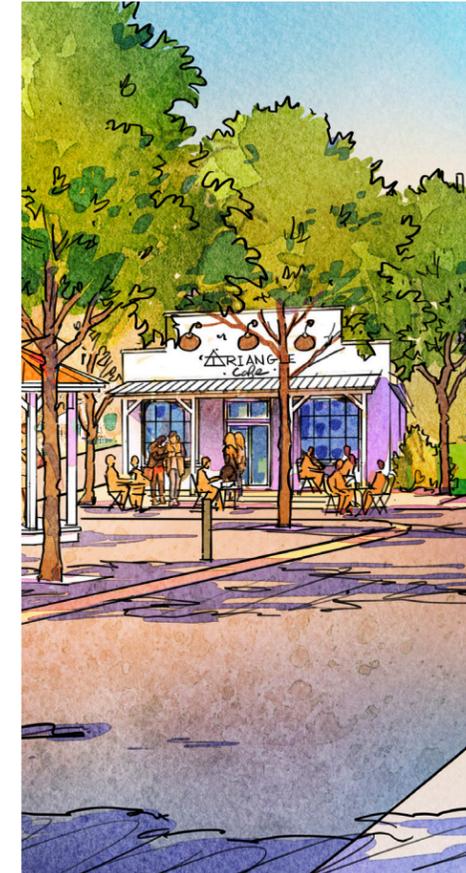
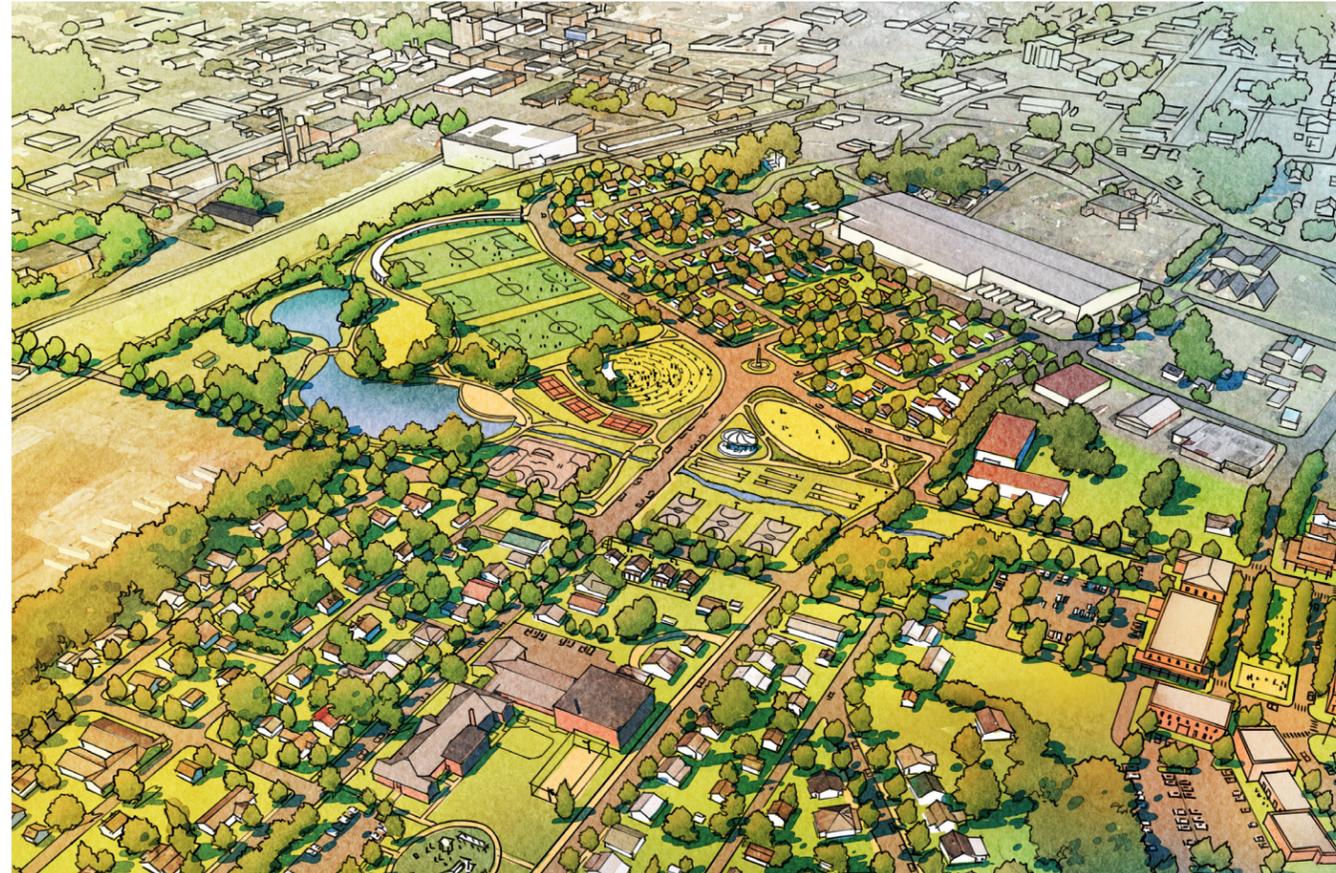


# BLYTHE OLDFIELD NEIGHBORHOOD MASTER PLAN

CLEVELAND, TENNESSEE



PUBLIC DESIGN CHARRETTE JANUARY 22-26, 2018



Hosted by:  
CITY FIELDS  
Cleveland, Tennessee

Led by:

MICHAEL WATKINS ARCHITECT, LLC  
Gaithersburg, Maryland

Made possible by:

THE LYNDHURST FOUNDATION  
Chattanooga, Tennessee



*“People from Cleveland don’t want to come here anymore. I would like to see that change.”  
~ a Blythe Oldfield resident*

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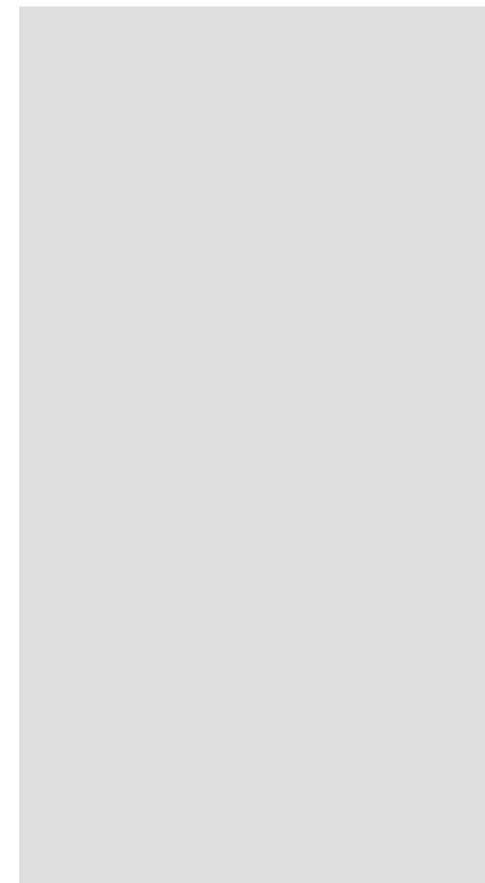
The **Context** section introduces the background of the project and includes maps of the area and analytical diagrams of the existing conditions.

The **Master Plan** section contains the overall master plan and the long term vision for the project.

The **Thoroughfares** section includes detailed information about the existing and proposed thoroughfares.

The **Initiatives and Funding** section organizes policies and procedures into the five focus fields outlined by City Fields.

The **Appendix** section includes a selection of additional information that relates to the project as a whole.



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**Master Plan**

**Thoroughfares**

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**Appendix**

## What is City Fields?

City Fields is a CDC (Community Development Corporation) devoted to providing programs, offering services, and engaging in other activities that support community development in Blythe Oldfield and other overlooked areas of Cleveland, Tennessee. With their main focus being the satisfaction of the residents within the communities, their mission is to cultivate change in five simple focus areas: Physical Revitalization, Social Revitalization, Leadership Development, Economic Development, and Neighborhood Safety.

City Fields recognizes the negative effects that may come with rapid revitalization. Of these, gentrification is a leading concern. With the ideology of “gentrification with justice,” City Fields makes efforts toward averting the negative effects of rapid revitalization, by evading rapid cost hikes and providing opportunities that lower-income residents can afford.

With the ideology that “it takes a village to raise a child”, City Fields partners with individuals and organizations. In 2016 City Fields partnered with TVA (Tennessee Valley Authority) and Cleveland Utilities and invested \$4.7 million in the homes of the communities, providing energy improvements to 413 homes. So far, this operation has helped homes save over \$214,000 on their electricity bills. City Fields has also received a \$500,000 grant from Neighborworks America to build a new home, as well as renovate four existing homes in Blythe Oldfield. The renovation of the neighborhood playground was a collaborative effort between multiple stakeholders, generating more than \$500,000 to reinvigorate one of the hearts of the neighborhood.

## City Fields' Vision

City Fields has momentum; Dustin Tommey emphasized this word to describe their vision. The many grants that have been presented to City Fields in such a short span of time, has made Blythe Oldfield strike an era of rapid revitalization. City Fields un-

derstands the importance of planning ahead, and creating a Master Plan for Blythe Oldfield is a major step in doing so. The majority of Blythe Oldfield consists of rental properties, which with poor management has been causing the neighborhood to languish physically. The vision of City Fields is to, increase home ownership under the pressures of rapid revitalization, which will foster “gentrification with justice”, along with cultivating change in the five focus areas. The Master Plan for Blythe Oldfield is a catalyst for such change within the neighborhood.

*“We focus on cultivating people and the built environment around them. Our efforts are designed to equip and empower the residents to grow and lead the community to be healthy and thriving again.”*

*-Dustin Tommey  
Executive Director - City Fields*



### Physical Revitalization

Creating places that are beautiful, safe, and more energy efficient.



### Social Revitalization

Partnering with residents and local partners to bring the community together.



### Leadership Development

Empower residents and identify goals for their community.



### Economic Development

Connecting, job-ready candidates to viable employment opportunities.



### Neighborhood Safety

Building relationships over the fence and across the street.

## Context: Background

## Client Vision

# CHARTER OF THE NEW URBANISM

*The Congress for the New Urbanism* views disinvestment in central cities, the spread of placeless sprawl, increasing separation by race and income, environmental deterioration, loss of agricultural lands and wilderness, and the erosion of society's built heritage as one interrelated community-building challenge.

*We stand* for the restoration of existing urban centers and towns within coherent metropolitan regions, the reconfiguration of sprawling suburbs into communities of real neighborhoods and diverse districts, the conservation of natural environments, and the preservation of our built legacy.

*We advocate* the restructuring of public policy and development practices to support the following principles: neighborhoods should be diverse in use and population; communities should be designed for the pedestrian and transit as well as the car; cities and towns should be shaped by physically defined and universally accessible public spaces and community institutions; urban places should be framed by architecture and landscape design that celebrate local history, climate, ecology, and building practice.

*We recognize* that physical solutions by themselves will not solve social and economic problems, but neither can economic vitality, community stability, and environmental health be sustained without a coherent and supportive physical framework.

*We represent* a broad-based citizenry, composed of public and private sector leaders, community activists, and multidisciplinary professionals. We are committed to reestablishing the relationship between the art of building and the making of community, through citizen-based participatory planning and design.

*We dedicate* ourselves to reclaiming our homes, blocks, streets, parks, neighborhoods, districts, towns, cities, regions, and environment.

*We assert the following principles to guide public policy, development practice, urban planning, and design:*

## *The region: Metropolis, city, and town*

1) Metropolitan regions are finite places with geographic boundaries derived from topography, watersheds, coastlines, farmlands, regional parks, and river basins. The metropolis is made of multiple centers that are cities, towns, and villages, each with its own identifiable center and edges.

2) The metropolitan region is a fundamental economic unit of the contemporary world. Governmental cooperation, public policy, physical planning, and economic strategies must reflect this new reality.

3) The metropolis has a necessary and fragile relationship to its agrarian hinterland and natural landscapes. The relationship is environmental, economic, and cultural. Farmland and nature are as important to the metropolis as the garden is to the house.

4) Development patterns should not blur or eradicate the edges of the metropolis. Infill development within existing urban areas conserves environmental resources, economic investment, and social fabric, while reclaiming marginal and abandoned areas. Metropolitan regions should develop strategies to encourage such infill development over peripheral expansion.

5) Where appropriate, new development contiguous to urban boundaries should be organized as neighborhoods and districts, and be integrated with the existing urban pattern. Noncontiguous development should be organized as towns and villages with their own urban edges, and planned for a jobs/housing balance, not as bedroom suburbs.

6) The development and redevelopment of towns and cities should respect historical patterns, precedents, and boundaries.

7) Cities and towns should bring into proximity a broad spectrum of public and private uses to support a regional economy that benefits people of all incomes. Affordable housing should be distributed throughout the region to match job opportunities and to avoid concentrations of poverty.

8) The physical organization of the region should be supported by a framework of transportation alternatives. Transit, pedestrian, and bicycle systems should maximize access and mobility throughout the region while reducing dependence upon the automobile.

9) Revenues and resources can be shared more cooperatively among the municipalities and centers within regions to avoid destructive competition for tax base and to promote rational coordination of transportation, recreation, public services, housing, and community institutions.

## *The neighborhood, the district, and the corridor*

10) The neighborhood, the district, and the corridor are the essential elements of development and redevelopment in the metropolis. They form identifiable areas that encourage citizens to take responsibility for their maintenance and evolution.

11) Neighborhoods should be compact, pedestrian friendly, and mixed-use. Districts generally emphasize a special single use, and should follow the principles of neighborhood design when possible. Corridors are regional connectors of neighborhoods and districts; they range from boulevards and rail lines to rivers and parkways.

12) Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly and the young. Interconnected networks of streets should be designed to encourage walking, reduce the number and length of automobile trips, and conserve energy.

13) Within neighborhoods, a broad range of housing types and price levels can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community.

14) Transit corridors, when properly planned and coordinated, can help organize metropolitan structure and revitalize urban centers. In contrast, highway corridors should not displace investment from existing centers.

15) Appropriate building densities and land uses should be within walking distance of transit stops, permitting public transit to become a viable alternative to the automobile.

16) Concentrations of civic, institutional, and commercial activity should be embedded in neighborhoods and districts, not isolated in remote, single-use complexes. Schools should be sized and located to enable children to walk or bicycle to them.

17) The economic health and harmonious evolution of neighborhoods, districts, and corridors can be improved through graphic urban design codes that serve as predictable guides for change.

18) A range of parks, from tot-lots and village greens to ballfields and community gardens, should be distributed within neighborhoods. Conservation areas and open lands should be used to define and connect different neighborhoods and districts.

## *The block, the street, and the building*

19) A primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use.

20) Individual architectural projects should be seamlessly linked to their surroundings. This issue transcends style.

21) The revitalization of urban places depends on safety and security. The design of streets and buildings should reinforce safe environments, but not at the expense of accessibility and openness.

22) In the contemporary metropolis, development must adequately accommodate automobiles. It should do so in ways that respect the pedestrian and the form of public space.

23) Streets and squares should be safe, comfortable, and interesting to the pedestrian. Properly configured, they encourage walking and enable neighbors to know each other and protect their communities.

24) Architecture and landscape design should grow from local climate, topography, history, and building practice.

25) Civic buildings and public gathering places require important sites to reinforce community identity and the culture of democracy. They deserve distinctive form, because their role is different from that of other buildings and places that constitute the fabric of the city.

26) All buildings should provide their inhabitants with a clear sense of location, weather and time. Natural methods of heating and cooling can be more resource-efficient than mechanical systems.

27) Preservation and renewal of historic buildings, districts, and landscapes affirm the continuity and evolution of urban society.

CONGRESS  
FOR THE  
NEW  
URBANISM

[cnu.org](http://cnu.org)

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## CNU Charter

The Congress for the New Urbanism is a non-profit organization which promotes walkable, mixed-use, diverse towns, neighborhoods and cities; CNU advocates for these places, defines what makes them and empowers its members to create them. The Charter is a summary of the principles by which well-designed towns and cities are built. These principles promote a high quality of life by offering residents diverse choices for how they live, work, shop, and get around. In addition to this advocacy, the CNU hosts a yearly Congress, a conference at which members have the opportunity to sharpen their skills and learn from one another as they practice the principles of New Urbanism.

The CNU Charter was signed in 1996 at the 4th Congress and has only grown in usage since. The charter is organized into 3 categories of principles:

1. The region, metropolis, city, and town
2. The neighborhood, the district, and the corridor.
3. The block, the street, and the building.

The principles cover the how-to for walkable cities, towns, and neighborhoods from the general to the specific and the city-center to the urban edge. This charrette book includes the CNU Charter because it answers the most basic questions of what we do and how and why we do it. In addition, this charrette book will present ideas for the improvement (or creation from scratch) of public spaces, mixed-use and walkable streets in the Blythe Oldfield neighborhood, ideas the intention of which can be explained here on this page.

## What is a Charrette?

The term “charrette” has been popularized largely by new urbanist planners and architects, and refers to the intense, inclusive planning process used to design many new urbanist communities.

The process is a collaborative design event that lasts five to ten days depending on the complexity of the issues to be addressed and the level of stakeholder involvement; most run seven days. Allowing time for three feedback cycles between the stakeholders and the consultant design team is critical. Stakeholders include those who can influence the approval of the project as well as those affected by its design. They need not all be present for the entire charrette, but are asked to participate at key times to provide their feedback. Through their participation, consensus can be built around an excellent plan. Gaining stakeholder support through building consensus becomes invaluable during the approval process. It also results in a place that the stakeholders love and cherish long after the developer and municipal leaders are gone.

Ideally a charrette is held on or near the site to make participation by stakeholders as easy as possible, and to allow constant verification of design decisions through frequent field checks. Typically a public meeting is held at the beginning of the charrette to share and establish common values and vision. Most of the design team will quickly begin to develop ideas, while a few will meet with stakeholders to draw out their thoughts and ideas, which are then shared with the design team in real time or during public “pin-up” reviews. These short feedback cycles build confidence that the process results in a plan that actually does incorporate stakeholder input. As the designs are critiqued, the best ideas are synthesized into several schemes and ultimately a single scheme that is developed in greater detail and further tested for economic, design and political feasibility. At the end of the charrette, a summary of the week’s work and the results are shared in a public presentation.

Following the charrette, drawings are refined

and completed, and an application prepared for submission to the governing municipality. It is worth noting that the charrette is most often in addition to the required public review process, however, the consensus behind the plan frequently results in a much smoother municipal review and approval.



Image from *The National Charrette Institute*.  
<http://charretteinstitute.org/>

## The Blythe Oldfield Charrette

The Blythe Oldfield Neighborhood Master Plan Charrette was held January 21–26, 2018 in the Family Support Center, a facility central to the neighborhood which enabled community members to engage easily in discussions. City Fields and Michael Watkins Architect, LLC invited stakeholders and residents, as well as civic representatives. The charrette included a variety of stakeholders, among them those shown on the Charrette Meeting schedule (below).

City Fields has had a presence in the neighborhood for about 4 years. The organization has influenced the neighborhood toward healthy changes and accomplishments, including securing financial grants for the neighborhood which has given City Fields a positive reputation among the neighbors, giving the design team a solid foundation from which to propose ideas. The open process allowed residents to feel empowered in the development of the master plan.

BLYTHE OLDFIELD CHARRETTE SCHEDULE						
	SUNDAY January 21	MONDAY January 22	TUESDAY January 23	WEDNESDAY January 24	THURSDAY January 25	FRIDAY January 26
9:00			Team Meeting	Team Meeting	Team Meeting	Team Meeting
10:00		Client Presents Their Vision and the Site	Partner Organizations	Public Service Representatives (Police, Fire, etc)	City Fields Board of Directors	City Fields Staff
11:00		Site Tour	Break/Team Q&A Local Business Folks & Chamber of Commerce Representatives	Break/Team Q&A Key City Staff & Council Members	Break/Team Q&A The "Philanthropic" Community (Local Foundation Reps)	Design
12:00		Lunch at Studio	Lunch at Studio w/ Historian	Lunch at Studio	Lunch Out	Lunch at Studio
1:00		Site Tour	Team Q&A	Design	Design	Design
2:00		Studio Setup	The "Education" community			Studio Clean-Up
3:00		Break/Team Q&A Blythe Oldfield Community Association Board and Officers	Civic Club Leads			Public Design Review
4:00		Team Amives CHA	Break/Team Q&A	Design	Design	Depart Cleveland
5:00		Drive to Cleveland	Local (Neighborhood) "Faith" Community			Public Design Review
6:00		Hotel Check-In	Design	Design	Dinner In	Depart CHA 7:50 Arrive DCA 11:30
7:00	Team Dinner	Opening Conversation	Dinner Out	Public Design Review	Dinner Out	
8:00		Dinner Out				
9:00						

Reviews and meetings at 1075 Blythe Ave SE, Cleveland, Tenn. 37311 2/19/18

Design	MWA Team	MWA & Impact	Public General	Public Specific
--------	----------	--------------	----------------	-----------------

The five-day charrette was structured around the opening conversation and public design reviews. The opening conversation on the evening of the first day introduced the traditional urban design principles which MWA practices (See "CNU Charter" on page 4) and provided a time to hear initial ideas from the community. Day 2 was a design day coupled with meetings with specific stakeholder groups happening in the same room to allow the designers to instantly implement what they overheard in the meetings. At the mid-week public design review on day 3 the design team’s rough ideas were presented and the floor opened for neighbors to give feedback. Day 4 was spent incorporating the feedback received from the residents the night before.

Finally, the public design review on day 5 was a time to present more polished, though not final, design ideas and solicit more feedback from stakeholders. The turnout for this gathering was the highest of all 3 and feedback was generally positive and constructive.

## Context: Background

### The Blythe Oldfield Charrette



## Blythe Oldfield History

Blythe Oldfield is a Neighborhood located just Southeast of Downtown Cleveland, Tennessee. The original plan for the neighborhood was drafted in 1919, and most of the 500 homes were built between 1920 and 1969. Known as "the neighborhood that built Cleveland," Blythe Oldfield was a blue-collar community focused in the manufacturing economy of downtown Cleveland. It used to be a thriving area, with workers supporting three factories. As time passed, Southeast Cleveland began suffer economically, leaving Blythe Oldfield less attractive for investors.

The exact extents of the neighborhood are physically evident, as the neighborhood is confined by the railroad tracks to the west and the 90-acre abandoned Whirlpool factory to the north that separates the neighborhood from downtown Cleveland. The neighborhood has grown to southward since the original plan was drafted.

The Blythe Oldfield Community Association (BOCA) was originally a group of residents concerned about the status of the neighborhood. In 2014, the community-based organization, United Way of the Ocoee Region, created a new CDC (Community Development Corporation) to become catalyst for cultivating change in Blythe Oldfield. Designated as City Fields, they have since been making successful efforts to revive the neighborhood. With the assistance of City Fields, BOCA has evolved into a 501(c)(4) nonprofit organization. The many successes from BOCA include implementing a Neighborhood Watch, the Blythe Oldfield Community Garden, and multiple fundraisers to support neighborhood initiatives.

Source: *Cleveland Daily Banner*



*Original Plan for Blythe Oldfield, 1919*

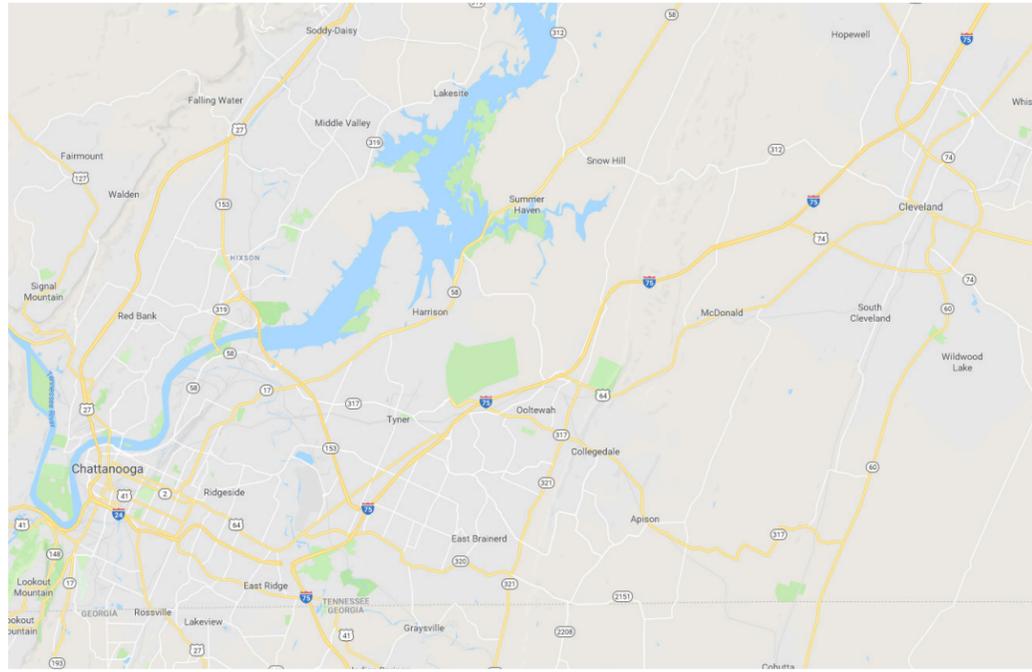


*Blythe Oldfield, 2018*

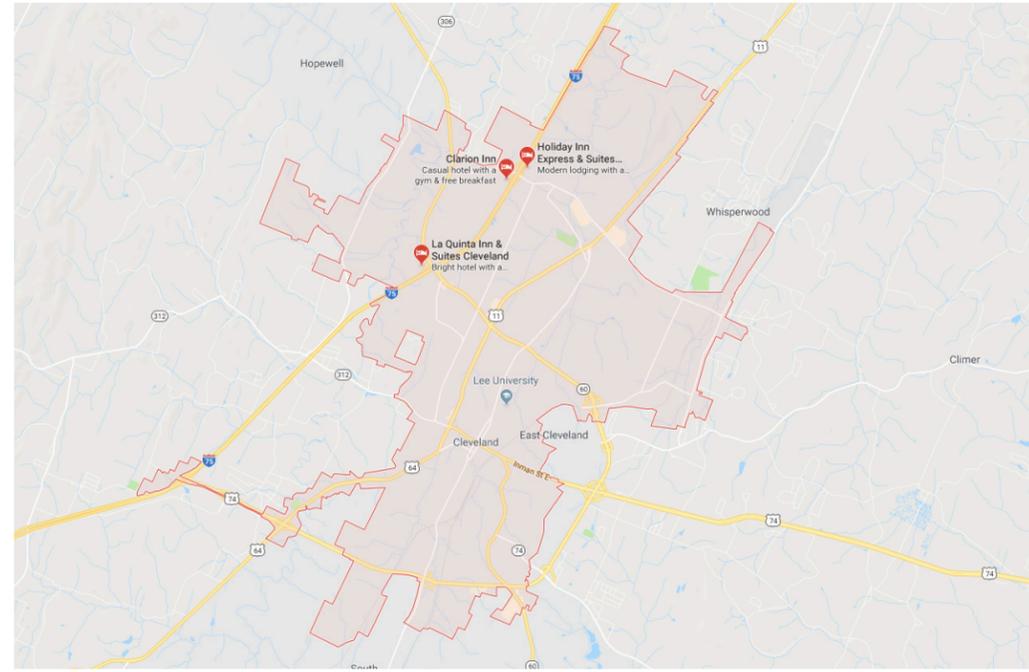
## Context: Background

### Neighborhood History

- Study Area Boundary, 2018
- Neighborhood Boundary, 1919



Region



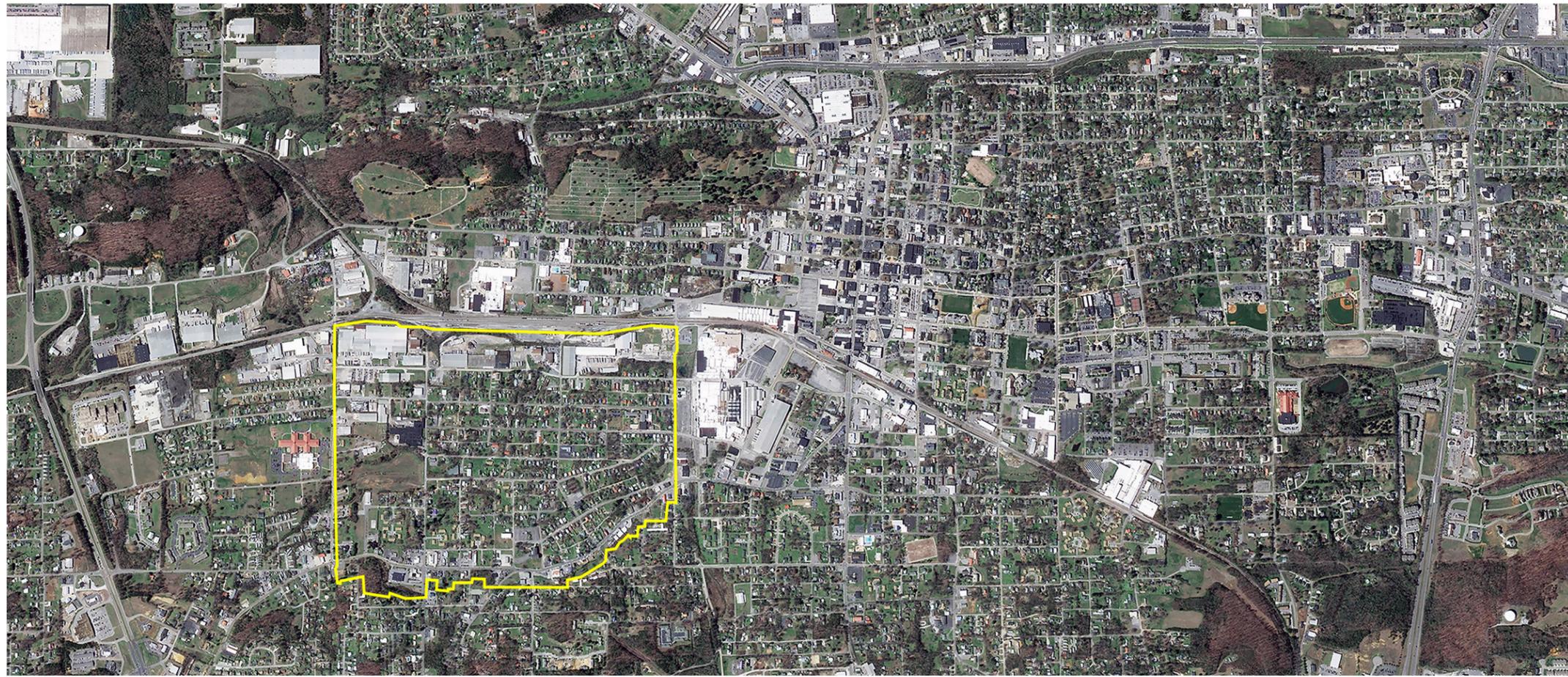
City

**Context: Site Information**

**Regional Map**

— Study Area Boundary

Regarding the study area boundary: as mentioned during the charrette, this study area is a loose boundary of the Blythe Oldfield neighborhood based on common local understanding as well as the City Fields definition of the neighborhood. Due to the persistent desire of the neighborhood to be more connected to Downtown Cleveland, this master plan proposal often crosses the study area boundary line in an effort to soften the edges of the neighborhood and integrate it with the rest of the city.



