

ACTION PLAN - FINAL 90 DAYS OF 2007

1. GRACELAND PROJECT TDZ

Accommodate the Graceland Project by adopting a resolution to establish a Tourist Development Zone (TDZ) for the Graceland properties. Council will encourage the Convention and Visitors Bureau to work with the developer and apprise them any incentives that might be available. The City will participate in various public improvements. The Council should be ready to approve zoning applications before the year's end for this fast track project.

Referral: Economic Development Committee / Planning & Zoning - October 16, 2007

2. FAIRGROUNDS TDZ

The Council should adopt in concept a Tourist Development Zone(TDZ) for the Fairgrounds property. The TDZ Plan should be developed through an inclusive manner and careful process. The Plan should preserve the current assets and environment of the fairgrounds.

Referral: Economic Development Committee - November 6, 2007

3. UNIVERSITY NEIGHBORHOOD DEVELOPMENT CORPORATION / HIGHLAND TIF

The request for approval of a Tax Increment Finance (TIF District) in support of a Highland Street Development provides a unique opportunity to create a model for revitalization. Tax Incremental Financing is an excellent redevelopment strategy for local community redevelopment initiatives that contain areas where conditions of blight or a lack of affordable housing exist. TIF allows for the use of increment revenue/public funds from local property taxes to finance improvements that will create future property tax gains. The University of Memphis is the economic development driver of this project with more than \$320 million in employee salaries and a \$380 million annual budget impact. Portions of the area surrounding the university are showing signs of decay and have a major impact on the University's ability to grow. To attract new students and additional funding will require the right kind of environment. The proposed Poag McEwen Lifestyle Center on Highland Row will be a catalyst for the redevelopment of the area. The Center will consist of restaurants, retail and housing and provide amenities for area residents and the University. The Council must approve a resolution designating the area as a blighted area, a resolution to approve the Redevelopment Plan, an ordinance to establish the Redevelopment Trust Fund for the area and a resolution authorizing the issuance of revenue bonds to finance the project.

Referral: Economic Development Committee - October 16, 2007

4. IMPASSE ORDINANCE

The Impasse Ordinance offers no incentives to negotiate a mutually beneficial contract. Amending the ordinance to require both last best offers be submitted in a sealed envelope at the

same time would bring fairness to the negotiation process and improve the collective bargaining process while sustaining an impasse ordinance to remain in place as a last resort.

Referral: Personnel & Intergovernmental Committee - October 16, 2007

5. SIGN/BILLBOARD ORDINANCE REVISION

An attractive city is good for business. Memphis is home to more than 2,500 billboards blaring messages that you cannot escape from or turn off. They diminish the attractiveness of our city for homeowners, workers and businesses. They benefit no one except the billboard companies. Billboards have been an unbridled industry in Memphis for decades and they need to come under intense regulation. The consultants, Duncan & Associates have prepared amendments to the Sign Ordinance which is ready for Council committee. Additionally, I would like to add a provision to prevent any construction work performed during hours when the Memphis & Shelby County Office of Construction Code Enforcement is closed to prevent activity from being conducted at night or on weekends.

Referral: Planning & Zoning Committee - October 16, 2007

6. ANTI-BLIGHT BLITZ

The City has experienced neighborhood decay throughout the community. This in turn promotes a diminished appreciation in civic pride and property values. The City must push toward establishing "liveable communities" for both homeowners and renters. Decent, safe, and affordable housing must remain a priority for the City's built environment. Absentee landlords should not be immune to this initiative. In this regard, the Council must adopt the Anti-Blight Plan. There will be a blitz to demolish between 100-300 dilapidated structures before the end of the year. The funding resolution for demolition is on the October 2, 2007 agenda. Approval of same night minutes will enable the City to begin the demolition blitz immediately.

Referral: Housing & Community Development Committee

7. BICYCLE PLAN ADOPTION

The purpose of a Bicycle Plan is to provide a guide to the development of a citywide bicycle transportation system. The Plan is to be used by the City Council, the Mayor, the City Administration, the Land Use Control Board, the Major Road Committee, other concerned governmental agencies, residents and property owners throughout the City, and private organizations concerned with urban planning, civic betterment, transportation and recreation. For the City Council and Mayor, this plan will provide a reference to be used in connection with their actions on various City development matters and guidance for decisions regarding allocation of funding for bicycle projects and programs. Memphis is a nearly ideal location to encourage bicycle usage in place of automobiles. Much of the year enjoys excellent climate conditions for bicycling. By increasing the number of bicyclists who ride for commuting and other utilitarian purposes, traffic congestion is reduced and air quality is improved. In addition, the bicyclist benefits from improved health and fitness. This Plan will recognize the growing needs of the bicycling public and seek to further reduce the barriers to greater utilization of

bicycles for both personal transportation and for recreation. Particular emphasis will be placed on bicycling as a commute option. The overall intent is to expand bicycle usage through further development of bicycle riding facilities and improvement of existing facilities along with appropriate support programs. Route locations will be designated along public streets and rights-of-way. The Plan will establish standards for development of these facilities, as well as criteria for prioritization of development of designated routes. While it is expected that the implementation will be controlled by availability of funds, it is nevertheless the intent of the Plan to develop the routes within a certain time frame. The Plan should be reviewed periodically and revised within 10 years of adoption to accommodate changing conditions and opportunities.

