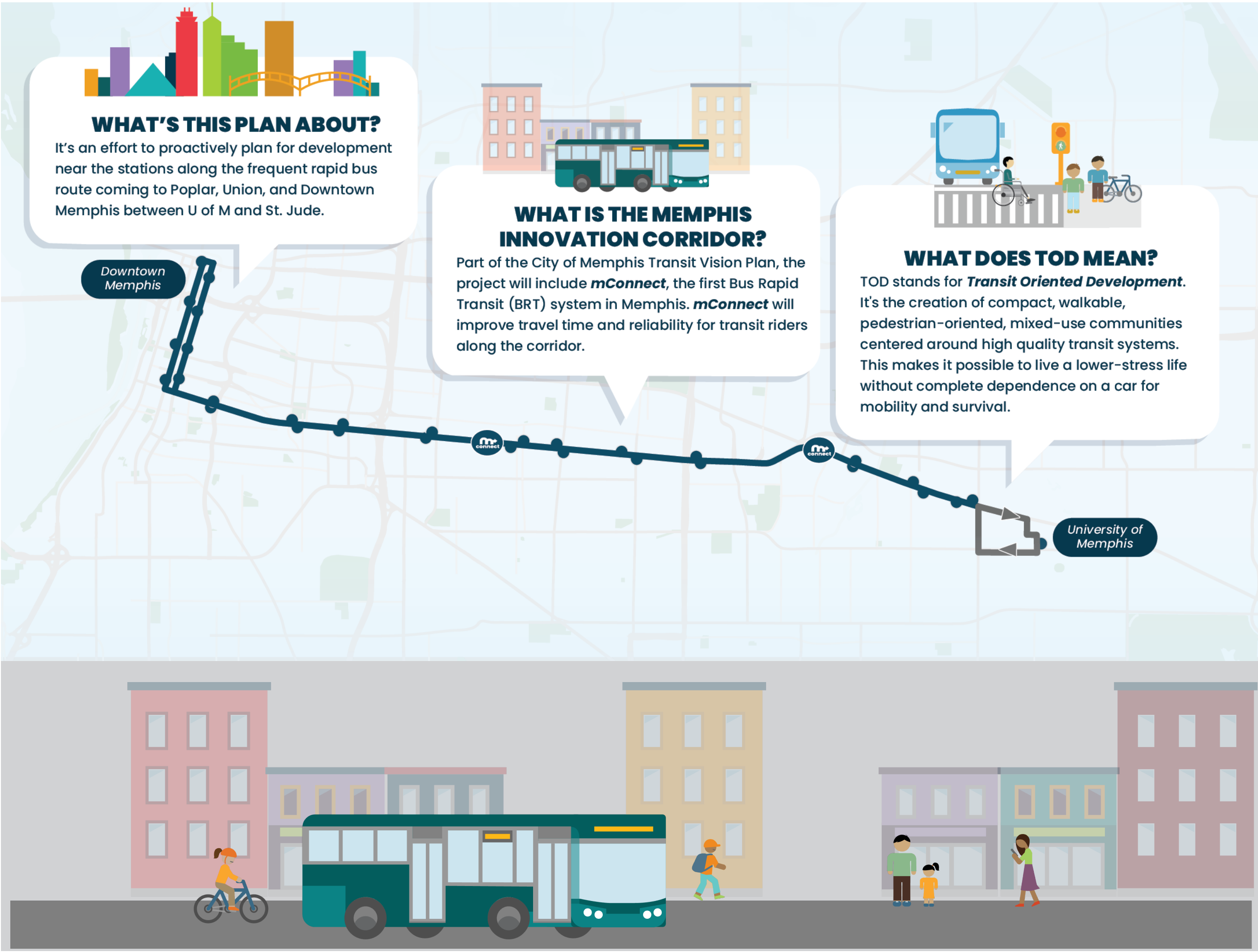




MEMPHIS INNOVATION CORRIDOR TRANSIT ORIENTED DEVELOPMENT PLAN



mConnect will be ... MORE FREQUENT

vehicles will arrive every 10 minutes during peak travel times

mConnect will be ... MORE COMFORTABLE

mConnect will be designed for a more comfortable experience, including:

- Quiet all-electric vehicles
- WiFi at BRT stations
- Level boarding for easier access

mConnect will be ... MORE RELIABLE

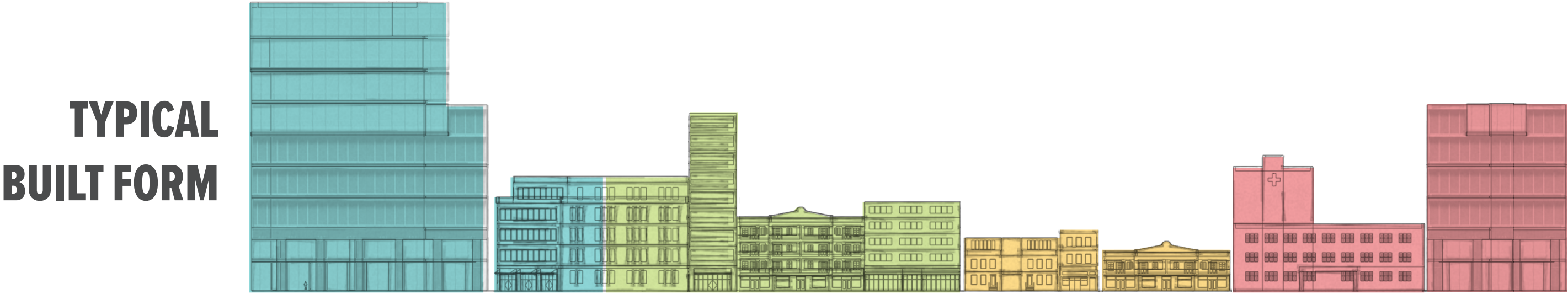
Dedicated, bus-only lanes on segments of B.B. King Boulevard and Second Street and transit signal priority along Union Avenue will help provide reliable service.

