

RESOLUTION NO. 24258

A RESOLUTION AUTHORIZING THE ADOPTION OF THE
2004 DOWNTOWN PLAN.

WHEREAS, downtown Chattanooga is the cultural, social, and economic center of the region; and

WHEREAS, the last Downtown Plan was published in 1993; and

WHEREAS, the Chattanooga-Hamilton County Planning Commission and the Chattanooga City Council requested the Planning and Design Studio to develop a plan for the future of downtown Chattanooga; and

WHEREAS, the recommendations in the 2004 Downtown Plan reflect that citizen input; and

WHEREAS, many redevelopment opportunities, including new housing, still exist in the downtown and adjacent urban neighborhoods;

WHEREAS, there is a need to coordinate infrastructure, transit, parks, and other public improvements with redevelopment projects; and

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CHATTANOOGA, TENNESSEE, That the 2004 Downtown Plan, a copy of which is attached hereto (or www.chcrpa.org/Plans/Downtown/the_DowntownPlan_Chatt_2025/main.htm), be and is hereby adopted.

ADOPTED: November 16, 2004

/add



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Chattanooga 2025



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From the Mayor

Dear Friends:

The Chattanooga Downtown Plan is the blueprint for our future, engendering the principles and guidelines that will influence our urban development in the coming years. Therefore, I hope you will take the time to read through it, so that you can share this vision for building the finest downtown in the country.

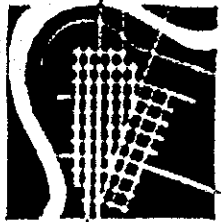
Many of you participated in the meetings that led to this plan. In the manner that has become typical of Chattanooga, ordinary citizens came together to share their own visions of what downtown Chattanooga can and should become. Those individual dreams have been merged into one, and this plan is the result.

You talked about better transportation systems; you talked about conservation of the natural aspects of downtown; you talked about building buildings that were environmentally responsible and architecturally interesting; and you talked about creating great public spaces for all of us to enjoy. You will find all of that in this plan. More importantly, you will find the transportation goals integrated with the public space goals and the building goals integrated with goals for the natural systems. Preserving this integrated approach to development will be critical to our progress toward a great downtown.

I am proud to be the Mayor of this great city, and I look forward to working with all our citizens to make this awesome vision into reality.

Very truly yours,





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The Purpose of the Plan

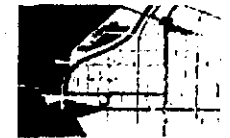
Good development plans are like good road maps: they establish a general direction for getting somewhere, understanding that unforeseen circumstances may require some deviation *without abandoning the overall course*. This plan attempts to do just that for the future of downtown by becoming a policy guide that planners, developers and government can use over the next ten to twenty years to build an appealing and successful urban center – an ideal place to live, work and play.

The recommendations are based on principles shaped by citizens who participated in public meetings to discuss the future of downtown.

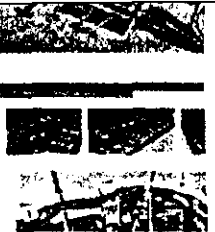
What this plan is *not* intended to do is dictate exactly what should be built on every piece of downtown property. It may suggest appropriate uses and even make recommendations; but in the end, developers, planners, residents, employers and elected representatives will make decisions about the development, preservation, restoration and renovation of their respective downtown neighborhoods. Ideally, they will make those choices in accordance with this plan.

Government officials will use this plan to prioritize, design and implement public infrastructure improvements and other city capital projects. Most importantly, development decisions will be based, in part, on the intentions set forth in this plan.

Chattanooga has won international attention for the manner in which it has revitalized its downtown over the past two decades. Past success has been due, in part, to developers' adherence to prescribed design plans. In the cases of the riverfront and, more recently, the 21st Century Waterfront, careful planning and design was enabled by the fact that the land to be developed was in one party control or, at least, friendly hands, making it easier to achieve an integrated district vision. Similarly, the Bluff View Art

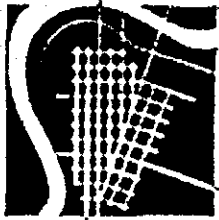


...ing a sense of integrated developments. As downtown develops in the future, this plan can serve as a rallying point for disparate individual landowners committed to building the finest downtown in the country. It will also ensure that each individual project contributes to building the downtown the community wants.



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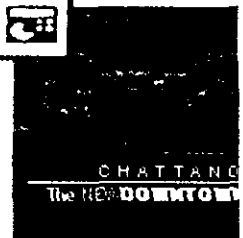
Process

For more than two decades, Chattanoogaans have adhered to another important premise: decisions about public spaces and the discussions that lead to them should involve the public. In 1996, approximately 2,500 Chattanoogaans participated in the *FutureScape* Visual Preference Survey. They concluded that Chattanoogaans value the natural environment and favor buildings and streets with human scale. Furthermore, they expressed a willingness to accept development standards that protect the things they value.

This open process, for which Chattanooga has rightfully gained such a strong reputation, has produced plans that are for, of and by the people. This new downtown plan has abided by the premise, giving Chattanoogaans a voice for their visions as they answered the question: *What makes a downtown great?*

Planning workshop participants addressed six topics: living, working, playing, building, getting around, and shopping and doing business downtown; then they created lists of ten priorities for each topic (see Maps & Multimedia for the various lists). The Top Ten Lists represented a cross between broad vision, implementation and development as participants saw the future and then recommended ways in which it could be made real as soon as possible.

They envisioned a higher-density downtown Chattanooga with more mixed-use, accessible by foot, bicycle and transit. They envisioned more housing types at greater affordability along with diverse retail and service businesses in close proximity. They envisioned an active pedestrian culture that reduced the need for surface parking lots.



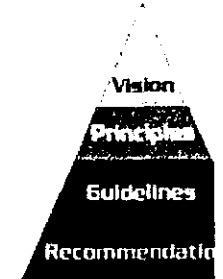
They envisioned a downtown with a higher quality of life – greener, cleaner, more energy-efficient, less polluted; a place with significantly reduced environmental impacts and improved habitat quality for humans and other species.

From the group comments, a set of principles was drafted reflecting the community vision and the beliefs reflected in the Top Ten Lists. The principles became the guidelines within which the planning staff conducted their work, assuring a downtown plan that would be in sync with the visions of Chattanoogaans for whom downtown is such a unifying force. The principles are the way in which we describe a great downtown.

The *building* of that great downtown requires systems, and the planning staff organized their work into the four “systems” that make up the urban ecology: natural systems, public spaces, building, and transportation. Then they enlisted advisory groups comprising individuals with appropriate experience and expertise to guide the staff as they mapped the systems and developed future plans.

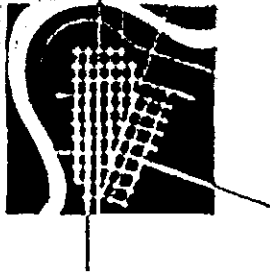
Comments relating to downtown programming and activities were assembled and conveyed to the Chattanooga Downtown Partnership. Suggestions relating to downtown merchant activity actually helped result in the creation of the Scenic City Council, a division of the Chattanooga Area Chamber of Commerce that will address downtown business issues.

For organization's sake, the work was broken down one additional time into geographic districts, which is the way many of the plan recommendations are presented. That delineation notwithstanding, it is important to note that sound future development will depend on an integrated approach to planning and building, a concept that is developed and reinforced in the rest of this planning document.



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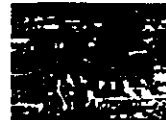
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Principles

No two downtowns are alike; but whether we're talking about Chattanooga or Charleston or Chapel Hill, certain truths emerge about planning and designing a great downtown. They are the principles around which decisions are made and upon which great cities are built. Together they represent a complex integration of design and development ideas that can move a city toward true sustainability while enhancing the characteristics that make people want to live, work and play there.



Principles
Video



A great downtown supports a vibrant economy.



A great downtown evokes a sense of place.



A great downtown has a rich public realm.



Buildings in a great downtown are sustainable.



A great downtown is accessible via diverse modes of transportation.

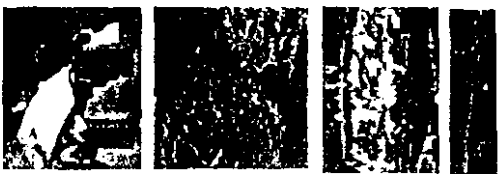


A great downtown has a harmonious mix of uses.

A great downtown has people.

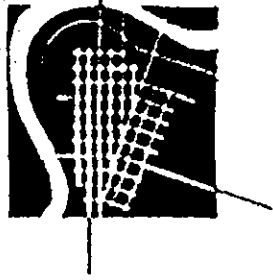
A great downtown demonstrates a respect for the natural ecology of things.

A great downtown comes about through cooperation and collaboration.



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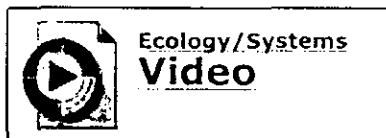
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Ecology of Downtown

The post World War II era severely tested the notion that strong, vibrant, populated downtowns were essential to the health of a larger region. During the 1950's and 1960's, Americans fled the cities, looking for the serenity of the suburbs and pursuing the incentives created to build new single family housing. Their trips to and fro were facilitated by the automobile boom and an interstate highway system that moved cars around with unprecedented ease.

Now we have learned the unintended consequences of that focal shift from city to suburb. Sprawl has cost us dearly as we have paid for streets and sewers and schools to accommodate a diffuse population intent on having the same level of service spread across two, three, five and ten times the square miles. We have also paid with our civic health. The alarming level of obesity in America is, in part, a byproduct of driving everywhere rather than walking, and chronic respiratory ailments stem, in part, from pollutants generated by the automobiles we drive to our destinations.

Along the way, we expended vast amounts of non-renewable resources and nearly buried the heritage and culture of the cities that had birthed us. Thankfully, Chattanooga has seen the emergence of a strong civic will to reinvest in downtown.

Reinvesting right implies a commitment to maintain the urban ecology – the component parts of any downtown, whether they are natural or built, living or inanimate.

This goes beyond mere "environmentalism," although attention to water

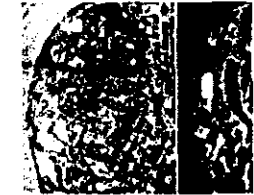
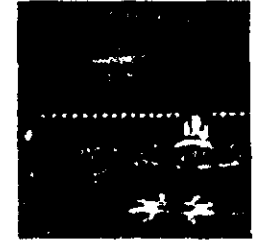


and air quality is important. This is about how a city and the people in it form an organism in which the component parts work to sustain one another and the whole. Urban ecology is about integrating the parts to sustain the health of the city and its inhabitants into the future.

The "greening of downtown" pertains to both saplings and salaries. The policies and codes governing future development must drive commerce, but not at the expense of air quality; they must promote ease of accessibility, but not at the expense of green space; they must promote sustainable buildings, but not at the expense of being able to afford them; they must promote pedestrian traffic, but not at the expense of being able to get into town and find a parking place.

The urban ecology embraces four sub-systems: transportation, buildings, public spaces and the natural environment. Place undue emphasis on any one, and the city can wobble out of balance. If the imbalance goes unattended, the very livability of the city – and certainly its long-term sustainability – begin to suffer. On the other hand, maintain the balance, and a great downtown can take shape.

This plan is attentive to that balance, more so than any downtown plan of the past. As we enter the 21st Century, the need is obvious and the civic commitment is pronounced.



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Natural Systems

When we think about downtown, we typically think about the manmade urban environment – buildings, streets, sidewalks, bridges, parks – yet all of those elements rest upon the underlying foundation of Chattanooga's **natural systems**. Our mountains and ridges frame the downtown, enhance air quality and contribute to the scenic quality of the region; the Tennessee River provides drinking water; urban forests temper the climate, filter the air and contribute to the natural beauty. Even the wind patterns can play a positive role in the life of the city.

American cities have profound impacts on the natural environment and the consumption of resources, yet almost every urban system has been designed in a way that is antithetical to the way nature operates. The list of unfortunate consequences is long, but solutions are possible with today's knowledge and technology, all for lower life cycle costs.

Interestingly, nature's systems can provide valuable and sustainable models for city builders. Integrating the city's structural elements – neighborhoods, public spaces and buildings – with the city's natural geology, hydrology and topography creates a richness of mixed-uses that promote and sustain one another, while they create a more interesting, more resource-efficient place to live.

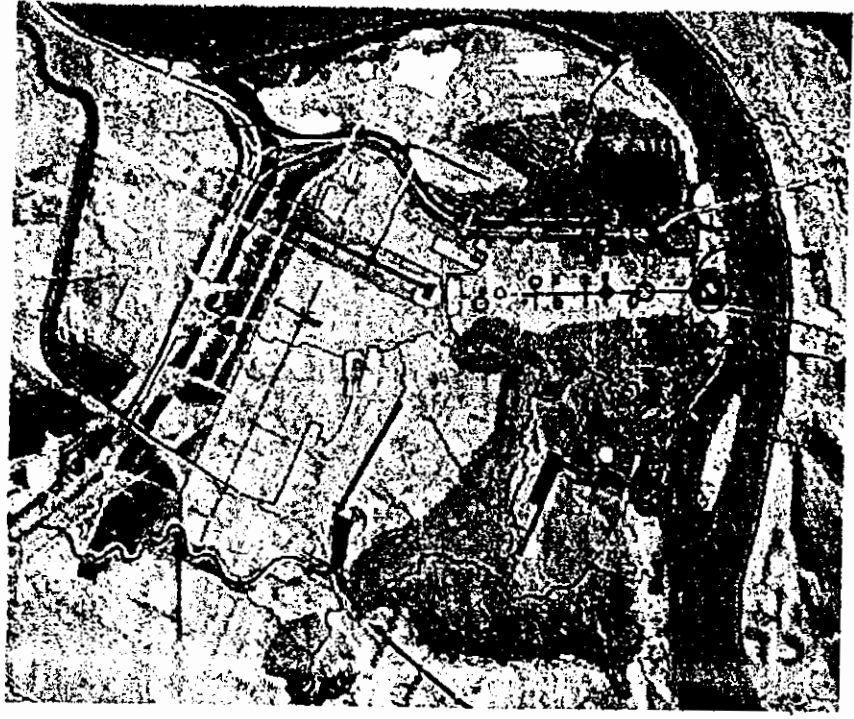
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We should make it our goal to find practical ways for natural systems and urban development to reinforce each other so that the community's way of life, its economy and its ecology are healthy for generations to come.

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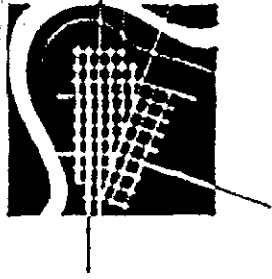


sewers. As with many cities, Chattanooga's rain water is mixed with sewage, leading to overloading of treatment plants (and increased/unnecessary costs) and inevitable overflows of sewage into rivers and streams during rain storms. Current development practices require stormwater storage on site, which may not always be the best place and often results in duplication of infrastructure. Chattanooga Creek, once an EPA Superfund site, still requires significant cleanup.

Recycling (materials and land) – Per person solid waste disposal is more than 20% higher than national averages. Recycling is rare and difficult. Chattanooga's heavy industrial past has left many downtown brownfields which are historically difficult to redevelop and reuse.

Sensitive Areas – Flood plains have been altered, devegetated and built upon, reducing their natural capacity to slow and absorb runoff, filter water, and reduce flooding. Urban streams have been channelized and buried, effectively eliminating their rich riparian ecosystems, exacerbating downstream flooding and removing a valuable community amenity. Forested steep slopes, which contribute to the scenic quality of the downtown area, are in constant danger of being eliminated to accommodate development.





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Natural Systems Existing Conditions

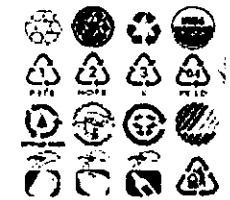
Chattanooga has made strides in hazardous waste disposal, brownfield remediation, stormwater management, habitat restoration and tree cover, greenway creation, stream remediation, electric-powered bus and bicycle travel, traffic flow improvements, a growing urban forest, green power, and improvements that make walking attractive.

However, there are unresolved challenges:

Air Quality – In 1969, Chattanooga had the worst air pollution in the country, but much of the industrial pollution has been cleaned up. Now the major source of local air pollution is cars and trucks. According to the Air Pollution Control Bureau, from 1984 to 1999, the number of vehicle miles traveled nearly doubled in Chattanooga. Like most other areas in the eastern U.S., Chattanooga's ozone levels exceed the new federal 8-hour ozone standards - but only by a few parts per billion. The city voluntarily has joined with all but one of the counties in our Metropolitan Statistical Area (MSA), as well as Meigs County, as part of an Early Action Compact to achieve these new standards sooner than would be required under federal law.

Tree Canopy – Despite an aggressive tree-planting program, downtown has only about half the tree coverage (8% versus 15% of area) required to help cleanse the air and reduce stormwater runoff and urban heat buildup.

Water Quality / Conservation – Urban land is deforested, compacted, paved and built upon, creating a vast layer of impervious surface that keeps rain water from infiltrating and meandering as it does in an undisturbed landscape. Instead, rain water is channelized into a network of





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Natural Systems

Guidelines for the Future

Ensure that downtown development is designed to reduce vehicle miles traveled in whatever ways possible, consequently delivering a reduction in automobile emissions;

Ensure that all future downtown development creates a minimum 15% tree cover for the city; including interstate rights-of-way, parking lots, and neighborhood tree planting;

Reduce stormwater runoff and associated long-term costs by expanding the Southside gray water recycling program throughout downtown and by incorporating pervious paving materials in all new parking lots;

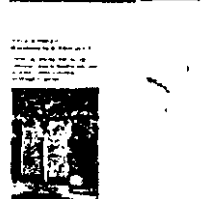
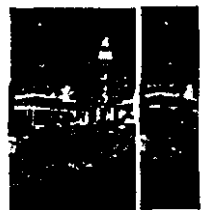
Make every effort to get brownfields back into productive use;

Continue curbside recycling and increase materials recycling through a coordinated effort of all downtown employers;

Preserve downtown's floodplains as public space and green buffers to filter pollutants and decrease flooding; TVA recommends a minimum zone of vegetation 200 feet wide for waterways the size of the Tennessee River and 100 feet for smaller waterways;

Preserve the forested steep slopes by prohibiting development on slopes with a grade of 25% or steeper; and develop guidelines for development on slopes between 15% and 25%;

Establish a program to measure progress in our efforts to "green" the community.



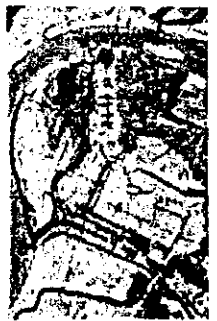
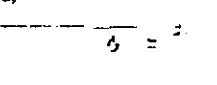
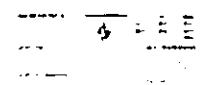


Develop water projects in each district that contribute to our water quality and conservation and, at the same time, create beautiful civic places by expressing and celebrating water processes;

Initiate a comprehensive water management study for the downtown that includes conservation, reuse, and naturalized drainage;

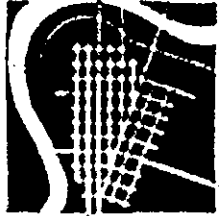
Set aside shared space for community gardening in every neighborhood.

Create tree nurseries and parking orchards on underutilized parking lots and vacant land;



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Transportation

Downtown's transportation systems comprise the various methods we use to move into, through, and out of the city. They include both the modes of movement (cars, trucks, bicycles, buses and and the rights-of-way along which they move (streets, rails, paths, trails and bridges).

