

# CLINTON DOWNTOWN VISION PLAN

HOW TO MAKE IT HAPPEN



CLINTON, APRIL 3, 2018



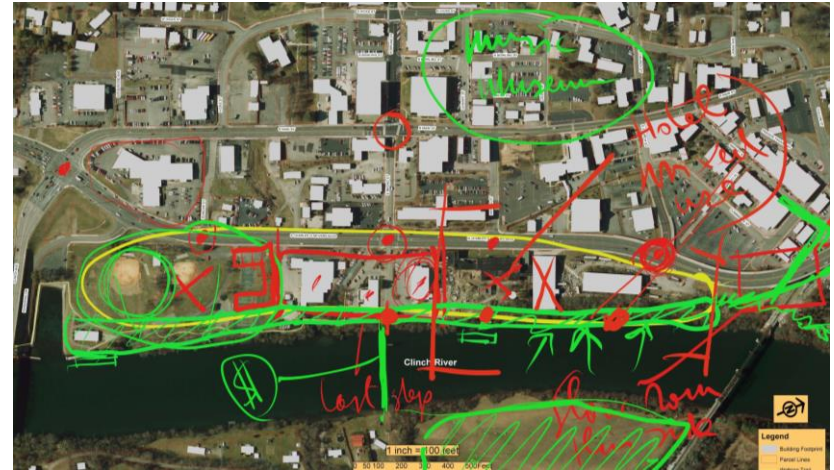
# What is a vision plan?





# You told us that...

- Economic conditions in the region are favorable to revitalizing downtown.
- Clinton's small city character and pace are an attractive alternative to fast-growing Knoxville
- The Magnet Mill site, if redeveloped, can be transformative
- The Clinch River itself can become a significant asset and a catalyst for downtown revitalization.
- Main Street (25W) and the Charles G. Seivers Boulevard (Hwy. 61) are an obstacle to downtown revitalization



# Vision at-a-glance



- To energize the downtown economy through concrete and implementable steps that balance public and private investments
- To inspire the community through a bold vision of a walkable, attractive place that makes living shopping, and working downtown desirable



# The vision plan will...

Require an unprecedented effort by local business and property owners, significant public investment in infrastructure improvements, and substantial private sector investments

Take time to implement

Demand leadership and sustained support by the community



# Eleven Action Steps

Step 1: Engage the Clinton Port Authority to lead downtown development

Step 2: Remove barriers to development

Step 3: Lower speed on 25W and State Hwy. 61

Step 4: Enhance the walking experience throughout downtown

Step 5: Design Main Street as a “complete street”

Step 6: Aggressively facilitate infill of empty properties and develop downtown housing

Step 7. Implement a downtown tree planting strategy

Step 8: Redevelop the Church Street parking lot

Step 9: Encourage refurbishing and adaptive reuse of properties along Market Street

Step 10: Redevelop the Magnet Mill site

Step 11: Convert Lake Front Park from active to passive recreation



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**55 ways  
to make it happen!**

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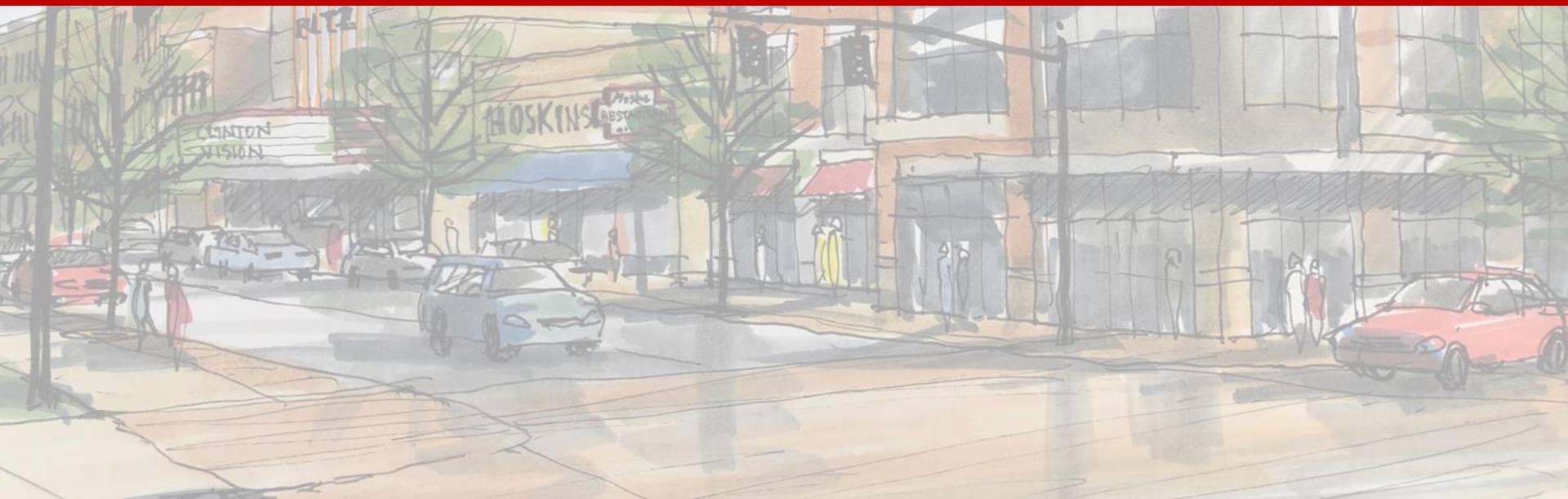
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# Fundamentals



