Chattanooga Design Studio’s
South Broad District Visioning: Work In Progress Session

Thursday Sep 14 2017
6PM
Calvary Baptist Church

by
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“Getting to the Table” Exercise

The Howard School’s Voice to South Broad District Visioning

Aug - Sept 2018

(1) Think about it
(2) Dream about it
(3) Write It Down

Put YOUR Name On It

You Are Here
“Getting To The Table #18” Exercise
(Sep 1 2017 The Howard School)

(1) Think about it

(2) Dream about it

(3) Write it Down

Put YOUR Name On It

Faculty & Alum

Alum

Community

YOU ARE HERE

One of Two 12th Grade Classes

One of Seven 9th Grade Classes

Put YOUR Name On It

Dream about it

Write it Down
12th Graders & 9th Graders

BIG IDEAS!

- Retail & Clothing Stores
- Affordable Housing (Governed by Owners/ Neighborhood Associations)
- Multi-Sport Complex

GROW THE HOWARD SCHOOL!
(Add 6, 7, 8th Grades)
process and schedule

UNDERSTAND
» Organization, Data, and Mapping
» Review and Analysis

DESIGN
» Charrette 1: Framework Plan
» Charrette 2: Illustrative Plan

REFINE
» Plan Refinement
» Charrette Report
» Plan Presentation

IMPLEMENT
» Final Revisions
charrette 1: visioning sessions
charrette 1: visioning sessions
charrette 1: stakeholder meetings
charrette 1: the framework

- Attendees at Vision Sessions: 210
- Attendees at Stakeholder Meetings: 50
- Table Maps from Vision Sessions: 17
- Comments Recorded*: 247
charrette 1: consolidating the ideas

the maps
charrette 1: consolidating the ideas

THE TOP “BIG IDEAS”

1. Encourage a mixture of housing types to promote economic diversity and meet a variety of needs
2. Enhance connectivity for all modes of transportation across the entire district
3. Create a community surrounding and supporting Howard School
charrette 1: consolidating the ideas

TOP 5 “BIG IDEAS”

4. A tie for 4th most heard ideas:
   » Preserve the historic, urban character of the district
   » Encourage a mixture of uses on the Foundry site
   » Utilize open space near Howard School for recreational and teaching purposes
   » Improve Chattanooga Creek so that it is a natural and recreational asset

5. Take advantage of the district's location along Interstate 24 to create a gateway to Chattanooga
charrette 1: consolidating the ideas

OTHER TOP IDEAS

1. Develop an entertainment venue on the foundry site
2. Develop a sports venue on the foundry site
3. Preserve and reuse the historic foundry buildings
4. A tie for 4th most heard ideas:
   » Create a marina or public boat dock along the Tennessee River near the district
   » Install public art that is visible from the interstate and river
   » Provide a variety of housing opportunities
   » Improve Chattanooga Creek for recreational use
   » Develop a greenway along Chattanooga Creek connecting the Riverwalk to neighborhoods to the north
charrette 1: consolidating the ideas

OTHER TOP IDEAS

5. A tie for 5th most heard ideas:
   » Provide a mixture of uses along South Broad Street
   » Develop a grocery store along South Broad Street
   » Improve and expand Harris-Johnson Park
   » Connect the district to the Tennessee River and Moccasin Bend
   » Improve and emphasize connections between the foundry site and Howard School
charrette 1: brainstorming
preliminary urban design framework
preliminary urban design framework
pin-up review
open design studio
working late
urban design framework plan
preliminary illustrative plan
Revitalization of district should be inclusive of Howard campus

Create a more campus-like setting

Explore adding Middle School

Explore agricultural park on portion of Poss Homes property

Explore new sports facilities on open land
market street and howard school

MIXED-USE • RETAIL EMPHASIS
» Mixed-use with community-serving retail

MIXED-HOUSING • HIGH INTENSITY
» Primarily urban apartment buildings up to 3-5 stories
market street and howard school

EXPANDED HARRIS-JOHNSON PARK

» Reconfigure park edges so that all sides are fronted by buildings and/or streets

» Touch 26th to strengthen connection to Howard
MOBILITY, ETC.

