



# City of Knoxville

Urban Design & Development  
Public Private Partnership Toolkit & Process

## Unique and Creative Placemaking

The Maker City  
July 2024







## **Rebekah Jane Justice**

Chief of Urban Design and Development



## **Carter Hall**

Director of Strategic Policy and Programs



# The intersection of development, placemaking, and Makers



- Smart economic and urban development in Knoxville means more opportunity for everyone- including makers and small business owners
- Creating a sense of city identity drives investment in creative and artisan communities
- Makers need physical spaces to create, sell, and collaborate



# Key Development Priorities

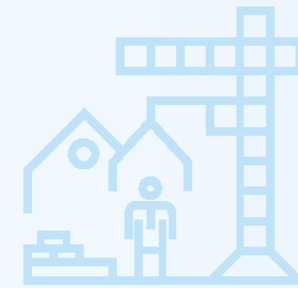
The City of Knoxville values public private partnerships that are aligned with our strategic development priorities and support public benefits and amenities. Public Private Partnerships can include PILOTs, TIFs, Development Agreements, and the like.

Applicants for economic development assistance should thoughtfully design their projects with these development priorities in mind. Full application review will be required for all projects.

## 1 PROJECT TYPE

### Favorable Projects Include:

- Expansion of the permanent housing supply, geared toward family, workforce, or senior demographics, with a preference for affordable and mixed-income properties
- Mixed-use developments incorporating ground floor commercial and/or the activation of under-utilized street frontage
- Development of commercial projects that support job growth and expand economic opportunity in alignment with the Knoxville Chamber's Path to Prosperity



## 3 PROJECT CHARACTERISTICS

### Incorporate forward-thinking and creative design characteristics that could include but are not limited to:

- Preservation, restoration, and reuse of historic structures
- Programmatically or architecturally distinctive, innovative or creative
- Properties incorporating other environmentally friendly and sustainable engineering characteristics



## 2 PROJECT LOCATION

### Project location should promote strategic public benefits in focus areas such as:

- Existing redevelopment areas
- Sites where development would include blight remediation
- Knoxville's primary transit corridors, particularly locations served by Knox Area Transit (KAT)



