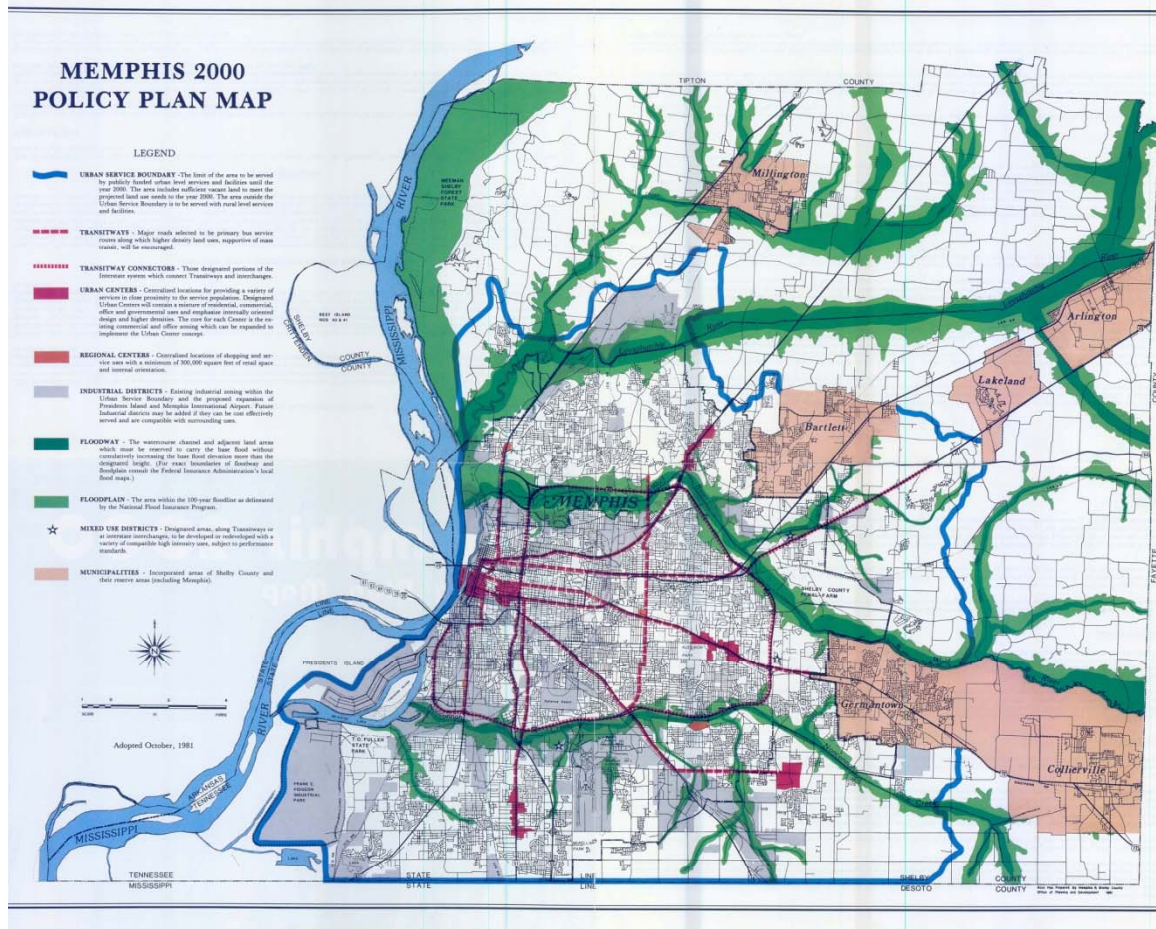


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# Memphis & Shelby Co. Planning and Urban Design

Why the Adopted Memphis 2000 Policy  
Plan Was Not Implemented – The Urban  
Design Reason Presented by Mary Baker

# Memphis 2000 Policy Plan



■ Comprehensive Plan – Memphis 2000

■ Guide for Physical, Economic & Social Development Thru Year 2000

# Memphis 2000 Plan Adopted Policies

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## ■ Land Use & Housing

- Infill Development
- Mixed Uses with High Density along Existing Major Roads
- Connection to Density for Success of Transit