# STEP 1: ENGAGE THE CLINTON PORT AUTHORITY TO LEAD DOWNTOWN DEVELOPMENT





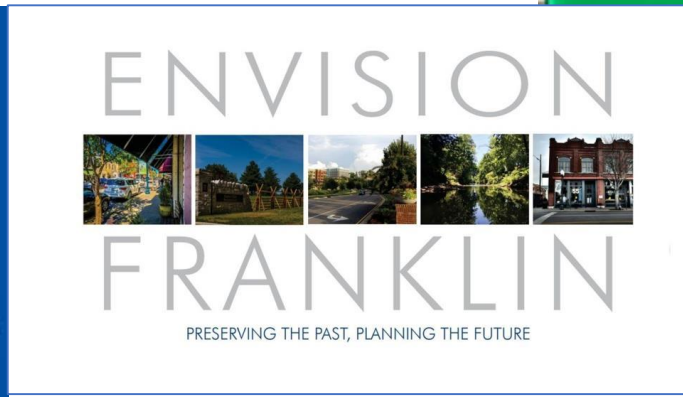
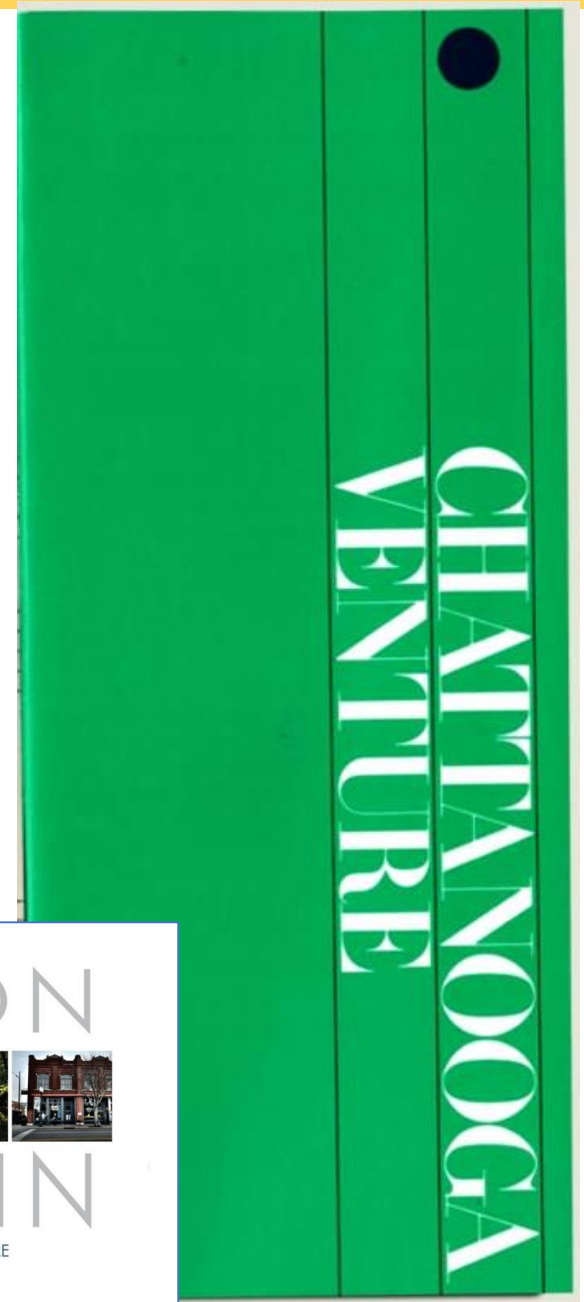
# The Clinton Port Authority

The Port Authority has the power to:

- Promote and facilitate commercial and industrial development
- Issue and sell bonds
- Borrow money
- Exercise eminent domain

# We Recommend:

- Forming a subsidiary to coordinate downtown development
  - Convene and engage downtown interests
  - Develop a 3-5 year operational plan
  - Focus on downtown marketing and event development



