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I am submitting herewith a thesis written by William Edward Copeland entitled "Addressing Local Development and Local Identity: Rethinking the Chapman Highway Corridor in South Knoxville." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Landscape Architecture, with a major in Landscape Architecture.

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Addressing Local Development and Local Identity:
Rethinking the Chapman Highway Corridor in South
Knoxville

A Thesis Presented for the
Master of Landscape Architecture
Degree
The University of Tennessee, Knoxville

William Edward Copeland

August 2013

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DEDICATION

This thesis is dedicated to my parents William Copeland II and Janet Copeland who have supported me throughout my collegiate journey, my wife Ashley Copeland whose continued encouragement has allowed me to persevere, and my son William Copeland IV who has tried his best to distract me every step of the way. Thank you for affording me this opportunity, and I love you all very deeply.

ABSTRACT

This thesis addresses the idea of identity within the landscape. The mechanisms that form identity, the representation of identity through both tangible and intangible forms, and the growth, evolution, and erosion of identity over time are all topics that help to inform the argument being made. Moving from an abstract ideal to a specific place, I will address the needs of a local Knoxville community that has come to struggle in recent years due to a loss of their identity within a regional context. Working to translate the mechanisms that foster a sense of identity into physical changes to the landscape of the site, I will establish design guidelines for a sector of the Chapman Highway corridor through South Knoxville.

PREFACE

There exists the desire in all people to have a space they can claim as their own; a space upon which they can have an impact, and from which they can derive a deeper understanding of themselves. The landscape is the foundation upon which livelihoods are built, cultural heritage is begun, and future endeavors of a society are mapped out. Essentially, the landscape is the single greatest factor in determining the identity of the people that inhabit it. The topography of the land, the proximity to water, the materials found upon or within the land, the climate of the area, these all play a role in determining how the land is initially utilized and by what group of people. From this initial use, a local identity can begin to flourish, providing many facets of a historical context including social, cultural, and industrial. But in the course of human development, this raw understanding of landscape as vital to the efforts of man gives way to a homogenized view of landscape as something that must be overcome and pushed to the background so that progress can be achieved. The features of the landscape and its inhabitants that make the place unique become subservient to a more globalized view, and this local identity is stripped away to the detriment of the people. The revival of local identity is the concept of this thesis, studying a highway corridor in Knoxville, Tennessee for its potential.

Identity within the landscape and built environment is the means by which one space or object is set apart from others; it provides a sense of individuality and distinction that makes that space unique. In this context, identity can be found at a multitude of scales

including national, regional, and local. Through a study of local identity, one can begin to recognize a place's purpose or function within a broader context. Identity serves two major purposes: Bringing a group of objects together through what they have in common, while setting them apart as special from the objects that surround them. It offers a more in depth understanding of a place by allowing individuals to recognize characteristics that make one space better than another, and make a conscious decision whether or not to occupy this space. This choice translates into a place's economic, social, and cultural viability by allowing some to thrive while others wither. Thus, the loss of identity can be devastating, because as identity is lost so is the means by which a place serves its community and surrounding area. Identity is not only a positive aspect of community development, but imperative for its prosperity.

Identity is developed through many factors including physical form, culture, historical context, and a sense of community. Each of these factors can be examined separately to bring a more full understanding of identity. The physical form of the landscape is a powerful driver for determining what that land will be used for. Examples include the vegetative cover, proximity to a water body, topographic changes, and suitability of soils or geologic importance. For instance, a mountainous terrain should yield a completely different product than prairie land. As stated by Michael Hough (Hough, 1990, p. 26):

The shape of the land is the product of natural history – of the forces of mountain building and continental drift; of climate influenced and modified

by geography and topographic features; of erosion from water, wind, and glaciers. The living world of plants and animals flourishes in an infinite number of places and in an infinite variety of shapes, behavior, and adaptations. Each has its own inherent character, which is distinguishable from one place to the next.

I would take this definition of physical form a step further by claiming it to be not only a result of the natural processes that constantly act upon it, but also the human activities that take place. The uses that we impose upon a given piece of land have a direct impact on its form. Spaces that are utilized for agricultural purposes develop an entirely different form and identity than ones utilized for mining. From the land upon which they work and live, people begin to establish their lifestyle and culture. Culture is associated with the customs and traditions of a society, as they are expressed by its people. It dictates how we interact with one another, and how we operate in almost every facet of our community. As stated by author Jon Hawkes (Hawkes, 2001, p. 3):

...culture is both overarching and underpinning. It covers both the values upon which a society is based and the embodiments and expressions of these values in the day-to-day world of that society... This culture is not the decoration added after a society has dealt with its basic needs. Culture is the basic need – it is the bedrock of society.

While culture does provide a solid foundation for a society, it also very elastic: constantly growing and evolving to represent the changing views and values of its society. Therefore, culture is never truly lost, but can be altered from its original form. In this way culture is much the same as historical context. History can help to establish identity by defining the initial characteristics, needs, and events that helped to shape a space into its present form. History can be seen in the type of housing a community has, the type of commercial and industrial development that community supports, and even the open spaces and infrastructure that are located in an area. Spaces set aside by a community as being of historical importance can give clues as to what is considered significant to the understanding of their locality and identity. While history can serve a purpose in understanding an area, it can also become a hindrance in design. Concentrating too much on the historical aspect of a site may keep other valuable characteristics from coming to the light. Renowned author on the American landscape, J.B. Jackson, posited (Wilson, 2003, p. 74)

...preserving architectural relics that had outlived their social usefulness was a sign of obsessive traditionalism and cultural rigidity that, while inevitable and perhaps even desirable in small doses, should not be allowed to constrain the vitality of evolving social forces.

The social forces to which Jackson alludes are the subject of my final characteristic of

identity: sense of community. A sense of community is essential to development of goods and services as well as infrastructure in a given place. Understanding who inhabits a community, how they interact with one another, and how they live their day to day lives is an invaluable resource for establishing how they are underserved by the public spaces that surround them.

The definition of identity through these concepts of physical form, culture, historical context, and sense of community point to the fact that identity is critical to the understanding of place. If identity is stripped away it can have a devastating impact on a particular place, as the characteristics that allow the place to be seen as unique are lost. This is the case all too often at present, as focus is placed on faster movement, oversaturation of commercial development, and man's incessant need to concur nature. To restore a level of uniqueness to our local spaces, we must delve into what makes up their identity and how it can be brought back to the forefront. As I will show in the coming chapters, this is the case for a road corridor in Knoxville, Tennessee known as Chapman Highway.

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CHAPTER I

History of Chapman Highway

Now that a definition and description of identity has been established, it is pertinent to understand how it has grown, evolved, and eroded over time on Chapman Highway. How the land was utilized, who was served by a particular space, and what type of development thrived, are all important questions in comprehending this phenomenon. Thus, we must look at the history of this landscape to arrive at its current condition. Through what means should a new identity be established for Chapman Highway; an homage to the place's history, a focus on the current community that subsists, or design drivers that break from the existing network? No longer serving the broader purposes for which it was originally slated, I propose to establish a new local identity for the Chapman Highway corridor that better fulfills the needs of the South Knoxville community in which it sits. By analyzing the site's human and natural features, I will set the ground work for pinpointing enhancement opportunities.

The Chapman Highway corridor through South Knoxville is a prime example of the concept outlined above, a space suffering from a loss of its local identity. The present appearance of this roadway is one of desolation and abandonment. Riddled with vacant properties (Figure 1.1), empty parking lots, and low end commercial development, this once thriving district has fallen into disrepair. In order to better understand how Chapman Highway came to be in its current state, one must first understand how this highway, and

the spaces that surround it, came to be.



Figure 1.1: Chapman Highway Vacant Lot (Source: Author Image)

Stretching south from the edge of the Tennessee River, South Knoxville sits directly adjacent to Downtown Knoxville, and the University of Tennessee (Figure 1.2).



Figure 1.2: Project Site Outline (Source: Author Generated)

The natural physical form of this area is a landscape of undulating topography, dense hardwood forests, shallow soils upon deep bedrock, and steep bluffs overlooking the river and areas north thereof. Each of these natural forms played a critical role in how and where the land was settled, important events that took place in the area, and how the land is still utilized in present day. While the area known as South Knoxville was not formally annexed into the City of Knoxville until 1917, the first major site impact that I will touch upon dates back to the 1860's. I am speaking of the creation of civil war forts along the topographic highpoints on South Knoxville's riverfront included Fort Dickerson and Fort Stanley on either side of what is now Chapman Highway. These forts were constructed by the union army (Figure 1.2) as a defensible position looking down upon the extent of Knoxville.



Figure 1.3: Union Army Encampment, Fort Dickerson
(Source: http://www.cityofknoxville.org/press_releases/content/2006/1109.asp)

This is the first major example of the South Knoxville landscape having an impact upon the individuals making use of the space: the steep topography and adjacency to downtown Knoxville made this an ideal location for forts to be constructed. Once the battles in Knoxville ended, the armies left leveled stands of trees, and barren land in their wake that over time were able to return to a natural state of canopy tree cover and underbrush. At present, the plots of land upon which these forts sat are public park space or undeveloped land. They both offer great views of the surrounding landscape in all directions.

The next two key developments in the South Knoxville landscape occurred at the turn of the century, and were among of the most impactful for this area. In 1901 Vestal Lumber Company (Figure 1.3) opened its doors in South Knoxville, bringing with it the first major industrial outfit in the area, and also a residential community made up of company workers.



Figure 1.4: Vestal Lumber Factory (Source: <http://kiva.lib.utk.edu/spc/items/show/3862>)

This lumber company is linked to the lumber mining practices that took place in the Smoky Mountains and other areas throughout the Southeast. As trees were felled in the region they would be shipped to the Vestal Lumber factory in Knoxville where the wood was processed and sent to its final destination via rail or ship. The peak for this company was during the World War II era, when the lumber processed in these factories were used to build ships, crates, and other materials to be shipped overseas. One significant part of the Vestal Lumber era remains today: the community of Vestal in South Knoxville. I go into further detail on this community in the coming paragraphs.

The Candoro Marble Company (Figure 1.4), much like Vestal Lumber, came on line in South Knoxville in the early 1900's. Candoro mined Tennessee pink marble from the multiple quarries in the area, most notable the large mine that is now a lake in the middle of Fort Dickerson Park.



Figure 1.5: Candoro Marble Factory (Source: <http://cmdc.knoxlib.org/cdm/search/collection/p265301coll7/>)

This company shipped its marble all over the country, and Tennessee pink marble can be found in many monuments in Washington D.C. This mining company, like vestal lumber attracted factory workers from the surrounding region to come and settle in South Knoxville, furthering the construction of an organically developed residential community in the Vestal area. The physical impacts that both of these companies had upon South Knoxville is plain to see by looking at the present conditions.

The most striking remnant of industrial activity is the marble quarry (Figure 1.5) in Fort Dickerson Park. Inaccessible to the public except for viewing, this quarry accounts for fifteen acres of space, has filled with water over time to become a lake, and has left a deep topographic scar upon the landscape.



Figure 1.6: Candoro Marble Quarry (Source: Author Image)

Also visible in the landscape of South Knoxville and the riverfront are the rail lines by which the goods processed by both of these industries made their way to their final destinations. These rail lines slice through South Knoxville, crossed the river, and travel to places beyond, bringing in loads of raw material, and carrying away processed goods. A third relic from the Candoro Marble days is the Candoro marble building in Vestal. This historic building is constructed of pink marble, is highly ornate, and represents the importance of this company even in present times. Surrounding the former marble factory is a series of smaller marble outfits that create pieces of art and do small scale marble construction.

