



**U
of
M** *Design
Collaborative*
Annual Report
2015 - 2016



This annual report provides a summary of the activities of the University of Memphis Design Collaborative (UMDC) as they relate to funding provided by the Hyde Family Foundations. The UMDC was initiated in December of 2014. This report covers our activities from the beginning of the UMDC through the current fiscal year of FY 2015-16.












The University of Memphis Design Collaborative (UMDC) serves as an outreach arm of the University, focused on critical community challenges in urban design and community development. The UMDC is led by a partnership between the Department of City & Regional Planning and the Department of Architecture, however its collaborative initiatives include many other University and community partners. Through its interdisciplinary strengths, the UMDC connects *design with community improvement* in a comprehensive way. The Design Collaborative initiatives manifest and become generated as critical community challenges as:

- Built on collaboration, with partnerships between different disciplines at the University, and partnerships between the University and the community.
- Forward-thinking and focused on what we want Memphis to be; and
- Comprehensive, so that we're promoting public projects that complement each other and drive a common community objective.

When the UMDC was formed, we recognized that one of the strengths of a University-based design center would be the ability to create and build on partnerships beyond the initial relationship between the University of Memphis (UofM)'s Departments of City & Regional Planning and Architecture. In a short period of time, we have seen this potential realized through collaboration with community partners and other academic departments at the UofM.

Examples of Current Initiatives for FY 2015-16

- The UMDC Studio hosted the **Workforce to Work (W2W) Transportation Summit** on December 10th, 2015 in conjunction with multiple partners including: Memphis Regional Design Center, Innovate Memphis, the Federal Reserve Bank of St. Louis, and the UofM Intermodal Freight Transportation Institute.
- Selection as one of six members to the AIA's Design and Health Research Consortium for the *Memphis Walks* initiative in partnership with the Church Health Center, Livable Memphis, the UofM School of Public Health.

	Columbia University	Drexel University	Newschool of Architecture & Design, IDS and University of California, San Diego	Texas A&M University	Texas Tech University	University of Arizona	University of Florida	University of Illinois at Urbana-Champaign	University of Kansas	University of Miami	University of Oregon
Six Approaches											
 Environmental quality			●	●	●	●	●		●		●
 Natural systems		●	●	●	●	●		●	●	●	●
 Physical activity	●	●	●	●	●		●	●	●	●	
 Safety			●	●	●	●	●		●		
 Sensory environments		●	●	●	●	●	●		●		
 Social connectedness		●	●	●	●				●	●	
Breakouts											
 Education	●	●	●			●					
 Metrics			●					●	●	●	●
 "Internet of Things"	●			●	●	●	●				
 Resilience & equity		●			●			●	●	●	
 Translation	●	●		●			●			●	●



- The UMDC's *Memphis Walks* initiative recieved a “cyber-security” grant with partners in the Department of Criminology & Criminal Justice and School of Public Health at U of M to address walkability and public safety in targeted high-risk neighborhoods within Memphis.
- Urban Land Institute (ULI) Memphis and the UMDC are proposing a new partnership that would enhance the local planning and development process and provide students with community engagement experience and access to important relationship building opportunities.
- With a focus upon the critical issue of mobility planning the UMDC Studio adopted *Moving in Memphis*. Through community input, research, panel discussions, and a public exhibit the UMDC ventured to show why mobility planning is critical to quality of life in respect to four key areas of social justice, public health, the environment, and economic development.
- The UMDC is working with the Memphis Medical District Collaborative (MDC) to enhance public green spaces within the Medical District, aimed at looking to make a healthier community through short-term action objectives and interventions.
- *Memphis Walks* put together a community survey for the Crosstown community in order to understand resident perceptions as they relate to walkability, safety, and health as a precursor for Memphis at large. In culmination with this, the UMDC Studio worked on “Envisioning A Healthier Crosstown” exploring ways and ideas for how the Crosstown area could improve as healthier community.
- As part of the *Building Healthy Communities* initiative, the UMDC hosted the **Healthy Places Summit** on May 4, 2016 with help from Innovate Memphis, the Nashville Civic Design Center, Livable Memphis, Memphis Tilth, and Crosstown Arts.

Healthy Places Summit: Conversation on Healthy Communities

The [Healthy Places Summit](#) functioned as a community conversation about our urban environment's effect on health. The event offered a space for critical observation of the intersects between urban design and public health. Through open conversation we aimed to identify and define design and policy interventions to improve the safety, health, and quality of life of our urban spaces, focusing on how improved walkability in the built environment and active transportation can support overall quality of life for Memphians. Dialouge from this event will help in directly influencing public policy that supports the development of safer, more walkable places within the Mid-South region, improve public health endeavors, and enhance the accessibility of mobility for all community members.

The Summit was hosted by the UMDC and the *Memphis Walks* partners. The partners include: UofM School of Public Health; UofM Departments of Civil Engineering and Crimology & Criminal Justice; Crosstown Arts; Livable Memphis; Church Health Center; Memphis and Shelby County Office of Sustainability; and Shelby County Health Department. Additional partners include Innovate Memphis, the Nashville Civic Design Center, the Memphis Medical District Collaborative, and Memphis Tilth.



Taking place on May 4, 2016 at the J.K. Lewis Senior Center located on the corner of North Parkway and Bellevue the **Healthy Places Summit** featured a variety of topics related to public health and urban design, often bridging the gap between the two disciplines.

You Make Me Sick! Reconnecting Urban Design and Public Health

The Summit began with an introduction between where and how we live, noting how health and design are mutually connected. Dr. Charles Santo, Chair of the UofM department City & Regional Planning, began with a brief overview of how planning has historical roots and foundations within the realm of public health, highlighting John Snow's diagnosis of the 1854 Cholera outbreak in London and moving from there to various eras in planning history. He then moved to focus directly on how our environments affect our health, for the good and for the bad, as it has historically done so. From this, Dr. Santo introduced the Provocateur Gary Gaston, Executive Director of the Nashville Civic Design Center. Gary then began talking in earnest about the direct links between design and health, speaking upon his experiences at the Nashville Civic Design Center where he has been able to use the two aspects to form healthier communities throughout Nashville in various ways.

During the presentation, Gary showed many examples of what these transformation do and could look like to for healthier communities. One of the biggest outcomes from the use of the transect model in helping to develop healthy places was in how it helped to directly affect school siting issues within the Nashville area. Gary spoke about the major issue of school siting, especially as to how it relates to policy and is counter intuitive to building healthy communities. Work by the Nashville CDC help to mitigate some of those issues by adding connections for surrounding communities within a certain distance to the school.

Gary began to wrap up the provocation address by providing information about a community assessment checklist and questionnaire to help individual communities do a self-assessment. These assessment goes along with the publication *Shaping the Healthy Community: The Nashville Plan*. The book is a detailed resource when it comes to shaping healthy places, providing information about all the different aspects of health and design and how to implement them within communities. With this, Gary ended his provocation address allowing the conversation to begin about Healthy Places.

