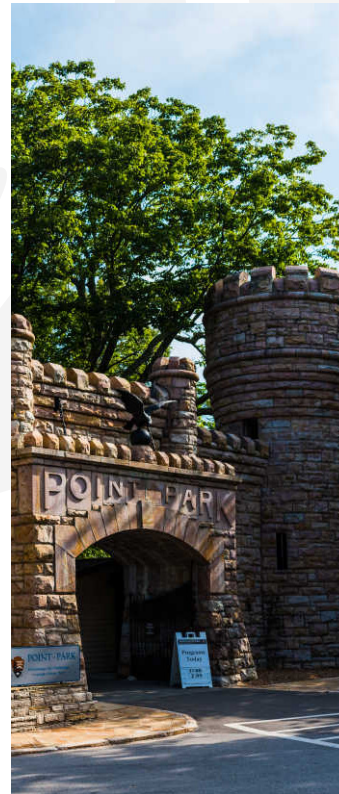




PLAN CHATTANOOGA

shaping quality places together



Draft
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5

LOOKOUT VALLEY AREA PLAN

County
Agency



AREA OVERVIEW

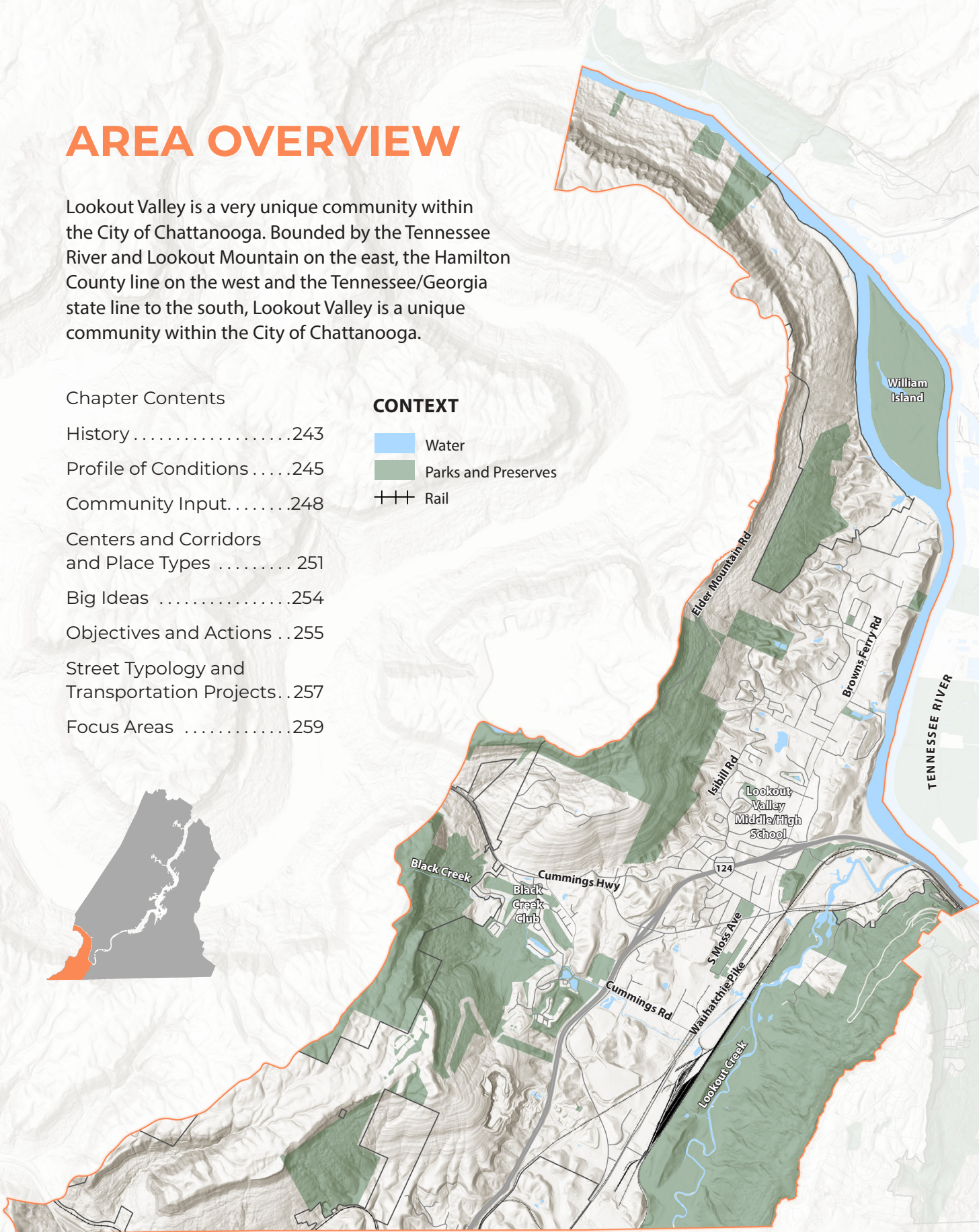
Lookout Valley is a very unique community within the City of Chattanooga. Bounded by the Tennessee River and Lookout Mountain on the east, the Hamilton County line on the west and the Tennessee/Georgia state line to the south, Lookout Valley is a unique community within the City of Chattanooga.

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CONTEXT

- Water
- Parks and Preserves
- Rail



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History

Williams Island

Williams Island, located in the Tennessee River near the north end of Moccasin Bend, is part of Lookout Valley's extensive history. The island stretches over two miles in length with about 450 acres of land. Similar to Moccasin Bend, the island has a history that dates back thousands of years.

Mississippian-era Native Americans are thought to have inhabited the island from 1000-1650 C.E. In 1776, Chief Bloody Fellow established a village on the island known as Tuskegee Town. The Native American tribes in this area cultivated corn, beans, squash, and other crops on the rich, fertile soil available to them. In 1800, John Brown established and operated a ferry to and from the island, and helped people navigate the rapids of the river. The forced removal of Native Americans from Chattanooga in 1838 left the island open for white settlers to buy. Samuel Williams took this as an opportunity, and the island became known by its modern name.

Families lived and farmed on the island after Williams purchased it. However, in February of 1977, a fire destroyed over 100 acres and many people moved to the city. In 1989, the state bought the island and it is now managed by the Tennessee River Gorge Trust. Known as a State Archaeological Park, Williams Island is only accessible by boat.

Browns Ferry Tavern

Browns Ferry is an area of Lookout Valley that provides visitors with a vivid flashback of Civil-War era Chattanooga. Cherokee leader John Brown owned a significant portion of the Lookout Valley land, and in 1803 ordered the construction of a tavern. The road running alongside the tavern became a significant addition to the route of Indian removal in 1838. During the Civil War, this area was occupied by



Browns Ferry Tavern, oldest standing building in Chattanooga.

Source: National Park Service

the Confederacy, until the Battle of Brown's Ferry in October of 1863. Union soldiers used the river to sneak up on Confederate soldiers, and their victory opened up access to the "cracker line", an important supply line for the war.

After the Civil War, the tavern and its surrounding area was left untouched for roughly one hundred and fifty years until developmental plans posed a risk to the area. The Chattanooga community worked together to preserve the tavern, and it is now recognized as the oldest standing building in Chattanooga. The tavern is closed to the public as restoration efforts continue to preserve the history of this area.