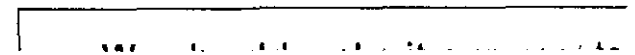
It cannot be overstated that a great downtown is going to offer pedestrians a safe and comfortable environment in which to move about. Achieving that character demands that we calm traffic and reduce the number of cars in general. 20-30% of our citizens cannot drive. They may be too old, too young, they may suffer from a disability, and the automobile is not an option for them.

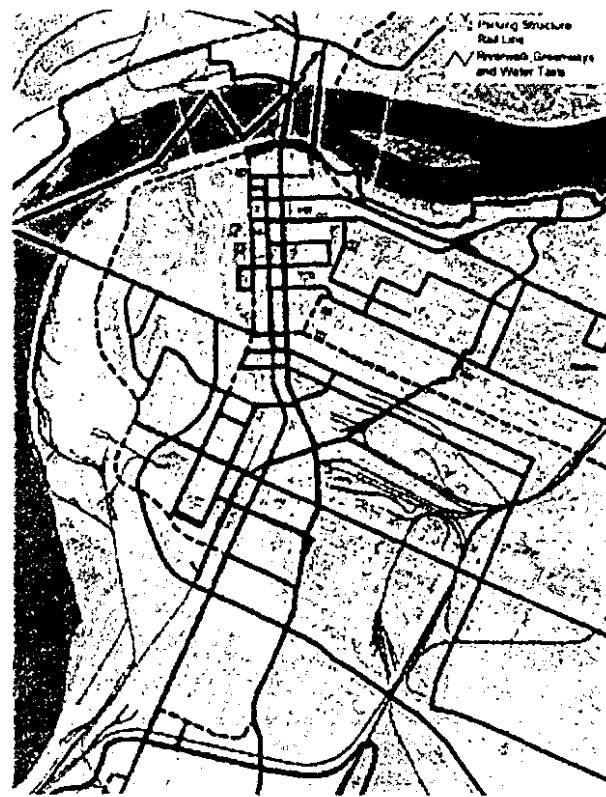
In short, we need to restore balance between the pedestrian and the car by paying close attention to streetscape and sidewalk art, and by creating narrower street widths, tighter turning radii and conditions that presently favor the motor vehicle over the pedestrian.

We need to think of streets as more than just conduits for cars. They are our most important public spaces and should be designed for pedestrians and bicycles, habitat for plants and animals, part of a stormwater management system and as forecourts to the homes and businesses that front them.

Mass transit – in the city and to and from it – helps, too, by reducing the number of parking lots present in the urban core and allowing land now dedicated to parking automobiles to be returned to mixed-use development. Transit should be viewed as an integral part of the city's infrastructure.

Still, cars will continue to be an important part of the transportation mix. Accommodating them in an efficient and affordable manner is critical to the fortunes of downtown businesses. A 2002 parking study affirmed that parking must be treated as a critical part of the urban infrastructure, that it should be integrated with the shuttle and other transit, and that it requires management.



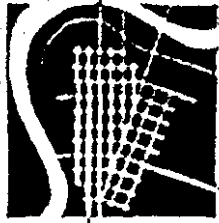


we should make it our goal to create a downtown with transportation systems that accommodate motorcycles, bicycles, buses, wheelchairs and pedestrians with equal generosity, allowing all citizens reasonable access to work, home and diversion.



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Transportation

Existing Conditions

Chattanooga's free downtown shuttle is a model urban transportation system, moving residents and visitors alike through downtown and reducing traffic congestion. Citizens would like to see the system expanded.

Shuttle success notwithstanding, downtown Chattanooga currently reflects America's half-century love affair with the automobile. It is reflected in abundant surface parking lots (designed to get people as close to their destinations and then to and from them as quickly as possible); the elevated highways – U.S. 27 and Interstate 24 (designed to get cars through downtown as quickly as possible); and expansive city boulevards like Broad Street (designed to give as many lanes to cars as possible).

There are 11,725 public parking spaces downtown, 10,905 private spaces, and 1,276 on-street spaces. The largest single user of land downtown is, by far, surface parking.

Although this tide is turning (streets are being converted back to two-way; Riverfront Parkway has been reduced from four lanes to two; ridership is increasing on the downtown shuttle; bike routes are expanding), the scales continue to tip in favor of the car. It is still no surprise to see a building razed to make room for a surface parking lot, and bank branches featuring "suburban-type" drive-through windows have been popping up in the otherwise urban settings of the Southside.

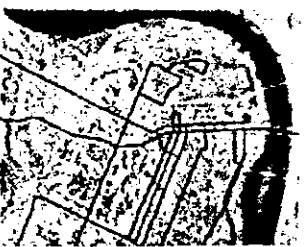
Sidewalks are universal in the downtown area. Unlike many suburban neighborhoods, downtown has the infrastructure in place to accommodate



the comings and goings of Chattanooga's pedestrian population.

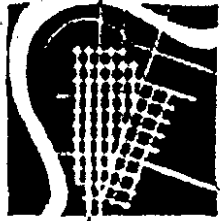
The Chattanooga region has one of the lowest metropolitan densities in the country, which does not support transit. Unlike suburban neighborhoods, the urban development patterns of downtown can support transit if sufficient densities are attained.

The majority of CARTA Bus routes pass through the downtown area resulting in good geographic coverage of the area, but frequencies are not always short enough to entice new riders.



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Transportation

Guidelines for the Future

Create a balanced transportation network by providing and encouraging the use of multiple transportation options, including non-motorized transport;

Create a network of new greenways and multi-use paths like the Downtown Greenway;

Improve transit as an alternative to the personal automobile, including expanded shuttle service and shorter frequencies on CARTA's mainline routes. Integrate the shuttle and transit systems by means of better signage, and route and schedule information.

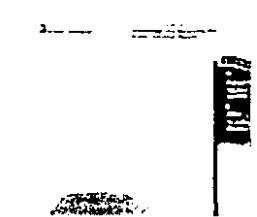
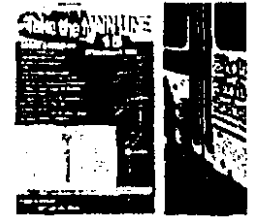
Investigate the feasibility of transforming the entire transit system to a free service to maximize ridership and to replicate the success of the downtown shuttle system's convenience;

Accommodate healthy automobile circulation in and around town by phasing out all one-way streets;

Efficiently and effectively accommodate present parking needs and carefully plan for the needs of future development in accordance with the forthcoming downtown parking study;

Provide adequate bicycle and pedestrian amenities (such as bike racks, racks on buses, bike lanes and routes on roadways, public water fountains and benches) in all new development;

As transit use increases, study options for a future downtown intermodal



station to serve as a hub for transit, pedestrians, bicycles, cars, taxis, and rail. A central downtown location could provide convenient transfers, link downtown to the airport and outlying parts of the city, and promote complementary economic development to service commuters;

Work with the Tennessee Department of Transportation to reduce the barrier effect of I-24 and US27 by making interchanges more pedestrian-friendly, maintaining present capacity limitations, landscaping, and creating new connections to downtown streets wherever possible;

Install a comprehensive, coordinated and attractive signage system in accordance with the 2003 Wayfinding Plan;

Actively discourage auto-dependent uses such as drive-through retail services and warehouse distribution facilities in the downtown area;

Create on-street parking wherever possible and manage meter enforcement;

Construct mid-size garages (200 cars) in strategic locations as recommended in this plan. Ensure that they reflect good urban design, have medium size and scale and promote pedestrian activity;

As recommended by the 2002 parking study, institute a management system to oversee downtown parking.

Complete bike routes in all districts as called for in the 2003 Bicycle Plan (see map);

Build new development at densities of 12 units per acre OR MORE to support increased transit use;

Adopt new City policies to promote pedestrian activity on our streets by promoting tighter turning radii, greater sidewalk widths, slower traffic speeds, marked crosswalks, bulbouts at intersections, and other pedestrian-friendly elements.





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Great downtowns have great public spaces. Whether it's a street, park, plaza, trail, field, sculpture garden, outdoor café, courtyard, street or greenway – or some combination of these – public space is where we gather, relax, play, express ourselves, and move about the city. Public space belongs to everyone, it can be the source of immense civic pride, and typically it provides the memories our visitors take away from Chattanooga. Public space is vital to the urban ecology, since it provides the habitat for plants and animals. Good public space is a proven economic boon, attracting commercial and residential investment.

Neighborhood parks are important, as are the streets and sidewalks on which we drive and walk. They, too, contribute to the public realm. During public meetings, Chattanoogaans said they want more parks and streetscape, and they cited appealing public spaces – animated with festivals, art and entertainment – places to walk the dog – places for the kids (and adults) to play – bring some nature into the city – as a reason to move downtown. Plans are already underway for the extensive redevelopment of the public spaces at Ross's Landing and along the riverfront near downtown. The careful development of our public space is as important as the development of our built space.



We should make it our goal to create a network of appealing, accessible, interconnected public spaces that enhance the livability of the downtown area.

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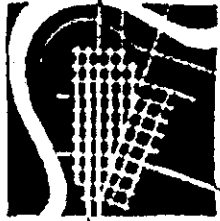
Despite the relatively recent addition of quality public spaces, downtown lags behind other cities and national standards relative to the quantity of urban park space, delivering less than a third of the national standard of 15 acres of park space per 1,000 residents.

The Tennessee River is one of our most important public spaces and citizens have stressed the desire to keep the river bank natural.



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Public Space

Existing Conditions

Chattanooga boasts wonderful public spaces: Miller Park, Miller Plaza, Coolidge Park, the Walnut Street Bridge, the Riverpark, and Ross's Landing Park & Plaza.

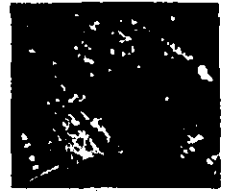
With its connections to the Walnut Street Bridge, the Riverpark provides a network that links the North Shore spaces like Coolidge Park with Ross's Landing, the Bluff View Sculpture Garden, and the upriver sections of the Riverpark.

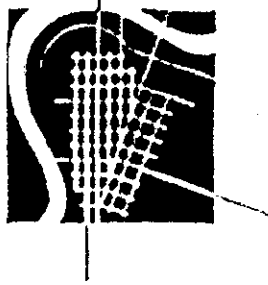
The streetscape program has transformed undistinguished downtown streets into pleasant public spaces, and building facades – integral to the public realm – have seen some improvement as well.

At the neighborhood level, places like Jefferson Park and Westside Community Gardens are urban oases for the surrounding residents. There are other neighborhood parks that need upgrading such as Harris-Johnson and Boynton Parks.

Existing cemeteries are not considered public green spaces and are usually fenced off from the public.

Despite the presence of some fine neighborhood and district parks, there is a general lack of connection among them.





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Public Space

Guidelines for the future

Continue downtown streetscape improvements in all districts, streets being the city's most important public spaces (see Streetscape map).

Develop a connected system of neighborhood parks and plazas, pocket parks, cemeteries, mid-block cut-throughs and district parks throughout the downtown, with one large park in each of the seven districts.

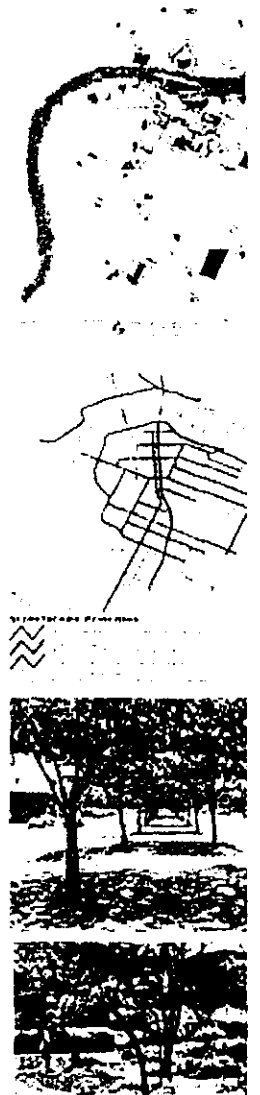
Locate public spaces in such a way that no home or office is further than a 2-3 minute walk or a couple of blocks from a small pocket park, playground, or greenway. Locate larger neighborhood parks within five minutes walk, about a quarter mile, in the heart of every neighborhood. Distribute larger city or regional parks evenly throughout the downtown and make them accessible by public transit.

Establish City policies that preserve public access to the river and limit the use of the riverbank to activities that are inseparable from waterfront locations such as marinas, canoe, kayak and rowing launches, port facilities, water treatment plants and open space.

Engage in the "greening of the city" by including tree planting in all new developments, public and private.

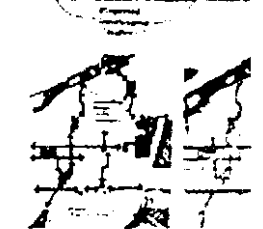
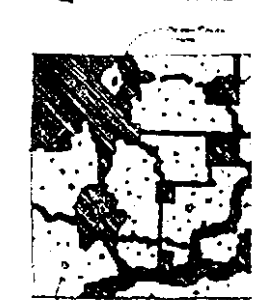
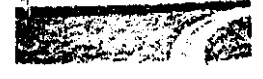
Ensure the inclusion of public space – whether in the form of a park, a courtyard, a corner plaza, or a streetscape connection – in all new major development and, if necessary, create incentives for developers to participate.

Incorporate public art and leisure amenities (such as bocce ball courts and other outdoor pastimes) in the design and development of public spaces.



Establish a governing committee to oversee the development of downtown public spaces. This committee would be responsible for creating a toolbox of funding sources, programs, incentives and partnerships.

Place surface parking lots behind buildings and incorporate landscaping in front of streetside lots.





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Building

The buildings we erect create their own system within the larger downtown ecology. How the buildings reflect one another; how they connect with the public realm; how they complement the natural environment around them; how they can be sustained over time; how we decide to and are allowed to adapt them for uses other than for those originally intended – all of these considerations should be applied to the current and future built environment.

Downtown buildings form the “walls” to our most important public space – the street. Downtown buildings should reflect an urban form – multi-story and multi-use in design, construction and character. They must also incorporate an uncompromising level of quality in materials and construction.

Buildings need to be integrated, both with one another and with the natural setting in which they are placed. In many ways, this is a diversion from past practice, yet it is critical to the future of the city.



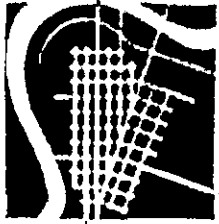
We should make it our goal to develop community culture that recognizes, understands and accepts the interrelationship between the built environment and the natural context, thereby supporting the sustainable design and construction of new urban buildings and the respectful renovation of existing structures – all promoting a mix of uses.



Building Blocks

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Building **Existing Conditions**

Current zoning is an impediment to quality urban development. Zoning imposes suburban standards on the urban area; it requires time-consuming, costly variances for developers; it discourages mixed use development; and it does not support the community's vision for the downtown or recently adopted neighborhood plans.

Downtown boasts a mixture of architecture; there is no dominant style.

There is a mix of historic and new, although much of downtown Chattanooga's historic stock – commercial and residential – has been razed over the years.

There is consistency of scale – the tallest building is 26 stories, but most others are about two to ten stories.

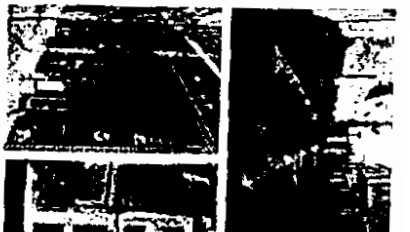
Several historic commercial/office buildings have been successfully adapted to residential uses (Loveman's, Southern Railway, St. John's), while others await reinvestment (700 Block of Market Street).

There are holes in the urban fabric. Surface parking lots persist, interrupting both the form and function of the downtown area. They reflect a tax structure that discourages property improvements and the prohibitive cost of building structured parking.

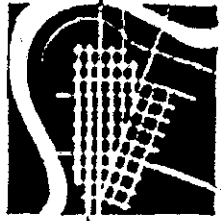
Without incentives to build green buildings, recent developments have failed to bring environmental design to a new level.



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Building

Guidelines for the Future

Mixed Use

A diverse mix of uses is necessary to support transit systems and pedestrian activities, to balance the natural and built environment, and to promote an energetic live, work, play, business, and shopping experience.

Include retail development on the ground floor of all commercial buildings and parking garages to animate the street frontage.

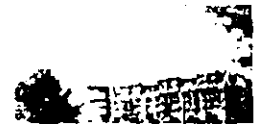
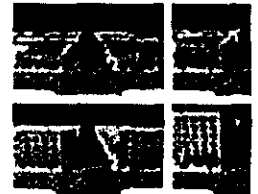
Include residential uses in downtown buildings wherever possible.

Housing

A diversity of downtown residents creates a 24-hour experience, supports downtown businesses, and increases the safety and vitality of downtown.

Promote socio-economic, racial, and age diversity downtown by building a variety of housing types (for sale, rental, market rate, low income, single-family, multi-family, large and small).

Target 9,837 additional housing units by 2024.



Density

Building densities should be much higher in the downtown than in other parts of the city to make more efficient use of available land and to support transit pedestrian activity, schools and neighborhood commercial businesses.

Build new development at a minimum density of 12 units per acre. Significantly higher densities are preferred.

In residential areas, higher densities should typically be clustered near commercial centers.

Historic Resources and Urban Fabric

Historic buildings and sites are important reminders of our past, and they represent significant resources that should be reused. They also establish a framework for future development and provide potential economic value. Historic tax credits may be available for some properties and the surrounding historic context should be preserved to maintain that eligibility. Preserving a range of buiding stock is necessary to maintain the urban fabric, and adaptive reuse of existing urban strctures is encouraged.

Preserve and restore historically or architecturally significant structures.

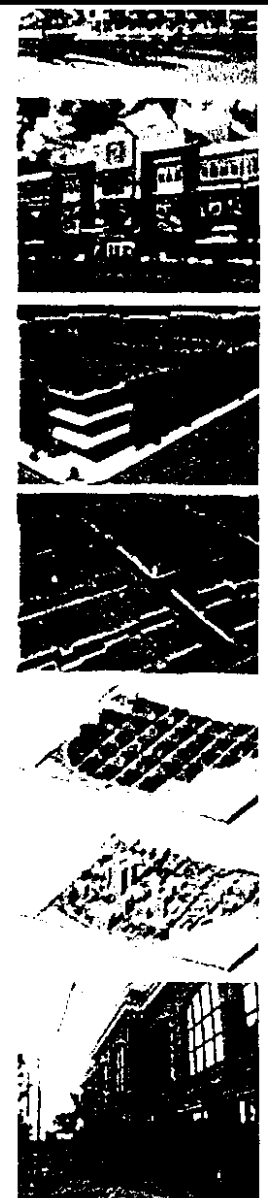
Provide incentives to encourage storefront improvement and restoration.

Provide incentives to encourage the restoration of the existing housing stock.

Sustainable Structures (Green Buildings)

Green buildings protect air quality, water quality and overall biodiversity and ecosystem health. They are competitive in first cost, reduce operating cost, and are designed to optimize life-cycle economic performance. The designs are shown to improve occupant performance, reduce absenteeism, and increase retail sales with natural lighting.

Establish a Green Buildings program that focuses on:
*Energy efficiency and pollution prevention;
Water conservation, collection, and re-use;*



Resource efficient materials and waste minimization,
Improved indoor air quality;
Sustainable site design;
Pervious paving materials.

Establish a clearinghouse for green building information at the Development Resource Center.

Adopt a policy to build only public buildings that are certified "green."

Urban Development Forms

Downtown buildings should have an urban form.

