



PLAN CHATTANOOGA

shaping quality places together






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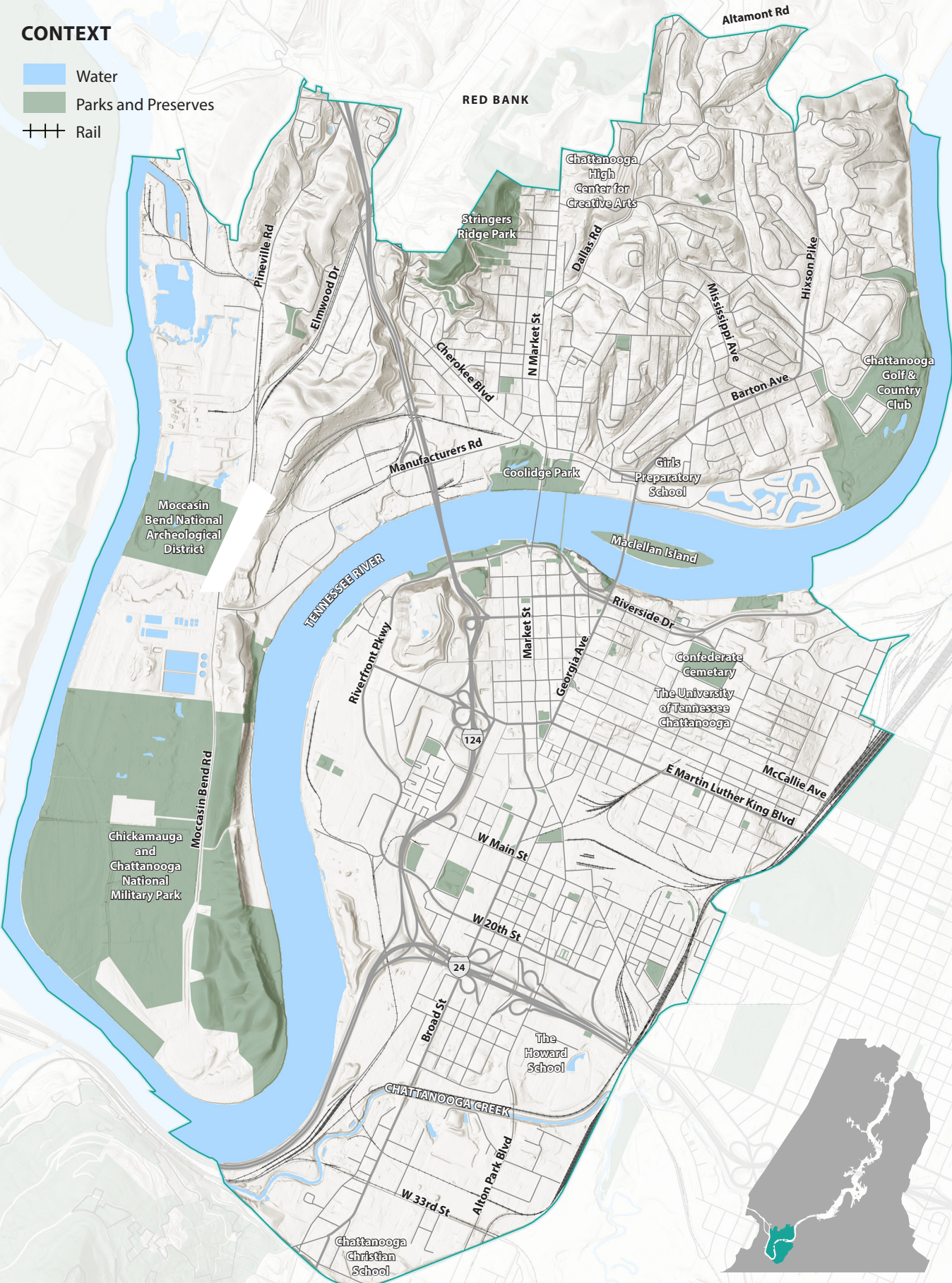
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DOWNTOWN / NORTH SHORE AREA PLAN



CONTEXT

-  Water
-  Parks and Preserves
-  Rail



AREA OVERVIEW

Area 1 includes Chattanooga's downtown and surrounding neighborhoods and districts on both sides of the Tennessee River. The area covers nearly 15 square miles and includes the full range of "place types" that exist in the city from town centers, to urban and suburban neighborhoods, to special districts and natural areas.

Downtown Chattanooga has an immense history and a continued important economic role in the county and region. The key industries and organizations that have driven growth in Chattanooga for the last 50 years are still key to its future including Tennessee Valley Authority (TVA), Blue Cross Blue Shield, University of Tennessee (UTC) Chattanooga, Unum and many former manufacturing sites. Tourism from area attractions including the Tennessee river and the Aquarium are important assets. The Tennessee Department of Transportation (TDOT) is a key partner managing all major points of access into the core of Chattanooga. The Chattanooga Department of Planning as the federally designated Metropolitan Planning Organization (MPO) and Regional Planning Agency (RPA) under state law seeks to coordinate partner agencies with the goal to manage growth in the downtown Chattanooga area.

Downtown has had dozens of plans over the past 30 years, which have each focused on a portion of the area. There has been a strong track record of community engagement and implementation of these plans. In fact, the success of the city's efforts to reimagine and revitalize its waterfront including creating the Tennessee Riverwalk, AT&T Field, the Tennessee Aquarium, and Coolidge Park have served as examples of the benefit of strong planning. This success should continue, but moreover, it should spread to all areas of Chattanooga.

This chapter seeks to build upon and stitch together the ideas in past plans to create a cohesive direction for future development, infrastructure, and open space in the Downtown and North Shore area.

View of the Downtown Riverfront from the North Shore at Coolidge Park.

Source: Shutterstock

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History

The City of Chattanooga has a rich history dating back thousands of years. From Native Americans to famous Civil War battles, history preserved in the downtown Chattanooga area is prevalent throughout. For example, there was once an active streetcar system throughout downtown. The system was constructed in 1899 and ran until the 1930s. Also, the popular Tennessee Aquarium was opened in 1992 after years of riverfront neglect.

“Camp Contraband”- North Shore’s Hill City

Chattanooga’s North Shore is home to bustling shops, restaurants, parks, and more, but its history is often overlooked. According to Chris Barr at the *“Chattanooga Times Free Press”*, at the end of the Civil War, the Union’s victory led to freedom for enslaved African Americans in the Chattanooga area. Newly freed, they began to find life in the city, and many set up an encampment along the north side of the Tennessee River in the downtown area. This encampment was originally known as “Camp Contraband”, its name deriving from the Confiscation Act of 1861. The freed African Americans worked hard to live among the rest of society, and, during Reconstruction, the area developed into a stable environment for living, working, and thriving. The area then became known as “Hill City”, and the western side of Market Street in the North Shore is still referred to as such. Today, the North Shore has become a popular area for tourists and locals alike.

Walnut Street Bridge

The Walnut Street bridge, constructed in 1890, was the first non-military highway bridge constructed across the Tennessee River. Made of wrought iron and steel, the bridge connected downtown with the North Shore, making it more accessible for everyday citizens to travel throughout the city. The bridge allowed for vehicle use for 87 years until the bridge was

closed in 1978 due to its road being too narrow for vehicle traffic and maintenance costs.

Thankfully, a community campaign saved the bridge from being demolished, and it was deemed a historic landmark. The Walnut Street bridge was restored thanks to community funding and a U.S. Department of Transportation grant. In 1993, it reopened to the public as a pedestrian bridge and is now a prominent landmark and attraction of downtown Chattanooga.

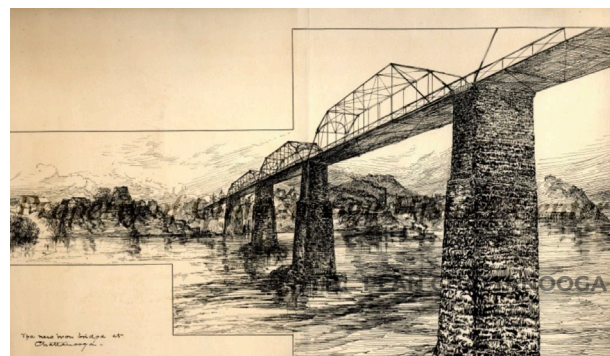
Moccasin Bend and the Trail of Tears

Moccasin Bend is known as the United States’ first and only National Archaeological District and is home to thousands of years of rich history. Located along the western edge of Area 1, its name derives from its moccasin shape carved out by the Tennessee River. Human inhabitants on the bend date as far back as the Paleo-Indian Period in 10,000 B.C.E. Over centuries, Moccasin Bend was used for its rich resources and access to the river.

In the late 1830s, Moccasin Bend became a key path in the removal of the indigenous Cherokee tribe from Chattanooga and the Ross’s Landing deportation camp during the Trail of Tears. Many tribes were forced out on boats along the river, though it is believed that some may have crossed via land on the neck of the Bend. The Bend was also a Union supply line site during the Civil War, known as a “cracker line”. Because of its significant history, Moccasin Bend is now managed by the National Park Service and is home to public nature trails as well as the Moccasin Bend Mental Health Institute.

Historic Walnut Street bridge.

Source: www.soldoncompass.com



Original downtown roads and effects of the flood of 1867

Because of Downtown's location near the river, prevention of flooding has been a prominent part of Chattanooga's history. In its early days, Chattanooga was frequently faced with flooding, the biggest of such occurring in 1867. This flood caused significant damage to many downtown buildings and destroyed the city's military bridge. One preventative measure the people of Chattanooga took after this flood was to raise the streets, some argue a whole floor higher. Some historians say that dirt near the downtown courthouse, on Georgia Avenue, was used to raise these streets. Although nowhere near as extensive as Underground Atlanta, some areas—such as 7th Street and Broad Street—were raised, with the previous storefronts and windows left to history. Some current Chattanooga residents may remember the underground connection for a downtown department store that was located on both sides of Broad Street.

Chattanooga Choo Choo

Downtown's "Chattanooga Choo Choo" was once called the Terminal Station and was a key factor in the growth of the railroad industry at the time. Completed in 1909, the Terminal Station was built as a passenger terminal in an effort to reduce crowding on the rail system. Terminal Station connected Nashville to Atlanta, and therefore saw a plethora of business; at its peak, as many as fifty passenger trains could be seen traveling through on a given day. Many prominent historical figures, such as President Theodore Roosevelt, traveled through the station, and the livelihood of the city was transformed. However, in 1970, the last train rolled through the station, and the railway was no longer in use. Only three years later, the station was reopened as the Chattanooga Choo Choo, and became home to a bustling hotel and entertainment hub.



Chattanooga Choo Choo "Terminal Station."

Source: NPS

Cameron Hill and the Construction of Interstate-24

Cameron Hill was once a bustling community in Chattanooga, with many Civil War-Era antebellum homes, as well as easy access to Market Street and the river. During the 1950s, Chattanooga was competing for economic development opportunities and wanted to ensure the new Interstate-24 would pass through the city. To make this happen, the city demolished all the homes and businesses in the Westside—which were primarily African-American—and removed dirt from Cameron Hill to lower its elevation 150 feet.

Cameron Hill after the top was cleared for urban development starting in the late 1950s.

Source: ChattanoogaHistory.com



Past Plans

The following plans and studies are relatively recent and contain useful analysis and recommendations to supplement Plan Chattanooga.

ONE Riverfront Chattanooga, 2022

Lead by the River City Company, this plan builds on the success of the last 30 years to re-energize the Riverfront District. It addresses aging infrastructure, urban design, and programming to improve the balance between visitor and local use. The process engaged over 2,000 residents and other stakeholders. It's design and programmatic recommendations were organized around eight strategies:

- » Humanize the Parks
- » Come Together at the River
- » Build Inclusively
- » Establish the Riverfront Front Door
- » Create a Civic Campus
- » Boldly Connect Downtown
- » Refresh the Riverwalk
- » Get Your Feet Wet

Westside Evolves and One Westside 2021-2024

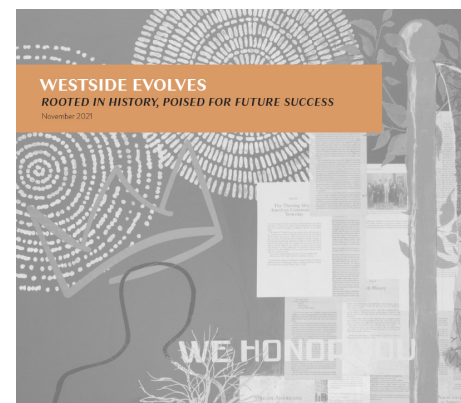
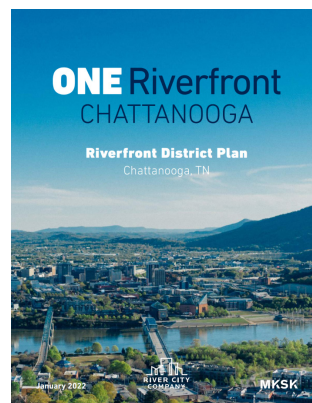
In 2020, the Chattanooga Design Studio partnered with the City and the Chattanooga Housing Authority to create the Westside Evolves Plan. The plan is intended to encourage and guide development in the historic Westside neighborhood of Downtown, which is home to one of the City's first public housing developments. It outlines a 10-year roadmap for equitable, sustainable, and holistic revitalization of the community.