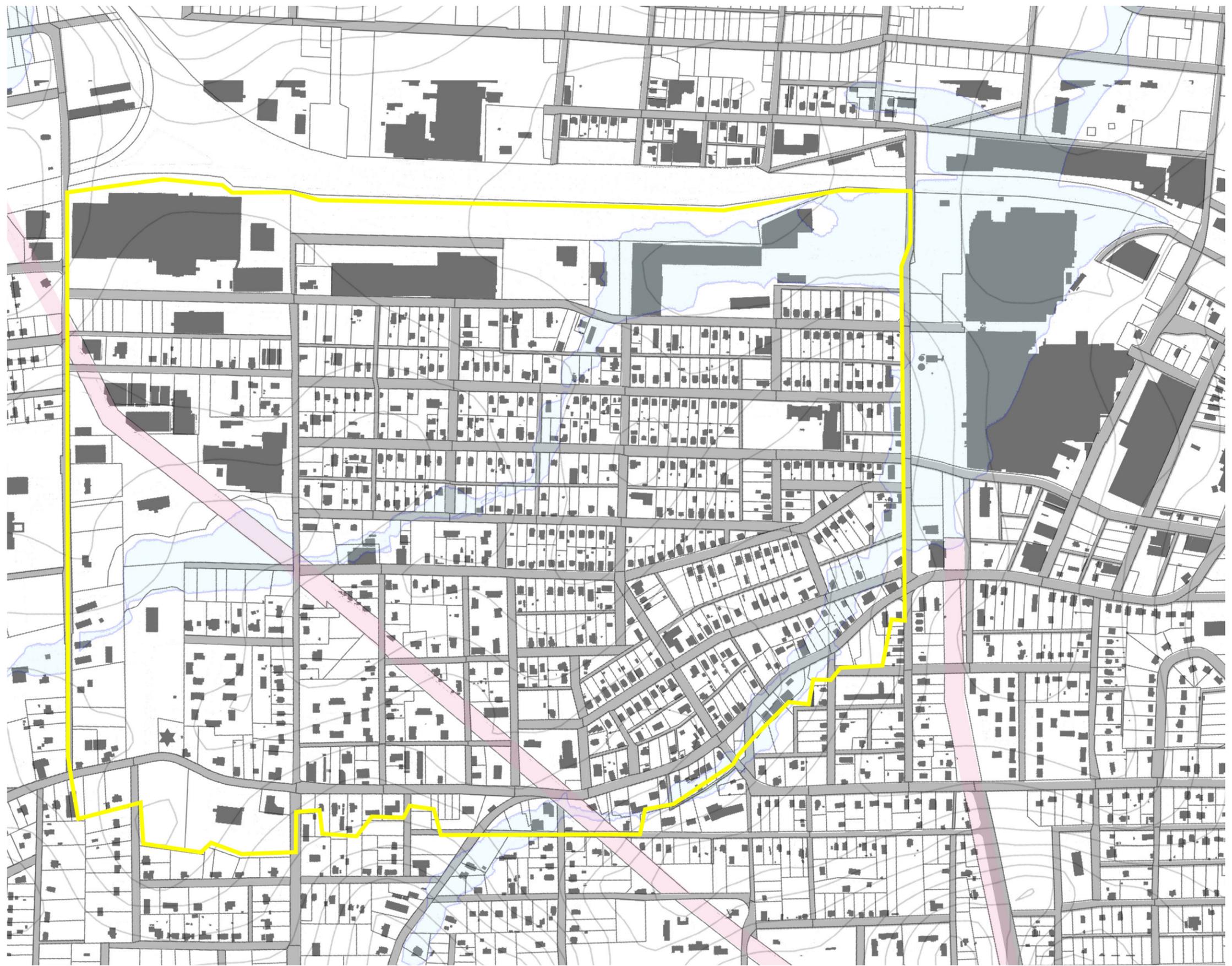
Blythe Oldfield Neighborhood



**Context: Site Information**

**Existing Site with Constraints**

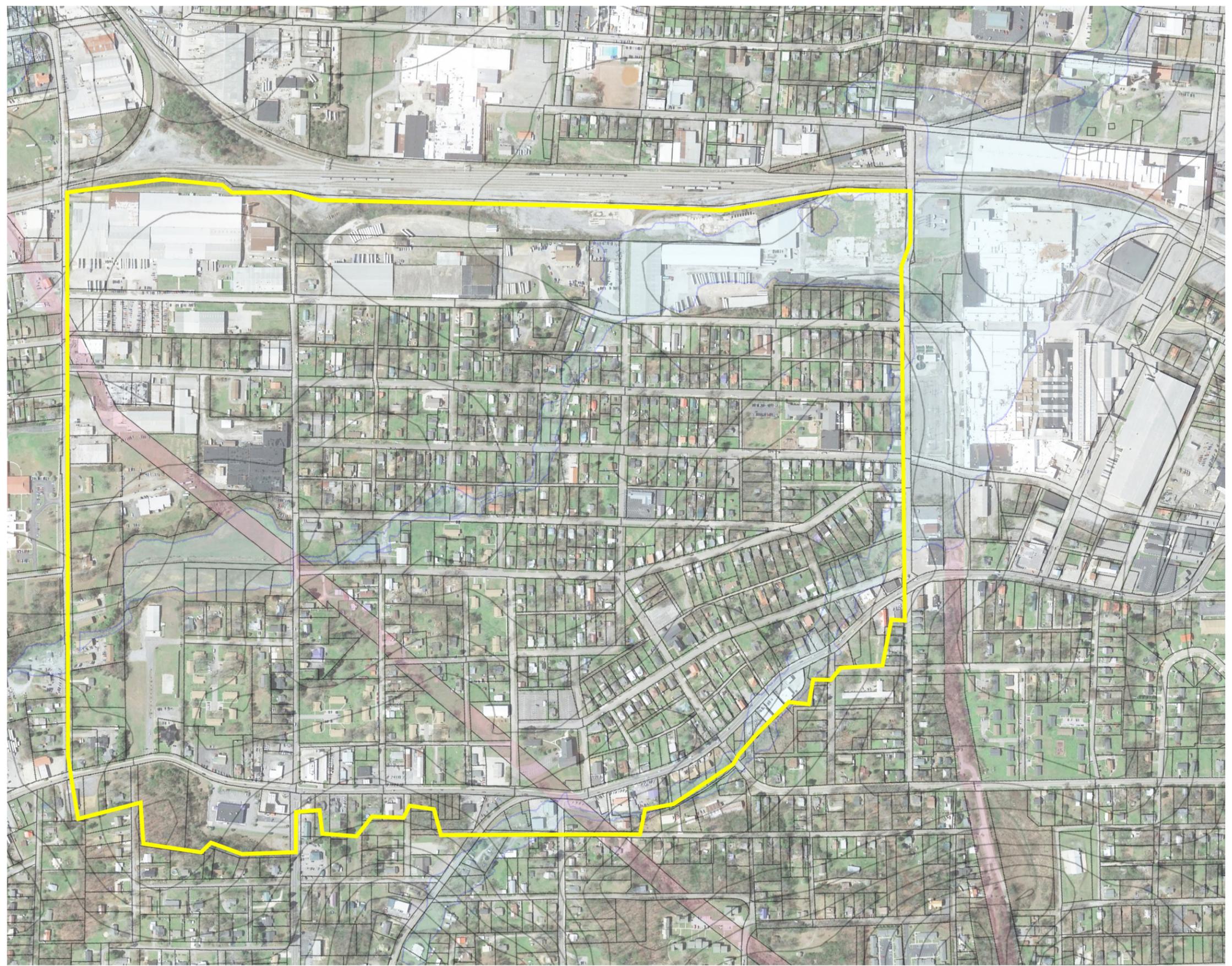
- Study Area Boundary
- Existing Buildings
- Pavement
- Overhead Electric Easement
- Flood Plain
- Property Line
- Elevation at 10-Foot Contours



**Context: Site Information**

**Existing Site with Aerial**

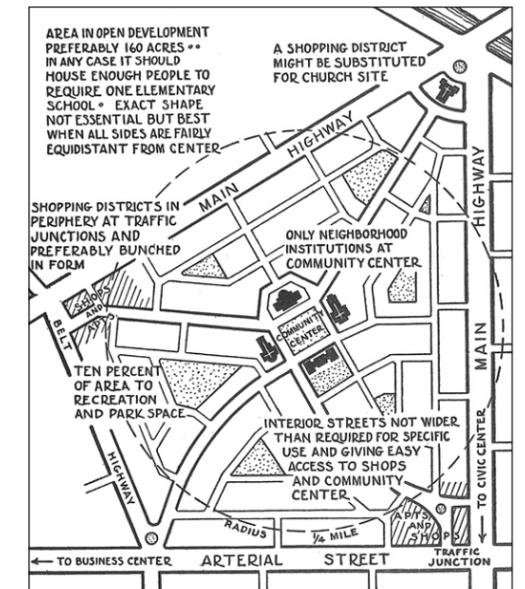
-  Study Area Boundary
-  Overhead Electric Easement
-  Flood Plain
-  Property Line
-  Elevation at 10-Foot Contours



**Context: Site Information**

**Pedestrian Shed**

- Study Area Boundary
- Existing Buildings
- Pavement
- Pedestrian Shed



This diagram and description by Clarence Perry in the First Regional Plan of New York (1927) conceptualizes the neighborhood as determined by the walking distance of five minutes from center to edge. Typically 1/4-mile is the distance that most persons will walk rather than drive, providing the environment is pedestrian friendly.

Though it is derived from observation of historic and contemporary neighborhoods and urban quarters, the five-minute walk is a generalization. For larger centers, the distance may be closer to an eight-minute walk; for smaller centers, a three-minute walk. Factors such as the availability of transit, the age of the pedestrian, weather, topography and the like can also adjust the 5 min. walk standard.

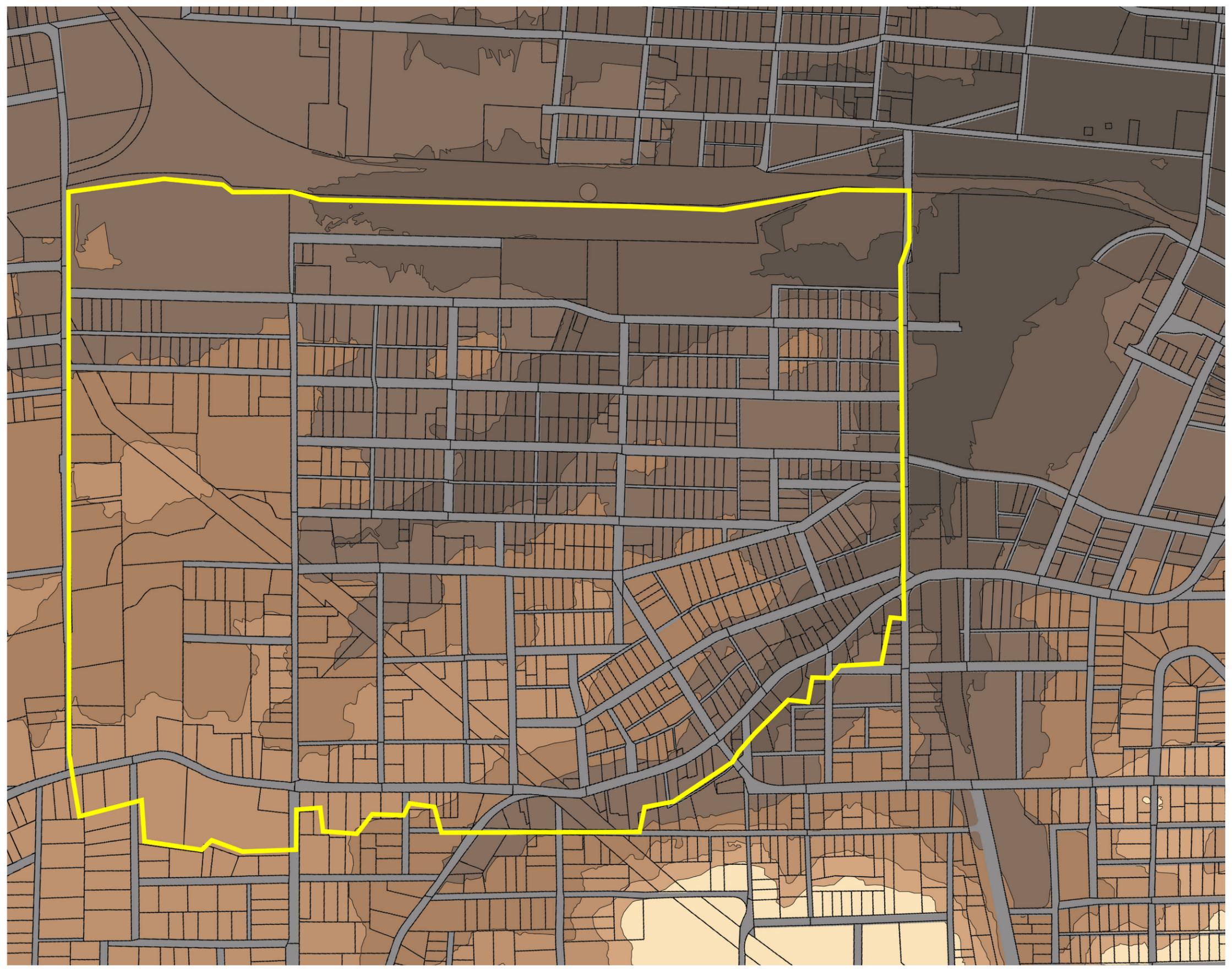
*Adapted from the Lexicon of the New Urbanism.*



**Context: Site Information**

**Elevation Analysis**

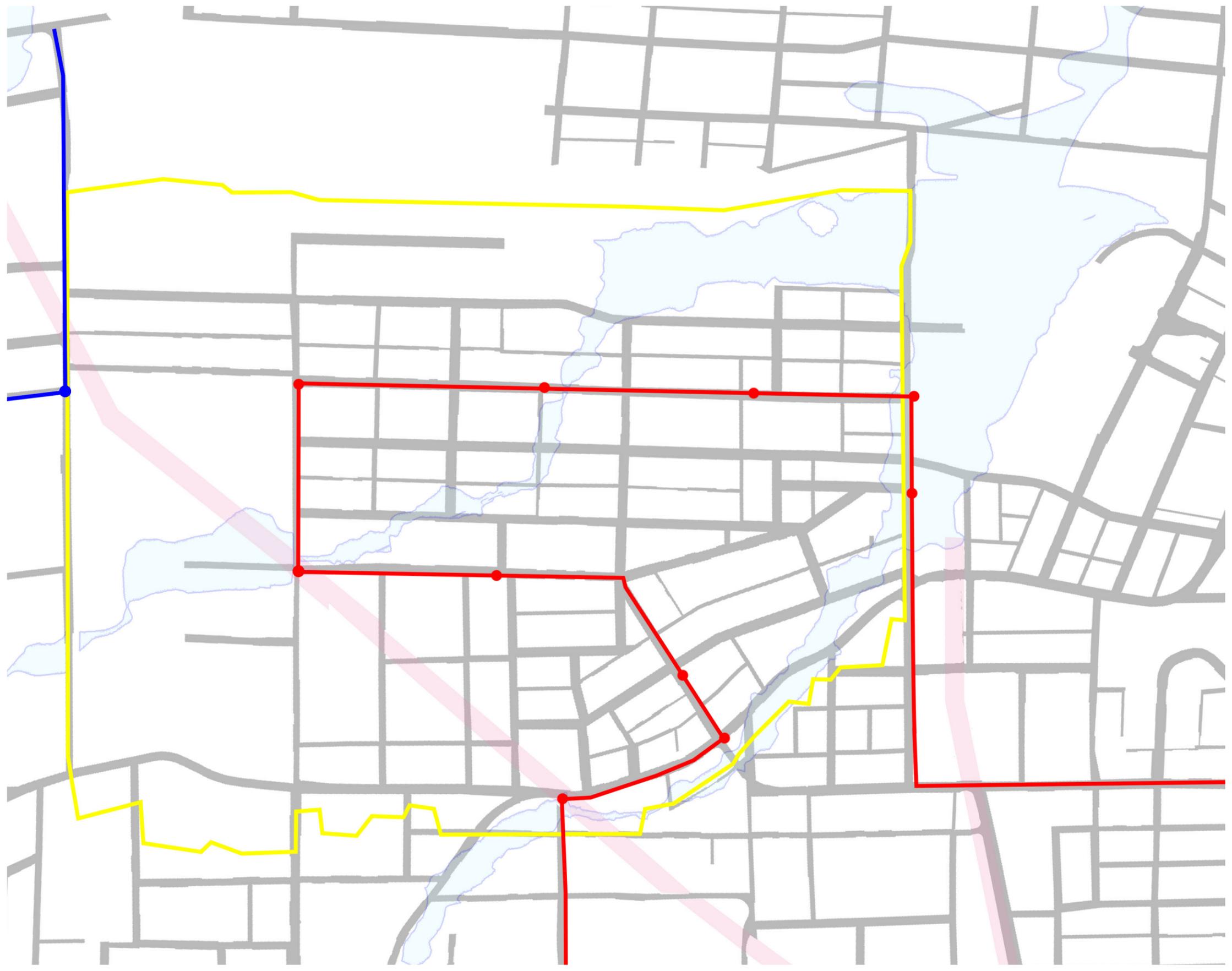
-  Study Area Boundary
-  Pavement
-  960 + Feet
-  940 - 959 Feet
-  920 - 939 Feet
-  900 - 919 Feet
-  880 - 899 Feet
-  860 - 879 Feet
-  840 - 859 Feet



**Context: Site Information**

**Bus Routes**

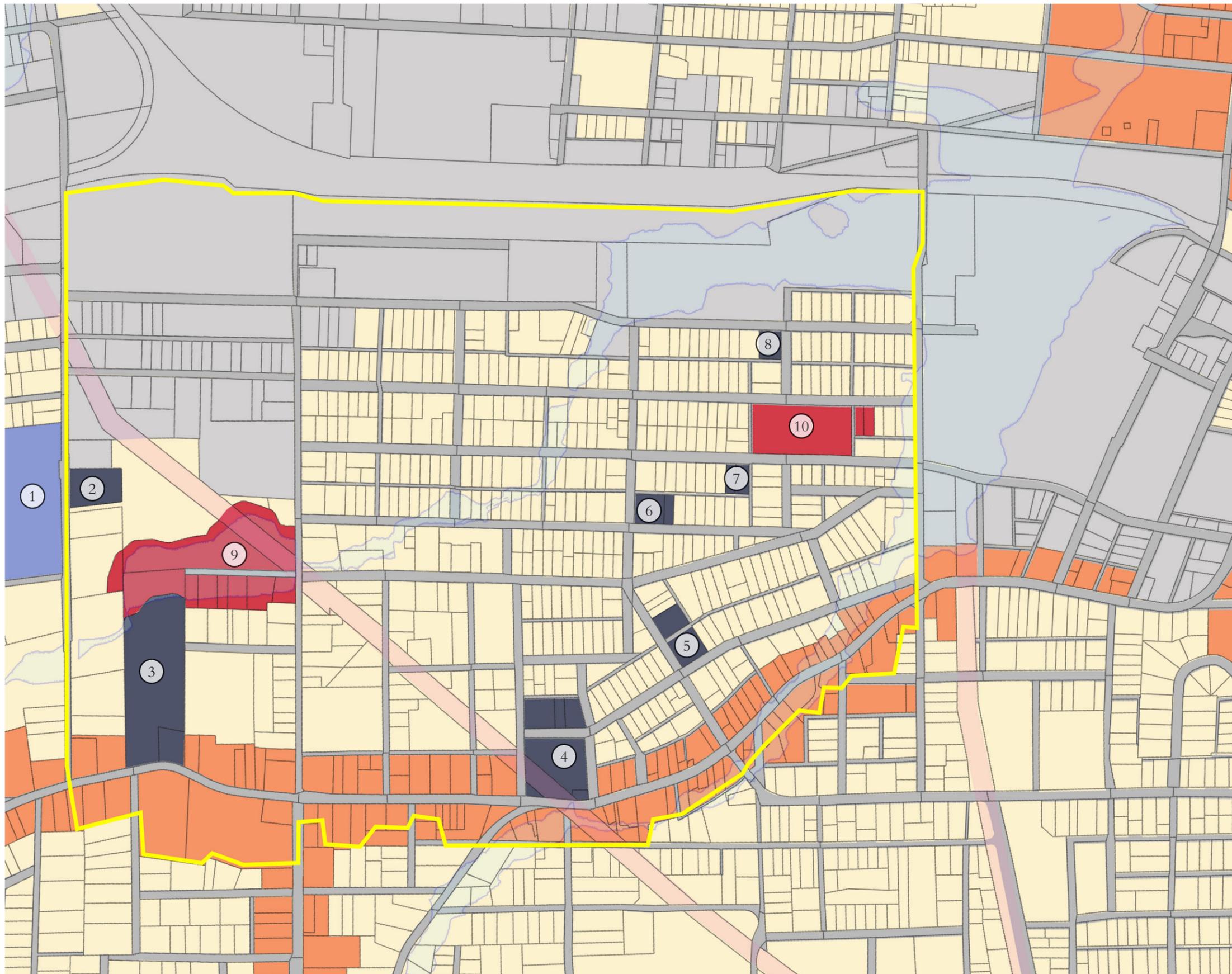
-  Study Area Boundary
-  Pavement
-  Overhead Electric Easement
-  Flood Plain
-  Blue Line
-  Blue Line Stops
-  Red Line
-  Red Line Stops



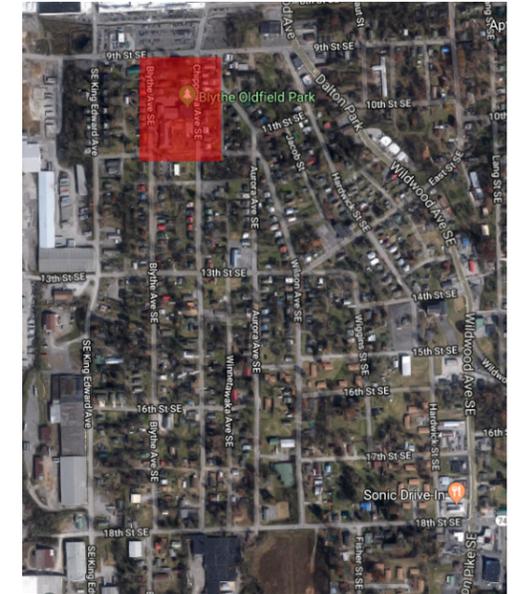
**Context: Site Information**

**Zoning / Land Use**

-  Study Area Boundary
-  Pavement
-  Overhead Electric Easement
-  Flood Plain
-  Property Line
-  Residential
-  Commercial
-  Industrial
-  School
- 1 Blythe-Bower Elementary
-  Religious
- 2 Unknown
- 3 The Church of God
- 4 Big Springs Baptist Church
- 5 Big Springs United Methodist Church
- 6 Southview Baptist Church
- 7 The Church of God Southside
- 8 Unknown
-  Civic
- 9 Retention Pond
- 10 Family Support Center



Site Images



1. Family Support Center



2. Blythe Oldfield Park Playground



3. Chippewa Avenue Looking South



4. Blythe Avenue Looking South

Site Images



1. City Fields' Renovated House on Chippewa Avenue



2. 11th Street SE Looking East



3. 11th Street SE Looking West



4. Intersection of Wilson Avenue and Aurora Avenue

Site Images



1. Blythe Oldfield Community Garden



2. Creek on Blythe Avenue



3. Creek on Chippewa Avenue



4. 18th Street SE Looking West

Site Images



1. The Retention Pond



2. Wildwood Avenue Looking South



3. Hardwick Street SE Looking North



4. Big Springs Baptist Church

Site Images



1. Healthy in a Hurry and Los 2 Aces on 14th and Wildwood Avenue



2. Wildwood Avenue Looking North



3. Mural on 9th and Wildwood Avenue



4. Industrial Building on 9th Street

### **What does the community want to see in their neighborhood master plan?**

- Grocery store
- Community center
  - o Cleveland State classes
  - o Senior center
  - o Place for distribution of food and clothing
  - o Joint Venture with Cleveland State Business Incubation Program
  - o ESL classroom space
  - o Artist studios
  - o Budget, shopping and/or cooking classes
  - o Cannery
- Reuse and recycle center
- Sidewalks
- Street lights
- Piped ditches
- Safe walk to school
- Stores within a walkable distance
- Traffic light at Wildwood and 13th
- Farmers' market
- Covered bus stops with benches and route maps
- Connections to downtown and the greenway
- Parks and recreation opportunities
  - o Skate park
  - o Music venue
  - o Soccer fields
  - o Bike trails/routes
  - o Dog park
  - o Pickleball courts
  - o Basketball courts
  - o Tennis Courts
  - o Carousel
- Police substation, precinct car, and/or officer house
- More conspicuous neighborhood watch
- Landscaped entrances
- Neighborhood entrance signs
- Civic art
  - o Giant chair, chairs
  - o Mountain stone monument(s)
- Wildflowers in the retention pond
- Electronic message sign by the school
- Senior housing
- Health care clinic in conjunction with Lee and/or Cleveland State
- Demolish unsound buildings
  - o Abandoned buildings should be torn down
  - o Remove condemned buildings

- o Landlord laws in Tennessee favor the landlords
- o Landlords should paint their houses
- Vote! Then, respectfully fill up the council chamber.
- More police patrol
- Serve the homeless by finding another area where they are welcome throughout the day
- City overlay ordinance for no parking on front lawns
- Tow junk cars

### **Context: Site Information**

#### **Program Information**

When working for developers, we often receive a program which lists the types and amounts of various uses desired. At the Blythe Oldfield Neighborhood Master Plan charrette, various stakeholders were the source of this program when they told us what they wanted to see in the neighborhood. Shown on this page is a summary of what we heard.

