

3rd & 4th Street Corridor Plan:

Chattanooga, Tennessee URBAN DESIGN ASSOCIATES

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3rd & 4th Street Corridor Plan

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PLANNED IN CONJUNCTION WITH

Chattanooga Department of
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Overview

River City and the City of Chattanooga have turned their attention to improving the corridor defined by 3rd and 4th Streets, extending from downtown through the University of Tennessee (UTC) campus, the hospital district, and residential neighborhoods east to the foothills. This corridor is viewed as an area with great economic development potential given the businesses and institutions located there. This River City Company study concentrates on land use and economic development opportunities in the corridor.

In parallel with this study, the city retained another consultant team led by Parsons Brinckerhoff to study road improvements to Riverfront Parkway in the area of the downtown and UTC campus. The objective of this city-sponsored study is to turn this part of the corridor into an “aesthetically pleasing, safe, and accessible facility that reconnects and extends the downtown grid.”

The city and River City decided to combine the community engagement process of both studies to enable a vision for the corridor to emerge that combined transportation and economic development planning. Both consultant teams coordinated efforts and joined in two major public outreach events, an initial information gathering session at the end of September/early October 2015 and a design charrette in mid-November, 2015. The two consultant teams benefited from issues and ideas explored in the joint working sessions and the combined efforts have facilitated a coordinated approach to strategies and recommendations for infrastructure and economic development initiatives.

- | MAJOR OPPORTUNITIES IN THE 3RD & 4TH STREET CORRIDOR |
|--|
| » Improved street and pedestrian circulation network |
| » Creation of new development opportunities. |
| » Creation of a beautiful parkway and trail system |
| » Accommodate institutional expansion |
| » Provide new retail and services for the community |



Existing aerial view of study area



Existing 3rd Street



Existing 3rd Street

Executive Summary



Aerial view of UTC campus gateway concept



Aerial view of hospital area concept

The 3rd & 4th Street Corridor plan provides a vision and implementation strategy to help guide and coordinate catalysts of change for multiple districts in Chattanooga. The plan highlights transportation and mobility improvements being developed by the Chattanooga Department of Transportation; identifies economic opportunities based on the custom market analysis; and provides sound urban design solutions that will enhance the corridor and the city.

Downtown

- » New retail and residential development in the corridor.
- » Changes to Riverfront Parkway to improve safety and multi-modal connectivity.

University of Tennessee

- » Changes to Riverfront Parkway to improve safety and connectivity to the riverfront
- » Removal of 3rd Street to create new development sites
- » New UTC campus gateway development with student housing
- » New mixed-use development along Vine Street

Hospital District

- » New street connections to the district
- » Institutional expansion and new parking facilities
- » Transformation of 3rd Street into a retail center for the district

Eastern Neighborhoods

- » Regional garage with mixed use development at 3rd and Holtzclaw
- » New mixed-income and generational housing
- » Neighborhood retail and services



Illustrative concept plan for study area



Perspective view of the downtown department store

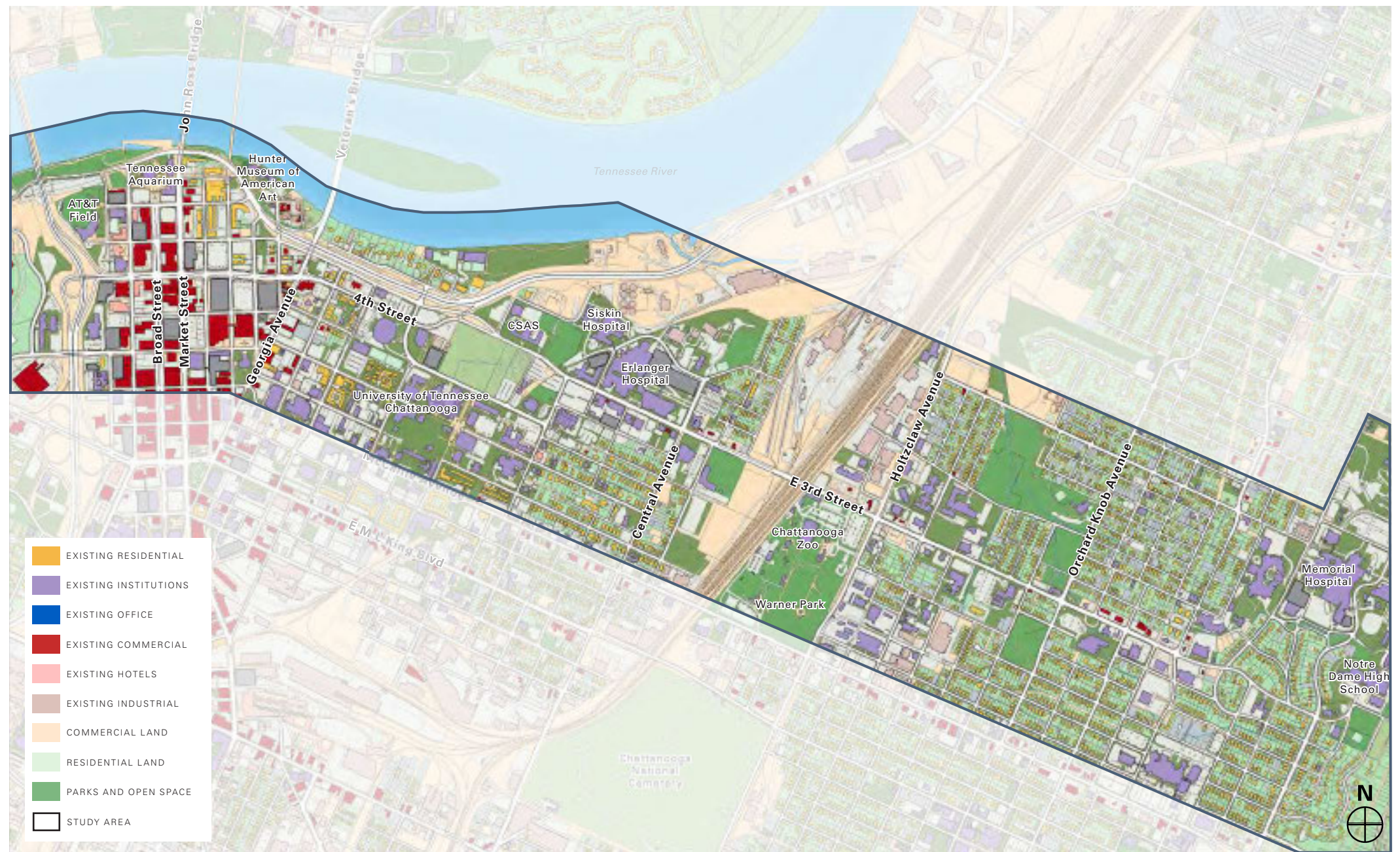


Perspective view of UTC campus gateway concept

Analysis

The 3rd & 4th Street Corridor extends approximately three-and-one-quarter miles running east/west along 3rd Street and 4th Street. This is an important and unique corridor in Chattanooga as it connects the central business district, a major university, two medical districts, historic landmarks, residential neighborhoods, a zoo, religious institutions, and public open spaces.

To better understand the study area, the UDA team prepared analytical maps that describe the urban form of the area and engaged the community in a series of meetings and focus groups. The physical structure of the corridor and the different places it interconnects with was dissected and explored with the help of advanced GIS mapping and site visits. This “hard data” provides a solid foundation from which to build design frameworks and development initiatives. “Soft data” was gathered in the form of an interactive charrette process where residents and stakeholders participated in sharing their local knowledge, insights, concerns, and ideas for the corridor.

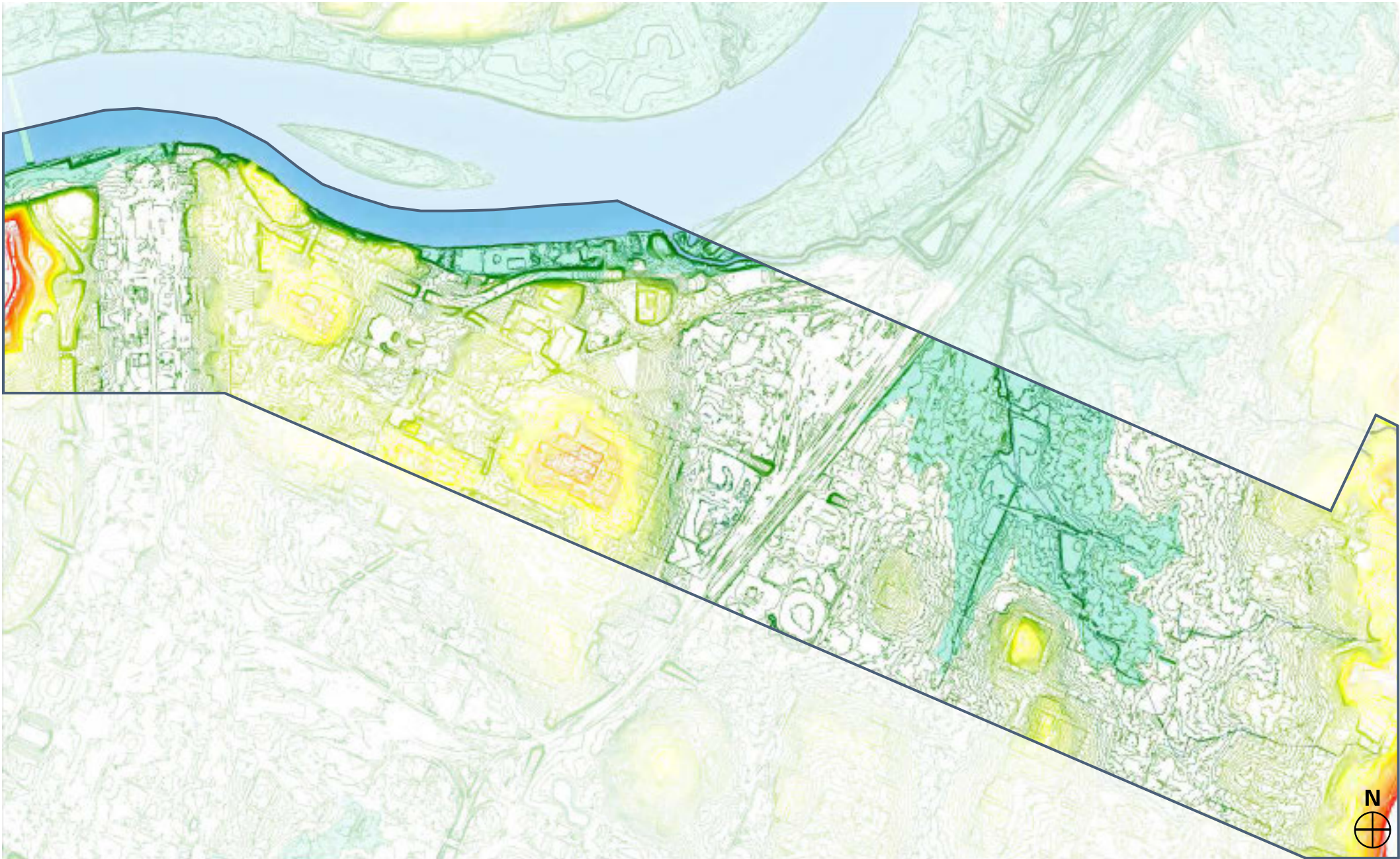


PORTRAIT OF EXISTING CONDITIONS An illustrative drawing showing the existing conditions of the study area and the surrounding community

X-Ray Exhibits

TOPOGRAPHY
WHAT IT TELLS US:

- » The corridor sits between two ridges with small hills scattered throughout the study area and a sharp edge along the river.
- » The west side of the area is slightly higher than the east where a large portion of the area is within the 100-year flood plane.

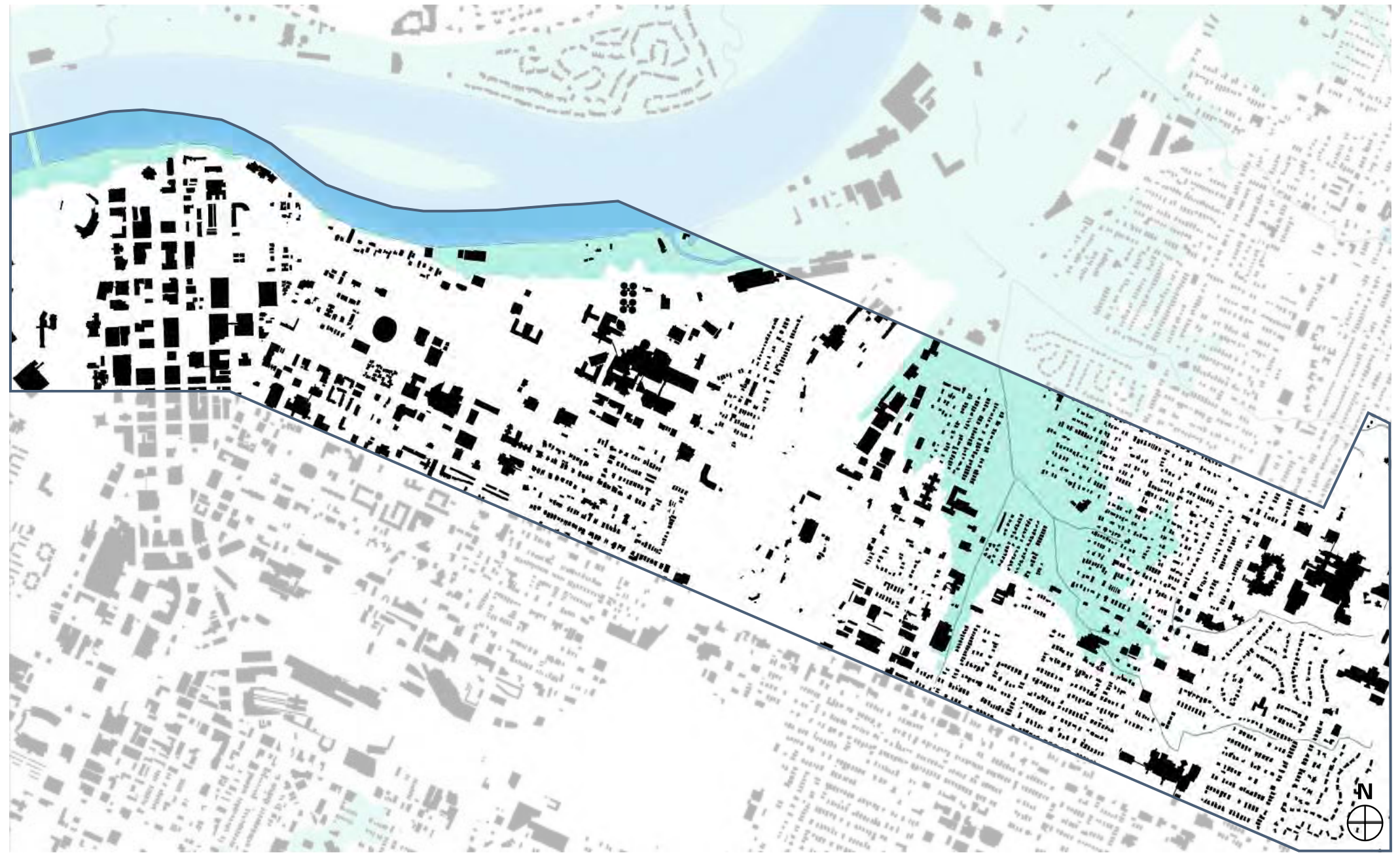


STUDY CORRIDOR 100 YEAR FLOOD

BUILDING FOOTPRINT

WHAT IT TELLS US:

- » Larger footprints are found in the downtown, the UTC campus, and the hospital area.
- » Residential neighborhoods are located south of the UTC campus, adjacent to the hospital area and in the eastern study area.
- » The spaces in downtown and residential areas show potential infill development sites.
- » Railroad lines are in the linear void and are a clear barrier separating the east and west portions of the study area.



DEVELOPMENT 100 YEAR FLOOD

STREET FRAMEWORK

WHAT IT TELLS US:

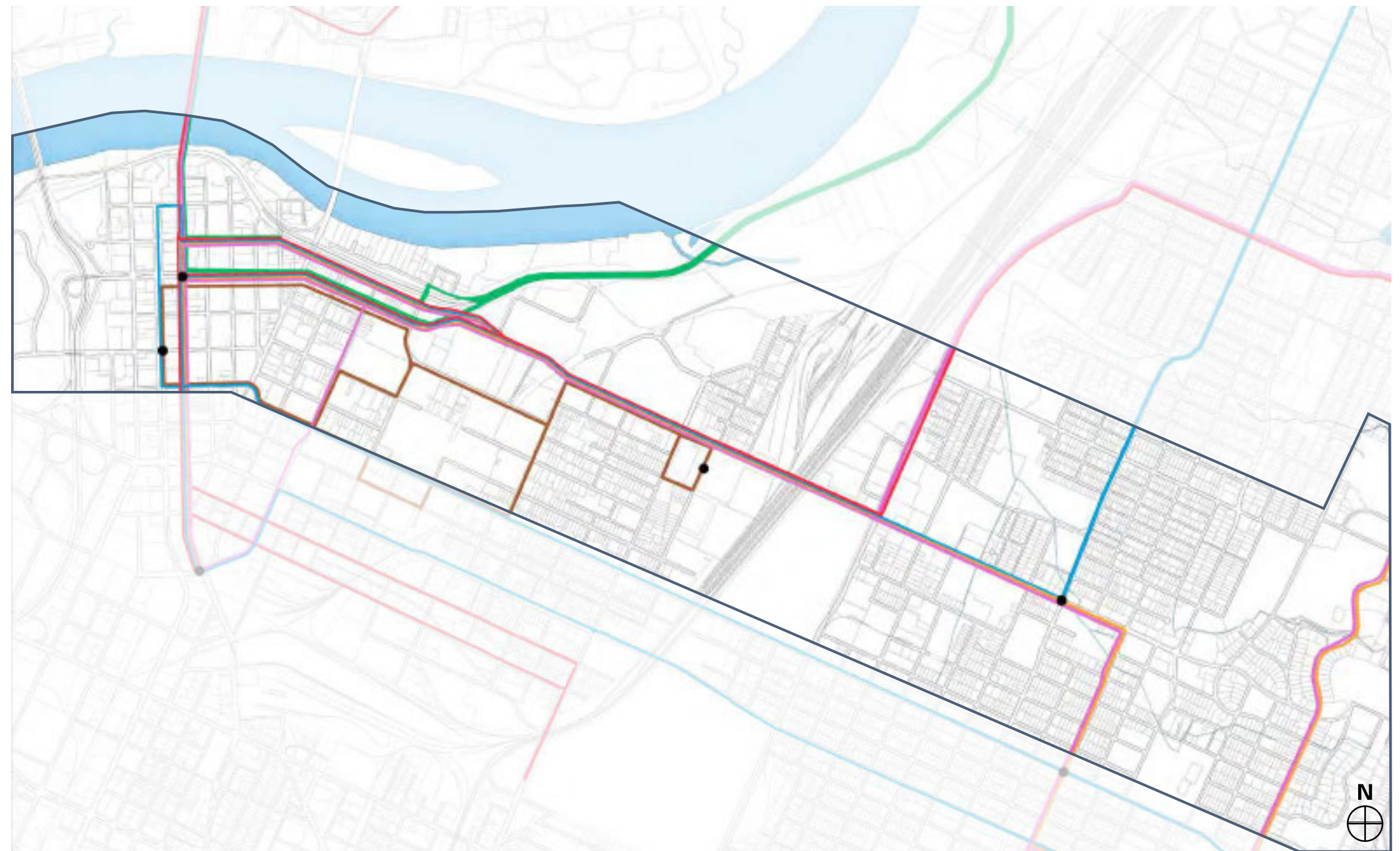
- » 3rd/4th Street is one of the few east-west arterial connections.
- » The downtown grid remains intact but is disrupted by the UTC campus.
- » The street network in the hospital area is fragmented and does not connect north to Riverfront Parkway.
- » Rail lines are major barriers that disrupt street grid continuity.



TRANSIT NETWORK

WHAT IT TELLS US:

- » The majority of transit routes serve the downtown.
- » Many routes use 3rd and 4th Streets.
- » Eastern neighborhoods are served via collector streets.
- » The 3rd & 4th Street Corridor is important to Chattanooga's public transit system.

