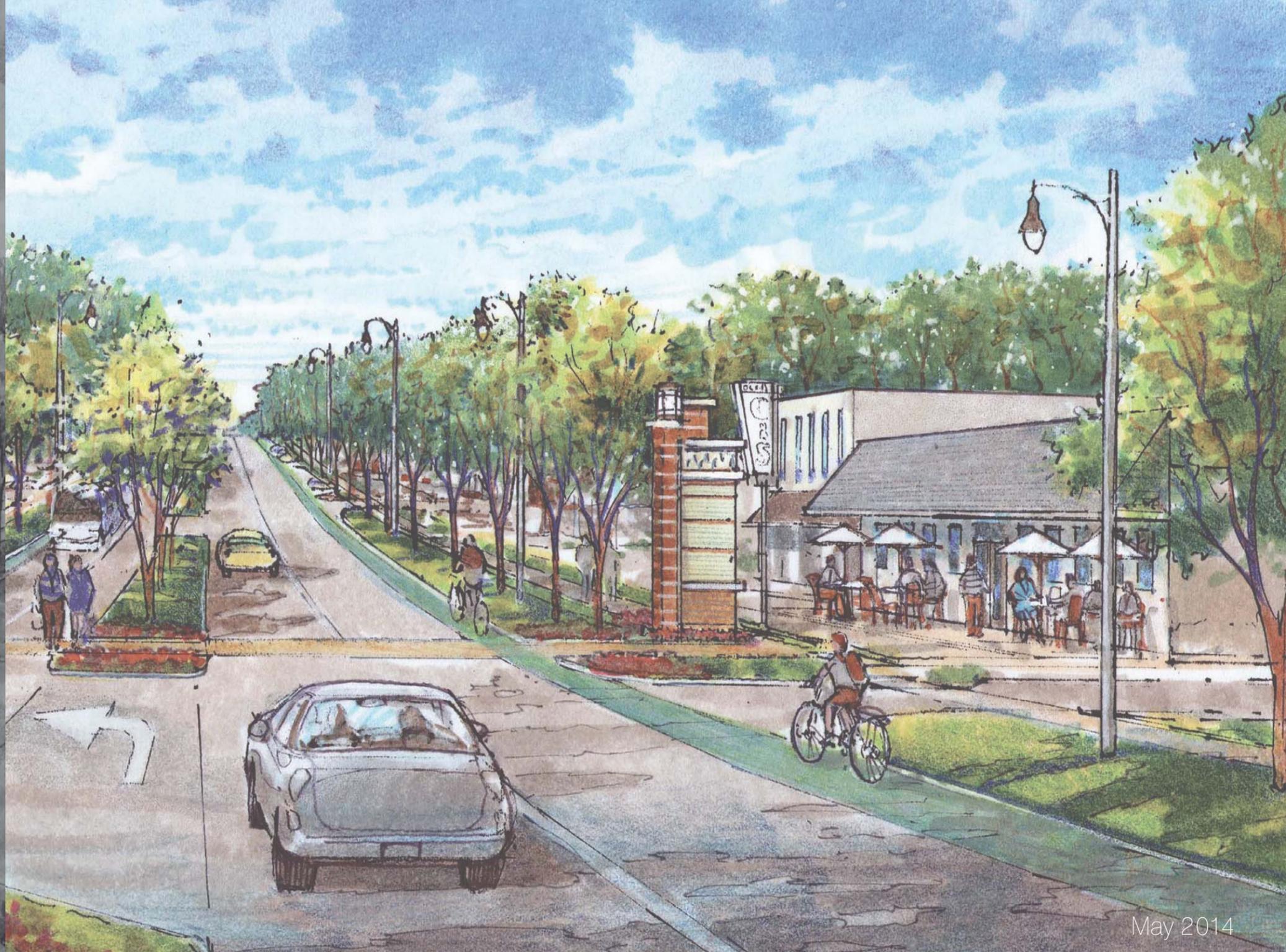




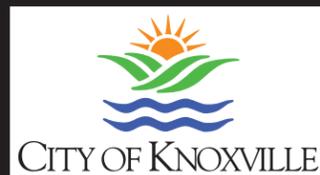
Report Draft



May 2014

# MAGNOLIA AVENUE STREETScape

Prepared for:



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## MAGNOLIA - AVENUE - STREETScape



## ACKNOWLEDGEMENTS

To Mayor Rogero and the tireless City Staff we want to offer a special thank you. Your dedication and commitment to the people of Knoxville, Tennessee ensures the broad voice of the public continues to be heard and implemented to create a world class corridor that is Magnolia Avenue.

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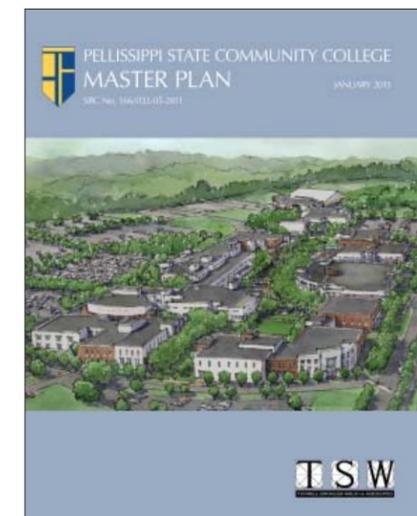
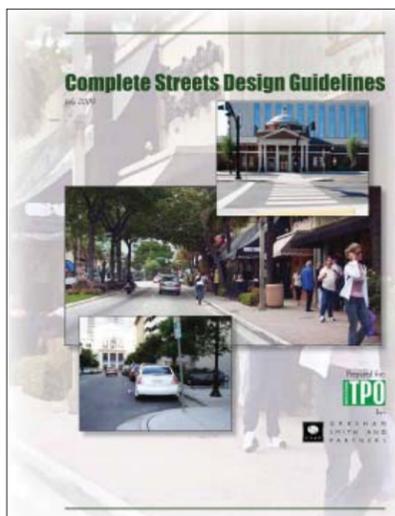
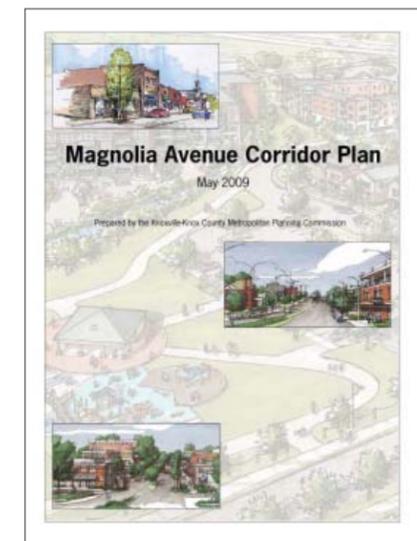
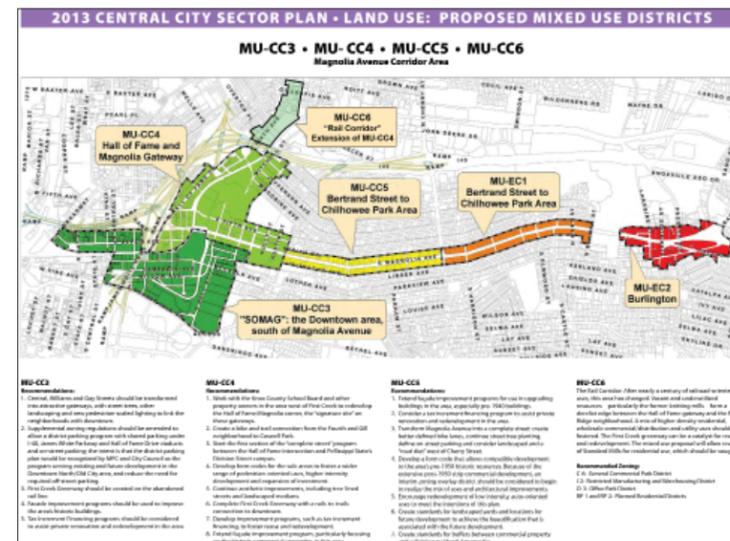
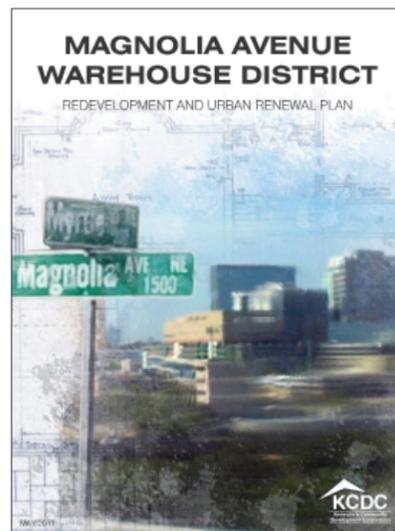
# MAGNOLIA - AVENUE - STREETSCAPE

