CREATE GREAT PLACES

We must strengthen the identity of our unique communities, small towns, and cities and enhance their character to make them great centers of activity.
WHY IS IT IMPORTANT?

When we talk about East Tennessee as a region, we focus on what we have in common, but each of the region’s communities possesses a unique identity. Celebrating and building upon these identities can shape and improve each community and the entire East Tennessee region, attracting visitors, tourists, and new businesses.

SENSE OF PLACE IS IMPORTANT TO BOTH RETIRING BABY BOOMERS AND MILLENNIALS ENTERING THE WORKFORCE AND CHOOSING UNIQUE COMMUNITIES IN WHICH TO LIVE.

WHAT’S AT STAKE?

Communities across the U.S. have increasingly become similar to one another because of standard building practices, streets and public spaces designed for efficiency and not character, and more chain retail and restaurants. Encouraging development or redevelopment that reflects a community’s unique identity and heritage encourages greater civic involvement and attracts new residents and businesses.

Additionally, sense of place is becoming more important to retiring Baby Boomers and Millenials entering the workforce and choosing communities that are distinct and unique.

CAPITALIZE ON THE UNIQUE IDENTITY OF OUR COMMUNITIES

Strengthen the unique character and pride of place in our communities, cities and towns that are so highly valued.

GP1 » PARTICIPATE IN AND SUPPORT LOCAL COMMUNITY EVENTS THAT CONTRIBUTE TO COMMUNITY IDENTITY

WHO? Individuals • Families | TIMEFRAME Short

GP2 » ORGANIZE THE IDENTIFICATION AND INVENTORY OF POINTS OF INTEREST IN THE COMMUNITY

WHO? Neighborhoods & Community Organizations | TIMEFRAME Short

GP3 » SUPPORT THE PRESERVATION OF LOCAL HISTORIC BUILDINGS AND LANDMARKS INCLUDING THEIR OWN, IF APPLICABLE

WHO? Individuals • Families | TIMEFRAME Short

GP4 » JOIN LOCAL CIVIC CLUBS AND ORGANIZATIONS THAT SUPPORT COMMUNITY IDENTITY

WHO? Individuals • Families | TIMEFRAME Short

GP5 » PARTICIPATE IN LOCAL EFFORTS TO IDENTIFY AND INVENTORY COMMUNITY ASSETS AND CHALLENGES

WHO? Individuals • Families | TIMEFRAME Short | POTENTIAL PARTNERS East TN Quality Growth, Local Governments

GP6 » SUPPORT LOCAL LEADERS WHO UNDERSTAND AND COMMIT TO STRENGTHENING LOCAL IDENTITY

WHO? Individuals • Families | TIMEFRAME Short | POTENTIAL PARTNERS East TN Quality Growth

GP7 » POST REVIEWS TO THE GEOTOURISM WEB SITE WWW.TENNESSEERIVERVALLEYGEOTOURISM.ORG

WHO? Individuals • Families • Neighborhoods & Community Organizations | TIMEFRAME Short
POTENTIAL PARTNERS TN Department of Tourism, Visit Knoxville, TN Main Street Program, East TN Quality Growth
GP8 » SUPPORT EFFORTS TO EXPAND AND ENHANCE THE PRESERVATION BY LOCAL GROUPS OF NATURAL AREAS SUCH AS THE KNOXVILLE URBAN WILDERNESS

WHO? Neighborhoods & Community Organizations | TIMEFRAME Short | POTENTIAL PARTNERS Legacy Parks, Neighborhood Associations, Local Foundations, Local Governments

GP9 » PROVIDE RESOURCES TO SUPPORT AND PROMOTE LOCAL EVENTS AND FESTIVALS

WHO? Local Government | TIMEFRAME Short | POTENTIAL PARTNERS Knoxville Area Arts and Culture Alliance, Visit Knoxville, TN Department of Tourism

GP10 » PROVIDE VENUES FOR LOCAL MUSICIANS ARTISTS AND ARTISANS

WHO? Local Government • Businesses | TIMEFRAME Medium | POTENTIAL PARTNERS Knoxville Area Arts and Culture Alliance