## ■ Transportation

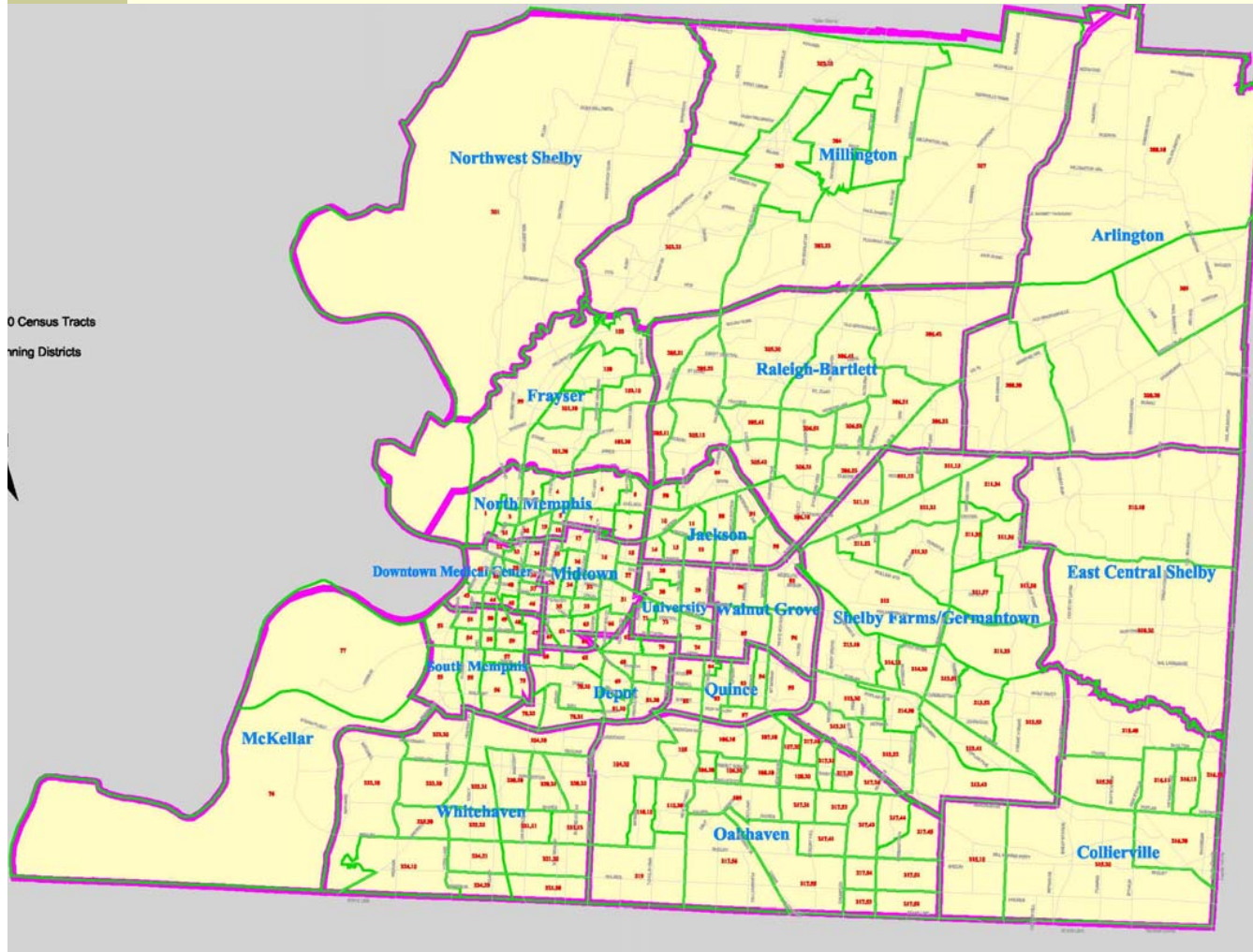
- Social, Economic & Environmental Impact
- Balanced Transportation Modes for Increased Energy Efficiency
- Interrelationship Between Land Uses, Densities and Transportation
- Fuel Efficient Mass Transit as a Viable Alternative to the Automobile.

# Memphis 2000 Adopted Policies (Cont'd)

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- Public Facilities
  - Establishment of an Urban Service Boundary to Stop Sprawl and Provide Cost Efficient Services
  - Outside Urban Services Boundary to Remain Rural
  - Coordination of Public Facilities and Services through the Capital Improvement Program
  - Identify Areas with Deficient Public Facilities to set Priorities
  - Goal of an Attractive Environment for Residents, Business and Industry.