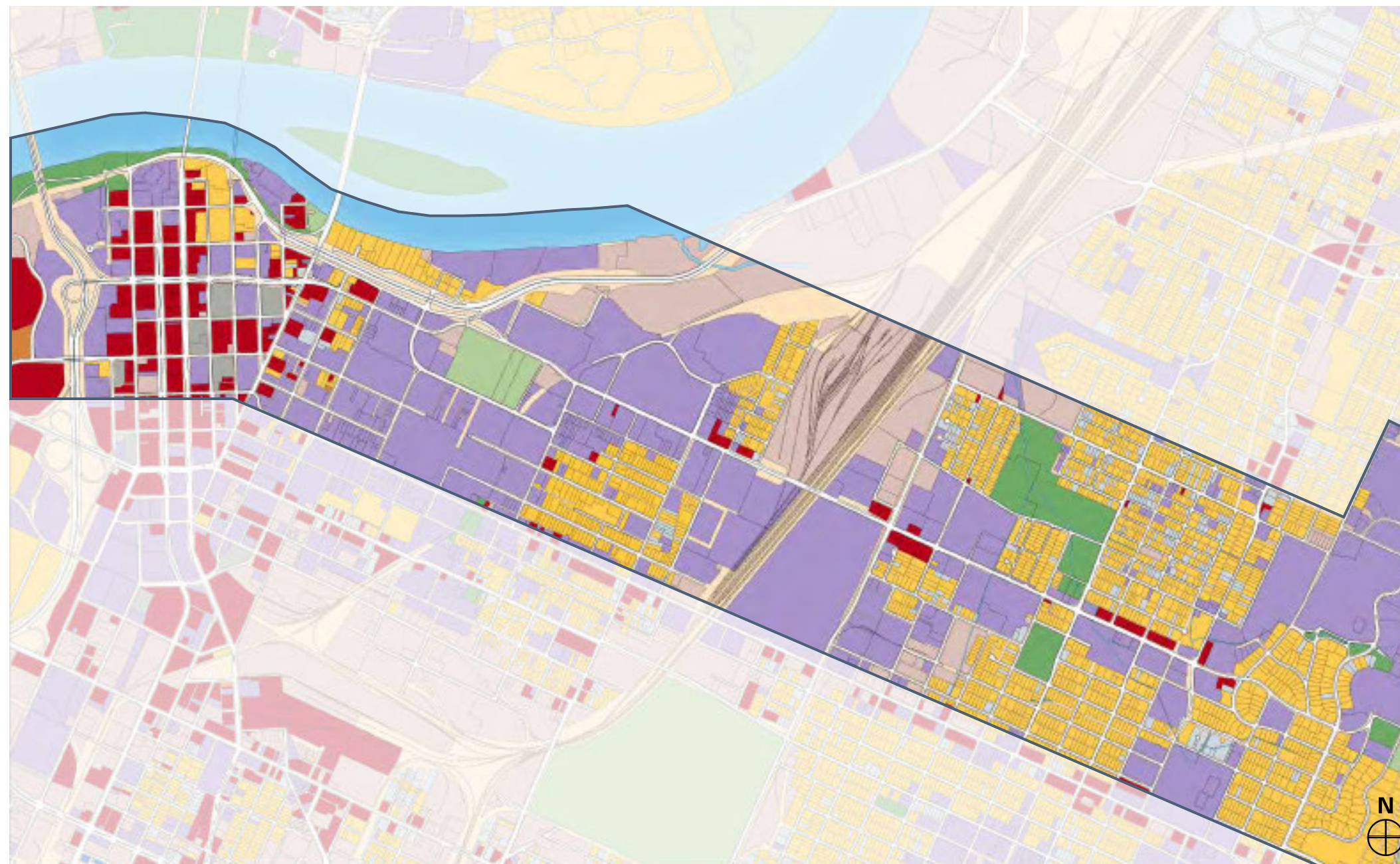


CARTA ROUTE 10C CARTA ROUTE 10G CARTA ROUTE 10A CARTA ROUTE 28

LAND USE

WHAT IT TELLS US:

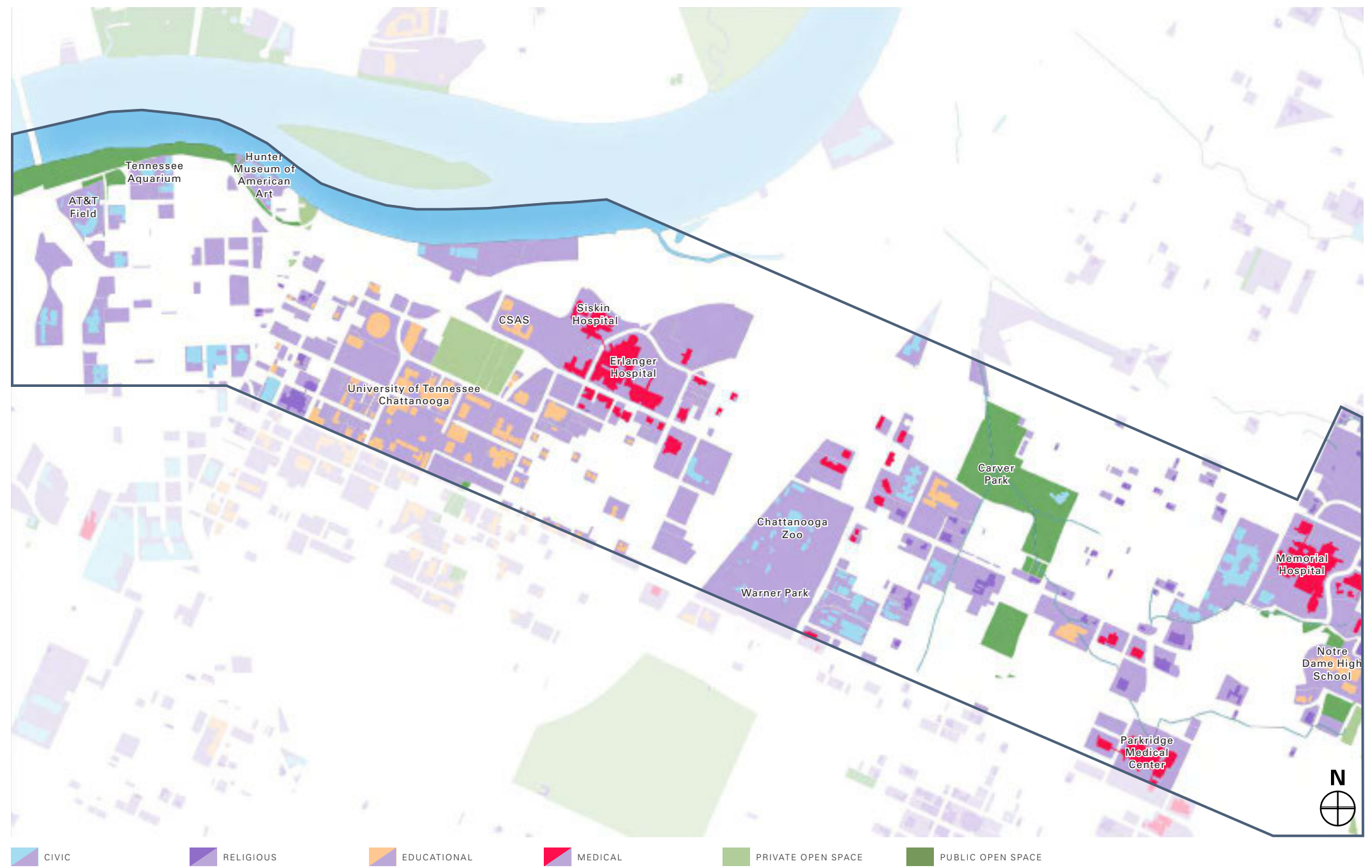
- » Much of the corridor is lined with institutional uses.
- » Downtown is the commercial center. Fragments of commercial uses are found along 3rd Street.
- » Residential uses are located downtown, near UTC/Erlanger, and east of the railroad tracks.



INSTITUTIONAL PATTERNS

WHAT IT TELLS US:

- » An abundance of institutional use is spread throughout the corridor.
- » The institutional uses are bunched by type primarily with groups of civic uses in downtown, educational just east of downtown, and medical uses in the center of the study area.
- » The majority of religious institutions are sprinkled with in the eastern neighborhoods.



RESIDENTIAL PATTERNS

WHAT IT TELLS US:

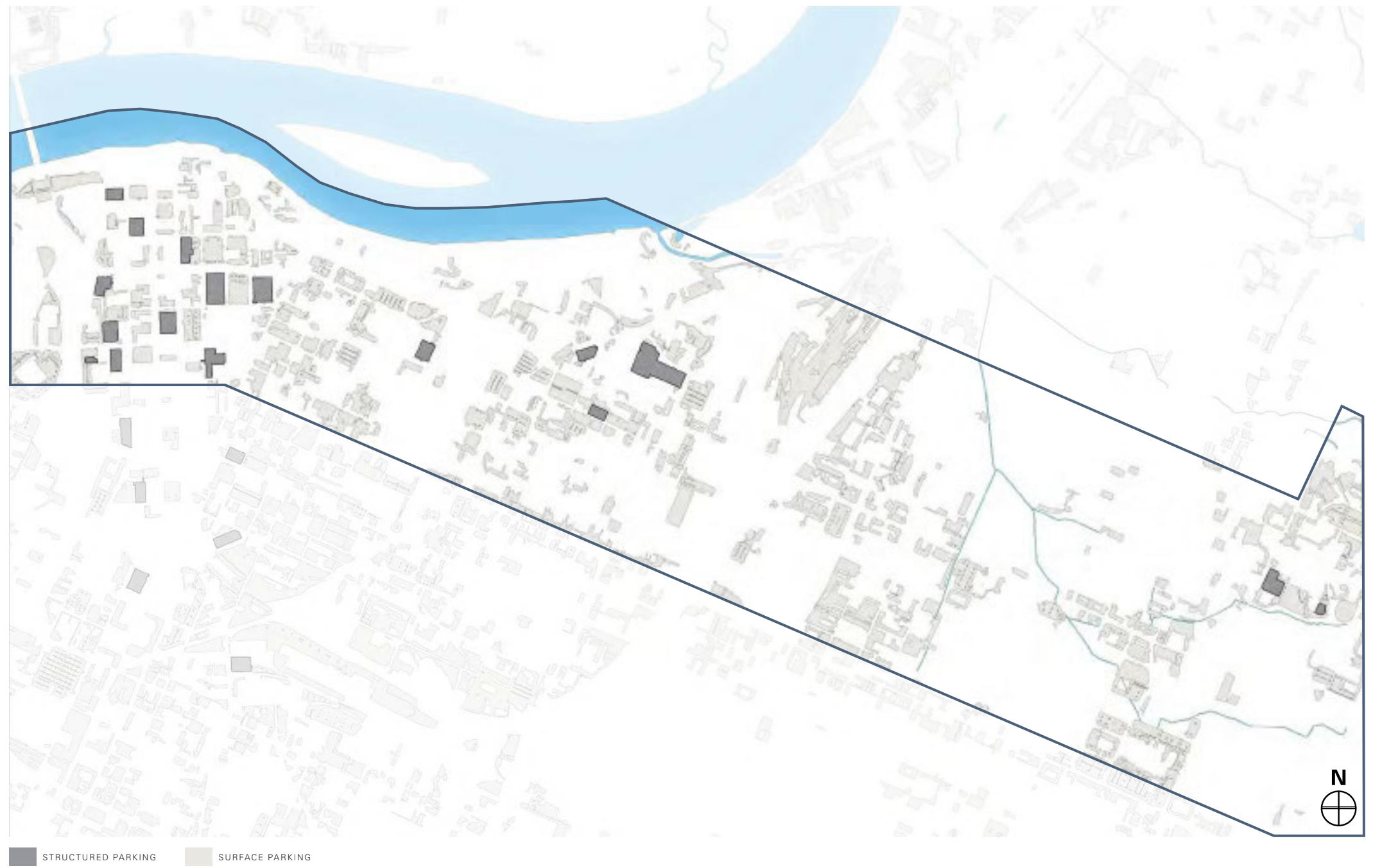
- » With the exception of some new development downtown, residential development is primarily focused in the eastern half of the corridor.
- » Two historic neighborhoods lay in the middle of the corridor and lack real pedestrian connections to goods and services.
- » The lack of residential footprints downtown and within the institutional areas show an opportunity for future development.



PARKING PATTERNS

WHAT IT TELLS US:

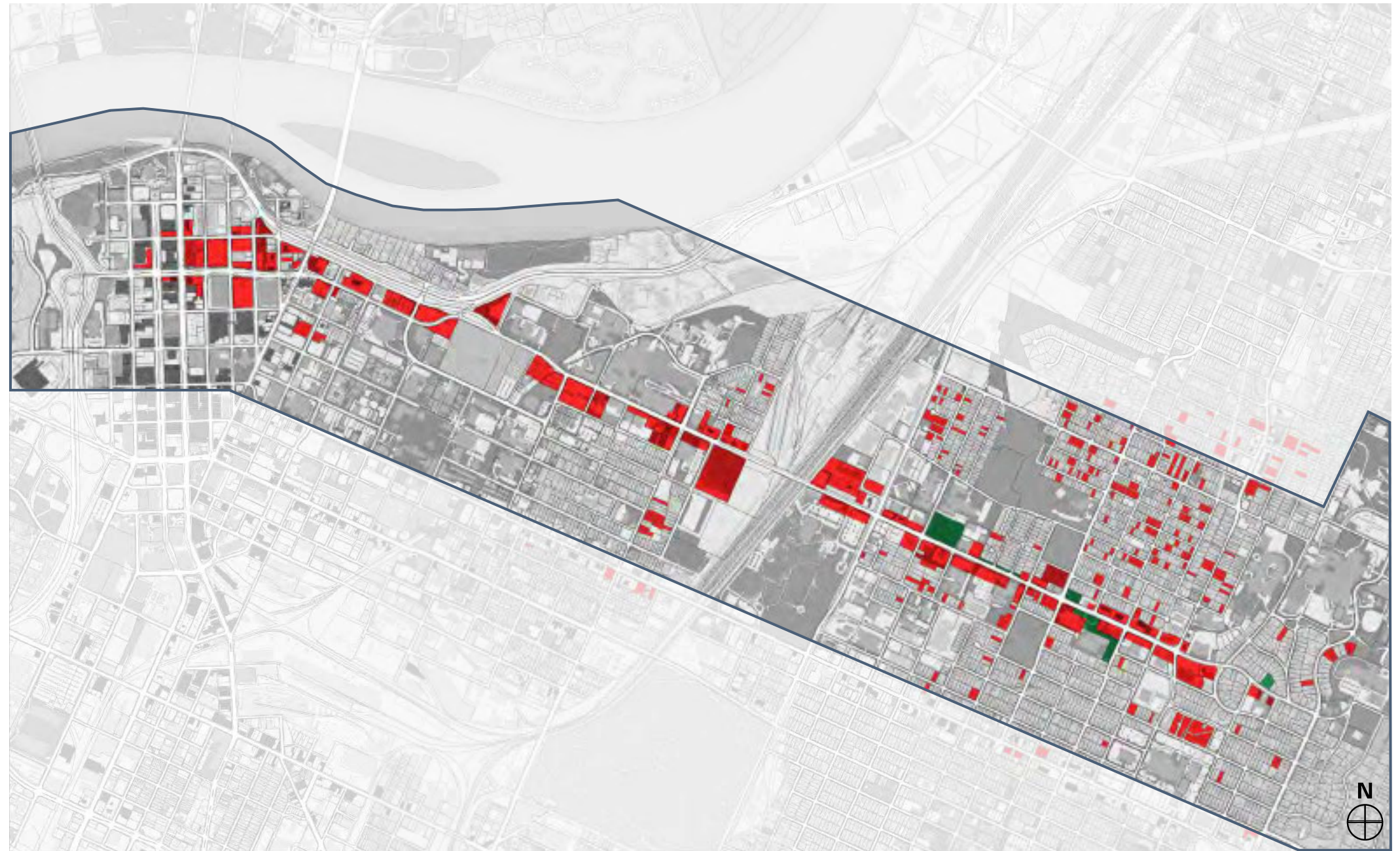
- » The majority of parking throughout the corridor is surface parking.
- » Parking structures are situated downtown and in the hospital district.
- » Surface lots in urban districts indicate areas for potential infill development.



UNDERUTILIZED SITES

WHAT IT TELLS US:

» A lot of properties along the corridor and within the study area are underutilized sites meaning that they are currently vacant, surface lots, or the structure is valued at less than 40% total site value.



The Planning Process

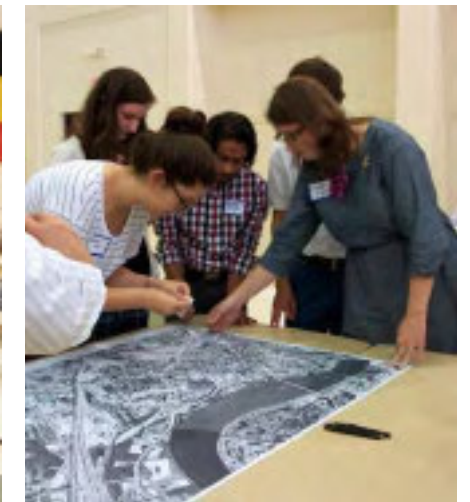
MAJOR STAKEHOLDERS AND CHARRETTE PARTICIPANTS

- » Benwood Foundation, Jeff Pfitzer
- » Chattanooga Area Chamber of Commerce, Charles Wood
- » Chattanooga Area Rapid Transit (CARTA), Lisa Maragnano
- » Chattanooga Design Studio, Christian Rushing
- » Chattanooga Neighborhood Enterprises (CNE), Bob McNutt
- » Chattanooga School for Arts and Sciences (CSAS), Jim Boles
- » Chattanooga Zoo, Liz Crowe
- » CHI Memorial, Lisa McCluskey
- » Creative Discovery Museum, Henry Schulson
- » Erlanger Health Systems, Bruce Komiske
- » Hamilton County Health Department, Becky Barns
- » Neighborhood Associations: Churchville, Fort Wood, Glenwood, Lincoln Park, Orchard Knob, Orchard Village
- » Parkridge Hospital, Darrell Moore
- » Public Art Chattanooga, Peggy Townsend
- » Regional Planning Agency, Karen Hundt
- » Religious Organizations: Central Church of Christ, Christ Episcopal, Cleages Chapel AME Zion, East 3rd Church of Christ, First Centenary United Methodist Church, First Christian Church, First Church of Christ Scientist, First Presbyterian Church, McDowell Memorial Church of God, Mizpah Congregation, New City Fellowship, Orchard Knob Baptist, Pilgrim Congregational, Second Missionary Baptist, Stephen Temple Cumberland,
- » Siskin Hospital for Physical Rehabilitation, Carol Sim
- » Tennessee Department of Transportation (TDOT),
- » University of Tennessee at Chattanooga (UTC), Chancellor Steve Angle
- » Unum, Brege Ferrell
- » Vision Hospitality, Mitch Patel

The 3rd & 4th Street Corridor Plan process began in September 2015 with information-gathering by the UDA team working closely with the advisory committee, stakeholder groups, and the Chattanooga Department of Transportation consultant team. Community stakeholders and residents from different areas throughout the corridor were invited to participate in a charrette process and asked to share their ideas, concerns, and visions for the future. These meetings covered a range of topics including transportation, infrastructure, way-finding, land use, economic development, and community resources.

Following the first charrette, the UDA team summarized stakeholder input heard during the first charrette and began a detailed market analysis for the corridor study area with the help of Noell Consulting Group. UDA also prepared a series of analytical plans called UDA X-Rays®, created a Portrait of Existing Conditions, and looked at other cities with similar corridor precedents. The Chattanooga Department of Transportation consultant team began developing transportation and mobility alternatives to provide a framework for future growth and stronger community connectivity.

A second charrette was held in November 2015 where the same stakeholders and participants were presented with a summary of the analysis phase of work and preliminary design alternatives prepared in the charrette after which they were asked again to share their ideas and thoughts. The charrette concluded with a presentation of revised transportation alternatives and economic development scenarios prepared by the two consultant teams.



