

VOLLINTINE EVERGREEN

NEWS

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

SPRING 2018

The V&E Greenline is Soliciting Donations as Part of the "March Contribution Month Campaign" *Let's Support the Trail! It's Never too Late to Give!*



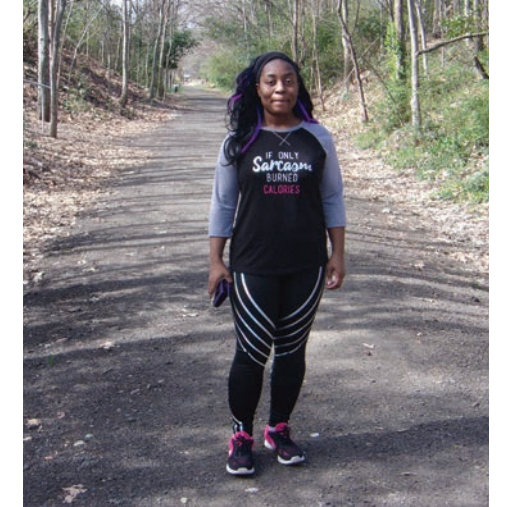
Operating costs such as maintenance, repair, and beautification of the V&E Greenline are paid for from donations.

Upkeep on the V&E Greenline costs money. In addition to funding materials for routine chores like mowing, weed eating, emptying of garbage cans, litter pickup, and leaf removal, we pay utilities and equipment repairs. Other problems such as tree and trail damage impact the bottom line. There are also needs like mailings and insurance costs.

The V&E Greenline is now working on a high-profile project, the new entrances that will be completed once the crosswalks are painted. We also did significant work on cleaning up invasive vines and debris on several areas of the trail. We will be adding around 40 tons of gravel to the trail at several points to make it more walkable.

Contributors can mail a check to the V&E Greenline, 1680 Jackson Avenue, Memphis TN 38107. You can also donate on line through PayPal at VEGreenline.org. Another option is to make smaller monthly payments through PayPal.

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- Police Dispatch: 545-2677 (then press zero). Listen to the prompts. You can advise the dispatcher if you want to remain anonymous
- 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.

MLGW

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

VOLLINTINE EVERGREEN NEWS
Spring 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.



Stop Litter
TENNESSEE'S HAD ENOUGH

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

Good News from the Nine Ten North Willet St. NW Group

Congratulations to The Nine Ten Neighborhood Watch group for their successful Crime Prevention grant application which will fund surveillance cameras on North Willett. 🐦

Pictured: Michael Rallings, Angela Walker, Violet Stevenson, Mary Harris, Jackie Walls, and Mayor Jim Strickland



More Good News More Skycop Cameras Coming

Vollintine Evergreen will be getting Skycop cameras this spring through the Memphis City Council/Memphis Police Department Sentinel Camera Project. The cameras will be located at Henry and Stonewall, Vollintine and McNeil, and Vollintine and Watkins.

Last year, Memphis City Council agreed to buy 70 Skycop cameras and divide them among each district. Memphis Police spent months studying data to figure out where to put them. Each camera will be monitored in the Real Time Crime Center 24 hours a day. 🐦



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)
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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 🐦

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

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://seeclifix.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



Youth Workers Help VECA

March 19 to 21 was a significant time for clean-up days in VECA, brought to us by youth from Fellowship Bible Church of Northwest Arkansas in Rogers, Arkansas. More than 40 dedicated youth workers spent their spring break here and helped with the V&E Greenline and Nine Ten Willett Neighborhood Watch cleanup. (Photos right.)

One group worked on Willett Street from the far northern boundary of VECA adjacent to Cypress Creek to Vollintine Avenue. They raked leaves and picked up litter on both the street and in front yards. Another group worked on the V&E Greenline and raked gumballs and leaves in the area where the Artwalk will be held.

The youth group leaders were great in organizing the work, and the volunteers were enthusiastic, hardworking, engaged and very friendly. They made the V&E Greenline and Willett Street look great.

Neighborhood residents Angela Walker, Mary Harris, Jackie Walls, and Mike Kirby were involved in planning the project, and they worked side-by-side with the kids.