## INTRODUCTION

Magnolia Avenue is an underutilized corridor that has not evolved with the changes that are occurring around it. The addition of the interstate 40 along with economic cycles have left the corridor with its original form and function. The intent and original use of this corridor was to facilitate the major movements through the City of Knoxville to the City of Asheville, North Carolina and vice versa. The corridor was built to handle heavy volumes of traffic and to safely assume even greater use. The four lanes of traffic, central turn lane and flanking parallel parking create a traffic that is meant to accommodate a smooth and efficient rate of flow rather than reinforce a destination point.

The current and projected needs for the adjacent communities show a significantly lower requirement for traffic capacity and on-street parking. The current configuration hinders pedestrian, bicycle and safe accessibility between the north and south sides of Magnolia Avenue. The corridor is in dire need of reprogramming in order to accommodate the demands of business development, walkable streets, public transportation and an overall cohesion of the urban fabric.

The intent of this design development phase is to locate a portion of the Magnolia Avenue Corridor along the 3.5-mile stretch between Hall of Fame Boulevard to Chilhowee Park that would be best suited to create a streetscape 'model block' for which the rest of the corridor could follow. The determined location will be based on previous studies of the corridor, research and analysis of existing conditions, public input and economic potential. The following pages walk through the selection process taking into account the discoveries and decisions that brought the model block to its final proposed location.





# MAGNOLIA - AVENUE - STREETSCAPE



## OVERALL EXISTING CONDITIONS

While the previous page describes the overall conditions acting on the corridor, this portion describes the elements within the right of way and along the corridor that create a sense of space and order. These items have become non-uniform and unpredictable. Although they are placed based on desired uses for a space as prescribed by the end user, they have become underutilized and fallen into disrepair. They have begun to break down the aesthetics of the linear corridor. The main elements that affect safety as well as visual appeal are the broken sidewalks which create tripping hazards and the lack of signaled cross walks at specific mid block crossings and main intersections. The signage along the corridor is distracting and is inconsistent which leads to irregular traffic movements and can create potential hazards for drivers.

A more specific list of individual items that contribute to the overall aesthetic and function of the corridor are as follows:

- Trash receptacles
- Benches
- Advertisements
- Bus stops
- Traffic signals
- Street lights
- Directional signage
- Temporary signage
- Pedestrian lighting
- Bike racks
- Lane Striping
- Paving





## CORRIDOR TRAFFIC ANALYSIS

Magnolia Avenue (SR 1/US 11/US 70) is a primary east-west corridor located northeast of downtown Knoxville. The existing cross section includes four (4) travel lanes, one (1) center left-turn lane, and paved shoulders along the majority of its length. The City of Knoxville is currently developing a streetscape plan that would establish Magnolia Avenue as a gateway into downtown. The proposed improvements include the installation of a raised median, bicycle lanes, wider sidewalks, and bus turn-outs in an effort to encourage new, denser developments.

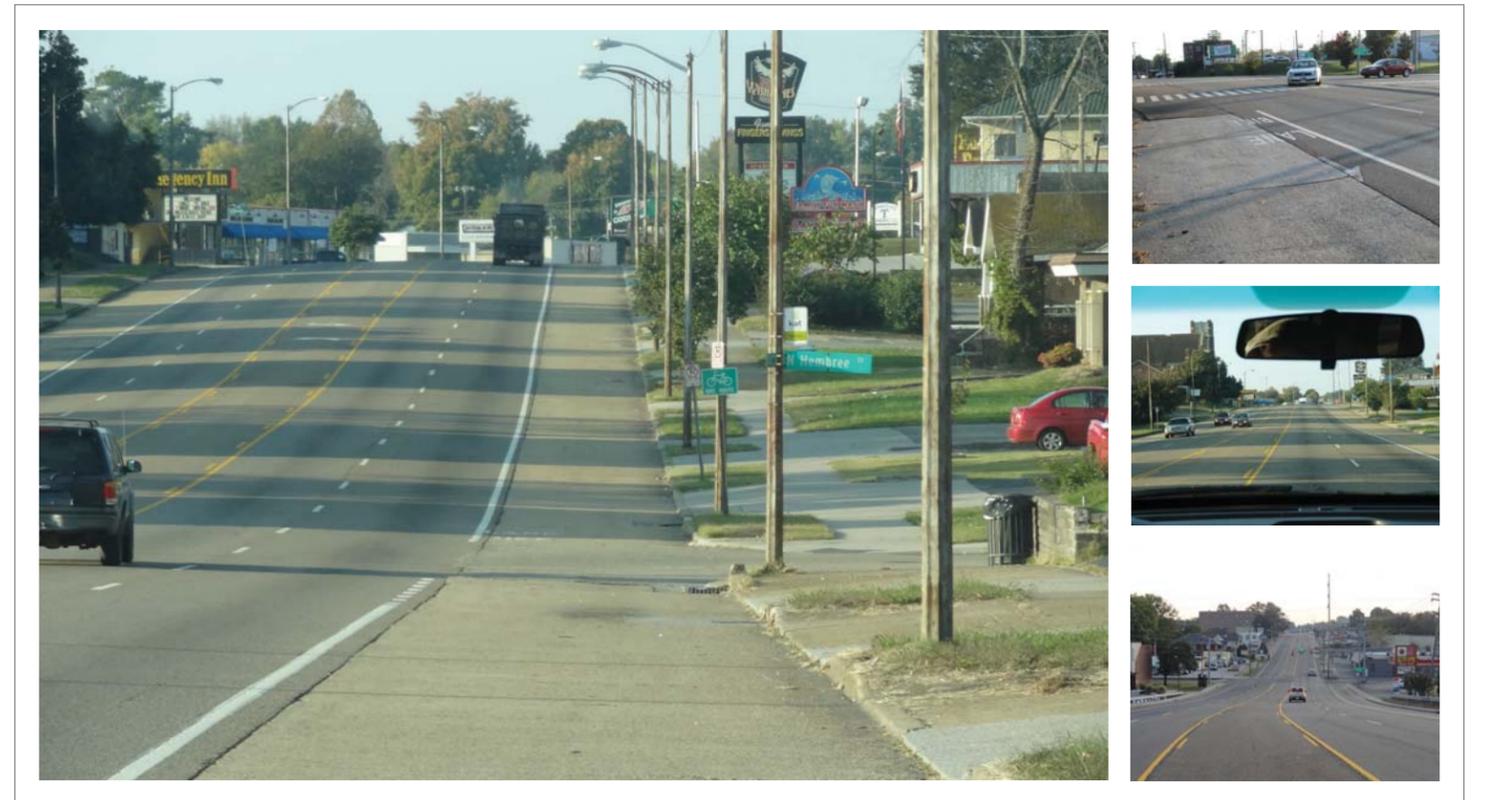
Existing traffic volumes along Magnolia Avenue indicate that the corridor could accommodate a significant amount of additional traffic and still maintain an acceptable level-of-service (LOS). The Highway Capacity Manual (HCM) describes LOS as the measure of operational characteristics such as speed, travel time, traffic interruptions, and the freedom to maneuver in a traffic stream. Those measures are assigned letter grades ranging from A through F, with A being the best and F being the worst. Magnolia Avenue today experiences approximately 11,660 vehicles per day near Olive Street and 12,700 near Beaman Street providing a level of service rating of A. Recent studies indicate that urbanized roadways with similar geometric characteristics could easily