## 4 PROJECT INTEGRATION WITH PUBLIC AMENITIES & TRANSPORTATION

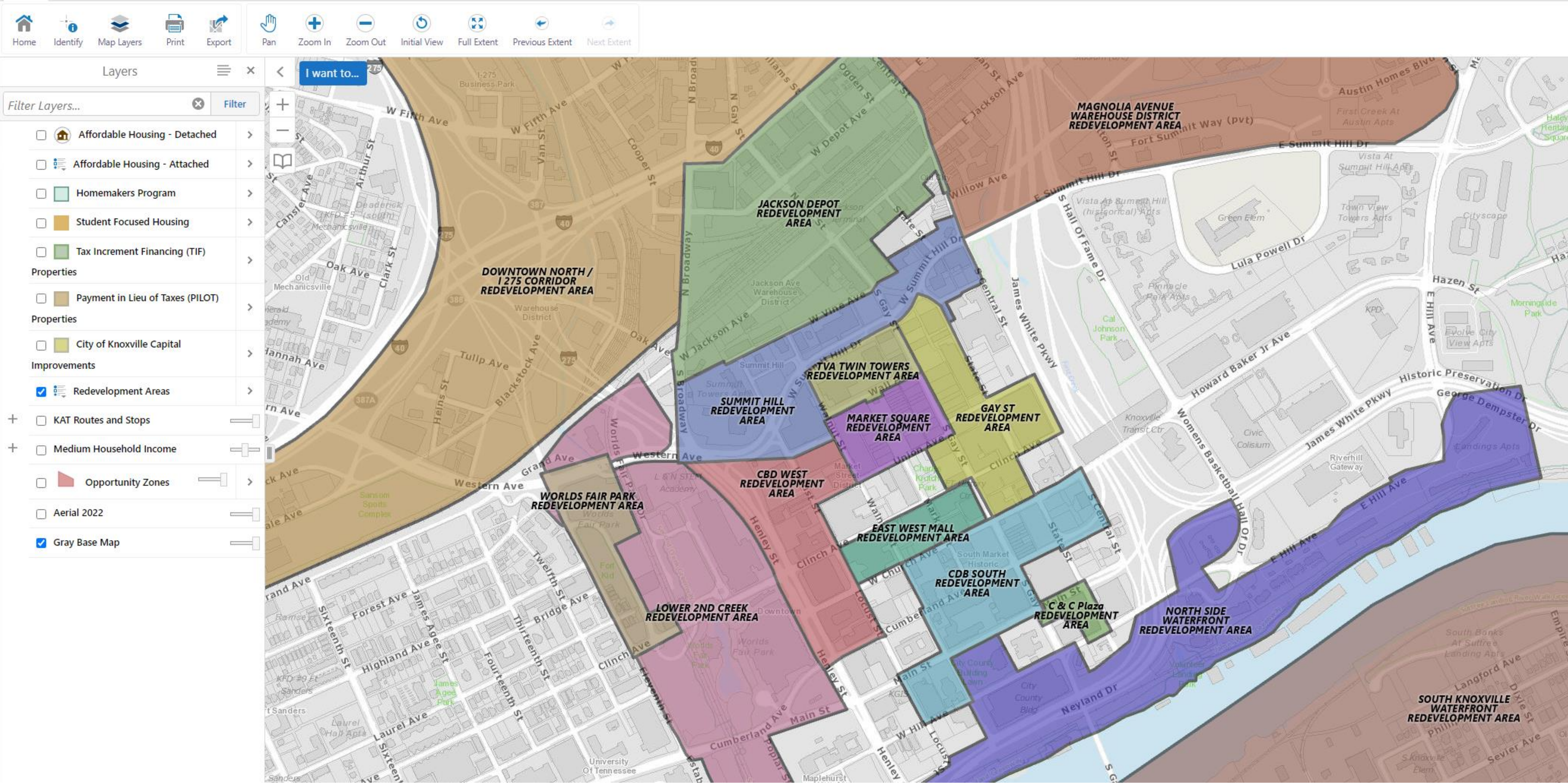
### Project should include an emphasis on continued development of public amenities and transportation resources toward holistic growth.

- Incorporate new or improved public spaces within the project's footprint and/or the expansion of, or significant upgrades to, connectivity to existing public amenities (e.g. parks, plazas, greenways, water/river front access, etc.)
- Leverage recent City investments in public infrastructure
- Widen the supply of smart-parking, structured-parking, and shared-parking resources
- Further multimodal and alternative transportation opportunities