Mobile ticketing and off-board fare collection will minimize the amount of time it takes to board.

Connections with 18 other bus routes will improve transit service for the entire MATA service area, resulting in access to 39 percent more jobs within one hour of travel.



TOD STATION TYPOLOGIES



TPOLOGY	CORE CITY (High Density Mixed Use)	URBAN CORRIDOR / CENTER (Medium Density Mixed Use)	NEIGHBORHOOD CORRIDOR / CENTER (Low Density Mixed Use)	DESTINATION CENTER (Institutions, Special Uses)
TYPICAL BUILDING FORM	Mid to High Rise New Development 5+ Stories	Mid Rise New Development 3-5 Stories	Low Rise New Development 1-4 Stories	Mid to High Rise New Development 5+ Stories
LAND USES	Mixed-Use Adaptive Reuse	Mixed-Use Corridor Scale Retail	Mixture of Uses Neighborhood Scale Retail	Mixed-Use Office Institution Support

OVERARCHING PRINCIPLES

AFFORDABLE HOUSING

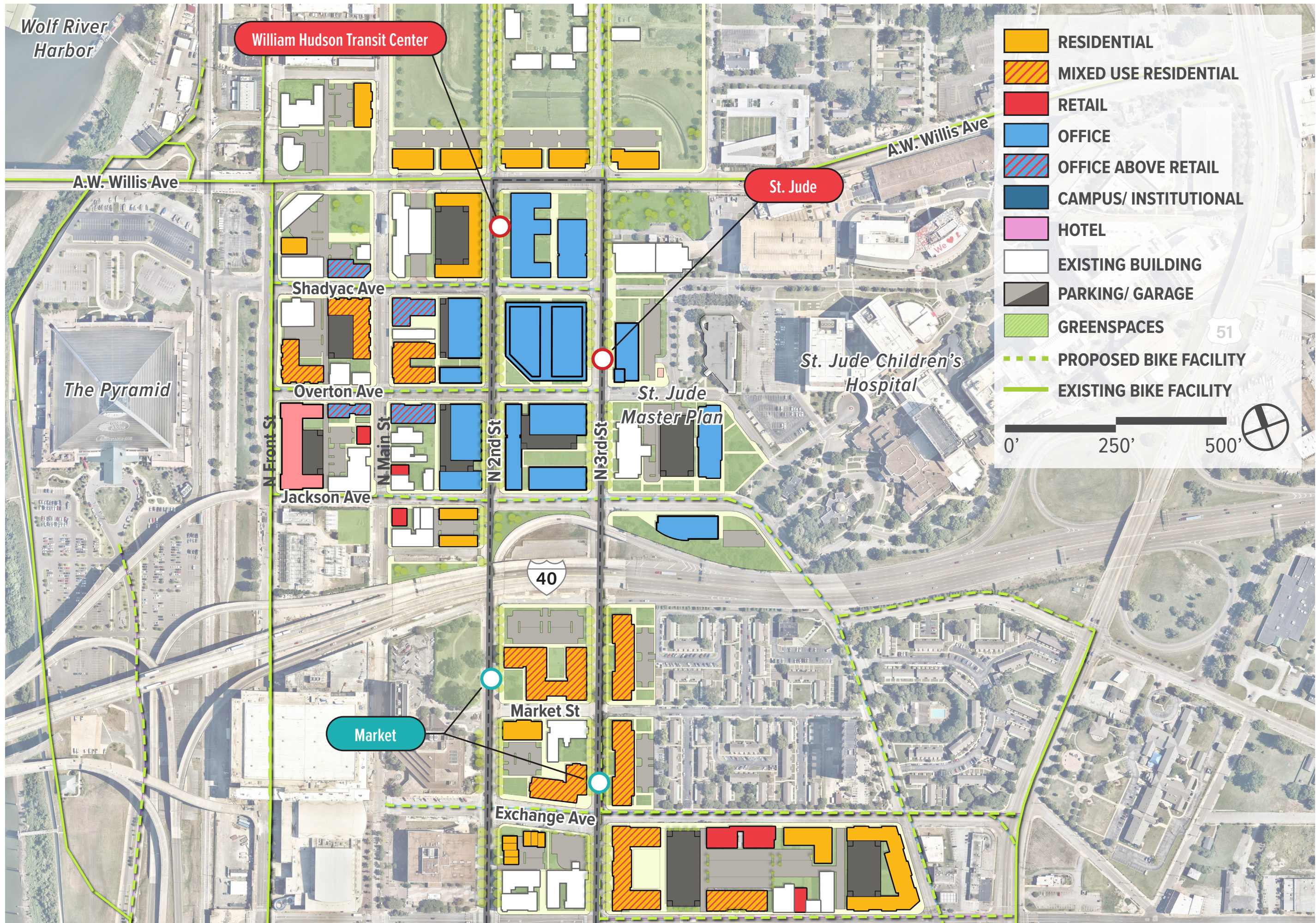
PUBLIC REALM IMPROVEMENTS

MULTI-MODAL CONNECTIVITY

CONTEXT APPROPRIATE SCALE



MEMPHIS INNOVATION CORRIDOR TRANSIT ORIENTED DEVELOPMENT PLAN



SUB AREA 1A

SUMMARY

- St. Jude's expansion plans move West and utilize much of the underdeveloped sites in this area (see Pinch District Plan)
- Focus of our planning on improving the N. Main Street area which should do well with continued growth of St. Jude.
- At Market Station the focus is on increasing infill development and walkability.
- The development southeast of the Market Station is one of the few larger development opportunities present in Downtown.

