



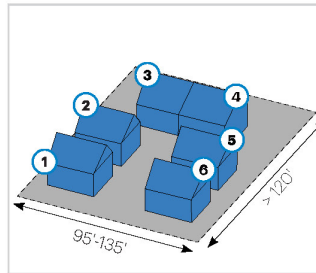
Small Fourplex



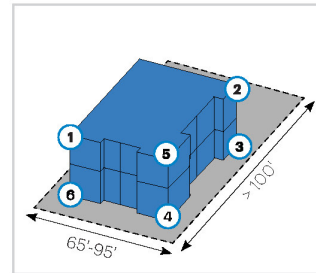
Fourplex



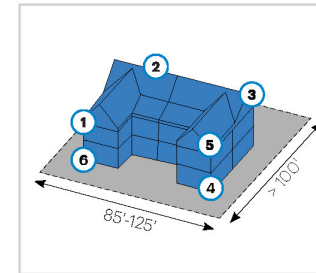
Cottage Court



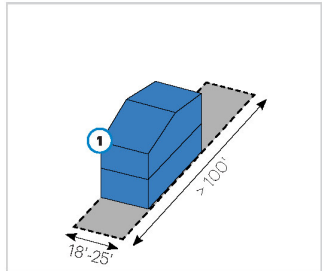
Multiplex Small



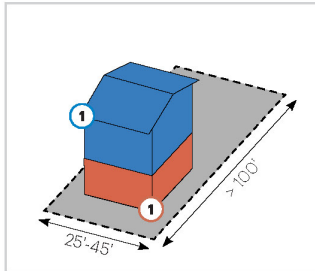
Courtyard Building



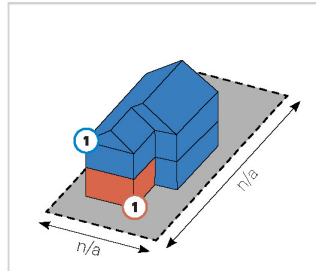
Townhouse



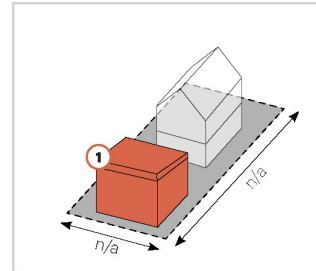
Live/ Work



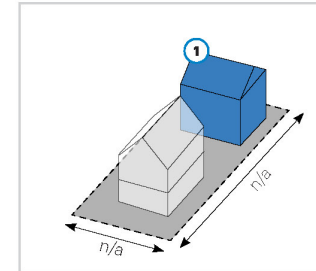
Maker-Plex



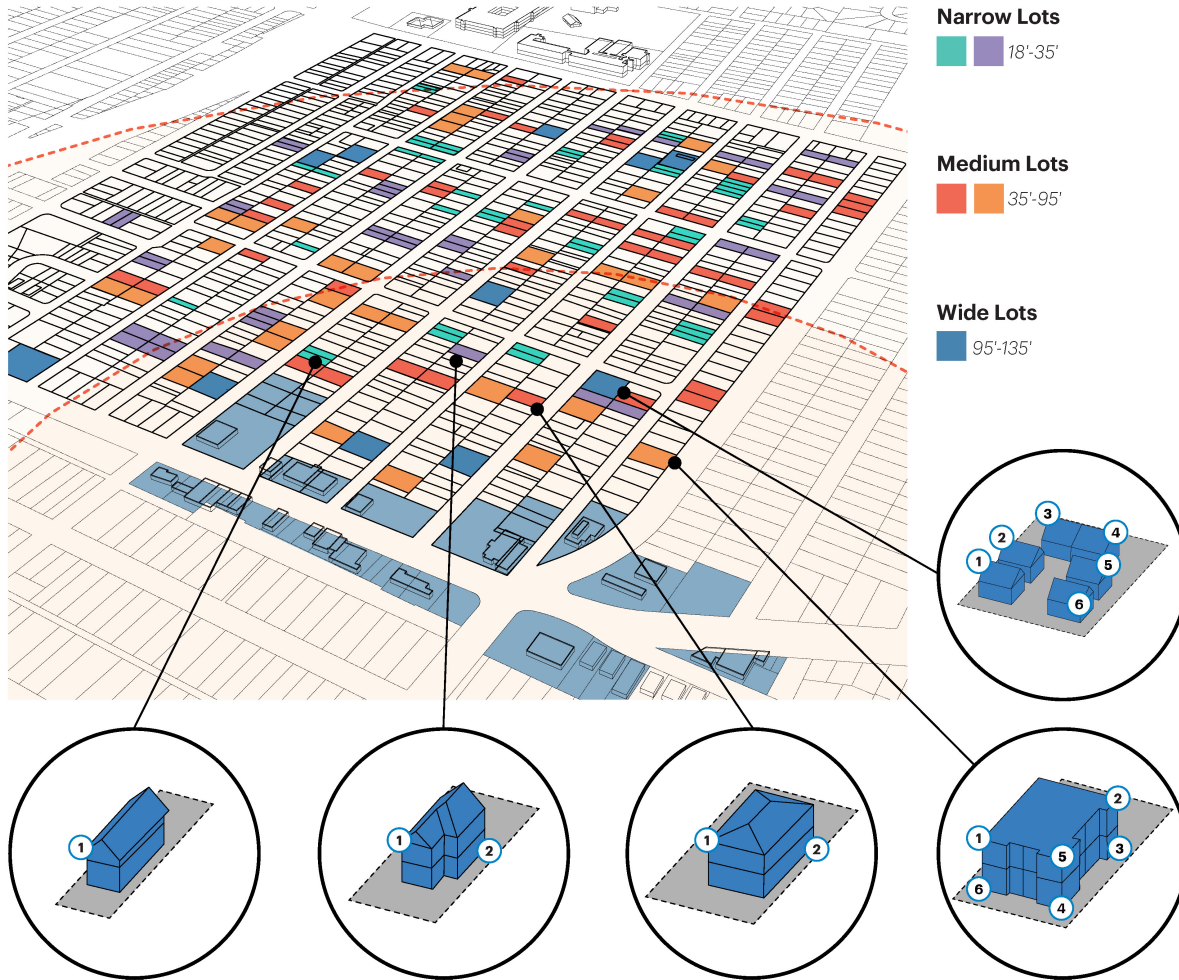
Maker Space



ADU



What Type of Housing is Viable?



Jackson Planning District:

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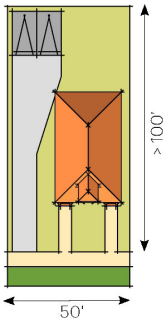