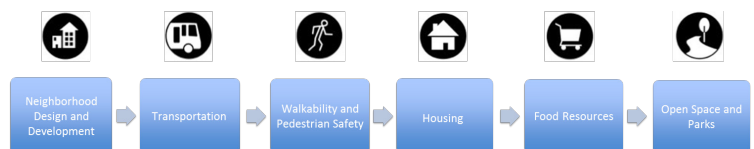
Following the Provocation Address by Gary, the panel discussion took place featuring professionals from various areas of health and design. The panelists included Gary; Alisa Haushalter, Director, Shelby County Health



(Above) Dr. Santo providing the introduction for Gary (below) as the Provocation around design and health begins.



(Below) The six built environment and health factors which should be the priority when trying to enhance communities.



Department; Sharon Moore, Wellness Education Supervisor at Church Health Center; Tommy Pacello, President, Memphis Medical District Collaborative (MDC); Todd Richardson, Cofounder/Coleader, Crosstown Arts & Crosstown Concourse. Dr. Santo was the moderator for the discussion.

Alisa Haushalter spoke upon the importance of transportation among healthy communities, particularly as how it relates to safety and food security/access. Collaboration between political and social will, along with monetary incentives, is necessary for providing access among communities, including investment into those access systems.

Tommy Pacello discussed healthy communities in relation to what is happening currently in regards to the Memphis Medical District. The MDC is looking to enhance the type of uses present within the district, encouraging infill and a healthy lifestyle.

Sharon Moore brought attention to Church Health Center's Model for Healthy Living, with its self-reporting function and having participation in multiple areas of one's life such as social, faith, personal, and others. She iterated the importance of knowing neighbors and having trust, even if there is conflict among residents, it can still lead to social cohesiveness and community.

Todd Richardson is an art historian and professor which provides him with a unique perspective among the panelists. Todd spoke about the connection which art, health, and design all play within a community, helping to mold what the area may or may not be. Todd sees creative expression as an important factor for one's health and wellness.

Feedback and Notes Regarding the Panel Discussion

- Partnerships, dialogue, and collaboration are important for achieving goals, address issues, and finding creative solutions to problems
- Psychological and social factors can directly influence health as they relate to the built environment through neighborhood place perceptions, providing correlation with environment and health
- Expression of art, creativity, and/or design are all processes which are directly related to health and



(Above) Alisa Haushalter from Shelby County Health Department detailed her experiences with food access to with the importance of a healthy community. (Below) Tommy Pacello of the Memphis Medical District Collaborative speaking about the future and purpose of the MMDC to build a healthier Memphis.



(Below) Sharon Moore of the Church Health Center demonstrated the necessity and importance of education around healthy ideals as well as access and options.



(Above) Todd Richardson of Crosstown Arts and Crosstown Concourse provides some insight from his unique perspective of how art can shape community.

wellness within a community and individual.

- Design and planning interventions can often cause social friction which helps to provide social enhancement through interactions, as that frictions helps communities understand themselves more fully, and allows for a healthy social atmosphere.
- Nashville Next became the narrative for that city from such a planning process: Obtained through years of working, but with major political and social buy-in and individual connections lead to a collective narrative vision.
- Important to remember for the future is that 1000 projects do not make a place and without a cohesive strategy, we are setting up an arena for failure.

(Below) While Gary presented and the discussion went on many interested attendees took notes on ideas brought forth during the day.



(Above) Displayed at the event was research and findings of the UMDC Studio centered around the Crosstown area.



(Above) While the panel began their final remarks those in the audience were left with some interesting thoughts while (Below) questions were brought forth to the panel raising topics which were of interest or concern around healthy communities.



(Above) Attendees of the **Healthy Places Summit** listen to the address and panel discussion.





(Top Left) Participants of the event got to experience a healthy meal provided by Midtown Crossing Grill. (Top Right) Many bikes were seen parked outside of the building, showing just how Memphis is already doing its part to be a healthier community.

Following lunch various workshops were held looking at elements of walkability, health, and safety as they relate to the built environment and health places.

Safer Neighborhoods Workshop

BY Simone Tulumello (University of Lisbon/UofM City & Regional Planning) and K.B. Turner (UofM Criminology & Criminal Justice)

This workshop on “public safety” adopted a methodology of using future scenarios to create a space for collaborative discussion on creating a long-term strategy in dealing with structural issues that form the roots of crime and violence in Memphis. The presenters developed two scenarios using an online survey with initiatives that helped fulfill the future possibilities. During the workshop, the workshop group collectively discussed the initiatives that come out of the recommendations, and which policies and practices would work best and which of the future scenarios is preferred for Memphis.



(Above) Participants provide creative input to the scenarios as Simone helps to direct conversation around issues and ways of which those scenarios can be achieved as well as possible deterrents or problems to getting there.

Commute Options and Solutions Workshop

BY Suzanne Carlson (Innovate Memphis) and Jessica Buttermore (UofM School of Urban Affairs and Public Policy)

This workshop asked participants to examine their current commute patterns, desired commute choices, and real and perceived barriers to taking alternate forms of transportation outside of an automobile. The organizers then offered suggestions and provided information on how participants could embark on making small steps and changes towards their desired commuting options. The workshop was able to engage participants in long-term strategies toward navigating autocentric environments and how they could contribute to the development of healthier places.



(Above) Jessica and Susan field questions from the audience around how they get around the city, listening to issues and providing solutions on how to safely, and effectively move about without using a personal automobile in Memphis.

Memphis Walkability Toolkit Workshop

BY John Paul Shaffer and Essence Jackson (Livable Memphis)

This workshop is designed to provide participants with a tool for making and managing pedestrian infrastructure within neighborhoods. The Livable Memphis Walkability Toolkit is designed to give residents a way of enhancing walkability within their area. Participants learned about the critical importance of pedestrians and safety related issues. The workshop helped residents understand how to use the toolkit for assessing walkability and advocating for sidewalk repairs and better infrastructure for pedestrians with property owners, city officials, and neighborhood non-profit groups.



Access to Health Foods Workshop

BY Ann Langston and Sharon Moore (Church Health Center) and Dr. Micah Trapp (UofM Anthropology/Memphis Tilth)

This workshop functioned as a way of informing participants about organization in Memphis that are addressing the issues of access to healthy foods. The workshop looked at elements of healthy food access that are often overlooked, like how to prepare healthy meals and what all foods can be made a part of those meals. This topic was related back to not knowing what is healthy versus not having access. Lack of access was addressed with the issues of food deserts also being addressed and how participants can overcome those barriers.



(Top Left) John Paul speaks about how communities and neighborhoods can utilize the Livable Memphis Walkability Toolkit to enhance walkability within those areas. (Top Right) Dr. Trapp engages the participants of the workshop in ways to increase access to healthy food, providing knowledge around which foods are healthy, resources to utilize, and how you can increase your know how for cooking or what foods to cook to better a healthy lifestyle. (Bottom) The panelists begin their conversation with the participants of the **Healthy Places Summit** showing ways and what Memphians can do to increase the livability and health for the city and region.



