

MEMPHIS MUSIC MAGNET

Soulsville Neighborhood Association

Division of City & Regional Planning

SOULSVILLE

PROJECT COORDINATORS

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NEIGHBORHOOD

Soulsville USA, "the birthplace of soul music" in south Memphis

CHALLENGE

Among Memphis' poorest neighborhoods, Soulsville USA was once a thriving community anchored by the venerable Stax Records. Many of the historic music heritage properties within the neighborhood, such as the birthplace of Aretha Franklin, the former home of Memphis Slim and the former home of Booker T. Jones, are now vacant and neglected. The Soulsville neighborhood suffers with high unemployment, low levels of education attainment, and lack of private market interest.

IDEA

Revitalize the Soulsville neighborhood with an innovative, arts-based approach that will:

- Create neighborhood-level change by attracting and supporting musicians, and by using music as a tool for community engagement
- Target homeownership incentives and housing programs for musicians
- Develop original neighborhood-based amenities for musicians and artists, such as affordable rehearsal space, affordable equipment rental, musician's health center, and a travelling musician's dorm



University of Memphis students tour a warehouse in the Soulsville neighborhood. The neglected property is a good candidate for adaptive reuse as part of the Music Magnet plan.



A mural on the Bellevue underpass directs visitors to Soulsville.



The historic home of Memphis Slim, a renowned blues musician and composer, will be one of the neighborhood treasures included in the Soulsville Music Magnet Plan.