In 2023, Hamilton County and the City formed a partnership called One Westside to implement a unified vision that includes the Westside Evolves Plan with the Bend, a 120 acre redevelopment between the Westside neighborhood and

the river. The Bend broke ground in April of 2024 as an adaptive reuse project. The effort included the creation of a new TIF district to create and capture new tax revenue emerging from the redevelopment of brownfields to fuel public services, infrastructure, education, and affordable housing.

South Broad District Study, 2018

In 2017, the Chattanooga Design Studio began a planning study of the South Broad District, which includes more than 400 acres just south of Downtown Chattanooga. The study area included the U.S. Pipe and Wheland Foundry site, S. Broad Street, Southside Gardens, Market Street, and the area around The Howard School. The purpose of the study was to develop a realistic, long term vision for the revitalization of the district. This vision was developed through a public-participatory planning process that involved hundreds of people during the summer and fall of 2017.



North Shore Public Spaces Design Report, 2016

This plan sought to establish a gateway corridor to the Moccasin Bend National Park. The planning process included an analysis of four proposed gateways to the area including Manufacturers Road / Hamm Road, the riverwalk extension, a new north-south connecting road, and Manufacturers Park. Recommendations included creating an enjoyable and attractive multi-modal travel experience to and from the National Park, enhance the North Shore's appeal, reveal the history of the Gateway Corridor, and promote environmental sustainability throughout the area.

Gateway to Moccasin Bend and Stringer's Ridge, 2012

The purpose of the Plan was to provide recommendations for travel corridors to a proposed Visitors Center for the Moccasin Bend National Archaeological District. The planning process strove to understand the conditions of the project area, establish objectives and needs, and developed recommendations. Recommendations for this project included improving connectivity between the proposed Visitors Center with Stringer's Ridge Park, additions of green streets, green infrastructure such as bio-swales for aesthetics and erosion control, and the addition of public art.

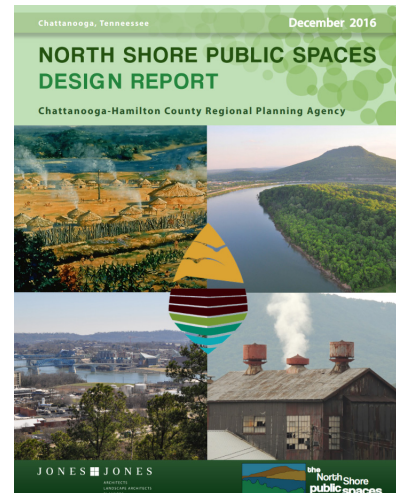
SUNSETTING PAST PLANS

Each time a new area plan is adopted, it replaces the older neighborhood plans that cover the same geographic area. In some cases, the boundaries of the older neighborhood plans do not exactly align with the boundaries of the new area plan. In those instances, only the portions of the old neighborhood plan that lie within the new area plan boundaries are considered sunsetted.

Those "sunsetted" plans include:

- » MLK Community Plan, 2009
- » North Shore Plan, 2007
- » The Chattanooga Downtown Plan, 2006
- » South Broad Plan, 2003

The goals, policies, and recommendations found in these older plans were reviewed during the Plan Chattanooga process.



Future Plans

Area plans could suggest that further studies, or more detailed redevelopment plans, may be needed for specific sites. In the future, as each of those more specific plans are completed, they may also be adopted by the Chattanooga City Council and become an amendment to this overarching area plan chapter.

PROFILE OF AREA CONDITIONS

Demographics

2021 Estimates*

Population

Area 11
26,455

City of Chattanooga
14.6%
of the city's population

Households with one or more people under age 18

20.3%

24%

Single person households

51.5%

40%

Median age

35.3

36.7

Population over age 25 with a Bachelor's degree or higher

50%

32%

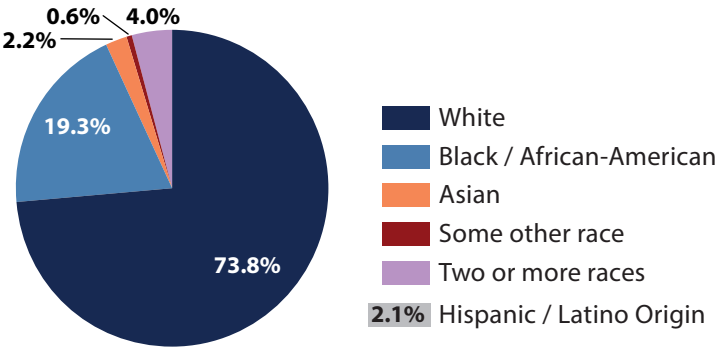
Median household income

\$66,063

\$50,437

Over 73% of residents in Area 1 identify as White.

ETHNICITY/RACE IN AREA 1



Source: 2021 American Community Survey (ACS) 5-Year Estimates by Census Blocks

Existing conditions and development trends

EXISTING LAND USE

-  Mixed Use
-  Utility
-  Industrial
-  Transportation
-  Commercial/Office
-  Institutional
-  Multi-family
-  Single-family
-  Park/Open Space
-  Agriculture
-  Vacant



Source: Chattanooga-Hamilton County RPA



Aerial view of North Shore and the Tennessee River.

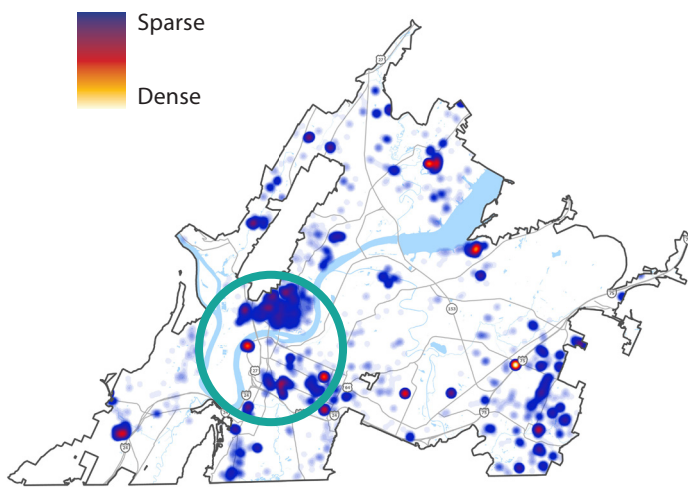
Source: Google Earth



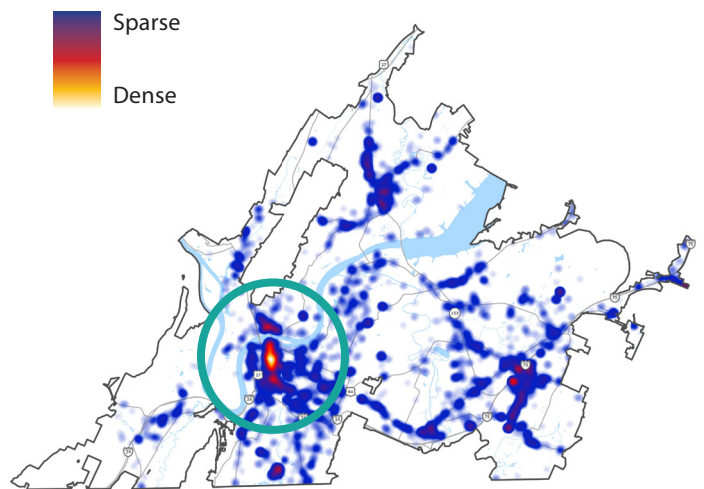
Street view of Downtown from E 7th Street and Market Street. Source: Google Earth

Downtown has been one of the fastest developing areas of the city over the last 10 years, experiencing the highest density of commercial and industrial development in the city. North Shore has been seeing the largest concentrations of new residential development in the city including new single family and multi family buildings, redevelopment within established neighborhoods, and renovations. There is significant trend of industrially-zoned land being rezoned for redevelopment to mixed-use, commercial, or residential within Area 1, mostly along the riverfront.

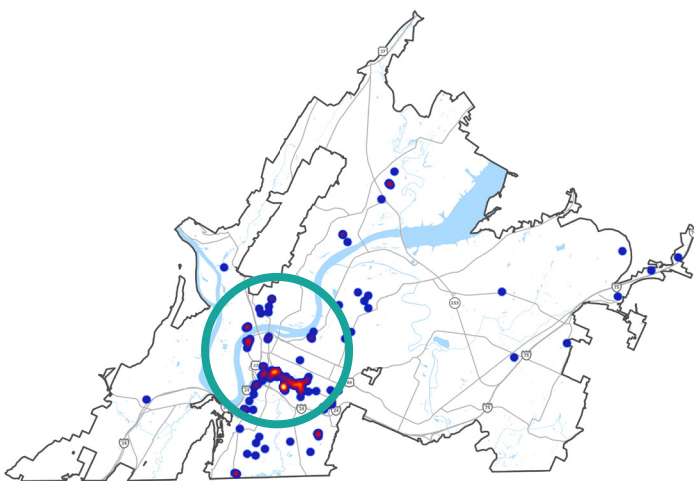
RESIDENTIAL BUILDING PERMITS FOR NEW CONSTRUCTION 2013-2022



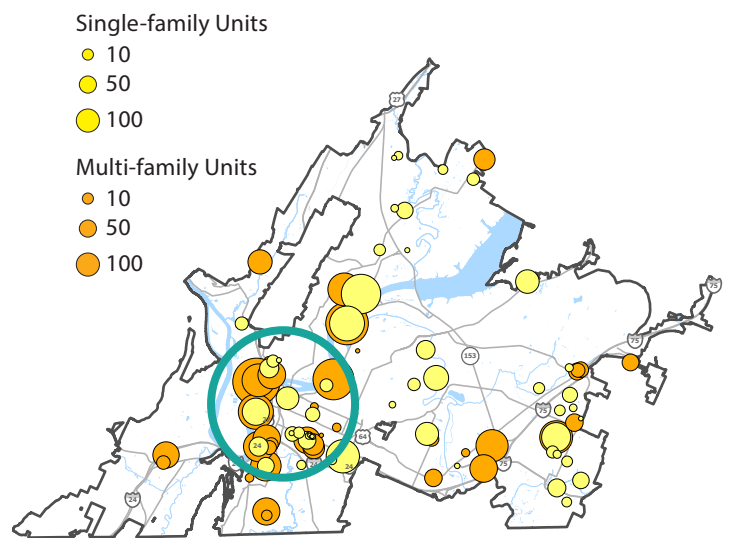
COMMERCIAL AND INDUSTRIAL BUILDING PERMITS 2013-2022



REZONING CASES FROM INDUSTRIAL/ MANUFACTURING TO OTHER ZONE 2013-2023



RESIDENTIAL PIPELINE PROJECTS 2022-MARCH 2023



Source for all maps: Chattanooga-Hamilton County RPA

The Parks and Greenways of Area 1 are some of the most beloved in the city. Ross’s Landing, on the northern riverfront of Downtown, features an amphitheater, pier, playground, marina, and a walkway along the Tennessee River. The Tennessee Riverwalk runs along the river throughout the length of downtown’s riverfront. North Shore’s Coolidge Park, also along the Tennessee River, features walking paths, a splash pad, and a carousel.



Ross’s Landing.

Source: Visit Chattanooga



Coolidge Park.

Source: T.U. Parks

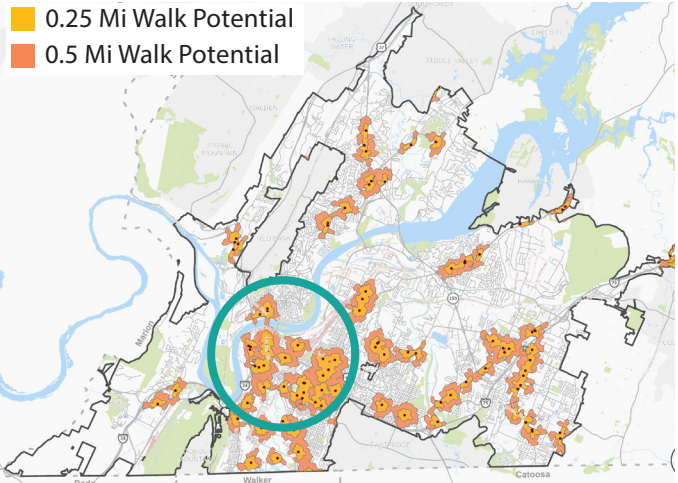
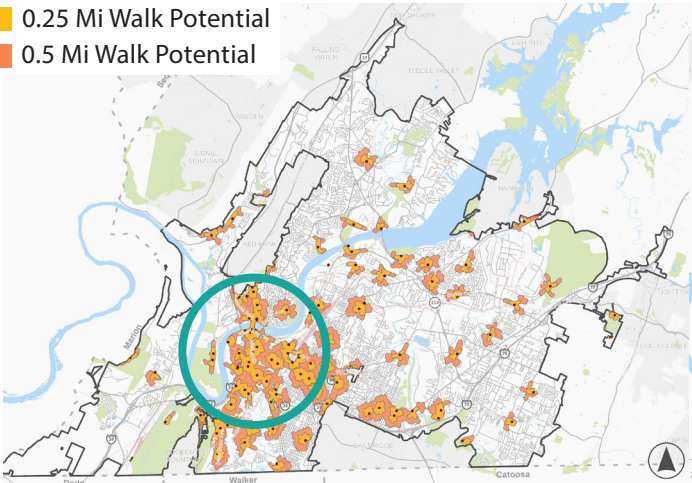
Downtown has high walk potential to community resources like grocery stores, public schools, parks, and trailheads. Some areas of North Shore have walkable access to grocery stores, schools, and trailheads, but others are outside of walking range. This analysis is based on connectivity of streets, but does not reflect the condition of sidewalks.