Our Process

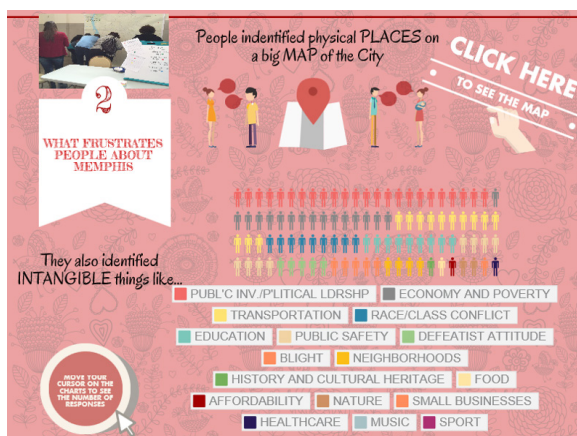
Step 1: Agenda Setting — *Let's Stay Together, Memphis!*

During the first six months of 2015 UMDC activities have focused on branding/awareness, along with agenda setting for future projects through community dialogue.

Our vehicle for community engagement has been the initial kickoff event and related follow up events under the theme of *Let's Stay Together, Memphis: Relationship Therapy for the City and its Citizens*. Over 200 people participated in our kickoff open house and relationship therapy workshops.

A resulting report summarizes the events and analyzes what we learned and how it would shape our future plans. The report and companion infographic documents the most relevant information from the community engagement activities and can be found at our new web address at www.memphis.edu/UMDC/.

This community dialogue process has helped to establish the direction and initial focus for our work at the UMDC. *The critical community challenges that form our work are centered around the built environment's effect on quality of life through mobility, safety, and public health of Memphians.*



(Top Right, Above, Above Right, Right) These are some of the various infographics developed from the community input obtained from the *Let's Stay Together, Memphis!* event and follow up sessions showcasing what the present issues were and how the community felt around them.

Step 2: Establish and Strengthen Collaborative Partnerships

During the second half of 2015 has been focused on establishing and strengthening collaborative partnerships focused around the critical community challenges facing Memphis. We have begun addressing these issues by working to improve the root causes in communities. Our partnerships are strategically formed by collaborating with key participants that are making progress in addressing challenges in Memphis neighborhoods.

Key partnerships established around mobility, safety, and public health include:

- Hyde Family Foundation
- Memphis Regional Design Center
- Innovate Memphis
- Memphis and Shelby County Office of Sustainability
- Shelby County Health Department
- Memphis and Shelby County Economic Development Growth Engine (EDGE)
- Memphis Area Transit Authority (MATA)
- American Institute of Architects (AIA)
- Tennessee Chapter of the American Planning Association (TNAPA)
- Federal Reserve Bank of St. Louis
- Knight Foundation
- Church Health Center
- Community Development Council of Greater Memphis — Livable Memphis
- Crosstown Arts — Crosstown Concourse
- Nashville Civic Design Center
- Memphis Tilth
- Memphis Medical District Collaborative
- Urban Land Institute Memphis
- UofM School of Public Health
- UofM Department of Criminology & Criminal Justice
- UofM Department of Anthropology
- UofM Department of Civil Engineering
- UofM Intermodal Transportation Freight Institute (IFTI)



Step 3: Utilize the Design Collaborative Studio for Issue Research

The Fall 2015 centered around the critical issue of mobility planning with the initiative titled *Moving in Memphis*. Through case study research, community input, existing condition analysis, panel discussions, and a public exhibit, showcasing why mobility planning becomes critical to improving quality of life for Memphians. The focus was on enhanced mobility planning through place based strategies, examining five target neighborhoods within Memphis: Alcy-Ball, Crosstown, Pinch-Greenlaw, Hollywood, and White Station.

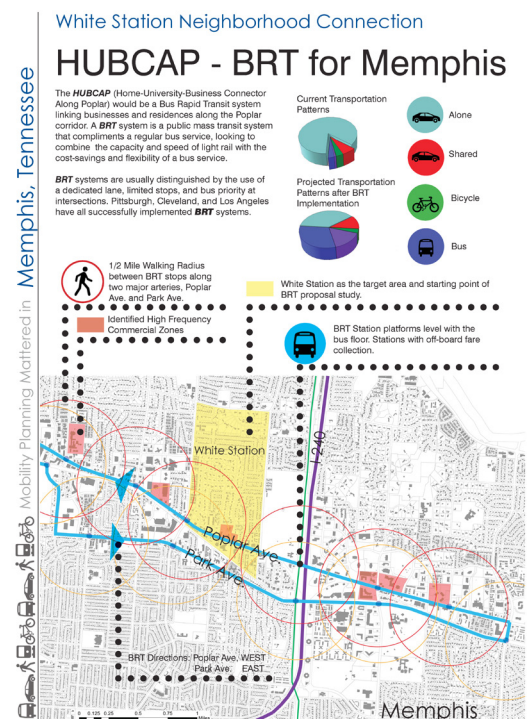
The UMDC the **Workforce to Work (W2W) Transportation Summit** following the Intermodal Transportation Freight Institute's "State of Freight" on December 10th. The Knight Foundation aided the Summit with the help of Benjamin de la Pena, producing the Provocation Address, helping to provide an emphasis on why mobility planning is such an imperative issue for Memphis to overcome.

A recap of **W2W Transportation Summit**, with information about the provocation address, panel discussion, and various workshops addressing mobility planning and transportation can be found on our website at: www.memphis.edu/umdc/events/.

Spring 2016 emphasized the larger critical community challenge of building healthy communities, where two separate issues have been identified: environmental design & health and creating healthy places. *Memphis Walks* serves as the initiative dealing with the challenge of environmental design and health. Through the partnership with the various partners, the initiative looks to reprioritize pedestrians through engaged research and design with measured results to make the built environment of Memphis a healthier, safer, more walkable place. A beginning point for this research has been with the use a survey. The survey looked to understanding resident perceptions regarding the Crosstown Community. The survey is one of many different research initiatives. A report of the survey findings will be available [on our](#)



(Above) Moving in Memphis showcased the various issues which Memphis faces around mobility. (Below) Work conducted by the UMDC Studio looked at creative ways of creating viable solutions around mobility.



[website](#) where it details all the results of the resident perceptions, becoming a vital resource for the future research into the area.

The Spring 2016 UMDc Studio focused on creating healthy places by looking to follow AIA's six principles of Health and Design. This production of work was centered around the Crosstown neighborhood to explore possibilities of what a future, healthier community could look like, titled "Envisioning A Healthier Crosstown". Work from this studio will be available to view on our [website](#).

At the end of the 2016 Spring Semester the **Healthy Places Summit** was held to bring attention to the overall initiative of building healthy communities. A recap of the summit can be found earlier in this report and online on the [event page](#) of our website.