Hunter House was the manager of the group; he was very efficient in telling VECA residents when the youth would be available.

They stayed in the bunkhouse at Living Hope Church and came to us through Jeff Riddle of City Leadership and the VECA board. The first contact with VECA and Fellowship Baptist Church was last year, on November 2 .

Hunter House indicated that "Our crew loved getting to serve VECA and the V&E Greenline because it gives them a chance to see the city through the eyes of locals and serve alongside the people who are already doing great work in the city."

He was pleased by the youth experience in VECA: "YOU GUYS ROCK! The kids loved working with y'all." Hunter House said he "grew up just across the river in West Memphis, and our church has had connections with Memphis through Randy Odom (of Memphis Athletic Ministries) and others for years."



Thanks to the youth of Fellowship Bible Church from Rogers, Arkansas for cleaning up the V&E Greenline and N. Willett



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Adopt A Block Kicks Off In Vollintine Evergreen

On Saturday morning, March 24, VECA volunteers and Mayor Jim Strickland kicked off the city's new Adopt a Block program. This city-wide project asks neighbors to help pick up trash on their block. We saw that it isn't really that hard. Over 30 volunteers came out to pick up litter at several spots along Watkins, Evergreen, and Brown. Once a messy area is clean, it's easier to keep it clean on a regular basis. Litter attracts litter!

Adopt your block online at <http://www.adoptablockmemphis.com/>

If you'd like help in jump-starting your block's effort, VECA will join you. Contact VECA's Neighborhood Networks Committee and we'll make a plan! Someone once said, "If you want to change the world, start off by making your bed." Let's take it a step farther: If you want to change your neighborhood, start off by picking up the litter in front of your house, then on your street. Let's get moving!

Thank you to the City of Memphis Community Affairs staff for providing snacks and coffee Saturday morning. Thank you to Living Hope Church members for the yummy grilled hotdogs. Thank you to Memphis City Beautiful staff for providing supplies and Adopt a Block tote bags. And special thanks to the Memphis Police Department for hanging out with us during our cleanup.

Adopt a Block totes with trash bags and plastic gloves are available at VECA for neighbors who sign up online. 🐦

Contact VECA at: keep.veca.clean@gmail.com

Contact Adopt a Block at: <http://www.adoptablockmemphis.com/>

Check us out at: https://memphistn.gov/news/what_s_new/adopt-a-block_kicks_off_at_vollintine_evergreen_



Thanks to all the neighbors for attending the Kick Off. They picked up litter at several hotspots in the neighborhood: Along Watkins and Tutwiler; on Evergreen north of Vollintine; on Brown by Kipp School; and on Springdale at the entrance of the V&E Greenline.



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VECA annual meeting

The VECA annual members' meeting was held on Saturday, January 27. Thank you to all the neighbors for bringing breakfast to share, and thank you to the volunteers for making the event a success.

Aryanna Smith of Explore Bike Share provided an update on the new bicycle program coming this summer to Memphis. Bike Share stations will be located in areas including Downtown, Midtown, Binghampton, Orange Mound, Uptown, and South Memphis. Our neighborhood's closest station will be Crosstown Concourse. To rent a bike, riders will go to the Bike Share station and pay to use the bike via an app. Customers ride the bike wherever they would like and when they're done, they lock the bike at any share station. The goal of the program is to make cycling available to as many people as possible, improve health through exercise, and give people a way to explore Memphis. Stay connected through this website for opening dates: <http://www.explorebikeshare.com>

We also heard from John Paul Shaffer, executive director of BLDG Memphis. The organization is VECA's new tenant in the Welcome Center. BLDG Memphis is a nonprofit that supports the revitalization of Memphis neighborhoods through public policy development, advocacy, and community education.

Andy Kitsinger, an architect with Development Studio, gave an overview of the year-long project that VECA has been working on regarding the Evergreen Jackson Project. VECA has completed the plan for the Jackson-Evergreen commercial area – the geographic “heart” of our community. We now have an exciting, viable plan

that presents a range of creative solutions for improving the district. The planning included talking with business and property owners and holding two special events for neighbors to offer input on needs and possibilities. We also received helpful advice 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 and to encourage aggressive commercial code enforcement where needed.

