



# LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN

MEMPHIS, TENNESSEE

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PREPARED BY:  
PLAN 7008: SITE PLANNING  
FALL 2002

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LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN  
MEMPHIS, TENNESSEE

## EXECUTIVE SUMMARY

This document contains the plan for the Lamar Corridor Transit Oriented Revitalization. This document has been prepared by the students at the University of Memphis enrolled in Site Planning (PLAN 7008) for Fall 2002.

The purpose of this site plan is to provide a framework for the proposed transit development along Lamar Avenue.

First, this plan presents socio-economic information on the residential characteristics of this neighborhood.

Second, the site plan focuses on the four proposed light rail stops along Lamar Avenue. Each proposed stop will serve residents within a quarter-mile radius, and each plan presents development geared toward the revitalization of this area. Each proposed stop has been named after the neighborhood in which it is located or borders on. The proposed stops are as follows: Annesdale-Snowden, Glenview, Cooper-Parkway, and Orange Mound.

A section on codes and regulations regarding the development follows this section.

Although the Lamar Corridor is only one development alternative, We, the students, feel that the Transit Oriented Revitalization along Lamar Avenue will present greater benefits to residents in neighborhoods along Lamar Avenue.

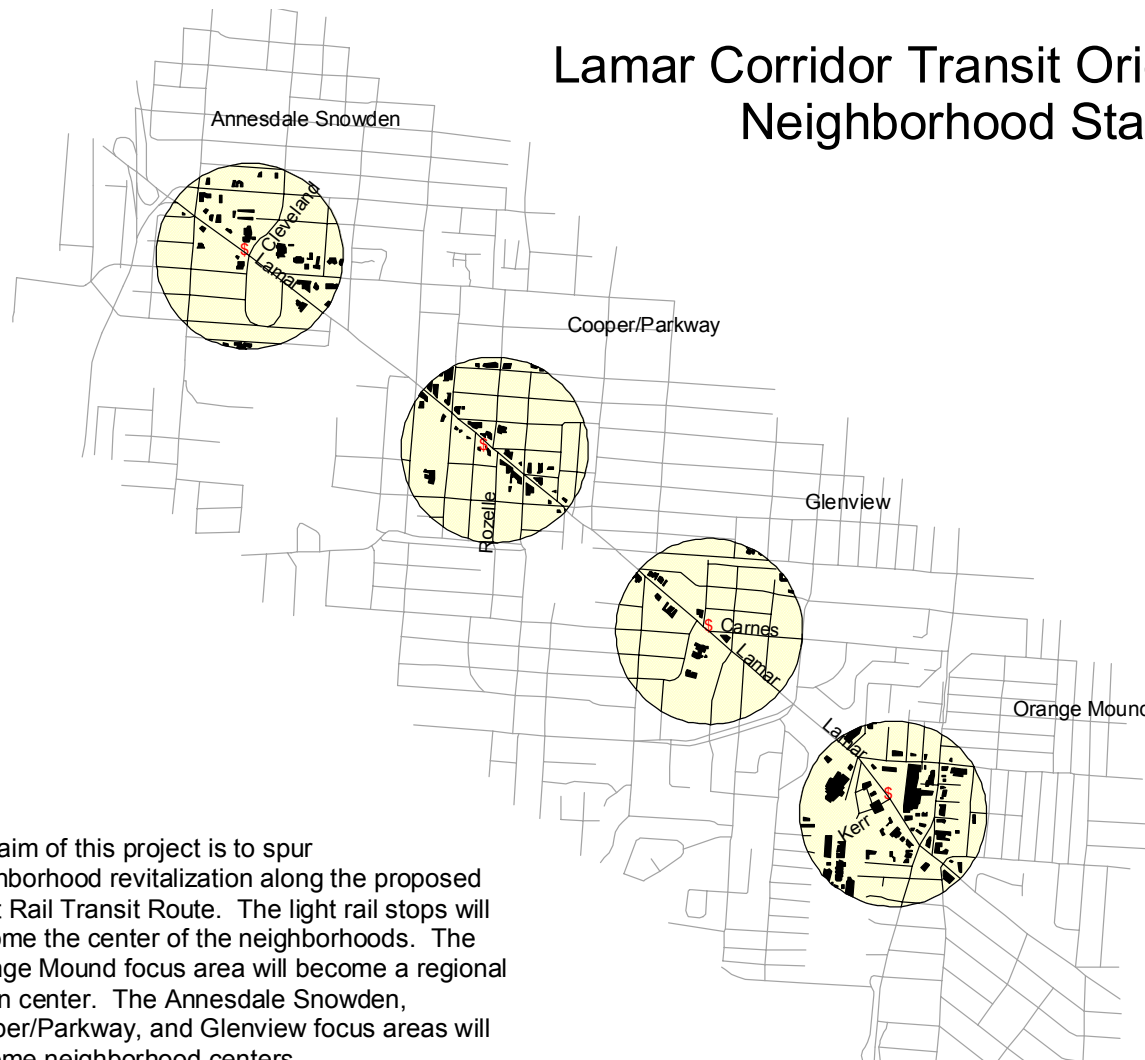
The incorporation of light rail transit will include continued access for low-income households to employment and commercial centers. Light rail transit also lowers environmental impacts.

The development of the light rail transit stops include the development of open space, commercial and mixed use development that will have a beneficial economic impact for the surrounding neighborhoods.

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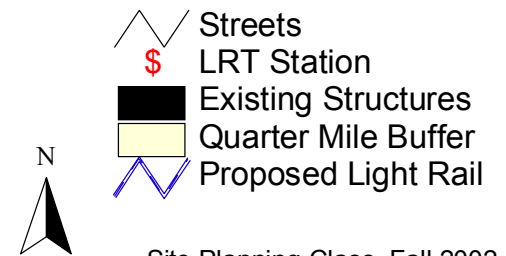
# Lamar Corridor Transit Oriented Revitalization Plan

## Neighborhood Station Focus Areas



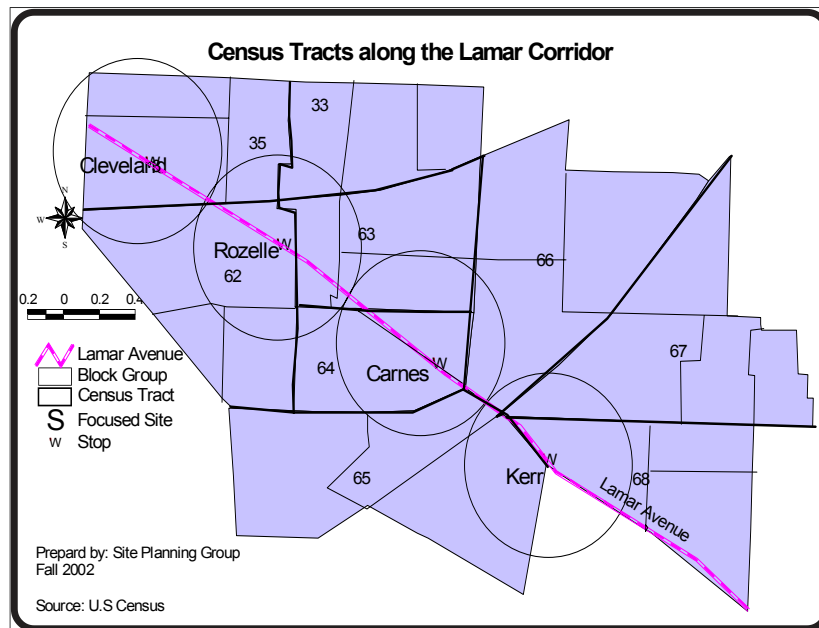
The Light Rail Stops were named after neighborhood associations that lie within the station focus areas, or within close proximity to station focus areas. Some of the focus areas will serve multiple neighborhood associations and therefore are not exclusive to the neighborhoods for which they are named.