# District Plans to Provide Detail for Daily Administration



- Downtown
- North Memphis
- Midtown
- Medical Center
- South Memphis
- Frayser
- Raleigh-Bartlett
- Shelby Farms  
Germantown
- NW Shelby
- Millington Arlington
- McKellar
- Whitehaven
- Oakhaven
- Collierville

0 Census Tracts  
ning Districts

# Why Were the Policies of the Memphis 2000 Plan Not Followed?

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- Loss of the Urban Services Boundary!!!
- Other Policies Oblivious to and in Conflict with Memphis 2000
  - Major Road Plan (Recently Renamed Transportation Plan)
  - Sanitary Sewer Extensions
- Adopted Zoning and Subdivision Regulations did not Implement the Vision

# Urban Design Reason

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- Absent Urban Design Elements
  - Urban Design Elements were absent in the Adopted Memphis 2000 Plan or in the Zoning and Subdivision Regulations Adopted to Implement the Plan
  
- Adopted Zoning & Subdivision Regulations did not implement the vision.
  - Single Use Districts & Large On Site Parking Requirements Resulting in Low Density
  - Subdivision Requirements Aimed Largely at Moving Automobiles along major roads.

# Result

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- The Form of Apartment Developments did not Interconnect with or Respect the Character of the Neighborhoods where they were Built.
- Single Use Developments were set Behind Large Parking Lots
- Mixed use buildings were Discouraged.
- Neighborhoods were designed with the Back of the House to the Public Streets

# Single Family Subdivision “Reverse” Frontage along Winchester



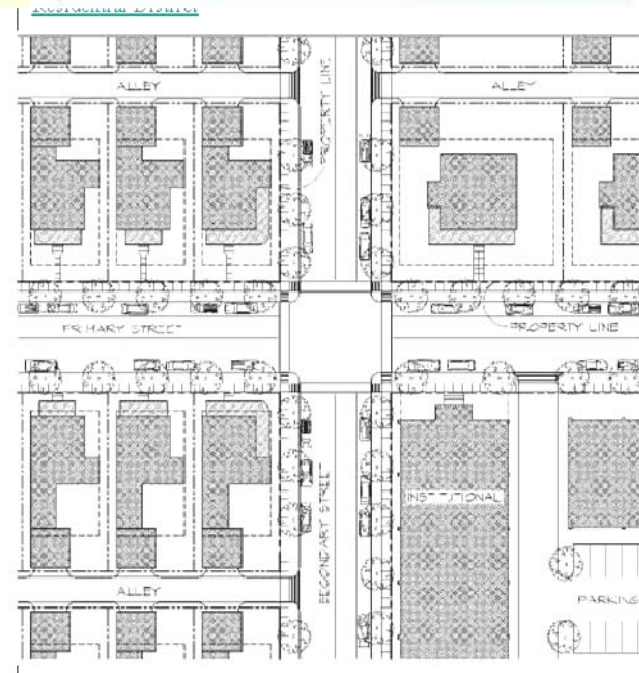
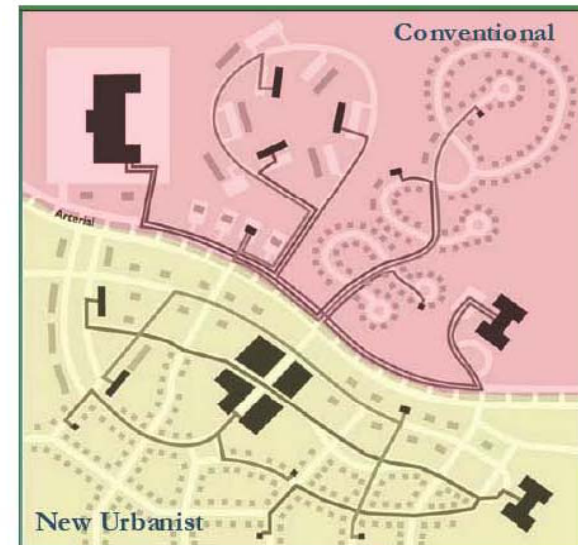