accommodate 31,500 vehicles per day. Magnolia Avenue is currently operating at only 37% of its capacity and could potentially handle an additional 19,000 vehicles per day. Additionally, all of the twelve signalized intersections along the corridor operate at a LOS C or better, and none of the volumes at those intersections exceed 45% of their capacity. As illustrated by the LOS and existing volum-to-capacity ratio, it is evident that Magnolia Avenue could easily manage the additional traffic that denser, mixed-use developments would likely produce.

Although mixed-use development along the corridor would result in higher vehicle volumes, some of the additional traffic would likely be mitigated by the inclusion of multimodal facilities along an improved Magnolia Avenue. Dedicated bike lanes would attract cyclists that may otherwise travel in vehicles. Bus stop turnouts provide a safer, more appealing location to wait for and board the bus. Additionally, the bus turnouts remove buses from the travel lanes and minimize delay to other vehicles while the buses are stopped. Curb extensions would also make the corridor more pedestrian friendly by shortening crossing distances, providing wider sidewalks, and calming traffic speeds.

A key safety component in the improvement of Magnolia Avenue is the implementation of access management techniques to reduce the number of vehicle conflict points. Many businesses along the corridor have multiple driveways or very wide driveways that have no discernible entrance or exit points. The redevelopment of many of the properties

could reduce the number of driveways, and the raised median would only allow access to properties at designated median openings or signalized intersections as determined by new developments. The reconstruction of the shoulder would also clearly delineate the appropriate areas for on-street parking.



# MAGNOLIA - AVENUE - STREETSCAPE

## PLANNING PRINCIPLES

### ENCOURAGE PUBLIC INVOLVEMENT

Knoxville's citizen involvement was fundamental to the development of the study to find the final location for the model block. Comments and feedback



from residents and landowners were taken seriously and appreciated. The intent is to instill a true sense of ownership by those who participated. Following adoption of the plan, an on-going dialogue is expected to continue with citizens about the streetscape improvements and future developments.

### ESTABLISH A PEDESTRIAN-FRIENDLY ENVIRONMENT

Sidewalks along the Magnolia Avenue Corridor should be wide enough to support a high volume of pedestrian traffic, outdoor seating, and other activities.

Crosswalk widths and surface materials should use distinctive designs to help establish the pedestrian-oriented nature of the area. Street trees should be utilized where possible for shading pedestrian activity.

Gateway features should be located at the entrance of the corridor to indicate to motorists they are entering Magnolia Avenue. Redesigned streets will calm traffic and ease pedestrian crossings.



### UTILIZE CONSISTENT STREET DESIGN ELEMENTS



Sidewalks, street lights, traffic signal poles, signage, benches, and trash receptacles throughout the corridor should have a consistent "look" and should be substantially distinctive of the corridor to establish a unique and positive identity.

### FACILITATE PRIVATE REINVESTMENT

Create strategic public investments designed to spur continued reinvestment into private properties. Parking should be provided on-street or within the interior of blocks so as not to consume prime street frontage.



### INCORPORATE A WAYFINDING SIGNAGE SYSTEM

A wayfinding system should be used to help people find their way through public spaces using a system of tools designed to promote self-navigation in the most efficient and least stressful manner.

The design of the signage family should promote the history and natural attractions in and around Magnolia Avenue. Banners and signs will also help reinforce boundaries.



### INCORPORATE PUBLIC SPACE AND PUBLIC ART

Public art should be incorporated into the streetscape elements such as benches, tree guards, wayfinding signage, and paving material. This will provide an



opportunity to further portray the identity of the corridor.



## GROUPS AND ACTION ITEMS

Public involvement has always been at the forefront for this phase of the Magnolia Avenue Streetscape project. As the diagram illustrates, there is a large cross section of user groups from both the public and private sector who responded to the public meetings and offered their valuable input. The input from these varied stakeholders was compiled and patterns of common themes were found. These themes ranged from a common perception of the neighborhood, to the need for police presence and for more opportunities to eat and receive medical attention. After compiling the common themes, the next step was to create a system to combat or reinforce the positive or negative themes respectively. Action items were the key to making sure we had a clear direction to move forward. These action items were then used to evaluate each of the nodes to see where the most could be implemented to gain the best traction for future development.

### USER GROUPS AND COMMON THEMES

MAGNOLIA - AVENUE - STREETScape KNOXVILLE, TENNESSEE

# MAGNOLIA - AVENUE - STREETScape

## PUBLIC PROCESS

The following principles and guidelines are based on citizen input and were formulated during the public involvement process for this corridor. They are the foundation upon which the plan for the model block has been developed. These principles can also provide guidance in interpreting the recommendations of this plan.



### ENSURE PUBLIC INVOLVEMENT

- Engage public input throughout the entire process
- Hold regular public meetings
- Keep an on-going dialogue with citizens



### ESTABLISH A PEDESTRIAN-FRIENDLY ENVIRONMENT

- Provide wide sidewalks
- Design for outdoor café-style seating
- Incorporate landscaping and lighting elements
- Improve accessibility at crosswalks and include ADA ramps
- Include trash receptacles, benches, and bike racks
- Utilize a “park and walk” approach complete with wayfinding signage
- Promote connectivity between adjacent neighborhoods and the downtown
- Choose streetscape elements with similar design characteristics
- Create architectural element guidelines / overlay





**INCORPORATE  
A WAYFINDING  
SIGNAGE SYSTEM**

- Create a wayfinding plan including different levels of signage
- Incorporate the unique downtown identity into the signage design



**FACILITATE PRIVATE REINVESTMENT**

- Provide on-street parking and/or interior parking at key locations
- Redevelop and revitalize the existing buildings along the corridor
- Create incentives for business owners that are located along the corridor or in the proposed commercial zone