MARKET OPPORTUNITY

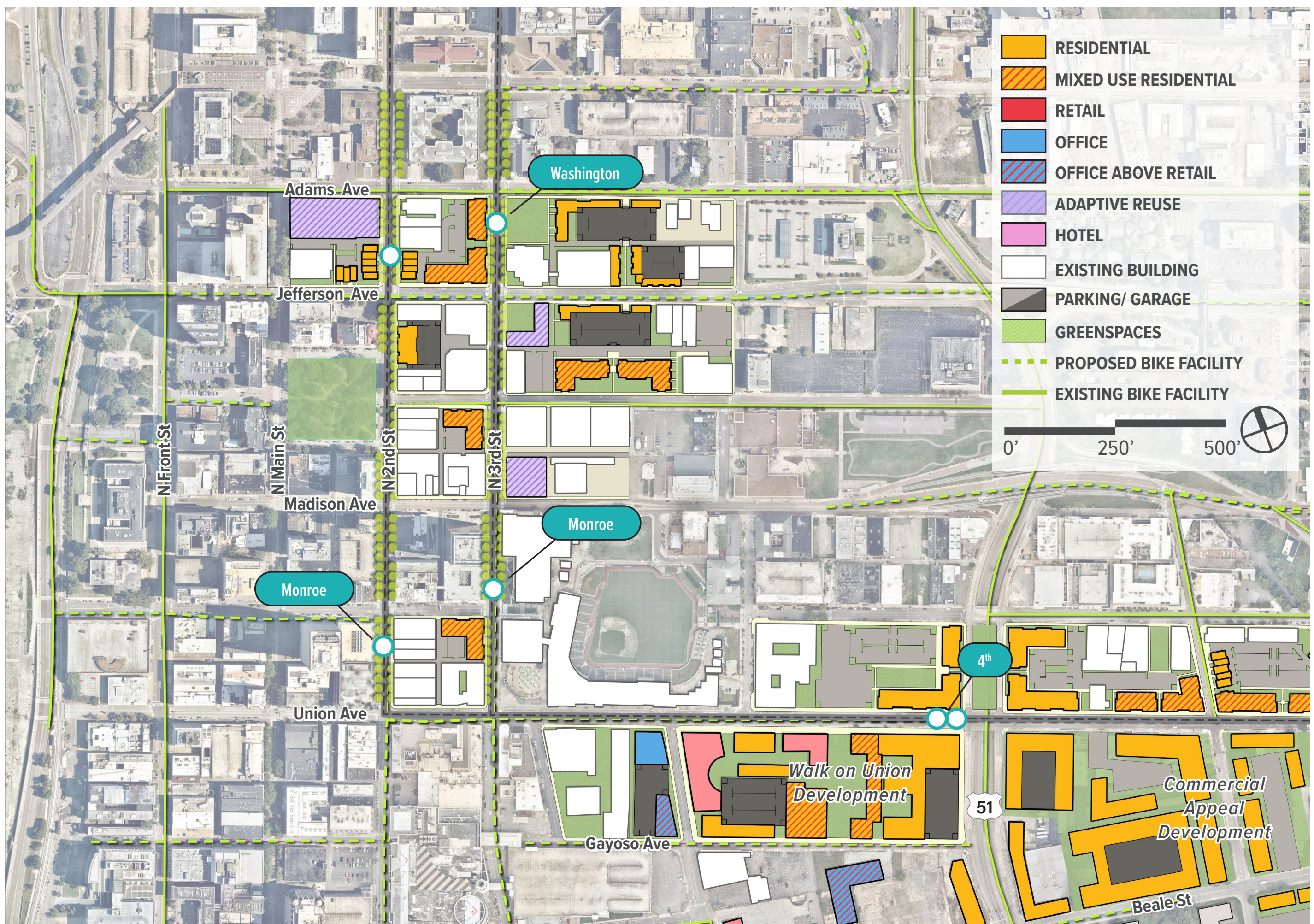
- St. Jude, the Transit Center, and the Convention Center all offer steady populations that could support hotels, new residential and retail opportunities in this area.



EXISTING



PROPOSED



SUB AREA 1B

SUMMARY

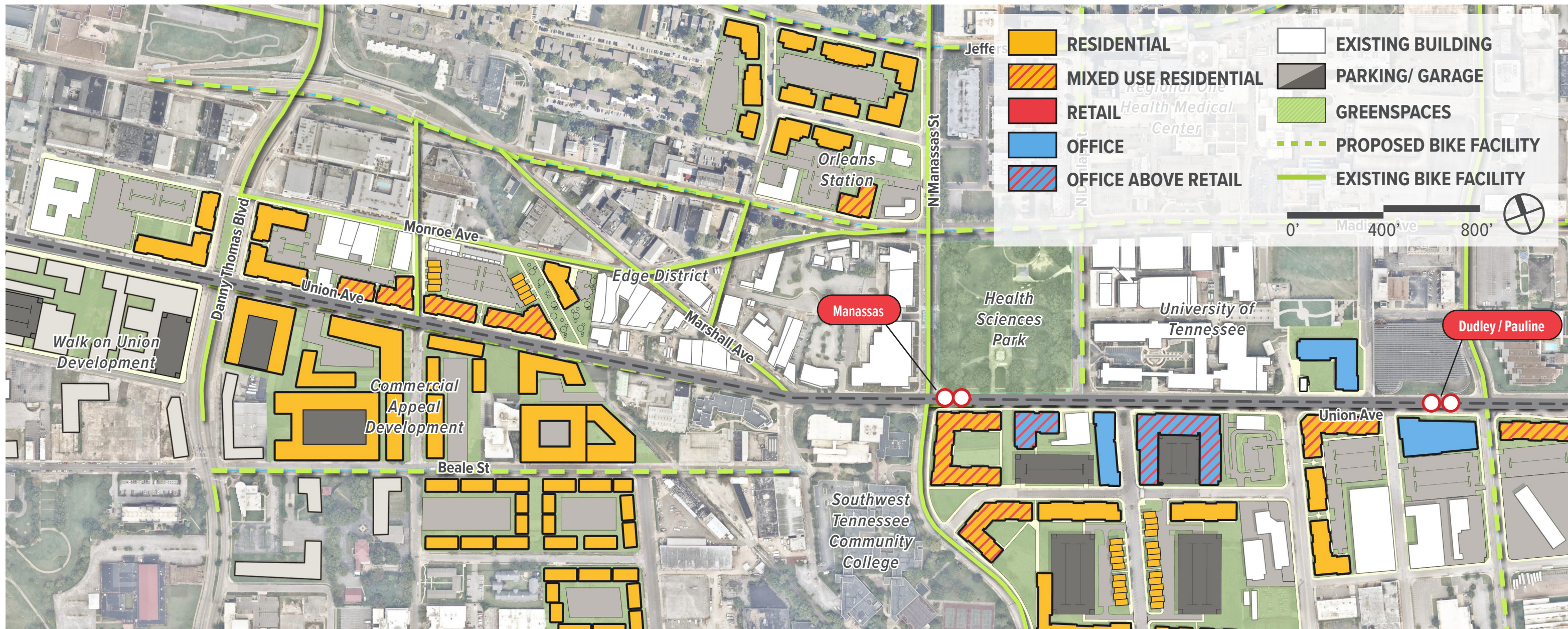
- Sites for redevelopment in the Downtown Core are limited.
- The best candidate sites are typically surface parking lots or some of the few vacant lots present.
- Development focuses on furthering residential opportunities with some supportive retail uses on the ground floor.

