

2013

# Downtown Summit

November 19 | East TN History Center



CITY OF KNOXVILLE  
MADLINE ROGERO, MAYOR





# Strategy for Downtown

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## ▶ Vision

- ▶ From disinvestment to investment; reinvigorate tax base in city core
- ▶ Strong residential, retail, and office segments; emphasis on mixed use
- ▶ Development outward from a strong core
- ▶ Strategic investment in public infrastructure
- ▶ Strategic and careful use of tools to foster quality private development



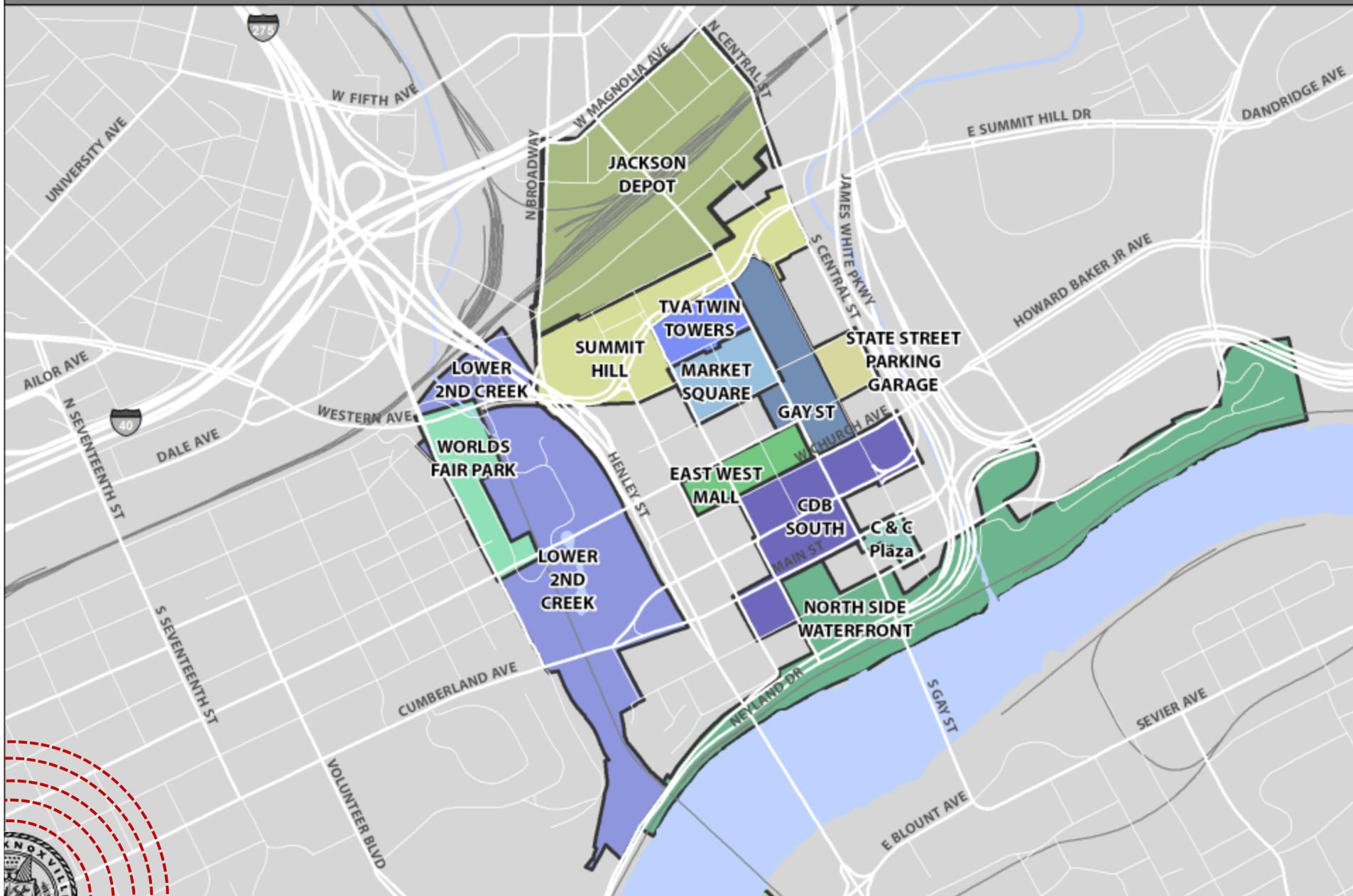


