



5.0 The Urban Design Plan

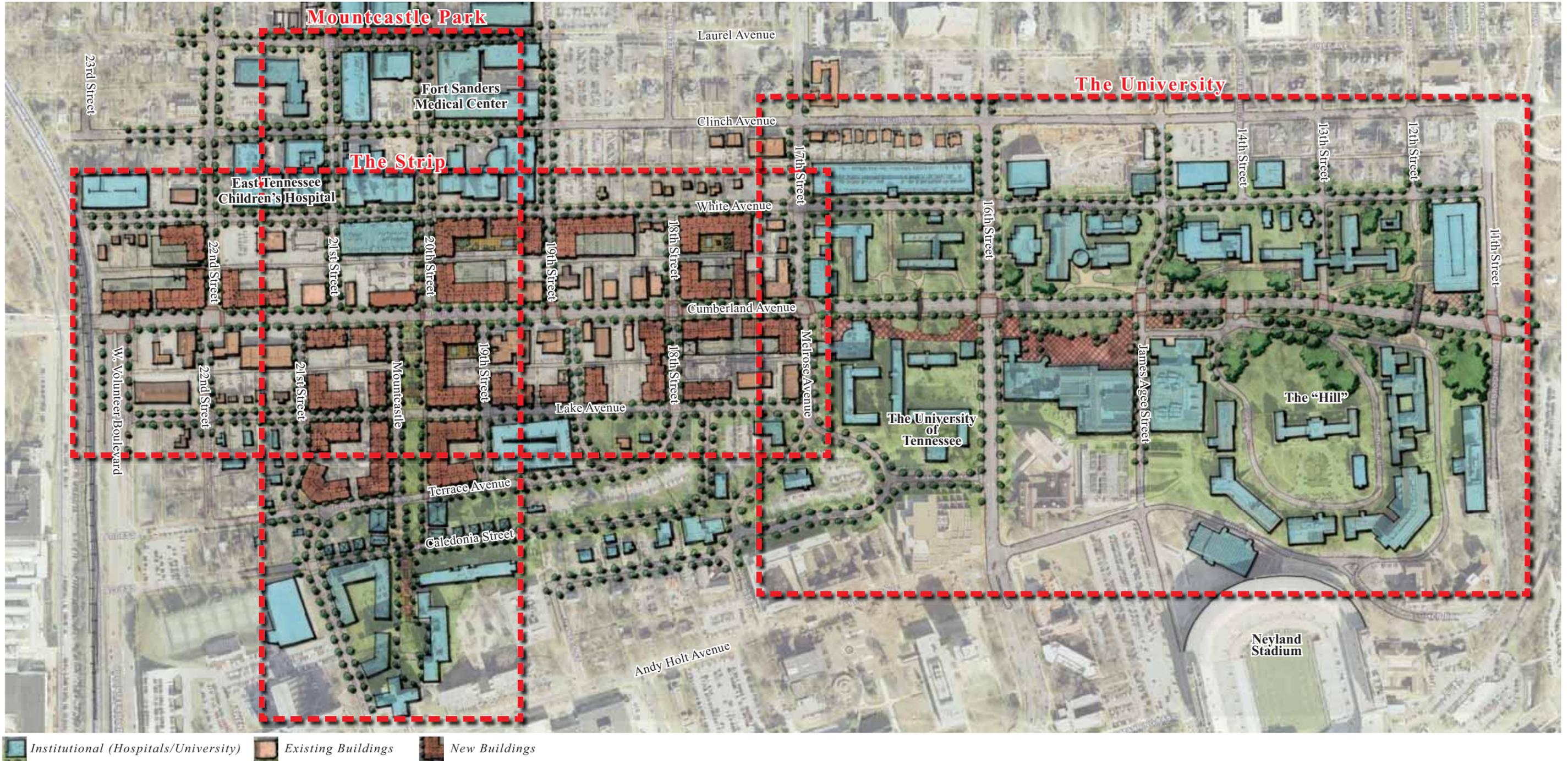
The Urban Design Plan

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The urban design plan proposed for Cumberland Avenue is organized into three areas: The University, Mountcastle Park, and The Strip. The urban design plan examines how redevelopment could occur in each of these areas based on the vision statement and current parcel configuration and utilization.