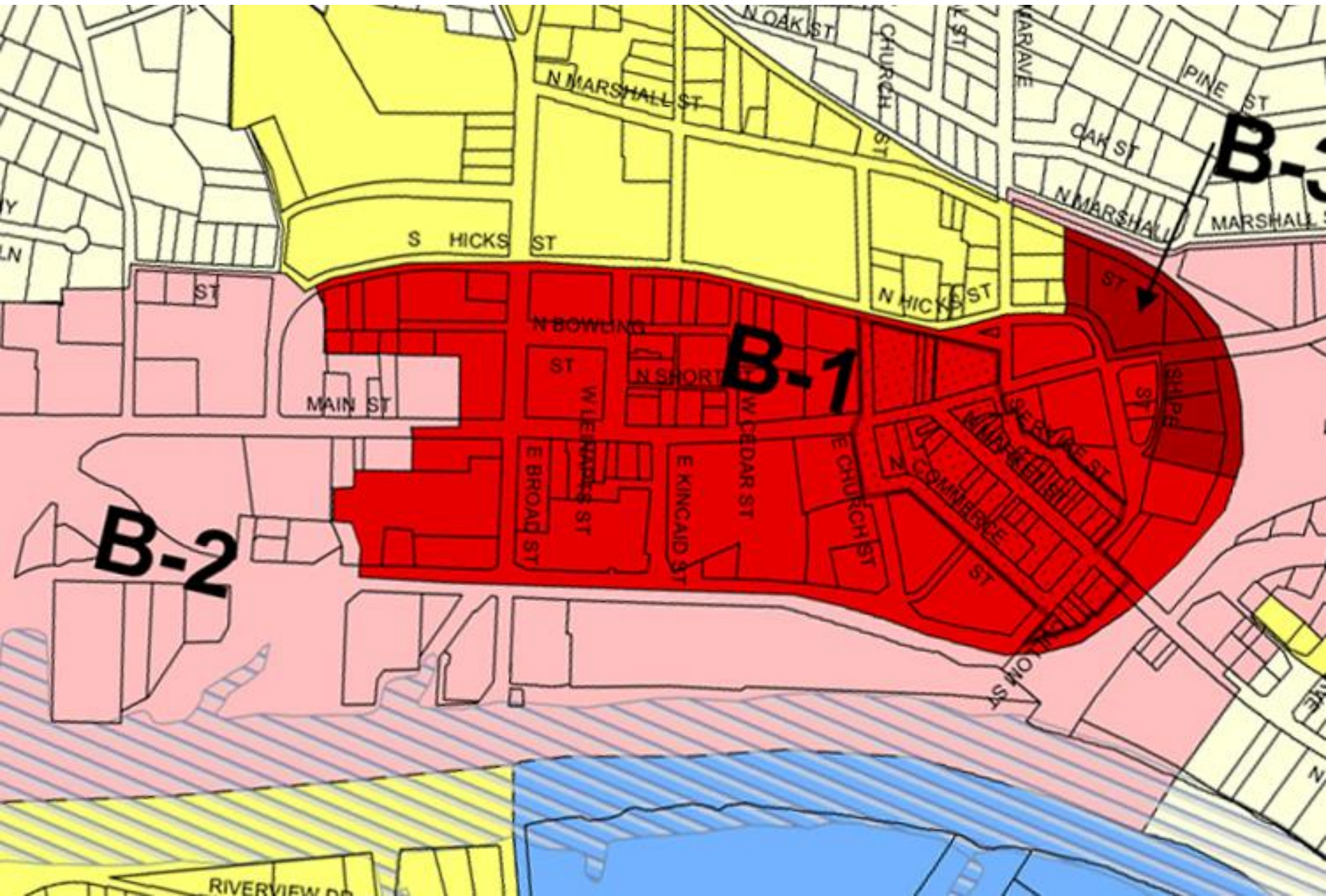


# STEP 2: REMOVE BARRIERS TO DEVELOPMENT





# Zoning



# What you have





# What you want



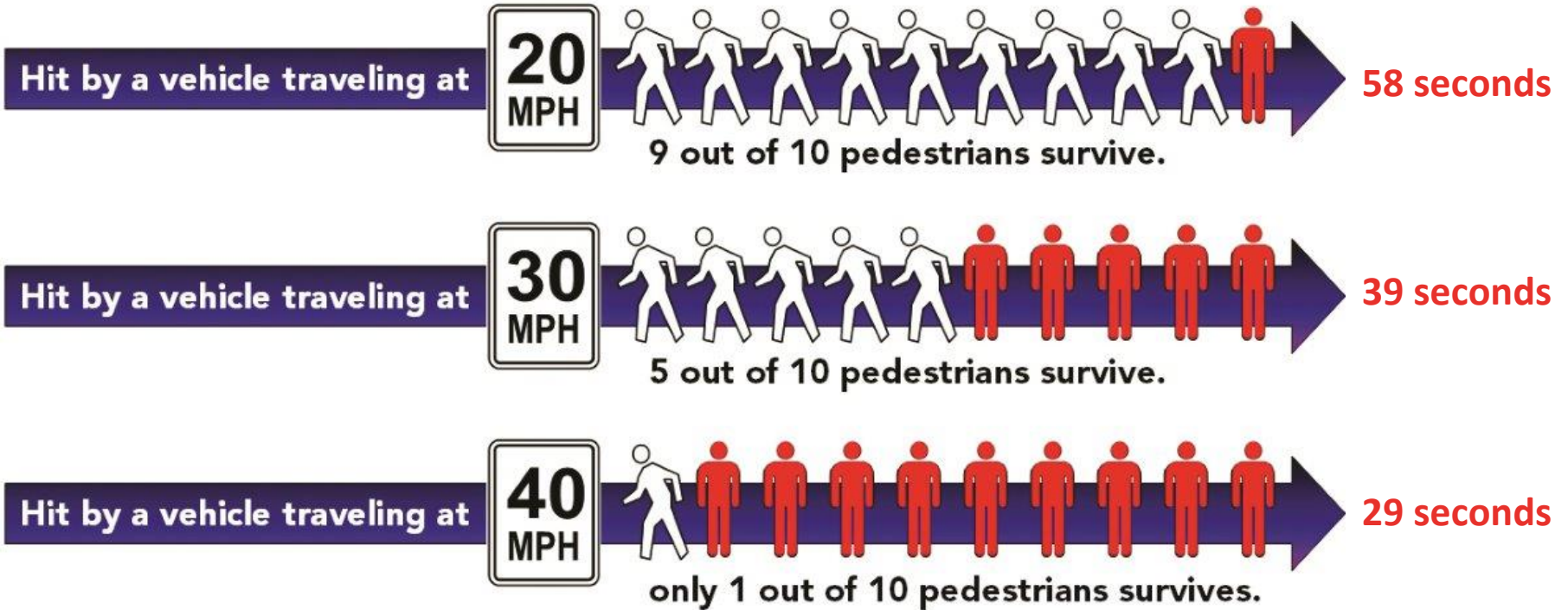
- Audit zoning to identify and eliminate barriers
- Amend B1 and B2 zoning to
  - Allow more residential and mixed-use building types
  - Lower residential parking requirements

