



MEMPHIS
PINCH DISTRICT
TENNESSEE

DISTRICT CONCEPT STUDY FOR THE **CITY OF MEMPHIS**

NOV
30
2016

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WITH

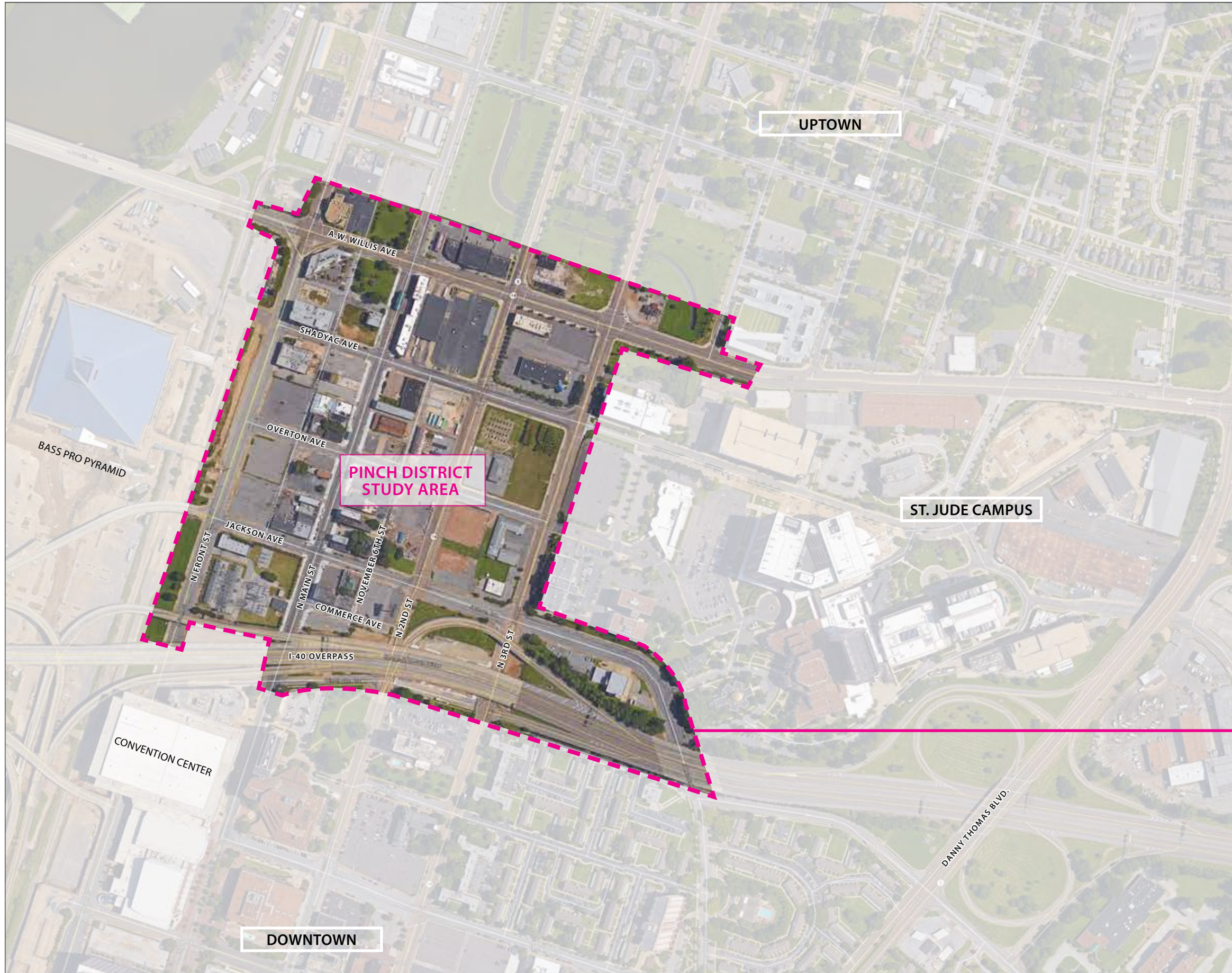


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HISTORY OF THE PINCH

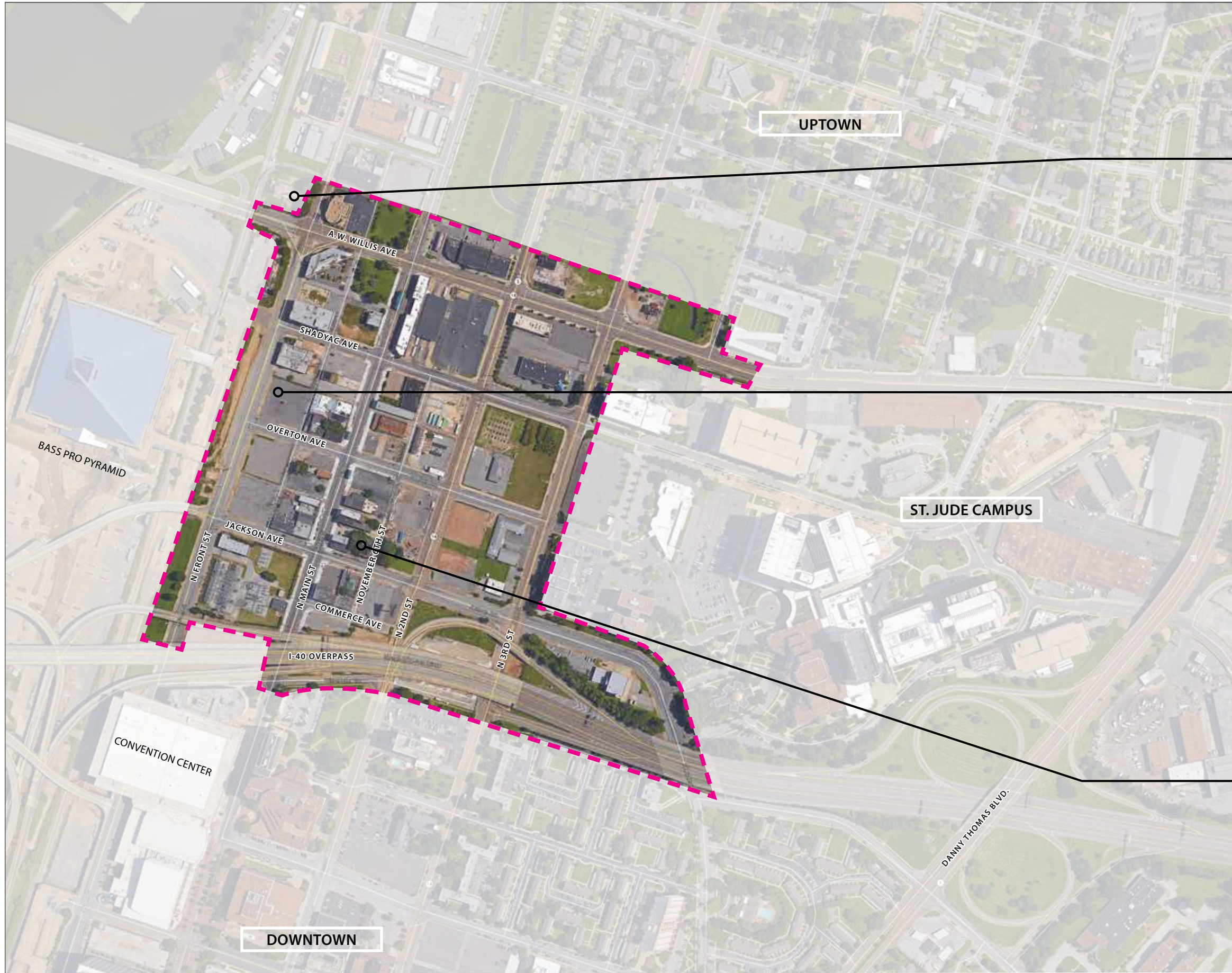
The following is an excerpt from *The Tennessee Encyclopedia of History and Culture: "The Pinch"* article by Laura Nickas.

The area of North Memphis commonly known as the "Pinch District" has played an important role in local immigration since the early nineteenth century. The city's first business district, the Pinch encompassed all of Memphis north of Adams Street. Although fluid in its application, the name Pinch expanded southward to Market Street, much to the dismay of some local citizens who viewed the classification as a pejorative.

The area was originally known as Pinch-Gut, a seemingly derisive term that referred to the area's starving Irish immigrants who were so thin that their stomachs were pinched by their belts. In addition to the Irish, the area was home to significant numbers of Jewish, Italian, Russian, and Greek immigrants. From the 1890s to the 1930s, the Pinch was the center of activity for Memphis's substantial Jewish community. While the area was impoverished, there existed a great sense of entrepreneurship among first-generation immigrants who sought upward mobility for their children.

World War II greatly changed the dynamic of the Pinch District. America's post-war affluence, along with opportunities provided by the G.I. Bill, led many young families to relocate to the eastern parts of the city where they could purchase single-family homes that provided more living space and yards. While family businesses initially remained in the area, they soon followed the residents toward East Memphis. The once vibrant Pinch District quickly deteriorated and was devoid of significant commercial development for many years.