» Improve Market to make it easier for pedestrians to cross

» Create turnaround at the terminus of 25th

» Potential connection from 28th to 25th through campus

» Connect new trail to campus

» Gateways at north and south ends of Market
market street and howard school
market street and howard school
market street and howard school
southern gardens

MIXED-USE • RETAIL EMPHASIS

» Mixed-use with community-serving retail

MIXED-HOUSING • HIGH INTENSITY

» Primarily urban apartment buildings stepping down in scale from interstate to neighborhood
MIXED-HOUSING • MEDIUM INTENSITY
» Mixture of urban housing types • Up to 3 stories

MIXED-HOUSING • LOW INTENSITY
» Urban single-family detached housing up to 3 stories
» Accessory dwelling units on alleys
NEW POCKET PARK

» Terminus of Long Street after interchange improvements are completed and new development occurs

southside gardens
southside gardens

MOBILITY, ETC.

» 26th as crucial multi-modal connector
» Reconfigure streets around Harris-Johnson Park
» Potential new east-west connection north of 25th Street
» Interchange improvements
» New trail connection from terminus of Long to the north
southside gardens
southside gardens
southside gardens
**MIXED-USE • EMPHASIS ON LIGHT INDUSTRIAL**

» Light industrial uses with urban character • emphasize connection to Howard along 28th

» Maintain opportunities for a mixture of uses including housing along an improved Chattanooga Creek
MOBILITY, ETC.

» 28th as crucial multi-modal connector

» New trail north of railroad linking Riverwalk to neighborhoods to the north
chattanooga creek
MIXED-USE • RETAIL EMPHASIS

» Preserve existing historic character

» Mixture of uses with urban character and neighborhood-serving retail • Up to 5 stories with step back

» Step-down in height next to neighborhood
MOBILITY, ETC.

» Improvements to S. Broad with emphasis on the pedestrian

» New street connection from S. Broad into foundry site

» Cowart as ‘B’ Street

» Gateways at north and south ends of district

» Expand transit opportunities as need arises
south broad
south broad
tennessee river and foundry hill

TENNESSEE RIVER

» Extension of the Riverwalk south

» A boat dock on southern portion of riverfront

» A connection back to Foundry site

FOUNDRY HILL

» A mixture of housing types on “mesa” • 2-3 stories
tennessee river and foundry hill
MIXED USE • ‘ARTISAN INDUSTRIAL’ EMPHASIS

» Preservation and reuse of historic Wheland buildings

» A mixture of uses with urban character • respect foundry scale

» Emphasis on retail/artisan industrial/food district

» Extension of mixed-use character to S. Broad and 28th Street
MIXED USE • SPORTS/ENTERTAINMENT EMPHASIS

» A sports and/or entertainment venue
» A mixture of uses with urban character supporting a sports/entertainment venue • Up to 6 stories

wheland foundry / u.s. pipe
MIXED USE • HOUSING EMPHASIS

» A mixture of uses with an urban character • Up to 6 stories

» Higher density “stacked flat” housing

» Mixed-income

SQUARE

» Extend 26th Street

» Preservation of views toward historic foundry buildings and Lookout Mountain
“21ST CENTURY” OR “CLEAN” INDUSTRIAL

» Allows for potential expansion of existing industry if “clean” and wrapped by active street-facing uses

MIXED-USE / LIGHT INDUSTRIAL

» Opportunities for mixed-use or light industrial uses between S. Broad and Chestnut Streets
wheland foundry / u.s. pipe

MOBILITY, ETC.

» Extension of 26th and 28th into foundry site
» Creation of streets and blocks within the site (2 options for 26th)
» Extend CSX Greenway Connector to new square
» Sydney as ‘B’ Street
» Connection to River
» Southern gateway to Chattanooga
» Maintain transit opportunities
wheland foundry / u.s. pipe
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wheland foundry / u.s. pipe
urban design framework plan
preliminary illustrative plan
next steps

CHARRETTE REPORT
» Refinement of plans and ideas
» Document the planning effort
» Draft implementation strategies

STUDY COMPLETION: END OF OCTOBER