

VOLLINTINE EVERGREEN

NEWS

A NEIGHBORHOOD PUBLICATION SPONSORED BY VECA, THE VOLLINTINE EVERGREEN COMMUNITY ASSOCIATION / VECA.ORG / VECA901@GMAIL.COM

WINTER 2018



VECA Annual Membership Meeting

Saturday, January 27, 2018

VECA Welcome Center

1680 Jackson Avenue

Memphis, TN 38107

Breakfast Potluck 9:00 a.m.

Annual Meeting 10:00 a.m.

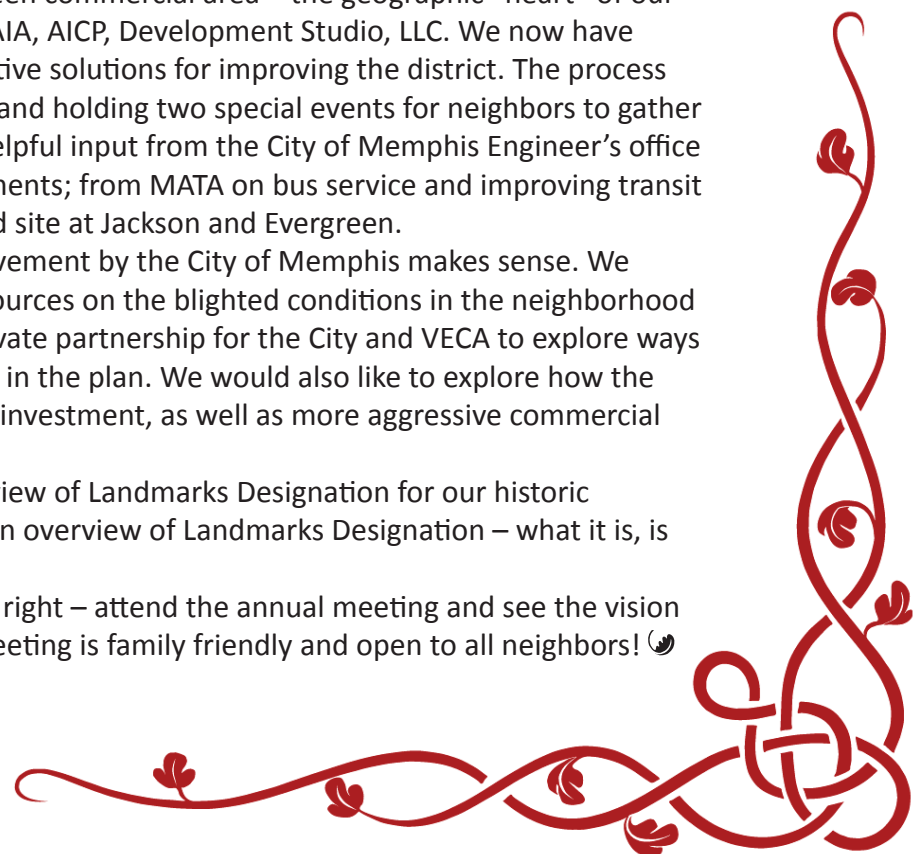
VECA's annual meeting is a time for celebrating the successes and accomplishments of the previous year, and for thinking about new beginnings and opportunities for our neighborhood.

During the breakfast hour, we will hear an update on the Evergreen-Jackson project. VECA has completed the visioning plan for the Jackson-Evergreen commercial area – the geographic “heart” of our community – with the assistance of Andy Kitsinger, AIA, AICP, Development Studio, LLC. We now have an exciting, viable plan that presents a range of creative solutions for improving the district. The process included talking with business and property owners and holding two special events for neighbors to gather input on needs and possibilities. We also received helpful input from the City of Memphis Engineer's office on potential public right-of-way and traffic improvements; from MATA on bus service and improving transit stops; and from TDEC on the status of the brownfield site at Jackson and Evergreen.

We are now at the stage where greater involvement by the City of Memphis makes sense. We request that the City focus code regulations and resources on the blighted conditions in the neighborhood center. We would like to propose a formal public-private partnership for the City and VECA to explore ways to secure investment in public improvements shown in the plan. We would also like to explore how the public investment might be used to leverage private investment, as well as more aggressive commercial code enforcement where needed.

Another topic on the agenda will be an overview of Landmarks Designation for our historic neighborhood. See the article on pages 8 and 9 for an overview of Landmarks Designation – what it is, is not, and would mean for the neighborhood.

Help VECA and the community start the year right – attend the annual meeting and see the vision for the Jackson-Evergreen area! Our VECA annual meeting is family friendly and open to all neighbors! 🍷



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- Drug Hotline: 525-3673 is anonymous
- Gang Hotline: 528-2338 is anonymous
- Crime Stoppers: 528-2274 is anonymous
- Crump Station: 636-4631- this gets you to the front desk officer. If you are calling to file a complaint only, advise the officer that you wish to remain anonymous.
- SeniorSafe hotline: 528-0699 is anonymous

When reporting

- Be specific on the address
- Be specific on the type of crime you are seeing
- Describe the persons who are the problem in as much detail as possible

Nextdoor

Connect with Vollintine Evergreen Neighbors via Nextdoor, a private social network for neighborhoods. Go to nextdoor.com and create an account by entering your address and email address. Once the address is verified, you can connect to other Vollintine Evergreen neighbors and talk to each other about things going on in the neighborhood, whether that's exchanging recommendations on local service providers, like a contractor, a painter, a babysitter, or talking about local restaurants. People also use the site to talk about more personal things, like lost pets. Crime and prevention is a frequent topic and Nextdoor is increasingly becoming like a virtual neighborhood watch for the neighborhood Technology is helping people become more connected, and you are invited to join the conversation.

