

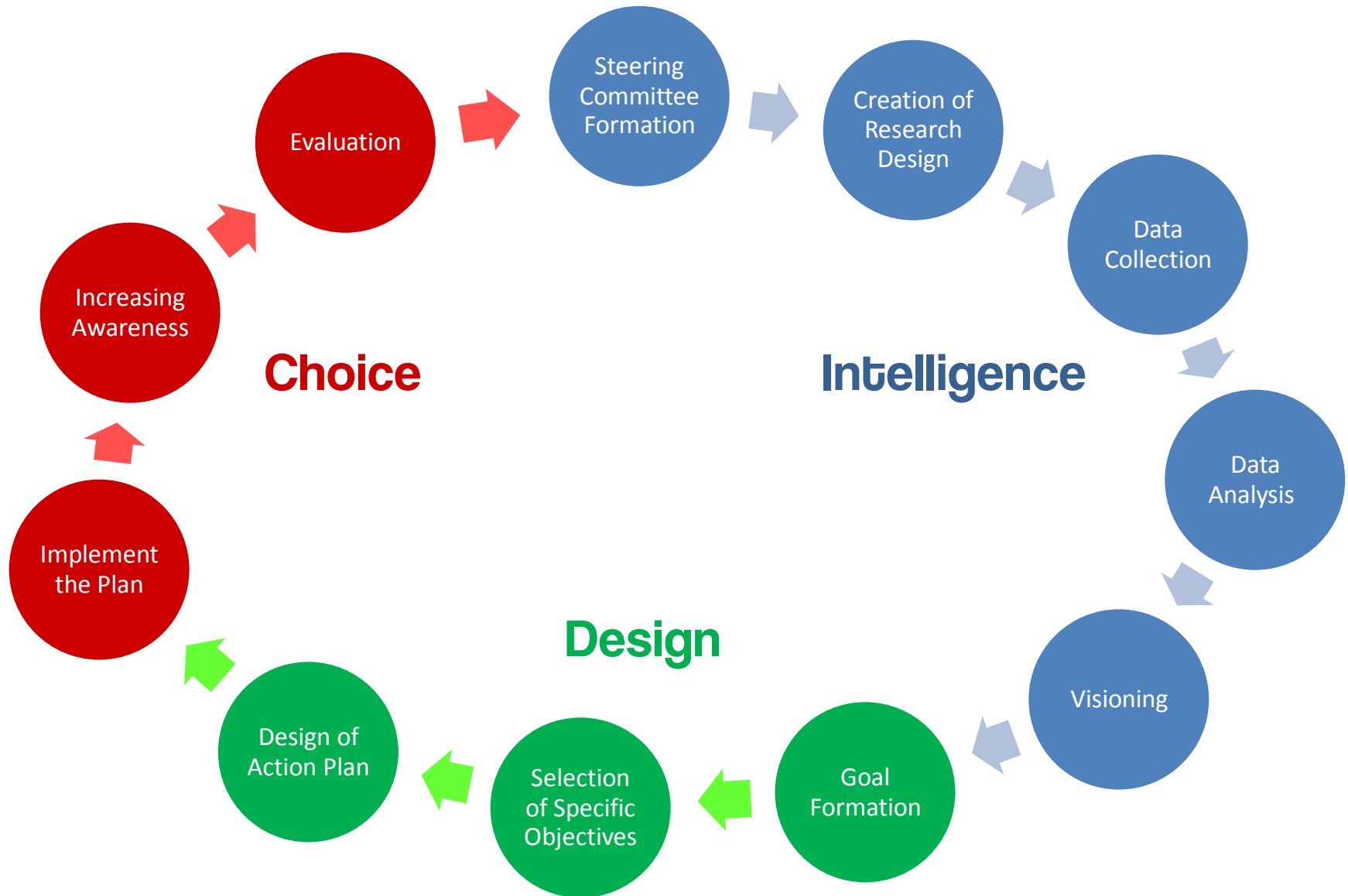
South Memphis Revitalization Action Plan

**Building a More Vibrant,
Sustainable and Just Community**

Overall Neighborhood Improvement Goal

To transform South Memphis into one of our region's premier urban neighborhoods of choice by mobilizing local residents, institutions, and their allies to implement a comprehensive economic and community development strategy promoting healthy living, lifelong-learning, local entrepreneurship, job training, innovative youth and family services, green building and design, cooperative problem-solving, alternative transportation, excellence in urban design and public and private development partnerships.