The final vestige of these two mighty industries is the community of Vestal itself. This residential community grew organically around the industrial complexes, housing the many factory workers of the area. When Vestal Lumber and Candoro Marble were first opened there was not a strong connection to Downtown Knoxville from this area, spurring the creation of a 'downtown' in the community of Vestal complete with grocery stores, barber shops, and every day amenities to serve its small, isolated population. The residents of this community did not see them selves as Knoxvilians in the traditional sense, but as their own separate city all together. In some ways this sentiment continues into present times with the mentality of self reliance and isolation from the rest of the city of Knoxville. The decline of the two industries over time also meant a decline in the residential community, leading to its current state. At present Vestal is composed of low end single family residential lots. The physical appearance is one of dilapidation stemming from overgrown grass, derelict houses, and a plethora of vacant lots. This community is

still peppered with industrial buildings in among the residential lots, such as the Candoro Marble building and adjacent factory. The roads of this area follow the topography for the most part, winding their way around the steep elevation changes, and connecting to one another at odd angles.

A third development that greatly impacted the sense of community in South Knoxville was the design and construction of the Lindbergh Forest Community. Initially designed in the 1920's by real estate developer Victor McClain, this planned community became one of the first automobile suburbs in to be built in Knoxville. Built among the stands of mature trees, and with winding roads that followed the topography, this community offered a scenic drive and attracted well-to-do Knoxvilleans into the South Knoxville area.



Figure 1.7: Lindbergh Forest Community Historic Home
(Source: <http://allaroundktown.com/knoxville-neighborhood-of-the-week-lindbergh-forest/>)

Lindbergh Forest survives today with much of the same character as it had when it

was initially built: narrow, winding roads with no sidewalks, historic wrought iron street lighting, mature trees throughout, and historic homes (Figure 1.6) that have landed this neighborhood on the national registry of historic places.

While each of the aforementioned elements had a unique impact on the growth and progress of South Knoxville, the 1930's brought a whole new era to the city south of the river. With buzz growing that a National Park was being dedicated on an expansive swath of land South of Knoxville, construction began on what was to be the Henley Street Bridge. Being only the second automotive bridge capable of accessing South Knoxville from downtown, this bridge in and of itself was a major deal, but coupled with the new roadway being built through South Knoxville that would become Chapman Highway, the concept of what it meant to live in South Knoxville changed entirely. Henley Street Bridge was completed in 1931, corresponding closely with the opening of the Great Smoky Mountains National Park. The Henley Street Bridge and Chapman Highway not only connected South Knoxville to downtown, but also areas beyond Knoxville to the newly minted national park. The tourism boom that descended upon the Smoky Mountains flowed straight through Knoxville, across Henley Street Bridge, down Chapman Highway, and on into the park. The high volume of tourism traffic that made use of the new roadway prompted intense commercial development by vendors and retailers looking to provide goods for travelers. In the early days of Chapman Highway, the roadside was filled with motels, diners, souvenir shops, and convenient stores all tending to the tourism trade. All of the sudden this space with such a rich social, cultural, and industrial history had been

preempted by a new user group considered more valuable than the areas heritage. As tourism to the Great Smoky Mountains National Park grew, so did the tourism trade along Chapman Highway. The 1940's through the 1960's were the heyday for the highway as developers and vendors viewed the real estate on either side of Chapman as a valuable investment. As a result, the physical form of South Knoxville's built environment was drastically altered: the scale of the roadway grew, the connections from side roads diminished, and the residential neighborhoods became increasingly insulated from the highway due to commercial development. This trend continued until the 1970's when Interstate 40 was completed in Tennessee, offering a higher level of connectivity, faster traffic speeds, and better overall efficiency to travelers. With the creation of I-40 came exit 407, also known as Winfield Dunn Parkway, just east of downtown Knoxville.



Figure 1.8: Interstate 40 Exit 407 Alternate Route(Source: Author Generated)

This highway exit afforded tourist a quicker, albeit less scenic, route to the national park than could be found on Chapman Highway (Figure 1.8). Soon the parkway became the major tourism connection, which in turn allowed it to attract the vendors once clamoring to claim space along the Chapman Highway corridor. These new developments once again spelled out a major change for South Knoxville as a once thriving commercial corridor went into a downward spiral.

During the 1980's and 1990's the commercial development of Chapman Highway saw major decline: nice motels, family diners, and souvenir shops gave way to fast food restaurants, used car lots, and pay day loan shops. Land along the highway that was once fought over so fervently now struggled to find tenants to fill the space. The road that had grown to a multilane highway with shoulders and an extensive right-of-way was now handling a fraction of the traffic that it did during its heyday. The neighborhoods, industries, and cultural landscapes that once defined the city south of the river were hidden from view by the oversized and purposeless roadway. Residents of the communities that surrounded Chapman Highway no longer felt a sense of ownership or connection to this corridor that had so long ignored their presence. The communities on either side of Chapman had long been severed from one another and what began as a physical barrier had become a cultural one. The neighborhoods of Vestal and Lindbergh Forest had established entirely different characteristics over time, fracturing any semblance of a singular community identity. This twofold loss of identity, the original local identity and the tourism trade, led to the current state of Chapman Highway and the issue addressed

in this thesis: the revelation of local identity within the Chapman Highway landscape. To best propose changes for the corridor in question, an inventory of the existing conditions and character of Chapman Highway must first be taken.

CHAPTER II

Characteristics of Existing

Because Chapman Highway once served as a bustling commercial district serving a wide variety of consumers, it retains much of the character from its former function. There are a great number of avenues through which this corridor can be described, but for this site inventory I shall be focusing mainly on four: the natural topography of the landscape, the scale of the roadway and the modes of transportation active therein, the commercial development and the resulting visual pollution, and the existing connection between the roadway and the local communities. Each of these conditions contributes greatly to the character of the corridor and must be given consideration in any design decisions that are made.

The project site, like much of East Tennessee, has an undulating topography (Figure 2.1) that provides a wide range in elevation. Within the project site the topographic highpoint is approximately 1150 feet above sea level, while the low point is approximately 860 feet above sea level. The high and low point of the site can be found in close proximity to one another, within a quarter mile, meaning that the elevation changes are not gradual but actually quite steep.



Figure 2.1: Project Site Section (Source: Author Generated)

These major elevation changes affect where development has taken place in the corridor, the arrangement of the roads that can be found on the project site, and the views and vistas that one might find of the surrounding area. In the space between the Fort Dickerson and Fort Stanley, two topographic high points, the commercial development sits in the valley and stops where the elevation begins to rise quickly. The roads in this space, and throughout the project site, also cater to the topography by following the natural grade of the land. The most prominent example of this concept is the Lindbergh Forest community in which all the roads wind and curve with the land rather than offer straight lines through the neighborhood. The only blatant break from this pattern is Chapman Highway itself which cuts across ridge lines, and generally works against the natural flow of the landforms upon which it sits. This makes Chapman Highway a unique specimen in the South Knoxville landscape because as one reaches the crest of a hill he has long views (Figure 2.2) in either direction that cannot be found on other roads.



Figure 2.2: View From the Peak of Chapman Highway
(Source: Author Image)



Figure 2.3: View of Chapman from Fort Dickerson
(Source: Author Image)

The most striking views that can be found on the project site are those from the two Civil

War forts. Fort Dickerson and Fort Stanley represent two of the highest points on the project site, and as such they offer panoramic views that cannot be found elsewhere. From the peak of Fort Dickerson one can look to the north and see The University of Tennessee campus. Looking to the east, a view down to the Chapman Highway corridor (Figure 2.3) and Fort Stanley can clearly be seen. To the West and South one can gaze upon the community of Vestal. From Fort Stanley, which is closed to the public presently, one has a terrific view of Downtown Knoxville from a unique angle. These views do not coincidentally coincide with Civil War fort locations, but were one of the largest factors in determining these sites for the Federal army. The fact that so much of the Knoxville landscape can be seen from these points made them strategic locations for war encampments so many years ago, and makes them terrific park locations currently.

Stretching two miles into South Knoxville from the south riverfront, Chapman highway is composed of two twelve foot driving lanes in either direction, a fifteen foot center turn lane, and a twelve foot shoulder beside the south bound lanes. The right-of-way (R.O.W.) for Chapman also contains ten additional feet of space on either side of the road for utilities and sidewalk space (Figure 2.4). All of this footage combines to form ninety-five feet of R.O.W. for Chapman Highway. Contained within this space are overhead power lines and road lighting on both sides of the road, a five foot sidewalk on the northbound side, a ten foot grass strip on the southbound side, and business signage scattered throughout the district on either side of the road. One notable break from this setup is the high point on Chapman highway, where it crosses the site's major ridgeline.



Figure 2.4: Chapman Highway Right-of-Way (Source: Author Image)

At this point the R.O.W. narrows due to the roadway cutting into the hillside, resulting in the loss of the shoulder on the southbound side, and steep grade changes on both sides of the road.

While Chapman Highway no longer serves as the tourism route it used to, it's still the main arterial collector road for South Knoxville residents. Before discussing daily traffic counts and peak usage for this stretch of Chapman it is worth noting that the closing of the Henley Street Bridge for renovation in 2010 drastically altered the traffic flow typically seen on Chapman Highway. On an average day, Chapman is utilized by approximately 29,400 vehicles. While this volume of traffic is spread throughout the day, peak times of use for Chapman Highway are at 8:30 in the morning when people are driving to work, school, and various other activities, and at 5:00 in the afternoon as people make

their way home from work. At other times of the day there is a low but steady volume of commuters making use of this path. At present this roadway is utilized almost exclusively by cars, though there are city bus routes that also make use of Chapman Highway. On a typical day one can find a few cyclist that use Chapman as a means of getting to work or running errands, but as there are no bike lanes existing they ride on the road's shoulder or the sidewalk. Pedestrians are a more frequent sight on the side of Chapman Highway, as they wait for buses, cross the road midblock, or walk determinedly up and down the sidewalks. This wealth of traffic makes Chapman Highway a hub of activity that isn't found on other roadways in South Knoxville, and as a result the commercial development that exists along it is also unique in the area.

Commercial development lines both sides of Chapman Highway over the extent of the project site. In the early days of Chapman Highway this commercial development was intended to serve the tourist population travelling by motor vehicle down this stretch of road, and as such vendors were able to spread their establishments out. As the Chapman Highway corridor became more popular and more heavily travelled, the commercial development became more dense, squeezing into every void along Chapman and blocking out the neighborhoods and local spaces that enveloped the highway. The typical venues that could be found in these commercial areas during the 1940's, -50's, and -60's include diners, souvenir shops, motels, entertainment venues, and premium gas stations. In an attempt to attract as many customers as possible, businesses crowded the roadside with signage, put parking at the roads edge for easy access, and removed vegetation

that would hinder the view of their property from passersby. This trend continued until the 1970's and -80's when tourist route to the national park shifted away from Chapman Highway. The steady decrease in traffic along Chapman slowly caused a devaluation of the properties and businesses, resulting in companies that once fought so hard to get space in this area closing their doors. A down cycling occurred in the commercial development as businesses vacated, leaving a void that would be filled by low end establishments such as used car lots, pay day loan businesses, and fast food restaurants.



Figure 2.5: Existing Commercial Development on Chapman (Source: Author Generated)

By no longer catering to the user group that brought it prosperity for decades, this corridor through South Knoxville lost its identity and has struggled to define a new one. The result of this loss can be seen not only in the commercial development that envelopes the

highway (Figure 2.5), but the spaces that surround the Chapman corridor, and in the function of the highway itself.

