

**BROAD AVENUE CORRIDOR PLANNING INITIATIVE
MEMPHIS AND SHELBY COUNTY DIVISION OF PLANNING AND DEVELOPMENT
IN COLLABORATION WITH DUNCAN ASSOCIATES**

HPE RESPONSIBILITY:

Develop proposals to enhance walkability in the study corridors while also providing for economic enhancement

CLIENT'S NAME & ADDRESS:

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Hall Planning & Engineering, Inc. participated as a subconsultant with Duncan Associates and Ferrell Maden Associates, to assist in developing transportation conceptual design services for the Broad Avenue Corridor east of Memphis. Transportation objectives included increased walkability and economic redevelopment. Experience with walkable street design in other areas enabled HPE to work effectively within the team to plan slower speed streets with adequate capacity to handle commuter and local circulation traffic. These well connected walkable streets were also designed to encourage other non-automobile modes such as cycling and transit.

Results included the following:

- Enhanced opportunity for redevelopment of this near town suburb by reintroducing pedestrian scale design features
- Methods for reducing overall Vehicle Miles Traveled by making it more walkable and more accessible
- How to provide efficient travel from eastern suburbs to downtown while enhancing all travel modes in the Broad Avenue area



HPE prepared recommended cross sections for area streets including Summer, Broad and Sam Cooper. The greatest challenge was transitioning to a pedestrian friendly design at Overton Park from the Sam Cooper Expressway section to the east. Multilane roundabouts were also investigated and recommended for key intersections within the network. High degrees of pedestrian and motorist safety are projected for these circular intersections.