- 1.) Improve **public safety** through implementation of a community-based and resident-led crime prevention program;
- 2.) Enhance the sense of place through the execution of an **urban design** plan that builds upon the community's City Beautiful and Craftsman design legacy;
- 3.) Expand employment and entrepreneurship opportunities for current and future residents through the pursuit of an ambitious **workforce and small business initiative**;
- 4.) Provide local residents, business owners, and institutional leaders with greater access to high quality, affordable and culturally appropriate retail goods and services through an **"import substitution" development strategy**;
- 5.) Redesign **educational services** for middle school, high school, and young adult learners to increase the percentage of residents completing high school and higher education programs strengthening their competitive position in our global economy;
- 6.) Address the critical health challenges facing local residents by developing an **ambitious health and wellness education and action** campaign;
- 7.) Expand **quality affordable housing** opportunities available to all current and future residents;
- 8.) Reduce South Memphis' carbon footprint by implementing a serious **energy conservation** program; and
- 9.) Guarantee South Memphis residents the full benefits of their favored location within the Tri-State Region by exploiting meaningful **alternatives to auto-based transportation**.



Strengths

Location
Rich History
Urban Design
Building Stock
Mixed-Use Land Use Pattern
Vacant Land
Home Ownership
Community Solidarity and Pride
Faith-Based Institutions
Neighborhood Businesses
Human Service Providers
Youth

Weaknesses

Crime
Uneven Building Maintenance
Vacant Buildings and
Abandoned Lots
Deferred Infrastructure Investments
Weak Real Estate Market
Middle and High Schools
Access to Primary Healthcare
Quality Neighborhood Retail
Access to Living Wage Jobs
Depressed Education
Attainment Levels

Vacant Land
Available and Affordable Housing
Rebuilding Local Retail Sector
Engaging Faith-based Community
Making Connections to Growing
Industrial Clusters
Community/University
Development Partnerships
Establishing STAX/Soulsville Bridge
Adaptive Re-Use of Public Schools

Ongoing Out-Migration
Continued Disinvestment
Housing Foreclosures
Rising Crime Rates

Opportunities

Threats

SoMe NOW!

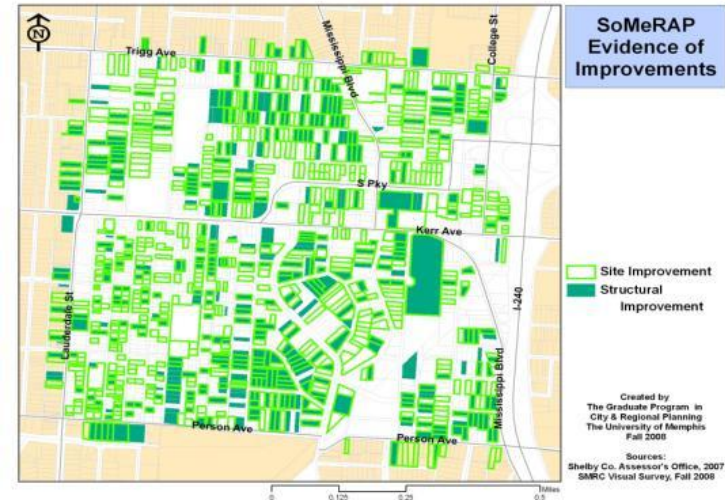
Neighborhood – Organizing - Works

What is unique about SoMeRAP?

Participatory Planning: Resident-led visioning and planning processes

Extensive real-time data collection

- Asset-based property survey
- Institutional stakeholder input
- Door-to-door resident interviews



Integration of physical and social planning and development

- Emphasis on implementation
- Issue-specific, targeted projects
- Detailed action strategies

Partnerships - participation & input

- Neighborhood residents and institutions
- Local congregations
- City Agencies
- University
- CDCs

Participating Organizations

- Ruth Tate Senior Center
- Marcus Garvey Institute and Learning Academy
- Venson Center
- Monumental Baptist Church
- Whitehaven Southwest Mental Health Center
- St. Augustine Roman Catholic Church
- Black Chamber of Commerce
- Memphis Area Community Development Corporation
- South Memphis Alliance
- 38126 Collaborative
- Memphis Regional Design Center
- Memphis & Shelby County Office of Planning and Development
- Pine Hill Golf Course
- Victor-Kerr Neighborhood Association
- Neighborhood Development Corporation
- Cooperative Community Development Corporation
- United Church of Christ
- City Councilwoman Janis Fullilove
- The office of U.S. Senator Lamar Alexander