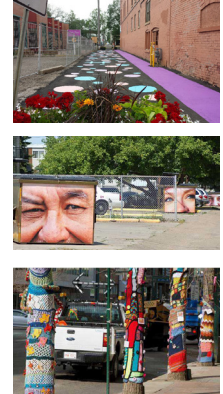
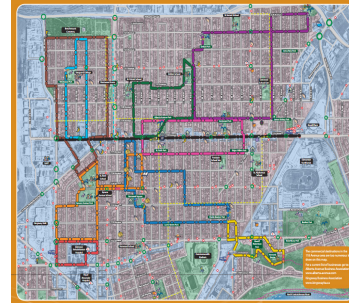
From studio work during the past two semesters the UMDc has been able to focus on the critical community challenges and work on trying to obtain and visualize solutions to those issues. The continuing work of the UMDc Studio will be geared towards finding creative and innovative solutions to overcoming those identified challenges. Research into issues will only continue, allowing for depth of study and the enhancement of partnerships current and future partners to make Memphis a better place for all residents, improving the quality of life each and every day.

(Right) While researching the Crosstown area and performing analysis on the neighborhood to understand present conditions the UMDc Studio was provided a tour of the Crosstown Concourse and given an idea as to what the neighborhood will look like after completion and what affect it will have on the surrounding area.



avenue initiative revitalization

The Avenue Neighborhood have historically been full of crime and neglect. In 2004, The Alberta Avenue Business Association and Arts on the Avenue teamed up with the City of Edmonton, Canada to develop a comprehensive plan for the area.



Art Installations on Public-right-of-way

They envisioned the neighborhood as a place where personality is vividly expressed through the arts as well as:

1. **Safe Streets and Spaces** — a safe community in which to live and attractive to work, shop, and live.
2. **Community Life** — a place rich in history, socio-economic diversity, and character.
3. **Thriving Economy** — the place to have a business
4. **Environmental Well-Being** — Less car traffic, more people walking, residents showing pride in their properties through greening efforts.

Creating the Plan:
Residents and businesses worked together in all aspects of the planning process to ensure that all concerns and ideas were reflected in the final plan and implementation strategy.

Tools:
collaborative planning
community meetings
workshops and surveys
design charrettes



Arts on the Avenue is a community-based grassroots initiative engaged in developing 118th Avenue into a community arts district through the cultivation of positive urban renewal. It is through culture-led urban regeneration initiatives, a vision of creative spaces and place-making that these art-infused communities have begun to flourish and provide a safe, nurturing environment for artists to thrive.



Streetscape Plan:
streetscape improvement and beautification
lighting and landscape improvements
curb extensions on all streets to calm traffic
pedestrian crossing improvements in intersections
people places to create gathering places



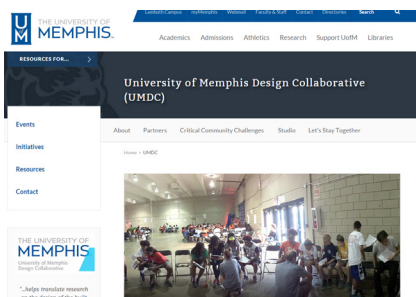
(Above) As part of the research into healthy places and communities the UMDc Studio looked to other cities and neighborhoods to see what projects, policies, and strategies had been used to transform areas into successful representatives of healthy, livable, and vibrant areas.



Accomplishments & Activities

List of Events Occurring in 2015 and 2016

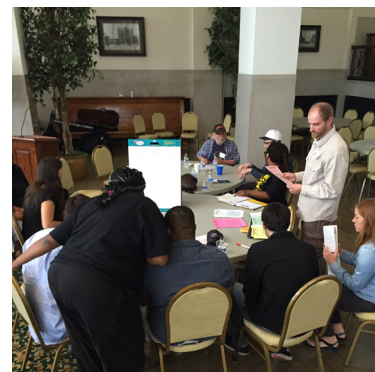
- Developed a new web home for the UMDC linked directly to the Memphis.edu URL address. It gives a location to share our vision statement and purpose, provide a platform for information sharing, and invites interactive online data collection: www.memphis.edu/umdc/.



(Above) The web home of the UMDC connected to the main UofM url.



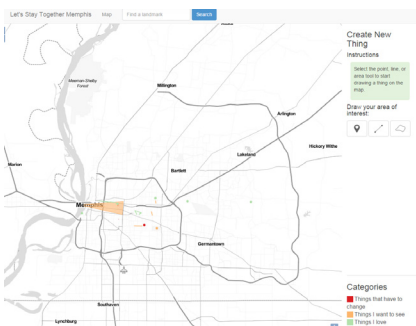
(Above) The word mark logo for the UMDC.



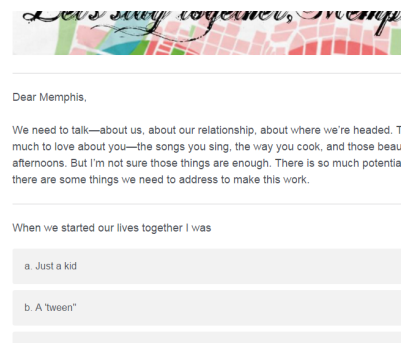
(Above) Members of the community attend the ***Let's Stay Together, Memphis!*** event at Central Station downtown.

- Organized and facilitated the ***Let's Stay Together, Memphis!*** kickoff event. This included coordination with the Mayor's Office and Community Development Council with community outreach to all recorded neighborhood associations, advertising in local news affiliates such as the Commercial Appeal, Memphis Daily News, the Memphis Flyer, Choose 901 and on Pandora Radio. The kickoff event involved practitioners and community non-profit leaders as facilitators in the ***Let's Stay Together, Memphis!*** community conversations.
- The launch of ***Let's Stay Together, Memphis!*** was covered by the Commercial Appeal and Memphis Daily News. This coverage helped increase the marketing coverage for the UMDC kick off.
- Following the initial kick off for ***Let's Stay Together, Memphis!*** an online tool for community input was developed — including an [interactive asset mapping tool](#) and [the “tough love letter” template](#), which would eventually lead to thorough analysis of common themes and development of an event report and infographics.

(Below) The interactive asset mapping tool provided a way to engage with the community in a larger way by extending ways of connection.



(Above) Michael Hagge, chair of UofM Architecture, speaks as a facilitator at the ***Let's Stay Together, Memphis!*** event.



(Above) The online version of the tough love letter was developed as a way for greater community input from those unable to attend events.

- After the initial kickoff event, to maximize community input for Memphians, follow up events in conjunction with *Let's Stay Together, Memphis!* were held at various community events and locations. A pop-up booth was hosted at Centro Cultural Tamale Fest at Caritas Village to gather additional input from the Latino and Binghampton communities. A similar type of booth was hosted at the Paint Memphis event in North Memphis along the proposed Chelsea Greenline, as well as, at the BRIDGES's Youth Festival.