Replace regulations that require time consuming and costly variances with guidelines that promote urban development. For example:

Streetscape and the Public Realm

Buildings should relate to and complement the public realm. Streets and sidewalks are some of our most important public spaces. While the construction and maintenance of the public realm is typically the responsibility of the City, private development must be coordinated with these improvements and property owners are encouraged to supplement the City's investment.

The type and placement of sidewalks, street trees, lighting, benches, waste receptacles and other street furniture should be consistent with City of Chattanooga's standards and coordinated through the Public Works Department and the Planning & Design Studio.

Sidewalk widths should be a minimum of 10 feet in commercial areas and 5 feet in residential areas to encourage pedestrian activity.

Access and Parking

Expanses of parking lots, driveways, and drive-through businesses fronting major streets decrease pedestrian safety, interrupt the quality of the pedestrian experience, and discourage walking.

Parking in the urban area, while challenging, is an essential element. Parking options should include on-street spaces, shared parking lots, and parking garages.

Curb cuts should not be added to major downtown streets except to access multi-level public parking structures. Side streets and alleys should be used for vehicular

access.

Drive-through businesses and other auto-oriented uses should be located behind the primary buildings.

Off-street parking should be provided to the rear of buildings.

If physical constraints prohibit rear-lot parking, any parking that fronts a street should be screened from the street with low walls, decorative fences or landscaping.

Surface parking lots should not be located at street corners.

Landscaping and Screening

Landscaping should reinforce the urban character of the Downtown, and the design should be an integral part of each development. A minimum 15% tree cover is needed to reduce urban heat build up and filter pollutants from air and water. Additional landscaping that provides shade and improves the visual quality of downtown should be encouraged.

Landscaping of off-street parking areas should, at a minimum, consist of a ratio of one tree per five (5) parking spaces or a minimum of fifteen percent (15%) canopy coverage (at tree maturity) of the parking lot.

Existing healthy trees should be maintained. Credit toward the 15% tree cover should be given for existing trees.

Any surface parking lots fronting the public right-of-way should be screened from the street along the perimeter with a combination of low masonry walls or decorative fences and landscaping.

Unsightly equipment and service areas detract from the visual quality of the urban experience. All dumpsters and mechanical equipment should be placed to the rear of the property and screened from all public rights-of-way.

Setbacks and Street Frontage

Maintaining a continuous street frontage is one of the most important elements in promoting pedestrian activity and establishing a quality "face" to the public realm. Deep setbacks, often found in suburban locations, are not appropriate in the downtown.

At least 80% of the street frontage should be occupied by buildings. An edge, such

At least 80% of the street frontage should be occupied by buildings. An edge, such as a low masonry wall, decorative fences or landscaping, should be provided along the unbuild portion of the street frontage to delineate the public right-of-way and private property.

Commercial buildings should be built to the sidewalk with a zero setback.

If an edge delineating the public and private space is provided, a deeper setback may be acceptable to accommodate appropriate public uses such as parks, plazas, or outdoor dining.

For residential buildings, setbacks should be consistent with the predominant existing setbacks within the block.

Building Height

Buildings should be similar in height and configuration to neighboring buildings on the same block and side of the street to create continuity, balance and scale. They should also be of sufficient height to frame the street.

A ratio of between 1:1 and 1:2 (street width to building height) is ideal in most circumstances to frame the street. Multi-lane streets can typically accommodate taller buildings than narrow streets.

The minimum height of all buildings in the downtown should be two stories to provide the density needed to support transit and commercial businesses.

In the central business core, tall buildings are prevalent and a greater height can be accommodated. Maximum building heights in the core should be 200 feet.

In the riverfront and the areas immediately surrounding the core central business district, maximum building heights should be 75 feet to maintain views of the river and to reinforce the importance and economic strength of the core by concentrating the greatest development density there.

Moving outward from the core, the maximum building height should be of a lesser height - 48 feet - to provide continuity with the lower scale of the residential areas and neighborhood commercial centers.

Topography should also be considered. Buildings on high points should maintain a lower scale so as not to overwhelm the surrounding built and natural context.

Building Facades

The "face" that a building presents to the street can be viewed as the

"wall" to the public "room" and, as such, should exhibit quality materials and provide interest to the pedestrian.

Building materials should exhibit a sense of permanence and quality. Prefabricated metal buildings should not be visible from the public right-of-way;

Ground floor openings (doors and windows) should constitute a minimum of 80 percent of the ground floor façade area for commercial buildings to maintain pedestrian interest;

At least one pedestrian entrance from the primary street should be provided in each building;

Building signage should typically be placed in the lintel or sign frieze that separates the ground level storefront from the upper façade, or projecting from the face of the building;

Architectural lighting should have a downward focus so as to not obscure the night sky or cause light pollution.

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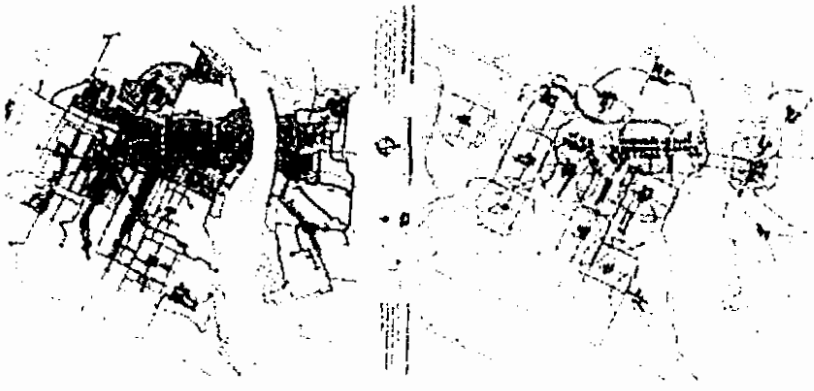
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District Plans

After all that talk about ecology and integration – how things are unalterably interconnected - it seems anit to break the discussion into districts. Yet, for the purposes of this report and in the interest of conveying specific recommendations in a manageable fashion, we have broken the downtown area into eight di (including the river as its own district). Some, like South Broad, have already developed their own district and those visions have been incorporated into this larger view. The districts are unique – each with its own le residential and commercial balance. Still, they are woven together to create both the downtown that we known and the one we hope to create for the future.





Each district has multiple sub-districts or distinct neighborhoods that form the physical, cultural, and framework for the downtown as a whole.

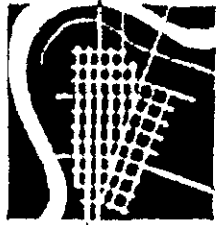
Most neighborhoods have “centers” that should be reinforced with commercial infill development, higher density housing, transit stops and public spaces. These centers are where new neighborhood green space or landmark civic buildings should be located. Centers can be community gathering places and are important to the identity of neighborhoods and districts.

In addition, the streets, sidewalks and greenways that link these neighborhoods and districts are important. These paths are how we observe the city and where we spend much of our time and should therefore be maintained. The quality of buildings located along these paths, the street furniture and street trees, and the type of traffic that accommodate all contribute to the image, quality, and identity of neighborhoods and districts.

This Downtown Plan makes specific recommendations for each district that are consistent with the goals of the transportation systems and that reinforce this urban framework of neighborhood centers and their connecting links.

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CBD



Bounded by Fourth Street on the north, Twelfth Street on the South, Li Street on the east, and U.S. 27 on the west.

The Central Business District (CBD) has always been the business financial and government center of the city. City Hall and Hamilton County Courthouse and Courts Building are situated in the district. Chattanooga's oldest banks – American and Hamilton – established there. In the early days of Chattanooga, the CBD was also the retail center – home to places like T. H. Payne and Loveman's Department Store. Union Station – the old L&N terminal – stood directly across from the Read House (former Crutchfield House). Old standards like the S&W Cafeteria and Rogers Cinema brought citizens into the downtown for dining and diversion. As the years unfolded, Chattanooga's financial, business and commercial institutions have dispersed, but even today, Miller Park and Plaza, the new Market Center office building, the EPB headquarters and Loveman's on Market condominiums and historic office buildings, the CBD remains the economic core of downtown Chattanooga.



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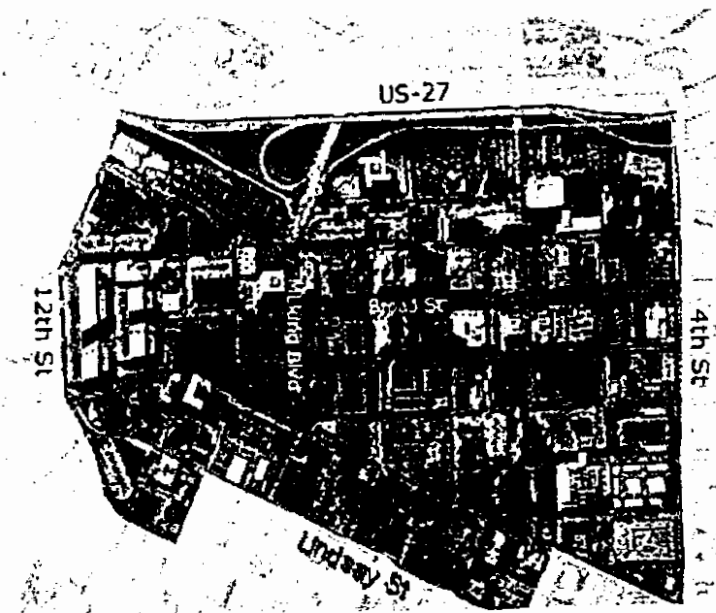
Landmarks:
Miller Plaza
Dome Building
County Courthouse
Tivoli Theater

Uses:
Retail, Office

Major Streets:
Market St, Broad St, Georgia Ave, 4th St, Milk King Blvd

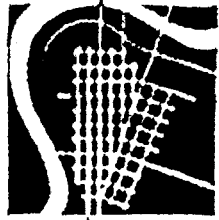
Major Employers:
Blue Cross/Blue Shield, Cigna, City of Chattanooga, TVA,
Hamilton County, Unum/Provident

Historic Districts:
Patten Parkway, Market St Warehouse, Fountain Square,
Stone Fort



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CBD

Existing Conditions

The CBD has the largest concentration of people and their cars. It is home to Chattanooga's major office employers: Blue Cross Blue Shield, UnumProvident, TVA, Cigna and downtown's major office centers: SunTrust and First Tennessee buildings. They are a major part of Chattanooga's 30,000 downtown workers.

Reflecting its status as the employment center, the CBD is largely a Monday through Friday, 8 to 5 district.

The CBD boasts a high level of recent and current development activity, including Market Center, United Way, Electric Power Board, Market Street streetscape and Loveman's on Market.

The CBD is home to downtown's major retail center, Warehouse Row, and one of the city's most successful redevelopment projects: Jack's Alley.

Although new residential opportunities continue to appear in the CBD – Loveman's on Market being the most dramatic recent example – the overall residential population remains relatively low.



residential rental opportunities, particularly in the 700 blocks of Market and Cherry Streets.

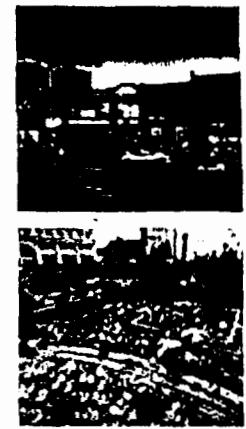
Much of the CBD is built, limiting major development opportunity, although some surface parking lots offer future potential.

Recent improvements to Market Street have dramatically increased the number of on-street parking spaces.

Miller Plaza has become a major downtown gathering place with concerts during the work week and on Friday nights during the summer.

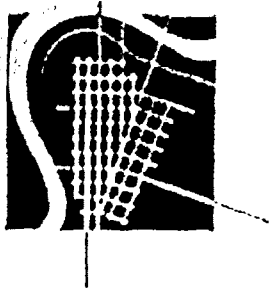
Fountain Square is on the National Register of Historic Places.

The CBD is a major transportation corridor and transfer point for the downtown shuttle and regional transit.



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CBD

A Vision for the Central Business District

The Central Business District will once again become the retail, commercial and business center of the city. Residential activity will re-establish it as a 24-hour district and a heightened level of service businesses will accommodate the 30,000 people who inhabit the downtown during the work day.

Recommendations

Natural Systems

Incorporate stormwater runoff solutions into future streetscape projects, including the proposed Broad Street cascade.

Redesign the Broad Street median into the Broad Street Cascade – a series of rain fountains and cascades (sculptural pieces that are temporarily activated during and after a storm) and permanent-flow water features (fountains, ponds and pools) that bring Chattanooga's riverfront identity deeper into the city.

Transportation

Per the 2004 Parking Study, add structured parking at strategic points to capture motorists as they enter the CBD along major routes and to support public transit routes, such as:

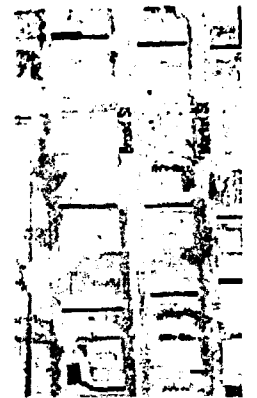
the existing parking lot in the 500 block of Market Street next to the original Electric Power Board building;

the existing lot on Chestnut Street just south of the Clarion Hotel;

the proposed parking garage on Tenth Street between Broad and Market Streets next to the new EPB headquarters building;

on Eighth Street behind the Dome Building.

Create additional parking along Broad Street from Second to MLKing Boulevard by reconfiguring the median and reducing the number of travel



Develop shared parking arrangements to more efficiently use private lots, especially after hours.

Maximize connections from U.S 27 to downtown streets, create more development opportunities along the right-of-way, minimize negative visual impacts and generally "green" the interstate right-of-way.

Convert Cherry, 5th, 6th, 7th, 8th and the remainder of 10th and 11th to two-way traffic.

Buildings

Include residential development on vacant upper floors – transform the CBD back into a 24-hour district.

Redevelop Market Street's 700 block and eventually redevelop the entire street from Sixth to Tenth as the downtown retail center with upper floor residential.

Develop a mix of uses on vacant lots and surface parking lots:

adjacent to the Market Center Building at Broad and MLKing;

along Eighth Street between Georgia and Cherry Streets adjacent to Union Planters;

at the southeast corner of Fifth and Market Streets adjacent to original EPB building;

on the southeast corner of Seventh and Cherry;

on the southwest corner of Fifth and Broad Streets.

Create mixed-use development in the original Electric Power Board building and adjacent parking lot.

Public Space

Make Market and Broad Streets downtown's major linear public spaces through programming, streetscaping and water features.

Create east-west mid-block cut-throughs. The blocks in the CBD are approximately 400 feet long from north to south. Mid-block pedestrian passageways – like that at Jack's Alley- will provide greater access to and from transit, better transit connections, and also enable more ground floor retail and interesting pocket parks and public places.

Disguise surface parking: when possible, surface lots should be limited to interior block locations. When visible from the streets, however, parking lots should be screened with low walls or decorative fences and landscaping to create an edge between the lot and the sidewalk and to screen the parked cars from street view. Note: this is a short- to mid-term



Construct pocket parks in appropriate places such as the southwest corner of Market and Fifth Streets.

Renovate Miller Park, the venerable gathering spot in the heart of the CBD, to make it more appealing as a destination and to the casual passerby.

Connect the Fountain Square Area to the County Courthouse, Memorial Auditorium and Phillips Park, at McCallie and Georgia, through streetscape and landscaping.

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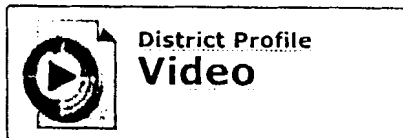
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East Downtown



Bounded on the north by the Tennessee River, the Norfolk Southern Railroad yards (behind the Chattanooga Choo Choo) on the south, Central Avenue on the east and Georgia and Lindsay on the west, East Downtown comprises two of Chattanooga's historic neighborhoods: Fort Wood and M. L. King. Martin Luther King, Jr. Boulevard, formerly Ninth Street, was once a vibrant commercial and entertainment district and the hub of the African-American Community. The city's first cable car line ran from downtown to Fort Wood, which was one of the most exclusive neighborhoods in the city at the turn of the 20th Century, with most of the construction occurring in the 1890's. Since 1886 when it was established as the University of Chattanooga, the community's principal institution of higher learning has been a district anchor. The school was renamed the University of Tennessee at Chattanooga in 1969 when it became part of the UT system. Erlanger Medical Center on Third Street has been a major employer since its establishment in 1891.



Landmarks:

McKenzie Arena, UTC, Mizpah Congregation,
Bessie Smith Hall

Neighborhoods:

Fort Wood, MLKing, Lincoln Park

Uses:

Residential, Retail, Institutional

Major Streets:

MLKing Blvd, McCallie Ave, Amnicola Hwy, Central
Ave, 3rd Street

Major Employers:

UTC, Chattanooga Publishing Company, Fort Wood
Center

Historic Districts:

Fort Wood, MLKing Blvd



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East Downtown Existing Conditions

The district features two single-use districts: Erlanger Hospital and the University of Tennessee at Chattanooga.

The District also serves as a downtown gateway for people entering the city from the north along Veterans Bridge and the east along Amnicola Highway and McCallie Avenue.

The M.L. King neighborhood has a fair amount of housing stock in various states of repair, reflecting the architectural styles and influences of the African-American community that thrived there between the 1890's and 1930.

Chattanooga Neighborhood Enterprise, the Lyndhurst Foundation and the Community Impact Fund have launched an aggressive initiative, including incentives, to revive residential development in the M.L. King district.

The M. L. King commercial district (formerly Ninth Street) is on the National Register of Historic Places.

Fort Wood is one of the city's original renaissance neighborhoods, a local and national historic district, where investors have been buying and rehabbing impressive Neo-Classical and Victorian homes since the early 1980's.



neighborhoods and it underwent a significant rehabilitation in the late 1980's.

The University of Tennessee at Chattanooga now has a student enrollment of 7,000 plus. With approximately 340 faculty and 500 staff, the University is a major force within the district. Over the past several years, the University has developed a very productive dialogue with the neighborhood residents.

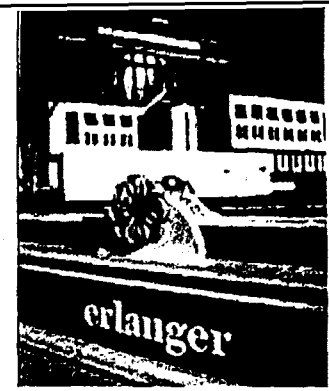
UTC is expanding into the M. L. King neighborhood, having added over 1200 beds in new student housing between McCallie Avenue and M. L. King Boulevard.

Tommie F. Brown Academy for Classical Studies – one of two new downtown elementary schools – sits in the heart of the district, and Chattanooga School for the Arts and Sciences has been a successful magnet school since its inception in 1986.

Neighborhood public spaces include Whiteside Manor Park and Park Place School Park in M. L. King, and Perkins Park in Fort Wood.

Erlanger Medical Center and its related services anchor the northeast corner of the district. Erlanger employs approximately 2,400 full time employees.

A number of planning studies have been done over the years, creating a strong neighborhood vision for the future of the district, so there is much on which to build.



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East Downtown

A Vision for East Downtown

Drawing on the energy of two major institutions – the University of Tennessee at Chattanooga and Erlanger Medical Center – East Downtown will re-emerge as a thriving residential area anchored by a rejuvenated commercial corridor along M. L. King Boulevard. The district will also serve as an appropriate gateway to people entering downtown from the north and east.

Recommendations

Natural Systems

Conduct the bioremediation of the southwest corner of Farmers' Market site.

Convert UTC parking lots to parking orchards with significant tree plantings.

Incorporate gray water systems into future campus development including water features along pedestrian routes and in campus green areas.

Transportation

Reopen Vine Street from Douglas to Palmetto through the UTC campus and convert it to two-way from Central to Georgia.

