

MEMPHIS UPTOWN

2018-PRESENT



Uptown Memphis is the oldest subdivision of Memphis, just north of downtown. Once a thriving streetcar neighborhood, it suffered generations of decline and malinvestment through urban renewal. More recently, it has seen modest investment through HOPE VI redevelopment of housing projects and the Harbortown on Mud Island. In 2018, the City/County government allocated a new \$95 million TIF allocation through the Community Reinvestment Agency (CRA) to be invested into the community in the next 14 years. To assist in the smart leveraging of this funding, a master plan and implementation strategy accompanied by a community operations plan for the CRA was developed. The process included active engagement, a week-long design charrette, and a detailed build out of a development toolkit that met the diverse communities where they are today. To aid in the CRA Board's investment decisions, a development Scorecard was also developed that ensured transparency and efficiency in meeting community goals.

IMPACT

Hundreds engaged in a historically disengaged community

Development Toolkit

Reinvestment Scorecard

Development concepts for eight priority areas

PROJECT LOCATION

Memphis, Tennessee

BUILDING BLOCKS + TOOLS

Engagement + Discovery

Community Operations

Smart Small Development

Strategic Investment Plan

REFERENCE

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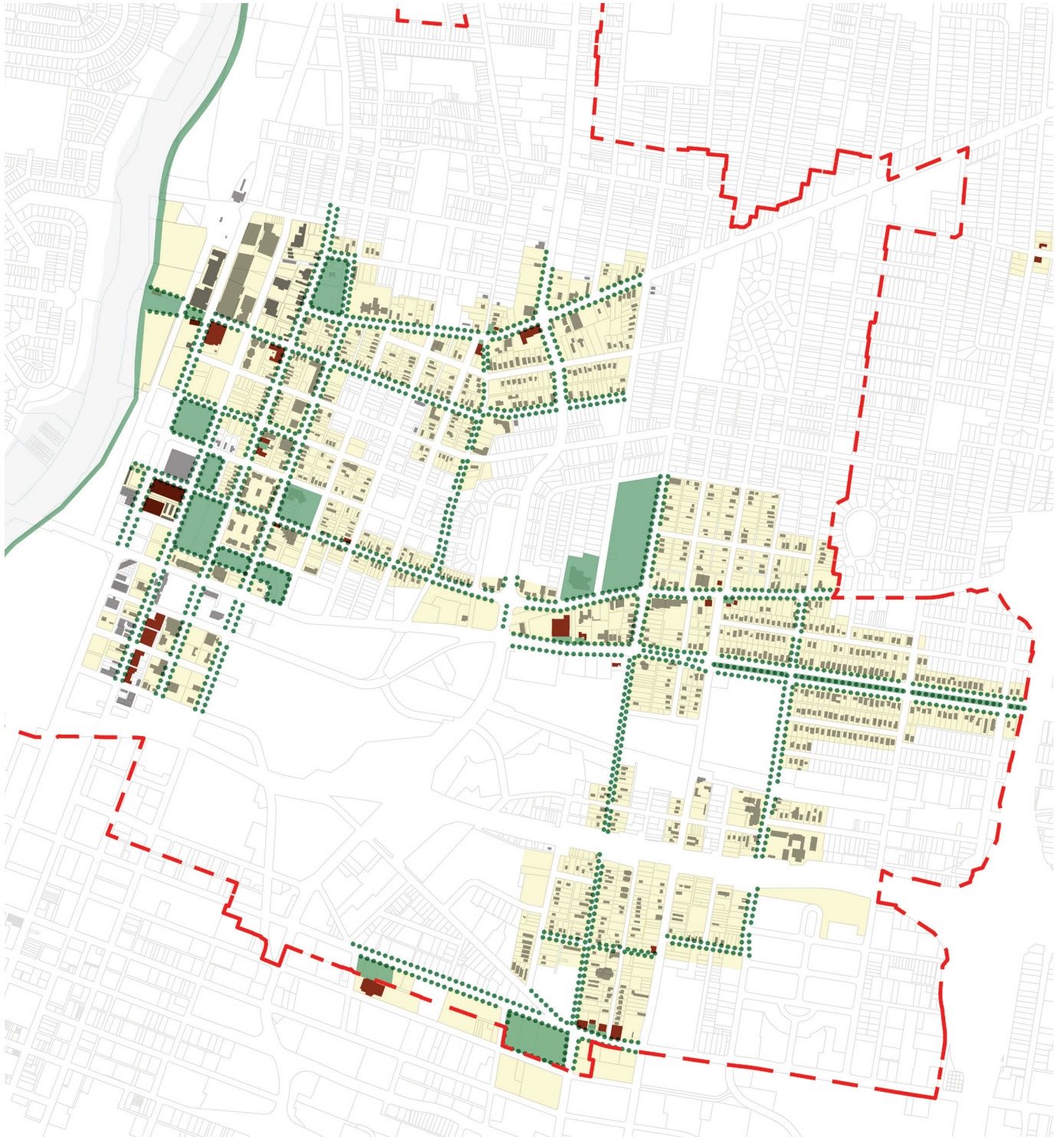
The Plan

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The active engagement process reached hundreds of people traditionally left out of the conversation.

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Strategic Investment Illustrative Plan showing where to focus over next ten years.