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EXECUTIVE SUMMARY

What This Vision Plan Means To Me

The South Waterfront Vision and Action Plan project is an effort to develop, through extensive public involvement, a coordinated plan and realistic series of prioritized actions to improve the waterfront area across from the downtown. The intent of the project is to revitalize the South Waterfront to a level that it is recognized as a citywide asset, attraction, and destination, while still preserving what makes the riverfront special to the neighborhoods.

The plan is not intended to be rigid and inflexible and has been subjected to extensive review, discussion, and revision from all levels of government, local business and local communities. Three public workshops were well attended, with the final workshop drawing more than 500 people. The basic framework of the plan describes a series of public transportation and open space improvements designed to allow access and views to the water throughout the South Waterfront, and also designed to accommodate a realistic range of market driven redevelopment over the next 20 years.

The growth strategy for the next 20 years includes the following:

Type of Development Study Demand	Estimated Market Approximate Capacity	Vision Plan Capacity
Residential	2,200 Units	2,500 Units
Retail	60,000 Square Feet	421,700 Square Feet
Restaurant/ Entertainment	30,000 Square Feet	60,000 Square Feet
Office	400,000 Square Feet	1 Million Square Feet
Hotel	100 Rooms	160 Rooms
Marina	225 Slips	225 Slips
Cultural / Civic Institution	135,000 Square Feet	135,000 Square Feet
Whitewater Kayak Park	1 Course on Quarry	
Garages	700 Cars	
On-Street Parking	790 Cars	
Off-Street Parking Lots	450 Cars	
New Roads	11,750 Linear Feet	
Existing Roads - Upgrades	11,000 Linear Feet	
New Parks, Greenways	51.3 Acres	

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As a **current resident** of Knoxville's South Waterfront, this Vision Plan means: improved communities through community-specific infill of diverse users and uses and improved infrastructure and new public amenities in walking distance; places to grab a loaf of bread and a jug of milk, public places to throw a frisbee or meet friends for a coffee and a chat, and a variety of jobs you could walk to in the morning; tools to help you improve your neighborhood and your house, increasing the value of your home and the quality of your life.

If you're thinking about becoming a **future resident** of Knoxville's South Waterfront, this Vision Plan means: a growing and welcoming community to live, work, and play in – urban elements and amenities with a country feel, easy access to a downtown lifestyle without its price-tag or hectic pace, and equally easy access to regional recreation and jobs; a wide variety of housing stock ranging from single family infill homes in strong existing neighborhoods to new river-view condominiums and townhomes, or even apartments above small businesses and restaurants.

As a **current business** in Knoxville's South Waterfront, this Vision Plan means: changing opportunities for growth – new residents and potential employees, new tools to help redevelop sites for better integration into the community or for reuse at a better and higher use; improved infrastructure for materials and products transportation; increased foot traffic and hungry consumers looking for goods and services close to new home communities.

If you're thinking about moving to or growing a **future business** in Knoxville's South Waterfront, this Vision Plan means: a growing market of consumers and workers, and an improved infrastructure for consumer and service transportation; mixed use centers with energy and synergy for new entertainment and retail ventures and new office park nodes with room for small ventures and big names, and a reinvigorated mainstreet with small entrepreneurial sites; financial and regulatory incentives for relocation and development of empty sites.

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As a **rower or boater** on Knoxville's South Waterfront, this Vision Plan means: room for your boathouse and a new feeling of life on the water, and new marinas with combined services, collected for reduced impact and greater boating-practice safety.

As a **runner, bicycler, or stroller** along Knoxville's South Waterfront, this Vision Plan means: a new 3-mile promenade for morning jogs and Sunday strolls, and newly connected and improved roads with sidewalks and paths to connect open spaces on the water back to the area's ridges and views.

As a **city or county resident** of the Knoxville's South Waterfront, this Vision Plan means: a revived urban living that still retains the South Knoxville neighborhood feel, and includes amenities such as commerce, entertainment, boating, marinas, public parks & plazas, riverwalk, cultural destination, improved streetscape, bike lanes, and greenways connecting the north and south waterfronts, the hills, the Quarry as well as Ijams.

As an **adventurous tourist or regional visitor** along Knoxville's South Waterfront, this Vision Plan means: you can stay in the quarry lodge and kayak and rock climb, head down to the waterfront for festivals and concerts, visit the museum, shop in the Belltower Walk, and stay in the bluff hotel and walk across the new pedestrian links to UT games or parents' weekends.

As a **developer or investor** in Knoxville's South Waterfront, this Vision Plan means: ample opportunities for development, coordination between public improvements and private development, as well as streamlined and clear development process, supported by the community.