# “Garden Apartments”

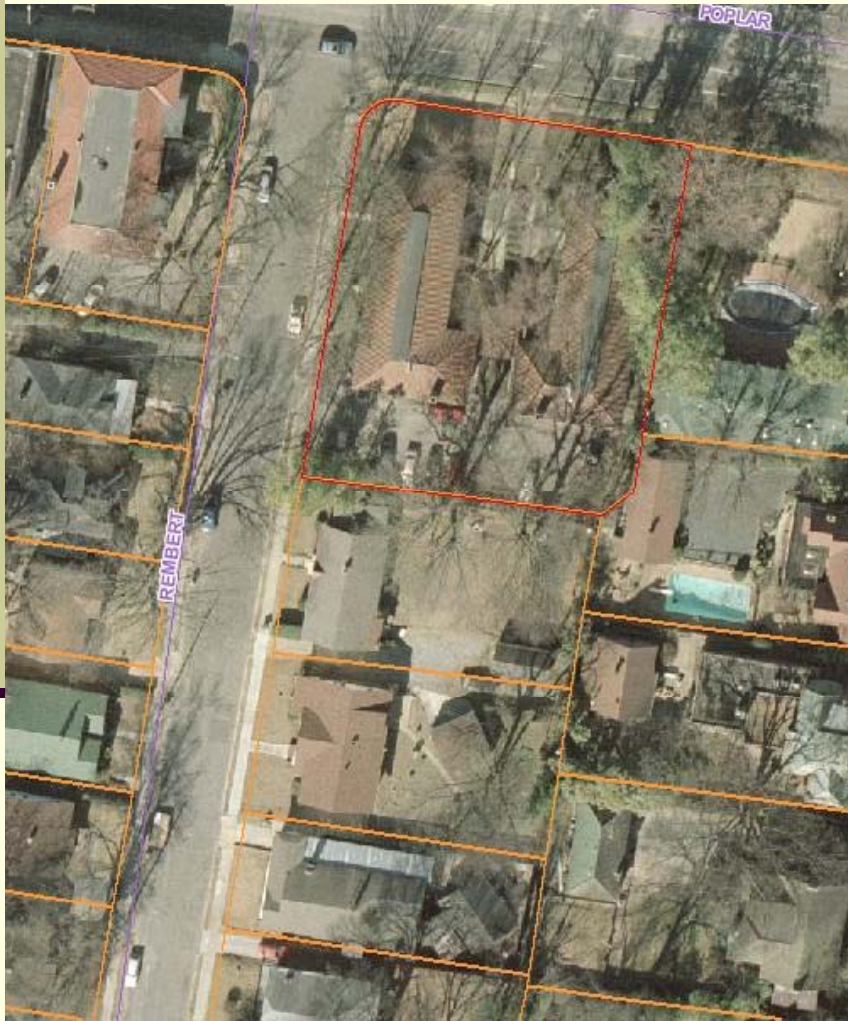


# What We Should be Developing

- Traditional Neighborhoods
  - Defined Centers and Boundaries
  - Interconnected Public Street Networks
  - Emphasis on Sidewalks and Alternatives to the Automobile
- Mixed Uses in Compatible Building Forms along a Network of Public Streets



# Apartment Buildings Oriented to Public Street Network in Midtown



# Examples of Compatible Building Forms



# How Can We Get There?

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- Update and Re-Adopt the Memphis 2000 Plan
- Adopt the Unified Development Code to Replace Existing Zoning and Subdivision Regulations
- Implement More Plans Like These:
  - Uptown
  - South End (SCBID)
  - Medical Center Overlay
  - Broad Street
  - Fischer Steel Area (Pending)

# Urban Design Elements

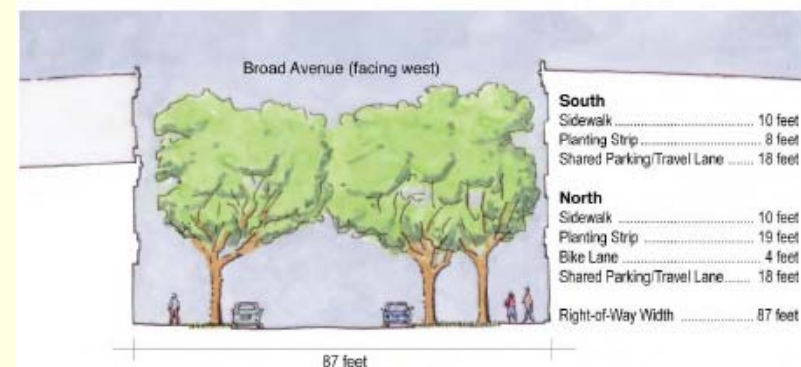
## ■ Network of Narrow Streets

- Short Block lengths
- Wide Sidewalks
- Street Trees
- Small Corner Radii
- Light Standards;  
Appropriate Design &  
Scale
- Use the transect