# Strategy for Downtown

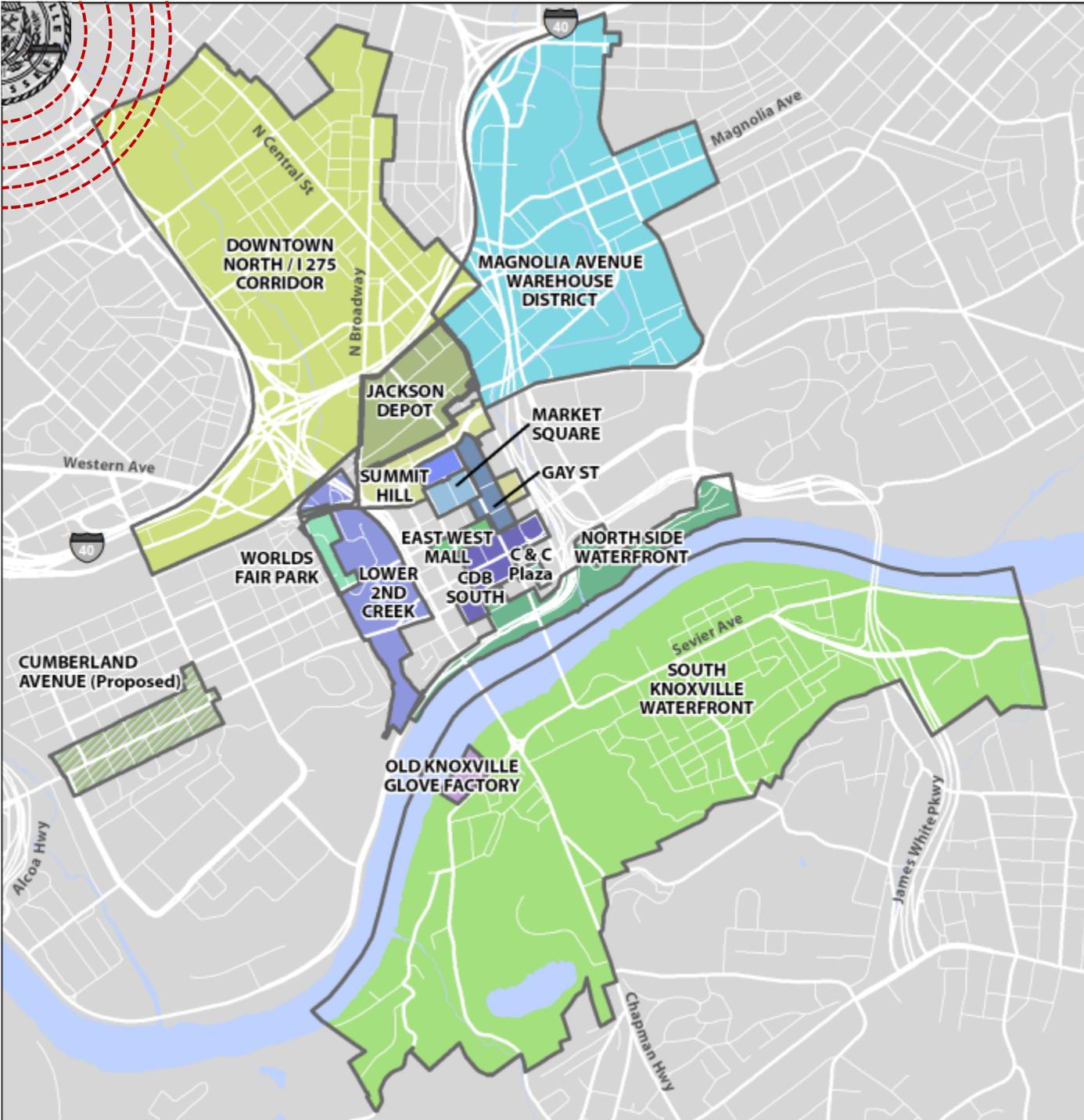
- ▶ Principles
  - ▶ Continuity across Administrations
  - ▶ Market driven development
  - ▶ Organic growth
  - ▶ Sound urban design - without rigid prescription
  - ▶ Benefits evaluated: economic growth, preservation of historic structures, community building
- ▶ Process
  - ▶ From conflict to collaboration in making public decisions
  - ▶ Intensive public input and discussion: public meetings and forums
  - ▶ Transparent dissemination of information: website, blogs, social media