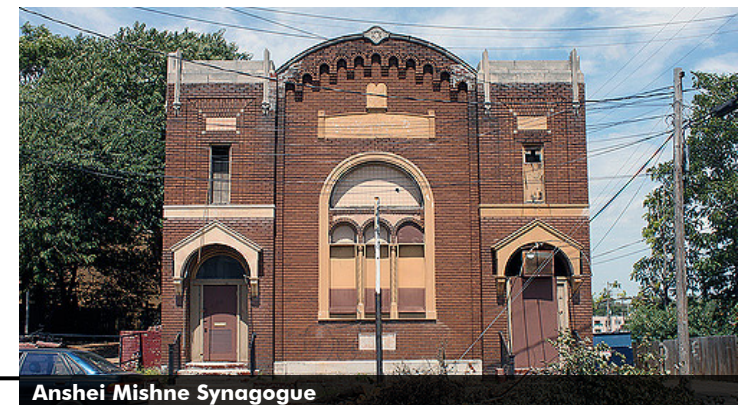
Old Memphis Humane Shelter



The Bell Tavern

The historical marker for what is considered Memphis' first hotel on Front St. between Jackson and N. Parkway reads:

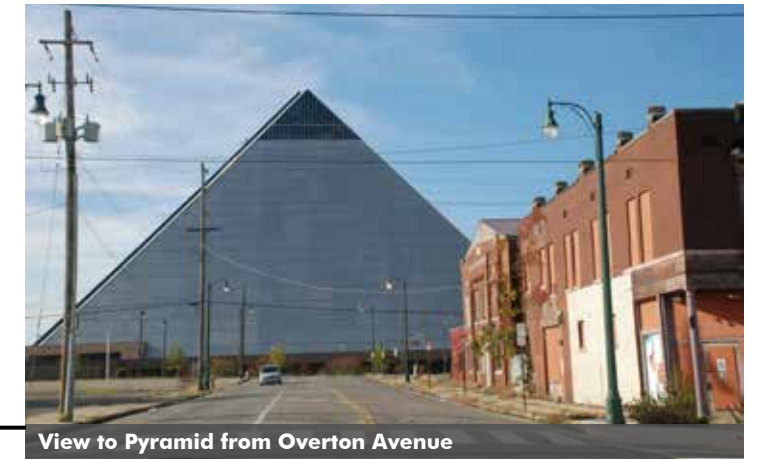
"Across the street stood one of early Memphis's famous hostel-eries, at which many notables stopped, and in which took place many events of historic interest. Here, in 1819, Andrew Jackson, James Winchester, and John Overton met, founded, and named the city of Memphis. David Crockett stopped here en route to Texas and his death at the Alamo."



Anshei Mishne Synagogue

One of the last remaining former synagogues in the Pinch. Via *A Guide to Historic Downtown Memphis* by William Patton.

After the yellow fever epidemic, Jewish immigrants flooded back in from Eastern Europe and settled mostly into the Pinch. Many small synagogues dotted the Pinch. The congregation of Anshei Mishne disbanded after most members moved out of the Pinch. The building is now vacant.



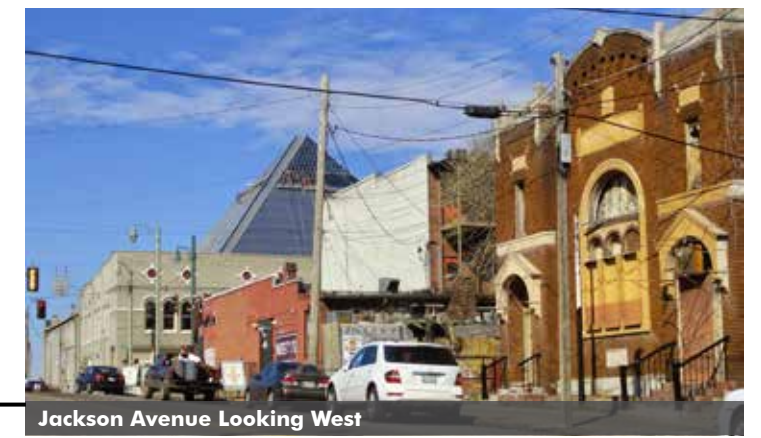
View to Pyramid from Overton Avenue



View to St. Jude from Overton Avenue



Main Street Looking Northeast



Jackson Avenue Looking West

The goal of the Pinch District concept study is to create a mixed-use urban district based on the following foundational principles:



HISTORY/CHARACTER

Build on the unique history and texture of the Pinch District while maintaining a sense of place.



CONNECTED

Reinforce connections to existing downtown Memphis assets:

- St. Jude
- The Convention Center
- Pyramid / Bass Pro
- Uptown District



MIXED USE

Create a place that encourages a vibrant mix of uses including retail, office, residential, commercial and hospitality.



WALKABLE NEIGHBORHOOD

Planned in order to allow and encourage walkable pedestrian oriented spaces and streets.



NEIGHBORHOOD ASSETS

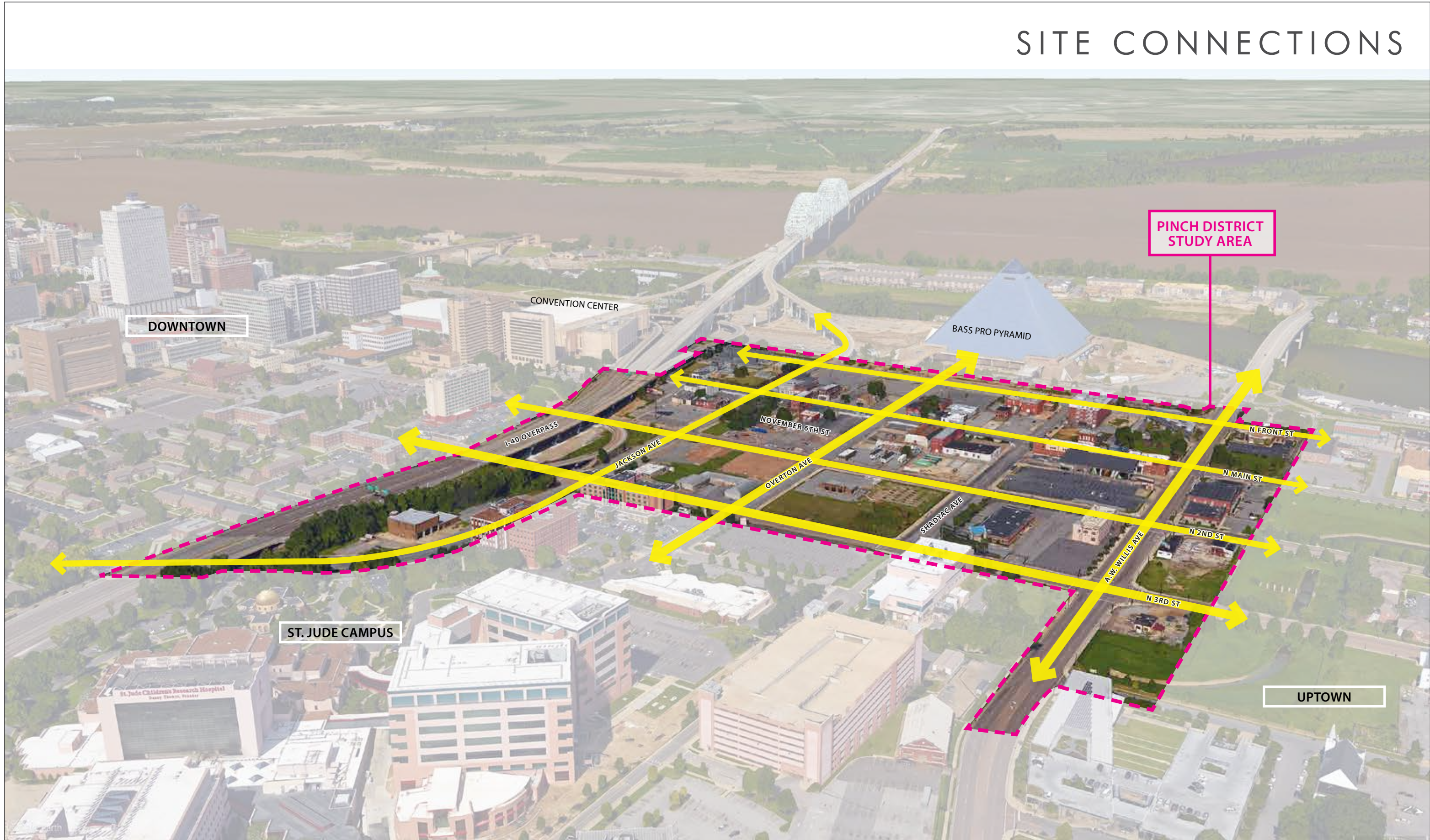


NEIGHBORHOOD OPPORTUNITIES



NEIGHBORHOOD GOALS

SITE CONNECTIONS



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LEGEND

- ACTIVATED COMMERCIAL USE**
Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**



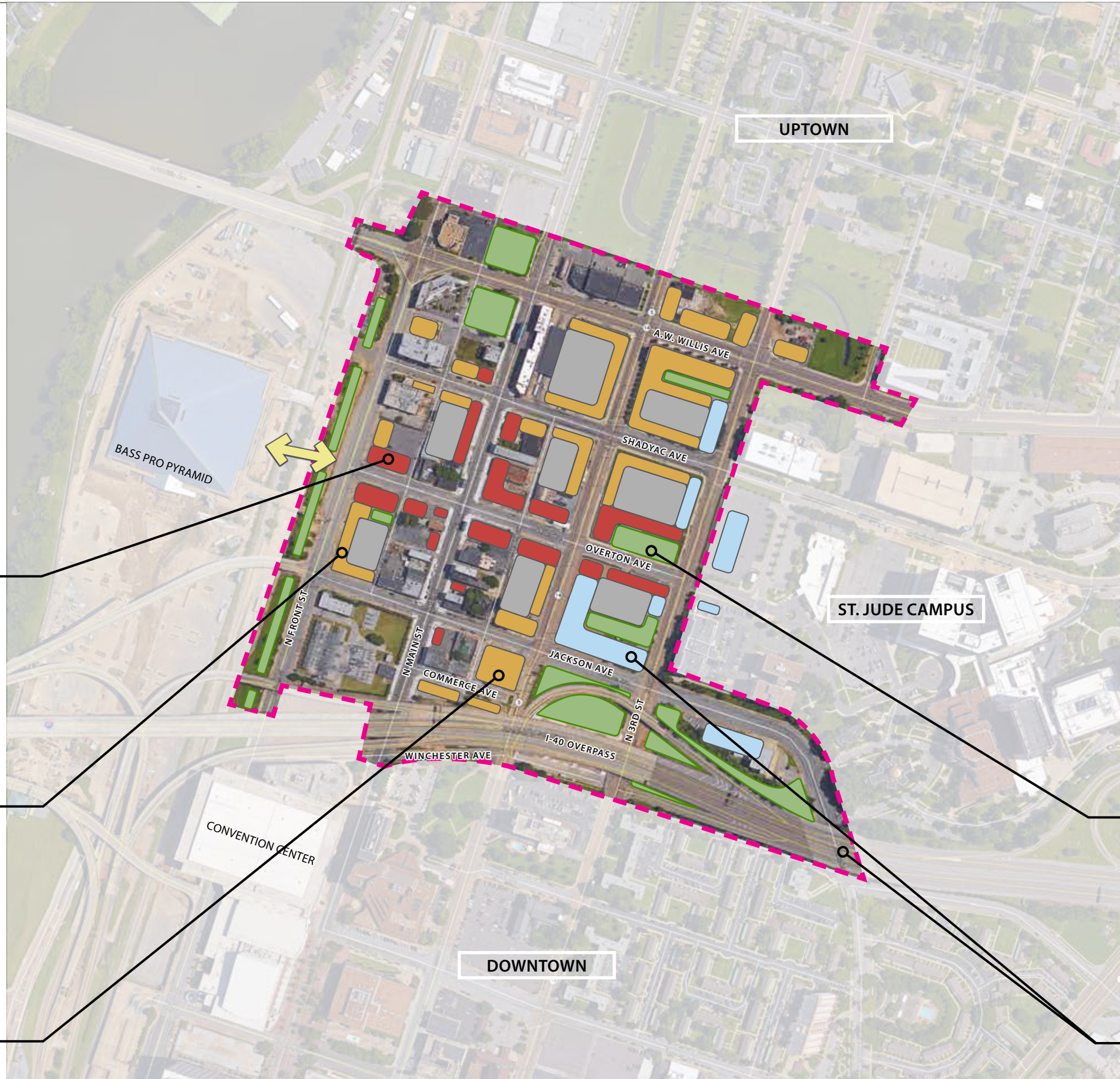
Activated Commercial



Hotel



Commercial Flex



LAND USE DIAGRAM

Ground Floor Uses

At the ground level of buildings in the Pinch District, street-facing and active uses are desired.

