

# Community Strategies for Activating Vacant Places and Reimagining Neighborhoods

Reinventing Our Communities:  
Transforming Our Economies

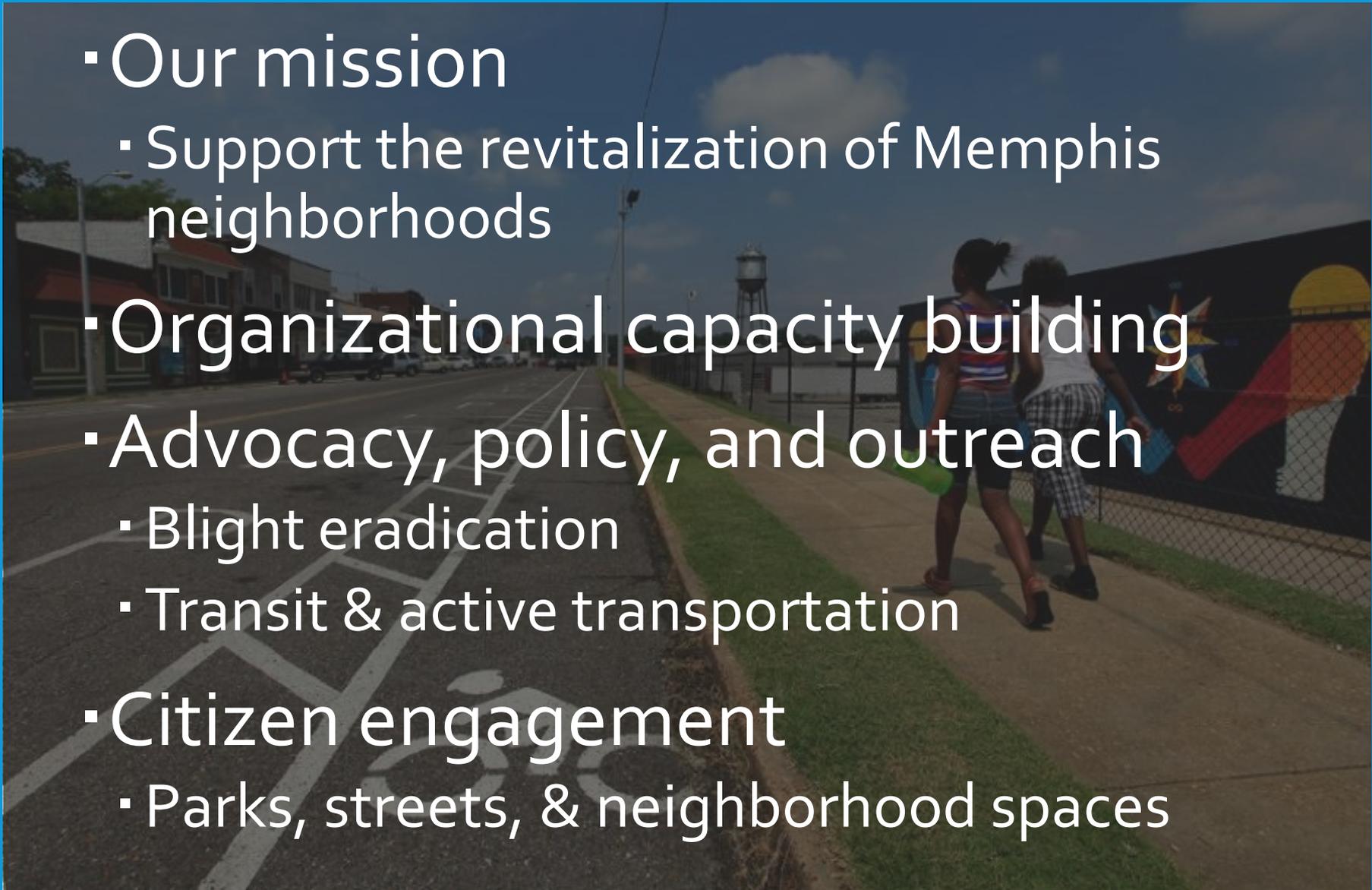
Community Development Council of Greater Memphis