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Strengths

STRENGTHS IN STUDY AREA	
DOWNTOWN	<ul style="list-style-type: none"> » Beautiful downtown along the scenic Tennessee River Valley » Strong employment opportunities » Riverfront events, the Tennessee Riverwalk, and the Arts District » Rich connections to history
UTC	<ul style="list-style-type: none"> » Safe and pedestrian friendly campus » Convenient location to downtown » CARTA Bus is free to students » Urban character with modern architecture » Campus Greenway
HOSPITAL DISTRICT	<ul style="list-style-type: none"> » Major regional hospitals and medical offices » Strong relationship with UTC » Engel Stadium as a historic monument » Convenient UTC park-and-ride
EASTERN AREA	<ul style="list-style-type: none"> » Chattanooga Zoo and Warner Park » Neighborhoods are historic with their own character and identity » Strong sense of character



STRENGTHS The green dots indicate areas that the public viewed as existing strengths with in the community

Weaknesses

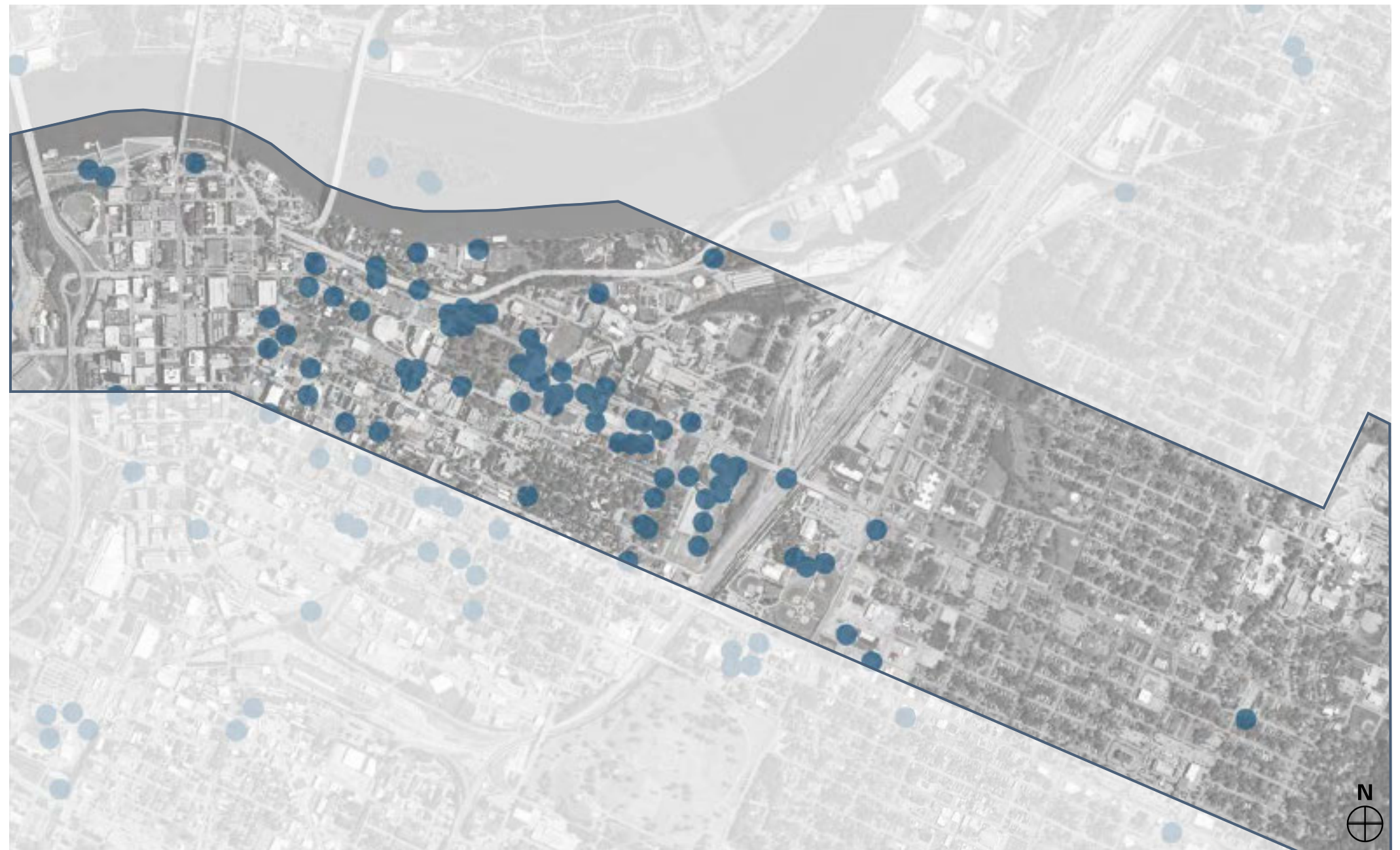
WEAKNESSES IN STUDY AREA
<p>DOWNTOWN</p> <ul style="list-style-type: none"> » Commuter traffic congestion » Limited parking » Limited bike routes » Lack of nightlife activities » Surface parking lots fragment the downtown
<p>UTC</p> <ul style="list-style-type: none"> » Limited parking and traffic congestion (3/4 of students live off campus) » 3rd/4th Street interchange is dangerous » Surrounding neighborhood lighting, sidewalks, and crossing in disrepair » Access to Riverwalk is difficult
<p>HOSPITAL DISTRICT</p> <ul style="list-style-type: none"> » Additional employee and patient parking needed » Safety and security are a concern especially at pedestrian crossings of 3rd Street » Wayfinding can be confusing for new patients and their families » Ambulance routes are not optimal and risk lives
<p>EASTERN AREA</p> <ul style="list-style-type: none"> » Food Desert; lack of neighborhood commercial centers » 3rd Street is built as a vehicular thoroughfare, not a neighborhood street » Low car ownership and lengthy bus connections limit mobility and access to economic opportunities



WEAKNESSES The red dots indicate areas that the public viewed as needing improvement with in the community

Visions

FUTURE VISION FOR STUDY AREA
<p>DOWNTOWN</p> <ul style="list-style-type: none"> » Shared parking network, more garages » More downtown living opportunities » Bike share stations are successful » More nightlife activities
<p>UTC</p> <ul style="list-style-type: none"> » Improve parking opportunities » Define campus with signage and street improvements » More residential and commercial development tailored to student life » Connecting the UTC Greenway to the Riverwalk
<p>HOSPITAL DISTRICT</p> <ul style="list-style-type: none"> » Unified branding » Improving access and visibility to the Siskin Campus » More parking for the hospitals » Traffic calming on 3rd Street » Improved intersections and pedestrian connections » Additional ground floor restaurant, commercial, and retail uses » Engel Stadium Museum and UTC Intramural complex
<p>EASTERN AREA</p> <ul style="list-style-type: none"> » Zoo identity and wayfinding along 3rd Street » Mobile Markets to bring fresh and healthy food options » Large vacant tracts are available to facilitate commercial development » CARTA currently studying improved bus connections and additional transfer stops



OPPORTUNITIES The blue dots represent areas that the public identified as an opportunity to improve or grow the community

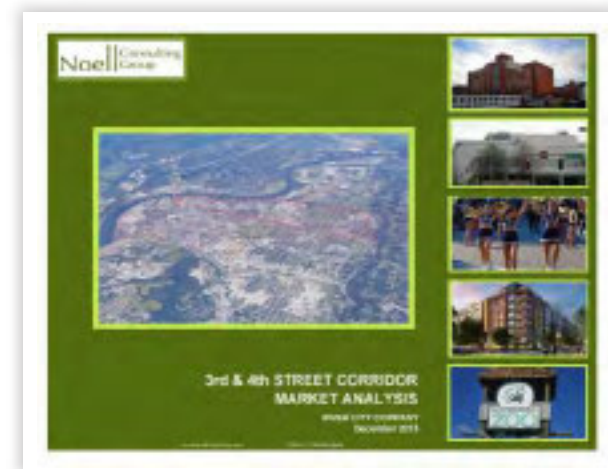
Market Analysis

Noell Consulting Group (NCG) was retained by Urban Design Associates, as part of a consultant team, to conduct a two-part market analysis identifying development and redevelopment opportunities. The first portion of the study, an in-depth market analysis, was followed by a second phase, testing the feasibility of development and/or redevelopment in and around the study area from an intensity/financial perspective.

NCG's market-based analysis targeted four key land uses: for-sale residential (condos and townhouses), rental residential, office, and retail. For each land use, we examined the strengths and challenges associated with the study area and placed them in the context of larger market demand and supply trends and conditions. After quantifying demand potential for the study area, NCG worked with the project team to identify supportable units and square feet by time period and for key development locations. This process included testing the feasibility of different land uses, understanding the price points and intensities needed to support redevelopment efforts in each area.

Overview

The City of Chattanooga has grown slightly faster than the metro area the last four years, averaging 0.9% annual household growth. The Downtown has seen a resurgence in people wanting to relocate to the city core and has developed many lifestyle amenities that today's renter and intown purchaser are seeking including walkability, access to restaurants, entertainment, and parks and trails. The city is experiencing record job growth, largely a function of continued infrastructure investment including being home to the country's largest fiber network.



See Appendix for complete market analysis report

The study area encompasses the Riverfront, Downtown, UTC/Fort Wood, Orchard Knob, Glenwood and Bushtown neighborhoods. DeButts Yard and the railroad line running through the center of the study area form a major economic and geographic dividing line from the west to the east. The major employment anchors include multiple medical centers, the University of Tennessee at Chattanooga, and the Downtown/Riverfront area.

- » The medical centers and medical offices employ over 12,000 individuals and account for 50% of jobs located in the study area.
- » UTC is in the middle of the study area and enrolls over 10,000 students and employees over 1,200 individuals.
- » The Downtown/Riverfront offers a unique opportunity to capitalize on the large job core and annual tourism of sites like the Tennessee Aquarium and Hunter Museum of American Art.



DENSITY OF ALL JOBS IN STUDY AREA (2013)

Rental Housing Market

- » The study area is well positioned overall for traditional market rate apartments. The demand is due to the strong job projections and the central sub market rate trends. The pipeline showing the supply is strong but still some near-term opportunity after factoring out potential cancellations, delays and condo conversions. Future growth is currently projected at 150 units per year in the study area.
- » The student demand is extremely strong because of UTC's continued growth, even after adjusting for incomes and planned new student housing deliveries. The unmet potential is currently at 598 beds with future growth set at 51 beds per year.
- » The City of Chattanooga should be getting more LIHTC credits based on need, and can use this to stabilize the eastern part of the corridor with mixed-income developments.
- » Current rental prices cannot support structured parking for market rate housing. Creative parking solutions will need to be utilized including shared parking, and off-site parking for students.
- » Employee surveys at anchor institutions (UTC and Erlanger Medical) indicated a strong interest in living nearby if the appropriate housing supply existed.

For-Sale Housing Market

- » The City of Chattanooga is less volatile than many markets in the country today. Home values in the metro are already back to the previous peak.
- » New homes sales should be strong from 2016 to 2019 with the current strong job growth projections.

- » The Int'l capture of new home sales is small but continues to grow. The focus has been on emerging areas like the Southside, and neighborhoods like Jefferson Heights.
- » The areas within the study area that have space to support new single-family construction can only support entry level homes.
- » The market for condominiums and townhouses is strongest in Downtown and Fort Wood. The Downtown market is seeing sales to empty nester households and should continue to be strong as baby boomers move into their 50s and 60s.

Office Market

- » Vacancy rates in Downtown have been high since the recession, but are beginning to drop. Downtown saw good absorption in 2015 and should continue.
- » Strong demand should be seen Downtown until 2019 with job growth projection and increased interest in the area.
- » Creative office space is currently under served and there is potential for 30,000 square feet. The majority of demand for this space is Downtown, although these tenant types care as much about the building type as they do about location.

BASELINE DEMAND SUMMARY			
Land Use	Current Unmet Potential	Future Growth	Pricing/Comments
Small Lot Single-Family	NA	7 units per year	All under \$200k (most < \$150k)
Duplex/Townhouses	NA	18 units per year	\$250/SF Luxury; \$150/SF Entry
Condominiums	NA	26 units per year starting in 2018	\$250/SF
Rental Apartments	NA (Pipeline)	150 units per year	\$1.50/SF+
Private Student Housing (income qualified)	598 beds	51 beds per year	\$650-750/bed
Affordable/Senior Housing	164 units	130 units total over 5 years	80% AMI or lower
Regional Retail	333,000 SF	3,400 SF per year	\$20-22/SF NNN
Neighborhood Retail	240,000 SF	2,800 SF per year	\$19/SF NNN
Neighborhood Serving Office	23,700 SF	1,600 SF per year	\$12-15/SF Mod. Gross
Medical Office	16,000 SF	13,000 SF per year	\$20-22/SF Mod. Gross
Class A Office	NA	40,000 SF per year (mostly in CBD)	\$20/SF Mod. Gross
Creative Office	30,000 SF	1,700 SF per year	\$12/SF Mod. Gross
Light Industrial/Flex	NA	4,000 SF per year	\$6/SF Mod. Gross

Precedent Corridors

Many American cities are polycentric in form. They often have separate centers for commerce and institutions.

Downtown

The downtown is the center of commerce and government. Many downtowns were created adjacent to industrial plants and railroad terminals and were major trans-shipment and retail centers. Industrial/warehousing functions have relocated in the region close to airports and interstate highways. Many downtowns have become office and government centers with convention and hospitality facilities; however some are now reinventing themselves as a destination place for entertainment, dining, cultural arts, and new urban housing opportunities.

University and Hospital District

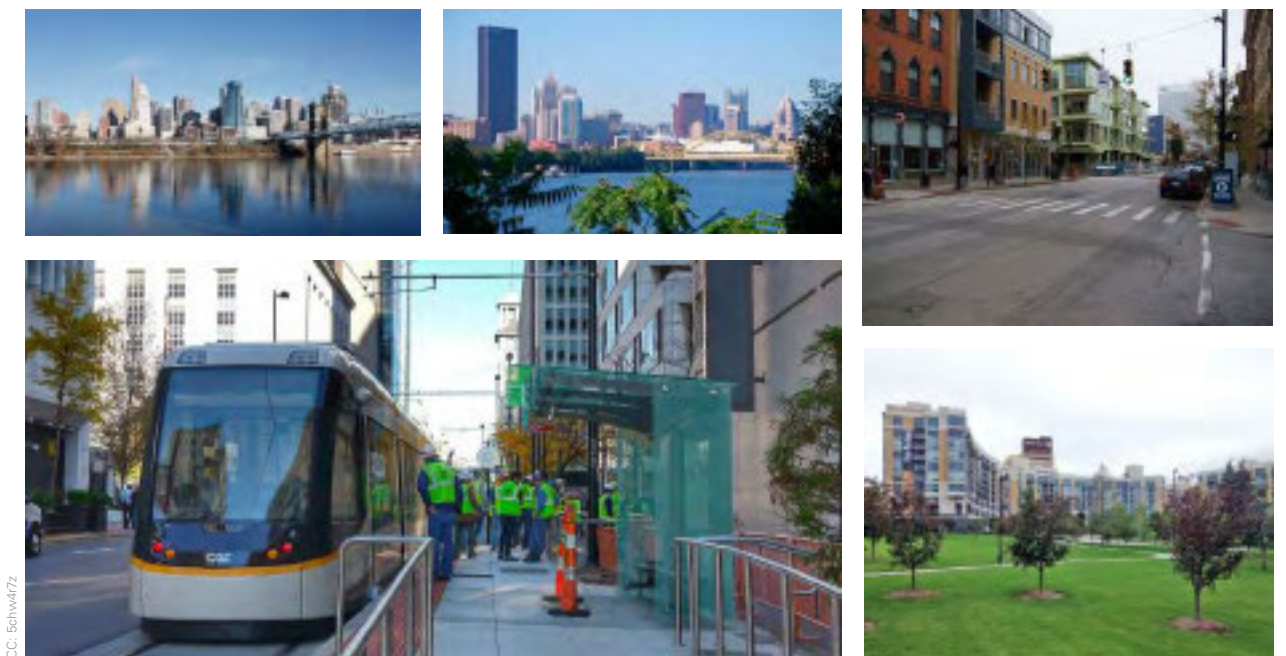
Hospitals and universities are frequently connected institutions but separated from the downtown. University campuses were often located away from industrial centers in more idyllic hilltop settings. They were often situated “up wind” from downtowns and industrial areas and were preferred areas for urban living. Many universities are adjacent to major city parks and attractive residential neighborhoods. Cultural centers can be found in both downtown and institutional districts.

Connecting Corridors

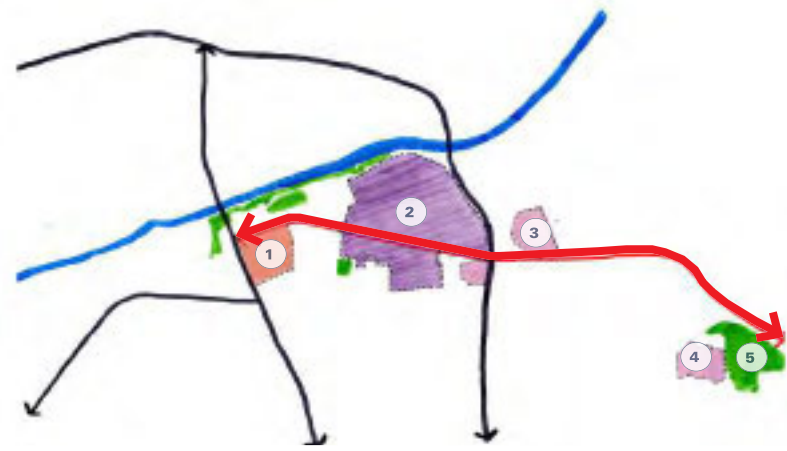
Many cities have built strong multi-modal corridors that connect the centers of activity together. These corridors are major urban boulevards with frequent and convenient transit service. They are designed as great urban spaces and are prominent places in the form of the city. Chattanooga is polycentric and has the potential for such a corridor.



Transportation Corridor Elements

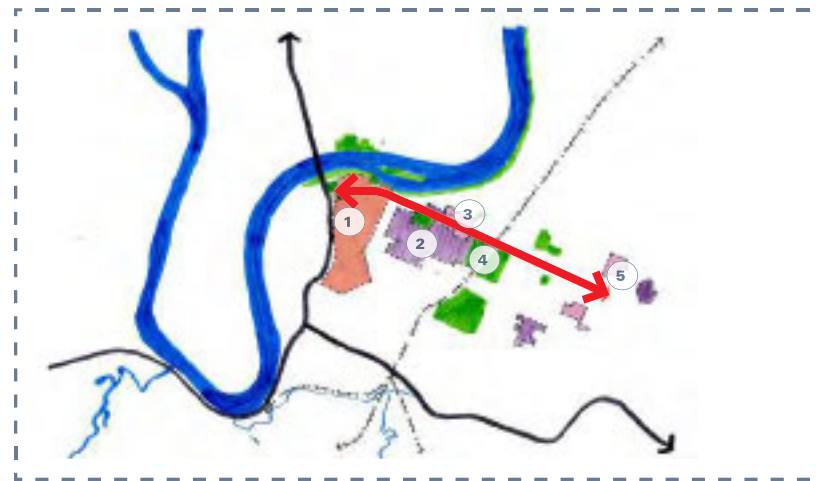


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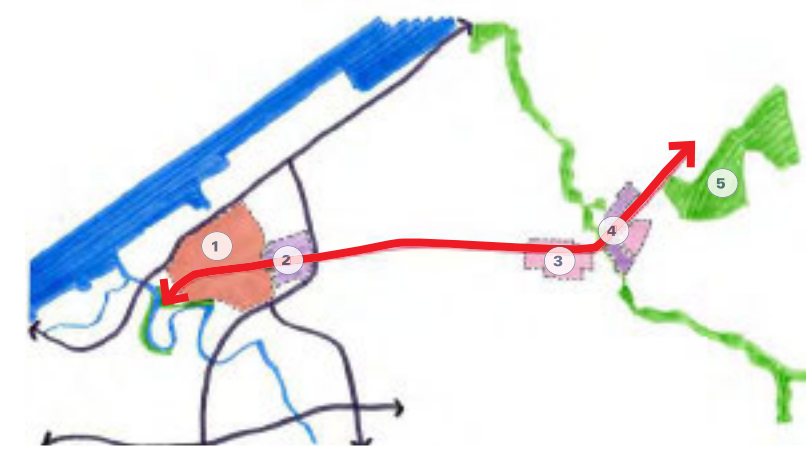
TUSCALOOSA, AL University Boulevard

1. Tuscaloosa CBD
2. University of Alabama
3. Partlow State School and Hospital
4. Tuscaloosa Veterans Affairs Medical Center
5. University of Alabama Arboretum



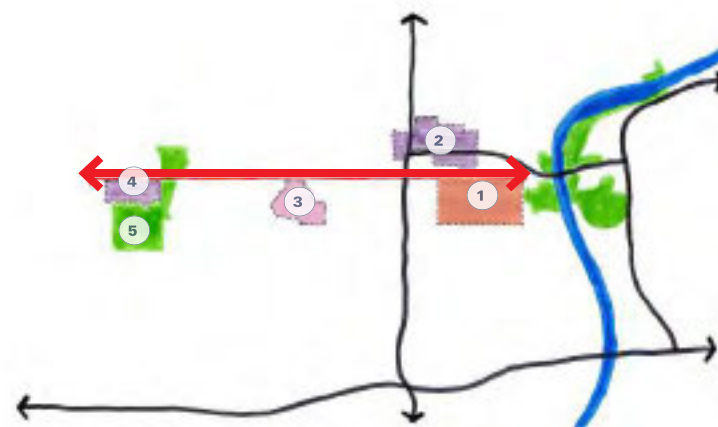
CHATTANOOGA, TN 3rd & 4th Street Corridor

1. Chattanooga CBD
2. University of Tennessee Chattanooga
3. Erlanger Health System, Siskin Hospital
4. Engel Stadium, Chattanooga Zoo
5. Memorial Hospital



CLEVELAND, OH Euclid Avenue

1. Cleveland CBD
2. Cleveland State University
3. Cleveland Clinic
4. Case Western Reserve University, Medical Center, museums, and symphony hall
5. Lake View Cemetery, Forest Hill Park



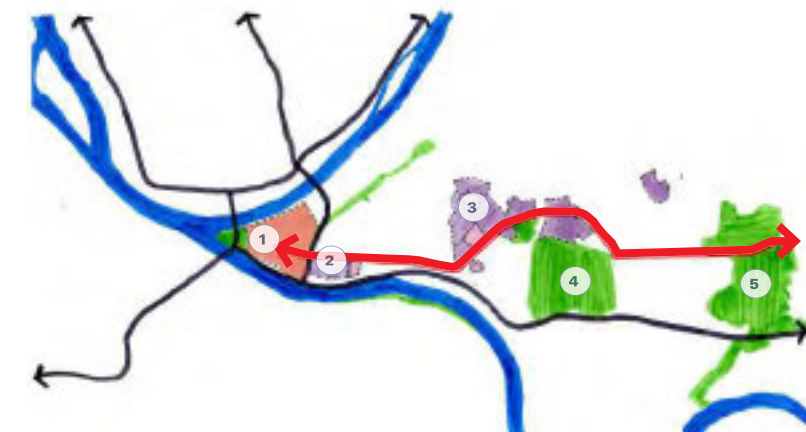
OMAHA, NE Dodge Street

1. Omaha CBD
2. Creighton University
3. Nebraska Medicine
4. University of Nebraska Omaha
5. Elmwood Park, Memorial Park



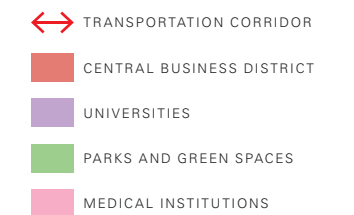
CINCINNATI, OH Vine Street

1. Cincinnati CBD
2. University of Cincinnati
3. University of Cincinnati Medical Center
4. Cincinnati Zoo & Botanical Gardens
5. Burnet Woods



PITTSBURGH, PA Forbes and Fifth Avenue

1. Pittsburgh CBD
2. Duquesne University, UPMC Mercy Hospital
3. University of Pittsburgh, Carnegie Mellon University, UPMC Hospitals, and museums
4. Phipps Conservatory and Botanical Gardens, Schenley Park
5. Frick Park, Homewood Cemetery



Master Plan

This document summarizes the result of planning efforts along the 3rd & 4th Street Corridor in the Downtown and East neighborhoods of Chattanooga. This planning process was designed to build consensus among stakeholders to improve the corridor with initiatives and strategies that will help stabilize existing neighborhoods, create a context for re-investment, and improve the quality of life for residents, businesses and institutions.