GP11 » CREATE GRANT PROGRAMS FOR BUSINESSES IN LOCAL COMMERCIAL DISTRICTS TO PRESERVE AND ENHANCE THEIR BUILDINGS

WHO? Local Governments | TIMEFRAME Medium | POTENTIAL PARTNERS State of TN

GP12 » INVEST IN FACILITIES AND PROGRAMS THAT ENHANCE OUR QUALITY OF LIFE

WHO? Local & State Government • Businesses | TIMEFRAME Long | POTENTIAL PARTNERS TN Department of Transportation, TN Department of Tourism, TN Main Street Program

STRENGTHEN OUR EXISTING CITIES AND TOWNS

Maintain and continue to invest in cities and towns so they become great places to live, work, play, shop and raise a family.

GP13 » CREATE DEVELOPMENT STANDARDS TO ASSURE HIGH-QUALITY DEVELOPMENT AT APPROPRIATE SCALE

WHO? Local Governments | TIMEFRAME Medium

GP14 » SUPPORT DEVELOPMENT WITHIN EXISTING CITIES AND TOWNS THROUGH INCENTIVE PROGRAMS AND PUBLIC-PRIVATE PARTNERSHIPS

WHO? Local Governments | TIMEFRAME Short

GP15 » BUY LOCAL FROM LOCALLY OWNED MERCHANTS AND SERVICE PROVIDERS

WHO? Individuals • Families | TIMEFRAME Short

GP16 » MAINTAIN THEIR OWN PROPERTY AND HELP MAINTAIN THE PUBLIC PROPERTY NEAR THEM

WHO? Individuals • Families | TIMEFRAME Short | POTENTIAL PARTNERS Local Governments

GP17 » PARTICIPATE IN OR CONTRIBUTE TO CIVIC EVENTS

WHO? Individuals • Families | TIMEFRAME Short
GP18 » SUPPORT LOCAL EFFORTS TO IMPROVE INFRASTRUCTURE AND COMMUNITY FACILITIES PARTICULARLY SCHOOLS

WHO? Individuals • Families | TIMEFRAME Short | POTENTIAL PARTNERS Community Organizations, Local Governments, School Districts, Great School Partnership

GP19 » MAINTAIN NEARBY CIVIC SPACES

WHO? Neighborhood & Community Organizations | TIMEFRAME Short | POTENTIAL PARTNERS Local Governments

GP20 » SUPPORT PARKS AND OPEN SPACE WITHIN THEIR LOCAL AREAS AND THROUGHOUT THE REGION

WHO? Neighborhood & Community Organizations | TIMEFRAME Short | POTENTIAL PARTNERS TN State Parks, TN Parks and Greenways Foundation, Legacy Parks

LOCAL IMPLEMENTATION EXAMPLE: LEGACY PARKS FOUNDATION

Legacy Parks Foundation is a non-profit organization which works to ensure that our community enjoys exceptional recreational opportunities, natural beauty, and open spaces, and that those assets exist for generations to come. Their mission is “Leave East Tennessee better than we found it.”

Established in 2005, Legacy Parks works in collaboration with the City of Knoxville and Knox County Parks & Recreation Departments and other like-minded organizations across the region to:

- Secure funding for land acquisition, park improvements and recreation programs
- Accept gifts of land
- Provide for and maintain greenway and conservation easements
- Advocate for parks and outdoor recreation

One of the region’s most unique projects is being spearheaded by Legacy Parks, Knoxville’s Urban Wilderness. The area is comprised of 1,000 forested acres along Knoxville’s downtown waterfront and includes 10 parks, 40 miles of recreational trails, four Civil War sites, incredible views, and unparalleled natural features. Legacy Parks is championing this unique asset as a premier outdoor experience for visitors and residents alike by creating trails, connecting and expanding parks, creating an easily-navigated system of signs and kiosks, programming events, and promoting opportunities for everyone to get out and play.