**Context**

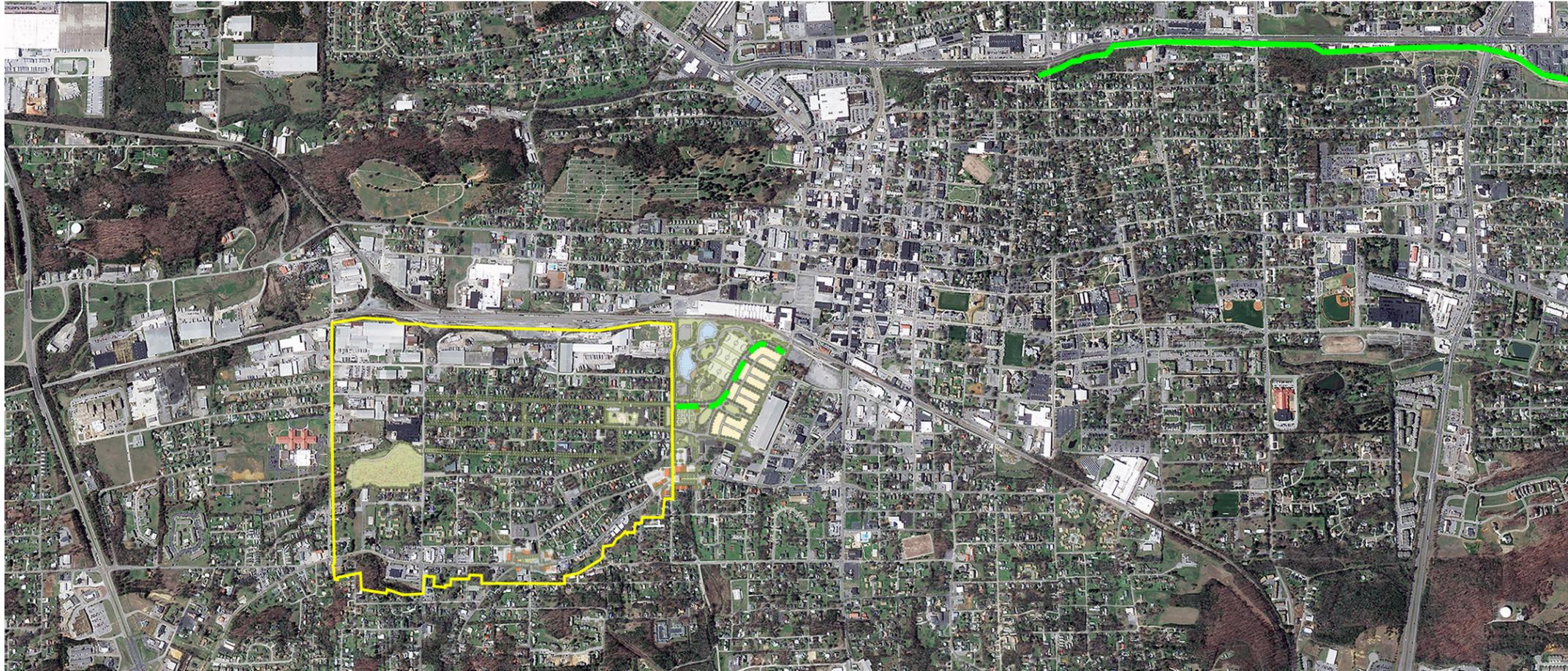
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**Thoroughfares**

**Initiatives and Funding**

**Appendix**

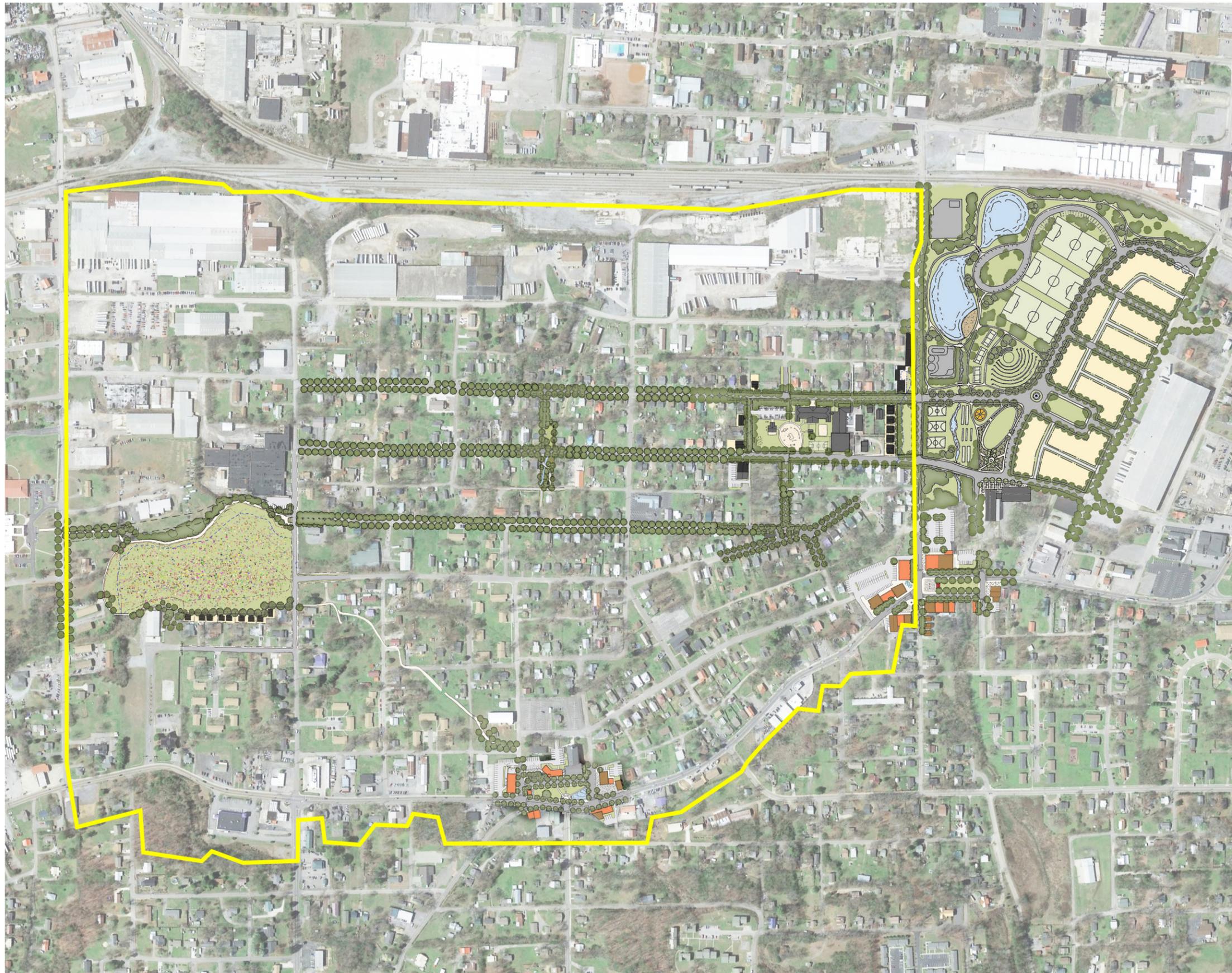


**Master Plan**

**Master Plan in Regional Context**

- Study Area Boundary
- Greenway
- Future Greenway Connection



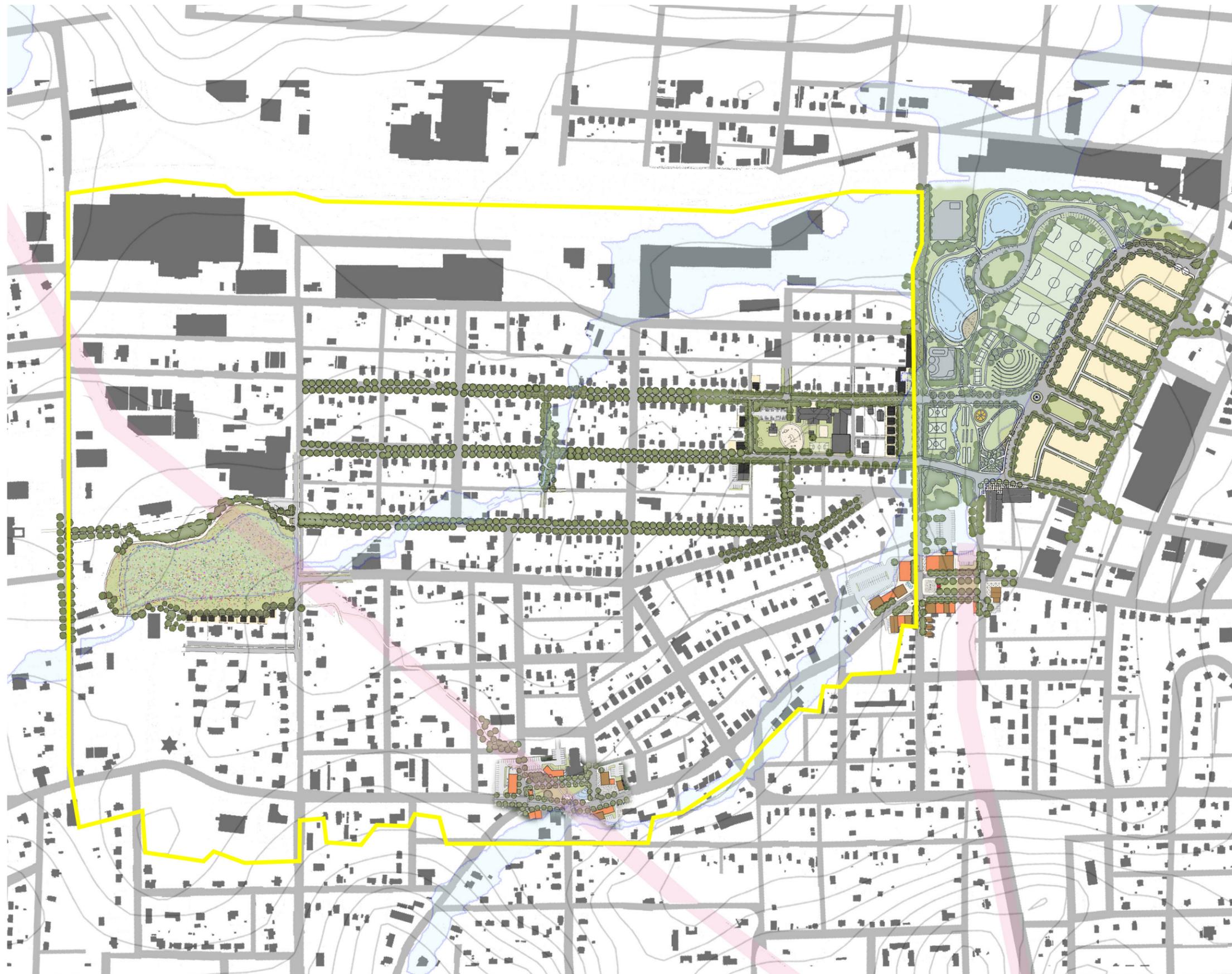


Master Plan

Master Plan

Study Area Boundary



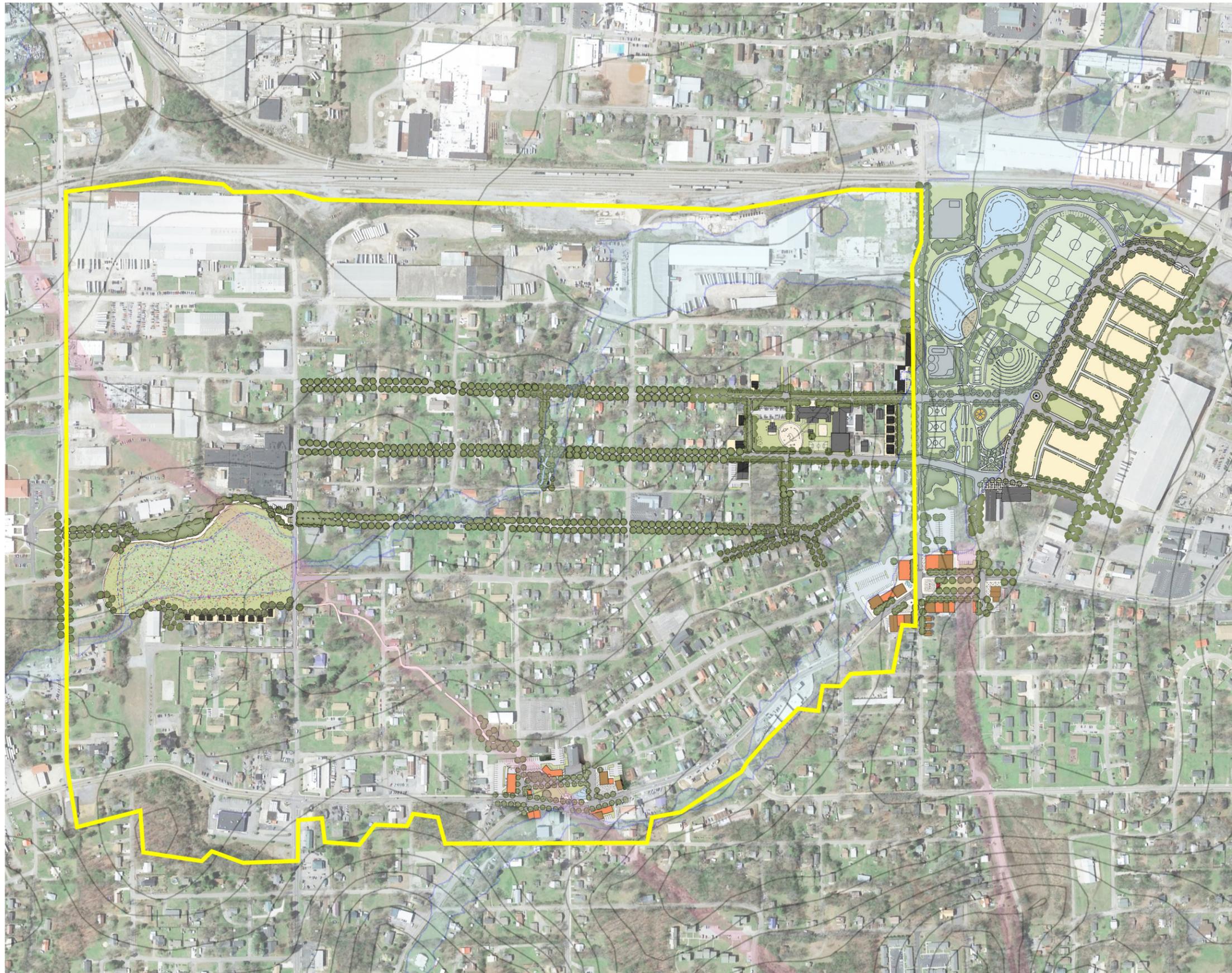


**Master Plan**

**Master Plan with Constraints**

- Study Area Boundary
- Existing Buildings
- Pavement
- Overhead Electric Easement
- Flood Plain
- Elevation at 2-Foot Contours





**Master Plan**

**Master Plan with Aerial**

- █ Study Area Boundary
- █ Overhead Electric Easement
- █ Flood Plain
- Elevation at 10-Foot Contours

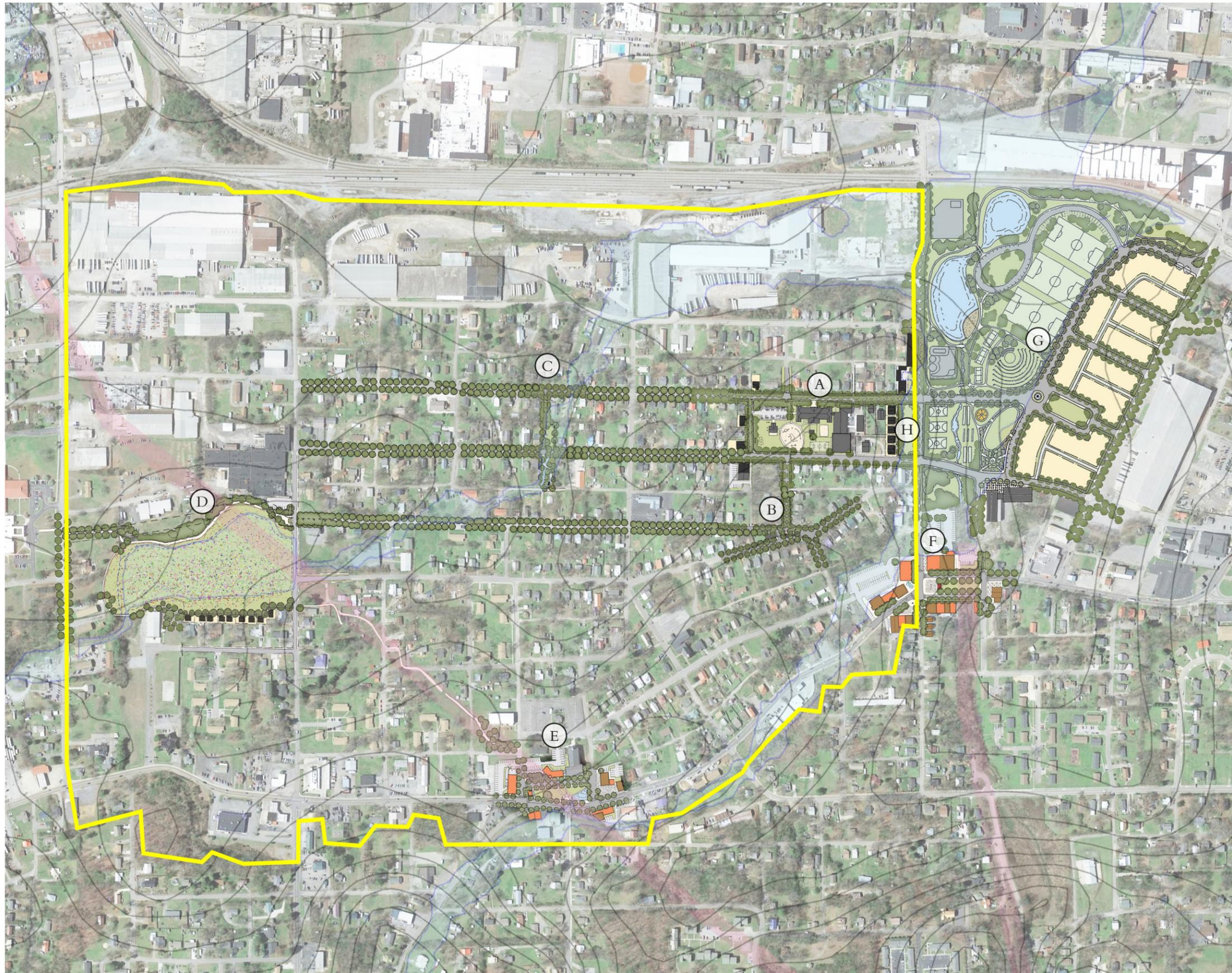


Master Plan

Master Plan, Annotated

Key

- A Blythe Square
- B Wilson Plaza
- C Trail Park
- D Safe Walk to School
- E Big Springs Square
- F Wildwood Square
- G Blythe Oldfield Regional Park
- H Dog Park





Existing



Proposed

**Master Plan**

**Blythe Square & Blythe Avenue**

- Flood Plain
- Property Line
- Elevation at 2-Foot Contours

The plan for Blythe Square proposes an even more active civic space by suggesting the additions of a farmers' market, movies on the lawn, and a bus stop on Blythe Avenue.



Existing Blythe Avenue



Proposed Blythe Avenue

The proposed changes to Blythe Avenue include only changes to the streetscape. In this illustration, there are no changes to private lots or home. Proposed changes include delineating on-street parking, possibly curbs, tree lawn and sidewalks.



Master Plan

Blythe Square, Annotated

-  Flood Plain
-  Property Line
-  Elevation at 2-Foot Contours

Changes proposed around the perimeter include:

- Moving a house on the northeast corner of the block out of the flood plain to the south end of its lot. Similarly, the building with four multi-family units on the northwest corner (also in the flood plain) should be acquired and replaced with four single-family detached cottages (for sale or for rent) on the south end of the property out of the flood plain. as well as additional activities in the Family Support Center. Plans of these cottages may be available from the Chattanooga Neighborhood Enterprise (CNE). The area on the north end of this block (most of which is in the flood plain), could be converted to a dog park (or other park), and possibly, storm water management as needed. Together these changes will create a beautiful entrance to the neighborhood and signal to the city the changes that are occurring within the neighborhood.
- Construct new houses facing southwest corner of the playground, and encouraging expansion of the church towards the street will increase the safety of the area by having more "eyes" on the square.
- Line the block with street trees to increase the attractiveness of the surrounding thoroughfares.



A New House(s)



B Trellis and Hedge



C Movies on the Lawn



D Farmer's Market



E Bus Stop



F Electronic Message Sign



G New Cottages on High Ground



H Existing House Moved



I Pavilion Chair



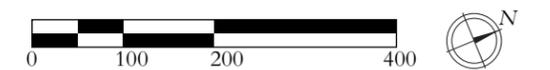
J Dog Park



K Bioretention Pond



L New Entrance and Crosswalks





Existing



Proposed

**Master Plan**

**Wilson Plaza**

- Property Line
- Elevation at 2-Foot Contours

The intersection of Aurora Avenue and Wilson Avenue has the potential to be a unique and intimate public plaza. The building on the southern corner should be rehabilitated and activated with a use such as a shop, café, donation center, or other similar use to serve the community.

The plaza could be delineated with bollards and trees. A pavilion could be added as a focal point and for shade. Bistro lighting in the trees would lighten the plaza during block parties and other gatherings. A "mountain stone" sculpture would celebrate the local culture. The featured commercial building is ideally designed and located to serve the neighborhood. An excellent precedent for a viable use for this structure, (although advertently of a much larger scale) is the Goodwill of Middle Georgia in Augusta. See the following page for more information.



Existing



Proposed





Existing



Proposed Plan

## Master Plan

### Trail Park

- Flood Plain
- Property Line
- Elevation at 2-Foot Contours

The lots that lie along the flood stream between Blythe Avenue and Chippewa Avenue are currently residential. A few of these lots are now vacant, and could be repropoed as a park.

The plan for the Trail Park suggests removing vacant houses, and creating a park to accompany a walking/bike trail along the flood plain stream. The purpose of the Trail Park is to provide connection through the neighborhood, as well as a centralized civic space for residents to gather. It is suggested that there be a water fountain for passing bikers, runners, and walkers, and benches for a shaded place to relax. Include a "Little Free Library", similar to the one at outside of the Family Support Center, functioning as a free book exchange between children and adults alike. A boat sandbox is also suggested as a fun, nautical-themed place for children to play.

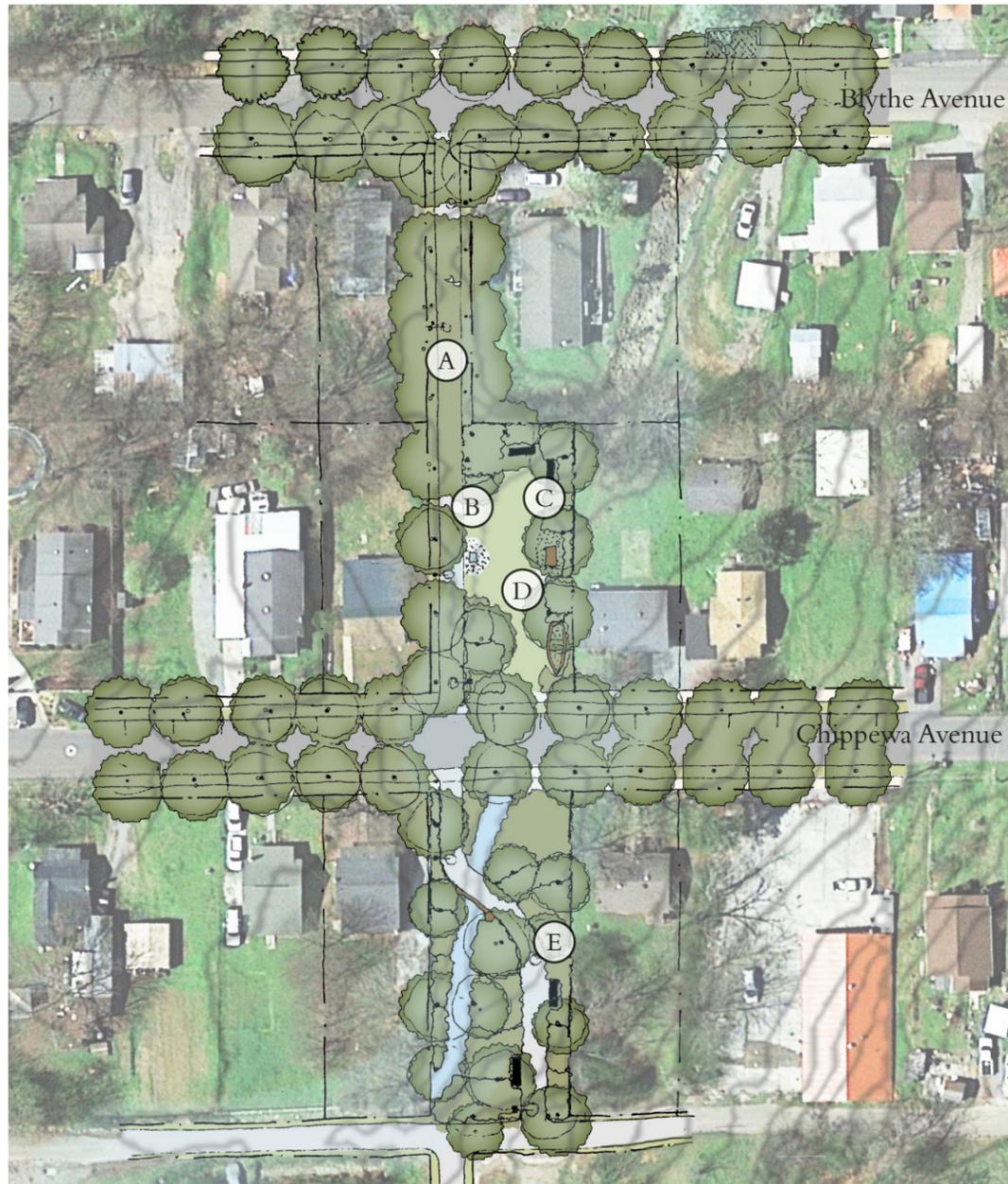


Existing Perspective



Proposed Perspective





A Trail



B Water Fountain



C Little Free Library



D Boat Sandbox



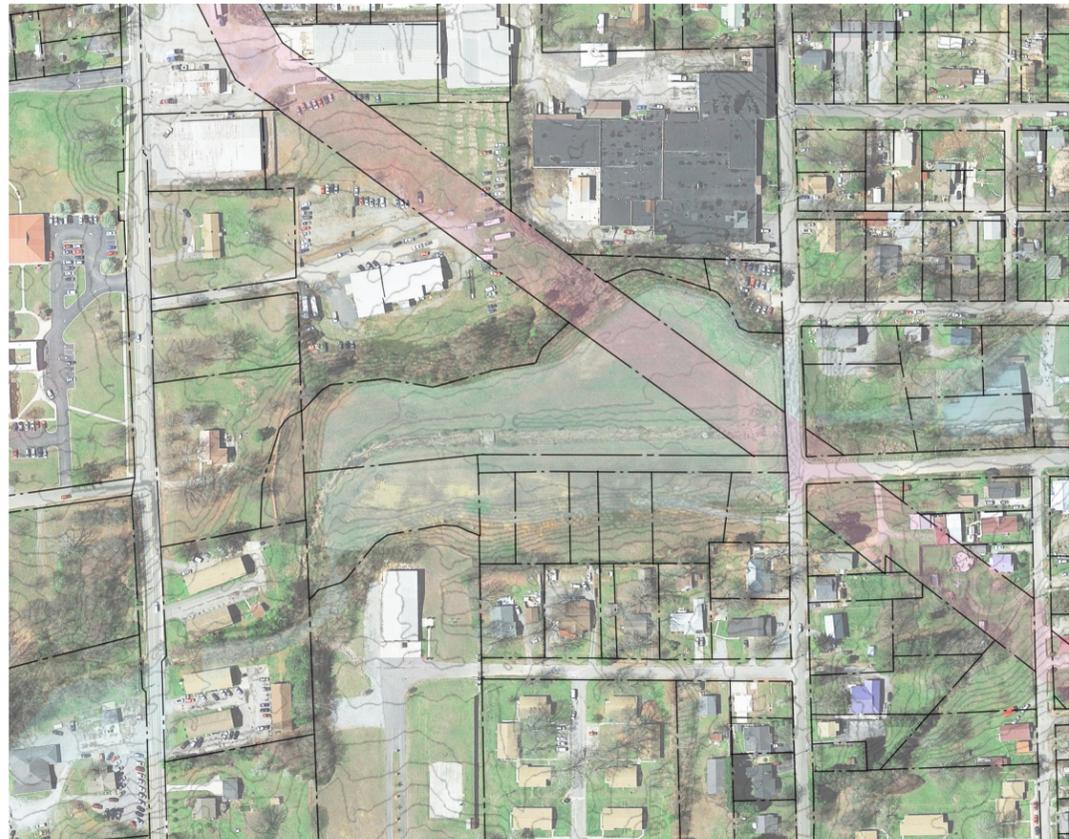
E Stone Benches

Master Plan

Trail Park, Annotated

-  Flood Plain
-  Property Line
-  Elevation at 2-Foot Contours





Existing



Proposed

## Master Plan

### Safe Walk to School

- Overhead Electric Easement
- Flood Plain
- Property Line
- Elevation at 2-Foot Contours

The plan for the retention pond recommends creating a safe walk to Blythe-Bower Elementary School on the west and east sides of the pond.