While site specific, the redevelopment scenarios illustrated are just one example of how and where redevelopment will occur and are intended mainly to inform the development of detailed design code that will guide long-term private redevelopment in the corridor. While a market analysis has not been conducted for this study to determine its development potential, the urban design plan illustrates the potential for approximately 130,000 square feet of commercial use (ground floor of mixed-use buildings) and more than 1,400 new residential units.

For the purposes of calculating this redevelopment potential, all necessary parking was estimated conservatively at 4 spaces per 1,000 square feet for commercial uses and 1.5 spaces per unit for residential uses, and all parking was accommodated on-site for each development. This focus on parking illustrates how redevelopment can occur without further impacting the limited public parking in the corridor and does not eliminate the need to determine a comprehensive public parking strategy.



The University

Focused on Cumberland Avenue from 17th Street to 11th Street, this section is envisioned as the University’s “front porch,” creating a clearly defined institutional address to Cumberland Avenue. The plan suggests reinforcing this by:

- Converting Cumberland Avenue from 17th to 16th Street to three-lanes, with the potential to extend to James Agee Street in the long-term. This will help to make the street more pedestrian friendly for students and provide opportunities for more “greening” of the street through planted medians and street trees.
- Maintaining and enhancing the building setback to create public greens and plazas along Cumberland Avenue.

Key Concepts:

- 1 Enhance pedestrian connections across Cumberland Avenue.
- 2 Maintain and enhance University’s “Front Porch” along Cumberland with consistent building setbacks and expanded plazas and green spaces.
- 3 Enhance streetscape to provide better pedestrian connections to James Agee Park.



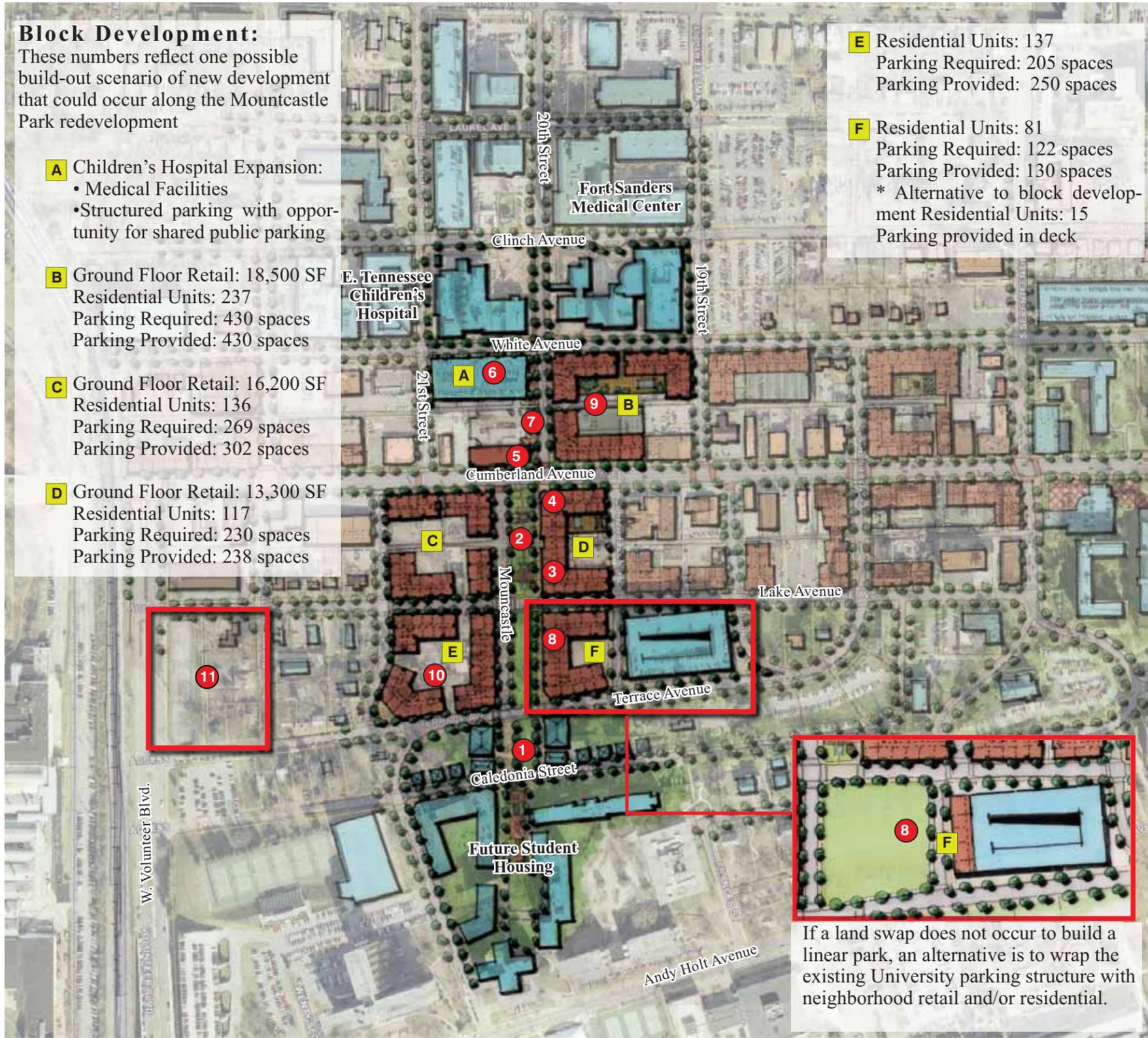
Institutional (Hospitals/University)
 Existing Buildings
 New Buildings
 Proposed 3-Lane
 Potential Extension of 3-Lane