# Downtown Redevelopment Areas



# Core Redevelopment Areas



0.55 Miles

**MPC**  
METROPOLITAN  
PLANNING  
COMMISSION



# Private Development – Mast General

**Downtown Development**  
Downtown Development Summit 2013

A story map

410 South Gay Street, Knoxville, Tennessee, United States  
Address is approximate

Photos

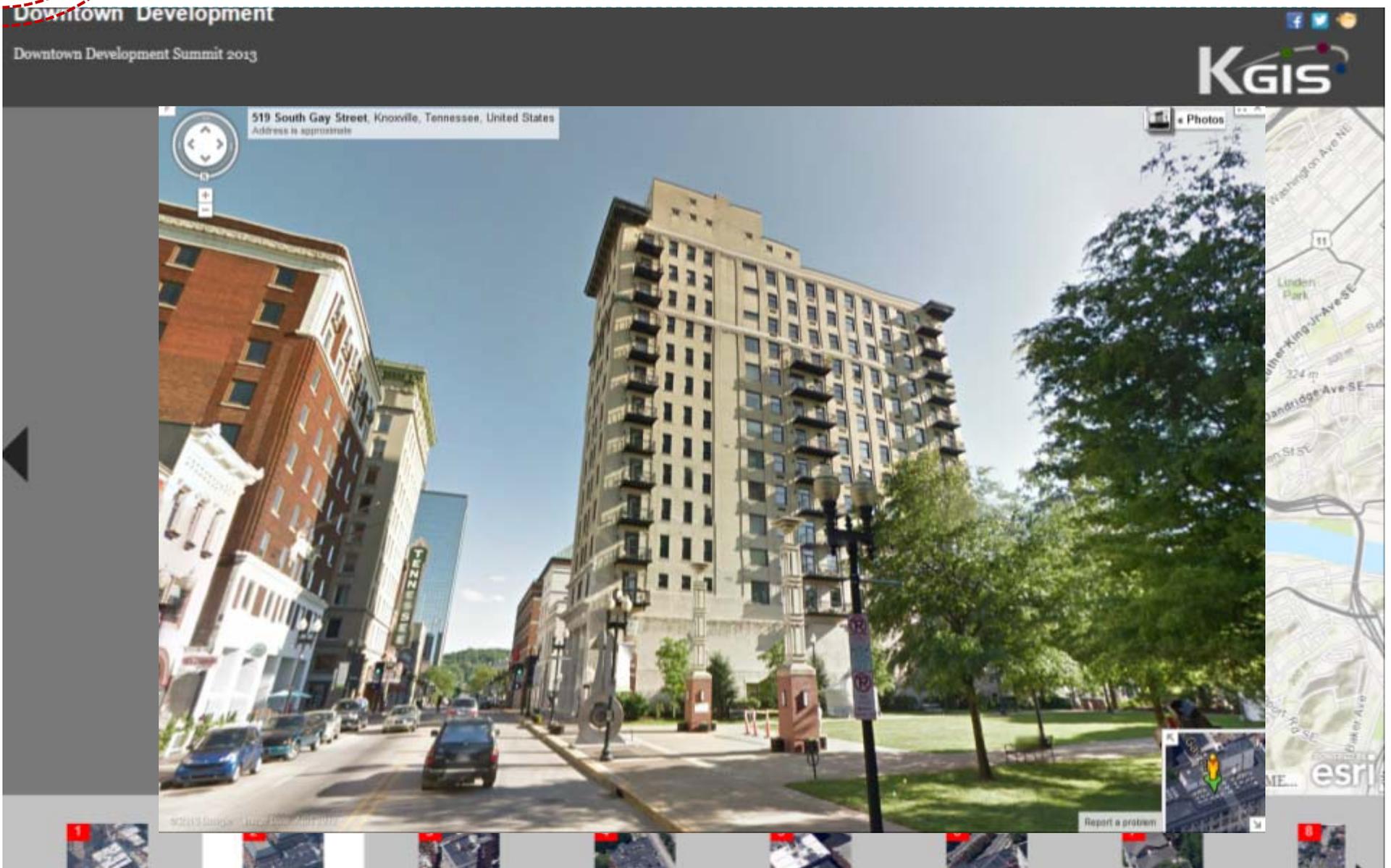
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Report a problem

16G Lofts    Doulight Building    North Central Village    Mast General & Gallery    Harold's    18    The Landings    Amstein Building    University



# Private Development –Holston Bldg.





# Private Development – JFG Lofts

**Downtown Development**  
Downtown Development Summit 2013

216 West Jackson Avenue, Knoxville, Tennessee, United States  
Address is approximate

KGIS

Photos

Report a problem

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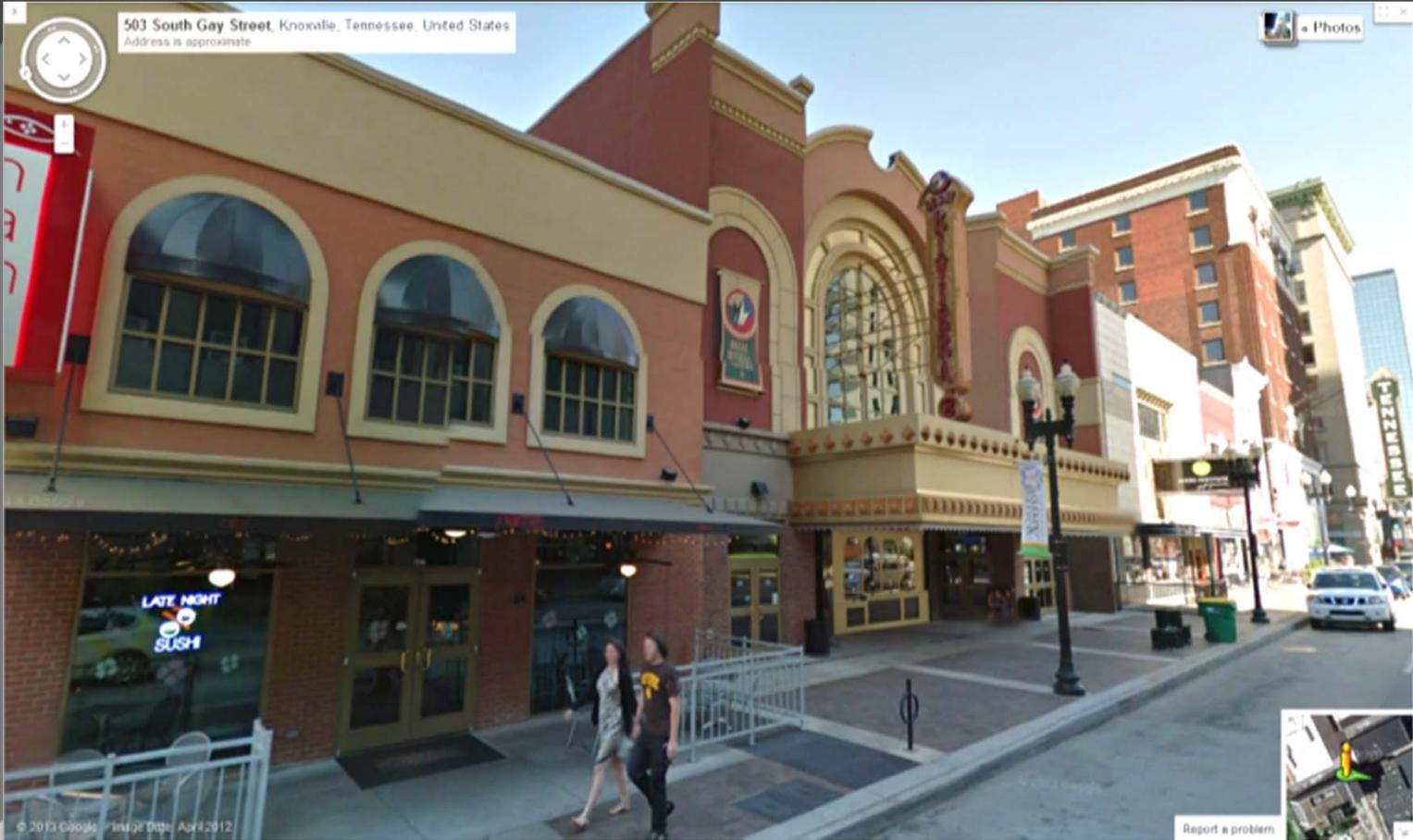