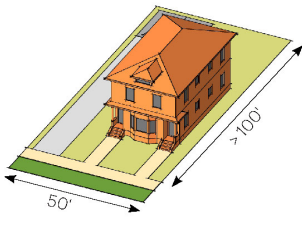
34 Single-family Detached:

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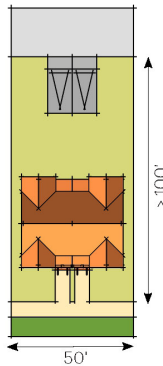
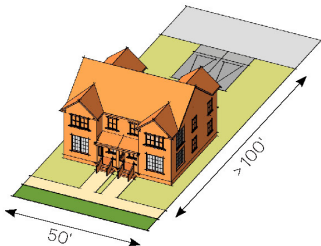
Options Based on Lot Characteristics

Infill Options for 50' Wide Lot

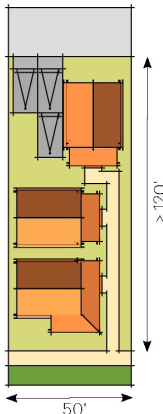
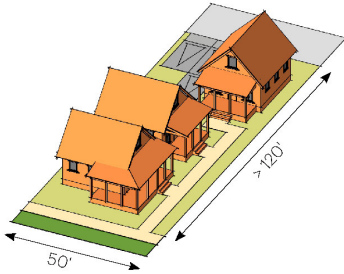
Duplex Stacked



Duplex Side-by-Side



Side Cottage Court



50' Wide Lot				
Building Typology Shown	< 100' Deep		> 120' Deep	
	Front Loaded	Alley Loaded	Front Loaded	Alley Loaded
Building Typology Shown	Duplex Stacked	Duplex Side-by-Side	n/a	Side Cottage Court
Numer of Units	2	2	2	3
Number of Parking Spaces	2	2	2	3



Image of a Duplex Stacked.