This plan proposes key improvements to the transportation network that will enhance mobility options, improve legibility of the corridor, and provide better connectivity and access. There is great potential to improve the trail network and provide a stronger connection between the Tennessee Riverwalk and the UTC Campus.

Improved mobility and connections, in turn, provide new investment opportunities for both public, private, and joint-cooperation ventures and a framework from which currently planned improvements, as well as new development scenarios, can be coordinated. Development opportunities are presented in this plan and include a mix of commercial, residential, and institutional projects.

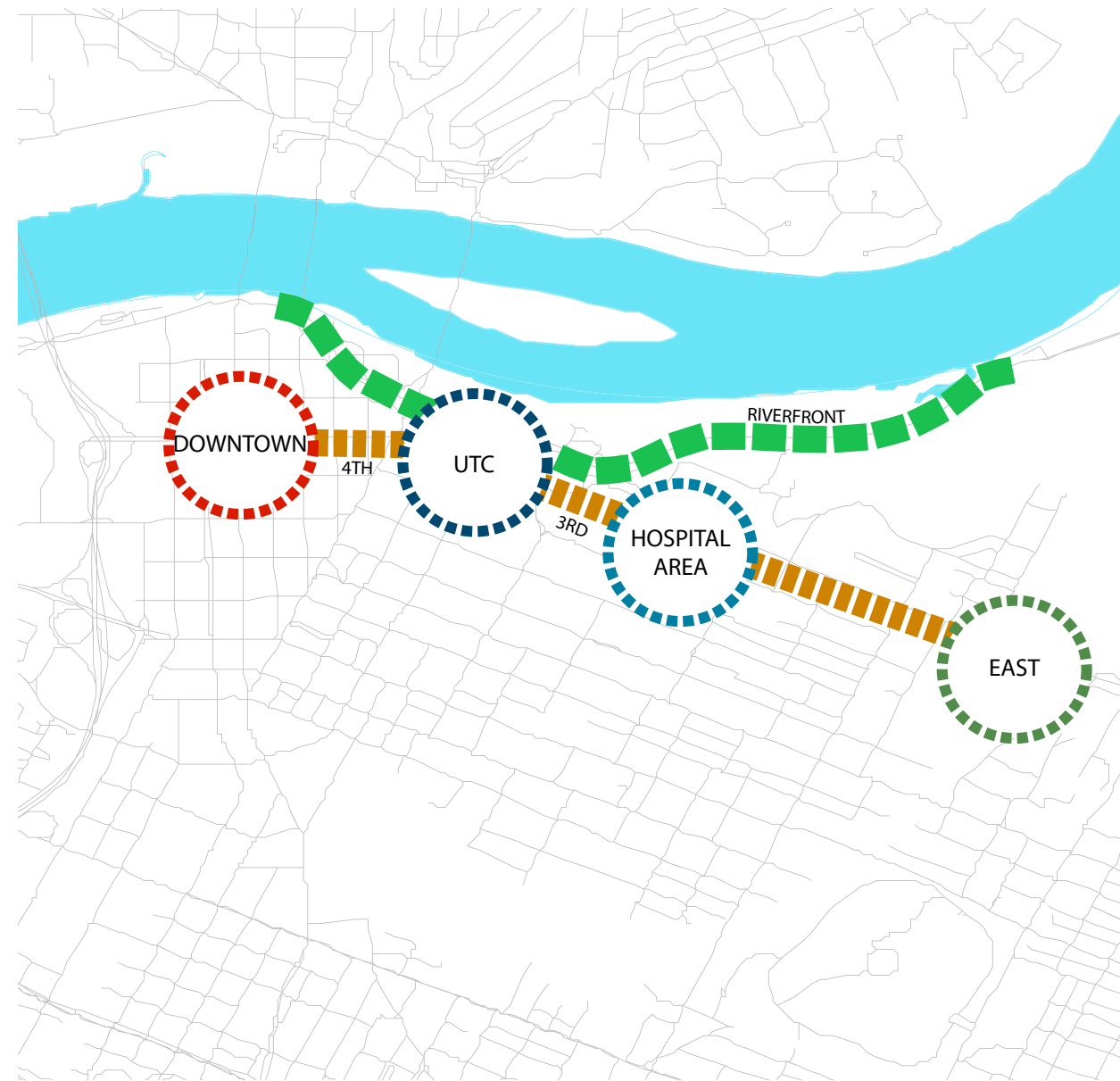
During the planning process ideas were tested to enhance portions of the downtown; the Erlanger and Siskin medical campuses; as well as the UTC campus. The plan also presents retail, neighborhood services and new housing initiatives in the neighborhoods east of the railway lines.



ILLUSTRATIVE MASTER PLAN The 3rd & 4th Street Corridor will be transformed into a new, mixed-use district within the City of Chattanooga.

Mobility Plan

Connecting between Downtown Chattanooga and the neighborhoods around the Notre Dame High School to the east, the 3rd & 4th Street Corridor connects such destinations as Downtown, UTC, and the Medical District. The challenge with this corridor was to rebalance 3rd and 4th Streets and Riverfront Parkway so that they facilitated modes other than just the personal motor vehicle, which both corridors serve well today. To rebalance the corridors, cross-sectional modifications were proposed to enhance walking, biking, and transit service along both corridors. Also, the cross-sectional modifications create an identity for each segment of the corridor, so that travelers will know when they are in the Medical District or UTC District, and the character of the streets will force motorists to self-enforce speeds that are compatible with pedestrian and bicycle traffic. The corridor modifications will make 3rd and 4th more of a multi-modal complete street, while “taming” the segment of Riverfront Parkway within the corridor so that its character is more that of an urban downtown parkway rather than of the freeway that it is today. Narrow travel lanes, formal streetscape, and inviting and safe bicycle and pedestrian facilities all work in concert to transform the current car-conduit corridor into a complete street that moves people, and not just cars.



MOBILITY PLAN This diagram illustrates the potential transit corridor that would connect the nodes of activity within the 3rd & 4th Street Corridor.



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Perspective showing proposed street section in the hospital district along 3rd Street

Transportation Improvements



3rd Street looking west to the hospital district

Introduction

The City of Chattanooga is seeking to transform the 3rd & 4th Street Corridor, including the connection to Riverfront Parkway, into an aesthetically pleasing, safe, and accessible facility that reconnects and extends the downtown grid. Expanding upon the changes to Riverfront Parkway that occurred in 2001, the new connections to the existing neighborhoods, UTC, the Chattanooga School for the Arts & Sciences (CSAS), as well as Siskin and Erlanger hospitals are intended to encourage economic development and provide an enhanced connection among the community assets. More direct connections to the Tennessee Riverwalk, as well as improved vehicular, transit, pedestrian, and bicycle amenities are also key components of the 3rd and 4th Street Improvements project.

(Parsons Brinckerhoff — City of Chattanooga 3rd and 4th Street Improvements Project Masterplan, December 2015)



Existing Conditions

The existing street network within the study area is a grid of two and four-lane roadways. Riverfront Parkway, 3rd Street, and 4th Street are the primary east-west routes. The north-south roadways within the study area are Lookout Street, High Street, Georgia Avenue, Lindsay Street, Houston Street, and Mabel Street. One-way pair roadways (Lindsay Street and Houston Street) and the on-ramp from 4th Street near Siskin Drive provides access to Riverfront Parkway. Under present conditions, most roadways within the study area operate within 10 miles per hour of free-flow speeds during peak hours and traffic signal while not interconnected, do not present significant levels of delay during current peak hours. As a result, this project is focused on reconnecting and extending the downtown grid, encouraging economic development and providing enhanced connections among the community assets within the corridor.

Currently, Riverfront Parkway provides no direct connection to Georgia Avenue/Veterans Bridge, forcing traffic to navigate through residential areas along 4th Street to cross the Tennessee River. 3rd Street closely parallels Riverfront Parkway from High Street to the 4th Street ramp, and 3rd Street is elevated on a bridge over the ramp.

Due to the close, parallel proximity of 3rd Street to Riverfront Parkway, a series of tight, congested intersections with unsuitable storage length capacity for turning vehicles exists at Lindsay Street, Houston Street, and Mabel Street.

The lack of interconnectivity, one-way roadways, overpasses and consistent wayfinding can result in confusion for drivers unfamiliar with the area in and around UTC and the Erlanger and Siskin hospital district.



4th Street at the highway 27 interchange



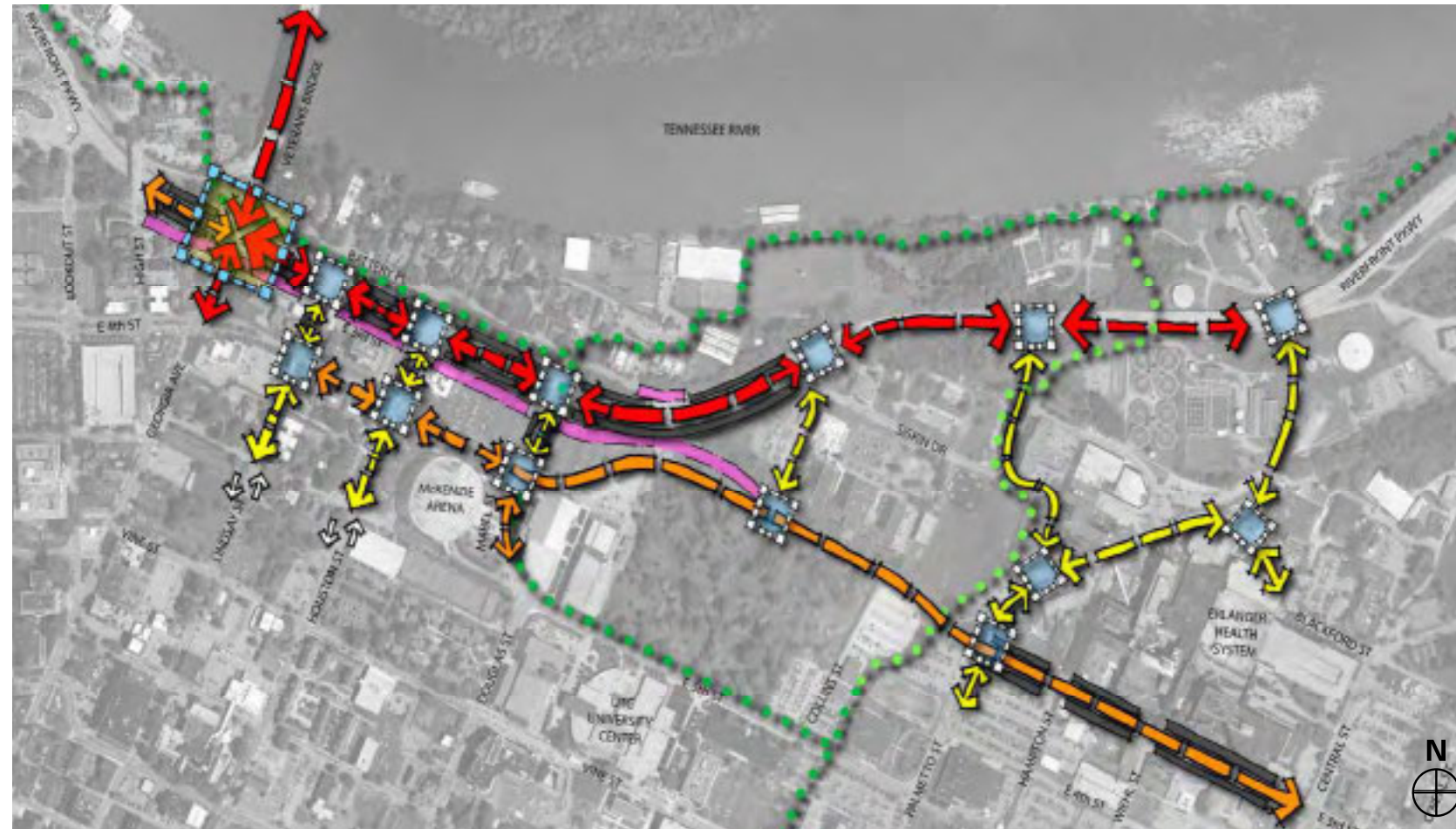
Pedestrian passage under 3rd Street for hospital employees

Transportation Concepts in the 3rd & 4th Street Corridor

To address connectivity goals for the project, three transportation concepts were developed as part of the planning process. The common components of each of the three concepts, include:

- » Removal of 3rd Street from High Street to Siskin Drive
- » Removal of the off-amp from Riverfront Parkway to Battery Lane
- » Creation of an at-grade intersection at Riverfront Parkway and Georgia Avenue
- » Conversion of Lindsay Street and Houston

(Parsons Brinckerhoff — City of Chattanooga 3rd and 4th Street Improvements Project Masterplan, December 2015)



OPTION 1 — INTERCONNECTED GRID INTERSECTION This concept separates the main flow of traffic along Riverfront Parkway from the traffic along 3rd and 4th Streets. Connections between the two corridors are accomplished via existing or newly established at-grade intersections. This concept was selected as the preferred alternative.



OPTION 2A — MAJOR INTERSECTION This concept provides for a full intersection at Riverfront Parkway and 3rd and 4th Streets. The number of lanes on Riverfront Parkway, 3rd Street and 4th Street vary between two options that are being explored.



OPTION 3 — ROUNDABOUT The roundabout concept would function similar to the major intersection concept, but would provide continuous flow of traffic between Riverfront Parkway, 3rd Street and 4th Street.

- MAJOR INTERSECTION
- SECONDARY INTERSECTION
- MAJOR 4-LANE STREET
- SECONDARY 2-LANE DIVIDED STREET
- SECONDARY 2-LANE STREET
- ON-STREET PARKING
- REPURPOSED RIGHT-OF-WAY
- RIVERWALK/UTC GREENWAY

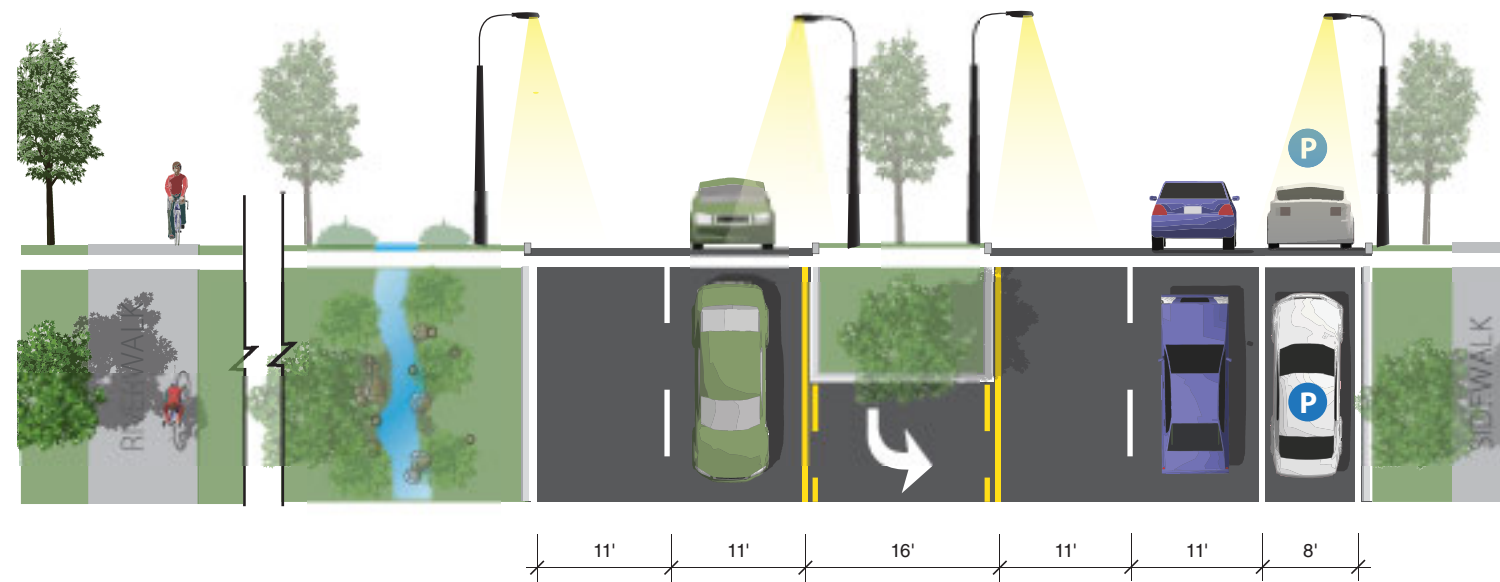
Proposed Street Sections



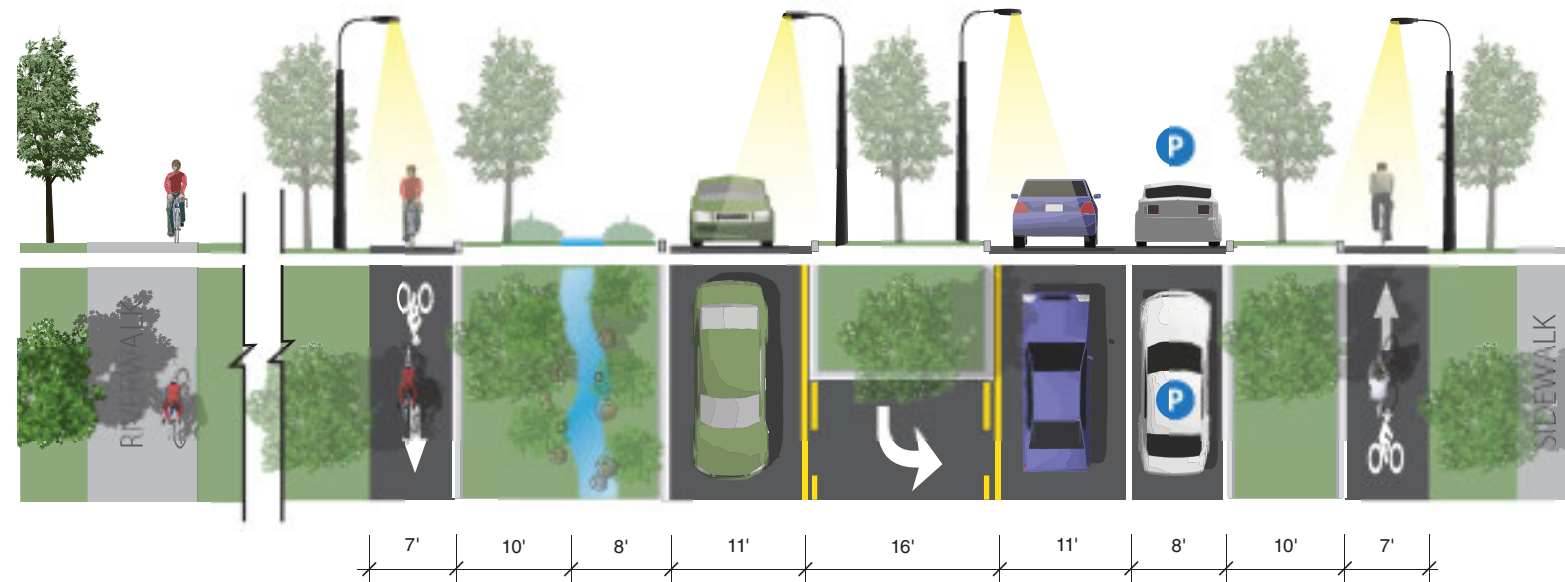
CURRENT CONDITIONS ON RIVERFRONT PARKWAY The existing Riverfront Parkway is a grade separated for a large portion and acts as a barrier limiting river access.



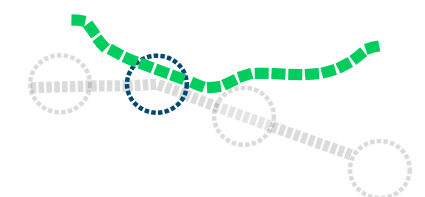
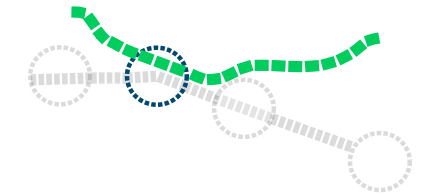
TRANSFORMED RIVERFRONT PARKWAY Riverfront Parkway is proposed as either a two-lane or four-lane roadway with curb and gutter. On-street parking on both sides of Riverfront Parkway is planned to support future mixed-use development within the footprint of the former 3rd Street corridor.