# Public / Private Development – 500 Block

**Downtown Development**  
Downtown Development Summit 2013

A story map  

503 South Gay Street, Knoxville, Tennessee, United States  
Address is approximate



© 2013 Google. Image Date: April 2012

Report a problem



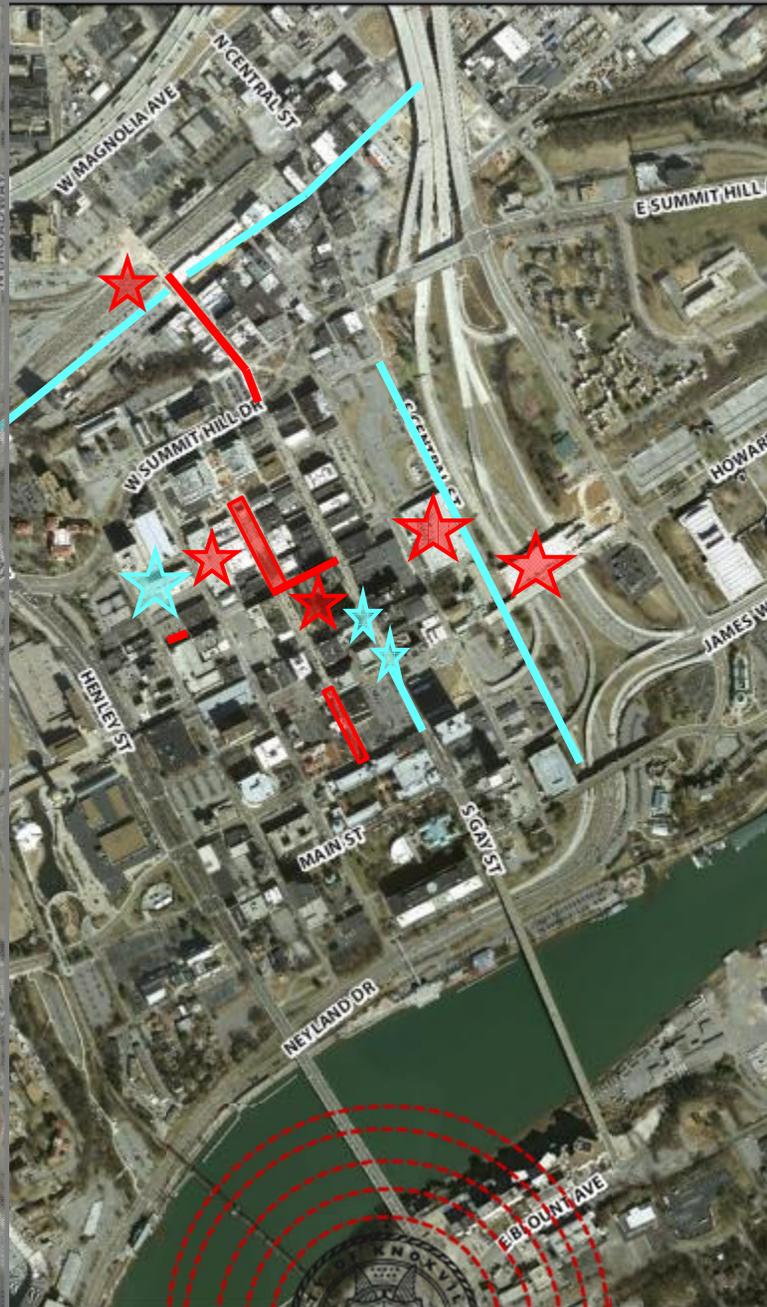
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# Public Infrastructure



**Completed**  
**Market Square Renovation**  
**Market Square Garage**  
**Krutch Park Reno & Extension**  
**100/200 block of S. Gay St.**  
**State Street Garage Expansion**  
**Market Street and Union Ave. Streetscape**  
**Jackson Ave. Parking Lot**  
**Transit Center**

