

Vestal Site Improvement Plan



January 2010

Prepared by Elizabeth Eason Architecture, llc.

with Chan Kreiger Sieniewicz, Hedstom Design, S&ME and Robert G. Campbell and Associates

Vestal Site Improvement Plan

January 2010

Prepared by Elizabeth Eason Architecture, llc.
with Chan Kreiger Sieniewicz, Hedstom Design, S&ME and Robert G. Campbell and Associates

Adopted by:
The Knoxville-Knox County Metropolitan Planning Commission on January 14, 2010 and
The Knoxville City Council on February 23, 2010

This plan is an element of the Knoxville-Knox County General Plan and the South City Sector Plan

Acknowledgements

Plan and Program Team

Elizabeth Eason, AIA, LEED AP, Elizabeth Eason Architecture llc

David Gamble, AIA, AICP, LEED AP, Chan Krieger Sieniewicz

Sara Hedstrom, ASLA, RLA, Hedstrom Design

Greg Green, P.E., Robert G. Campbell and Associates

Mike Stomer, PG, S&ME, Inc

Prepared for the City of Knoxville, Bill Haslam, Mayor and its Community Development Department, Madeline Rogero, Director.

The Knoxville-Knox County Metropolitan Planning Commission assisted with document preparation and the history and implementation chapters. Those responsible included: Michael Carberry, Comprehensive Planning Manager; Jeff Archer, Senior Planner; Sarah Powell, Webmaster/Senior Graphic Designer; Laura Stout, Communications Specialist; and Matthew Wiggins, Intern

Table of Contents

SECTION 1:	
General Approach, Opportunities, Challenges, Notes and Goals from Previous Studies	5
SECTION 2:	
Historic and Existing Conditions.....	13
SECTION 3:	
Sustainable Approach and LEED for Neighborhood Development Pilot Checklist	15
SECTION 4:	
Project Phasing Narrative, Cost Estimates and Renderings	19
SECTION 5:	
Form Based Code Guidelines	31
SECTION 6:	
Implementation Measures.....	35
APPENDIX:	
Landscape Architecture Report: Proposed Design Elements and Materials.....	39



An aerial photograph of the study area (prior to the demolition of the gas station at 4119 Martin Mill Pike).

SECTION 1

General Approach, Opportunities, Challenges, Notes and Goals from Previous Studies

Introduction and Purpose

This Vestal Site Improvement Plan was created to revitalize the heart of Vestal by renovating existing buildings and implementing new development in the area surrounding the Ogle Avenue and Martin Mill Pike intersection. The projects that are identified in this document are consistent with the provisions of the Vestal Redevelopment Plan, adopted by City Council in 2006. This plan is intended to:

- provide direction for the future form of the area, including buildings and road and sidewalk profiles;
- establish the design program for street, sidewalks, and plaza and greenway space, and;
- outline the overall development approaches for the area.

This plan was created as part of the Empowerment Zone (EZ) process. The central focus revolves around the site of an old gas station (now demolished) at the corner of Ogle Avenue and Martin Mill Pike. This site

was identified by the community as the prime location for redevelopment as a neighborhood commercial use or mixed use (for example, commercial at ground level with offices or other uses above). Prior to the identification of the EZ project, a separate effort was underway by a group that included staff of the city's Community Development Department, East Tennessee

Community Design Center and Knoxville-Knox County Metropolitan Planning Commission to develop a master plan for this area. In an effort to make sure that these two efforts were complementary, the city worked with Elizabeth Eason Architecture, llc. and their associates to develop this document, which expands on the previous small area plan concepts.



The plan includes recommendations for both preservation and new development.

A Sense of Scale:

As an urban design plan, there are various scales that are addressed in planning for the area. These are outlined below and are themes that run through the document.

CORRIDOR SCALE: enhancement and extension of the circulation networks. These include:

1. Cars: road improvements, realignments, elimination of “slip” lane and extensions to ensure safety and connectivity
2. Busses: planning for safe stop areas near the downtown Vestal center
3. Bicycles: road improvements with added bike lanes and sidewalks wherever possible, extension of the existing greenways network
4. Pedestrians: added sidewalks, traffic calming and street redesign for safer and more comfortable walking conditions, public outdoor spaces connected to the natural amenities of the site, street-oriented development, appropriate nighttime lighting for safety and connection to a future greenway as planned in the South City Sector Plan along the former rail line

5. Potential Future Light Rail System: connection from downtown Vestal to the existing rail line and an extension of the open space network between the project area and adjacent corridors.

NEIGHBORHOOD SCALE: increased connections to existing neighborhood amenities that lie outside of the defined project area such as Candoro Marble Works, the Boy’s and Girl’s Club, local faith-based institutions, existing neighborhoods, and local commercial and retail businesses which also provide connections to potential future neighborhood developments.

PARCEL SCALE: property-specific development guidelines. These should be based on new and future roadway extensions and alignments, and a form based code that is specific to the Vestal area.

Design plans that contribute to each of these scales should occur concurrently to ensure that decisions made at larger scales (for example, extended pedestrian networks) are consistent with decisions made at smaller scales (for example, appropriate lighting and other amenities for those new pedestrian networks).

Opportunities and Challenges

Its unique location provides many opportunities to enhance the downtown Vestal area, including its proximity to open space, greenways and an old rail line; the presence of strong institutions and businesses; its compactness and urban form; strong neighborhood identity; and history of the area. There are also challenges that need to be overcome for the area to reach its full potential, including design constraints within the public rights-of-way; lack of pedestrian amenities; stream degradation and vacant and underutilized buildings. These opportunities and constraints are outlined below.

The plan is designed to take advantage of the opportunities and overcome the challenges that the area presents.

Opportunities

The following are specific opportunities that were identified.

INSTITUTIONS: There are a number of faith-based institutions within or directly adjacent to the study area. Their buildings are in good condition and provide a sense of community and stability for the neighborhood. A needs

assessment would be appropriate in the future to identify potential programs or spaces that these institutions could provide to benefit the community (for example, an activity center). The Candora Marble Building is an important building both in terms of its architecture and as a cultural use and provides an identity that is distinct from other areas. Its cultural and symbolic role in the evolution of Vestal should be capitalized on in the improvement plan.

GREENWAY: Connecting the heart of Vestal to a network of open spaces must be a top priority in the plan. Mary Vestal Park should be a destination in the open space network and, with an extension of the trail system, a link to the South Waterfront. The degree to which the plan can build off of a



The stream corridor is a greenway opportunity.

framework of active or passive open spaces and create an armature for development is crucial to fostering connections within and outside of the planning area. The site of the former gas station - straddling the creek as it is - should accommodate a new development that can take advantage of this asset. The Boys and Girls Club may provide a magnet for recreation trails or outdoor activities. Vestal has a number of parks within walking distance that provide an opportunity to build sidewalks along all the main roads and greenway trails to create a connection.

EXISTING BUSINESSES: Pease Furniture and King Tuts at the primary intersection of Martin Mill Pike and Ogle Avenue are well known businesses. The furniture store also controls key development sites in the plan (parcels directly north of King Tuts). Efforts must be made to maintain and support the aspirations of these two



Pease Furniture has been the area's most prominent business for decades

businesses. Should they depart from the area due to declining population or for lack of visibility, the area would certainly suffer a great deal.

RAIL: A long term objective of the plan should be to consider the viability of future light rail or shared freight/passenger rail in the area. The Knoxville South Waterfront Plan identified two light rail corridors that will utilize existing freight rail rights-of-way. While this may be a long-term vision, the intersection of Maryville Pike and Mayfield Avenue is an ideal location for a transit-oriented development. The site is large enough to attract a developer that would be interested in a site with this potential access. The property, currently occupied by a vacant warehouse, is slightly outside of the boundary of the planning concentration. Nevertheless, a development here would create an activity center and destination that would help to bring people into the area. It would

also be a model for a more sustainable approach in meeting transportation needs.

INFILL: There is vacant land at the corner of Ogle and Martin Mill with high visibility to vehicles and pedestrians that provides the opportunity for active retail perhaps mixed with office or residential uses. Residents could walk to this location for quick shopping or to visit a coffee or ice cream shop. Opportunities exist for new retail/office/residential in other areas as well, to increase pedestrian activity and business in this general area. New infill projects and existing buildings can define the core of Vestal and provide cohesion through alignment of their facades. Activity should be visible to pedestrians and through traffic on the sidewalks, in the retail spaces, on greenways and on public open space.



Vestal's current pedestrian-oriented connections are fragmented.

PARKING: Space is available on vacant lots and along the street for additional parking to serve the new retail, business or residences. The close proximity of uses allows for shared parking, which is a critical component to the plan; without it, businesses will not survive.

OPEN SPACE: Open space at the intersection of Martin Mill and Ogle Avenue could highlight views to the Vestal Methodist Church and could be used for different purposes such as a farmers market during the summer/fall months, art festivals or other community events.

ACTIVITY: Connections can be created to adjacent parks. Visibility and activity on the streets can help vitality. Outdoor dining for existing and proposed restaurants and a streetscape program that

would include street trees, benches, pedestrian light poles and planters are be part of this plan.

IDENTITY: An identity for Vestal can be created with way-finding signs to important areas such as nearby parks, commercial areas and historical areas. Identity can also be created with entrance markers, bridges and changes in pavement.

HISTORY: Vestal can capitalize on its history by utilizing the busy main intersection as a focal feature. For instance, a mural on the loading/service side elevation of Pease Furniture store could enhance the area. Selection of materials and graphics should reflect Vestal's historic industries. The public spaces could include information about the history of Vestal.

Challenges

The consulting team identified specific challenges facing the area (also see Photo and Landscape Analyses, pages 11 and 12.)