RIVERFRONT PARKWAY – OPTION 1 This section accommodates bike movements on the riverwalk multi-use path



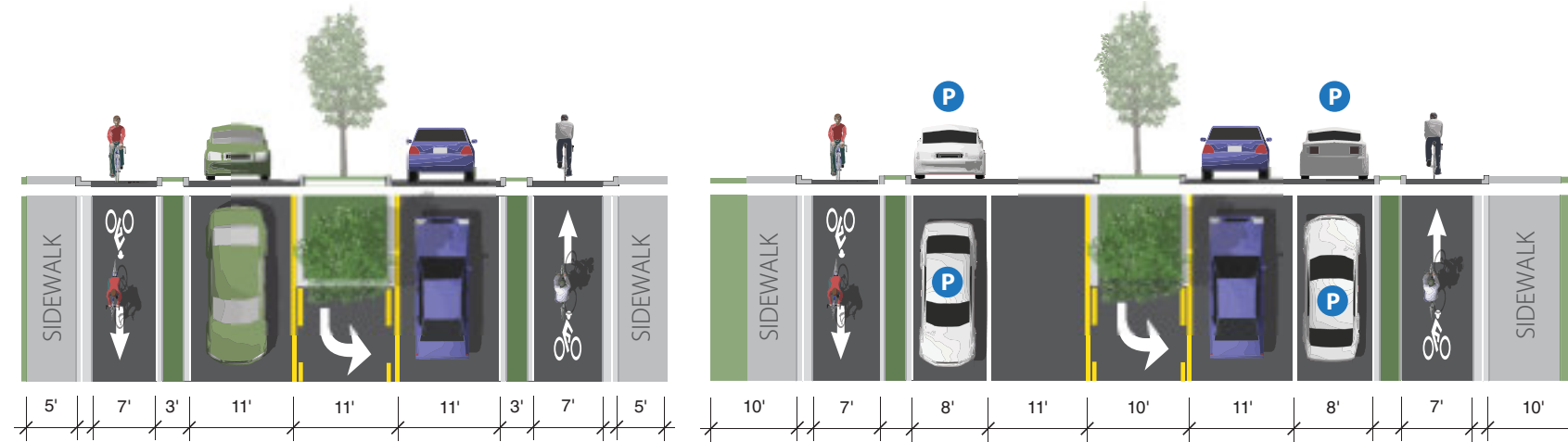
RIVERFRONT PARKWAY – OPTION 2 This approach provides independent bike lanes running in each direction



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STREET SECTIONS

Cross section modifications for East 3rd Street (from the eastern project limits through the Medical District) create a separated bike lane that offers cyclists protection from moving vehicles and connects to the UTC Greenway and potentially to the Riverwalk via a new greenway link. Coupled with continuous sidewalks, these modifications enhance the connectivity between the destinations within the corridor for modes other than personal motor vehicles, giving residents, students, and visitors a true choice about how they move along the corridor.

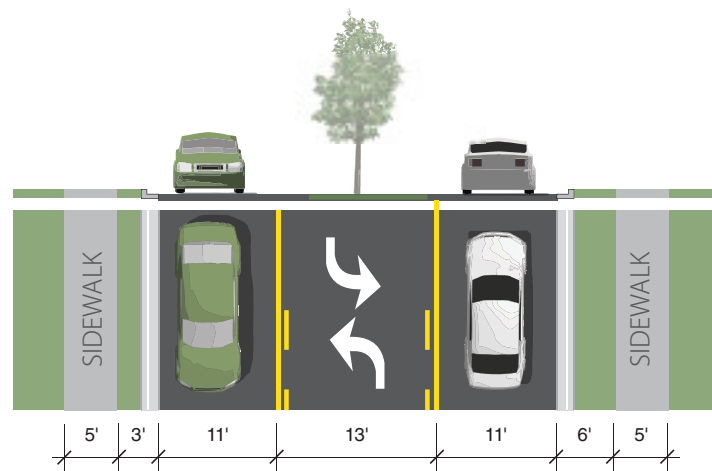


EAST 3RD STREET — OPTION 1 Two-way street with planted median and protected bike lanes

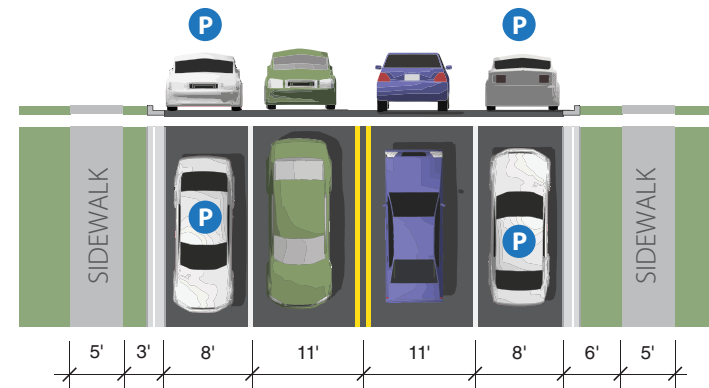
EAST 3RD STREET — OPTION 2 Two-way street with on-street parking



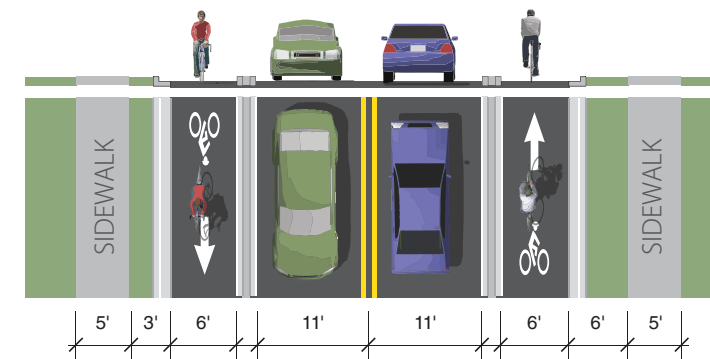
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4TH STREET AT UTC — OPTION 1 Two-way street with turning lane



4TH STREET AT UTC — OPTION 2 Two-way street with on-street parking



4TH STREET AT UTC — OPTION 3 Two-way street with protected bike lanes

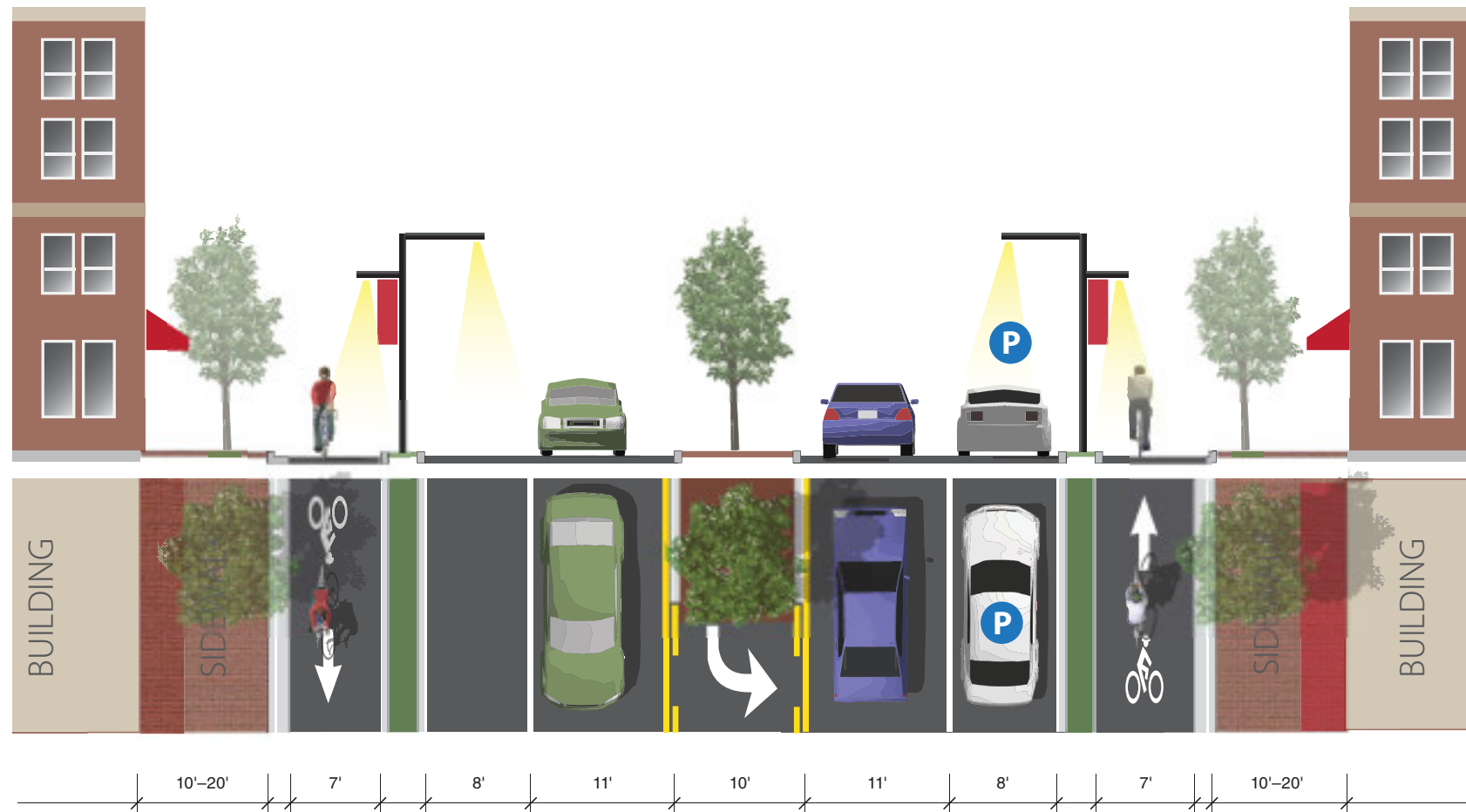




CURRENT CONDITIONS ON 3RD STREET Currently 3rd Street has four travel lanes with a center turning lane and narrow sidewalks adjacent to the road



TRANSFORMED 3RD STREET The proposed use of right-of-way to focus on a multi-modal environment



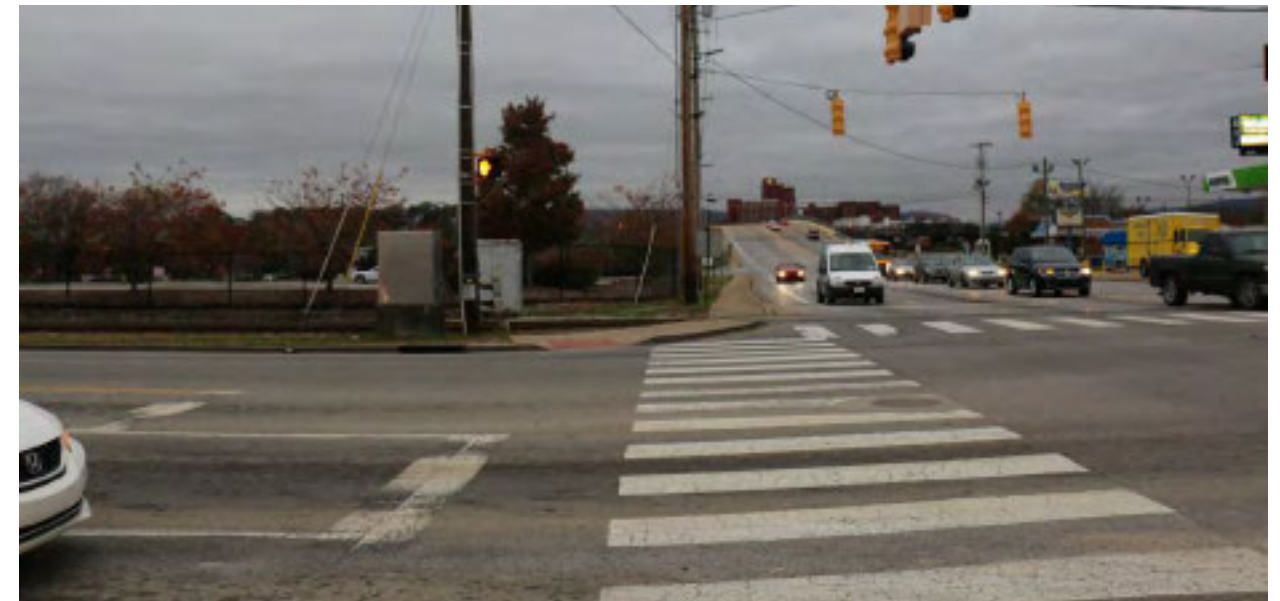
3RD STREET AT THE HOSPITAL DISTRICT In this section of 3rd Street reduces the travel lanes to two with a median that can be used as a turn lane at intersections. The existing second travel lane will be transformed into protected bike lanes and on-street parking.



Transit Opportunities



As the corridor is transformed to enhance the use of other modes of travel such as biking and walking, the ability of the corridor to be served by transit is enhanced as well. The plan to develop a commuter rail transit link on the rails paralleling Holtzclaw Avenue creates an intriguing opportunity at the intersection of Holtzclaw Avenue and 3rd Street; the southwest quadrant of the intersection is home to the Chattanooga Zoo and Warner Park, and a significant amount of surface parking. Should commuter rail come to this corridor, this corner could become a significant transit node with transit-oriented development within the 3rd & 4th Street Corridor. An extension of the current electric shuttle service along the 3rd Street corridor between downtown and the transit node could form an important connection that would serve the Medical District and UTC as well. Coupled with the cross section modifications on 3rd and 4th Street and Riverfront Parkway, the augmented transit service within the corridor could enhance the ability of people to move among the various destinations within the corridor by walking, biking, or riding transit, and create a more complete street than what exists today.



Current conditions on 3rd Street at the base of the rail bridge



Potential transit-oriented development

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Parks and Open Space

THE PRIMARY NATURE OF THE 3rd & 4th Street Corridor is making connections between people and places. This is achieved not only through traditional transportation systems but open space as well. The types of open space vary broadly from traditional green spaces such as parks and cemeteries; to more passive forms such as lawns, street trees, and drainage ways; to the more literal forms of trails and greenways. Together they provide a unifying system of natural amenities that serve the not only the places within the corridor but also connect the corridor to the region beyond.

Guiding principles for the protection, enhancement, and coordination of open space in the 3rd & 4th Street Corridor are as follows:

- 1 Protect existing natural resources and open space amenities
- 2 Provide connections that link parks to one another as well as to surrounding neighborhoods
- 3 Leverage future transportation and mobility investments to include open space improvements in their programming
- 4 Develop a system of open space, trails, and recreation areas that connect to the 3rd & 4th Street Corridor master plan

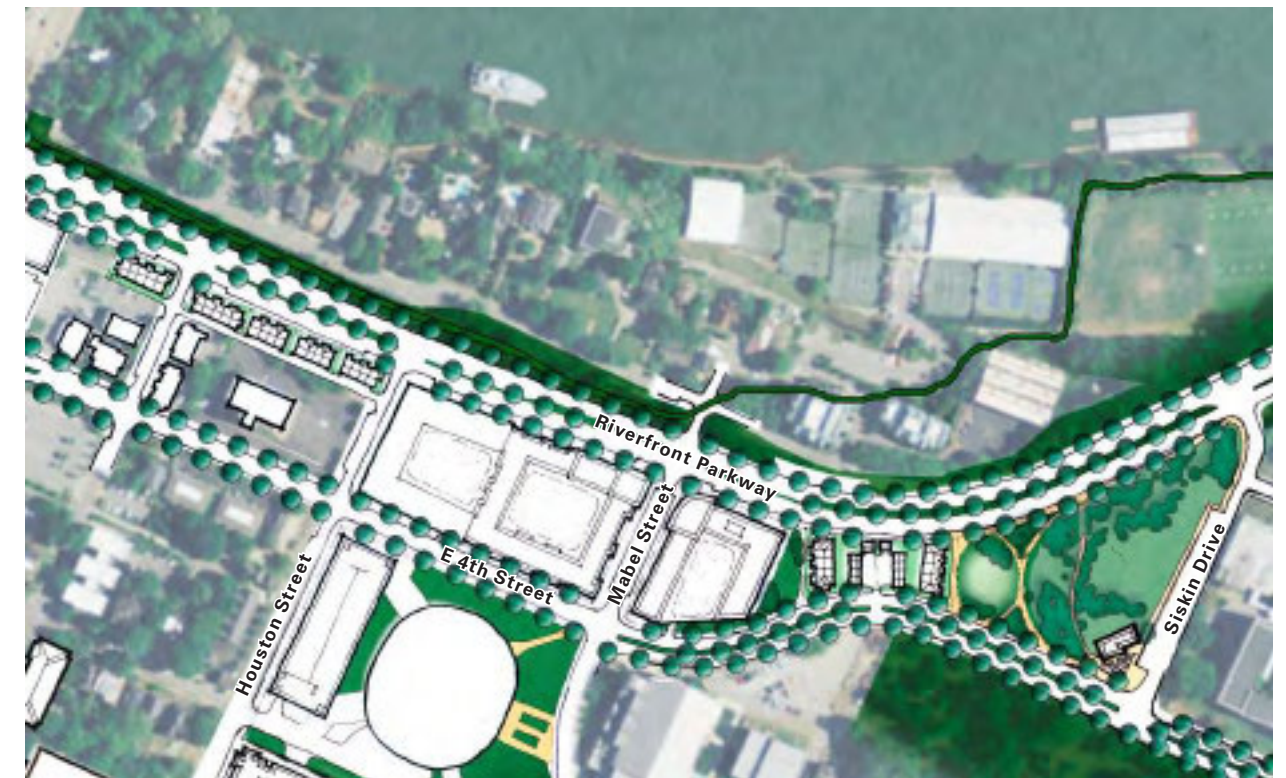


Parks and Open Space Concept Plan

Riverfront Parkway

Riverfront Parkway is currently designed as a limited access highway with a concrete median barrier. The design of this road encourages high-speed traffic movement and creates a barrier that separates the university area from the riverfront. Riverfront Parkway will be transformed from a highway into a multi-modal boulevard to greatly improve access, connectivity, and safety for bicyclists and pedestrians. Improvements include:

- 1 Replacement of the concrete median barrier with a landscaped median
- 2 Left turn lanes at key intersections
- 3 Signalized at-grade intersections with safe pedestrian crossings
- 4 Multi-purpose trail with connections to the riverfront
- 5 Improved landscaping to create a true “parkway.”



Transformation of Riverfront Parkway into a park-like drive with planting in the median and either side of the right-of-way



Perspective view of the transformed Riverfront Parkway

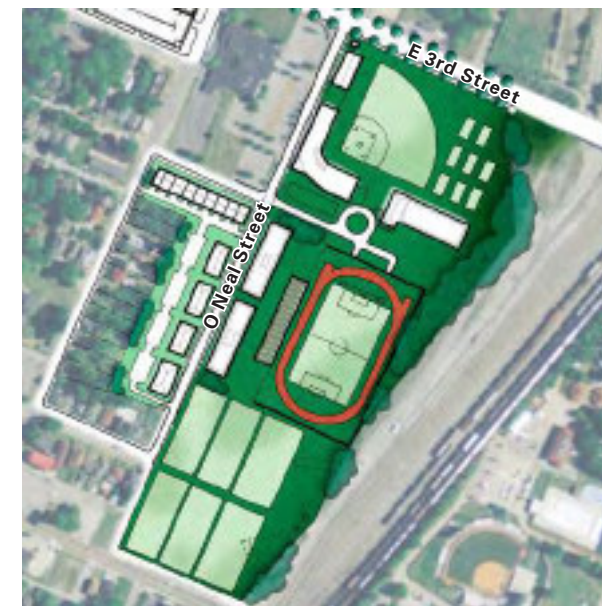
Recreation & Green Space

During the planning process, several opportunities emerged to create new recreation and green space uses and also enhance planned endeavors.

- 1 Proposed changes to 3rd Street and Riverfront Parkway provide an opportunity to create a new park atop the bluff along Siskin Drive. This green space would provide a connection between UTC and CSAS. Outdoor learning and natural sciences could be a shared theme for the park's program of uses. CSAS' current athletic field facilities could also be rebuilt atop a structured parking garage that provides needed parking for the area and raises the fields to be the same elevation as the main school grounds.
- 2 The UTC master plan calls for new intramural sports fields, satellite parking for students, tennis program facilities, and a historic center for Engel Stadium. An opportunity exists to create additional density of uses if a structured parking garage with athletic facilities on its roof were introduced in order to provide additional parking and athlete-based student housing to the site. Additionally, in-fill residential is also proposed in the form of market-rate townhouses and Greek-life houses.
- 3 An opportunity exists on Orchard Knob Avenue to provide affordable housing on an existing under-utilized green space. Additionally there exists a creek that can be rehabilitated and enhanced with a pedestrian trail that would in turn connect Carver Park to the north with a pocket park at 3rd Street to the Orchard Knob Elementary School.



1. New park space created by the removal of east 3rd Street and Riverfront Parkway on-ramp and a new athletic field facility atop a structured garage for the Chattanooga School for the Arts & Sciences.



2. UTC intramural field complex



3. Carver Park nature walk

Trail Connections

The Tennessee Riverwalk is a hugely popular nature trail for both pedestrians and bicyclists that meanders through the scenic Tennessee River Valley. It begins east at the Chickamauga Dam near Chattanooga State Community College and extends west through Chattanooga's downtown riverfront with plans to extend south to the St. Elmo neighborhood. A connection also exists across the Walnut Street Pedestrian Bridge to the North Shore Riverwalk with future plans to connect to the Moccasin Bend National Archeological District.

The UTC Greenway is a trail that connects the MLK neighborhood; the Tommie F. Brown International Academy; the UTC campus; the Challenger Center; and terminates at the Chattanooga School for the Arts & Sciences.

There is an opportunity to extend the UTC Greenway and connect it to the Tennessee Riverwalk if designed in conjunction with a proposed road connector at Siskin Drive and Riverfront Parkway. This would provide direct access to the Tennessee River for pedestrians and bicyclists who live, learn, work, and play in this section of the corridor.