Cummings Highway

Today, Cummings Highway, which cuts through Lookout Valley, is often used as a route to avoid I-24 traffic into Chattanooga. However, in 1915 it was part of the "Dixie Highway"—the first highway to connect Chicago to Miami. During construction of the highway, headquarters were established at the Patten Hotel in downtown Chattanooga, as that was roughly the halfway point between the two cities. The Chattanooga Automobile Club strongly supported construction of the highway, as it would give them access to more parts of the country. The portion of the highway that stretched through the city was

recognized as Cummings Highway after Will Cummings, who was the first Chattanooga to own an automobile in 1906. The construction of I-24 in the mid-1960s caused a decline in activity on Cummings Highway, and the Dixie Highway as a whole.

Wauhatchie Pike

Initially, the Cherokee occupied the Lookout Valley area, using the creek, caves, and various other landmarks in their daily lives. One of their main navigation paths became known as Wauhatchie Pike, named after Cherokee Chief Wauhatchie. Following the Trail of Tears, the pike became Chattanooga's main supply line and was used significantly throughout the Civil War. After the Battle of Lookout Mountain, the Union occupied the pike, giving them the upper hand.

The oldest homestead in the area was built along the pike in 1919, and was named Wauhatchie Blue Horse. The pike was often referred to as "Moonshine Motorway", as many bootleggers allegedly used this route to travel into St. Elmo in an attempt to evade the law. Recently, the neighborhood surrounding Wauhatchie Pike was converted from a trailer park to rental cabins. Old Wauhatchie Pike is now a hiking trail available to the public.

Reflection Riding Arboretum & Nature Center

Created as a public park by John and Margaret Chambliss in 1956, Reflection Riding was dedicated primarily to the study and conservation of native plant life. With over 300 acres stretching along Lookout Creek, over twelve miles of walking trails, and a 3.4-mile loop drive, this park on the western side of Lookout Mountain, is meant to enhance the natural beauty of the landscape.

In the late 1970s, the Chattanooga Nature Center was established here to create educational opportunities for the community, especially school-age children, as they learn

from close-up observation of native wildlife. The Nature Center also provides a home to animals that can't survive on their own in the wild because they have suffered an injury or may have been kept illegally as a pet. Additionally, the Nature Center is home to the critically endangered red wolf as part of a species survival program.

In 2018, the two organizations officially merged into a single nonprofit now known as Reflection Riding Arboretum & Nature Center.

Past Plans

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.

This chapter "sunsetts" the following plans:

- » Lookout Valley Area Plan, 2003
- » Browns Ferry Road Land Use Policy, 2018

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.

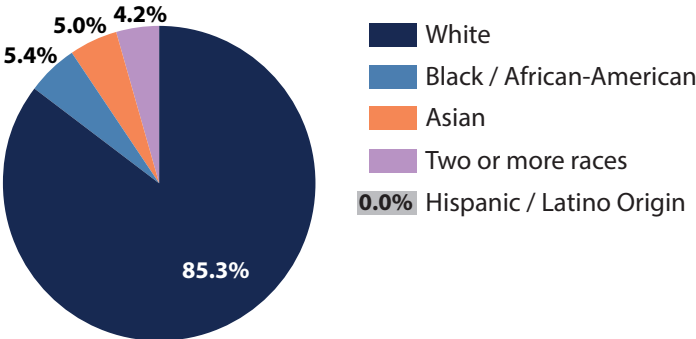
PROFILE OF AREA CONDITIONS

Demographics

2021 Estimates*	Area 5	City of Chattanooga
Population	6,521	3.6% of the city's population
Households with one or more people under age 18	33.8%	24%
Single person households	24.9%	40%
Median age	39.9	36.7
Population over age 25 with a Bachelor's degree or higher	40%	32%
Median household income	\$91,783	\$50,437

Lookout Valley is one of the least diverse areas in Chattanooga, with over 85 percent of residents identifying as White.






ETHNICITY/RACE IN AREA 5

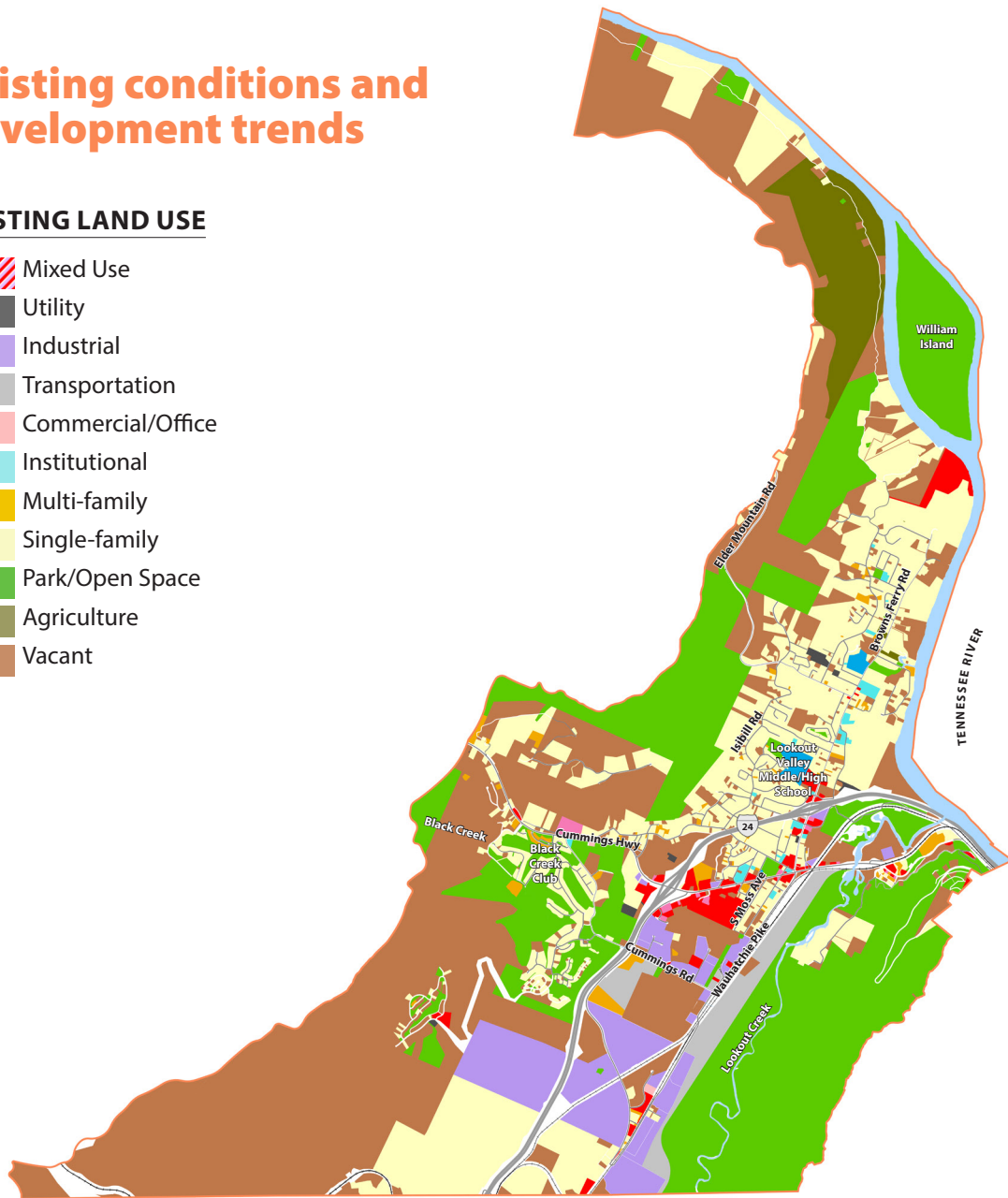


Source: 2021 American Community Survey (ACS) 5-Year Estimates by Census Blocks

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



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Source: Chattanooga-Hamilton County RPA