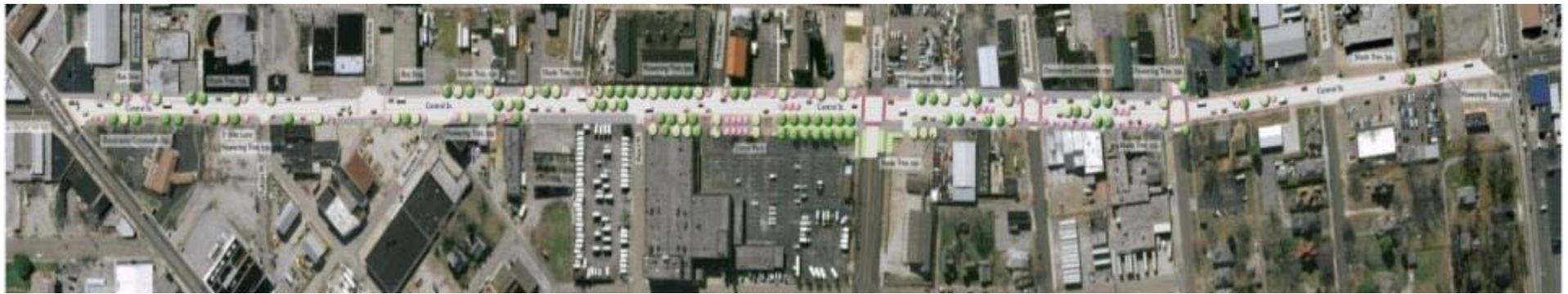


**In the Works**  
**Jackson Avenue Ramps**  
**Jackson Avenue Streetscape**  
**Walnut Street Garage**  
**700 block of S. Gay St. and Medallions**  
**Old City Streetscape**  
**Downtown Wayfinding**  
**Central Street Improvements**



# Investment Beyond the Core

- ▶ **Cumberland Avenue**
  - ▶ Form Based Code Approved
  - ▶ Streetscape Project
  
- ▶ **Downtown North**
  - ▶ N. Central Streetscape
  - ▶ I-275 Business Park Access Road