**INCORPORATE PUBLIC SPACE AND PUBLIC ART**

- Utilize “branding” and thematic elements



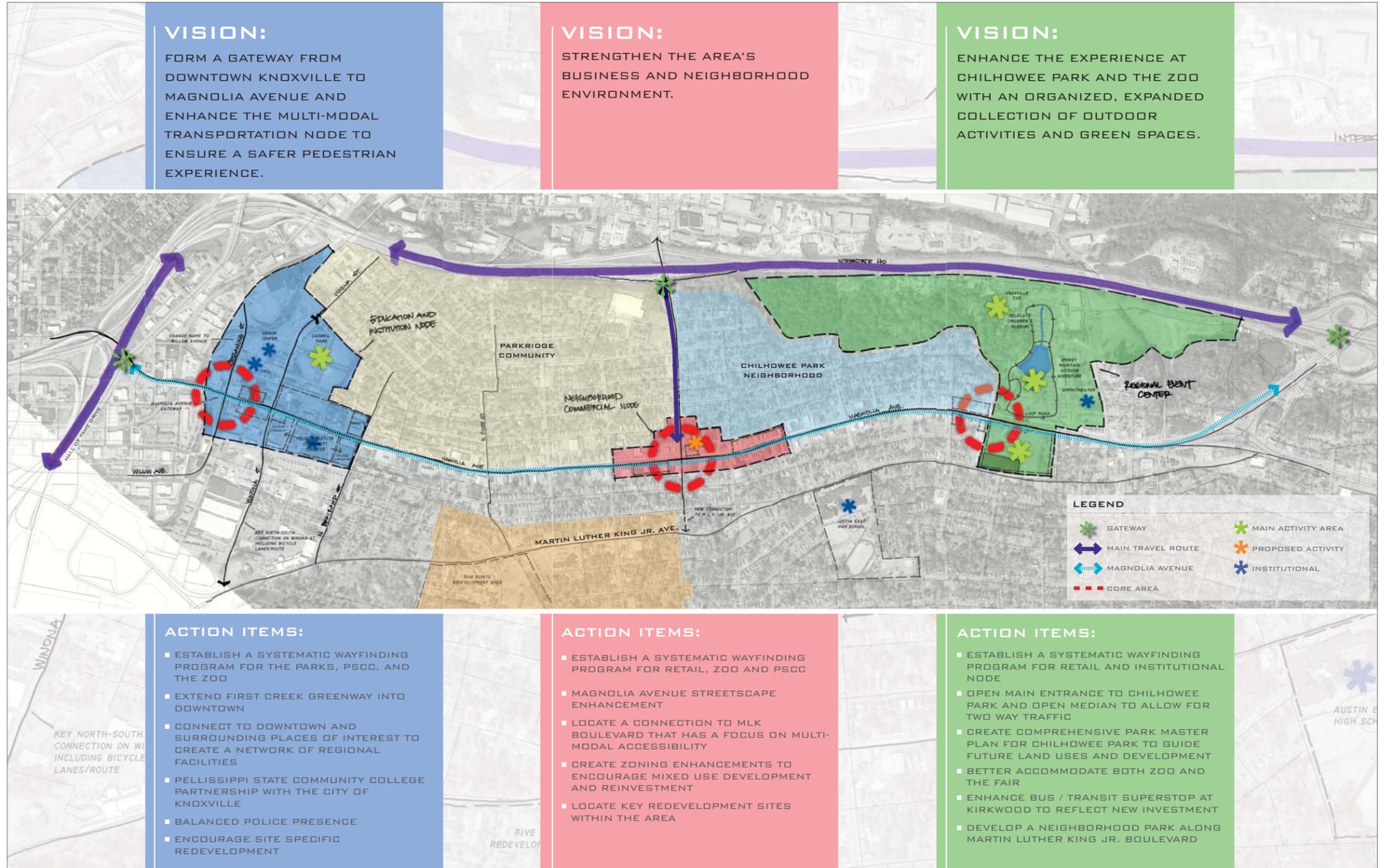
# MAGNOLIA - AVENUE - STREETSCAPE

## OPPORTUNITY NODES

After careful examination of the existing reports, thorough site analysis and review of public input, three distinct areas of interest came to light along the corridor. The first area is between Jessamine and Bertrand and includes Pellissippi State Community College, Swan's Bakery building and Caswell Park. This node is referred to as the Institutional Node throughout the document and currently has a high potential for both public and private funded projects.

The second area of interest is the intersection of Cherry Street and Magnolia Avenue. This is the termination of a connector road that routes directly to and from the interstate. This area has a high potential to be successful as a dense commercial use area serving the regional neighborhoods which surround Magnolia Avenue and is thus named the Commercial Node. This node could be a focus for consolidating the thinly stretched yet richly diverse retail shops that line the corridor.

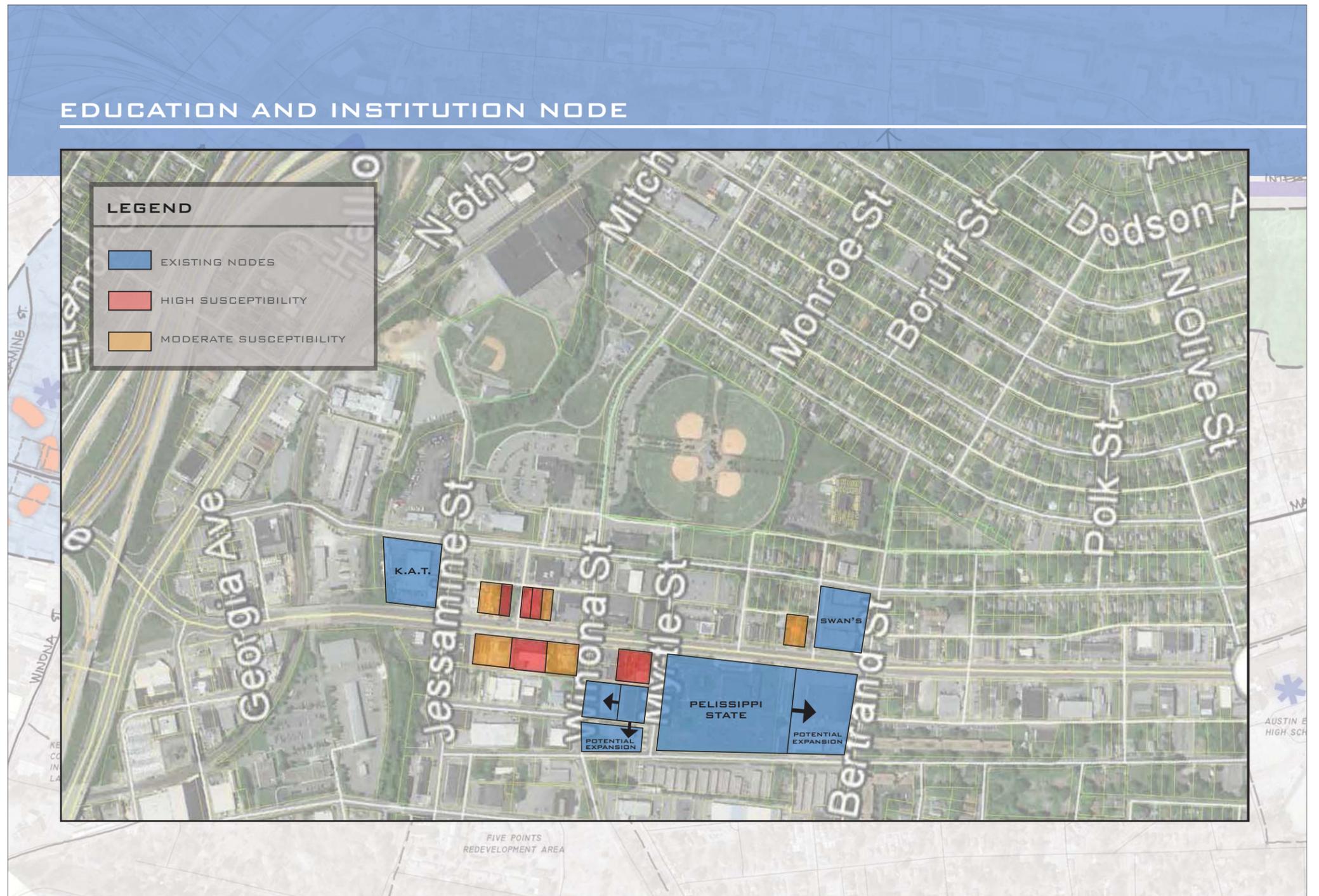
Finally there is the anchor of the corridor. This area contains Chilhowee Park, the Knoxville Zoo, and is home to the TVA & I regional fair. There is a high demand for parking, outdoor activities and connectivity to the adjacent neighborhood. Through proper planning, programming and revitalization this park could become a cohesive and inclusive regional destination that would become a constant economic asset to the City.