Along North 3rd Street, office and other uses related to St. Jude is expected on their expansion property.

Retail along Overton Avenue and Main Street anchor the streets that should be vibrant and filled with activity and entertainment. A green space or plaza at Overton Avenue outside St. Jude's Overton Avenue entrance is surrounded by shops, restaurants and other activities that provide families and St. Jude staff a place to go.

Ground-level uses along Second Street, Front Street, Shadyac Avenue and Jackson Avenue should be active to a lesser extent than Main Street and Overton Avenue. These secondary streets are home to commercial, residential, and other flexible uses.

In every instance parking, whether surface or in a garage, will be located to the center of the blocks and hidden from pedestrians view by buildings. To the greatest extent feasible, parking entries should be from the alley or secondary streets and not from Main Street, Overton Street, or North 3rd Street.



The Square



St. Jude Facilities

LEGEND

- ACTIVATED COMMERCIAL USE**
Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**



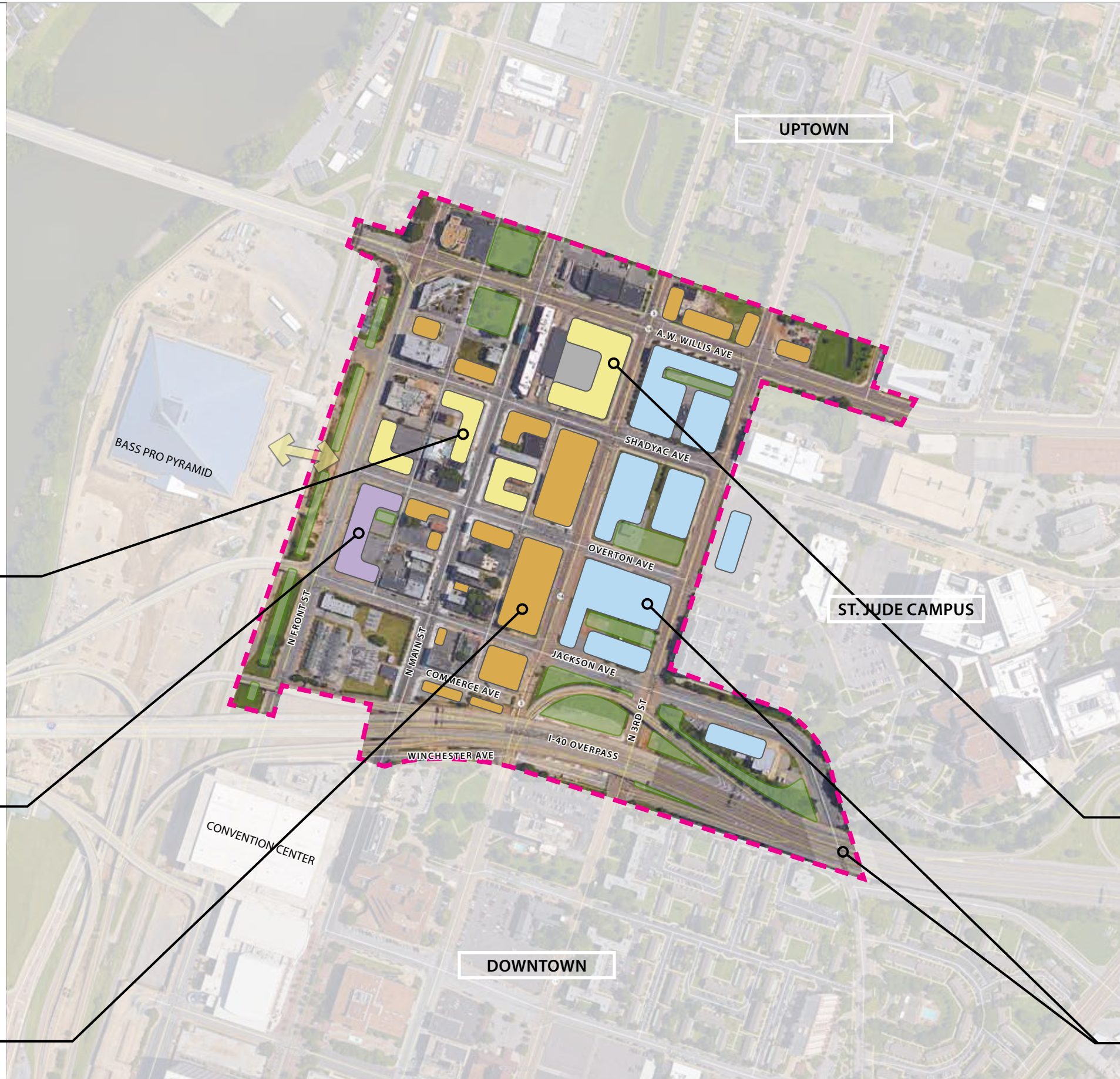
Residential



Hotel



Commercial Flex/Residential



LAND USE DIAGRAM

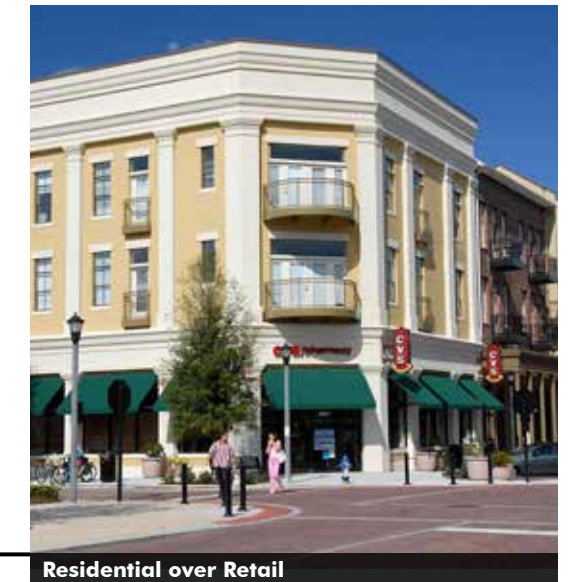
Upper Floor Uses

The upper levels of buildings in the Pinch District are where office, commercial and residential uses will rise above the active street.

Along three blocks of North 3rd Street, office and other uses related to St. Jude is expected on their expansion property.

A variety of residential, commercial, office and flex space will be situated above the retail shopfronts on Main Street and Overton Avenue, as well as the other secondary streets. A hotel serving business travelers, tourists and St. Jude families and visitors is suitable along Front Street.

Garage parking will be located to the center of the blocks and hidden from pedestrians view by buildings.