STREETSCAPE: There is little semblance of a public realm or sense of identity in the design of the existing street. There is nothing about the existing character that communicates that this area is special place. Sidewalks are discontinuous and

in poor condition. Utilities, such as telephone poles and lights, disrupt pedestrian movement and, in many places, surface parking encroaches on areas that should be better delineated for safe pedestrian use. Pedestrian circulation is woefully inadequate for what could be imagined as a “town center.” It is likely that these basic elements partially existed decades ago but have been neglected over time.

ENVIRONMENTAL DEGRADATION:

Currently the creek is littered with waste, a problem for both physical as well as aesthetic reasons. What could be one of the study area’s main assets appears to be nothing more than a backwater. In many places, it remains entirely hidden from view. Part



The stream has scoured banks and can be improved.

of the solution will be to simply expose the creek, but creative solutions need to be found to allow movement adjacent to the creek in places where it is currently inaccessible.

INTERSECTION: The intersection of Martin Mill Pike and Ogle Avenue is particularly problematic from a pedestrian perspective. There are no crosswalks to provide a safe path for pedestrians. Sidewalks do not connect to adjacent neighborhoods and some areas do not have sidewalks at all.

The incorporation of traffic calming materials is needed; however, a roundabout is not recommended. New development should be created next to the sidewalks. Installation of continuous sidewalks and bulb-outs to define parking spaces are solutions to accommodate pedestrians, improve parking and calm traffic. A general urban environment will naturally tend to slow traffic leading to the intersection. The celebration of the two bridges could serve as bookends, providing a sense of arrival.

WIDTH: Currently, there is not enough room between the buildings and the road to provide a nice streetscape for pedestrians or to allow for a

street tree program. It may be possible to correct this by realigning the street.

CONNECTIONS: Buildings have been located so closely to the stream that connections will be challenging but are possible.

EXISTING UNDERSTORY: Overgrown trees and understory plants along the sidewalks and stream need to be attended to as part of a comprehensive landscaping program.

GENERAL CONDITION: Some buildings are only in fair condition. Those buildings that are not identified for demolition could benefit from façade improvement programs.

General Notes

Several other observations were made in preparing the stage for the creation of the plan, including:

VEHICULAR TRAFFIC: Fast driving vehicles and high traffic counts imply the need for traffic calming methods. This area also suffers from an awkward intersection and the negative aesthetic of several empty gravel parking lots. An abundance of industrial trucks on the roads also imply a need for traffic calming.

PEDESTRIAN TRAFFIC: The roads have no curbs making it uncomfortable/unsafe to walk as a pedestrian. There is pavement up to store fronts and most store fronts have no windows; façade changes and site improvements such as new windows, window boxes, planters, street trees (where they will fit), awnings, trash cans and benches would further benefit pedestrians.

ENVIRONMENTAL CONDITIONS: Overgrown sites littered with trash, broken glass and weeds are common in the pedestrian areas. Trees and other plants need to be pruned and trimmed to enhance public safety and viewability.

BUILDING CONDITIONS: It is difficult to determine whether the buildings or shops are vacant by their appearance. Remodeled store fronts, new paint, awnings, and similar improvements (again implying a façade improvement program) would help these commercial properties thrive.

UTILITIES: Overhead wiring along streets and intersections as well as out-dated cobra lighting are typical. Better street lighting is needed for pedestrians.

CONNECTIONS: All streets need sidewalks, connecting to the adjacent neighborhoods. Bicycle/pedestrian connections are needed to Charter E. Doyle Park and to the commercial area on the opposite side of Martin Mill Pike at Chapman Highway.

TOPOGRAPHY AND SURFACE GRADES: This is especially a problem near the main intersection. The grades do not connect in the pedestrian areas, the pavement is not fine graded, and the main intersection is warped.

FEELING OF SPACE: Accessibility is difficult for both pedestrians and drivers. Pedestrians feel vulnerable because of lack of defined space to walk. The private residences have overgrown yards and the exterior of the homes are in need of maintenance, making them appear rundown or vacant.

KUB WORK: Robert G. Campbell & Associates (part of the consulting team) contacted KUB and received base maps for the water, sewer and gas lines in the study area. They were considered in developing the plan.

STORMWATER: Chris Howley, of the city of Knoxville Storm Water Management Division, was

contacted to meet with the team to flood studies that had been conducted or any known problems that exist in the area. A meeting was held on July 9 with members of the team. Mr. Howley informed them of a flood study for the tributary to Goose Creek ending just north of our study area. The tributary to Goose Creek continues through our project and crosses under Ogle Avenue. The creek is shown as a “blue line” on the TVA Quad map and will have to be buffered according to the City Storm Water Ordinance. The ditch that travels from the tributary of Goose Creek to the east through our project area crossing under West Martin Mill Pike was not shown as a “blue line” on the quad; therefore there will be no buffer requirements for the ditch. He also said that we should have no problem relocating or enhancing the ditch.

TDOT: Another issue that was considered is TDOT’s plans to resurface State Route 22 (Ogle Avenue and West Martin Mill Pike). The project begins on State Route 33 (Maryville Pike) at the Blount County line and travels northward along State Route 33 (Maryville Pike to Ogle Avenue to West Martin Mill Pike) to State Route 71 (Chapman Highway).

Key Plan - 1:100

Picture #1 - Need street trees to bring pace down to a pedestrian scale.
Good opportunity for a mural
Need windows at above front

Picture #2 - Need sidewalks lead to residential of commercial broken down Martin Hill Pike

Picture #3 - No curb or sidewalk - need to create a separation when the cars of pedestrians

Picture #4 - sidewalk paved with needs opening lots of bushes of landscape along, too close or sidewalk along street

Picture #5 - construction along stream stream corridor

Picture #6 - large empty parcel of open lot next to the laundry mat

Picture #7 - cars parked in the pedestrian area, no sidewalks or curbs

Picture #8 - opportunity to have a low landscape feature as some sort of traffic calmer

Picture #9 - people walking down the street because there are no areas for pedestrians

Picture #10 - need windows along street front, benches, trash cans, etc.

Picture #11 - One of the few areas with curved sidewalks

Picture #12 - comparison area, needs to be cleared for views of public added circuit connect to the park

Picture #13 - residential on Martin Hill Pike, needs sidewalks

Picture #14 - sidewalk ends here, landscape needs to be pruned back, sidewalk needs to continue to laundry mat of residential area

Picture #15 - comparison, landscape needs to be pruned back, important as street tree

Picture #16 - storefronts need to be cleaned up, difficult to tell if clean shops are still in business, street to provide all clear way to the building face

Picture #17 - same comments as #16, needs street trees, site furniture, clean up other fronts, etc.

Picture #18 - stream corridor open views through trees sidewalk use. Can see the stream of pedestrians can interact with it

Landscapes Analysis of Existing Conditions

SECTION 2

Historic and Existing Site Conditions

Vestal's History

As early as 1800, settlers inhabited the area south of the river near the growing city of Knoxville. The area remained sparsely populated until after the Civil War when multiple bridges were established to provide better access to areas of Knoxville and promote an increase in industrial development.

The place named “Vestal” was created by the Vestal Lumber and Manufacturing Company, which was established in the 1880s. With railroad connecting to its lumber yards, the company created hundreds of jobs, resulting in a rapid expansion of the area’s population. A “company town,” based upon the operations of the lumber mill, developed near Maryville Pike and Ogle Avenue, and became the focus of commercial and church development. The lumber company became one of the South’s largest, but declined in the mid-20th century and closed in 1963.

As the population of Vestal was rapidly growing at the end of the 19th century, Vestal was briefly

incorporated as the City of South Knoxville. As bridges and rail lines opened access to Vestal, more commercial and industrial activities were established in the community and further spurred population growth. Much of Vestal was eventually added to the city of Knoxville in 1917 as larger industries became established in the area.

One of those industries was the Candoro Marble Company. Founded in 1914 by John J. Craig, III and three business partners, the Candoro Marble Company Showroom and Garage was built in 1923. It was designed by Charles Barber, a prominent Knoxville architect and is listed on the National Register of Historic Places. The company provided Tennessee marble for the



Top: James and Edward Vestal, 1927; Middle: Vestal Lumber Company Office, circa 1915; Bottom: Vestal Lumber Company
 Courtesy of the McClung Historical Collection

construction of many monumental buildings in the eastern United States. All carved marble ornamentation was performed under the supervision of Italian-born stone carver Alberto Milani Candoro, for whom the marble company was named. Candoro specialized in the processing, finishing, display, and shipping of Tennessee marble from Knox, Blount, and Loudon county quarries, as well as marbles from elsewhere. John J. Craig, III led Candoro Marble Company to emerge as the country's leading producer of Tennessee pink marble and one of the largest importers of marble in the United States. Marble carvings produced by Candoro Marble Company

appear in prominent buildings of Washington D.C., New York City, and locally in the downtown Post Office building.

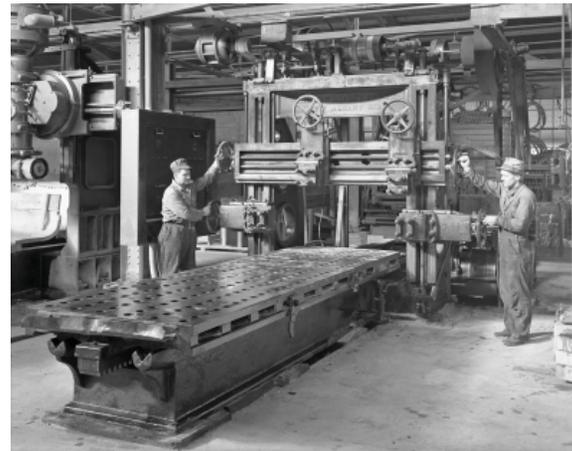
The town of Vestal served as a self-contained community with an ice cream shop, grocery, dry cleaners, and many other businesses that provided employment and services for the area's residents through much of the beginning of the 20th century. Since the 1960s, as key industrial and commercial businesses closed or moved out of the area, Vestal has experienced a slow and steady decline in population and new investments in the community.