## EDUCATIONAL / INSTITUTIONAL NODE

The existing public infrastructure adjacent to the private investment is a key element that makes this a prime location to begin dialogue. The YMCA and Caswell Park are two of the most predominant examples of public investment in this node. Pellissippi State Community College is located just blocks from these major public investments and features a 750 student campus. After crossing the First Creek bridge traveling from Hall of Fame Drive, there is a view shed that opens over the entry to the corridor. This is the motorists' and bicyclists' first view of the beginning of the Magnolia Avenue corridor. This directional approach to the corridor leaves a great opportunity to capitalize on this view through the use of a gateway feature. This feature would grab the attention of the motorist before driving down the hill and entering the neighborhood.

This node allows for an easy connection to the existing greenway through the use of pavement markings and the installation of proper signage. It also has the type, style and quantity of building inventory to attract more private development. The Swan's Bakery building at the corner of North Bertrand Street and Magnolia Avenue has the potential to be a great multi-use space that could include office and residential.

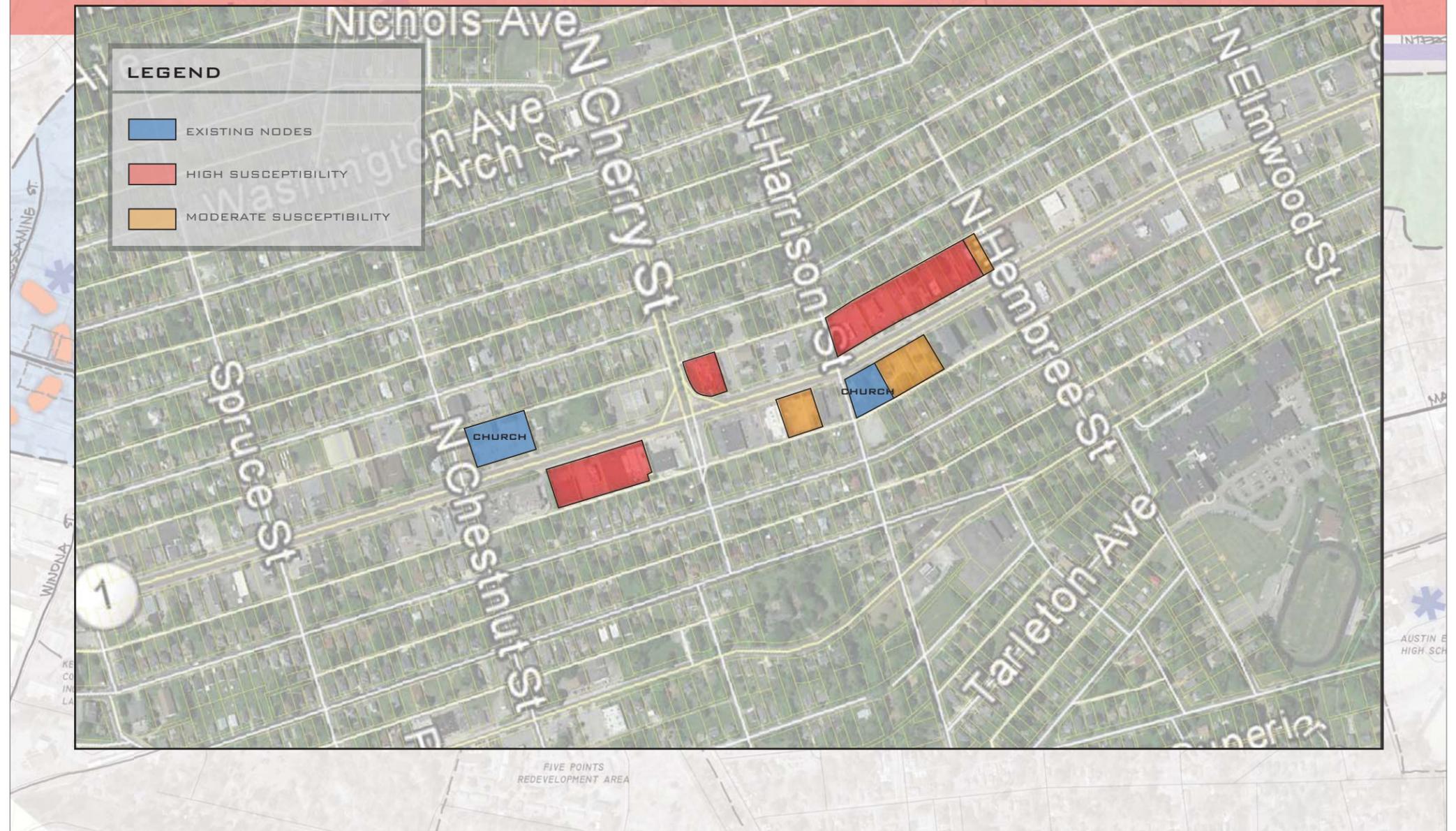


# MAGNOLIA - AVENUE - STREETSCAPE

## COMMERCIAL NODE

Access to the interstate is the most attractive and potentially lucrative asset in this node. Cherry Street provides a physical connection to the Magnolia Avenue corridor and holds the opportunity for the highest volumes of traffic and visitors if positioned properly. This area could be the prime commercial center for this corridor. With the proper planning and buy-in of private development, this area could attract a diverse cross section of businesses that not only support the adjacent community, but encourage visitors to spend their time and money. This area could be used to centralize and focus the now scattered businesses along Magnolia Avenue. By consolidating the existing small businesses in a central area, you ensure that potential clientele as well as the regulars have easy access to a variety of enterprises.

## NEIGHBORHOOD COMMERCIAL NODE



## REGIONAL NODE

The Knoxville Zoo and Chilhowee Park are the main elements that anchor this node. The regional TVA & I fair that utilizes the park is a seasonal draw to visitors and brings a large influx in both pedestrian and vehicular traffic. Although these regional attractions are on or adjacent to the same piece of property, they function almost exclusively independent of each other. There is a great need for programming and site coordination to integrate the uses. The programming of the space should not exclude the surrounding neighborhood. A walkable neighborhood with clear signage and entry features can guide visitors and residents to activity areas enhancing the existing fabric and allowing visitors to explore the area in a more efficient and prescribed manner. The lake should be the central focus of the inward activity. Creating a one way circuit for vehicular traffic would cut the traffic in half. It would then leave enough room for a formal pedestrian promenade, storm water mitigation in areas as needed and opportunities to engage with the water. There are also opportunities to create educational interaction within the park. The Children's Science Center would be a great addition to the park and would only aid in reinforcing this location as a regional destination with complimentary activities.



## MAGNOLIA - AVENUE - STREETScape



### WHAT IS A STREETScape / COMPLETE STREET?

Functional streetscapes should be constructed of high quality materials capable of withstanding decades of use. These working streetscapes should anticipate and ultimately support future land uses along their borders. Due to a variety of cost implications, streetscape designs should maximize initial investments by recognizing the 30-50 year life cycle of these investments and by avoiding gimmicks and fads that fade quickly.

Communities that invest public funds into streetscape projects typically see a financial return over time. Streetscape investments bring a number of tangible benefits to citizens. At the most basic level, they are indicators of civic pride and help transform the downtown into an attractive public amenity for all to enjoy. These improvements also lead to increases in the overall tax base by stimulating sales for existing businesses, helping attract new investment to the improved area, and ultimately by increasing property values.