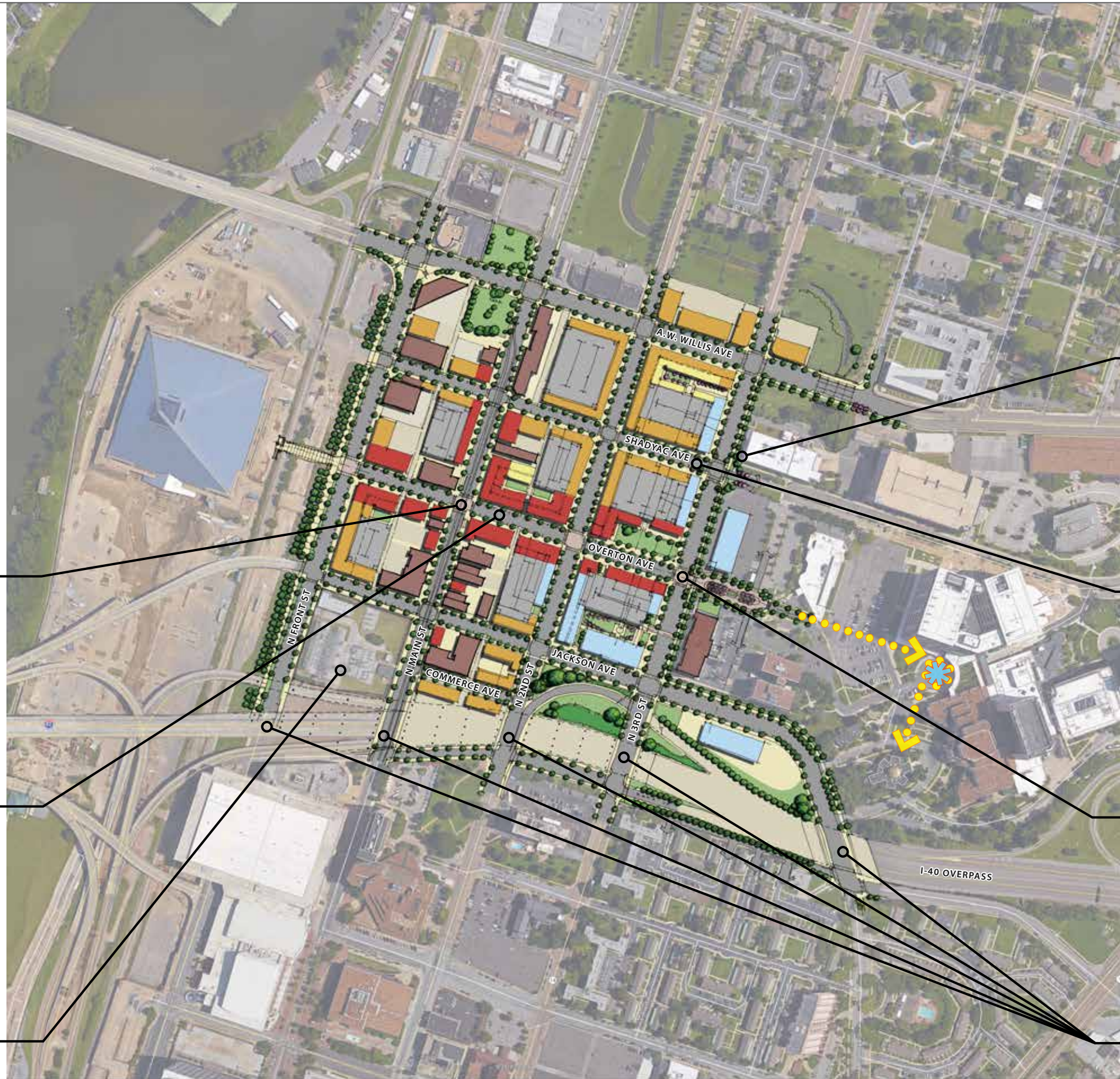
Residential over Retail



St. Jude Facilities/Family Housing

LEGEND

- ACTIVATED COMMERCIAL USE**
Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**
- EXISTING BUILDINGS**



Main Street



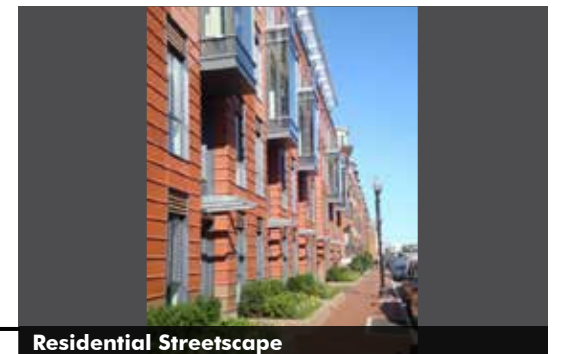
Overton Avenue



Substation Lighting



St. Jude Campus Edge



Residential Streetscape



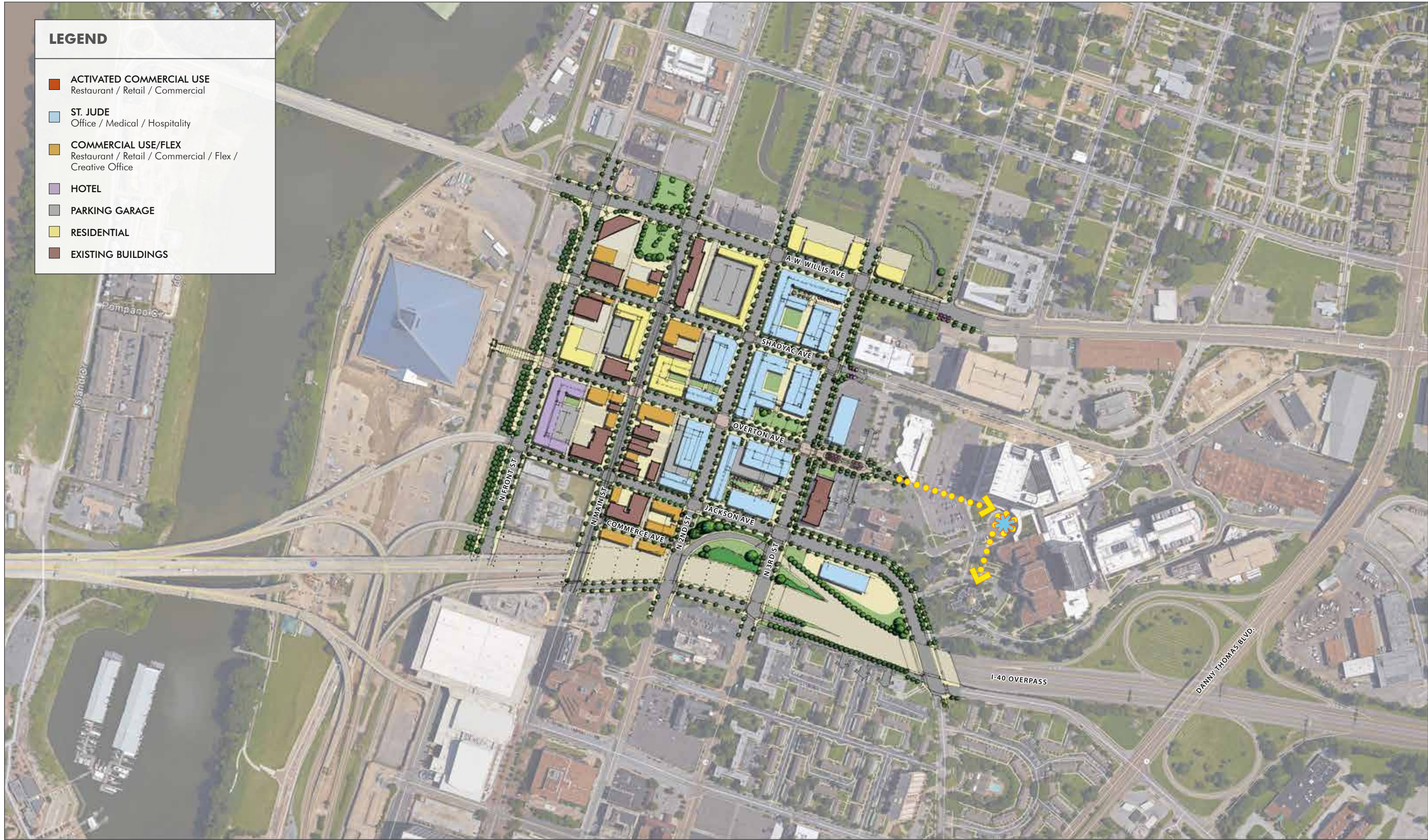
The Square



Overpass Lighting and Art

LEGEND

- ACTIVATED COMMERCIAL USE**
Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**
- EXISTING BUILDINGS**



LEGEND

- ACTIVATED COMMERCIAL USE**
Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**
- EXISTING BUILDINGS**

KEY PLAN



THE SQUARE



The Square is a public urban space that forms a gateway and meeting place for the City and the St. Jude Campus, at the East terminus of Overton Avenue.

The Square features active hardscape and landscape design elements that make it a gathering spot for Pinch district festivals in addition to daily activity from the commercial and retail uses that face the plaza. A boutique hotel use nearby serves both the Convention Center and St. Jude visitors. Additionally, St. Jude office, and patient family residential along with parking is located in the mixed-use blocks immediately adjacent and brings daily activity to the space. The Square is a welcoming and gathering place for all visitors.



OVERTON AVE

LEGEND

- ACTIVATED COMMERCIAL USE**
Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**
- EXISTING BUILDINGS**










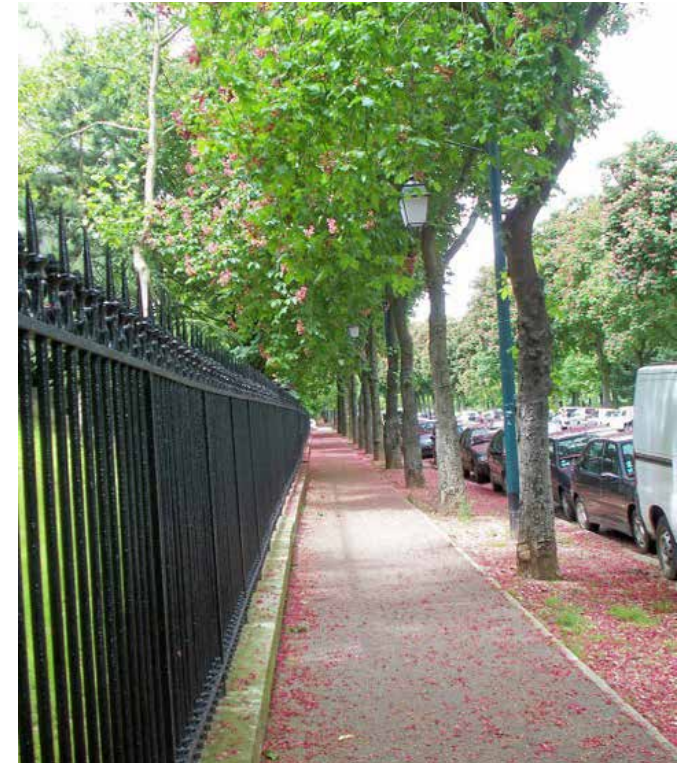
Overton Avenue from the entry at St. Jude on the East to the West where it terminates into the Pyramid is an active mixed-use street.

Retail and commercial animates the ground floor areas creating a continuous street level experience for pedestrians between the Square and Front street. At the Front Street intersection a new pedestrian bridge will allow access over the existing trolley and rail lines to a vertical circulation spine that contains an elevator and monumental stairs going down to the track level. Above the activated ground floor, Commercial, hotel and multi-family residential uses are encouraged along this corridor.



ST. JUDE CAMPUS EDGE

LEGEND	
	ACTIVATED COMMERCIAL USE Restaurant / Retail / Commercial
	ST. JUDE Office / Medical / Hospitality
	COMMERCIAL USE/FLEX Restaurant / Retail / Commercial / Flex / Creative Office
	HOTEL
	PARKING GARAGE
	RESIDENTIAL
	EXISTING BUILDINGS



The sidewalk zone between the existing streets and the edge of the St. Jude Campus is a welcoming and walkable pedestrian experience. In addition to enhancing the district the edge forms a welcoming front door to the St. Jude Campus. The following components are key to achieving this vision: From the street side in – On street parallel parking, a min. 5 foot wide landscape strip with trees at 30' spacing along the curb, a 7 foot wide sidewalk, another 7 foot green landscape strip with trees at 30' spacing, followed by a high quality wrought iron fence with masonry piers at intervals.