(Below) The UMDC occupied a tent space at the Tamale Fest to engage with residents in relationship therapy from a variety of Memphis communities



(Above) Andy Kitsinger has an extensive background in planning and design which is rooted in community engagement for the betterment of Memphis.

(Below) Graduate Students from UofM helped facilitate engagement events at the BRIDGES's Youth Festival.



- Following the events revolving around *Let's Stay Together, Memphis!* a detailed report which included the findings of the community engagements was published along with accompanying infographics. These results and infographics were published in the Memphis Flyer and within other news sources.
- The UMDC was able to engage in discussions with planning consultant Toni Griffin regarding a possible effort to prepare a new comprehensive plan for Memphis. We developed a proposal for a robust and lasting community participation framework for the development of such a plan and beyond.
- In August 2015 the UMDC hired our first interim director/visiting assistant professor, Andy Kitsinger, after undertaking a national search process who began leading the Design Collaborative and teaching the Studio in August 2015.
- On September 4, 2015, the Design Collaborative participated in a phone interview with the Commercial Appeal's "Memphis Needs a Plan" by David Water. Mr. Water quoted us within the article and described us as a newer more promising initiative to fill the planning void in Memphis.

The report is designed to complement two corresponding graphic and interactive representations of the event — an "infographic" summary and an interactive digital map — both of which can be found at <http://www.memphis.edu/planning/umdc/index.php>.



What is the UMDC?

The University of Memphis Design Collaborative (UMDC) 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. The Design Collaborative developed from a partnership between the University of Memphis and the Memphis Regional Design Center.

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

(Above) Part of the reports and infographics publishing the results of the *Let's Stay Together, Memphis!* event and follow ups.

(Below) David Water's article showed the great need which Memphis has for a comprehensive plan to drive investments, improvements, and deter negative elements in the city.

suburban leaders would pull in another; developers, CEOs and other vested interests in still another.

The results: Three decades of hodgepodge planning that yielded unbalanced suburban sprawl and inner-city withdrawal, Downtown development and neighborhood decline, and counterproductive competition for shrinking resources to meet expanding needs.

"We're all working in our own silos and we've made slow progress, but we're all on the same page," said Andy Kitsinger, director of the U of M Design Collaborative, one of the newer and more promising initiatives to fill the plan void.

"How can we all come together? We need to develop a comprehensive plan that creative, collaborative and transparent. We need a planning process that takes place in public and involves the whole community."

Nashville just completed one. It's called NashvilleNext — the creative.

- A panel discussion was hosted by the UMDc Studio on September 8, 2015, on “Why Mobility Planning Matters” which addressed the broad vision of transportation planning to address multiple issues at once. Panelists for the discussion included John Lawrence (EDGE), Connie Binkowitz (YMCA, Health Innovation), and Scarlet Ponder (MATA) who talked about our understanding of urban mobility and expanded dialogue around how “transportation” can more effectively operate and support the needs of the community as a whole.
- The UMDc met with board leaders of the Pigeon Roost Community Development Corporation (CDC) on September 16, 2015 to discuss strategies for the future work of the organization.



(Above) John Lawrence presents on what EDGE is doing to enhance the quality of life of Memphians through Economic Development and how it connects to mobility

(Below) The Pigeon Roost CDC has been working on building capacity and developing plans for helping to enhance the quality of life for residents and improve the conditions of the built environment in their area.



- Beginning on September 22, 2015, the UMDc Studio held a public open house on “Why Mobility Planning Matters” which involved the creation of a case study exhibit in the UofM Department of Architecture Jones Hall Gallery for the next month. The exhibit displayed research and successful case studies of cities that had drastically changed their transportation systems over the past decades as a strategy to enhance the quality of life for their city/region. The case study featured five domestic cities and five international cities: Copenhagen; Mexico City; Munich; Stockholm; Zurich; Arlington (VA); Chicago; Minneapolis-St. Paul; Portland; and San Francisco.
- At one of Livable Memphis’s Pizza with Planners public meetings on October 15, 2015, the UMDc presented work related to the goals and issues of the UMDc, particular dialogue was given to the critical community

Pizza with Planners - University of Me

10/15/2015, 5:30 PM to 7:00 PM

Location: Ben Hooks Library 3030 Poplar Avenue Memphis, TN 38120 [map](#)

Description:

This month's guest is the University of Memphis Design Collaborative, a Department of Architecture. This Design Collaborative will be an outreach design and community development. If you'd like to learn more, and enjoy

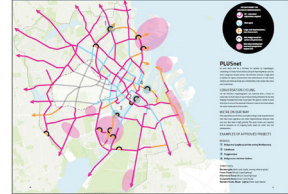
(Above) In one the weekly newsletters from Livable Memphis the UMDc was excited to see our name be presenting about the upcoming work we would be focusing on.

(Right) As part of research into Mobility Planning, students carried out an investigation into cities who had been able to drastically improve the quality of life of residents through changes in mobile policies.

THE CITY OF CYCLISTS

The bicycle was the most dominant mode of transportation throughout Denmark until the mid-20th century. During the 1950s and '60s increased car use dramatically increased as a result of suburbanization and the lifting of wartime rationing. In response, Copenhagen turned first to an early form of transit-oriented development to control suburban growth along radial corridors. Over time, Copenhagen's interlinked, multi-modal transportation system has begun focusing greater attention on bicycle and pedestrian planning in order to achieve environmental, public health and transportation goals. The construction of bicycle-specific infrastructure has been key in this effort which has resulted in Copenhagen attaining one of the highest bicycle modal shares in the world. As a result, Copenhagen has become known as the “City of Cyclists”.

Bicycle “superhighways” will facilitate long-distance commuting throughout the metro area.



Source: Good Better Best - The City of Copenhagen's Bicycle Strategy 2011-2022

2014 Copenhagen

BREAK-DOWN OF



Journeys to work and/or stop in the City of Copenhagen



All journeys with a stop in the City of Copenhagen

Legend: Bicycle, Public

Source: 2014 Copenhagen City

Bicycle-Specific Infrastructure



Brygge Bridge facilitates more efficient travel between Vesterbro and Amager

Types of Bicycle Infrastructure

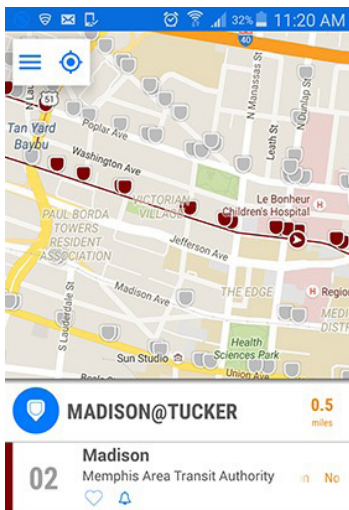


WHO?
All levels of government & informal planning network interdisciplinary exchange

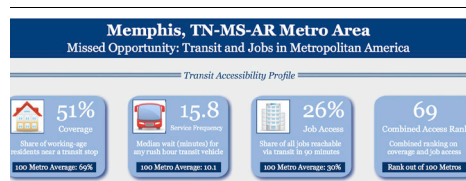
WHAT?
Bicycle infrastructure

challenges.