# Investment Beyond the Core

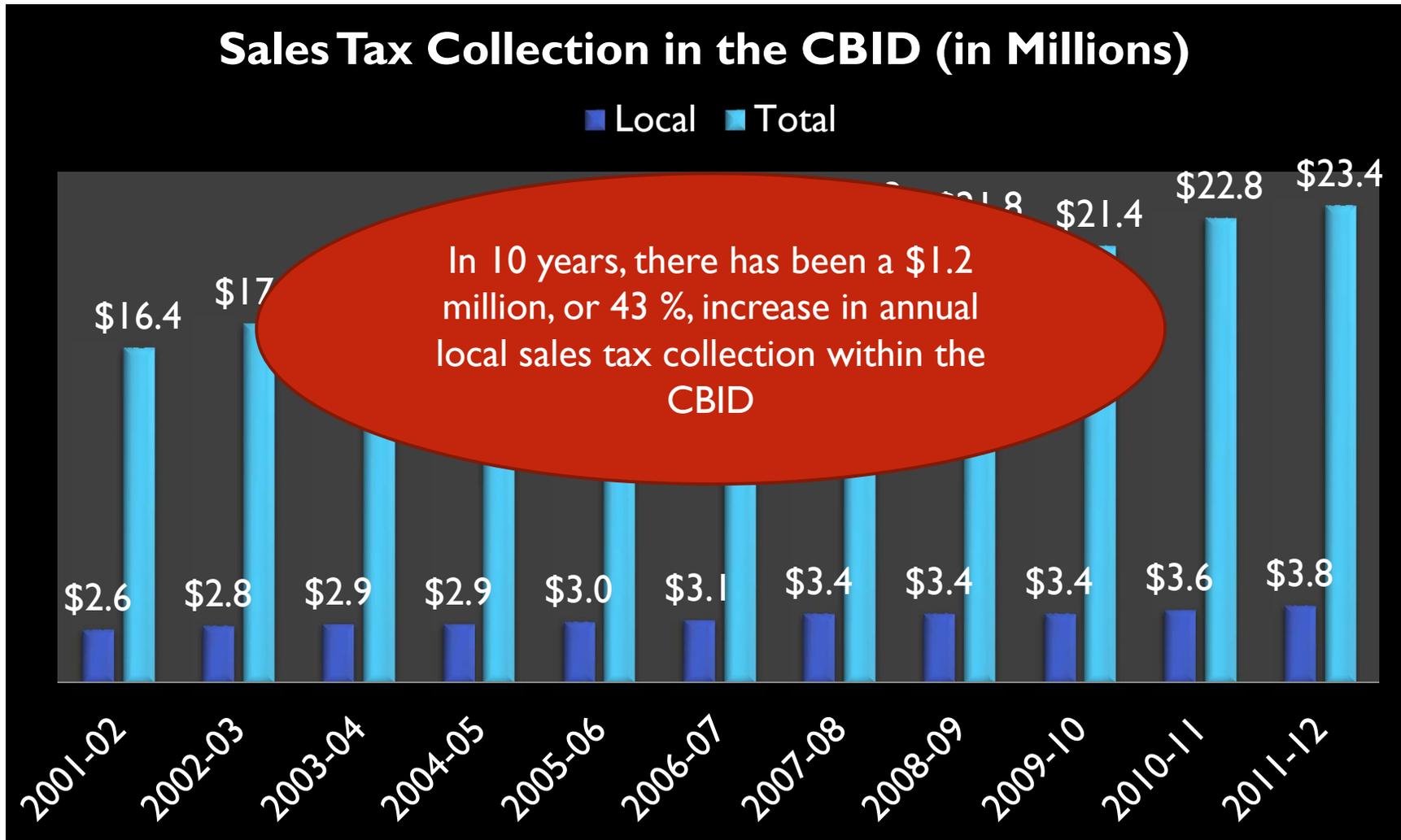


COMMUNITY DESIGN CENTER  
Old City Streetscapes

- ▶ South Waterfront
  - ▶ Suttree Landing Park
  - ▶ Street Improvement Project
  
