



# City Blueprint

## City Center Subarea

Community Meeting

Thursday, August 23, 2018

5:30pm Oak Ridge Civic Center

# Existing plans, projects, and studies

1948 Master Plan

1973 Open-Space, Land, and Recreation Plan

1978 Land Use Plan

1985 (1988) Comprehensive Plan

1993 Greenways Task Force Report

2007 South Illinois Avenue Corridor Study

2011 Bicycle and Pedestrian Plan

# Blueprint Planning Process

Oak Ridge Municipal Planning Commission

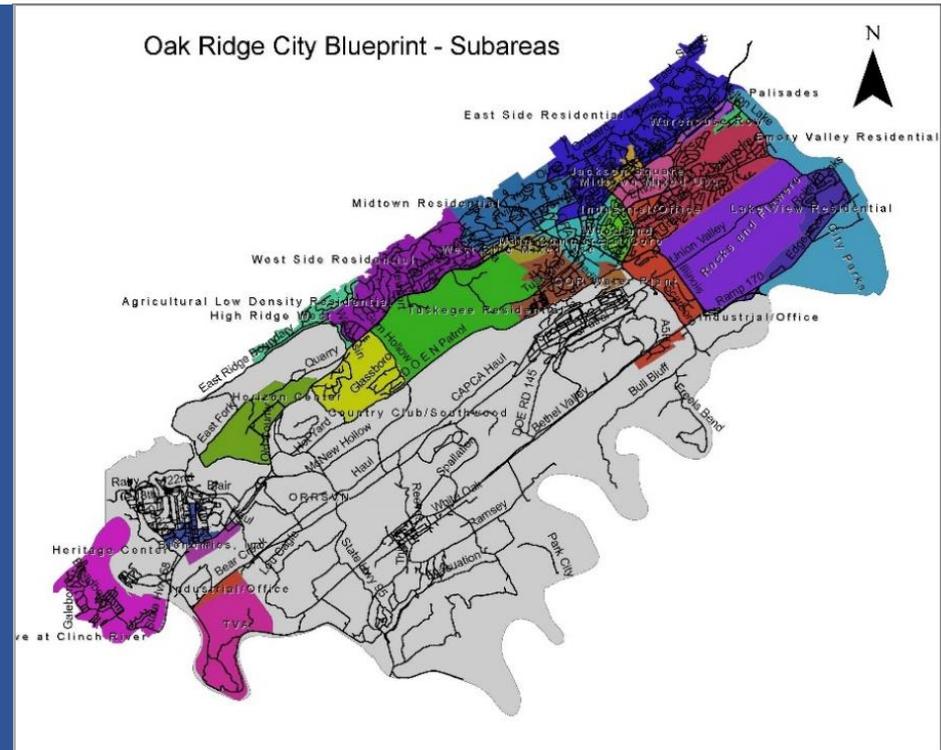
Kickoff in **January 2017** to study 26 Subareas

13 Open Houses, Subarea Reports, Public feedback

[www.oakridgetn.gov](http://www.oakridgetn.gov)

## Overarching Values Identified:

- Nature / Open Space
- Science/Technology/Innovation
- Education and Culture
- Being Uniquely Oak Ridge



