

# BROAD AVENUE CORRIDOR PLANNING INITIATIVE

## MASTER PLAN & VISION

CHARRETTE: JANUARY 22 - FEBRUARY 2, 2006  
MEMPHIS, TENNESSEE

Public Review Draft



### GUIDING PRINCIPLES

- Reconnect the Surrounding Neighborhoods**
  - Look for opportunities to knit the study area neighborhood back together
  - Increase the number of pedestrian and automobile connections within the area
  - Create new at-grade intersections crossing Sam Cooper Boulevard
  - Use the scale and massing of buildings to transition between the corridors and surrounding neighborhoods
  - Promote infill development for vacant parcels that reflects the surrounding scale and character
  - Redevelop the excess Sam Cooper right-of-way to build the community vision
  - Provide new outdoor public spaces: people places, squares, and civic greens
- Promote & Preserve Diversity: Mix Uses, Mix Incomes**
  - Designate areas that allow/require a mix of uses by right
  - Provide opportunities for housing choice and variety: attached and detached, rental and ownership
  - Create new outdoor civic spaces
  - Recognize and preserve the varying character and intensity of different streets and blocks in the area
- Make Streets More Walkable**
  - Change the character of the roadways—from high speed thoroughfares to walkable streets, avenues, and boulevards
  - Create street space: bring the buildings close to the street and plant canopy street trees
  - Narrow the travel lanes to slow traffic and decrease pedestrian crossing distances
  - Provide a pedestrian-friendly environment: wide sidewalks, tree-lined streets, active shopfronts, short blocks, varied uses
  - Prohibit blank walls along the sidewalk
  - Create a "park-once" environment by requiring shared parking
  - Provide on-street parking
  - Increase connectivity through small block size and the creation of new streets and alleys
  - Limit curb cuts
- Make it Easy to Build the Right Thing**
  - Establish development regulations that support the community vision for the Broad Avenue corridor
  - Require the desired scale and mixture of new development
  - Streamline the review and approval processes for development that fulfills the vision
  - Encourage and assist in the preservation of existing buildings and housing stock that meet the community vision
- Control the Scale of New Development**
  - Establish rules for infill development that support the community vision and reflect the context
  - Enable fine-grained urbanism: recognize that the character of the greater Broad Avenue corridor area is not uniform—it varies from block to block and street to street

### PHOTO REALISTIC VISUALIZATIONS

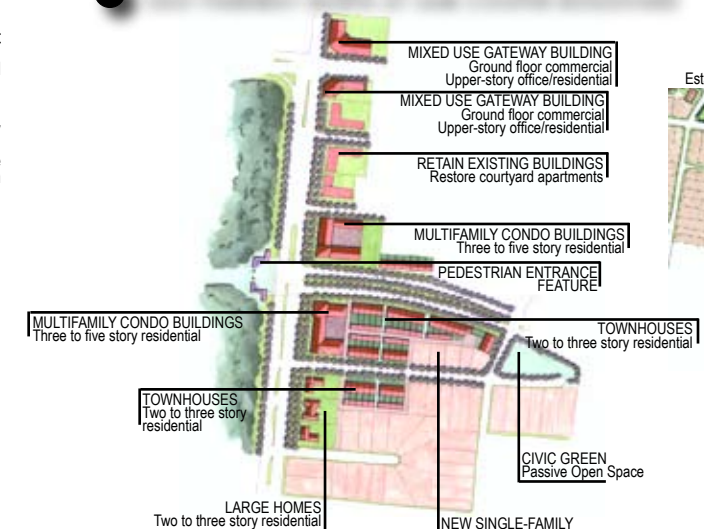


Summer Avenue

Sam Cooper Boulevard

Broad Avenue

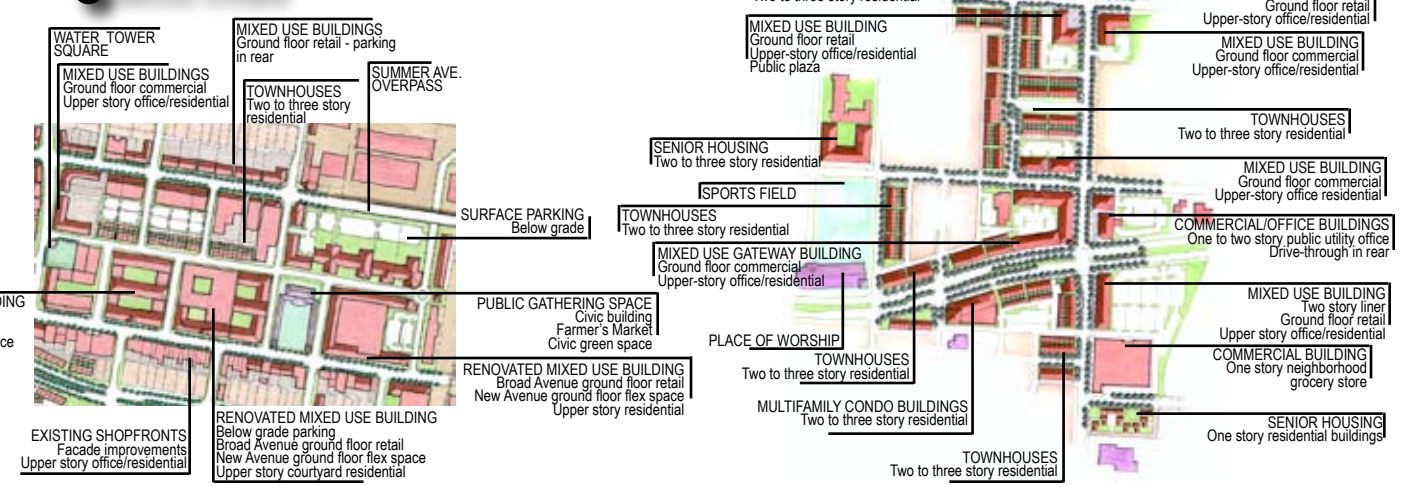
### a EAST PARKWAY NORTH AT SAM COOPER BOULEVARD