# STEP 3: LOWER SPEED ON 25W AND STATE HWY. 61





# It is about safety





# It's about comfort



# It's about what you see (or don't)

15 mph



20 mph



25 mph



30 mph



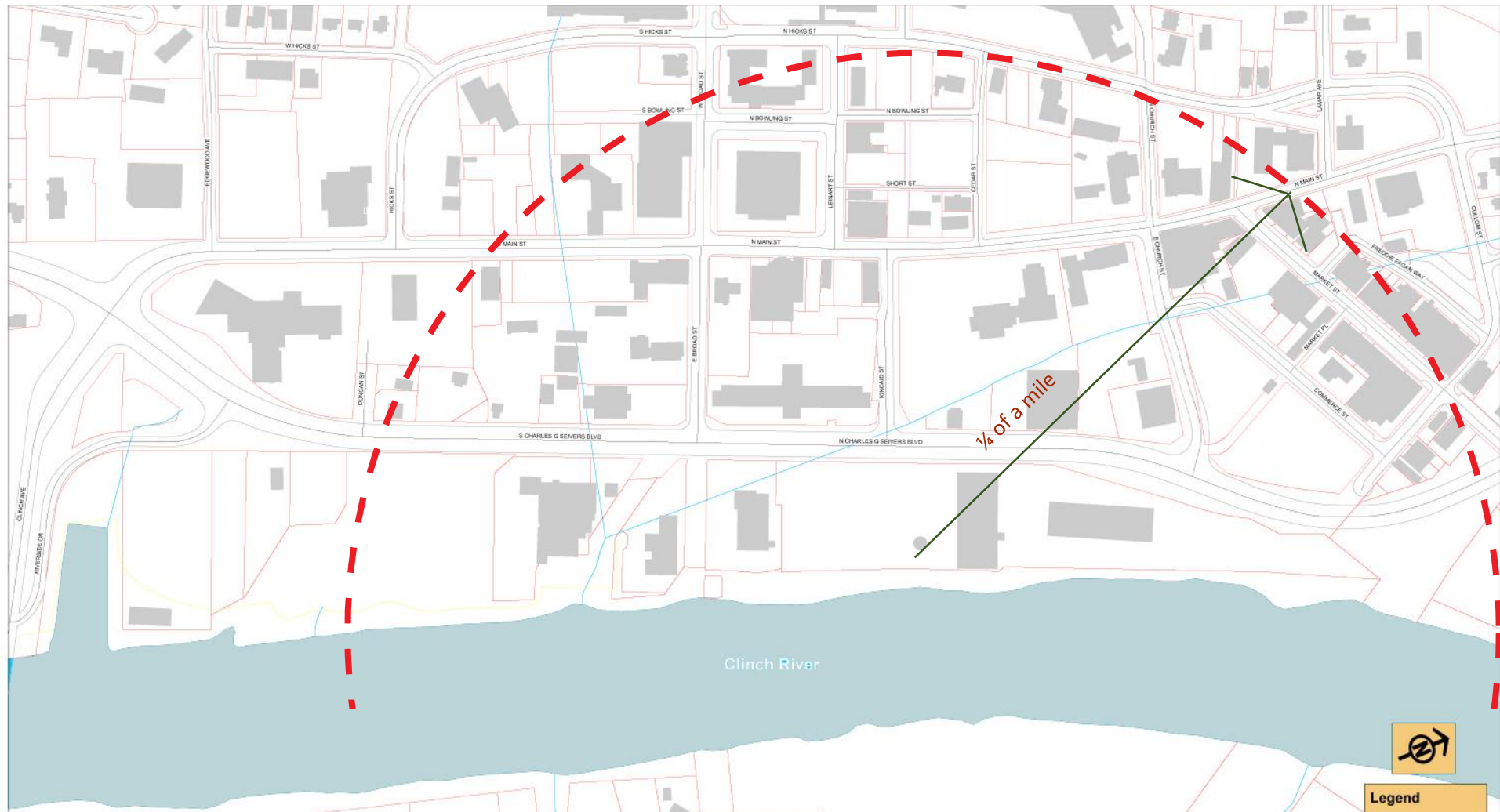




# STEP 4: ENHANCE THE WALKING EXPERIENCE THROUGHOUT DOWNTOWN



# Downtown is walkable



# Walkability is driving the housing market

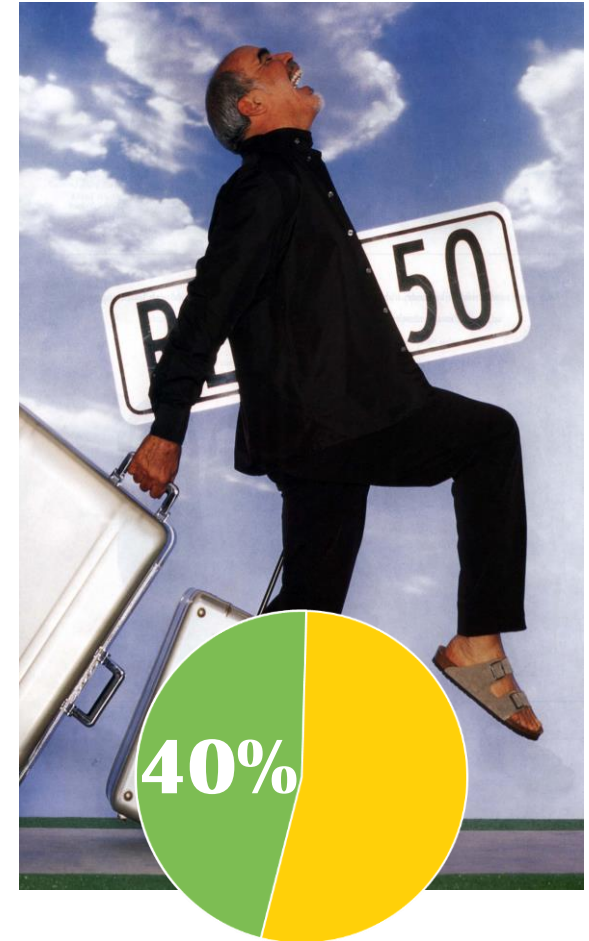


...of the 18-34 year old surveyed want to live in walkable neighborhoods

“More older people these days are looking for a community where they can enjoy a full life without a car.

John Wasik, *The New York Times*

Source: State of Place



...of the over 50 year old want to live within 1 mile of daily goods and services