Call MLGW at 320-1497 to report street light outages.

VOLLINTINE EVERGREEN NEWS
Winter 2018

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VECA is a neighborhood organization made up of volunteers and paying members. The newsletter, VECA mail, annual meeting, and committee activities are ways in which VECA communicates with its residents, businesses, and other stakeholders.

The VECA area is bounded by Watkins on the West, Cypress Creek on the North, Springdale on the East, and North Parkway on the South.

VECA
1680 Jackson Avenue
Memphis, TN 38107
901.276.1782
Website and Calendar: veca.org
Email: veca901@gmail.com

Giving to VECA

In addition to being a dues paying member of VECA, there are several other ways you can contribute financially to the neighborhood:

Amazon Smile : Amazon Smile supports VECA and the V&E Greenline when you shop. You can shop at Amazon and make a donation to the Vollintine Evergreen Community Association of 0.5 percent of the purchase price. This donation is made by Amazon, with no charge to the customer. The funds will be equally split between VECA's most visible projects: The V&E Greenline and the VECA Welcome Center. If you shop at Amazon, please sign up to have a donation made to VECA. You will be shopping at AmazonSmile.com, which is the same as regular Amazon with a different screen. Here's how you sign up for the donation:

- Go to the website: smile.amazon.com and sign in to Amazon
- In the box that says "pick your own charitable organization," type in Vollintine Evergreen Community Association and search.
- Next, select Vollintine Evergreen Community Association

United Way: Donate to VECA Through United Way. The United Way campaign allows you to donate directly to VECA! United Way donations are used by many nonprofit organizations and is a great opportunity for you to give to your neighborhood! To Donate to VECA: use the back of the yellow sheet of the United Way form. The bottom of Item 3 has the following statement: "You may also support another health and human services organization in the United Way of the Mid-South service area." Enter VECA or Vollintine Evergreen as the agency name and the amount. Please contact VECA at 276-1782 or veca901@gmail.com for any questions or to let us know about your contribution!

Kroger Plus Card: Use your Kroger Plus Card and donate to VECA. Create an account on the Kroger page at: <https://www.kroger.com/communityrewards>. Once signed in, click on "My Account." In the Community Rewards section, click on "Enroll". The VECA number is 18512. Please contact us at veca901@gmail.com if you have any questions about using the Kroger Plus Card.



Report Littering

The following information is from TDOT's website on how to report littering and the information they need:

Thank you for caring enough to help us keep our roadways free of litter! With your help, we can go a long way in keeping Tennessee clean and beautiful. The online litter hotline is available for concerned citizens like yourself to take action by letting us know when you witness littering from vehicles on the state's roadways. You may also call toll-free 1-877-8-LITTER.

With the information you provide to us below, we will send a friendly reminder letter to the registered owner of the Tennessee vehicle informing them of the negative consequences of their littering actions and providing them with educational materials. The letter will include information about how to contain their litter and inform them that litterers can be fined up to \$1,500.

Please fill out the information below completely and to the best of your ability:

- Date and time you witnessed the incident
- County in which the littering occurred
- Name of road and/or route number where the incident occurred
- Did the vehicle have a Tennessee license plate?
- License plate number of the vehicle
- County listed on plate
- Description of the vehicle such as type, make and/or color
- Direction the car was traveling and any other details you can provide, such as nearest cross street, intersection, mile marker or exit number where the incident occurred:
- Type of litter

News from the Nine Ten North Willet St. NW Group

Newly formed, the Nine Ten Neighborhood Watch group is already making big plans. The group, which covers the 900 and 1000 block of North Willet Street, has applied for a Memphis crime prevention grant (the MANW grant). The grant provides assistance and guidance to neighborhood watch groups. If approved, the funds will go towards surveillance cameras, neighborhood cleanups, publicity flyers, and National Night out activities. Angela Walker, one of the coordinators, is excited about the effort. She says, "We believe these projects will help to deter crime, reduce blight and make the neighborhood a safer place to live year-round." 🐦



Scott McDermott with a new Neighborhood Watch banner designed to advertise upcoming meetings.



The National Neighborhood Watch program is one of the oldest and most well-known crime prevention concepts in history that stresses community awareness and teamwork. Neighborhood Watch in Memphis was officially formulated in 1984. It is an organization which empowers local citizens to take back and maintain a better quality of life in their respective neighborhoods. This program has shown that citizens help in the reduction of local crime by being vigilant and by partnering with local law enforcement to address the crime related issues and economical challenges within their community. (www.memphispolice.org/initiatives.asp)

VECA is an official member of the Neighborhood Watch program. Meetings are held at Crump Station Monthly the first Tuesday of each month at 6:00pm. You can share your concerns and ideas to help make our neighborhoods safe.

