The Starting Point

Life and commerce in Memphis began at the river with the Fourth Bluff at its heart. We will draw Memphians back to this original starting point and revitalize the Fourth Bluff as a hub for engaging all Memphians in sharing ideas, knowledge, and experiences using methods which can be applied to public spaces in neighborhoods across the city.
The Fourth Bluff
The Fourth Bluff
Assets
Cossitt Library
The Promenade
Memphis Park
Mississippi River Park
Riverwalk & Connections

The Fourth Bluff
The Fourth Bluff
MEMPHIS PARK

The Fourth Bluff
CONNECTIONS

The Fourth Bluff
Civic Engagement

- Increase awareness and activity in the Fourth Bluff
- Shift the perception of the Fourth Bluff from four different spaces to a collective
- Deliver high quality design improvements and curated services and programming
- Develop the Cossitt Library into a hub for civic discourse
Economic Integration

- Intentionally integrate audiences at events by diversifying programming, creating specific engagement efforts
- Perform experiments to economically integrate
- Reintroduce the library as a 21st century resource
Environmental Sustainability

- Improve Fourth Bluff accessibility by more modes of transportation
- Mitigate the impact of local climate threats such as severe storms and extreme heat
- Create environmental awareness and concern for the Mississippi River and strengthen connection to the river

Strategies

The Fourth Bluff

Yoga in Memphis Park

The Riverwalk
STRATEGIES

Value Creation

- Increase eyes on the streets/people in the spaces to address foreboding “I’m not supposed to be here” feeling
- Reduce adjacent vacancy by making the Fourth Bluff an attractive amenity people want to live and work near
- Increase developer awareness of real estate opportunities nearby; preserve existing value to encourage long-term tenancy
- Meet the needs and desires of current users and non-users in and around the Fourth Bluff

The Fourth Bluff

Race Judicata

Promenade behind Cossitt Library
Funding Sources
Local Philanthropy
Library Foundation
Downtown Memphis Commission
City of Memphis
Tourist Development Zone Investment

The Fourth Bluff
### PROJECT LEADERSHIP

<table>
<thead>
<tr>
<th>Name</th>
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### ASSET LEADERSHIP

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### PROJECT COORDINATION & FISCAL AGENT:

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The Fourth Bluff

CHALLENGES

- Blank slate
  Redefine what a park, library can be for a city
  Creating a brand, a real “place”

- Public relations and perception
  Shift from scarcity mindset to achieving a grand vision
  Haters
  Confederate naming/monuments

- Bluff elevation and Riverside Drive

341 SQ MILES
650,000 POP.
26% IN POVERTY
OPPORTUNITIES

- Blank slate
- Layering of investments, strategic plans
  - Memphis 3.0
  - MLK 50: Where do we go from here?
  - 2019 bicentennial
  - Riverfront Concept Plan
- Shared cohort experience: Groundswell
Insights

Collaboration routines
Pace / arc of execution
Economic integration successes

The Fourth Bluff