The pond could be filled with wildflowers as well as trees planted around the pond to beautify the space.

Auxiliary units such as free standing cottages or apartments over garages built in the rear of the lots on the east side of the pond behind the lots to the south of the retention pond, facing towards the pond to put eyes on the path to school. (See "Auxiliary Units" on page 59)

Easements are in place for a walking path on this property. Contact Teresa Torbett\* with the City of Cleveland CDBG Department to locate these easements.

\*Teresa Torbett Contact Information:  
 Phone: (423)-543-0124  
 Email: [ttorbett@clevelandtn.gov](mailto:ttorbett@clevelandtn.gov)



A Safe Walk to School



B Bike Trail



C Wildflowers



D Garage Apartments



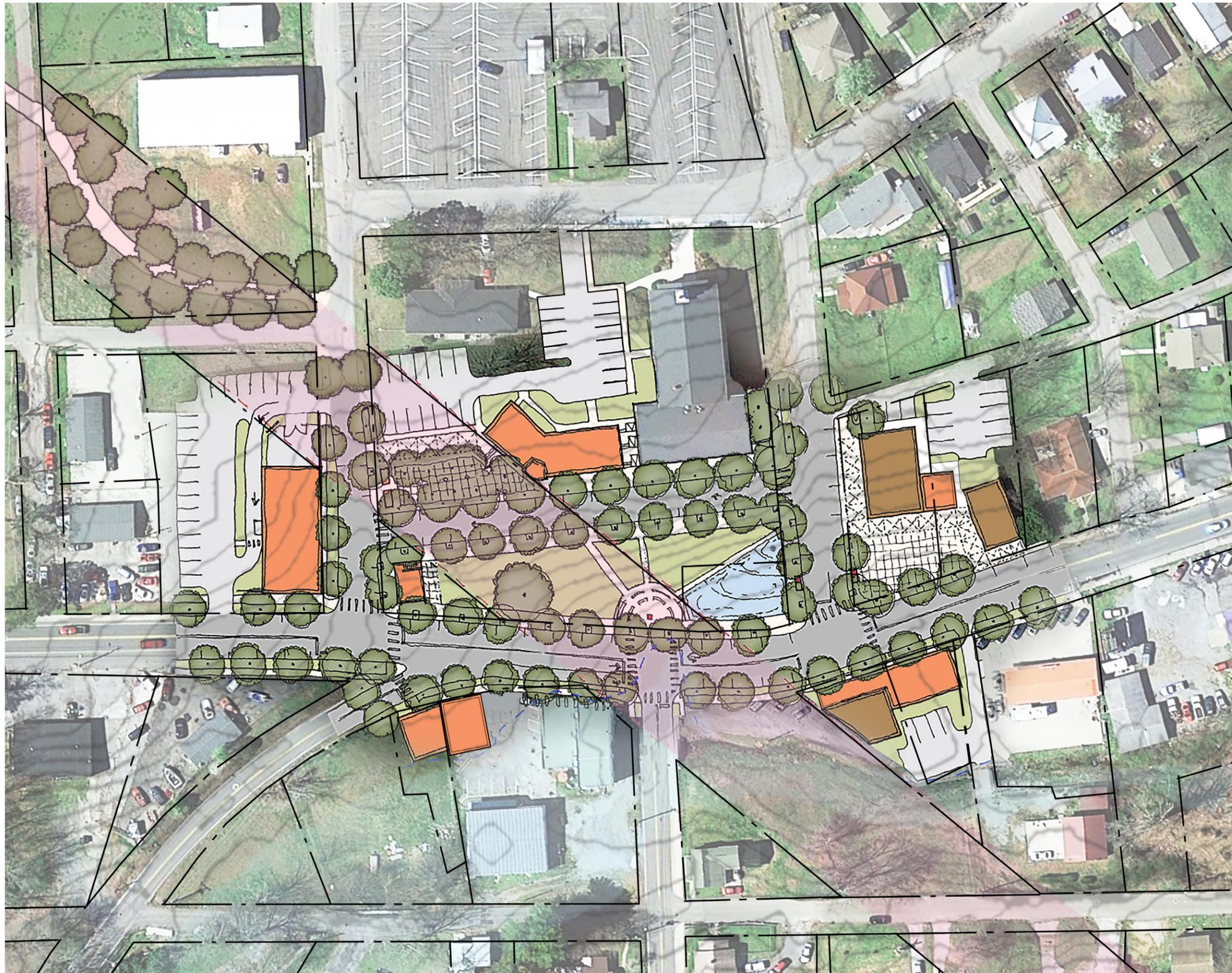


Master Plan

Big Springs Plaza, Existing

- Overhead Electric Easement
- Flood Plain
- Property Line
- Elevation at 2-Foot Contours





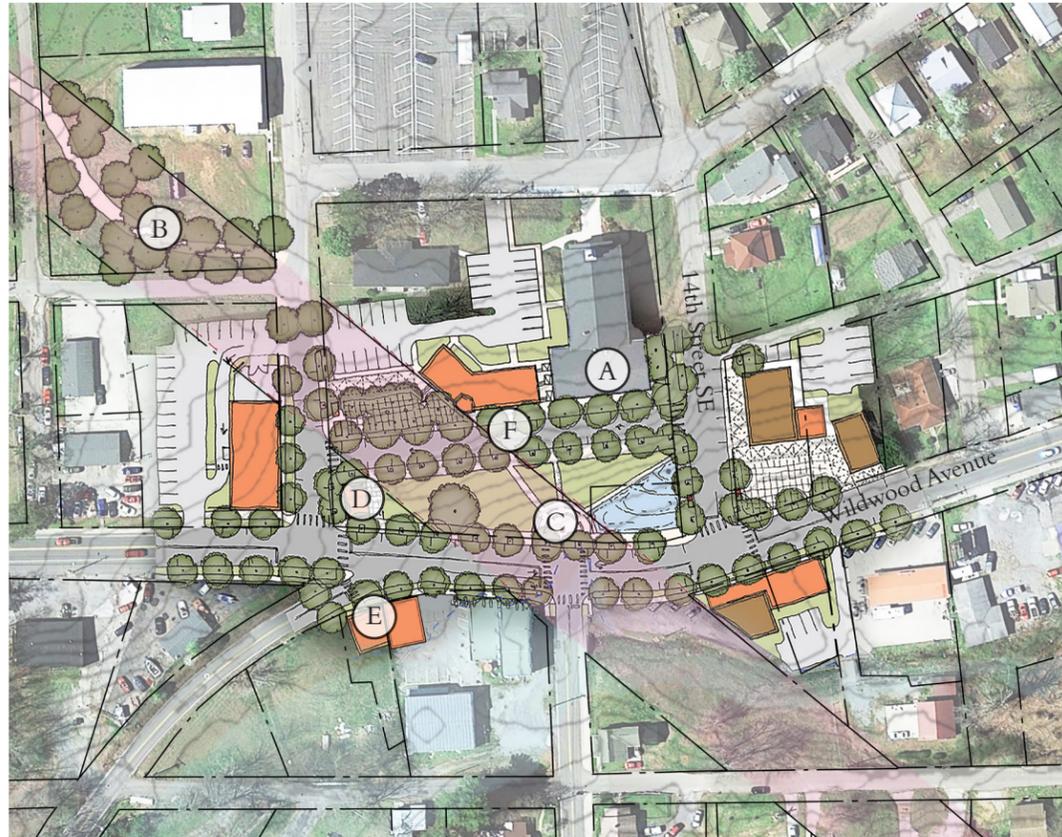
**Master Plan**

**Big Springs Plaza**

- Overhead Electric Easement
- Flood Plain
- Property Line
- Elevation at 2-Foot Contours

The Big Springs Plaza plan suggests creating a civic space at the intersection of Wildwood Avenue and 14th Street SE, and a more attractive area for seeking shoppers and investors. Suggested new commercial properties include a grocery store, and a bike shop, and a Dollar General (renting space from the ground floor of the Big Springs Baptist Church). Residents expressed interest in a Cleveland Police Department Substation, which would be a great use for the pavilion site in the square. Temporarily, this could simply be a dedicated parking space.





A Dollar General in Basement of Church



B Trail\*



C Fountain



D Bike Repair Shop

Master Plan

Annotated Big Springs Plaza

- Overhead Electric Easement
- Flood Plain
- Property Line
- Elevation at 2-Foot Contours

E Police Substation

F Street Parking

\* Because the streets of the neighborhood are 25 M.P.H., at times, the bike trail may become coincident with the street traffic





Master Plan

Wildwood Square, Existing

- Overhead Electric Easement
- Flood Plain
- Property Line
- Elevation at 2-Foot Contours





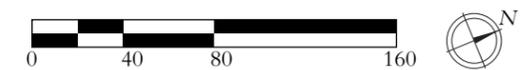
## Master Plan

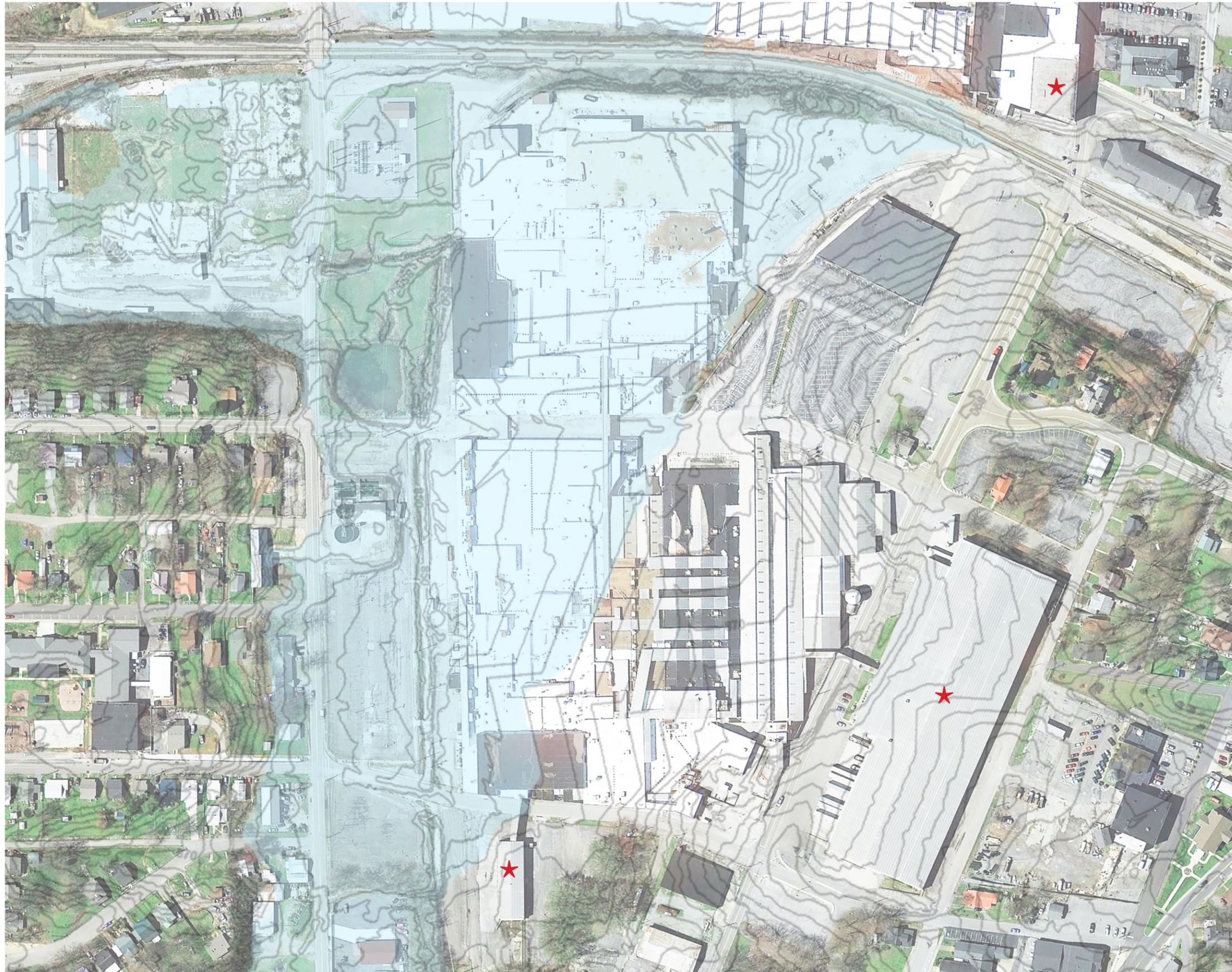
### Wildwood Square

- Overhead Electric Easement
- Flood Plain
- Property Line
- Elevation at 2-Foot Contours

The plan for Wildwood Square recommends replacing the intersection of Wildwood Avenue and 9th Street with a square and splitting Wildwood Avenue into a pair of slower-speed one-way streets. By slowing traffic, it transforms Wildwood Avenue from a corridor to a destination. This proposal pulls infills empty site with buildings and adds programming such as outdoor seating and civic art.

- A Commercial Building
- B Outdoor Seating
- C Parking Lot
- D Expanded Grocery Store
- E Street Parking
- F Town Square
- G Civic Art





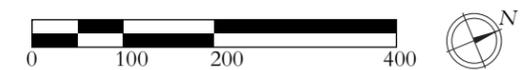
**Master Plan**

**Blythe Oldfield Regional Park, Existing**

- ★ Existing building likely to remain.
- Flood Plain
- Elevation at 2-Foot Contours

The Whirlpool Plant is mostly covered by the flood plain, making it impossible to build any new structures within this area. Whirlpool no longer operates on this site because they moved their operations to larger sites to accommodate their growing industry.

The abandoned plant site is now a significant obstacle between Blythe Oldfield and the rest of Cleveland. Whirlpool Corporation recently sold this property to Phoenix Investors, a firm that revitalizes former industrial sites.



## Master Plan

### Blythe Oldfield Regional Park

- Existing Buildings
- Proposed Buildings

The site would better serve as a park to tie the neighborhood to downtown Cleveland, by extending street connections through the park and creating an opportunity to connect with the Cleveland/Bradley County Greenway.

As a regional park of this magnitude, it has the potential to attract citizens from all over Cleveland, bringing people to Blythe Oldfield. The park should have a multitude of recreational opportunities, such as soccer, basketball, pickleball, skateboarding, biking, and a community center for other activities—the wider the variety of activities, the more successful the park will be. The proposal shows a community center which offers the opportunity for a place to host classes if Cleveland State Community College or Lee University need the space. Doing so would create a cultural connection with two of the largest institutions in the city.



- A Pond
- B Connection to Downtown
- C Multi-purpose Fields
- D New Homes
- E Bike Trail
- F Pickleball Courts
- G Amphitheater
- H Skate Park
- I Carousel
- J Basketball Courts
- K Community Center (or Senior Center, Health Care Clinic, Homeless Shelter)
- L Recycle Center / Cannery





**Master Plan**

**Blythe Oldfield Regional Park  
with Constraints**

- Existing Buildings
- Proposed Buildings
- Flood Plain
- Elevation at 2-Foot Contours





Master Plan

Blythe Oldfield Regional Park,  
Existing Perspective

★ Existing building likely to remain.



**Master Plan**

**Blythe Oldfield Regional Park,  
Proposed Perspective**

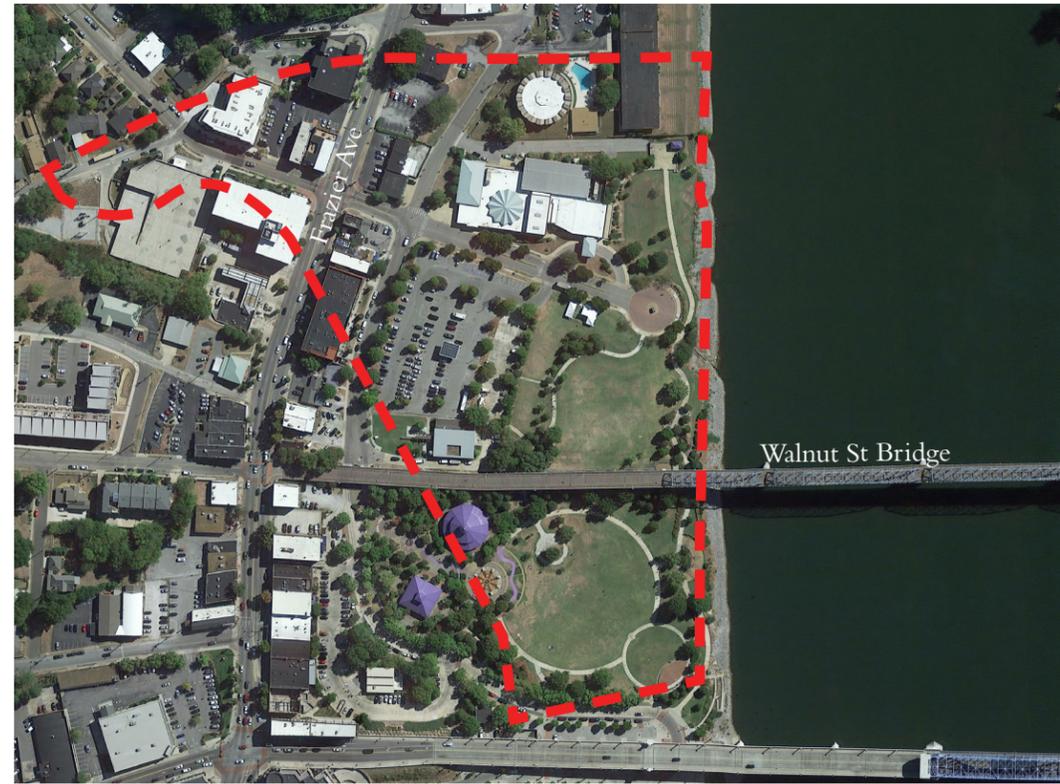


*Existing Perspective*

- A Pond
- B Connection to Downtown
- C Multi-purpose Fields
- D New Homes
- E Bike Trail
- F Pickleball Courts
- G Amphitheater
- H Skate Park
- I Carousel
- J Basketball Courts
- K Community Center (or Senior Center, Health Care Clinic, Homeless Shelter)
- L Recycle Center / Cannery



Blythe Oldfield Regional Park Master Plan

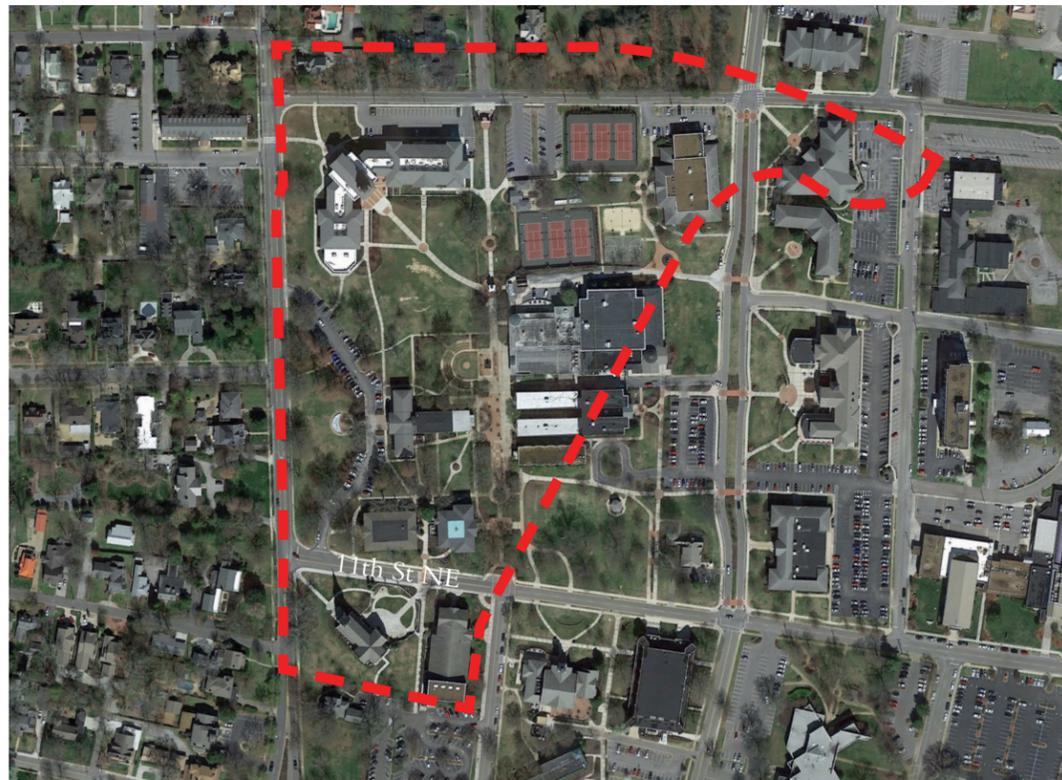


Coolidge Park, Chattanooga, Tennessee

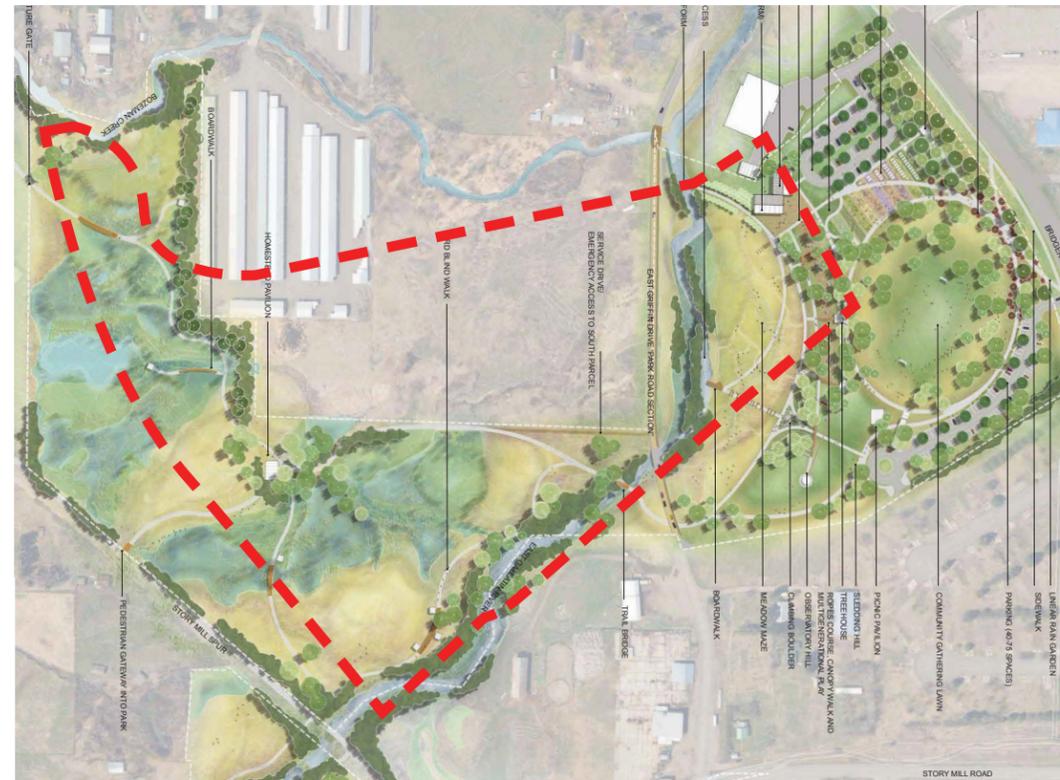
Master Plan

Regional Park Scale Comparison

■ Blythe Oldfield Regional Park Footprint



Lee University, Cleveland, Tennessee



Story Mill Community Park Plan, Bozeman, Montana

The Trust for Public Lands may be interested in being involved in this project. They have done over 5,400 parks and conservation projects a significant example being Story Mill Community Park, a park of similar magnitude.