Knoxville’s Urban Wilderness is comprised of two key sections with parks, historic areas and amenities within each section — the South Loop and the Battlefield Loop. The recent acquisition of 100 acres, generously donated by local philanthropists, will provide a key connection between existing city parks and trails to the South Loop and to South Doyle Middle School’s Outdoor Classroom. Plans for the property call for a variety of trails and features, including a one-mile introductory mountain bike trail for riders of all ages, a skills/play area, and 3.5 miles of mixed-use trails featuring two overlooks and three creek-crossing structures.
**GP21** » ASSURE MAINTENANCE OF THE EXISTING INFRASTRUCTURE THROUGH APPROPRIATE PRICING POLICY  
**WHO?** Utility Providers  |  **TIMEFRAME** Short

**GP22** » CREATE A MORE EFFICIENT INFRASTRUCTURE SYSTEM SUCH AS WATER WASTEWATER AND GAS SYSTEMS BY KEEPING THE DEVELOPMENT PATTERN COMPACT AND CONNECTE  
**WHO?** Utility Providers  |  **TIMEFRAME** Long  |  **POTENTIAL PARTNERS** Local Governments, Development Community, Community Organizations, Individuals

**WHO?** Local Government  |  **TIMEFRAME** Medium

**GP24** » REMOVE UNNECESSARY BARRIERS TO DEVELOPMENT WITHIN EXISTING CITIES AND TOWNS  
**WHO?** Local Government  |  **TIMEFRAME** Medium

**GP25** » INVEST IN AMENITIES TO IMPROVE QUALITY OF LIFE SUCH AS SIDEWALKS, PARKS, AND PROMOTION OF ARTS AND CULTURAL EVENTS  
**WHO?** Local Government  |  **TIMEFRAME** Medium

**GP26** » PLAN WELL-DEFINED AND DISTINCTIVE EDGES, DISTRICTS, NODES, PATHWAYS, AND LANDMARKS FOR CITIES AND TOWNS  
**WHO?** Local Government  |  **TIMEFRAME** Medium

**GP27** » ALIGN LOCAL PLANS WITH THE PRINCIPLES OF THE REGIONAL GROWTH CONCEPT  
**WHO?** Local Government  |  **TIMEFRAME** Long

**GP28** » PRESERVE THE NATURAL OPEN SPACES THAT SURROUND AND DEFINE OUR COMMUNITIES  
**WHO?** Local Governments • Individuals • Businesses • Community Organizations  |  **TIMEFRAME** Medium

**GP29** » COORDINATE SAFETY AND SECURITY MEASURES AS THE REGION GROWS  
**WHO?** Local Governments • Individuals • Businesses • Community Organizations  |  **TIMEFRAME** Long

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**DEVELOP DYNAMIC NEW CENTERS**

*Develop new places that are diverse and dynamic, offering choices that are not currently available.*

**GP30** » SUPPORT A MIX OF RESIDENTIAL, COMMERCIAL, OFFICE, AND SERVICE USES IN CLOSE PROXIMITY TO EACH OTHER  
**WHO?** Neighborhoods & Community Organizations  |  **TIMEFRAME** Short  |  **POTENTIAL PARTNERS** Local Governments
GP31 » ENABLE MIXED-USE, HIGHER-DENSITY DEVELOPMENT IN NEW AND EXISTING CENTERS ON MAJOR TRANSPORTATION ROUTES
WHO? Local Government | TIMEFRAME Medium

GP32 » SUPPORT THE CREATE OF MORE LOCAL PARKS AND COMMUNITY FACILITIES
WHO? Individuals • Families | TIMEFRAME Short | POTENTIAL PARTNERS Local Governments

GP33 » SUPPORT THE DEVELOPMENT OF HIGH-QUALITY NEW CENTERS LOCATED STRATEGICALLY ON OUR TRANSPORTATION SYSTEM TO FOSTER FUTURE TRANSIT DEVELOPMENT
WHO? Local governments • Individuals • Businesses • Community Organizations | TIMEFRAME Short
POTENTIAL PARTNERS East TN Quality Growth, Knoxville Area Transit

REDEVELOP OUR VACANT AND UNDERUTILIZED LAND

Focus first on re-using buildings, land and infrastructure to turn eyesores into great, fresh, vibrant and dynamic new places.