Image of a Duplex Stacked.



Image of a Side Cottage Court.



Design Concepts

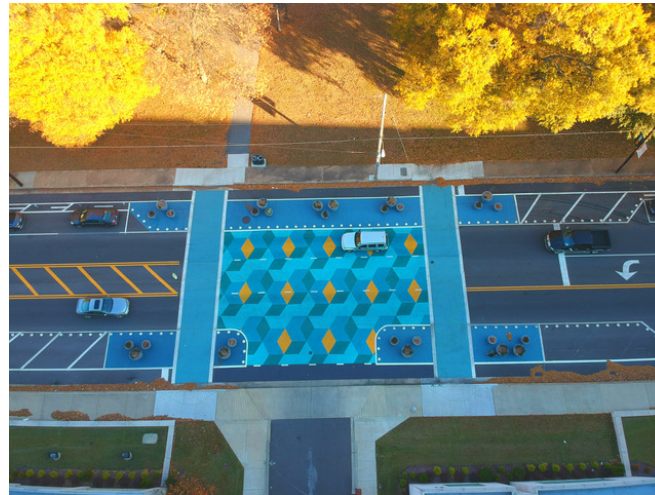
Investments in infrastructure and the public realm to improve quality of life for residents, support businesses, and help to support additional investment in the area.



Streetscape Improvements

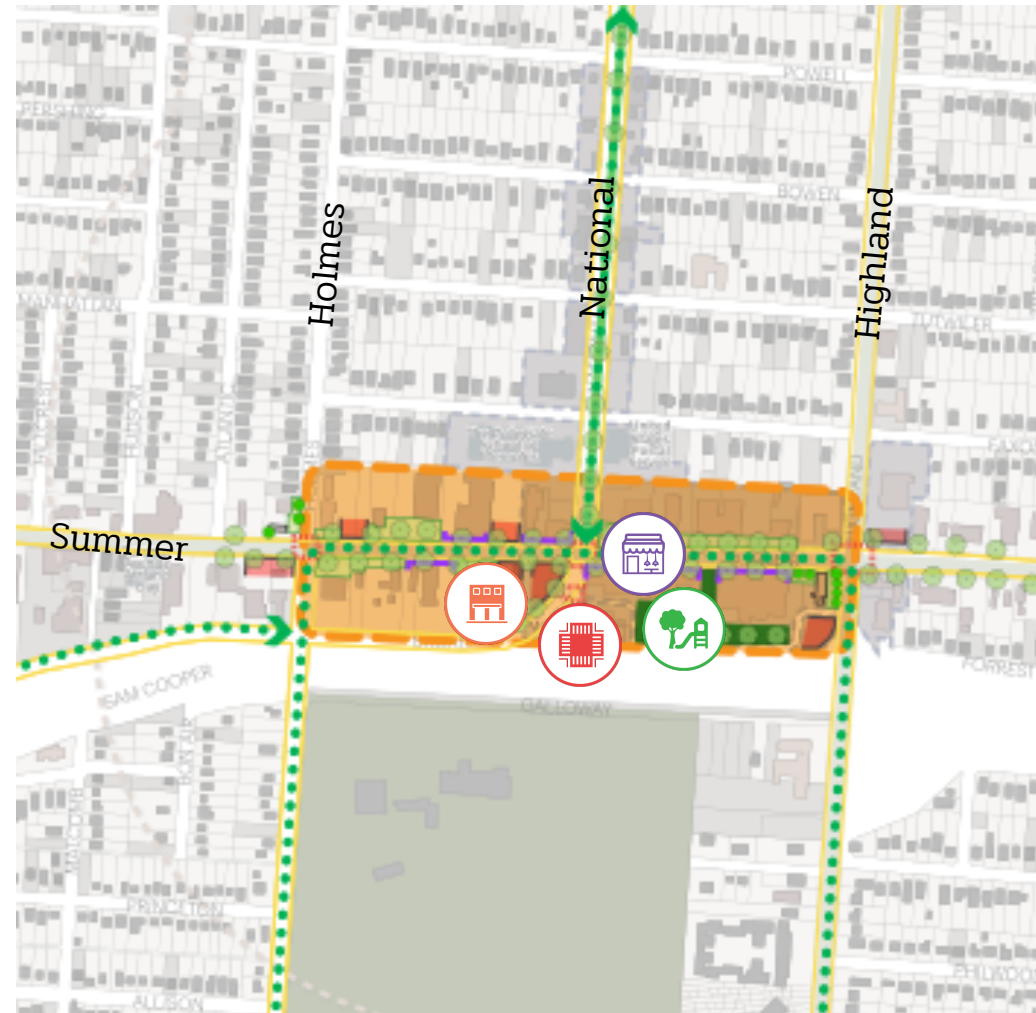
This could include:

- Sidewalk improvement/widening
- Street trees
- Intersection curb extensions
- Improved pedestrian crossings and ramps
- Pedestrian scale lighting
- Landscaping elements
- On-street parking



Concept Map: Community Anchor at Summer and National

- Intersection improvement to complement Heights Line.
- Façade improvements along Summer.
- Prioritize mixed-use development at intersections.
- Streetscape improvements including on-street parking
- Connection to Hampline



Existing Conditions

National Street

Looking south
towards Summer



Conceptual Illustration

- Façade improvements along Summer
- Intersection improvements
- Prioritize mixed-use infill
- Heights Line and associated improvements to streetscape



Q&A

Any questions about what has been presented so far?

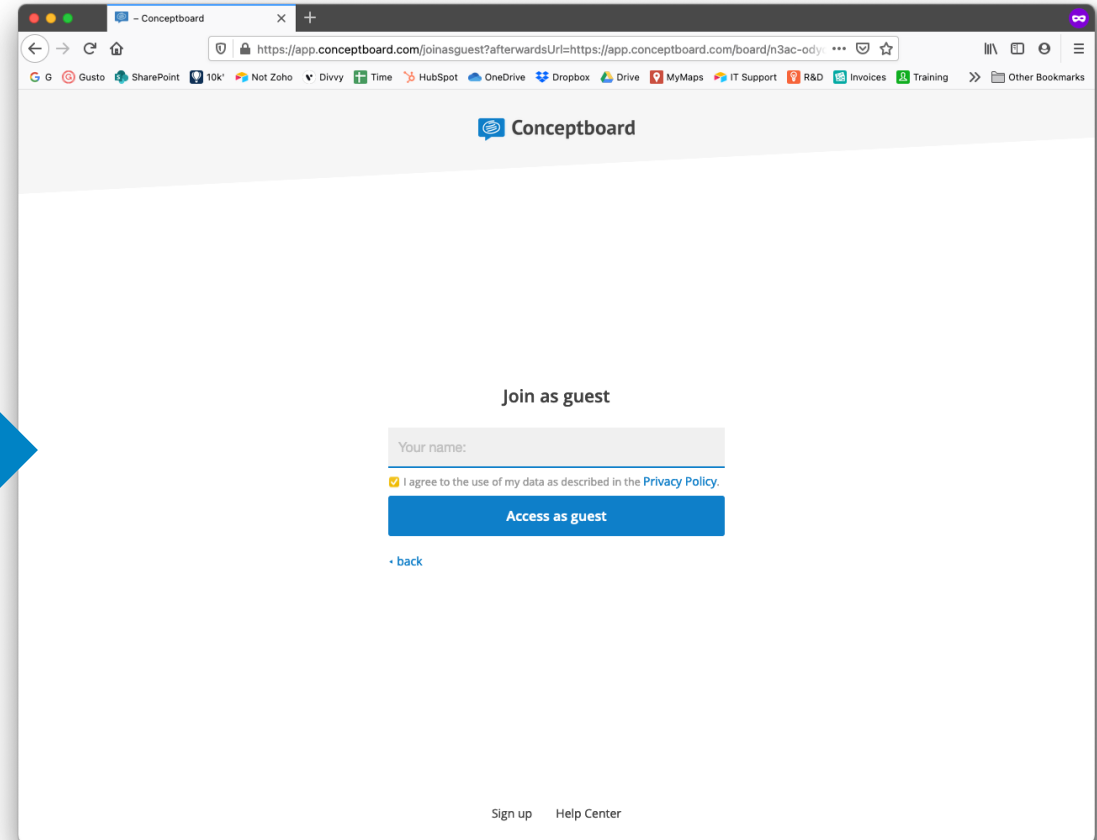
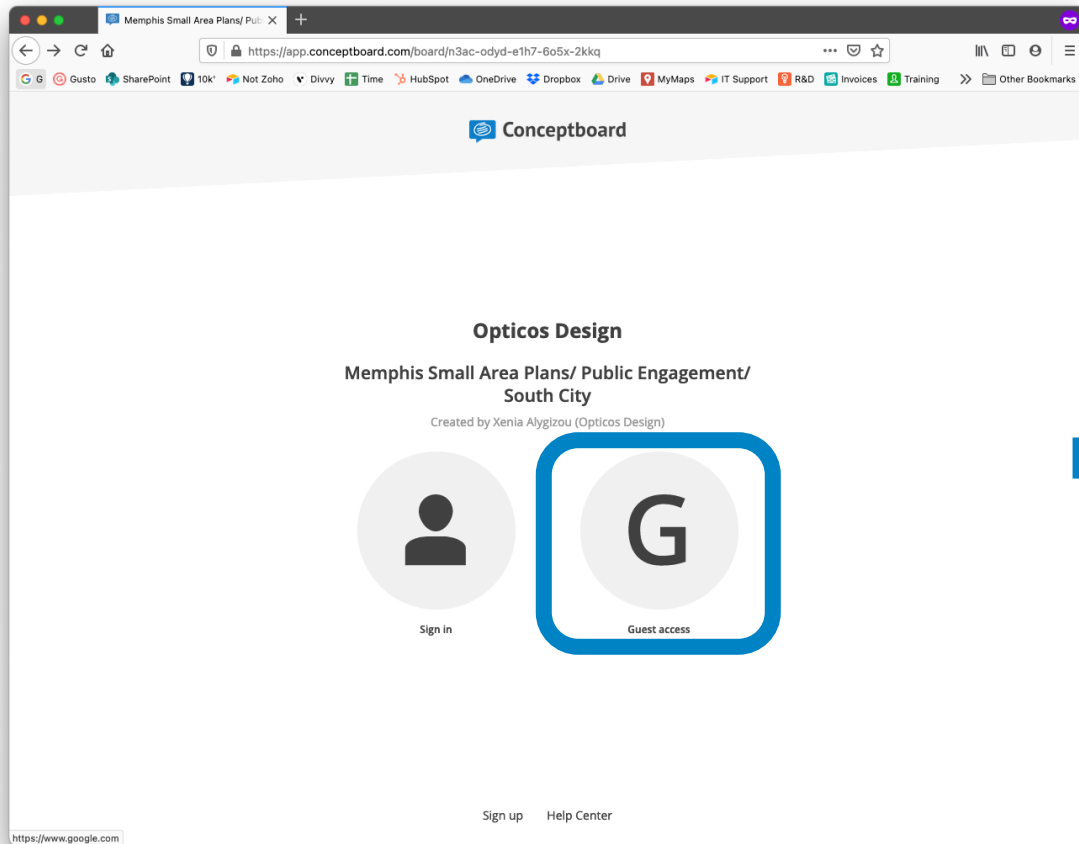
Next on our agenda is small group discussions about the design concepts.

Discussion of Design Concepts

Discuss preferences for the ideas shown in the design concepts. This will help the project team to prioritize the implementation of specific design concepts.