PARKS/TRAILHEADS WALK POTENTIAL

GROCERY STORES WALK POTENTIAL

- 0.25 Mi Walk Potential
- 0.5 Mi Walk Potential

- 0.25 Mi Walk Potential
- 0.5 Mi Walk Potential



Source for all maps: Chattanooga-Hamilton County RPA

COMMUNITY INPUT

As described in the Introduction to Plan Chattanooga, there were multiple rounds of community input with different opportunities for public participation. In each round, participants provided input related to their area of the city. The following summary highlights themes from all input related to Area 1: Downtown and North Shore.

Topics most mentioned in Area 1

When asked to prioritize topics of importance, Area 1 participants most often mentioned:

(In order of most frequently mentioned)

- » **Housing:** Concern about lack of affordable housing
- » **Land Use:** Concern about the pace of development, adverse impacts of density or the character of development, concern about lack of predictability or adherence to past plans
- » **Economy / Equity:** Concern that not everyone has benefited from growth, there are few opportunities for low skill workers, and wages lag behind other regions.
- » **Transportation:** Concern about lack of sidewalks in many areas, safety issues, and inadequate transit service
- » **Parks and Greenways:** Concern about creation of new parks not being aligned with new development.

Full results from all survey questions are contained in the Appendix.

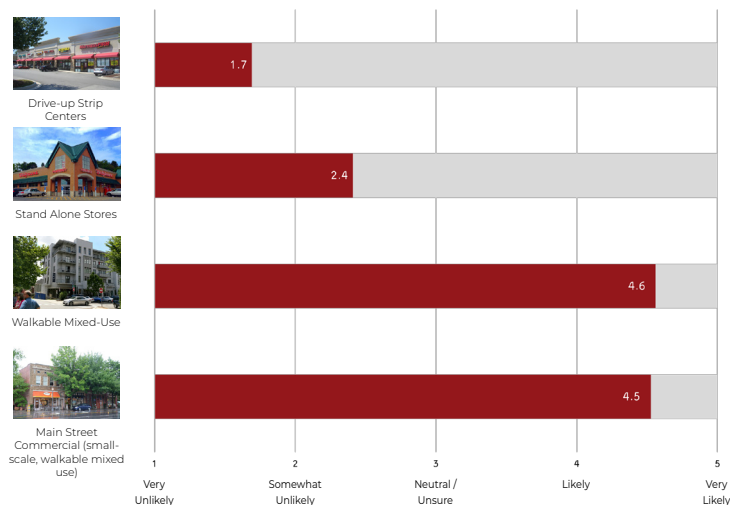
Support for potential solutions

The Choices Survey asked participants about specific policies, features, or preferences related to Commercial Centers and Corridors, Housing, Transportation, and Parks and Natural Systems. Related to each of these topics, participants from Area 1 were likely to:

Centers and Corridors

- » Strongly prefer walkable mixed-use and main street commercial development over drive-up strip centers and stand-alone stores
- » Indicate a high willingness to support and walk to a small commercial area within their neighborhood
- » Say that appearance and quality of development is very important

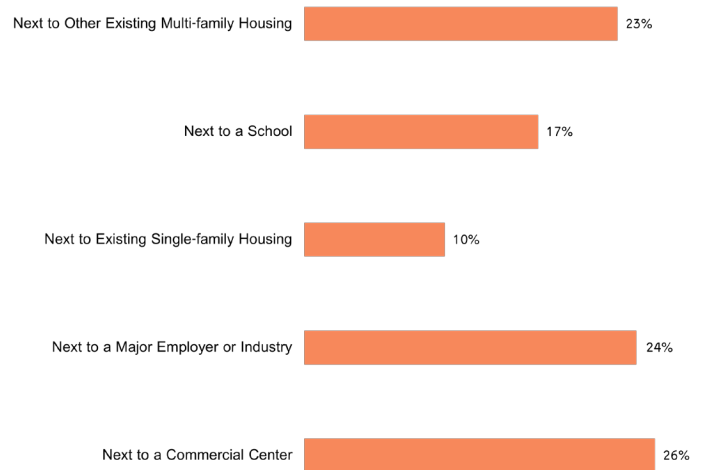
How likely would you be to support the following types of commercial development as existing commercial corridors or centers are redeveloped? (Average response)



Neighborhoods and Housing

- » Support small-lot single family homes within an existing neighborhood
- » Support other housing types within a neighborhood that were smaller scale than multi-family buildings.
- » Support more medium or mixed-density housing next to major employers or industry, a commercial center, and other existing multi-family housing.
- » Say that important neighborhood design features were:
 - » Including parks, schools or other community uses in a neighborhood
 - » Design of the streetscape (including street trees, lighting, and sidewalks)
 - » Design quality of housing
 - » Pedestrian connection to nearby commercial areas; and
 - » Bike and trail connections to adjacent neighborhoods

Where in your area would you support seeing more medium or mixed-density housing?
(percentage based on total respondents)



Transportation

- » Support the prioritization of funds for improving pedestrian elements such as sidewalks, crosswalks, as well as bike lanes.
- » Support a variety of approaches to addressing traffic congestion, some of which include:
 - » adding sidewalks to make walking an option
 - » more mixed use, walkable development that could reduce vehicle trips
 - » new greenway connections between destinations
 - » traffic signal and intersection changes
 - » add new bike lanes
 - » make transit service more comfortable and convenient
- » Support new multi-family housing clustered within or adjacent to commercial areas to make transportation choices such as walking, biking, and transit more feasible.
- » Indicate high interest in having the option to walk or bike between schools, employment, commercial areas and recreational areas

Parks and Open Space

- » Support greenways for pedestrians and cyclists, particularly connecting to neighborhoods and parks.
- » Say that trees, natural features, trails, and walking paths in parks are important
- » Support policies that limit impacts of development on the area's natural systems, such as protecting the existing canopy and working with non-profit or community groups to purchase land for natural preservation.

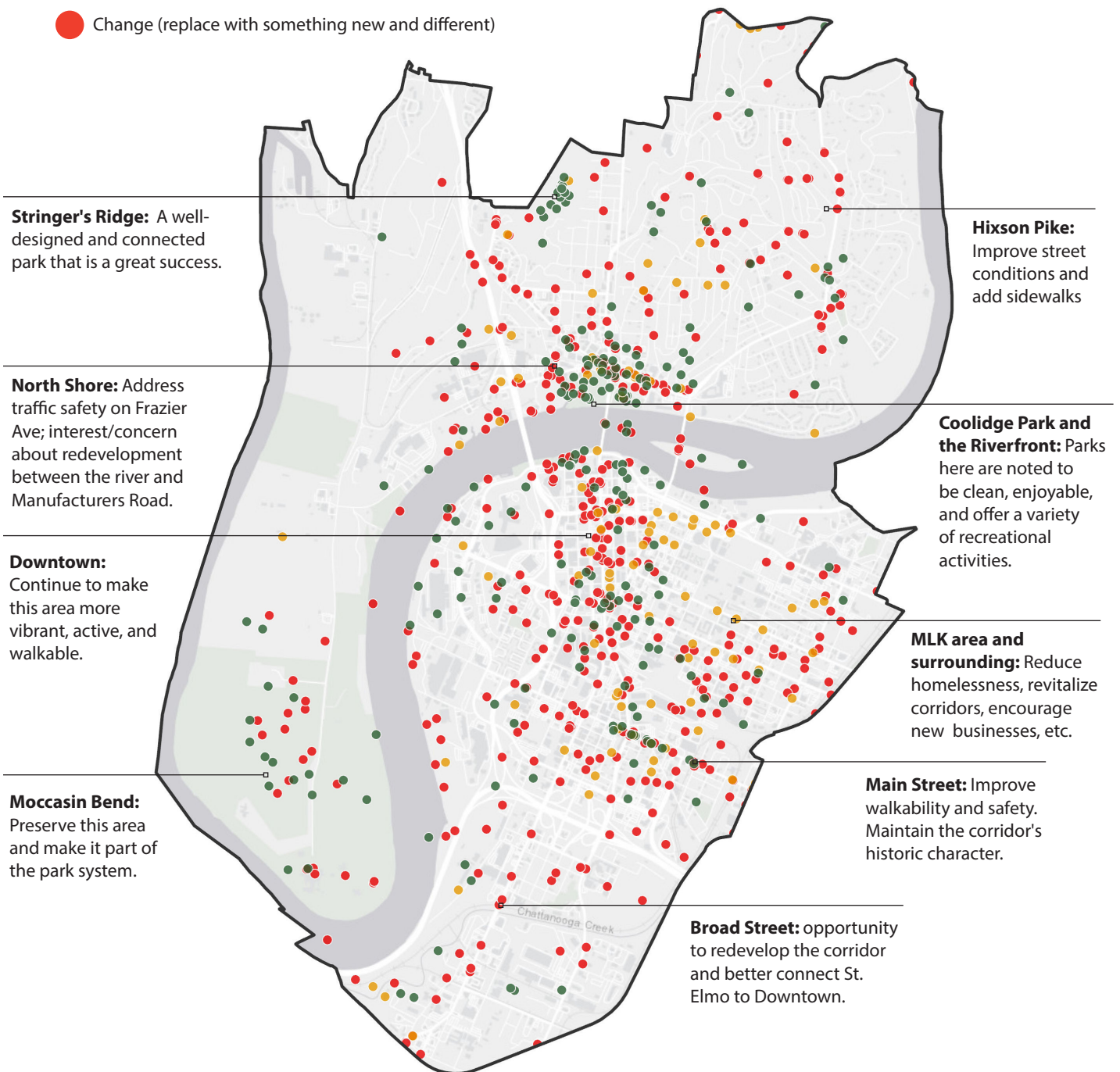
Full results from all survey questions are contained in the Appendix.

Places to protect, grow, or change

Through mapping activities, participants identified specific locations to protect, grow, or change. Participants chose one of three categories to tag their comment on a map. The map below shows the location of each comment in Area 1 and identifies notable clusters of comments. Themes from these activities sorted into the four topics in the Choices Survey are listed on the following page.

These categories were defined as:

- Protect (don't change what's there)
- Grow (continue, strengthen, or copy what's there)
- Change (replace with something new and different)



Themes from public comments about places to "protect, grow, or change"

Centers and Corridors

- » Redevelop surface parking areas within the downtown core, particularly those that exist along downtown streets.
- » Revitalize commercial corridors such as East MLK Blvd with mixed-use spaces, and buildings that interact with the street.
- » Protect Main Street's historic character and charm.

Full results from all survey questions are contained in the Appendix.

Neighborhoods and Housing

- » Revitalize housing and create new diverse and affordable housing to meet workforce needs including small medium density types like apartments and townhomes. Suggestions for repurposing small downtown buildings, and the conversion of underutilized industrial areas into residential spaces.

Transportation

- » Improve traffic safety and pedestrian-friendly transportation. Suggestions include creating walking and cycling paths, installing traffic signals and crosswalks, and slowing down vehicle traffic along Frazier Ave.
- » Improve transportation options with specific suggestions for adding a CARTA transit connection from Frazier, up Tremont, to Riverview district, back to Downtown.
- » Improve pedestrian friendliness in Downtown and North Shore areas.

Parks and Open Space

- » Coolidge Park, Riverwalk, Ross Landing public, and Stringer's Ridge are noted by participants as great examples of parks in the city that should be maintained and replicated.
- » Continue development of Riverwalk, creating elevated pedestrian crosswalks, and making riverfront areas more like North Shore.

CENTERS AND CORRIDORS

As described in the Citywide Framework chapter, all area plans in Hamilton County apply a “Centers and Corridors Approach.” Centers are compact and walkable places, with a network of connected streets and sidewalks, and multi-story buildings and shops that front directly onto the sidewalks. They come in different types and sizes. Corridors connect multiple neighborhoods and extend to other parts of the city or county. They often contain a mix of commercial, industrial, and residential uses. Some sections of these corridors are experiencing decline and have a high rate of commercial business turnover. These locations therefore provide an opportunity for new multi-family housing, which provides more housing options, supports more frequent transit service, and provides the population density to support retail businesses.