# Where Are Our Current Redevelopment Areas?





# Tools for Incentivizing Preferred Development

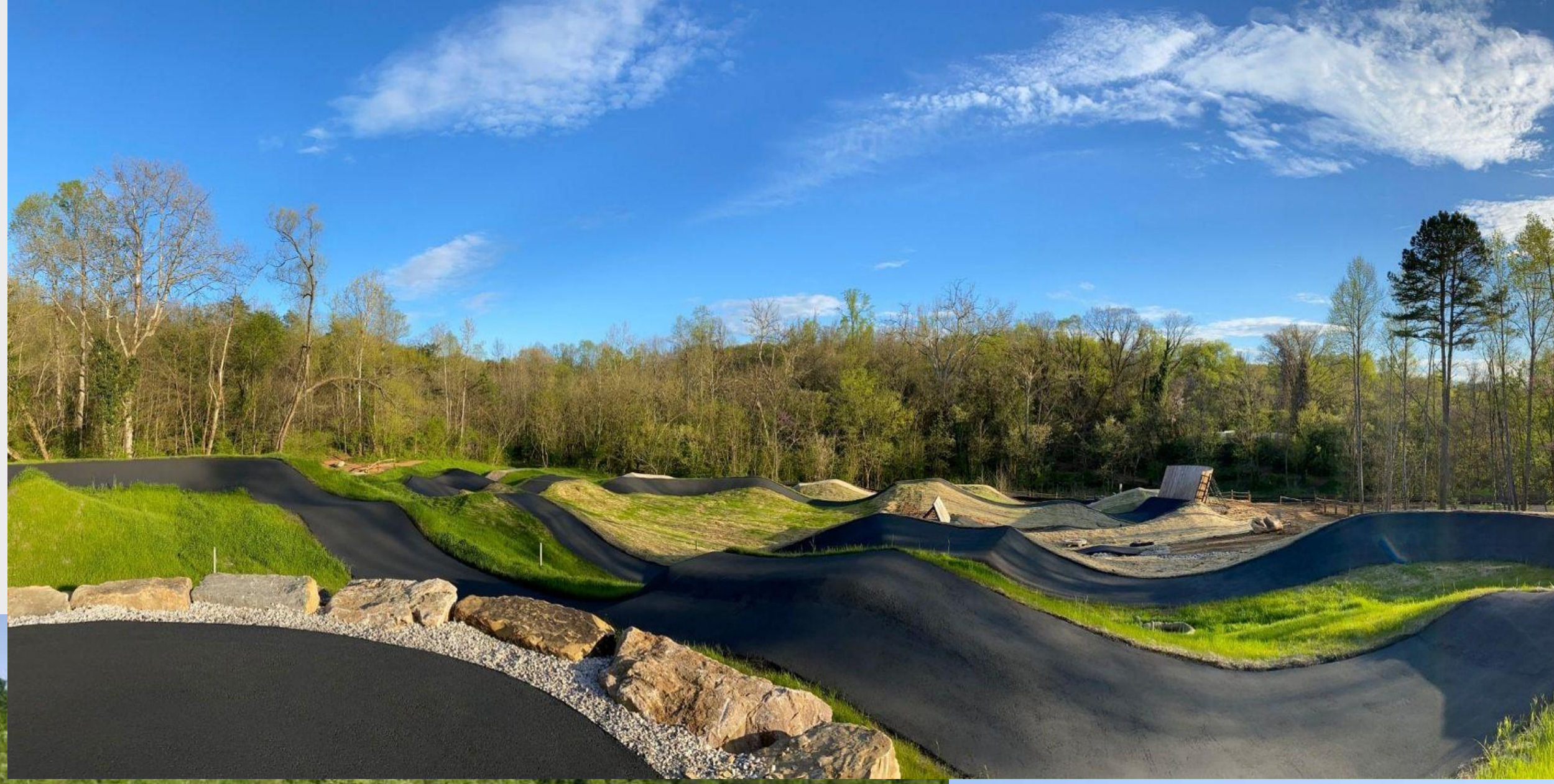


- Establishing Redevelopment Areas
- TIF (Tax Increment Financing)
- PILOT (Payment in Lieu of Tax)
- LIHTC PILOT (Low Income Housing Tax Credit)
- Development Agreements for Infrastructure
- Capital Project Infrastructure Investment