Lastly, VECA will be working with neighbors in 2018 who wish to consider the possibility of Landmarks Designation. Neighbors of Cooper Young, Speedway Terrace and Glenview shared some insights of their experience going through the Landmarks designation process.

VECA members elect the President at our annual meeting. Bob Rigus was elected to serve his second term. At the following VECA board meeting, the board elected officers: Natasha Strong, Vice President, Chuck Fox, Treasurer, and Karen Edwards, Secretary. Many thanks to our VECA officers for their fine work and service to VECA.

A highlight of the annual meeting is the presentation of service awards. This year a record number of awards were presented.

The Mike Kirby service award, established in 2015, honors a VECA volunteer who has rendered exceptional service to the Vollandine Evergreen Community Association. Three well-deserved awards were presented:

Scott McDermott is the founder and chair of the Neighborhood Watch group started two years ago for the overall Vollandine Evergreen area. The VECA NW group is very active and meets monthly here at VECA and with the Crump Station people. This year, Scott worked closely with Melanie Dorsey and Officer Rachel Wilkins from the Crump Precinct to help form two new Neighborhood Watch groups. He also coordinated the IOBY fundraising effort that resulted in a Skycop camera being installed at McLean and the V&E

Greenline.

Chris Floyd was nominated for her work as chair of the Blight Busters committee. Year after year, Chris and her team have been diligently working on distressed and abandoned properties in the neighborhood. This year she and the Blight Busters committee worked with the Memphis Law School Neighborhood Preservation clinic; on VECA's behalf, the law students went to Environmental Court to file lawsuits against owners of neglected property. The Committee also received the 2017 Grassroots Activism Award from Neighborhood Preservation Inc. at the Memphis Neighborhood Blight Elimination Summit. The committee has fun as well. Several years ago, Chris, the Blight Busters group, and residents on Lyndale Street started a community garden, which provides a bounty every year for neighbors and volunteers who help at the garden.



Guest speakers included Aryanna Smith, Andy Kitsinger, John Paul Shaffer, and a Panel of friends for Landmarks Designation topic



Andy Kitsinger receives Richard Boris Award



April Grant of the Parkway House and Mary Alyce Clay of Gethsemane Garden Church recipients of the Mary Wilder Award



Chris Floyd receives Mike Kirby Award



Jackie Walls accepting Margaret Dichel Award for Angela Walker

Chuck Fox joined the VECA board in 2008, when the organization was suffering financially during the recession. His expertise helped VECA get back on track during that turbulent time. Chuck helps the organization and the managing committee prepare budgets, which he then manages all year, every year. Chuck also manages the properties VECA owns. He and his wife, Mary Wilder, find and work with tenants, collect rents, and make repairs. Chuck is also helping some of the tenants work to own the VECA houses they are renting. Chuck even spruces up apartments when tenants move out so the new tenants feel comfortable in their new home. He also does preventive maintenance so potential problems are caught early. VECA can boast of being the best landlord around, thanks to both Chuck and Mary.

Last year at this time, VECA was concerned about not being able to keep the Welcome Center because of the expense. Chuck was central in helping us find solutions this year. First, we were approached by neighbors who asked if they could buy our 795 Maury apartment building. With the proceeds, we were able to pay off a few mortgages, including the Welcome Center's. VECA also realize that the Welcome Center was rarely used during the day. Chuck orchestrated renting it to BLDG Memphis, which improved the cash flow. This has been a great year for VECA because of the efforts of our treasurer, Chuck Fox.

The Margaret Dichtel service award is presented to a Vollintine Evergreen resident and VECA member who embodies the principles of community action, awarded to Angela Walker

Angela is the founder of a new Neighborhood Watch group in

Vollintine Evergreen. After attending several Neighborhood Watch meetings at VECA, she inspired her neighbors to start a group for their block. Named the Nine Ten Neighborhood Watch group, it is made up of the 900 and 1000 block of North Willet Street. Angela took the lead in getting the group certified with the Crump Precinct as an official Neighborhood Watch group. They began meeting in 2017 and the group is growing. It was recently approved for a City of Memphis \$2500 Crime Prevention Grant, which they will use to install Skycop cameras.