CLARK RD

Highland  
Redevelopment

CONNECTOR  
TRAIL

RENOVATION  
& ADDITION

REMODEL  
& ADDITION

PROVIDENCE  
UPGRADES

REMODEL

ELLA GATE  
RETHINKING  
LANDING  
PIER 1 & 2

RELOCATE  
FIRE STATION 2

Trail  
connection

Downtown core  
development

RAILS TO  
TRAILS

CONNECTOR  
TRAIL

RENOVATION  
& ADDITION

PRE-SCHOOL  
AVG

WATER  
TANKS

WATER  
ENTRY  
FEATURE

RENOVATION  
PIER 1 & 2

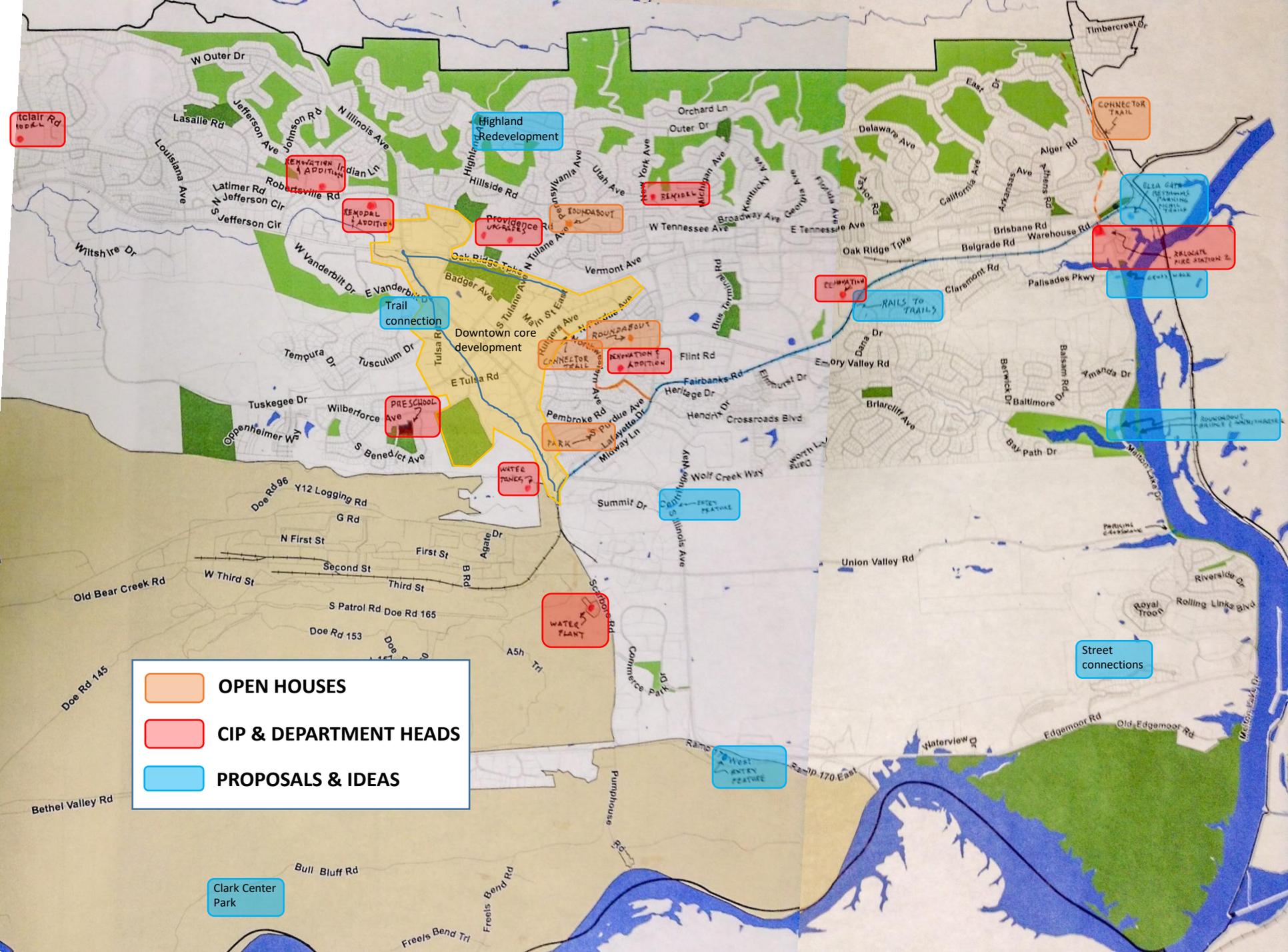
WATER  
PLANT

Street  
