
Broad Avenue Corridor

Charrette Report + Master Plan

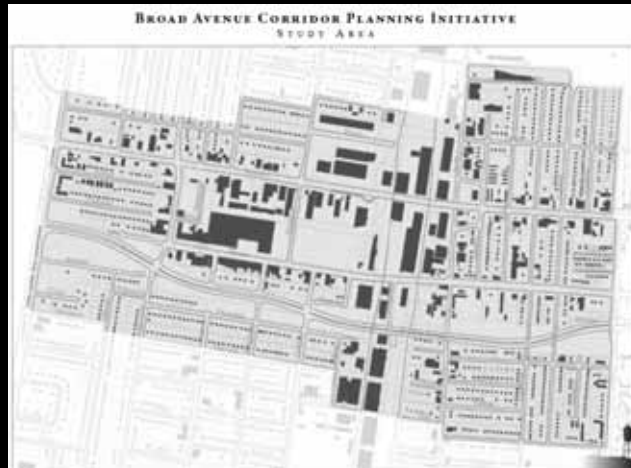
Ferrell Madden Associates
Duncan Associates

Introduction

- **Unified Development Code project**
- **National consultant team**
- **Combining zoning and subdivision**
- **Replace “suburban” rules**

Broad Avenue Corridor

- Planning Initiative
- Charrette January 22-February 4



The Study Area Today



The Study Area Today



The Study Area Today



The Study Area Today



The Charette

- **Friday: Kick-Off Presentation**
- **Saturday: Hands-On Design Session**
- **Monday-Thursday: Design Studio**
- **Monday-Thursday: Technical Meetings**
- **Thursday: Work in Progress Presentation**



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

Guiding Principles

- **Reconnect the Surrounding Neighborhoods (cont.)**
 - 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

Guiding Principles

- **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

Guiding Principles

- **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

Guiding Principles

- **Make Streets More Walkable (cont.)**
 - 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