VECA holds quarterly NW meetings as well at the VECA Welcome Center. **Look for meeting announcements on NextDoor and VECA Enews.**



Crump Station (photo left)
949 E.H. Crump
Memphis, TN 38104
Front Desk: (901) 636-4600
Traffic Violations: (901) 636-4568
GIB Local Investigations: (901) 636-4793
Neighborhood Watch: (901) 636-4625
www.memphispolice.org/crump.asp

Join the VECA Newsletter Team

Our neighborhood has stories to tell. From highlighting the accomplishments of our neighbors to letting the neighborhood know about the activities of VECA to keeping everyone apprised of trends in the area, there's much work to be done.

The newsletter team is looking for two volunteers to research and write articles. This involves interviewing neighbors and business owners, and taking photos. Join us and help us tell the stories.

The newsletter team is also looking for two or more volunteers to work on our advertising team. This involves connecting with existing and potential customers and working to meet their advertising needs.

Contact us at vecanews901@gmail.com 🐦

QuikFix was founded this past summer by three entrepreneurial Rhodes students, Ben Siegel, Parker Pell, and Nathan Mirochnick. The students needed to earn money, but their busy schedules didn't allow them to hold down conventional jobs. They brainstormed and came up with a win-win with QuikFix. Students can help neighbors while earning some extra cash, and in turn, neighbors can become more involved with students. Here's how it works: Neighbors post odd jobs they need help with and students do the jobs that are tailored to their skills. QuikFix is mutually beneficial, promotes connectivity, and provides a new working relationship between community members and college students. Think of Uber, but for odd jobs such as yard work, moving furniture, cleaning. Contact QuikFix at: info@quikfixjobs.com or 410-2107 🐦



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Important Notice about Your City Government

If there is a blight problem in the neighborhood or near your house, it is important that you file a complaint with the City's 311 program so the problem can be documented.

- Dial 311 or (901) 636-6500 and an operator will take your complaint
- Or, go online at <https://seeclixfix.com/login>

If your case is closed and it is still a problem, please file another complaint. This is the first step to ensuring that the City addresses neighborhood complaints. Examples of blight include:

- Vacant and abandoned properties
- Properties in disrepair
- Grass and weeds over 12 inches high
- Accumulation of litter and debris

Join the effort to fight blight in Vollintine Evergreen by joining VECA Blight Busters. For a calendar of events, please see: veca.org/content-calendar/ for Blight Busters

Common Code Violations

- Accumulation of junk, trash, and debris
- Open storage of material and furnishings
- Parking and storing inoperable (junk) motor vehicles
- Parking too many vehicles at a property (4 is max)
- Off street parking (please don't park on your yard)
- Special use/recreational vehicles and equipment
- Substandard structures and fences
- Excessive weeds, grass, trees and shrubs
- Commercial vehicles and equipment
- Abandoned and derelict structures
- General service and repair shops

Report code violations at 311



Pardon our Dust on the V&E

Construction started in December on public improvements for the V&E Greenline trail entrances that included concrete wheelchair ramps at eight street crossings. The concrete curbs and sidewalks are being rebuilt adjacent to the ramps. Zebra striping is being added to create a highly visible crosswalk. Pedestrian crossing signs will be placed at each crosswalk to alert motorists. The City of Memphis allocated \$262,310 in its Capital Improvement Plan (CIP) for construction by general contractor Barnes and Brower. Special thanks is due to Council member Kemp Conrad for sponsoring the funding and helping move the project to construction.

The work may last up to three months. Progress will be affected by the weather, but the crews have made a good start. Construction is making use of the V&E Greenline a bit difficult, but it will be a huge upgrade as our entrances were in awful shape. 🙏



Right-of-Way in Crosswalks

Sec. 11-28-3

With new crosswalks emerging on the V&E Greenline entrances, let's remember what the law says about striped crosswalks:

- A. When traffic signals are not in place or not in operation, the driver of the vehicle shall yield the right-of-way, slowing down or stopping if need be to so yield, to a pedestrian crossing the roadway within a crosswalk when the pedestrian is upon the half of the roadway within a crosswalk upon which the vehicle is traveling, or when the pedestrian is approaching so closely from the opposite half of the roadway as to be in danger.
- B. No pedestrian shall suddenly leave a curb or other place of safety and walk or run into the path of a vehicle, which is so close that it is impossible for the driver to yield.
- C. Whenever any vehicle is stopped at a marked crosswalk or at any unmarked crosswalk at an intersection to permit a pedestrian to cross the roadway, the driver of any other vehicle approaching from the rear shall not overtake and pass such stopped vehicle.

(Code 1967, § 23-262; Code 1985, § 21-229; Ord. No. 5401, § 1(11-28-3), 7-5-2011)

http://www.cityofmemphis.org/Portals/0/pdf_forms/ordinances/5401_PedestrianOrdinance.pdf





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V&E Arboretum Update

By Connie Shepherd

In April 2017, I met with a tree identification group from Memphis Botanic Garden. We walked the V&E Greenline, starting at Kirby Station, and identified more than 41 trees. We picked out trees that were healthy and easy to identify. We put pink tags on the trees and marked a map with a number associated with each tree. It was fascinating to spend time with such knowledgeable people.

In October, I met with the V&E Greenline Committee to assess where we were in the project. I was introduced to three new urban foresters (Bill Rehberg, David Creagh, and Greg Liebermann). I met with David and Bill along the V&E Greenline to update our tree numbers and to include the previous set of arboretum designated trees close to McLean.