MARKET OPPORTUNITY

- The Walk on Union Development will significantly increase the residential population in the area.
- Employment and entertainment uses could drive uptick in residential offerings in a walkable setting.



MEMPHIS INNOVATION CORRIDOR TRANSIT ORIENTED DEVELOPMENT PLAN



SUB AREA 2A

SUMMARY

- Development opportunities are abundant considering the momentum of the Edge District and the Medical District.
- A mixture of uses occur in the proposed development.

MARKET OPPORTUNITY

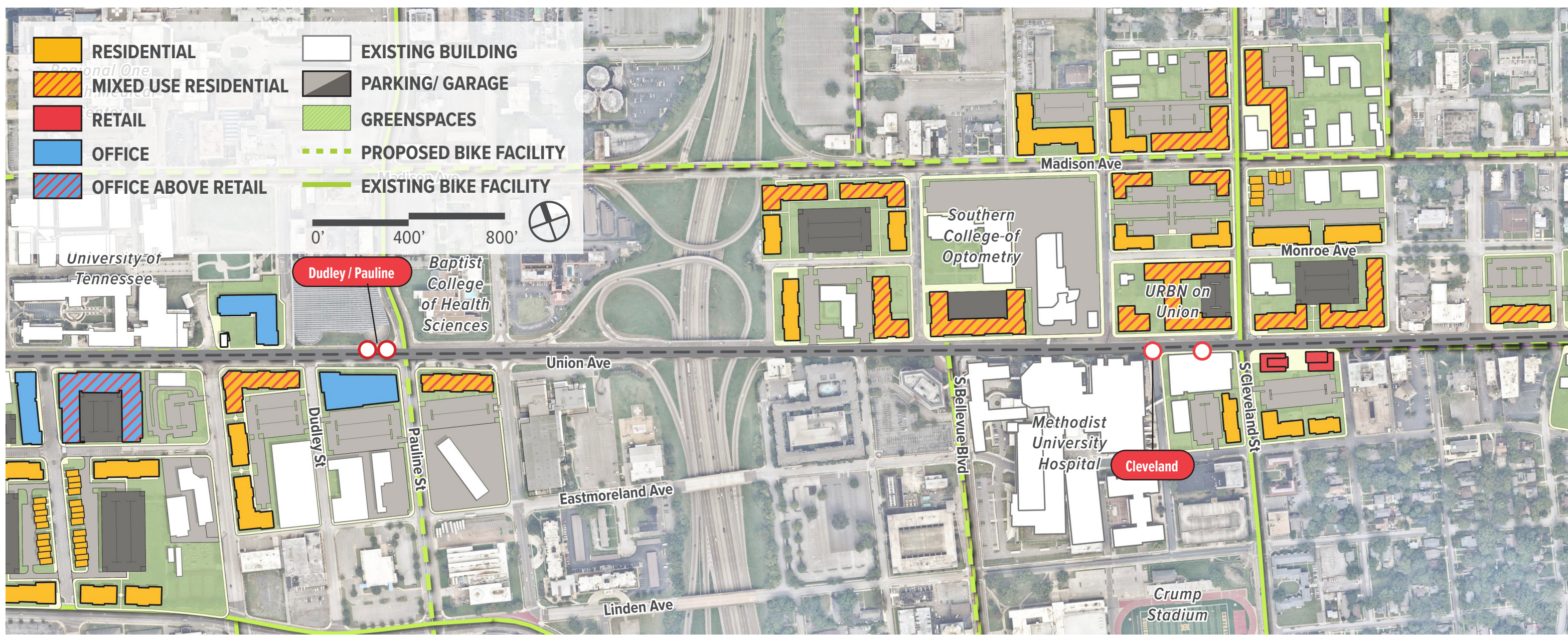
- Medical District's steady supply of employees and students is in need of housing options closer to work or school.
- Edge District is an attractive area within walking distance of this development.