The aim of this project is to spur neighborhood revitalization along the proposed Light Rail Transit Route. The light rail stops will become the center of the neighborhoods. The Orange Mound focus area will become a regional urban center. The Annesdale Snowden, Cooper/Parkway, and Glenview focus areas will become neighborhood centers.





## Socio-economic Data for the Lamar Light Rail Station Areas



*The area studied for this site is comprised of eight census tracts. These tracts differ in population, median household income, and percent using public transportation in addition to other aspects. These socio-economic conditions will be explored in the next few pages.*

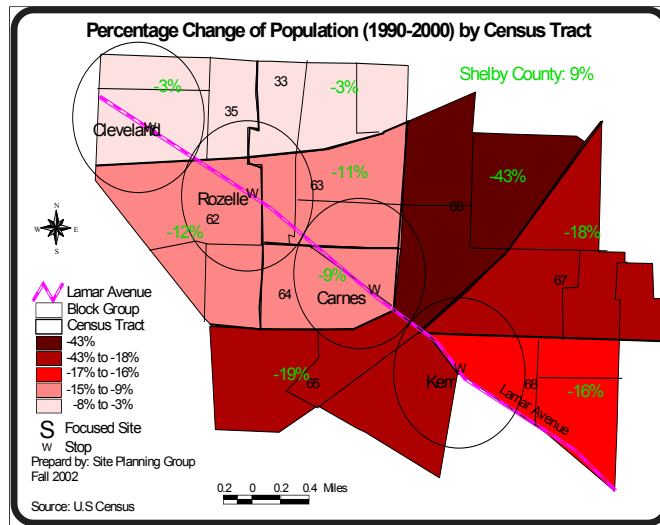
Neighborhood of site



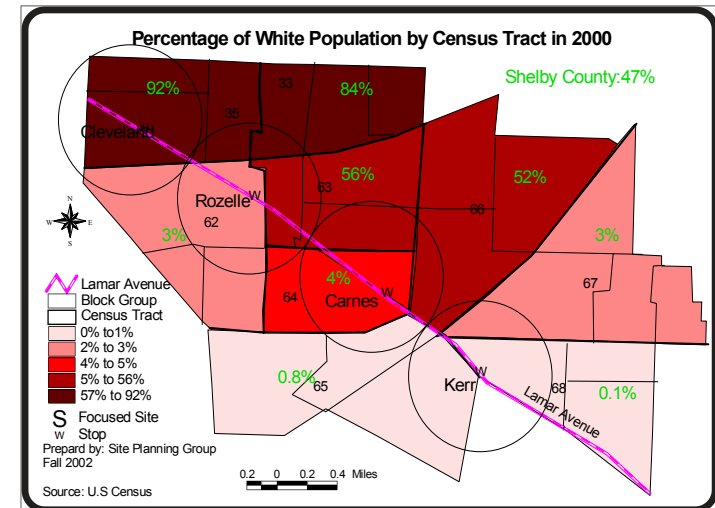
*Socio-economic conditions of the neighborhood are important for determining the feasibility of this site design. A study of these conditions allows us to assess the market potential for users of light rail. It anticipates the amount of infusion of capital for redevelopment from the private market that can reasonably be expected. It allows an inference of blight and deteriorated infrastructure, since areas with higher poverty will have less maintenance. It allows an assessment of the potential for certain types of development such as retail and services. Lastly, it allows for a more accurate assessment of the need for community facilities.*

## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN MEMPHIS, TENNESSEE

## Socio-economic Data for the Lamar Light Rail Station Areas



Census tracts 33 and 35 are the tracts that have the minimum decrease in population in this time period. It is interesting to note that these two census tracts are also the only two census tracts whose median household income are higher than the average median household income of Shelby County as a whole.



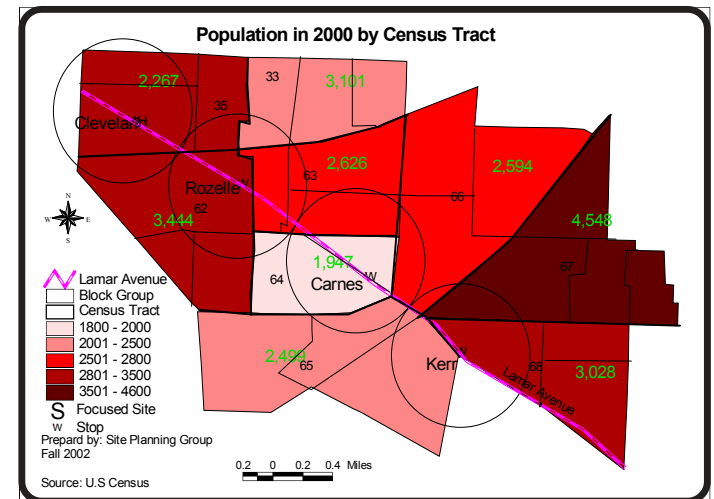
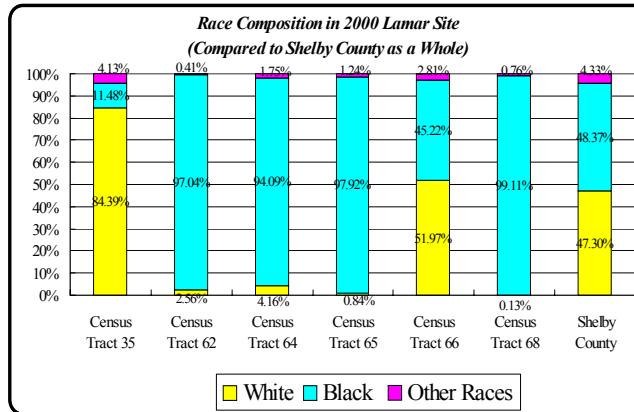
The four site boundaries have different racial compositions. Lamar divides the population racially with a higher number of Caucasians living north of Lamar and more African-Americans living south of Lamar. The area in general has a higher African-American population than Shelby County overall. The white population is highest at the Cleveland area.

## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN MEMPHIS, TENNESSEE

## Socio-economic Data for the Lamar Light Rail Station Areas

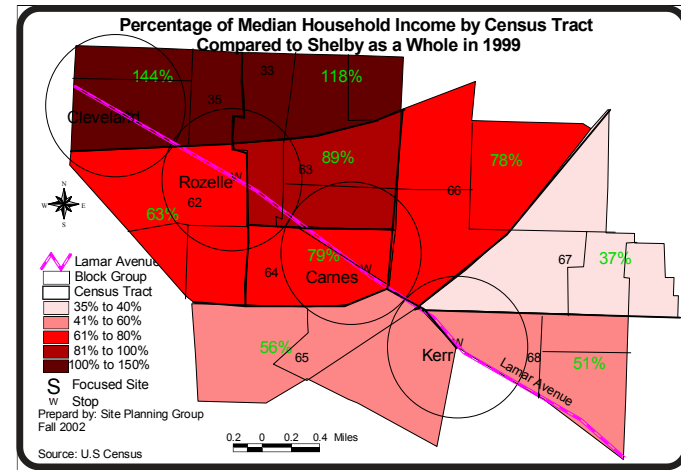
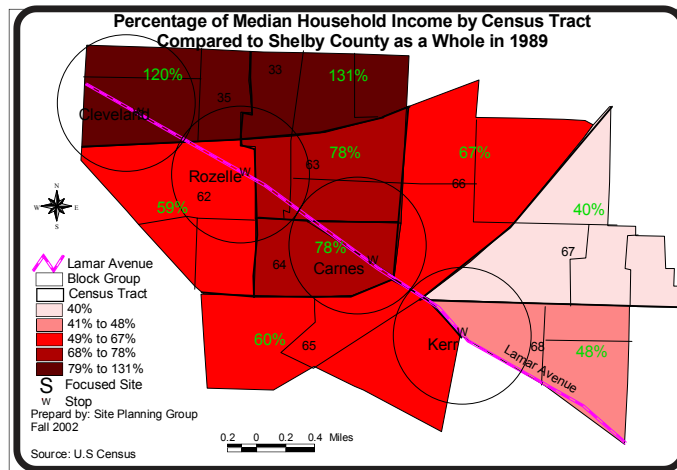
*Almost seventy percent of census tracts in Lamar site have more than fifty percent of black population and have less than average portion of other races in Shelby County.*