GP34 » SUPPORT NEIGHBORHOOD OR COMMUNITY ORGANIZATIONS THAT INVEST THEIR TIME AND RESOURCES IN REDEVELOPING AND SUPPORTING EXISTING NEIGHBORHOODS AND COMMUNITIES
WHO? Individuals • Families | TIMEFRAME Short

GP35 » IDENTIFY AND INVENTORY VACANT AND UNDERUTILIZED PROPERTY WITH A FOCUS ON MAJOR CORRIDORS
WHO? Local Governments | TIMEFRAME Medium

GP36 » CLEAN UP BROWNFIELD AND GREYFIELD SITES AND GET THEM BACK ON THE MARKET
WHO? Local Governments | TIMEFRAME Long

GP37 » REPORT BLIGHTED PROPERTIES TO LOCAL OFFICIALS
WHO? Individuals • Families | TIMEFRAME Short

GP38 » JOIN NEIGHBORHOOD EFFORTS TO PICK UP, PAINT UP, FIX UP, AND CLEAN UP LOCAL COMMUNITIES
WHO? Individuals • Families | TIMEFRAME Short

GP39 » PARTICIPATE IN LOCAL EFFORTS TO IDENTIFY COMMUNITY DEVELOPMENT PROGRAMS AND PLANS
WHO? Neighborhoods & Community Organizations | TIMEFRAME Short

GP40 » CONSOLIDATE ABANDONED PROPERTIES AND GET THEM BACK ON THE MARKET
WHO? Local Governments | TIMEFRAME Medium

GP41 » ENABLE FLEXIBLE, EXPANSIVE ZONING TOOLS FOR DESIGNATED REDEVELOPMENT AREAS
WHO? Local Governments | TIMEFRAME Medium
**GP42** » INTERVENE IN AT-RISK PROPERTIES BEFORE THEY BECOME PROBLEMS

**WHO?** Local Governments | **TIMEFRAME** Medium

**GP43** » ALLOW OPPORTUNITIES FOR TEMPORARY USES SUCH AS COMMUNITY GARDENS AND ART PARKS

**WHO?** Local Governments | **TIMEFRAME** Short

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**REDEVELOP OUR VACANT AND UNDERUTILIZED LAND**

*Focus first on re-using buildings, land and infrastructure to turn eyesores into great, fresh, vibrant and dynamic new places.*

**GP44** » INVEST IN PUBLIC PLACES AND PUBLIC ART

**WHO?** Local Governments | **TIMEFRAME** Short

**GP45** » SUPPORT THE ARTS IN CIVIC SPACES

**WHO?** Neighborhoods & Community Organizations | **TIMEFRAME** Short | **POTENTIAL PARTNERS** Knoxville Area Arts and Cultural Alliance, Local Governments, Businesses

**GP46** » ORGANIZE CLEANUP EFFORTS OF NEARBY CIVIC SPACES

**WHO?** Neighborhoods & Community Organizations | **TIMEFRAME** Short

**GP47** » SUPPORT LOCAL EFFORTS TO PROVIDE ADEQUATE FUNDING FOR ICONIC CIVIC BUILDINGS AND PLACES

**WHO?** Neighborhoods & Community Organizations | **TIMEFRAME** Short

**GP48** » RIGHT SIZE OUR STREETS

**WHO?** Local Government | **TIMEFRAME** Long | **POTENTIAL PARTNERS** Neighborhood & Community Organizations, TDOT

**GP49** » CONNECT OUR STREETS AND CIVIC SPACES TO EACH OTHER

**WHO?** Local Government | **TIMEFRAME** Medium

**GP50** » ENGAGE THE COMMUNITY TO DETERMINE NEEDS AND WANTS AS IT RELATES TO THEIR STREETS AND COMMUNITY

**WHO?** Local Government | **TIMEFRAME** Short | **POTENTIAL PARTNERS** TDOT, TN Department of Tourism, TN Main Street Program