So far we have identified 57 trees and hope to add five more to our list. We are currently waiting for the Memphis Tree Board to verify our findings, note which trees would make a better selection, and correct our spelling if needed. We can then submit our request to the Tennessee Urban Forestry Council to create a Level 2 arboretum. The requirements for Level 2 would be to maintain the identified trees along the V&E Greenline and provide a map to visitors. This will be a useful tool for teachers in nearby schools, a selling point for our neighborhood, and a wonderful experience to learn about trees. As we get closer to finishing this project, I will provide more information to the neighborhood. 🐦

Keeping Storm Drains Clear

When your neighborhood storm drain is clogged with leaves and debris, water can back up during a severe storm and flood the street and nearby homes. Storm drains are part of a system designed to carry water away from homes, schools, and businesses by draining it into bayous, creeks, and rivers. Here's how you can help protect your home and the environment:

- Don't Litter! Everything dropped, tossed, spilled, or discarded onto streets will eventually make its way into the storm drain system.
- Pick up after your pet and put the waste in a bag that you can put in a garbage can.
- Do not rake, blow, or stack bagged leaves in the street. Leaves clog the storm drain and decompose, releasing chemicals that poison fish and other aquatic life.
- Most of all, never throw anything down a storm drain. Visit the City of Memphis website for more information: 🐦

<http://www.memphistn.gov/Government/Public-Works/Maintenance/Heavy-Equipment-Services/Frequently-Asked-Questions-FAQ>



V&E Greenline Dick Mochow Volunteer of the Year Award

Mary Gibson is the recipient of the V&E Greenline Dick Mochow Volunteer of the Year Award. Mary is in charge of publicity for the V&E Artwalk. She serves on the V&E Greenline Committee and helps maintain the Woodland Garden at the Stationhouse. Mary also represents the V&E Greenline on the VECA Board and is a frequent volunteer at cleanups. Congratulations on this well-deserved honor. 🐦



BLDG Memphis

The VECA Board is excited to welcome BLDG Memphis as a new resident at the VECA Welcome Center. BLDG Memphis is a nonprofit that supports the revitalization of Memphis neighborhoods through public policy development, advocacy, and community education. BLDG Memphis needed a new hub, and the VECA Welcome Center is infrequently used during business hours. The space will be shared with business as usual for the neighborhood association. It's a win-win partnership! Welcome, BLDG Memphis. 🐦

www.bldgmemphis.org/

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Potato Harvest at the Lyndale Community Garden

By Chris Floyd

Thanks to all the volunteers who came out to harvest sweet potatoes at VECA's Lyndale Community Garden. Thirteen volunteers came out on October 28 to clear the vines and dig out the sweet potatoes. This has become a favorite event for our volunteers, and this year was no different. We began with twenty sweet potato plants that produced an abundance of potatoes of varying size. Volunteers plan to make soups, stir-fries, casseroles and pies.

VECA invites all Vollintine Evergreen residents to join the fun. This organic vegetable garden is a great way to get healthy, meet new people, get some exercise, and introduce kids to gardening. As a bonus, all volunteers share in the harvest of spring, summer and fall vegetables. If you are interested in volunteering, please contact the VECA Welcome Center (veca901@gmail.com) or look for notices on Nextdoor. 🐦



V&E Greenline Cleanup

A group of students working with Serve901 helped with a cleanup on the V&E Greenline on November 19. They worked on trimming overgrown vines on the section between Jackson and Springdale. 🐦



Wine and Roses Hallwood Happy Hour



The Membership Committee hosted a happy hour for neighbors on October 21, at the Beckwith Triangle Garden located at the intersection of Hallwood and Oakmont Place. The highlight was honoring Richard Beckwith (pictured below left), retired City of Memphis horticulturist, by naming the garden after him. 🐦



Fall Planting at the Green Triangles (Jackson and University)



After months of planning and preparation, the first plants have been planted on the triangles. Dormant now, they'll be lovely this spring. Thanks to neighbors who helped and will sustain the effort. Thanks also to the Belmont University students, working with Serve901, who helped with the planting! 🙌



VECA Holiday Open House

Neighbors stopped by for festive food and fun at VECA's Holiday Open House on December 8.



Landmarks Designation

By The VECA Historic Committee

Over the coming year, VECA will explore the possibility of Vollintine Evergreen becoming a Landmarks District. The VECA Historic Committee is leading this effort, which will begin with an information campaign to inform and educate residents about Landmarks designation. This will include an open discussion of the benefits and limitations of designation, as well as requirements and restrictions that will apply to property owners and outside investors if a district is approved. This is a first in a series of articles to address this topic.

Our Neighborhood, Our Context

Vollintine Evergreen is its residents, its buildings and its natural and public spaces. From 1997 to 2007, volunteers working through VECA successfully got most of the neighborhood designated on the National Register of Historic Places. Vollintine Evergreen's four National Register Historic Districts reflect successive building periods in the 20th century of its more than 2,000 homes and buildings.

The National Register is an honorary designation that recognizes the architectural value and social history of Vollintine Evergreen. It is important to point out, however, that this does not protect historic buildings or homes from demolition, nor can it prevent new development that is grossly out of character with the historic architecture of the neighborhood.