Jones Chapel is one of Vestal's early churches.
Courtesy of the McClung Historical Collection



Candoro Marble Company
Courtesy of the McClung Historical Collection



Candoro Marble Company, December 5, 1941
Courtesy of the McClung Historical Collection



The Vestal Trolley provided a connection to downtown
Courtesy of the McClung Historical Collection

SECTION 3

Sustainable Approach and LEED for Neighborhood Development Pilot Checklist

Sustainability Strategies for the Vestal Improvement Project

There are specific sustainable strategies that are recommended to accommodate the project location, development at a neighborhood scale and the utilization of green construction techniques. The principles of the Leadership in Energy and Environmental Design established by the U.S. Green Building Council should also be used in project development; a checklist regarding these principles is included in this section. The factors and strategies, which should be used in all phases of implementation, are described below:

Sustainability Summary for the Vestal Site Improvements Project

By virtue of its location, the Vestal redevelopment

site is positioned to be a valuable asset because of its existing infrastructure and concentrated population. This project is built upon the natural amenities of the site and should be complemented by the capital improvements called for in this plan. The factors that exist to foster sustainability include:

- Transit stops and neighborhood commercial spaces within walking distance, reducing automobile dependence
- Existing water and wastewater infrastructure preventing additional environmental disturbance
- Redevelopment and infill development to create density and help reduce sprawl
- Abatement and redevelopment of a brownfield site removing hazardous contaminants

- Conservation of slopes and riparian areas, maintaining native vegetation to control erosion and protect habitat.

Sustainable measures at the neighborhood scale

Appropriate neighborhood design for Vestal should include:

- Improvements should be made whereby the public amenities will be available for general public use. The plaza, walkable streets, connections to the greenway and other public spaces are for everyone.
- Buildings should be developed at a density that conserves land and promotes livability, transportation efficiency and walkability.
- Provision of day-to-day of uses and needs should be concentrated within walking distance.
- A percentage of affordable housing should be encouraged to enable citizens from a wide range of economic levels and age groups to live within the community.



The demolition of this gas station has been accomplished and site restoration will lead to redevelopment of a brownfield site.

- Available on-street and off-street parking should be shared whereby various land uses can function without waste in parking spaces.
- Connections should be made to greenways and parks, including Mary Vestal and Charter E. Doyle Parks.

Implementation through green construction guidelines provides environmentally beneficial public improvements and sustainable private development. (These include specific building requirements that can be found in the LEED for

New Construction rating system). The guidelines for green construction in Vestal should include:

- Preventing soil loss through stormwater runoff and erosion control during construction
- Encouraging the construction of LEED certified buildings
- Encouraging energy efficiency to reduce air, water and land pollution and the environmental impacts from energy production and consumption

- Encouraging minimal water use in buildings and for irrigation to reduce the impact on natural water resources
- Encouraging building reuse, to extend the life cycle of existing sound buildings. (This conserves resources and reduces waste and the increased environmental impacts of new buildings)
- Reducing heat islands to minimize microclimate impacts. (This includes shading hardscape, using paving materials with a high solar reflectance and using open grid pavement systems)
- Using recycled asphalt and concrete to reduce the environmental impacts of the extraction and processing of new materials
- Minimizing light trespass from the site (that is, glaring lights that penetrate neighborhoods) to increase nighttime visibility and reduce energy consumption



Landscape conservation and tree planting will foster improved water quality and reduce summer heat.

SECTION 4 Project Phasing Narrative, Cost Estimates and Renderings

Phasing Plan

This chapter summarizes recommendations for specific improvements. They are outlined by sequence in an order recommended by the city. The consulting team noted that improvements in public amenities, including streets and sidewalks, the greenway, parking and the plaza, could be catalysts for private development, and suggested funding them earlier. Now that the most blighted buildings, including the gas station, have been demolished, implementation can move forward.

Concept

The urban design strategy for the Vestal Site Improvement Program focuses on establishing a realistic framework for revitalization. The framework is directed to support the existing businesses and institutions in the area while removing aspects of blight that inhibit reinvestment. Following the acquisition and demolition of the house at 130 Chappell Road and the two buildings at 4119 Martin Mill Pike, implementation of the plan should continue with a new public plaza at the center of the Vestal

community. The plaza will provide opportunities for community events and enhance Vestal's identity. New development is proposed on specific sites to promote revitalization of the area. The site plan on the following page depicts the concepts.

The following phases are written to express the vision and sense of place that can be created. In other words, each recommended phase can be viewed as part of a recipe for Vestal's revitalization:

Phase 1: Demolish and Daylight

- Remove box culvert at the creek near 4119 Martin Mill Pike
- Daylight the creek and restore the natural stream channel and banks

The first part of this phase has been accomplished: the demolition of the buildings at 4119 Martin Mill Pike.

Strong urban design plans build on existing assets. Vestal United Methodist Church, Pease Furniture, King Tut's restaurant, Tea and Treasure and Allen Biermakens Home Brew Supplies are well-known neighborhood icons. The plan starts with the incorporation of these buildings; however, the re-programming or removal of underutilized or vacant buildings nearby can reveal new opportunities currently unseen. One inhibitor to creating a vibrant sense of place was the vacant gas station at 4119 Martin Mill Pike. This derelict structure and the one-story concrete block building adjacent to it were barriers to



The potential plaza and view to Vestal United Methodist Church.

Vestal Site Plan

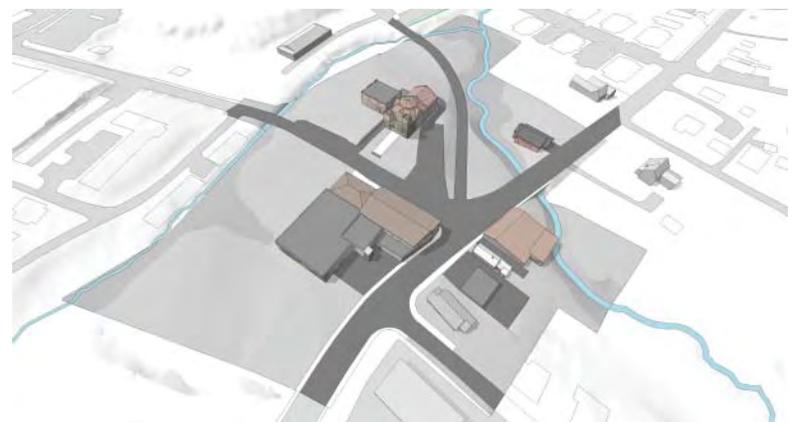
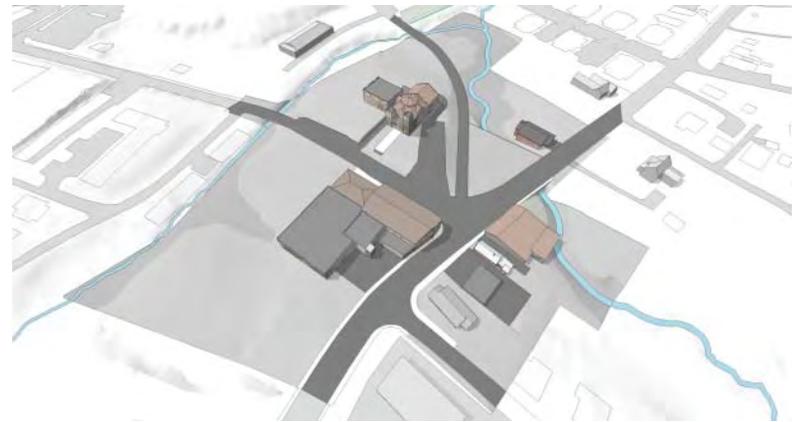
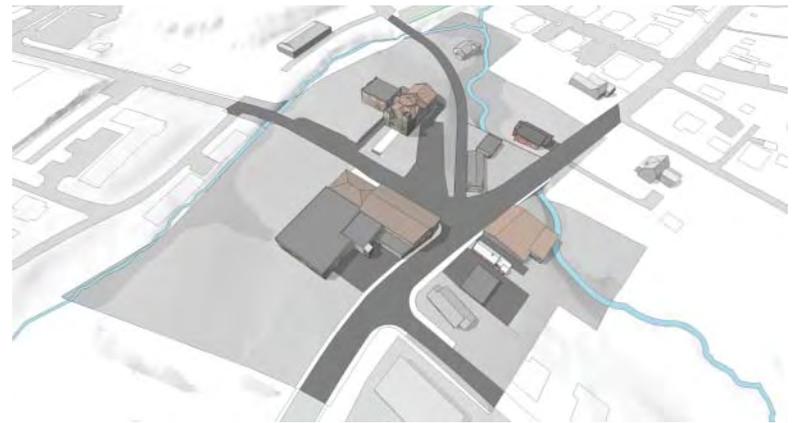


redevelopment. With their demolition, the elegant east elevation of the Vestal United Methodist Church is brought into clear view. A new dynamic has been established between the remaining structures, setting the groundwork to form a unified plaza upon which new and existing buildings are situated.

The removal of the single-family house at 130 Chappell Road allows creek restoration and conservation of a natural area. This property has been acquired by KCDC.