Proposed extension of the UTC greenway to the Tennessee Riverwalk



Tennessee Riverwalk



UTC Greenway

Places in the Plan

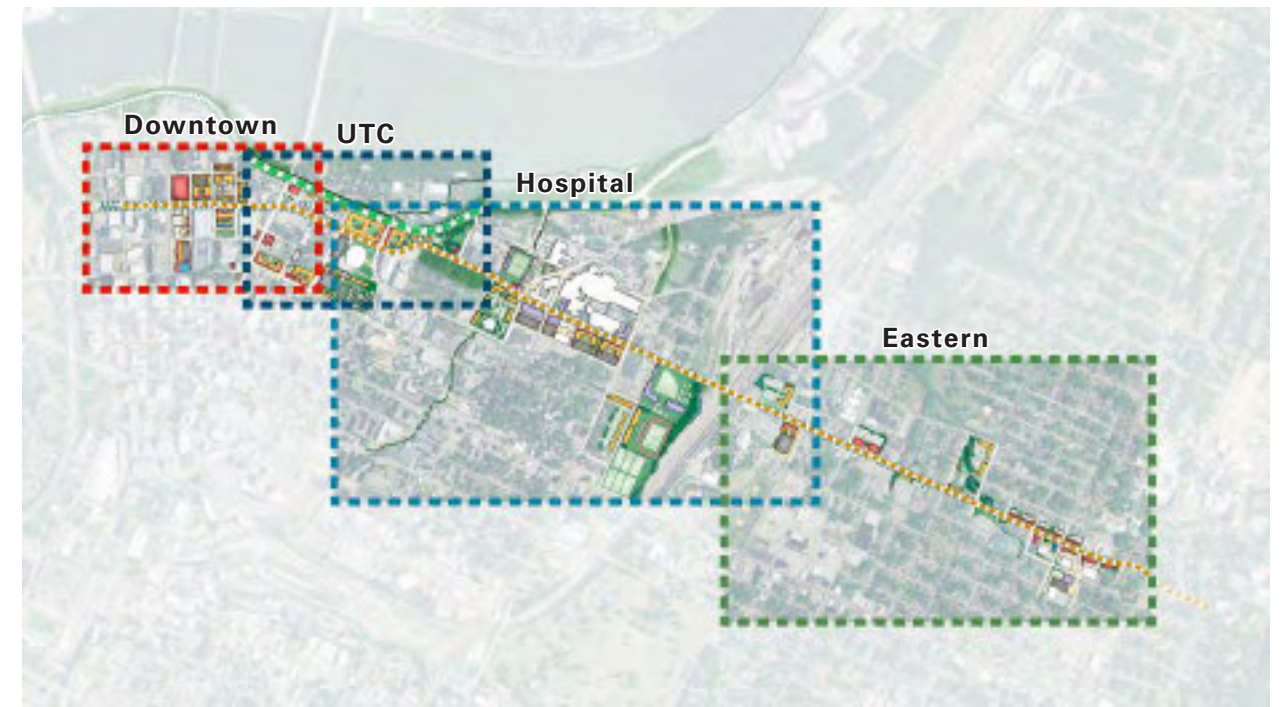
The 3rd & 4th Street Corridor connects four distinct districts in Chattanooga; the Downtown Area District, the UTC Campus Area District, the Hospital District, and the Eastern Neighborhoods District. The 3rd & 4th Street Corridor is the spine that ties these districts together. Like other cities with similar spines, improvements to 3rd and 4th Streets as a legible and user-friendly multi-modal corridor will stimulate institutional, residential, and commercial development in strategic locations. Development strategies for each of the four districts are described in this section of the report.

The downtown district has great potential to transform parking lots along 4th Street into a mixed use but primarily residential neighborhood within easy walking distance of downtown shopping, restaurants, and attractions.

The UTC campus area district will benefit most from road improvements to Riverfront Parkway including the removal of the grade separated intersections and closure of 3rd Street. These infrastructure changes will open up new development opportunities for university related development and connections to the riverfront.

The hospital district will be focused on 3rd Street as an emerging main street environment. The institutional expansion will transform the south side of the street creating an opportunity for street level retail and services.

The eastern neighborhoods district will benefit from infill commercial development along the 3rd Street corridor. This area lacks basic neighborhood retail services, and 3rd Street has the potential to become the service core for a large area east of downtown.



PLACES IN THE PLAN

Downtown Area Initiative Plan

The downtown area plan recommends redevelopment of existing surface parking lots and other underutilized properties into a mix of residential and commercial uses:

- 1 Townhouses (10 units)
- 2 Department store (85,000 square feet with 12,000 local retail on ground floor , 410 parking spaces)
- 3 Multi-family residential (200 units) with ground floor retail and parking garage (320 spaces)
- 4 Multi-family Residential (100 units) with small retail plaza at the intersection of 4th and Lookout
- 5 Townhouses (14 units)
- 6 Live/Work district (10 units) with ground floor retail (8,000 square feet)
- 7 "UNUM Square" with ground floor retail (13,000 square feet), office (12,600 square feet), and 144 multi-family units
- 8 500 Market, ground floor retail (37,000 square feet) with multi-family above (65 units) and 12-story office or residential tower (265,000 square feet)

DEVELOPMENT PROGRAM					
Site Area	Townhouse (Units)	Multi-Family (Units)	Student Housing (Beds)	Retail SF	Office SF
Downtown Area	24	519	—	143,000	277,600
Total Program	77	1744	1,242	419,500	348,000



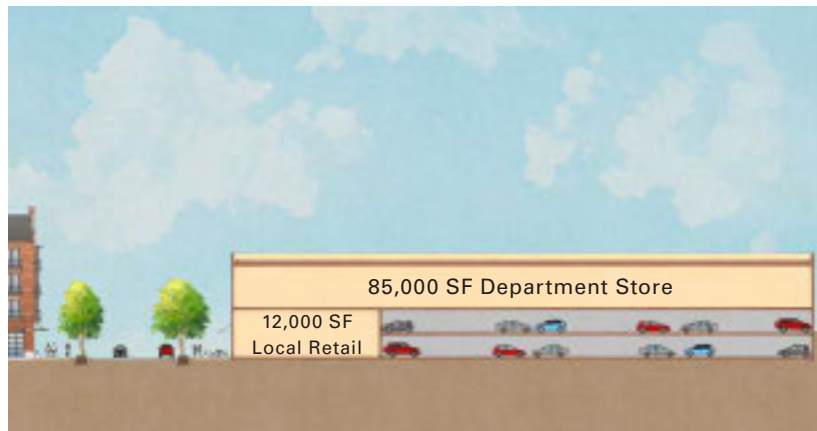
Illustrative plan showing building use

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Department Store

The market study indicates a demand for an urban format department store in the downtown. A downtown location captures the office and tourist market already there and will strengthen the downtown as a diverse shopping and entertainment destination. The most strategic location for a major new retailer is the corner of Market and 4th Street. This location is highly visible to traffic using the 4th Street corridor and is adjacent to major office and tourist destinations. The proposed development includes:

- 1 Street-oriented retail facing Market Street
- 2 Parking located behind the Market Street retail and below the department store.
- 3 Department store on level two and above.
- 4 Convenient vertical transportation between the parking area and the department store for shoppers and carts.



Section of proposed department store



Perspective of downtown department store alternative

Department Store Alternative

An alternative to a strictly commercial development for this site is to consider uses above the department store such as urban housing or an institutional use such as a public school.



Section of mixed-use development



PRECEDENT The High School of Art and Design above Whole Foods Market at 250 East 57th Street in Manhattan.



PERSPECTIVE OF MARKET STREET Showcasing a new mixed-use development that includes retail, a department store, and a public school above.

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New Residential Development along 4th Street

4th Street between downtown and Georgia Avenue has been built as an urban boulevard with a landscaped median, broad sidewalks and generous landscaping. Improvements are recommended for 4th that include more on-street parking and crosswalks to improve pedestrian safety at the crossing streets. The design and character of 4th provides an attractive public address for new development to replace existing parking lots. River City and UNUM recently prepared a study to explore redevelopment of these parking lots into a mix of residential and commercial uses. Those recommendations include:

- 1 Multistory apartment buildings with ground floor commercial uses along 4th Street.
- 2 A mix of apartment and townhouse development on the crossing streets including Cherry, Walnut, Lookout, and High.
- 3 A mixed-use residential and commercial development and new urban square in place of the existing parking lot between 4th and 5th, Walnut, and Lookout.

The size of existing parking lots along 4th Street presents the most dramatic opportunity to build new residential development in downtown Chattanooga. This redevelopment pattern has already begun with recent multifamily development in adjacent blocks along the bluff overlooking the Tennessee River. A combination of existing and new mixed-use development with an emphasis on urban living will result in an attractive and exciting downtown neighborhood.



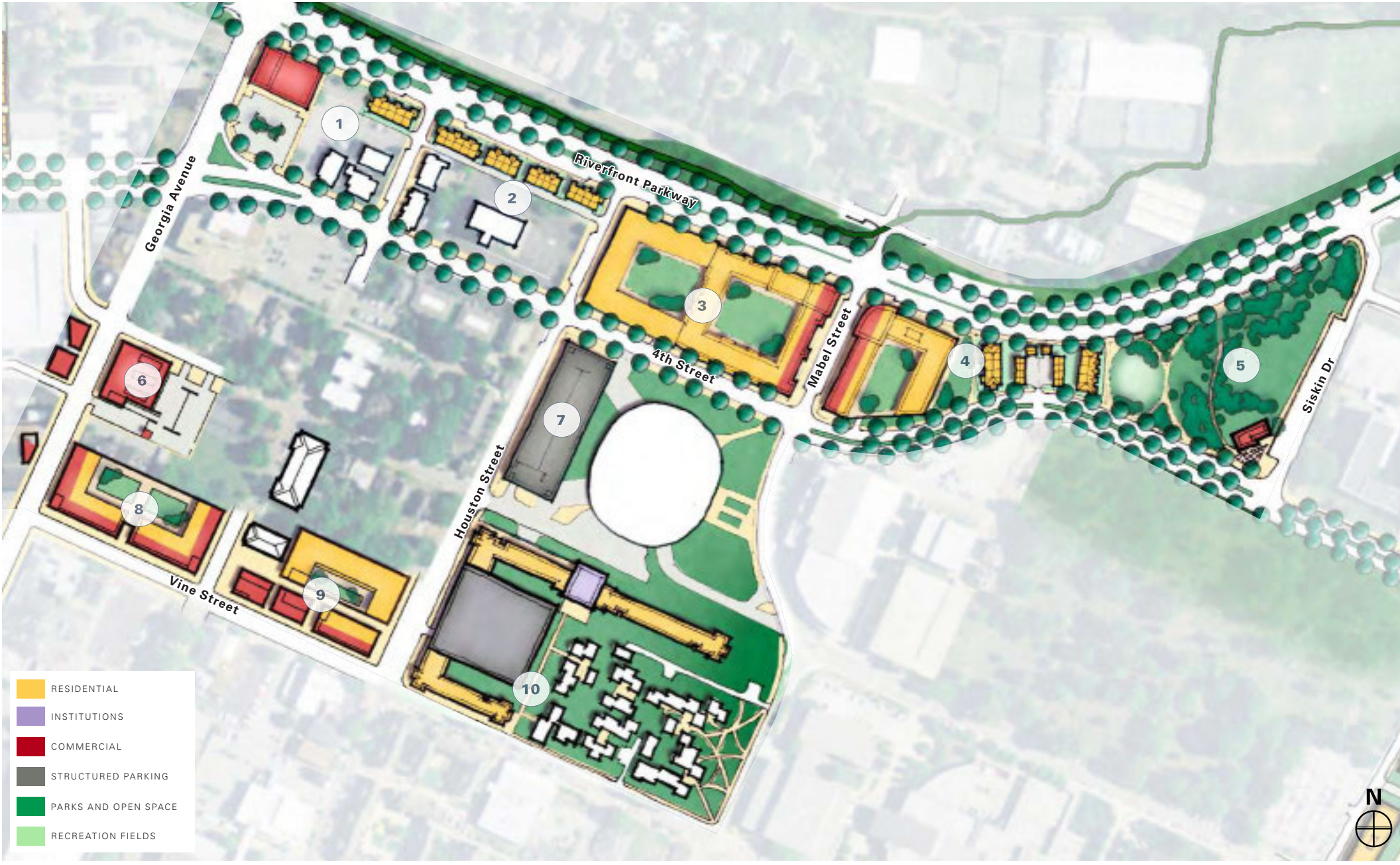
Perspective view of 4th Street

UTC Area Initiative Plan

With the elimination of 3rd Street and improvements to Riverfront Parkway, new mixed-use development is now possible to strengthen this area as a university neighborhood.

- 1 Retail anchor and townhouses
- 2 Townhouses
- 3 Courtyard housing with retail along Mabel Street
- 4 Courtyard housing with retail along Mabel Street, townhouse housing behind
- 5 Park space with small retail space
- 6 Commercial development
- 7 UTC parking garage
- 8 Multi-family above retail (170 units/26,000 square feet)
- 9 Multi-family above retail (135 units/23,000 square feet)
- 10 Existing and planned student housing (646 beds) developed by UTC

DEVELOPMENT PROGRAM					
Site Area	Townhouse (Units)	Multi-Family (Units)	Student Housing (Beds)	Retail SF	Office SF
UTC Area	32	485	842	123,500	—
Total Program	77	1744	1,242	419,500	348,000



Illustrative plan of UTC portion of the study area

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UTC Parkway Frontage

The removal of 3rd Street will free up real estate for new development along Riverfront Parkway. The combination of improvements to the Parkway and redevelopment will dramatically transform a string of parking lots into a beautiful frontage for the university district and campus. Space gained with the removal of 3rd Street will provide sufficient lot depth for townhouses fronting the Parkway and screening the existing office building parking lots between Georgia and Houston. The additional land area will increase block sizes for substantial new development on university owned parcels at Houston and Mabel.

- 1 Corner retail and townhouses along the Parkway
- 2 Townhouses along the Parkway screening existing parking lots.
- 3 New mixed-use development block with university housing, retail and parking.
- 4 New mixed-use development block with university housing, retail, and parking.



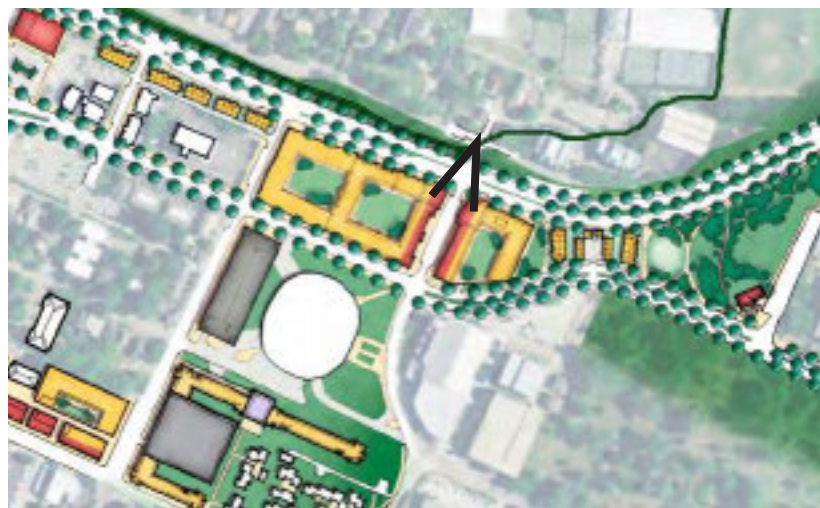
Perspective view of Existing UTC frontage along Riverfront Parkway



Perspective view of UTC area with improvements to Riverfront Parkway and new development.

Mabel Street Gateway

Mable Street is an important but currently unattractive gateway to the UTC campus. The existing intersection with the Parkway is grade separated and flanked by parking lots. The elimination of 3rd Street and a redesigned at-grade intersection with Riverfront Parkway will greatly improve redevelopment possibilities for this important location. Mixed-use buildings are proposed for both sides of Mabel that will have ground floor shops and housing above. A cluster of university-related retail in this location would provide convenient retail and services close to the center of campus and a substantial concentration of student housing. Retail recommended for Mabel Street includes a 15,000-square-foot grocery store and 30,000 square feet of a mix of commercial uses including restaurants and student-oriented retail. Mabel Street is designed as an attractive “main street” with commercial storefronts, outdoor dining areas, landscaping, street lights, and on-street parallel parking.



Mabel Street redevelopment



Perspective view of Mabel Street gateway

Riverfront Parkway Improvements

Riverfront Parkway is currently designed as a limited access highway with a concrete median barrier. The design of this road encourages high-speed traffic movement and creates a barrier that separates the university area from the riverfront. Riverfront Parkway will be transformed from a highway into a multi-modal boulevard to greatly improve access, connectivity, and pedestrian safety. Improvements include:

- 1 Replacement of the concrete median barrier with a landscaped median
- 2 Left turn lanes at key intersections
- 3 Signalized at-grade intersections with safe pedestrian crossings
- 4 Multi-purpose trail with connections to the riverfront
- 5 Improved landscaping to create a true “parkway.”



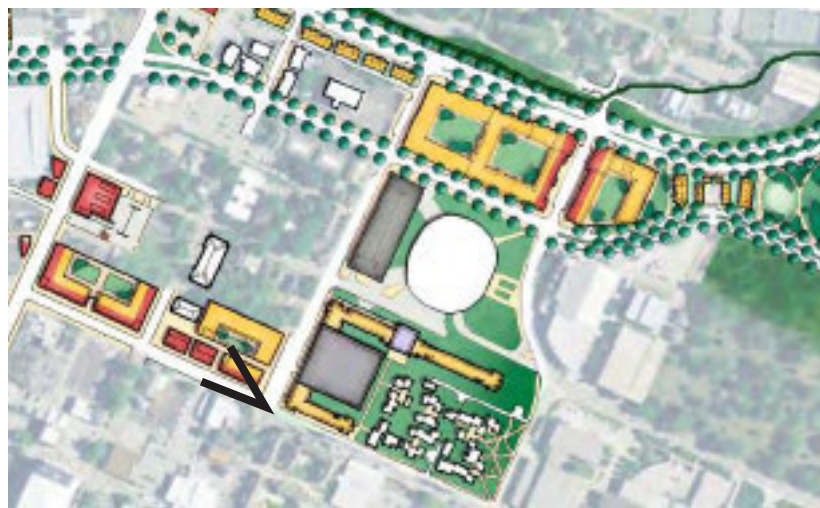
Existing conditions at Riverfront Parkway



Perspective view of transformed Riverfront Parkway

Vine Street

Vine is an important street linking the UTC campus to downtown Chattanooga. This street is easy to walk along and ties into an existing commercial node at Georgia and 6th adjacent to the UNUM Headquarters and Hamilton County office. UNUM and River City prepared a redevelopment strategy for Vine Street that includes a mix of student and market rate housing with ground floor retail uses. Design guidelines were prepared for redevelopment sites along Vine Street to create a pedestrian-friendly retail street with setback controls and frontage requirements. These guidelines were adopted by UTC for the student housing development currently under construction at Vine and Houston. Future market rate redevelopment of the UNUM parcels will complete the transformation of Vine Street as a critical link between UTC and downtown.



Vine Street redevelopment



Perspective view of Vine Street looking towards downtown

Hospital Area Initiative Plan

Erlanger Hospital is planning a dramatic expansion of their current hospital and the creation of a new children’s hospital on 3rd Street. They are also working with UTC to develop a joint educational facility. Siskin Hospital is planning a new parking garage. This plan incorporates those exciting projects and recommends additional mixed use development, a new district parking facility, and improved street access to the district from Riverfront Parkway.

- 1 Potential shared use with new medical offices and replacement CSAS athletic fields atop a large parking garage
- 2 Potential Siskin Hospital parking garage
- 3 Erlanger Hospital expansion
- 4 UTC student housing
- 5 Joint UTC/Erlanger education facility
- 6 Erlanger Children’s Hospital expansion
- 7 Ground floor commercial uses with residential above
- 8 Ground floor commercial uses with residential above
- 9 Historic Engel Stadium and museum center
- 10 New student housing
- 11 Intramural complex



Illustrative Plan of Hospital District

DEVELOPMENT PROGRAM					
Site Area	Townhouse (Units)	Multi-Family (Units)	Student Housing (Beds)	Retail SF	Office SF
Hospital Area	9	400	400	48,000	48,000
Total Program	77	1744	1,242	419,500	348,000

Aerial of Hospital Concept

This aerial view illustrates the extent of potential redevelopment in the hospital district. The 3rd Street corridor will change dramatically over time with redevelopment of the southern side of the street.

- 1 Shared parking garage, new medical office with top-level CSAS athletic fields and fieldhouse
- 2 UTC Housing
- 3 Potential parking garage site for Siskin Hospital
- 4 Joint UTC/Erlanger education facility
- 5 Erlanger children's hospital expansion
- 6 Ground floor commercial uses with residential above
- 7 Ground floor commercial uses with residential above
- 8 Engel Stadium and museum
- 9 UTC Intramural complex



Perspective view of existing Hospital Area



Perspective view of Hospital Area development concept

Hospital Expansion Initiatives

The hospital district includes Erlanger Hospital, Siskin Hospital, the county health department, and other medical facilities.