**Master Plan: Diagrams**

**Civic Spaces**

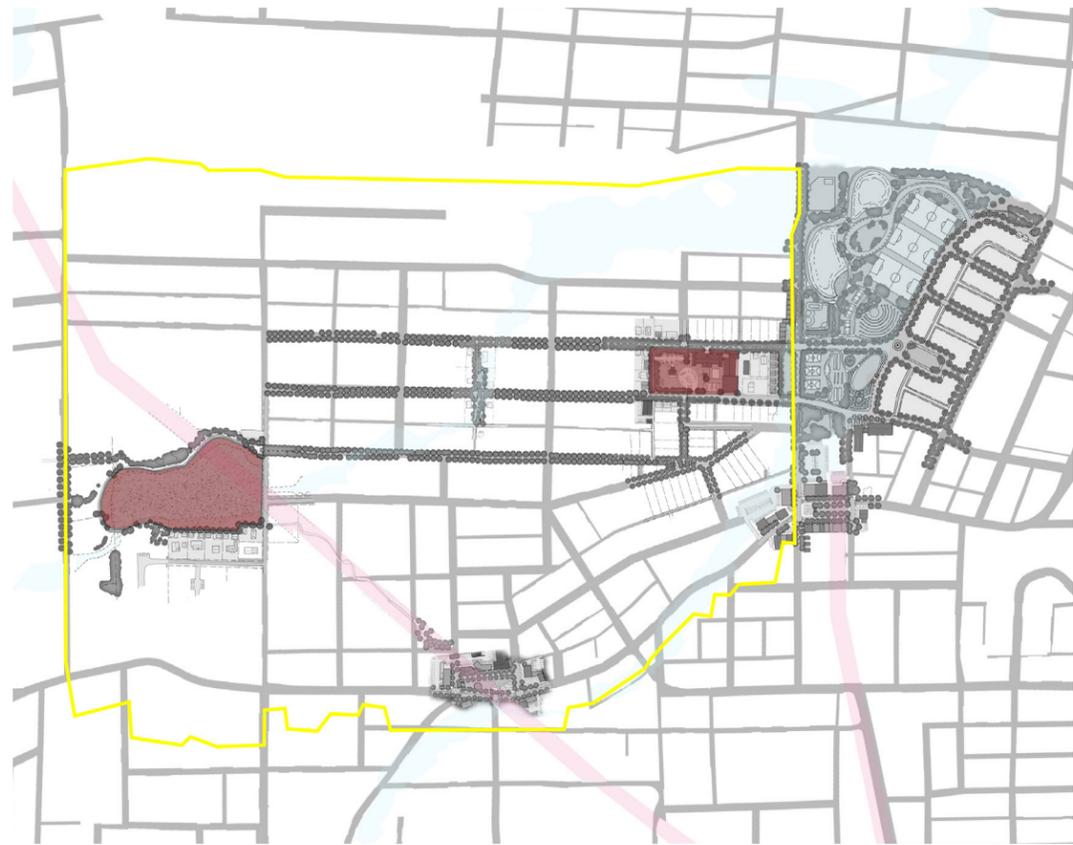
-  Study Area Boundary
-  Pavement
-  Overhead Electric Easement
-  Flood Plain
-  Civic Space

“Civic spaces are an extension of the community. When they work well, they serve as a stage for our public lives. If they function in their true civic role, they can be the settings where celebrations are held, where social and economic exchanges take place, where friends run into each other, and where cultures mix. ”

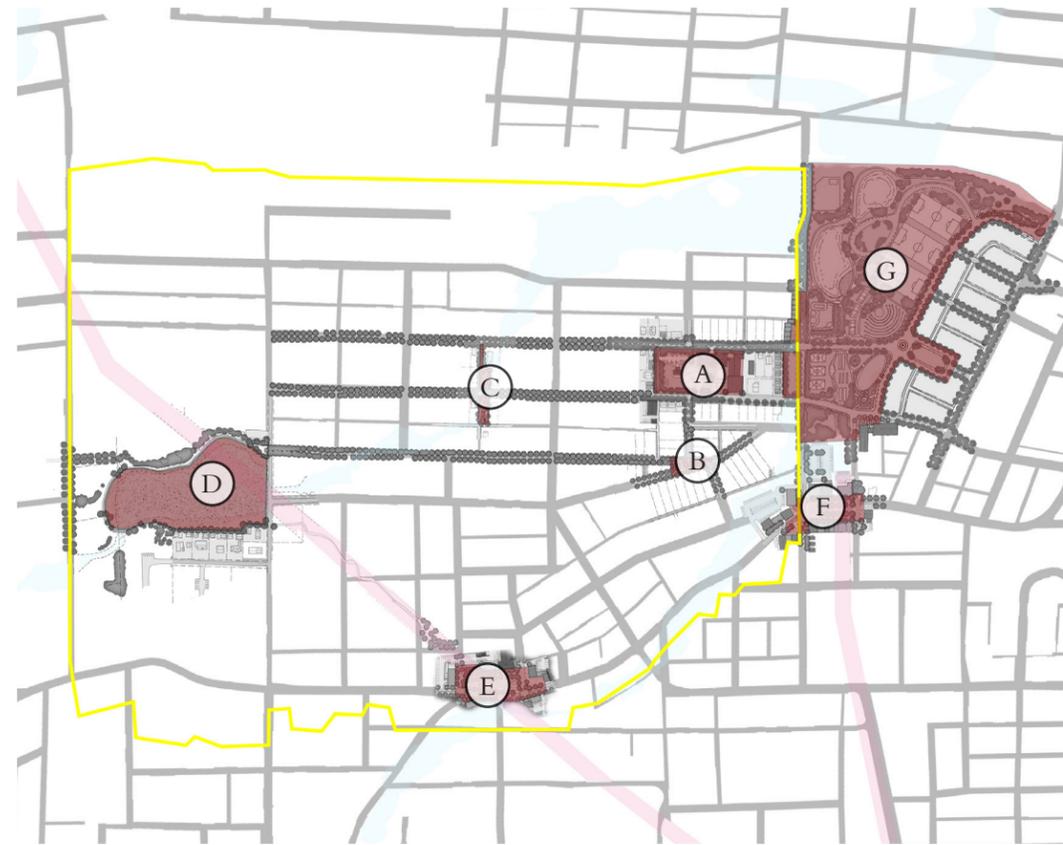
*~Project for Public Spaces*

Increasing the amount of civic spaces in Blythe Oldfield is a way to directly increase the value of community within the neighborhood.

- A Blythe Square
- B Wilson Plaza
- C Trail Park
- D Safe Walk to School
- E Big Springs Square
- F Wildwood Square
- G Blythe Oldfield Regional Park



*Existing*

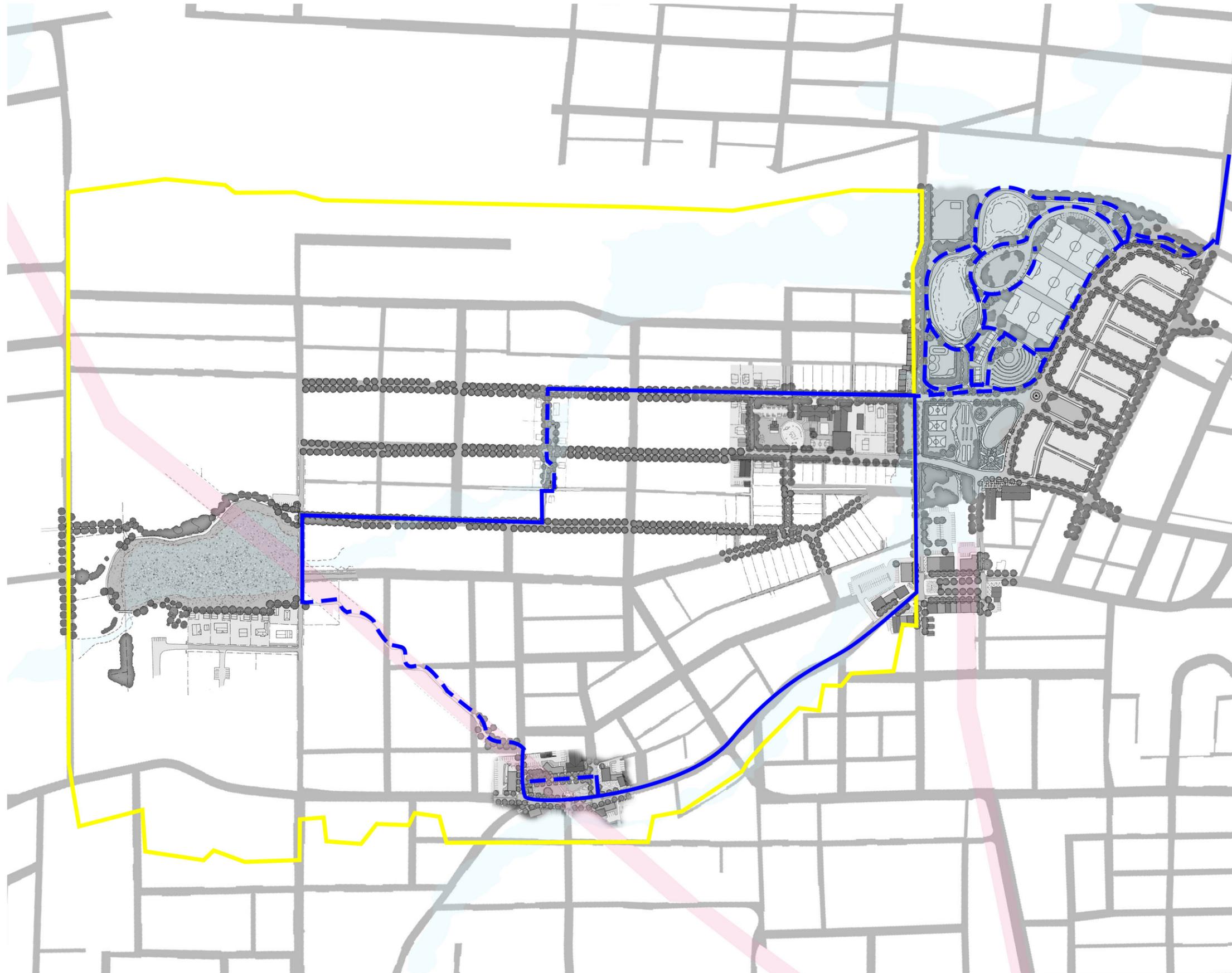


*Proposed*



Trail Network

- Study Area Boundary
- Pavement
- Overhead Electric Easement
- Flood Plain
- Proposed Trail
- Proposed Walk on Existing Street



**Master Plan: Diagrams**

**Bus Routes**

- Study Area Boundary
- Pavement
- Overhead Electric Easement
- Flood Plain
- Blue Line
- Blue Line Stops
- Red Line
- Red Line Stops
- Proposed Red Line Extension
- Proposed Red Line Stops
- Future Street
- Future Stops

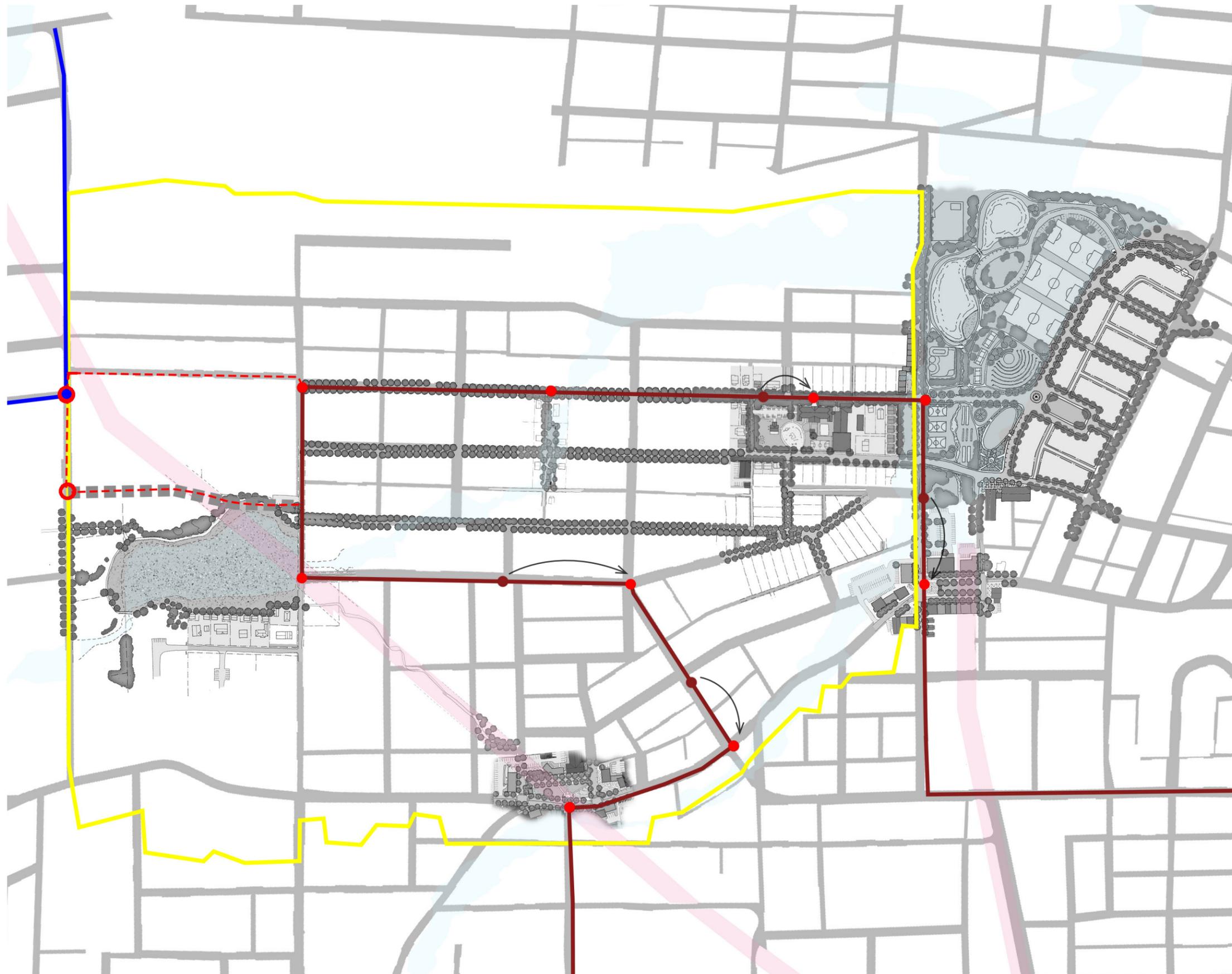
**CATS not CUATS**

Cleveland Urban Area Transit System (CU-ATS) could be renamed Cleveland Area Transit System (CATS) for the sake of better branding opportunities.

**Bus Stop Shelters**



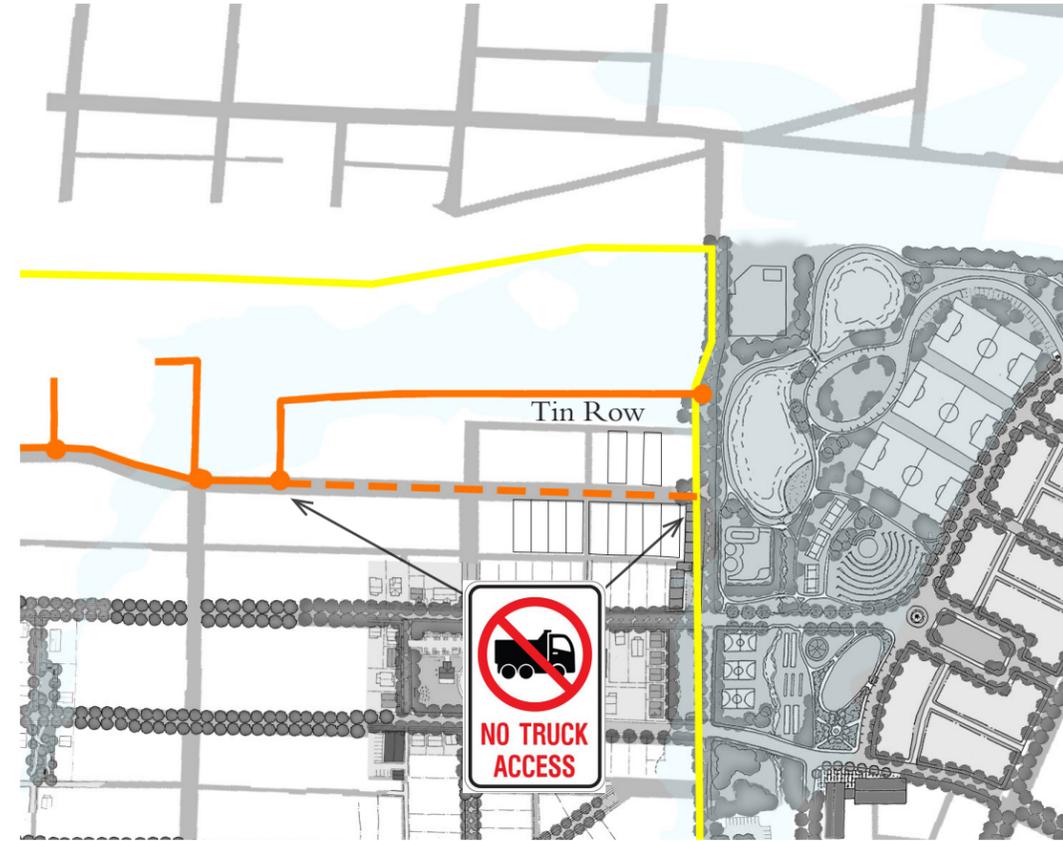
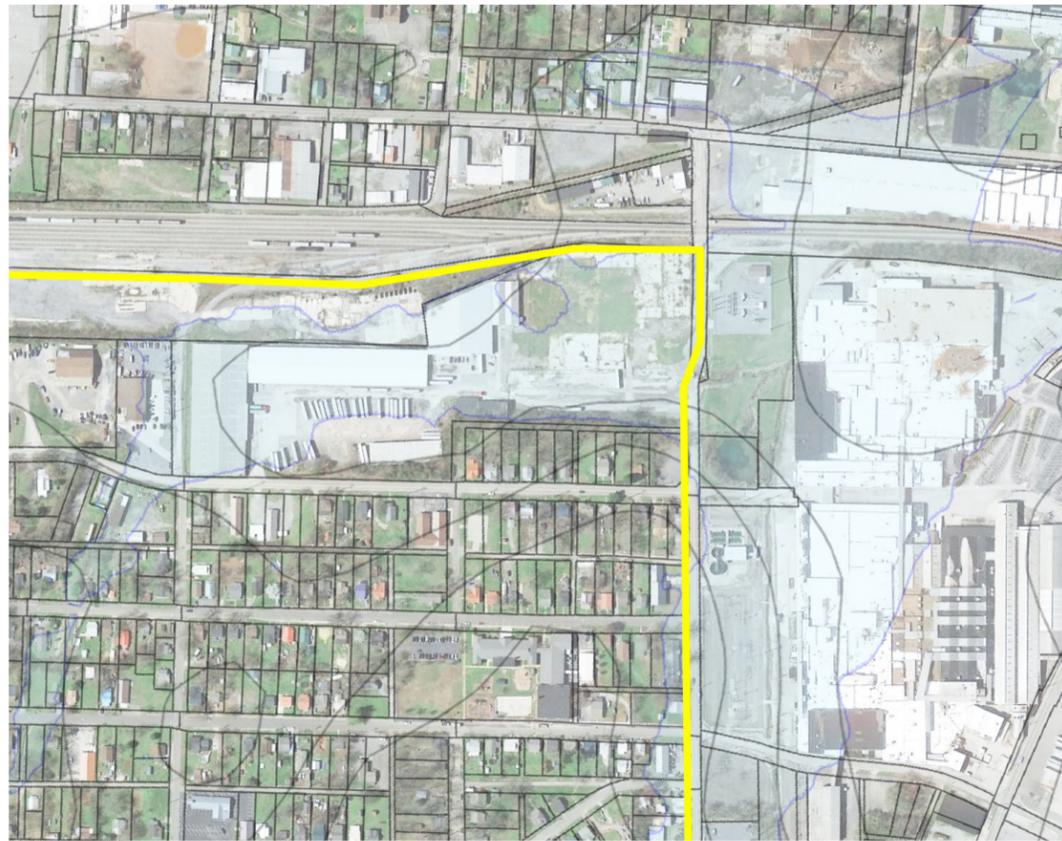
Bus stop shelters affect how long people think they are waiting for the bus, according to a University of Minnesota study. Along with providing a safer place to wait, bus stop shelters can display paid advertisements to subsidize or compensate for the shelter.



Truck Route

Prohibiting truck access on the northern side of SE Kings Edwards Avenue will prevent industrial traffic for the residential homes on "Tin Row", and will help keep a better divide between the residential and industrial properties.

- Study Area Boundary
- Pavement
- Truck Entrance/Exit
- Proposed No Truck
- Proposed Truck Routes



**Context**

**Master Plan**

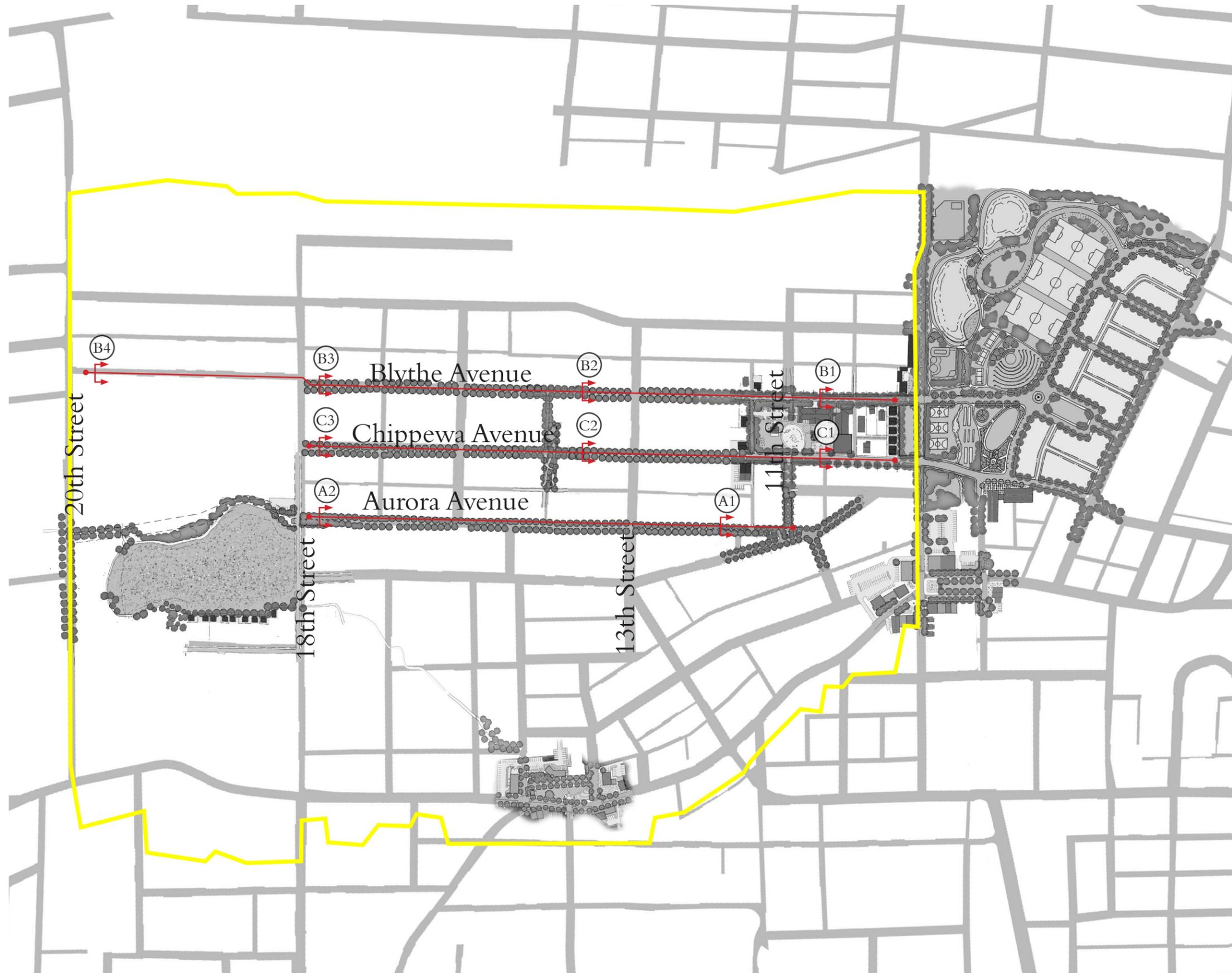
**Thoroughfares**

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**Policies and Procedures**

**Appendix**

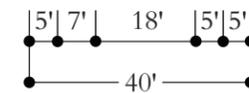
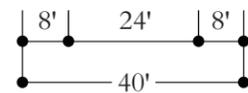
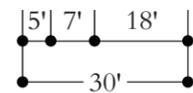
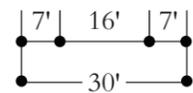
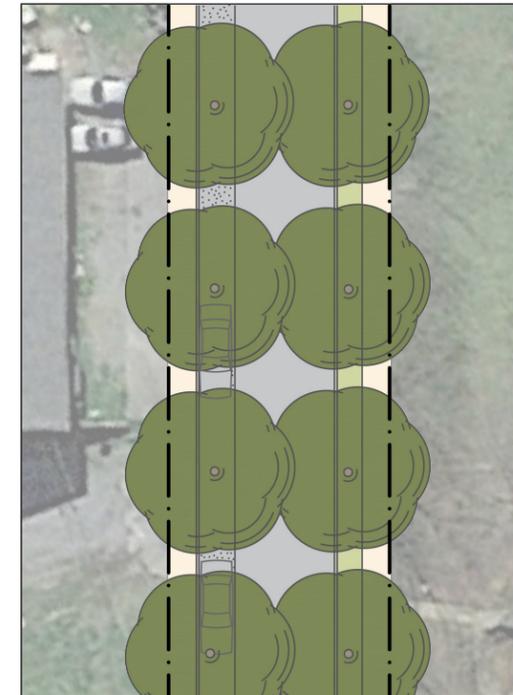
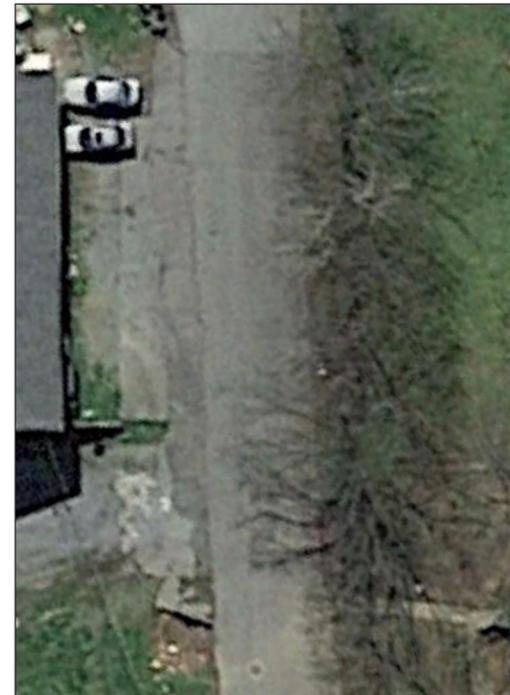
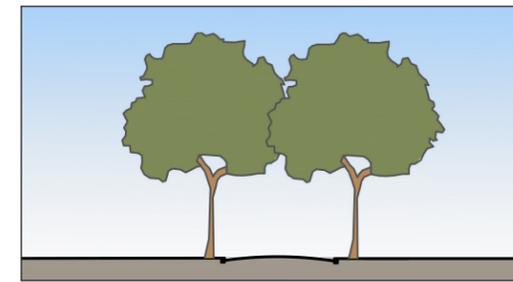
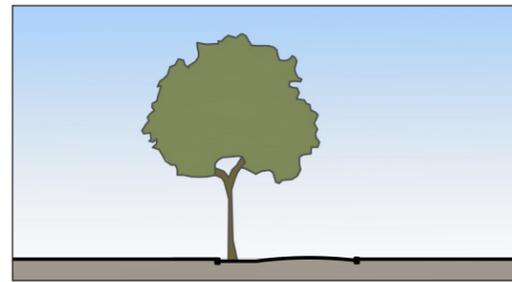
Thoroughfare Key Plan



**Thoroughfares**

**Aurora Avenue**

Upon review of available documents and observation in the field, it seems that some owners may have made private improvements within the public rights-of-way. Rights-of-way and property lines should be verified. These drawings reflect our observations of what is existing and may conflict with actual rights-of-way and property lines. These proposals may need to be adjusted.



A1 - Aurora Ave. at 11th St.

*Existing*

30' +/-
16'
Yield
1.5
None
Asphalt
None
Parallel / None
None
None

A1 - Aurora Ave. at 11th St.

*Proposed*

30'
18'
Free
2
1
Asphalt
Header
None / Shared Gravel Parking and Tree Strip
Allee
Sidewalk

Increased pavement width for free movement, added a shared gravel parking lane and tree strip, header curb and sidewalk.

A2 - Aurora Ave. at 18th St.

*Existing*

40' +/-
24'
Free
2
None
Asphalt
None
None
None
None

A2 - Aurora Ave. at 18th St.

*Proposed*

40'
18'
Free
2
1
Asphalt
Header
Shared Gravel Parking and Tree Strip / None
Allee
Sidewalk

Decreased pavement width for a parking lane, added two curbs, two tree lawns, and two sidewalks.