Block Development:

These numbers reflect one possible build-out scenario of new development that could occur along the Mountcastle Park redevelopment

- A** Children’s Hospital Expansion:
 - Medical Facilities
 - Structured parking with opportunity for shared public parking
- B** Ground Floor Retail: 18,500 SF
Residential Units: 237
Parking Required: 430 spaces
Parking Provided: 430 spaces
- C** Ground Floor Retail: 16,200 SF
Residential Units: 136
Parking Required: 269 spaces
Parking Provided: 302 spaces
- D** Ground Floor Retail: 13,300 SF
Residential Units: 117
Parking Required: 230 spaces
Parking Provided: 238 spaces

- E** Residential Units: 137
Parking Required: 205 spaces
Parking Provided: 250 spaces
- F** Residential Units: 81
Parking Required: 122 spaces
Parking Provided: 130 spaces
* Alternative to block development Residential Units: 15
Parking provided in deck



If a land swap does not occur to build a linear park, an alternative is to wrap the existing University parking structure with neighborhood retail and/or residential.

Mountcastle Park

Focused on “reconnecting the Strip to its neighbors,” this section will create a linear green space between the Strip, University, and hospitals by extending a public open space to Cumberland Avenue and reshaping Mountcastle Park into a linear park.

- This new park will connect the University’s core of existing and future student housing directly to the Strip and up 20th Street to the center of the hospital’s campuses.
- New mixed-use development will include housing, retail, University facilities, and hospital expansion that will orient to and activate this new green space.
- Coordinating new parking structures, planned by the hospitals and University along or adjacent to this green, to include shared public parking for development along the Strip.

Key Concepts:

- 1** Enhance the future student housing development that is planned, as a part of the University Master Plan, to include an open space connection to Mountcastle Park.
- 2** Encourage redevelopment of block to include a linear public green that connects Cumberland Avenue to Mountcastle Park and proposed University expansion.
- 3** Encourage mixed use development along linear park.
- 4** Activate the corner of Cumberland and Mountcastle and Cumberland and 20th with commercial along the ground floor and residential or office above.
- 5** Encourage development of a landmark building at corner of Cumberland and 20th.
- 6** Planned expansion of Children’s Hospital. The proposed structured parking could include dedicated public spaces.
- 7** Enhance streetscape and building setback along 20th Street to provide a visual connection between the hospitals and Cumberland Avenue.
- 8** Create new University development along existing Mountcastle Park to “wrap” existing parking structure and reconfigure the park to get fronting development.
- 9** Utilize alleys as entrances to parking structures.
- 10** Encourage University parking facility to include public spaces.
- 11** Planned future University parking facility could be coordinated to include public spaces.