Fast forward to 2017, Vollintine Evergreen residents witnessed a noticeable increase in the number of houses being rehabilitated in the area just north of Crosstown Concourse. The magnificent adaptive reuse of the former Sears complex is having ripple effects in surrounding neighborhoods, including our own. Numerous small duplexes, Bungalows and Tudor style homes on sleepy Tutwiller and streets to the north have been renovated and are now either for sale or rent. From a real estate perspective, neighborhood is not quite hot, but it is definitely warming up!

Most residents are excited about this change and welcome it. All neighborhoods need private investment to maintain houses and buildings and sustain their productive use. But in historic neighborhoods, many residents think it is vitally important that such investment neither destroy valued architectural qualities nor displace long-time residents and businesses. This delicate dance between the need for investment and wanting to preserve community is a tough balancing act – cities across the nation struggle with this challenge.

Historic preservation has often been conflated with gentrification; in truth, renovation is often a luxury only the well-off can afford. At the same time, all people, regardless of income, should have the opportunity to protect and preserve the history, architecture and social fabric of their community.

Landmarks Designation: a Tool for Neighborhood Preservation

One of the best tools available for preserving historic areas is local Landmarks designation. The City of Memphis currently has 13 diverse neighborhoods that are designated as Landmarks districts. Each neighborhood has its own set of design guidelines that it adopted to govern demolition, new construction and rehabilitation. Residents of each neighborhood determine what types of activities are addressed in their guidelines. Some choose to address only habitable new construction and demolition, while others go further and address exterior changes visible from the street, such as new windows, siding or doors. Maintenance, repair or "in-kind" replacement of exterior historic building components is acceptable.

Getting Landmarks designation requires that there be significant public information and property owner notification, including at neighborhood public meetings. According to the Memphis Landmarks Commission's bylaws, one public meeting must provide information on the proposed district boundaries, design guidelines and design review process. A minimum of two meetings must provide information on the design guidelines. Before any meeting can be held, a set of draft guidelines must be developed and could be published or otherwise made available to community residents even before the first public presentation.

Based on the public hearings, if there is consensus, a neighborhood can decide to move forward with an application. As part of this process, every property owner in the district must be notified of the proposed designation. The design guidelines and designation must then be approved by the Memphis Landmarks Commission, and then by the Memphis and Shelby County Land Use Control Board and City Council.

After the designation goes into effect, property owners must get approval in the form of a Certificate of Appropriateness (COA) from the Landmarks Commission for any activities addressed in the design guidelines. For demolition and new construction, this is triggered when owners or their contractors apply for a building or demolition permit. The Landmarks Commission will review the proposed activity according to standards in the design guidelines and work with the owner or developer to meet the standards.

While the COA process takes a little more time, it helps ensure that the demolition or new development is appropriate.

Timeline for Exploring Landmarks Designation

Attaining Landmarks designation takes time, and a conservative timeline for Vollintine Evergreen's exploration of Landmarks designation is outlined below. It is possible that the entire process could take up to a year. If you are interested in helping work on this effort, including draft design guidelines, please contact Natasha Strong at vecahistoric@gmail.com. We need volunteers to make this happen! 🙌

The Thirteen (13) Landmarks Districts in Memphis

1. Annesdale Park
2. Annesdale Snowden
3. Central Gardens
4. Collin's Chapel
5. Cotton Row
6. Evergreen
7. Gayoso-Peabody
8. Glenview
9. Lea's Woods
10. Maxwellton
11. Rozelle-Annesdale
12. South Main
13. Victorian Village

Neighborhoods Currently Seeking Historic District Status in 2018

1. Cooper Young
2. Speedway Terrace

January-February	Work on drafting design guidelines and publish newsletter article on types of design guidelines with good and bad examples of new infill.
March-April	Publish draft guidelines in the V&E Newsletter including an article on benefits, limitations and potential impacts of district designation. Hold first public hearing on proposed district boundaries and guidelines.
July-August	Hold second public hearing on district design guideline.
Sept-Oct.	Submit application to the Memphis Landmarks Commission (MLC). The Landmarks Commission and/or staff holds public meeting in neighborhood on design guidelines.
Nov-Dec.	If application is approved by MLC, the process advances to the Land Use Control Board and City Council for hearings and approval.

Historic Preservation Zoning Misconceptions

Despite public awareness about historic preservation, a surprising number of misconceptions still abound because of inaccurate information or based upon unrealistic expectations about the impacts or benefits of preservation tools. As a starting point in clearing up these misconceptions, here are some FAQ's, the most prevalent Myths, and Facts about Landmarks Designation.

Frequently Asked Questions (FAQS)

- **What is Landmarks Designation?** Landmarks Designation is a special status added to a neighborhood officially recognizing the outstanding historical, cultural, or aesthetic value of that place. Landmarks Designation seeks to preserve the overall community character of a neighborhood.
- **How will Landmarks Designation affect my property?** A property owner will have to file a permit to demo a house, build a new structure, or make any significant remodel that can be seen from the street.
- **What will Landmarks Designation not affect?** The color of your property, ordinary or minor repairs, any interior work, or anything you cannot see from the street.

Debunking Common Myths About Historic Preservation

MYTH #1: "Preservation is only for the rich and elite."

FACT: Preservation allows us to preserve sites of unique quality and beauty, revitalize neighborhoods, spur economic revitalization, and quite simply, create better communities.