# How to make it happen

- Target important streets and make them safe and attractive to pedestrians
- Use Tax Increment Financing (TIF) funds to pay for the improvements
- Add parallel parking to all streets in the study area





# The Market Street Area







# Lost beauty...



Trees

Beautiful buildings

On-street parking

Contiguous buildings

Shops





They are gone now...





# The complete street



# Develop a network of bikeways



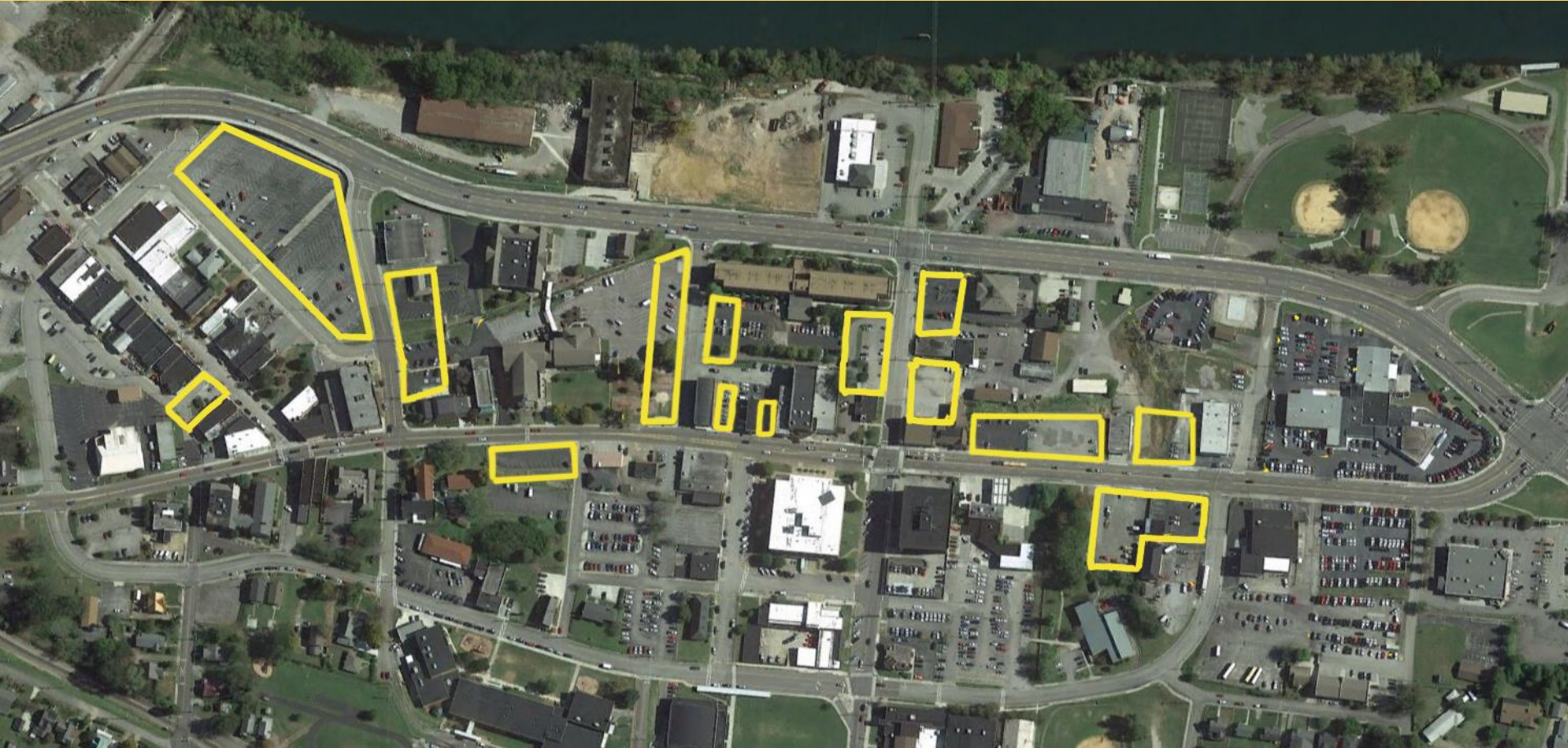


# STEP 6: AGGRESSIVELY FACILITATE INFILL OF EMPTY PROPERTIES AND DEVELOP DOWNTOWN HOUSING





# A transformative step



There are nearly 20 acres of surface parking in the whole of downtown

The plan converts the empty spaces facing the street into infill mixed-use housing



