

CROSTOWN CONCOURSE

Overview

Welcome to Crosstown, so named for the intersecting trolley tracks at Cleveland and Poplar that connected Memphis commuters to the neighborhood in 1927. Today, Crosstown remains a hub where Memphians of all backgrounds come together to live, work, dine, shop, go to school, and experience the arts in the heart of the city.

Bordered by Poplar and North Parkway, the Crosstown neighborhood is located two miles from downtown and is anchored by Crosstown Concourse, a 1,200,000 sq ft marvel of architectural rehabilitation housed in an old Sears distribution center.

Whether you are a hometown explorer, or an international visitor, Crosstown will pull you into its magical time warp, where the past is still present and the future is already here: the cutting edge programming, whimsical public art, treasured artifacts of Memphis history, exciting eateries, and forward-thinking spirit of the many organizations, retailers, residents, and visitors of Crosstown will keep you coming back.

History

Crosstown Concourse was once a bustling Sears, Roebuck & Co. distribution center and retail store, which opened to much fanfare on August 27th, 1927, welcoming nearly 30,000 visitors on that first day.

The original 640,000 sf structure was built in only 180 days. By 1965, five separate additions expanded the Sears Crosstown facility to a final size of 1,500,000 sf. That's equal to 25 football fields! If you turned the building on its head, it would be 100 feet taller than the Chrysler Building in New York.

In addition to the 150,000 sf retail store, the building was the distribution center for all orders in the Mid-South, including Mississippi, Louisiana, Arkansas, and Alabama and handled 45,000 orders daily, selling everything from clothes and board games to go-carts and kit houses. It was like Amazon before the internet!

Today, Crosstown Concourse is a vertical urban village anchored in arts, education and healthcare, where residents, businesses, visitors, and community members from around the city can share a meal, a new experience, a dream - a true concourse.

A few fun facts

- Concourse houses 15 restaurants, with offerings ranging from Syrian to Neapolitan cuisine, from sustainably grown to deliciously artificial, from early morning java to late-night absinthe.
- Concourse is home to 265 loft-style apartments of Parcels, located on floors 7-10, that range in size from studios to 3-bedrooms. These Parcels are not only private residences, but also house Crosstown Arts' artists-in-residence, Iris Orchestra fellows, teachers-in-residence from Memphis Teacher Residency, and St. Jude families and Ph.D residents.
- The Concourse is filled with art and experiences in unexpected, sometimes hidden places.
 - The special rotating art bartop at Art Bar
 - 10 hidden pinball machines throughout the building
 - Hand-drawn children's scavenger hunts
 - A crypto currency machine
 - Art installations and murals throughout the building
 - A Stargazer installation hanging over the West Atrium
 - Work seating on the 7th and 4th floors
 - Sears building relics throughout the building
 - Lunchtime line dancing
 - Artist pop-ups
 - A photo booth in a trailer
 - Rollers from the original Sears conveyor system in the front desk countertop
 - 4000 hand cut undulating wooden strips covering the walls of the theater
 - A giant YOURS/OURS sign on the garage
 - A children's reading and play nook in the middle of modular stairs on the second floor
- Crosstown is human-centered: we embrace the inherent desire people have to take things apart, look inside, see how they work. This is why, whenever possible, we integrate production spaces into the life of the building with:
 - A brewery
 - A roastery
 - Artist studio tours
 - Shared art-making space
 - Recording and production studio fishbowl
 - Open Church Health kitchen
 - YMCA view from west atrium

Concourse Amenities

Free WIFI, free parking, valet, a dog park, YMCA, Fedex Office, Hope Credit Union, Suntrust Financial Confidence Center.