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The Strip

Focused on Cumberland Avenue from 17th Street to West Volunteer Boulevard, including the blocks between White Avenue and Lake Avenue, this section illustrates the range of possible development. Development could occur at the scale of a single parcel, a half block, or a full block. The vision is to “transform the strip to a place” by:

- Reinforcing the importance of the street by forming buildings along street frontages and locating parking behind (in lots or structures).
- Anticipating the long-term and short-term potential for intensified housing developed in mixed-use projects.
- Strengthening active retail uses along Cumberland Avenue.

Key Concepts:

- 1 Potential exists to take advantage of existing topography throughout the Cumberland area by tucking parking into the hill and beneath buildings.
- 2 Development along Cumberland Avenue should have active street-level uses with residential or office above.
- 3 Alleys should be kept open and be use for access into parking structures and vehicular movement throughout the Cumberland Avenue area.
- 4 Redevelopment can occur at both the full block level and the parcel level.
- 5 Enhance pedestrian connections across Cumberland Avenue to adjacent institutional uses and neighborhoods.
- 6 New parking for development should be placed behind the development with vehicular access from the alleys and pedestrian access from Cumberland.

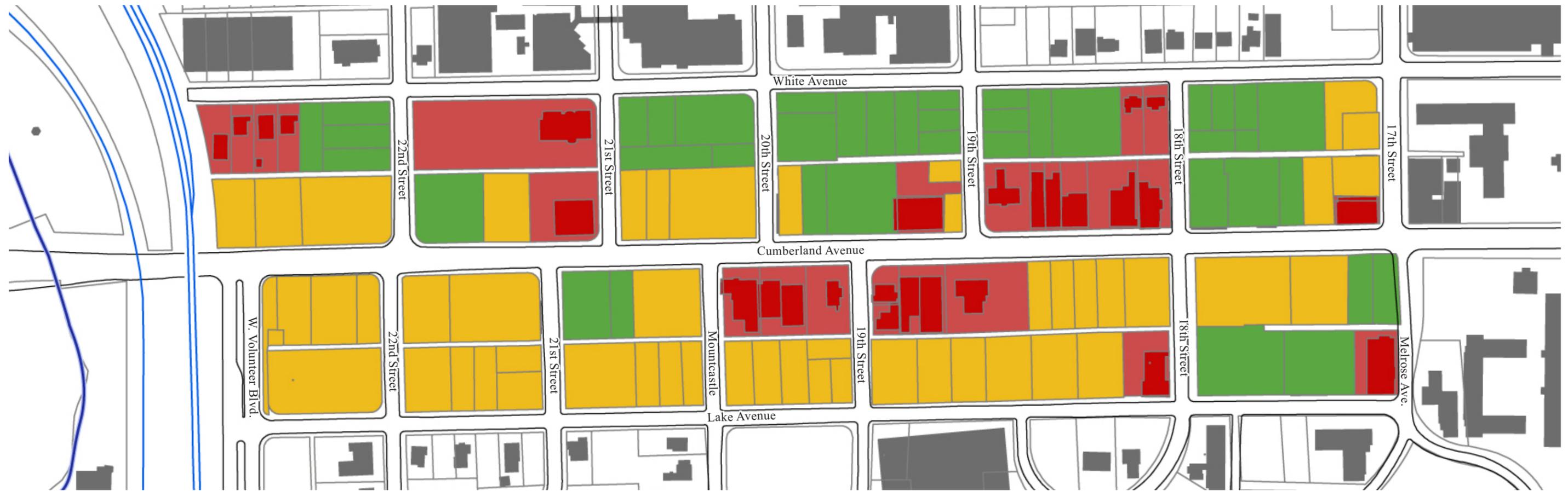


Block Development: These numbers reflect one possible build-out scenario of new development that could occur along Cumberland Avenue.