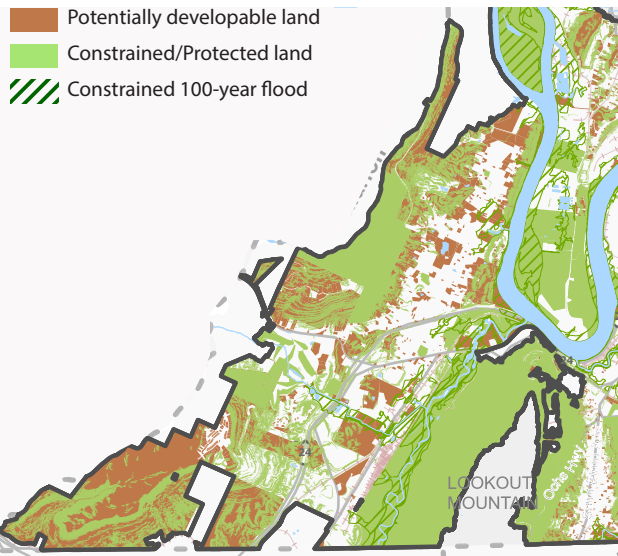
Lookout Valley is separated from the rest of the city by Lookout Mountain and the Tennessee River. The Interstate and Cummings Highway further divide the area. Source: Google Earth 2024



Browns Ferry Road is the primary north-south corridor in Lookout Valley. It transitions to a two-lane street north of the Interstate. Source: Google Earth 2024

Nearly a third of the land in the Lookout Valley area is vacant or identified as a large parcel single family residential. While this area may appear to have high development capacity due to the vacant lands, development potential is constrained by ridges, floodplains, and protected land. The potentially developable land is at the top of Black Creek and along existing residential and commercial corridors.

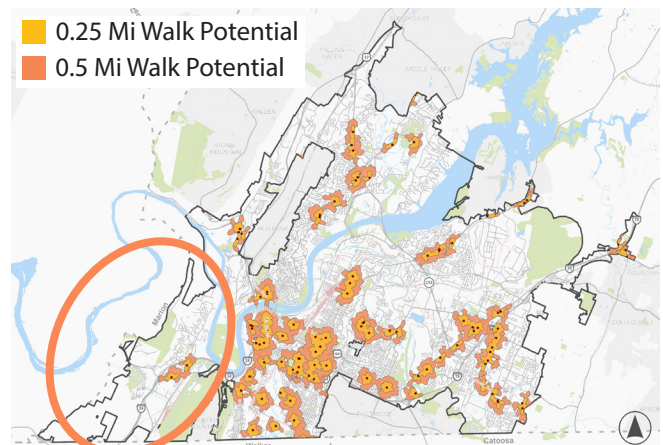
DEVELOPABLE LAND



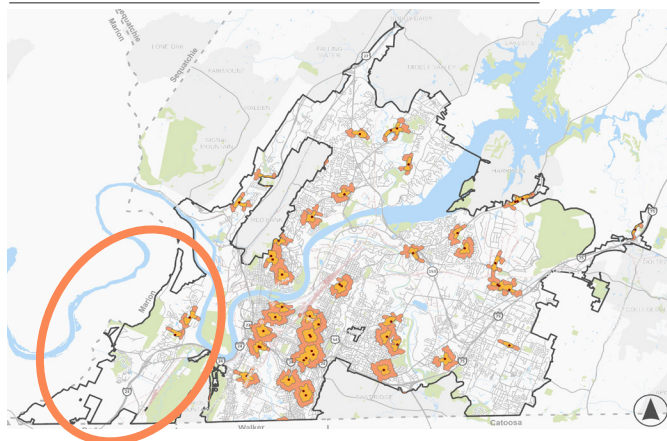
Source: Chattanooga-Hamilton County RPA

Lookout Valley has few community amenities, so residents are likely not within walking distance of grocery stores, schools, or parks/trailheads.

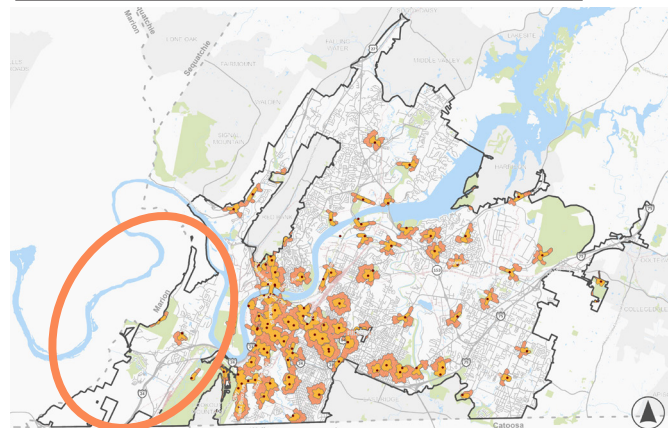
WALK POTENTIAL TO GROCERY STORES



WALK POTENTIAL TO PUBLIC SCHOOLS



WALK POTENTIAL TO PARKS/TRAILHEADS



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 5: Lookout Valley

Topics most mentioned in Area 5

When asked to prioritize topics of importance, Area 5 participants most often mentioned:

(In order of most frequently mentioned)

- » **Economy:** Concern about lack of job opportunities in the area compared to the rest of the city
- » **Parks and Greenways:** Concern about lack of parks and limited access to existing features
- » **Transportation:** Concern about lack of connectivity, walkability, and safety
- » **Land Use:** Concern about lack of pedestrian infrastructure and too much auto-oriented development
- » **Housing:** Concern about affordability and low quality in existing affordable housing
- » **Natural Resources:** Concern about limited protections of nature which is seen as the area's biggest asset

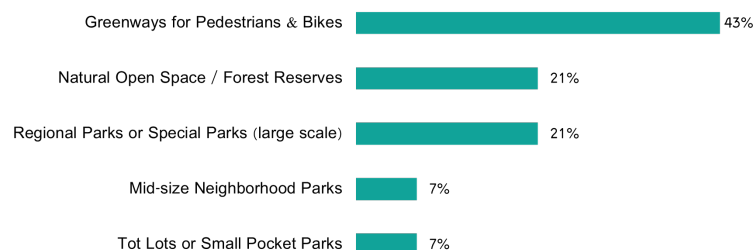
Support for potential solutions

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 5 were likely to:

Centers and Corridors

- » Prefer walkable mixed-use and main street commercial development over drive-up strip centers
- » Say that appearance and quality of development is important

The recent Parks and Outdoors Plan (POP) proposed an initiative to invest in neighborhood parks. Which of the following types of parks are most needed in your area? Select two.
(percentage based on total respondents)



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

Participants were likely to...