The streetscape encompasses the realm encountered

by pedestrians, including the streets and sidewalks. If streetscapes are comfortable and safe for people, then pedestrian activity along those streets will increase. Streetscape features include:

- Sidewalks
- Crosswalks at intersections
- Streets
- On-street parking
- Lighting, including banners and hanging baskets
- Landscaping, including street trees
- Public art
- Wayfinding signage
- Street furniture, including benches and trash receptacles
- Bike racks

Streetscape improvements can be an avenue for creating a brand and identity along Magnolia Avenue. This is accomplished through uniqueness and consistency. Uniqueness means planning for elements that set Magnolia Avenue apart from other corridors. Consistency is necessary to reinforce the brand and identity throughout.

The *Model Block on Magnolia Avenue* encompasses a four block area (shown in the Study Area map on the following pages) that functions as the heart of the revitalization. It is a section of roadway and streetscape that is intended to establish the official vision and recommendations for future landscape and construction improvements to streets and sidewalks along the corridor.

The Model Block visioning will include the following:

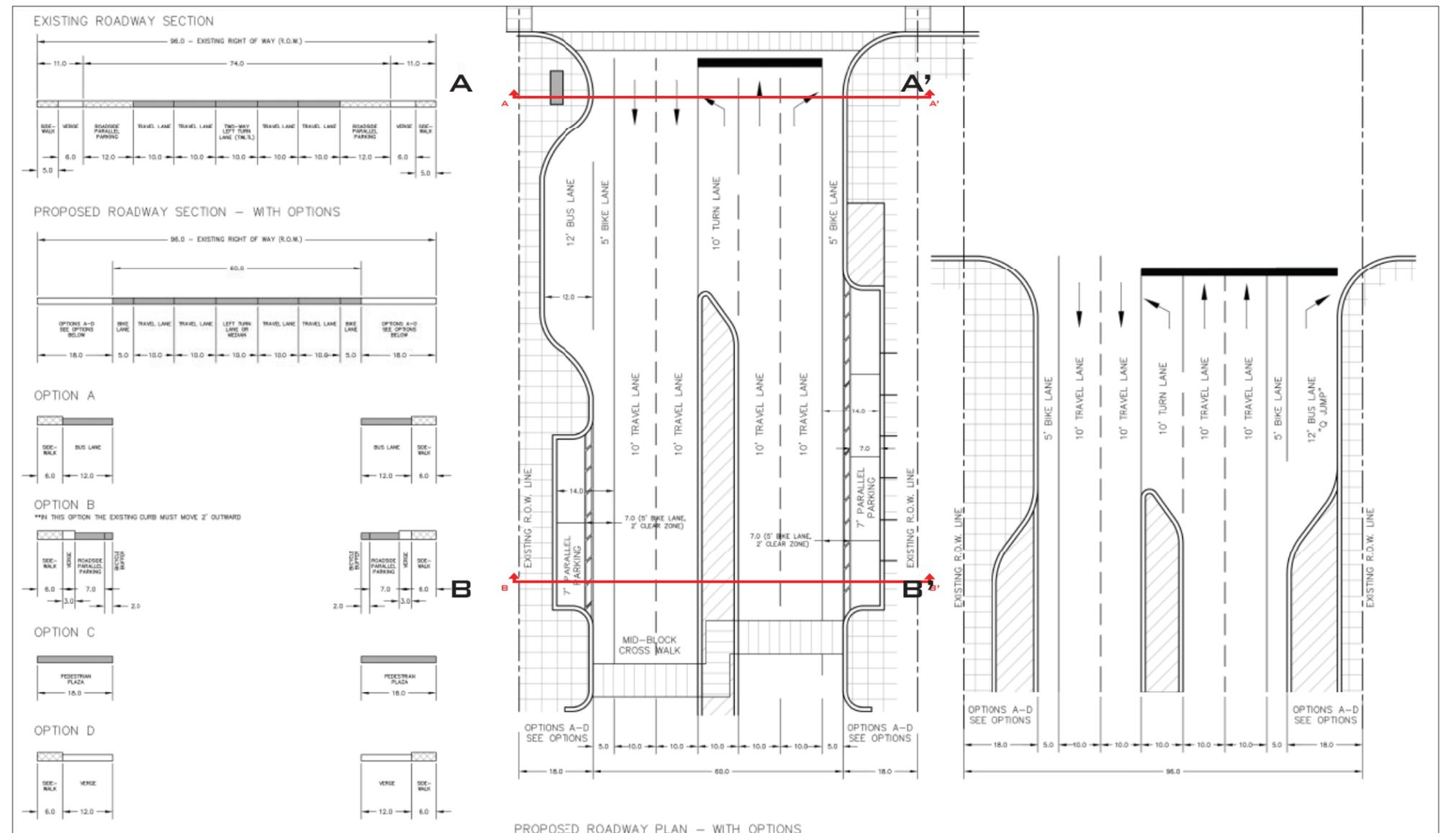
- Overall Vision - including the guiding principles and design concept
- Transportation and Parking - vehicles, bicycles, and pedestrians
- Phasing Plan - priorities of block-by-block implementation
- Funding Sources - multiple options that can be utilized



KNOXVILLE, TENNESSEE

## MULTIMODAL ENHANCEMENT

The term multimodal refers to a variety of transportation alternatives, and in this case we want to ensure that they all complement each other and use the same corridor in a safe and efficient manner. This proposed plan and cross section is an enhancement to the existing conditions. Magnolia Avenue is already a multimodal corridor but it needs to be re-programmed for today's needs. The bus system along this corridor currently has the highest ridership in the City. People in the community and commuters alike use the corridor for their personal vehicles. Bicycles and pedestrian traffic can be seen using the streets and sidewalks at any given point during the day and night. The goal is to build on the existing uses, creating a synergy between the various modes of transportation and keep safety and aesthetics a main priority. A few of the tools that will be implemented are far side bus stops, separated medians, and bus shelters. Along with other safety mitigating concerns, the far side bus stop placement will prevent pedestrian blind spots upon crossing the road after exiting the bus. Using medians to separate directional flow of traffic creates a smaller scale to the roadway while providing safety through separation but still allowing the traffic volumes to proceed through the corridor. Bus shelters provide opportunity for safety call boxes, escape from the elements and a clear visual indicator to the bus operator that a stop is near. These factors coupled with the extensive research and case studies of successful and complete streets will create a safe corridor that will enhance the current modes of transportation that exist on the site today.



# MAGNOLIA - AVENUE - STREETSCAPE



## GREENWAY CONNECTION ALTERNATIVES

There is a clear disconnect between First Creek Park and Caswell Park that, when resolved, will be a great asset to neighborhoods both North and South of the interstate. The two options for connection across the interstate are: First by using existing right of way, marking the roadway for bicycle use and creating the connection; Secondly, create a path system below the overpassing interstate that wraps behind existing commercial and residential uses. The latter is a more aesthetic and thoughtful route, but also more expensive due mostly to the construction cost of a paved trail versus the cost of re-striping an existing roadway. More studies will need to be conducted to make sure the bicycle connection along the existing right of way can safely accommodate the proposed bicycle traffic, and that the width of the roadway will allow for the addition. Once the connection has been made across the interstate, there are options that will need to be considered. The first is the continued use of existing roadways as an acceptable route. Second, the re-opening of a railroad crossing that would create a direct route to the Knoxville Municipal Stadium, and thirdly, a more indirect route that would utilize an existing sidewalk to direct bicyclists to an existing railroad crossing and then back into the trail system. All of these options have merit and are feasible, but only one is needed to create the strong connection that will tie the neighborhoods and surrounding uses together.



