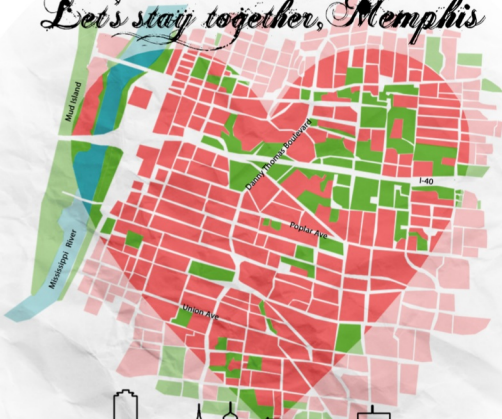


Kick-Off Event

Let's stay together, Memphis



Relationship Therapy for the City and its Citizens

SUMMARY

What is the UMDC?

.....

The University of Memphis Design Collaborative is a new joint venture between the Division of City & Regional Planning and the Department of Architecture. The Design Collaborative will be an outreach arm of the University, focused on critical community challenges in urban design and community development. Through its interdisciplinary strengths, the Design Collaborative will connect building and site design to community improvement in a comprehensive way, supported by the kind of collaboration that a university setting can facilitate.

Design Collaborative activities will be:

Built on collaboration, with partnerships between different disciplines at the University, and partnerships between the University and the community (including grassroots organizations, non-profits, practitioners, philanthropists, and local government).

Forward-thinking and focused on what we want Memphis to be

Comprehensive, so that we're promoting public projects that complement each other and drive a common community objective



What is 'Relationship Therapy?'

.....

The bottom line is that we're all in a long-term relationship with the city that we live in. We want to make the relationship between citizens and the city (as a physical, social, and economic entity) work better!

A real relationship is deeper than just the good things. Whether times are good or bad happy or sad... a real relationship requires communication, understanding, and a desire and willingness to work through the difficult issues. The UMDC (as the therapist) wants to help develop projects and plans that will help our city be more responsive to the needs and preferences of its citizens.

To get there, we need to understand the perspectives of the citizens.

2015



Downtown Memphis
at Hudson Hall
in Central Station

140 PEOPLE



SHARED
their THOUGHTS about
MEMPHIS

WE ASKED

#1

What do you LOVE
about Memphis?

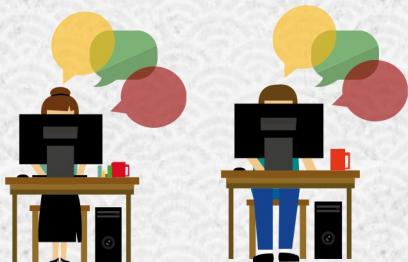
#2

What FRUSTRATES
you about Memphis?

#3

Where do you SEE
this relationship going?

52 PEOPLE



ANSWERED
THE QUESTIONS
available
ONLINE

at the following link:

[CLICK HERE](#)



WE ASKED

#1

What do you **LOVE**
about Memphis?

#2

What **FRUSTRATES**
you about Memphis?

#3

Where do you **SEE**
this relationship going?



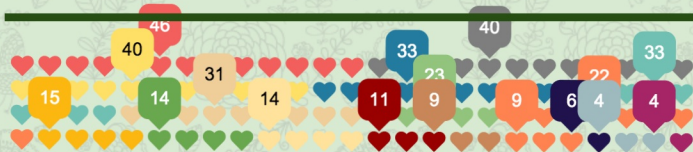
1

WHAT PEOPLE LOVE ABOUT MEMPHIS

People identified physical PLACES on a big MAP of the City



CLICK HERE TO SEE THE MAP



They also identified INTANGIBLE things like...

MOVE YOUR CURSOR ON THE CHARTS TO SEE THE NUMBER OF RESPONSES

- AUTHENTICITY/CHARACTER
- MUSIC
- FOOD
- CIVIC ASPIRATION
- NATURAL RESOURCES/AMENITIES
- SPECTATOR ARTS CULTURE
- TRANSPORTATION
- SENSE OF PLACE
- HISTORY AND CULTURAL HERITAGE
- DIVERSITY
- SPORT
- AFFORDABILITY
- NEIGHBORHOODS
- SMALL AND LOCAL BUSINESSES
- ARCHITECTURE
- HEALTHCARE
- EDUCATION
- PARTICIPATORY ARTS CULTURE

How do I LOVE thee? I love "..."