Erlanger Hospital

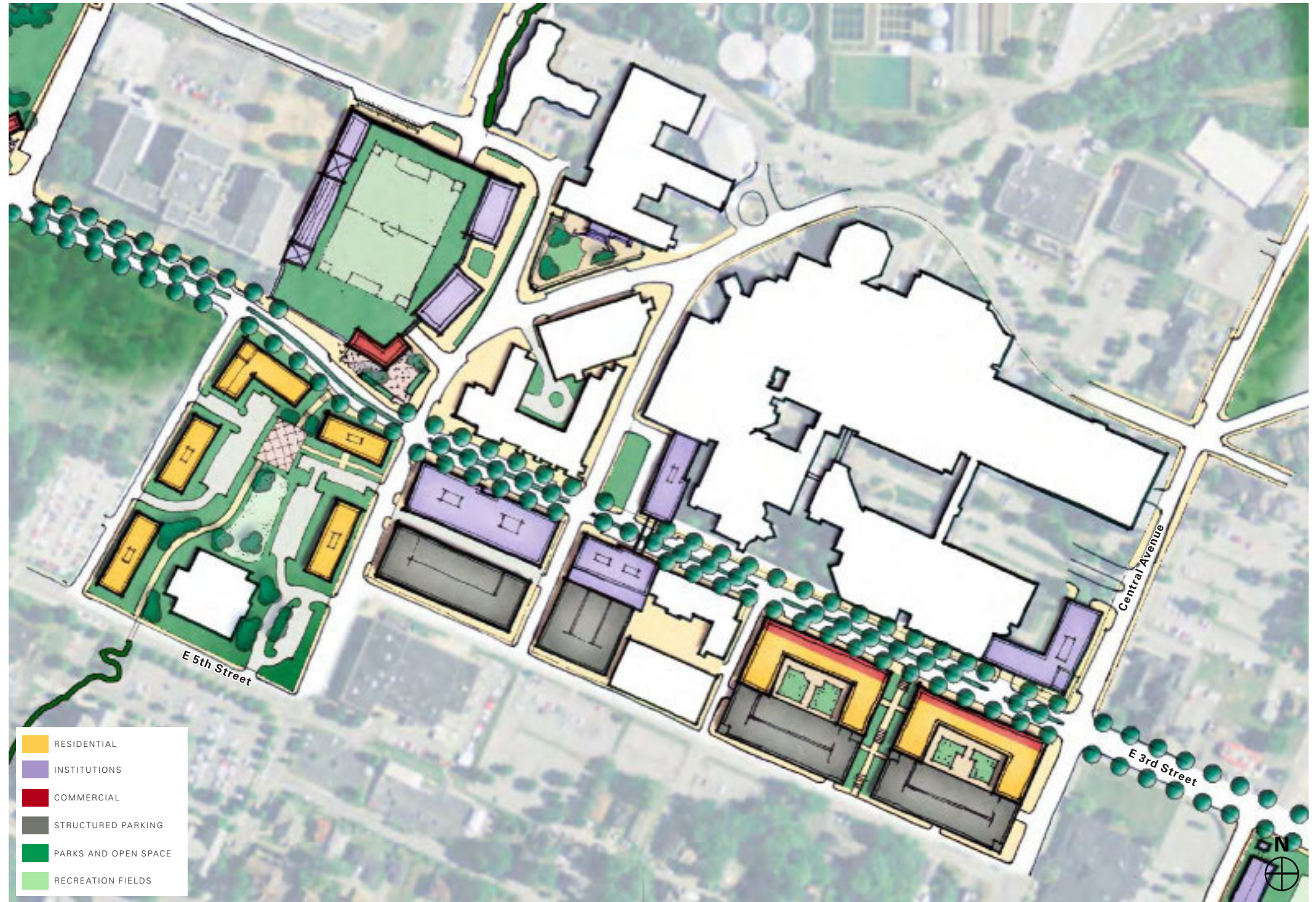
Erlanger Hospital is planning a major expansion that will include several new facilities including a children's hospital across 3rd Street from the main hospital. This new wing will be connected by a pedestrian bridge to the existing complex. New entrances and retail services are planned at street level. Parking can be integrated into the hospital block along 4th Street.

Siskin Hospital

Siskin Hospital lacks a quality of address suited for such an important institution. A new parking facility is planned on a triangular lot adjacent to their existing facility. A new street link to Riverfront Parkway between the hospital and CSAS will greatly improve visibility and access.



Perspective view of Erlanger Hospital Expansion



Proposed transformation of 3rd Street at the Hospital

CCAS Sports Field/Parking Initiative

CSAS is located adjacent to the hospital district. As the district grows, it will be increasingly challenging to find space for adequate parking. A district parking facility would allow several institutions to share the garage and would accommodate off-hour events using a shared parking strategy.

This scheme proposes elevating the existing CSAS athletic fields and spectator stands to a level at grade with the high school by placing it on the roof of a 1,350-car garage. This parking solution has been used in other areas where land is at a premium. The garage would be accessible from Siskin Drive. Additional office or medical space can be built as part of the project facing the proposed extension of Palmetto and Siskin. CSAS could also utilize the parking and free up land to the west of the high school for other uses.



Plan of sports fields and shared parking initiative



Perspective view looking southwest from proposed new intersection at Palmetto Street & Riverfront Parkway

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Precedent at Pomona College in Claremont, California



Section of sports fields and shared parking initiative

3rd Street at Hospital District

New mixed-use development along 3rd Street will increase density and could animate the street as a center of retail in the district. All new buildings should have ground floor retail space with storefronts facing 3rd Street. During the planning process many workers and nearby residents complained about the lack of restaurants and basic services for such a large employment district. New retail space along 3rd Street can fill that need.

3rd Street should be designed to support retail activity with pedestrian friendly sidewalks, safe street crossings, street lighting and furnishings, and on-street parking where feasible.



Perspective view of 3rd Street



Proposed transformation of 3rd Street at the hospital

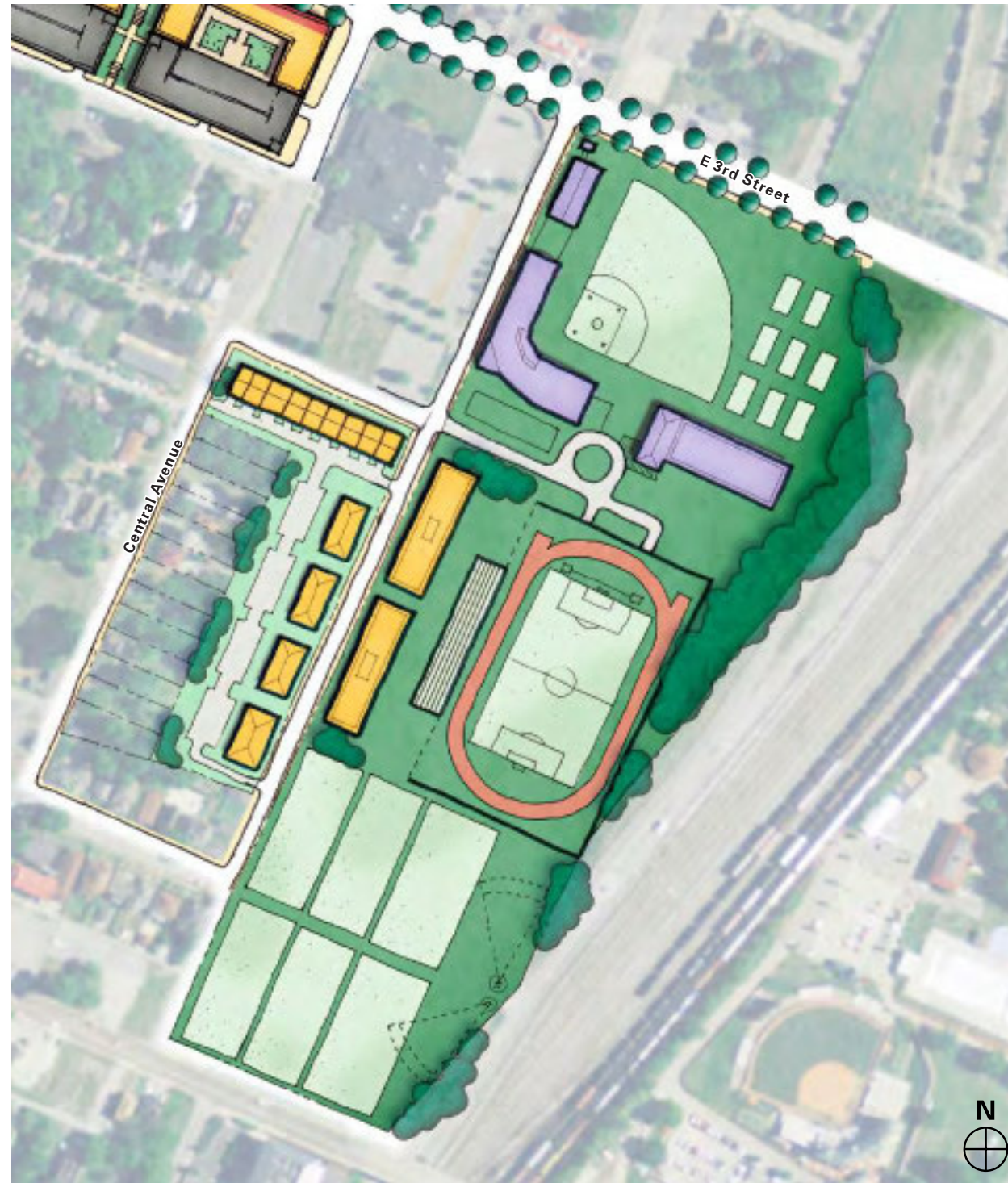
University Sports and Housing Expansion

The UTC master plan calls this area the Engel Stadium District. The plan proposes a new tennis center with indoor and outdoor courts; a satellite parking garage for university students; a new track and soccer field with stadium seating; intramural fields and the preservation of the historic Engel Stadium.

During the planning process of the 3rd & 4th Street Corridor Plan, opportunities were identified that build upon UTC's planned program and propose additional use of the site to help meet campus needs for additional housing and parking facilities.

One of the more dramatic but feasible opportunities is the integration of structured parking beneath the athletic track and soccer field. Universities across the country are using this strategy to combine compatible uses and maximize the use of valuable campus lands. A convenient bus stop and turn-around for campus shuttles are also provided to help alleviate parking shortages at the main campus.

Moving the parking garage beneath the athletic fields frees up land fronting O'Neal Street for two student housing structures. They could also be programmed to accommodate student athletes. Across the street, there are also in-fill opportunities for new housing in the form of market-rate townhouses and potential Greek Life Chapter housing.



Illustrative plan of university sports and housing expansion



Aerial view of expansion area



Existing UTC commuter parking lot



Precedent at Worcester Polytechnic Institute in Worcester, Massachusetts

Eastern Area Initiative Plan

The Eastern Neighborhoods District has the potential to transition into a mixed-use corridor with new retail development that will provide badly needed services for this large residential area of the city. Recommendations include a modest sized food store, pharmacy, and additional restaurants and shops.

- 1 Senior apartments (70 units)
- 2 Mixed-use, transit-oriented development with commuter parking garage
- 3 Grocery (14,000 square feet) and pharmacy (15,000 square feet)
- 4 New townhouses (12 units)
- 5 Mixed-income apartments (270 units)
- 6 New retail (10,000 square feet each)
- 7 New retail (10,000 square feet each)
- 8 New retail (11,000 square feet) and office space (22,000 square feet)
- 9 New retail (9,250 square feet)
- 10 New retail (9,250 square feet)
- 11 New medical office
- 12 New retail (9,250 square feet each)



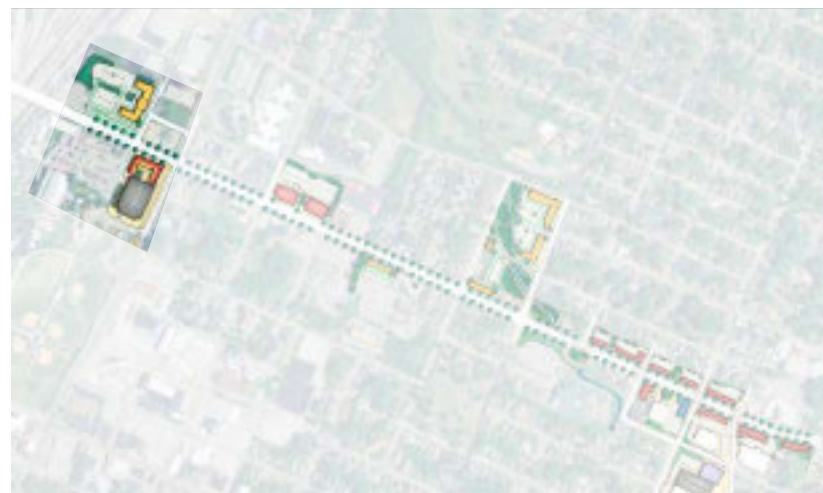
Illustrative plan of eastern portion of the 3rd & 4th Street Corridor plan

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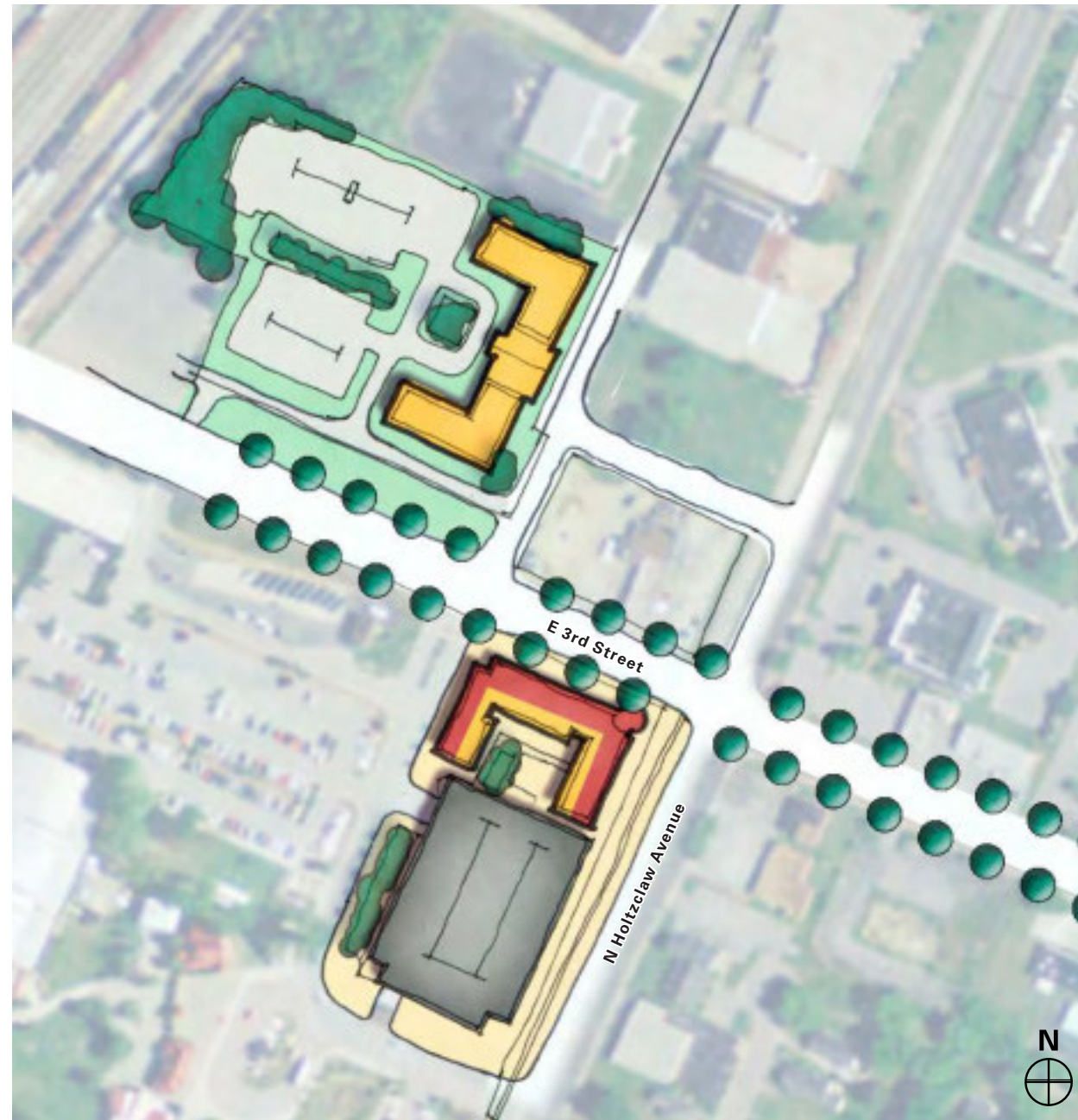
3rd Street and Holtzclaw Avenue

A mixed-use redevelopment is proposed at the corner of Holtzclaw and 3rd Street, replacing existing surface parking lots with structured parking and a mix of residential uses and ground floor retail. This prominent location is a primary approach and parking area for the city zoo. A multi-modal garage is proposed for this location which can serve the zoo and daily commuter parking. The garage can serve as the terminus of a 3rd/4th transit shuttle that serves the hospital area and university. This location is visually prominent, and any garage should be part of a mixed-use development with active uses on the corner.

A future transit corridor is planned parallel to Holtzclaw that intersects this location and could be the location of a future transit stop and transfer location.



3rd Street and Holtzclaw Avenue plan



Illustrative plan



Existing streetscape at the intersection of 3rd Street and Holtzclaw Avenue



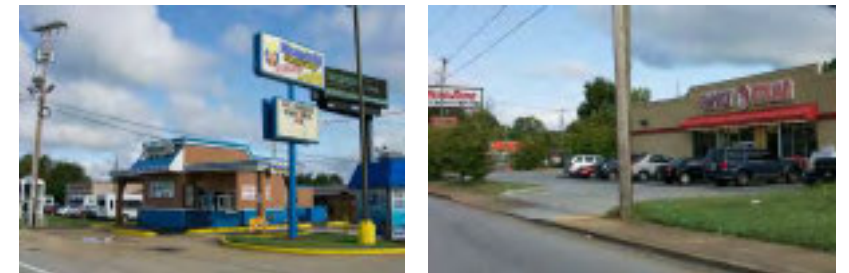
Perspective view of proposed TOD at 3rd Street and Holtzclaw Avenue

East 3rd Street

Vacant and underutilized parcels along 3rd Street present opportunities to develop neighborhood service retail. A 15,000-square-foot grocer and a comparable pharmacy are shown on an empty parcel next to Orchard Knob Middle School at the intersection of North Highland Park Avenue and 3rd Street. This location is near the very busy intersection of Holtzclaw and 3rd Street and has good visibility. Other infill development including residential and retail is shown in the plan along 3rd Street including a major grouping of retail at the eastern end of the corridor that will bolster and reinforce existing commercial uses. The objective is to create a neighborhood shopping district that will be convenient to residents in Orchard Knob and employees in nearby Memorial Hospital and Parkridge Medical Center.



Perspective view of development in eastern neighborhoods



Commercial frontage along East 3rd Street



Illustrative concept for East 3rd Street



Mobile Market servicing the east neighborhoods



Urban format Aldi in Southside Works, Pittsburgh, PA



Residential conditions in East 3rd Street area

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Implementation Strategies

The goal of this document is to provide a comprehensive vision and a road map that optimizes the potential for growth and development of businesses, cultural, medical, and educational institutions, and mixed-use neighborhoods along the 3rd & 4th Street Corridor. It presents a supportive framework of combined plans, ideas, and aspirations from both public and private stakeholders with the intention of fostering a dialogue of consensus, coordination, and cooperation. Strategies that support this end are as follows:

- » Coordinate existing zoning regulations and overlay district guidelines to accommodate redevelopment opportunities identified within this document's recommendations and market analysis.
- » Continue solicitation of public participation and stakeholder coordination when public and private improvements are planned, designed, and constructed.
- » Assess the potential for Special Assessment Districts, Business Improvement Districts, Tax Increment Finance, and other fiscal tools to support special corridor improvements and programs.
- » Create development standards and design guidelines for the 3rd & 4th Street Corridor that specifies landscape frontage, street lighting, signage, parking lots design, furnishings, and materials to create a unifying brand and sense of place.

DOCUMENT SUMMARY

- » Analysis and UDA X-Rays® Series
- » Public Input Process
- » Stakeholder Participation and Coordination
- » Market Analysis
- » Corridor Precedent Studies
- » Transportation Improvements and Complete Streets Design
- » Parks, Trails, and Open Space
- » Economic Development Opportunities
- » Urban Design and Place Making Strategies
- » Implementation Strategies



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Guiding Principles of Urban Design

Successful place-making requires that a variety of puzzle pieces come together in a unified framework to make a place special and memorable. Public spaces, and streets in particular, are the binding elements through which neighborhoods are both connected and understood and should be carefully designed to bring vitality, character, and life to the experience of people who take part in the life of those neighborhoods. The following principles are considered best-practices of urban design, that if employed, create exceptional public spaces and streetscapes with the optimal potential to support economic development success.

- 1 Complete Streets: Today's roads need to accommodate multiple mobility options (cars, bicycles, pedestrians, and public transit) in order to maximize connectivity and efficiencies whilst providing appealing settings for the daily activities of people.
- 2 Streets and Blocks: The character of a street is defined by its relationship to buildings and development blocks that create an address on it. Buildings should be placed in a manner that creates a continuous active street frontage that engages directly with the public realm.
- 3 Setbacks & Building Placement: Mixed-use, commercial, office, and retail buildings should locate at or near the property line to reinforce the streetscape. Apartment buildings, townhouses and single-family residential should provide a modest transitional setback space and/or be elevated above the street level in order to

provide a semi-private frontage for residents.