Neighborhoods and Housing

- » Support small-lot single family homes within an existing neighborhood
- » Support more medium or mixed-density housing next to a commercial center and other existing multi-family housing
- » Say that important neighborhood design features were:
 - » Design of the streetscape (including street trees, lighting, and sidewalks)
 - » Design quality of housing

Transportation

- » Support the prioritization of funds for improvements such as paving roads, new sidewalks, and off road trails or greenways
- » Support a variety of approaches to addressing traffic congestion, some of which include:
 - » adding sidewalks to make walking an option
 - » new greenway connections between destinations
- » 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 some interest in having the option to walk or bike to park and recreational areas

Parks and Open Space

- » Highly support greenways for pedestrians and cyclists, particularly connecting to neighborhoods along with parks and schools
- » Say there is a need for natural open space, forest reserves, and regional or special parks
- » Say that trails and walking paths in parks are important
- » Highly support policies that limit impacts of development on the area's natural systems, such as protecting the existing tree canopy

How likely are you to support these types of housing within or at the edge of your neighborhood? (Average response)

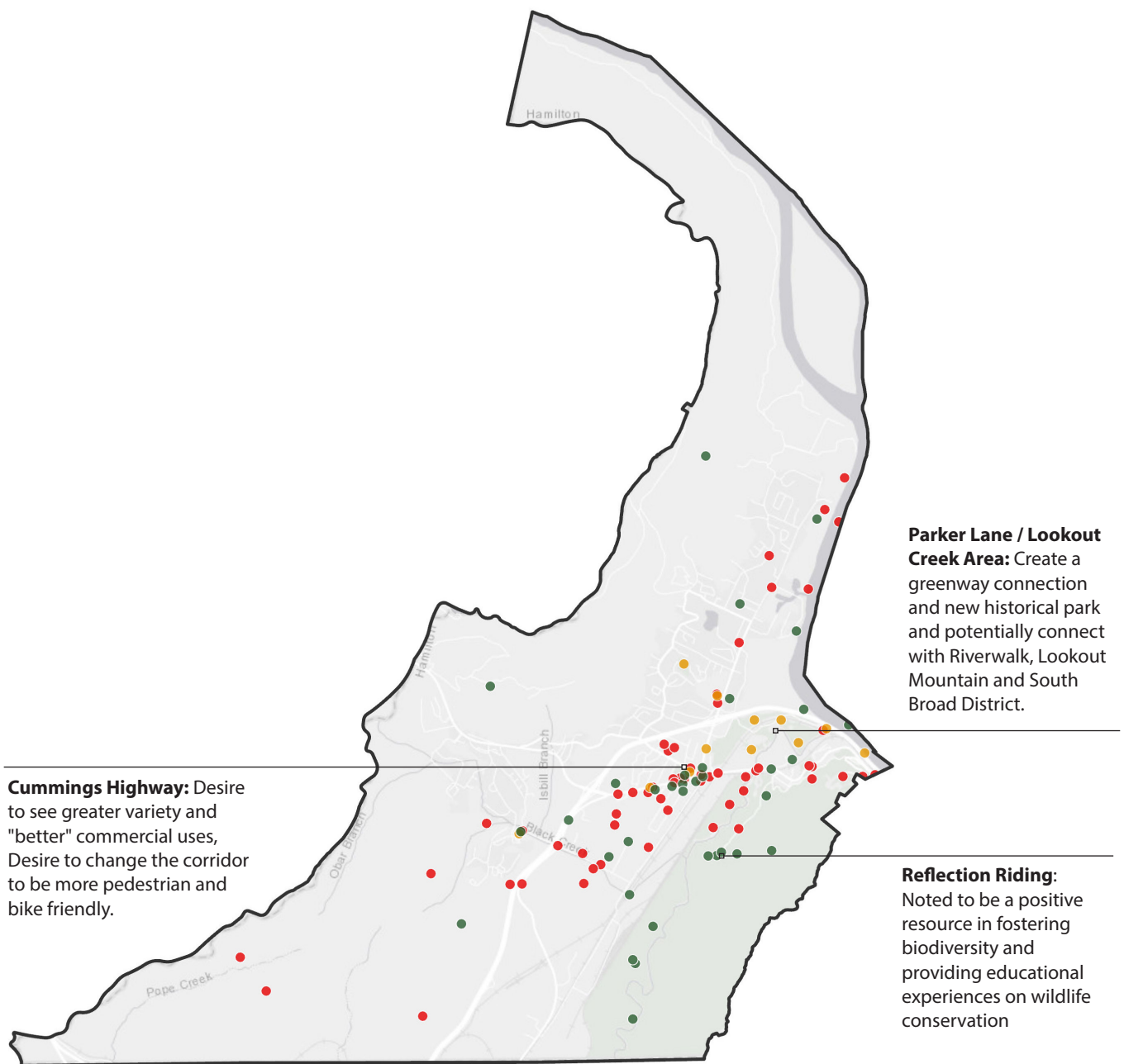


Places to protect, grow, or change

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 5 and identifies notable clusters of comments.

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)



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 for Area 5 on the following page.

The centers are identified in the Lookout Valley Area generally at these intersections:

VILLAGE CENTERS

- » Cummings Hwy and Browns Ferry Road

NEIGHBORHOOD NODES

- » Browns Ferry Road and Mountain View Drive
- » Browns Ferry Road and Elder Mtn Road
- » Cummings Hwy near Black Creek
- » River Gorge Rd and Ravina Road

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 for Area 5 following the Centers and Corridors Map.

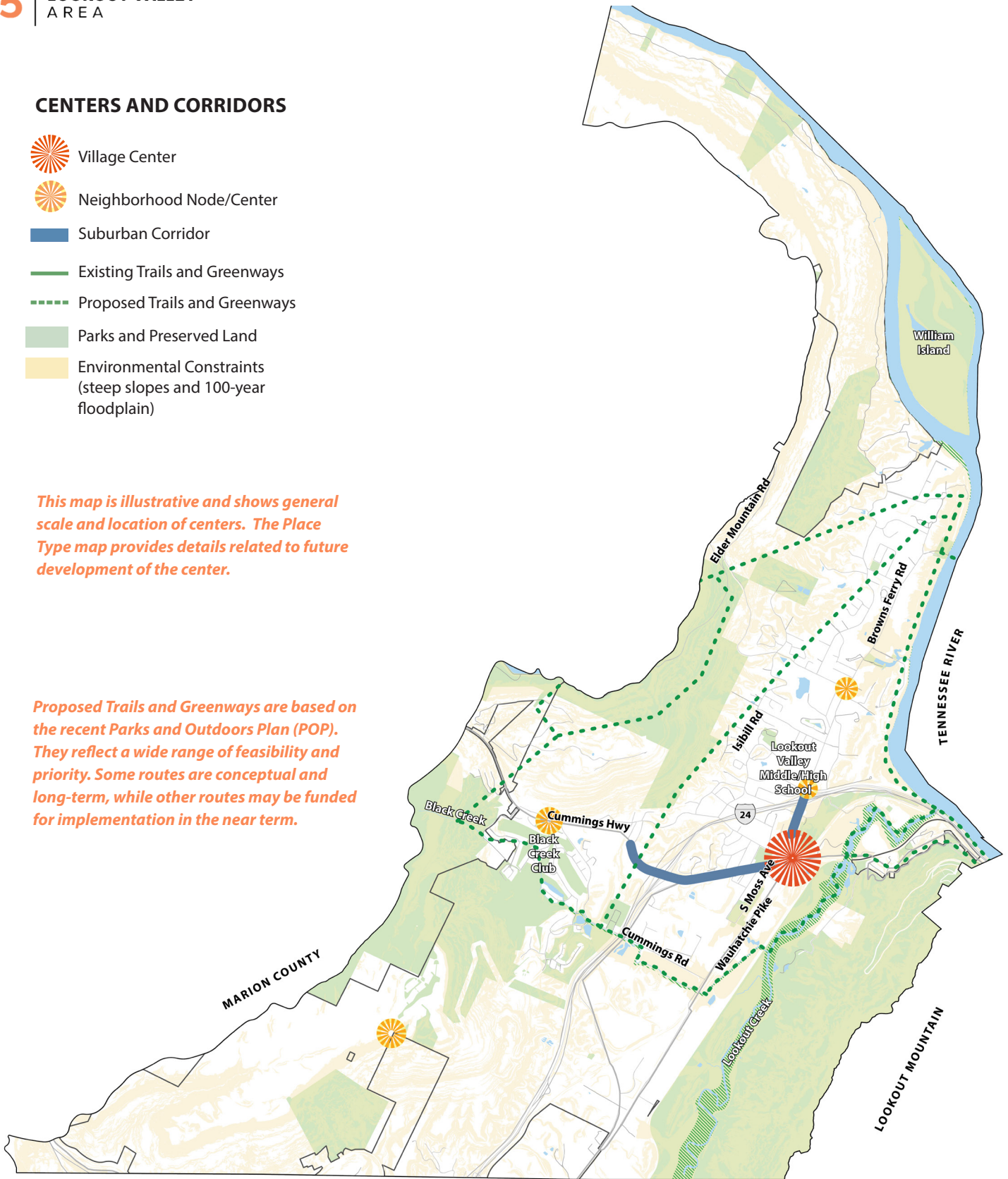
The Place Type Map is used to inform future changes to the city's Zoning Map or development standards. However it does not require or guarantee changes. The zoning code and map are city laws that regulate what can be built where.

