

**MEMPHIS AND SHELBY COUNTY OFFICE OF PLANNING AND
DEVELOPMENT
STAFF REPORT**

CASE NUMBER: Case No. ZTA 08-002: and Companion Case Z 08-104

L.U.C.B. MEETING: February 12, 2009 Amended June 11, 2009

REQUEST:

- Recommendation by the Land Use Control Board to adopt the University District Comprehensive Plan as an advisory document.
- Adopt the University District Overlay (UDO) as a zoning text amendment
- Amend the Official Zoning Map by adopting the proposed University District Comprehensive Rezoning and University District Overlay. The University District Overlay includes proposed Shopfront or Urban Frontage Designation for segments of Highland, Southern, Walker, Central, Mynders, Patterson, Houston and Park.

Location:

The University District Comprehensive Plan includes the University District area neighborhoods of Normal Station, Messick Buntyn, East Buntyn, Joffre, Red Acres, University Area Consortium and the University of Memphis Main and Park Avenue campuses. It is bounded by Walnut Grove Road and Poplar Avenue to the north; Goodlett Street to the east; Park Avenue on the south; and Semmes, Greer and Lafayette Streets to the west.

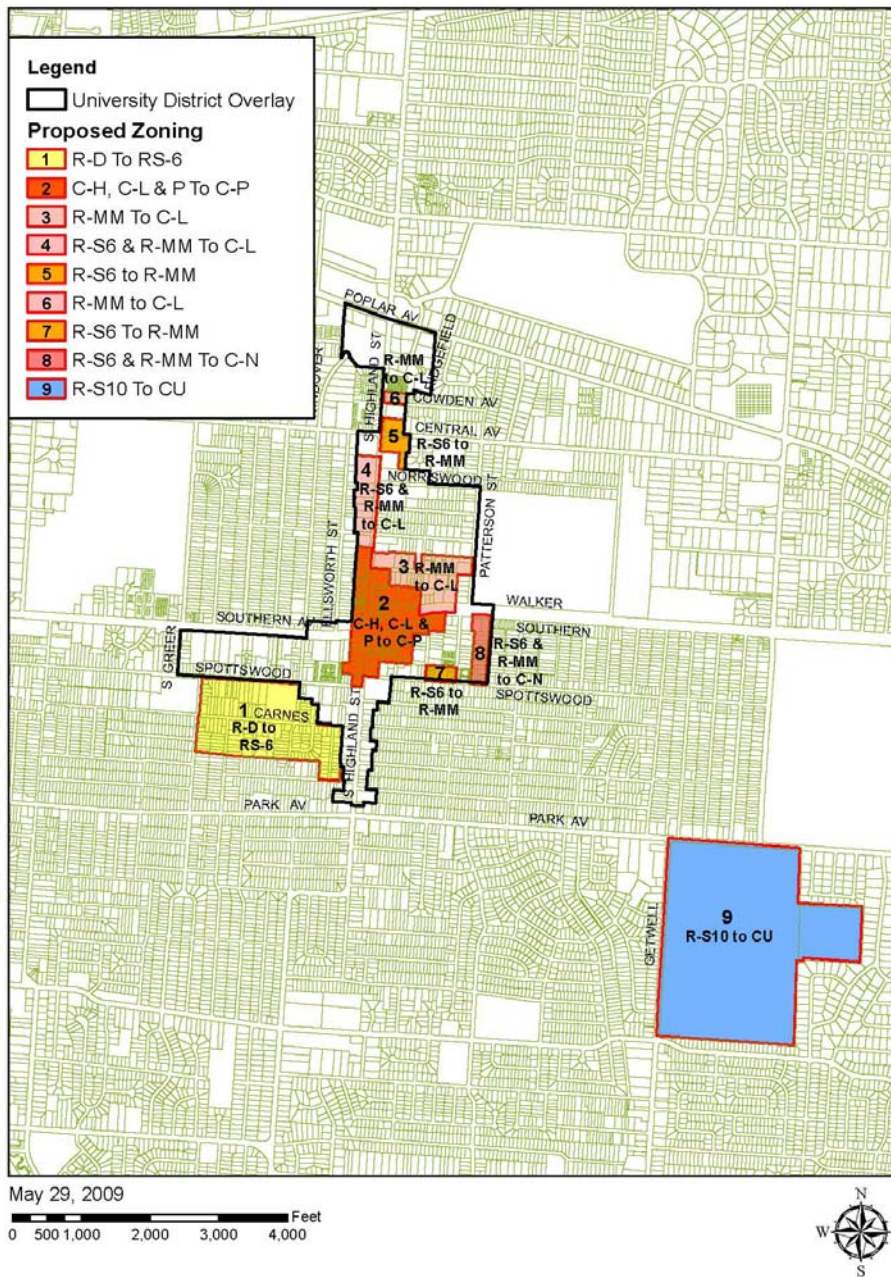
Purpose of the Comprehensive Rezoning and adoption of the University District Overlay:

The comprehensive rezoning and overlay district are being proposed to implement the University District Comprehensive Plan. The University District Comprehensive Plan recommends a new vision for preserving existing neighborhoods surrounding the University of Memphis and for encouraging compatible new development especially on properties fronting along Highland Street and streets that serve as gateways to the District and to the University of Memphis. The University District Overlay is designed to support the existing investments in the area and encourage new investment that furthers the vision of the University District Comprehensive Plan by regulating the form of new development and placing restrictions on uses that are deemed incompatible with the future revitalized University District Area.

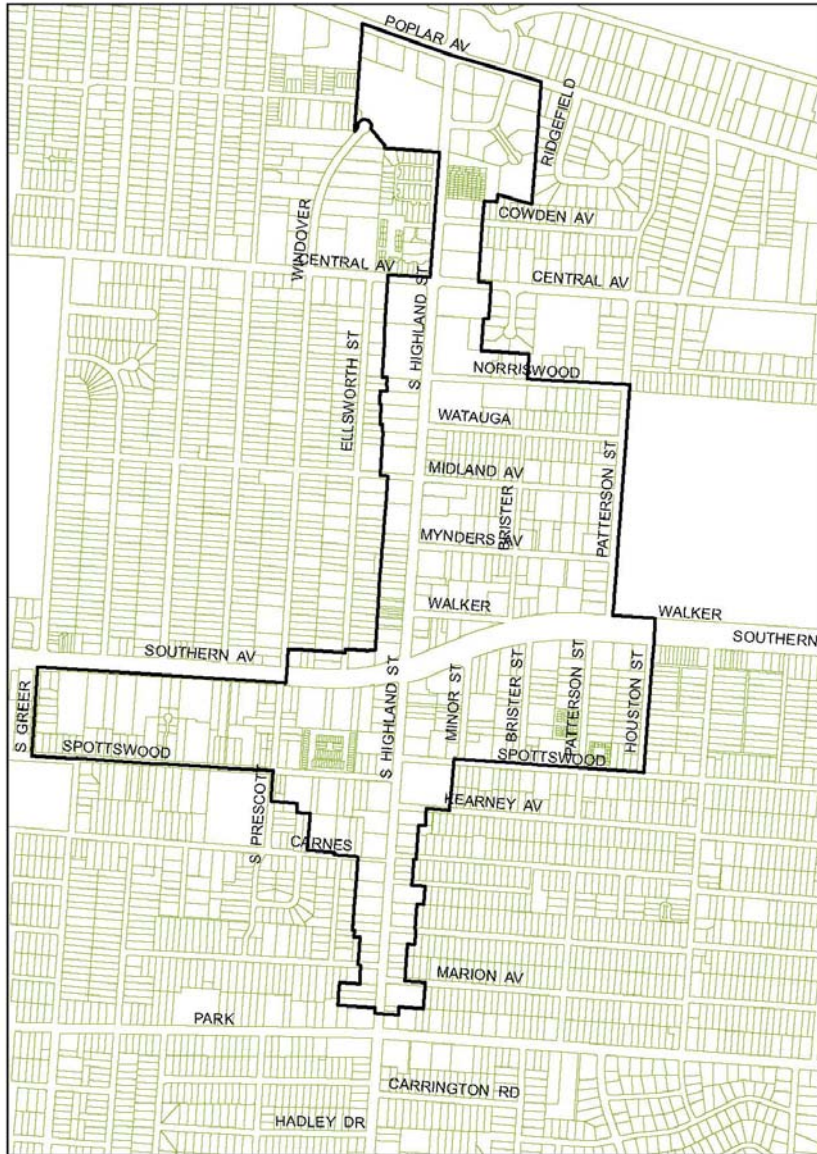
Changes in Response to Comments and Request from Notified Neighborhoods and Property Owners