A Ground Floor Retail: 21,600 SF Residential Units: 160 Parking Required: 326 spaces Parking Provided: 329 spaces	B Ground Floor Retail: 18,600 SF Residential Units: 68 Parking Required: 177 spaces Parking Provided: 208 spaces	C Children’s Hospital Expansion Medical Facilities Structured parking with opportunities for shared public parking	D Ground Floor Retail: 18,500 SF Residential Units: 237 Parking Required: 430 spaces Parking Provided: 430 spaces	E Residential Units: 92 Parking Required: 138 spaces Parking Provided: 144 spaces	F Ground Floor Retail: 13,200 SF Residential Units: 167 Parking Required: 304 spaces Parking Provided: 320 spaces
G Ground Floor Retail: 16,200 SF Residential Units: 136 Parking Required: 269 spaces Parking Provided: 302 spaces	H Ground Floor Retail: 13,300 SF Residential Units: 117 Parking Required: 230 spaces Parking Provided: 238 spaces	I Residential Units: 49 Parking Required: 74 spaces Parking Provided: 76 spaces	J Residential Units: 84 Parking Required: 126 spaces Parking Provided: 126 spaces	K Ground Floor Retail: 19,800 SF Residential Units: 117 Parking Required: 214 spaces Parking Provided: 216 spaces	

Development Opportunities

Based on the context analysis, this diagram reflects the current “snapshot” of opportunities in the Strip. The pattern suggests the importance of a redevelopment strategy that recognizes the varied patterns and scale that future development will take, from the full or half block scale to the single parcel scale.



Red **Parcels Unlikely to Change:** represent any recent development or “landmark” businesses.

Yellow **Parcels with Mid to Long-term Potential to Change:** represent uses such as fast food chains and gas stations, and other currently rented or occupied space.

Green **Parcels with Short-term Potential to Change:** represent vacant development or current surface parking lots with a high level of immediate redevelopment potential.

Key Concepts for Block Development



Example Scale: Full Block Development



Example Scale: Half-Block Development



Example Scale: Single Parcel Development

Full Block Development:

- Development should have active ground floor uses such as retail and restaurants.
- Parking can be consolidated and shared parking can occur.
- Public access should remain along the alley.
- The existing topography allows for parking to be built into hillside.

Half-Block Development:

- Consolidate parcels for single development.
- Wrap parking with development. Parking should be accessed via alley.
- Development should reflect adjacent land uses in their height, land use and character.

Single Parcel Development:

- Single parcels have potential for small scale urban development.
- Parking can be surface, placed under new development or shared with an adjacent parking structure or lot.