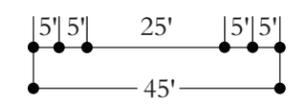
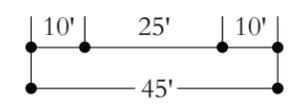
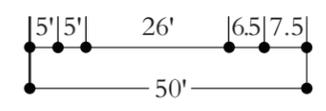
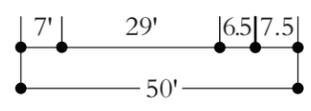
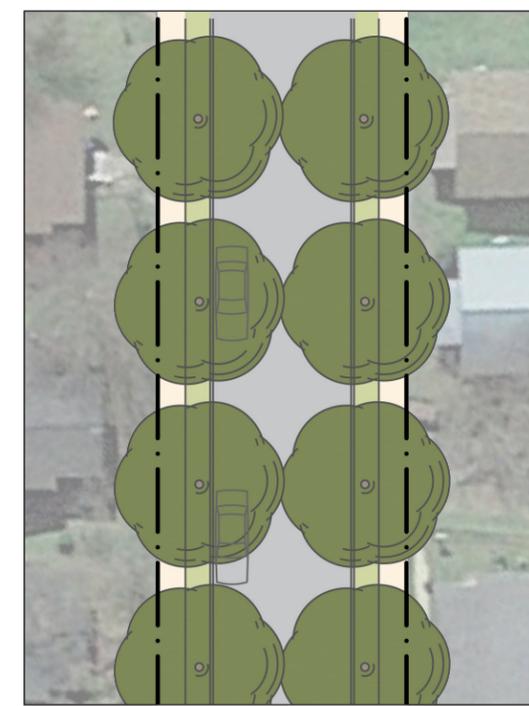
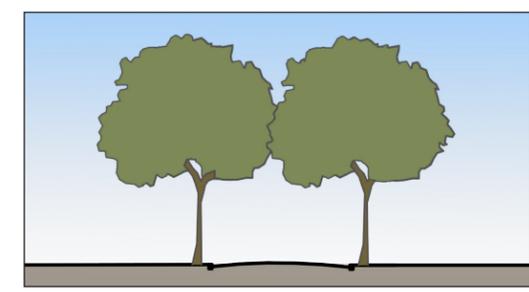
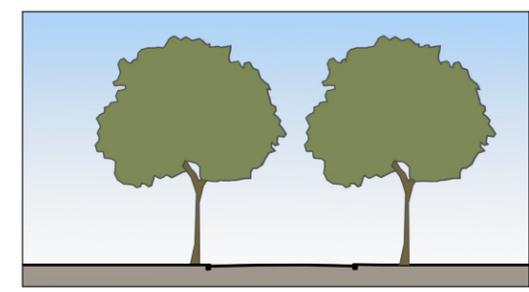
Right-of-Way Width
Pavement Width
Movement
Traffic Lanes
Parking Lanes
Pavement
Curb Type
Planter Type (includes 6" Curb if any)
Landscape Type
Walkway Type

Notes

**Thoroughfares**

**Blythe Avenue**

Upon review of available documents and observation in the field, it seems that some owners may have made private improvements within the public rights-of-way. Rights-of-way and property lines should be verified. These drawings reflect our observations of what is existing and may conflict with actual rights-of-way and property lines. These proposals may need to be adjusted.



B1 - Blythe Ave. at 11th St.

B1 - Blythe Ave. at 11th St.

B2 - Blythe Ave. at 13th St.

B2 - Blythe Ave. at 13th St.

*Existing*

*Proposed*

*Existing*

*Proposed*

50' +/-
29' +/-
Free
2
1
Asphalt
None / Header
None
None
Sidewalk

50'
26'
Yield
2
2
Asphalt
Header
Tree Strip
Allee
Sidewalk

45' +/-
25' +/-
Free
2
None
Asphalt
None
None
None
Sidewalk

45'
25'
Yield
2
2
Asphalt
Header
Tree Strip
Allee
Sidewalk

Right-of-Way Width
Pavement Width
Movement
Traffic Lanes
Parking Lanes
Pavement
Curb Type
Planter Type (includes 6" Curb if any)
Landscape Type
Walkway Type

Decreased pavement width for yield movement, added a parking lane, two header curbs, two tree lawns, and two sidewalks.

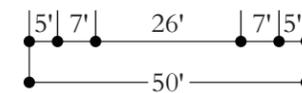
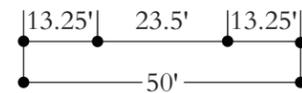
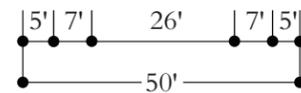
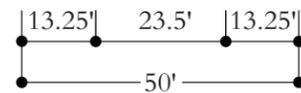
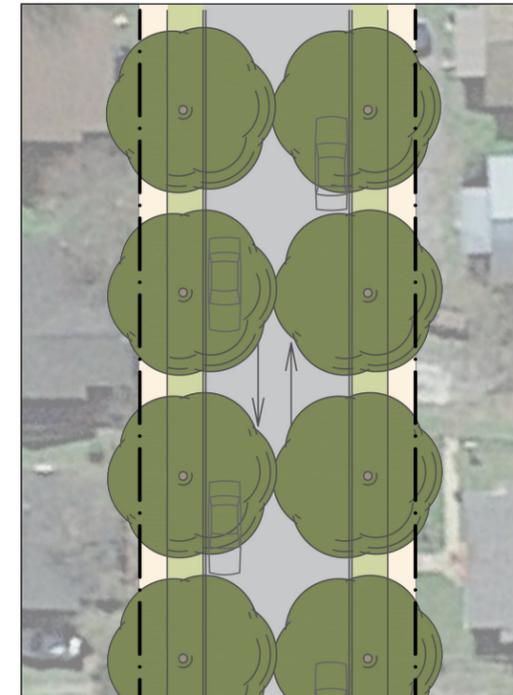
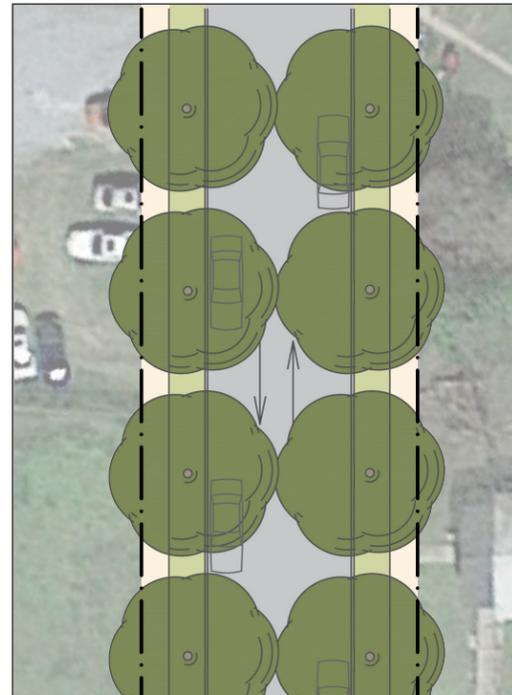
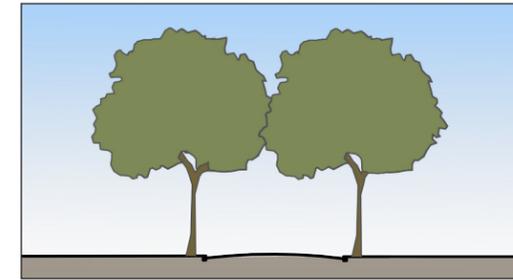
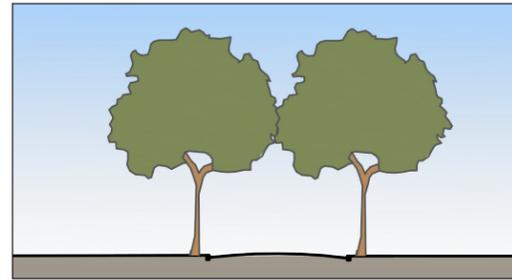
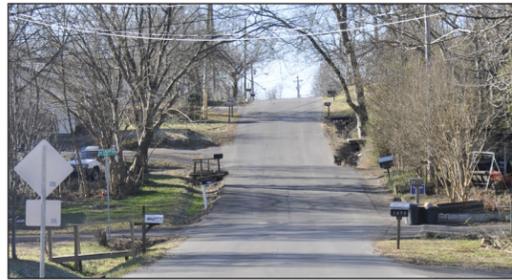
Added two parking lanes, two header curbs, two tree strips, and two sidewalks.

Notes

**Thoroughfares**

**Blythe Avenue**

Upon review of available documents and observation in the field, it seems that some owners may have made private improvements within the public rights-of-way. Rights-of-way and property lines should be verified. These drawings reflect our observations of what is existing and may conflict with actual rights-of-way and property lines. These proposals may need to be adjusted.



B3 - Blythe Ave. at 18th St.

B3 - Blythe Ave. at 18th St.

B4 - Blythe Ave. at 20th St.

B4 - Blythe Ave. at 20th St.

*Existing*

*Proposed*

*Existing*

*Proposed*

50' +/-
23.5' +/-
Free
2
None
Asphalt
None
None
None
Sidewalk

50'
26'
Yield
2
2
Asphalt
Header
Tree Strip
Allee
Sidewalk

50' +/-
23.5' +/-
Free
2
None
Asphalt
None
None
None
Sidewalk

50'
26'
Yield
2
2
Asphalt
Header
Tree Strip
Allee
Sidewalk

Right-of-Way Width
Pavement Width
Movement
Traffic Lanes
Parking Lanes
Pavement
Curb Type
Planter Type (includes 6" Curb if any)
Landscape Type
Walkway Type

Increased pavement width for two parking lanes, added two header curbs, two tree strips, and two sidewalks.

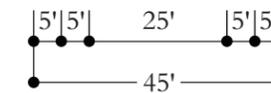
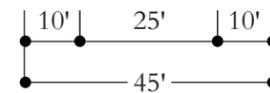
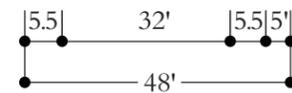
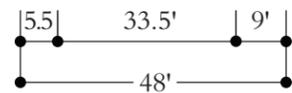
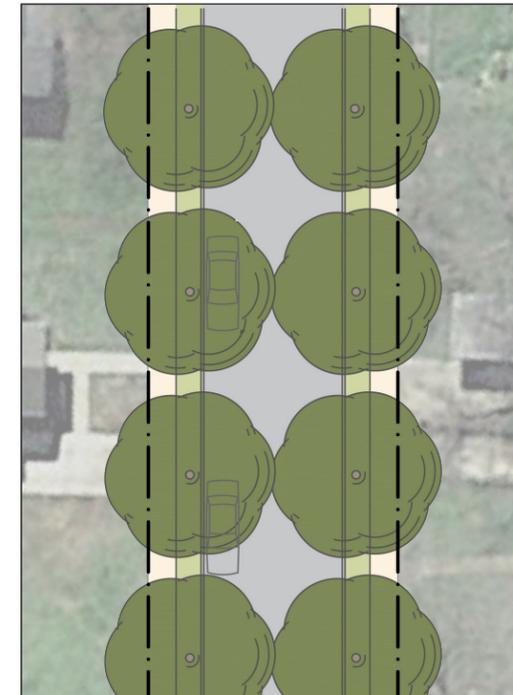
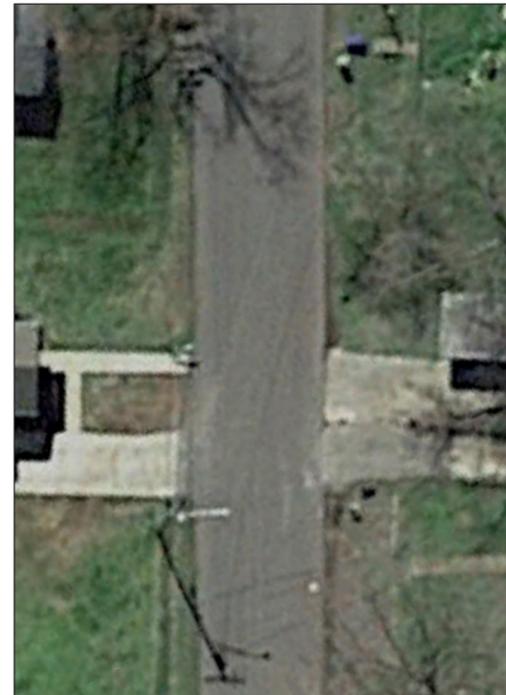
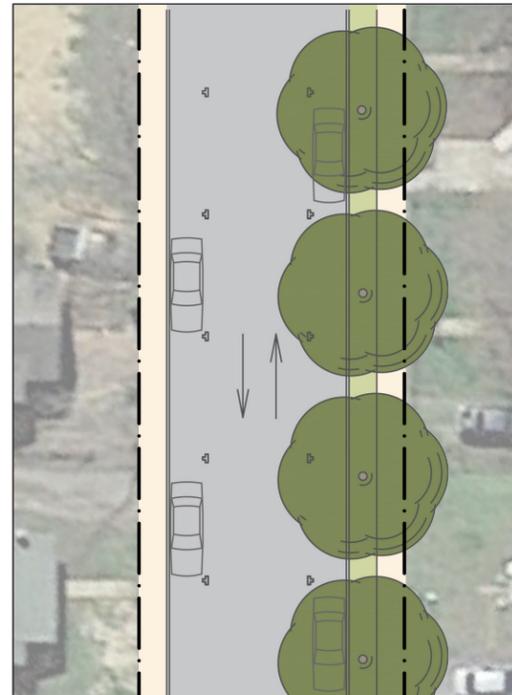
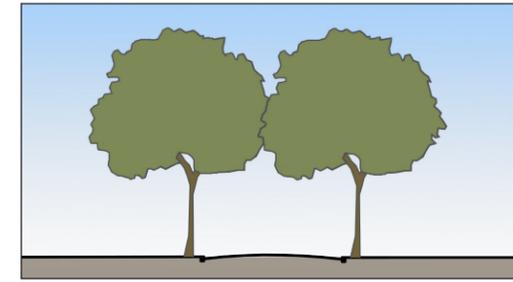
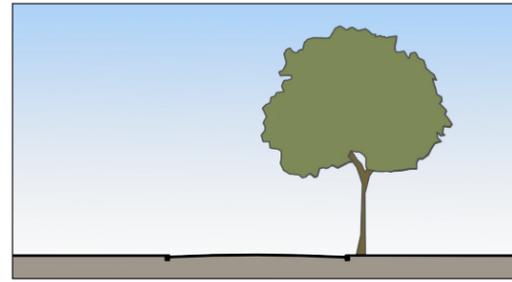
Increased pavement width for two parking lanes, added two header curbs, two tree strips, and two sidewalks.

Notes

**Thoroughfares**

**Chippewa Avenue**

Upon review of available documents and observation in the field, it seems that some owners may have made private improvements within the public rights-of-way. Rights-of-way and property lines should be verified. These drawings reflect our observations of what is existing and may conflict with actual rights-of-way and property lines. These proposals may need to be adjusted.



C1 - Chippewa Ave. at 11th St.  
*Existing*

C1 - Chippewa Ave. at 11th St.  
*Proposed*

C2 - Chippewa Ave. at 13th St.  
*Existing*

C2 - Chippewa Ave. at 13th St.  
*Proposed*

48' +/-
33.5' +/-
Free
2
None
Asphalt
None
None
None
None

48'
32'
Free
2
2
Asphalt
Header
Tree Strip
Allee
Sidewalk

45' +/-
25' +/-
Free
2
None
Asphalt
None
None
None
None

45'
25'
Yield
2
2
Asphalt
Header
Tree Strip
Allee
Sidewalk

Right-of-Way Width
Pavement Width
Movement
Traffic Lanes
Parking Lanes
Pavement
Curb Type
Planter Type (includes 6" Curb if any)
Landscape Type
Walkway Type

Decreased pavement width, added two parking lanes, two header curbs, a tree strip, and two sidewalks.

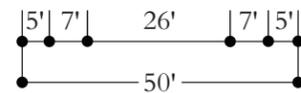
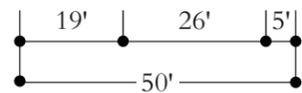
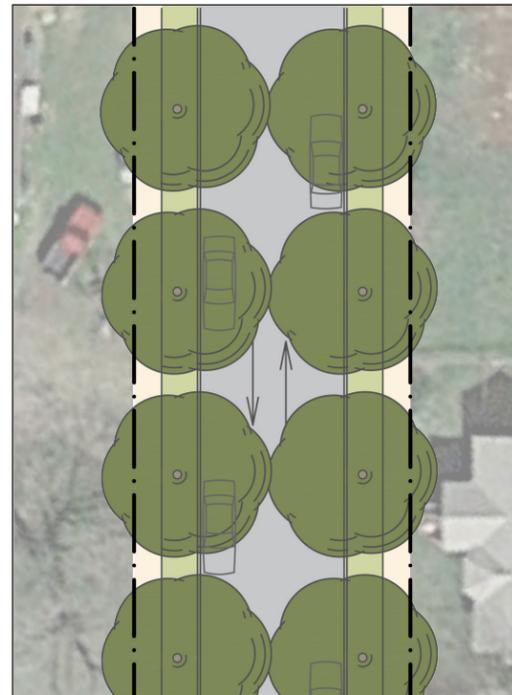
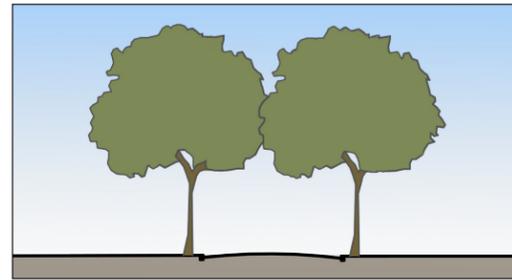
Added two parking lanes, two header curbs, two tree strips, and two sidewalks.

Notes

**Thoroughfares**

**Chippewa Avenue**

Upon review of available documents and observation in the field, it seems that some owners may have made private improvements within the public rights-of-way. Rights-of-way and property lines should be verified. These drawings reflect our observations of what is existing and may conflict with actual rights-of-way and property lines. These proposals may need to be adjusted.



C3 - Chippewa Ave. at 18th St.

*Existing*

50' +/-
26' +/-
Free
2
None
Asphalt
None
None
None
None

C3 - Chippewa Ave. at 18th St.

*Proposed*

50'
26'
Yield
2
2
Asphalt
Header
Tree Strip
Allee
Sidewalk

Added two parking lanes, two header curbs, two tree strips, and two sidewalks.

Right-of-Way Width
Pavement Width
Movement
Traffic Lanes
Parking Lanes
Pavement
Curb Type
Planter Type (includes 6" Curb if any)
Landscape Type
Walkway Type
Notes

**Context**

**Master Plan**

**Thoroughfares**

**Initiatives and Funding**

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**Appendix**

Many of the initiatives will benefit all aspects of the neighborhood. These are presented in this section.

### **Voter Registration**

Voting is important for making a change in your community, as well as voicing your opinion in the many matters that may affect you and others. With a low voter turnout in Blythe Oldfield, the neighborhood is not being represented properly.

The League of Women Voters of the United States is an organization devoted to promoting democracy in cities, by encouraging citizen participation in the government. Every year, they assist thousands of people with registering to vote, as well as educating them on the importance of voting. Having the League of Women Voters host a workshop for voter registration in Blythe Oldfield, as well as encouraging neighborhood residents to register online at [VOTE411.org](http://VOTE411.org), could give the community the voice it needs.

#### **Blythe Oldfield Voting Location**

Blythe-Bower Elementary School  
604 20th Street  
Cleveland TN 37311

#### **League of Womens Voters Website**

<https://www.lwv.org>

#### **Online Voting Registration**

<http://www.vote411.org>

#### **City Council Meetings**

Where:

190 Church Street NE  
Cleveland, TN 37311

When:

They are held the second and fourth Monday of each month. The work session begins at 1:00 PM and the voting session begins at 3:00 PM.

### **Grocery Store**

One option for a grocery store is to pursue Dollar General. Dollar General is proposing adding another 900 stores in 2018. Blythe Oldfield may be the perfect location for a new Dollar General, and the neighborhood residents have made it clear that it would be

a very welcome addition to Blythe Oldfield. Dollar General has debuted this new DGX Concept, which fits a more urban area with its compact format. The compact provides fresh produce, a much needed commodity for Blythe Oldfield, as well as daily necessities. To apply to have a Dollar General location in Blythe Oldfield, contact the Dollar General Corporation.

### **Tennessee Landlord Laws**

One concern that was expressed during the charrette, is that current landlord laws in Cleveland are landlord-favoring. If this becomes inhibiting to the progress desired in this neighborhood or is allowing landlords to be slumlords, action should be taken to change the laws. Here is a link to the landlord laws that are in place in Tennessee.

<https://law.justia.com/codes/tennessee/2010/title-66/chapter-28/>

### **Walk Score**

In a report done by The George Washington University School of Business, called *DC: The Walk UP Wake-Up Call*, it was concluded that three factors explained most of the increase of economic performance in the DC metropolitan area: job density, workforce education, and walkability, which accounted for 67% of the economic performance. A professionally popular source of measuring walkability in an area is using Walk Score, a data service that measures walkability using mapping data sources to determine the ease of routes to daily errands and workplaces.

The Walk Score in Blythe Oldfield is currently a 57/100 and can be improved by contacting Walk Score directly to make sure particular neighborhood locations are being correctly represented. The Old Blythe Avenue School (currently the Family Support Center) is a building of multiple uses within walking distance of many residents. This can be factored in to the Walk Score. Contact Walk Score to fill out a form with submissions at:

[www.walkscore.com/contact-us.php](http://www.walkscore.com/contact-us.php)

### **Neighborhood Watch Signs**

Neighborhood watch signs are a common site in neighborhoods that have opted to invest in their neighborhood safety. A neighborhood watch program provides opportunity for neighbors to be on the lookout for suspicious activity and to keep an eye on their streets. Neighborhood watch signs not only let thieves and other mischiefs know that they are being watched and are unlikely to get away with crime in this neighborhood. In addition, if vandalism or theft has been continually happening, neighbors can be notified to be on high alert for specific suspicious activity, increasing the opportunity of stopping the crime. The signs themselves can be a significant part of the neighborhood watch program, in that they communicate to residents and criminals that alike that this neighborhood prioritizes safety. It is crucial, however, that the signs be in mint condition. Signs that are rusted, overgrown by trees or bent out of shape will communicate to possible criminals a lack of care in the neighborhood. Place signs at the entrance to the neighborhood and within the neighborhood boundaries. Finally, after installing neighborhood watch signs, watch the neighborhood! It is important to look out your window, go for a walk, and call the police if anything suspicious is happening.

### **Walkability Audit**

The N-C-K was developed by resident of the Roxborough neighborhood in Philadelphia to document and conserve their neighborhood. In the future, should redevelopment pressure mount in Blythe Oldfield such a walkability analysis could be useful in preserving the character of the neighborhood and may even serve as the foundation for a F-B-C (Formed Based Code).

### **Electronic Bulletin Board**

A strategically placed electronic bulletin board is a great way to bring together the community and communicate neighborhood news, events, ideas, etc. Placing an electronic bulletin board in front of a neighborhood center, like the Family Support

Center on Blythe Avenue, would allow the en-tire community to view and participate in sharing news and ideas.

### **University Courses**

The master plan includes a place for Cleveland State Community College and/or Lee University to host classes and events (See "Blythe Oldfield Regional Park" on page 38). The building holds a civic presence on the park and thus is an excellent place for Cleveland State or Lee University to extend their involvement with Blythe Oldfield. In addition, the space may be equipped in such a way that it becomes an event venue for weddings and ceremonies, activating the space during hours in which classes may not be in session and providing some income to the facility. Both of these provide a destination in Blythe Oldfield, a key desire the people of the neighborhood expressed during the charrette.

### **Community Classes**

## **Initiatives and Funding**

### **Neighborhood**

These represent some of the many possible initiatives that were discussed during the charrette. Each would need a "champion" and that champion may or may not be City Fields. The best scenario might be that these and other such initiatives in the Blythe Oldfield neighborhood would be undertaken by organizations and individuals partnering with partnering with City Fields.

Thoroughfares, which is to say streets and alleys, comprise the majority of the public space in Blythe Oldfield—in most neighborhoods for that matter. In Blythe Oldfield, the thoroughfares are owned and maintained by the City. Therefore, cooperation with the City to establish priorities and a schedule for improvements and maintenance will be necessary.

## Street Trees

### Street Trees Improve Public Health

“A study in Toronto compared street tree location with a detailed survey of ninety-four thousand residents. The study found that an additional ten trees per block lead to a one-percent increase in how healthy residents felt. According to the researchers, the improved health effects of adding ten street trees to a block could be equated with giving each household ten thousand dollars or making residents seven years younger.”

~*How Trees Improve Public Health*  
James Brausell, *Planetizen*

### Street Trees Discourage Crime

“Researchers have found that city trees likely help lower property and violent crime rates. Large street trees can reduce crime by signaling to a potential criminal that a neighborhood is better cared for and, therefore, a criminal is more likely to be caught.”

~*Sidewalk Trees Discourage City Crime*  
Andrew Nusca, *Smart Planet*

### Street Trees Benefit the Economy

“Pittsburgh estimates its tree cover provides \$2.4 million a year in benefits. The city spends \$850,000 on street trees per year, meaning Pittsburgh receives \$3 in benefits for every dollar invested. Trees filter air and water, sequester carbon, offer habitat and shade, reduce the urban heat-island effect, boost property values, buffer storms, and even provide a source of energy through waste wood and mulch.

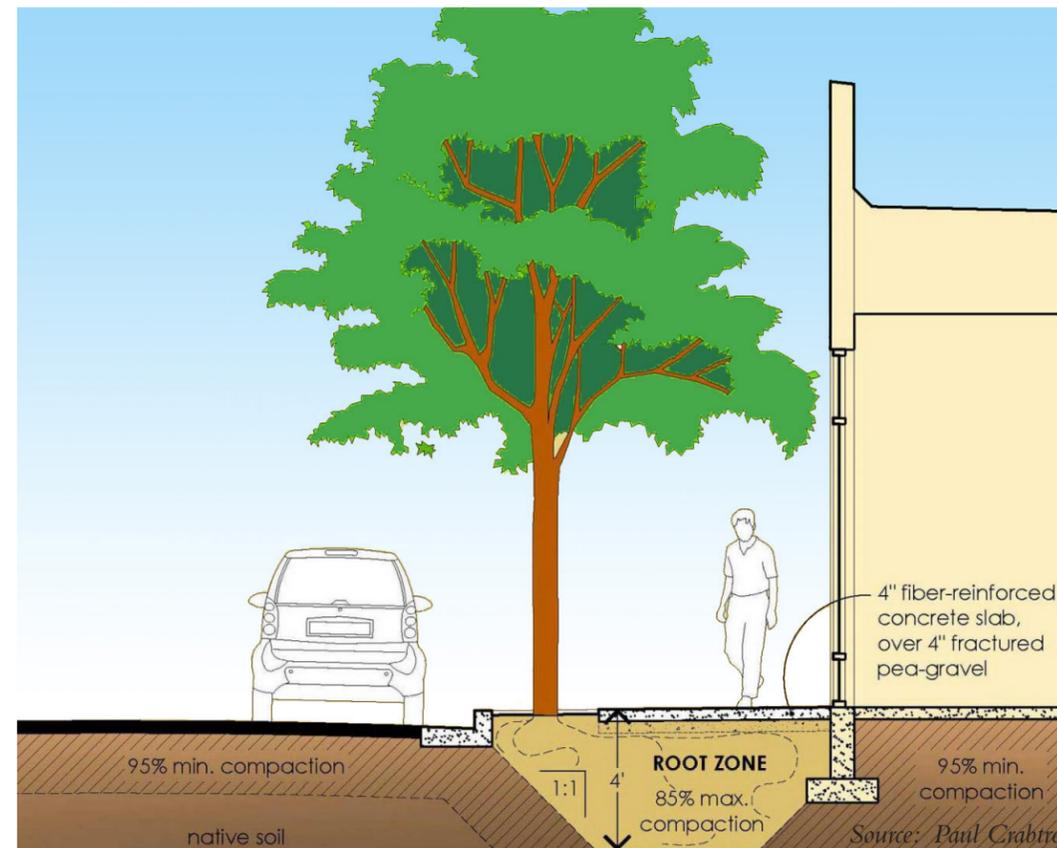
~*Is That Tree Worth More Than Your House?*  
Nate Seltenrich, *Next City*

## Street Trees Benefits

“Urban Designer Dan Burden lists 22 benefits of street trees. Street trees provide shade to shelter people walking and cars parked. They also make streets more beautiful. They encourage slower driving and tree strips between the sidewalk and street provide a physical and mental buffer between people walking. They benefit the operation of streets in most contexts; rural, suburban and urban. Utility placement and tree placement usually require intensive conversation, analysis and creative design. We find they often compete for the limited space at the right-of-way edge.”