Restoration of the stream is underway. The removal of the vacant gas station's culvert and retaining wall will create an environment to experience the creek and establish an appropriate building pad for future new development. The stream is revealed and can be better integrated into the site. Immediate efforts are then placed on mitigating the negative environmental impacts and on securing the fifteen foot streamside buffers. The buffer accomplishes two objectives. First, it is an environmental imperative to minimize flooding and promote the natural filtration of stormwater runoff. Second, the stream restoration helps to broaden the creek's appeal while increasing its value to aquatic organisms.

Areas within and around the creek buffer zone that are disturbed will be re-vegetated with native plants. These plants need to be low enough to maintain views to the stream and pedestrian safety along the greenway trail. (See Landscape Architecture Report in the Appendix for selected tree species for the reforestation.)



Top: Existing conditions

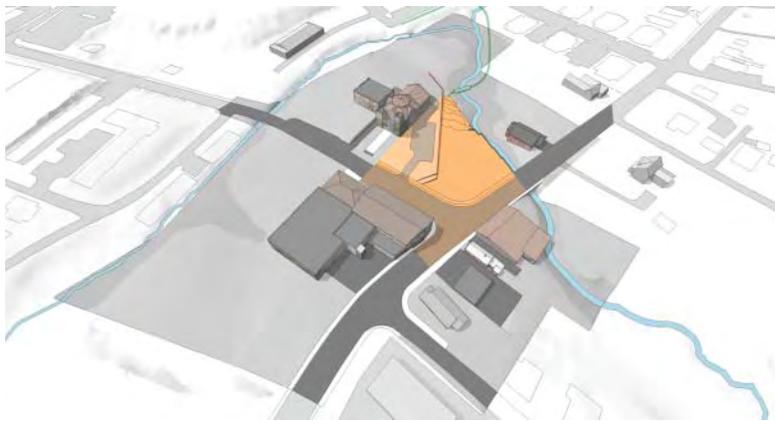
Middle: Removal of buildings at 130 Chappell Road and 4119 Martin Mill Pike

Bottom: Removal of existing culvert.

Phase 2: Plaza, Parking and Greenway

- Construct the plaza
- Construct the history wall
- Construct the greenway connection
- Construct the Vestal United Methodist Church parking

The centerpiece of the urban design plan is a new public plaza. The plaza, which was envisioned as an amenity for use by all Vestal residents, is designed with a mixture of hard and soft materials. The plaza creates a public space that will accommodate a variety of community events. Bounded by Vestal United Methodist Church to the west, Pease Furniture to the south, King Tut's to the east, and the creek to the north, the plaza is defined by active uses. New development is



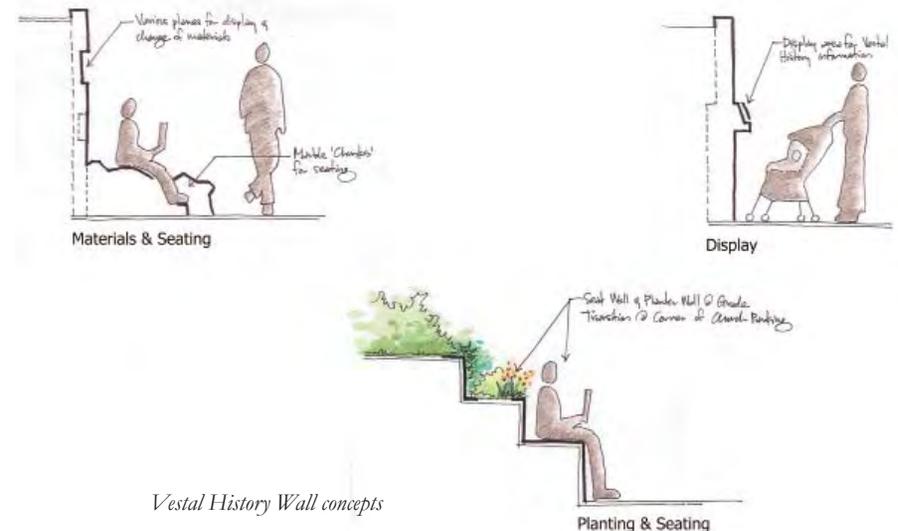
Construction of history wall, plaza, church parking and greenway

envisioned on the adjacent parcels created around the open space, helping to further define the area. Parking will be accommodated on-street and with tree-shaded surface lots that are located to the rear of the buildings. The plaza is defined by the surrounding buildings and by cohesive landscaping. The space will serve as common community ground, helping to visually unite the new and existing buildings.

The formation of the plaza necessitates the closure of Chappell Road, beginning near the site of the former house at 130 Chappell Road and extending to its termination at the intersection of Ogle Avenue and Martin Mill Pike. The plans for the future extension of Chappell Road to Martin Mill Pike are addressed in Phase 6.

The west side of the plaza is defined by a “history wall,” celebrating the legacy of Vestal, including the marble and lumber industries. The wall is required due to the elevation change between Vestal United Methodist Church and Martin Mill Pike and forms an edge between the church’s parking and the plaza. Conceptually, the wall allows for community expression, combining historical artifacts and text describing the area’s past. Its height will range from two to approximately eight feet. Unique seating and lighting highlight the space.

The wall will be designed with a combination of poured-in-place concrete and native materials with varying textures, such as Tennessee Pink Marble, which might be sourced from the nearby quarry.



Vestal History Wall concepts

Embedded in both the wall and the surface of the plaza, the marble will serve as a physical memory of the rich mining legacy that Vestal once enjoyed. It will serve as a strong edge and backdrop to the western portion of the plaza and connect this area's past to the Vestal Community.

On the northern side of the plaza, the relationship to the site is more natural than man-made, connecting directly to the stream. With the development of a new building, the plaza gradually narrows and a series of large steps descend to the level of the creek below. A pedestrian bridge crosses the creek to connect to the Mary Vestal Greenway. The greenway also makes connections westward to the Boys and Girls Club and, eventually, to a rail stop (see Phase 8). When approached from the north, the plaza serves as a focal point of the greenway, marking one's arrival into the center of Vestal. Appropriate lighting and new way-finding markers will allow users to orient themselves to nearby neighborhood amenities.

Phase 3: Reuse and Request For Proposals

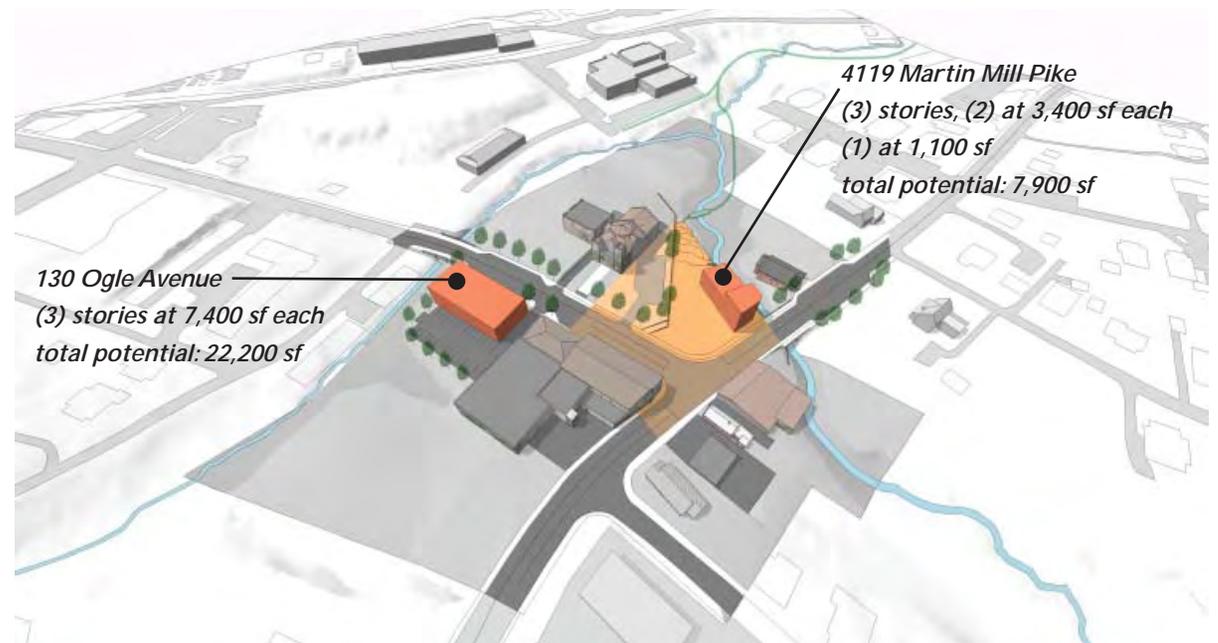
- Issue a Request for Proposals for the design and construction of a new mixed-use building to define the northern edge of the plaza at the existing 4119 Martin Mill Pike

- Adaptive reuse of the buildings at 4124 Martin Mill Pike and 4202 Martin Mill Pike

Existing buildings, when feasible, are renovated and provide new commercial opportunities for the area. (The MPC report Facade Improvement Guidelines for Knoxville's Early Commercial Districts, Spring 2006 is the basic reference for renovation.) However, to reinforce the definition and use of the plaza, a new mixed-use building is envisioned along the northern edge of the site, adjacent to the stream. Its 3,200-square-foot ground floor will be activated with retail uses that will spill out onto the plaza, helping to animate

the space. These ground floor uses (such as small restaurants, ice cream or coffee shops and unique retail shops) bring people into the area and reinforce the identity of the community. Housing above the commercial spaces is enhanced with balconies that take advantage of the views of the creek and serve to keep "eyes on the plaza." Community activity also helps keep the area safe.