The Mary Wilder service award was created in 2009 to recognize excellence by institutions that through their work contribute to the Vollintine Evergreen community. The Parkway House Condominiums and Gethsemane Garden Church COGIC won the award this year for their gracious and generous help with VECA's school supply drive. For the last three years, VECA has sponsored a school supply drive in August for our neighborhood schools.

VECA neighbors have been very enthusiastic about the drive and have helped make it a great success. We are grateful to the Parkway House residents and Gethsemane Gardens congregation for going the extra mile to make our school supply drive an even bigger success.

The Richard S. Borys service award was created to recognize public officials who contribute to the Vollintine Evergreen community. Two awards were presented at the annual meeting:

In 2013, Council member Kemp Conrad approached VECA to ask whether there was a project that the City could support.



Scott McDermott receives Mike Kirby Award



Chuck Fox receives Mike Kirby Award



VE&E Greenline Committee with Kemp Conrad recipient of the Richard Boris Award

The Greenline is well maintained by volunteers, but the entrances date back to the time of the railroad abandonment in 1980; they were eyesores and difficult to navigate. Mr. Conrad liked the idea of helping to improve the entrances. To start the project, the Greenline committee used a planning grant from the Shelby County Greenprint and hired a consultant to design better entrances. Mr. Conrad was able to include constructions costs in the City's Capital Improvements Program. The contractor's bid for the project exceeded the funding, so Mr. Conrad worked to add more money to the budget. When the project stalled, he provided the momentum needed to get the project to the

construction phase. His work will enhance the trail and make access easier. It is also a testimony to Mr. Conrad of his care and concern for the people of his district.

Andy Kitsinger, AIA, AICP, Development Studio, LLC, has become a friend and an advocate extraordinaire for VECA this year. His work on VECA's visioning plan for the Evergreen Jackson corridor will be meaningful for years to come. Andy has given his time, resources, and expertise to help VECA prepare for a bright future. He is also lending his expertise as needed on the Landmarks Designation exploration. We are grateful to Andy for his insight and for sharing his time and talents with VECA. 🙏

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.

WHAT IS LANDMARKS DESIGNATION?

Landmarks Designation is a Zoning protection overlay status for Memphis neighborhoods that are already on the National Register Historic Places. VECA became a National Register district in 1996. VECA neighbors want to become a Local Landmark District to recognize our outstanding historical, cultural, and aesthetic value.

Preservation Myths and Facts

About Historic Overlay District Zoning



How much do you really know about Landmarks Designation?

Much of what passes for "information" on historic preservation is actually just rumor, speculation and myth. Let's set the record straight. The reality may surprise you. We hope you'll use this information to educate your friends and neighbors and that you'll join together with us in speaking out in favor of designating Vullintine Evergreen as a Landmarks Historic District – preserving its unique architectural heritage – before it's too late.

What are the advantages of a Landmarks Designation?

Landmark district designation ensures that change and new development will enhance, not detract, from a district's special qualities. Status as a Landmark district can enhance an area's prestige, increase the value of the properties within it, and help stabilize an entire neighborhood. It's one of the best tools available to VECA for maintaining and preserving Vullintine Evergreen's unique character.

How does landmark designation affect property values?

Study after study across the nation have conclusively demonstrated that historic designation and the creation of historic districts actually increase property 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 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. They recognize the important role historic overlay protection can play in revitalizing older areas, building civic pride, retaining the sense of place and continuity with a community's past as well as the economic benefits of conserving resources and reinvestment.

TRUE OR FALSE?

Owners of property in designated historic landmark districts are still able to make changes to their properties.