*The population in census tracts 35, 67, and 62 is higher than the population in the other areas. This is primarily due to the residential character of these areas as well as the size of the census tracts. The population is consistently spread throughout the entire study area along the light rail. As a whole, the population in these census tracts along the Lamar Corridor has been decreasing as shown from the census population statistics from 1990 to 2000, while Shelby County as a whole has gained in population by nine percent in the same time period.*



## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN MEMPHIS, TENNESSEE

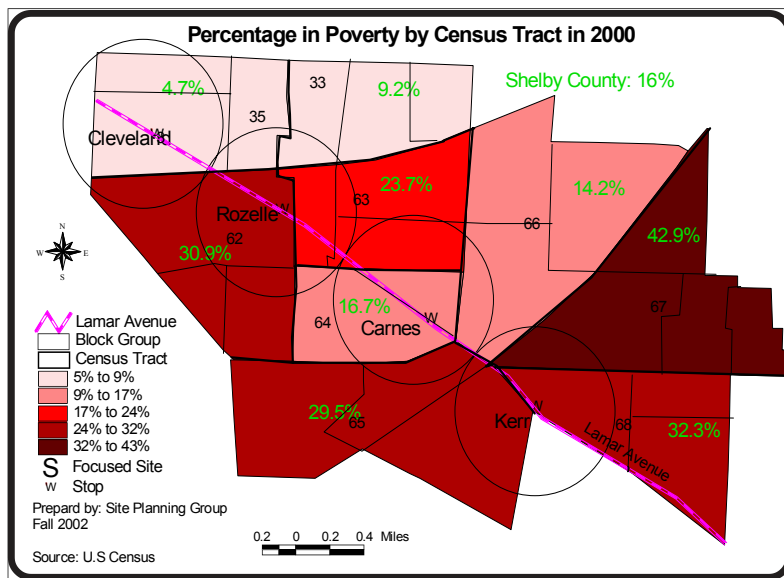
## Socio-economic Data for the Lamar Light Rail Station Areas



The dark red color represents census tracts having higher median household income than that of Shelby County as a whole. Only census tracts 35, 63, and 33 meet this criterion. Almost eighty percent of whole Lamar site has pretty much lower median household income when compared to the average level in Shelby. The Kerr site has a much lower median income than the surrounding area. This includes the neighborhood of Orange Mound, one of the poorest neighborhoods in Memphis. No significant change occurred between 1989 and 1999 in the household income in comparison to Shelby County, with the exception of census tract 63, which has increase in median income, relative to Shelby County.

## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN MEMPHIS, TENNESSEE

## Socio-economic Data for the Lamar Light Rail Station Areas



Abandoned Houses



*As would be expected in areas with a low median household income, the percentage of households in poverty is higher in this area than in Shelby County. The areas near Lamar and Rozelle and Lamar and Kerr have higher poverty rates than the other areas. Poverty has site design implications because of a reasonable inference of blight and deteriorated infrastructure due to socio-economic correlates.*

## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN MEMPHIS, TENNESSEE

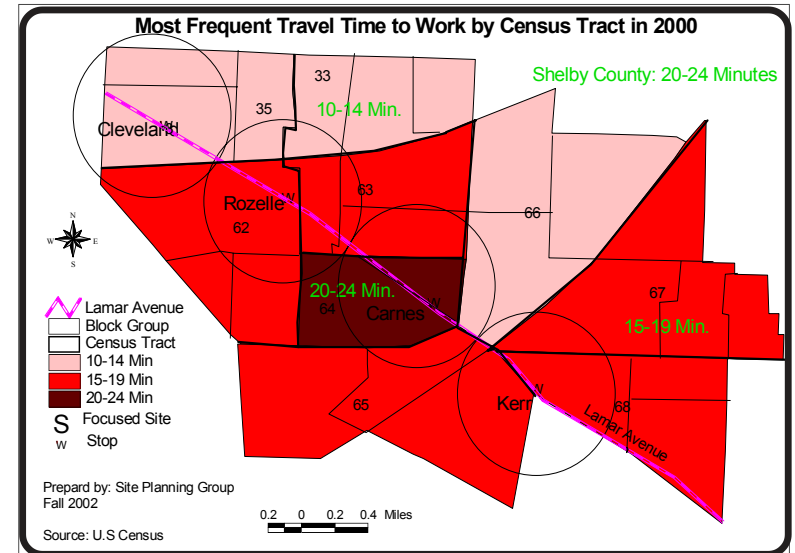
## Socio-economic Data for the Lamar Light Rail Station Areas



The traffic on Lamar Avenue is heavy not only during rush hour.

*In general, travel times of Lamar site are lower than for other regions in Shelby County in 2000.*

*Furthermore, travel times are generally greater than 6 minutes. The most frequent travel time of Census tracts 33, 35 and 66 is much less than others. Populations in these areas probably work in the downtown or midtown area. The light rail would be useful for reducing travel times for these residents, especially for those who work in the downtown or airport areas.*

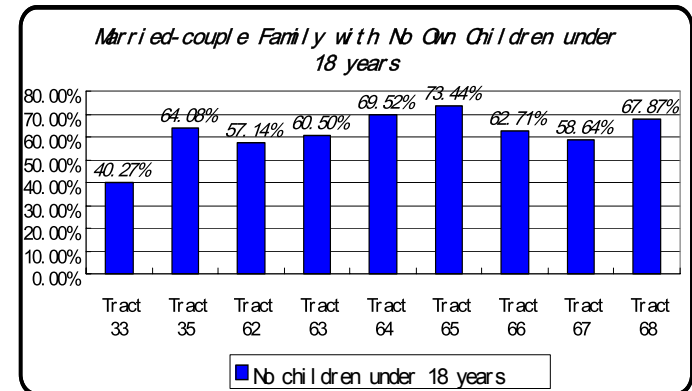
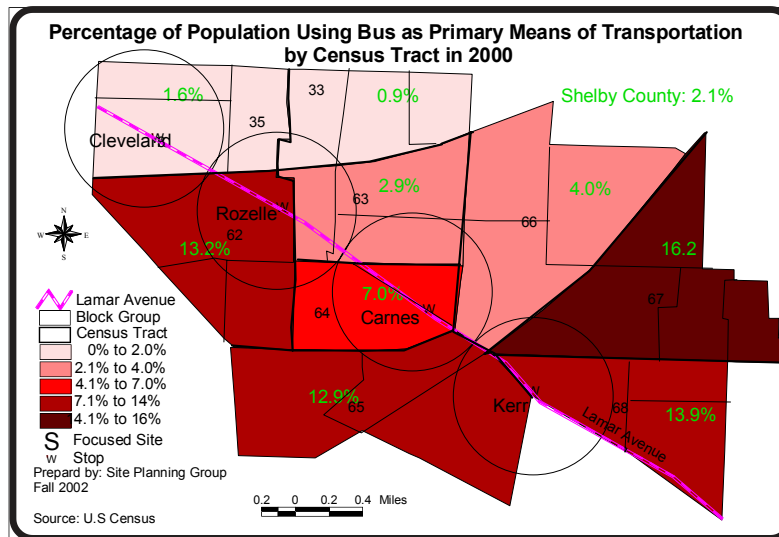


## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN

### MEMPHIS, TENNESSEE



## Socio-economic Data for the Lamar Light Rail Station Areas



Public transportation is much more highly utilized by residents in this area than in Shelby County overall.

