



MEMPHIS, TENNESSEE

MULTI-MODAL ACCESS—WALKING, BIKING, TRANSIT

Broad Avenue was once the main thoroughfare of one of Memphis’s suburban communities, Binghamton. The neighborhood was annexed in 1919 by Memphis but continued to be a thriving commercial corridor until Sam Cooper Boulevard was constructed one block to the south in the 1970s. This newer freeway quickly drained the life from Broad Avenue for many years. Today it is home to a budding arts district that includes art galleries, artist studios, and other related businesses.

STEP I: BUILDING PROJECT SUPPORT

- The City of Memphis, during the development of their new form-based code, began to look at historically significant commercial corridors for revitalization.
- A coalition of business owners concerned with the development and redevelopment of the Broad Avenue corridor came together to form the Broad Avenue Business Association



STEP II: PROJECT PLANNING & DESIGN

- In 2006, the City of Memphis began the Broad Avenue Corridor Planning Initiative.
- A ten day planning and design charrette was held to gauge the wants and needs of the residents and local business owners.
- Duncan Associates and Ferrell Madden Associates were hired to assist in the design process.



STEP III: PROJECT FUNDING AND IMPLEMENTATION

In 2010, a group of local businessmen and area leaders performed quick, temporary, and inexpensive projects—known as tactical urbanism—aimed to make Broad Avenue more lively and enjoyable. The local business leaders redefined the space by striping new parking spaces and bike lanes along Broad Avenue and hosting the event, “A New Face for an Old Broad” to drum up excitement about the neighborhood. After such large success with the event, the City and the Memphis Metropolitan Planning Organization jointly funded improvements along Broad Avenue by permanently striping bike lanes and restriping parking along the street. Broad Avenue has also seen a large wave of private investment dollars to continue the revitalization efforts of this budding arts district, including the recently funded Hampline—a two mile on-road/multi-use trail.

BROAD AVE. CORRIDOR SINCE THE 2006 CHARRETTE:

- 15+ million in public and private investment
- 6 public art installations
- 50% Increase in rents
- Increase in occupancy rates
- 25 new businesses
- 29 property builds/renovations
- 17 blighted properties reclaimed



BENEFITS

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Land Use and Transportation integration is vital in coordinating Tennessee’s transportation planning and investment with local land use decisions and community visions. This integration helps guide the development of a safe and efficient statewide transportation system.

TDOT’s Long Range Planning Division and Office of Community Transportation interact with local community leaders to gain a better understanding of local communities’ interests, activities, and the various comprehensive transportation planning documents and policies that are in place. By having a better understanding of local land use plans and decisions, TDOT can make more informed decisions about the state’s transportation investments, creating a more efficient and effective network for Tennesseans.

Benefits of integrated land use and transportation include:

- Enhanced economic growth and competitiveness
- Increased mobility and transportation choices
- Ensured effective use of infrastructure and government funding
- Expanded community redevelopment options including desired amenities
- Lowered emissions
- Safer and healthier communities
- Improved quality of life for all Tennesseans



Multi-modal access is important because it can reduce transportation costs and travel time while increasing property values and job growth in communities. Design and accommodation for pedestrians and bicyclists reduce the instances of crashes and are indicative of vibrant and livable communities. Streets that provide room for walking and bicycling encourage active and healthy lifestyles. Multi-modal access provides communities with more connections and more choices.

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