CENTERS AND CORRIDORS

-  Village Center
-  Neighborhood Node/Center
-  Suburban 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.



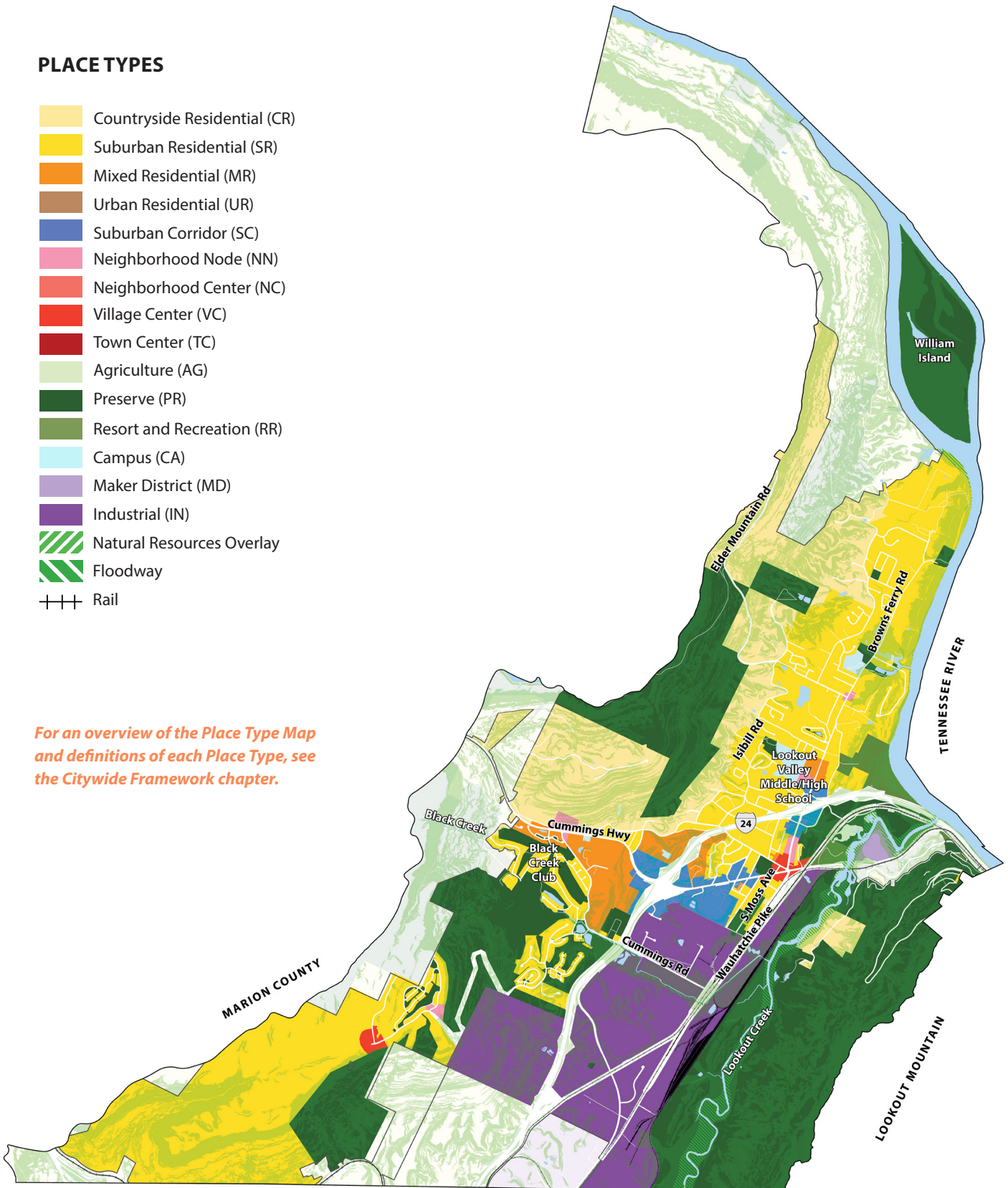
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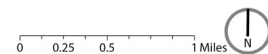
PLACE TYPES

- Countryside Residential (CR)
- Suburban Residential (SR)
- Mixed Residential (MR)
- Urban Residential (UR)
- Suburban Corridor (SC)
- Neighborhood Node (NN)
- Neighborhood Center (NC)
- Village Center (VC)
- Town Center (TC)
- Agriculture (AG)
- Preserve (PR)
- Resort and Recreation (RR)
- Campus (CA)
- Maker District (MD)
- Industrial (IN)
- Natural Resources Overlay
- Floodway
- Rail

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



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BIG IDEAS FOR PLACEMAKING

The following ideas summarize the direction for future development in Lookout Valley. These ideas are described on the following pages.

1. Establish a Village Center and Neighborhood Center to better provide neighborhood services to residents of the Lookout Valley.
2. Develop more housing types and expand the availability of affordable housing.
3. Utilize the local tourism sites as an economic development opportunity, expanding services for tourists in the Valley.
4. Protect views of ridges and prevent development on steep slopes.

SUPPORTING OBJECTIVES AND ACTIONS

1. Establish a Village Center and Neighborhood Center to better provide neighborhood services to residents of the Lookout Valley.

Overall, the existing land use and character of most of Lookout Valley is not encouraged to change. The areas of change are adjacent to and south of I-24.

5:1.1 Facilitate redevelopment of a Village Center at Cummings Highway and Browns Ferry Road. This focus subarea includes the area surrounding the intersections of Brown's Ferry Road, Kelly's Ferry Road, and Cummings Highway. A mix of commercial, residential, and public land uses currently exist in the area and are expected to continue. This area was traditionally the center of social and economic activity for Lookout Valley; however, commercial uses have gradually shifted from here to the areas surrounding the Interstate interchanges.