The commercial development that currently exists along Chapman (Figure 2.6) is comprised of fast food staples, a series used cars lots, small retail shops, and service businesses such as banks, dry cleaners, and mechanics. Peppered in among these businesses are numerous abandoned buildings, vacant lots, and unused parcels of land that are overgrown with vegetation and have a generally unkempt appearance.

Building	Sqft	Property Ownership	Property Type
1	43591	Health Management Associates	Office
2	1368	Chapman Highway Muffler	Commercial
3	1589	Smoky Mountain Market	Commercial
4	2046	Speedmart Deli	Commercial
5	6325	Brown Brown and West	Office
6	68431	Kern's Bakery	Office
7	10811	Rush's Music	Commercial
8	1262	Residential	Residential
9	1572	Residential	Vacant
10	1572	Residential	Vacant
11	2867	Southside Package Store	Commercial
12	10541	Kern's Bakery	Office
13	910	Rally's	Commercial
14	2566	Wendy's	Commercial
15	2566	Pizza Hut	Commercial
16	3518	Allen Sign Company	Commercial
17	4620	Allen Sign Company	Commercial
18	2962	Allen Sign Company	Commercial
19	2847	Allen Sign Company	Commercial
20	4974	McDonalds	Commercial
21	4631	Carmart	Commercial
22	1313	Residential	Residential
23	1361	Residential	Residential
24	1384	Residential	Residential
25	38448	Disc Exchange/Book Eddy	Commercial
26	6064	Shoney's	Commercial
27	11103	Burger King	Commercial
28	4594	Arby's	Commercial
29	1185	Vacant	Vacant
30	3829	Vacant	Vacant
31	3118	Tennessee Valley Motor Co.	Commercial
32	1000	D & D Good Used Tires	Commercial
33	3855	Knoxville Cleaning	Commercial
34	2330	Crow's Alignment & Services	Commercial

Building	Sqft	Property Ownership	Property Type
35	8392	BP Gas Station	Commercial
36	7800	G & R Automotive	Commercial
37	791	Title Pawn	Office
38	4034	Tennessee State Bank	Office
39	7000	Auto Zone	Commercial
40	4978	Hardee's	Commercial
41	2195	Residential	Residential
42	1154	Residential	Residential
43	6148	Executive Inn	Commercial
44	11440	Executive Inn	Commercial
45	2177	Executive Inn	Commercial
46	2440	Turon Auto Sales	Commercial
47	596	Turon Auto Sales	Commercial
48	1688	Studio 66	Commercial
49	1429	A & A Motors	Commercial
50	1769	Taller Mechanico Catacamas	Commercial
51	3552	White Spirit Lodge	Commercial
52	4539	Vacant	Vacant
53	3877	Vacant	Vacant
54	1860	Gary Litton Investigators	Commercial
55	3875	La Tortilla Mexican Market	Commercial
56	21640	South Knox Collectibles Mall	Commercial
57	10533	Berry Funeral Homes	Commercial
58	2192	Subway	Commercial
59	26944	Uncle Easy's Pawn & Loan	Office
60	2692	Tennessee Title Loans	Office
61	13608	Vacant	Vacant
62	12816	Vacant	Vacant
63	1519	Big Easy Auto Pawn	Office
64	1551	Vacant	Vacant
65	9038	Title Max	Office
66	3876	South Knox Dry Cleaners	Commercial
67	6523	Route 66 (Gas Station)	Commercial
68	6820	O'Reilly Auto Parts	Commercial

Figure 2.6: Existing Land Use on Chapman Highway (Source: Author Generated)

On the parcels that are being utilized by commercial businesses, the capacity for parking greatly exceeds the need. An example of this would be the disc exchange shopping center

that can be found less than a quarter mile from the Tennessee River. This shopping center contains 118 parking spaces for the four businesses that take up residence, however the maximum number of cars that can be found there at any given time throughout the day and over the course of a week is 35. This overabundance of parking is typical to the corridor, with businesses either having too much parking for the type of service they offer or not being able to pull in enough customers to justify their parking capacity. Finally, the road front throughout this district suffers from visual pollution (Figure 2.7) brought on by commercial signage, billboard advertisements, and city utilities. Ninety percent of the businesses that currently exist in this space, and numerous business that have left, have signage along the roads edge that advertise their company. Along with this individual business signage are clusters of billboards advertising everything from public service announcements to Gatlinburg tourist attractions.



Figure 2.7: Visual Clutter on Chapman Highway (Source: Author Image)

These billboards can be found not only in the developed spaces along Chapman, but also in the vegetated backdrop of the undeveloped spaces, taking away from the natural appearance of the few existing green spaces. The clutter of signage scattered throughout the site is further exacerbated by the overhead power lines and poles that populate the roads edge. These elements combine to create a sense of visual chaos that is distracting to drivers, and detracts from the visual appeal of the entire corridor.

The residential neighborhoods and green space that surround Chapman Highway at present are visually buffered from road by the ribbon of commercial development on either side of the road. However, physical connections to Chapman do exist in the way of streets and sidewalks that allow residents to engage road and commercial developments. Many of these connecting roads existed before the creation of Chapman, and as a result they sometimes intersect with the highway at less than advantageous angles. A prime example of this would be the intersection of Chapman Highway and Maryville Pike. The roads connect at a forty-five degree angle, making it difficult to turn safely onto Chapman with the high rates of speed. The existing pedestrian connection to these neighborhoods is also problematic because while sidewalks do lead to Chapman Highway, once they reach this roadway the sidewalk only exists on one side of the road. This forces pedestrians to cross the fast moving highway which is a treacherous proposition. The two main neighborhoods that exist in this space, Lindbergh Forest and Vestal, are bedroom communities that provide a substantial consumer base for the commercial district on Chapman, with a collective population of approximately 5,500 residents. At present these

residents shy away from Chapman Highway as a community gathering space because the character of the corridor is not conducive to local activities.

The functional capacity of Chapman Highway, in its present form, is dichotomous in nature. The twelve foot driving lanes, extensive shoulders, elevated speed limits, and lighting type suggest the character of an expressway. However, the intensity of commercial development, frequency of stop lights, and existence of a pedestrian walkway are elements that characterize a neighborhood road. The duality of road types is symptomatic of the loss of identity that plagues Chapman Highway. By attempting to serve as the Highway that was once needed, as well as a local road for the surrounding residential neighborhoods, it does neither effectively. To once again work efficiently Chapman Highway must definitively shift to one characterization or the other.

CHAPTER III

Future Proposals

As no design ever occurs in a vacuum, I researched other design projects being proposed around my own project site. The city of Knoxville is ever growing and looking for ways to utilize existing spaces to their maximum potential. Three ongoing proposals which would have a direct impact on my site if built are the Knoxville South Waterfront Vision Plan, the James White Parkway Extension Plan, and land procurement by Legacy Parks Foundation. These projects have the potential to inform my design decision, as they would alter population sizes, demographic bases, traffic patterns, and connectivity. To ensure that my design would be relevant for South Knoxville now and in the future, I will break down these proposals and determine their potential for impact on my site.



Figure 3.1: South Waterfront Vision Plan - Chapman Highway Bird's Eye View
(Source: http://www.cityofknoxville.org/southwaterfront/visionplan/visionplan_final.pdf)

The Knoxville South Waterfront Vision Plan is intended to be a twenty year master plan looking at the redevelopment of the land south of the Tennessee River. Beginning with buildings, this plan proposes increasing the intensity of development to a level similar to the northern banks of the river. Around the Chapman Highway corridor this includes civic structures, office buildings, and hotels ranging from four to eight stories in height (Figure 3.1). The scale of the buildings could potentially have an impact on the scale of development in my own project site, as they represent the aspirations of the waterfront district as having downtown type characteristics. The type of structures found here also have the potential to impact my own design. The programming in this space means that it will function as a work space, bringing in office workers and out of town guests on a daily basis. This new influx of people could potentially represent an addition to the consumer base for my project site; these business people could make use of restaurants, retail, and entertainment venues located on my site. Besides the structural development detailed in this plan, there are also two prominent new landscape features being added to the Chapman Highway corridor. The first of these features is a gateway park running alongside Chapman from the Henley Street Bridge back to the train tracks. This park space is meant to be a welcoming space to visitors crossing the river into this new the south city, and includes walking paths, tree allees, and a series of ramps leading to the river's edge. Connected to this park space at the river's edge is the other prominent landscape feature: a pedestrian promenade. This large walkways mimics the one found on the opposite bank of the river, and has many of the same implications in the way

of connectivity and function. The impact these two features could have on my design come in the form of spatial connectivity. The current series of greenways, bike trails, and sidewalk systems in South Knoxville are disconnected to the detriment of those wishing to use them. These two proposed landscape features shift the focus in South Knoxville to non-vehicular connectivity, and could inform pedestrian movement within my own design.

The James White Parkway Extension Plan is a development proposal by which James White Parkway, an expressway connecting South Knoxville to downtown and interstate 40, would be extended from its current stopping point at Moody Avenue (Figure 3.2) in South Knoxville and connect into Chapman Highway near John Sevier Highway.



Figure 3.2: Truncated James White Parkway at Moody Avenue
(Source: <http://www.knoxnews.com/news/2011/apr/20/s-knox-link-gets-study/>)

This project is intended to create an easier commute to downtown Knoxville from the

South Knoxville area. This project would have a direct impact on my project site, because at present the majority of commuters attempting to reach downtown from South Knoxville travel along Chapman Highway. If this project is implemented the potential to utilize Chapman Highway for mostly local traffic will have a great impact upon the design of the road network and streetscape in my project site. The existing Moody Avenue connection has taken on a more prominent role in recent years with the closing of Henley Street Bridge for reconstruction. Traffic has been rerouted to take drivers around the downtown Knoxville by way of James White Parkway, and connect into Chapman Highway via Moody Avenue. Even if James White Parkway is not extended, this alternative route has proven to be a viable option for commuters hoping to reach South Knoxville.

The Legacy Parks Foundation is a local non-profit that works to procure significant patches of land in the Knoxville area and convert them to park space as a means of preserving their historical or cultural importance. Within the South Knoxville landscape they have preserved Civil War sites, industrial sites, and other significant parcels creating a patchwork of green space that connects all of South Knoxville. With plans already in the works to purchase the land that composed Fort Stanley, the future endeavors of this organization will have a direct impact on the development of my project site.

These three design proposals could impact my project site in numerous ways. The implementation of the South Waterfront Plan would alter the physical form of South Knoxville by bringing in a much higher level of building density and intensity. The work of both the South Waterfront Plan as well as the James White Parkway Extension Plan would

drastically change the traffic pattern in and around my site thereby informing the streetscape designs and roadway infrastructure necessary for Chapman Highway. The work of Legacy Parks Foundation has and will continue to affect the historical understanding of the South Knoxville area by bringing awareness of historically important spaces to the general public. All three of these plans have the potential to impact the cultural characteristics of the site through the programming of space. The South Waterfront plan would bring a new consumer base to the South Knoxville area and potentially alter the residential demographics of the area. The James White Extension would change the amount of traffic, and the type of drivers that utilize my project site. Finally, the work of Legacy Parks Foundation would alter the recreational use of my project site and potentially attract new visitors by offering activities that aren't presently found in the South Knoxville area.

CHAPTER IV

Case Studies and Precedents

The present character of Chapman Highway is simply the remnants of a past purpose which is no longer served. What was once a vibrant district catering to tourists and other outside user groups is now serving mostly the residents of the neighborhoods surrounding the site. As such, the character of the roadway should be altered to better fit its present and future purposes. To best inform the changes that will be made, I will look to other successfully implemented streetscape and redevelopment plans that occurred under similar circumstances. The case studies of the Moody Street Corridor, Market Square Project, Haile Village Center, Fourth Ward, and Statesville offer a variety of design methods from which I can learn.