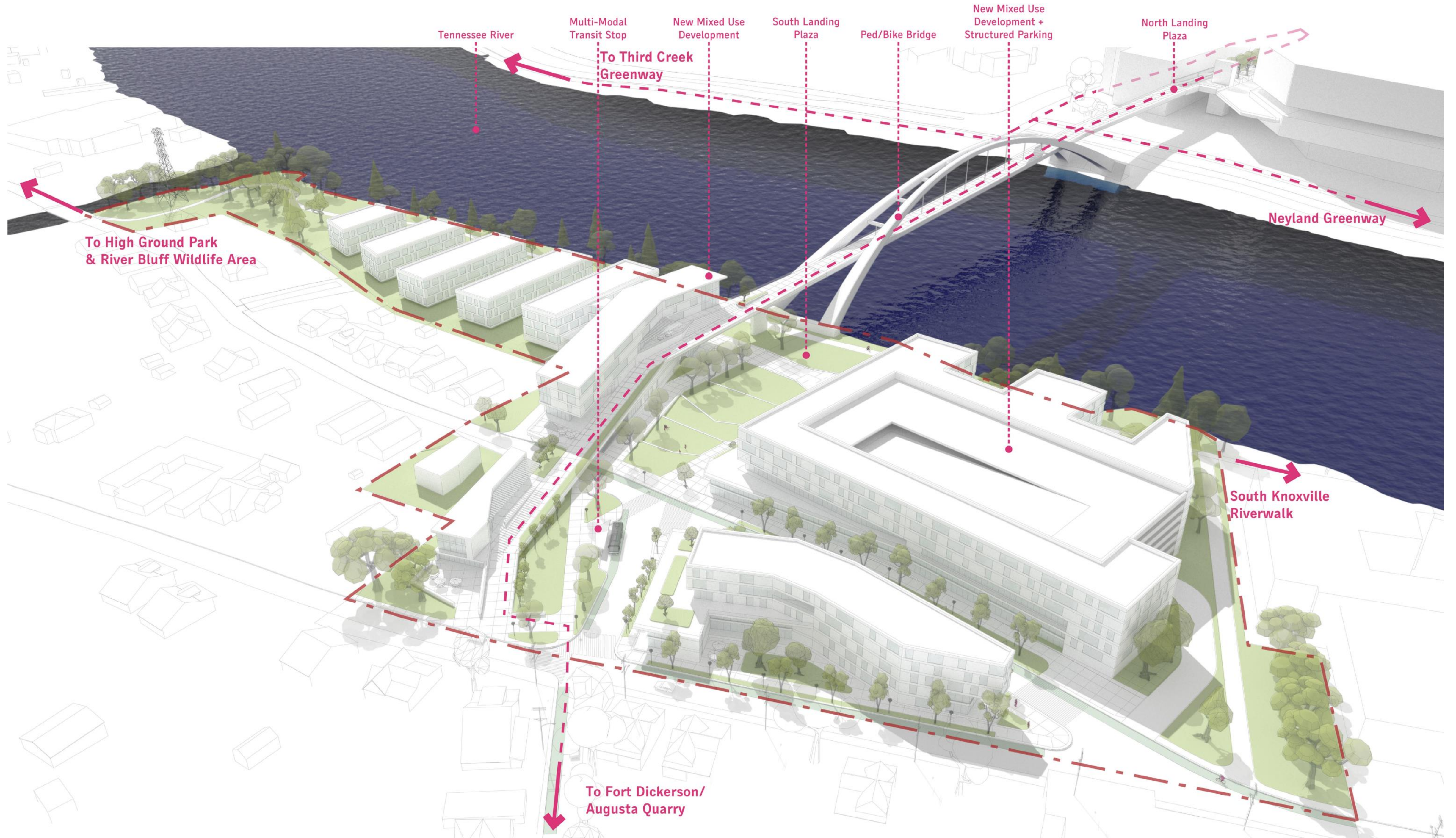












Tennessee River

Multi-Modal  
Transit Stop

New Mixed Use  
Development

South Landing  
Plaza

Ped/Bike Bridge

New Mixed Use  
Development +  
Structured Parking

North Landing  
Plaza

To Third Creek  
Greenway

To High Ground Park  
& River Bluff Wildlife Area

Neyland Greenway

South Knoxville  
Riverwalk

To Fort Dickerson/  
Augusta Quarry





#2079 - 200 W. FIFTH AVENUE  
10 JANUARY 2023

FRONT FACADE  
200 W. FIFTH AVE AT KING ST.