See the Centers and Corridors Map on the following page.

PLACE TYPES

Place Types are used to help people visualize the various forms that development can take. They describe land use and the desired community character within each of the Area Plans at a more specific block or parcel level. General definitions of each place type are provided in the Citywide Framework chapter.

The Place Type maps depict the intended future condition for an area. In some cases the map reinforces what is in an area today. In other cases, the place type would encourage an area to change in the future. In either case, the place type map is a tool to guide future decisions about development and zoning. The Place Type map does not require or guarantee changes to the zoning of any property today.

See the Place Type Map following the Centers and Corridors Map.

These Centers are identified in the Downtown and North Shore Area. They include the following general locations and specific intersections:

TOWN CENTERS

- » Downtown and North Shore

VILLAGE CENTERS

- » Hixson Pike and Tremont Street

NEIGHBORHOOD NODES

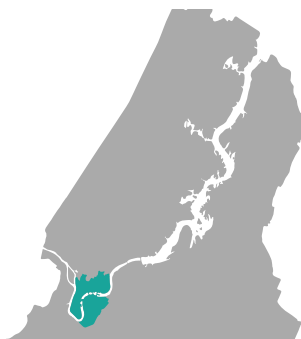
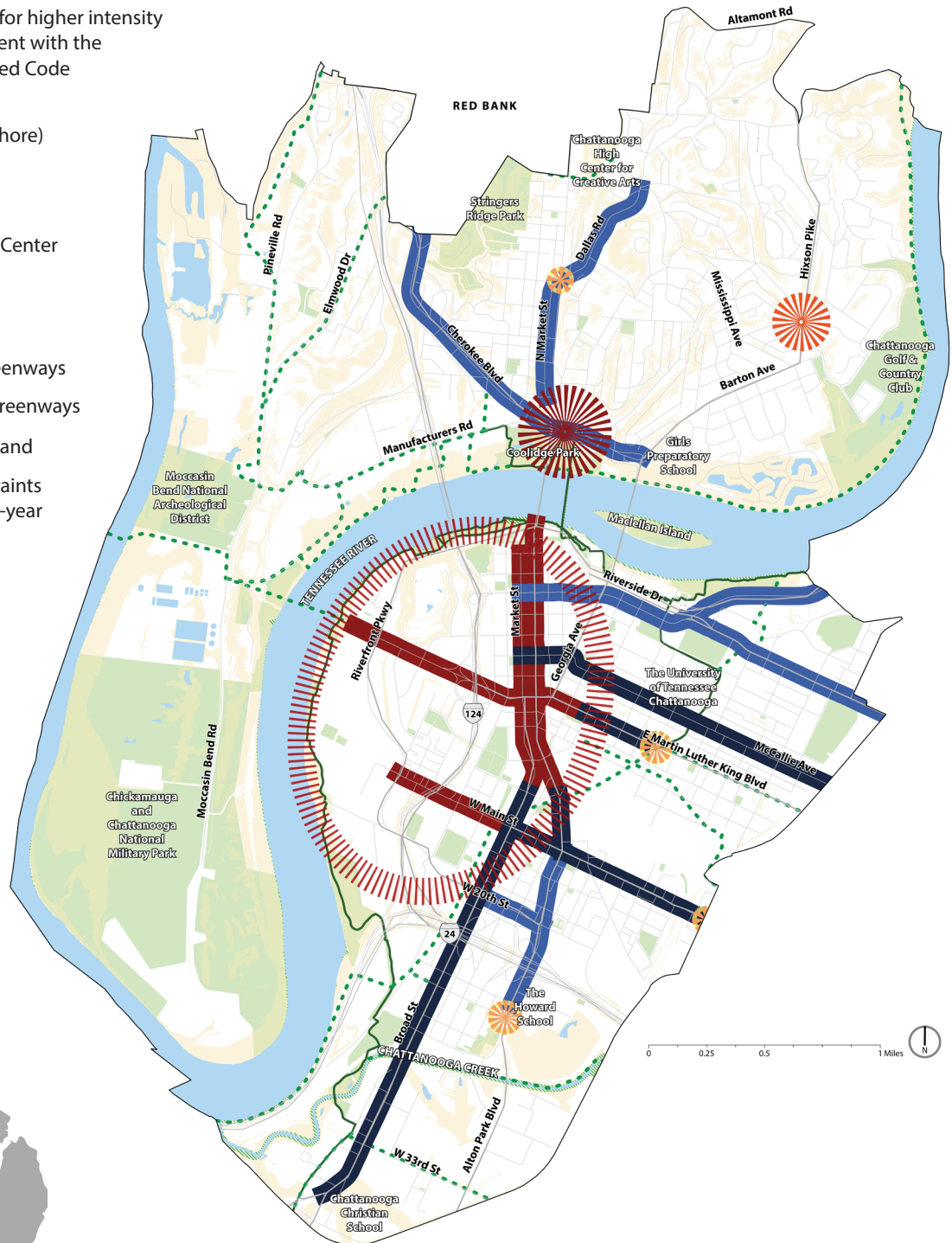
- » Market Street and E 25th Street
- » Martin Luther King Boulevard near University Street
- » N Market Street and W Peak Street

The Place Type Map is used to inform future changes to the city's Zoning Map or development standards. However it does not require or guarantee changes. The zoning code and map are city laws that regulate what can be built where.

CENTERS AND CORRIDORS


















-  Downtown
-  Indicated corridors within the Downtown Core are appropriate for higher intensity development consistent with the Downtown Corm Based Code
-  Town Center (North Shore)
-  Village Center
-  Neighborhood Node/Center
-  Transit Corridor
-  Mixed Use Corridor
-  Existing Trails and Greenways
-  Proposed Trails and Greenways
-  Parks and Preserved Land
-  Environmental Constraints (steep slopes and 100-year floodplain)

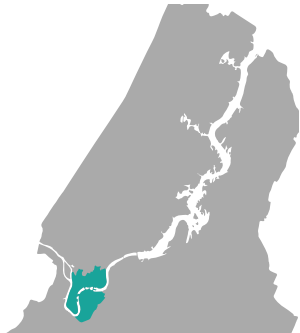
This map is illustrative and shows general scale and location of centers. The Place Type map provides details related to future development of the center.



Proposed Trails and Greenways are based on the recent Parks and Outdoors Plan (POP). They reflect a wide range of feasibility and priority. Some routes are conceptual and long-term, while other routes may be funded for implementation in the near term.

PLACE TYPES

-  Suburban Residential (SR)
-  Mixed Residential (MR)
-  Urban Residential (UR)
-  Mixed-Use Corridor (MC)
-  Transit Corridor (TRC)
-  Neighborhood Node (NN)
-  Village Center (VC)
-  Town Center (TC)
-  Downtown (DT)
-  Preserve (PR)
-  Campus (CA)
-  Maker District (MD)
-  Industrial (IN)
-  Regional Facilities (RF)
-  Natural Resources Overlay
-  Floodway
-  Rail



For an overview of the Place Type Map and definitions of each Place Type, see the Citywide Framework chapter.

BIG IDEAS FOR PLACEMAKING

The following ideas summarize the direction for future development Downtown and North Shore. These ideas are described on the following pages.

1. Continue to implement the visions for Plan Chattanooga, South Broad District, One Riverfront Chattanooga, and other plans.
2. Transition industrial land along the Downtown riverfront to Mixed-Use or Maker District, while preserving industrial uses along rail and highway infrastructure.
3. Evolve commercial streets in Downtown, North Shore Town Center, and other centers to fill in surface parking with buildings that better frame streets, and provide improved pedestrian facilities.
4. Expand housing options in the area by between 500 to 1,000 units per year.
5. Protect existing affordable housing stock that contributes to neighborhood character.
6. Protect the character of historic urban neighborhoods.
7. Improve the efficiency of the transportation network through infrastructure and programs that broaden the modal options.
8. Create a transit center in Downtown.
9. Invest in neighborhood and signature parks and trail connections between parks and neighborhoods.
10. Re-green the city.

SUPPORTING OBJECTIVES AND ACTIONS

1. Continue to implement the visions for Plan Chattanooga, South Broad District, One Riverfront Chattanooga, and other plans.

1:1.1 Reinforce Broad Street as a primary connection into and through Downtown. Redevelopment of the Broad Street corridor within the South Broad District should incorporate the expectation of future transit through transit-supportive density and design of the street to support bus rapid transit (BRT). Rezone properties within, and adjacent to, this corridor to allow higher density, multi-family housing that supports transit, commercial businesses, and provides more affordable housing options. Establish incentives, such as density bonuses, to convert underutilized commercial properties to multi-family housing.

The focus area section of this chapter includes additional detail about the vision for the South Broad District and the evolution of its land uses and mobility options.

1:1.2 Undertake additional district design plans for portions of Area 1. Future small area or district plans, including the Civic District Plan that was underway during the Plan Chattanooga process, should build upon the broad objectives in this Area 1 plan. Future detailed plans are anticipated to provide more detail to the Downtown Place Type, describe more nuanced building design qualities and intensities for various corridors in Downtown, address parking, circulation, and pedestrian connectivity, and inform an update to the Form Based Code.

1:1.3 Assess and undertake an update to the Downtown Form Based Code (FBC) district area. Review FBC as a tool to implement Plan Chattanooga and other City and partners' planning efforts. Provide guidance on change of context area and adding new context areas with an overall assessment of the Form-based Code as the implementation tool for physical development of Downtown and the North Shore. This project should include a reevaluation of maximum building heights throughout the Form-based Code Contexts.

2. Transition industrial land along the Downtown riverfront to Mixed-Use Center or Maker District, while preserving industrial uses along rail and highway infrastructure.

The city is seeing a market trend where industrial areas are being converted to residential and mixed-use developments. This is evident by the recent rezoning of the "Bend" on Riverside Dr, 702 on Manufacturer's Rd, and 1521 & 1497 Riverside Dr near the Boathouse restaurant. These rezoning requests demonstrate the need for additional housing in our community and the value of mixed-use development on vacant, former industrial sites. Given the proximity to the Tennessee River and Riverwalk, land values, and macroeconomic shifts, there is likely to be pressure for future industrial conversions or redevelopment in this area.

The North Shore Plan, adopted in 2007, notes, “the location of Manufacturers Road next to water, rail, and highway transportation and its proximity to a rapidly-growing business district has made it an ideal location for both commercial and manufacturing development. The economics of the land value may continue to evolve future development of the land toward commercial and mixed-use interests, resulting in land use transition. Due to this, it will be important to strike a balance between respecting existing industrial uses and permitting new commercial and mixed-uses that wish to locate in this area.”

Place Type Map designates some existing industrial sites as less intense uses such as Maker District or Downtown mixed-use center. The intent is to provide guidance for more vibrant mixed-use places and recognize potential redevelopment opportunities when the current industrial activities change, relocate, or discontinue operations. Continuing industrial uses are supported in areas with transportation infrastructure (waterways, rail, or highway access).

New residential or mixed-use development near existing manufacturing areas should be considered on a case-by-case basis in order to ensure a smooth transition. New development along Manufacturers Road should improve pedestrian ways, buildings should address Manufacturers Road and the south shore, minimize and screen surface parking, and be developed as mixed-use.

3. Evolve commercial streets in Downtown, North Shore Town Center, and other centers to fill in surface parking with buildings that better frame streets, and provide improved pedestrian facilities.

1:3.1 Prioritize infill development on surface parking lots to better frame streets. Focus on infill development on corridors such as MLK Boulevard vacant sites and surface parking lots to create a safe and pleasant pedestrian environment with a more consistent and continuous street wall and a variety of active uses. Advocate to reduce parking requirements and coordinate the use of all existing parking structures to ensure efficient use of existing decks.

1:3.2 Expand programs and policies that enhance and support the development of strong centers.

- » Consider expansion of Downtown Alliance Business Improvement District (BID) south to W 20th Street, including The Bend development area.
- » Support new Tax Increment Financing (TIF) districts in the area of Montague Park, East 23rd Street, and Rossville Boulevard.
- » Support a new 501(c)(6) business association for North Shore commercial parcels and businesses to unify support and fund needed amenities.

4. Expand housing options in the area by between 500 to 1,000 units per year.

1:4.1 Align zoning with Place Type maps to increase the variety of housing options. Rezone properties within Area 1, particularly along corridors as shown on the Place Type Map, to encourage redevelopment.

1:4.2 Accommodate additional student housing. Expand University of Tennessee (UTC) student housing opportunities south of campus to E 12th Street on all available sites.

For other supporting actions see:

- » Citywide Objective 5: Develop a variety of new housing that is compatible with its context, whether within a mixed-use center, corridor, or existing neighborhood

5. Protect existing affordable housing stock that contributes to neighborhood character.

Several neighborhoods that have relatively affordable housing have been seeing that original housing stock torn down and the replaced. Often the new housing is not affordable and is out of character with the neighborhood. Significant changes in housing density should focus on corridors, while "urban neighborhoods" should allow for a mix of housing but be compatible with existing patterns. To achieve the city's housing production goal and affordability goals, the city should focus efforts on the following actions.