There are commonalities that exist between the Chapman Highway corridor through South Knoxville, and Moody Street, a former industrial district in Waltham, Massachusetts. Sitting just nine miles outside the center of Boston, this once great industrial town is considered a gateway community to the big city. As the industrial nature of Waltham gave way to a more technologically based economy, the Moody Street industrial district became obsolete, abandoned, and rundown. Planners took this opportunity to create a redevelopment plan, through intensive study of the community that had formed over time. They shifted their focus for development from the old system of industrial complexes to intense residential and commercial development that would not only provide goods and

services to the existing residents of the community, but entice developers and business owners to reinvest in this area. Through zoning changes, a restructuring of roads and infrastructure, and investment in the area through federal and local funding, a new identity was able to be established for this area.

There are lessons to be learned from this project, both positive and negative. On the positive side, the redevelopment plan that was implemented called for the creation of an extensive green corridor along the Charles river that ran directly adjacent to Moody Street. The construction of this public space has been crucial to promoting the walkability and bikability of this district as well as connecting previously unlinked green spaces around the city. The plan was also successful in its campaign to bring commercial investment into the area. Places where the plan fell short were in its estimation of usage. While this corridor does sit just a few miles from a major highway entering the city of Boston, Moody Street itself is not a major thoroughfare. The planners overestimated the amount of traffic the site would receive, and as a result overbuilt in the parking garages and commercial centers. This miscalculation may damage the project in the long-term as they do not have the infrastructure in place to sustain the development or initiate further growth. Overall this project serves as a valuable resource for criteria of a re-development plan, and potential programming.

The Market Square project in Gaithersburg, Maryland (Figure 4.1) is a second project that shares common traits with the South Knoxville area. This design for a town center is sandwiched between two existing residential communities known as Kentlands

and Lakelands.



Figure 4.1: Market Square Site Plan
(Source: Place Making. Bohl, 2002)



Figure 4.2: Market Square Street View
(Source: Place Making. Bohl, 2002)

While each of these communities had their own amenities, including schools, churches, parks, and shopping among others, they lacked as central commercial district. Though the initial project was intended only to provide space for commercial use, the popularity of the project has called for additional office space to be added, and high intensity residential development (Figure 4.2) has sprung up on the projects perimeter. As a compliment to the commercial space created by this project, the developers have also integrated public gathering spaces that successfully serve both of the communities it bisects. The two neighborhoods, and the City of Gaithersburg, hold public events such as sidewalk fairs, art festivals, farmer's markets, ice skating, and wine festivals in this setting, creating a sense of community for the residents. By offering more than a place to simply come and shop, this development promotes community involvement, causing residents to take a personal stake in the communities in which they live.

There are several positive planning decisions that I believe made the project a success. First the project was strategically placed within the existing communities of Kentlands and Lakelands. Directly adjacent to the project are high intensity, mixed-use office and residential properties that are within walking distance to many of the restaurants, shopping areas, fitness centers, and entertainment venues that were built. By placing this development in the immediate vicinity of a potential user group, as well as locate it close to a major thoroughfare, Great Seneca Highway, the developers ensured a broad base of consumers that would support the project. While the positive aspects of this project are plentiful, there are lessons to be learned from areas where the development ran into problems. The high degree of involvement from local residents was both a blessing and a challenge to the developers. They received pushback on several of the early design decisions, making the project a much longer and more involved process than initially intended. The necessity to take land from both communities while also providing stronger connectivity between them also proved challenging to the developers. Finally, bringing a 'sense of place' down to a local level was an issue that has yet to be completely resolved. While the developers did create public gathering space for the communities, they were not designed to a level of detail that represented the community in a specific manner. At the time of completion, the public gathering spaces were devoid of fountains, statues, landmarks, or other features that would make it unique. Presently the communities are engaging in discussions regarding the possible addition of these amenities. Overall I believe this project is useful for guidance on how to incorporate a strong town center

development into established residential communities.

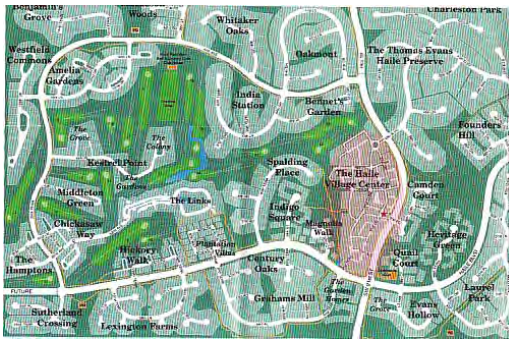


Figure 4.3: Haile Village Center Site Plan
(Source: Place Making. Bohl, 2002)

The location of the village center is at the heart of a suburban master planned community, and is close to, but not on, a major arterial that leads into downtown Gainesville. This project was intended to serve the residents that live directly adjacent, and as such has incorporated commercial development that provides for the everyday needs of the community rather than broader reaching retail type stores. Amenities that can be found on in Haile Village Center include hardware and convenient stores, restaurants, single- and multi-family homes, professional offices, and public space.

that take up enormous tracts of land, this town center is only fifty acres in total area. The scale of development in this project is a result of slow, patient growth, building in an 'old town center' fashion, developers recognizing the amount of day-to-day traffic this site would see, and a desire to integrate with the surrounding fabric of the area. These characteristics translated into narrow streets and back-of-house carriage lanes, dense commercial development and mixed-use buildings, and comfortable pedestrian walkways complete with street trees, benches, and other amenities. Of the more than fifty businesses that have located on site, only one of them is a national chain, the rest being comprised of locally owned and operated outfits. The use of the natural features and mature landscapes (Figure 4.4) also make this project unique to Haile Plantation specifically. For example, the west end of the village center site is a wetland feature that reflects the natural history of the site. Mature oaks, hickories, sweet gums, and pines have been preserved throughout the project site to truly create a sense of connection to both the surrounding community and the history of place. This project, as established and rooted in the community as it may seem, was not without its challenges and setbacks. The primary issue that developers struggled with was being patient and allowing the project to progress naturally; because the businesses are local, and the village center is intended to serve such a narrow consumer base, it has been a long process to get the project to a level of completion. This has meant phasing of the project, and the allocation of funds to specific areas as a means of ensuring the long-term viability. The desire to have a natural features and mature landscape also posed an challenge not only in means

of construction, but also in defining the character of the space; by allowing mature trees to remain, and maintaining an existing wetland feature the developers limited the density and intensity of building that could be done. As a whole this project provides a wealth of knowledge on how a town center can reflect local character through design intervention.

Besides studying the three aforementioned precedents for their positive and negative impacts, I looked at two additional design projects that just in their early stages of completion. These two projects provided insight into the analysis and programming of design, and the means by which important decisions are made. The two projects of which I speak are the Fourth Ward Livable Centers Study, and the Historic Downtown Statesville Streetscape and Land Use Master Plan.

The Fourth Ward Livable Centers Study was a planning exercise performed in the Houston-Galveston area of Texas. The Fourth Ward neighborhood was facing numerous problems including a lack of connectivity, a loss of historic character, and hindrances walkability. Over time the buildup of a major roadway became a dividing line to the historic neighborhood, disrupting community connections and creating a barrier multimodal transportation. The high speeds of traffic, lack of bike lanes, and narrow sidewalks made cyclists and pedestrians uncomfortable moving about the neighborhood. Additionally, the placement of the major road left the neighborhood subdivided, with some local amenities outside the reach of residents. Through a series of public meeting, intense site inventory and analysis, and strict adherence to their firm's design principles, the landscape architects of Design Workshop in Houston were able to produce a conceptual plan to mitigate the

issues being faced by the Fourth Ward.

The design decision that stood out as the most striking of the proposals was the creation of smaller districts within the Fourth Ward neighborhood. Designers first began by considering the space from a pedestrian point of view. They broke the neighborhood down into quarter mile radii (Figure 4.5), considered a comfortable five minute walk.

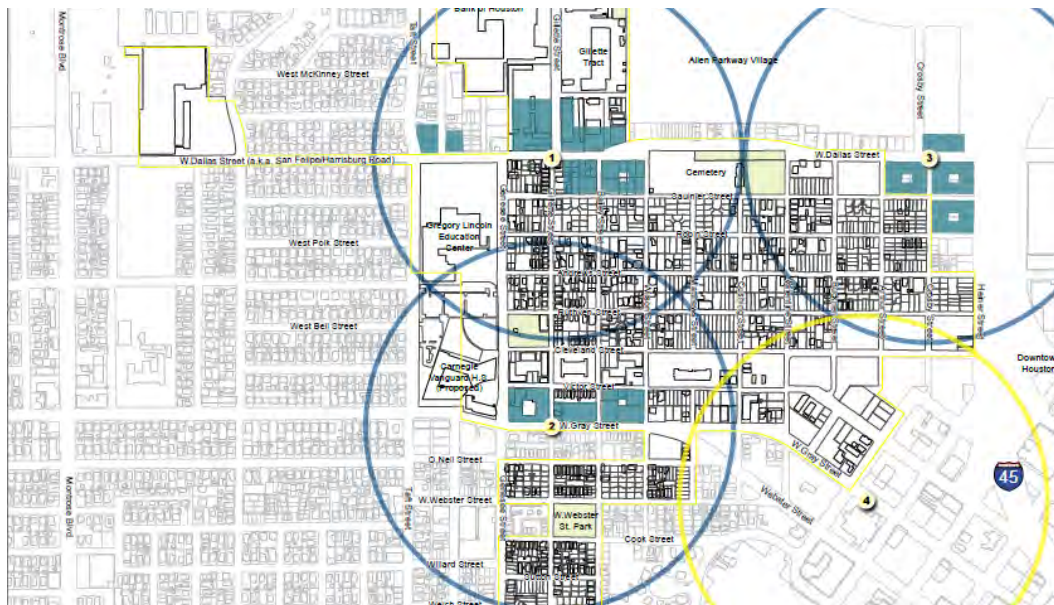


Figure 4.5: Walking Radii of Proposed 4th Ward Community Centers
(Source: http://videos.h-gac.com/CE/livablecenters/fourth_ward_livable_centers_study.pdf)

Through analysis of comfortable walking distances and ease of walkability, designers were able to establish smaller commercial centers that would complement the neighborhood's existing commercial development. The positive impact of this change would be twofold: allow residents to utilize local amenities more easily by breaking the area down into more manageable blocks, and cut down on vehicular traffic by promoting walkable distances. It

was believed that new centers would also be economically advantageous as they could each develop their own character, offer different services and goods, and tailor themselves to the consumer base by which they are surrounded.

This project also featured a distinct new streetscape design that was intended to promote multiple modes of transportation, slow the speed of vehicular traffic throughout the project site, and assess existing traffic patterns to potentially alter the road network. To best reach these goals the team first analyzed the current road network to determine its shortcomings. Diagrams detailing the road's right-of-way, speed limits, traffic density, sidewalks, on street parking, and a plethora of other features provided a wealth of information from which a design could be built.



Figure 4.6: Proposed Right-of-Way in 4th Ward

(Source: http://videos.h-gac.com/CE/livablecenters/fourth_ward_livable_centers_study.pdf)

Designers determined that in order to promote multimodal transportation, such as bikes,

buses, and pedestrians, it would be pertinent to first slow the speed of vehicular traffic and implement the necessary infrastructure. Design interventions to achieve these goals (Figure 4.6) included the addition of on street parking to provide a buffer between the road and sidewalks, the addition of pedestrian lighting and canopy tree cover at the roads edge, and the reduction of speed limits on numerous roads. The resulting design not only made for a more comfortable street atmosphere for pedestrians and cyclists, but allowed for better way finding by visitors.