Guiding Principles

- **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

Guiding Principles

- **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

Vision



Parkway/Sam Cooper



East Parkway/Sam Cooper



Summer Avenue



Summer Avenue



Summer Avenue



Summer Avenue



Summer Avenue



Summer Avenue



Summer Avenue



Summer Avenue



Summer Avenue



Summer Avenue



Sam Cooper Boulevard



Sam Cooper Boulevard



Sam Cooper Boulevard



Broad Avenue



Broad Avenue



Broad Avenue



Broad Avenue



Binghampton Elementary



Tillman/Sam Cooper



Tillman Street



Tillman/Sam Cooper

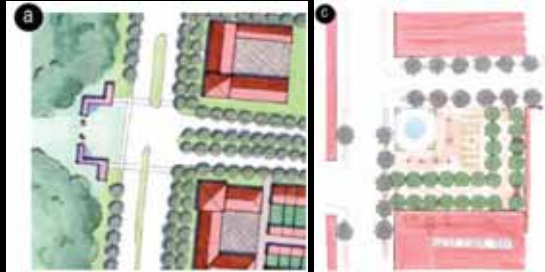


Public Spaces



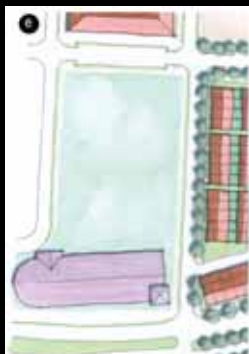
Public Spaces

- Streets
- Overton Park Gateway
- Water Tower Square
- Sam Cooper Remnants



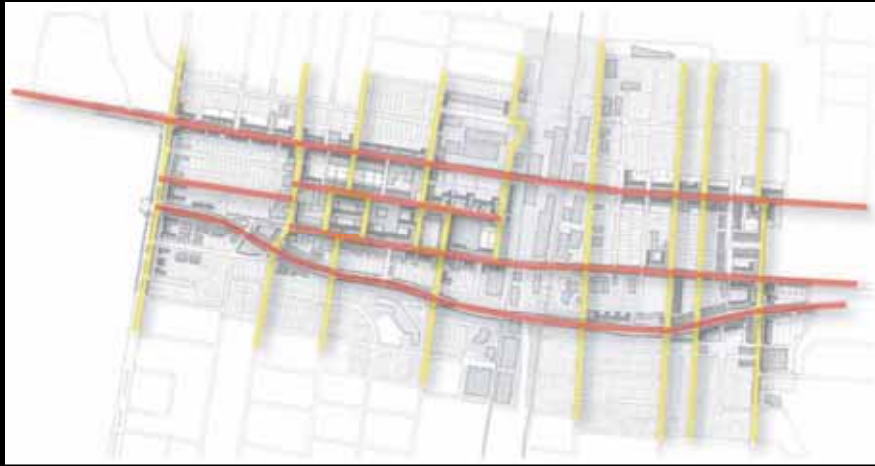
Public Spaces

- Farmers Market, Amphitheater
- Recreational Fields



Transportation

- **Balanced, Multi-Modal Network**
- **New Connections**



Transportation

- **Roundabouts**
- **Light Rail**



Your directions to us

- **More Quality Housing Opportunities**
- **High Quality of Life at Diverse Income Levels**
- **A Real Grocery Store**
- **Connections**
- **Economic Strategies to bind the community together**
- **Business and Employment Opportunities for the Community**



Neighborhood Enhancement

Making a good neighborhood better:

- **Assist with Problem Properties**
- **Permit Enforcement**
- **Homeowner Education**
- **Homeowner Assistance**
- **Improve Retail and Services**



Neighborhood Housing

Community Development Corporations

- Binghamton Redevelopment Corporation
- United Housing
- Jacob's Ladder

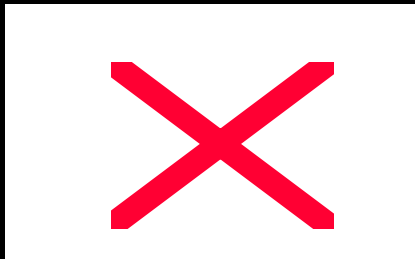
Faith Based Program Providers

- First Baptist Broad
- Christ Community Health Services
- Service Over Self

- Neighborhood Housing Renovation
- Assisted Living
- Lester School Re-Use
- Code and Permit Enforcement



Neighborhood Retail



Economic Development

Neighborhood Scale
Business

Business Incubators

**Local Craftsmen &
Artisans**

**Construction / Building
Services**

Health Services

Restaurants

Support for Grocery		3 Minute Radius
Households		12,300
Average Spending /HH		3892.5
Total Spending	\$	47,897,336
capture		40%
Required Sales / SF	\$	400.00
Supportable Grocery Space		47,897