The maps attached illustrate the changes in the overlay district and comprehensive rezoning.

University District Proposed Zoning



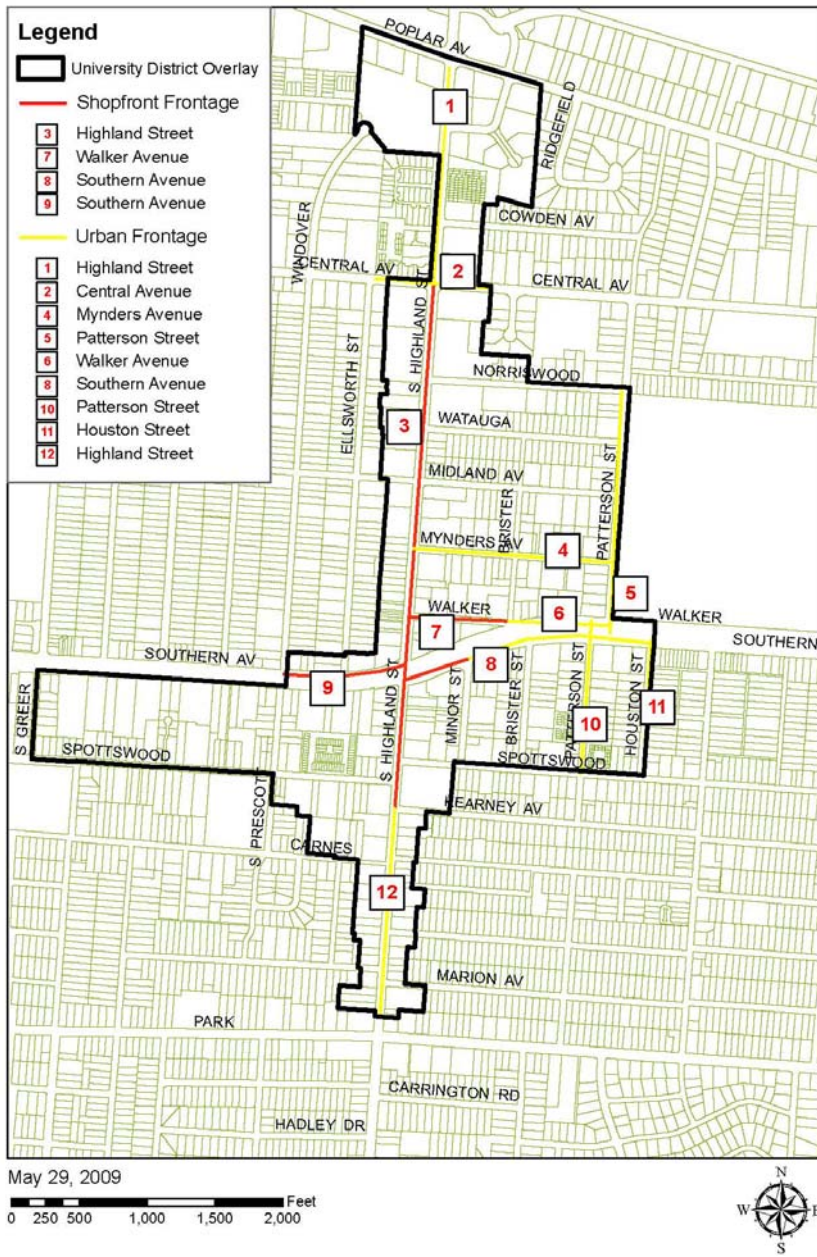
University District Overlay (UDO)