See the Focus Area section for one example of potential redevelopment of this area.

Enhance Cummings Hwy from Wauhatchie Pike/Kellys Ferry/Browns Ferry to Birmingham Highway. This will help establish this corridor as a gateway from the interstate into Lookout Valley and the City. Enhancements can include tree plantings, community branding, walkability enhancements, etc. The Village Center should be designed to host pedestrian-oriented, mixed-use developments that provide shopping, housing, and business and personal services catering to area residents as opposed to just highway travelers. To incentivize a place true to Lookout Valley, this district should have flexible land use and development standards.

5:1.2 Facilitate redevelopment of a neighborhood node/center at Browns Ferry Road and Mountain View Road.

This potential node is adjacent to the ramps serving I-24. Much of this area has been developed for highway commercial uses (for example, hotels, restaurants, and service stations) and the area has the potential for additional neighborhood-serving commercial development. With proximity to nearby Lookout Valley Middle/High School and Recreation Association, the area naturally draws nearby residents. Small shops or restaurants catering to area residents as opposed to just highway travelers would also be appropriate here.

5:1.3 Development Policy Area: Browns Ferry Road from I-24 to Cummings Highway.

Browns Ferry Road from I-24 to Cummings Highway This corridor was the subject of a specific study in 2018. At that time, survey results indicated a change for this section of Brown's Ferry Road could be appropriate if the uses were limited. The participants indicated a desire to see more sit-down restaurants, and thought a range of businesses were appropriate. They also indicated a mixed-use development could be appropriate in this area. During meetings, attendees said they wanted to make sure traffic could be managed and wanted this area to be aesthetically pleasing since it is one of two gateways into the Lookout Valley area. There was also robust concern that businesses not display merchandise outside permanently.

The following captures the major recommendations of that policy with a focus on the City's updated zoning tools:

The recommendation is that this area include the development and maintenance of small commercial and service enterprises which are both compatible with and complementary to residential properties. Uses would include retail sales, services, or other uses which would be a benefit or convenience to the majority of residents. Uses which generate high volumes of traffic would not be appropriate. Furthermore, the policy recommendation is that this area utilize a neighborhood commercial zoning as future rezoning requests are made, to accommodate the neighborhood commercial land use. Additionally, medium density residential development is considered appropriate in areas that were closer to Cummings Highway and I-24 rather than in the outlying areas of Lookout Valley. This would maximize the use of existing infrastructure.

For supporting actions see:

- » Citywide Objective 2. Build walkable, compact, mixed-use centers at various scales throughout the city as the preferred form of commercial development

2. Develop more housing types and expand the availability of affordable housing.

Lookout Valley boasts a unique "small town" residential character within a larger city. As a result, higher density residential development will be more appropriate in areas close to major corridors and intersections than in the outlying areas of Lookout Valley. This approach maximizes the use of existing infrastructure and helps to maintain the single-family nature of several of the area's older neighborhoods. New higher-density residential development in should be encouraged in areas with adequate infrastructure to provide a greater variety of housing opportunities, particularly for young families and senior citizens.

For 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
- » Utilize the local tourism sites as an economic development opportunity, expanding services for tourists in the Valley.

5:3.1 Create a connection between significant historic sites throughout Lookout Valley. The history of Chattanooga is a significant attraction for year-round tourism. Activate the land around Parker Lane, near the site of the New York Monument, as a historical park. Connect this area to other historical lands such as the Brown's Ferry Tavern site via a greenway loop to strengthen the relationship between sites.

3. Protect views of ridges and prevent development on steep slopes.

Approximately 46% of the land in the Lookout Valley area contains steep slopes (slopes of 25% or greater). The topography of the area, including Raccoon Mountain, Aetna Mountain, Elder Mountain, and the large hills bordering the Tennessee River, has strongly influenced development patterns in the past and will continue to shape development opportunities in the future. These areas are seen as a significant asset to the area and should be protected.

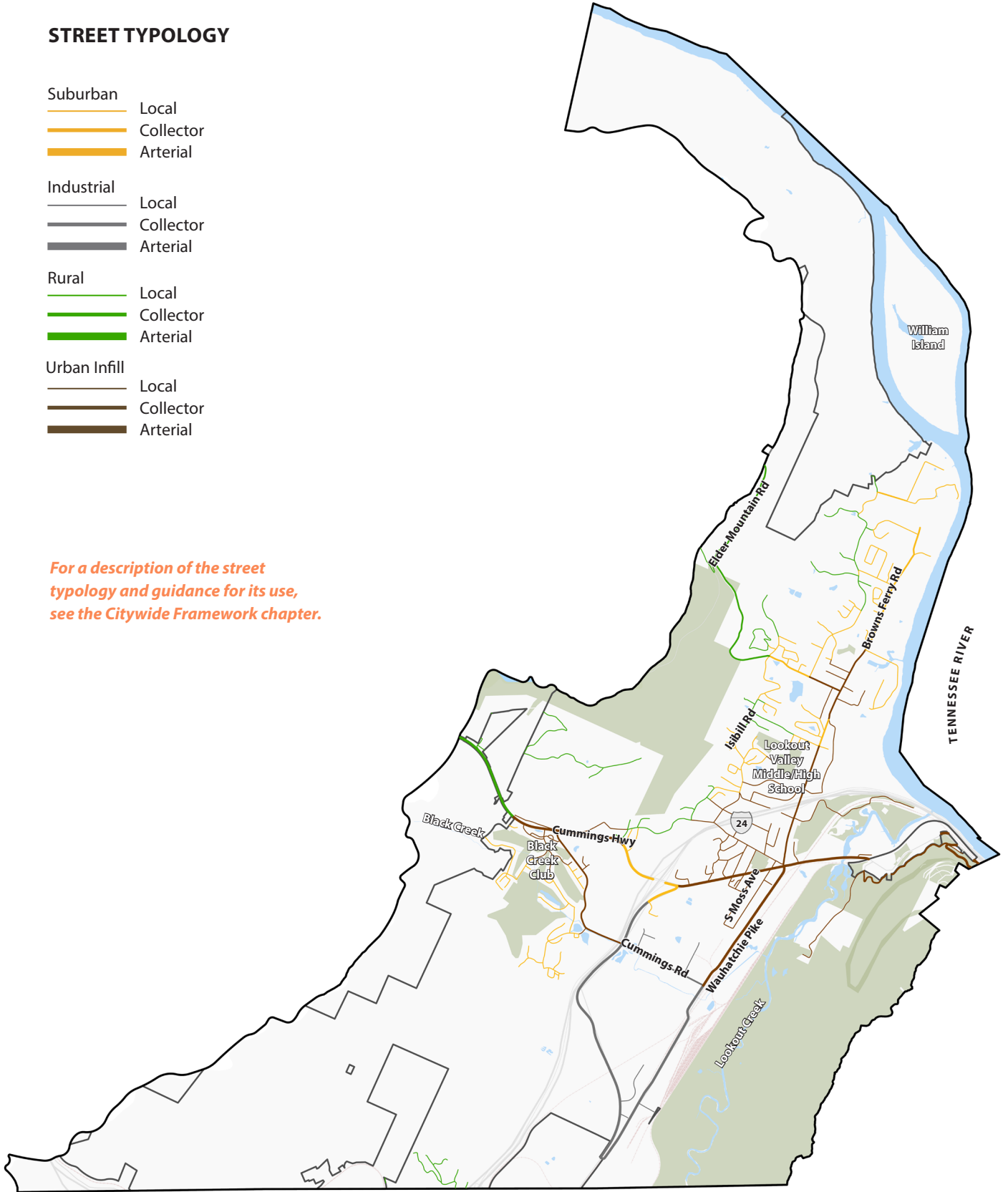
For supporting actions see:

- » Citywide Objective 16. Protect ridges and steep slopes

STREET TYPOLOGY

- 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.