## ■ Neighborhoods with defined centers and boundaries

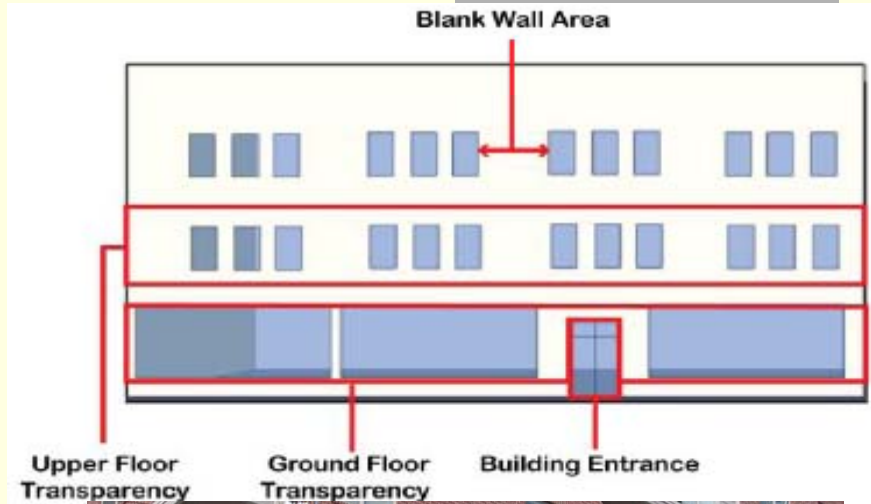


7.1 BROAD AVENUE



# Urban Design Elements

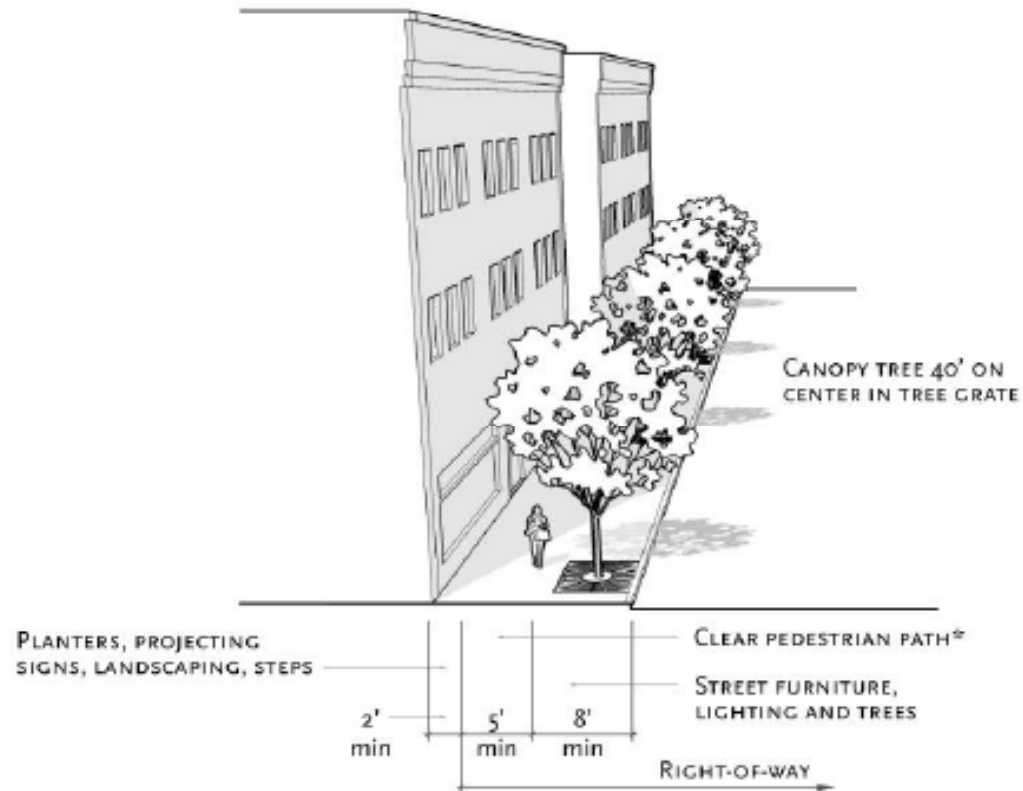
- Other features of a great public realm
  - Appropriate Building Form
  - Compatible Scale
  - Public Street enclosed by buildings and street trees
  - Curbside parking to separate pedestrians from moving traffic (and traffic calming)
  - Parking lots hidden behind buildings



# Streetscape Plate for Pedestrian Frontage in the Unified Development Code

## 4.1.6 Type A - Streetscape Plates

### A. Type A-1



# Urban Design Elements

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- Details that create sense of place
- Examples:
  - Building elements – tower features in Medical Center Plan
  - Palette of Local Building Materials
  - Landscape – Significant trees
  - Parks & Plazas – Gazebo in plaza in Cooper Young