

The Build Downtown Master Plan is a guiding document detailing an unprecedented opportunity for the city, how it applies to the diverse neighborhoods that comprise downtown, and what steps must be taken to achieve our shared vision.

PLAN RECOMMENDATIONS



Build up

Concentrate a critical mass of development within a five-minute walk of Main Street and other retail centers.

1. **Promote compact critical mass with additional resources and an expanded toolkit.** Focus public investment and financial incentive programs to build density and thus vibrancy within a 5-minute walk of Main Street and designated retail and employment nodes.
2. **Strive for excellence in design by requiring that all development projects downtown follow the City's design guidelines.** Expand the role and ability of the Downtown Design Guidelines to enhance specific projects.



Celebrate walkability

Bring Downtown's streets to life and make Downtown more accessible to residents, workers, and visitors without a car.

3. **Identify, design, and fund Signature Streets and Signature Public Spaces.** Invest in public realm improvements in each neighborhood district to help catalyze latent redevelopment potential and promote the vibrant, walkable downtown environment envisioned in this plan.
4. **Explore additional high-impact pedestrian improvements.** Complete a wide variety of incremental improvements to enhance walkability across Downtown.
5. **Expand mobility options.** Make Downtown more walkable, bikeable, and transit-ready. Where applicable, these improvements should be informed by and coordinated with recent bike and pedestrian plans as well as planned BRT investments (e.g., the Innovation Corridor).



Welcome everyone

Offer economic and residential opportunities to all Memphians and create public spaces and experience that reflect the full diversity of the city.

6. **Promote equity.** Ensure that Downtown is everyone's common ground—invest in housing that contributes to economic diversity across Downtown by maintaining at least 30% of the housing in every Downtown district as affordable (across a full income spectrum) and supporting robust programs that unlock the ability of all Memphians to share in Downtown's economic success through the ability to get better jobs and participate in business opportunities.
7. **Support authentic street life, events, and "culture bearers" that celebrate our diversity.** Draw on and celebrate Memphis' diverse living culture to create lively public spaces programmed and designed to invite people from every neighborhood and walk of life to make Downtown authentic.

OUR MISSION

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

Setting the Stage:

The plan projects substantial new development demand over the coming decade which will drive change across downtown.

- Up to 10,000 new housing units (7,000 market-rate + 3,000 affordable/workforce)
- 300,000+ sq.ft. office space
- 60-90,000 sq.ft. retail space

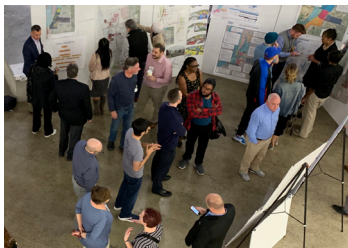
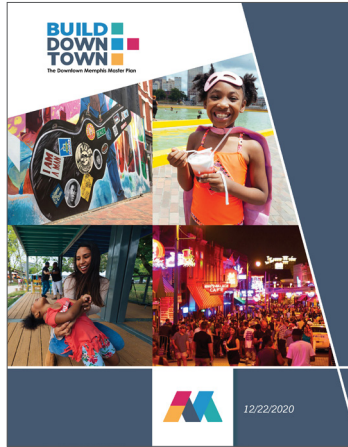
Focusing substantial new housing development within a 5-minute walk of Main Street will significantly improve its chances of revitalization.

OUR VISION

Downtown Memphis is already the inclusive heart of our region – but it can be even better.

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 up, celebrate walkability, and welcome everyone.**



Engaging the Community

15 **1,000+** **200+** **725+**

OUTREACH EVENTS AT
COMMUNITY GATHERINGS

POP-UP ENGAGEMENT
PARTICIPANTS

TOTAL DESIGN STUDIO
PARTICIPANTS

UNIQUE WEBSITE
USERS

To learn more and view the complete plan, please visit:

<https://downtownmemphis.com/downtown-data/plans-reports/builddowntown-master-plan/>