EXISTING



PROPOSED



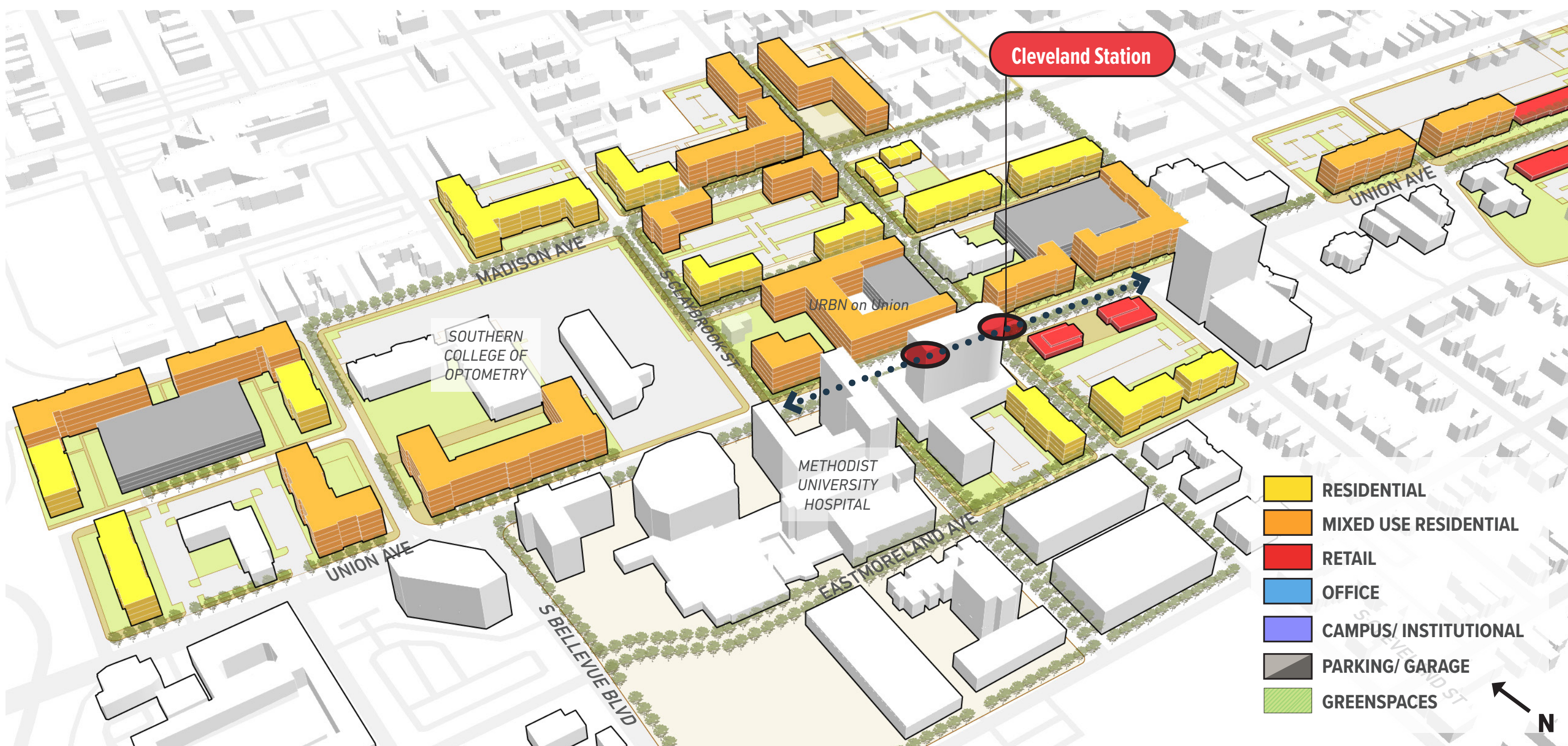
SUB AREA 2B

SUMMARY

- Development focuses on providing residential, office, and some retail supporting the activity of the Medical District institutions

MARKET OPPORTUNITY

- Medical District's steady supply of employees and students is in need of housing options closer to work or school.