The second design project I studied was the Historic Downtown Statesville Streetscape and Land Use Master Plan. This city was suffering due to an erosion of its historic character over the course of time with the creation of new developments and the covering up of historic landmarks. Additionally the major road through the center of town had expanded over time, and had become so busy with vehicular traffic that it deterred pedestrian movement throughout the district. To combat these issues the city of Statesville had a new master plan created.

The first series of design interventions had to do with the operation of the roadway. What originally spurred to need for this project were complaints that the roads in the downtown area were oversized, and traffic speeds were too high. With limited space in the right of way between buildings, the scale of the road was hindering all modes of transportation other than vehicular traffic. The design team first began by studying road diet schemes for opportunities to reduce the scale of the road and recognized two solutions a plausible: decrease the number of driving lanes, and decrease the width of

each driving lane. In its original form the major roads in the project site were two lanes in either direction with additional right hand turn lanes and a center lane for left hand turns. These lanes were constructed at a width of twelve feet each, making the overall width of the roadway massive. The following quotes from the final report give insight to the design:

‘Investigating lanes widths of 10 feet, which the Green Book indicates are appropriate in downtown areas, represents an opportunity to reduce vehicle speeds, improve driver and pedestrian safety, and create space for some of the other competing downtown needs.’

‘The number of lanes through downtown, particularly the right turn lanes, contributes to the higher vehicle through speeds. Although having more lanes makes driving from place to place faster, the lanes are an obstacle to the pedestrian functionality downtown.’

The new proposal (Figure 4.7) included removal of right turn lanes to make space for bike lanes, plantings, and wider sidewalks, as well as the removal of the center lane to make space for a boulevard feature. The remaining driving lanes were reduced to a width of ten or eleven feet. By narrowing the driving lanes, adding cyclists to the roads right of way, and creating a sense of enclosure with vegetation, designers recognized that drivers would travel more slowly and cautiously on these roadways.



Figure 4.7: Proposed Right-of-Way in Statesville

(Source: http://www.downtownstatesvillenc.org/masterplan_resources/Final%20Report_09-04-09.pdf)

This is due to the theory of risk compensation, in which a person behaves more cautiously in places where they perceive a greater amount of potential risk. Drivers will naturally slow down upon recognizing that they have less room in which to operate, and that they are sharing the road with an additional mode of transportation. Besides the effect these design interventions would have on drivers, they also provide a more comfortable atmosphere for pedestrians. By reducing the amount of space being taken up by the roadway, additional space can then be allocated to the pedestrian zone. The vegetation at the road's edge provides a buffer from the street for pedestrians, and wider sidewalks make for a more interactive space. By removing and reducing the overabundance of vehicular traffic lanes designers were able to accommodate new modes of transportation and create a safer space for existing ones.

The design team working on the master plan next resolved the issue of the city's historic character through design interventions that uncovered existing landmarks, and the implementation of new features to the downtown area that marked significant spaces.

Uncovering the existing history of the space included such tactics as removing the asphalt overlay that covered up the historic brick streets in the city, and revealing historic building markers from the early days of the city. Along with these interventions, the design team also researched the city's historic importance to establish new features for the downtown that harkened back to the cultural heritage of Statesville.

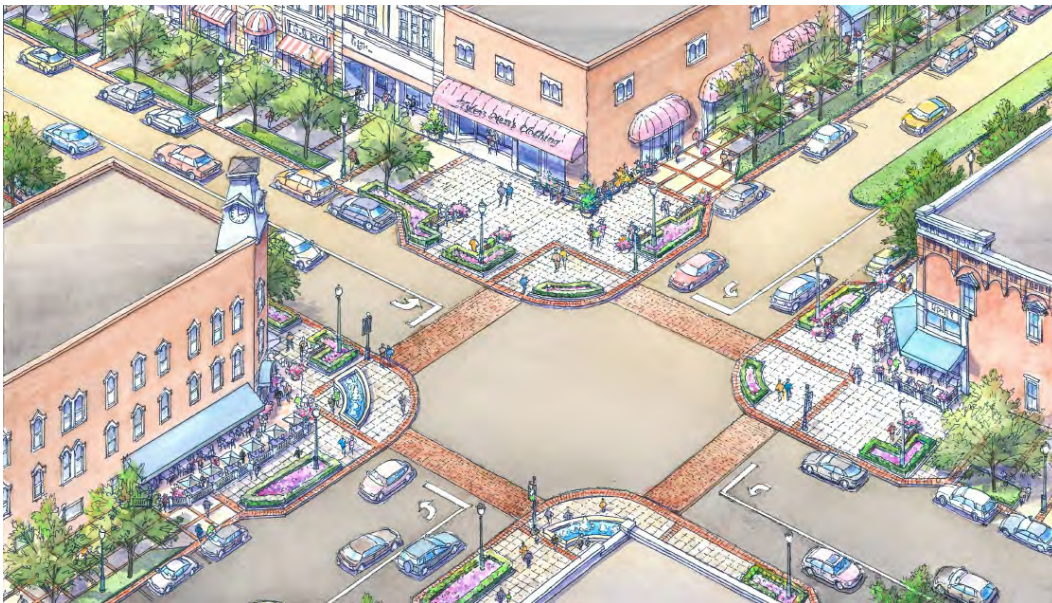


Figure 4.8: Perspective of Proposed Statesville Intersection
(Source: http://www.downtownstatesvillenc.org/masterplan_resources/Final%20Report_09-04-09.pdf)

Through the use of building materials (Figure 4.8) such as brick pavement and wrought iron street lamps they were able to provide visual cues that told visitors they were in a historic district. Additionally, the use of matching way finding maps, banners, and building signage worked to create a district that stood out from the areas around it. Finally, the use of vegetation indigenous to the area for all of the streetscaping gave the downtown a sense of place by tying into the natural history of Statesville.

From these precedents and case studies I can derive valuable information about the positive and negative impact of certain design decisions. The physical form of design proposals such as the Moody Street Corridor and Fourth Ward provide an understanding of proper scale of development, and location of design features. The historical context of Haile Village Center and Downtown Statesville offer ideas about historic interpretation and representation within an urban area. The Market Square project delves into the concept of developing a cultural space between two adjacent communities. Finally, all of these projects offer insight into producing designs in places that have a strong sense of community. Whether the design approach is driven by economic factors, transportation, simply the continued expansion of a city, catering to the local community is at the center of all of these designs.

Project Programming

[illegible]

Starting at the northern most edge of the site, just south of the Tennessee River

waterfront, the first zone will serve as a gateway into the site from the South Waterfront Development Plan proposed by the city of Knoxville. As it has been stated, this plan calls for five to eight story office buildings to be constructed along Chapman Highway at the river's edge. While this intensity of development may be proper for the waterfront, I believe that a smaller scale of development would more appropriately match the character of South Knoxville. As such, this gateway space will serve as a buffer zone from the city's plan, and allow residents and visitors to recognize this Chapman Highway district's local character. This zone is also sandwiched between two historically significant green spaces, and has the potential to serve as a connector for them.

Beginning at the edge of the first zone and ending near the topographic apex of the site is a space that has potential as a commercial hub. This zone sits at the intersection of the four major demographic groups surrounding the site: Downtown Knoxville, the University of Tennessee, Lindbergh Forest, and Vestal. Within a five minute drive of all of these groups, zone two can pull the largest consumer base of any area on site. As such, this zone will offer a variety of stores activities tailoring to both local and outside user groups. This space is envisioned as a 'downtown' for south of the river with gathering spaces, retail development, restaurants, and entertainment venues that are tailored to the surrounding demographics and local communities.

At the crest of the site's major hill will be the location of zone three. Sitting between existing green spaces, adjacent to what will be a proposed green space, and in close proximity to the large marble quarry, this space has the potential to become a hub for

recreational activity. As I intend to introduce multimodal transportation to the project site, this zone will become a critical intersection for movement. With magnificent views of the entire project site and the surrounding areas, zone three may also become a favored outlook point for visitors and local residents alike.

Running alongside these first three zones in the project site are two large existing green spaces. Originally developed as Civil War forts during the 1860's, and redeveloped as industrial mining sites, these spaces are currently underutilized land that have the potential to serve recreational purposes such as hiking, biking, or picnicking. The historic nature of these spaces makes them an ideal spot for interpretive cultural landscape features. The topographic high points of the site reside in these spaces, affording them great views across the river to downtown, the university campus, and places beyond. The large expanse of these patches of land also provides the opportunity to incorporate greenway trails that can connect currently isolated spaces within the South Knoxville landscape.

South of zone three between the residential neighborhoods of Lindbergh Forest and Vestal is the fourth designated zone. Currently marked by low end commercial development and numerous large vacant lots, I believe this zone has the potential to be a community gathering space for the residents of South Knoxville. The interior location of this site, beyond the topographic apex and away from any major roads, means that the majority of traffic flowing through this space would be local residents. As such, the opportunity exists to provide local amenities and spaces of which residents can make use.

Additionally, open space in this area has the potential to showcase the historic residential neighborhoods that are currently hidden from view to those travelling along Chapman.

The fifth and final zone sits at the southern edge of the project site, ending at Moody Avenue. The current level of traffic along Moody Avenue is comparable to what travelled through the project site prior to Henley Street Bridge closing. This increased traffic load, and future plans to complete James White Parkway, means that a substantial consumer base will be permanently driving along the southern edge of my project site. This reality coupled with the close proximity to Lindbergh Forest and Vestal makes zone five a prime location for a second commercial district tailoring to a more local demographic.

While each of these zones will have its own unique purpose within the overall plan, the road network along which they sit will be the thread that ties all of these pieces together. To truly bring this area down from a thoroughfare to a destination, the character and function of Chapman Highway must be radically altered. The introduction of multimodal transportation, and engagement of the street's edge with storefronts will create a more interactive space for local residents. The clustering of commercial development at either end of the project site will allow the space in the middle to open up and provide views into the surrounding neighborhoods. The use of common features such as lighting, seating, and planting material throughout the project site will create a sense of cohesion. The operation of the road network will be the foundation upon which the rest of the project builds.

CHAPTER VI

The Design

As previously stated, the road network in this design is the project's foundation, and as such it will be the starting point for design. For Chapman Highway to operate in the most efficient way possible, the roads that connect into it must do so in the most efficient way possible. At the southern end of the site there are a series of roads that intersect the highway at odd angles that make it difficult to safely turn onto Chapman. These roads also intersect close to, but not directly across from one another, making for a less than desirable entrance onto the highway. To achieve a greater level of efficiency I have altered connecting roads so that they intersect with Chapman at a ninety degree angle, as well as aligned the point where these roads connect. This new connection will allow for the implementation of three stop lights regulating the entrance and exit from Chapman Highway. By breaking down this large stretch of road into smaller, more manageable blocks, pedestrians will feel more comfortable traversing this space and drivers will use more caution. This is the first of many changes I have made to the vehicular movement around the site.

To bring the traffic speeds along Chapman Highway down to a local level the most obvious solution is to reduce the speed limit. While this measure would change the legality of travelling at 45 miles per hour on this stretch of road, it would do little to curb driver speeds and increase safety and comfort for pedestrians and cyclist. Physical changes to

the roadway will bring about a more comprehensive solution to this problem. From the study of Statesville I discovered that a sense of enclosure and the perception of a higher level of risk cause drivers to use more cautious habits when traversing a space. While the current setup of Chapman Highway simply reinforces high speed driving with the wide lanes, extensive right-of-way, and lengthy building setbacks, I propose a reversal of this trend.