In 2000, with the exception of two relatively wealthy census tracts, 33 and 35, most of census tracts of the site have larger than 2.1% of using bus as primary transportation means, which is the average level of Shelby County as a whole. Census tract 67, the poorest tract in the area, has the highest %age of population using bus in this district topped the list in 2000. The high percentage of public transportation usage indicates a large potential market for light rail in this area.

Demographic factors have great influence on Transit-oriented

Development (TOD). These factors are influxes of

immigrations who had transit-oriented living in their original

country, empty-nesters and childless couples. The Table

above shows the percentage of married couple with no

children under 18 years which fits empty-nester and childless

couples. Most of census tracts in the Lamar Site have over

fifty percent of these groups. They have great chance to use

the transit transportation than the families that have children.

The potential market is large in Lamar site.

## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN MEMPHIS, TENNESSEE

## Socio-economic Data for the Lamar Light Rail Station Areas

### Findings:

*The four stops differ in socio-economic conditions with the Rozelle and Kerr sites having lower median incomes and a higher incidence of poverty than Cleveland and Carnes areas. Additionally, public transportation is highly utilized by residents, especially those in the poorer areas. Neighborhood socio-economic characteristics have not changed significantly in the past 10 years, indicating that the neighborhood is somewhat stagnant: neither declining nor developing in relation to the county overall. Lastly, travel times are lower than those overall in Shelby County because of the areas proximity to areas with work such as downtown or midtown. However, these travel times are greater than 6 minutes.*

### Implications:

*The following implications for light rail site design are a result of the socio-economic conditions described above:*

- § A high number of potential users of light rail*
- § Importance of phasing in development due to low private capital in the area*
- § Positive impact on commute times and automobile usage*
- § Opportunity for increasing mix and range of housing types and household income*
- § Opportunity for increasing nearby jobs*
- § Opportunity to stave off population decline.*

*These socio-economic conditions and implications have influenced the site design choices presented later in this report.*

## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN MEMPHIS, TENNESSEE

## Socio-economic Data for the Lamar Light Rail Station Areas

*According to standards proposed in Nelessen's Vision for a New American Dream (1993), the Lamar Avenue corridor falls short in many criteria from fitting the preferred program characteristics for a "small community." Nelessen proposes that a neighborhood be defined as 175-300 acres. We have divided the Lamar corridor studied into four nodes based on proposed rail stops. From these stops will emanate "neighborhoods" of 1/4 mile in radius. The areas currently do not form identifiable "neighborhoods," since they lack a core, which will be addressed in another section of the report.*

*The current population in each of the four neighborhoods ranges from 900 to 1450 each based on recent census data. This falls slightly under the prescribed population, however the area considered is also below Nelessen's range, therefore the population density falls within the desired range.*

*The site plan anticipates growth in population from new dwelling units in mixed-use areas along Lamar. Also anticipated is a reduction in dilapidated or vacant housing from capital investment, leading to an increase in population. A growth of population in the four sites is expected to yield a new population range of 1100 to 1600 at each site.*

*The number of dwelling units in each site ranges from approximately 220 at the Kerr site to 414 at the Carnes site. Lamar and Kerr is primarily a commercial area, while the other three sites are a mix of commercial, industrial, and residential. Primarily the residential lots at these four sites are single family residential. Therefore a reasonable estimate of population can be based upon the average household size of 2.8, as determined by the census in this area.*

*The job-to-housing ratios vary tremendously within the area. While Kerr has a job-to-housing ratio of approximately 2 to 1, due to its low amount of housing and high amount of retail activity, the other three sites have much lower ratios of jobs to housing. Carnes has a ratio of approximate 1 to 3.*

## LAMAR CORRIDOR TRANSIT ORIENTED REVITALIZATION PLAN MEMPHIS, TENNESSEE

## Socio-economic Data for the Lamar Light Rail Station Areas

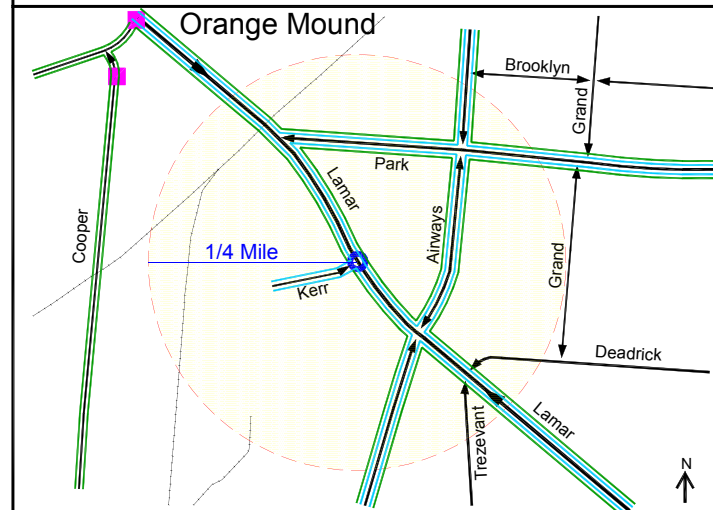
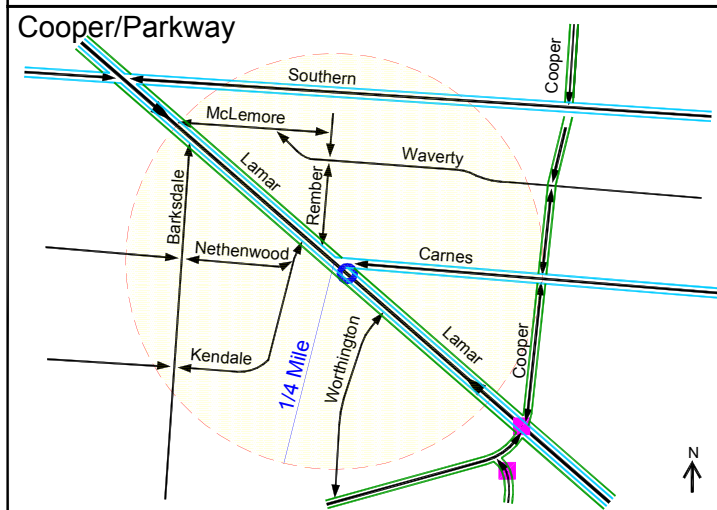
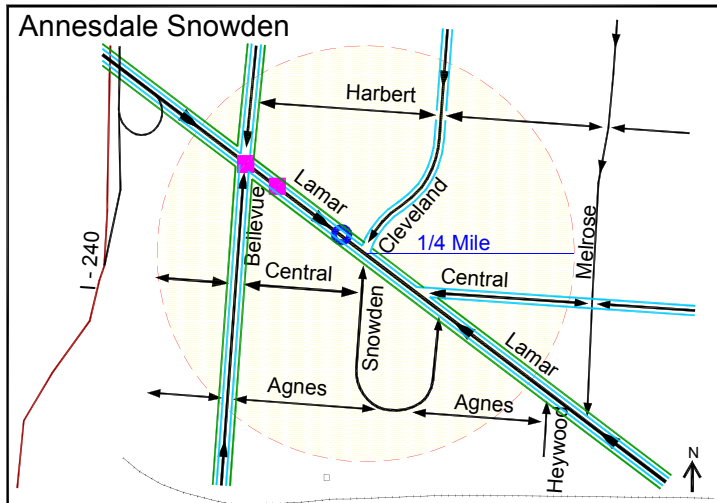
### *Program Characteristics- Current and Proposed*