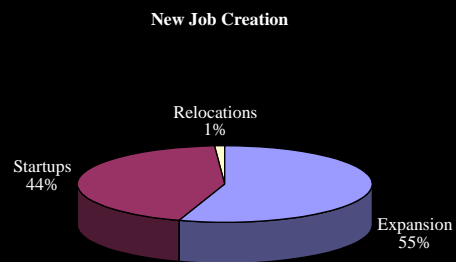
Entrepreneurship & Local Businesses

**Entrepreneurial
Growth Companies
in the 1990's:**

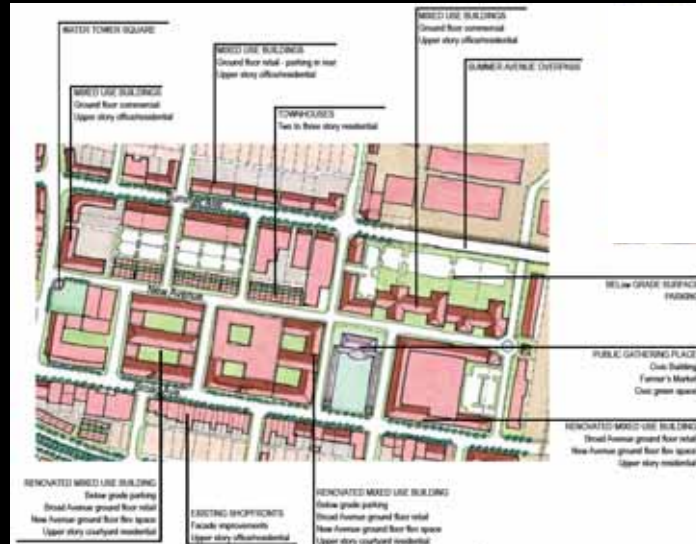
**2/3^{rds} of all job
creation**

**2/3^{rds} of business
growth**

**over 1/2 of business
innovation**



A Center for All Neighborhoods



That's nice, but who will pay for all this?

**Mostly,
The Development Community.**

**Public Improvements
Brought to you by
Memphis,
with help from
The Development Community.**

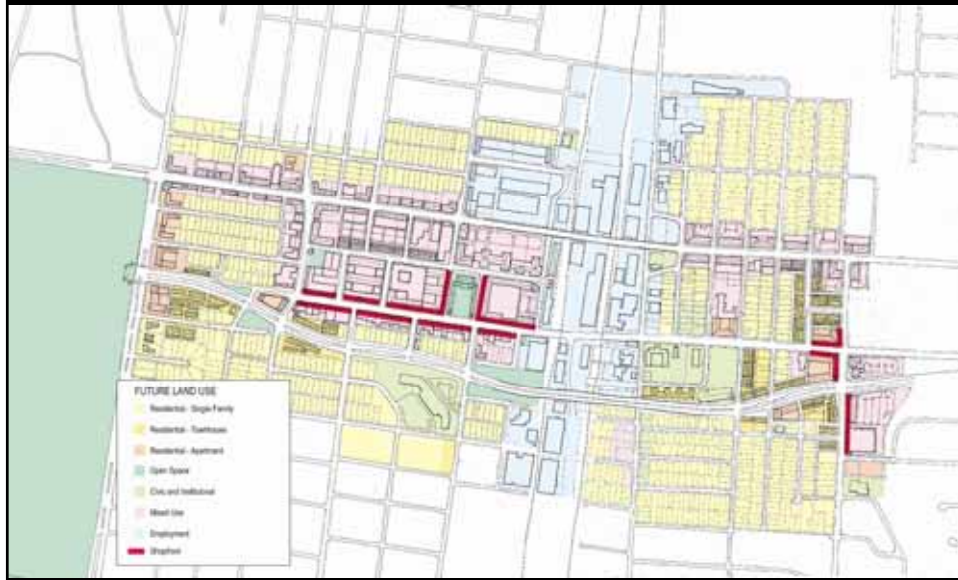
with a little help from our friends:

- Memphis / Shelby County Middle Income Housing Program
 - Low Income Housing Tax Credits
 - Senior Housing Tax Credits
 - Tax Increment Financing?
 - Renewal Community (now includes this area) Employment Tax Credit
 - Commercial Revitalization Deduction
 - Memphis Business Opportunity Fund
 - SBA Micro Loan Program
 - South East Community Capital Revolving Loan Fund
 - HUD Section 108 Loans
 - Tennessee Enterprise Demonstration Project
 - SBA 504 Program
 - TVA Minority Business Development Loan Fund
 - SBA Loan Prequalification
 - Tennessee Child Care Facilities Corporation Community Grants
 - HUD Housing Loan Guarantee Programs
 - Memphis HCD Down Payment Program
 - Memphis Strategic Community Investment Funds
- And more....