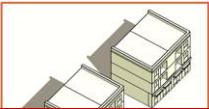
# A variety of building types

## BUILDING TYPES

The following are prototypes of the kind of buildings that could be introduced to bring housing back into downtown. They are used in the plan to quantify the number of units and commercial square footage.



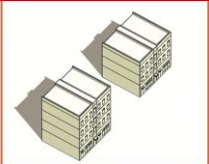
Riverfront Condos – 5 Stories		
General	Units /Building	Total SF/Building
1,200 SF/Unit	12 Residences	14,000 SF
3 Units/Level	3 Commercial	3,600 SF



Mixed-use Buildings – 3 Stories		
General	Units /Building	Total SF/Building
1,000 SF/Unit	4 Residences	4,000 SF
2 Units/Level	2 Commercial	2,000 SF

Mixed-use Buildings – 4 Stories		
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They prefer smaller units



Live-work Buildings – 3 Levels		
General	Units /Building	Total SF/Building
800 SF/Unit	4 Residences	3,200 SF
2 Units/Level	2 Commercial	1,600 SF

Live-work Buildings – 4 Levels		
General	Units /Building	Total SF/Building
800 SF/Unit	6 Residences	4,800 SF
2 Units/Level	2 Commercial	1,600 SF



Pop-up units – 1 Level		
General	Units /Building	Total SF/Building
800 SF/Unit	9 Commercial	7,200 SF

The Main Street area can accommodate 23 mixed-use buildings and 12 live-work buildings for a total of 174 new residential units and 32,600 SF of ground floor commercial space.





# Attract restaurants downtown





# How to make it happen

- Change zoning requirements to facilitate infill
- Reduce red-tape in the permitting process
- Provide financial (tax deferral) incentives
- Develop a retail strategy to attract and diversify retail



# STEP 7: IMPLEMENT A DOWNTOWN TREE PLANTING STRATEGY





# Why planting trees?



# How to make it happen

- Secure grants and other funding sources to create a continuous tree canopy downtown. Possibly using TIF funding.
- Incorporate street trees into capital improvements planning
- Start a street tree program funded by private citizens or businesses (trees with memorial plaques bearing the names of the donors).
- Implement a downtown business improvement district (BID) to support tree plantings and maintenance.