TRUE Historic preservation laws are intended to manage change in a responsible way, not to prevent change. However, the most significant or "character defining" features should be preserved, and new additions should be compatible with the existing architecture. It will not affect the paint color of your property, ordinary or minor repairs, or any interior work. Only major changes visible from the street will be subject to such standards. Rather, the standards specify that historic features that have deteriorated should be repaired if possible – while allowing for replacement when the severity of damage leaves no other reasonable option.

If I make alterations or repairs to my landmark designated property, then I have to use materials that have historic specifications?

FALSE It is a misconception that all building materials must meet historical specifications. The standards don't require that every element of a historic site remain intact. This is done in part by encouraging the use of recycled historic materials and the use of materials that benefit from modern technology. It is acceptable to use building materials that are new as long as they closely resemble the original character of the structure.

If a building is designated as a historic landmark, it can never be torn down.

FALSE Landmark designation helps to ensure a thorough review of proposals to change or demolish historic buildings, but it does not prohibit demolition outright. Local district zone overlays give communities control over the scope and rate of development and protect neighborhoods from detrimental changes.

Does becoming a landmark historic district lead to gentrification?

FALSE There is not a correlation between gentrification and historic districts. Historic preservation has often been conflated with gentrification. In most cases gentrification either precedes designation or does not occur. Gentrification can occur without displacement and displacement can occur without gentrification. And both can occur without historic districts.

Get Involved!

You can become involved by joining the Historic Committee or attending future information meetings.

Successful preservation efforts are the result of resident involvement at the grassroots level. Each and every individual can make a difference. If you care about the protection of our historic housing, buildings, natural and public spaces, here are 4 concrete steps you can take:

LEARN about the benefits of historic preservation and the ways in which you can help to protect VECA's unique and rich architectural heritage.

THINK about what is irreplaceable in our historic urban neighborhood. What would you (and future generations) miss if it were no longer here?

TALK with your neighbors and friends about what you've learned and encourage them to get involved.

JOIN VECA! VECA is your neighborhood organization composed of neighbors, volunteers, schools, businesses, and churches. We have a membership level to fit every budget.



1680 JACKSON AVENUE
MEMPHIS, TN 38107

PHONE

901.276.1782

WEBSITE
VECA.ORG

EMAIL

VECA901@GMAIL.COM



Spring 2018

Dear Vollintine Evergreen Neighbor,

A good neighbor is a found treasure, and a community of neighbors can accomplish great things together. That is what the Vollintine Evergreen Community Association (VECA) stands for and offers. We all want to be heard and listened to about things going on in our neighborhood and community. **Let VECA be your voice by becoming a member in 2018.**

WHAT IS VECA?

VECA is committed to promoting, developing and enhancing our neighborhood. Our goal is to continually make our community a better place for residents, businesses, while offering family-oriented activities.

VECA is run by volunteers who live in the community working together.

In 2017, your membership dollars and neighbors volunteering provided many achievements. Among those achievements were:

- ❖ Concrete medians at Hallwood, University, and Jackson were removed and beautified with perennials and evergreen plants
- ❖ Successful V&E Artwalk, Sky Cop Camera installed at the McLean entrance to the V&E Greenline
- ❖ Wheelchair access added to crosswalks on the V&E Greenline with green stripes added to streets
- ❖ VECA Street Faire for Evergreen-Jackson, Back-2-School Supply Drive for Snowden & Vollentine Schools, and Neighborhood Watch Groups
- ❖ Garden Picnics at our Lyndale Garden, Ice Cream Socials, and a Wine Social
- ❖ Distribution quarterly of the V&E newsletter, an updated Facebook and Nextdoor presence, and an E-News Weekly Bulletin
- ❖ Clean up of the medians along Tutwiler from Evergreen to McLean

TO LEARN MORE ABOUT VECA JOIN US

Vollintine Evergreen is its residents, its historic homes and buildings, and its natural and public spaces. VECA is your neighborhood organization composed of neighbors, volunteers, schools, businesses, and churches. We have a membership level to fit every budget.

A big thank you to our existing members. Be sure to renew your membership with consideration of increasing your contribution to the next level, if you have so prospered.

If you are just considering becoming a paying member, we welcome you and hope you will join as a volunteer as well as providing your financial support.