~*Dan Burden, Street Trees*

## Tips on Planting Street Trees



A rule of thumb is that tree roots will not penetrate soils compacted to greater than 85 percent. Most concrete sidewalk specs call for 95 percent compaction in order to cover worst case scenarios. However, research and experience show that most sidewalk failures occur due to differential settlement; and that uniform compaction is more important in preventing differential settlement than compaction percentage is, and that a few inches of granular material between the soil and the concrete helps alleviate differential settlement.

1. Try to not over-compact existing soils. Use smaller equipment in those areas when possible.
2. In building up soils to accept tree roots compact to 85%, and do it in layers of 8 to 12 inches at a time of friable soil (optimum moisture content) to ensure uniform compaction.
3. Use a few inches of pea-sized fractured rock under sidewalks.

4. Concrete sidewalk thickness should be at least 4 inches, and consist of high quality concrete that is properly cured.
5. Trees in the right-of-way shall be root pruned cleanly before the onset of construction.
6. Street trees shall have a clear trunk height of 9 feet facing the thoroughfare. Trees in parks, squares and greens shall have a minimum planted height of 10 feet, 2 1/2-inch caliper. There is no minimum height for infill planting.
7. Trees shall be drawn from regional seed sources of varieties that are proven to adjust well to the soil and climate without amendment or extra fertilization.

## Initiatives and Funding

### Thoroughfares

These represent some of the many possible initiatives that were discussed during the charrette. Each would need a "champion" and that champion may or may not be City Fields. The best scenario might be that these and other such initiatives in the Blythe Oldfield neighborhood would be undertaken by organizations and individuals partnering with partnering with City Fields.

## Plogging

“Plogging” is a Swedish exercise trend which involves picking up trash while running. It has been called "the new European fitness trend," by The Telegraph, and other sources. The idea is, that while you are jogging through your neighborhood, instead of just ignoring the trash you see, you pick it up and place it in a bag. By the time you're done with your exercise, you may have a full bag of trash. If just a few neighborhood residents began plogging, you could see a great improvement in the cleanliness of your neighborhood.

## Street Lights

Lighting is an important factor in neighborhood safety; according to one study, lighting is “an inclusive intervention benefiting the whole of a neighborhood [which] leads to an increase in perceived public safety. Improved street lighting is associated with greater use of public space and neighborhood streets by law-abiding citizens. Especially if well targeted to a high-crime area, improved street lighting can be a feasible, inexpensive and effective method of reducing crime.” Street lighting should be a bright, dark-skies-friendly and of beautiful, warm quality.

~ David P. Farrington and Brandon C. Welsh  
*Effects of improved street lighting on crime*

Large power companies often have programs to assist communities by donating and perhaps even installing street lights in re-development zones and impoverished areas. The local power company should be contacted about this.

## Crosswalks & Sidewalks

Crosswalks provide a safe place for pedestrians to cross travel lanes. Pedestrians are legitimate users of streets and should be able to use them safely and without unreasonable delay.

The pattern of the crosswalk should be clearly defined. The most clear, especially on black asphalt, is the “Continental” pattern.

Vinyl striping is often more effective than white paint it because it is opaque, does not fade, and wears well making it more visible than paint.

The “Standard” crosswalk pattern is difficult for drivers to see.

The “Continental” pattern significantly increases the amount of “white” that a driver sees making the crosswalk easier to see and thus safer and more effective.

The playful designs further increase the attention-getting capability of the crosswalk design. Some of the designs may raise their own safety concerns so a playful pattern should be chosen thoughtfully.

## Curbs

## Safe Route to School



## Initiatives and Funding

### Thoroughfares

These represent some of the many possible initiatives that were discussed during the charrette. Each would need a "champion" and that champion may or may not be City Fields. The best scenario might be that these and other such initiatives in the Blythe Oldfield neighborhood would be undertaken by organizations and individuals partnering with City Fields.

**Civic Spaces**

These represent some of the many possible initiatives that were discussed during the charrette. Each would need a "champion" and that champion may or may not be City Fields. The best scenario might be that these and other such initiatives in the Blythe Oldfield neighborhood would be undertaken by organizations and individuals partnering with partnering with City Fields.

The private lots in Blythe Oldfield are owned and maintained by the citizens within the neighborhood. These initiatives affect those entities.

### Vacant Lots & Buildings

Cleaning vacant lots has been proven to decrease crime in a neighborhood. In a study in Philadelphia, it was shown that after just cleaning and landscaping some of the previously blighted lots, there was a 29% decrease in gun violence after just 18 months. After surveying 445 residents on safety concerns, it was found that they had decreased by 58%, and use of public spaces increased by 76%. In a study done by the American Journal of Public Health, it was found that study participants are much less stressed when looking at greener and cleaner lots. Re-purposing these areas that may have previously been used as hot-spots for drug deals and hiding places can provide a new place for a community garden or green space while lessening the threat of crime.

Tyler Hall  
(423)-479-1913

### Parking on the Front Lawn

Parking in the front lawn should be discouraged on a street-by-street basis once the design is revised to accommodate on street parking a zoning amendment similar to the one enacted in the historic district, should be enacted for streets in Blythe Oldfield.

Similarly, abandoned cars are an eyesore. Call Tyler Hall with the Code Enforcement Department at (423)-479-1913 to have them towed.

### Auxiliary Units

There was a time when it was not at all uncommon to rent a room in one's home to generate a bit of extra income. It was a great source of "affordable housing" as it did not require building anything, relying instead on existing buildings. The relationship between the landlord and the tenant was necessarily a close one, rather than a completely

anonymous one, and, unlike most current affordable housing, the government wasn't involved at all. Such rooms were typically scattered throughout a community rather than concentrated in one area. When a room wouldn't do, a "flat" in the exposed basement of a townhouse (very common in New England cities) or a tiny, auxiliary structure would accompany the main house on the same lot--the farm hand's house is a common rural example. In an economy when a little extra income may be welcome and when decent affordable housing can be difficult to find, the town may find it useful to consider allowing auxiliary units. These may be particularly helpful to the young, who hope to stay in the area but struggle to find affordable housing, or for seniors who want to "down-size" to something with fewer demands--and with someone else in close proximity that they might rely on in a time of need. When a municipality allows such units, they typically come with restrictions such as a requirement that the owner of the property must live in one unit or the other, and, that the auxiliary unit may have no more than two bedrooms or one parking space--that sort of thing.

### Habitat for Humanity

In 2006, Habitat for Humanity began collaboration with The Institute for Classical Architecture and Art as well as Classical America to design affordable housing that fits in with a more historic urban fabric. The principle was to design the affordable housing to look as much like any other beautiful home, while retaining the affordability. It would be ideal to get more affordable housing in Blythe Oldfield, that would also fit in with the existing neighborhood housing stock. Below is an example of a home that was designed from this collaboration. It was designed by Samuel John Lima, who won an award in the Dream Dallas Home Design Competition administered by Habitat for Humanity and ICAA & CA.

### Private Lots

These represent some of the many possible initiatives that were discussed during the charrette. Each would need a "champion" and that champion may or may not be City Fields. The best scenario might be that these and other such initiatives in the Blythe Oldfield neighborhood would be undertaken by organizations and individuals partnering with partnering with City Fields.

- America in Bloom
- ArtsBuild
- Healthy Food Financing Initiative
- Johnson Scholarship Foundation
- National Center for Safe Routes to School
- People for Bikes
- Tennessee Department of Agriculture
- The Community Foundation of Middle Tennessee
- The Tucker Foundation

**Possible Funding Sources**

**Context**

**Master Plan**

**Thoroughfares**

**Initiatives and Funding**

**Appendix**

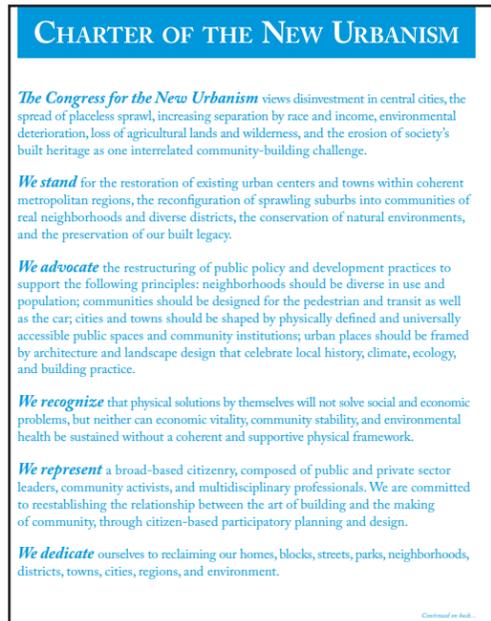
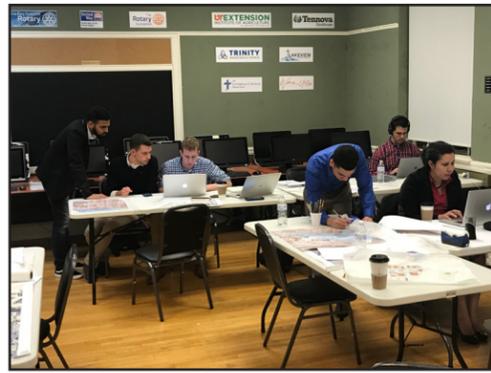
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Projects	Timeframe			Partners					CF Misson				
	6 weeks	6 months	6 years	City Fields	Cleveland	Neighbors	Donors	Property Owner	Physical Revitalization	Social Revitalization	Leadership Development	Economic Development	Neighborhood Safety
<b>Blythe Square</b>													
Movies on the Lawn	•			•		•			•	•			
Seek Funding	•			•									
Get Plan from Engineer Showing Property Line and Easements	•			•	•								
Farmers' Market		•		•	•				•	•	•		
Landscaped Entrances		•		•					•				
Neighborhood Entrances		•		•	•				•				
Street Trees		•		•					•				
Build Cottages on High Ground			•	•	•				•			•	
Dog Park			•	•					•	•			
Thoroughfare Changes			•	•					•				
<b>Wilson Plaza</b>													
Thoroughfare Changes			•	•					•				
Buy and Re-zone Building on Corner		•		•	•				•	•		•	
Construct Pavillion		•		•					•	•			
Bistro Lighting		•		•					•				•
Street Trees		•		•					•				
Mountain Stone		•		•		•			•				
Gazebo		•		•		•			•	•			
Seek Funding	•			•									
Get Plan from Engineer Showing Property Line and Easements	•			•									
<b>Trail Park</b>													
Thoroughfare Changes			•	•					•				
Trees / Street Trees		•		•					•				
Bridge Over Stream			•	•		•			•				
Demolish Vacant Housing		•		•					•				
Establish Trail			•	•	•				•				
Landscaping			•	•	•				•				
Water Fountain			•	•	•		•		•				
Little Free Library			•	•	•		•		•	•			
Boat Sandbox			•	•	•		•		•	•			
Stone Benches			•	•	•		•		•	•			
Buy Vacant Housing		•		•									
Seek Funding	•			•									
Get Plan from Engineer Showing Property Line and Easements	•			•	•								
<b>Retention Pond</b>													
Ownership of Pond / Adjacent Lots	•			•	•								
Establish Trail(s)		•		•	•				•				•
Garage Apartments			•	•	•				•			•	
Plant Wildflowers		•		•					•				
Plant Trees / Street Trees		•		•	•				•				
Seek Funding	•			•									
Get Plan from Engineer Showing Property Line and Easements	•			•	•								
Locate Easements Which are in Place for the Walking Path	•			•	•								

Projects	Timeframe			Partners					CF Misson				
	6 weeks	6 months	6 years	City Fields	Cleveland	Neighbors	Donors	Property Owner	Physical Revitalization	Social Revitalization	Leadership Development	Economic Development	Neighborhood Safety
<b>Big Springs Plaza</b>													
Thoroughfare Changes			•	•					•				
Street Trees		•		•					•				
Plaza			•	•	•			•	•	•		•	
Giant Chair			•	•			•		•				
Fountain			•	•			•		•				
Seek Funding	•			•									
Get Plan from Engineer Showing Property Line and Easements	•			•	•								
Dollar General			•	•				•	•	•		•	
Grocery Store		•		•					•	•		•	
Police Substation			•	•	•								•
New Street			•	•					•				
Bike Repair Shop			•	•	•				•	•		•	
New Commercial Buildings			•	•	•				•	•		•	
<b>Wildwood Square</b>													
Thoroughfare Changes			•	•					•				
Town Square			•	•					•	•			
Civic Art		•		•			•		•				
Grocery Store Expansion		•		•				•	•			•	
Parking Lots		•		•					•				
Seek Funding	•			•									
Get Plan from Engineer Showing Property Line and Easements	•			•	•								
New Commercial Buildings			•	•	•				•	•		•	
Outdoor Seating		•		•			•		•	•			
<b>Blythe Oldfield Regional Park</b>													
Street Extensions			•	•					•				
Find Out Plans for Whirlpool Factory	•			•	•								
Buy Land		•		•	•								
Demolish Factory			•	•				•	•				
Clean site (debris/toxic waste)			•	•				•	•				
Seek Funding	•			•									
Get Plan from Engineer Showing Property Line and Easements	•			•	•								
Pond			•	•	•				•				
Soccer Fields			•	•	•		•		•	•			
Amphitheater			•	•	•		•		•	•			
Trails			•	•	•		•		•				•
Pickleball Courts			•	•	•		•		•	•			
Skate Park			•	•	•		•		•	•			
Carousel			•	•	•		•		•	•			
Basketball Courts			•	•	•		•		•	•			
Community Center / Recycle Center			•	•	•		•		•	•	•		
Park Trees and Landscaping			•	•	•		•		•				
Street Trees		•		•					•				

Dustin Tommey: So, today we're going to go through a presentation, as Mike and his team have been working diligently on, and we're excited to share with you all these ideas. And like Mike said one night before, "we propose you dispose." So if you want to, you know, "amen" anything, just, you know, raise your hand, that's great; or if you're like, "I'm not so sure about that," just let us know and that's what this is for. And even know this is not a final plan. This is just us working our way towards a plan for the neighborhood to be vibrant and as healthy as possible. So thank you and take it away Mike.

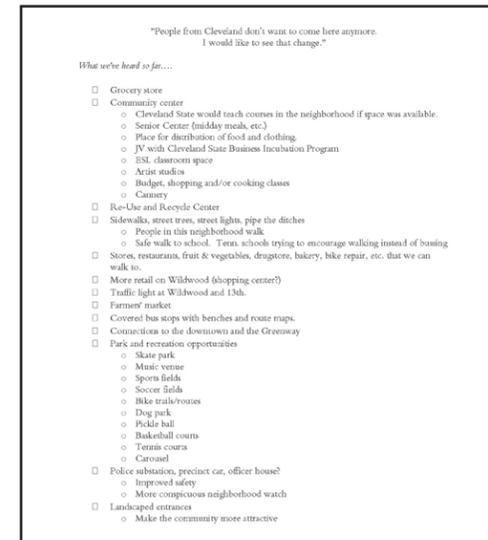
Mike Watkins: OK, thanks a lot. A couple of things. We have a flight tonight at 7:53, so we're not going to run over. I'm not going to keep you long tonight, but we do have a lot of material to get through. We, of course prefer that you don't do too much disposing, because we're pretty excited about some of the ideas that we have to share tonight. As Dustin said my name is Mike Watkins and I am an urban designer, so I essentially work to shape the space between the buildings, and I have a great team that helps me do that. Some of them are here now: these three I see, one has left for the airport already, and I think we have one or two that are putting the room back together that we used. The Refuge was great and let us have their room down at the end of the hall, the Computer Lab, and in about 10 minutes we had completely rearranged all the furniture in there too to suit the needs we have this week and we just want to do our best to put it back the way we had it. They'll be here shortly, but I have the pleasure of really presenting their hard work this week and I appreciate you guys. This presentation isn't going to cover a lot of ground that we've already covered—just a couple of things. So my apologies if this is the first time you're here, you'll catch up as we go along or from your neighbors, perhaps. One of the things we did say when we got here is that we brought with us a set of sound planning principles, found in the Charter of the New Urbanism.



"CNU Charter" on page 4

They basically create walkable neighborhoods. It's really as simple as that. We took a whole, big poster-sized sheet to say that, but that's what we do is create walkable neighborhoods. I also told you that we weren't experts in your neighborhood, so this had to be a partnership of us, as urban designers and architects working with you all to understand more about your neighborhood and what you'd like to see for it in the future. This is what we heard from you all. I apologize, you know, there's nothing worse than somebody reading the list off the screen. That's exactly what I'm going to do now because we learned a lot from you all. And these are the things that we heard. I just realized not everybody is going to be able to read this on the screen anyway, but one of the most interesting things, and one of the first things we heard from one of

the neighbors talking about Blythe Oldfield was, "people from Cleveland don't want to come here anymore. I'd like to see that change." And I thought that was a great way to start this week. This is the kind of change we heard you all say: you want a grocery store. Heard that, got the message. In fact, I'll talk about that in a minute. There are all sorts of ideas that would take place in a community center; for example a Cleveland State [University] representative was in and said that they would actually teach classes in the neighborhood if they had a place to do that. Somebody said a senior center would be great, a place that offered midday meals and a chance for a socializing, a place for the distribution of food and clothing, a joint venture with the Cleveland State Business Incubation Program, a space for an ESL–English as a Second Language classroom artists' studios. This one was interesting: along with the grocery, in between, maybe even after you get the grocery store, but somebody said that cooking classes might be welcomed here. And then somebody else said, well, maybe even, you know - budget and shopping classes to get the most value out of the stores that are available to you. So I thought that was an interesting idea. And then Rodney, I think it was you, pointed out the cannery that exists here, one of the only public canneries I've heard of, and the idea of maybe getting a branch of that operation over here would be great. Now of course a Community Center takes a lot of money to get. A community center built—that's a great long-term goal, but there's space available in the neighborhood now that could be used for some of these programs. The pastor of one of the Methodist churches in the neighborhood came to one of the sessions and she said, "I'd be happy to go back to my congregation and see if we can't make space in our church available for some of these things. We'd love to get folks from the neighborhood involved." So, if the community needs a classroom space or a kitchen for the cooking class, some of these churches have bigger kitchens and might be able to do a cooking class in there. In the meantime, there may be space available elsewhere in the neighborhood to tackle some of the



wants. Along those lines, I'm going to share with you ideas that are both short-term and long-term. You know, Dustin's organization, City Fields, has the goal of raising homeownership in this neighborhood 10% in a six year period. Pretty phenomenal. They're already starting that. So that's underway. That's what they're doing here in the neighborhood. And they also were the ones that brought us in to do this planning effort. There's a lot more here than Dustin and his crew can accomplish. So what that means is, it's going to take a neighborhood, to pull this off and it's a small thing, but I was really pleased that Kathy who said on Wednesday night, "You all should really have name tags." And we thought, "actually we should." We've been so busy since then, we forgot to get them—Kathy brought them. So she brought the name tags tonight, a great small sign, but a great sign that you all are the type that pitch in to make things happen in your own neighborhood—pretty terrific—and all these ideas are going to take that kind of cooperation from everyone to make it happen.

More of the ideas that we heard you say you wanted: a reuse and recycle center, sidewalks, street trees, streetlights, pipe the ditches; people in the neighborhood walk, you want a safe walk to school. Now, interestingly, we had, I'm sorry, this is a name I've forgotten, the woman that knew all about the CDBG funds...thank you; Teresa said that in fact, easements—construction easements may exist along that last stretch of Blythe

Avenue between 18th and 20th to build that safe walk to school to complete that piece. They are only construction easements, but it means somebody thought about that in the past. So one of the things we should do is dig up those plans, let's figure out how far they got and see if we can't consider that as one possible connection, so we can break through from the neighborhood. You know, you can get to 18th okay, but boy, getting from 18th over to 20th to the school is a lot tougher, fewer options there, but that was one thing we learned that was promising.

And you want stores and restaurants, fruit and vegetable [markets], drug store, bakery, bike repair, etc, things you can walk to. More retail on Wildwood, possibly a shopping center; a traffic light at Wildwood and 13th, a farmer's market, covered bus stops with benches and route maps, connections to the downtown and the greenway; that came up repeatedly, connecting back to downtown Cleveland, becoming a part of the neighborhood. In fact, in the history reading I did on Cleveland before I got here, I found that that's consistently, historically been something that the Blythe Oldfield neighborhood has wanted, to be more strongly connected to the downtown, and there are some obvious barriers; the rail and the industry have been a reason that that's been difficult, but we'll share a few ideas with you, along those lines.

Park and recreation opportunities, a skate park, music venue, sports fields, soccer fields, bike trails and routes, dog park, pickleball, basketball courts, tennis courts, we added a carousel, no one said that, but they're terrific in parks. We feel like we're part of the neighborhood now so we threw that in there. A police sub station or a place for a cruiser to just park and do the reports. Somebody said that they knew of a neighborhood or a city where if a police officer would live in—agreed to live in the neighborhood—they could live there rent free, so they somehow had a program to make housing available to get a police officer in the neighborhood.

Improve safety, more conspicuous neighborhood watch, landscaped entrances, make the

community more attractive. Neighborhood entrance signs, civic art, the giant chair I think is a fabulous idea, the mountain stone monuments—June's not here, is she? She mentioned that idea Monday night. Demolish the unsound buildings, wild flowers in the big dig storm water pond, an electronic message sign by the school so they can announce what's going on here tonight or in a few nights, that kind of thing.

Senior housing was one type of housing that was mentioned as something that would be welcome in the neighborhood and it is a great way for people as they get older to stay in the same neighborhood, maintain all those same relationships, but live comfortably in their own neighborhood.

Now there were some things where the physical implication isn't as strong, so they may not appear in the plan. For example, a healthcare clinic in conjunction with Lee [University] and/or Cleveland State, demolishing the unsound buildings—that's hard to show on the plan. People said abandoned buildings look trashy and should be torn down. They want to remove the condemned buildings. Laws in Tennessee favor the landlords. Landlords should at least paint their houses. In a conversation we had about that, this fellow Tyler from the building department, here in the city came by. He was great. It sounds like he's already very active in the neighborhood. He said, "give them my phone number." So if you want his phone number, I'm about to give that to you and if you see a building that you think needs to be reviewed and inspected by the city because of its condition, Tyler's the guy that you call. I'll give you that phone number. And once you call him, he starts a log and initial investigation. 10 calls, bumps it to a higher level, so they track this sort of thing and see what kind of feedback they're getting from a neighborhood. They do their own inspections too. He comes out here on his own and does his thing, but you all being the eyes and ears of the neighborhood can elevate those to a higher level. So his phone number (423)-479-1913, and he seemed like he'd be pleased to hear from you and would appreciate hearing from folks in the neigh-

borhood.

So this is an important one; so you know how I said that we all need to participate in bringing these things to reality? Voting is a part of that. And I said the other night that I was surprised to learn how low the voter turnout is in this neighborhood. So I wasn't going to mention the figure that I was given in that regard. One of your city council members is here. It's not his first time here. Bill has been to 3 or 4 meetings, at least this week, he's spent a lot of time in this neighborhood and Ken over here who's running for council has been here as well, again, 3 or 4 different meetings. They're not here because, you know, you have such a great track record of coming out and voting. They're here because they're interested in your neighborhood. Now, what does that tell you? OK, so you can do the math there, but voting is one way all of you can help bring about the implementation of some of these ideas. So, I just want to encourage you to do that.

More police patrol, serving the homeless by finding a place in another area where they're welcome throughout the day to discourage the loitering and living in and around the neighborhood. Particularly some business owners had perfectly reasonable concerns about that. The city overlay ordinance to discourage parking or prohibit parking on lawns, that would have to go in tandem with providing space to park on the street so the parking can still be accommodated, of course, towing junk cars, creating an inventory of properties available for sale or rent.

We had some great people here, a woman named Jenny, who's taken over the Regional Organization for the Trust for Public Lands was here Wednesday night. I don't know if you saw her here or not, but they have a mission. I think it's making a park available within a five minute walk of every child living in a city. It's a great, great organization. She's had some interest here. I don't know what plans they might have or what their intentions are. And Macon Toledano from the Lyndhurst Foundation was here. He's one of the key people that made it possible

for us to come. And then the Dollar General; we heard more than once that a Dollar General would be a great thing to have. OK. So that's what we heard. Now this is what we've done with that. I shared this plan the other evening.



"Pedestrian Shed" on page 10

At the time, we only had two neighborhood centers; a neighborhood we think in terms of every home being able to walk to the center of the neighborhood within five minutes, which is about a quarter of a mile, so that's about a half a mile in diameter. There are two centers here, possibly third one down here. You'll see why I say that in a minute. This is the aerial photograph of your neighborhood.



Blythe Oldfield Aerial Photograph

You notice the red line is gone in this drawing because somebody pointed out that that boundary really doesn't exist. You know, it actually only exists because when I first started talking to Dustin about doing the Master Plan here, I thought, well, you know, where's the Blythe-Oldfield neighborhood? I looked it up online and I found this, the plan of your old neighborhood, which is about half of this, you know.

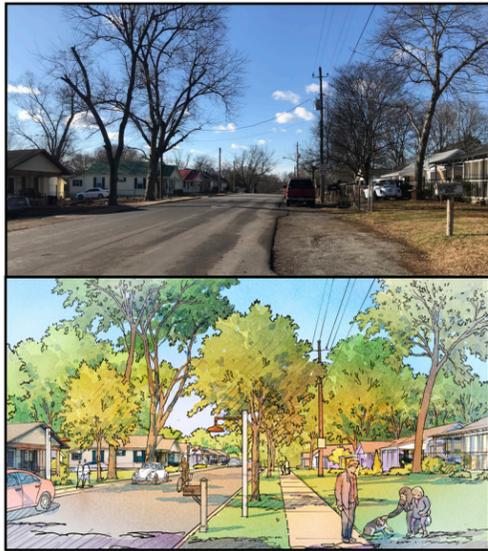


Original Plan for Blythe Oldfield, 1919

Then the next time I talked to Dustin, he pointed out, "well, really it is a little bigger, it includes this", and then the next time it was, "oh well, and there's the Whirlpool Site", and I thought, you know, we need a line somewhere around this or we're going to be doing a Master Plan for Bradley County. So that was the only reason. The red line was entirely our invention.

Now to the idea. So, I'm going to start with this block where the school exists. As we collected all these different ideas, we thought, wouldn't it be great, if they were concentrated in one place, so you could see what the finished result might be like. If you want to share with someone what a cake tastes like, of course you give them a slice of cake, right? You don't give them an egg or a sack of flour. No, you mix all the ingredients together and you give them a slice of the whole finished thing. So we thought of this block, because it's so central to everyone in this neighborhood. It would be a good place to implement every idea; whether it's street trees, or sidewalks, or lighting, or what have you. So more and more the ideas are going to be implemented around this block starting with this street. Some of you saw the early version of this, the other evening, so you know where this block is, right? Right across the street. So, I'm going to show you a few thoughts we have about that block. So this is the street across the street. One of the first things we do is measure what exists—the width of the street, that sort of thing. Then we started imagining what the possibilities for it are. Things like adding street trees, adding sidewalks, and rethinking how the parking works. So the parking being in the front yard, what happens if we park on

the street? And, as you make the streets more pedestrian friendly, pedestrians use them, so you get people walking and biking and so forth, through the neighborhood. So this is the transformation of that street.



"Blythe Square & Blythe Avenue" on page 26

All these small incremental changes that can occur, and I think completely transform the street. That's the Volkswagen parked in the front yard. You don't even notice it when it's parked on the street. You know right now it's hard to park on the street because some of them are narrow and the reason for sharing it with the photograph underneath is so you know we're not cheating—it's not just a pretty picture this really is that street. There are no changes made to the architecture, to the buildings. Actually, all of the changes we're making here is in the public realm and you see we're even keeping things like the overhead utilities, but dropping in things like, the mailboxes and the light poles, things like that, that you'll need. So really, pretty simple, straight forward changes to the street that make a big difference. So we've talked about this street. This is what it could look like, you know, just a series of relatively reasonable changes to the street. So what we would suggest is that you complete that level of work around the entire square.