Townhomes



Mixed Use with Green Space



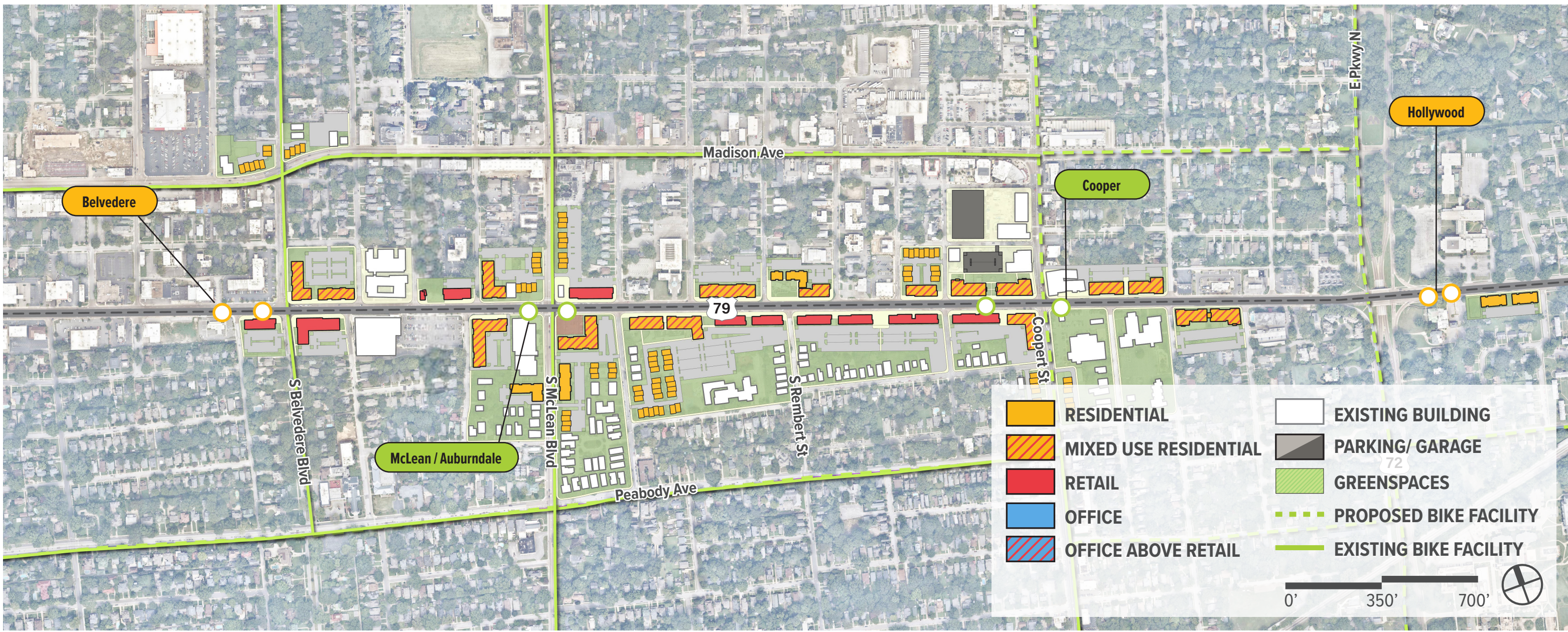
Apartment Courtyard



Apartments with Amenities



MEMPHIS INNOVATION CORRIDOR TRANSIT ORIENTED DEVELOPMENT PLAN



SUB AREA 3

SUMMARY

- Plan focuses on creating a cohesive corridor where walkability and a mixture of uses blends the areas between stations.

MARKET OPPORTUNITY

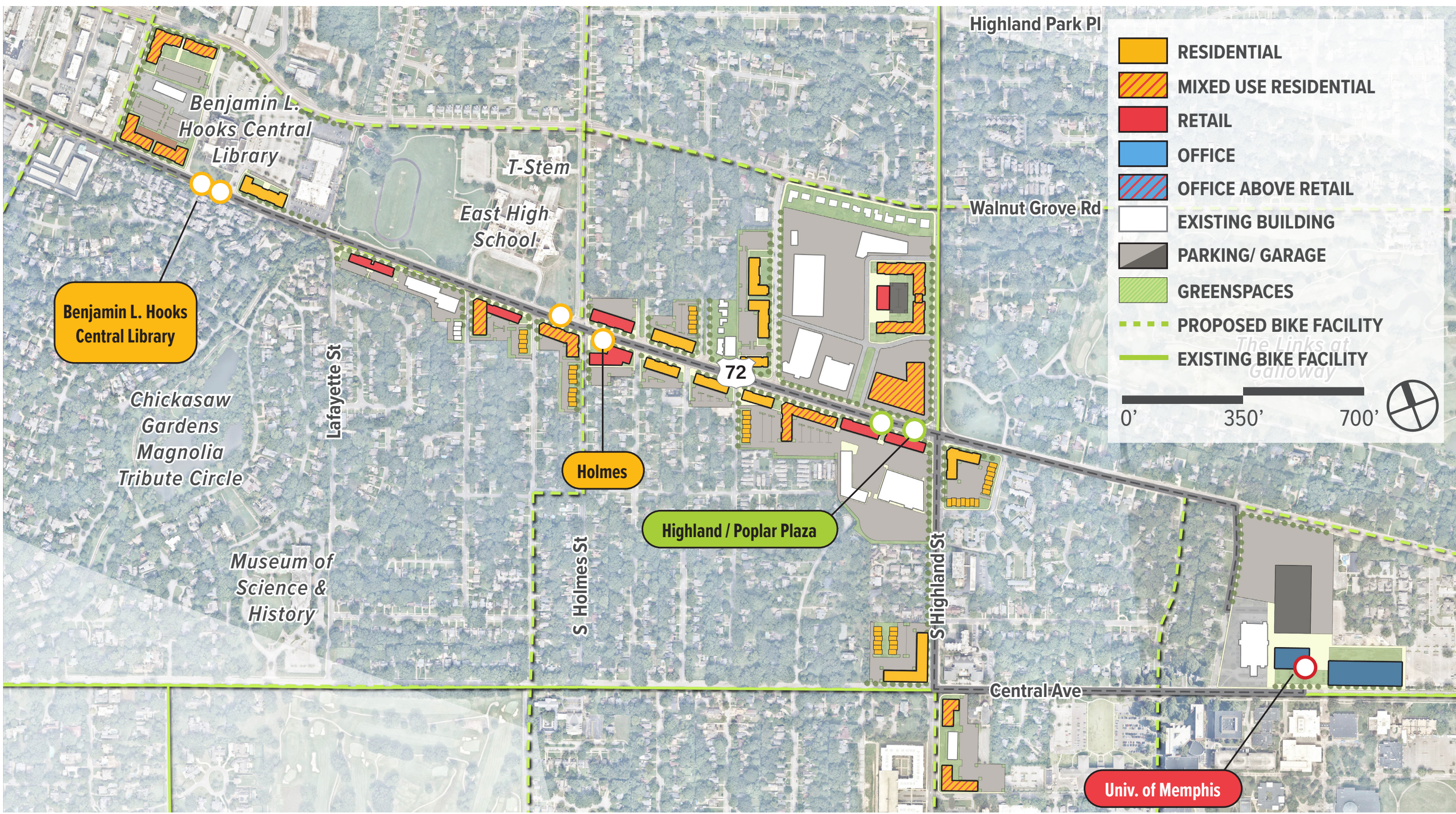
- Proximity to surrounding neighborhoods and BRT make this a destination area for Downtown, Medical District and University commuters alike.