Today's preservation movement is increasingly diverse, about promoting a "sense of place," and celebrating the unique story of a community and its people through its built environment. Preservation today also addresses not just grand architectural landmarks, but more modest sites and locations of social and cultural significance. Landmark district designation ensures that change and new development will enhance, not detract, from a district's special qualities.

MYTH #2: "Preservation is a violation of property rights."

FACT: The reality is that the U.S. Constitution delegates the authority to local governments to regulate the ways in which private property may be used.

The standards don't require that every element of a historic site remain intact. Owners of designated historic structures can make significant changes to their property. However, the most significant, or "character-defining," historic elements of a property should be retained. New additions to the historic property are allowed, but should be compatible with the site's historic architecture.

Zoning requirements often restrict property owners from replacing their single-family residential home with an apartment building. In zoning cases, changes in the status of a particular parcel of land often have a profound effect on the economic interests of neighboring landowners. Courts have recognized that adjoining landowners are affected by zoning decisions. We should all be glad that laws are firmly in place which prevent our neighbors from operating a toxic waste dump or building a skyscraper on the other side of our shared property line.

MYTH #3: "Preservationists are always fighting against new development."

FACT: Landmark designation ensures a more thorough review of demolition proposals, but it does not prohibit demolition outright.

Historic preservation laws, at their essence, are not meant to prevent change, but, rather, to manage change. The standards urge the repair of deteriorated historic features if possible – while allowing for replacement when the severity of damage leaves no other reasonable option.

MYTH #4: The V&E Historic District street sign toppers throughout Vollintine Evergreen already have enforcement "teeth" ensuring that the irreplaceable special qualities of the homes in Vollintine Evergreen are not compromised or unnecessarily destroyed.

FACT: The brown and white signs are a good first step in strengthening public awareness about Vollintine Evergreen being a historic neighborhood. However, this signage does nothing to save homes from being torn down or remodeled beyond recognition.

In Memphis, the Vollintine Evergreen neighborhood is one of the largest collections of early 20th century residential and commercial buildings. The neighborhood features an eclectic mix of architectural styles: Bungalow, Colonial Revival, Craftsman, Dutch Colonial Revival, Eclectic, English Cottage Revival, Four Square, International, Minimal Traditional, Mission Bungalow, Queen Anne, Spanish Revival, and Tudor.

A historic preservation element in the form of a Landmarks District designation from the City of Memphis needs to be added since currently, there is no Historic Overlay status that protects homes in the V&E neighborhood from razing or being destroyed.

MYTH #5: "Historic preservation is bad for business."

FACT: Study after study across the nation has conclusively demonstrated that historic designation and the creation of historic districts actually increase property values.

Today's economic development strategies no longer see preservation and business development as competing values. Historic neighborhoods with overlay zoning in place—to preserve their architectural integrity and character—retain their values and appreciate at a higher rate than those without these guidelines.

The economic study "Preservation Makes Dollars & Sense: The Economic Impact of Historic Preservation in Memphis, Tennessee" conducted for the City of Memphis by the Center for Urban Policy Research at Rutgers concluded that historic designation means a higher average value, a higher value in comparison to similar homes, and a greater return on investment.

Lahr, M., Listokin, D. and Anukwe, U. (2003), Economic Impacts on Historic Preservation in Memphis, Tennessee, Center for Urban Policy Research, Rutgers, The State University of New Jersey, New Brunswick, New Jersey, 08901. 📄

Memphis 3.0 Updates

Excerpts from the Memphis 3.0 website

The first phase of the Memphis 3.0 Strategic Planning Process began with research of existing conditions and a host of public meetings to ask residents what they value about Memphis and what should be improved. Phase II focused on developing future goals to achieve the greater vision. During Phase III, four public meetings were held to determine a path forward for population and development growth based on three data-driven projected growth scenarios for the city over the next 20 years. From this, we know that in our third century, Memphis will build up, not out. Memphis will be a city that anchors growth on strengths of the core and neighborhoods; a city of greater connectivity and access; a city of opportunity for all. Land, connectivity, and opportunity are the three core areas:

Land:

Great Neighborhoods
Vibrant Civic Spaces
Sustainable Future

Connectivity:

High Performing Infrastructure
Connected Communities

Opportunity:

Equitable Opportunities
Prosperity and Affordability
Engaged Community

Phase IV: District Planning: Now having a determined growth model, Memphis 3.0 has moved into the longest part of the comprehensive planning process before the strategic document is written: District Planning. Phase IV will last approximately 9 months and will involve members of the 3.0 team to spend roughly 10 weeks in each of the 14 districts. During each 10-week District phase, a series of workshops, neighborhood tours and presentations will occur at various community spaces and staff will encourage meeting with community members to take part in developing Community Character plans for that District. By the end of the District Planning phase, there will be 14 Community Character plans that will form a bulk of the Comprehensive Plan, with designated areas for projects and initiatives assigned.