# Community Development Council

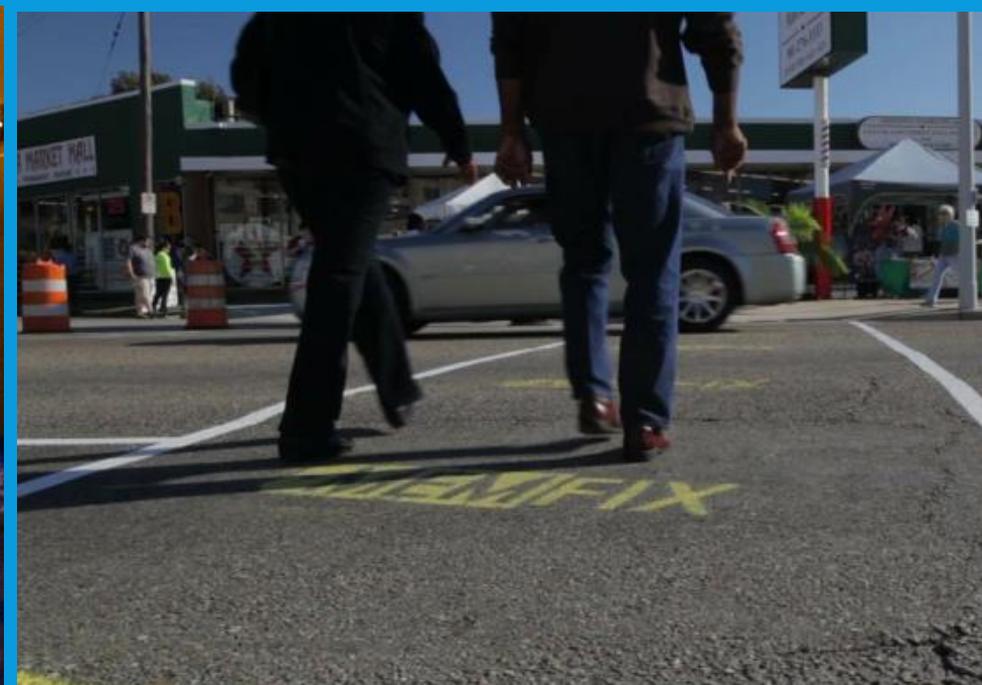


- Our mission
  - Support the revitalization of Memphis neighborhoods
- Organizational capacity building
- Advocacy, policy, and outreach
  - Blight eradication
  - Transit & active transportation
- Citizen engagement
  - Parks, streets, & neighborhood spaces



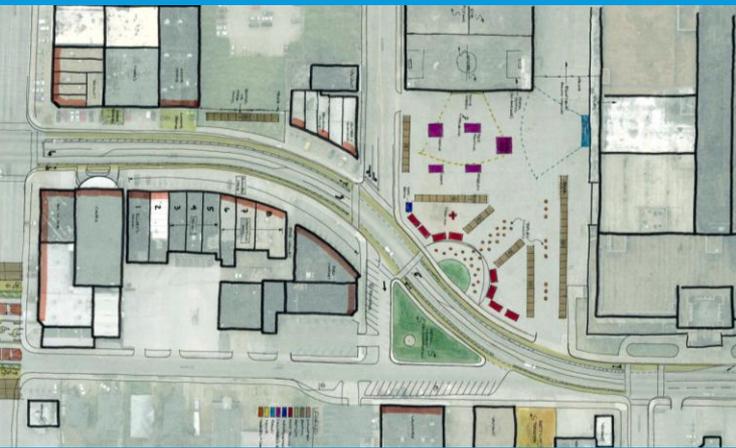


# MEMFix



# MEMFix: Reorienting Revitalization

- Small + tactical + chaotic = innovation
- Experimental
- Community-driven
- #PREvitalization & Prototyping



HERE COMES THE NEIGHBORHOOD

NOV 10  
FROM 10 AM TO 10 PM

A COMMUNITY EVENT TO **RETHINK** STREET **ACTIVATE** VACANT STOREFRONTS AND **TEST DRIVE** A NEW NEIGHBORHOOD.

