



## MEMFix spotlights potential in Highland-Walker area

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MEMPHIS, Tenn. (FOX13) - The Highland Avenue and Walker Avenue in the University of Memphis [Business](#) District used to be hopping in its heydays, Joshua Kirk says his mother tells him.

It lost some of its spark over the years, but Kirk says during the last ten years he has frequented the area there has been positive progress. With groups like MEMFix highlighting the area to attract more development, he believes great growth is in the future for the area.

"It draws people to Memphis, it'll bring people to the university here, it makes it easier for kids to be able to go out kind of in the local area," says Kirk, "When I lived over here I was going to downtown or midtown because there wasn't as much to do here, but it's starting to kind of turn around."

MEMFix says the Highland-Walker area is the heart of the U of M Business District, but underutilized storefronts and a lack of pedestrian friendliness are keeping it from its full potential.

During Saturday's event, the group spray painted their own sidewalks and set up cones for bike lanes. Vendors and a [traveling](#) merchant set up pop-up shops. It was all to display opportunities that the prime and ready area could better utilize.

"There's a unification going on right now. You see a lot of different groups working for a positive impact and it's something really positive that MemFix can get behind," says Jack Simon, who is on the MEMFix Planning Committee.

Memphian Laurence Welch stopped by MEMFix in the Highland-Walker area on Saturday, noticing the improvements to the area are very similar to developments being made across all Memphis neighborhoods.

"It's really nice that they're thinking about revamping this area to make it nicer for students, to make people want to come here and want to spend time here and I think that's really great," says Welch, "I get really excited for our city; I do. I get really excited for our city when we start projects like this."

Just as MEMFix did in November on Cleveland Street, the group wants to activate the street for long-term development.

Retailers and restaurants also planned specials to show visitors the business that already exists and thrives in the area.