Convert Lindsay and Houston Streets to two-way.



transit routes, with better signage and route and schedule information.

Buildings

Take advantage of buying power of UTC students as well as the resurgent surrounding neighborhood by locating appropriately scaled commercial development along M. L. King Boulevard.

Incorporate green building standards into any future renovations of City Hall and the City Council offices.

Create mixed-use opportunities at Fourth and Georgia Avenue.

Create new residential opportunities at:

Fifth and Georgia Avenue;

Sixth and Georgia Avenue;

along Tenth Street;

in the vicinity of the new Park Place School and Magnolia Gardens along M.L.King Boulevard; and

on Eighth Street near Brown Academy for Classical Studies.

Convert former Cavalier manufacturing plant site into a shopping village anchored by a grocery store.

Consolidate the Farmers' Market with other outdoor urban markets and develop the area with job-generating light industry and manufacturing.

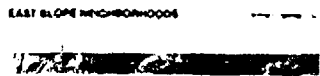
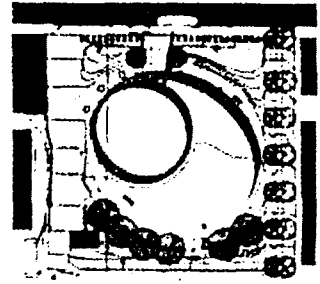
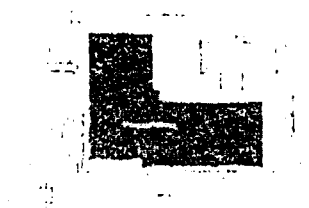
In the short term, convert the Engel Stadium parking lot into a parking orchard; in the long term, convert the site into a sports complex.

Public Space

Reinforce the edges and gateways of the UTC campus as set forth in the UTC Campus Plan.

Create a gateway to UTC at Fourth and Mabel Streets.

Complete the next section of the greenway from the Southside to M. L. King Boulevard, thereby connecting Battle Academy, downtown businesses, etc.



Create a new park at Oak Street and Central Avenue in the Fort Wood Neighborhood.

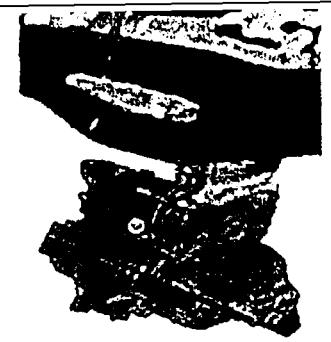
Enhance the existing park at 8th Street and Park Street.

Fully integrate Erlanger Medical Center into the surrounding neighborhoods by improving pedestrian orientation and providing inviting spaces for patients and nearby residents.

Create a Fifth-to-Vine Street green space below the Brabson House to complement new development and enhance the approach to historic homes.

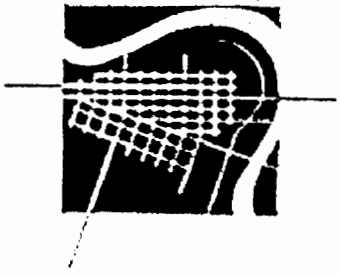
Create a neighborhood "center" by developing higher density housing and neighborhood commercial businesses around the proposed Whiteside Park on MLKing Boulevard at Palmetto Street.

Move the Farmers' Market to a more central location in the downtown, possibly incorporating it with the market at First Tennessee Pavilion; develop a plan for more productive use of the existing facilities.



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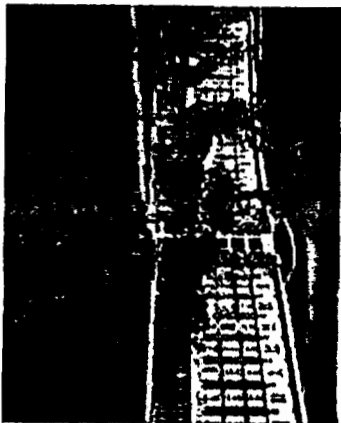
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Population:

836

Landmarks:

Choo-Choo, 17th Street Water Tower,
Finley Stadium

Bounded by 12th Street on the north, I-24 on the south, Central Avenue on the east, and US 27 on the west.

The area developed early in Chattanooga's history because of its easy access to transportation options, including river, rail and highway. The 1907 Terminal Station remains standing today as the entry to the Chattanooga Choo Choo. The district that formed around the terminal in the 1910's and 1920's served the rail trade from two-story and three-story brick buildings that housed saloons, hotels and retail shops. Today, the terminal district is on the National Historic Register.

The Southern Railway Depot and the Freight Depot remain standing as well. It has always been a focal point for Chattanooga's manufacturing industry, beginning with Civil War era iron and steel foundries and warehouses. Workers inhabited three Southside neighborhoods: Jefferson Heights, Rustville, and Fort Negley where some of the brick homes from the early 1900's remain standing today.

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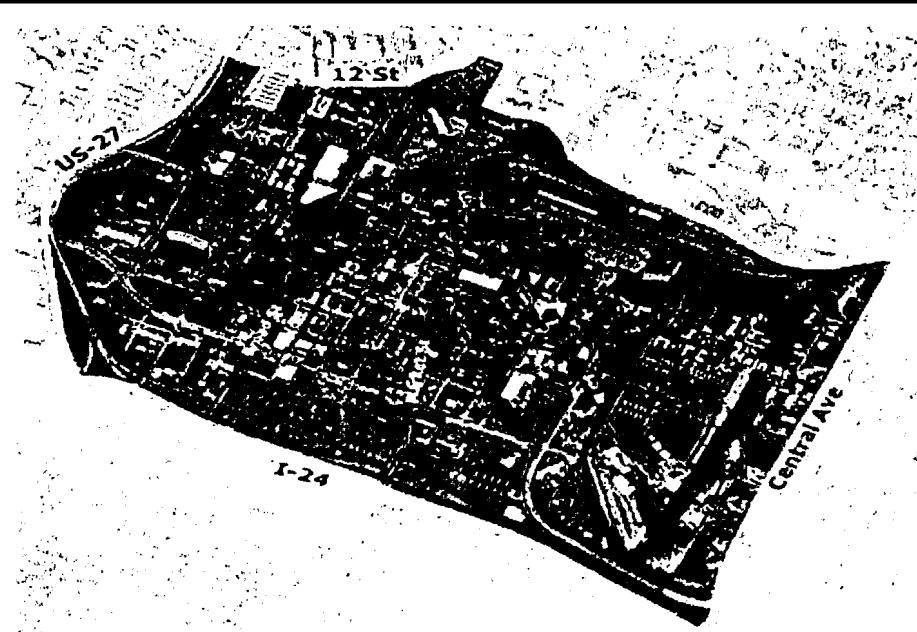
Neighborhoods:
Cowart Place, Fort Negley,
Jefferson Heights

Uses:
Residential, Retail, Tourism

Major Streets:
Market Street, Broad Street, Main
Street, 20th Street

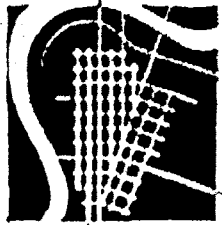
Major Employers:
ConAgra, Chattanooga Choo-Choo,
Mountain View Ford

Historic District:
Market and Main



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Southside Existing Conditions

Since 1997, when the City Council approved an Urban Redevelopment Plan for revitalization of the Southside, the Southside has seen millions of dollars worth of public and private investment, including Finley Stadium, First Tennessee Pavilion and public skate park, The *Chattanooga* conference center, the Chattanooga Convention Center, Development Resource Center, Battle Academy for Teaching and Learning and Fire Hall #1.

Since 2000, more than 200 units of new housing have been begun and/or completed in the Southside's three residential neighborhoods: Ft. Negley, Cowart Place (formerly Rustville), and Jefferson Heights, which are all linked by 17th Street.

The residential activity is reversing the Southside population trends, which showed a decline of almost 50% between 1980 and 1990.

There is a growing Latino population in the district supporting businesses that cater to their culture.

Battle Academy for Teaching and Learning opened in 2002 and has created a neighborhood focus at Main and Market Streets.



There is a considerable amount of vacant land in the Southside, though much of it is owned by railroad companies, inhibiting redevelopment.

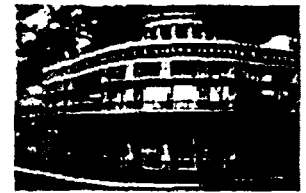
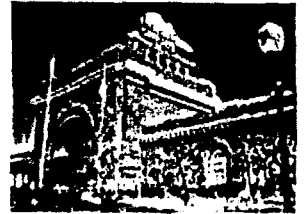
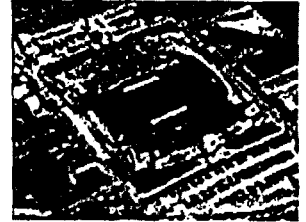
Much of the abandoned building stock is still usable in the area between the Choo Choo and Cowart Street and in the Main and Market historic district.

The area is home to a significant number of entry level jobs, mostly in meat processing plants.

The raised berm that elevates I-24 presents a severe barrier to other districts.

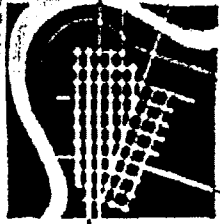
Freeway embankments cut off the natural drainage corridors in this area, dividing the Southside into a series of shallow basins that are flood-prone and rely primarily on the city's combined sewer system to remove water after storms.

The 17th Street graywater system collects rainwater in the area and stores it in underground tanks. The stored water is later pumped into an irrigation system for street trees and public landscaped areas.



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Southside

A Vision for the Southside

The Southside will be re-established as one of the city's most attractive areas in which to live, work and play, focused on the resurgent neighborhoods of Cowart Place, Fort Negley and Jefferson Heights, and supported by Battle Academy and the reinvigoration of historic downtown manufacturing zones. At the same time, the Southside environmental corridor will serve as a model for the integration of the urban built and natural systems.

Recommendations

Natural Systems

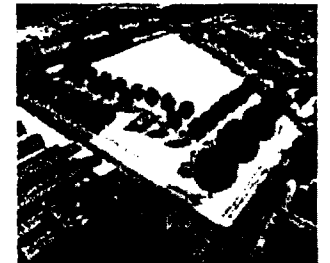
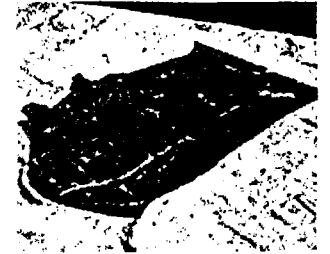
Construct a gray water storage and recovery facility on 13th Street to promote redevelopment of numerous vacant and underdeveloped properties.

Construct an environmental corridor between Finley Stadium and The Chattanooga with native aquatic plants, sitting areas, and water features. This landscaped pedestrian corridor will detain stormwater from the area and recycle it for irrigation and potentially for new industrial uses.

Create an urban forest along I-24 by planting the interstate right-of-way.

Transportation

Improve the Interstate "Gateways" into downtown at I-24 and Market and Broad, and at Main/US 27, installing banners along Market and Broad through the district.



Replace I-24 cloverleafs at Broad and Market Streets with frontage roads.

Add metered on-street parking spaces throughout the districts.

Buildings

Construct a range of new housing around Jefferson Heights Park. The mix should include single family housing, duplexes and apartment units.

Prepare a redevelopment concept for the Choo Choo rail yards, identifying which rail tracks must remain and the extent of land available for new large-tract industrial development (3-5 acre tracts). Include a new north-south street connecting the Farmers' Market/MLK neighborhoods to Jefferson Heights.

Promote the development of the area near Main and Market as an entertainment district, including music venues and restaurants on the ground floor.

Continue residential redevelopment with loft housing near Main and Market and single and multi-family units in Cowart Place and along Jefferson Park, among other locations.

Public Space

Create neighborhood parks, plazas, community gardens or playgrounds at the following locations:

next to the Southern Railway Building (in the form of a parking orchard);

at the triangle of Rossville and Main Streets;

near the Main Street Fire Hall (including Public Art and a water tower for storing rainwater for re-use in pumper trucks and washing emergency vehicles); and
on the northeast corner at the intersection of Main and Market.

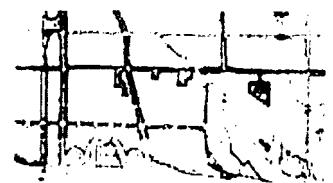
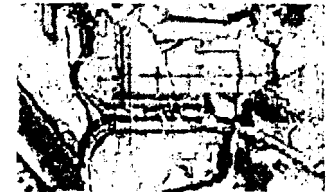
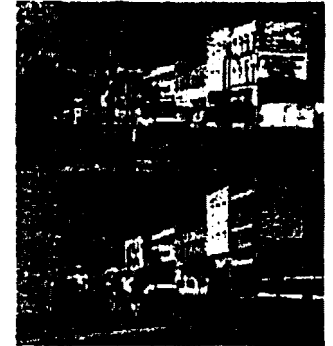
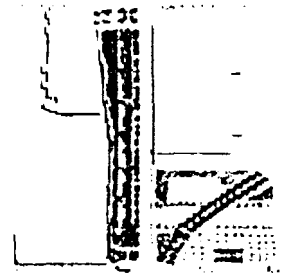
Landscape the U.S. 27 and I-24 frontages of the Southside.

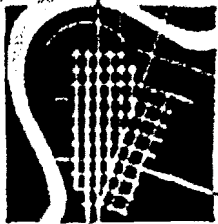
Complete the next section of the greenway from M. L. King Boulevard to the Southside thereby connecting Battle Academy, the environmental corridor, downtown businesses, etc. to the river.

Plant trees along the 20th Street median.

Incorporate a colonnade into any new development on the north side of 13th Street.

Complete the 17th Street pedestrian route to connect Finley Stadium and the parks in Cowart Place, Fort Negley, and Jefferson Heights.





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South Broad



Bounded on the north by Interstate 24, on the south and east by Chattanooga Creek, on the west by the Tennessee River.

South Broad is an area historically occupied by heavy manufacturing, the former Wheland Foundry being the most significant. The Southside Gardens neighborhood, which dates to the turn of the century, is experiencing a renaissance, and the commercial district along South Broad is re-emerging with new businesses and renovations. Howard High School and Elementary School have been constants in the district's history. Because South Broad Street was part of the Old Dixie Highway (US 41) and has always been the major corridor between downtown and Lookout Mountain, the area has always hosted heavy tourist traffic. It has also been part of the daily commute for the residents of Lookout Mountain coming to and from downtown. The combination puts 38,000 cars a day on South Broad Street.

Population:

1028

Landmarks:

Howard High School, US Pipe

Neighborhoods:

Southside Gardens

Uses:

Residential, Retail, Industrial,
Institutional

Major Streets:

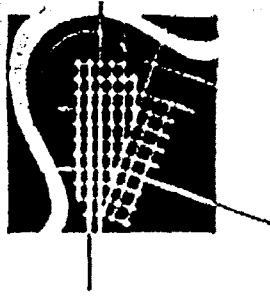
Market St, Broad St, I-24

Major Employers:

Hayes Lemmerz, Davis & Davis



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South Broad Existing Conditions

The Southside Gardens neighborhood is predominantly residential, although most is vacant with the exception of public housing.

There are a number of historic urban commercial buildings along Broad Street, several of which have been rehabilitated or into which businesses have relocated, and there are several nearby hotels.

South Broad is still highly traveled by both tourists and residents, providing them with access to the interstate, downtown and Lookout Mountain.

The eastern edge of the district is characterized by Howard High and Elementary schools.

Wheland Foundry, sitting on 22 acres and the largest district employer until ceasing operations in 2002, has recently been purchased for demolition, cleanup and redevelopment.

There is a business owners association that pushed for the recently completed South Broad Redevelopment Plan, which includes a comprehensive set of detailed recommendations for South Broad and should be regarded as a companion piece to this document.

Chattanooga Creek bisects the district. Once an EPA superfund, the creek has undergone a first phase cleanup, but more remediation is required and awaiting funding.



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South Broad

A Vision for South Broad

South Broad will reclaim its status as a viable neighborhood anchored by the Southside Gardens, where residents can walk to jobs created by the redevelopment of the Wheland Foundry site. The neighborhood will be reinforced by a renovated Howard Elementary/Middle/High School Campus and retail and service businesses along the South Broad Street Commercial corridor.

Recommendations

Natural Systems

Create a master plan for development of the Chattanooga Creek Greenway, addressing clean-up needs, natural buffers and public access.

Maintain the recreational land around Howard School for an urban nursery, a resource conservation area, or other low impact uses suitable for stormwater storage during periods of very heavy rainfall. This site could also provide outdoor labs for ecology and horticultural studies at Howard.

Transportation

Improve main line transit routes by providing shelters, benches and signage at transit stops (28th, 26th, Market and Broad).

Improve circulation with two-way streets at 25th, 26th and Long.

Improve way finding with directional signage.

Work with TDOOT to simplify the interchange at I-24 by eliminating clover-leaf interchanges and replacing them with frontage road exits.

Buildings

Make Southside Gardens a model for mixed-income residential diversity, creating housing of all densities and types.

Develop mixed-use commercial development with zero setbacks along



etc.

Develop a mix of uses throughout the neighborhood such as laundry, hardware, bookstore, shops, galleries, and medical offices.

Redevelop Poss Homes as a small office and research park to support Howard School academics and the ecology labs mentioned above in Natural Systems.

Develop higher density housing and businesses concentrated along 28th Street.

Redevelop Wheland Foundry as a mixed-use district that includes light industry.

Public Space

Create a new park on Broad Street between 25th and 26th Streets to anchor mixed-use urban development.

Enhance Mary Walker Towers with a green space and better connections.

Enhance district gateways with public art installations, historic markers and directional signage at:

1-24 and Broad Street;
28th and Broad Streets; and
Market and 26th Streets.

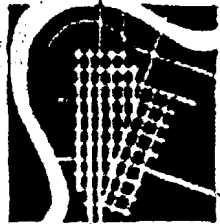
Enhance Harris-Johnson Park with additional trees, trails, pavilions, picnicking and entertainment/gathering spaces, and connect to Carr Street.

Create a community garden at St. Phillip's Church along the freeway for food production, social events and educational opportunities.

Create a major pedestrian-friendly corridor along 26th Street between the former Wheland Foundry and Howard High School.

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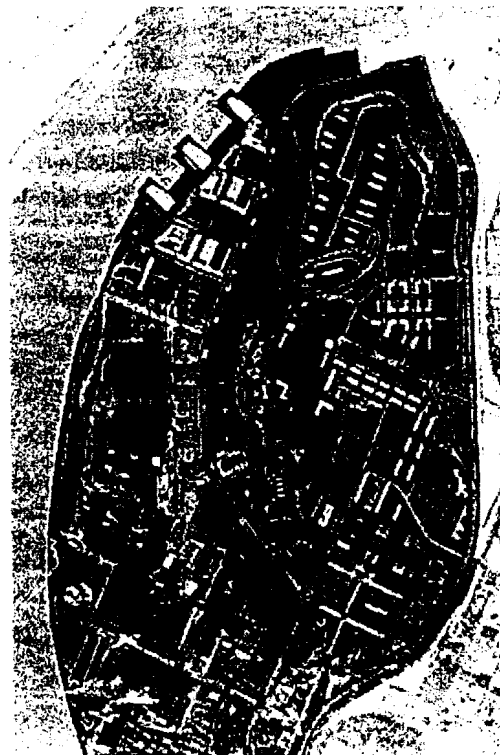
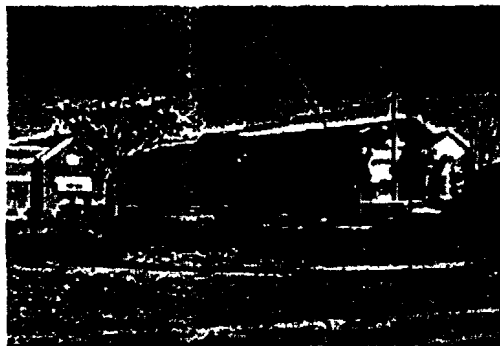
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Westside



Bounded by the river on the north and west, US 27 on the east and I-24 on the south.