1:5.1 Pursue the various affordability programs and initiatives highlighted in the Economic & Community Development Department's Consolidated Plan. Assist homeowners and renters to maintain the naturally occurring stock of affordable housing in the neighborhood through both homeownership and rental support programs that prevent displacement. Where redevelopment does occur, seek to allow opportunities for long term residents to remain in the community if they choose.

1:5.2 Offer density bonuses to improve affordability in the North Shore. Given market conditions, creating new affordable/workforce housing is challenging throughout the city. A density bonus is intended to increase the profitability of a project by allowing greater density in exchange for the on-site provision of affordable housing units or other desirable amenities (e.g., public open spaces, art, landscaping, etc.). Given the relatively stronger market in North Shore, a density bonus program could successfully encourage affordable housing development in this area of the city. Density bonuses should not be applied to single-lot tear downs within neighborhoods and should be reserved for redevelopment along corridors or large residential projects that are consistent with the Place Type Map.

For other supporting actions see:

- » Citywide Objective 5: Develop a variety of new housing that is compatible with its context, whether within a mixed-use center, corridor, or existing neighborhood
- » Citywide Objective 8: Increase the number of affordable, quality rental homes
- » Citywide Objective 10: Close racial gaps in housing

6. Protect the character of historic neighborhoods

1:6.1 Evaluate the feasibility of creating new historic districts. Identify neighborhoods that qualify and could benefit from local historic district designation. Conduct outreach in each potential neighborhood to educate residents about the benefits of historic district designation and the process for establishing a historic district.

1:6.2 Utilize the upcoming Preservation Plan to identify next steps for the City's historic assets... including a vision for preservation and new or expanded preservation strategies.

7. Improve the efficiency of the transportation network through infrastructure and programs that broaden the modal options.

1:7.1 Expand agency coordination to ensure transportation needs are identified, prioritized, and funded to build and maintain needed infrastructure.

- » Develop an urban transportation simulation model to ensure all traffic, entertainment events, and new development are managed effectively.
- » Conduct a Downtown walk audit and use quick build methods to improve safety and ease of travel.

1:7.2 Support programs that encourage mobility options beyond the use of personal vehicles.

Create and maintain programs that raise awareness of and reduce the barriers to utilizing multi-modal choices. For example, consider undertaking a regular open streets program to expand biking and alternative modes for health benefits.

8. Create a transit center in Downtown.

1:8.1 Support and fund a new CARTA transit center location, if possible, on existing public land sites.

Currently, CARTA routes converge on downtown in an ad hoc fashion. A dedicated transit center provides a dedicated location for CARTA operations and for passengers to easily and comfortably transition between different modes of transportation. In the right location, a transit center could include joint development, including residential, retail and services, making it an integral part of a mixed use environment.

9. Expand new multi-use greenway corridors into Area 1 from all adjacent communities including Lookout Valley.

Identify and acquire necessary funding for land acquisition (i.e private-public partnership to redevelop trail-adjacent property) and trail construction in coordination with the priorities identified by recently formed Parks and Outdoors Plan Advisory Commission.

1:9.1 Continue and expand development of the Riverwalk. Continue implementing the planned phases of the Riverwalk as shown in the One Riverfront Plan and the City's Parks and Outdoors Plan (adopted 2023). Install access points, amenities, signage, and additional segments of trail along the Tennessee River. Ensure the Riverwalk is integrated with development and public access to the river is maximized. Route the Riverwalk along the top of the riverbank where possible.

1:9.2 Develop secondary connections to Stringer's Ridge via neighborhood streets and integrate green infrastructure into the network of connections. The primary public benefit of Stringer's Ridge Park is land on which native ecology can be protected and nurtured. Continue to protect this native ecology while providing recreational amenities for passive uses such as hiking, biking and birdwatching as outlined in the POP. Improve access to the surrounding area through additional neighborhood connections.

1:9.3 Support the expansion of the Moccasin Bend National Archeological District through trail connections, street improvements, and water access points. Moccasin Bend is a peninsula formed by a prominent bend in the Tennessee River and is directly across the river from downtown Chattanooga. The area contains nationally significant archeological sites that chronicle approximately 12,000 years of Native American history. The Trail of Tears National Historic Trail follows the route of the Brown's Ferry Road that crossed Moccasin Bend and commemorates the forced removal of the Cherokee people from their ancestral homelands. Continue to expand greenway corridors such as the Riverwalk, street improvements such as on Manufacturers Road, and water connections to improve connections with Moccasin Bend as described in past plans. This may include the development of a NPS "Visitor's Center" and additional planned land acquisition.

1:9.4 Use trail connections to create catalyst areas for redevelopment. Repurpose abandoned rail through downtown as opportunities for new trail connections. Area 1 includes many areas of inactive rail right-of-way, which presents an opportunity to expand the trail network through new shared-use paths on former railroad corridors. These existing connections could be repurposed for public use and act as a catalyst for redevelopment on adjacent underutilized sites.

For other supporting actions see:

- » Citywide Objective 19: Ensure residents in all areas of the city have access to high quality parks and greenways

10. Re-green the city

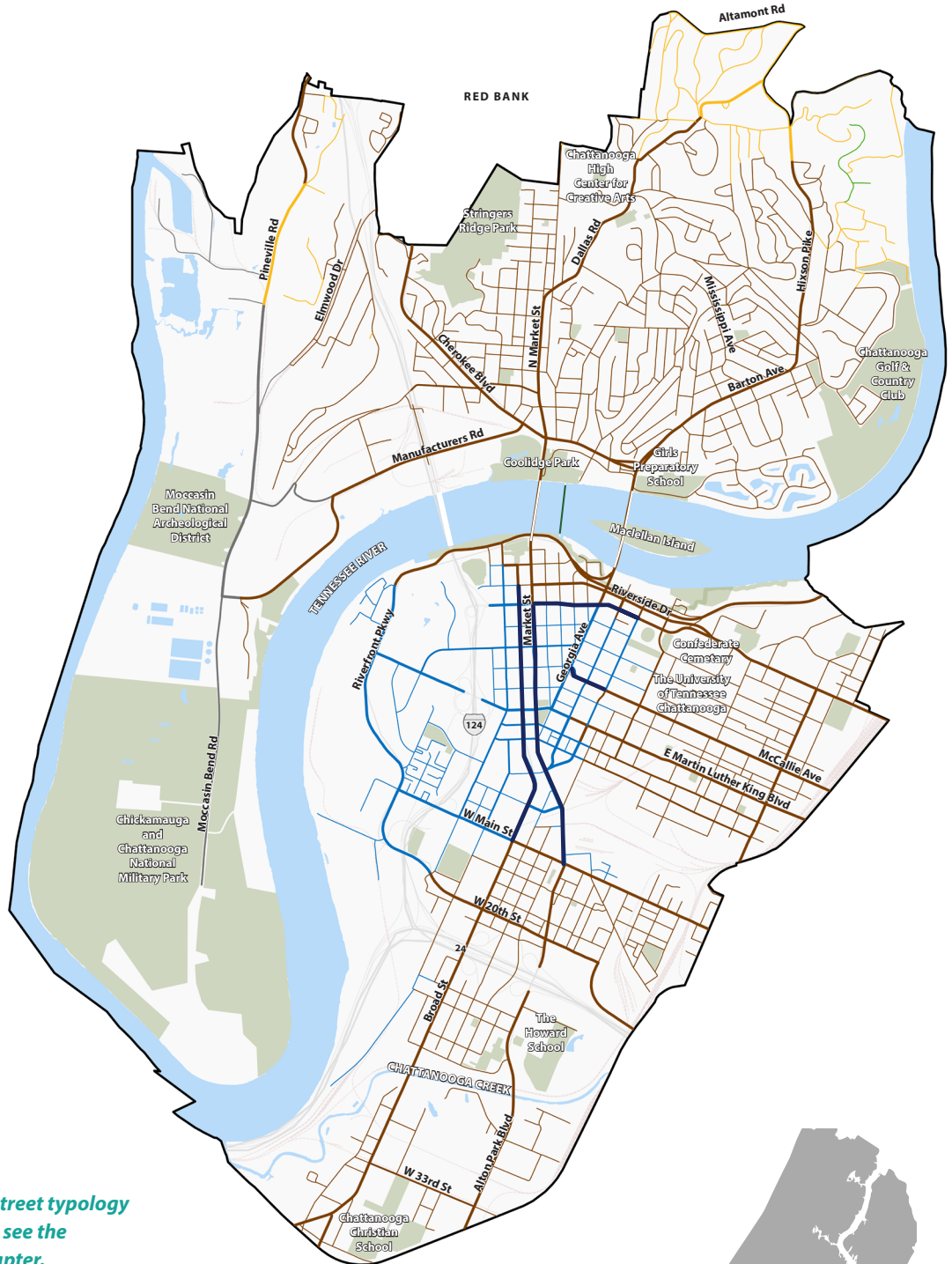
This big idea combines several citywide objectives that are important to residents of Area 1. They include:

- » Citywide Objective 15: Celebrate and protect Chattanooga's natural resources
- » Citywide Objective 17: Protect floodplains and wetlands
- » Citywide Objective 18: Protect and grow the urban tree canopy

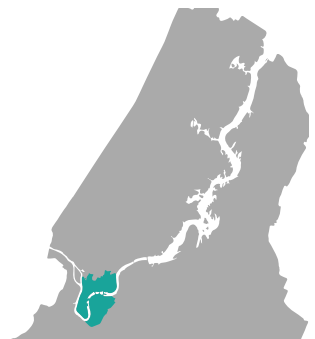
STREET TYPOLOGY MAP

Context Street Classification

- Downtown**
 - Local
 - Collector
 - Arterial
 - Transit Oriented
- Suburban**
 - Local
 - Collector
 - Arterial
- Industrial**
 - Local
 - Collector
 - Arterial
- Rural**
 - Local
 - Collector
 - Arterial
- Urban Infill**
 - Local
 - Collector
 - Arterial





For a description of the street typology and guidance for its use, see the Citywide Framework chapter.



SUPPORTING TRANSPORTATION PROJECTS


The map on the following page identifies potential transportation projects for the area and the transportation concept areas described below. This list is not prioritized and should be interpreted as a menu of projects. A description of each project follows the map.


 **Pedestrian Focus Area:** Pedestrian focus areas are areas that don't fit into a conventional transportation corridor: they are typically not linear, not long, have ambiguous boundaries, and are comprised of multiple street types. Instead, their defining characteristic is a heavy mix of destinations that carry foot traffic between them. Some of these are existing and large scale, such as the Aquarium area along Broad and Market downtown. Some of them are of smaller neighborhood intensity, perhaps only the size of a single intersection. And others do not yet exist but could become a pedestrian-focused placed with expected future development and the right investment in infrastructure.


 **Major Crossing/Intersection Enhancement:** These boxes can be project recommendations in their own right, or significant intersections or crossings contained within a broader recommendation. The boxes are not color-coded to be mode specific, so the map context and the recommendation text are the indicators of the type of improvement needed. These projects are derived from numerous considerations, from necessary safety improvements in areas that see a high rate of pedestrians and people on bikes involved in serious crashes, to infrastructure challenges like connecting a bike path over a river, moving freight over railroads, or getting people around heavily trafficked roads.


Mobility Hubs: Mobility hubs serve a confluence of mobility needs. Depending on their intended function, they could serve fixed route transit; parking (such as the CARTA South garage); microtransit; non-motorized transportation either from foot traffic, biking, or both; and the use of personal automobiles for transportation. Not only do mobility hubs serve these modes, but also facilitate connections between them. Mobility hubs can provide information on wayfinding, and how to use bike-share and transit options. They can also include comfortable waiting areas, restrooms, fare vending, retail, storage and more. Hubs are often located in commercial and residential centers where a mix of uses generates significant travel demand. For that reason, mobility hubs often overlap with larger pedestrian focus areas.

Plan Chattanooga identifies four tiers, or levels, of mobility hubs that vary based on size, modes served and amenities:

 **Level 1 Mobility Hubs:** These represent the most intense infrastructure and investment. This type of hub is in high-activity areas where all modes interact, likely in a downtown setting. The surrounding street network is well-connected, particularly for pedestrians. The footprint is larger to accommodate transit, pedestrian and bicycle, vehicle, parking, and other community facilities. Improvements should include placemaking, landscaping, and wayfinding to create a well-rounded user experience.

 **Level 2 Mobility Hubs:** These are smaller than Level 1 but still serve many modes with significant amenities. Level 2 hubs are located in moderate-to-high activity areas, such as walkable communities with multiple destinations in close proximity, such as North Shore and St. Elmo. These hubs are surrounded by a well-connected street and pedestrian network, but do not require as large of a footprint as Level 1 hubs. Most modes should be accommodated in Level 2 mobility hubs, though there may not be as many vehicle- or community-oriented facilities.


 **Level 3 Mobility Hubs:** These are more appropriate in a lower activity, neighborhood setting or in areas that are transitioning. These hubs are more oriented around pedestrians and bicyclists, also have a transit component. Level 3 hubs might be less centralized than Levels 1 or 2, with branded wayfinding and pedestrian improvements.