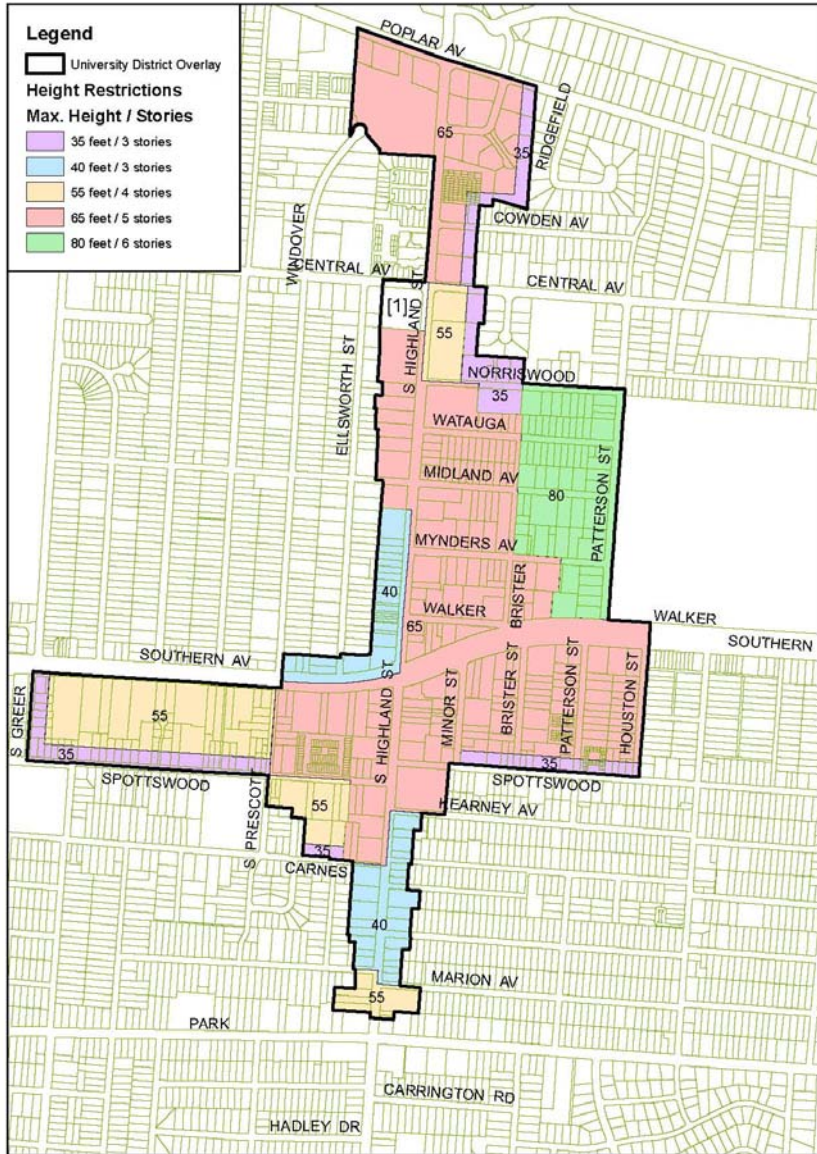
May 29, 2009
0 250 500 1,000 1,500 2,000 Feet



University District Frontage Designations



University District Height Limits



May 29, 2009

0 250 500 1,000 1,500 2,000 Feet



Note: Where both apply, the more restrictive of the Height Map or Bulk Plane regulations control. Refer to section 1.7.2 Bulk Plane.

[1] Height governed by underlying zoning bulk regulations.