# Market Street



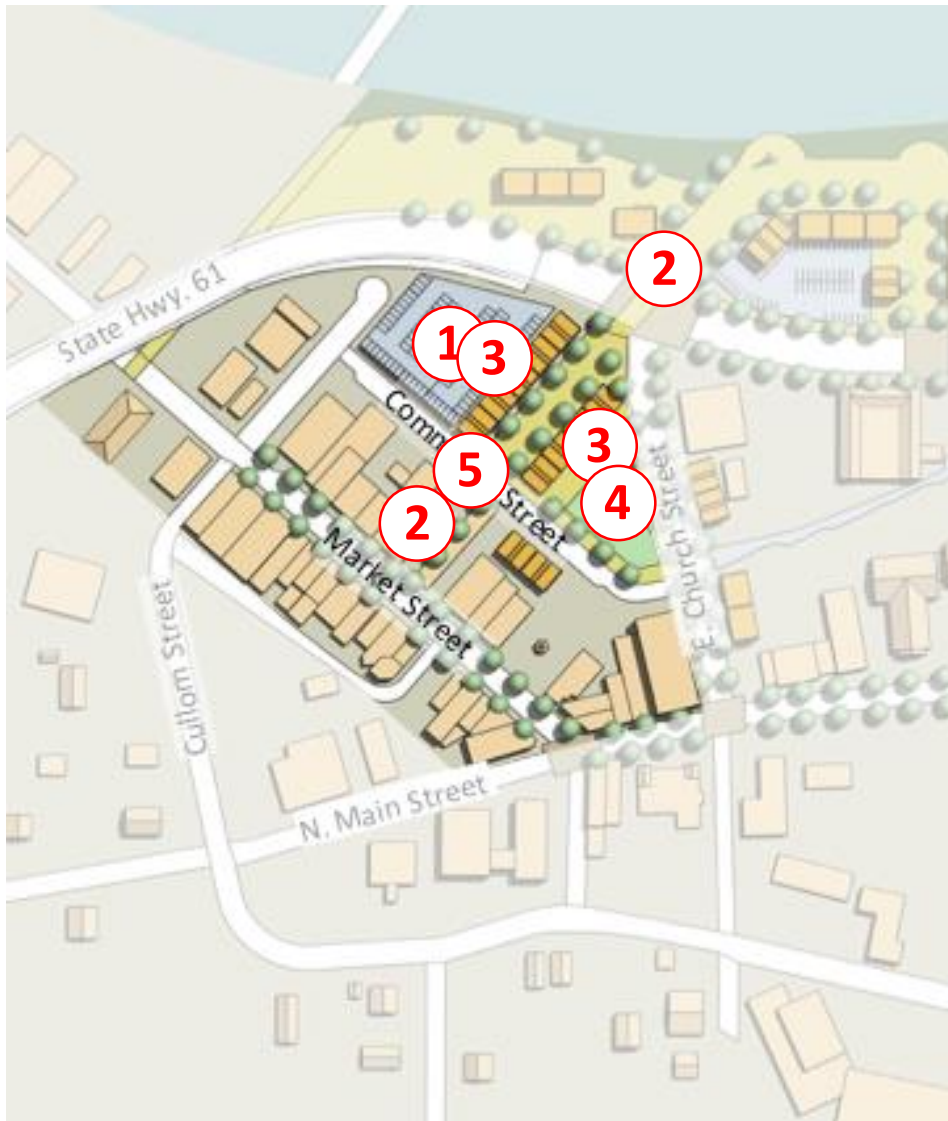


# STEP 8: REDEVELOP THE CHURCH STREET PARKING LOT





# A layered approach



1. Concentrate existing parking in a 3-story deck
2. Connect Market Street and the Magnet Mill site with a pedestrian only connection that crosses Hwy 61 at grade
3. Include live-work buildings and pop-up stores to diversify business in the area
4. Create a quite small park that can be used for small events
5. Use Commerce Street for a Farmers' Market

# A bold step...



1. Requires substantial investment on the part of the city to maximize the value of this area in downtown
2. Implementation should be incremental and tied to progress in redeveloping the Magnet Mill site
3. The city should leverage ownership of the land to attract private investment for the live-work buildings and pop-up stores



# Pedestrian connection to Magnet Mill





# STEP 9: Encourage refurbishing and adaptive reuse of properties along Market Street





# Market Street



# How to make it happen

- Encourage property owners to actively take advantage of federal historic rehabilitation tax credits and of newly adopted state legislation to help finance the redevelopment of historic commercial buildings.
- Help building owners identify funding appropriate for adaptive reuse.
- Implement a façade improvement program modeled after the Tennessee Main Street Program.
- Adopt the Existing Building Code a model building code
- Create a pop-up business program for Market Street to fill storefronts quickly – and, at the same time, to incubate new businesses.