The Westside was once a thriving, close-in, mixed-use neighborhood, adjacent to the Central Business District but it was ravaged by urban renewal in the 1960's. The district includes Cameron Hill, once the site of an upscale neighborhood of fine Victorian homes like those found today in Fort Wood. Across Riverfront Parkway, manufacturing once flourished with the likes of Gilman Paint Company and Dixie Sand & Gravel. It also has the longest stretch of riverfront of any of the downtown districts. The Westside comprises one of the city's most densely populated urban neighborhoods. About ten years ago, Westside residents made headlines by declaring they were going to turn their neighborhood around. They formed the Westside Community Development Corporation and created partnerships to accomplish their goals, including a special relationship with the Junior League of Chattanooga. They infused new life into the city's oldest public housing development, reclaimed a vacant school building as a community center and redeveloped an unattractive strip center for new neighborhood investment. Although the district bears the scars of the unintended consequences of the Golden Gateway urban renewal, significant strides have been made and more projects are planned.



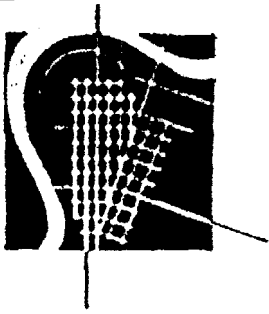
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Population:

3024

Landmarks:

Cameron Hill Apartments, College Hill Courts



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Westside

Existing Conditions

Cameron Hill stands as a testament to the errors of urban renewal, an unfortunately designed apartment complex occupying the highest-profile site in the city.

Similarly, the construction of the elevated section of US-27 has created a major barrier between the Westside and the Central Business District.

The district is characterized by a handful of prominent and expansive landmark residential developments, and there is a significant amount of solid, historic building stock.

College Hill Courts is still the dominant neighborhood element. Atop the hill, is the recently renovated Jaycee Towers complex.

College Hill is home to the Westside community gardens.

Later-model multi-family units fronting US-27 are privately owned.

Across Riverside Drive from College Hill Courts, Alstom/ABB continues to occupy scores of acres of riverfront property, although the company employs a fraction of the people who worked there during the heyday of Combustion Engineering.

Along Riverside Drive from the courts, there are a few office operations, and four automobile dealerships are clustered along M. L. King Boulevard West between U.S. 27 and Riverside Drive.

Steep slopes add to the development and access challenges.





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Westside

A Vision for the Westside

The Westside will be reconnected to the Central Business District, stimulating the two-way movement of people and commerce from the CBD along M. L. King Boulevard to the 21st Century marina. The neighborhood will retain its age diversity, achieve economic diversity and feature a vibrant commercial center along Grove Street as well as new job opportunities growing out of the redevelopment between Riverside Drive and the Tennessee River.

Recommendations

Natural Systems

Preserve the forested steep slopes around Cameron Hill as natural areas.

Maintain natural buffers along the riverfront. TVA recommends a minimum zone of vegetation 200 feet wide for waterways the size of the Tennessee River and 100 feet for smaller waterways.

Plant the US 27 right-of-way in native forest.

Transform underutilized industrial parking lots into parking orchards with permeable ground surfaces and tree nurseries.

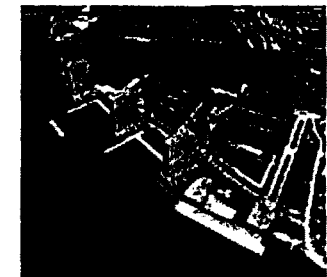
Transportation

Develop stronger connections between the residential area and a potential commercial center on West M. L. King Boulevard by connecting Grove Street to M. L. King Boulevard.

Build the new Westside Marina at the terminus of M. L. King Blvd as an extension of the 21st Century Waterfront.

Connect North Street and Cameron Hill, if only with a pedestrian path.

Provide a pedestrian connection between Boynton Park on Cameron Hill



- Reconfigure U.S. 27 to allow for more connections – physically and visually – between the Westside and the Central Business District – replace the cloverleaf at M.L. King Blvd. with a system of frontage roads and a roundabout to increase developable land and circulation.

Improve transit connections to and from the Central Business District along West MLKing Blvd.

Buildings

Create a multi-use redevelopment of the Golden Gateway, including a neighborhood grocery store.

Redevelop large industrial tracts south of ABB as smaller light/green industrial/manufacturing parcels.

Redevelop the former ABB site to include light industrial and office space and housing along the river's edge.

Create a diversity of housing types with more ownership opportunities, including row houses along M. L. King Boulevard and single family dwellings from Grove Street Center to the top of the hill and high-density for-purchase town homes on the site presently occupied by the Department of Human Services and rental units along US-27.

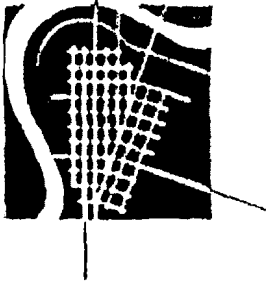
Public Space

Develop a neighborhood park between Grove Street and the Department of Human Services with new attached, single-family housing fronting the park.

Extend the riverwalk to the Westside incorporating a natural buffer along the river.

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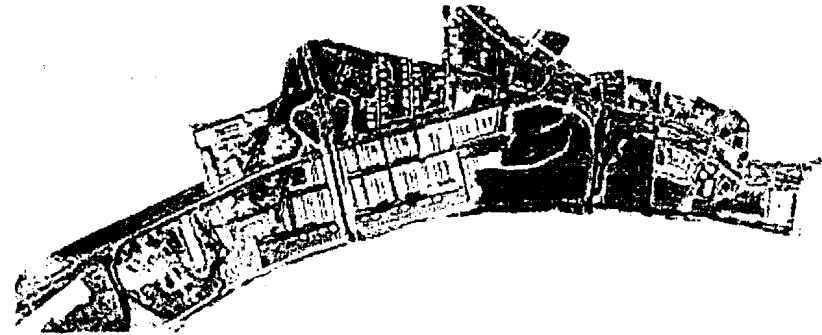
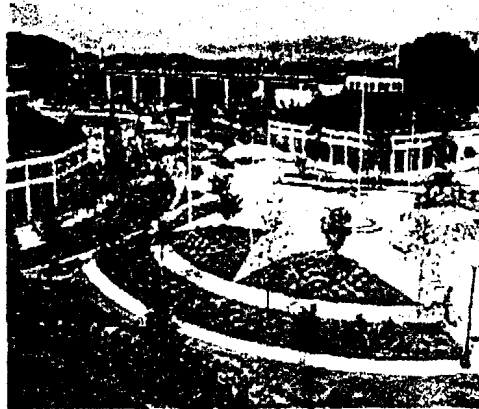
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North Shore



Bounded by the north side of Frazier Avenue on the north, Barton Avenue and the Veterans Bridge on the east, Manufacturers Road on the west and the river on the south.

Population:

389

Landmarks:

Town & Country Restaurant, Coolidge Park

Neighborhoods:

North Chattanooga, Hill City, Northside

Uses:

Residential, Retail, Tourism, Recreation

Major Streets:

Frazier Avenue, Market Street, Manufacturers Road, Cherokee Boulevard

Major Employers:

Chattanooga Bakery

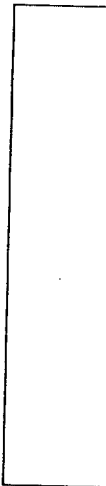
Historic District:

North Shore (Design Review District)

The North Shore district features one of Chattanooga's most resurgent residential neighborhoods and commercial areas, and it is also rich with history. The Trail of Tears, which began across the river at Ross's Landing, actually landed on the north shore just west of where the Market Street Bridge stands today. The North Shore also stands in African-American history as there was a camp for freedmen west of the bridge. The civil war touched the North Shore district; the piers of the post-war bridge still exist just beneath the Market Street Bridge. Manufacturers Road has always been one of the city's key industrial centers, and North Chattanooga and Hill City were among the first "outlying" neighborhoods developed after the Civil War. The Walnut Street Bridge, recently converted into a linear pedestrian park, has its northern terminus in the heart of the district next to Coolidge Park, which has helped fuel the commercial activity along Frazier Avenue. There are also



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an integral part of the 21st C

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North Shore

Existing Conditions

The North Shore, with Frazier Avenue and Coolidge Park as its anchors, has been steadily improving for the past fifteen years, and today it comes as close to the ideal mixed-use district as any in the city – a true reflection of the live, work, play ethic.

The redevelopment along Frazier Avenue has been assisted in recent years by the creation of a special C-7 zoning classification that allows mixed-use urban development prohibited by conventional suburban commercial zoning.

The North Shore borders two diverse residential neighborhoods: North Chattanooga and Hill City, which are delineated roughly by Forest Avenue.

Coolidge Park is an immensely popular neighborhood and regional park, and residents and tourists alike are drawn to the park and the Walnut Street Bridge.

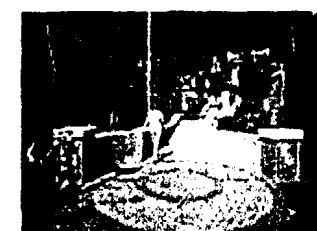
Immediately adjacent, the Chattanooga Theatre Centre is a major cultural institution and a regional draw.

There is beautiful topography – stunning southerly views from Forest Avenue; and Stringer's Ridge serves as a backdrop to the city.

There is still considerable potential for commercial infill development throughout the district, along Frazier Avenue, Market Street and Cherokee Boulevard.

There is also historic re-use potential. The ground floor of Signal Knitting Mills has been converted into an antique mall, and other buildings like the Business Development Center present rehab opportunities, including upper floor residential development.

Parking is an issue throughout the district.



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North Shore

A Vision for the North Shore

The North Shore will be one of the city's proudest examples of mixed-use urban development supporting a live, work, play ethic. The scale of Frazier Avenue will be carefully maintained to attract small businesses and shops that attract and support an eclectic mix of people, thereby serving as an ideal complement to the melting pot of Coolidge Park. Along the river, natural environments will be preserved to create another model for the urban integration of built and natural systems as set forth in the 21st Century Waterfront Plan.

Recommendations

Natural Systems

Create a wetlands park and maintain natural buffers along the river as set forth in the 21st Century Waterfront Plan.

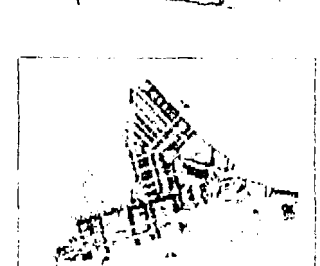
Transportation

Design and build new pedestrian friendly intersections at both Frazier Avenue and Market Street and realign Manufacturer's Road at Cherokee Boulevard to encourage continued development on the west side of Market Street and along Cherokee Boulevard.

Integrate the North Chattanooga bus route (number 2) with a new transit node in the Town & Country Shopping Center supported by a nearby parking structure.

Institute water taxi service to shuttle between the North Shore, Ross's Landing, and other riverfront destinations.

Encourage shared parking and reward businesses that implement it.



Add metered parking along Frazier Avenue, River Street, Coolidge Park and in the Chattanooga Theatre Centre parking lot.

Build a new road through the former Roper site connecting Coolidge Park with future 21st Century Waterfront developments.

Add bike lanes along Manufacturers Road per the Bicycle Plan.

Respect and prepare for Manufacturers Road's ultimate role as gateway to Moccasin Bend National Park.

Buildings

Ensure responsible rehabilitation of historic structures, including the Nautilus Building at the corner of Frazier and Market Streets.

Create infill mixed-use urban development (including a parking structure) at Frazier Avenue and Tremont Street and on surface parking lots along Frazier Avenue and Cherokee Boulevard.

Create new urban mixed-use development along Manufacturers Road.

Develop buildings in concert with the 21st Century Waterfront Plan and the development of Moccasin Bend National Park.

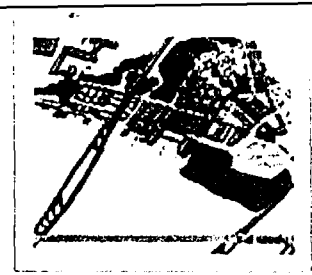
Public Space

Ensure the future development of the National Park at Moccasin Bend is coordinated and integrated with the North Shore development and the 21st Century Waterfront Plan, including the creation of the North Shore wetlands park.

Create a gateway to Moccasin Bend with appropriate streetscaping along Manufacturers Road.

When appropriate, extend the Riverpark west along the North Shore to tie into Moccasin Bend National Park.

Create an overlook park at Baker's Street above Frazier Avenue..





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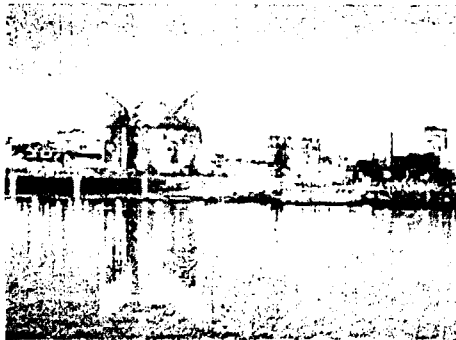
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Riverfront



Population:

222

Landmarks:

TN Aquarium, Imax Theater, Bellsouth Park, Hunter Museum

Neighborhoods:

Battery Place, Brabson Hill

Uses:

Tourism, Residential, Retail, Recreation

Major Streets:

Market St, Broad St, Riverfront Pkwy, 4th st

Major Employers:

Tennessee Aquarium, Chattanooga Lookouts

Historic District:

Battery Place

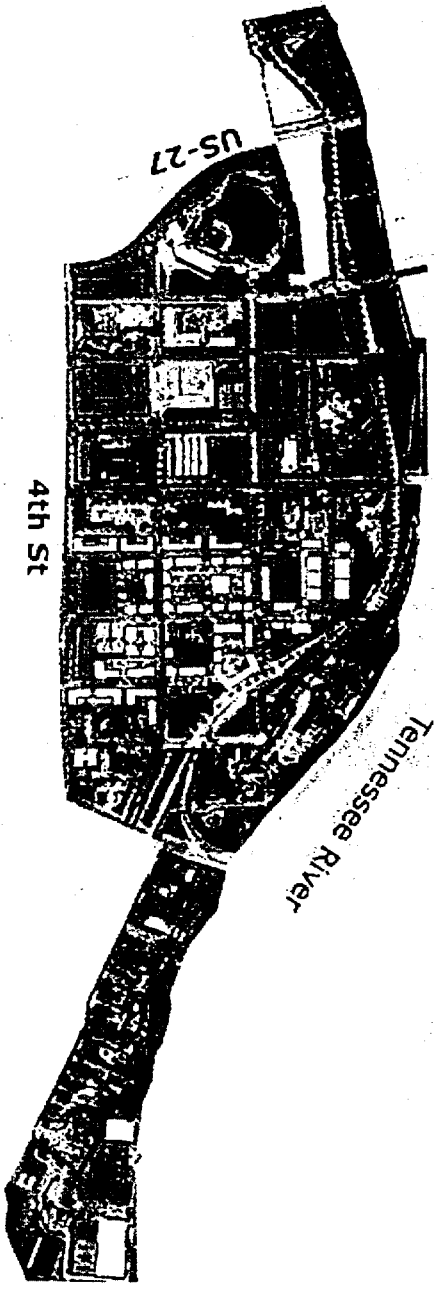
Bounded by the Tennessee River on the north, Fourth Street on the south, Georgia Avenue on the east and US 27 on the west.

In the heart of the district is Ross's Landing, the birthplace of the city and the site of a major waterfront revitalization. As the city developed outward from the Ross's Landing trading post, the Bluff Furnace was established just east of the landing, and over the years, other manufacturers and businesses established in the district to take advantage of the easy water access. Some of Chattanooga's darker historic moments are embedded in the district: Ross's Landing marks the start of the Trail of Tears – the Cherokee Indian name for the forced removal of their forebears from southeast Tennessee. Four of Chattanooga's cross-river bridges – Veterans, Walnut Street, Market Street, and Olgiati – have their southern termini in the district. Over the years, urban residential neighborhoods have come and gone on Brabson Hill, along Fourth Street, and at Bluff View. In the 1960's, Riverfront Parkway was built to help traffic bypass the downtown. In the mid-1980's the city's birthplace became the site of the city's rebirth as the Tennessee Aquarium spawned a riverfront renaissance. For ten days each year, the Riverbend Festival reminds us that the river is our gathering place, and our communal front porch. Developments like BellSouth Park, the IMAX Theater and the Creative Discovery Museum attract a mix of residents and visitors to the area.

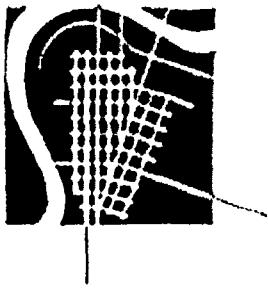


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Riverfront Existing Conditions

After twenty years of focused attention from the community, the riverfront has become the most animated district in the city.

The district boasts diverse development: cultural institutions like the Hunter Museum; entertainment venues like BellSouth Park; major tourist attractions like the Tennessee Aquarium, the IMAX 3D Theater and the Creative Discovery Museum; residential developments like First and Market Streets and the Riverset Apartments; and developments that complement the natural environment – the Riverwalk and the Walnut Street Bridge.

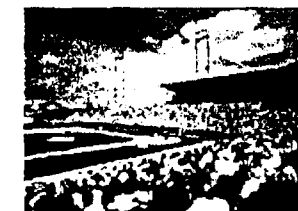
An array of restaurants has cropped up over the past two decades, some in newly built space (212 Market) and others occupying historic buildings (Big River Grille and Mellow Mushroom). This mix of dining and entertainment has made the district Chattanooga's premiere tourist destination, and the area comes as close to having around-the-clock activity as any district in the city.

UnumProvident's surface parking lots are a dominant feature east of Market Street.

The Fourth Street Boulevard was built, in part, to create more residential opportunities in the area between it and the river east of Market.

In general, circulation within the district is being improved with the Fourth Street widening and the creation of new connections along Riverfront Parkway.

Demonstrating the renewed focus on the district, road improvements are happening along virtually every major thoroughfare. This includes Riverfront Parkway, which is being narrowed more than a decade after the idea was first introduced as an essential step toward reconnecting the community to



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Riverfront

A Vision for the Riverfront

The Riverfront will emerge as one of the finest urban areas in the Country, sustaining a resident population while serving as a magnet for transient residents and visitors.

Recommendations

Natural Systems

Discontinue the use of riprap bank stabilization in favor of natural systems.

Establish river use guidelines to ensure the sustainability of the natural environments, including no-wake zones and mooring expectations.

Complete the Broad Street cascade to enhance storm water management.

Transportation

Improve connectivity between the riverfront and Cameron Hill by developing greenways from the river and Fourth Street.

Construct a funicular along First Street and a pedestrian bridge from Walnut Street to the Hunter Museum per the 21st Century Waterfront Plan.

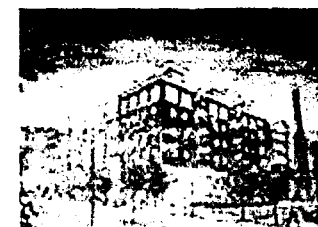
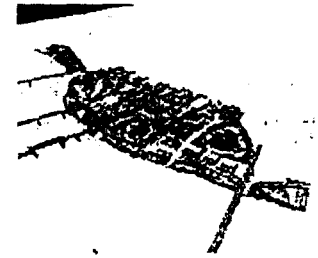
Create additional parking on Broad Street from Second to MLKing Blvd by reconfiguring the median and reducing the number of travel lanes.