Cumberland Avenue: Existing & Proposed

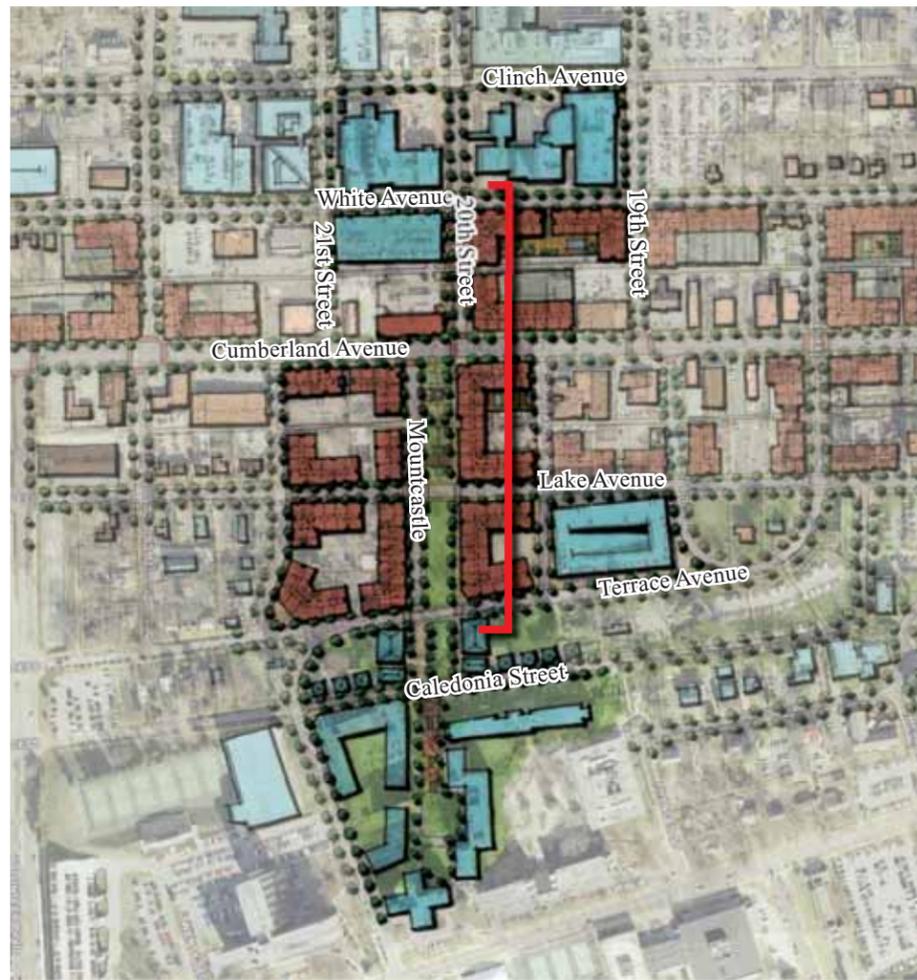
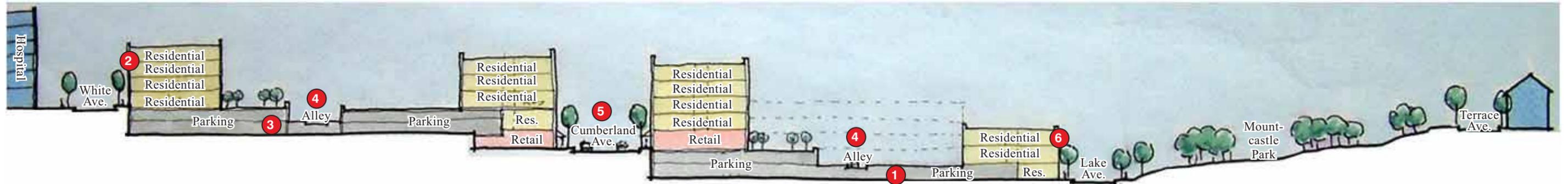
This illustration depicts the transformation of Cumberland Avenue into a “place” where the scale, character and use of proposed development, along with the conversion of Cumberland Avenue into a three-lane street, create a vibrant and pedestrian-friendly environment that is supportive of businesses, the University and the hospitals.



Cumberland Avenue: Proposed



Cumberland Avenue: Existing



Key Map

Institutional (Hospitals/University) Existing Buildings New Buildings

Cumberland Avenue: Site Section

The site section reflects how development could occur along the Cumberland Avenue corridor. Development should take advantage of the natural topography, such as tucking the parking under new development, and respond to the adjacent land uses.

Key Concepts:

- 1 Potential exists to take advantage of existing topography throughout the Cumberland area by tucking parking into the hill and beneath buildings.
- 2 Development along White Avenue should reflect the adjacent land uses of either the University or Fort Sanders neighborhood.
- 3 Take advantage of topography to tuck parking under new development.
- 4 Keep alleys a viable part of the street network by allowing access to parking structures along with vehicular through movement.
- 5 Development along Cumberland Avenue should have active ground floor uses with office or residential above.
- 6 Residential development along Lake Avenue should reflect the surrounding neighborhood in scale and design, and should front the existing Mountcastle Park.