 **Level 4 Mobility Hubs:** These represent a modest level of investment and can be sited where a few modes interact, but the surrounding context does not warrant much infrastructure. Pedestrian and bicycle facilities are the most important pieces of these hubs, with some vehicle- and community-oriented facilities and, if applicable, a transit connection. These hubs serve to be a connection point for neighborhood residents to access bike share, car share, etc. to reach local destinations or transit stops. They can be located along commercial corridors or in shopping centers, public libraries and community centers.


TRANSPORTATION PROJECTS

Project Areas

 Pedestrian Focus Area

 Major Crossing / Intersection Enhancement

 Level 1 Mobility Hub

 Level 2 Mobility Hub

 Level 3 Mobility Hub

 Level 4 Mobility Hub

Project Areas by Mode

 Balanced/Multimodal

 Transit

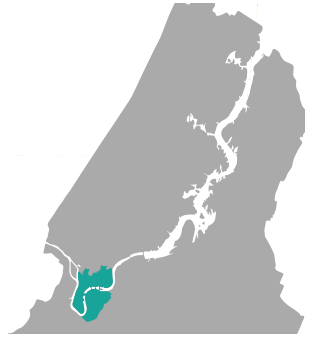
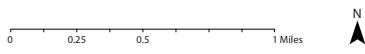
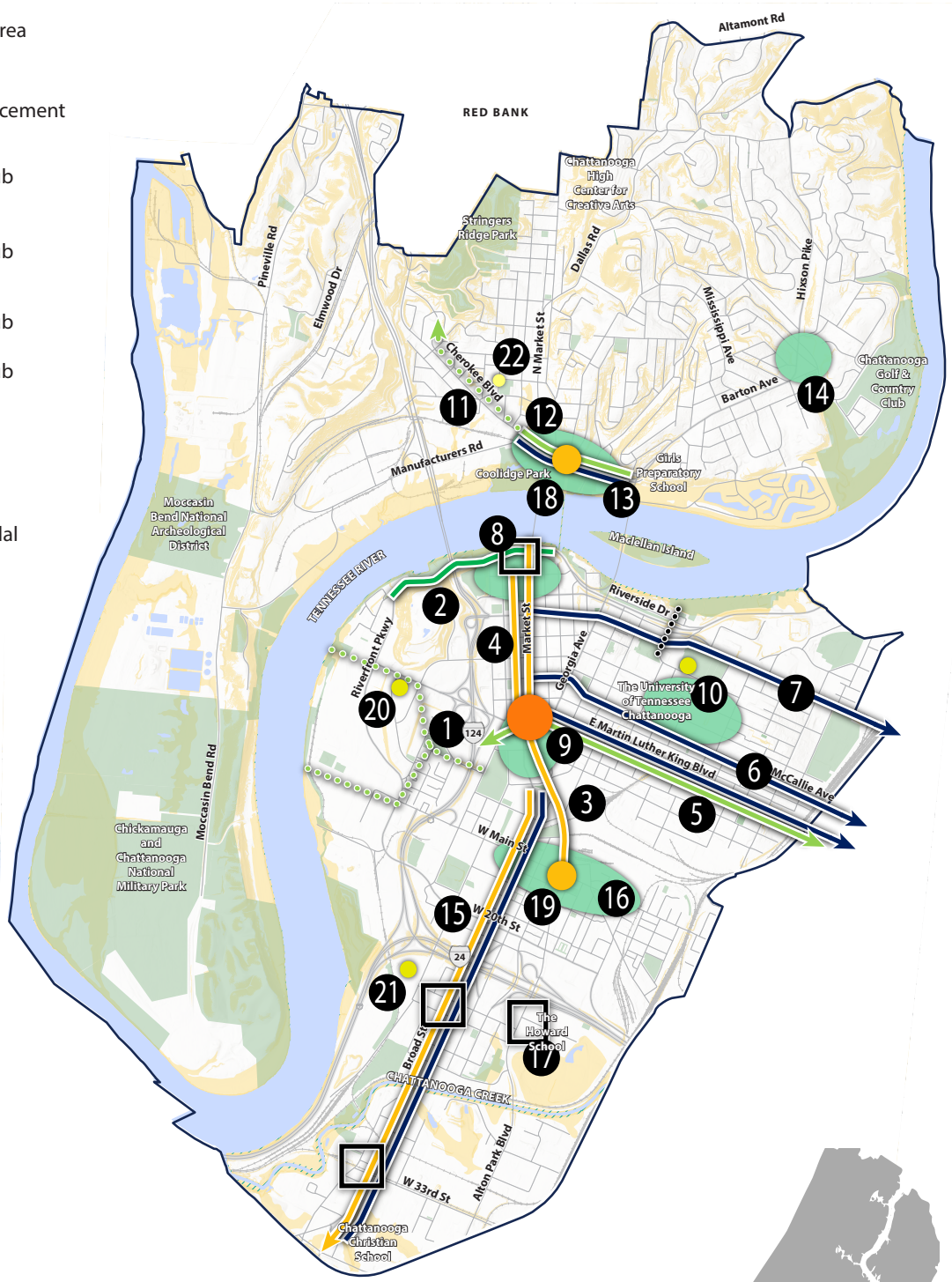
 Bicycles

 Pedestrian

 Autos

 Freight

 New Connection



- 1 Riverwalk and West Chattanooga to Downtown Connector.** As west Chattanooga experiences heavy residential and commercial redevelopment, prepare a shared-use path and/or cycling connection through west Chattanooga from the Riverwalk to the MLK Pedestrian Focus Area. Consider protected bike lanes along MLK to Broad, along Windover/Main to Broad, or both. Reference the Westside Community Evolves plan for future walking paths and new streets when considering routes to the Riverwalk. Any considered routes should be protected and well signed so that navigation between the Riverwalk, West Chattanooga, the Convention Center, and Downtown is comfortable and easy.
- 2 Riverside Drive Pedestrian Improvements.** In conjunction with the planning efforts explored in the One Riverfront plan, consider pedestrianization or significant traffic calming and pedestrian improvements, including landscaping and beautification, and/or a Living Street concept. Strengthen the bicycle and pedestrian connection from the Riverwalk to the Walnut Street Bridge, which currently utilizes the Hunter Art Museum’s winding and narrow ADA ramp and the Hunter Art Museum bridge.
- 3 Market Street Multimodal Corridor.**
 - » 3a. Market Street Downtown Core: Study Transit Priority through lane, boarding and/or signalization. Consider signal to stop sign study or conversion. Consider signal to roundabout study or conversion where feasible. Implement transit stop improvements in conjunction with recommendation 10, including improved shelters with shading and improved lighting. Eliminate intersecting one-way streets in favor of single-lane two-way intersections where possible. Explore enhanced safety and crossing measures in all intersecting Pedestrian Focus Areas. Implement traffic calming measures to induce speed limit compliance.
 - » 3b. Market Street and 20th Street: Redesign the Market and 20th Street intersection to significantly enhance pedestrian safety and mobility. Striping of all crosswalks, reduction in curb radii and/or curb bump-outs to shorten crossing distance, lane narrowing to provide pedestrian median refuges on 20th, pedestrian leading intervals and functional beg buttons, and the elimination of right-on red.
- 4 Broad Street Multimodal Corridor.** In conjunction with the planning efforts laid out in the Reimagining Broad Street plan, implement either option A – a promenade redesign; B – a design that emphasizes broader sidewalks, or; C – a design that creates a park street.
- 5 Main Street Cycling Improvements.** Implement protected cycling lanes from Broad Street to Central Avenue. Consider moving parking to the outside of the bike lanes to install curb where width allows, or other forms of protection given street context and cross-section.
- 6 McCallie or Bailey Transit Priority Corridor.** In coordination with CARTA’s redesign implementation, implement transit improvements along Bailey/MLK and/or McCallie. Improvements could include a McCallie at Georgia redesign to facilitate easier bus movement, a McCallie and MLK one-way paired loop with dedicated bus lanes, priority signalization, improved bus stops and shelters, and crossing enhancements at stops where necessary.

For definitions of common transportation project terms, see the Citywide Framework chapter.

- 7 E 3rd Street Transit Corridor.** Implement transit improvements along E. 3rd Street, including signal priority, but especially improved transit stops and enhanced crossings and safety improvements and upgraded transit stops to shelters with shading and lighting along high employment center areas.
- 8 Aquarium Area Pedestrian Focus Area.** In conjunction with land use policies to support mixed use and dense commercial and residential options, place a particularly strong emphasis within the downtown area to each Pedestrian Focus Area within Downtown. These areas should have significant placemaking and landscaping investments; where Living Street environments are not possible, broad sidewalks, shade trees, and safety and design enhancements that prioritize the movement of people over automobiles should be implemented.
- 9 MLK and Main Pedestrian Focus Area and Level 1 Mobility Hub.** Located at Miller Plaza Pavilion. In conjunction with land use policies to support mixed use and dense commercial and residential options, place a particularly strong emphasis within the downtown area on each Pedestrian Focus Area within Downtown. These areas should have significant placemaking and landscaping investments; where Living Street environments are not possible, broad sidewalks, shade trees, and safety and design enhancements that prioritize the movement of people over automobiles should be implemented. In addition, clear wayfinding and mode-switching should be available as people utilize walking, biking and Chattanooga Bikeshare, bus and shuttle services, and personal automobiles.
- 10 University Pedestrian Focus Area and Level 3 Mobility Hub.** In conjunction with land use policies to support mixed use and dense commercial and residential options, place a particularly strong emphasis on each Pedestrian Focus Area within Downtown. These areas should have significant placemaking and landscaping investments; where Living Street environments are not possible, broad sidewalks, shade trees, and safety and design enhancements that prioritize the movement of people over automobiles should be implemented. consider partnerships with CARTA and UTC to make mode-switching and non-motorized transportation as convenient as possible.
- 11 Riverwalk to Stringers Ridge Cycling Connection.** Connect the Riverwalk, Coolidge Park, and Walnut Street Bridge biking options to Stringers Ridge Park. Consider protecting N. Market bike lanes, or replacing the two lanes with a single multi-directional protected cycling track, connecting Coolidge Park and Walnut Street Bridge via the planned cycling track on Frazier (see recommendation 14) to a delineated cycling track or advisory lanes on Chambliss Street. Make Parks improvements and wayfinding improvements to designate High Ridge Dr as the gateway to Stringers Ridge Park.
- 12 North Shore Pedestrian Focus Area and Level 2 Mobility Hub.** In conjunction with land use policies to support mixed use and dense commercial and residential options, place a particularly strong emphasis within the downtown area to each Pedestrian Focus Area within Downtown. These areas should have significant placemaking and landscaping investments; where Living Street environments are not possible, broad sidewalks, shade trees, and safety and design enhancements that prioritize the movement of people over automobiles should be implemented. In addition, clear wayfinding and mode-switching should be available as people utilize walking, biking and Chattanooga Bikeshare, Bus and Shuttle services, and personal automobiles.

For definitions of common transportation project terms, see the Citywide Framework chapter.

- 13 Fraizer Ave Safety Improvements.** In conjunction with recent City of Chattanooga planning efforts and public input, implement the citizen voted upon safety improvements to Fraizer Avenue, including a road diet, protected cycling track, and mid-block crossing.
- 14 Hixson Pike at Tremont Pedestrian Focus Area.** In conjunction with land use policies to support mixed use and dense commercial and residential options, place a particularly strong emphasis within the downtown area to each Pedestrian Focus Area within Downtown. These areas should have significant placemaking and landscaping investments; Where Living Street environments are not possible, broad sidewalks, shade trees, and safety and design enhancements that prioritize the movement of people over automobiles should be implemented.
- 15 South Broad Multimodal Corridor and Transit Priority Corridor.**
- » 16a. General Pedestrian Improvements: Implement signalization improvements and bus stop improvements to facilitate the high frequency bus route along the Broad Street Corridor. Complete the sidewalk network on both sides of the street, making repairs or improvements where necessary to maintain 5 feet of usable sidewalk. Remove driveway access where possible. Install shade trees and lighting in buffer area between curb and sidewalk. Ensure all sidewalks remain separate grade where eroded from damage or roadway surfacing projects. Consider midblock crossings with Pedestrian Hybrid Beacons, Rectangular Rapid Flashing Beacons, or Hawk signals at long blocks with commercial activity. Narrow median and widen sidewalks to include internal barrier at Broad Street overpass to make bridge crossing more comfortable.
 - » 16b. Alton Park Connector: assist with the implementation of the Alton Park Connector trail. Consider bike and pedestrian crossing improvements at 25th and 26th street to facilitate non-motorized movement between the Riverwalk, Broad Street, Howard School, and the Long Street Bike-Ped underpass. Make bicycle and pedestrian crossing and safety enhancements at 33rd Street to facilitate movement across broad from the Riverwalk and St. Elmo shared-use path to Chattanooga Christian School, new residential development, employment centers, commercial activity, and a shared-use path spur on 33rd to the east of Broad Street. Improvement options include functional beg buttons with either dedicated bike/ped signals, pedestrian leading intervals, a Pedestrian Hybrid Beacons, or Rectangular Rapid Flashing Beacons. Signage denoting a bike and pedestrian (and school) crossing should be installed, as well as lighting.
 - » 16c. Implement transit improvements such as signal priority and enhanced transit stops with shelters. Enhance safety with immediate measures including street lighting, painted crosswalks, pedestrian median refuges, curb or shoulder bulbouts, appropriate signaling devices (e.g., Pedestrian Hybrid Beacons and Rectangular Rapid Flashing Beacons), and traffic calming measures. Additionally, consider planting trees for improved shading. Connect existing sidewalks where necessary.
- 16 Main St Pedestrian Focus Area.** In conjunction with land use policies to support mixed use and dense commercial and residential options, place a particularly strong emphasis within the downtown area to each Pedestrian Focus Area within Downtown. These areas should have significant placemaking and landscaping investments; where Living Street environments are not possible, broad sidewalks, shade trees, and safety and design enhancements that prioritize the movement of people over automobiles should be implemented.