DAYS INN

Wendy's

McDonald's  
BILLIONS AND BILLIONS SERVED

OLD FASHIONED  
HAMBURGERS

Eighteenth St



regular 299¢

Amoco Fuel

car wash

Panera  
BREAD

Rocky Top  
BOOKS

Mountcastle St

CHILDREN'S HOSPITAL

Twenty F

ON WAY





CUMBERLAND

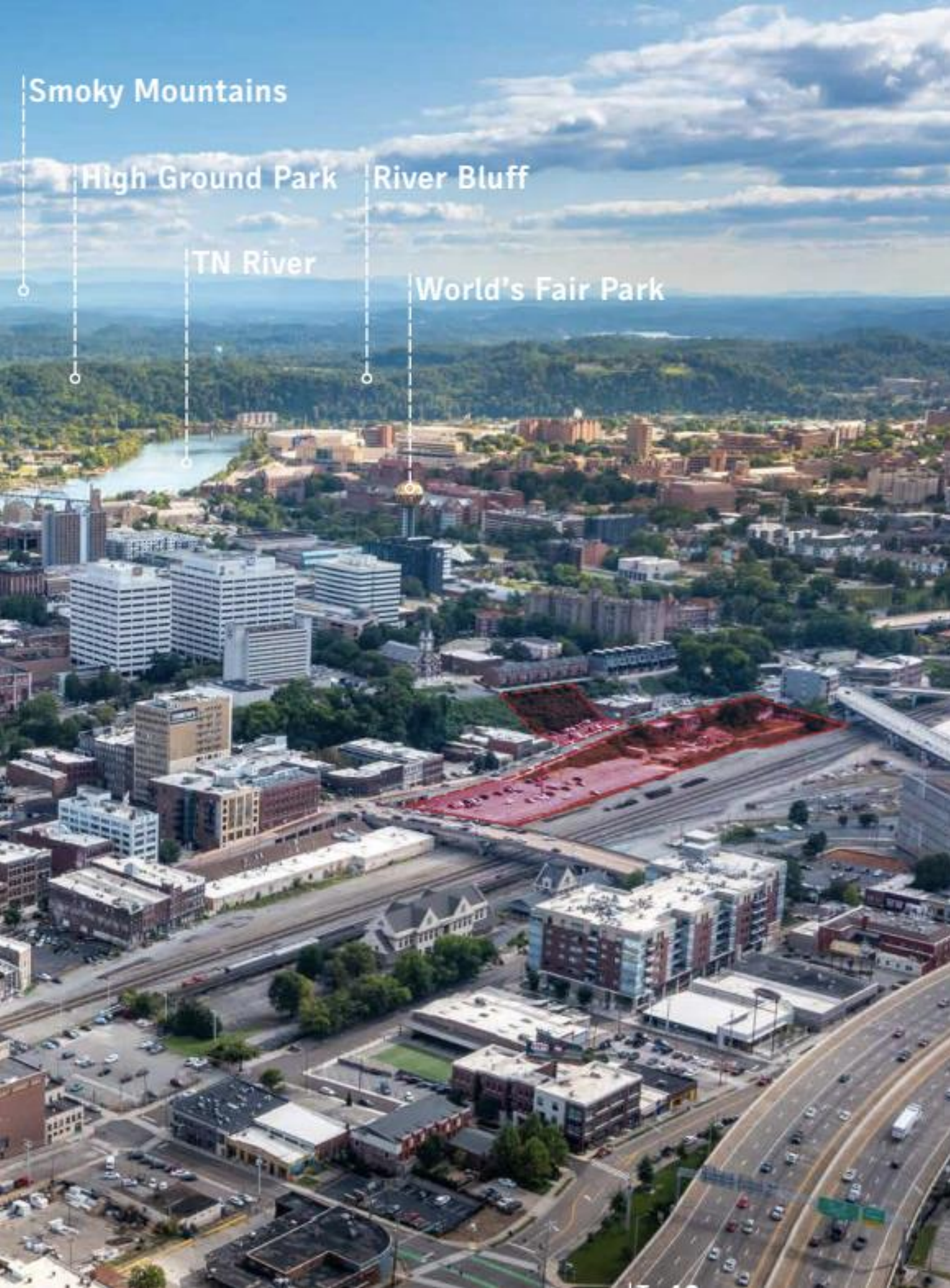
17th St SW  
700

CHIPOTLE

CHIPOTLE  
RESTAURANT  
EXTERIOR GRILL

WELCOME TO HO