- On November 7, 2015 the Design Collaborative met with board leaders of the Vollintine Evergreen CDC to discuss work of the organization to plan and rezone the commercial corridors within the neighborhood.
- The UMD Studio Instructors Dr. Laura Saija and Andy Kitsinger participated in the Mayor's Institute for Excellence in Government Innovation Lunch with TransLoc – Connecting People and Transit Using Technology.
- The UMD Studio concluded its first semester centering around the initiative of *Moving in Memphis* based on the critical community challenge of mobility planning by improving quality of life through keys areas of social justice, public health, economic development, and the environment.
- The *Memphis Walks* initiative and partnership was formed among the UMD, UofM School of Public Health, UofM Departments of Criminology & Criminal Justice and Civil Engineering, Livable Memphis, Church Health Center, Crosstown Arts, the Memphis and Shelby County Office of Sustainability, and the Shelby County Health Department. From the *Memphis Walks* initiative the UMD along with the UofM and partners was selected to be one of six new members for the national AIA Design and Health Research Consortium. Eventually the UMD and AIA foundation executed a Memorandum of Understanding for membership into the Research Consortium.

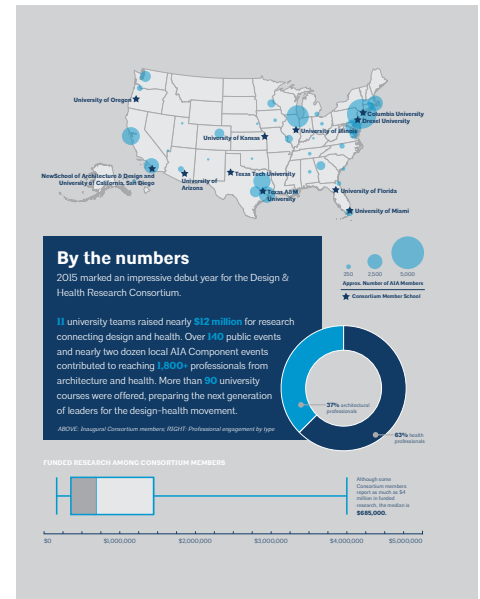


(Above) An example of the TransLoc app being used to improve transit and mobility functions for residents of Memphis.



(Above) As part of the Provocation Address de la Pena showcased just how important efficient and effective transit is for the region.

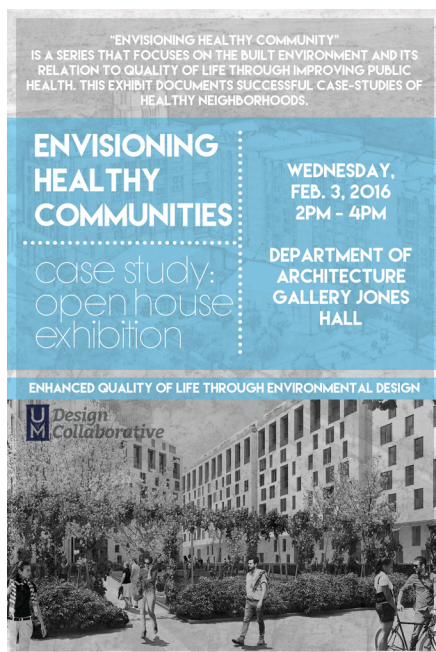
(Below) CAST works on understanding and implementing elements of public safety and security within communities to enhance overall comfort and safety.



(Above) As a new member of the AIA's Health and Design Research Consortium, the UMD and UofM partners have access and connections to expand our capacity for accomplishing goals.

- Thanks to those involved with Memphis Walks the work of the partnership received a \$12,500 grant from CAST (Cluster to Advance cyber Security and Testing) which would be implemented to address walkability and public safety in a targeted high-risk neighborhood of Memphis, such as Crosstown.
- The UMD Studio has been working as part of the *Memphis Walks* initiative to research and study the Crosstown district of Memphis. By taking existing conditions surveys, the studio has been able to build knowledge to understand how the built environment shapes health and safety, fitting within the goals of the initiative.
- During February of 2016 the UMD began talks with the Crosstown Neighborhood Watch about forming a larger neighborhood association. Those talks eventually lead to the beginning formation of a new Crosstown CDC. The process of forming the CDC is still in the works with many involved neighborhood leaders taking the initiative along with the UMD.

- On February 3, an open house exhibit was held in the Department of Architecture Gallery in Jones Hall where research was displayed showcasing case studies of neighborhoods and cities featuring healthy characteristics. This open house was titled “Envisioning Healthy Communities” which would lead into the overall theme of the Studio for the semester.
- As part of *Memphis Walks* a Crosstown Community Perception was drafted in late February and finalized in early March. This survey was then administered during community events such as Walking as One (Church Health Center) and the V&E Artwalk, to obtain feedback from the community, with some surveys being given to apartment complexes for resident input as well. To reach a wide audience, a digital copy was available.
- The UMDC with *Memphis Walks* partners participated in the American Institute of Architects’s Design and Health Research Consortium Meeting on April 12 and 13 in Alexandria, VA. This conference provided an outlet for member schools to meet one another and to view projects and work being undertaken by the various schools, as an arena for collaboration and institutional support with capacity building functions. Dr. Levy from the UofM School of Public Health attended the event along with UMDC director, Andy Kitsinger to speak about the work which the Design Collaborative and its partners were accomplishing in the realm of design and public health as well as learning about potential funding possibilities.
- A Crosstown Community Workshop was held at Midtown Crossing Grill on April 14 to acquire resident feedback on existing condition analysis and acquire more engagement with the perception survey. During this event a discussion was held focused around the issues of walkability, safety, and health as it pertained to the Crosstown area, particularly if residents felt our analysis of existing conditions were accurate. Feedback for our SWOT analysis was provided, where much additional information was provided along with recommendations for future endeavors. Livable Memphis also attended and demonstrated their Walkability Toolkit and how the community utilize it to better the area for residents.



(Above) Research and case studies were presented throughout the semester in the Department of Architecture Gallery in Jones Hall.



Why is Walkability Important?

(Above) The walkability matrix shows just how important walkability can be for a community because of the variety of benefits it offers.

(Below) The UMDC Studio took a step by step approach for looking at healthy communities and to understand how Crosstown does and does not showcase such elements.



(Below) As part of understanding the Crosstown community better a Community Perception Survey was conducted as part of an ongoing process within the area.

Crosstown Community Survey

Please take a few minutes to complete this survey about public safety and transportation issues in your neighborhood. Your input will be used by the University of Memphis and community collaborators to identify strategies for improving safety and walkability where you live. Thank you for taking the time to share your experience with us.

