

PROJECT
CHALLENGES

33%

of traffic on Lamar are semi-trailer trucks

~11,500 trucks out of 35,000 average daily vehicles

2.7%

of site area is parkland, none are connected nor regionally significant

1,104 acres parkland
40,978 acres Airport City

38%

of Airport City zoned for industrial or employment use

15,560 acres of zoning for employment activities

31%

of Airport City land vacant or no buildings

12,768 acres of non residential land

Lease rates are among the lowest at \$2.61/SF

37%

more poor families than the county average

15.2% Shelby County Fam
20.8% Airport City Fam

CONGESTION

UNDERSERVED

SUPPLY

UNDERUSED

POVERTY

MANAGEMENT

ACCESSIBLE

DEMAND

PRODUCTIVE

JOBS

20%

of Airport City roads carry 80% of traffic volume

No less than LOS C on Winchester, Mendenhall, and Mill Branch

x2

more room to play in lands restricted from development

1,908 acres in floodways and FEMA wetland inventory

4.7% of Airport City is un-buildable due to flood risk

30%

decline in vacancy over last 9 months for Memphis area industrial

18.6% to 13.0% for industrial properties

14.6

billion dollars statewide production from non cattle, cotton, or tobacco

\$1,308,290/SQ.MI. over 11,151 SQ.MI. of Cropland

Potential yield of \$13,050,200 revenue from just 50% of unbuilt land

100%

of Airport City Families live in the county's largest employment area

16% Shelby County Fam

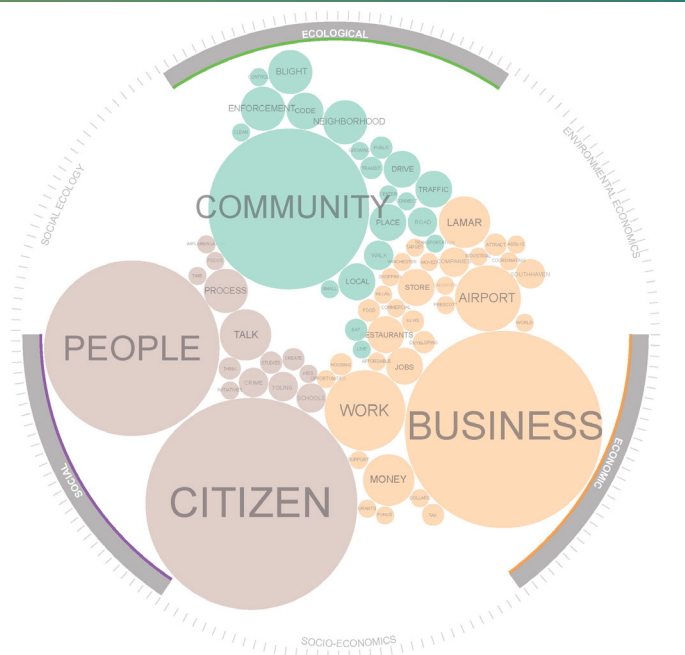
MEMPHIS AEROTROPOLIS

Airport City Master Plan





WHAT WE HEARD
TERMS USED



PRELIMINARY
VISION & STRATEGY

1 Improved Public Safety



- Code Enforcement
- Eliminating Blight
- Community Policing
- Stronger Police Presence

2 Identifying Vertical Business Clusters



- Vertical Districting
- Centralized Support Services
- Hotels, Bars, Restaurants
- Flex Space for Incubator Businesses

3 Land Acquisition / Assembly / Investment



- Establishing Redevelopment Areas
- Tax Increment Financing
- Tax Abatement
- Infrastructure Investment

4 Neighborhood Based Mixed Use Clusters



- Local Restaurants
- Local Market
- Continuing Education / Vocational Training
- Community Garden
- Community Events

5 Connections to Rivers and Waterways



- Hike and Bike Trails
- Passive Recreation Areas
- Interpretive Areas and Signage
- Restrooms

6 Renewables and Agribusiness



- Biotech Related Medicinal Plants — Sunflowers, Canola, etc.
- Renewables — Switchgrass, Sugar cane, etc.
- Photovoltaics / Wind Power

7 Transportation and Corridor Strategies



- Road Resurfacing
- Landscaping
- Increased Transit Service
- Blight Removal
- Branding and Wayfinding

8 Continuing Education



- Adult Literacy and Computer Education
- Industry Specific Technical Training
- Aerotropolis University

9 Branding and Marketing



- High Tech Workforce
- State of the Art Airport
- Robust Economy
- Memphis is Fun
- Great Neighborhoods