*Related to commute time is the modal split. Currently the neighborhoods in this area use automobiles primarily to get to work. Approximately 99% of the Cleveland neighborhood and 86% of the Kerr neighborhood commute with an automobile. It is anticipated that the light rail system, with its easy access to downtown and the airport, two major employment centers, will strongly affect these statistics in favor of public transportation.*

*Open space and retail are two areas where the concept plan hopes to have an impact. While the Kerr area has an abundance of retail, the other three areas lack them, and all four sites are severely lacking in public open space. The opportunity for the light rail stops to provide a side benefit, namely an attractive natural setting with a place for pedestrians to gather, rest, and play, should be prioritized in designing the new rail line.*

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# Street Network and Transportation Web



Road access is acceptable within all 4 neighborhood focus areas. The current bus routes run along the major roads on Airways Blvd., Lamar Ave., and Bellevue. There are no current bus stops within the 1/4 mile radius of Glenview, Cooper/Parkway, and Orange Mound.

Quarter-mile Buffer ---  
 Bus Routes ---  
 Street Network ---  
 Highway ---  
 Proposed Bicycle Path ---  
 Proposed LRT Stop ●  
 Existing Bus Stop ■

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# ANNESDALE-SNOWDEN -

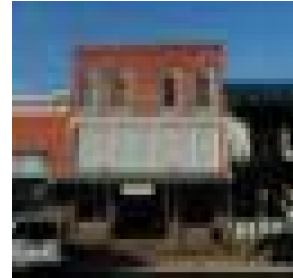
## CONCEPT PLAN

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The light rail stop will be at the intersection of Lamar and Cleveland. The site, for planning purposes, extends a quarter-mile (1500 ft.) from the stop. The first phase of development for the site will be the rail stop itself and the core area around it. This inner core area will consist of concentrated commercial land uses with emphasis on retail shops and small restaurants a short walking distance (750 ft. or about two minutes) from the stop. Convenience/general stores, coffee shops, restaurants and other establishments likely to be used by short-stay transit users are appropriate land uses for the core.

Immediately surrounding the inner core area will be a mixed-use zone, containing commercial uses as well as high-density residential. This mixing of uses should occur both horizontally, with commercial building next to apartments, as well as vertically, with shops and retail stores on the first floor of buildings and apartments on the second. The housing and retail in this outer core should also be a short walking distance from the rail stop (1,500 ft. or about a five minute walk). Density in the core should be from 4-15 dwelling units per acre (currently, is it 4-8 D.U./acre for the site).

The development of both the inner and outer core areas require substantial renovation of the buildings on the Lamar strip. The first step of development is facade renovation, which will help attract businesses to the disinvested area and make the strip more pedestrian-friendly. Attractive facades, built-to-line, will improve the streetscape, making the area more attractive to business owners and customers alike. Some variation, however, is necessary in the built-to-line, with extension by buildings, tables, or benches. Signs on the facades should be designed to accommodate the pedestrian; i.e., they should be small and hung low enough to be seen by someone walking. The second phase of development will consist of building residential units above the renovated commercial buildings, to mix residential and retail uses, and at varying heights, to make the strip more aesthetically pleasing.



*Example of commercial storefront, Hernando, Mississippi*



*Example of commercial storefront, Hernando, Mississippi*



*Example of commercial storefront, Hernando, Mississippi*



# ANNESDALE-SNOWDEN -

## SITE PLAN

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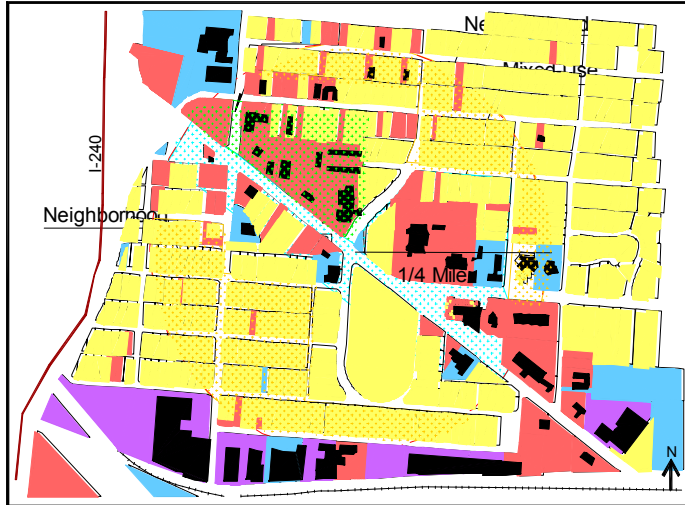
These proposed renovations require landscaping along Lamar to serve as a buffer between pedestrian and vehicular traffic. Bushes and trees between the sidewalk and the street help create a safe pedestrian zone. The sidewalks along Lamar also need to be widened to accommodate the higher volume of pedestrian traffic that the renovations will bring (ideal width: six feet).

In this alternative, there is also a textured pedestrian crosswalk across Lamar, connecting both sides of the station. In both alternatives, the rail station is immediately surrounded by park-like open space with benches and bushes. Bordering the open space are small commercial/office buildings and parking for use by light rail passengers. The proposed rail station is in the historic Annesdale-Snowden neighborhood. Thus, the stop could be named Annesdale-Snowden or the neighborhood association could assign another name appropriate to the neighborhood history.

# Annesdale Snowden

## Lamar and Cleveland Light Rail Stop

Concept Plan



Quater-mile Buffer  
 Railroad  
 Interstate  
 Commercial  
 Institutional  
 Industrial  
 Residential  
 Existing Buildings

Core  
 Mixed-Use  
 Well-kept Residential  
 Transit Stop



### Core:

*This area includes the proposed rail stop and current businesses such as the gas station and car wash. The core will later include retail shops and other community services.*

### Mixed - Use Area:

*This area currently includes apartment buildings, office buildings, and some commercial businesses. The concept plan will include height variation of new buildings, a variation of parcel widths, and vertical mixed use.*

### Neighborhood: Streets

*These are well-kept, high-density residential areas with narrow, on-street parking, and street lamps. The streets within these neighborhoods are interconnected and easily accessible for both cars and pedestrians.*

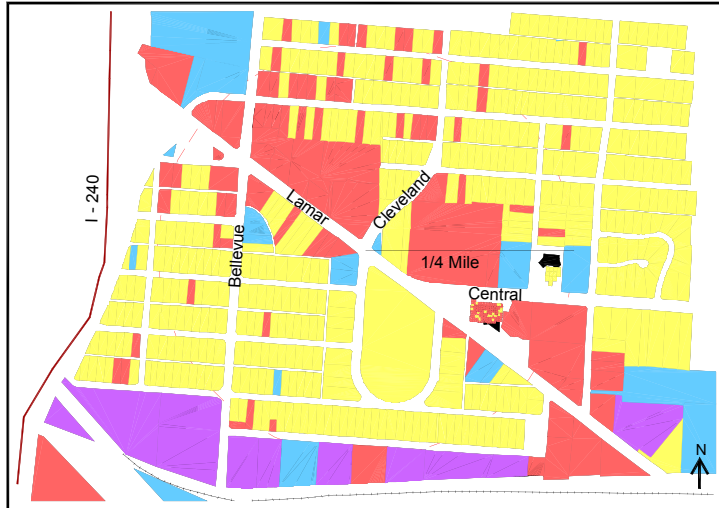
*High-density housing includes a pleasant walking experience.*