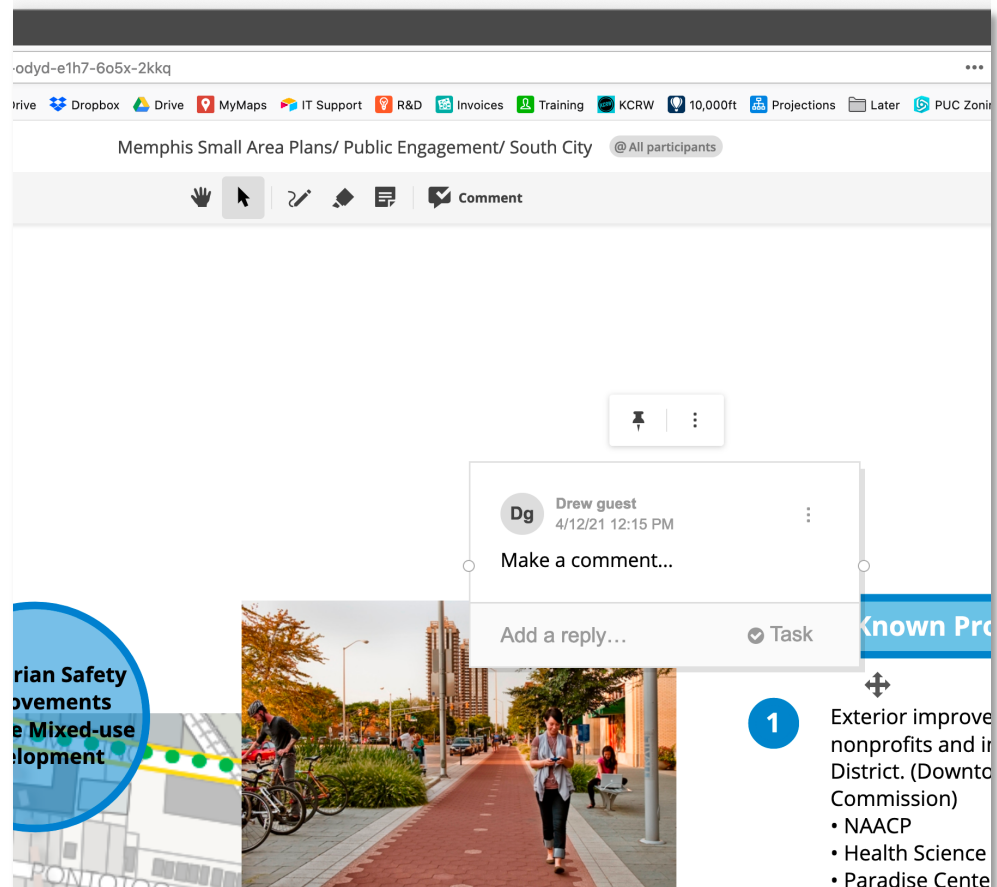
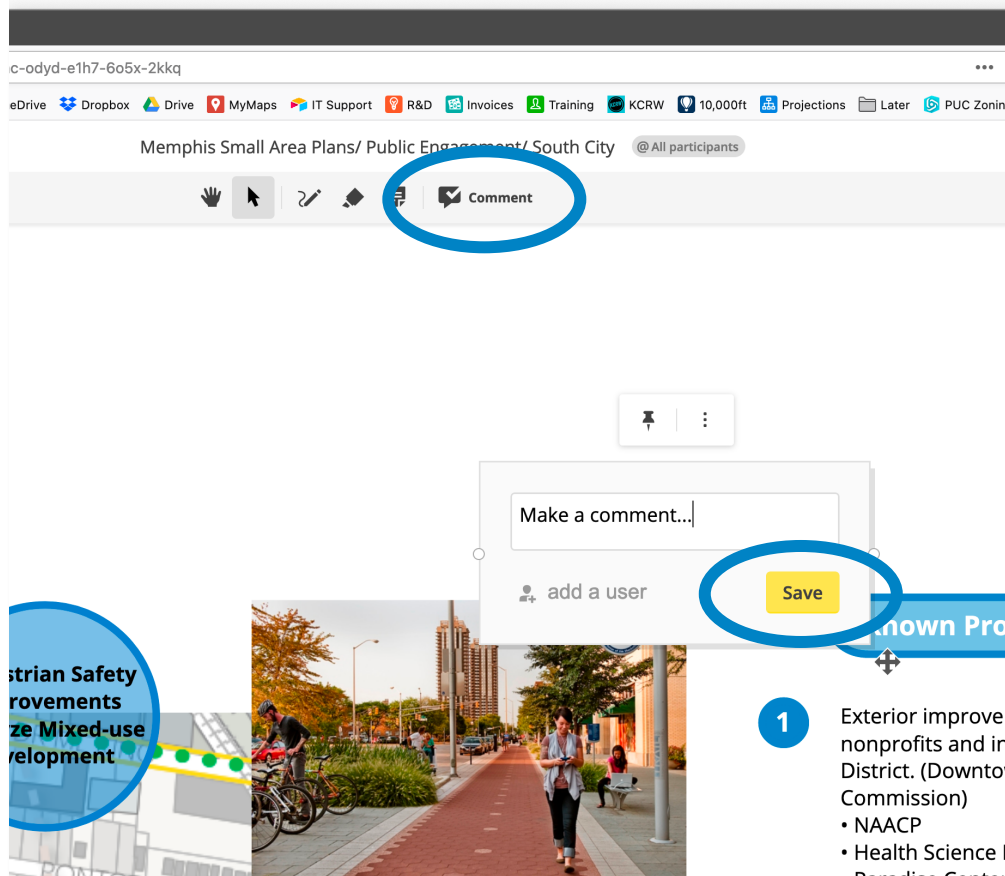