**MEMFIX**

CLEVELAND STREET

WATKINS STREET



HERE COMES THE NEIGHBORHOOD

SOUTH 12 OCTOBER 2013

**MEMFIX**

MISSISSIPPI/WALKER

HERE COMES THE NEIGHBORHOOD

**MEMFIX**

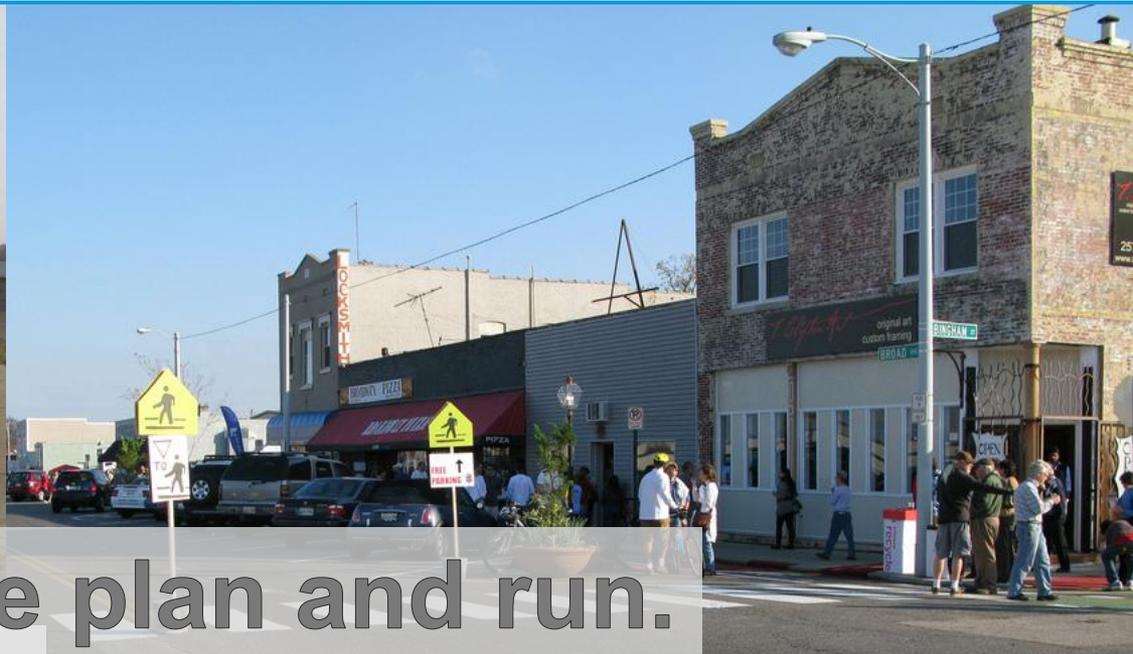
HIGHLAND ST. & WALKER

ARTIST B-I-K-E V-A-L-E-T  
POP-UP SHOPS  
MARKET LIVE MUSIC

# Broad Ave (2007)



# A New Face for an Old Broad



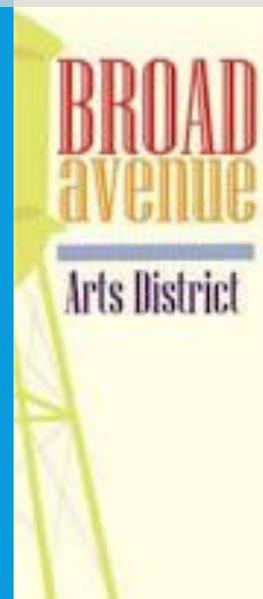
Take the plan and run.

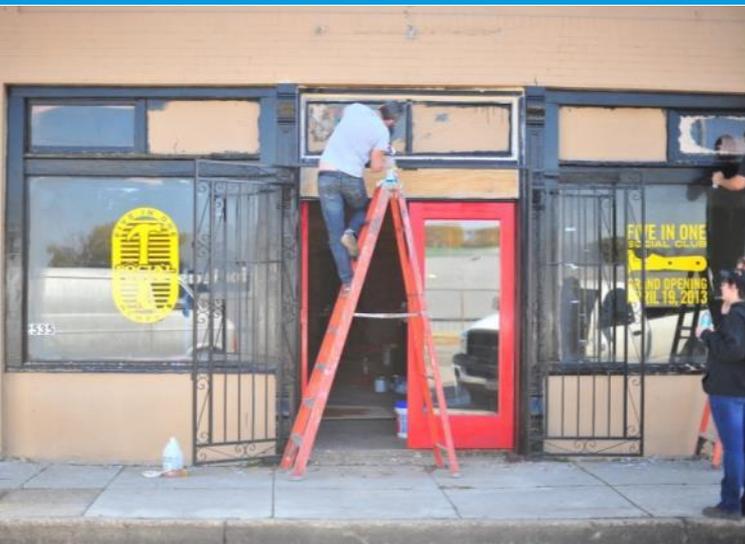


# From Pop-Up to Permanent



Take the plan and run.