*Successful mixed-use building in San Rafael, CA*

# Annesdale Snowden

## Lamar and Cleveland Light Rail Stop

Existing Land Use



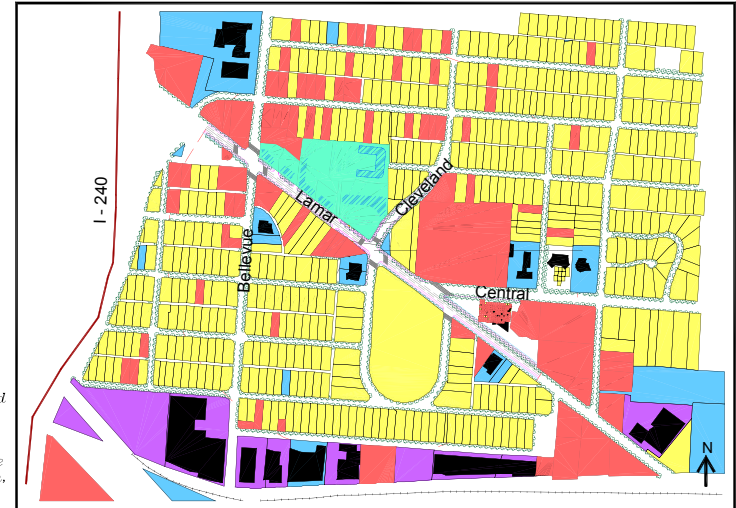
**Existing:**

*Lamar Ave. currently has very little land scaping along the street. There are a few sparse trees. The sidewalk along Lamar is broken and needs repair. Pedestrian crosswalks are non-existing for Lamar.*

**Proposed:**

*In the proposed concept plan, Lamar will be heavily landscaped with repaired sidewalks and bicycle paths will be added. Lamar will also have two pedestrian crosswalks, one at the Cleveland and Lamar intersection, and the other at the Lamar and Bellevue section.*

Proposed Plan



Quarter-mile Buffer  

Railroad + + +

Commercial

Institutional

Industrial

Residential

Existing Buildings

(Note: Houses on Residential Sites are not shown.)

Mixed-Use

Proposed Commercial/Office

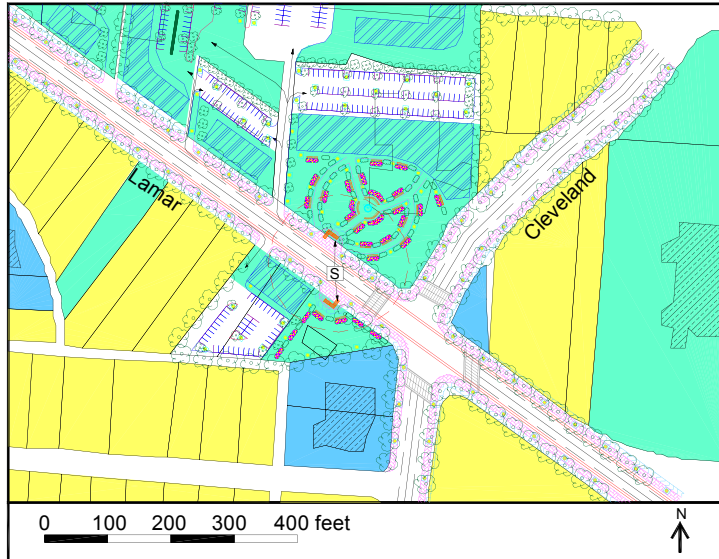
Transit Stop S

Landscaping

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# Annesdale Snowden Lamar and Cleveland Light Rail Stop

Rail Station Area

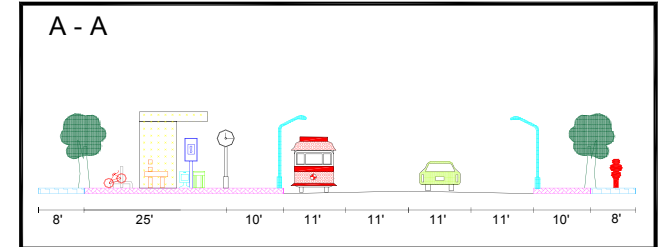
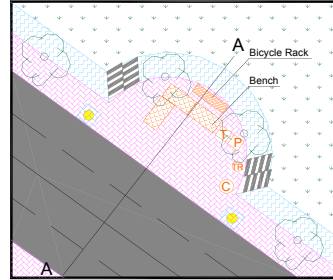


Rail Station Area  
Tracks  
Mixed-Use  
Institutional  
Residential  
Existing Buildings  
Proposed Commercial/Office  
Pedestrian Path  
Bicycle Path

Transit Stop  
Telephone  
Newspaper  
Trash Receptacle  
Clock Tower  
Landscaping  
Street Lights

S  
T  
P  
TR  
C

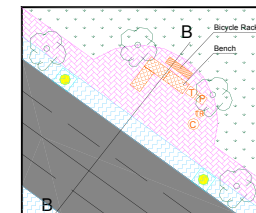
Rail Station



Rail Station:

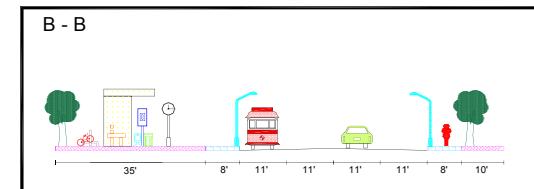
The proposed rail stop is at the corner of Lamar and Cleveland. This stop will include benches with a canopy overhead and an information kiosk. A bicycle rack, trash receptacle, a newspaper stand, a telephone, and a clock are all amenities to the stop (see map inset). Included in this stop will be trees and bushes to create a buffer between the street and sidewalk. A bicycle path is also provided adjacent to the sidewalk.

Alternative 1 - Bicycle Path



Covered with Roof -  
There are examples of this in  
Shelby County.

Bicycle path will be next to  
the street.

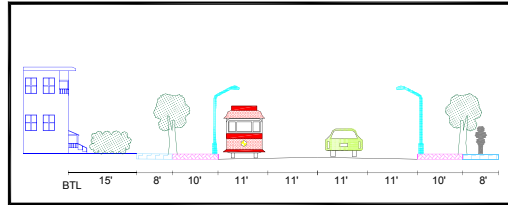


Example 1: Rail Station

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# Annesdale Snowden Lamar and Cleveland Light Rail Stop

## Proposed Road Plan



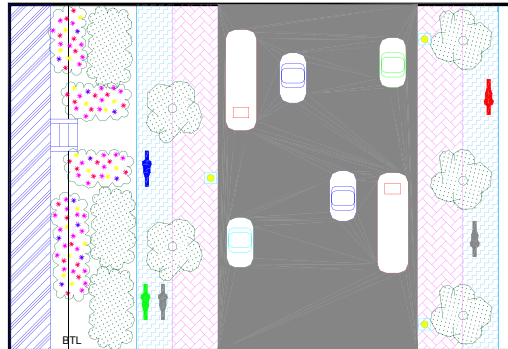
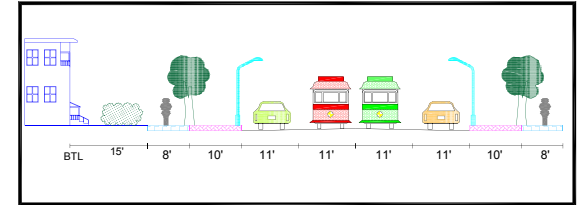
### Proposed Plan:

Sidewalks will be repaired, a bicycle path added and landscaped to create a pedestrian buffer along Lamar. The light rail will share a lane with current traffic, this prevent major siding of Lamar. Street lamps, trees, and flower beds will cread the pedestrian buffer. The rails will be on sides of the street.