Greetings from the VECA Business Committee

By Justin Burkhead

I'm proud to announce a revitalized effort to support local – really local, VECA local, – businesses. Our committee seeks to make these businesses familiar to you and to provide you with opportunities to know the people behind them. We live in a wonderful neighborhood, and these businesses provide us with convenience, meet our needs, and make entertainment really accessible. They can help attract new residents, retain long-time neighbors, and draw visitors from all over the city. So here's what our committee is working on now:

1. We are compiling a list of VECA businesses and reaching out to them.
2. We are calling for committee members to join the team.
3. We are brainstorming ways to build VECA business and support our neighborhood.

In addition to these efforts, we are working to unite all of the VECA churches. We held our first clergy gathering on March 13; five clergy members attended. We discussed ways to support VECA, such as the clean-up day on the March 24, as well as ways to engage in city justice efforts like MICAH (Memphis Interfaith Coalition for Action and Hope)

What can you do to help?

1. Reach out to businesses and churches and encourage them to take part in this committee by emailing Justin Burkhead justinwburkhead@gmail.com.
2. Join the committee.
3. Shop and eat local – VECA local. 🍷

Welcome to the McLean Mart 634 N. McLean

By Alaa Ahmad via Nextdoor.com

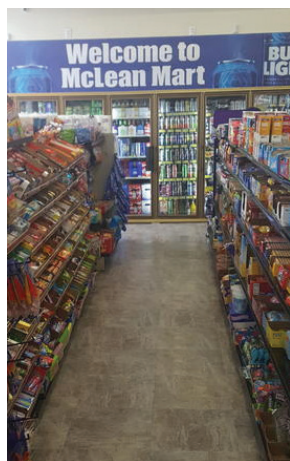
"We want to wish everybody in the community "A Welcome Back" to the former Midtown Mini Mart now known as the "McLean Mart" with new product, new atmosphere, and more organized. If anyone has any suggestions for new items please let us know. Hours of operation.

M-T 6am-11pm

F-S 6am-12pm

S 8am-9pm

It's a smoke-free, pet friendly environment as well as great convenience for your daily needs. Stop by and check us out."



The collaborative known as Neighborhood Collaborative for Resilience (NCR) is the Memphis SPARCC initiative which cultivates and supports meaningful community participation and decision-making to strengthen neighborhoods in North Memphis. NCR consists of a collaboration of community members and strategic partners focused on equitable solutions for North Memphis residents in racial equity, health, and climate. As Vollintine Evergreen is one of the twenty plus neighborhoods in the NCR focus area of North Memphis, VECA is a community stakeholder organization. VECA's partnership in this three-year SPARCC initiative will support the work of NCR in carrying out a shared vision to invest in the North Memphis community.

For more information you can contact deveney@bldgmemphis.org or check them out on Facebook.



Plant The Parkways

Plant the Parkways will plant 1,000 flowering trees to renovate the historic Memphis Parkway System in coordination with Memphis City Beautiful and the City of Memphis Division of Public Works, restoring it to its former glory and beyond generously supported by the Kresge Foundation.

More info: <http://planttheparkways.org>
<http://planttheparkways.org/plant-the-parkways/>

Calendar

East Parkway Planting 1	April 14
East Parkway Planting 2	April 28
North Parkway Planting 1	May 5
North Parkway Planting 2	May 12
Rain/Makeup Date	May 19



ARTISTS SELLING THEIR CRAFTS

**SATURDAY
APRIL 28**

11A-6P
MIDTOWN
1625 TUTWILER

SILENT AUCTION | FOOD + DRINKS | CHILDREN'S AREA

VEGREENLINE.ORG

**RAIN DATE
APRIL 29**

V&E ARTWALK SPONSORS

GOLD

Memphis Arts
Collective
Mercy Hill Church

SILVER

Buckman
Church Health
Crosstown Arts
Evergreen Historic District
Jeff and KC Warren
Joe Spake-InCity Realty
VECA
Wiseacre Brewing Co.

BRONZE

Crosstown CDC
Polo Wine and Liquor
VECA Youth Committee