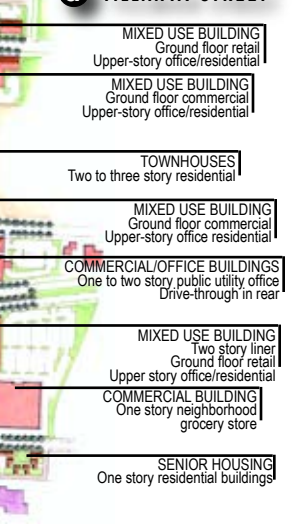
### b BINGHAMPTON ELEMENTARY



### c BROAD AVENUE

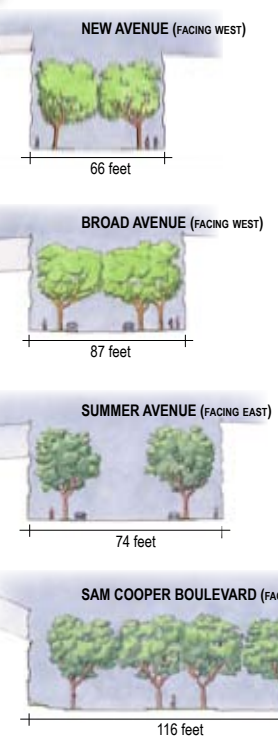


### d TILLMAN STREET



### STREETS

- NEW AVENUE (FACING WEST)**
  - Sidewalk: 9 feet
  - Planting Strip: 6 feet
  - Parallel Parking Lane: 7 feet
  - Travel Lane: 11 feet
  - Right-of Way Width: 66 feet
- BROAD AVENUE (FACING WEST)**
  - Sidewalk: 10 feet
  - Planting Strip: 8 feet
  - Parallel Parking Lane: 7 feet
  - Travel Lane: 11 feet
  - Right-of Way Width: 87 feet
- SUMMER AVENUE (FACING EAST)**
  - Sidewalk: 9 feet
  - Planting Strip: 6 feet
  - Parking/Travel Lane: 11 feet
  - Travel Lane: 11 feet
  - Right-of Way Width: 74 feet
- SAM COOPER BOULEVARD (FACING EAST)**
  - Sidewalk: 12 feet
  - Planting Strip: 6 feet
  - Parking/Travel Lane: 11 feet
  - Travel Lane: 11 feet
  - Median: 14 feet
  - Right-of Way Width: 116 feet



### PUBLIC SPACE

- Overton Park Gateway**  
The site where Sam Cooper dead-ends into Overton Park lacks the sense of arrival appropriate for such an important gateway into the City. An entrance feature that draws pedestrians into the park should be provided.
- Neighborhood Green Spaces**  
A series of neighborhood civic greens, throughout the study area, and connecting key features like Overton Park to residential uses must be developed. Opportunities for intimate involvement with public art throughout the study area should be encouraged.
- Water Tower Square**  
At least one of the iconic water towers that are so emblematic of the Broad Avenue area should be retained and restored as an orienting landmark feature in the area. Siting the square so that it opens up the intersection at Hollywood Street and the new internal street serving the revitalized warehouse area creates a sense of entry that will be an important factor in the success of the uses located in the mid-blocks between Summer and Broad Avenue.
- Farmers Market, Amphitheater and Community Meeting Space**  
Another centrally located site should be used as a formal Farmers Market, operating as an attraction to the revitalized Broad Avenue. The same site could serve multiple purposes, providing community meeting space that is sorely needed, and allowing for outdoor performance space as well.
- Recreational Fields**  
Locating recreational fields adjacent to the proposed church and just south of the proposed senior apartments provides an excellent opportunity for natural surveillance of the site, increasing the safety of the area. This new location could accommodate simple open space to start, and then eventually be developed as active recreational facilities over time.