EXISTING



PROPOSED



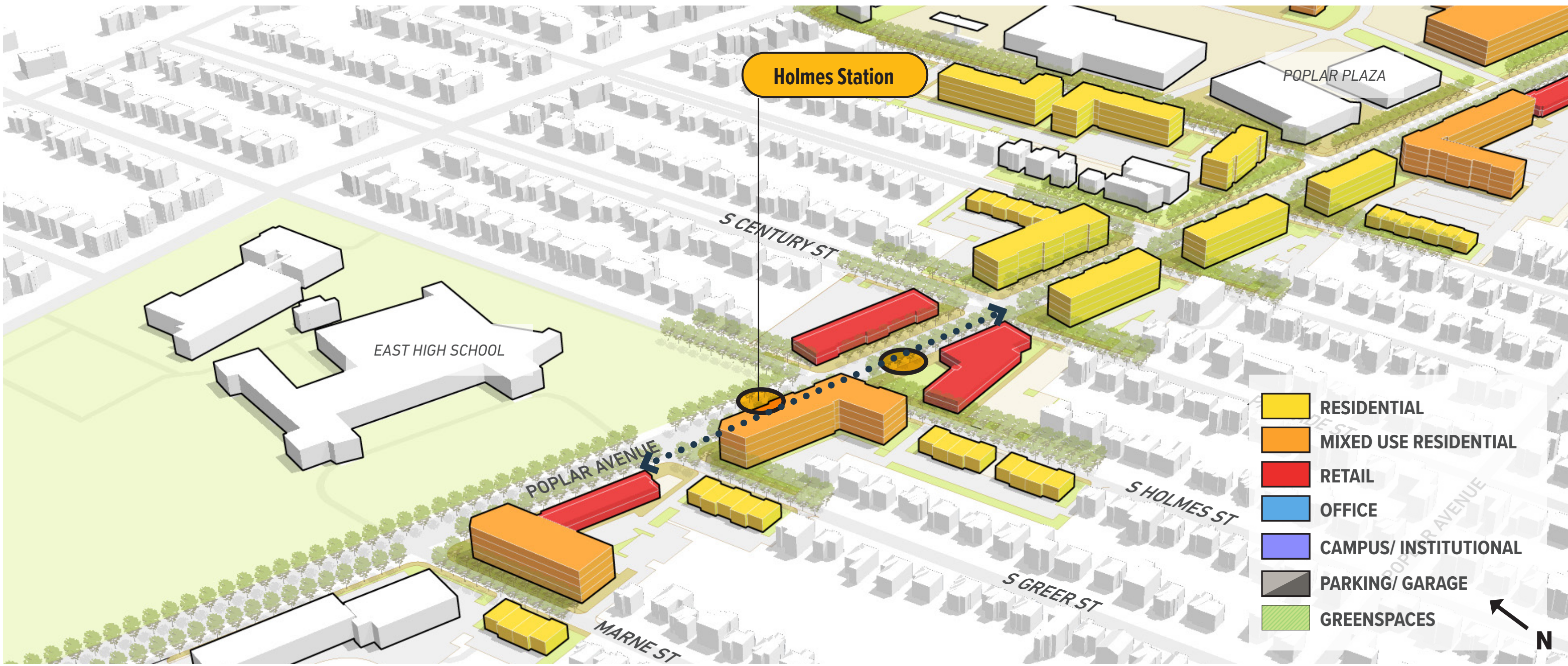
SUB AREA 4+5

SUMMARY

- Plans focus on increasing walkability and creating a neighborhood scaled, walkable business district for the area.

MARKET OPPORTUNITY

- The University of Memphis, East High School, and the Benjamin L. Hooks Central Library all provide institutions with steady populations to support new development.
- The planned redevelopment at Poplar Plaza suggests interest and potential for continued plaza retrofitting.