Spectator Arts Culture

"ALL sorts of FESTIVALS"

Diversity

"The wide range of people that make Memphis unique"

Music

"The awesome music our city produces"

"Memphis musicians"

Natural Amenities

"Pockets of stunning natural beauty"

Food

"Food! -- ethnic, local, and homemade galore"

Authenticity
and Character

"You're a prideful underdog."

You have more soul than most of the cities on the planet.

Transportation

"All the bike lanes!"

History
and
Cultural Heritage

"The deep history"

"Your rich culture"

Sense of Place

"A lot of potential that's intrinsically built into the city."

Civic Aspiration

"Raw native creative talent! You should see some of the structures folks with "no training" have made."

"The grit!"



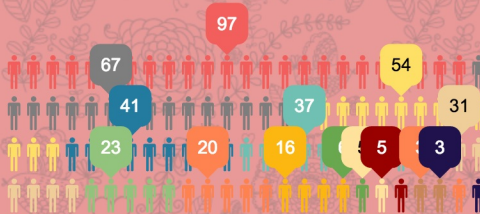
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WHAT FRUSTRATES PEOPLE ABOUT MEMPHIS

People identified physical PLACES on a big MAP of the City



They also identified INTANGIBLE things like...



- PUBL'C INV./P'LITICAL LDRSHP
- ECONOMY AND POVERTY
- TRANSPORTATION
- RACE/CLASS CONFLICT
- EDUCATION
- PUBLIC SAFETY
- DEFEATIST ATTITUDE
- BLIGHT
- NEIGHBORHOODS
- HISTORY AND CULTURAL HERITAGE
- FOOD
- AFFORDABILITY
- NATURE
- SMALL BUSINESSES
- HEALTHCARE
- MUSIC
- SPORT



What FRUSTRATES me about you?

Defeatist Attitude

...People from all over the world think Memphis is great. When will you recognize how awesome you already are?"

Political Leadership

"Civic leaders who don't make decisions with the long view in mind."

Public Investment

"Continued efforts to fund or waive taxes on big corporations that drain funding from other important services"

Education

"Your school system needs some major work"

Transportation

"I'm trapped without a car!"

Neighborhoods

"Neglected neighborhoods"

Poverty

"...a huge poverty population that is exploited / ignored."

Public Safety

"Violent crime. Fear of your own back yard is a stress no one should have to experience!"

Food

"Food deserts"

Blight

"The way you look so old and tired"

Race & Class Conflicts

"All the walls between the people. We need more love, better attitudes"



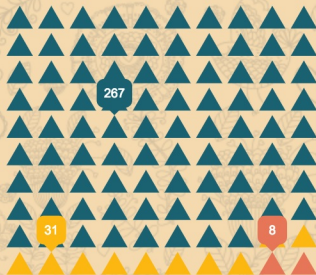
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WHAT PEOPLE SEE FOR THE FUTURE



A lot of people expressed hope for positive change in neighborhoods, economic development, education, transportation, etc.

However, some expressed negative or mixed feelings about the city's future.



[CLICK HERE TO SEE THE MAP](#)

POSITIVE FUTURE NEGATIVE FUTURE MIXED

In ten years I SEE "..."

Positive

"I see Memphis as a hot destination for tourism, living, education + a soulful feeling that can only be found here."

Negative

"Unfortunately...more of the same. Unless leadership achieves some unity and media ceases to "emphasize the negative""

Positive

"A unified vision"

Mixed

"A vibrant city with a lot of choices if we do improve education."

Positive

"A denser city that will create the need for an effective urban transit system."

Negative

"Poor people's revolution"

Positive

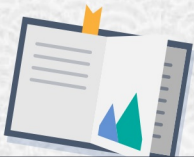
"Community gardens replacing urban blight, abandoned lots. It would instill pride and help urban renewal. It would also teach "healthy" eating - from seedlings to the plate"

Negative

"Continued poverty and segregation"

Mixed

"Probably very little change. More mixed use projects"



There's more!

If you want to see the results from our **RELATIONSHIP THERAPY** questions, or read a summary of the **STICKY ISSUES** conversations, you can find it all in the complete report.



READ THE
COMPLETE REPORT
from the

 **Design
Collaborative**

Kickoff Event

CLICK HERE



NEXT STEPS

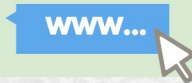
U *of* **M** *Design Collaborative*

is working to prepare
follow up events in various
Memphis neighborhoods

Click "LIKE" on
our Facebook page



or visit our WEB SITE



KEEP IN TOUCH