North and Core City. Workshops, tours and presentations in the North neighborhoods were held in November, December, and early January. Attendees were asked to Think Small / Think Big about the following:

- **New Anchors** – Does the community have a clearly definable center?
- **Parks and Public Space** – Is there a place where the community can gather?
- **Pedestrian Facilities** – What is pedestrians' comfort in using streets? Are community facilities well connected by pedestrian routes?
- **Site Frontages** – How do structures address the street? Is there activity along the sidewalk?
- **Location of Parking** – How does the location of parking impact the character of an anchor?
- **Building Intensity** – What is typical building height (in stories)? What is a desirable scale and character?
- **Bicycle Network** – Do roadways enable biking by including safe and convenient infrastructure? Are there storage or bikeshare facilities?
- **Other Types of Change** – What other types of change would benefit the community

VECA has a unique opportunity as the neighborhood overlaps into two districts — North Memphis and Core City. The North Memphis district meetings have been ongoing November 2017 through January 2018. Thank you to all who participated. Stay tuned to the VECA ENews for updates on the Core City Planning Sessions. 📄

Interested in Volunteering? Join the VECA Board

VECA is looking for a few new Board members to join the team. Are you passionate about the Vollintine Evergreen neighborhood? Do you enjoy meeting people and working with others? Do you like to thoughtfully consider neighborhood issues? If so, we invite you to consider joining the VECA Board. VECA Board members serve a one-year term from February (after our annual meeting) to January. The one-year commitment is attending the monthly Board meeting (usually the first Monday of the month), getting involved in committee work, and participating in special events. We would love to answer any questions you have about getting involved! Contact us at veca901@gmail.com.

We asked our newest Board members Michalyn Easter-Thomas, Jeff Riddle, and Stacy Pennington to recap their first year on the VECA Board.



Hi! Michalyn Easter-Thomas here: I'm a millennial-age public school teacher who grew up in the VE neighborhood. After graduate school, I returned to Memphis and purchased a home in VE because it is unequivocally the best neighborhood in Memphis! With quick access to Memphis sights, and the feeling of family ties in the neighborhoods, VE will always be home! My husband, Darren, our dog, Heidi, and I love to take walks on the V&E Greenline, attend open-mic musical performances, and patronize the theaters on the Square. Since I love VE, I decided to accept an opportunity and serve on the Board.

Being on the VECA Board helped me understand more of the intricacies that are involved in maintaining the vitality of the neighborhood. It is great to witness the multitude of skills shown by many of our concerned volunteers. It makes me feel as though VECA is invested in growing, as much as I am invested in growing in VECA.

It was not difficult for me to get acclimated to service. Board meetings are efficient and never feel like a waste of time. Relevant work is planned and executed. Goals are met, and everyone is made to feel included. In 2018, I plan to become more involved in the Youth committee so that ALL our neighborhood schools can feel as though they are an important part of VECA.

I encourage all you neighbors to contemplate joining the Board to ensure that this neighborhood can sustain its vitality and progress.

As the VECA Board supports the neighborhood, the neighbors must support VECA.



Jeff Riddle: I'm a transplant to Memphis from East Tennessee (Morristown and Knoxville). I moved to Memphis in 2012 to do an internship with Service Over Self (SOS) and after two years went to work with City Leadership, the nonprofit that leads Choose901, Teach901 and Serve901.

I was excited about finding a great house in Vollintine Evergreen when our work made an agreement to renovate the St. George's Bunkhouse that is part of Living Hope Church. City Leadership offices were already going to be moving to Crosstown and I loved the idea of making my

commute short! Aside from that, VE is a wonderful community. I appreciate its diversity (age, socioeconomic, and race). It's got to be one of the most eclectic neighborhoods in the whole city regarding those three demographic categories, and it's good for me to live around people who don't look or think like me! Speaking of eclectic...I love our neighborhood coffee shop, Cafe Eclectic, and have oriented myself to set up work meetings there quite often since I've lived in the community.

I wasn't finding a house alone. I proposed to my now-wife in December 2015, had a contract on the house in 2016, and moved in on Valentine's Day weekend 2016. My wife, Callie, liked the location because it's only a short commute to Cornerstone Prep Denver where she teaches 5th graders. Callie is also a transplant. She grew up in Middle

Tennessee and came to Memphis to do the Memphis Teacher Residency (MTR) after graduating from Covenant College.

We love going to movies at Ridgeway 4, taking advantage of Teacher Rush tickets at the Orpheum for shows, seeing concerts, spending time with friends, eating at Casablanca (and drinking multiple cups of the best tea in Memphis), and we don't plan to have dogs anytime soon.

I was asked to be on the Board by Justin Burkhead, who pastors Living Hope VE. He was serving on the Board and I had expressed interest to him in knowing more about what's going on, how I could be involved or at least knowledgeable about the goings on of the community, and how my work could be more immersed in serving the community where my Serve901 groups stay while they visit Memphis. In my first year, it's mostly been observation at the monthly meetings and taking notes, but I hope to bring more to the table in 2018.

Getting involved on the Board is a great way to be a proactive citizen caring about the places around you rather than complaining. You'll be encouraged by momentum of certain spaces' future, e.g. the Jackson/Evergreen intersection, and simultaneously discouraged by the lengthy cleanup process of the northeast lot of that intersection. Nevertheless, you're at least in the know rather than a Debbie Downer.

Stacy Pennington: My wife, Katherine, and I have lived in VECA since 2004, and we really enjoy the friendly neighbors, the proximity to work and fun, and the good value (costs vs. benefits) the neighborhood provides its residents. I also work in the neighborhood, having been at Rhodes College for 15 years, and have seen the benefits of the partnership between Rhodes and VECA over the years.

A lot of my VECA neighbors probably know me through my active border collie, Sadie, and our frequent walks down the V&E Greenline or along our beautiful tree-lined streets. In my free time, I enjoy riding my dual-sport motorcycle and traveling with my family and friends to places where I don't speak the language.