To create a continuous streetscape, most of the parking is kept to the rear of buildings, supplemented by parallel parking along the street. Opportunities for surface parking lots next to Vestal United Methodist Church, behind



Requests for proposals should be pursued for new development at 4119 Martin Mill Pike; also depicted is new development at 130 Ogle Avenue.

the development parcels to either side of Pease Furniture, and behind King Tut's are utilized. Existing surface lots are moved away from the street edge to improve the pedestrian experience and create space for streetscape amenities such as sidewalks, lighting, benches, and street trees (see Phase 4). These elements help solidify an identity for Vestal, creating a pleasant environment that encourages pedestrian activity.

Phase 4: Roadway Improvements

- Street and turn lane improvements
- Pedestrian enhancements

Roadway improvements to W. Martin Mill Pike (between Keeble Avenue and McDaniel Avenue) and Ogle Avenue (between Coffee Street and W. Martin Mill Pike) will include approximately 900 lineal feet of Martin Mill Pike and 600 lineal feet of Ogle Avenue. The southbound turn lane on W. Martin Mill Pike to westbound Ogle Avenue will be eliminated, but the horizontal and vertical alignment of W. Martin Mill Pike and Ogle Avenue will remain the same. However, right-of-way for the intersection improvements will have to be obtained from approximately twenty tracts within the project site. This includes two tracts previously acquired by KCDC. The design will

comply with the current Tennessee Department of Transportation Standards and the State's Specifications for Road and Bridge Construction (March 1, 2006 edition). The intersection of W. Martin Mill Pike and Ogle Avenue will be re-signalized to include street lights on cantilevered poles, pedestrian signals and crosswalks.

New sidewalks, pedestrian signals, crosswalks, street trees and lighting will enhance pedestrian movement throughout the area. New bridge structures across the stream at Martin Mill Pike and Ogle Avenue act as gateways signaling to motorists and pedestrians that they are entering

the heart of Vestal. Celebratory marble columns, signifying the historical significance of the place, mark the northern, southern and western extents of the district.

Street trees will frame views and provide structure along the street; they will provide shade and seasonal interest. The street trees also help to calm traffic. Trees are placed in locations where there is adequate soil for healthy growth. Tree species are selected for their overall hardiness, mature size and ornamental characteristics. Shrub and perennial plantings are selected for screening, visual interest, and to accent particular areas.



Concept for Martin Mill Pike improvements.

Every plant is selected based on its tolerance for urban conditions. Plant material selected for restoration will be native and appropriate for each particular natural area. (See the Landscape Architecture Report in the Appendix for selected tree species).

Phase 5: Roadway Reconstruction and Other New Development

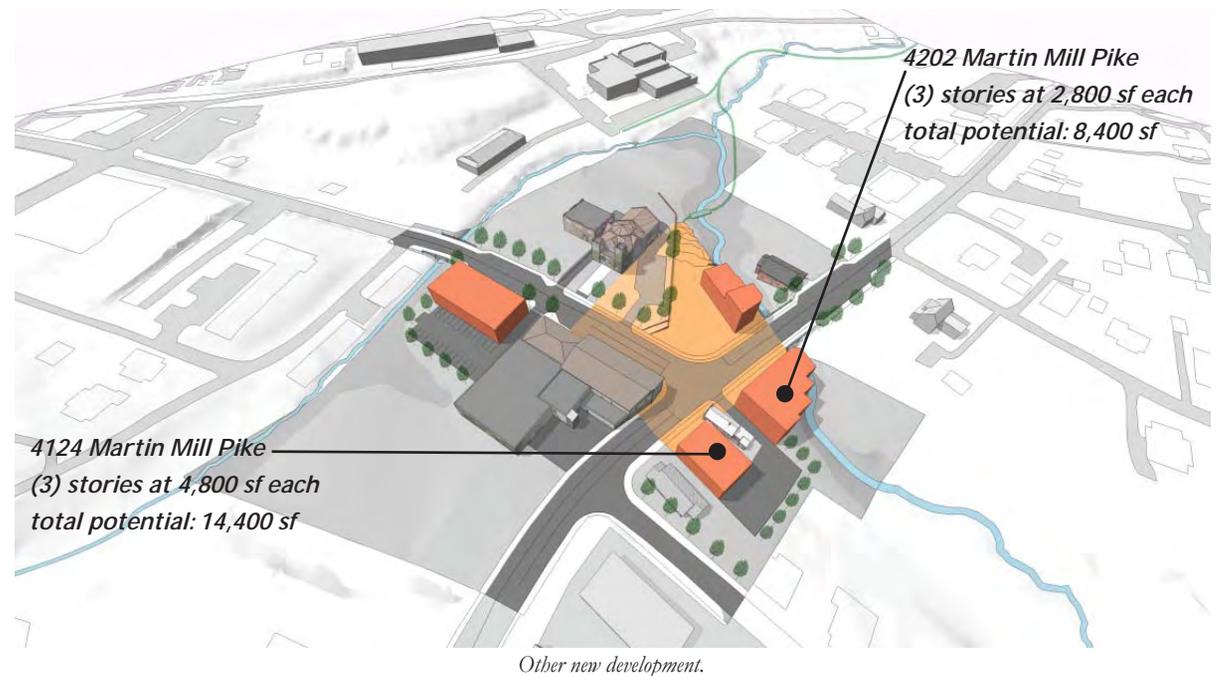
- Chappell Road reconstruction

Once the plaza and the area around it have been defined, attention can be focused on the links that it creates to the surrounding community. One important link is the re-alignment of Chappell Road. The reconstruction includes approximately 600 lineal feet of new roadway, which will comply with the current Tennessee Department of Transportation Standards and the State’s Specifications for Road and Bridge Construction (March 1, 2006 edition). Despite its narrow width, the street provides an important connection to the Boys and Girls Club, as well as circulation through the district. While the street alignment needs to be moved from its current location in order to construct the plaza, there are benefits for extending the street along a different corridor. The new orientation will extend the street so that it aligns with Keeble Avenue across Martin Mill Pike,

allowing the street grid to extend. The Chappell extension also bridges the new extension of the Mary Vestal Greenway to Martin Mill Pike while bounding the northernmost extent of the district. It will improve the area’s overall circulation patterns, both existing and anticipated.

The streetscape design provides a safe pedestrian environment, reinforces the identity of Vestal, and encourages development. Several measures should be taken to accomplish these goals. Sidewalks are widened to the optimum width, so that they accommodate a “window shopping” zone, and allow at least two people walking side by side to

pass. The wider sidewalks also provide an amenity zone for site furnishings such as benches, bike racks, light poles and shade trees. The proposed design includes a minimum six foot wide sidewalk for pedestrian movement and, where space allows, a four foot amenity zone. The proposed site furnishings are arranged as a “family” of objects with similar materials and styling. It is important that the streetscape elements relate to one another because they contribute to the impression of the place. (See the Landscape Architecture Report in the Appendix for proposed site furnishing “families”).



Phase 6: Greenway Extension

- Mary Vestal Greenway connection

Given its proximity to the proposed Vestal plaza (less than a five minute walk), the newly extended Mary Vestal Greenway serves as a link between the proposed Smoky Mountain Railway Greenway and the Tennessee Riverfront. This link has the potential to bring activity to the rear portion of the Boys and Girls Club, creating a new focus towards the stream. This connection would also link recreation space, like the tennis and basketball courts along Chappell to the remainder of the open space network, forming a jewel along the new green necklace.

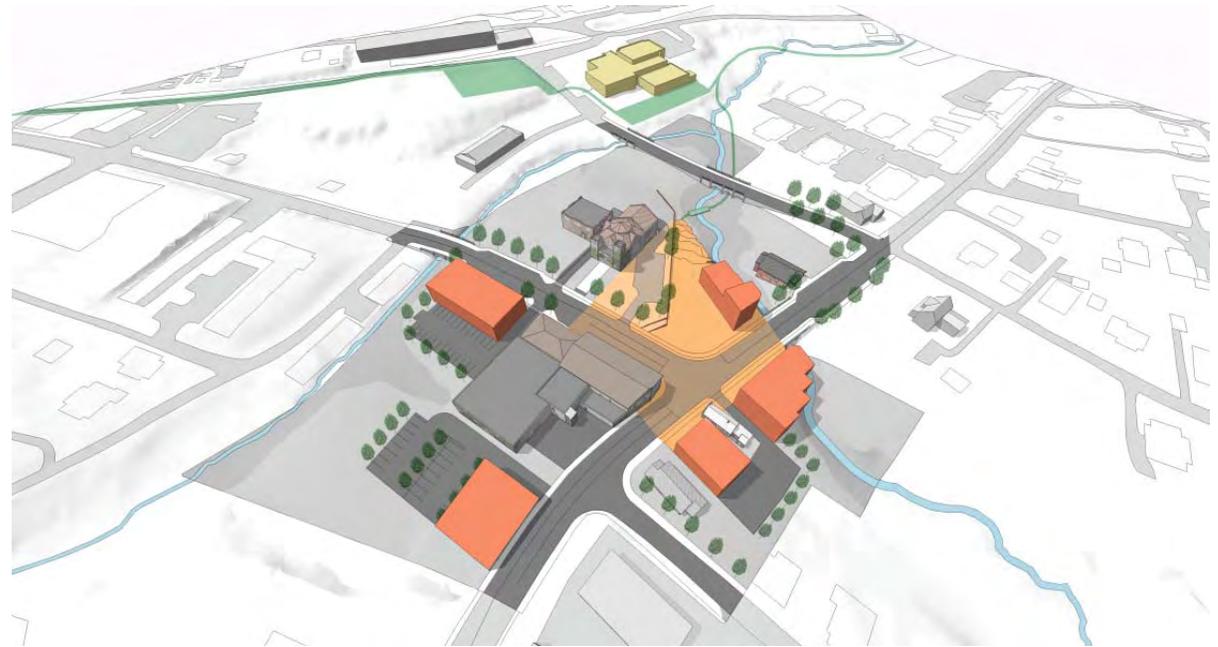
Phase 7: Rail Line Connection

- Passenger rail connection
- Smoky Mountain Railway Greenway

The long-term vision for rail transportation may capitalize on the existing freight line that now connects Knoxville with Blount County. The rail line has potential to be used as a passenger rail line during the day and a freight-only rail line at night. As noted in various adopted plans, the Smoky Mountain Railroad abandoned right-of-way will create a rail-to-trail project linking South Knoxville with downtown.