# FIVE IN ONE SOCIAL



# MEMShop

## MEMSHOP HOLIDAY POP-UP @ OVERTON SQUARE

December 6th-23rd

- Over 40 local creatives, makers, artists and artisans
- Community Cafe with an array of classes and tasty treats
- Innovative local retailers designing shops and experiences
- Live music daily and performances

Market Days:  
Thursday (4 pm - 8 pm)  
Friday (10 am - 8 pm)  
Saturday (10 am - 8 pm)  
Sunday (10 am - 6 pm)



- Pre-vitalization – days or months: e.g. Overton Square or Soulsville Saturday
- Cooperation with MEMFix: Retail as key point of demonstration
- Retail Business Incubator: Broad, Crosstown, Soulsville. 6 permanent leases signed. 9 program graduates.



# MEMFix: Cleveland Street



## HERE COMES THE NEIGHBORHOOD

NOV 10  
FROM  
10 AM  
TO  
10 PM

A COMMUNITY EVENT TO **RETHINK** THE STREET. **ACTIVATE** VACANT STOREFRONTS AND **TEST DRIVE** A NEW NEIGHBORHOOD.



Logos for participating organizations: Crosstown Arts, Memphis Regional Design Center, Memphis Flyer, The University of Memphis, Lark, Memphis Music, Memphis Music Center, and Mayor's Innovation Blueprint Team.

find us on facebook

WATKINS STREET

CLEVELAND STREET

# MEMFix: Cleveland Street



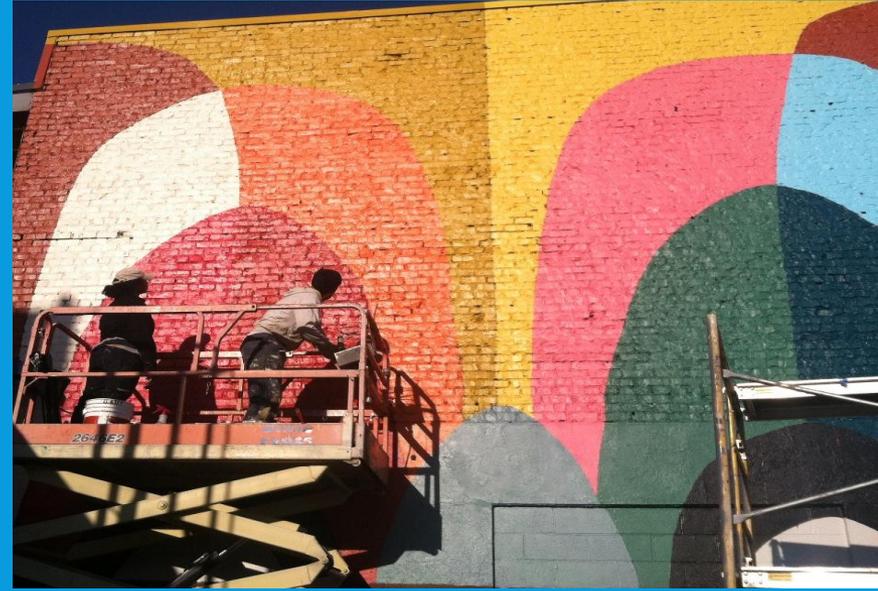
- 50+ retailer marketplace.
- 9 vacant retail bays activated with retailers.
- Several long-term leases signed since event.
- Increased broker activity in neighborhood
- **7 Government Divisions coordinating and prototyping new ideas.**



# MEMFix: Edge



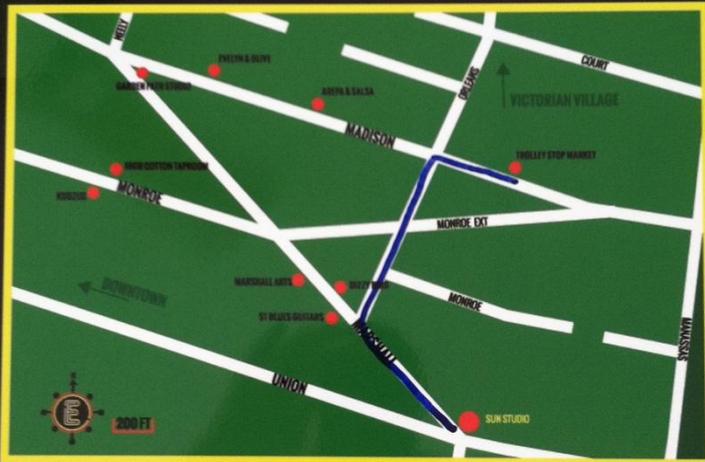
# MEMFix: Edge



# MEMFix: Edge



WELCOME TO THE EDGE DISTRICT



IT'S A 5 MINUTE WALK TO

Trolley Stop Market

[livablememphis.org](http://livablememphis.org)