GEORGIA


0 0.5 1 1 Miles




SUPPORTING TRANSPORTATION PROJECTS

The map on the previous page identifies five 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: Plan Chattanooga identifies four tiers, or levels, of mobility hubs that vary based on size, modes served and amenities.

 **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.

- 1 Raccoon Mountain Bike Trail.** Use utility cut-throughs to develop paved and/or unpaved trails from Lookout Valley Pedestrian Focus Area to Raccoon Mountain Reservoir facilities.
- 2 I-24 Bypass along US 41.** Prepare for overflow capacity around Moccasin Bend to route through US-41. Support TDOT in Choice Lane additions around Moccasin Bend around I-24.
- 3 Chattanooga Valley Pedestrian Focus Area.** In concert with land use changes to support mixed uses and higher residential densities, make roadway changes consistent with higher pedestrian uses, including enhanced safety and crossing measures, narrower streets, wide and improved sidewalks, shade trees, and a shared-use path connection to Old Wauhatchie Pike.
- 4 Old Wauhatchie Bike Facilities.** Use bike advisory lanes and limit Old Wauhatchie to local access to create a St. Elmo/S. Broad Street Shared-Use Path Connection to Chattanooga Valley.
- 5 Old Wauhatchie-Guild Trail Connection.** Study possible connection from Old Wauhatchie Bike Facilities to the Guild Trail, connecting Chattanooga Valley to Ruby Falls and Lookout Mountain Trail Facilities.
- 6 Lookout Valley Level 4 Mobility Hub.** Locate a mobility hub at the John A. Patten Community Center to integrate mobility options and other community resources.

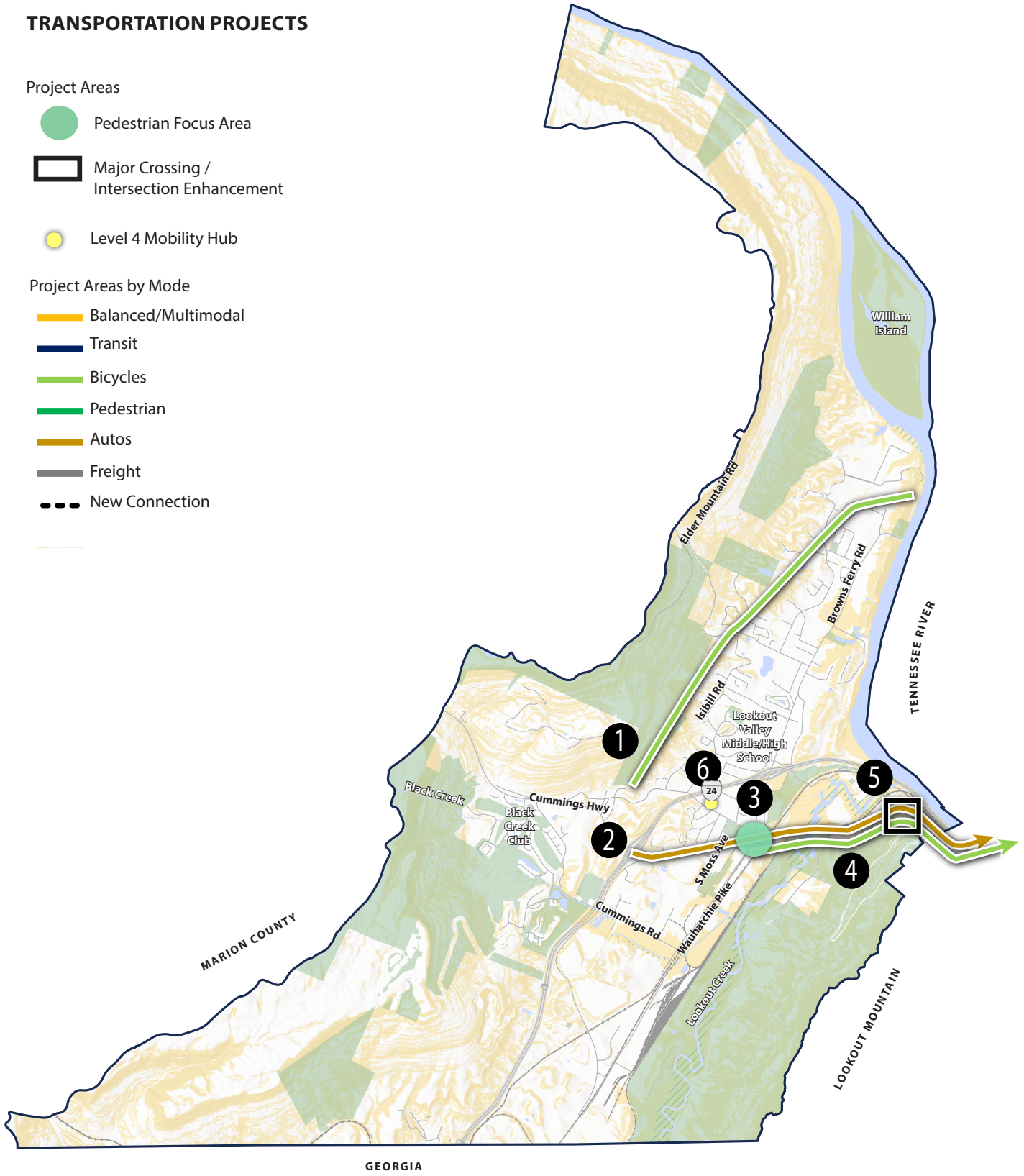
TRANSPORTATION PROJECTS

Project Areas

- Pedestrian Focus Area
- Major Crossing / Intersection Enhancement
- Level 4 Mobility Hub

Project Areas by Mode

- Balanced/Multimodal
- Transit
- Bicycles
- Pedestrian
- Autos
- Freight
- New Connection



FOCUS AREAS

The following development concept and supporting recommendations is an example that may be applicable to the redevelopment of other centers identified during the Plan Chattanooga process. This focus area concept is intended to guide city departments and other agencies as they prioritize various capital improvements and programs. Recommendations do not have a timeline for implementation and are not funded.

Village Center at Cummings Highway and Browns Ferry Road

The Lookout Valley is a very unique community within the City of Chattanooga. Due to natural barriers such as Lookout Mountain and the Tennessee River, the Valley feels like a world apart from most of Chattanooga. The development of a new village center at one of the busiest intersections within the Lookout Valley creates opportunities for new housing types that can provide for a variety of residents needs and for commercial development that serves residents without them having to fight traffic. A new village green anchors the space and provides a focal point for residents and visitors alike.

The new Lookout Valley village center will become a destination that will give residents and visitors an opportunity to shop and eat in a walkable development. Residences, shops, dining, and other community resources will be clustered around the main intersection, allowing those living in this village center walk to most of their daily destinations, and for visitors to arrive via public transportation or car, and walk to shopping, eating, and entertainment destinations. It becomes both a community hub for the Lookout Valley neighborhood, as well a gateway into the community from the east. This concept demonstrates the potential for the future of the intersection for the purposes of demonstration, and does not represent plans for the future.