MAIN STREET

LEGEND

- ACTIVATED COMMERCIAL USE**
Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**
- EXISTING BUILDINGS**



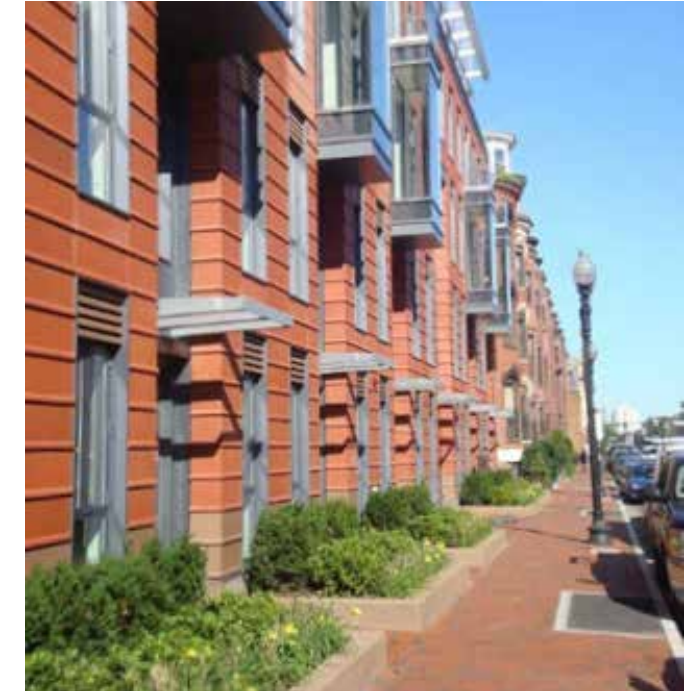
The existing Main Street area contains the best fabric of 2 to 3 story commercial buildings. This existing fabric is reinforced with the addition of new 3 to 5 story infill buildings, with activated commercial uses at the ground floor, and a mix of residential and commercial uses above the street.



RESIDENTIAL STREETSCAPE

LEGEND

- ACTIVATED COMMERCIAL USE**
Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**
- EXISTING BUILDINGS**

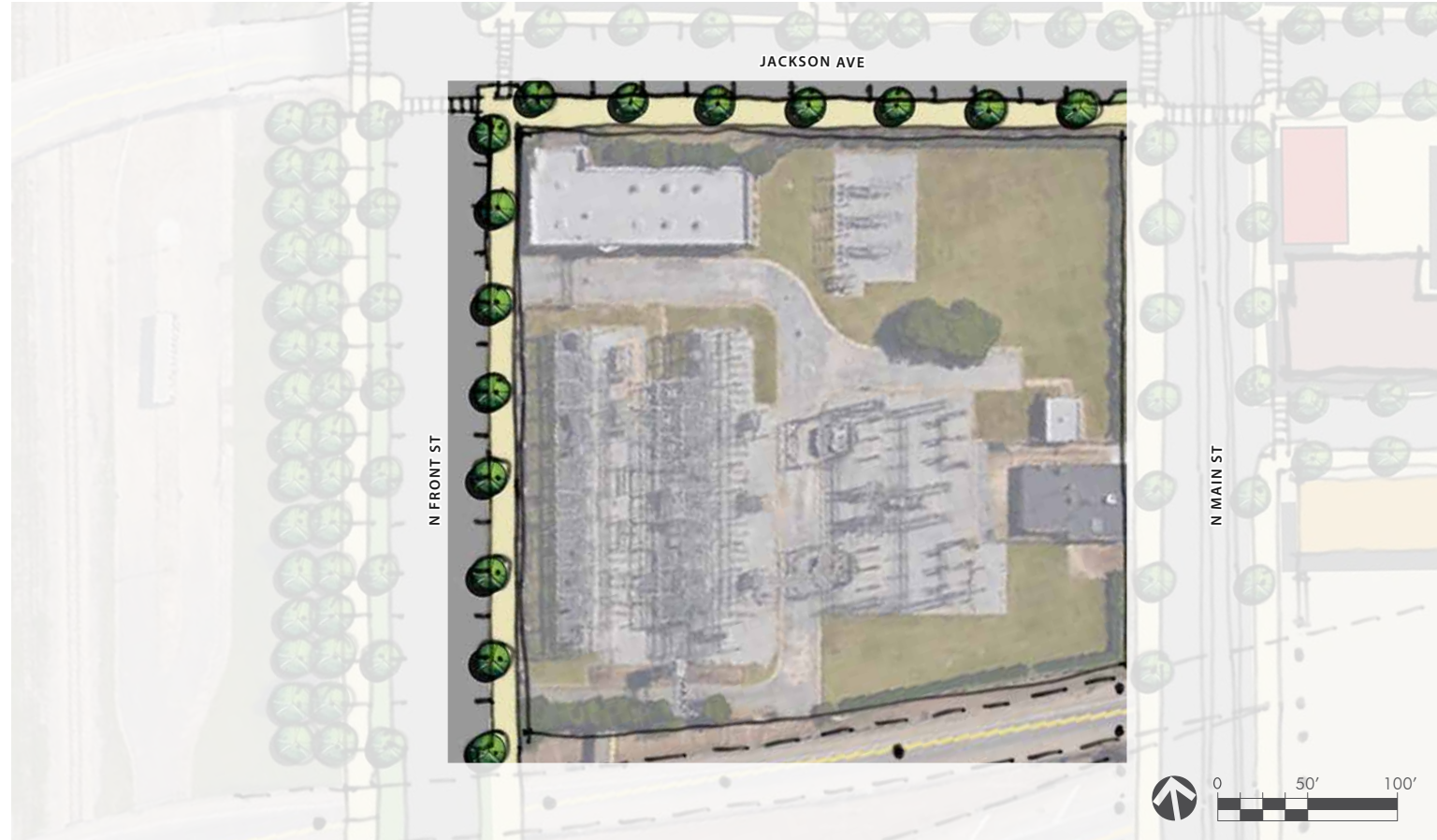


Once off of Overton Ave. and Main Street, the character of the streetscapes transition to a more flexible ground floor with residential or commercial uses above. The ground floors on these other streets in the Pinch can be either an activated commercial use like a neighborhood office, shop or restaurant, but are primarily anticipated to be residential in character. Ground floor residences are a minimum of 18 inches above the sidewalk – with connected ground floor urban stoops or terraces and landscaping.



SUBSTATION LIGHTING

LEGEND	
■	ACTIVATED COMMERCIAL USE Restaurant / Retail / Commercial
■	ST. JUDE Office / Medical / Hospitality
■	COMMERCIAL USE/FLEX Restaurant / Retail / Commercial / Flex / Creative Office
■	HOTEL
■	PARKING GARAGE
■	RESIDENTIAL
■	EXISTING BUILDINGS



The existing substation at the corner of Front and Jackson Avenue forms a distinctive gateway into the Pinch District. An artistic lighting of this facility will both highlight this feature and also bring to mind the distinctive character of the Pinch District. Using modern LED lighting energy costs are minimized, and lighting colors and effects can be adjusted seasonally or for special events.



OVERPASS LIGHTING AND ART

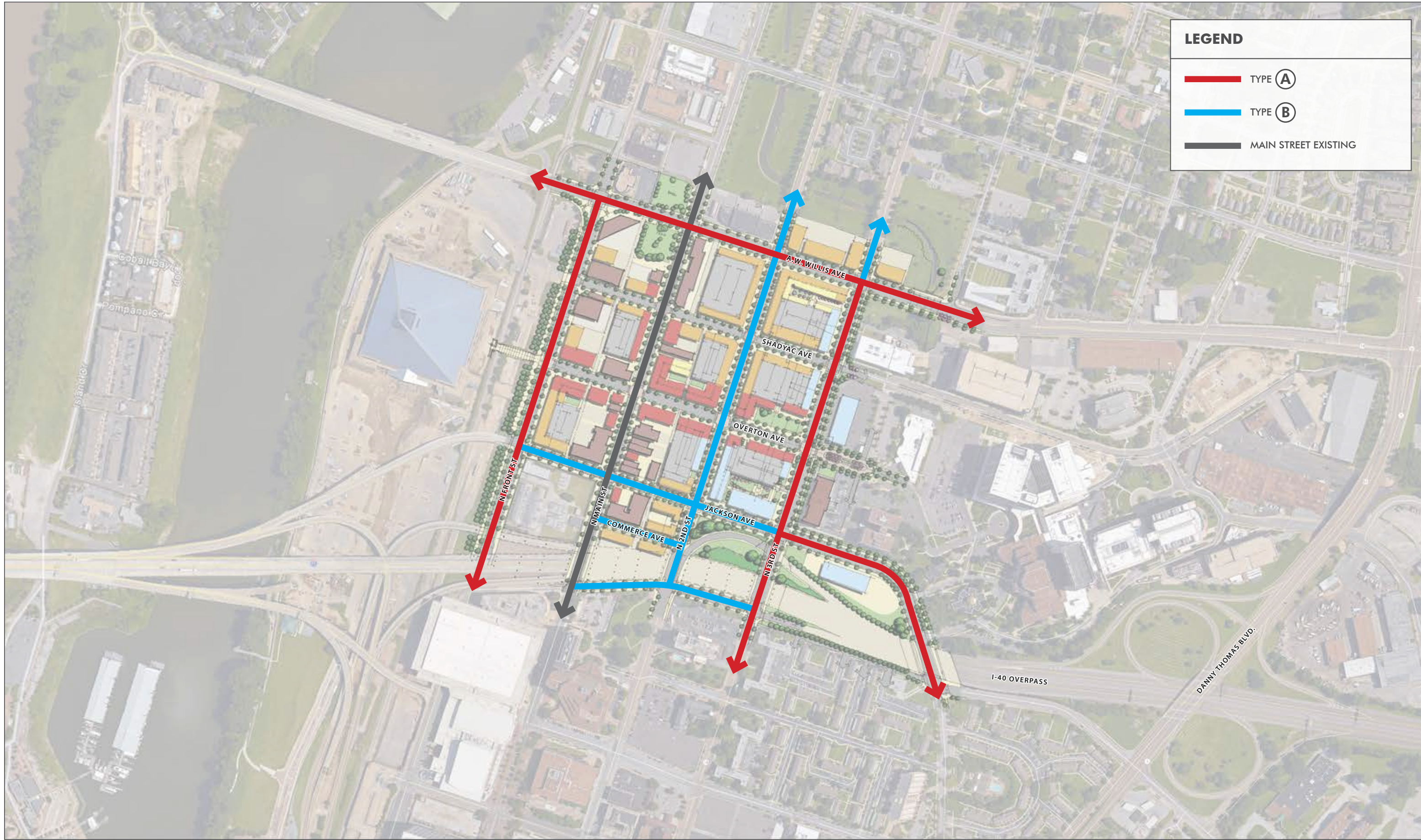
LEGEND

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Restaurant / Retail / Commercial
- ST. JUDE**
Office / Medical / Hospitality
- COMMERCIAL USE/FLEX**
Restaurant / Retail / Commercial / Flex / Creative Office
- HOTEL**
- PARKING GARAGE**
- RESIDENTIAL**
- EXISTING BUILDINGS**