connections

- OPEN HOUSES
- CIP & DEPARTMENT HEADS
- PROPOSALS & IDEAS

Clark Center  
Park

WATER  
ENTRY  
FEATURE



# Planning Themes

Transportation / Mobility / Connectivity

Open space, trails, and parks

Innovation / Economic Diversification

Downtown Oak Ridge

Housing

Uniquely Oak Ridge

# Blueprint Planning Process

## **NEXT STEPS**

Collect feedback & data, engage City Department leaders

Incorporate existing City plans and studies

Develop recommendations and strategies for 5 & 15 years

Draft document

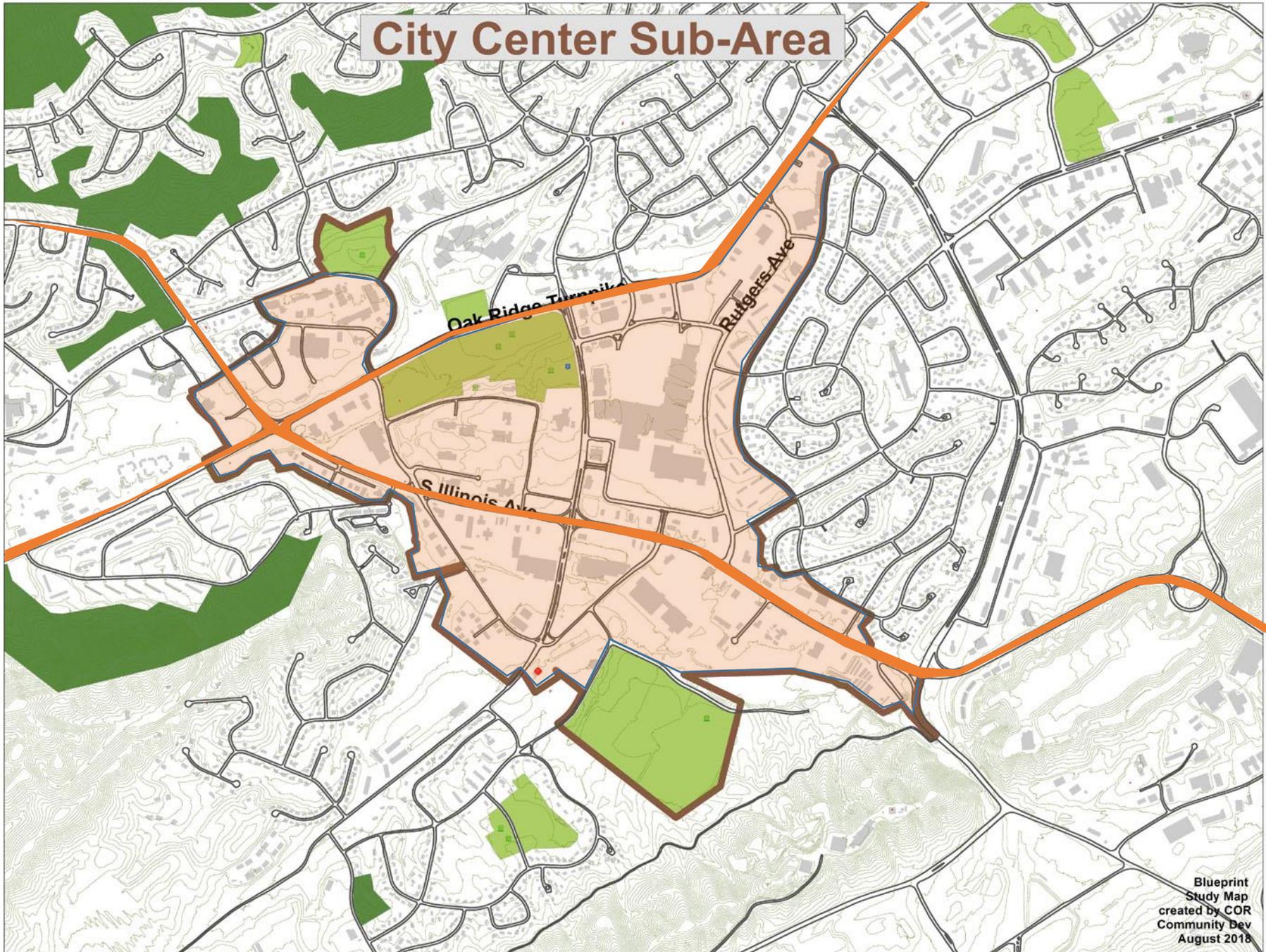
Website and brochure material

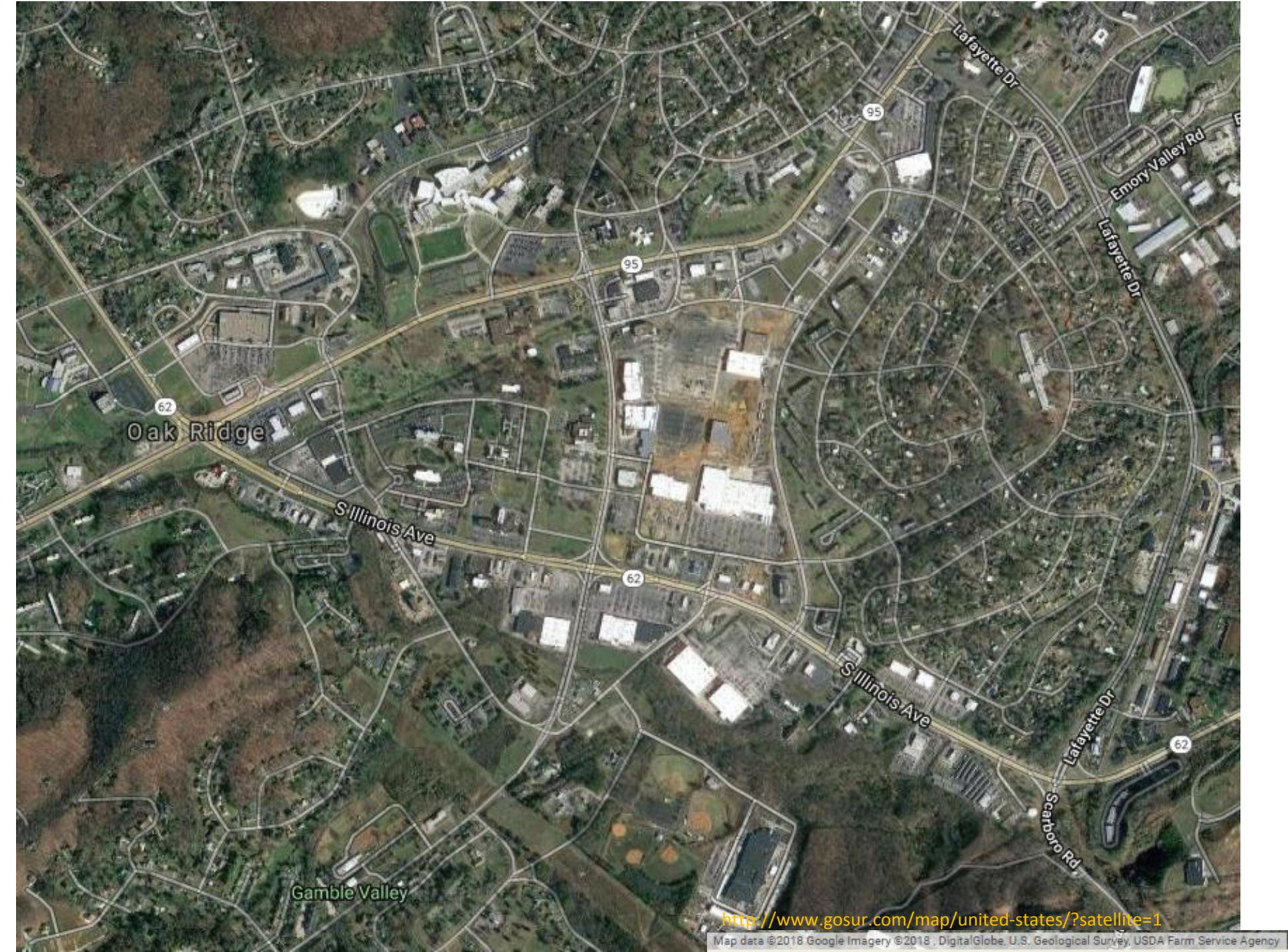


Public review and open houses / events in Fall 2018

City Council adoption by January 2019

# City Center Sub-Area





## TENNESSEE, STATEWIDE

**5%** 6,346,105 TO 6,651,149

### OAK RIDGE

**0%** 29,330 TO 29,350

### KNOXVILLE

**4%** 178,874 TO 186,239

### FARRAGUT

**8%** 20,676 