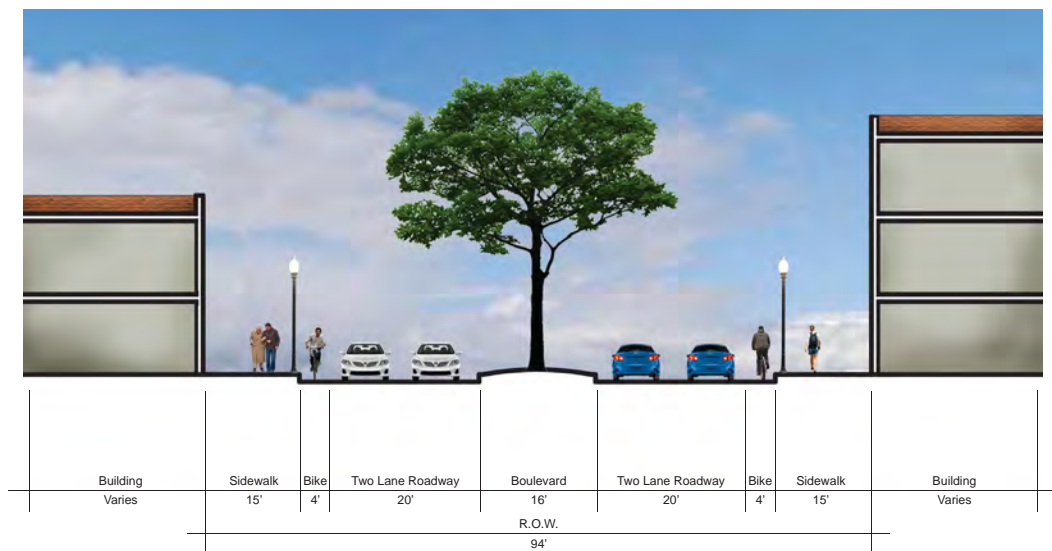


Figure 6.1: Proposed Right-of-Way and Road Enclosure (Source: Author Generated)

By removing the center lane and implementing a boulevard feature, and bringing the buildings to the edge of the road (Figure 6.1), a sense of enclosure will be achieved on Chapman Highway. Furthermore I propose the narrowing the remaining lanes of traffic down to ten feet, implementing bike lanes in either direction, and establishing on street parking in designated areas. These changes will introduce a higher level of potential risk into the Chapman Highway corridor, resulting in drivers taking a more cautious approach

to this roadway.

With these changes to the roadway, the potential exists to promote additional modes of transportation along Chapman. As I am proposing a more local atmosphere for this corridor, it is important that residents have the option to walk or bike rather than use their car all of the time. As such, my plan calls for the creation of four foot bike lanes along both sides of Chapman Highway, and the expansion of sidewalks to ten feet in some areas and fifteen feet in others to accommodate more pedestrian use. From several of the case studies I was able to determine what is considered a comfortably walkable distance to pedestrians, and ensured that the commercial development and local amenities of my project are within walking distance of the residential communities. A third mode of transportation, which currently exists on Chapman Highway but has poor accommodations, is city buses. At present buses stop in three designated locations along this corridor, but there are no bus lanes in which to pull off, resulting in stopped traffic and hazardous driving conditions. My proposal calls for three new bus stops that coincide with the highly trafficked zones of the project site. Each of these stops will include a separate lane for the buses, allowing them to pull away from moving traffic, as well as a covered kiosk for those waiting to climb aboard their bus. The final alteration I am making to the roadway is the implementation of on street parking within the project site. This parking will serve the dual purpose of forcing drivers to use more caution while also providing an additional buffer to pedestrians walking along the roads edge. In places where on street parking is being utilized the roadway will narrow to one lane in each direction, promoting

the use of this road for local traffic only.

Along with changes to the operation of the roadway itself, alterations to what happens at the road's edge are also crucial. The commercial businesses on Chapman have been arranged as strip development since the highway's inception. While this type of setup is advantageous for a vehicular thoroughfare, it is detrimental to the type of destination and local development being proposed in this design. To create walkable spaces for local residents, a certain level of density and intensity must be achieved. Taking a cue from projects such as Market Square and Moody Street Corridor, what I propose are two clustered mixed use districts within the project site that attain an urban level of development. The first commercial district will be located at the north end of the site, near the South Waterfront Development and the Henley Street Bridge.



Figure 6.2: Proposed Commercial District at North End of Site (Source: Author Generated)

As I expect a large consumer base for this area consisting of downtown businessmen,

university students and staff, the future south waterfront community, and the existing local residents, the development will be scaled at three to four stories to best accommodate all of these users (Figure 6.2). Complete with restaurants, retail stores, entertainment venues, and commercial services on the lower levels along with residential and office spaces above.



Figure 6.3: Commercial District Perspective (Source: Author Generated)

From the study of existing business on Chapman Highway it is clear that many of these services are lacking at present. Sidewalk widths in this area (Figure 6.3) will also be expanded to fifteen feet to encourage pedestrian movement through the space.

The second commercial district will be located at the southern edge of the site where it has the potential to attract local residents as well as those travelling on Chapman

Highway south of the site. As I expect as smaller consumer base for this commercial zone, the level of development here will also be smaller; one to two story buildings housing commercial and office uses tailored to the local community (Figure 6.4). This space will be less about restaurants and entertainment, and more about providing necessary services to local residents such as hardware stores, convenient stores, and drycleaners.



Figure 6.4: Proposed Commercial District at South End of Site (Source: Author Generated)

To promote the walkability of these spaces the buildings will all be pulled to the sidewalks edge, with parking located to the rear. This will allow pedestrians easy access and remove the need for businesses to use bulky and visually distracting signage to attract those driving by.

To complement the local development being established with the roads and commercial districts, the open spaces and materials used throughout the site will be

representative of the local identity. As was detailed in the earlier chapters, South Knoxville has a rich cultural and industrial history that has been hidden from view along Chapman Highway. It is my intention to bring this heritage to the forefront and make it the focus of this corridor of Chapman. The open spaces to be developed include the two former Civil War forts on either side of Chapman Highway, and the space between the commercial districts where the ribbon of strip development will be removed.

Fort Dickerson and Fort Stanley are both elevated points on the site looking down onto Chapman Highway, across the river to downtown and the university campus, and back into South Knoxville. While some semblance of these views exists at present by happenstance, I propose that targeted tree removal take place to establish open vistas to the aforementioned spaces below. As the elevated ground and coinciding views are what made these patches of land advantageous positions for forts during the Civil War, reimagining the physical conditions from that time period would give visitors a better historical understanding of the space. These green spaces are also disconnected at present, with no common trails or vehicular access to both areas. I propose the creation of hiking and biking trails that link these two spaces and flow through them to areas beyond. The connection of Fort Dickerson and Fort Stanley would offer the opportunity to cross Chapman Highway and thereby increase awareness of these swaths of important open land among visitors and residents. I have designed this crossing to coincide with the gateway zone of my site. In this zone the vegetative cover present throughout the forts is pulled to the roads edge creating a strong contrast from the buildings that are typically

at the forefront. Among these canopy trees will be an interpretive Civil War plaza visible from Chapman Highway, and parking areas for the two forts. The pedestrian crossing occurring on the road here will be yet another layer of design compelling drivers to take notice of the space on either side of them rather than drive down Chapman oblivious of their surroundings. Finally, within the Fort Dickerson space is a large marble quarry representative of the site's industrial history. While this mark upon the land is from past industrial ventures, it still has practical application today for recreation. Using the quarry for activities such as canoeing allows for further activation of the space with minimal impact upon the site. Between hiking, biking, boating, and sightseeing, these existing green spaces will become a hub of activity for both local residents and potentially outside user groups as well.

Along with the enhancement of these existing green spaces, I am also proposing the creation of a new open space in the middle section of my project site (Figure 6.5). This space will be established by removing the strip commercial development that currently exists along Chapman, and redefining it with local amenities for South Knoxville residents. Starting from the crest of the site's major hill I have proposed a park space on the east side of Chapman Highway that will stretch back to the edge of the Lindbergh Forest Community. Within this park will be an interpretive space chronicling the history of the lumber mining industry prevalent in South Knoxville. This space will be functionally serve a natural playscape for children, complete with a mature tree canopy to play under, stumps for seating, and large hollowed logs to play in and around. Interpretive signage will be

included throughout the space to give visitors a glimpse into the site's past purpose.



Figure 6.5: Proposed Open Space on the Interior of Site (Source: Author Generated)

Also included in this park space will be an amphitheater and stage area to host local events. This park space is intended to boast large mature trees, walking trails that connect to the residential neighborhood, and glimpses from Chapman Highway to historic Lindbergh Forest that sits on the other side of the park. South of this park I have proposed a second open space to be utilized as a craft market (Figure 6.6). South Knoxville is well known for its art community, and this is as much a part of the community's heritage as its industrial past. As such, I am proposing a space that setup like a farmer's market for local artists to come and showcase their work. I intend this space to be ephemeral in nature, only hosting planned events two or three days a week, making permanent restaurants unnecessary. Therefore, I have created a space at the front of this market for food trucks that have recently become part of the urban fabric in Knoxville to sell their goods.



Figure 6.6: Craft Market Perspective (Source: Author Generated)

This addition promotes both the transient nature of the space and the local creativity the space represents. On the opposite side of the street from the park and the market I have designed a series of civic structures tailored to the local community. The post office, library, and community center will be in close proximity to one another and sit directly in front of the community of Vestal. By placing all of these community amenities adjacent to one another it is my intention that residents either park once and have everything within walking distance, or not have to drive at all and simply walk from their houses. To this end I have designed crosswalks to be implemented throughout this district allowing for ease of movement from one feature to the next.

One feature that will remain as constant throughout the project site regardless of the programming is the materiality. The materials used for this project are potentially the

single greatest display of local identity being utilized. These materials will be pulled from all aspects of the site's history: natural, industrial, and cultural. Beginning with the natural history I have proposed the use of native plant material that is commonly found around the site. In this way, the transition from natural to manmade spaces isn't as conspicuous, and a more harmonious flow can be created. From the park spaces to the boulevard, this showcase of natural plant material will provide residents with a better understanding of the green spaces that envelop them.



Figure 6.7: Boulevard Perspective (Source: Author Generated)

This use of vegetation also leads to the industrial history of materials. Highlighting the lumber mining history of the site in the park area, visitors will better comprehend the value of the tree stands that once covered the entire landscape of South Knoxville. Continuing

the theme of industrial materials, I have utilized finished and unfinished marble throughout the project site for everything from signage (Figure 6.7) and markers to plazas and seating. Lumber and marble mining are the biggest reasons South Knoxville was came into existence, and as such I believe it is pertinent for a local design to have the marks of these two industries. From the cultural history of the site I have implemented time period lighting and seating.



Figure 6.8: Chapman Highway Perspective (Source: Author Generated)

When Lindbergh Forest was constructed in the 1920's developers used wrought iron street lamps that were the trend at that time. This lighting still exists in Lindbergh Forest today, illuminating street corners and preserving the historic nature of the neighborhood. As an homage to the historic spaces that surround the project site I have designed lighting

and seating that utilize this same materiality and style (Figure 6.8). Even visitors that are unaware of the exact story of South Knoxville will recognize that they are in a historically significant space due to the character of the materials. While each of these material choices represent an individual aspect of the site's history, together they begin to weave a rich tapestry over the district being developed.