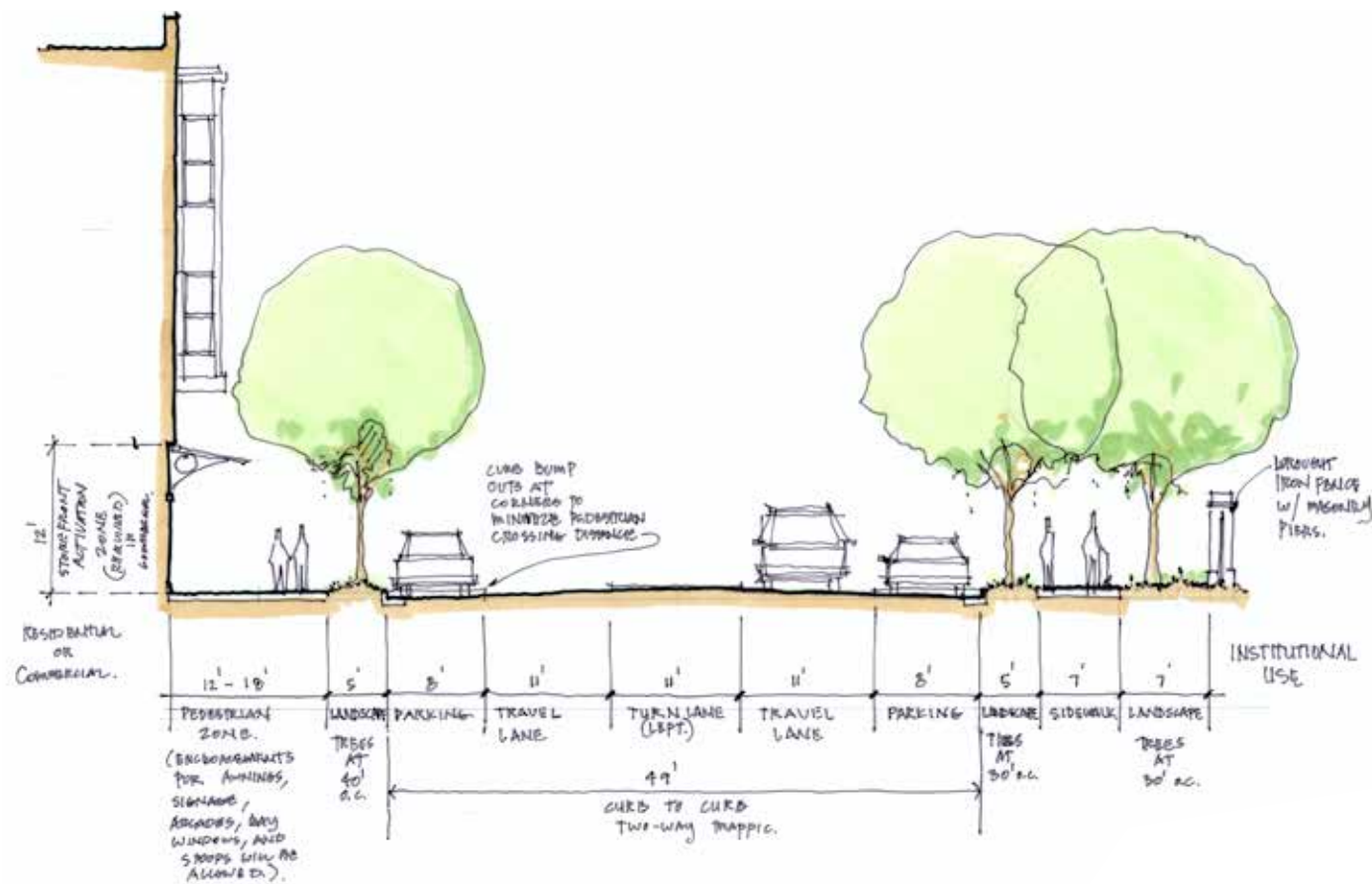
At the Southern edge of the Pinch District, the I-40 Overpass creates a connectivity barrier between the Pinch and the balance of the downtown area. New lighting and art can transform this barrier into an opportunity for a series of gateways into and out of the Pinch along the following North / South Roadways : Front Street, Main Street, Second Street, Third Street, and Jackson Avenue. These gateways should be brightly lit and use artistic color to create a unique series of spaces.