TO 22,282

### MARYVILLE

**5%** 27,465 TO 28,703

### MORRISTOWN

**2%** 29,137 TO 29,663

### SEVIERVILLE

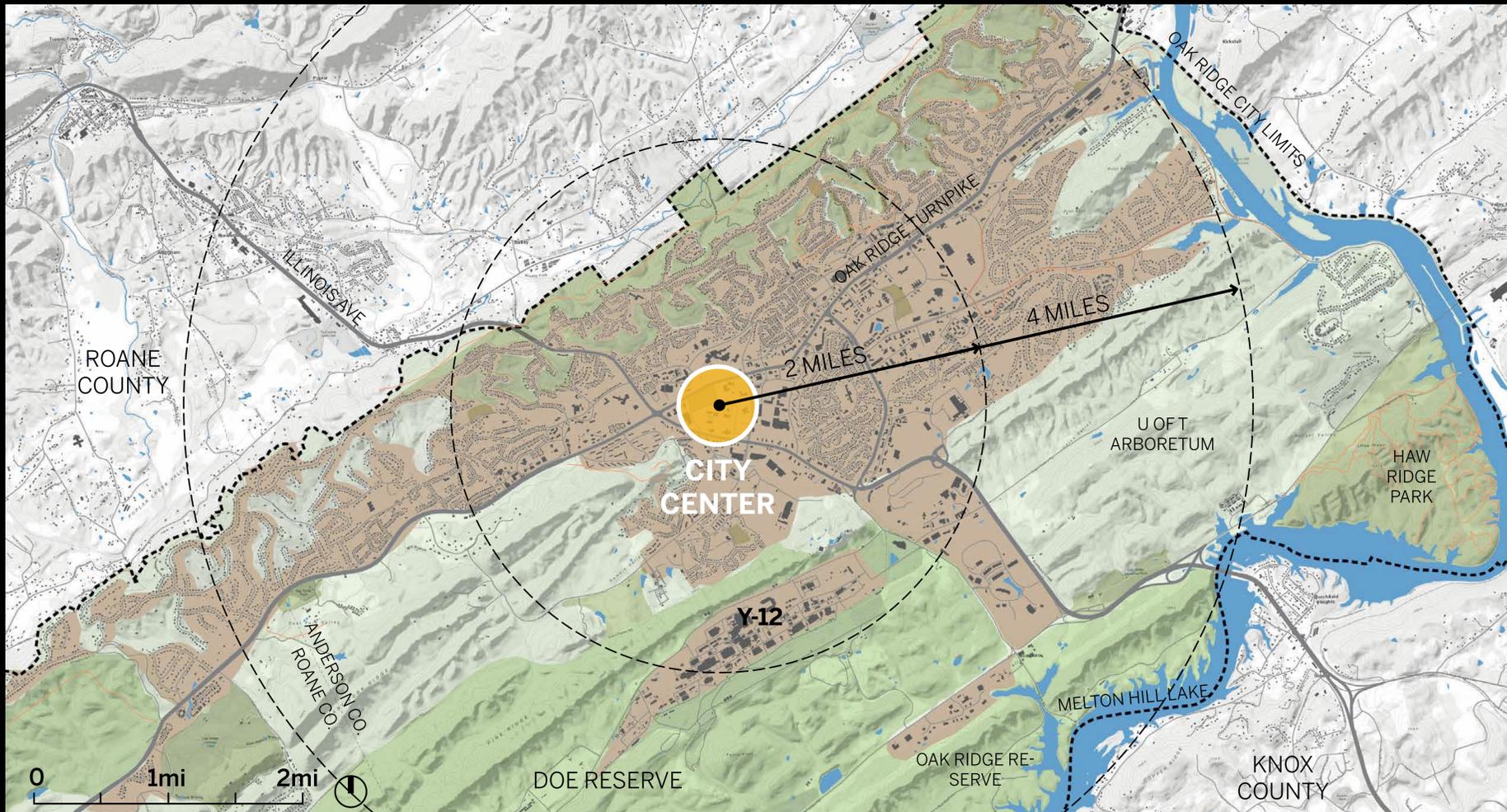
**13%** 14,807 TO 16,665

Population Growth in Towns 2010 -2016  
(Source: US Census 2016 Population Estimate)

## THE REGION

As a whole, the region is growing in number of jobs and number of people living here. This means there is a growing market which Oak Ridge could tap into and play a stronger role within.