- ▶ Magnolia
  - ▶ Model Block
  
- ▶ Old City
  - ▶ Streetscape Improvements

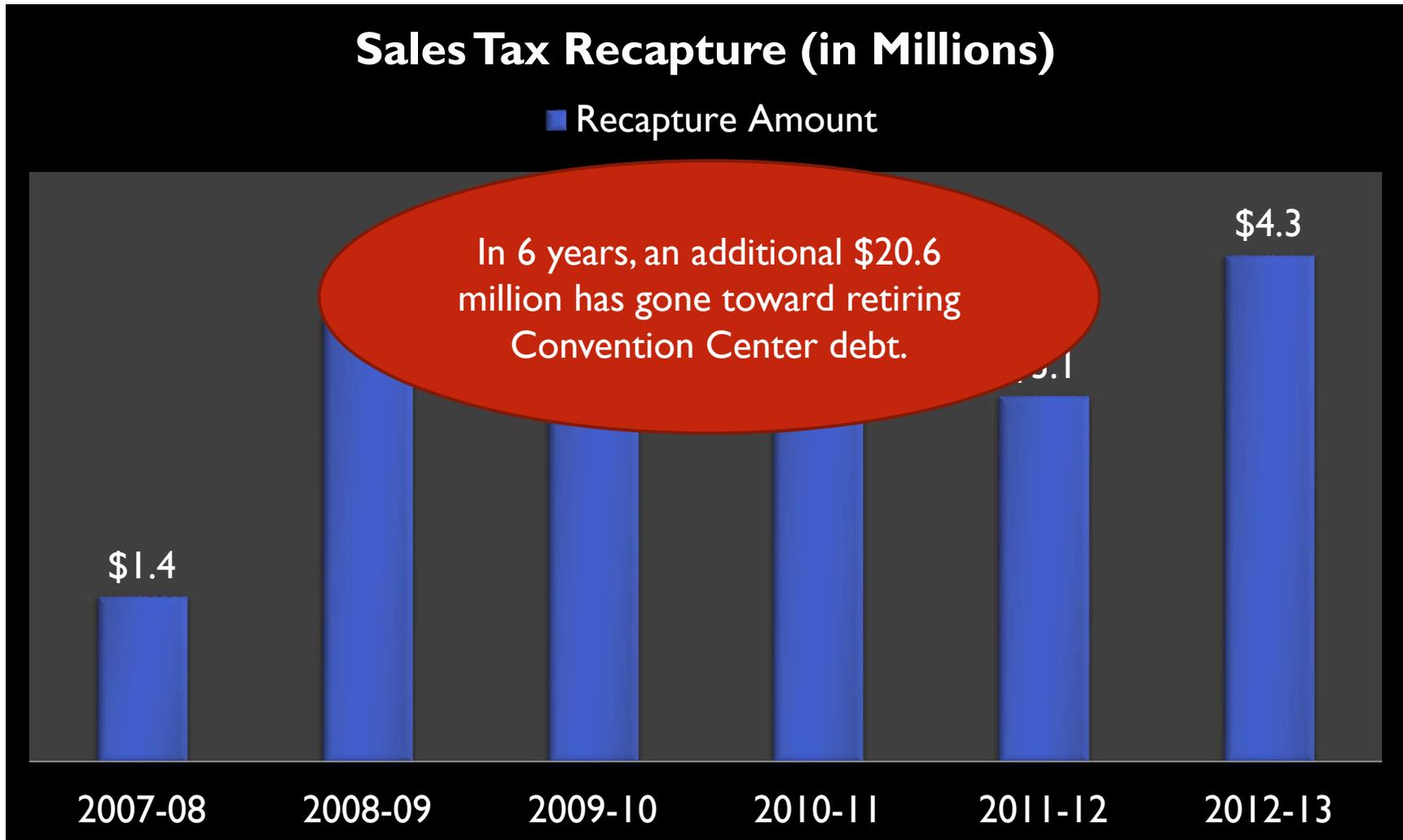


# Impacts so far...





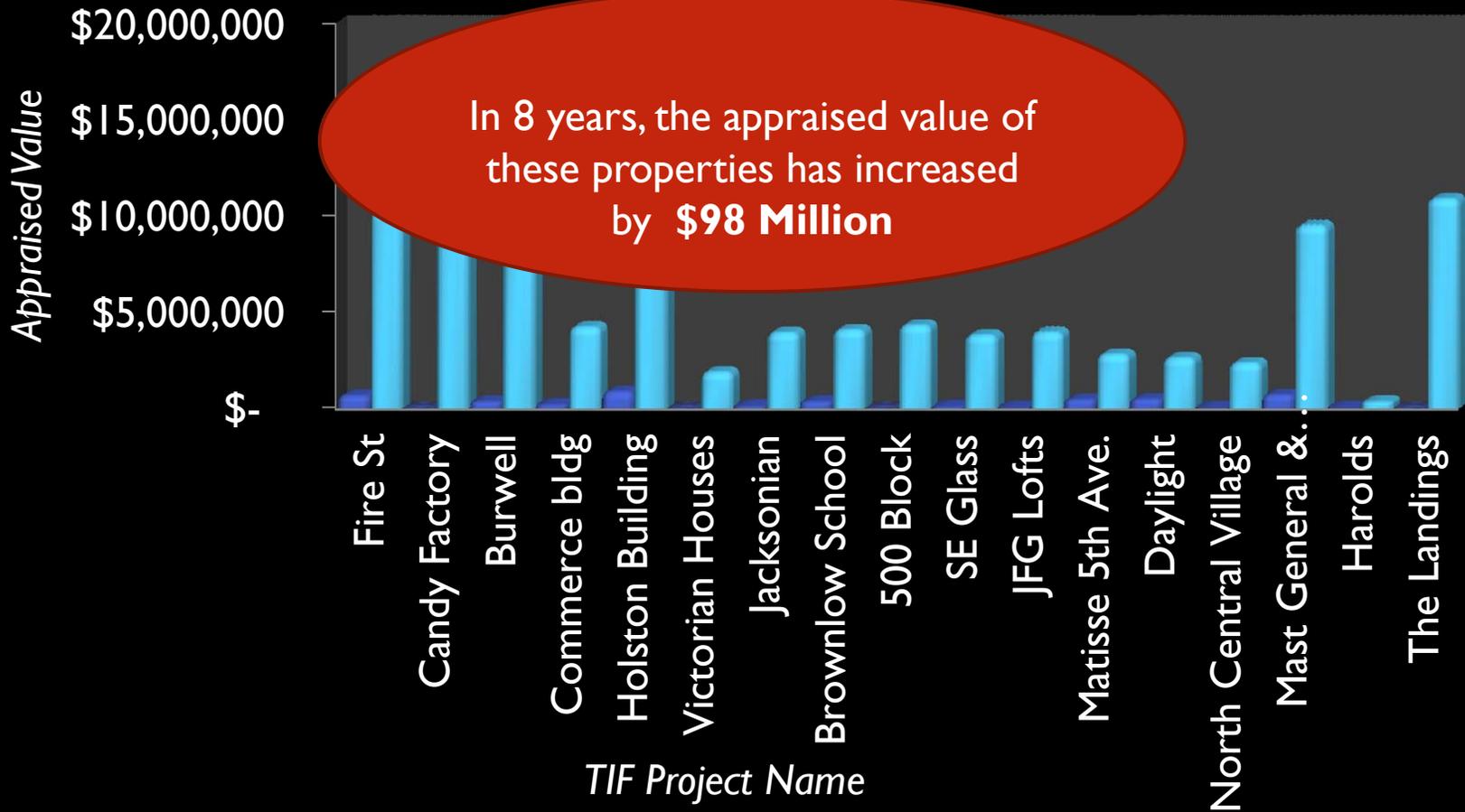
# Impacts so far...