I believe that few of the folks living in VECA realize what a jewel it is. Simply put, no other neighborhood in Memphis has the same combination of benefits to offer, including:

- Quality (and mostly affordable) housing stock
- High-quality thoroughfares for vehicles, bicycles, and pedestrians
- Multiple growing business districts
- Easy access to dining, entertainment, and other desirable places around the city
- Multiple decent (or better) schools
- Diverse neighbors that genuinely care and look out for one another
- A multi-decade track record of neighborhood improvement through our community association

About a year ago, I was asked to join the VECA Board by Marci Hendrix, a co-worker at Rhodes and an active, long-term VECA Board member. At first, I was hesitant, as I've heard horror stories from others that had served on boards where either nothing of substance ever happened, or all people did was argue, or the board was simply a way to solicit donations. After the first VECA Board meeting, however, I realized my concerns were misplaced. Everyone on the VECA Board cares deeply for the neighborhood and wants to see positive, sustainable change. We don't always agree on the best way to reach a goal, but we are all committed to work together to make sure we get there.

Being on the VECA Board doesn't take a lot of time, and the effort you do put into it is rewarding. Through the committee structure, you are free to focus on issues that concern you, alongside neighbors that also share your interest. Personally, I'm interested in turning the tide on blight in our neighborhood, and in only a year I've been involved in several active, real efforts to that end, including boarding up an abandoned house, cleaning up trash, and systematically using the 311 system to report things to the city that need attention. I'm planning to continue these efforts into 2018, as it is rewarding to see the positive effects from neighbors pulling together to create change.

I urge anyone interested in improving their neighborhood to get involved with VECA. The VECA Board is very welcoming, and your input and effort is always appreciated. If you don't want to serve on the Board, you can still participate in one of the groups, such as the V&E Greenline, Blight, Historic Preservation, Membership, or V&E Youth committees, taking concrete steps to make our neighborhood a better place. It will be good for your property value, your family, and your spirit.



A member of the Blight Busters committee, Stacy Pennington, far left, is pictured with the group at a cleanup earlier this year

VECA'S MISSION

"To maintain a quality residential neighborhood through volunteer efforts of the neighborhood's residents."

A salute to all of our residents past and present – men and women across all age groups – for their countless hours of volunteering, the untold stories of stepping up to lend a helping hand to a neighbor, and strong financial support of VECA.

We are extremely grateful for our members and residents. A successful neighborhood and community association like VECA does not happen overnight. It is the result of engaged residents and neighbors for 45 years and counting.

Your annual contributions to membership have helped in great measure to improve, maintain, preserve and protect our neighborhood's resources and amenities:

- historic character
- interesting architectural details
- beautiful tree-lined streets
- safe greenspaces and nearby parks for our young and elderly
- walkable streets
- pedestrian and bicycle-friendly environment
- public spaces
- accessible and fun public art

VECA is a 100% volunteer-run neighborhood organization.

VECA has a 45-year legacy of being a visionary community organization.

VECA has a track record of being engaged and committed to the betterment of V&E.

We Are VECA. Past, present, future.

VECA donations are 100% Tax Deductible. Renew Your Membership Today!

Your loyal support, active involvement, and strong sense of community spirit are vital to our continued success.

The money raised through membership dues during our annual campaign is vital for successful events and endeavors

VECA Is Y•O•U•R Neighborhood Community Association Partner!

Please Renew Your Membership Now • THANK YOU •



VECA ANNUAL MEMBERSHIP FORM

Join your neighbors in helping Vollintine Evergreen continue to be the great neighborhood it is!

Name _____ Address _____

Phone _____ Email _____

Be one of the following types of team members:

Membership \$25 • Family/Household Membership \$35 • Gift Membership \$45

Neighbor \$75 • Leader \$100 • Other \$ _____

Checks payable to VECA. Mail to VECA, 1680 Jackson Avenue, Memphis, TN 38107

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FIND OUT WHAT MAKES US DIFFERENT:
www.churchoftheriver.org



Great Things About V&E and Being a Member of VECA

Traditional Charm - Modern Day Living

V&E: Is a neighborhood with historic and visual character, natural and scenic settings.

V&E: Has diverse, caring, friendly, and supportive neighbors.

V&E: Is a neighborhood with beautiful tree-lined streets and a large number of well-preserved, architecturally distinctive homes with fine craftsmanship.

V&E: Has an enthusiastic group of volunteers and members with a commitment to enhancing the quality of life in our neighborhood.

V&E: Is conveniently located near Overton Park, Levitt Shell, Brooks Museum, Memphis Zoo, Overton Square, Downtown, medical district, and excellent restaurants, with easy access to the interstate and suburban Memphis.

V&E: Is a strong supporter of art and sculptures in public spaces.

V&E: Has a vast and unique history with a designation on the National Register of Historic Places for all four of our historic districts.

V&E: Is a neighborhood with excellent public and private educational institutions: Snowden School, Vollentine Elementary School, St. Therese Little Flower Catholic School, KIPP Academy, VENS, and Rhodes College.

V&E: Has the VECA Welcome Center, a multi-use facility serving the Vollintine Evergreen neighborhood.

V&E: Neighbors are involved and empowered.

VE HISTORIC DISTRICT