### Alternative 1 - Proposed Road Plan:

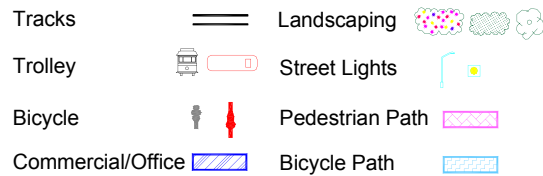
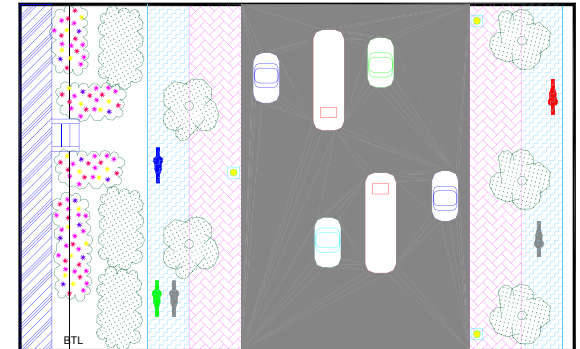
The rails will be on center of the street. Trolley and vehicles will share a road lane.

## Alternative 1 - Proposed Road Plan



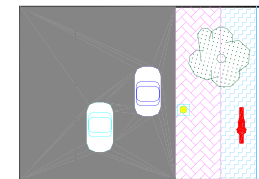
Memphis, TN  
Memphis trolley stop on the side of the road  
Memphis (2002)

Dallas, TX  
A stop in Dallas, TX in the center of the road. It has a canopy and sitting area with newspaper and information stands.  
Dallas (2001)



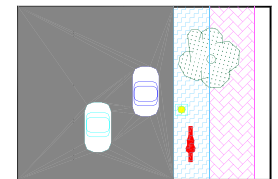
Portland, Oregon  
A trolley car sharing street with cars  
Portland (2001)

### New Bicycle Path



Bicycle path will be next to the sidewalk path.

### Alternative 1 - Bicycle Path

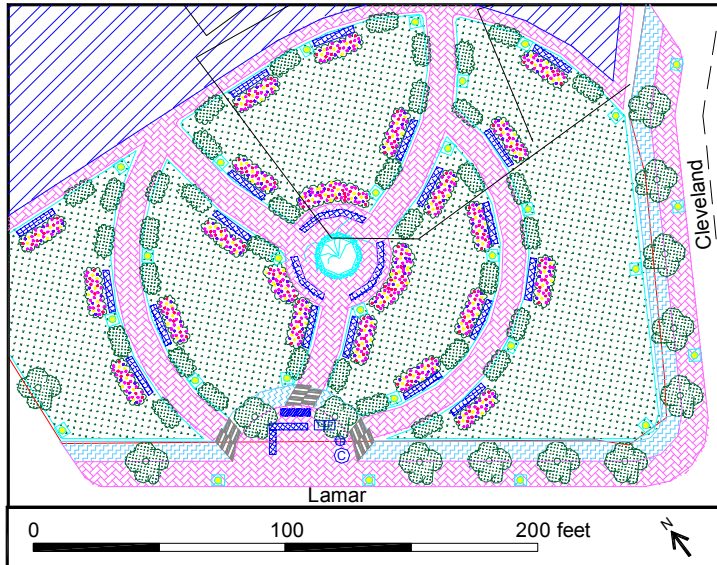


Bicycle path will be next to the street.

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# Annesdale Snowden Lamar and Cleveland Light Rail Stop

Open Space "A"

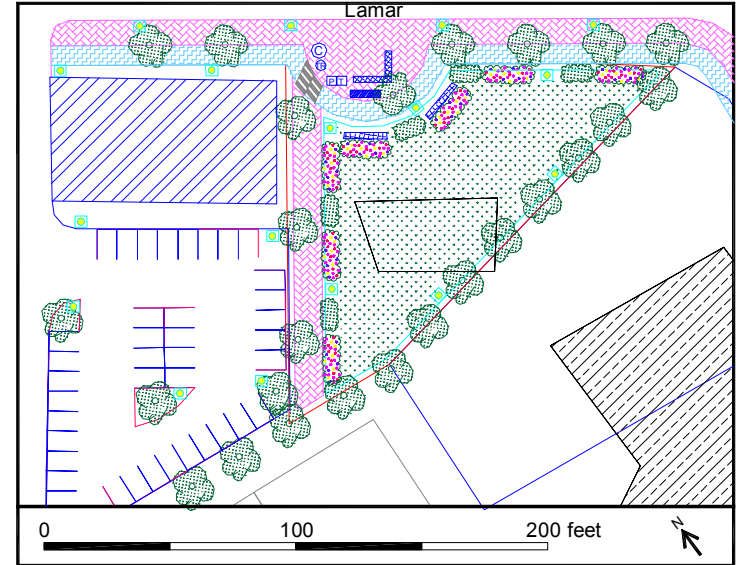


*Vancouver, (1997)  
Benches in the open space*

*Lehigh, Pennsylvania  
A fountain in the open space*

Existing Building		Landscaping	
Proposed Commercial/Office		Telephone	
Pedestrian Path		Newspaper	
Bicycle Path		Trash Receptacle	
Grass		Clock Tower	
Bench		Street Lights	
Fountain			

Open Space "B"



Open Space:

*The proposed open space will provide a central meeting place for the residents who live in the surrounding neighborhood. The fountain will be the focal point of the plaza. Adequate walking paths and benches make it pedestrian friendly.*

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# GLENVIEW-EXISTING CONDITIONS

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The Lamar-Rozelle Light Rail area is bounded roughly by Central to the north, Southern to the south, McLean to the east and Willet to the west. The area is mostly residential except for strip commercial development along Lamar that bisects the area. The proposed light rail stop at the intersection of Lamar and Rozelle is surrounded by primarily residential areas. These residential areas are diverse, containing a variety of housing types and qualities. Southwest of the stop, there is a well-kept area, united by a neighborhood school and bungalow-type houses. North of the stop there is another well kept neighborhood, centered around a community park and church neighborhood.

However, to the east of the rail stop, there are more blighted areas, lacking the sense of neighborhood exhibited in the other residential areas. The houses in these neighborhoods are dilapidated and the streets neglected. Vacant lots are scattered throughout the area and the yards and houses are generally not well-kept.

All these neighborhoods, however, have a good system of continuous and contiguous sidewalks. The sidewalks and residential streets open up to the commercial strip on Lamar, providing both pedestrian and vehicular access. The commercial buildings on Lamar open directly to the sidewalks, emphasizing the human scale and promoting pedestrian use.

However, the high volume of traffic on Lamar deters pedestrian access. There is no buffer between the sidewalks and the street to provide a separation between pedestrian and automobile traffic. The lack of crosswalks on Lamar hinders pedestrian traffic across the major thoroughfare. Moreover, abandoned and dilapidated buildings on Lamar do not attract much business at all, both pedestrian and automobile. Thus, the commercial strip on Lamar is greatly underutilized; most of the buildings are vacant. A negative effect of these vacant businesses is a lack of jobs in the area. Ideally, for the 405 housing units in the area, there should be 205 jobs. Sidewalks along Lamar are not of sufficient width to accommodate high pedestrian traffic and are not well kept. Most parts of the sidewalk need repair. Throughout the site, there is a lack of open space and no common meeting spaces for people (the ideal open space ratio is 1.0 to .25). The only open space occurs in vacant lots that are not well kept.