"Blythe Square & Blythe Avenue" on page 26

So here we're showing street trees, sidewalks, lights, and so forth around the entire square. And then across the street here, this house is one that City Fields owns now, and is going to be improving. There's no house here, but we think there should be. This house exists, it sits a little further back and then we think this lot should be subdivided and another house be built on the corner. The reason is because we want more eyes on the park. You know, when you have people sitting out on that front porch, the kids notice that, not just the kids, the old people notice too, but it makes the park feel safer. So, we'd like to see more houses along this edge, the same thing along this edge. We've proposed some places where we think crosswalks should be utilized. Now down at this end, right now, there's an old, original, house on this corner. Still has the original wood siding and this really great stone foundation. I was told it was owned by two sisters, one of whom has passed away and other lives in a nursing home. It sits in the flood plain right now. If it's structurally sound, it would be a terrific house to save, if you moved it up to the high ground, so just sliding that house up to the back of the lot. Then this is one of those four-plex, concrete apartment buildings. Ideally, it would be terrific if that owner would consider four new units here, also on the high ground, not in

the flood plain. Sooner or later, it's going to become an issue enough with that being in the flood plain that you'll need to move that to the higher ground and then maybe that flood plain could be taken over as a park, with some bioretention, so you're filtering the water as it comes down when you pipe your streets. This is where the water's going to go. Potentially it could be piped into the system first, but you could filter it here and then drop it into the system, and then perhaps a dog park or some useful park along that edge. The reason I think this particular location is so important is because just like when you got all that insulation done in the walls here and made a tremendous \$4.7 million investment in this neighborhood, and nobody can see it—they don't know it's been done. Similarly, all this improvement back here may not be visible to everyone who lives in Cleveland unless they drive by. So a park out here on the edge would be a great way to have a new entrance to the neighborhood that really looks terrific. Folks might start turning in here. That idea of getting people to come here again, so maybe this is a block where that could begin to happen. We think this would also be a great location for the Farmer's Market at least initially. You may outgrow the center here, but that's another great reason for people to come here. So if there's the opportunity to score a Farmer's Market in the neighborhood, perhaps in that parking lot, that would be fantastic. The trucks can just pull right in and drop the tailgates and you're all set. And movies on the lawn. Do you do those in Cleveland? The outdoor movies in summertime; they're fantastic and don't take much to pull off. So your park would be a great location for that.

I'm going to start to move us down toward the school and then we're going to come back up Wildwood and we'll end where we started with one little detour. This is that detour. This is the intersection of Aurora and Wilson—you know where that absolutely charming little building is, concrete—Yes, please.

{Audience member asks about the Church Extension on the Blythe Square Plan}

Oh, good question. So right now this church sits pretty far back from the corner, and I will admit we are making all kinds of proposals, all over the place on property we don't own, but we don't own any property here and we're doing a Master Plan, so that's kind of the nature of that. So this is one church, I don't know if you're associated with that church or just asking, but this is a place where, if this church were to expand, we would encourage them to pull up closer to the corner, get some better visibility there, put the parking behind, and it really connects them better to this park. So you start to get a civic building, even, having a presence on that square. So that's just one thought about how if the church were to consider expanding, how they might do it.

So back to Aurora and Wilson, so, it's an absolutely charming, very simple, ordinary little building, but perfectly charming, and we think it deserves a nice little public space in front. Right now, it looks like this: a fire hydrant, streets and utility wires, you know, that kind of thing. We think it could look like this.



"Wilson Plaza" on page 28

You know, just clean up the space in front. These ideas are not at all inconceivable in a neighborhood that's pulled off this playground, that's pulling off raising home ownership 10% in six years, renovating houses like you are, that has that community garden down the street. So if you break this down, the changes aren't that dramatic. It does involve, staying on good terms with that owner or somebody else getting a hold of the building, but one of the uses that was talked about for it was a place to distribute food and clothing. And we thought, well, maybe this looks like it used to be retail building. What about putting something like that in there that could just be temporary. It would be a terrific coffee shop at some point but, you guys will decide based on your needs what might go there. That little plaza in the front might get a gazebo where people could hang out, trees certainly, and lighting so you have proper lighting. Somebody said, "where do we have the block party? You know, where you get to block off the street and then just have a party together, dinner together." This can be a terrific place to do that. When June, the woman we met, who did the community garden and mentioned the mountain stone—she left before I could ask her what a mountain stone was and I'm not from Tennessee, so we weren't sure what she meant by the mountain stone monument, but we put a monument here, a piece of civic art and sort of vaguely made it look like stone. You all can help, you all will help decide what your monuments look

like. But the idea was to pick up on that idea that she mentioned, somebody else mentioned that they love fire hydrants. We've made sure to keep the fire hydrant here. So that's right there where it was. No changes there, but we think this could be a terrific little neighborhood center.

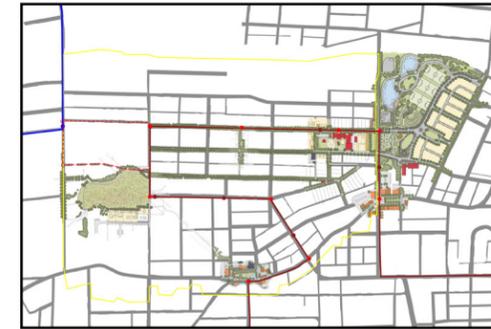
Now let's think about that walk to school for a minute. So we're going to start to move down Blythe Avenue here and one of the things that makes it difficult to get around the neighborhood, the obvious thing—no sidewalks—but one of the things we discovered is that between 18th and 20th Street, almost half of the land is zoned industrial, which we hadn't realized. It's not surprising when you go out and look at it, but at some point that got zoned industrial, and then a few other pieces too, along edge. So it could be that to implement some of these ideas, there may need to be some refinements to the zoning at some point. What we did was, and you may have seen us doing this, we have a wheel that we take out and measure things, it just rolls along the ground and measures streets and sidewalks and so forth. So we've measured about 30 different cross sections through your neighborhood—and I'm only going to show you two, you'll be happy to know. So these are in pairs.



"Blythe Avenue" on page 50

So we show the existing condition, and then the proposed the changes. We would make the proposed conditions down Blythe Avenue? We had to do four different sections because the existing condition changes so much that we couldn't just prepare one section and just say, "do this the whole length", because they're just a lot of irregularities there. So a pretty detailed series of proposals there, if you were to add sidewalks and trees and so forth.

Now, another thing, we showed incorrect bus information. Somehow we got the old GIS layer for bus information earlier. This is the correct information that confused a few people. I want to be more clear about that. One idea that we had is that if you could make this connection with a street; this is on the west side of the big pond.



"Bus Routes" on page 45

Blythe Avenue already exists, a little rough, but if we could get a street through here, what you could do with a bus line extending like this is catch the blue line so it'd be easier to transfer at that one point and catch the school with the bus and then just continue right along its current route. That's ambitious, you know, involves private property and that sort of thing. So that's more ambitious. We have a proposal that's less ambitious there as well. But that was just one thought we had as far as getting down to the school.

Let me back up one because there's one other little event here. You know the flood plain through the neighborhood runs right through the middle here and then down along wild-wood before it flows down in this direction? There may be opportunities to have shortcuts between Blythe and Chippewa and Aurora and this is one of the places we thought that might be possible. There are two lots with no houses on them, here and here. You see that ditch coming through those two lots? Don't know who owns them, don't know what their intentions are. One's 100% in the flood plain, so certainly hope they don't intend to build there. Another is about 70% in the flood plain, but if they could be acquired, we think that that could be a great place for a neighborhood park, and provide a cut through between the blocks because they're long blocks, so for kids on the way to school and so forth, that could provide a little shortcut that goes across. Maybe we make this into a little park, a drinking fountain. The little library that you have here is terrific. So there could be a library, and then we also clean up the creek through here and we thought, you know, with the little bridge over the creek that this park might take on a sort of nautical theme for the playground, \



*Boat Sandbox*

we've seen people who just use a rowboat and fill it with sand and put that into park. Makes a great sandbox.

So this is what that looks like today, and we think it could be turned into this kind of shortcut with some landscaping, and a path between the blocks, and so forth. Just the kind of thing an organization interested in parks might want to tackle.



*"Trail Park" on page 29*

Down by the school, the so called "Big Dig", that big pond by the school. This is really that block between 18th and 20th Street. It's hard to get through once you get down there. So we have two thoughts there. Some of you saw this the other night, so at the end of this street there's the possibility—it's physically possible, but we don't own the land, to get a path at the top of the slope here. They could follow the top of the slope and then lead you right to the front doors of the school, needed, proper crosswalk, proper lighting and so forth once you get there. But it's physically possible.



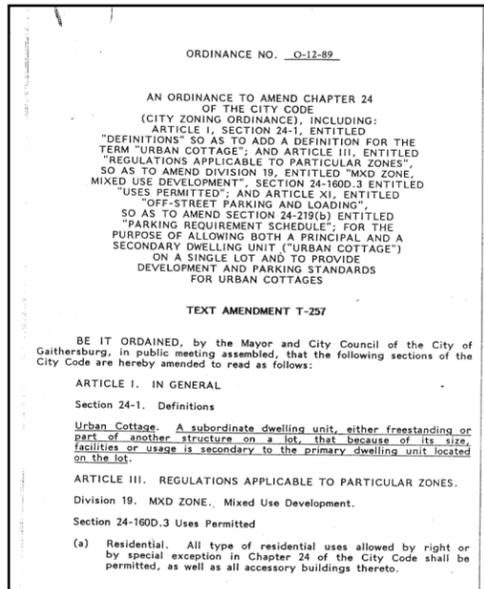
*"Safe Walk to School" on page 31*

There just needs to be a conversation or two with some of the owners of that land. Another possibility that's a bit more complicated, but it could be pretty cool, is to put the path on the other side. Now on this side of the pond, the slope that they used to make the pond goes right to the back lot line of these five lot owners. So there's not really room unless you struck a deal with those five lot owners to put a path through there. A reasonable question from the lot owner is, "what's in it for me?" You know, they're going to give up part of their land, well one thing you could do is allow them to build an accessory unit on the back of their lot, a second unit. So there could be some additional rental, a building. Sometimes they occur over garages, sometimes they're just free standing.



*"Auxiliary Units" on page 59*

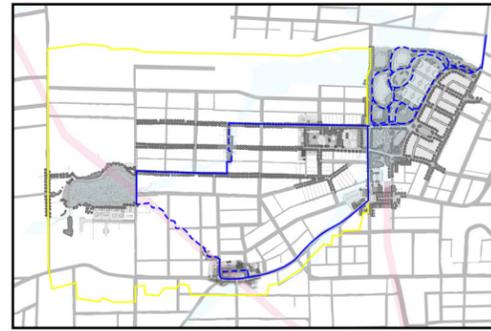
We did this in my neighborhood, a largely single-family home neighborhood, and we changed the law so people could do an accessory unit within the neighborhood.



### Gaithersburg Urban Cottage Amendment

The key is the requirement that the landlord lives in one or the other. Once you do that, you have a great tenant landlord relationship. They play the music too loud or don't throw the trash out or something, you know, the landlord's right there. So, there could be something in it for folks in that area to put the accessory unit along the back. And then you could have this kind of cool row of cottages along the edge of the pond with that view into the pond, and into the distance. Some people pointed out that the pond really isn't all that attractive; you don't necessarily want to live facing the pond. A very simple thing you could do at that pond is just cover it in wild flowers, which takes less mowing. You don't have to mow wild flowers and they take over pretty quickly. So it's the kind of thing that's even a quite feasible for a pond like this. So that's one idea. The thing that I would recommend actually with most of these ideas is that you operate in a way that, that pursues every possibility until you hit a wall. The worst case, the worst thing that can happen if you did that here is you'd get both connections through and then you just connect them back here and you've got a great loop around that pond. But it would be great to have one of them happen.

Then the idea of bike trails and larger trail connections and important one.



"Trail Network" on page 44

Here's your flood plain coming through the neighborhood. I talked a little bit about that, the connections for the pond. This is that overhead electric easement, that one that kind of slices diagonally through the neighborhood. You hardly notice it, but it shows up on the plan. So we went out and checked it out. It's largely on private lots, but nobody can build there because it's an electric easement, and it could be possible that a path could be snaked through here. That easement connecting down to Wildwood that makes kind of a nice loop through the neighborhood. Elsewhere, we proposed that to the power company in Arkansas on one project. They said, well, only a few will let you do it, but only if you make it 10 feet wide so we can drive our trucks along there to check the lines out periodically. So they were happy to do it. Other places we've done things like community gardens and so forth under those lines. But again, it's private property and you know, there's several conversations that have to happen there. But again, the kind of thing that it—say a trails group might be excited about. And then, figuring out how to have those conversations with the neighborhood. Remember I said some ideas are short term, some are long-term.

This next one is not a short term idea. But if you're having a vision session like this, and you're imagining what this neighborhood could become, it's important to consider the long-term as well. There's another generation coming to live around here and clearly from the people I've met here, this is a neighborhood that values multiple generations living in this neighborhood. Some people came in and said, "I live in the house

I grew up in", "I live in the house that my parents had", and so it's a neighborhood that's committed long-term. So I feel the freedom to have long term ideas. This one is again, more property we don't own. So this is the Big Springs Baptist Church, you know where we are? 13th and Wildwood Avenue.

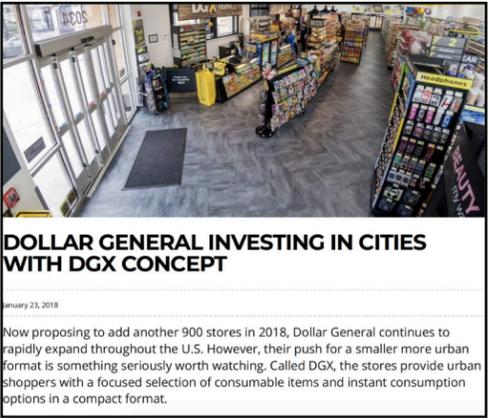


"Big Springs Plaza" on page 33

So this idea, that more retail on Wildwood might be a good thing, and better visibility, make a better impression of the neighborhood as you go by. The solution, what we have here, we think will address some of those things I mentioned Wednesday night when Dustin was orienting us, he described Wildwood Avenue as the way people get through from Cleveland to Dalton, or points in that direction and it was really a "through street", but a through street doesn't do a neighborhood much good, right? Because just people going through, if you own a business along a through street, you want to turn that through street into a to street where people stop, leave their money behind and then keep going. So we thought we could take that land behind the Baptist Church and consider that possibly being a public square. Here's how we would do that. This is Dos Aces over here. Had a great lunch there one day this week. There's space in between that could be filled in so, those businesses could expand. And instead of showing a parking lot to the neighborhood, a plaza here, so you can take your food outside and in the plaza here. But then where do people park? Fair question. So, this is a parking lot, disguised as a street, a tree-lined street. No one notices the parking when it's lined up next to the sidewalk on the street covered with beautiful trees. It looks like a beautiful street when the cars aren't there. and when they are it still looks like a beautiful street; parking lots are ugly whether cars

are there or not. So this is really a parking lot, disguised as a street. Could be head in; we've shown parallel for the time being. I'm, then going to tell you in a minute about the Baptist church. This is an additional building that might get added here. So the Baptist church could make out like bandits here by making this ground available. And then even selling space for commercial business here. It has the weird shape because this is where that easement comes through. But what that would allow is that trail, if you could get that trail through the easement there, is that the hikers and bikers wind up at the square where they could have something to drink together before they all head back home. And we thought this building in the square would be the bike repair shop that some of you asked about. That would be great location for a bike repair shop right on that trail. And because of the way that topography works there, it could be two stories and have a coffee shop or some sort of drink place on top. And then the bike repair shop here. There's a church that has this corner right now and they have a lot of land around the church. They're not using all of that property. If they were to reconsider how that property was used, we thought maybe some of that through traffic along Wildwood here would appreciate a restaurant with a drive through. So, you turn in here, you circle around and get the drive through, then keep on going. But you guys get to walk in. So, it's a great scenario where the neighborhood could walk in to a restaurant like that, and the traffic on Wildwood Avenue drive in. Drive in counts for a lot of restaurants—some restaurants—business these days. But if you make it possible, it may be a way for you all to get a restaurant like that along Wildwood Avenue. Here's an idea about where another building might be added on this side, and few other buildings. Tim, the neighborhood watch guy—he knows where every spring in the neighborhood is, I'm convinced—he said, “yeah, but there's a spring right there.” Well I thought “perfect!” We'll have a pond too. So that's what this corner of the park might become, by taking advantage of the spring located in that corner. So, how does the church play

into that? Because it's really the back of the church. Right? But the back of the church facing Wildwood on a square like that is ideal for retail, and maybe the church would appreciate having some of that space they've got leased out. I don't know if they use it all or not. We weren't able to talk to them this week, but there's the potential that some of that space they could lease out. Who should they lease it out to, but Dollar General. So why not take the Dollar General and put it in the ground floor on the square in that location. Now we have another location possibility for the Dollar General too. That's more, let's say, conventional, than the ground floor of the church, but one interesting thing about Dollar General: we heard that enough times this week that Dustin and I were on the phone with a broker that secures Dollar General locations for the Atlanta area. Just through another connection I had on another project. He doesn't come up this far, but he gave us another phone number, which we also called, only to learn that the vice president in charge of finding new locations—I forget the exact title—is an open position at this point. Maybe you guys could apply but, we weren't actually able to talk to the person in charge of finding locations. But folks in the planning department—Corey, was he?—yeah, Corey sent us this great piece—notice—can you read the date here on this?



"Grocery Store" on page 55

Notice how up to date your planning department is. January 23. So this just in from Dollar General, they have an urban model now. This is an example of their urban store in Nashville. I'm not a huge fan of the exterior. But we could work with them on that, but their store windows are the best I've ever seen. What a lot of these outfits do when they come into an urban location, is they'll reluctantly agree to put windows out on the sidewalk, and then they back all their shelving up to the windows or put those graphics of everything they're selling inside, fruits and vegetables and whatever, and you can't see in the store. They've done a great job here actually letting you see in the store. Why wouldn't a merchant want you to see what they're selling in their store? You know, they've done an excellent job doing that, and the interior of the store looks pretty terrific too. So I've also talked to a retail consultant we work with that helps neighborhoods and developers find tenants for the places that they're building. So I've been in touch with him, so we'll see what we can do. We can't make any promises. It's, as I said, a long-term proposition here, but you never know. These things sometimes happen.

If you want to make that seem reasonable check out this idea. So now we've moved down Wildwood to 9th Street. The IGA is another obvious location for Dollar General, right? Very well suited. So is the Rite Aid. Personally, I want the Dollar General on your side of the street so it's easier to walk to. You don't have to cross the perimeter streets. So that's why we were looking and thought

the Big Springs Baptist Church, the Rite Aid, and the IGA, or across the street, but you're used to crossing to get to the IGA so we'd be thrilled with the Dollar General in that location. So this is Wildwood and 9th Street. Can you picture this intersection?



"Wildwood Square" on page 36

So this is Wildwood Avenue and we just thought maybe all that through traffic might slow down just a little. Somebody said a traffic light, that's one way to do it. So is a neighborhood square. So we dropped the neighborhood square in this location. Traffic still gets through, just more slowly. Here's the existing IGA building with an addition, so we can remove the piece that's in the flood plain back here. So we add an addition in this direction, and then we park in the flood plain, which you're allowed to do, and then enter that store from either the parking lot or from the square from the intersection here. There's a piece of this property that's not in the flood plain that could also be developed. Here's the existing building with the mural.

So you get a little plaza in between the two of those. Plenty of parking behind those in the flood plain. And then some other additions here. You know the pond that exists here, we're hoping that with changes on the Whirlpool Site and changes to that drainage system, that there might be the opportuni-

ty to also build out this edge of the square. Excuse me, this is really pretty far out there because the infrastructure changes are considerable. But now doesn't that square over on 13th and Wildwood seem completely reasonable. So sometimes going this far out isn't such a bad thing. That all happened on private property—the one by the Baptist Church.

So this is an idea that came just from our own observation. This is not something that came from the neighborhood, but it occurred to us that we've been working down here at the end of the building. So we've been coming and going every day and for lunch and dinner and things, and it occurred to us that if this industrial user had a proper entrance off of 9th here, that maybe, maybe we could prohibit truck traffic on that more residential stretch of King Edwards.



"Truck Route" on page 46

So that's what this map is showing is simply how trucks access these industrial buildings. We went through and checked where their driveways are and how they get back to their buildings and so forth, and it just occurred to us that if this connection were made, that you could eliminate the truck traffic there, which we thought would be a good thing. But again, that came from us, not from the, not from neighbors.

So now I want to talk about the Whirlpool Site. So we've come all the way around the neighborhood. This is one of the bigger ideas in terms of area, but despite attempts to reach folks at Whirlpool, it just seems they're not ready to talk yet about what their intentions are. Some people have heard some things, you know, most people haven't heard anything, and if there's an intention, a desire to connect Blythe Oldfield with downtown and vice versa, that's a key piece of property. So we have a proposal here that we thought might be something for them to think about. So just to refresh your memory, this is that property.



Existing Whirlpool Site

We were told that it seems likely that this end of this building is one that would remain. This newer warehouse, because it's newer and in better condition, and there's another building over here that has the bridge that goes across. That also would be likely to remain, but it seemed likely that perhaps those other bigger ones, the older ones that have been added onto over time, multiple additions, that sort of thing, are the most likely not to remain. The flood plain runs right through the middle of these, so that's another good reason that they may not remain. So with that information and the desire to connect Blythe Oldfield with downtown, we propose this plan.



"Blythe Oldfield Regional Park" on page 38

We put in a park-side drive right along the edge. This is the flood plain in this direction. And then they've got a swath here that's actually buildable. If those buildings came down, what we thought is that if lots faced one another on this street with the side to the warehouse, only the end lot would face the warehouse, the rest of the houses on the street face other houses just like them and get a view of the park at the end of the street. Then to further activate the park, we face lots into the park so we get more of those eyes on the park. As I mentioned the other evening, if I were speaking to a developer audience, these are the most valuable units where you get to charge a premium because they face into a park. So that works well, both for the park, as well as someone who might come in and develop this. And like I said, we haven't talked to Whirlpool, so we don't know what they're proposing. In this case, this is Blythe Avenue coming down. So we'd like to see that end in a piece of civic art, of some sort of fountain, a sculpture, that kind of thing with perhaps the square here. Notice now that from your neighborhood, these blocks turned this direction, prevent you from seeing back to the warehouse that might remain, which is kind of nice, so that's what's happening here. This is the other building that might remain. We thought that if we're thinking long-term, that could be a great civic center because it sits on the park which belongs to everyone and that civic building could accommodate that kind of classroom space and the teaching space, all of that that we mentioned earlier of a possibility of an addition in this direction. Then the park contains a lot of the things we heard from you all that you were interested in: pickle ball courts, tennis courts, here's the Carousel, as I confessed we inserted, an outdoor music venue, basketball courts, a skate

park, a pond, we've also added a beach to the pond—we thought it'd be cool. Not the kind of beach where you actually go into the pond; you can make them with a little edge next to it so you can still get out there and build sand castles and that sort of thing, but added a beach as part of the pond. Here are the multi-purpose fields, the one thing we didn't include is a parking lot. Now of course, if you build Blythe Oldfield Regional Park here in Cleveland, you may need a parking lot because there are going to be people coming to this park from all over. But remember I said a street can behave just like a parking lot but not look like one? So that's what's happening here. This street that winds through the middle of the park—you pave two lanes and then you stabilize the grass shoulder on either side, and the National Park Service does this beautifully, and then you just use those wood posts so that you stop the car. The wood post keeps you from driving into the park. We put the bulk of the parking on this side, so the when minivan pulls in and the doors fly open, the kids run in the direction of the fields, not into the street. So it's set up to work beautifully, we think, for the play areas. This is the corner where that transformer is. So here these trees are all about shielding that element from view. As for the single-family houses, personally, I think townhouses would be great in there because it broadens the range of types available in the market. If I were building them, I would do rooftop decks here. That way the topography works because you're so high up here, you get views down in toward the park, over toward downtown. I think they'd be fantastic as that sort of arrangement. Now somebody also came in and said, "well, if we build Blythe Oldfield Regional Park, it's going to need to connect to the greenway", which is a challenge to get through all this urban development. Here's the greenway. This piece is being completed now, but to get from here to here, there's a lot of pavement. There's not much green or open space there. So it could be that the greenway connection there takes a more urban form, you know, may just be a bike lane down one of the streets. Sometimes you see those painted green to call more attention to the drivers that it's a bike lane not for cars. But there's even the possibility, somebody said that, I think it's 1st Avenue downtown doesn't have a lot of buildings fronting it, and maybe that's where that could be. We

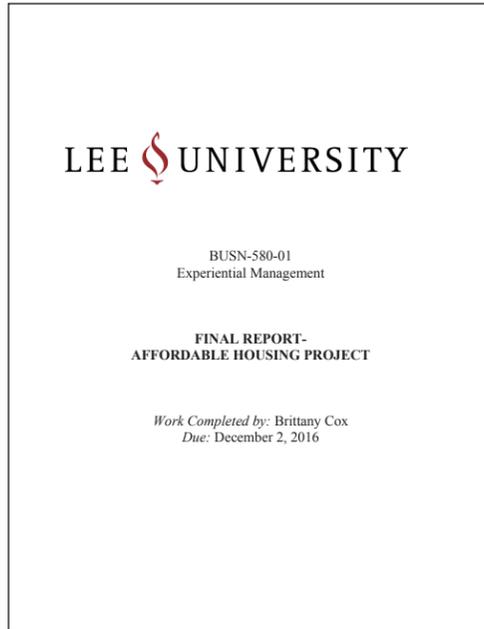
could take half the width, even all the width, of 1st Avenue and put a greenway connection through there. It could be that you take part of that width in one block and then some other piece on another block. But you weave the greenway connection through a street. I'm not sure if it's 1st Avenue, but I think that's what they said, but you pick one of those streets that could accommodate getting the hikers and bikers from here down to your regional park. And this is what that connection—the idea of connecting the neighborhood back to the downtown—might look like from the air.



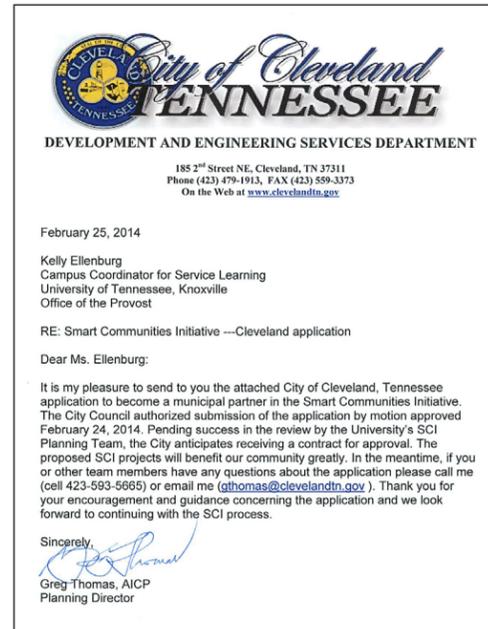
"Blythe Oldfield Regional Park, Proposed Perspective" on page 41

This is 15, 25 years out. This is an early design for the park you see being filled in here. So we've done multiple schemes for some of these areas and we settled on one that. We didn't connect the street, we just connect Blythe. But one of the folks from the city said he really wanted to connect over here to this street. So we've dropped in another scheme there. It makes a stronger connection. This is how that other square works. You see it dropping in now; the ideas are independent of that, so even if that one doesn't happen, you know, the others still could. The existing buildings remaining, that's the new scheme; it has the piece of civic art at the end of Blythe, and that's how it might look, connecting Blythe Oldfield back to downtown.

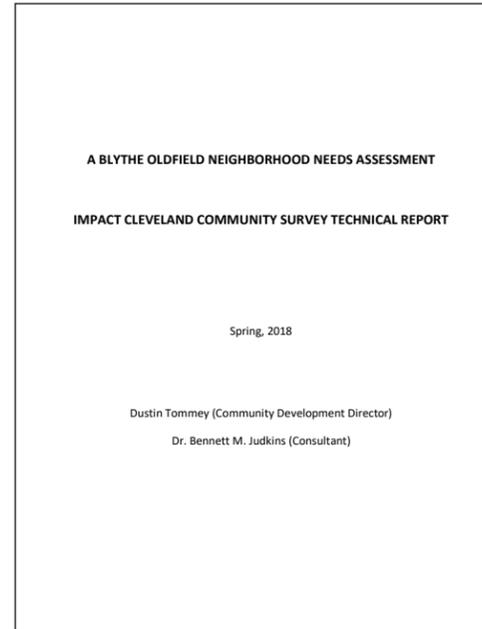
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