



## What is **BUILDDOWNTOWN?**

A community-based Plan that **continues** Downtown's renaissance by enhancing its very real strengths.

The plan is **not** about reinventing Downtown or putting the needs of the global economy ahead of the Memphis community

**BuildDowntown** will help all of us make Downtown a more equitable common ground for our community as well as a more powerful economic engine for the region.

## Mission

A period of unparalleled demographic, economic, and technological change has unlocked an unprecedented opportunity for Downtown Memphis— like its counterparts across North America—to lead the city and the region toward a more economically competitive, equitable, livable, and resilient future.

## Vision

Downtown Memphis is already the inclusive heart of our region – but it can be more. We will build on Downtown’s existing strengths to lead Memphis into a new era of shared opportunity. Downtown will be a place that invites everyone to live, work, play and innovate together.

To accomplish this, we will: build Downtown up—not out, celebrate walkability, and welcome everyone.

## The Resulting Planning Framework

**BUILD UP**

**CELEBRATE WALKABILITY**

**WELCOME EVERYONE**



## BUILD UP... Not out

By expanding its resources, toolkit, and ability to set priorities, the DMC can help:

- + Concentrate a critical mass of development within a five-minute walk of Main Street and other retail centers, and
- + Build more than 10 million SF of new and rehabilitated mixed-use development...

strengthening Downtown's position as the economic engine for Memphis and the entire region





## CELEBRATE WALKABILITY

By working with the City to expand funding for Downtown-wide improvements that attract investment, the DMC can help:

- + Create a network of *signature* streets and public spaces to catalyze latent redevelopment potential and promote a more vibrant, walkable Downtown
- + Support with other critical pedestrian enhancements and access to the riverfront,
- + Enhance mobility options to and across Downtown, and
- + Promote investments that support the full spectrum of the visitor industry—cultural tourism, conventions, civil rights, sports and events.





## WELCOME EVERYONE

By working with the City, private and institutional partners, the DMC can help...

- + Promote equity by investing in housing that contributes to economic diversity across downtown robust programs that unlock the ability of all Memphians to share in downtown's economic success and
- + Support authentic street life, events, and "culture bearers" that celebrate our city's diversity
- + Create engagement opportunities to invite everyone to feel ownership and agency in Downtown's development and activation.

**Our intent to welcome everyone is realized through the lenses of...**

## CREATING EQUITY

- + Ensure that 30% of new housing is affordable for families earning 60-80% of area median income
- + Provide access to new downtown jobs by expanding workforce readiness and training programs
- + Offer entrepreneurs access to new business opportunities including participation in development and construction

## BEING INCLUSIONARY

- + Program and design parks and public spaces with activities that welcome the full spectrum of the Memphis community
- + Introduce public art that tells everyone's stories to make Downtown a place that everyone calls their own
- + Use streetscape to celebrate diversity and foster interaction

## STAYING AUTHENTIC

- + Promote Memphis' music, food, and art culture along signature streets and public places
- + Encourage musicians, performers and other "culture bearers" to energize Beale Street and expand offerings throughout the CBID
- + Expand the availability of affordable spaces for start-ups, artists, and other creative professionals

**What is your Six-Word Story for the  
future of Downtown Memphis?**

vibrant community  
that utilizes its  
riverfront.

## Engagement by the Numbers

- The DMC saw the entire region as its stakeholders in the development of this plan.
- All of our engagement and outreach efforts worked in conjunction to create a familiarity with the plan process, and ultimately, comfort with the plan and the actionable directives.

## COMMUNITY FEEDBACK



# Community Feedback

WHAT WE LOVE ABOUT  
DOWNTOWN MEMPHIS



THINGS WE WANT  
MORE OF



THINGS WE WANT  
LESS OF



## Early takeaways

Start by concentrating new development within a 5-minute walk of Main Street and other retail nodes:

- + Share parking to minimize investment in new parking facilities
- + Emphasize preservation and reuse of historic buildings
- + ...and places that tell the story of Memphis' unique culture
- + Prioritize incubators, shared workspaces, and similar strategies that draw entrepreneurs and emerging businesses to Downtown.
- + Prioritize redevelopment of vacant and under-utilized buildings and parking lots

## Implementation

1. Promote compact critical mass with additional resources and an expanded toolkit
2. Promote design, expand the role of downtown design guidelines
3. Identify, design, and fund signature streets and public spaces
4. Explore additional high-impact pedestrian improvements
5. Expand mobility options
6. Promote equity
7. Support authentic street life, events, and “culture bearers” that celebrate our diversity





## Funding Strategy Highlights

The plan's seven overarching implementation tactics are detailed with actionable incentives and funding mechanisms that notably include:

- + Increase DMC's development fund to support re-development activities that unlock or accelerate development priorities
- + Fund predevelopment activities and unlock + accelerate development via:
  - Parking revenue restructuring to support site land banking
  - Strategic use of PILOTs + TIFs
  - Extending CBID assessments to all property owners who benefit from its programs
- + A downtown-wide TIF could support \$125-150 million to be used for:
  - Signature streets + public spaces
  - Affordable housing
  - Other plan-proposed downtown public benefits not covered by other funding strategies
- + Exempt affordable housing units from BID assessments
- + Seek corporate and institutional sponsorship

# Targeted phase 1 development



## THE DOWNTOWN CORE + THE RIVERFRONT

Improve access and the pedestrian experience

Narrate Mississippi River history with public art

Prioritize development that links to riverfront

## UPTOWN + THE PINCH

1,000-1,200 housing units

50-75,000 SF office/retail

Pursue development initiatives:  
 Manassas Market • Warehouse and Greyhound Redevelopments  
 • OffPop Retail District • 2nd Street Adaptive Reuse and Infill  
 • Winchester Infill

## SOUTH MAIN

1,000-1,200 housing units

100-150,000 SF office/retail

Incentivize artists, artisanal manufacturing, creative office/retail tenants

Provide 2nd St. corridor redevelopment support

Support adaptive re-use of Film Row as an incubator for retail, art studios, and workspaces

## THE EDGE + MEDICAL DISTRICT

1,000-1,200 housing units

200-375,000 SF office/retail

Leverage historic Sun City Studios to promote mixed-use redevelopment of auto-oriented businesses and parking lots

Encourage medical facility growth to integrate into the neighborhood. Support mixed use/housing infill

## SOUTH CITY, SOUTH END, + FRENCH FORT

1,500-1,800 housing units

75-110,000 SF office/retail

Promote neighborhood-scale infill development of Foote Homes and vacant tracts across South City

Promote neighborhood-scale infill development across South End and French Fort