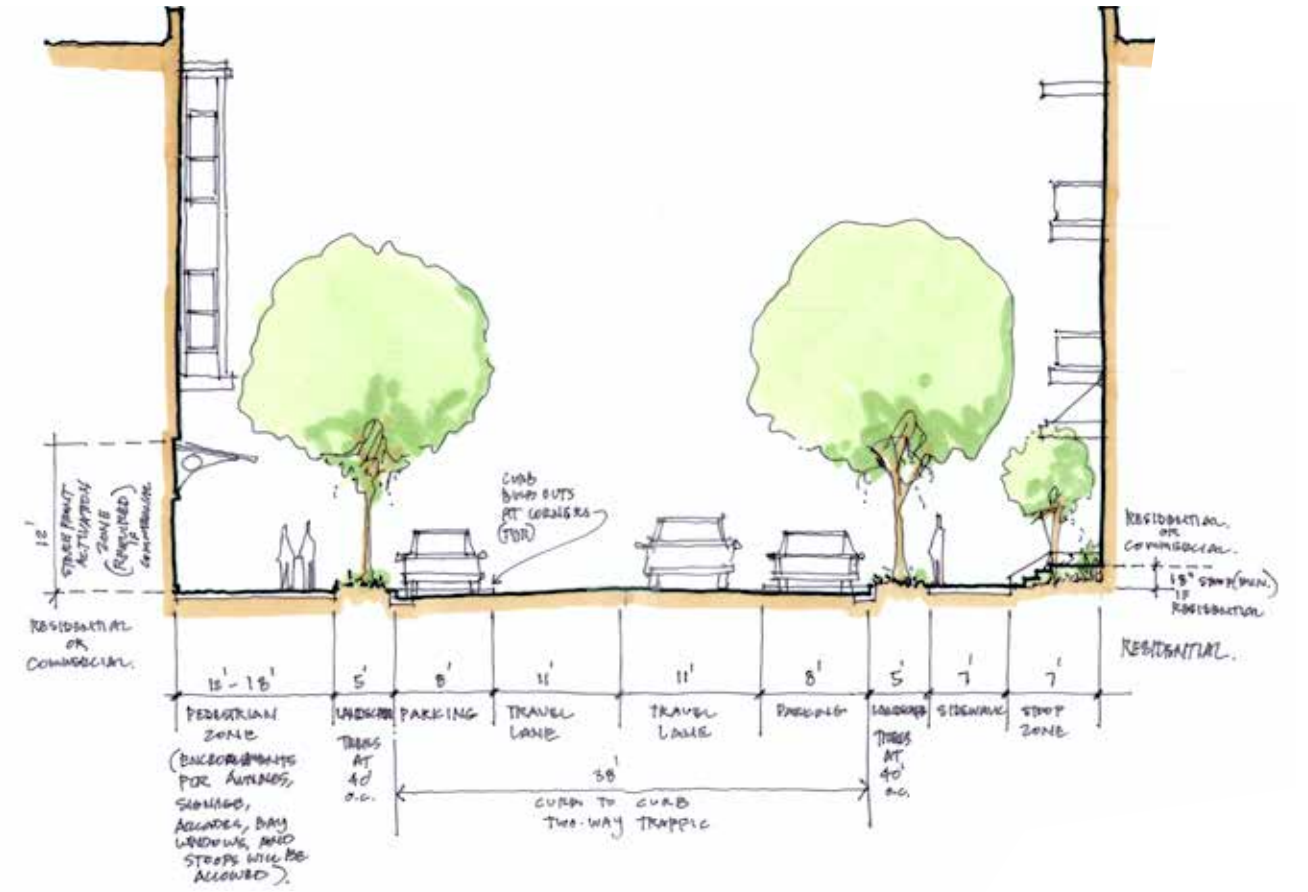


LEGEND

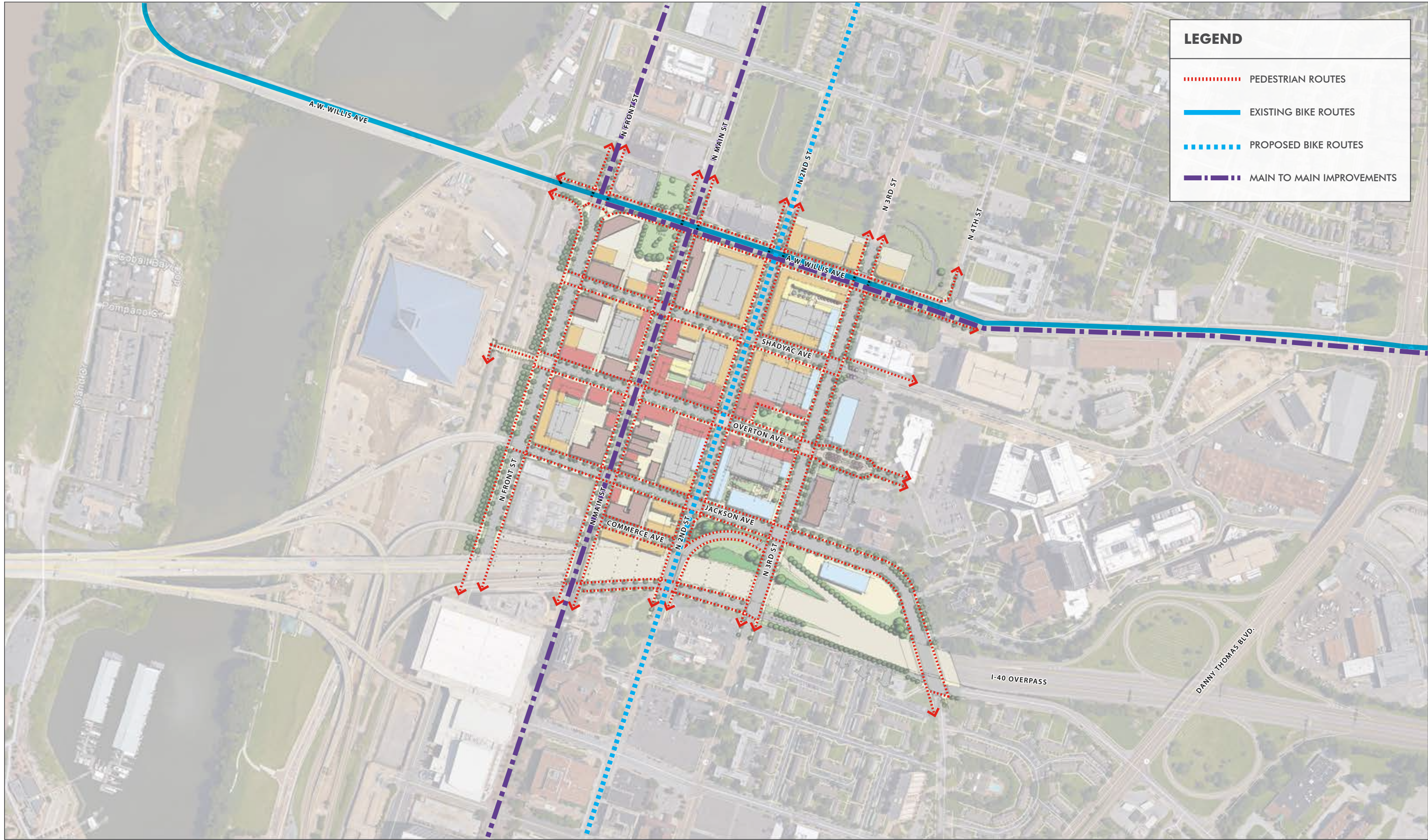
- TYPE (A)
- TYPE (B)
- MAIN STREET EXISTING



TYPE **A**

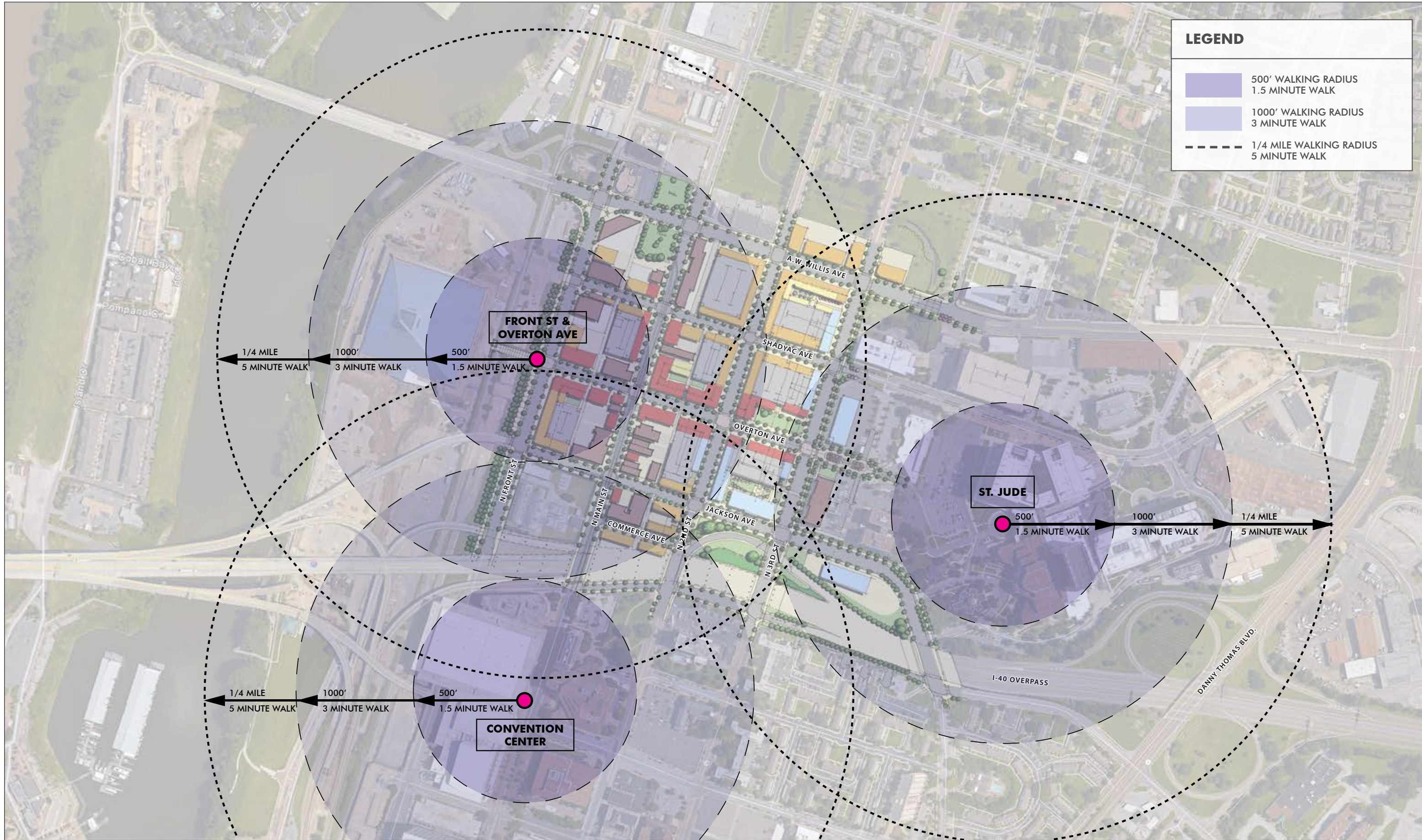


TYPE **B**



LEGEND

- PEDESTRIAN ROUTES
- EXISTING BIKE ROUTES
- PROPOSED BIKE ROUTES
- MAIN TO MAIN IMPROVEMENTS



ARCHITECTURAL CHARACTER





Portland



Portland



Minneapolis



Ann Arbor, Mich.



Portland



Minneapolis



Minneapolis



Portland



Seattle



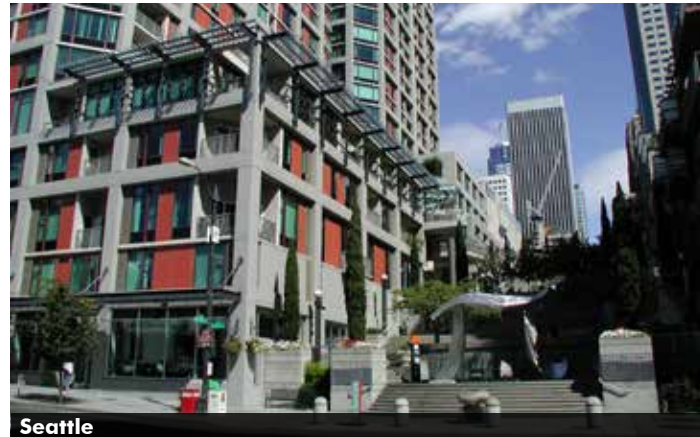
Minneapolis



Philadelphia



Portland



Seattle



Dallas



Philadelphia



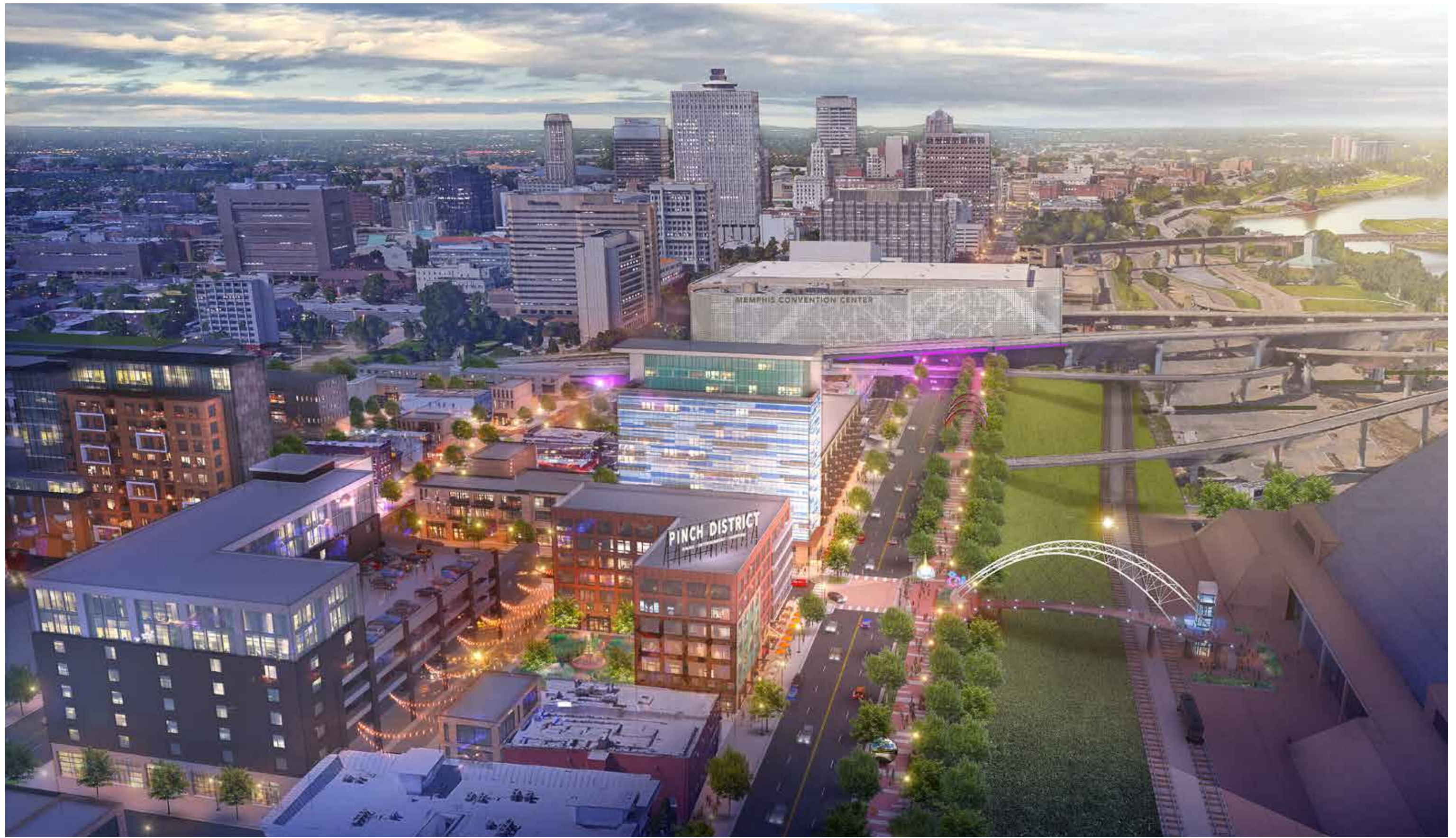
The above illustration is an artist depiction of potential development and does not reflect any particular plans or projects. Location of pedestrian bridge is not yet determined.