Building new structured parking facilities per the downtown parking study.

Institute water taxi service from Ross's Landing to other key riverfront destinations.

Buildings

Pursue a mixed-income residential neighborhood with diverse housing types on lots currently providing surface parking for UnumProvident, using the 21st Century Waterfront Plan's high-end housing as a catalyst.



...the ... see urban development of inner lots, such as the Haney Block Lot and the Big River Grille Parking lot.

Public Space

Continue the development of the 21st Century Waterfront with the second phase downriver to M.L. King Boulevard and integrate it with the Westside development.

Animate public spaces along the river with additional programming of all scales and levels of organization (street musicians, athletic events, rowing regattas, triathlons, music festivals, book festivals, history events, art events, etc.).

Make Market and Broad Streets downtown's major linear public spaces through programming and streetscaping. Include water features.

Implement a greening program for BellSouth Park and the hill upon which it sits, including the screening of the left field fence from U.S. 27.

Create green space along Fourth Street on the south end of the former Haney block.



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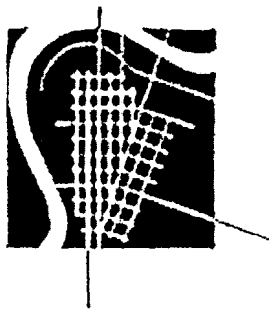
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The River



Chattanooga is here because of the river, having grown up from a small trading post established on the river's edge to capitalize on the river traffic. Today, it literally provides us with our water. Throughout our history, the one constant has been the river that flows through the community. It is our most important natural resource, still providing a considerable amount of commerce. Today its contribution adds significantly to the overall quality of our lives. Rivers, like all natural amenities, cannot be manufactured. The communities that have them have responsibilities to sustain them. The Tennessee River touches directly on four of downtown's seven districts but makes its presence felt in all of them. The community's attraction to it is all at once emotional, spiritual and physical. It provides the community with a sense of place.





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River

Existing Conditions

Today the river has regained its prominence in the hearts and minds of Chattanooga. Understandably so, given the civic commitment to "return to the river" first voiced in the mid-1980's.

The Walnut Street Bridge and the riverwalk provide unique perspectives on the river and afford the chance to stroll along it or gaze down upon it.

The Southern Belle riverboat joins towboats and barges, pleasure craft and rowing shells to animate the river's surface.

MacIellan Island sits as a unique natural preserve in the midst of urban hustle and bustle.

While the river's appeal increases, so does the degradation that comes from the increased usage. The once-natural riverbanks are now reinforced with rip-rap to literally stonewall erosion, and MacIellan Island loses a portion of its shoreline each year to erosion induced by boat wakes. The water itself is not potable.

As part of the TVA system, the river's flow is managed from upriver by the Chickamauga Dam, which has saved the city from serious flooding since its completion in the mid-1940's.

Chattanooga's downtown waterfront, in particular Coolidge Park and Ross's Landing, serves as a point of departure for the Tennessee River Blueway, a 50-mile paddling trail that currently begins at Chickamauga Dam and ends at Nickajack Dam. Paddlers of all ages and abilities can now enjoy the natural beauty and history of the Tennessee River as it meanders through Chattanooga downstream into the Tennessee River Gorge—a natural wonder touted as the "Grand Canyon of the Tennessee." The water trail offers



adjacent to Downtown Chattanooga. Once the Blueway is complete, Downtown Chattanooga will stand as a focal point of an interconnected basinwide water trail encompassing some 650 river miles along the Tennessee River as well as many of its tributaries

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River

A Vision for the River

The River will continue to be the natural and spiritual tie that binds the community through their appreciation and stewardship of it. It will serve as a passive resource to be enjoyed from ashore, as well as an amenity in which to be actively engaged. It will provide figurative linkages to our past and literal linkages among various riverfront amenities.

Recommendations

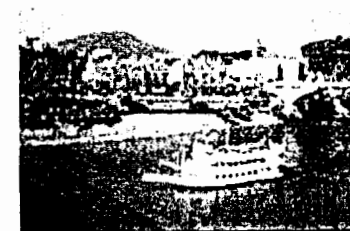
Discontinue use of rip-rap as a bank stabilizer in favor of natural buffers.

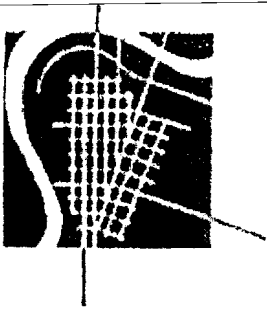
Create and enforce no-wake zones from the Olgiati Bridge upriver to the power lines.

Preserve public access to the river and natural viewsheds from the riverwalk.

Preserve all flood plains as natural space and plant the 100-year flood zone in native forest. TVA recommends a minimum zone of vegetation 200 feet wide for waterways the size of the Tennessee River and 100 feet for smaller waterways.

Establish city policies that preserve public access to the river and limit the use of the riverbank to activities that are inseparable from waterfront locations, such as marinas, canoe, kayak, and rowing launches, port facilities, water treatment plants and open space.





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NATURAL SYSTEMS

Ensure that downtown development is designed to reduce vehicle miles traveled in whatever ways possible, consequently delivering a reduction in automobile emissions

Ensure that all future downtown development creates a minimum 15% increase in tree cover for the city; including interstate rights-of-way, parking lots, and neighborhood tree planting

Reduce stormwater runoff and associated long-term costs by expanding the Southside gray water recycling program throughout downtown and by incorporating pervious paving materials in all new parking lots

Make every effort to get brownfields back into productive use

Continue curbside recycling and increase materials recycling through a coordinated effort of all downtown employers

Preserve downtown's floodplains as public space and green buffers to filter pollutants and decrease flooding; TVA recommends a minimum zone of vegetation 200 feet wide for waterways the size of the Tennessee River and 100 feet for smaller waterways

Preserve the forested steep slopes by prohibiting development on slopes with a grade of 25% or steeper; and develop guidelines for development on slopes between 15% and 25%

Establish a program to measure progress in our efforts to "green" the community

Develop water projects in each district that contribute to our water quality and conservation and, at the same time, create beautiful civic places by expressing and celebrating water processes

Initiate a comprehensive water management study for the downtown that includes conservation, reuse, and naturalized drainage

Set aside shared space for community gardening in every neighborhood

Create tree nurseries and parking orchards on underutilized parking lots and vacant land

TRANSPORTATION SYSTEMS

Create a balanced transportation network by providing and encouraging the use of multiple transportation options, including non-motorized transport.

Create a network of new greenways and multi-use paths like the Downtown Greenway

Improve transit as an alternative to the personal automobile, including expanded shuttle service and shorter frequencies on CARTA's mainline routes. Integrate the shuttle and transit systems by means of better signage and route and schedule information. Investigate the feasibility of transforming the entire transit system to a free service to maximize ridership and to replicate the success of the downtown shuttle system's convenience

Accommodate healthy automobile circulation in and around town by phasing out all one-way street

Efficiently and effectively accommodate present parking needs and carefully plan for the needs of future development in accordance with the forthcoming downtown parking study

Provide adequate bicycle and pedestrian amenities (such as bike racks, racks on buses, bike lanes and routes on roadways, public water fountains and benches) in all new development

Conduct contingency planning to accommodate major transportation developments (such as the proposed Maglev connection) to ensure connectivity to the downtown area

Work with the Tennessee Department of Transportation to reduce the barrier effect of I-24 and US27 by making interchanges more pedestrian-friendly, maintaining present capacity, limitations, landscaping, and creating new connections to downtown streets wherever possible

Install a comprehensive, coordinated and attractive signage system in accordance with the 2003 Wayfinding Plan

Actively discourage auto-dependent uses such as drive-through retail services and warehouse distribution facilities in the downtown area

Create on-street parking, wherever possible and manage meter enforcement

Construct mid-size garages (200 cars) in strategic locations as recommended in this plan. Ensure that they reflect good urban design, have medium size and scale and promote pedestrian activity

As recommended by the 2002 parking study, institute a management system to oversee downtown parking

Complete bike routes in all districts as called for in the 2003 Bicycle Plan (see map)

Build new development at densities of 8 units per acre OR MORE to support increased transit use

Adopt new City policies to promote pedestrian activity on our streets by promoting tighter turning radii, greater sidewalk widths, slower traffic speeds, marked crosswalks, bulbouts at intersections, and other pedestrian-friendly elements

PUBLIC SPACE SYSTEMS

Continue downtown streetscape improvements in all districts, streets being the city's most important public spaces (see Streetscape map).

Develop a connected system of neighborhood parks and plazas, pocket parks, cemeteries, mid-block cut-throughs and district parks throughout the downtown, with one large park in each of the seven districts

Locate public spaces in such a way that no home or office is further than a 2-3 minute walk or a couple of blocks from a small pocket park, playground or greenway. Locate larger neighborhood parks within five minutes walk, about a quarter mile, in the heart of every neighborhood. Distribute larger city or regional parks evenly throughout the downtown and make them accessible by public transit.

Establish City policies that preserve public access to the river and limit the use of the riverbank to activities that are inseparable from waterfront locations such as marinas, canoe, kayak and rowing launches, port facilities, water treatment plants and open space

Engage in the greening of the city by including tree planting in all new developments, public and private

Ensure the inclusion of public space – whether in the form of a park, a courtyard, a corner plaza, or a streetscape connection – in all new major development and, if necessary, create incentives for developers to participate

Incorporate public art and leisure amenities (such as bocce ball courts and other outdoor pastimes) in the design and development of public spaces

Create a toolbox of funding sources, programs, incentives and partnerships

Place surface parking lots behind buildings and incorporate landscaping in front of streetside lots

Establish a governing committee to oversee the development of downtown public spaces

BULIDING SYSTEMS

Maintain residential diversity downtown with a population that reflects the community's racial, socio-economical and chronological makeup

Ensure diversity by building a variety of housing types (buy/rent, market rate/low income, single-family/multi-family) and sizes

Build new development at densities of 8 units per acre or more to support increased transit use

Provide incentives to encourage and reward storefront improvement and restoration

Target 9,837 additional units of residential housing by 2005

Establish guidelines that make urban development the rule rather than the exception. **FOR EXAMPLE:**

ESTABLISH AND ENFORCE SETBACKS AND STREET FRONTAGE

Maintaining a continuous street frontage is one of the most important elements in promoting pedestrian activity and establishing a quality "face" to the public realm. Deep setbacks, often found in suburban locations, are not appropriate in the downtown

For commercial buildings, a zero setback is preferred along at least 80 percent of all street frontage.

If an edge delineating the public and private space is provided, a deeper setback may be permitted to accommodate outdoor activities such as parks, plazas, or outdoor dining.

For residential buildings, setbacks should be consistent with the predominant existing setbacks within the block.

CONSTRUCT BUILDING FACADES THAT ADDRESS THE PUBLIC REALM AND PROVIDE AMPLE ACCESS

The "face" that a building presents to the street can be viewed as the "wall" to the public "room" and, as such, should exhibit quality materials, provide interest to the pedestrian, and be of sufficient height to frame the street.

Include retail development on the ground floor of all commercial buildings and parking garages.

A ratio of between 1:1 and 1:2 (street width to building height) is ideal in most instances.

At least one pedestrian entrance should be provided from the primary street.

Ground floor openings (doors and windows) should constitute a minimum of 50 percent of the ground floor façade area for commercial buildings;

Upper story windows for "new construction" should have a vertical or square orientation. Windows in existing structures may be replaced with in-kind windows;

Building signage should typically be placed in the lintel or sign frieze that separates the ground level storefront from the upper façade, or projecting from the face of the building

CONCEAL EQUIPMENT

Unightly equipment and service areas detract from the visual quality of the urban experience.

All dumpsters and mechanical equipment should be placed to the rear of the property and screened from all public rights-of-way.

PRESERVE HISTORIC RESOURCES

Historic buildings and sites are important reminders of our past, represent significant resources that should be reused, and establish a framework for future development.

Historically or architecturally significant structures should be preserved, enhanced and/or restored.

BUILDING SYSTEM

DESIGN AND BUILD SUSTAINABLE STRUCTURES

Green buildings protect air quality, water quality, and overall biodiversity and ecosystem health. They are competitive in first cost, reduce operating cost, and are designed to optimize life-cycle economic performance. The designs are shown to improve occupant performance, reduce absenteeism, and increase retail sales with natural lighting.

Establish a Green Buildings program focusing on:

Energy efficiency and pollution prevention;

Water conservation, collection, and re-use;

Resource-efficient materials and waste minimization;

Improved indoor air quality;

Sustainable site design;

Establish a clearinghouse for green building information at the Development Resource Center.

Adopt a policy to build only public buildings that are certified "green."

Build multiple stories in the downtown to accommodate a mix of uses that adds residential units and adds vitality to the economy.

District / Category	Recommendation	Agency	Type of Funding	Phasing
Central Business				
Natural Systems	Incorporate storm water runoff solutions into future streetscape projects	Public Works	Public	Short
Transportation Systems	Develop shared parking arrangements to more efficiently use private lots, especially after hours	Private Sector	Private	Short
	Add structured parking on the 500 block of Market; on Chestnut just south of Clarion hotel; on 8 th St. behind Dome Building.	Parking Entity	Public/Private	Mid
	Create angled parking along Broad from 2 nd St. to 6 th St.	Public Works	Public	Short
	Maximize connections from US 27 to DT streets, and minimize negative visual impacts.	TN Dept of Transportation / Public Works	Public	Short-Mid
Building Systems	Create E to W, mid-block pedestrian passageways to provide transit access and enable more ground floor retail, pocket parks, and public spaces.	Private / Public	Public/Private	Mid
	Proceed with greening of City Hall and City Council offices.	City	Public	Short
	Develop a mix of uses on following vacant and surface parking lots: adjacent to Market Center; 8 th St. between Georgia and Cherry; SE corner of 5 th and Market; SE corner of 7 th St. and Cherry; SW corner of 5 th St. and Broad.	Private Sector	Private	Mid
	Include residential development on vacant upper floors.	Private Sector	Private	Short
	Redevelop the 700 block of Market as DT retail center with upper floor residential.	RiverCity	Private	Mid
Public Space Systems	Create mixed-use development with parking on the original EPB site	Private / Electric Power Board	Private	Mid
	Limit surface parking to interior block locations. Any lots visible from the street should be screened.	Private Sector	Public/Private	Short
	Enhance the historic / architectural character and green space of Fountain Square	Parks & Rec / Public Works	Public	Mid
	Construct pocket parks in places such as SW corner of Market and 5 th St.	Parks & Rec / Private Sector	Public/Private	Short
	Renovate Miller Park to make it more appealing.	Parks & Rec	Public	Mid
	Make Market and Broad the major linear public spaces for DT through streetscape and programming.	Public Works / Chattanooga Downtown Partnership	Public	Short

District / Category	Recommendation	Agency	Type of Funding	Phasing
East Downtown				
Natural Systems	Conduct bioremediation of SW corner of Farmer's Market site.	City / Private	Public	Long
Transportation Systems	Reopen Vine from Douglas to Palmetto through UTC campus and convert to two-way from Central to Georgia.	Public Works	Public	Short
	Connect UTC shuttle system to other public transit systems, including DT shuttle.		Public	Short
Building Systems	Convert former Cavalier manufacturing plant site into a shopping village anchored by a grocery store.	Private Sector	Private	Mid
	Consolidate Farmer's Market with outdoor urban markets; develop with job-generating industry	Private Sector	Private	Short
	Convert Engel Stadium parking into an orchard (short-term); convert into sports complex (long-term).	Univ of TN at Chattanooga	Public	Short-Long
	Provide mixed-use infill development along MLK; reestablish it as commercial district to take advantage of the buying power of UTC students and surrounding neighborhoods.	Private Sector	Private	Short
	Create mixed-use opportunities at 4 th St. and Georgia.	RiverCity/ Private Sector	Private	Short
	Create new residential opportunities in the following areas: 5 th St. and Georgia, 6 th St. and Georgia, along 10 th St., @ the new Park Place School and Magnolia Gardens, 8 th St. near Brown Acad.	Private Sector	Private	Short
	Open Chattanooga's Confederate Cemetery on 5 th St. to the public.	City??	Public	Short
	Reinforce edges / gateways of UTC campus.	Univ of TN at Chattanooga	Public	Short
	Create gateway to UTC at 4 th St. and Mabel.	Univ of TN at Chattanooga	Public	Short
	Complete next section of the greenway from Southside to MLK, connecting Battle Acad. And DT businesses to river.	Design Studio	Public	Short
Create pocket parks in the following areas: adjacent to Park Place School, Fort Wood neighborhood, Magnolia and 8 th St., Oak and Central, 8 th and Central, adjacent to Masonic Lodge.	Parks & Rec	Public	Mid	
Integrate Erlanger into surrounding neighborhoods by improving pedestrian orientation.	Erlanger	Private	Mid	
Public Space Systems	Create a 5 th to Vine St. green space below the Brabson House to complement new development and enhance approach of historic homes.	Private Sector	Private	Mid

District / Category	Recommendation	Agency	Type of Funding	Phasing
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Southside

Natural Systems

Construct a gray water storage / recovery facility on 13 th St. to promote redevelopment.	City	Public	Mid
Construct a connection between Finley Stadium and Chattanooga Conference Center with native aquatic plants, sitting areas, and a water tower to recycle rainwater.	City	Public	Mid
Establish an Industrial Water Re-use Zone along the Environmental Corridor between Broad and Chestnut from 20 th St. north to Main.	City	Public	Long
Green the district by recruiting nursery businesses.	Private Sector	Private	Short
Extend electric shuttle to Southside (point to be determined).	CARTA	Public	Short

Transportation Systems

Improve interstate "gateways" into DT at I-24 / Market / Broad, and at Main / US 27. Install banners along Market and Broad.	City / Private	Public/Private	Mid
Replace I-24 clover leaves at Broad and Market with frontage roads.	City / TN Dept Transportation	Public	Long

Building Systems

Upgrade Jefferson Heights Park and develop new housing.	Private Sector	Private	Mid
Prepare redevelopment concept for Farmer's Market area (relocate to more central location) and Choo Choo rail yards. Include new north-south street connecting the Farmer's Market / MLK neighborhoods to Jefferson Heights.	Private Sector	Private	Short
Promote development of area near Main and Market as an entertainment district.	Private Sector	Private	Mid
Continue residential redevelopment with loft housing near Main and Market, and single / multi-family units in Cowart Place and along Jefferson Park.	Private Sector	Private	Mid

Public Space Systems

Create neighborhood parks, plazas and playgrounds at the following locations: Market to Southern Railway triangle of Rossville and Main near Main St. Fire Hall and NE corner at intersection of Main and Market.	City / TN Dept Transportation	Public	Mid
Complete 17 th St. streetscape (from Madison to Carter) to connect all 3 neighborhoods.	City	Public	Mid
Complete Phases 2 and 3 of 17 th St. streetscape.	City	Public	Short
Landscape the US 27 and I-24 frontages of the Southside.	City / TN Dept Transportation	Public	Mid
Complete greenway from MLK to Environmental Corridor between Broad and Chestnut.	City	Public	Mid
Plant trees along 20 th St. median.	City	Public	Mid
Incorporate colonnade into any new development on the north side of 13 th St.	Private Sector	Private	Short