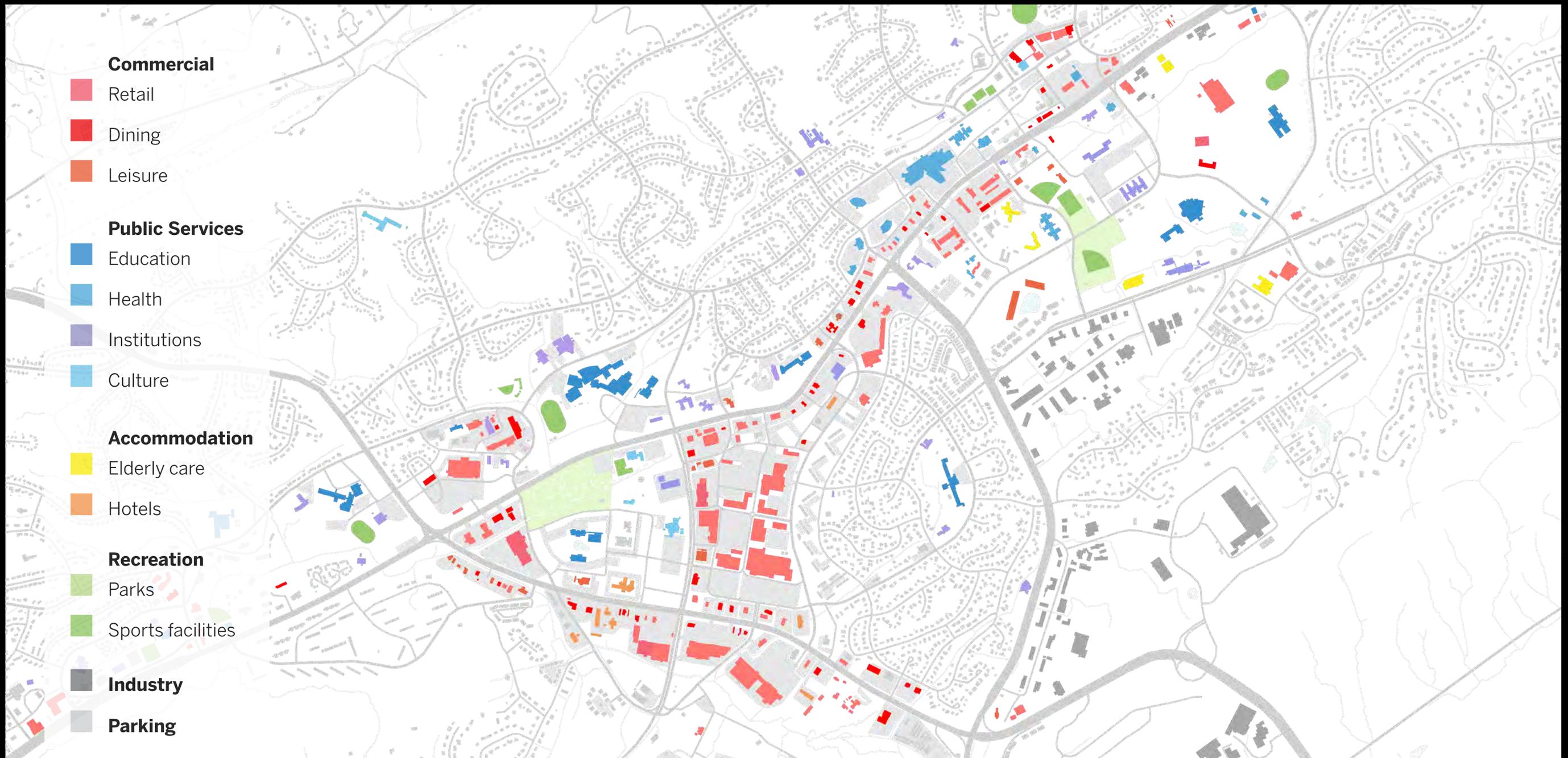
Oak Ridge has seen slower growth than other communities across this region. This trend is reflected in population projections of the future, despite having a significant number of jobs nearby, including new industries and institutions that support the national lab.



## THE CITY CENTER

Located at the intersection of Oak Ridge Turnpike and Illinois Avenue (Highway 62) – both of which are major traffic routes through the region. Retail serves residents from across the City and also capture passing trade from surrounding highways. This has impacted the design and nature of the place created, with the emphasis on auto access and large, high visibility parking lots rather than compact, walkable, mixed-use densities.

**CITY BLUEPRINT**  
CITY CENTER SUBAREA  
OAK RIDGE TODAY



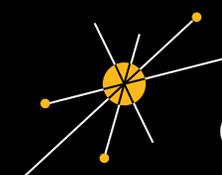
## CHALLENGES

- Retail trends nationally show that apparel, appliances, bulk goods and stand-alone department stores are challenged by on-line shopping.
- Groceries, food and beverage, entertainment and culture are growing, but with an emphasis on the quality of experience and quality of place.
- Land is organized into large parcels, which demand single large investments.
- The different areas and activities across the city center have weak pedestrian connections between each other.
- Visible vacancies in the area discourage visitors.

## OPPORTUNITIES

- A highly accessible regional location.
- A diverse collection of retail, hospitality, education, recreation, administration and jobs in proximity to each other.
- Growth in nearby jobs – with demand for a range on medium and long-term housing options.
- A shift in how people want to live, work and commute favoring city centers.
- A great natural setting for the City as a whole.
- Active development activity.
- A new vision of the Oak Ridge City Center can identify elements of greatest importance to the community and help encourage and steer investment in quality development.

What are other Challenges + Opportunities?



**CITY BLUEPRINT**  
**CITY CENTER SUBAREA**  
 OAK RIDGE TODAY



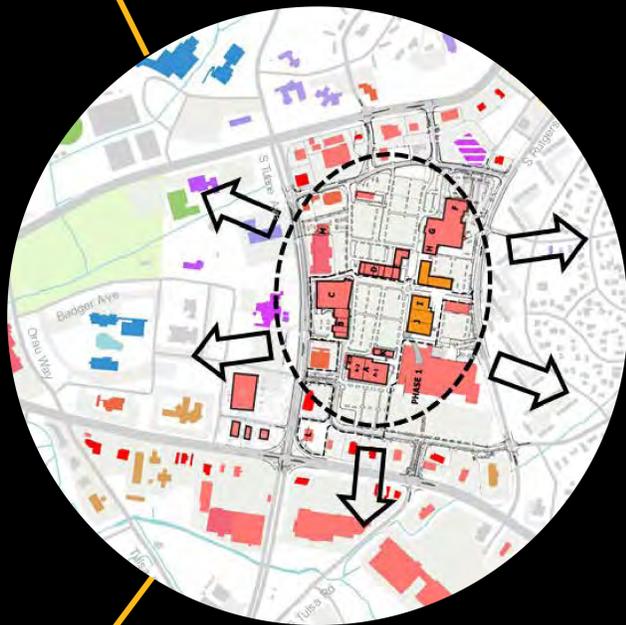
Create a high quality place and experience for people in a vibrant City Center