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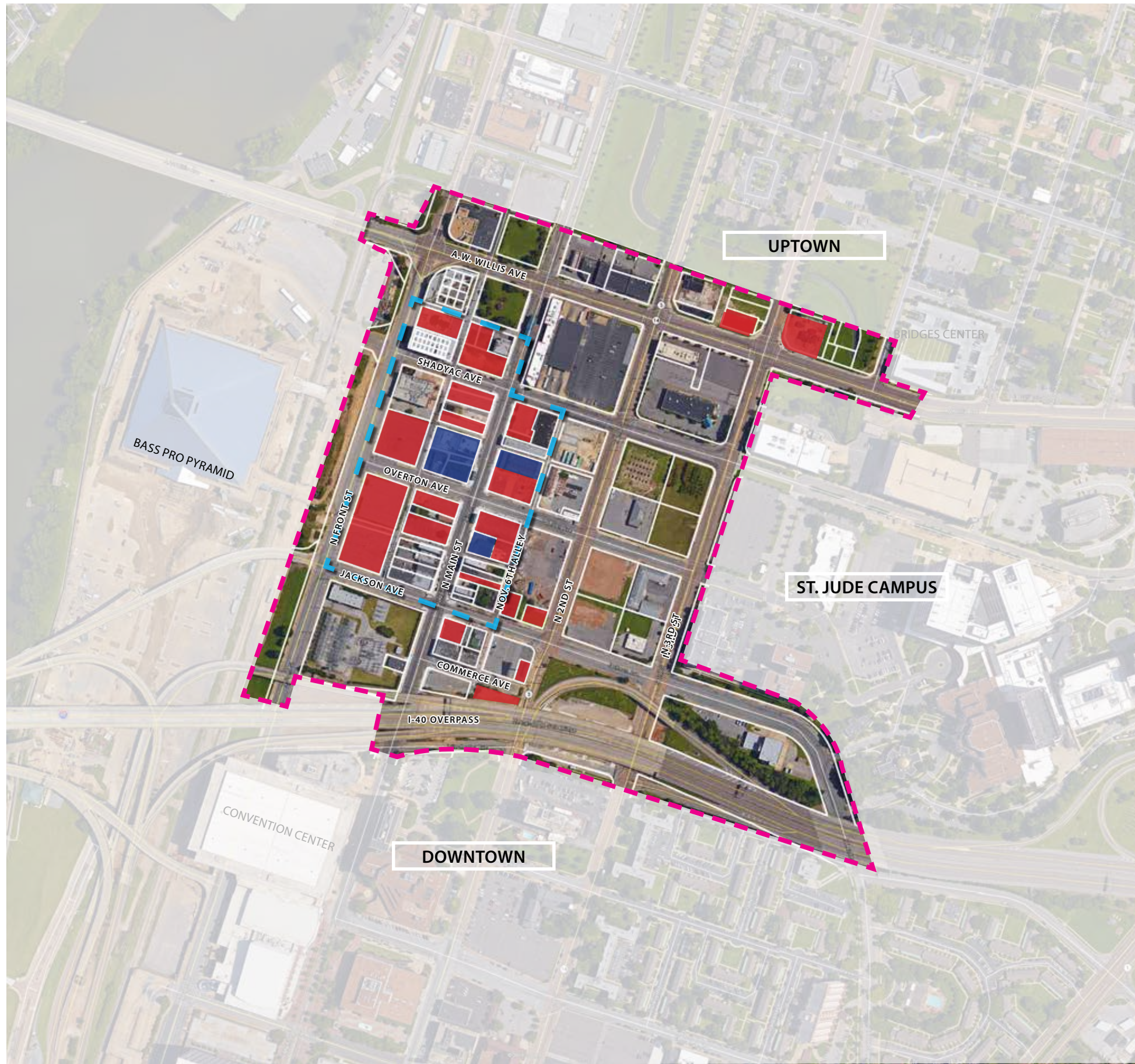


Overton Avenue and Second Street – Today



LEGEND

-  REDEVELOPMENT OPPORTUNITY AREA
-  VACANT LAND OR PARKING
-  VACANT BUILDINGS



REDEVELOPMENT OPPORTUNITIES

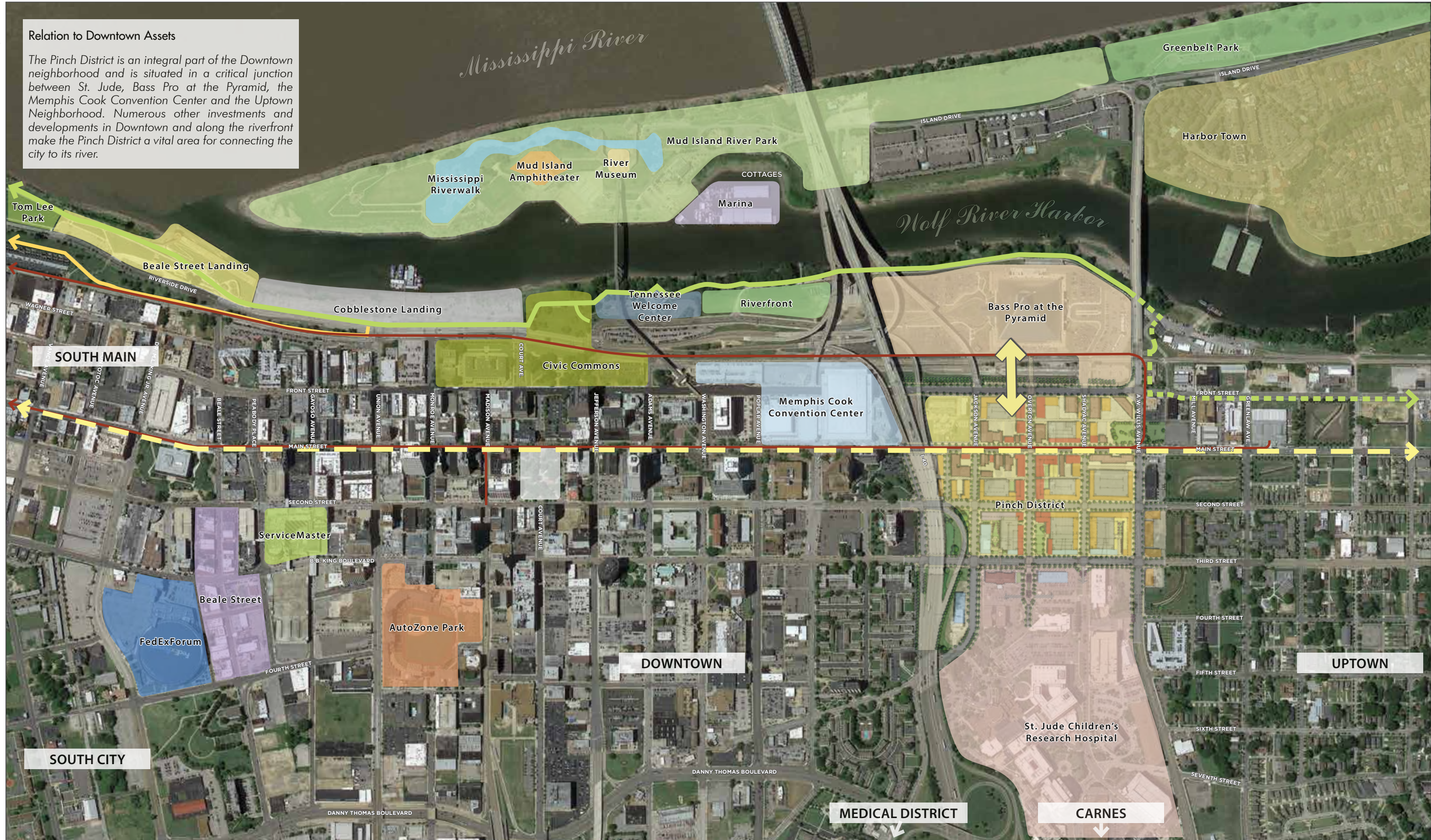
Incentives to Stimulate Private Redevelopment

It is anticipated that partnerships between public sector agencies and private sector developers will help enable redevelopment in the Pinch District. These partnerships may take the form of public agencies utilizing various funding sources and tools to aid in infrastructure improvements, property acquisition or assemblage, and/or project financing as needed.

In areas where vacant or underutilized land or buildings exist outside the control of major stakeholders such as St. Jude, MLGW, and the City of Memphis, the public can assist in making these properties ready for adaptive reuse or redevelopment.

Relation to Downtown Assets

The Pinch District is an integral part of the Downtown neighborhood and is situated in a critical junction between St. Jude, Bass Pro at the Pyramid, the Memphis Cook Convention Center and the Uptown Neighborhood. Numerous other investments and developments in Downtown and along the riverfront make the Pinch District a vital area for connecting the city to its river.





The Bi-Centennial Gateway Project

The Pinch District is one of four major components to the Bi-Centennial Gateway Project. The City of Memphis turns 200-years old in 2019 and enhancements to the Memphis Riverfront, Mud Island River Park, the Cook Convention Center and the Pinch District are seen as opportunities to reinvest in Downtown Memphis and the Mississippi River and Wolf River Harbor riverfront areas.