Section through creek and greenway



Greenway extension from Boys' and Girls' Club to Smoky Mountain Railway Greenway

Phase 8: Rail Station

- Locate a transit-oriented-development station in Vestal
- Establish rail service to downtown Knoxville

The final stage of this vision for the revitalization is to locate and build a rail station surrounding a transit-oriented-development along Maryville Pike. The rail line could link Vestal and the surrounding areas to downtown Knoxville through an efficient and environmentally-friendly transit connection. This long term initiative would encourage still further investment and development in the area, helping to secure Vestal’s place as an important and distinct neighborhood within the greater Knoxville area.

Note to the reader: Background material related to the Vestal Site Improvement Plan

The consulting team provided several documents related to costs and engineering. Copies of those documents are available through the Metropolitan Planning Commission and the City of Knoxville Community Development Department.

Summary of Project Costs (as of December 2008)

Estimated costs for the greenway, stream restoration, plaza, and streetscape are as follows:

Streetscape (Martin Mill Pike and Ogle Avenue Improvements, including: pavers, landscape, site furniture, roadway)	\$1,606,700
Streetscape (Chappell Road extension to Martin Mill Pike).....	\$668,580
Plaza hardscape, landscape, site furniture, lighting, historical markers, wall element, NOT including Church parking re-pavement)	\$424,850
Greenway (greenway path, bridge, landscape, stream restoration)	\$400,650
Project Total (not including KCDC property acquisition and demolition, NOT including request for proposals).....	3,100,780



Existing vegetation along stream

Summary of recommended phases

Phase 1: Demolish and Daylight

Summary: Demolish the two buildings at 4119 Martin Mill Pike and the building at 130 Chappell Road. Remove the box culvert near 4119 Martin Mill Pike. Daylight the creek to restore the natural stream channel and banks.

Phase 2: Plaza, Parking and Greenway

Summary: Construct the plaza, history wall, greenway connection and parking at Vestal United Methodist Church.

Cost: \$424,850 for Plaza

\$400,650 for Greenway

Phase 3: Reuse and Request for Proposal (RFP)

Summary: Issue a RFP for a new mixed use building at 4119 W. Martin Mill Pike

Phase 4: Roadway Improvements

Summary: Improvements to W. Martin Mill Pike and Ogle Avenue

Cost: \$1,606,700

Phase 5: Roadway Reconstruction

Summary: Relocate Chappell Road

Cost: \$668,580



Chappell Road as it currently exists.



Phase 2: Plaza, parking, and greenway.

Phase 6: Greenway Extension

Summary: Develop greenway connection from Mary Vestal Greenway to the Smoky Mountain Greenway and Tennessee Riverfront. Also, develop a connection from Mary Vestal Greenway, behind the Boys and Girls Club along the stream and along Chappell Road. Connect the greenway trail from Mary Vestal park to the South Waterfront.

Phase 7: Rail Line Connection

Summary: Develop a passenger rail line that connects south Knoxville to the McGhee Tyson Airport and the downtown.

**Estimated Project Total
(as of December 2008)**

\$3,100,780

(NOT including KCDC property acquisition and demolition, NOT including request for proposals)

Phase 8: Rail Station

Summary: a transit-oriented development that can include various types of mixed land use, including different densities of housing.



Former lumber building remodeled into rail station.

SECTION 5 Form Based Code Guidelines

Introduction

This chapter includes guidelines for development and preservation of buildings in the project area that can be the basis of a form based code. The other parts of the form code are the design of streets and public spaces that were outlined in Section 4.

Private Development Guidelines

Building Mass, Scale and Form

Building form should reinforce the character of downtown Vestal as an urban setting and enhance

the experience of pedestrians at street level. Creating pedestrian-scale buildings, especially at street level, can reduce the perceived mass of buildings. The use of “human scale” design elements is necessary to create buildings that respond to pedestrians and create a comfortable environment.

Guidelines include:

1. Maintain a pedestrian-scaled environment.
2. Foster air circulation and sunlight penetration around new buildings. Buildings may be designed with open space, as allowed under

existing C-2 zoning, or buildings may be “stepped back” on upper floors with lower floors meeting the sidewalk edge.

3. Use building materials, signs and awnings that respond to the human scale in order to reduce the mass of buildings as experienced at street level.
4. Divide larger buildings into modules that are similar in scale to traditional “downtown” buildings. Buildings should be designed with a recognizable base, middle and top on all exposed elevations.
5. Avoid blank walls along street-facing elevations.



Some of the early Vestal commercial buildings are good examples for creating the form code



Building Location

It is important to establish a strong relationship among buildings, sidewalks and streets. This is typically accomplished through consistent setbacks that locate buildings on the same line.

Guidelines include:

1. Maintain sight lines to historic buildings that were originally located in an open setting, providing setbacks for new buildings next to historic structures in order to preserve views.
2. Design plazas to be pedestrian-friendly. Provide human-scale amenities and include landscaping.

Architectural Character

Buildings should be visually interesting to invite exploration by pedestrians. This is important as

buildings are experienced by pedestrians at a close proximity.

Guidelines include:

1. Encourage first floor uses that draw walk-in traffic. (Businesses that do not require pedestrian traffic should be located on other floors.)
2. Enhance pedestrian interest in commercial and office buildings by creating a largely transparent and consistent rhythm of entrances and windows.
3. Scale first floor signs to pedestrians.
4. Differentiate the architectural features of ground floors from upper floors.
5. Encourage the use of “green roofs” and other sustainable practices.

Sustainable Features

Guidelines include:

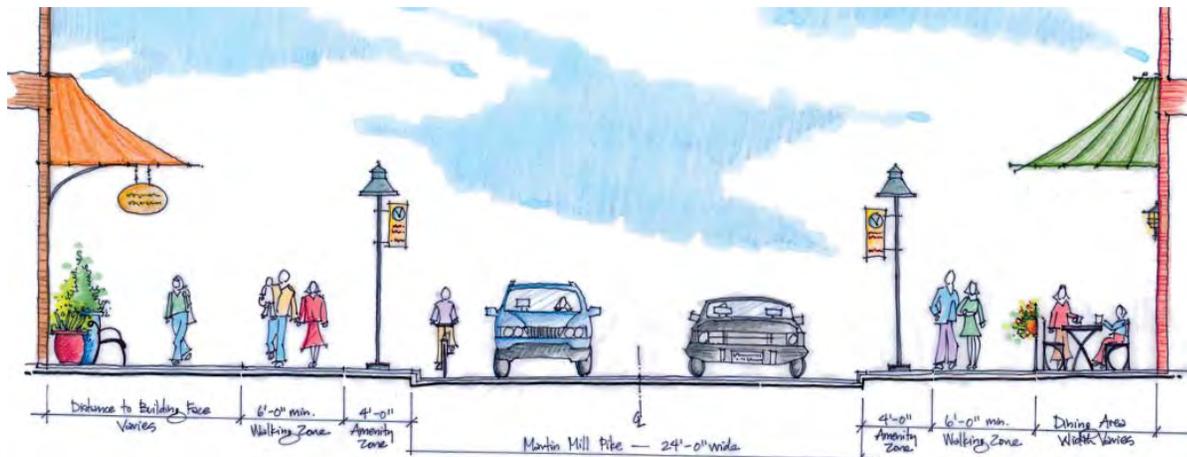
1. New construction and major renovation projects should include sustainable design features. The US Green Building Council LEED Rating System should be followed. Certification is encouraged.

Ground Floor Doors And Windows

Entrances and ground floor windows should foster pedestrian comfort, safety and orientation.

Guidelines include:

1. Use a consistent rhythm of openings, windows, doorways and entries.
2. Orient primary front entrances to the main street. Secondary entrances should be clearly defined and oriented to streets or alleys as appropriate.
3. Buildings that are along the streams should have a “face” to the stream side.
4. Design entrances according to the proportions of the building’s width and height.
5. Consider corner entrances at the end of blocks.
6. Require a transparency standard for windows at the pedestrian level.



The form code concept for locating new buildings.

Residential Buildings

Privacy and safety are concerns with solely residential buildings where residential units meet the sidewalk. Mixed use buildings, with apartments above shops or offices, can avoid these challenges and add vitality to downtown Vestal.

Guidelines include:

1. Design entrances to residential buildings so that access is separated from the pedestrian flow on the sidewalk.
2. Encourage the development of mixed use buildings with apartments over lower story commercial uses.