District / Category	Recommendation	Agency	Type of Funding	Phasing
South Broad		South Broad Group		
Natural Systems	Create a master plan for development of the Chattanooga Creek Greenway.	Trust Public Land / City	Public	Short
Transportation Systems	Enhance the 28 th St. with tree plantings.	Private / City	Public/Private	Mid
	Improve main line transit routes by providing shelters, benches, and plazas at stops.	CARTA / City	Public	Short
	Improve circulation with two-way streets at 25 th , 26 th , and Long.	City	Public	Short
	Improve way finding with directional signage.	City / Conv & Visitors Bureau	Public	Short
	Encourage mixed-use urban development along I-24 by eliminating cloverleaf interchanges and replacing them with frontage road exits.	TN Dept of Transportation / City	Public	Long
Building Systems	Make Southside Gardens a model for mixed-income residential diversity.	City / Chattanooga Neighborhood Enterprise	Public/Private	Mid
	Develop mixed-use commercial development with zero setbacks along Broad including daily needs services such as grocery, baked goods, etc.	City C-3 / Private / South Broad Group	Private	Mid
	Develop a mix of uses throughout neighborhood: laundry, hardware, bookstore, etc.	South Broad Group / City	Private	Mid
	Develop two sites as job-generators: Poss Homes (small office / research park to support technology function at Howard)	Chatt State Tech Comm College / Univ of TN at Chatt / City	Public/Private	Mid
	Develop higher density housing and businesses concentrated along 28 th St.	South Broad Group / City / Chattanooga Neighborhood Enterprise / RiverCity	Public/Private	Mid
	Develop higher density housing and businesses around Wheland	RiverCity	Public/Private	Mid
Public Space Systems	Develop pedestrian way and streetscape for 26 th Street.	City	Public	Short
	Create a new park at Cowart to support mixed-use urban development.	Parks & Rec / Private Sector	Public/Private	Short
	Use Howard School site for an urban nursery or resource conservation area.	Univ of TN at Chatt / City	Public	Mid
	Enhance Mary Walker Towers with green space and better connections.	Private Sector	Private	Short
	Rehab Pringle Park to include playground / tot lot, trees, and improved fencing / edges.	City / Neighborhood Association	Public/Private	Short
	Enhance district gateways with public art installations, historical markers, and directional signage at: I-24 and Broad, 28 th St. and Broad, Market and 26 th St.	City / South Broad Group	Public	Short
	Enhance Harris-Johnson Park with trails, pavilions, picnicking, etc. connect to Carr.	Parks & Rec	Public	Mid
	Create a community garden at St. Phillips along freeway for food production, social, and educational opportunities.	Crabtree/Parks & Rec / Church	Public/Private	Mid

District / Category	Recommendation	Agency	Type of Funding	Phasing
Westside				
Natural Systems	Preserve steep slopes and riverbanks as natural areas.	Trust Public Land / City	Public/Private	Short
	Work to restore riparian corridors between the district and the river.	Trust Public Land / City	Public	Short
Transportation Systems	Develop stronger connections between the Westside, CBD, Riverfront, and Southside by connecting Grove St. to MLK.	Public Works / TDOT	Public	Short
	Connect 4 th St. and Cameron Hill, if only with a pedestrian path.	Public Works	Public	Short
	Provide pedestrian connection: Boynton Park on Cameron Hill and 21 st Cent Waterfront.	Public Works	Public	Short
	Create street network providing urban development parcels for increased housing density and redevelopment of MLK as a mixed-use node.	Public Works	Public	Mid
	Reconfigure US 27 to allow more connections between Westside and CBD – replace cloverleaf at MLK with system of frontage roads and a roundabout.	TDOT	Public	?
	Provide shuttle connections back to CBD.	City	Public	Short
Building Systems	Create a multi-use redevelopment of Golden Gateway, including grocery.	RiverCity	Private	Mid
	Redevelop large industrial tracts south of ABB as smaller light / green industrial parcels.	City / Economic Dev.	Public/Private	Mid-Long
	Redevelop former ABB site to include light industrial / office space and housing.	City / Private	Private	Mid-Long
	Create a diversity of housing types with more ownership opportunities: row houses along MLK; single family from Grove St. Center to top of hill; high-density for purchase town homes (site presently occupied by Dept of Human Services); rental units along US 27.	Chattanooga Neighborhood Enterprise / Private Sector	Private	Short-Mid
Public Space Systems	Build new Westside Marina at terminus of MLK as extension of 21 st Cent Waterfront Water taxis connection to Moccasin Bend.	City	Public	Mid
	Create green space along river to separate residential neighborhoods from industrial.	Trust Public Land / City	Public/Private	Mid
	Develop neighborhood park between Grove and Dept. Human Services with attached single-family housing.			
	Maintain buffer of green space between neighborhood and river.			
		In concert with redevelopment		

District / Category	Recommendation	Agency	Type of Funding	Phasing
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Northshore

Natural Systems

Create wetlands park, maintain natural buffers along river. (21 st Cent Waterfront Plan).	City	Public/Private	Short
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Transportation Systems

Design / build pedestrian-friendly intersections at Frazier and Market, and Cherokee and Manufacturers to encourage development on west side of Market.	City	Public	Mid
Extend shuttle across Market St. Bridge.	CARTA	Public	Short
Institute water taxi service to shuttle between North Shore, Ross' Landing, etc.	Private	Private	Short
Create a transit node in Town & Country Shopping Center supported by nearby parking.	CARTA	Public	Mid
Encourage shared parking and reward businesses that implement it.	Public/Private	Public/Private	Short
Build structure parking at NW corner of Frazier and Tremont.	Public	Public	Long

Buildings Systems

Ensure responsible rehabilitation of historic structures including BDC and Nautilus building at corner of Frazier and Market.	Public/Private	Public/Private	Mid
Pursue infill mixed-use urban development at Frazier and Tremont, and surface parking lots along Frazier and Cherokee.	Private Sector	Private	Mid
Create urban mixed-use development along Manufacturers Rd.	Private Sector	Private	Long

Public Space Systems

Implement streetscaping along Cherokee, Manufacturers, and N Market.	City	Public	Mid
Ensure future development of National Park at Moccasin Bend be coordinated / integrated with north shore development and 21 st Cent. Waterfront, including creation of north shore wetlands park.	City / State / Federal	Public	Long
Create gateway to Moccasin Bend with streetscaping along Manufacturers.	City	Public	Long
Extend Riverpark west along north shore to tie into Moccasin Bend National Park.	City / County	Public	Long
Create overlook park at Baker's St. above Frazier.	City	Public	Long

District / Category	Recommendation	Agency	Type of Funding	Phasing
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Riverfront

Natural Systems

Discontinue use of riprap bank stabilization in favor of natural systems.	TVA	Public	Long
Establish river use guidelines including no-wake zones and mooring expectations.	TVA / City	Public	Mid
Complete Broad St. cascade to enhance storm water management.	City	Public	Long

Transportation Systems

Improve connectivity between riverfront / Cameron Hill by greenways from river and 4 th .	City	Public	Long
Construct Juncular along 1 st St. and a pedestrian bridge from Walnut to Hunter Museum (21 st Century Waterfront Plan).	City	Public	Short
Expand shuttle routes to river and integrate with water-taxi shuttles.	CARTA	Public	Mid
Institute angle parking along Broad from 2 nd St. to 6 th St.; construct structured parking facilities (DT Parking Study).	City	Public	Mid
Institute water taxi service from Ross's Landing to other key riverfront destinations.	Private Sector	Private	Mid

Building Systems

Pursue mixed-income residential neighborhood with diverse housing types, quality, and amenities, currently providing surface parking for Hunter Museum (21 st Century Waterfront Plan).	Private Sector	Private	Long
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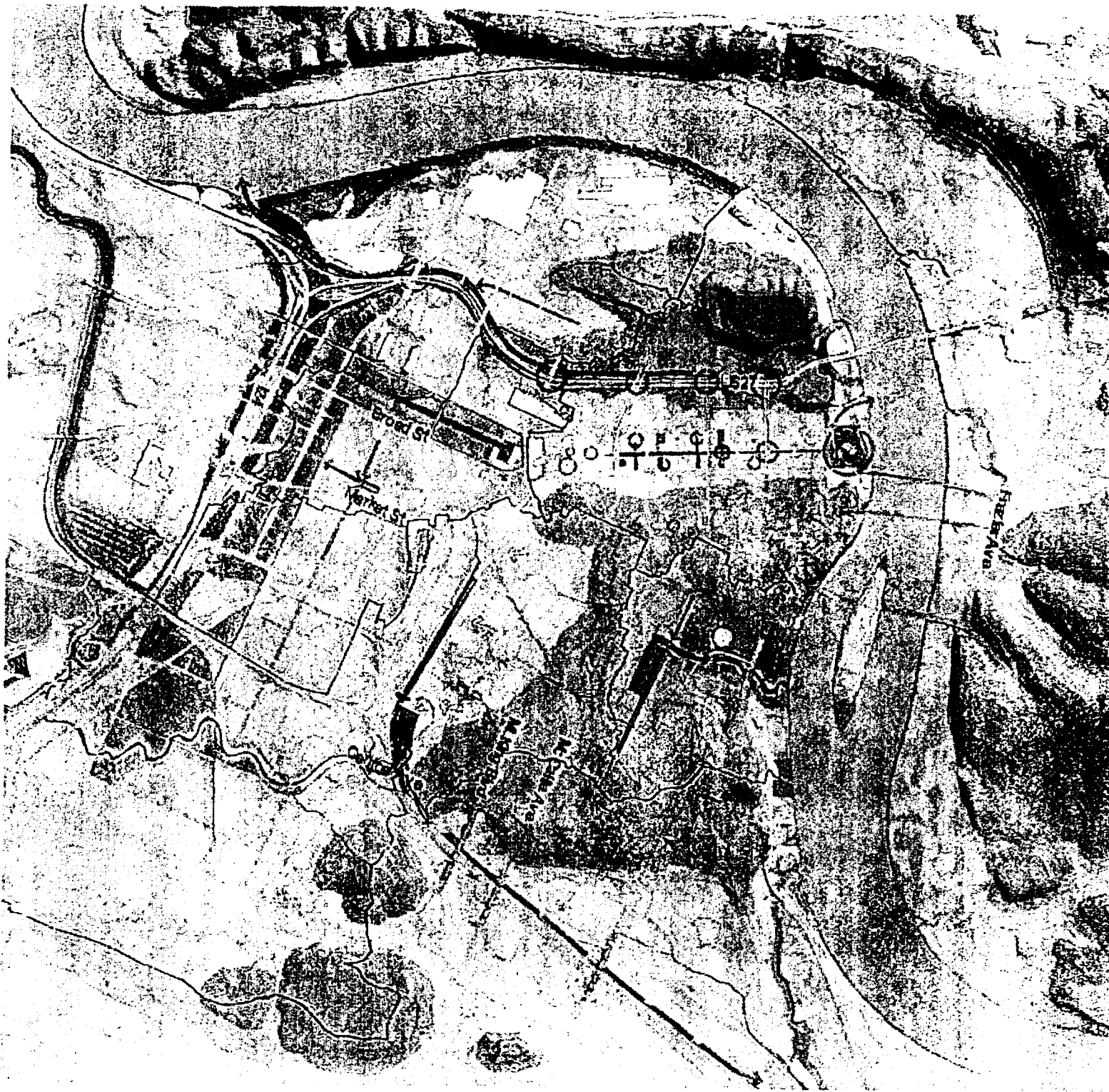
Public Space Systems

Ensure mixed-use urban development of infill lots, ex: Haney Block, Big River Parking.	Private Sector	Private	Long
Continue development of 21 st Century Waterfront with 2 nd phase downriver to MLK and integrate with Westside development.	City	Public	Long
Animate public spaces along river with programming of all scales / levels of organization.	Private/Chart Downtown Partnership	Private/Public	Short
Implement greening program for BellSouth Park.	Private Sector	Private	Mid
Complete Broad St. linear park and cascade.	City	Public	Long

The River
















Vision

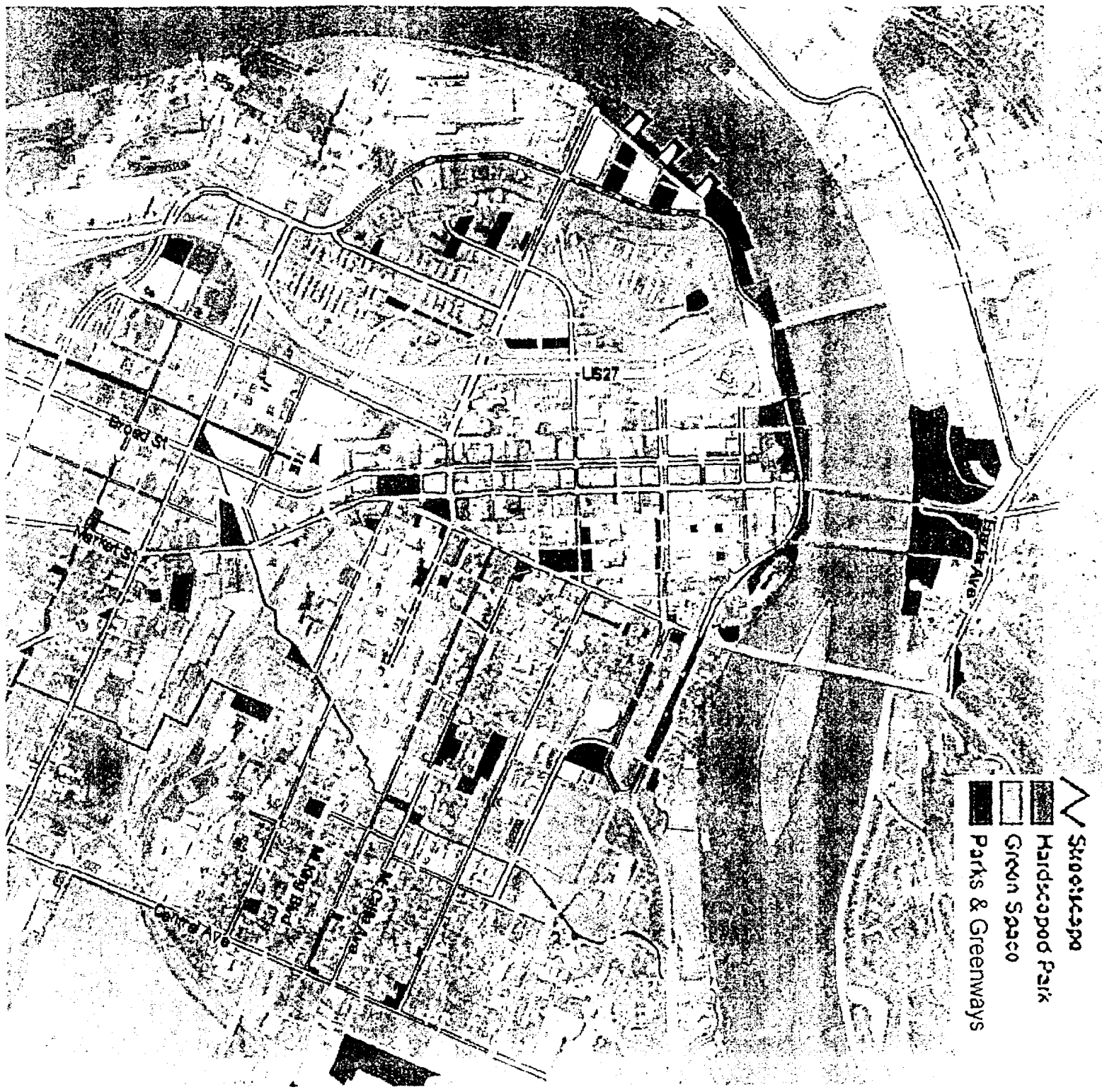
Discontinue use of riprap as bank stabilizer in favor of natural buffers.	TVA	Public	Long
Create / enforce no-wake zones from Oglala Bridge upriver to power lines.	TVA / City	Public	Mid
Preserve public access to river and natural viewsheds from riverwalk.	City	Public	Short
Preserve all flood plains as natural space.	City	Public	Short



Proposed Natural Systems

Natural systems need to integrate with the social and cultural fabric of the city, supporting and enhancing the bonds between people and nature on which stewardship relies. Stormwater swales, civic water features integrated into pedestrian ways and public space, natural buffers along the river and creeks, and reuse of rainwater are among the plan's features.

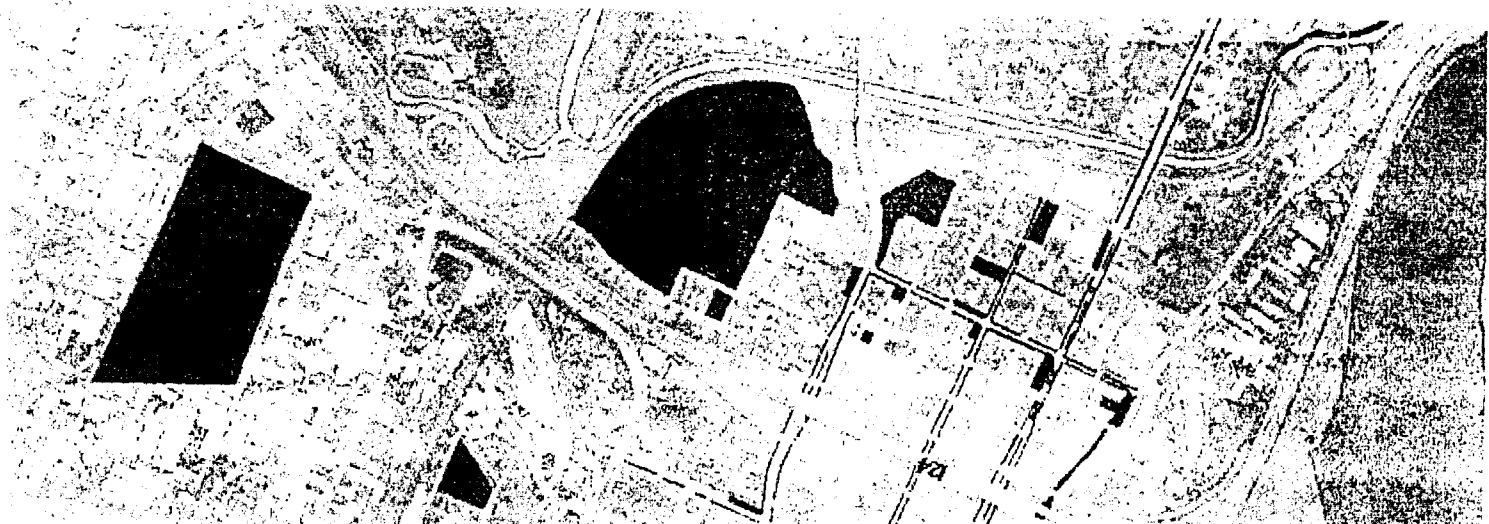
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|--|---|--|
|  Water Neighborhoods Boundaries - New |  Infiltration Parks |  Exist. Rainwater Collection and Storage |
|  Watershed Divides |  Bankside Filter Zone |  Rainwater Collection and Storage - Expansion |
|  Water Flow |  Banktop Stabilization Zone |  Urban Agriculture Zone |
|  Drainage Corridors |  Exist. Environmental Corridor Project |  Stream Restoration Zone |
|  Surface Storage |  New Industrial Rainwater Reuse Zone | |
|  Exist. Water Feature | | |