Smaller Mixed-Use



Multi-Family Residential



Smaller Mixed-Use



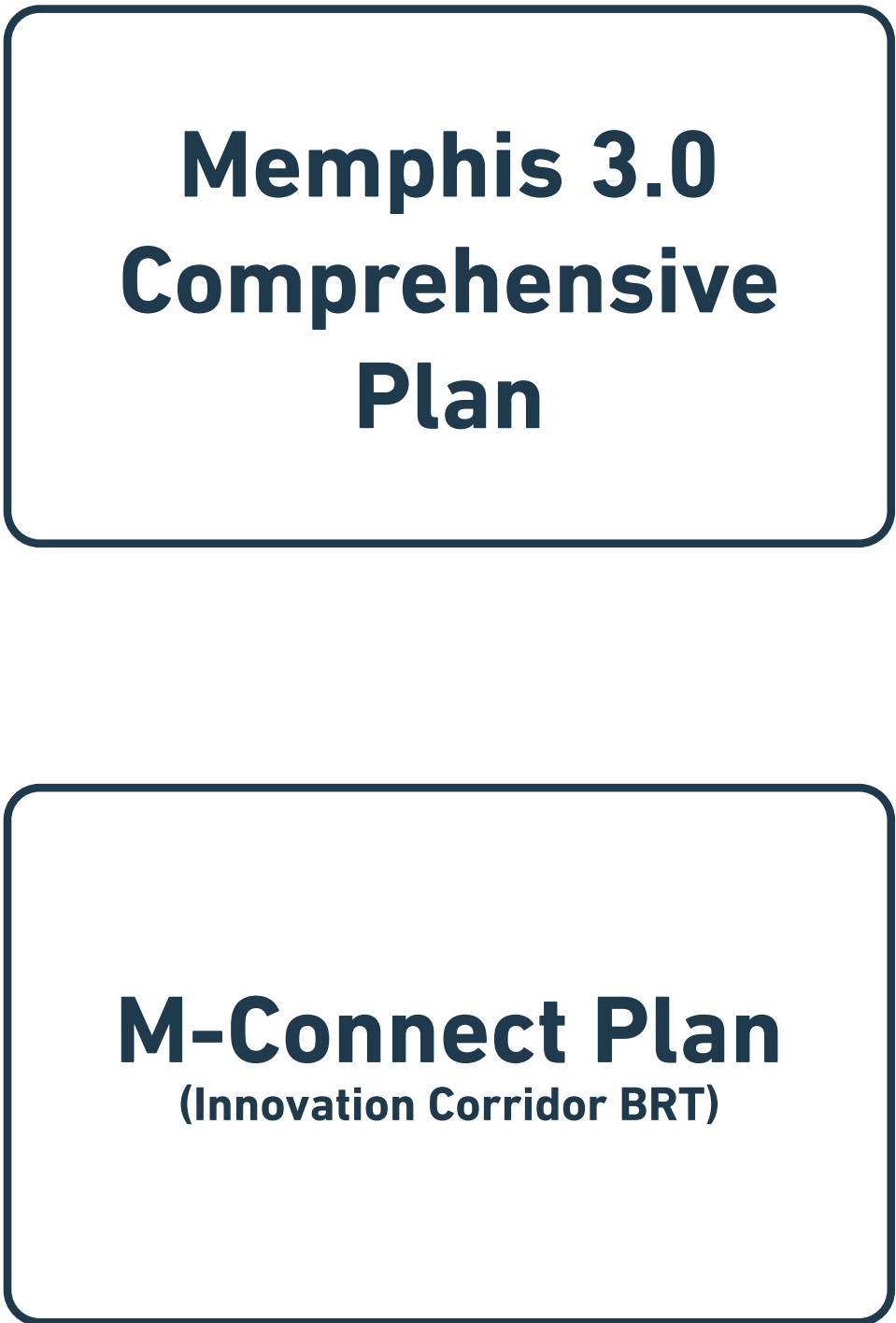
MEMPHIS INNOVATION CORRIDOR TRANSIT ORIENTED DEVELOPMENT PLAN

WHAT IS MOST IMPORTANT TO YOU AS THE
BRT AND TOD VISIONS ARE IMPLEMENTED ?

EMAIL COMMENTS TO
MELANIE.BATKE@MEMPHISTN.GOV

TOD PLAN PROCESS

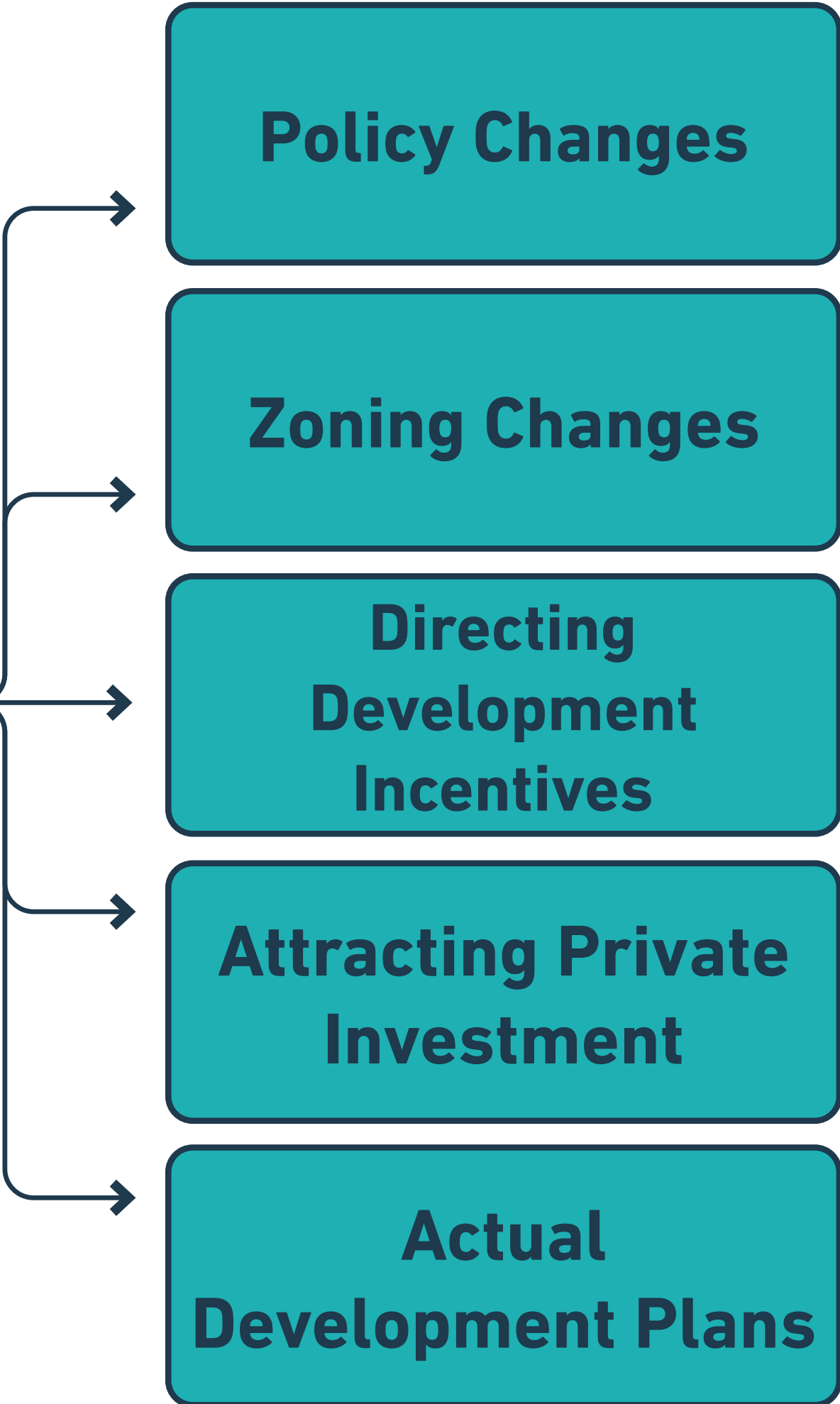
What led us to today...



Where we are today...



What this will lead to...





MEMPHIS INNOVATION CORRIDOR TRANSIT ORIENTED DEVELOPMENT PLAN

**WHAT DO YOU LIKE MOST ABOUT THE
PLANS YOU SEE HERE?**

**EMAIL COMMENTS TO
MELANIE.BATKE@MEMPHISTN.GOV**