Retail and Restaurants with outdoor seating.

Source: Biltmore Park Town Square, Crosland Southeast.



Mixed-use and multi-family residential housing.

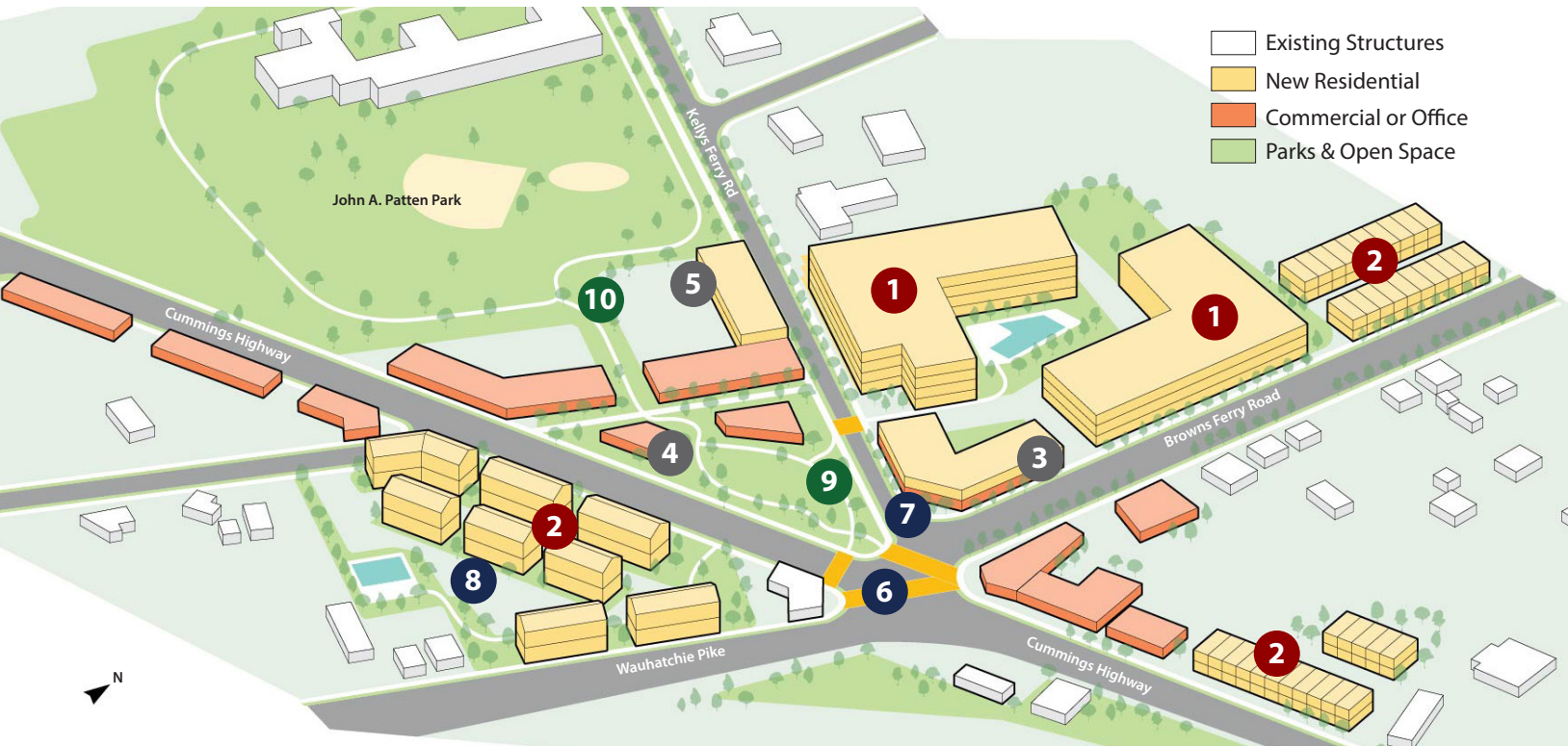
Source: Edenton, NC, missingmiddlehousing.com



Middle housing opportunities may include townhomes.

Source: Shepherd Square, Louisville, KY, RPA

Village Center at Cummings Highway and Browns Ferry Road Design Concept



- 1** Diversify housing stock with mixed-use, multi-family buildings
- 2** Diversify housing stock with missing middle housing, including townhomes and small, owner-occupied duplex, triplex, and fourplex buildings
- 3** Focus on attracting neighborhood services in mixed-use redevelopment
- 4** Improve visitor and tourist experience with wayfinding, visitor's center, and availability of food and services
- 5** Seek to develop a small hotel
- 6** Improve safety of crosswalks
- 7** Redesign intersection for clarity and safety
- 8** Provide centralized, shared parking
- 9** New centralized "Lookout Valley Green"
- 10** Connect existing parks



Existing view of the intersection of Cummings Highway and Browns Ferry Road.

Source: Google Earth, April 2024.

Village Center Design Concept Recommendations

HOUSING AND EQUITY

- 1 Diversify housing stock with mixed-use, multi-family buildings.** Introducing mixed-use, multi-family buildings provides more housing options, promotes a vibrant community with integrated commercial spaces, and addresses the demand for affordable and diverse living arrangements.
- 2 Diversify housing stock with missing middle housing, including townhomes and small, owner-occupied duplex, triplex, and fourplex buildings.** Adding missing middle housing types, such as townhomes and small multi-unit buildings, increases housing diversity and affordability, and provides ownership opportunities, catering to a range of income levels and family sizes.

LAND USE AND ECONOMIC

- 3 Focus on attracting neighborhood services in mixed-use redevelopment.** Attracting neighborhood services, such as grocery stores and healthcare facilities, supports the daily needs of residents, reduces the necessity to travel to outside Lookout Valley, and fosters a self-sustaining, vibrant local economy.
- 4 Improve visitor and tourist experience with wayfinding, visitor's center, and availability of food and services.** Enhancing the visitor experience with clear wayfinding, a visitor's center, and ample food and service options can boost tourism to the Valley's historic sites, support local businesses, and showcases the unique character of the community.
- 5 Seek to develop a small hotel.** Developing a small hotel accommodates tourists and visitors, supports local tourism, creates jobs, and generates additional revenue for the community, enhancing its economic vitality.

TRANSPORTATION

- 6 Improve safety of crosswalks.** Enhancing crosswalk safety protects pedestrians, encourages walking, and ensures that all residents, including children and the elderly, can navigate the community safely.
- 7 Redesign intersection for clarity and safety.** Redesigning intersections for better clarity and safety reduces traffic accidents, improves traffic flow, and ensures safer travel for drivers, cyclists, and pedestrians.
- 8 Provide centralized, shared parking.** Parking will be located in shared parking locations that serve the entire destination, allowing residents to park once upon arrival and walk to amenities.

PARKS AND OPEN SPACE

- 9 New centralized "Lookout Valley Green."** Creating a centralized green space offers a communal gathering area, encourages outdoor activities, and enhances the aesthetic appeal and livability of the community. The Green can become a center for community pride and would have the ability to host events and celebrations.
- 10 Connect existing parks.** Linking existing parks with trails or greenways creates a cohesive network of recreational spaces, promotes active transportation, and improves accessibility for residents, fostering a sense of community and well-being.