Neighborhood Beautification

- Return to City Beautiful Principles
- Restoration of South Parkway East
- Neighborhood entryway treatments



Café Reconcile Comes to Memphis

Targeted Workforce Development

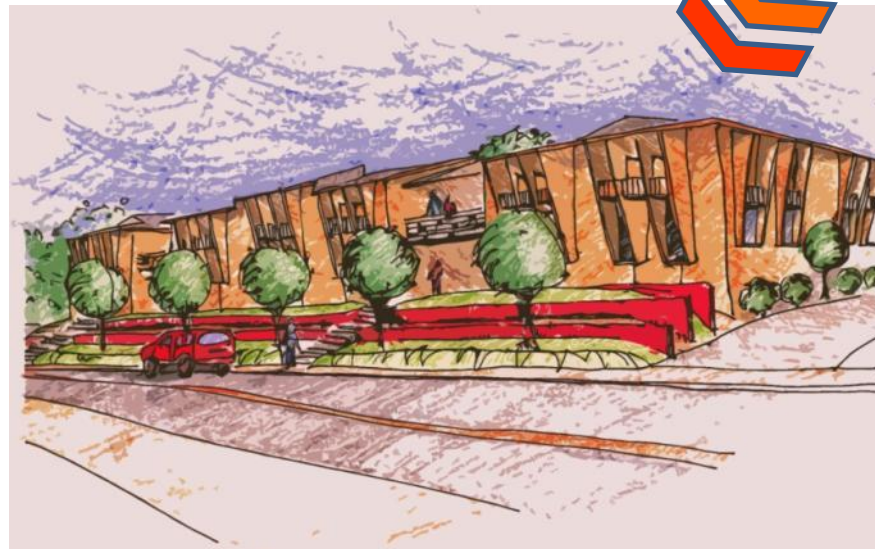
- Job-training for ex-offenders:
 - Food preparation
 - Food service
 - Restaurant and hospitality management
- Living wage job placement with area restaurants and hotels
- Offer healthy food options to residents and visitors to South Memphis



Kick it at Kerr – Musical Legacy

Reclaiming & Transforming Chateau Kerr

- Creation of quality affordable rental housing
- Seniors, retired musicians & cultural workers
- Encourage higher standards of design for highly visible properties



Renaissance Farmers Market

- Reclaim the abandoned car wash at Kerr and South Parkway
- Marketplace for sale of healthy and affordable local food and handmade crafts
- Mobile health units from regional medical centers provide information, screening and referral



South Parkway Pioneers Plaza

Neighborhood Retail Development



- 24,000 + ft² retail center
 - Neighborhood food market
 - Restaurants, pharmacy and bank branch
 - Community police substation
- Retail market analysis and community input demonstrate under-served retail demand
- Increase residents' access to healthy food, prescriptions, and financial services

Growing Up In Cities | Memphis

UNESCO Youth Engagement & Leadership

- Involve youth in the organizing, planning and design process:
 - Community mapping & interviews
 - Neighborhood improvement projects
 - Environmental stewardship
- Identify and nurture youth leadership
- Summer employment and professional development



Get involved!

You can participate in SoMe RAP Community Meetings, recruit residents to attend and participate in the meetings, sign and secure signatures to Petitions and Organizational Endorsement Certificates in support of the plan, agree to meet with City Council Members and County Commissioners to secure support for the plan, or volunteer for community outreach activities. Those interested in getting involved with SoMe RAP are encouraged to contact:

Curtis Thomas	Katherine Lambert Pennington	Kenneth M. Reardon
Deputy Executive Director	Assistant Professor of Anthropology	Director, Graduate Program in City & Regional Planning
The Works, Inc.	The University of Memphis	The University of Memphis
1471 Genesis Circle	316 Manning Hall	210 McCord Hall
Memphis, TN 38106	Memphis, TN 38152	Memphis, TN 38152
901-946-9675	901-678-3328	901-678-2610
curtis.thomas@theworkscdc.org	almbtrpn@memphis.edu	kreardon@memphis.edu