## STUDY AREA / MODEL BLOCK

The evaluation of the Education and Institutional Node, Commercial Node and Regional Node was a vital step to selecting the best section of roadway along the corridor to implement the model block. The final selection for implementation of the model block is a stretch of the corridor that is completely within the boundaries defined by the Education and Institutional Node. It is bounded on the West by Jessamine Street and the bridge of First Creek and on the East by the Warehouse Overlay District and North Bertrand Street. The North and South boundaries are the current location of the state right of way. This portion of the corridor could not have been selected without soliciting public input. The common themes and action items that can remedy or support them can most effectively be implemented in this location. The balanced presence

of police can be coupled with the existing campus; the existing building stock can support the uses that have been requested by the community such as places to eat and places to seek medical attention. There is a great opportunity at this location to create a gateway that indicates entry into the corridor. Partnerships between private and existing public entities can be strengthened by implementing the model block in this location. Pellissippi State will be able to showcase its new appearance to other students who may have perceived it in a different light. Pedestrians will feel safe crossing Magnolia Avenue to reach the amenity areas that are on both sides. Caswell Park and First Creek Greenway will now be integrated into the urban fabric to the South and encourage a more holistic use of the surrounding areas.



# MAGNOLIA - AVENUE - STREETSCAPE

## MODEL BLOCK ILLUSTRATION

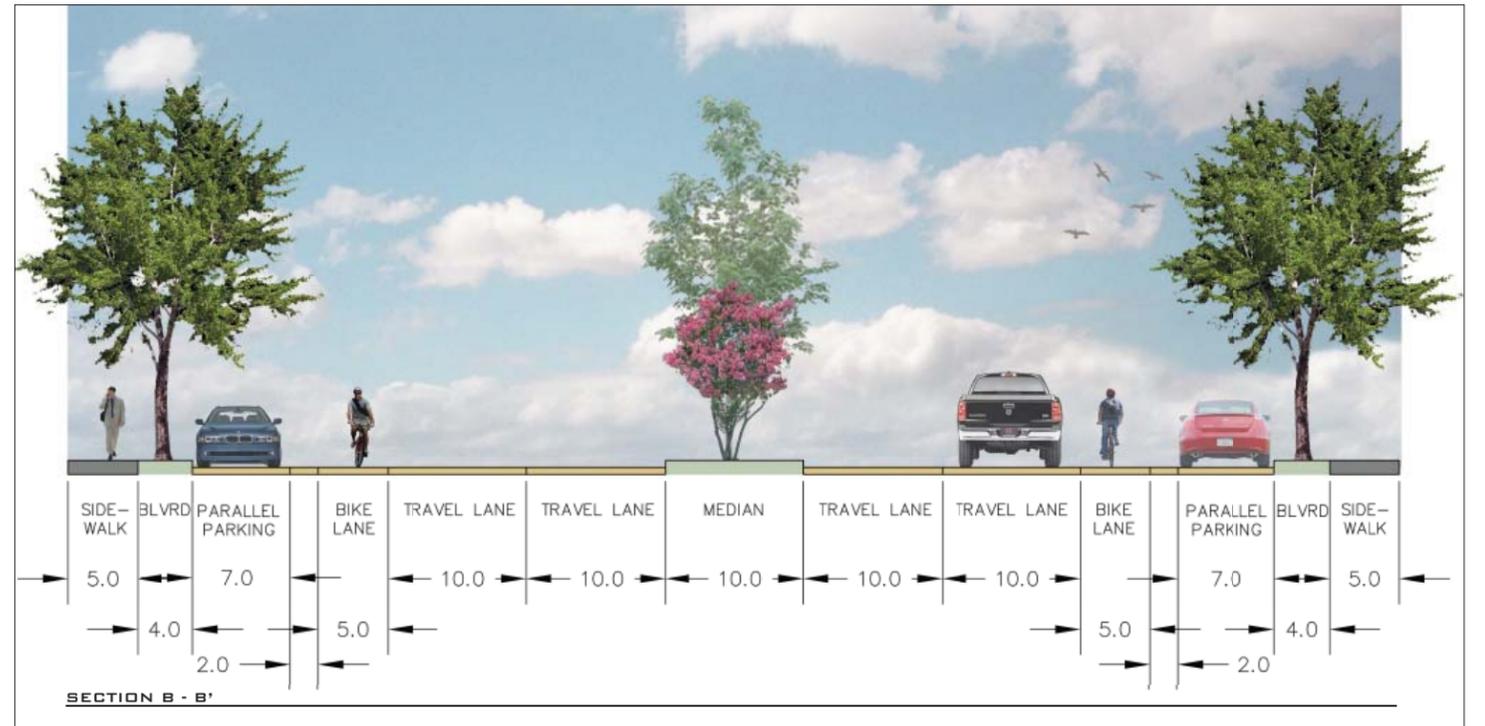
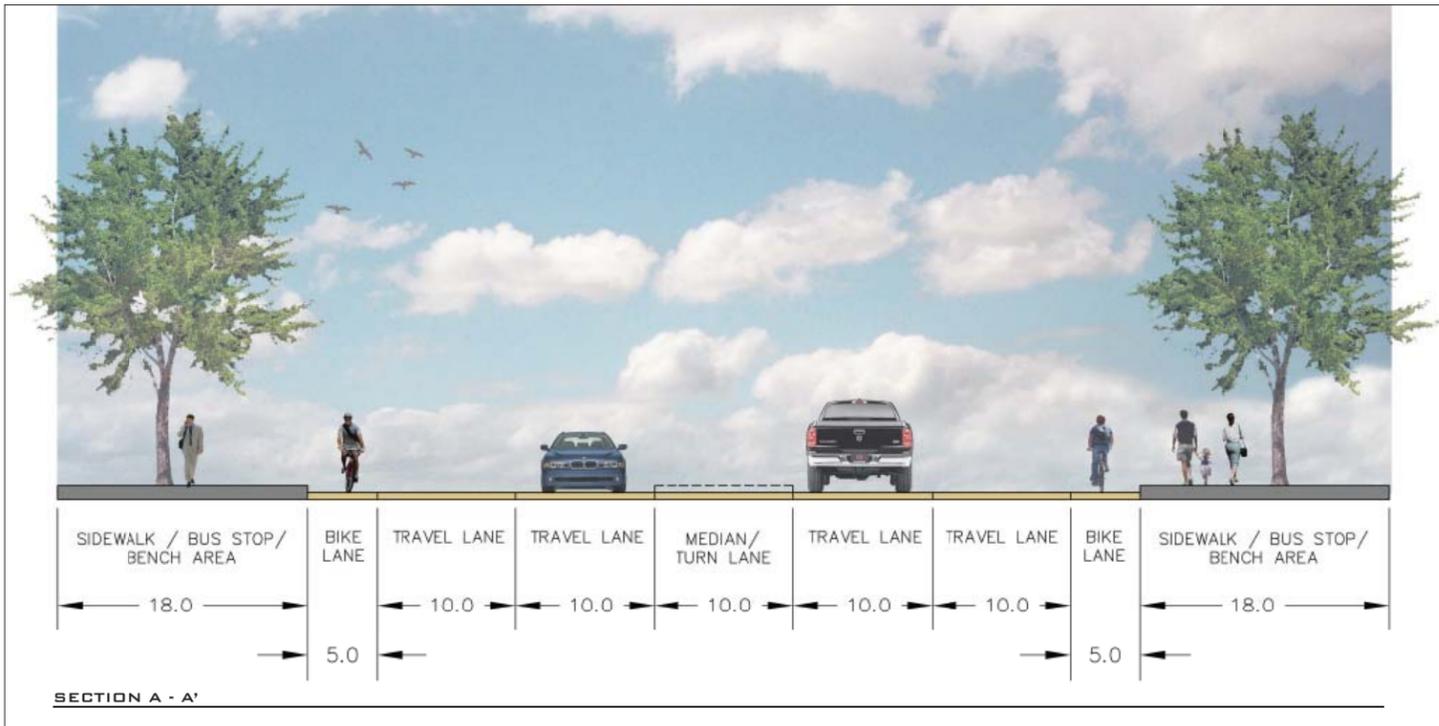