CHAPTER VII

Evaluations and Conclusions

The design work created in the project is built upon the fact that the Chapman Highway Corridor, so long a space catering to outside user groups, no longer attracts the volume of traffic and number of visitors to justify its current scale of development. The solution I reached calls for bringing Chapman down to a local scale meaning slower traffic speeds, better accommodations for pedestrians and cyclists, and more locally appropriate commercial development. While this type of The design decisions I have proposed are based on the predication that the Knoxville South Waterfront Vision Plan and James White Parkway Extension are implemented as proposed. The scale of development and alterations suggested for the Chapman Highway corridor require a more substantial consumer base in some areas and a reduction of traffic volumes in others.

One means of determining the effectiveness of the proposed design is to look back at the parameters set at the beginning for establishing identity within the landscape: physical form, culture, historical context, and sense of community. Each of these concepts were addressed on different levels through this design, and are representative of the identity I've tried to create.

The physical forms I've proposed include the clustered commercial development, swaths of green space and open space, and the character of the roadway itself. The clustered commercial development is intended to replace the sprawling strip development

that currently lines Chapman Highway. In it's current state the commercial building lining Chapman choke out the culturally important green spaces, the historic neighborhoods, and any of the local character that could be seen in South Knoxville. My proposed commercial districts peel back this commercial ribbon, allowing visitors to take in these locally significant spaces. By clustering the commercial development I've also created more walkable spaces for visitors and local residents, easing the necessity to rely upon cars. The amount of green space and open space proposed in this design are based upon increased use of the land for social and recreational purposes. These spaces encourage residents to enjoy nature, comprehend their history and heritage, and congregate for local activities. By allowing the community to engage its surroundings in a meaningful way, a higher level of social interaction and cultural understanding will result. The physical form of the roadway is the change that makes the rest of these spaces possible. By reducing the speed of traffic visitors and residents alike will be able to take in more of their surroundings. By making a more pedestrian and bike friendly corridor, the users can more easily engage the spaces being created. The physical forms are essentially the bones of the design upon which the other parameter sit.

Culture is showcased in my proposals through the programming of spaces being created. A space such as the craft market showcases the arts culture that has thrived in South Knoxville for so long, stemming from the marble mining and sculpting that defined the area for so long. A space like Fort Dickerson displays the culture of recreation prevalent throughout the South Knoxville area. Large swaths of green space have long been a

part of South Knoxville's fabric and has encouraged hiking, biking, and sightseeing that isn't possible in other parts of the city. These culturally relevant spaces are not simply functional, but provide a better understanding of what South Knoxville means within a local and regional context.

The history of this place dictates the character of development throughout the project site. With so many significant spaces that have long been hidden from view, a major overhaul of development was necessary to make them visible. From the extension of Fort Dickerson and Fort Stanley to a connection point at Chapman Highway, to the creation of new park spaces that opened up view to the Lindbergh Forest neighborhood, the history of this corridor will be readily available to all who inhabit this space. The historically interpretive spaces provide a second layer of understanding for this corridor's history. The marble mining plaza and the lumber mining natural playscape offer an interactive function while also relaying a message about the locale.

Finally, the sense of community this design instills can be seen in the gathering spaces and local amenities found all along the road front on the Chapman Highway corridor. Places where residents can gather, children can play, errands can be run, and social interaction can take place will help residents to foster a sense of pride in, and responsibility to the community in which they live. If residents of South Knoxville feel as though Chapman Highway belongs to them they will work harder to ensure the space thrives in the future.

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APPENDIX

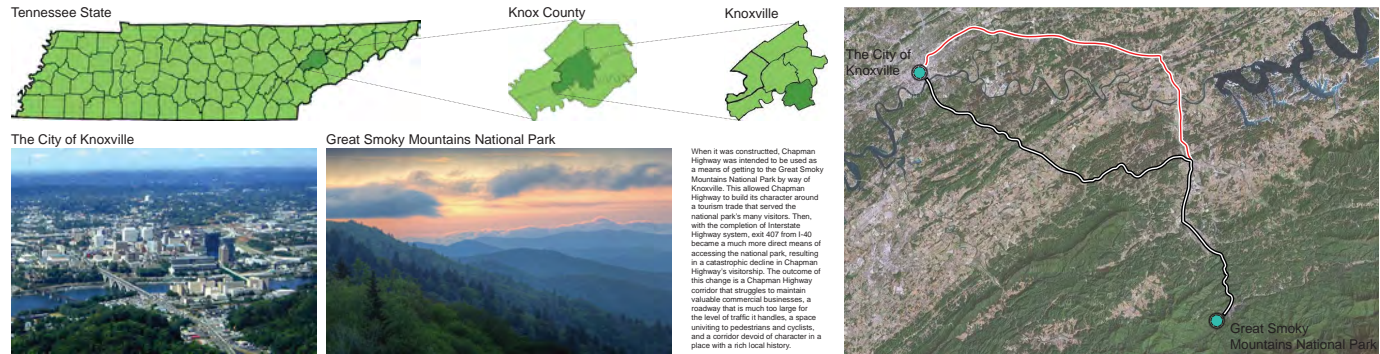
REVEALING LOCAL IDENTITY

A Design for Chapman Highway in South Knoxville

Thesis Candidate: William E. Copeland III
 Primary Advisor: Curtis Stewart
 Committee: Tracy Moir-McClean, Brad Collett

Masters of Landscape Architecture
 The University of Tennessee Knoxville
 Spring Semester 2013

This thesis addresses the concept of revealing identity within the landscape. The mechanisms that form identity, the representation of identity through both tangible and intangible forms, and the growth, evolution, and erosion of identity over time are all topics that help to inform the argument being made. Moving from an abstract ideal to a specific place, I will address the needs of a local Knoxville community that has come to struggle in recent years due to a loss of their identity within a regional context. Working to translate the mechanisms that foster a sense of identity into physical changes to the landscape of the site, I will establish design guidelines for a sector of the Chapman Highway corridor.



South Knoxville/Chapman Highway Timeline

1901: Vestal Lumber Company is opened in South Knoxville serving as the first major industrial outfit in the area. Workers for the company establish housing developments around the lumber yards.		1917: South Knoxville is annexed by the City of Knoxville. The South Knoxville area slowly begins to show up on maps of Knoxville over time.		1931: The Henley Street Bridge is completed providing a necessary automobile connection to South Knoxville.		1934: The Great Smoky Mountains National Park is opened, with Chapman Highway as the main access route.		1940's: Exit 407 from I-40 became the new route for tourists wanting to reach the national park, leaving Chapman Highway without it's main user group.		1980's: Chapman Highway businesses are further exasperated by the closing of Henley Street Bridge for reconstruction. Numerous businesses have closed while all have lost a significant amount of business.	
1914: The Candoro Marble Company opens a mining operation in Vestal. The employment opportunities awarded by this company spur more residential development in South Knoxville		1920's: The community of Lindbergh Forest is established as one of the first automobile suburbs in Knoxville		1940's and 1950's: During this time period, the Chapman Highway corridor is used as a major tourist route, and as such there are a plethora of roadside diners, markets, entertainment venues, and other tourist oriented businesses that spring up. This time period saw the of Chapman Highway's use by groups other than local residents.		1960's to 1970's: During this time period the construction of the interstate highways took place, including Interstate 40 through Knoxville. These new roadways allowed for faster, albeit less scenic, travel.		1990's: Without the volume of tourist traffic to support them, many of the commercial venues along Chapman were forced to close, making way for low end development such as used car lots, payday loan offices, and minor commercial outfits.			
YEAR	1900	1910	1920	1930	1940	1950	1960	1970	1980	1990	2000



Fort Dickerson & Fort Stanley



These civil war forts account for much of the green space within the project site, claiming 119 acres between the two. While they hold important historic clues regarding South Knoxville's history, they are hidden away behind the Chapman Highway developments.



Lindbergh Forest Community



This community was begun in the 1920's as one of Knoxville's first automobile suburbs. It is on the national registry of historic places, showcases numerous housing styles, and even retains the history street lighting.



Community of Vestal



Vestal is a community that grew organically around the industrial companies of Vestal Lumber and Candoro Marble. To this day the community maintains an industrial type appearance, though the two major industrial outfits that established it are long gone.