Breakout Rooms & ConceptBoard



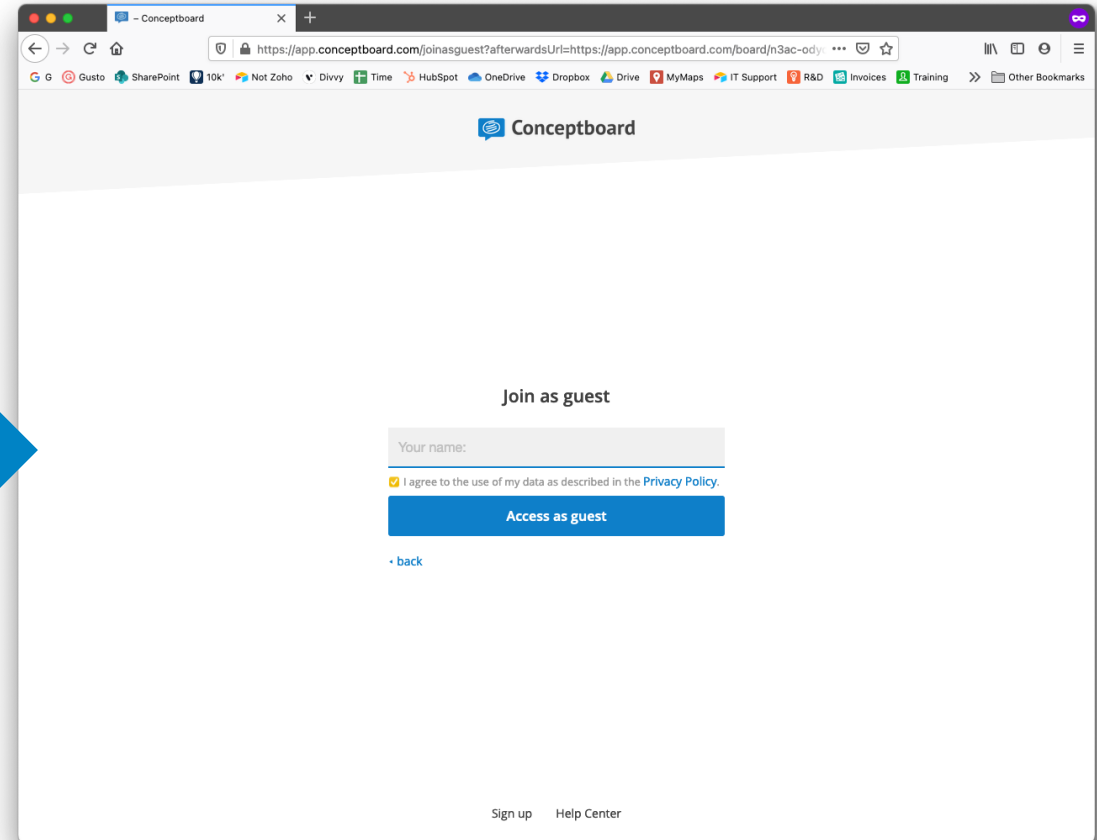
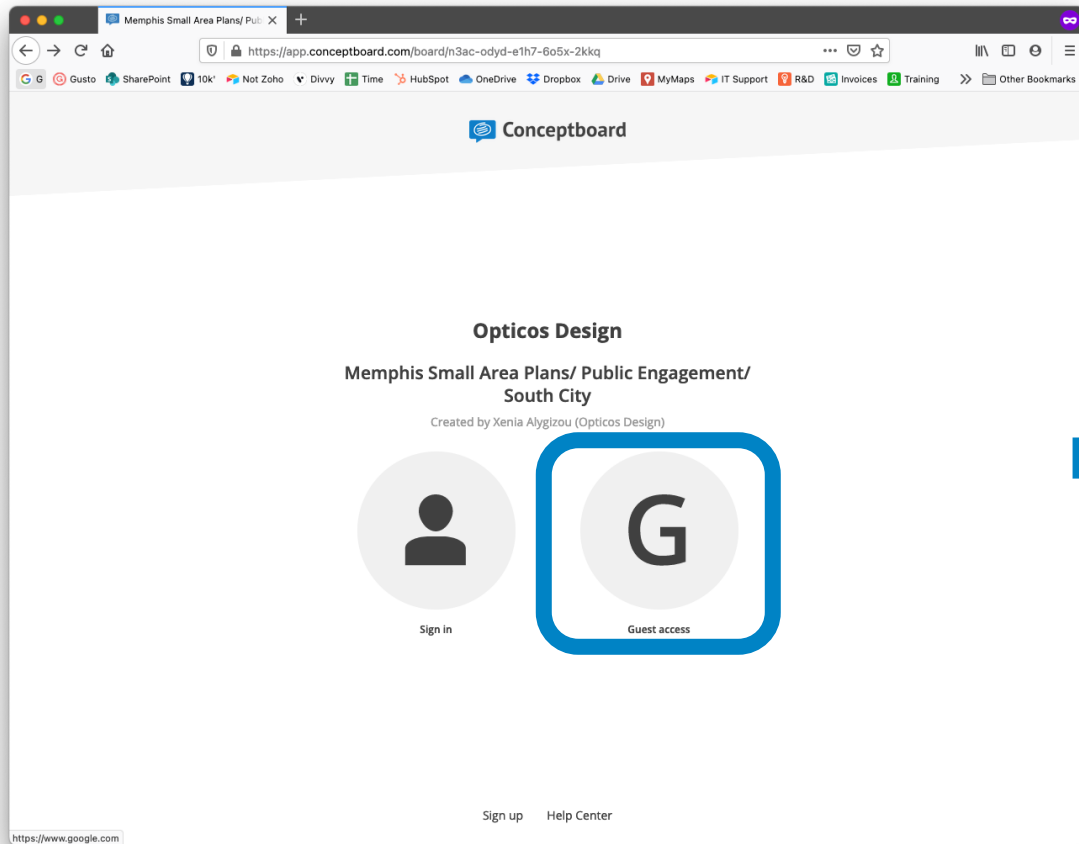
bit.ly/HighlandHeightsMemphis

Breakout Rooms & ConceptBoard



Comment on Design Concepts

Breakout Rooms & ConceptBoard



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Report Back from Breakout Rooms

- **What were your group's top priorities?**
- **Did your group discuss any other ideas?**
- **Q&A to follow - please hold questions for now**











Zoom Poll

Vote for your top-priority design concepts.



Zoom Poll: Highland Heights

Vote for your top 5 priority design concepts for the South City focus area.

-  1. Intersection improvements at Summer and National
-  2. Intersection Improvements at Summer and Highland
-  3. Intersection improvements at Summer and Holmes
-  4. Facade improvements along Summer
-  5. Prioritize infill development along Summer
-  6. Streetscape improvements along Summer
-  7. On-street parking along Summer
-  8. Streetscape improvements along National to complement Heights Line
-  9. Intersection improvements along National to complement Heights Line
-  10. Bike-bed improvements along Broad Ave to connect Heights Line and Hampline

Q&A

- **Discuss Zoom poll results**
- **Any other questions?**

Contact: info@memphis3point0.com