*This is an example of existing upper-income housing on Central Avenue, Memphis, TN*



*Abandoned, dilapidated units are found to the north-west of the proposed Glenview stop.*



*This church is an example of an institutional neighborhood anchor.*

# GLENVIEW-CONCEPT PLAN

The light rail stop will be at the intersection of Lamar and Rozelle. The site, for planning purposes, extends a quarter-mile (1500 ft.) from the stop. The first phase of development for the site will be the rail stop itself and the core area around it. This inner core area will consist of concentrated commercial land uses with emphasis on retail shops and small restaurants a short walking distance (750 ft. or about two minutes) from the stop. Convenience/general stores, coffee shops, restaurants and other establishments likely to be used by short-stay transit users are appropriate land uses for the core.

Immediately surrounding this inner core area will be a mixed-use zone, containing commercial uses as well as high-density residential. This mixing of uses should occur both horizontally, with commercial building next to apartments, as well as vertically, with shops and retail stores on the first floor of buildings and apartments on the second. Approximately 640 to 1,435 sq. ft. of retail will be necessary to support the 2,563 housing units in the site (a ratio 22.5-56 sq. ft. of retail to each housing unit). The housing and retail in this outer core should also be a short walking distance from the rail stop (1,500 ft. or about a five minutewalk). Density in the core should be from 4-15 dwelling units per acre (currently, it is 4-8 D.U./acre for the site).

The development of both the inner and outer core areas requires substantial renovation of the buildings on the Lamar strip. The first step of development is façade renovation, which will help attract businesses to the disinvested area and make the strip more pedestrian-friendly. Attractive facades, built-to-line, will improve the streetscape, making the area more attractive to business owners and customers alike. Some variation, however, is necessary in the built-to-line, with extension by buildings, tables, or benches. Signs on the facades should be designed to accommodate the pedestrian; i.e., they should be small and hung low enough to be seen by someone walking. The second phase of development will consist of building residential units above the renovated commercial buildings, to mix residential and retail uses, and at varying heights, to make the strip more aesthetically pleasing.

These proposed renovations require landscaping along Lamar to serve as a buffer between pedestrian and vehicular traffic. Bushes and trees between the sidewalk and the street help create a safe pedestrian zone. The sidewalks along Lamar also need to be widened to accommodate the higher volume of pedestrian traffic that the renovations will bring (ideal width: six feet).

In this alternative, there is also a textured pedestrian crosswalk across Lamar, connecting both sides of the station. In both alternatives, the rail station is immediately surrounded by park-like open space with benches and bushes. Bordering the open space is small commercial/office buildings and parking for use by light rail passengers. The proposed rail station is in the historic Glenview neighborhood. Thus, the stop could be named Glenview or the neighborhood association could find another name appropriate to the neighborhood history.



*This is an example of a commercial facade from the South Main District, Memphis, TN.*



*This is another example of a storefront from South main District, Memphis, TN.*

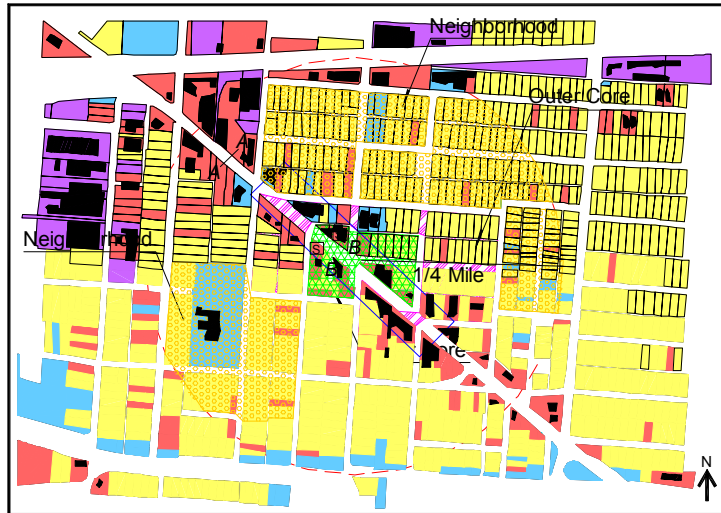
# GLENVIEW-SITE PLAN

The location of the rail stop will depend on how the rail tracks are laid. Alternative one envisions a center street rail stop. The rail station will be in the center of Lamar, with landscaping around it to separate the rail traffic from the automobile traffic, possibly in a boulevard or parkway-like setting. The station will have amenities such as a clock tower, a newspaper stand, a telephone and trash receptacles. The station will be connected to the sidewalks on Lamar by a pedestrian crosswalk made from some textured material, like brick, to help slow automobile traffic. The site will also have a bike path, either running next to the street or separated from the street by the sidewalk. Alternative two envisions the rail tracks running down the sides of Lamar. The station is thus located on the edges instead of the center but with similar amenities and landscaping. In this alternative, there is also a textured pedestrian crosswalk across Lamar, connecting both sides of the station. In both alternatives, the rail station is immediately surrounded by park-like open space with benches and bushes. Bordering the open space are small commercial/office buildings and parking for use by light rail passengers. The proposed rail station is in the historic Glenview neighborhood. Thus, the stop could be named Glenview or the neighborhood association could find another name appropriate to the neighborhood history.

# Glenview

## Lamar and Rozelle Light Rail Stop

### Concept Plan



Quarter-mile Buffer	--- (dashed line)	Inner Core (commercial)
Commercial	Red solid	Outer Core (mixed-use)
Institutional	Blue solid	Neighborhood Residential (low-density)
Industrial	Purple solid	Transit Stop
Residential	Yellow solid	
Existing buildings	Black solid	
Facade Renovation	Blue outline	



**Inner Core:** The inner core will consist of the rail stop and concentrated commercial land uses. Emphasis should be on retail shops and restaurants, all within a short walking distance (750 ft.) from the rail stop. Appropriate sidewalk widths and pedestrian-oriented landscaping will be necessary to accommodate this pedestrian center.

**Outer Core:** The outer core will be a mixed-use area, containing commercial uses as well as high-density residential. Mixed-use use occurs both horizontally, with commercial buildings next to apartments, as well as vertically, with shops and retail stores on the first floor of buildings and apartment on the second. Approximately 640 to 1,435 sq. ft. of retail businesses will be necessary in the inner and outer core to support the 2,563 housing units in the area (a ratio of 22.5-56 sq.ft. of retail to each housing unit). Based on the number of housing units, the core area should provide 1,282 jobs for residents, requiring 4.41 acres of commercial building space. The housing and commercial buildings in the outer core are also within walking distance (1500 ft. or a five-minute walk).

**Neighborhood Residential:** These are well-kept, low-density residential areas, predominately single-family homes and duplexes, that contain an institution or facility (school, church, park) that unites the area as a neighborhood. These areas should serve to define the design vocabulary of the other residential areas.

**Landscaping:** Bushes and trees are needed along Lamar to serve as a buffer between the sidewalk and the busy street and make the street more conducive to walking (A-A).

**Facade Renovation Area:** The commercial buildings on Lamar need physical renovation to attract business and make the area more pedestrian friendly. Attractive facades, built-to-line, will improve the streetscape, making the area more attractive to business owners and customers. Some variation in facades, however, is necessary, with some extension beyond the built-to-line by buildings, benches, or tables. Signs for the businesses in this area should be designed to accommodate the pedestrian; i.e., they should be small and hung low enough to be seen by someone walking. In addition to facade renovation, residential units should be constructed above these commercial buildings, to mix residential and retail uses, and at varying heights, to make the area more aesthetically pleasing.

**Pedestrian Crosswalk:** To allow pedestrian traffic across Lamar (B-B).



Successful mixed-use in San Rafael, CA, with retail and residential uses



Landscaping provides a buffer between pedestrian and vehicular traffic



Facade renovation in West Memphis, AR provides an attractive shopping area