# MAGNOLIA - AVENUE - STREETSCAPE



## MODEL BLOCK SECTIONS





**INTERSECTION BLOW UPS**



- BUS SHELTER
- ENTRY MONUMENT
- BIKE LANE
- CROSS WALK REFUGE AREA
- LANDSCAPED MEDIAN



- LANDSCAPED CENTRAL MEDIAN WITH CROSSWALK REFUGE
- BIKE LANE
- BOULEVARD TREES
- BIKE LANES
- REDUCED ROAD WIDTH TO TWO LANES

# MAGNOLIA - AVENUE - STREETSCAPE

## KIT OF PARTS





VIEW OF PROPOSED GATEWAY AND MODEL BLOCK



## NODE PHASING

Identifying the nodes and naming them was the first step in the process to creating a cohesive corridor. The next step is planning for the growth and development of each of the nodes. The following is a breakdown of each node and the short, medium and long terms items that if planned for and implemented will give successful direction to the growth and success of the Magnolia Avenue Corridor.

### Education and Institution Node

#### Vision Statement:

Build upon the district's institutional anchors to form a gateway from Downtown Knoxville to Magnolia Avenue and create a multimodal transportation node that transforms the corridor's environment and perception.

#### Short Term (1-3 years)

- Wayfinding along Magnolia Avenue for directional guidance
- Model Block:
  - Jessamine Street - North Bertrand Street
- Gateway Entry- at Jessamine (bookend concept Jessamine Street from downtown or relative to Chilhowee Park look)
- Greenway Extension
  - Potential extension of First Creek Greenway from Caswell Park
  - Recommendation for continuous street name from Willow Avenue to Magnolia Avenue
  - Neighborhood Greenway (the City is currently signing a bicycle route in this area from Downtown to the Knoxville Zoo. This route runs adjacent to Caswell Park on 5th Avenue, makes a small jog onto Woodbine

Avenue at the Cherry Street crossing, and then continues to the Zoo along 5th Avenue. This route was designed by the Bicycle Advisory Committee.

- Knoxville Heritage Foundation – Barber house tour and brochure

#### Mid Term (3-5 years)

- Bus stop shelters
- Bus transfer station
- Private investment incentive

#### Long Term (5+ years)

- Private investment incentive
- Bus Rapid Transit implementation

### Model Block Phasing

The model block phasing plan takes into account the necessary adjustment to infrastructure, plan creation and funding acquisition. The following plan for phasing the model block takes into account getting the most out of the investment, making sure there is minimal back tracking once ground is broken, and a realistic plan to get to the final product.

#### Short Term (1-3year)

- Asphalt striping
- Gateway elements
- Curb bump outs
- Lights
- Center median
- Signage
- Concrete milling/overlay (TDOT Maintenance Program)
- KAT Employee Parking (NE corner Jessamine/Magnolia)- KAT Funding

#### Mid Term (3-5 years)

- Bus stop shelters
- Bus transfer station

- Private investment incentive

#### Long Term (5+ years)

- Private investment incentive
- Bus Rapid Transit implementation

### Neighborhood Commercial Node

#### Vision Statement:

Strengthen the area's business and neighborhood environment by clustering higher intensity neighborhood goods and services in this central, highly accessible area of the corridor.

#### Short Term (1-3 years)

- Wayfinding along Magnolia Avenue for directional guidance
- Redevelopment plan for intersection
- Phase 1: Wayfinding – location to high school and businesses

#### Mid-Term (3-5 years)

- Cherry Street extension from Magnolia to Martin Luther King, Jr. Boulevard
- Connectivity from MLK to Magnolia from Olive Street or another collector street
- Connection to MLK – Finding the best location for a neighborhood grocery and retail center and planning a pedestrian friendly community.
- Consolidation of commercial zoning through planning

#### Long Term (5+ years)

- Implement Model Block elements and phasing

### Regional Event Center Node

#### Vision Statement:

Enhance the existing regional activity center with an organized, expanded collection of outdoor activities and green spaces

#### Short Term (1-3 years)

- Wayfinding along Magnolia Avenue for directional guidance
- Develop a vision and establish goals for Chilhowee Park through Master Planning
- Open median at Chilhowee Park to allow entry through main gates on Magnolia Ave.
- Accessibility at Park and Zoo (Master Plan)
- Official entrance to Zoo needs to be through Park
- Plan to include surrounding community into Park
- Work with VisitKnoxville.org (Kim Bumpis) to include Zoo in identity of Knoxville

#### Mid-Term (3-5 years)

- Develop a plan to help Zoo and Fair work together
- Coordinate Zoo and Discovery center to be closely related and coordinate building location
- Incorporate outdoor adventure area
- Mitigate lake flooding and storm water run off
- KAT Superstop (Kirkwood)- KAT Funding (Engineering Department Design)
- Chilhowee Park – pocket park/dog park south side of Chilhowee Park adjacent to MLK

- Implement Model Block elements and phasing

#### Long Term (5+ years)

- Change perception of surrounding neighborhood



# MAGNOLIA - AVENUE - STREETSCAPE

## SWAN'S BAKERY



SWAN'S BREAD CO. HISTORIC PHOTO  
~1928



SWAN'S BREAD CO. HISTORIC PHOTO  
~1943



1801 MAGNOLIA AVE  
~2014



ILLUSTRATION OF POTENTIAL RESTORATION





## FUNDING SOURCES

There are different routes that the Magnolia Avenue Model Block could be funded through. Although the list provided is not exhaustive, the variety of funding sources available are as follows:

### ***Federal, State, or Local Grants***

The Federal Transportation Enhancement Program has funded more than \$287 million in grants through the Tennessee Department of Transportation (TDOT) since 1991. The program, now known as Transportation Alternatives funds projects that expand travel choices and enhance the transportation experience by improving the cultural, historic, aesthetic and environmental aspects of our transportation infrastructure.

Other options for grants include the following :

- CMAQ
- TDOT Multimodal Grant
- TDOT Surface Transportation Program
- SPOT Safety Fund

### ***Program Partnerships***

Program partnerships may include private developers, corporations, and donations/gifts. Some of the most successful partnership strategies include leveraging of existing City dollars, in-kind contributions, or gifts and loans.

### ***Private developer incentives***

Private developer incentives are negotiated agreements between the private developer and the public agency, providing some type of incentive to the developer in doing business here instead of elsewhere.

### ***Corridor Overlay District***

A corridor overlay district would serve as a special tax rebate zone. A portion of the sales tax dollars in this district would be refunded and used for revitalization projects along the Magnolia Avenue Corridor.

### ***Conclusion and Next Steps***

The proposed enhancements to the Magnolia Avenue Corridor are the outcome of a energetic and enthusiastic public process. The research and analysis, presentation of findings, review process and design alternatives have produced a finely tuned plan that will give life to the next step in the process. Mayor Rogero has allocated money in the 2014 budget to continue the plans for revitalization of the corridor.