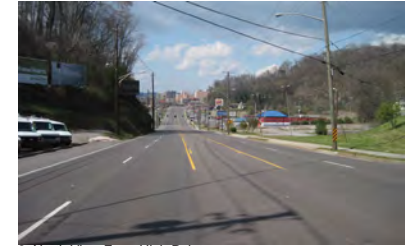




1. Chapman Highway Panorama



2. South View From High Point



3. North View From High Point



10. Overgrown Vacant Lots



9. Abandoned Property



Site Aerial



4. View From Fort Dickerson



5. View Of Candoro Marble Quarry



8. Lindbergh Forest Community Panorama



7. Historic Style Lighting



6. Vacant Residential Lots In Vestal

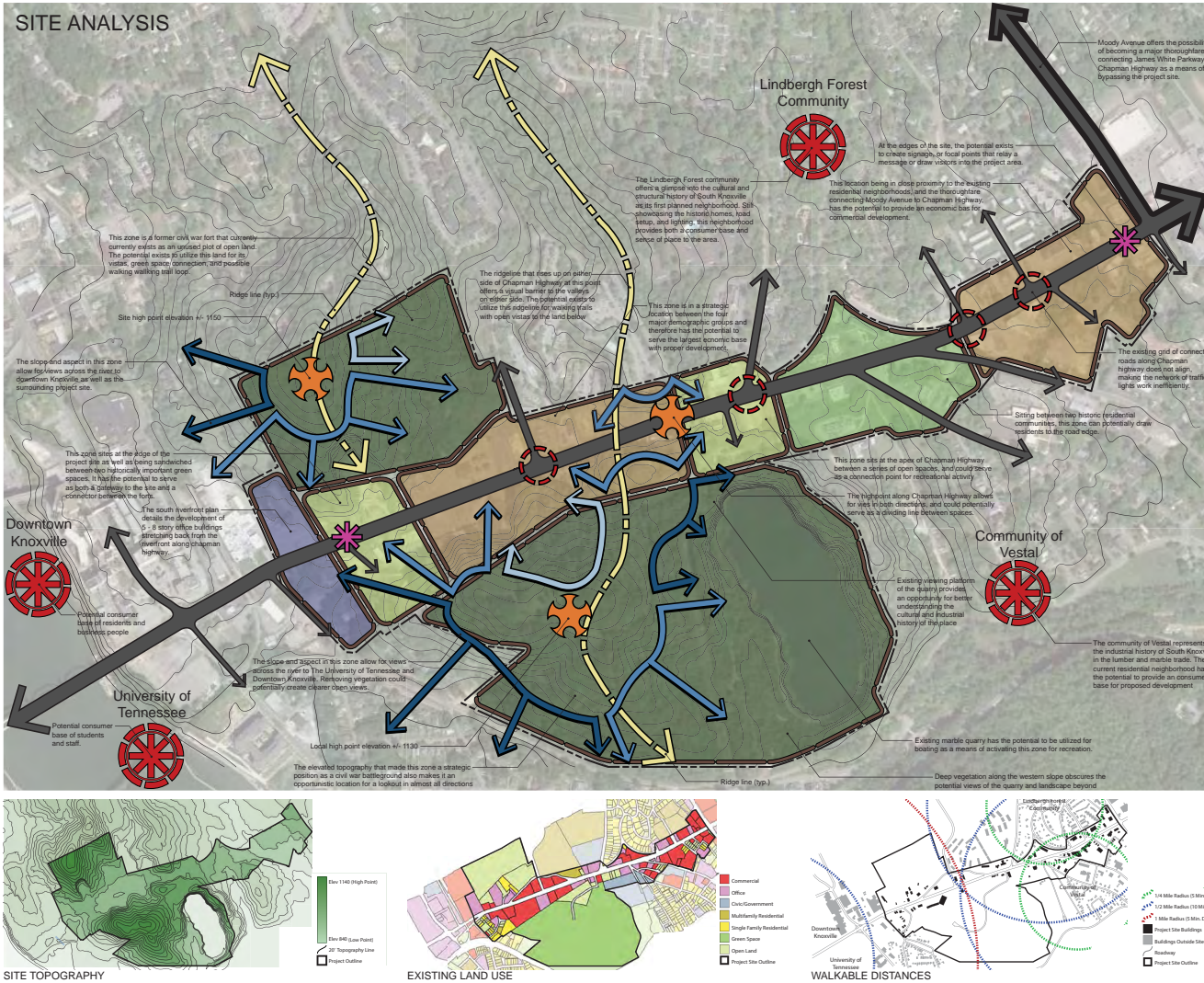
EXISTING SITE PLAN



SITE SECTION



Building	Sqft	Property Ownership	Property Type
1	43591	Health Management Associates	Office
2	1368	Chapman Highway Muffler	Commercial
3	1589	Smoky Mountain Market	Commercial
4	2046	Speedmart Deli	Commercial
5	6325	Brown Brown and West	Office
6	68431	Kern's Bakery	Office
7	10811	Rush's Music	Commercial
8	1262	Residential	Residential
9	1572	Residential	Vacant
10	1572	Residential	Vacant
11	2867	Southside Package Store	Commercial
12	10541	Kern's Bakery	Office
13	910	Rally's	Commercial
14	2566	Wendy's	Commercial
15	2566	Pizza Hut	Commercial
16	3518	Allen Sign Company	Commercial
17	4620	Allen Sign Company	Commercial
18	2962	Allen Sign Company	Commercial
19	2847	Allen Sign Company	Commercial
20	4974	McDonalds	Commercial
21	4631	Carmart	Commercial
22	1313	Residential	Residential
23	1361	Residential	Residential
24	1384	Residential	Residential
25	38448	Disc Exchange/Book Eddy	Commercial
26	6064	Shoney's	Commercial
27	11103	Burger King	Commercial
28	4594	Arby's	Commercial
29	1185	Vacant	Vacant
30	3829	Vacant	Vacant
31	3118	Tennessee Valley Motor Co.	Commercial
32	1000	D & D Good Used Tires	Commercial
33	3855	Knowville Cleaning	Commercial
34	2330	Crow's Alignment & Services	Commercial
35	8392	BP Gas Station	Commercial
36	7800	G & R Automotive	Commercial
37	791	Title Pawn	Office
38	4034	Tennessee State Bank	Office
39	7000	Auto Zone	Commercial
40	4978	Hardes's	Commercial
41	2195	Residential	Residential
42	1154	Residential	Residential
43	6148	Executive Inn	Commercial
44	11440	Executive Inn	Commercial
45	2177	Executive Inn	Commercial
46	2440	Turon Auto Sales	Commercial
47	596	Turon Auto Sales	Commercial
48	1688	Studio 66	Commercial
49	1429	A & A Motors	Commercial
50	1769	Taller Mechanico Catcamas	Commercial
51	3552	White Spirit Lodge	Commercial
52	4539	Vacant	Vacant
53	3877	Vacant	Vacant
54	1860	Gary Litton Investigators	Commercial
55	3875	La Tortilla Mexican Market	Commercial
56	21640	South Knox Collectibles Mall	Commercial
57	10533	Berry Funeral Homes	Commercial
58	2192	Subway	Commercial
59	26944	Uncle Easy's Pawn & Loan	Office
60	2692	Tennessee Title Loans	Office
61	13608	Vacant	Vacant
62	12816	Vacant	Vacant
63	1519	Big Easy Auto Pawn	Office
64	1551	Vacant	Vacant
65	9038	Title Max	Office
66	3876	South Knox Dry Cleaners	Commercial
67	6523	Route 66 (Gas Station)	Commercial



General Notes

Working under the assumption that the South Waterfront Plan will be implemented as designed, a new demographic of white collar workers will be added to the consumer base of South Knoxville in this area.

Working under the assumption that the future development of James White Parkway will yield an extension that connects into Chapman Highway directly, a proposed connection by way of Moody Avenue is a viable means of rerouting traffic at present.

Opportunities

The former Civil War forts, Fort Dickerson and Fort Stanley, offer large swaths of green space that have the potential to provide recreational opportunities and panoramic views of the city both North and South of the river.

The industries and communities that played such a vital role in the development of South Knoxville prior to the creation of Chapman Highway have been all but forgotten in the project site. To better understand the history of the place, the opportunity exists to create landscape features that represent these objects.

A study of the commercial development along this stretch of Chapman shows a lack of diversity in amenities, leaving the local communities underserved. The opportunity exists to update the commercial district to better fit the needs of the consumer base.

Devoted almost entirely to individual automobile commuting, Chapman Highway lacks proper accommodations for multimodal transportation. A reworking the road network to accommodate pedestrian, bike, and bus traffic is a possibility.

Constraints

The existing road setup allows for a large volume of high speed traffic to flow along it on a day to day basis, making this a dangerous space for pedestrians and cyclists. In order to achieve safe multimodal transportation, and create a space fully engaged by the local community, the volume and speed of vehicular traffic will need to be reduced.

The extreme slopes of the project site can be a hindrance for commercial development and daunting for the casual pedestrian. Alternative uses of these topographically challenging zones within the project site must be found.



4th Ward Livable Centers Study (Houston, Texas)

Issue: 4th Ward was not a walkable space due to high speed and traffic volumes created by the major roads.

Solution: Implement a road diet and traffic calming measures including on street parking, bike lanes, and canopy tree cover.

Issue: The local amenities were not located within a walkable distance of the residential neighborhoods.

Solution: Establish new commercial centers located within a five minute walk of the residential areas.

Historic Downtown Statesville (Statesville, North Carolina)

Issue: Traffic was moving too fast through the downtown district, making it an uncomfortable space for pedestrians.

Solution: Implement a boulevard feature, wider sidewalks, and on street parking to promote pedestrian access and slow traffic

Issue: The historic nature of the downtown district had eroded over time as new developments took precedent

Solution: Reveal historic features that have been covered over, and establish markers denoting historic areas.



Guiding Principles

Reveal the local identity of South Knoxville along Chapman Highway.

Pull culturally interperative spaces to the road's edge, allowing visitors to get a glimpse of the area's heritage.

Implement way finding maps, signage, and historic markers that tell the story of how South Knoxville came to be.

Utilize historic lighting and building ornamentation that is indicative of the place for new mixed use developments along Chapman.

Introduce local development to the Chapman Highway Landscape.

Create dense commercial districts that are a walkable distance from the existing residential communities of the area.

Provide local amenities that tailor to the residents of South Knoxville, or identified demographic groups.

Promote multimodal transportation throughout the project site.

Create a more walkable space by implementing sidewalks on both sides of the road, and make them a comfortable width for pedestrian movement.

Establish better vehicle/pedestrian interaction by introducing crosswalks at all roadway intersection.

Allow for bike access both on the roadways, through the addition of bike lanes throughout, and by establishing a greenway loop connecting the areas many green spaces.

Create better interaction between cars and city buses by adding bus stop lanes at pickup and dropoff points.

Promote lower traffic speeds through traffic calming measures.

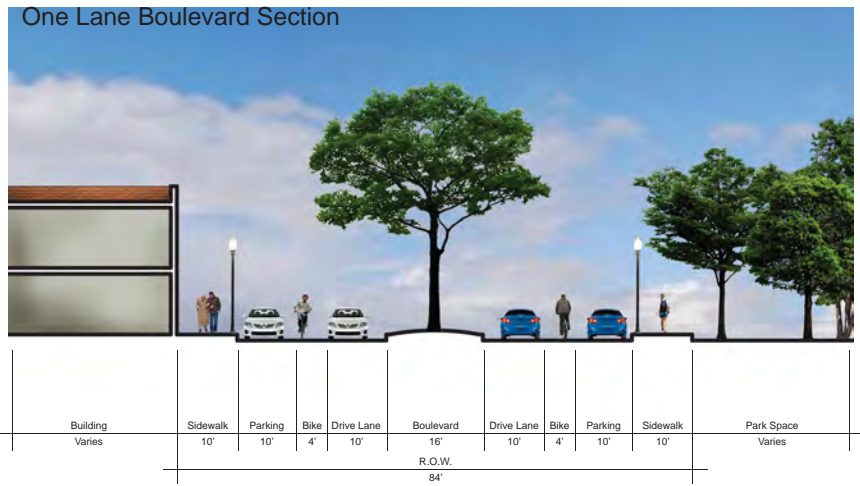
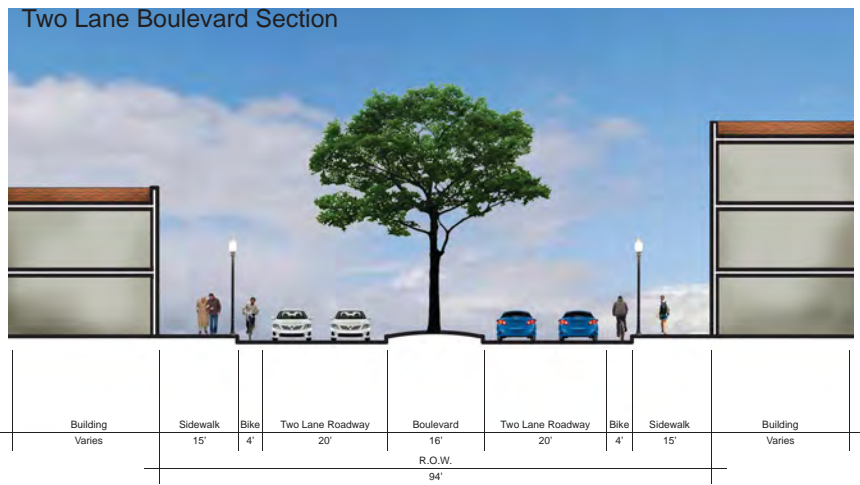
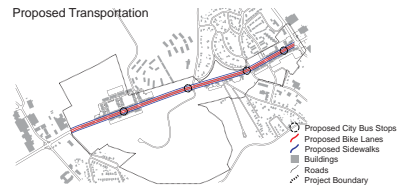
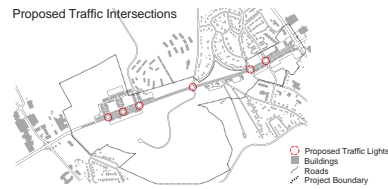
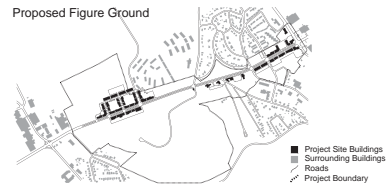
Implement a boulevard on Chapman Highway that separates the lanes of traffic heading in opposing directions.

Bring buildings to the edge of the right-of-way, thereby creating a sense of enclosure to the street.

Create narrower driving lanes throughout the project site.

PROPOSED SITE PLAN





Interpretation of Place









Welcome Signage



District I Intersection



Craft Market and Food Truck

Marble Quarry Interperative Space



VITA

William grew up in Fairfield, Ohio, as suburb of Cincinnati. He began his college career in the architecture program at the University of Tennessee before going on to receive his bachelor's in landscape design and construction. From there he attended graduate school at the University of Tennessee to receive his master's in landscape architecture. His passion lies in the natural history and cultural heritage of the landscape and the people therein. Landscapes should not only be functional and aesthetically pleasing, but provide a glimpse into what makes them unique.