Implementation

- **Plan Elements:**
 - Future Land Use
 - Height Map
 - Building Types
 - Street Cross-Sections
- **Code Comes Next !**
 - About 60 days for drafting
 - Must be approved by LUCB, adopted by City

Future Land Use



Buildings

- SF Detached
- Large Home
- Townhouse



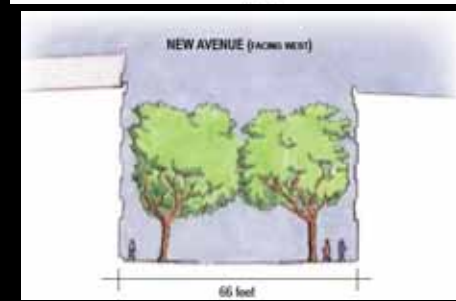
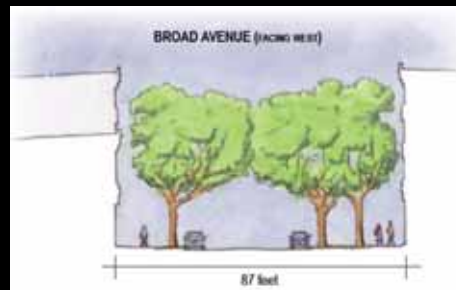
Buildings

- Apartment
- Shopfront
- Commercial Building
- Civic Building



Street Cross-Sections

- Broad Avenue
- New Avenue

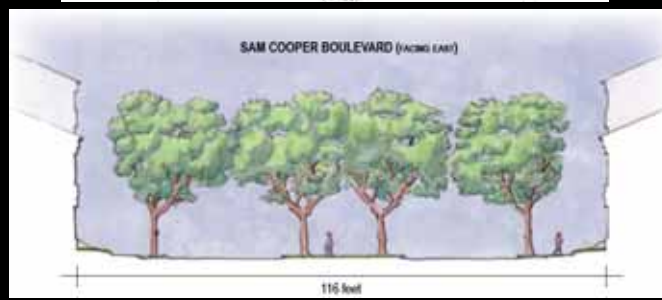


Street Cross-Sections

- **Summer Avenue**



- **Sam Cooper**



Implementation Steps

- **Short Term (Within One Year)**

- Stripe the Street
- Improve Code Enforcement
- Continue Housing Rehabilitation and Infill
- Adopt New Zoning Districts
- Adopt New Street Cross-Sections
- City Acquisition of Excess Right-of-Way
- Establish a Redevelopment Area
- Evaluate a TIF District

Implementation Steps

- **Mid-term (2-5 Years)**
 - Complete Right-of-Way Acquisition
 - Establish the TIF District
 - Street Improvements
 - Private Development on Right-of-Way Parcels
 - Develop the Grocery Store
 - Continue Development of Summer Avenue
 - Continue Housing Rehabilitation and Infill

Implementation Steps

- **Long-Term (5 – 10 Years)**
 - Create the Boxcar Factory Mixed Use Project
 - Create Water Tower Square and Public Market
 - Continue Housing Rehabilitation and Infill

Important Note :

- **The Plan & Code do not solve every important local issue or change everything by themselves**
- **Other elements involved:**
 - Funding Availability
 - Code Enforcement
 - Public Works and Engineering
 - Balance with Other Investments
 - Private Marketplace

F.A.Q.

Q: Will the mix of small and locally-owned businesses get forced out?

A: No. Creating “affordable business” calls for varied locations and flexibility. Targeted incentives will also help.

F.A.Q.

Q: Will all the low-income households get forced out? Will affordable housing disappear?

A: No. This Plan includes a variety of housing types to maintain a diverse neighborhood. Naturally-occurring affordability is “built-in.”

F.A.Q.

Q: Will the traffic “work” when the roads are multi-modal places, not just vehicle-only corridors?

A: Not by the old definition – “whizzing traffic” !
Future streets should be balanced for driving, walking, cycling and using transit.

F.A.Q.

Q: How do we build on our momentum?

A: Get something new started ASAP. Adopt the Plan and Code. Start a “model” project. Widely promote the plan. Push for the street and sidewalk upgrades.

F.A.Q.

Q: Will this really happen? Will the City & County adopt the Plan and Code?

A: It depends on you !

What Happens Next ?

- Give us your Plan feedback tonight
- Code drafting for next 2 months
- Code and Plan adoption by City & County in Fall 2006
- Implementation can begin right away !

Updates . . .

www.dpd.duncanplan.com/fbc