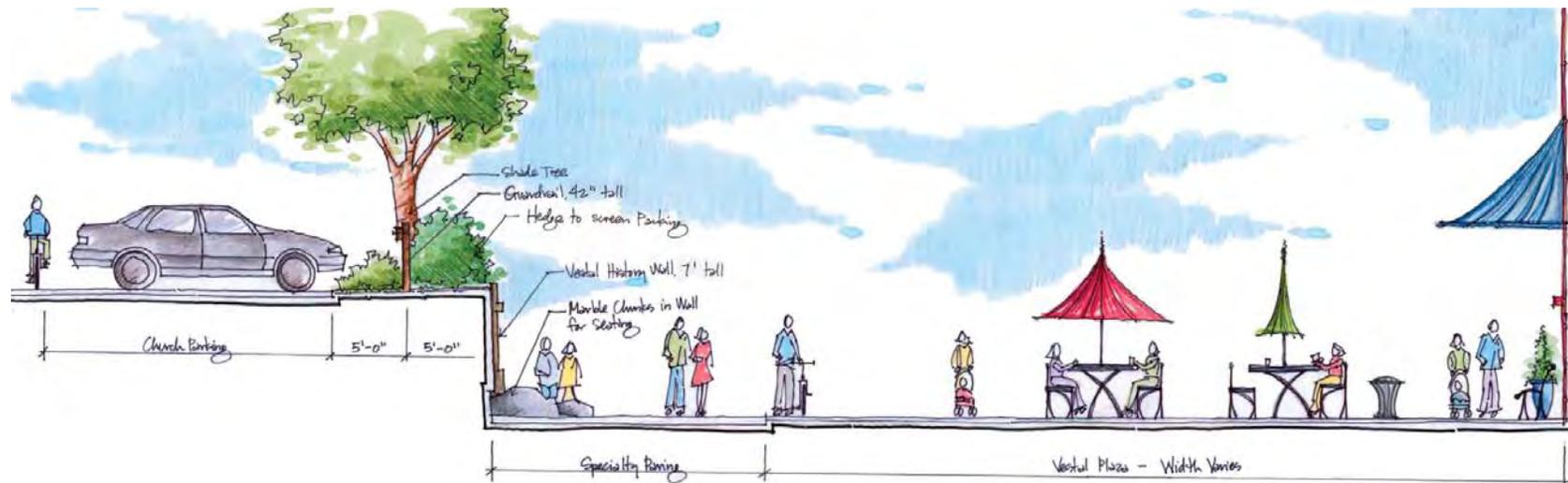
Mechanical Equipment And Service Utilities

Utilities can include telephone and electrical lines, ventilation systems, gas meters, air conditioners, fire protection and telecommunication and alarm systems. Adequate space for these utilities should be planned in a project from the outset and they should be designed such that their visual and noise impacts are minimized.

Guidelines include:

1. Minimize the visual impact of mechanical equipment.
2. Do not locate units on a primary facade.

3. Consider sound-buffering mechanical units.
4. Locate utility connections and service boxes on secondary walls.
5. Reduce the visual impacts of trash storage and service areas by locating them at the rear of a building or off of an alley, when possible.
6. Screen dumpsters from view.
7. Locate satellite dishes out of public view.
8. Allow solar panels and other sustainable technological advances on rooftops and other unobtrusive locations.



A view from the plaza: examples of what a form code could accomplish

SECTION 6 Implementation Measures

Fostering Opportunities for Mixed Land Use, Pedestrian-oriented Improvements and Historic Preservation

The urban design and phasing plan (Section 4) and form based code principles (Section 5) contain the basic proposals to foster pedestrian-oriented, mixed use development. With the adoption of this plan, the South City Sector Plan and One Year Plan will be amended.

Zoning changes will be needed to realize the mixed use district that is proposed. It is recommended that this rezoning process be undertaken to foster the small area improvements. Consideration to extending the zoning changes northwesterly along Martin Mill Pike should also be considered.

As evidenced in the South Waterfront form code, the rezoning process must be undertaken in consultation with all stakeholders. The rezoning dialogue for the focus area will take several months.

Developing Pedestrian-oriented, Complete Streets and Urban Parking Standards

COMPLETE STREETS: Public investment in the area can spur private investment by creating a more functional, more beautiful setting for pedestrians, bicyclists, transit users and drivers. The traffic volumes and anticipated growth do not suggest that the streets will be changed to carry more traffic. Other parts of the metropolitan area have a greater need for funds for new or expanded roads. However, complete street retrofitting would be eligible for several transportation funding sources, including the Surface Transportation Program (STP) and Transportation Enhancement (TE). As with streets in South Waterfront and Downtown North, investment in Martin Mill Pike and Ogle Avenue improvements can be a catalyst for renovation and infill development.

Other sources of funding for transportation improvements include Redevelopment Area programs (see below.)

URBAN PARKING STANDARDS: In order for urban areas to develop efficiently, parking requirements in the zoning code should be flexible to allow standards to be tailored to designated areas as needed. Such approaches could be to have reduced parking standards, allow adjacent on-street parking to count toward off-street parking requirements, allow shared parking agreements between uses with different demand cycles (for example, the church and commercial uses could share space). Another component of this code should be a district parking approach where all parking within this Vestal area is actively managed to optimize a minimum amount of parking for maximum utilization. This works well in areas where there are few available off-street parking opportunities.

Expanding Investment Opportunities and Eliminating Blight

FACADE IMPROVEMENT PROGRAM:

The city of Knoxville's Community Development Department administers the Facade Improvement Program, which provides financial incentives

to businesses for façade improvements. The program's goals are to improve the appearance of building façades and their economic viability. Better aesthetics increase property values, improve the marketability of space within the buildings and draw business and residents to the area. More information can be found at by visiting the city's web site www.cityofknoxville.org/development/ or by calling the Community Development Department at (865) 215-2120. While much of the façade improvements in the city are the result of past Empowerment Zone funding, the success of the improvements has been such that future funding sources will be explored.

EMPOWERMENT ZONE BUSINESS

EXPANSION LOAN PROGRAM: The city of Knoxville Community Development Department administers an Empowerment Zone (EZ) program. The purpose of the program is to foster business expansion and relocation of businesses within the EZ. Funds are potentially available as loans for the purpose of providing gap financing that will make projects feasible. More information be found at by visiting the city's web site www.cityofknoxville.org/development/cz/ or by calling Community Development at (865) 215-2120. This program is likely to end in June 2010.

EMPOWERMENT ZONE TAX CREDIT:

These incentives encourage businesses to open and expand and to hire local residents. Empowerment Zone (EZ) incentives include employment credits, low-interest loans through EZ facility bonds, reduced taxation on capital gains, and other incentives. More information can be found at U.S. Department of Housing and Urban Development's web site: www.hud.gov/offices/cpd/economicdevelopment/programs/rc/index.cfm. When EZ funding ends in June 2010, this program will likely end.

COMMUNITY DEVELOPMENT BLOCK GRANTS:

This program, associated with the U.S. Department of Housing and Urban Development, has been a traditional source of funds for neighborhood improvements. It may have applicability in realizing some of the improvements.

REDEVELOPMENT AREA

DESIGNATION: One of the implementation measures that has already been undertaken to eliminate blighting influences and provide the funds for public or private improvements is a declaration of a redevelopment area.

The Vestal Redevelopment Area designation provides a means for the city and Knoxville's Community Development Corporation to address urban blight by solving problems such as improving substandard buildings and derelict vacant properties. In doing so, the overall goals are to protect public health and safety such as fire hazards, and public welfare such as increasing economic values and re-investment.

Redevelopment areas can also be used to make public or private improvements via tax increment financing (TIFs). In Tennessee there are two potential programs associated with TIFs. The two programs are outlined below:

1. The traditional TIF is established to finance public infrastructure, land acquisition and utility improvements. These could include water and wastewater projects, sidewalk and road improvements, traffic control, lighting, landscaping and park improvements,
2. Another component of the redevelopment area program is the potential for private tax increment financing. Under this program, individual property owners are potentially eligible to receive public funds for property improvements. In areas where the streets and other infrastructure are good, like most of the

Downtown North-Central Avenue area, it was found to be more prudent to allow private use of a TIF to foster vacant land redevelopment, historic building renovations and related private investment.

In creating a redevelopment area, government can use a mix of the two TIF programs to address public improvements or help with the financing of private revitalization. Also, a redevelopment area plan that does not initially provide for TIF financing can be amended for a variety of projects as needs are identified.

State law provides the city, county and KCDC the authority to designate tax increment financing districts. The district can last up to 40 years; however, in Knoxville local government typically permits a more prudent period of 15 years, which generally allows ample time to pay back the bonds issued to fund the improvements. Additionally, the city and county prefer allowing no more than 15 percent of the total development cost to be financed by TIF revenues. Because a TIF involves both city and county taxes in Knoxville, both City Council and County Commission must authorize the use of TIFs. However, either government may use only their tax increment to fund a project;

however, this is not usually practical because not enough increment can be generated to fund the improvements.

So, what is a tax increment? Simply, it is the difference between the proceeds from current taxes, which are frozen at the existing rate, and future taxes, which are calculated for the improved property, after renovations or re-investments are undertaken. The increment provides the funds to retire the approved amount of debt on the improved property.

