Vision for Cordova

Light Rail transit offers the potential to re-connect Cordova with the metropolitan Memphis area, foster traditional neighborhood/ transit oriented development, and ultimately enhance the quality of life of community members.
Memphis Light Rail Transit Study

- LRT Study
  - Six corridor focus
  - Connect major employment centers
  - Cordova area included as a LRT corridor

Source: MATA (1997)
Memphis Light Rail Transit Study

- Corridor Selection Process
  - Frayser/Millington
  - East Memphis
  - Whitehaven/Airport

- Cordova not currently a focus of regional transit plan

Source: MATA (1997)
Memphis Light Rail Transit Study

• Macon/Cordova Corridor Revisited
  - Cordova area population and density change
  - Compact residential land use (Cordova the Town)
  - Emerging multiple growth and employment/retail centers and sub-centers
  - Supports smart growth priorities with a accessible central location in county

Source: Adapted from MATA (1997)
The CSX rail corridor in the Cordova area is shown with a ½ mile buffer distance.
Trend Study: Cordova Area

1990-2000:

- 103% Increase in total population
- 101% Increase in total number of housing units
- Similar trends were found in Houston Levee/Macon Road growth area

Source: US Census
SITE LOCATION

SITE BUFFER

SITE AREA

CSX Railroad

Major Roadways

Shelby County

Macon Rd

Houston Levee

Germantown Parkway

Germantown

Macon Rd

Houston Levee

Germantown

Germantown Parkway

Germantown

Germantown

Germantown

909 18 Miles
Cordova Bike/Pedestrian Study

• All roads in the CSX light rail corridor are rated as “Extremely Low,” “Very Low,” and “Moderately Low” for bicycle/pedestrian use.

• Potential benefits of LRT for bikers and pedestrians:
  • Reduction in vehicular traffic
  • Road design incorporates landscaped medians, crosswalks, and other speed reducers
Cordova Bike/Pedestrian Study

Bicycle Compatibility Index

BCI Ranking
- Moderately Low
- Very Low
- Extremely Low

Source: www.memphisbikeped.com
CSX RAIL LINE: Current Condition

- Rail property is in a state of disuse
- Shelby County and the City of Memphis are in the process of acquiring the line for future public transit use
A Brief History of Cordova

• Originally founded as Marysville in 1835

• Supplied fresh cut flowers to Memphis: Giving rise to the town motto *Flowers and Fellowship*
Cordova Time Line

• L&N ceased passenger service in late 1950s

• Annexed into Memphis in 1990

• More Annexations: Countrywood (1995), Berryhill (1997), and South Cordova (2001)
Cordova the Town, a Neo-Traditional Development, began in the mid 1990s near the old Cordova town center.
Cordova Time Line

• Major retail and commercial centers located along Germantown Parkway

• Rapid growth has taken place near the intersection of Houston Levee and Macon Roads
Visual Survey Analysis

A Look at Present Day Cordova
Existing Conditions

CSX Potential Transit Supportive Development: Visual Survey Analysis

Site Planning
Fall 2004
Retrofitting Cordova

**Assets**

- Neighborhood schools and community center
- *Cordova The Town*
- Identifiable history and heritage
- Germantown Pkwy- major commercial destination

**Liabilities**

- Few sidewalks
- CSX line crosses Macon Rd 3 times within the corridor
- Visually unpleasant surface parking lots
- Poor interconnectivity of residential streets
Assets

- **Cordova The Town:**
  - a good local model of TND principals

- Identifiable history and heritage

- Historic Downtown
Assets

- Public schools located near residential areas
- Germantown Pkwy-major commercial destination
Assets

- Large tracts of cleared, unimproved land available
- Most tracts are located near or adjacent to current development
- Some large tracts front Macon Road and existing infrastructure
Liabilities

- Few sidewalks currently exist in the study area
- CSX line crosses Macon Rd 3 times within the corridor
Liabilities

- Overhead power lines
- Visually unpleasant surface parking lots
Development Suitability

- Developed Land: 51% (3016.4 Acres)
- Potential Development Areas: 37% (2131.1 Acres)
- Conservation: 12% (681.6 Acres)

1/2 Mile buffer from Macon
BALANCE: JOBS and HOUSING SITES

LEGEND
- Jobs
- Housing
- Remaining Site Area
- Site Buffer

72%
28%