# The Magnet Mill Site





# STEP 10: REDEVELOP THE MAGNET MILL SITE



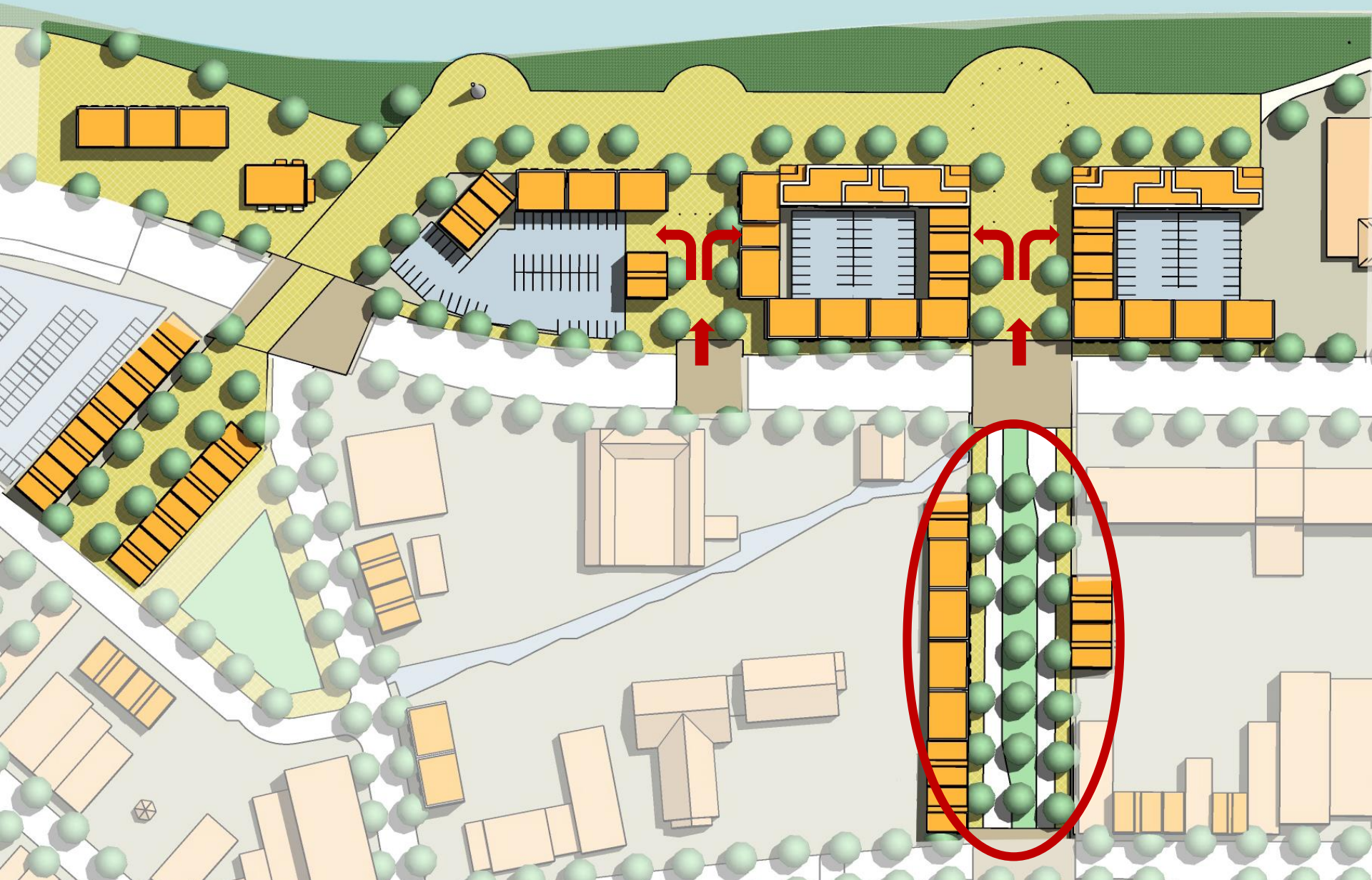


# The Esplanade





# Access to the site





# Shared-space street





# Kincaid Street





# Slowing down Hwy. 61

- New traffic lights at Kincaid Street, at the proposed access between Kincaid and Church Streets, and at the Church Street pedestrian crossing;
- New striping and color/material changes at all the intersections mentioned above;
- Off-peak on-street parking along the Charles G. Seivers Boulevard;
- A planted median to create a downtown street address and character.

# Park once





# Lake Front Park and Beyond





# STEP 11: RE-IMAGINE LAKE FRONT PARK AS A COMMUNITY GREEN





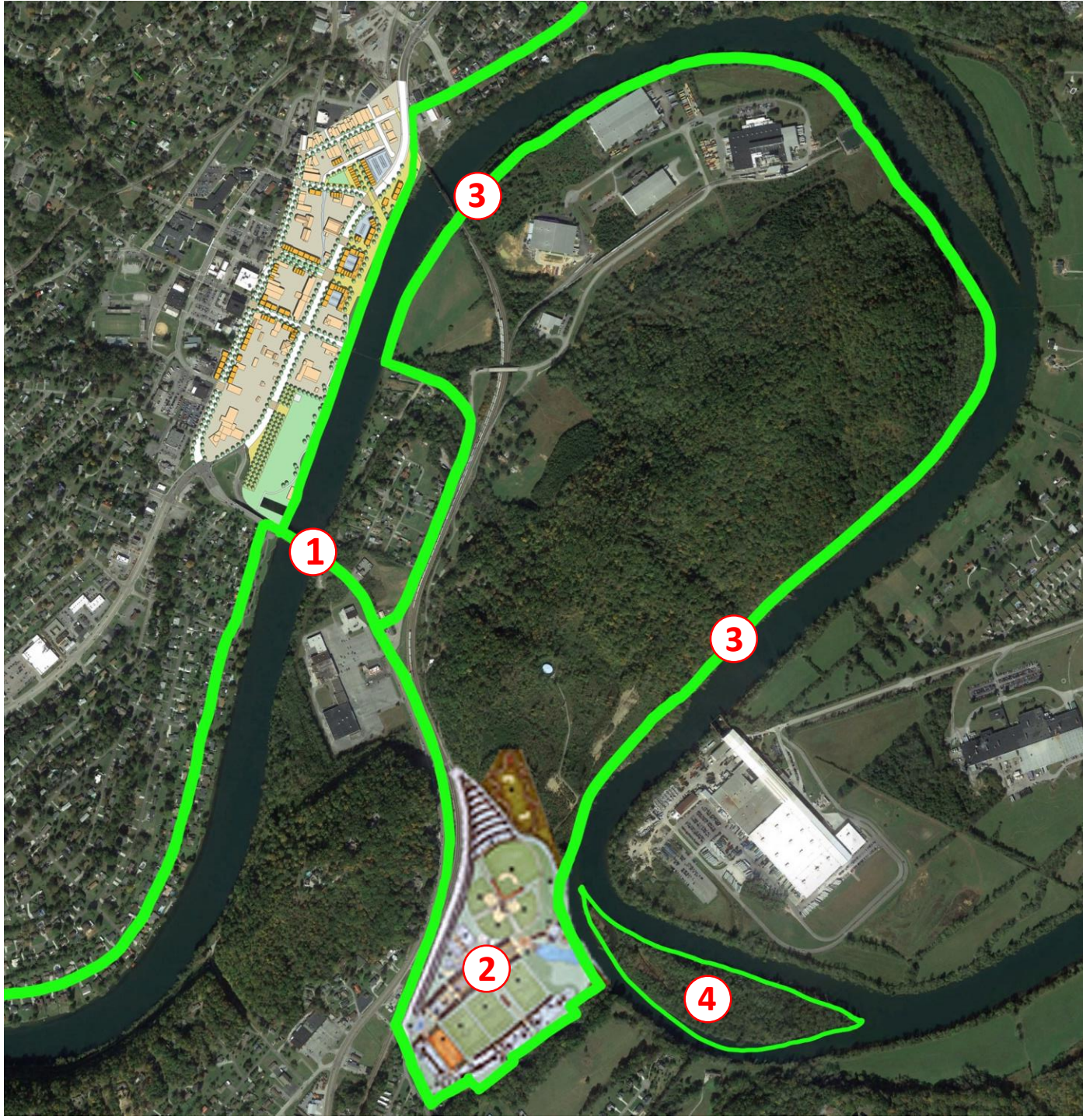
# Building momentum



HOLLINGSWORTH PARK  
CITY OF CLINTON







3

1

3

2

4



# Your vision