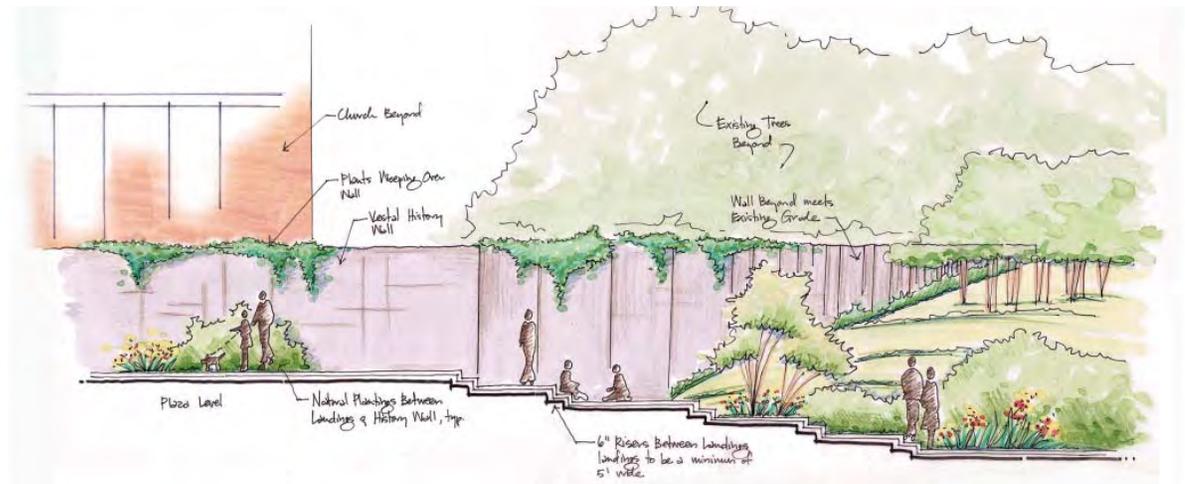
Developing Park and Greenway Improvements

Several sources of funding may be potentially used in making the greenway and plaza improvements.

Because funding is not consistent from year-to-year, inquiries should be periodically made about the programs, which include:

THE URBAN PARK AND RECREATION RECOVERY PROGRAM (UPARR): UPARR is a matching federal grant program administered by the National Park Service of the Department of the Interior. Grants are awarded for rehabilitation, innovation and planning projects. UPARR grants are competitive in nature and project applications are judged on merit and need.

LAND & WATER CONSERVATION FUND: The LWCF program provides matching grants to states and local governments for the acquisition and development of public outdoor



The concept of the connection from the plaza to the greenway.

recreation areas and facilities. The program is intended to create and maintain a legacy of high quality recreation areas and to stimulate investments in the protection and maintenance of recreation resources across the United States.

LOCAL PARKS AND RECREATION

FUND (LPRF) Grants: This program is also administered through the Tennessee Department of Environment and Conservation (TDEC) through its Division of Parks, the LPRF's purpose is to provide grants to eligible local governmental entities for the purchase of lands for parks, natural areas, greenways and recreation facilities.

RECREATIONAL TRAILS PROGRAM (also a TDEC program): The types of projects which may be funded include new trail construction, environmental mitigation and enhancement, development of trailhead and trailside facilities, and acquisition of land.

CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT (CMAQ)

PROGRAM: The (CMAQ) program is under the Tennessee Department of Transportation (TDOIT) and provides funding for transportation projects that reduce mobile source air emissions

in areas that do not meet federal air quality health standards. Greenway connections and other bicycle and pedestrian infrastructure are possible projects.

TDOT PROJECT MITIGATION

ASSESSMENT AND REPAIR FUND: This fund may have limited application whereby an agreement between TDOT and TDEC to carry out a project in one area (for example, a new greenway) when something deleterious happened elsewhere due to a transportation project. Such actions may include physical repair of a stream bed, bank stabilization, tree planting, or related work.

NEIGHBORHOOD INITIATIVE GRANT:

Funded through the U.S. Department of Housing and Urban Development, this program is directed to cleanup and construction costs for the planned park improvements.

OTHER PROGRAMS: The U.S. Environmental Protection Agency occasionally funds programs to clean-up environmentally damaged sites for reuse for recreation purposes, such as greenway systems.

Architectural, Engineering and Landscape Architectural Design Documents

Detailed design plans and documents will have to be created in realizing this plan. These include such features as crosswalk and plaza surfaces, traffic calming measures and intersection improvements. Further coordination and review will be necessary, involving such agencies as the City Engineering Department and Tennessee Department of Transportation.

APPENDIX: Landscape Architecture Report: Proposed Design Elements and Materials

Proposed Design Elements

Streetscape Design: The goals of the streetscape are to provide a safe pedestrian environment, define and reinforce the identity of Vestal, and encourage development. To accomplish these goals, the sidewalk will be widened to the greatest extent possible. Optimum sidewalk width is able to accommodate a “window shopping” zone for pausing at a storefront while allowing at least two people walking side by side to pass, as well as an “amenity zone” for site furnishing such as benches, bike racks, light poles, trash receptacles, water fountains, newspaper or magazine vending machines, planters and shade trees. The narrower the sidewalk, the less it will contain. Priority for space will go to accessibility and pedestrian movement. The proposed design includes a minimum six foot (6’) sidewalk width for pedestrian movement and, when space allows, a four foot (4’) amenity zone. It is important that the streetscape elements relate to each other because they contribute to the impression of a place; whether it is quaint, modern, historic, or

something else. The proposed site furnishings are arranged as a ‘family’ of objects with similar materials and styling. The material and style of the site furnishings will become part of the identity of Vestal.

Graphic Information Systems/Signage

Design:

Signage is an important part of every project. The signage types that will be part of this project include: traffic signage, pedestrian and vehicular way-finding signage to nearby parks, greenway trails, commercial and historical areas, storefront signage. The signage system will be simple and clear with a hierarchy that allows signs to be the most visible to those who need the information displayed.

Urban Plaza Design: A new urban plaza is a main element of the Vestal redevelopment project. The plaza sits between the Vestal United Methodist Church Property and the creek where it runs under Martin Mill Pike. The north edge of the plaza will be defined by a new mixed use

building. The plaza is wide enough to fit outdoor seating and café tables adjacent to the building. The east and south edges of the plaza follow the intersection of Martin Mill Pike and Ogle Avenue. The west edge of the plaza will be defined by a new wall that will follow the church property line and extend the plaza surface. The wall will be a primary feature within the plaza. It will be built of materials local to Vestal, such as marble from the Candora factory, and will display the history of Vestal through images and interpretive signage placed on the wall. The plaza will connect to a greenway trail extension along the creek and the re-aligned Chappell Road. The surface of the plaza will consist of pervious concrete pavement and concrete unit pavers.

Greenway Trail Design: The greenway trail will be an extension of the Mary Vestal Greenway, which ends at the Boys and Girls Club. The new extension will be ten feet (10’) wide and will follow the creek on the east (Martin Mill) side, taking advantage of an area already cleared for utility work. The trail will pass underneath the

realigned Chappell Road and connect to the new urban plaza by means of a series of ramps, steps and landings. The trail is accessible from the Boys & Girls Club from a new sidewalk at Chappell Road and forks down to the new plaza. Because of its proximity to the creek, the trail will be built of material that can withstand a flooding condition.

Planting Design: Proposed planting for the project will be simple and each plant will serve a specific purpose. Street trees will frame views and provide structure along the street; they will cast shadow and provide textural and seasonal interest. In some cases street trees help to calm traffic. Trees will be placed in locations where there is adequate soil for healthy growth. Tree species are selected for their overall hardiness, mature size and ornamental characteristics. Shrub and perennial plantings will be selected for screening, visual interest, and to accent a particular area. Every plant will be selected based on their tolerance of urban conditions. Plant material selected for restoration will be native and appropriate for each particular natural area.

Creek Restoration: The design will daylight the creek that runs through Vestal and restore the

natural stream channel and banks in an effort to make the creek an aesthetic asset to the site and a habitat for wildlife. The disturbed areas around the creek should be revegetated with native plants. The plants need to be low in habit to prevent blocking views to the stream and to keep the natural area open for pedestrian safety along the greenway trail.

A list of selected reforestation trees is as follows:

- Acer rubrum – Red Maple
- Magnolia virginiana – Sweetbay Magnolia
- Platanus occidentalis – Sycamore
- Pinus strobes – White Pine
- Pinus taeda – Loblolly Pine
- Quercus nigra – Water Oak
- Taxodium distichum – Bald Cypress

Sustainable Design Features: The design of all features will be connected through sustainable design; drainage, for instance, will be handled within each particular area in a manner suitable for that location. For example, the amenity strip in the streetscape will be constructed of pervious pavers that will capture and filter the first flush after a storm. The urban plaza will capture stormwater and run it through the site as part of a design element. Site furniture options include

those with recycled materials, and the pavement proposed for the project will come from local suppliers. Local materials will be utilized as much as possible. Rainwater will be harnessed to water plants, instead of using an irrigation system, and native plantings will be used.

Hardscape Materials:

Hardscape materials to help enhance the streetscape and help set an identity for Vestal are listed as follows: The four (4) foot amenity zone that parallels Martin Mill pike and Ogle Avenue will be constructed of a permeable paver.

The enhanced paving along the history wall in the public plaza is to be of permeable pavers. Paver color to be 'natural'. The paving material for the rest of the public plaza is to be concrete with a medium exposed local river rock aggregate.

The six (6) foot sidewalk throughout the project site is to be concrete with a light exposed local aggregate, or approved equal.

The enhanced vehicular paving at the main intersection of Martin mill Pike and Ogle Avenue is to be stamped concrete and the color to be medium grey. The texture achieved by stamping

the concrete is an effective method of slowing down traffic. The color of the stamped concrete shall not match the asphalt paving but shall also not be too light in color as to suggest to the pedestrians that it's safe to walk in the driving surface as opposed to the crosswalks.

The crosswalks shall be interlocking vehicular pavers. Color to be 'coffee creek' to match the amenity zone paver.

The material for the greenway trail shall be a ten (10) foot wide asphalt path. Because of the proximity to the creek, the trail will have a vegetated buffer on either side to help filter stormwater runoff before it reaches the creek.

Planting Material:

A list of selected street trees is as follows:

- Platanus x acerfolia—London Plane Tree
- Quercus phellos—Willow Oak
- Quercus shumardii—Shumard Oak
- Quercus nuttallii—Nuttall Oak
- Quercus lurata—Overcup Oak