Walkability

- What three places in the Crosstown area do you go to most often? 1. _____ 2. _____ 3. _____

Think about these 3 places in Crosstown to answer the next set of questions.

	Place #1	Place #2	Place #3
2. How do you get there? (check all that apply)	<input type="checkbox"/> Private car <input type="checkbox"/> Bus <input type="checkbox"/> Bike <input type="checkbox"/> Walk <input type="checkbox"/> Uber/Taxi <input type="checkbox"/> Other	<input type="checkbox"/> Private car <input type="checkbox"/> Bus <input type="checkbox"/> Bike <input type="checkbox"/> Walk <input type="checkbox"/> Uber/Taxi <input type="checkbox"/> Other	<input type="checkbox"/> Private car <input type="checkbox"/> Bus <input type="checkbox"/> Bike <input type="checkbox"/> Walk <input type="checkbox"/> Uber/Taxi <input type="checkbox"/> Other
3. Would you like to have another way of getting there?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. How would you like to get there? (Please write in)			

- How often do you walk in your neighborhood (for any reason)? ☐ Everyday or nearly every day ☐ A few times a week ☐ A few times a month ☐ Rarely ☐ Never ☐ Don't know / not sure

- When you walk in your neighborhood, what are the reasons you walk? (check all that apply)

- ☐ Going to work ☐ Going to a restaurant, store, or Post Office ☐ Visit neighbors ☐ Going to a bus stop
☐ Exercise ☐ Getting out with children ☐ Enjoy the outdoors ☐ Walk my dog ☐ I don't walk in my neighborhood ☐ Other _____

- What keeps you from walking more in your neighborhood? (check all that apply)

- ☐ Weather
☐ Poor sidewalks/crosswalks
☐ Crime
☐ Too far to walk to places I want to go
☐ Too much traffic
☐ Too dark
☐ Not enough places to walk
☐ Health does not permit walking
☐ Other (please list) _____

- At the culmination of the Spring 2015 Semester the **Healthy Places Summit** was held at the J.K. Lewis Senior Center in the Crosstown area. This event focused on reconnecting public health and urban design to better our communities in a positive healthy way from a variety of aspects. A Provocation Address was provided by Gary Gaston of the Nashville Civic Design Center illuminating how planning and design can greatly affect communities for the better as it had been done in Nashville within their larger planning process with Nashville Next. A panel discussion then featured professionals from various elements of planning, design, and health who all talked about why healthy communities matter and how to achieve them. Following lunch, workshops were held which featured discussions of ways which healthy communities can form, and steps to take now to positively create a healthier Memphis for yourself and others.

(Below) The UMDC held an open community meeting in the Crosstown area to obtain feedback from residents about work being undertaken by the Studio and partners.



Crosstown Community Workshop

April 14th, 5-6pm Midtown Crossing Grill

Agenda

- What makes a Healthy Community - Where does Memphis Walks fit within the picture?
- Neighborhood Existing Conditions - How can it harm or benefit Crosstown?
- Crosstown Community Survey - Why the Survey?
- Livable Memphis Walkability Toolkit - How do we improve walkability and why does it matter?

Neighborhood Watch Meeting to follow
6-7pm

(Below) Dr. Santo prepares for his speech and discussion facilitation while attendees and speakers for the event check in.

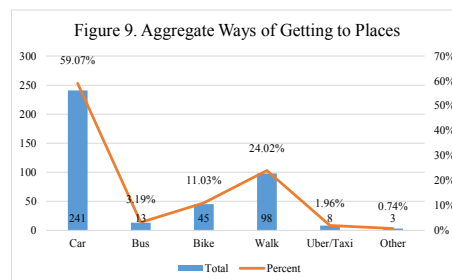


(Above) Dr. Levy and Andy Kitsinger both attended the AIA's Design and Health Research Consortium Meeting representing the UofM.



(Above) Attendees to the **Healthy Places Summit** were already participating in elements of healthy communities which were discussed at the event, such as biking and using transit.

(Below) As part of the first stages of research into Crosstown, the results from the Crosstown Community Perception Survey offer many insights into the area.



(Above) The UMDC experienced a great turnout for the **Healthy Places Summit** where work and conversations around health and design took place.

Crosstown Community Perception Survey Executive Summary

The Crosstown Community Perception Survey came about as a way to acquire information for the Crosstown area. Community members from within Crosstown and the surrounding neighborhoods were able to provide input on issues of walkability, safety, and health as they related to the built environment such as lighting conditions, sidewalk quality, destinations, traffic congestion, and social engagement. The survey is one of the first steps in understanding and improving healthy places within Memphis. With the overall aim of the project being to improve walkability, health, and safety, it will lead to strategy identification towards urban design and public policy enhancements.

The survey was created for the *Memphis Walks* initiative. This is a partnership between the UofM Design Collaborative, School of Public Health, Departments of Criminology & Criminal Justice and Civil Engineering, the Church Health Center, Crosstown Arts, Livable Memphis, Memphis & Shelby County Office of Sustainability, and the Shelby County Health Department. This strategic partnership is focused on adhering to enhancing quality of life by supporting improved walkability, promoting increased physical activity, air quality, and social cohesion through walking. A primary objective of this initiative is to improve public policy in order to prioritize people over automobiles. A main aspect of *Memphis Walks* follows the AIA's six approaches to achieving health in the built environment centered on design and policy: environmental quality, natural systems, physical activity, safety, sensory environments, and social connectedness. For the initiative the main objective then becomes prioritizing pedestrians through policy and design with real, measured results through the study of existing conditions and data analysis.

Crosstown was selected to become the pilot study area for *Memphis Walks* for several reasons. The first was the neighborhood structure and character it represented as a truly urban neighborhood located between four larger areas of Downtown, Midtown, North Memphis, and the Medical District. Crosstown then serves as a link between the four major areas within the city. Secondly, it has long been underserved especially when it comes to walkability, safety concerns, and high risk populations, such as homeless and minority populations. Thirdly, there has been renewed interest into the area thanks to the renovations of the former Sears Crosstown warehouse leading to direct investment into the area and increased activity. This increased activity will play an important role in providing a good before and after snapshot of conditions and issues of the Crosstown area, with the current pre-Concourse conditions being studied now, and later in the phases for *Memphis Walks* the post-Concourse conditions to see how perceptions and elements of the district have changed.

The Crosstown Community Perception Survey was made available to residents in a paper and digital/electronic format. Both formats are designed to function in the same way, where the electronic was meant to extend a broader range of participants not able to attend a one-on-one setting with member staff. Confidentiality was a primary element for the entire process of the survey where participants were not to be singled out. Respondents for the survey came from the Crosstown neighborhood proper, but also the neighborhoods which make up part of the larger Crosstown district, such as Speedway Terrace, Evergreen Historic District, Central Gardens, and Vollen/ Evergreen.