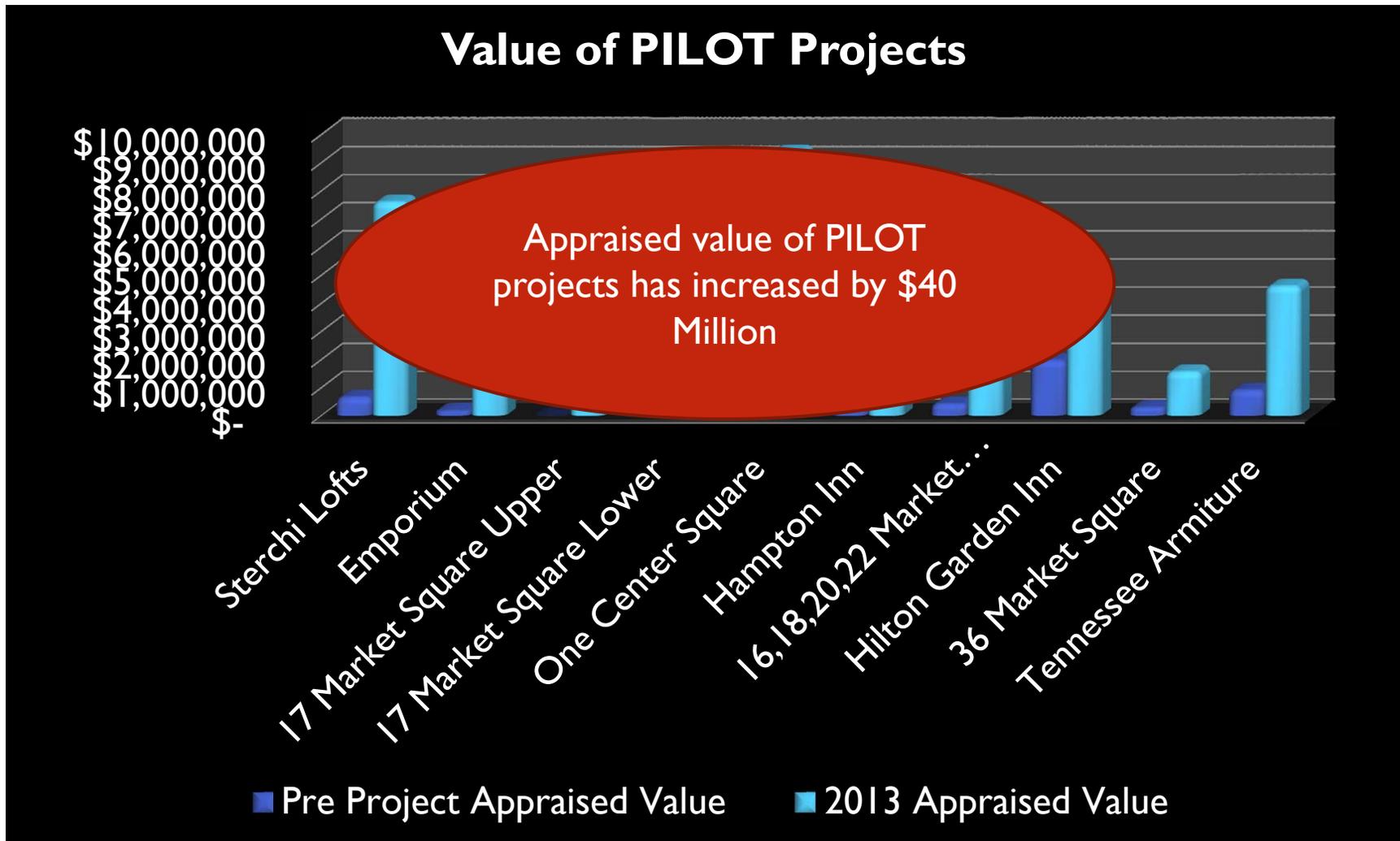
# Impacts so far...

## Pre and Post Appraised Value of TIF Projects





# Impacts so far...

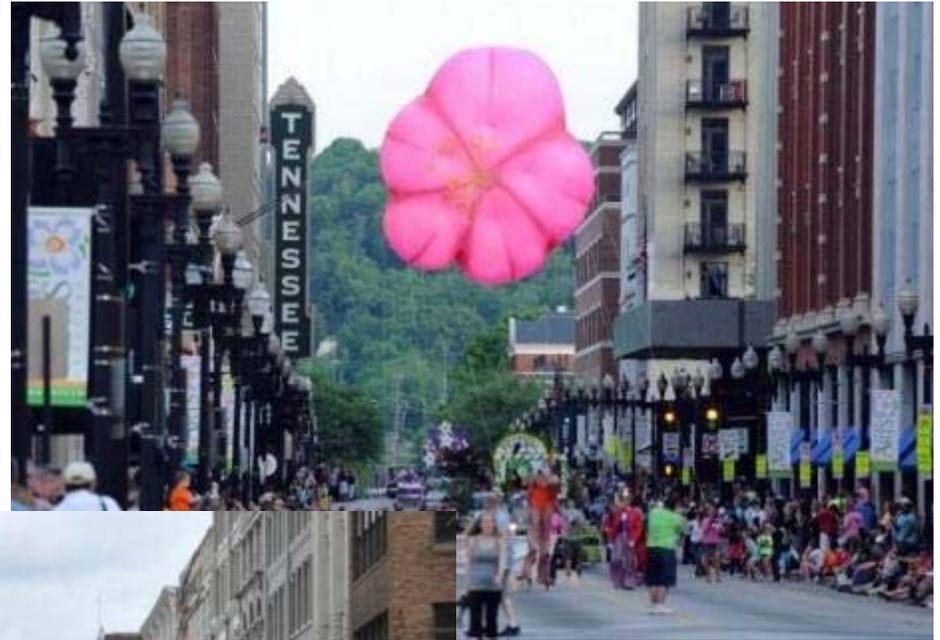




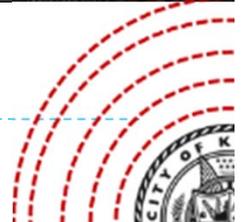
# Impacts are greater than economic

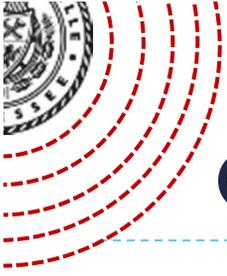
- ▶ Community building
- ▶ Civic pride
- ▶ A growing arts and entertainment district
- ▶ National recognition
  - ▶ Gay Street: one of America's Ten Great Streets
  - ▶ Numerous articles: New York Times, Southern Living, etc.





## Gay Street – One of 10 Great Streets in America for 2012





# Challenges

- ▶ Maintaining momentum
- ▶ Design concerns
- ▶ Parking strategy
- ▶ Keeping the mix in “mixed use”