- 17 Chattanooga Creek Greenway Terminus:** The Area 4 transportation recommendations include a linear park greenway along Chattanooga Creek, with the southern terminus at Workman Road. The northern point of the creek ends with I-24 to the north and a rail line to the east. Consider tying the linear park into Area 1 with an overpass and terminus at the Howard school, creating a Safe Routes to School option as well as a Chattanooga bike network connection along W. 26th Street to the Tennessee River Walk.
- 18 North Shore Transit Priority Corridor.** Implement transit improvements such as signal priority and enhanced transit stops with shelters. Enhance safety with immediate measures including street lighting, painted crosswalks, pedestrian median refuges, curb or shoulder bulbouts, appropriate signaling devices (e.g., Pedestrian Hybrid Beacons and Rectangular Rapid Flashing Beacons), and traffic calming measures. Additionally, consider planting trees for improved shading. Connect existing sidewalks where necessary.
- 19 Choo Choo Level 2 Mobility Hub.** Construct a Level 2 mobility hub in the downtown Choo Choo Historic District. Incorporate transit enhancements such as bus stop amenities, fare vending machines, real-time information displays, and driver facilities. Include bikeshare stations, bicycle parking/storage, and access to bike facilities. Add pedestrian-friendly infrastructure and clear wayfinding signage. Provide electric vehicle (EV) charging stations. Additionally, consider incorporating microtransit services, facilitating bus transfers, developing park and ride facilities, creating public spaces and activities, and including package pick-up points.
- 20 Westside Mobility Level 3 Mobility Hub.** This hub will provide mobility connections for residents, visitors, and employees at the future Westside development.
- 21 Lookout Stadium Level 3 Mobility Hub.** This hub will provide mobility connections for residents, visitors, and employees at the future Lookout Stadium development.
- 22 North Chattanooga Level 4 Mobility Hub.** Locate this hub at the North Chattanooga Community Center to integrate mobility options and other community resources.

For definitions of common transportation project terms, see the Citywide Framework chapter.

FOCUS AREAS

The following development concepts address specific subareas within Area 1. These concepts are described further in other planning efforts. Each focus area's illustrative plan and recommendations are concepts. These focus area concepts are intended to align related plans to Plan Chattanooga and to guide city departments and other agencies as they prioritize various capital improvements and programs. Recommendations do not have a timeline for implementation and may not be funded. The focus areas in Area 1 are:

- » South Broad District
- » Downtown Riverfront
- » Westside Evolves
- » The Bend

South Broad District

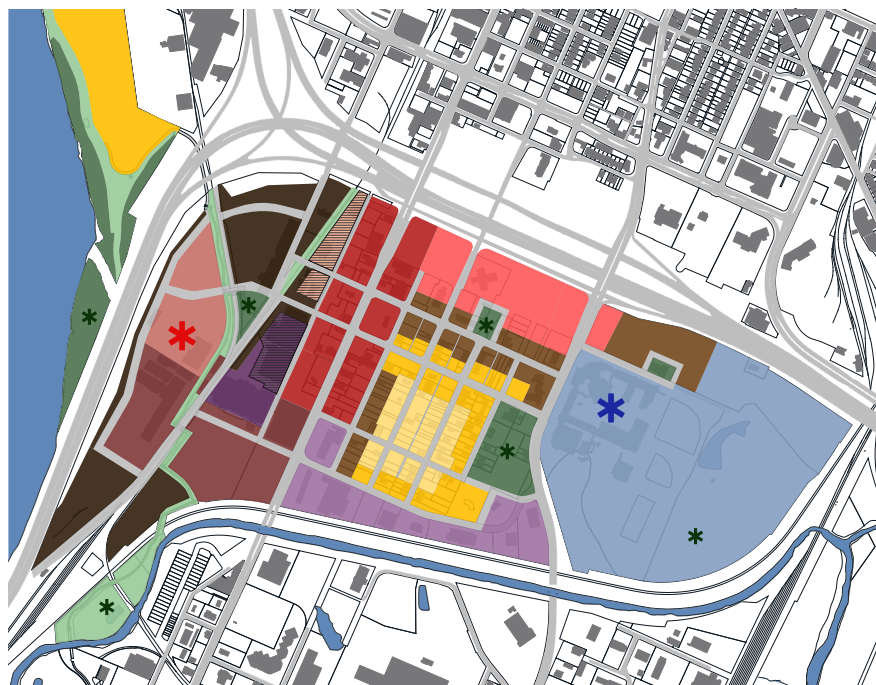
In 2017, The Chattanooga Design Studio began a planning study of the South Broad District, which includes more than 400 acres just south of Downtown Chattanooga. The study area included the U.S. Pipe and Wheland Foundry site, S. Broad Street, Southside Gardens, Market Street, and the area around Howard School. The purpose of the study was to develop a realistic, long term vision for the revitalization of the district. This vision was developed through a public-participatory planning process that involved hundreds of people during the summer and fall of 2017.

The South Broad District Study (2018) provides detailed design concepts for this area.

Vision for the South Broad District

- » A broad mix of uses that balance opportunities for housing, employment, shopping, entertainment, and learning;
- » A district that embodies economic diversity;
- » A pattern of development that is inclusive and mutually supportive across the entire district;
- » An interconnected district through streets that balance the needs of pedestrians, cyclists, public transit, and motorists;
- » Open space that supports the recreational needs of residents and users across the district; and
- » A district that supports downtown as the southern gateway to Chattanooga from Interstate 24.

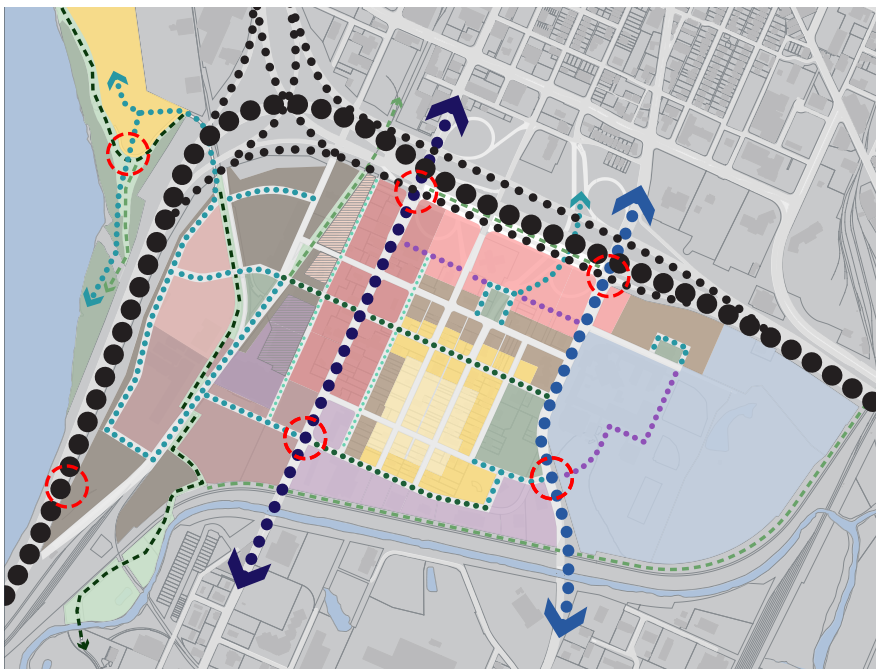
South Broad District Framework Plan: Character Areas



- MIXED USE**
 - MIXED-USE • RETAIL EMPHASIS
 - MIXED-USE CENTER • RETAIL EMPHASIS
 - MIXED-USE • "ARTISAN INDUSTRIAL" EMPHASIS
 - MIXED-USE • SPORTS/ ENTERTAINMENT EMPHASIS
 - MIXED-USE OR "CLEAN" INDUSTRIAL
 - MIXED-USE • LIGHT INDUSTRIAL EMPHASIS
- MIXED HOUSING**
 - SINGLE-FAMILY HOUSING
 - MIXED HOUSING • MEDIUM INTENSITY
 - MIXED HOUSING • HIGH INTENSITY
- INDUSTRIAL**
 - "CLEAN" INDUSTRIAL OR MIXED-USE
 - "CLEAN" INDUSTRIAL • MIXED-USE EDGE
- CIVIC**
 - CIVIC • EDUCATION EMPHASIS
- OPEN SPACE**
 - OPEN SPACE • PARKS
 - OPEN SPACE • TRAILS
- NODES**
 - ✱ MIXED-USE NODE
 - ✱ CIVIC NODE
 - ✱ GREEN NODE

The Framework Plan establishes basic Character Areas that describe the recommended land use and development form throughout the district. Each Character Area is further defined by a set of sub-categories that address recommendations specific to a location within the district. Detailed information about the Character Area sub-categories are found in Chapter 5 of the South Broad District Study.

South Broad District Framework Plan: Mobility



- I-24 / HIGHWAY 27 • INTERCHANGE IMPROVEMENTS
- SOUTH BROAD • PEDESTRIAN EMPHASIS
- MARKET STREET • MULTI-MODAL
- CRUCIAL MULTI-MODAL CONNECTOR
- SYDNEY / COWART • 'B' STREET (VEHICULAR PRIORITY)
- NEW 'A' STREETS (PED/BIKE PRIORITY)
- POTENTIAL ADDITIONAL CONNECTIVITY
- RIVERWALK
- GREENWAY
- GATEWAY

The Framework Plan identifies key improvements to existing streets; provides recommendations for new streets; and suggests which recommendations should be priorities. Detailed information about the mobility recommendations are found in Chapter 5 of the South Broad District Study.

South Broad District Illustrative Plan



The Illustrative Plan illustrates one scenario for how redevelopment might occur according to the Framework Plan. Existing buildings to remain are in dark grey and potential new infill is shown in brown. The Illustrative Plan is not a master plan for redevelopment. The actual layout of development may differ; however, it should embody the same characteristics as the Illustrative Plan.



View of S. Broad Street looking toward the intersection with W. 26th Street. Infill development is generally three stories in height with another floor stepped back. New buildings should be set back slightly to widen the pedestrian realm.



Opening in April 2026 in the heart of the South Broad District, Erlanger Park is home to Minor League Baseball's Chattanooga Lookouts. Much more than just a baseball stadium, Erlanger Park will include a 40,000-square-foot climate-controlled event venue, making it a year-round gathering place for a wide variety of events. While showcasing Chattanooga's proud industrial legacy with state-of-the-art amenities, Erlanger Park is designed for social experiences and family-friendly spaces, with the Tennessee Riverwalk greenway providing a connection to the South Chattanooga and the broader community. In 2024, a Community Benefits Agreement was signed by the developers of this project and a local citizens group to ensure the redevelopment of the former US Pipe and Wheland Foundry site benefits the local community surrounding Erlanger Park.

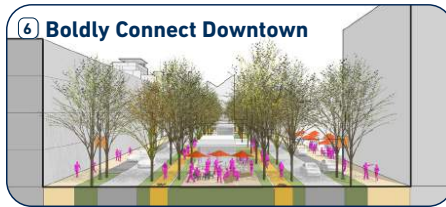
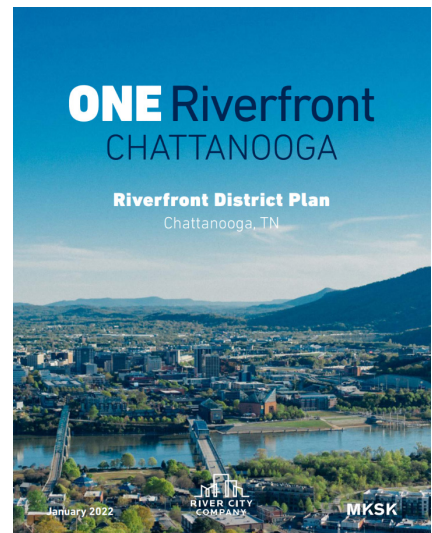
Source <https://www.erlangerpark.com/>

View of redeveloped foundry site looking southwest. A new public park at 26th and Chestnut preserves views to the historic foundry buildings and Lookout Mountain. An urban ballpark is flanked by mixed-use infill and the adaptive reuse of the foundry buildings. A network of streets and blocks connect the redeveloped site with the entire district. Parking for all potential uses is located on-street or behind buildings.