The survey is broken into five separate sections concerning resident perceptions as they relate to the built environment. The first section focused on elements of walkability, particularly popular destinations, how those destinations are reached, if residents would prefer an alternative method of reaching those destinations. Walkability also looked at how often people walk in their neighborhoods, why they walk, what deters them from walking, and how far they are

willing to walk to reach a destination. It also looked at the aesthetic qualities of the neighborhood which affect walking. The second section looked at perceptions around safety within Crosstown and surrounding neighborhoods. Safety questions dealt with problems such as overall crime, graffiti, blight, sidewalk conditions, traffic, and other elements. It also looked specifically at crime, such as likelihood of a crime happening, whether a household been victim to a crime in the past, and if they noticed any change (increase or decrease) in crime within the neighborhood. The third section asks residents if they have any recommendations about how to better safety issues and problems around walkability, and a question for residents to provide any other information regarding walkability and safety. The fourth section deals with health issues mainly dealing with general health and if chronic illnesses are present in households. The final sections seeks demographic information from residents such as age, gender, what neighborhood they reside in, zip code, and race/ethnicity.

In total 120 surveys were answered by the public. All answers were voluntary which resulted in data gaps for some questions, but for the most part, each respondent answered each question.

For walkability understanding where people go and how they get there plays an important role by showing where people want to go, and if there is a lack or need for certain modes of transportation. For destinations, Kroger is number 1 location for the area, followed by Crosstown Arts, the Post Office, the Greenline, and the core of the Crosstown district (the shops and restaurants along Cleveland & Watkins). Specificity became an issue for this question where places outside of the district were listed as Crosstown and vague/broad names were listed for multiple places at a time. This could be positive or negative, but most often the case was positive where “shops on Cleveland” shows that there is an agglomeration of places which people like to visit which are nearby each other. The major way of reaching these locations is by automobile (59 %) but walking and biking are fairly prominent ways of traveling to destinations, making up about 35% together. For the most part, people are satisfied with the mode they reach the various locations split almost 50-50. Important for this question is whether someone is satisfied with biking or walking and does not want another way, or satisfied with driving but does not want another way, since these present different measure for addressing issues and enhancing walkability. When it came to what modes of transportation residents wished to use the most common provided were adding or enhancing elements of bike-ped facilities/services, better bus service, and use of light rail or enhancing the trolley system to connect more areas. Most people who responded to the survey are very active, as they walk nearly everyday or multiple times a month where majority who walk do it for exercise, walking the dog, or enjoying the outdoors, where some walk to visit restaurants. Only a small portion said they did not walk in their neighborhood. Not much keeps people from walking; most often is weather, crime, or poor sidewalks and the lack thereof. Being too dark, whether the sun setting or lack of street lighting is also a deterrent. To reach a destination majority of residents said they would walk 10 minutes or more, with 32% saying they would walk over 20 minutes to go to a destination. When it came to aesthetic aspects of walkability most people found that there was plenty of shade from trees along streets; that there are attractive and interesting things to look at while walking; that the streets are free from litter; and there are people to see and talk to in their neighborhood.

With safety issues (e.g. crime, graffiti, run-down/boarded buildings, blighted lots, unsafe sidewalks, traffic congestion, robbery/break-ins, identity theft, poor lighting, and missing or faded crosswalk) most cases were considered moderate to minor issues without many major problems. Poor lighting, robber/-break ins, crime, blighted lots, rundown and boarded up buildings, and poor sidewalks seemed to experience the highest negative perceptions within the area for elements of safety each being mixed as more moderate rather than minor problems. For other safety perceptions, most felt safe to walk in their neighborhood during the daytime, while walking after dark saw a mixed perception. Most felt unsure or disagreed that there were enough safe sidewalks. Then for identity theft, majority were unsure

or felt unconcerned of becoming a victim of this crime. For crime perceptions, most felt that they were likely to experience property crimes, while few thought that identity theft would be an issue, and violent crimes were more mixed, but still felt unlikely to happen. Only 33% of respondents had been a victim of crime over the past 12 months, and 61% of those crimes were reported to the police. While these numbers were low, 47% saw no change in crime over the past three years, but 43% saw an increase of some kind.

For the recommendations to walkability and safety, the most common suggestion was better sidewalks and increased lighting. Looking at increased code enforcement for eliminating opportunities for crime became a recommendation in many aspects. Other ideas consisted of adding pedestrian police patrols, like bike patrols, and increased interaction with community watch groups; increasing density and types of uses to promote greater activity; addition of crosswalks and traffic calming devices, like speed bumps; creation of walking groups so people do not have to walk alone and build community connections. Other issues mentioned around walkability and safety addressed loose dogs, utilizing vacant lots, panhandling/soliciting for money, and need for investment along primary corridors.

The health of residents is particularly high with 95% listing their health as good, very good, or excellent. Even with the chronic medical conditions (e.g. high blood pressure, diabetes, heart disease, depression and/or anxiety, and drug and/or alcohol dependence) majority of the respondent households did not experience a medical condition, though high blood pressure and depression and/or anxiety were present at 31% and 34% respectively. Demographically, respondents came from a wide area from throughout the city/county, but most respondents were from Vollintine-Evergreen, Crosstown, Evergreen, and Central Gardens. In the same way, respondents came from 13 different zip codes, with 42% from 38107, 27% from 38104, and 17% 38112. The remainders are scattered across other zip codes. Majority of respondents were female and the race/ethnicity most often identified was White at 74%. Over half of respondents were between the ages of 41-64 with the next largest group being 26-40.

The Crosstown Community Perception Survey has been helpful in learning about perceptions regarding walkability, safety, and health in the Crosstown district and neighborhoods within it. By identifying the major destinations within the area it allows for a starting point in addressing further research around those places, how they are accessible, what land uses are present, and the existing infrastructure that support them. It will help in prioritizing methods of travel and how current patterns can direct future routes and create new connections for various modes. Knowing that people mostly use automobiles but are willing to try another method helps in focusing policies, designs, and projects to prioritize bike and pedestrian facilities for the future. The recommendations provided by the community becomes helpful to understand what residents want to see happen and how it relates back to the main goal and objectives of *Memphis Walks*. Urban design and public policy can have a major impact in changing this community for the better in promoting health, and allowing for equitable solutions to issues. The survey provides strong evidence of a district who wishes to build, grow, and become healthier in all ways possible.

For the full report please check out our [website](#) and [facebook page](#), or contact us directly at UMDC@memphis.edu.

Thank you for being reading and learning about the UMDC and how it is working to make Memphis the best it can be for Memphians, and those all across the region. If you would like to help support the UMDC or learn more about what is going on, please visit our [webpage](#). You can contact the UMDC directly by emailing us at UMDC@memphis.edu to talk with us about various initiatives, our process, or working with us in a variety of capacities. We look forward to hearing back from you with any questions, comments, or concerns you have regarding the Design Collaborative. Follow us on our [Facebook page](#) for more updates and information about events. Thank you for reading and we hope you are also working to make Memphis a strong, vibrant city!



Design Collaborative



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