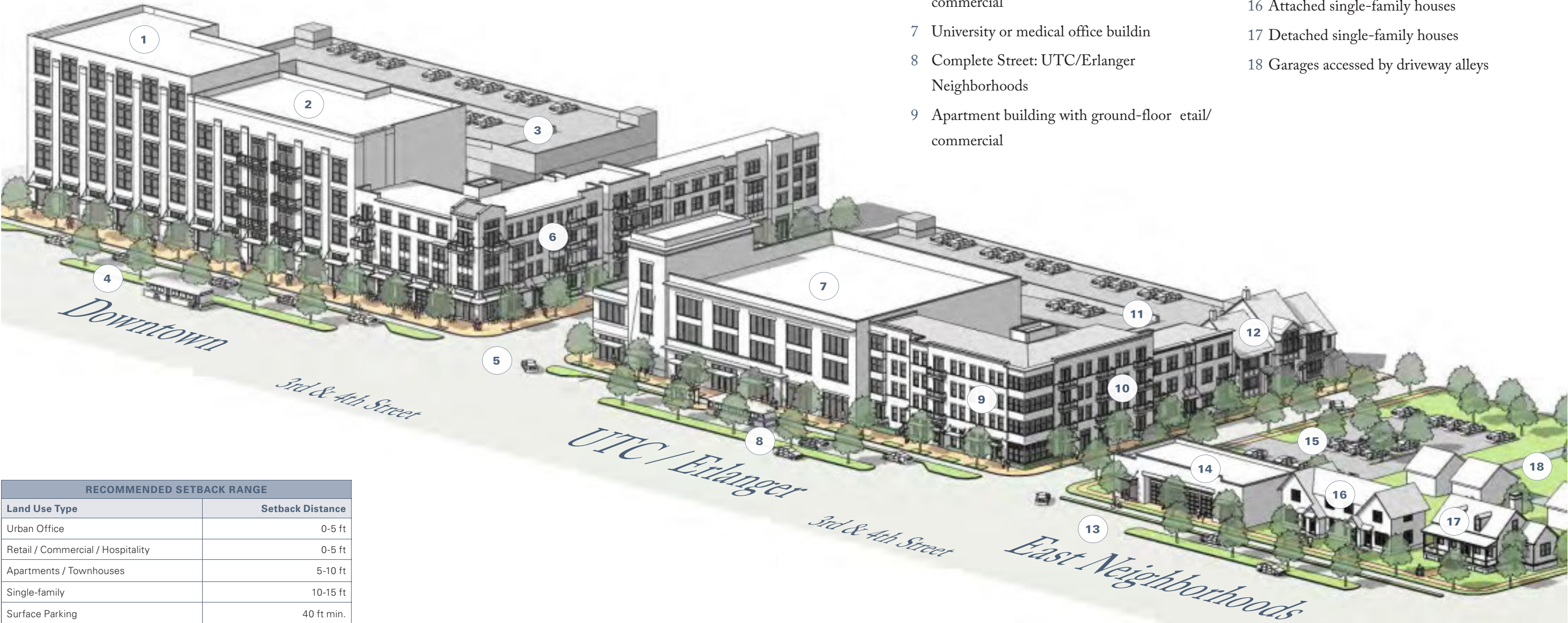
- 4 Parking: Though necessary for development, parking should be located away from the primary street address and accessed via secondary side roads, drives, or alleys. Structured parking should be screened and utilize architectural improvements when visible from public streets.
- 5 Accessibility and Safety: All sites should be designed ADA accessible for the use of all people and made safe through the use of CPTED principles (Crime Prevention Through Environmental Design).
- 6 Architectural Character: Where possible, local architectural design precedents should be considered along with the use of environmentally sustainable high quality materials. The front facade should exhibit the most ornamentation and detail, as this is the face that contributes most to the character of the streetscape and the public realm.
- 7 Sustainable Design: Innovative design principles should be employed in new developments through the application of LEED (Leadership in Energy and Environmental Design) and Sustainable Sites Initiative techniques.
- 8 Landscape & Open Space: Plants and open space should be designed in a manner that enhances public spaces and unifies neighborhood character.



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Guiding Principles of Urban Design

This diagram presents an abstract characterization of urban development types and their corresponding relationship to site and street based on the guiding principles of urban design.



RECOMMENDED SETBACK RANGE	
Land Use Type	Setback Distance
Urban Office	0-5 ft
Retail / Commercial / Hospitality	0-5 ft
Apartments / Townhouses	5-10 ft
Single-family	10-15 ft
Surface Parking	40 ft min.

- 1 Office building with ground-floor retail
- 2 Hotel with ground-floor retail/commercial
- 3 Parking garage located in core of block
- 4 Complete Street: Downtown Chattanooga
- 5 Architectural statement at block intersection
- 6 Apartment building with ground-floor retail/commercial
- 7 University or medical office building
- 8 Complete Street: UTC/Erlanger Neighborhoods
- 9 Apartment building with ground-floor retail/commercial
- 10 Student housing or apartment building
- 11 Parking garage located in core of block
- 12 Single-family townhouses
- 13 Complete Street: East Neighborhoods
- 14 Neighborhood commercial/retail
- 15 Surface parking lot located behind business
- 16 Attached single-family houses
- 17 Detached single-family houses
- 18 Garages accessed by driveway alleys

Investment Strategy

Future investment in the corridor will occur on many fronts both public and private. Even within the next five years, there are significant improvements slated for completion throughout the corridor that if carefully planned and coordinated can have a positive impact on the health and vitality of nearby neighborhoods and the city at large.

- » Public improvements include parks, roads, bicycle trails, educational institutions, schools, and public agencies.
- » Private developments include commercial, industrial, retail, office, and housing ventures.
- » Public/private partnerships are special projects where a private entity and a public agency cooperate to provide a community asset or service to the general public.

Some projects have a direct relationship to roadway improvements as new land is made available with the removal of public right of way. An example of this is adjacent to the UTC campus between Mabel Street and Georgia Avenue. Other properties have more independent conditions and may develop as market forces allow.

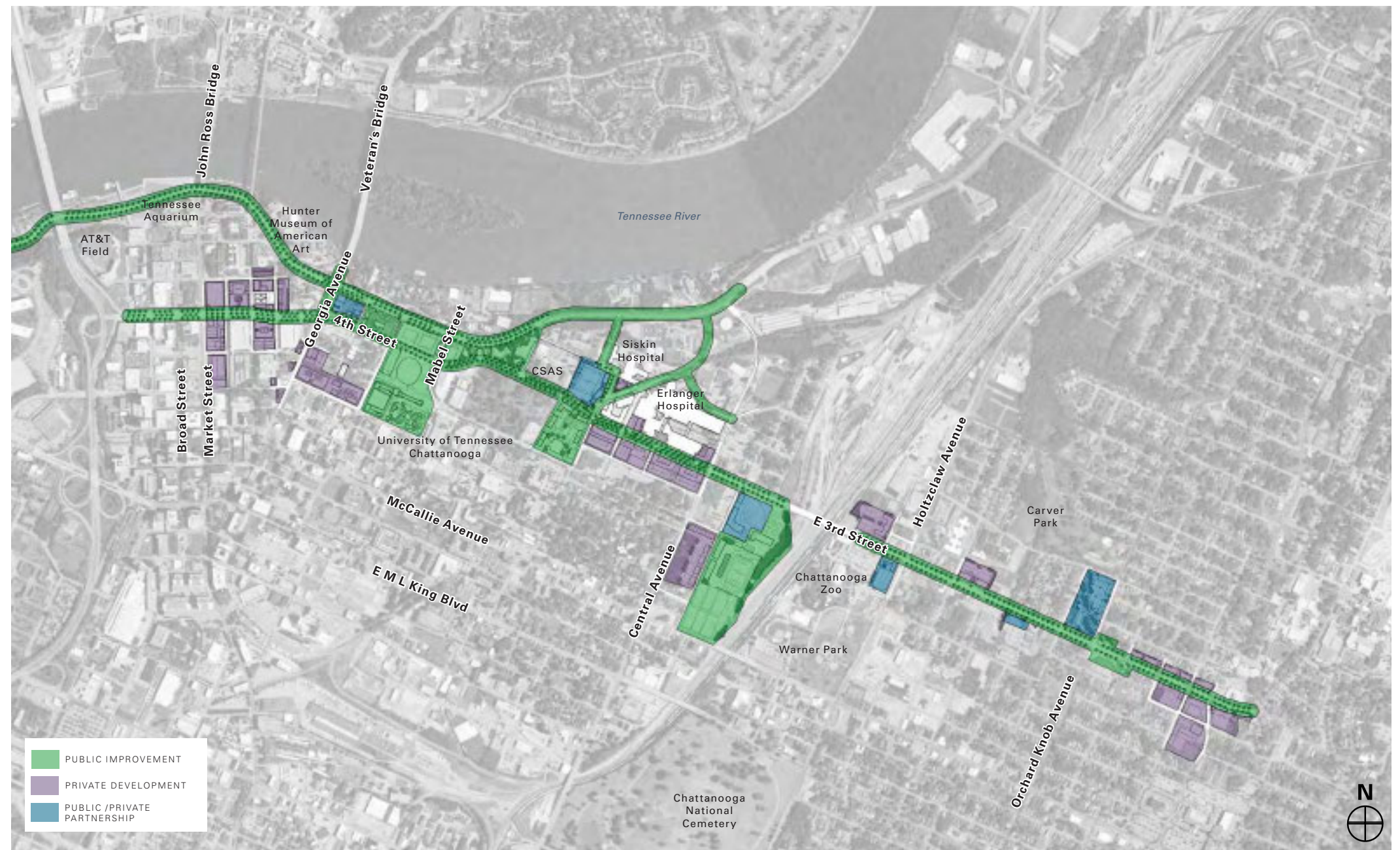
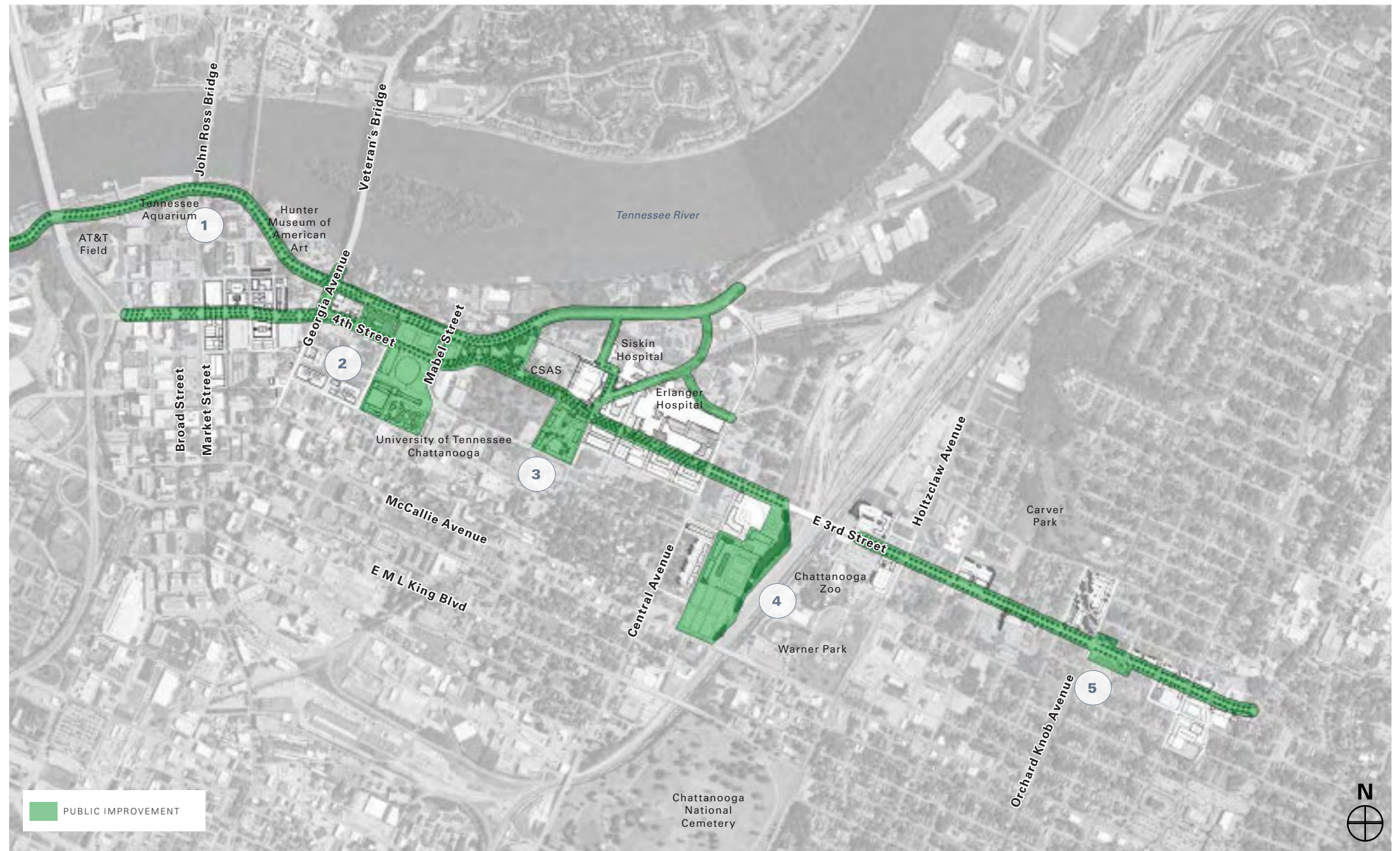


Diagram of investment strategies for study area

Public Investment

Public investment will include transportation improvements planned on 3rd Street, 4th Street, and Riverfront Parkway, improved parks and open space connections, and UTC campus enhancements.

- 1 Roadway and transportation improvements
- 2 UTC improvements
- 3 University student housing
- 4 UTC intramural athletic complex and satellite parking garage
- 5 Neighborhood park and trail

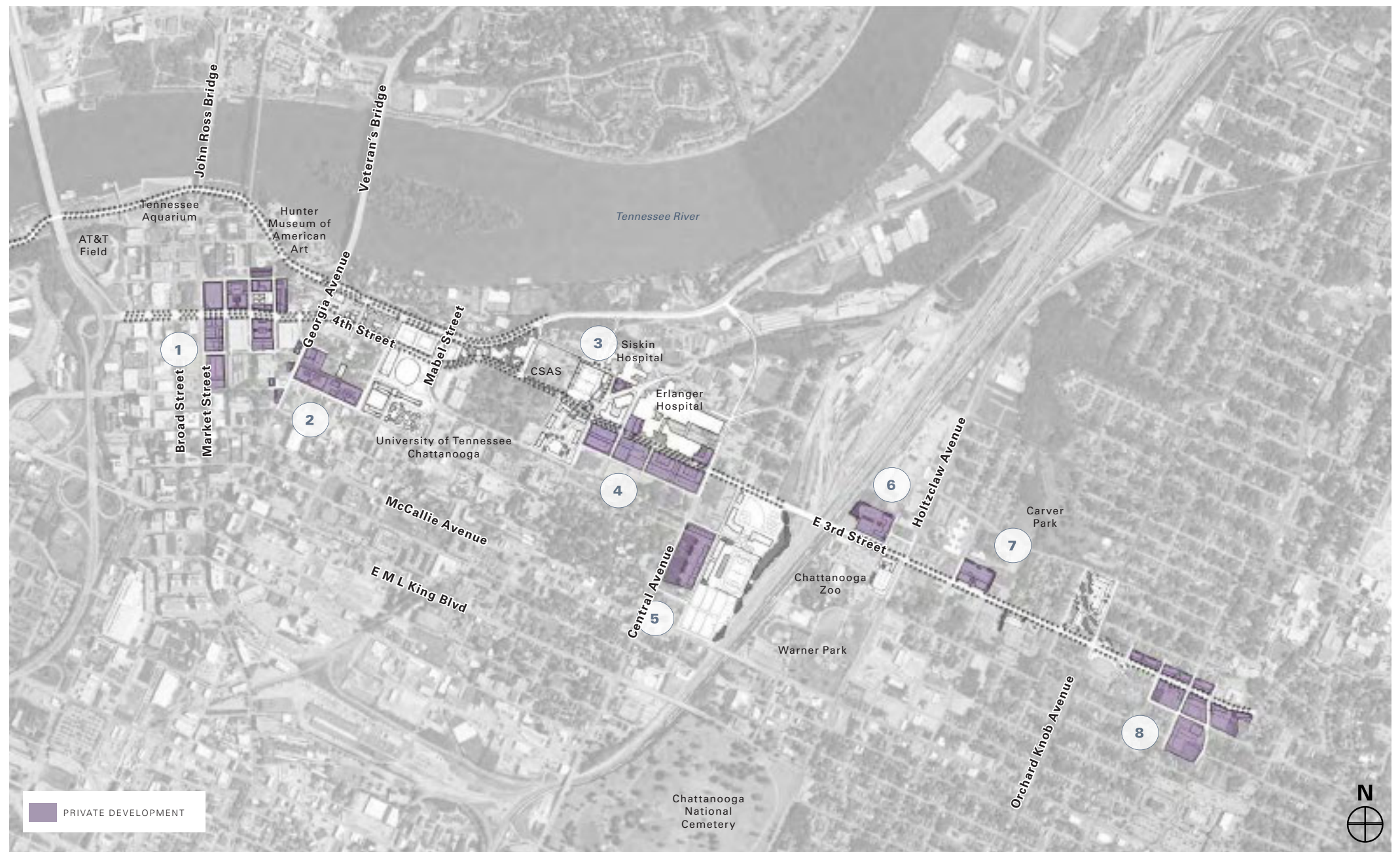


Public investment strategies for study area

Private Investment

Opportunities exist throughout the corridor that the private sector can leverage to bring about positive change. Shown are properties that are currently planned for redevelopment or have strong potential.

- 1 Downtown redevelopment
- 2 Mixed-use commercial and housing
- 3 Siskin parking garage
- 4 Erlanger Hospital expansion
- 5 University student housing
- 6 Senior housing
- 7 Grocery
- 8 Community retail

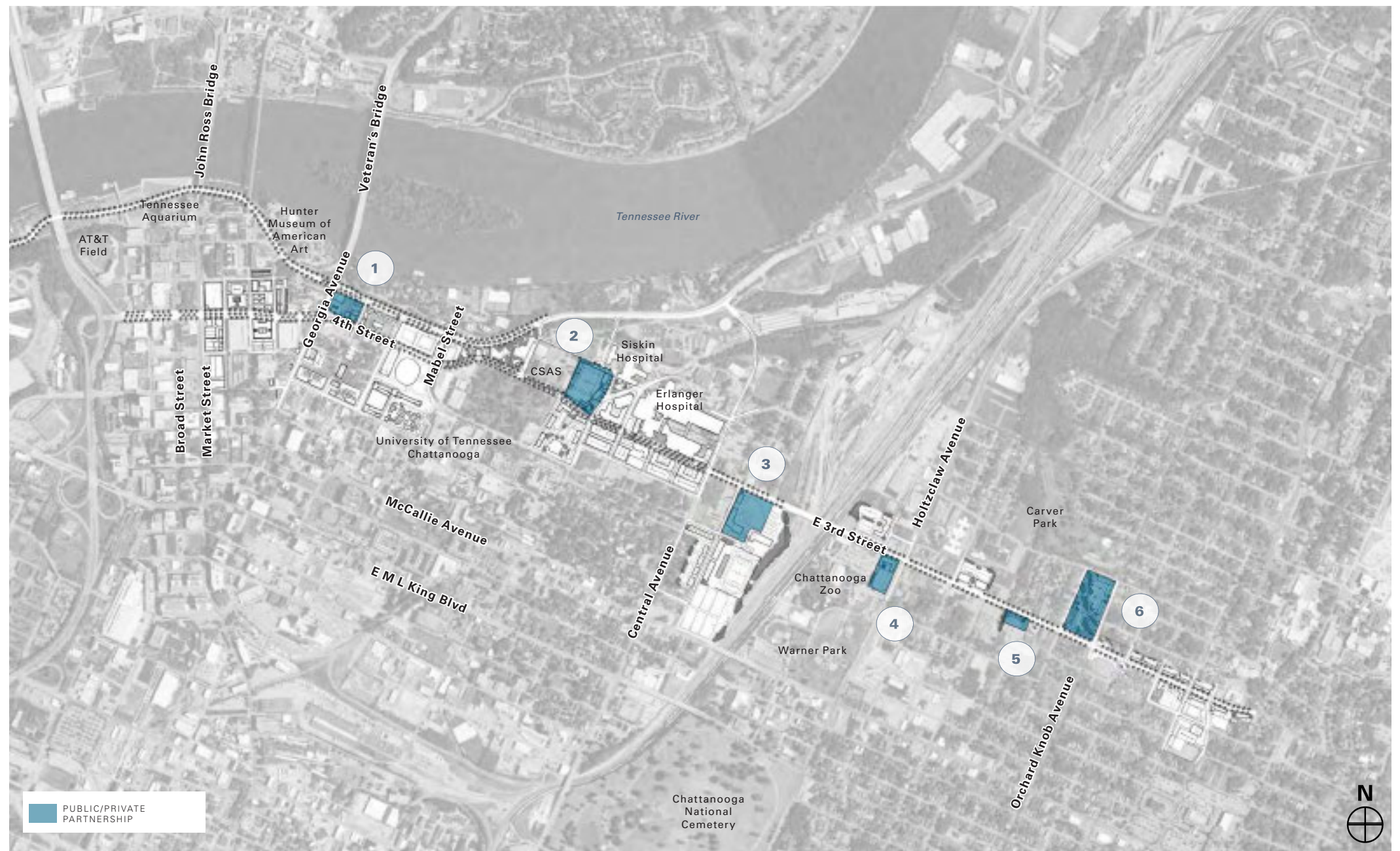


Private investment strategies for study area

Public and Private Joint Partnership Investment

Some opportunities require both public and private sectors to work together in a collaboration. Public foundations and cities typically have long-term goals, whereas the private sector considers a shorter horizon. Together, this partnership can take advantage of a more diverse set of financial and logistical tools to create unique ventures that benefit both private and public interests.

- 1 University retail and housing
- 2 CSAS athletic facilities, parking garage, and medical office
- 3 Historic Engel Stadium and museum center
- 4 Mixed-use, transit-oriented development with commuter garage
- 5 Affordable housing
- 6 Mixed-income apartments



Public and private joint partnership investment strategies for study area