# South MEMFix



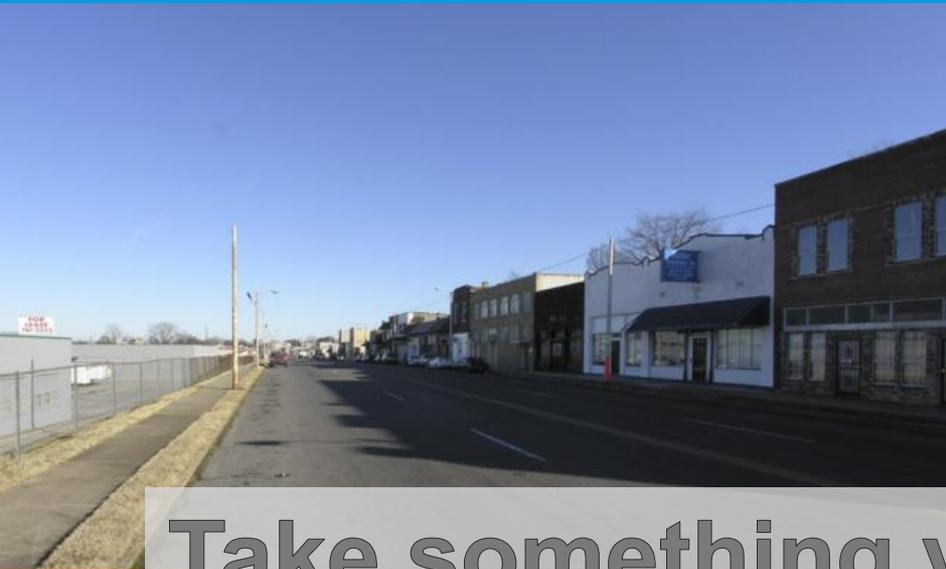
# South MEMFix



- South MEMFix launched a larger neighborhood planning effort
- New infrastructure prototyped with City Engineering
- Activated five retail spaces and kicked-off MEMShop program
- Over 3,000 participants throughout the day



# Tactical Urbanism & Placemaking



Take something you ignore or hate  
or worry about.....*and change it.*



# Tactical Urbanism & Placemaking



## Summer Meadows Little Free Library

Let's create little free libraries in East Memphis!

SHARE THIS PROJECT

This Project Was Sponsored In Part By *The People Of Memphis*

[View the Campaign](#)

OVERVIEW BUDGET UPDATES DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$362



project leader  
jakers  
location  
453 Fiedla Road  
(Summer Meadows (East Memphis))  
latest update  
The Little Free Library has been built!

**\$362** RAISED SO FAR  
**\$0** STILL NEEDED

**funded!**

This project has been fully funded and is no longer collecting donations.

volunteers needed!

This project's leader is looking for volunteers to help out:

I want to show that another neighborhood is possible!



RAIN GARDEN

# ioby: Crowd-Resourcing

- ioby =
  - opposite of NIMBY
  - Small scale projects
  - Citizen led/designed/funded/implemented
- Crowd-Resourcing =
  - Resource organizing + crowd-funding



# Crowd-Resourcing

- Short-term:
  - Deliver resources to the grassroots for immediate results
- Long-term:
  - Civic infrastructure + neighbor relationships = long-term change
- How it's done:
  - Digital crowd-resourcing platform (ioby.org)
  - Training, coaching, & sponsorship
  - Data Measurement & reporting

# Blighted places transformed



- Small
- Tangible
- Visible
- Doable



# Community building



Another city is Possible

A glowing neon sign with the text "Another city is Possible" is mounted on a dark, textured wall. The sign is rectangular with a double-line border and emits a bright, cool-toned light. Below the sign, four wooden ladders are leaning against the wall, spaced evenly. The ceiling above is dark with visible structural beams. The overall atmosphere is mysterious and industrial.