



## Overton Square Public Meeting/Charrette July 24, 2009

### Plan A1

**The Circle at Historic Overton Square:** Celebrating Arts, Entertainment & Community at the Heart of the City

- Small Diverse Businesses, Entertainment, Residential, Arts, Kitschy, Green, Walkable, Diverse Visitors, Residents, Businesses, Connected to City and Regional Center; Exemplars: Cooper-Young, Market Square, Knoxville, Market Square, Little Rock, Century Plaza, KS, Dupont, Adams/Morgan, DC

Establish Identity by reinforcing Boundaries, Pathways, Nodes, Landmarks, and District (Kevin Lynch Approach)

1. **Boundaries** to be signaled by archway entrances
2. **Pathways** be improved (through traffic calming such as bump outs, Median, Parallel Parking, Crosswalks, Pedestrian Signalization) for Pedestrian Movement and safe Traffic; Bike Lanes be established along streets in the area as well as along Lick Creek to Connect the District to Overton Square; Streetscapes be enhanced with R-O-W plantings, sidewalk improvements, Lighting, Street Furniture.
3. **Landmarks** in the area be connected by Bike paths and Free Shuttle along Cooper from Cooper Young to Overton Park. Large Public Art Installation or an installation every 150 yards to create Weaver's Walk with the aim of celebrate social history of the area.
4. **Nodes** such as Center Crown (Madison/Cooper), Theater Corner (Monroe/Cooper, Monroe/Florence) to be improved by special pavers and Streetscape treatment
5. Overton Square **District** to be promoted/identified by Banners with a Logo and Slogan (suggested -"Scene and Be Seen"), Thematic Awnings. Reinforcing the Overton Square Curve by Extending the curved façade on Madison along Cooper Street all the way to Existing Playhouse. Possible uses for the new and existing vacant buildings include specialty shops, clothing, food, restaurant, Graduate College of Art. New Cottage businesses similar to ones on the west of Florence be replicated on the east side. The open parking lot between the new buildings on Florence and Cooper be shielded by an

Art Wall to hang art work (possibly produced by potential Art College moving in to the new building on Cooper).

**Square Footage on Site** (Area bounded by N-Madison, E-Cooper, S-Monroe, W-Florence)

Existing Retail: 54,814 SFT

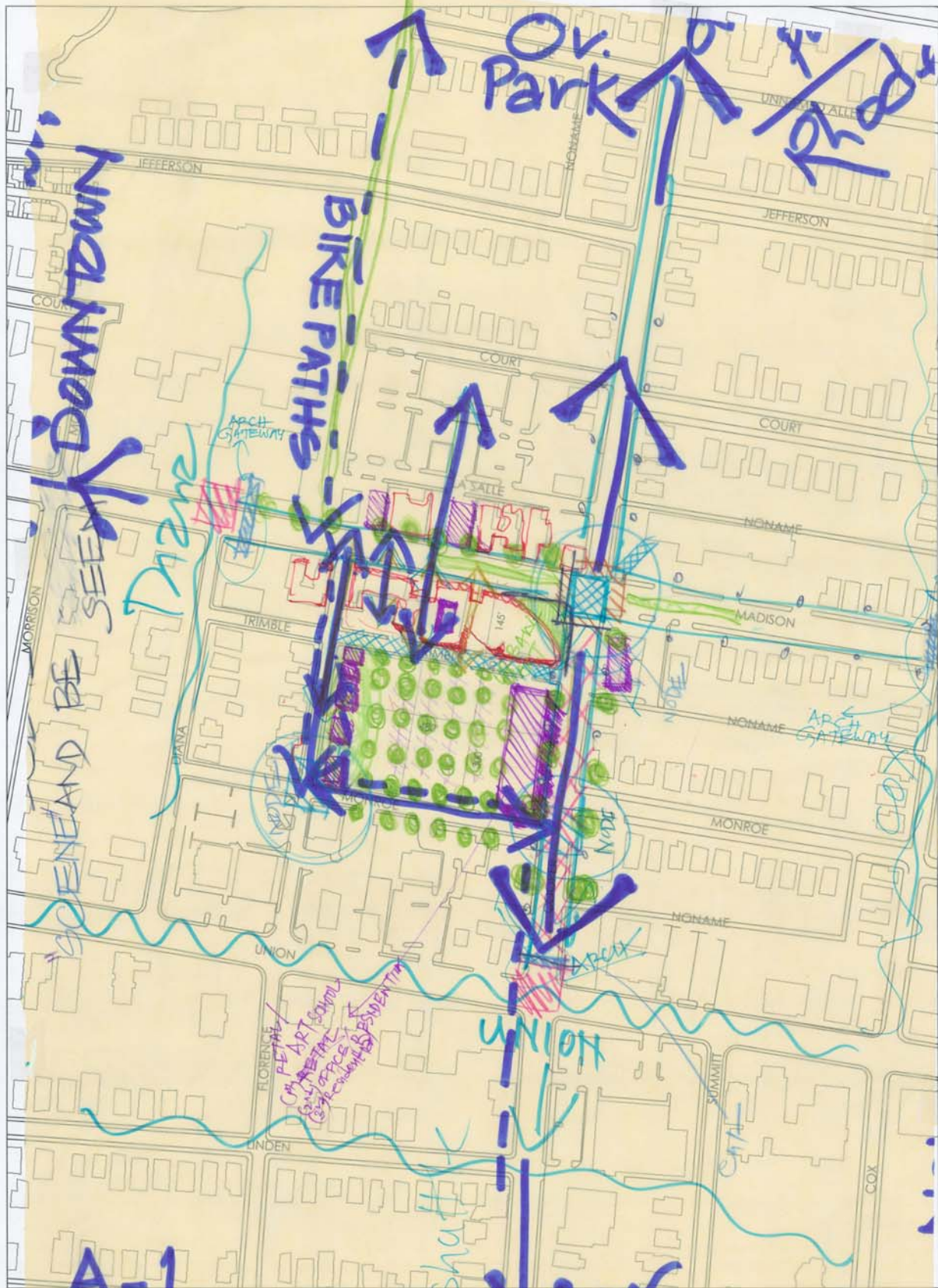
Proposed Retail: 15,000 SFT

Proposed Cultural: 20,800 SFT

Proposed Office: 30,800 SFT

Proposed Residential (Apts): 20,800 SFT

Proposed Parking (at grade): 96,000 SFT



A-1

# Overton Square: Site Map



Memphis Regional Design Center: Vision for Overton Square  
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**Memphis  
 Regional  
 Design  
 Center**

Cooper Yang