Collaborative Economic Revitalization: The Chattanooga Story

Ann Coulter & Jack Murrah
September 12, 2008
1980
Losing Population & Jobs
No Shared Vision of the Future
Degraded Downtown & Waterfront
Lack of Civic Confidence
Low Level of Civic Engagement

2008
Population & Job Growth
Award Winning Downtown
High Level of Civic Engagement
Healthy Can-Do Attitude
......New $1 Billion Volkswagen Plant...
1984 Chattanooga Venture Vision 2000 Process

1981 Moccasin Bend Task Force

Bold Visions
Downtown Waterfront by 2000
North Shore by 2000
Downtown Residential by 2000
Urban Change
Urban Change
Urban Change
And yet...
The Parkway Solution

Chattanooga Times
Established 1869 Adolph S. Ochs, Publisher 1878-1935

WALTER E. HUSSMAN JR. Publisher
HARRY AUSTIN Editorial Page Editor
WES HASDEN Associate Editor

EDITORIALS

Unclogging Riverfront Parkway

Citizens who drive Riverfront Parkway into town know how restricted our options are for getting anywhere into the city from the limited-access, freeway-like road. We may take the Mabel Street exit and negotiate its tight left turn lanes and rush-hour back-ups to reach destinations from Erlanger to UTC, from the top half of downtown to the convoluted approach to Veteran's Bridge. Or we may wait and turn left by the Aquarium onto Chestnut Street to reach various points around the lower half of town. True, some traffic goes on around the riverfront, but less than imagined, and surprisingly...
21st Century Waterfront Plan

• Planning begins 2002 – $120 million Project to be completed by 2005
• Over 30 acres of new parks & plazas
• Over 2,000 feet of boat docking
• Improved street connections, pedestrian bridge
• $1.2 million in public art
• 600 ft pier into Tennessee River
• Parking, playgrounds & performance venues
• Water features, reconstructed wetlands
• $30 million Aquarium expansion
• $19.5 million Hunter Museum expansion
• 3.5$ million Creative Discovery Museum upgrades
Waterfront Parks, Plazas, Docking
Hunter Museum of American Art
Chattanooga Public Art Plan

Barney & Worth, Inc.
Regional Arts & Culture Council

September 16, 2002
Chattanooga Pier
First Street Steps
The Passage
The Passage
More Tourism, Festivals & Celebrations
A City with a Healthy Heartbeat