Strengthen the appeal of the City Center as a collection of mixed-use places



Make the City Center a place to live



Build on the momentum of Main Street



Reinvigorate Bissell Park



Envisioning the City Center  
What will the City Center be like in 10 years?



**CITY BLUEPRINT**  
CITY CENTER SUBAREA  
OBJECTIVES + PRINCIPLES



WORK

SHOP

EAT

MEET

VISIT

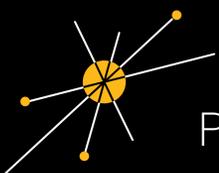
LIVE

ENJOY

GATHER

CELEBRATE

A City Center is a **PLACE** that has a lot of interesting things to do and see, and can become a measure of a community's vibrancy. What could be at the center of Oak Ridge?



**CITY BLUEPRINT**  
CITY CENTER SUBAREA  
PLACEMAKING



**A High-Quality Pedestrian Street Character**



**Retail Buildings that respond to the Public Realm**



**Multi-Family Buildings with a Mixed-use Ground Floor**



**Attractive Town-homes**



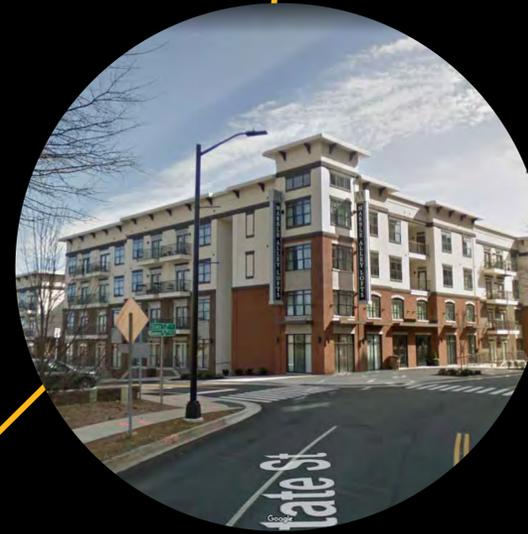
**Surface Parking Lots designed for People**



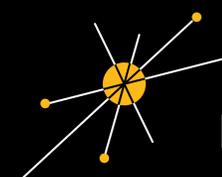
**Publicly Accessible Parks and Plazas**



**Integrated Parking Structures**



**High-Quality Multi-Family Apartment Buildings**



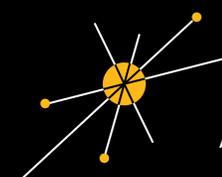
**CITY BLUEPRINT**  
CITY CENTER SUBAREA  
DESIGN ASPIRATIONS



## A CITY CENTER JOINED TOGETHER BY WALKABILITY

As the City Center evolves, there can be focus on walkability. There can be emphasis on sidewalks, trail connections, landscape, lighting and wayfinding signage. Retail and mixed-use frontages can steer pedestrians towards active streets - so the economic viability and walkability can reinforce each other.

Creating safe connections between places can also be a priority – with a focus on how people can navigate across highways traversing the area, as well as internal streets. A comprehensive network could both balance and tie the use of routes by drivers, cyclists and walkers.



**CITY BLUEPRINT**  
CITY CENTER SUBAREA  
A WALKABLE CITY CENTER

# A vibrant City Center can create **IDENTITY** for all of Oak Ridge

The four core values shared with us:

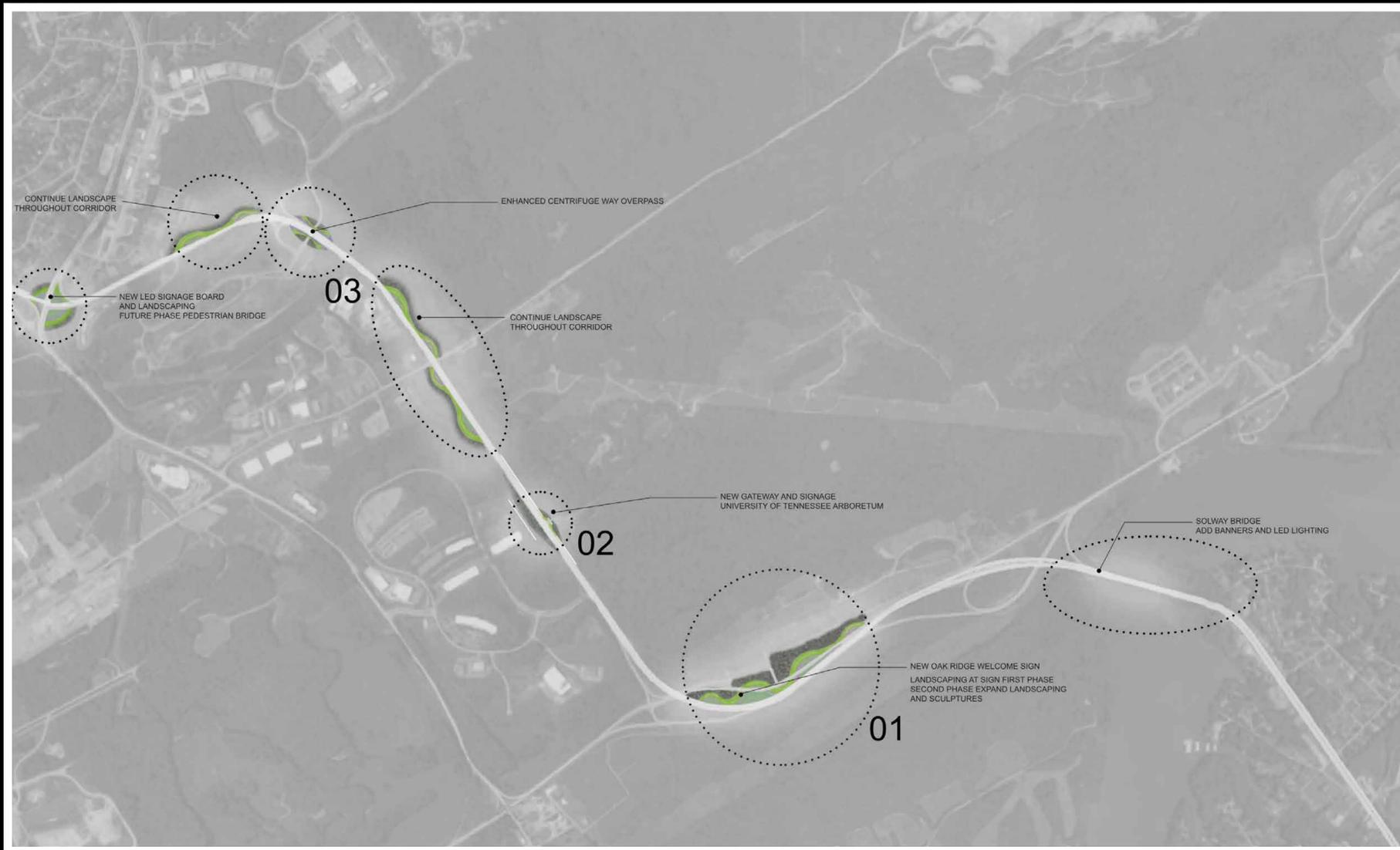
- Nature + Open Space
- Science + Technology + Innovation
- Education + Culture
- Being Uniquely Oak Ridge

What makes Oak Ridge a unique place?

How could the identity of Oak Ridge be enriched in our City Center?



**CITY BLUEPRINT**  
CITY CENTER SUBAREA  
IDENTITY



East Tennessee Community Design Center (ETCDC) was requested by the Noon Rotary Club of Oak Ridge to explore the development of an Oak Ridge Gateway. The gateway will improve community perception and increase community and corporate pride. The project includes the following focus areas: a new Oak Ridge Welcome Sign after the Solway Bridge, existing retaining walls along S. Illinois Ave/TN-62, UT Arboretum entrance, Centrifuge Way Overpass, and the grass islands at the intersection of S. Illinois Ave and Lafayette Dr.

Nathan Honeycutt, AIA with McCarty Holsaple McCarty Architects, John Wisigner, ASLA with Hedstrom Design,

Prepared for:  
Noon Rotary Club of Oak Ridge  
Date: March 23, 2016

Funded by the Noon Rotary Club of Oak Ridge and Tennessee Arts Commission.

East Tennessee Community Design Center  
1300 N. Broadway, Knoxville, TN 37917  
855.525.9945  
www.communitydc.org