Riverfront District

The renaissance of Chattanooga, which spanned the last decades of the 20th century and saw significant investment in the riverfront in the early 2000's, was punctuated with many landmark projects in the Riverfront District: the Tennessee Riverwalk, AT&T Field, the Tennessee Aquarium, and the 21st Century Waterfront Park to name a few. These investments have anchored the tourism and hospitality industry, spurred signature annual events, and have become fixtures of the popular image of Chattanooga. Though Chattanooga has made significant strides reinvigorating its riverfront and Downtown core, the Riverfront District is seen today as more of a tourist destination than a community gathering place. The Riverfront District also shares, along with the Greater Chattanooga community, the tremendously important civic responsibility to improve social and economic equity. This ONE Riverfront plan strives to address these contemporary challenges, build on the successes of the past 30 years to re-energize the District and create ONE Riverfront for all Chattanoogaans.

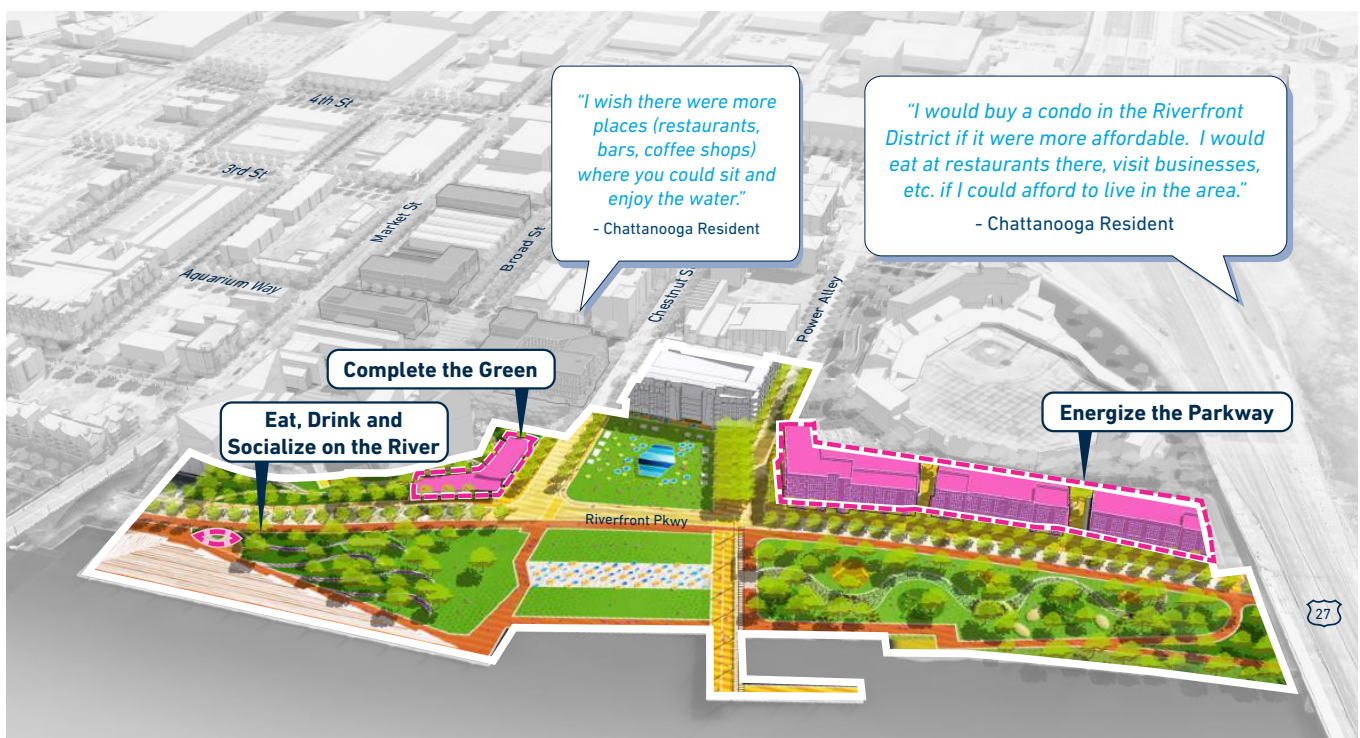
That plan includes eight strategies with design concepts and an implementation phasing plan. The following pages summarize a selection of the strategies.



Establish the Riverfront Front Door (ONE Riverfront Strategy 4)

The ONE Riverfront plan includes recommendations to improve the waterfront park spaces with amenities that benefit local users, visitors, and businesses in the area. Additionally, there is an opportunity to establish a Riverfront Front Door that energizes the Riverfront Parkway with a critical mass of active storefronts and businesses. This active, built edge can provide the uses, activities, and services that builds on the pedestrian energy in the adjacent waterfront parks and maximizes the positive spillover effects (foot traffic) of park users. To maximize synergy between the refreshed

waterfront parks and the adjacent, growing urban neighborhood of the Riverfront District, the interface between public space and the built street edge along Riverfront Parkway must be safe, walkable, fine-grained, and pedestrian-oriented. These urban design qualities, along with a development program that prioritizes active, public-facing businesses, will help calm traffic on the Riverfront Parkway, provide high-visibility space for local businesses, and allow users to extend and stack visits between public amenities, local retailers, and cultural attractions.



Energize the Parkway: On what is today a City- and River City Company-owned surface parking lot, this prime Downtown riverfront corner should be developed with public-serving uses on the ground floor to energize the Riverfront Front Door. A City- and River City Company supported leasing strategy that includes attainable rents and flexible lease terms can be employed to serve the needs of local entrepreneurs, small businesses, and minority-owned businesses. Alternately, this high-value site may be developed for market rate users with revenue streams directed in support of equitable development opportunities of greatest impact.

Boldly Connect Downtown (ONE Riverfront Strategy 6)

Building on the public realm enhancements outlined above, the Broad Street corridor from Aquarium Way to Fourth Street includes ample opportunity for real estate investment and high-quality urban development. Today, there are numerous surface parking lots and underutilized parcels along Broad, Market, and Chestnut Streets that limit street life and take up valuable space that could accommodate more active ground-floor uses such as retail, restaurants, arts and entertainment entities. Consistent year-round street activity and local and independent retailers are key for attracting local residents and visitors, and will help spur investment in residential, office, and hospitality development that will further populate and activate the District. This focus on Broad Street will require

a phased approach. Near-term strategies should focus on streetscape enhancements and activation and programming in the public realm, which can support food and beverage and retail uses, support recovery, and improve public perception. Over time, as opportunity sites are unlocked, new housing can create a critical mass of activity that supports retail viability, along with the targeted identification of key sites for office and hospitality uses. By focusing investment, programming, and leasing strategies along Broad Street, a nucleus of business activity and street life can be developed that sustains market momentum, serves the daily shopping needs of local residents, and supports the tourism and hospitality industry.



Illustration of proposed intersection of Broad Street and Fourth Street looking northwest.

Westside Evolves

Westside Evolves Rooted in History, Poised for Future Success 2021

In 2020, the Chattanooga Design Studio partnered with the City and the Chattanooga Housing Authority to create the Westside Evolves Plan. This 10-year plan is intended to encourage and guide development in the historic Westside neighborhood of Downtown, which is home to one of the City's first public housing developments. More specifically, the plan prioritizes major redevelopment at Gateway Tower, College Hill Courts, and the Youth and Family Development campus which, in total, includes almost 30 acres and 546 households. It plans to do this in an equitable, sustainable, and holistic manner.



Context map of the study area which includes W MLK Boulevard to W Main Street. Property ownership, proposed and existing trails, and potential connections are represented above.



Top: The plan summary above reflects the portions of the neighborhood that are planning for redevelopment. One of the priorities of this plan is to utilize a build-first strategy on vacant land wherever possible to allow residents to continue living there for as long as they can while new housing is being built to minimize disruption and temporary displacements.

The "Hub" is planned to be the a main source of community activity and the surrounding streets connecting to it will be a complete street grid. A network of green spaces and trails will facilitate connection between W. MLK Boulevard and W. Main Street as well. Economic development nodes, retail, and services will be incorporated as well, encouraging access and jobs near homes.

Right: The first phase of the plan started with the redevelopment of the James A. Henry Hub. Construction was completed in Spring 2026 and Head Start will enroll students starting in Fall of 2026.

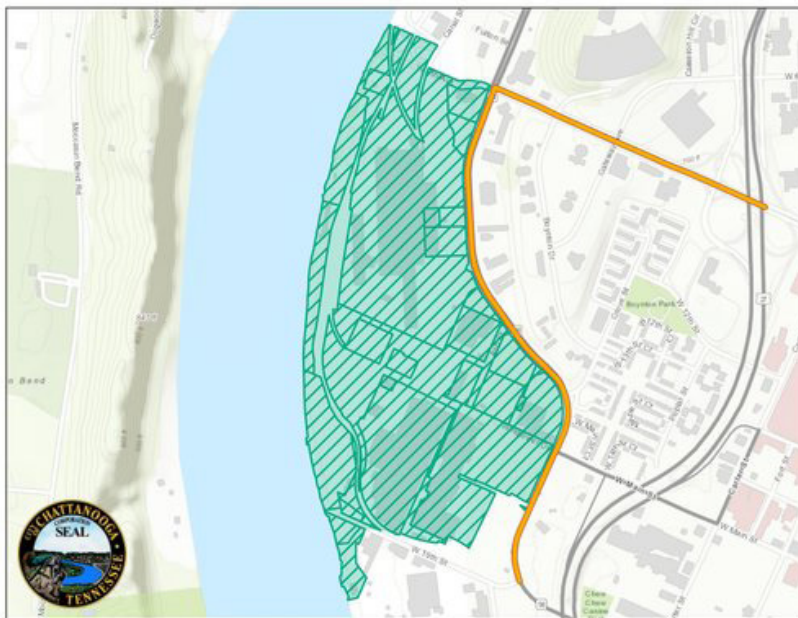
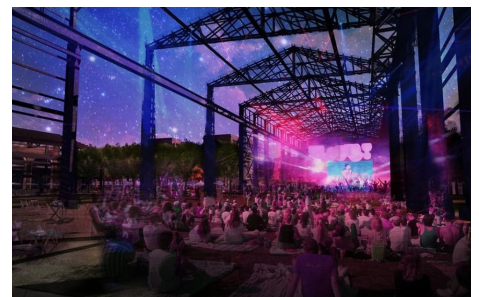
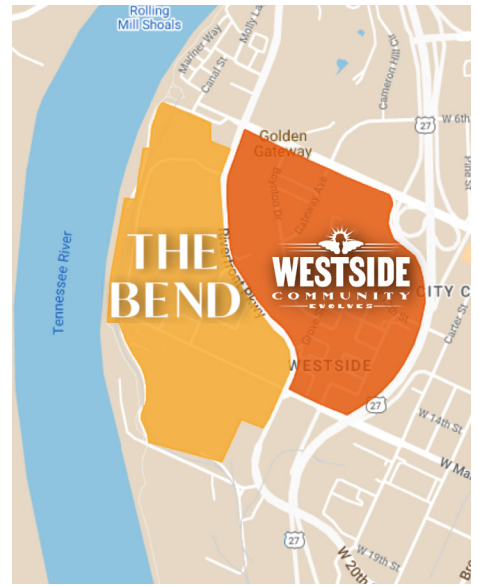


The Bend

The Bend and Westside Evolves Plan

In 2023, Hamilton County and the City formed a partnership called One Westside to implement a unified vision that includes the Westside Evolves Plan with the Bend, a 120-acre redevelopment between the Westside neighborhood and the river. This partnership is expected to revitalize 300 acres of downtown riverfront, create more affordable housing for over 2,000 residents in Chattanooga's Westside, and enhance public infrastructure along 3,000 linear feet of the Tennessee River.

The Bend broke ground in April of 2024 as an adaptive reuse project on underutilized brownfield land that was previously industrial. The effort included the creation of a new TIF district to create and capture new tax revenue emerging from the redevelopment of brownfields to fuel public services, infrastructure, education, and affordable housing. The TIF will be enacted for 20 years and, combined with Westside Evolves, is expected to unlock a minimum of \$800 million in new development over the 10-year stretch.



The Bend TIF district boundary that will be enacted for 20 years.



Project Renders of the Bend



Year 1



Year 5



Year 10



The Bend

The west portion of the plan, the Bend, has a timeline of three phases and is expected to be completed in about 10 years.

- » It is expected that 10% of all new residences will be designated affordable housing.
- » 14 acres have been set aside for public greenspaces, including 9 acres for a riverfront park.
- » One million square feet of usable commercial space
- » Every mode of transportation has been efficiently planned to be accommodated

- Studio Flats
- Townhomes
- Apartments & Condos
- Hotel
- Retail / Dining / Neighborhood Commercial
- Special / Unassigned
- Class A Office
- Boutique & Creative Office
- Light Industrial
- Industrial
- HQ
- Civic / Institutional Parking
- Medical Office