Referral: Public Works and General Services Committee

8. ZONING / SUBDIVISION TEXT AMENDMENTS

A. SEPTIC TANK ORDINANCE - AMENDMENT OF THE SUBDIVISION REGULATIONS TO REVISE THE REQUIREMENTS PERTAINING TO SEPTIC TANK FIELD BEDS ON UNSEWERED LOTS

The Commission's Planning and Zoning Committee has sponsored an amendment to the text of the Memphis and Shelby County Subdivision Regulations which addresses the concern regarding failure of septic tanks on unsewered lots in unincorporated Shelby County. The proposed amendment requires specific plans for locating two field beds with soils suitable for septic tanks and a large enough site for a dwelling and associated accessory uses and structures. The specific plans are to be submitted with the request for approval of a preliminary plan of subdivision submitted to the Office of Planning and Development for hearing and approval by the Land Use Control Board. This purpose of this amendment is to address the problem of septic tank failure by insuring two possible septic field beds per lot in case there is failure on the initial septic tank location. This has been a problem for Shelby County and the City of Memphis which has annexed formerly rural subdivisions where septic tanks have failed. This has resulted in expenditure of City funds to extend sewer lines to these subdivisions and install sewers within these subdivisions to serve the lots. This amendment is scheduled to be heard by the Land Use Control Board on October 11, 2007. The OPD case number is STA 07-001CC and will be heard in Planning & Zoning Committee on October 16, 2007.

B. ADOPTION OF REVISED FLOOD PLAIN OVERLAY AND FLOODWAY DISTRICTS IN CONFORMANCE WITH THE FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) FLOOD INSURANCE RATE MAPS (FIRM)

The Office of Planning and Development together with the City and County Engineers are proposing adoption of amendments to the text of the Memphis and Shelby County Zoning Ordinance to amend the regulations pertaining to development in the FP Flood Plain Overlay District and the FW Floodway Districts. We are also requesting adoption of the final floodway and flood plain boundaries for Memphis and unincorporated Shelby County depicted on the Federal Insurance Rate Map (FIRM) issued by the Federal Emergency Management Agency

(FEMA) on September 28, 2007. Adoption of the changes in the Zoning Ordinance and Official Zoning Map in conformance with FEMA requirements will insure continued participation by Memphis and Shelby County in the National Flood Insurance Program allowing affected property owners to purchase flood insurance through this program. It will also provide greater protection against flooding of homes and business in the community by providing more restrictive regulation of development in the flood plain. The case numbers are ZTA 07-001CC and Z07-116CC. They are set for first reading by the Memphis City Council on Tuesday October 2, 2007 and are following a similar schedule at the County Commission.

Referral: Planning & Zoning Committee

9. PUBLIC DESIGN CHARRETTE FOR FRAYSER AND RIVERSIDE AREAS

Frayser and South Memphis are two areas that are in need of redevelopment and improvement. A planning charrette combines creative, intensive work sessions with public workshops and open houses. These two charrettes will be a collaborative planning process that harnesses the talents and energy of all interested parties to create and support a feasible plan that represents transformative community change. The Frayser Charrette will focus on Frayser Boulevard from Thomas to Hollywood. The Riverside Charrette will focus on the area bounded by: McLemore to Mallory and I-55 to Third Street. Resolutions for funding the Charrettes will be presented to the Planning & Zoning Committee on October 16, 2007.

Referral: Planning & Zoning Committee

10. SUMMER YOUTH JOBS PROGRAM

After this year's successful Summer Youth Jobs Program under the leadership of Special Assistant Sara Lewis, Council will recruit sponsors from the private industry to bolster this vital program. As Chairman I pledge to secure a corporate executive to co-chair this effort and recruit other businesses to participate in this program. Each Council Member is challenged to enlist at least one business committed to provide ten jobs next summer. Council Members should have sponsors by December 4, 2007.

Referral: Public Services & Neighborhoods Committee

11. RETREAT / ORIENTATION FOR NEW AND CURRENT COUNCIL MEMBERS

Hold a joint retreat and orientation session for newly elected Council Members and current Council Members. The meeting will help provide incoming Council Members with in-depth information on the roles of the Council and the Mayor, the Council's Rules of Procedure, Council operations, policies and best practices, as well as an overview of upcoming issues, financial issues and pending litigation. Retreat will be scheduled for late November, 2007.

Referral: Council Attorney and Council Staff