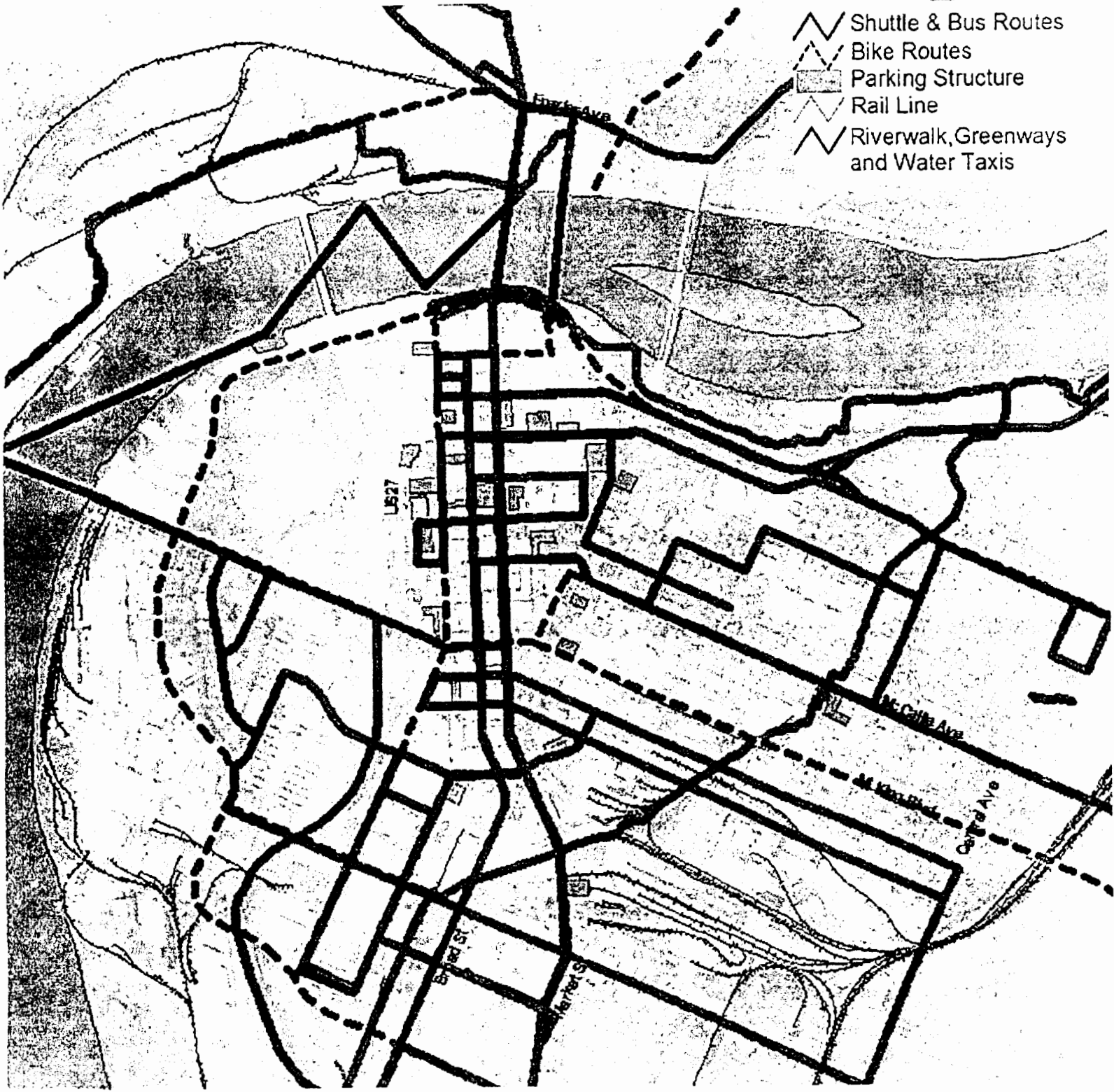
- Streetscape
- Hardscaped Park
- Parks & Greenways

Public Space Systems

An interconnected system of public spaces should place every downtown resident, worker and student within a short walk of a park, plaza or greenway. At the same time, quality public spaces attract new commercial and residential investment.



- Shuttle & Bus Routes
- Bike Routes
- Parking Structure
- Rail Line
- Riverwalk, Greenways and Water Taxis





Proposed Transportation Systems

Successful transportation systems must provide convenient mobility options for all citizens and represent a real balance between pedestrians, cars, buses, bicycles, rail and water transport.



LS27

Broad St

Market St

Central Ave

King Ave

Acacia Ave

- Single-unit Residential
- Multi-unit Residential
- New Non-Residential
- Redeveloped Building
- Civic Building
- Parking Structure



Proposed Building Systems

Our downtown has the potential to accommodate approximately 10 million square feet of development footprint including rehabilitated existing buildings, new mixed use development and almost 10,000 new units of housing.

- Streetscape
- Single-unit Residential
- Multi-unit Residential
- New Non-Residential
- Redeveloped Building
- Civic Building
- Parking Structure
- Hardscaped Park
- Green Space
- Park

CBD



US-27

4th St

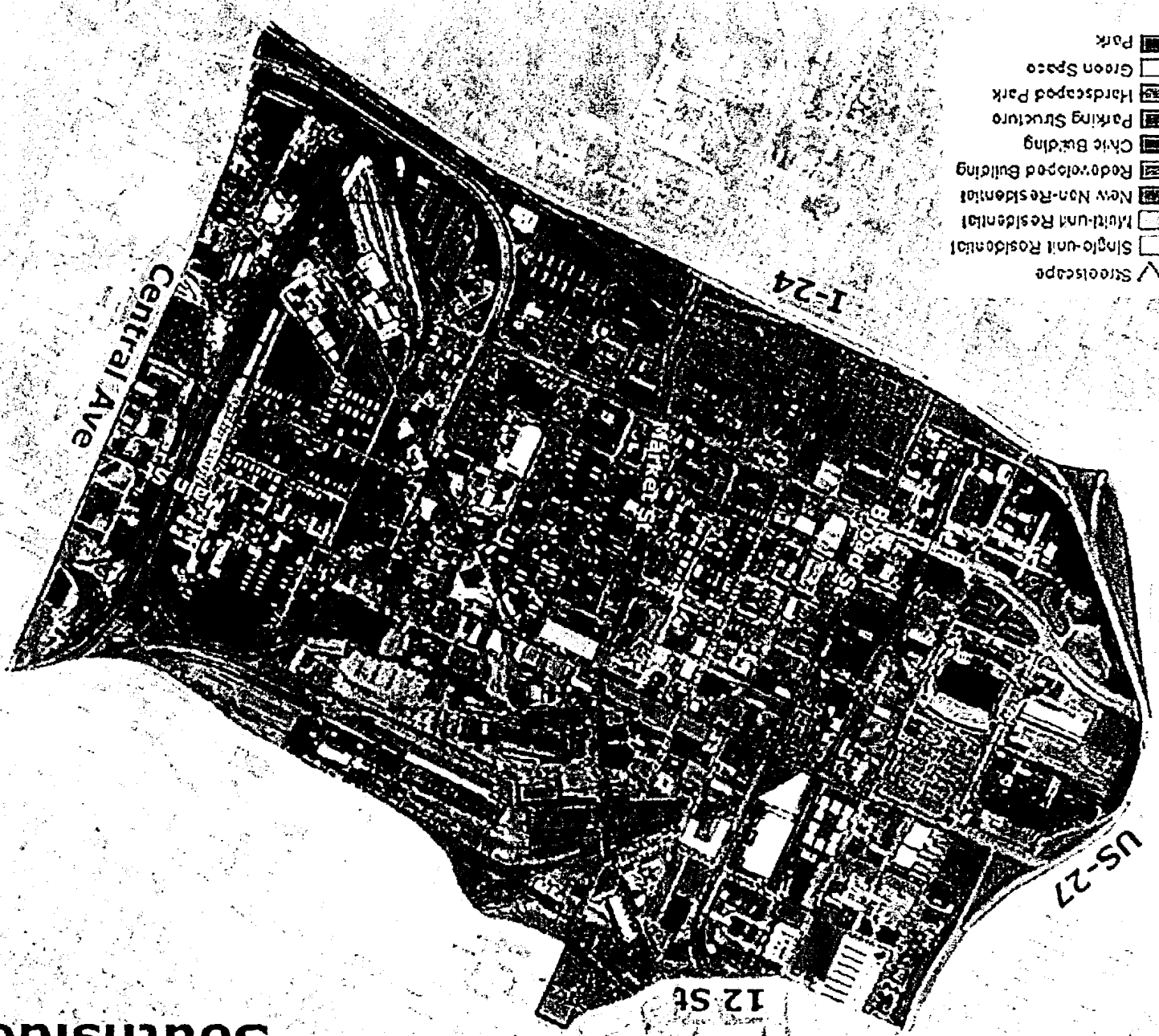
12th St

East Downtown

- Streetscape
- Single-unit Residential
- Multi-unit Residential
- New Non-Residential
- Redeveloped Building
- Civic Building
- Parking Structure
- Hardscaped Park
- Green Space
- Park



Southside



- Streetscape
- Single-unit Residential
- Multi-unit Residential
- New Non-Residential
- Reddeveloped Building
- Chic Building
- Parking Structure
- Hardscaped Park
- Green Space
- Park

Central Ave

I-24

12 St

US-27

- Streetscape
- Single-unit Residential
- Multi-unit Residential
- New Non-Residential
- Redeveloped Building
- Civic Building
- Parking Structure
- Hardscaped Park
- Green Space
- Park

South Broad

I-24

Markets

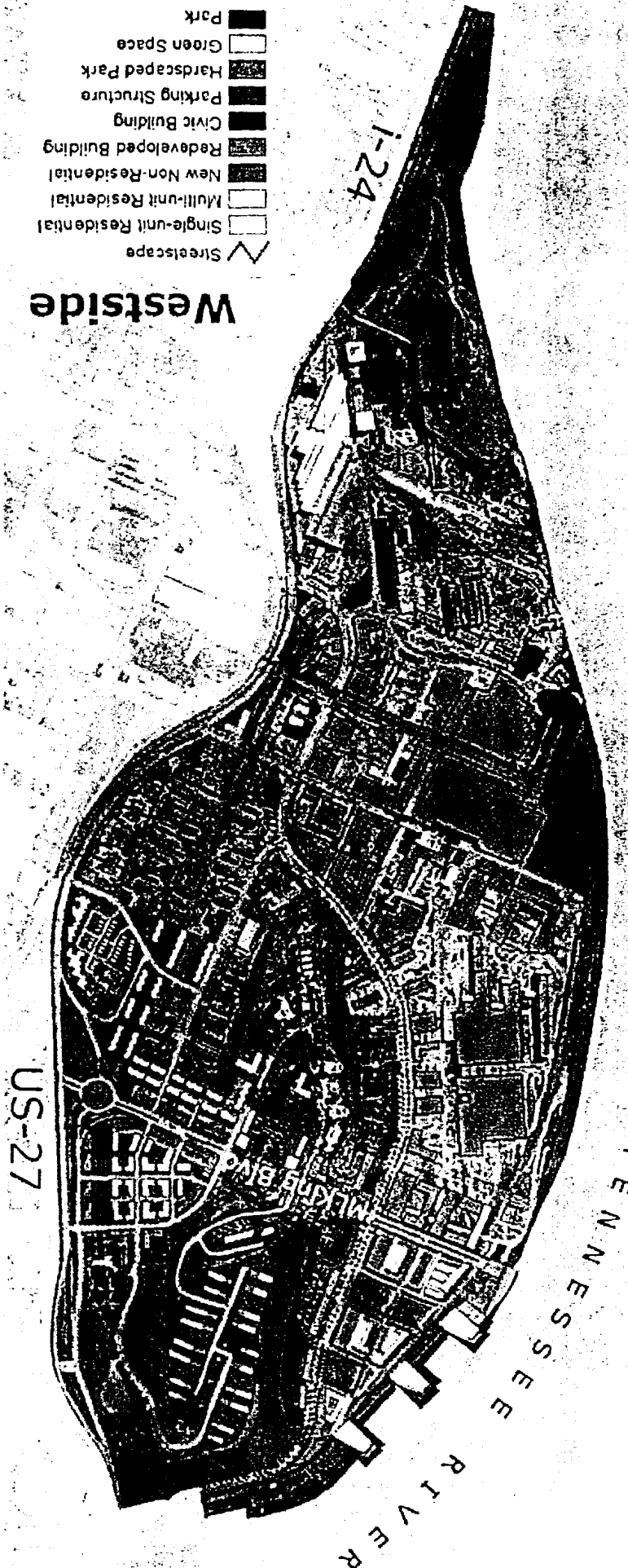
South Broad St

Chatanooga Creek



Westside

- Streetscape
- Single-unit Residential
- Multi-unit Residential
- New Non-Residential
- Redeveloped Building
- Civic Building
- Parking Structure
- Hardscaped Park
- Green Space
- Park



North Shore

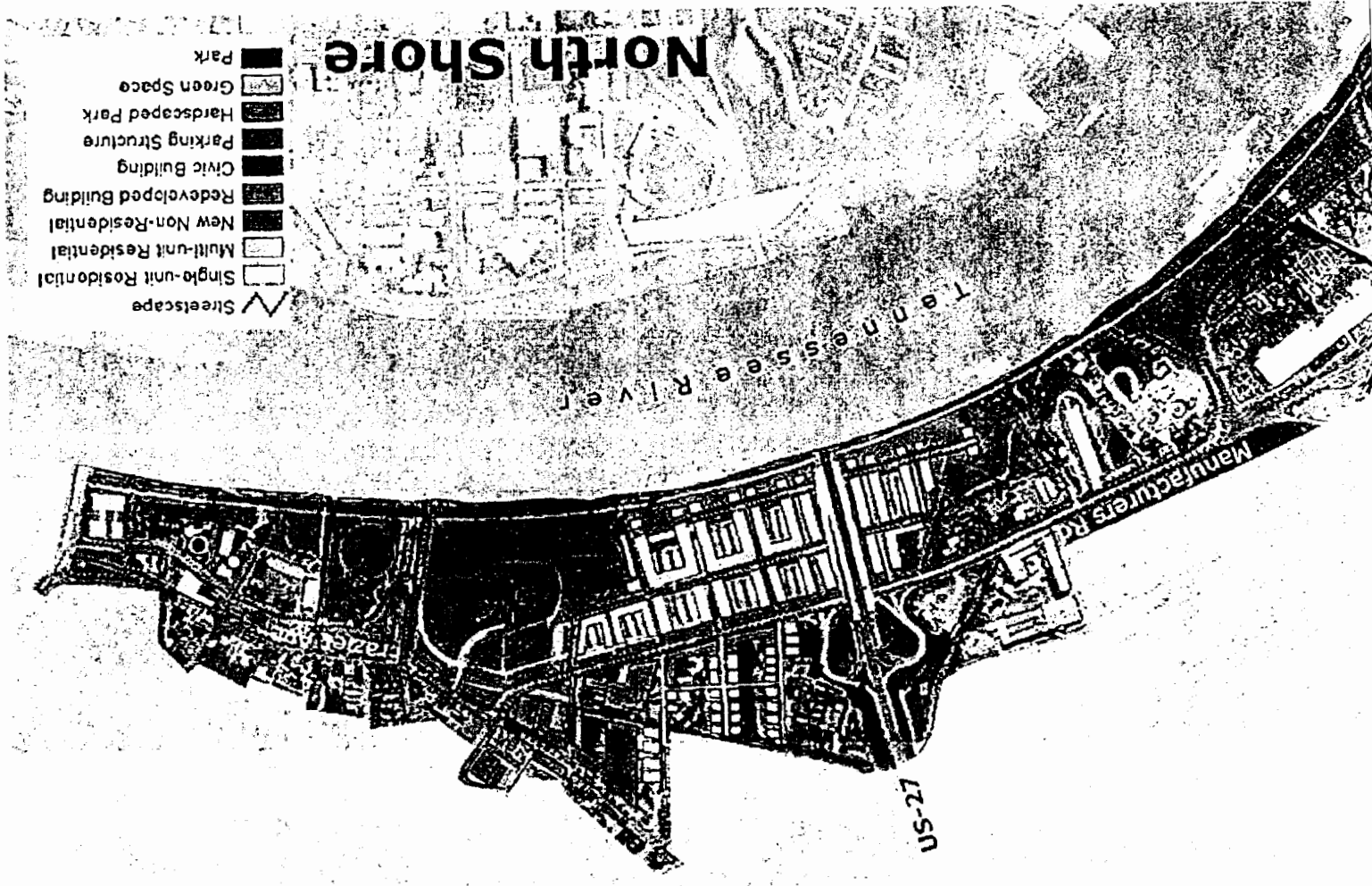
- Streetscape
- Single-unit Residential
- Multi-unit Residential
- New Non-Residential
- Redeveloped Building
- Civic Building
- Parking Structure
- Hardscaped Park
- Green Space
- Park

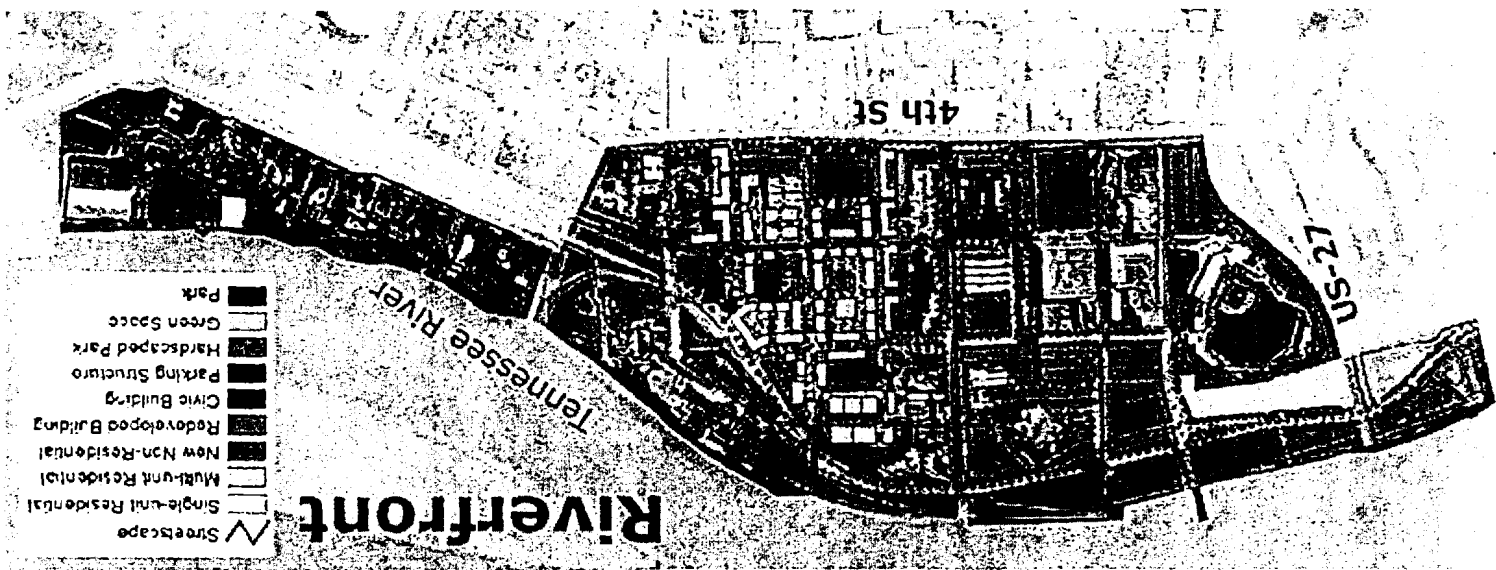
Tennessee River

Manufacturers Rd

Frazier Ave

US-27









the **downtown** Plan

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Maps & Multimedia

Maps

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Video

Full Executive Summary

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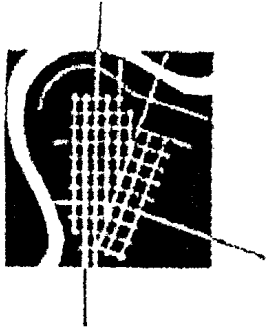
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