## PLACE MAKING

## WHAT CAN MAKE THIS SPACE UNIQUE?

LOCALLY SOURCED MATERIALS + LANDSCAPING

INTERPRETIVE MARKERS HIGHLIGHTING HISTORY & CULTURE

PUBLIC ARTS

HEALTHY LIFESTYLES + OUTDOOR PLAY



## HOUSING

## WHAT DOES DOWNTOWN NEED?

MIXED INCOME

AFFORDABLE/WORKFORCE

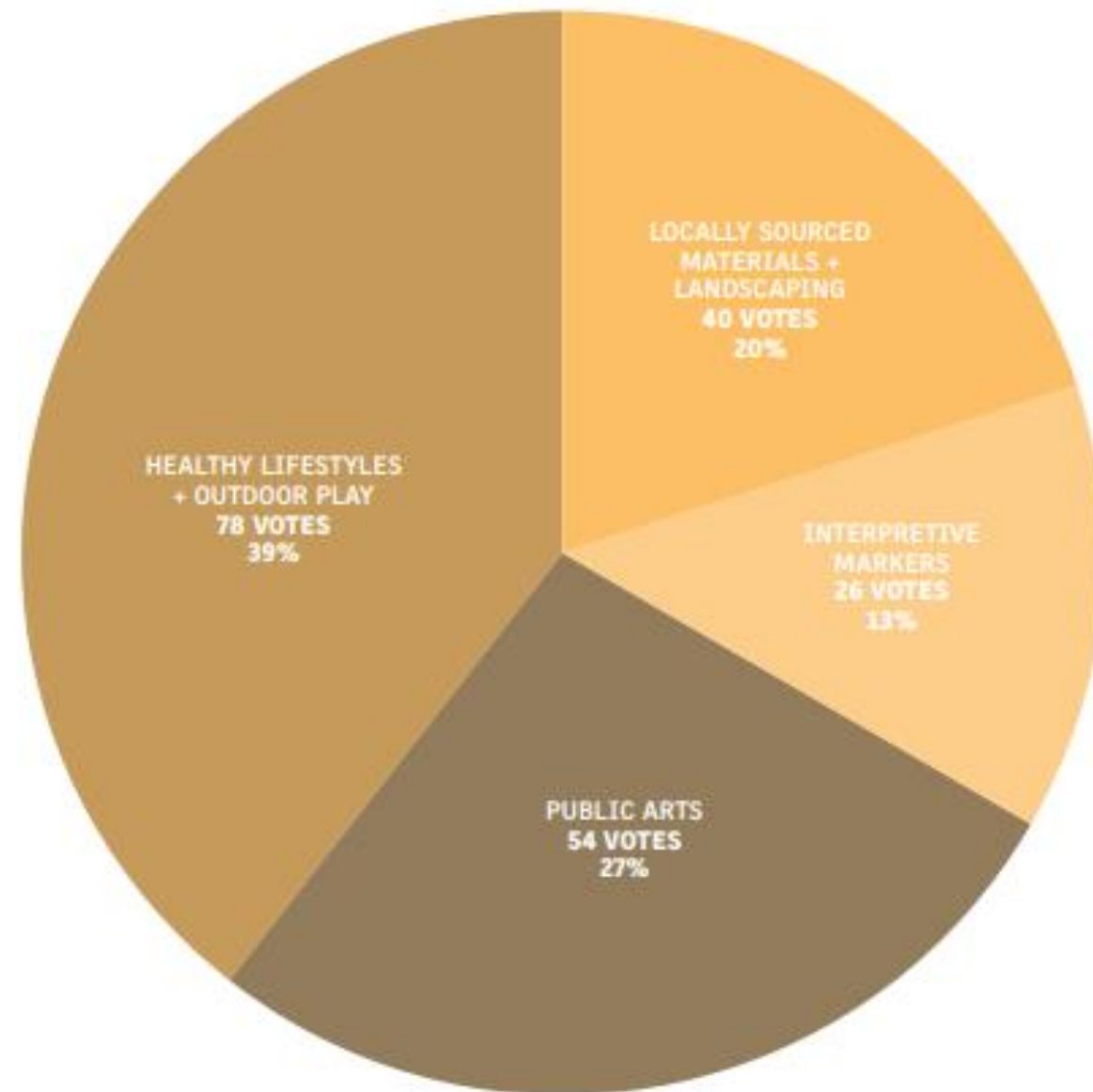
SUBSIDIZED

MARKET RATE



### PRIORITIES:

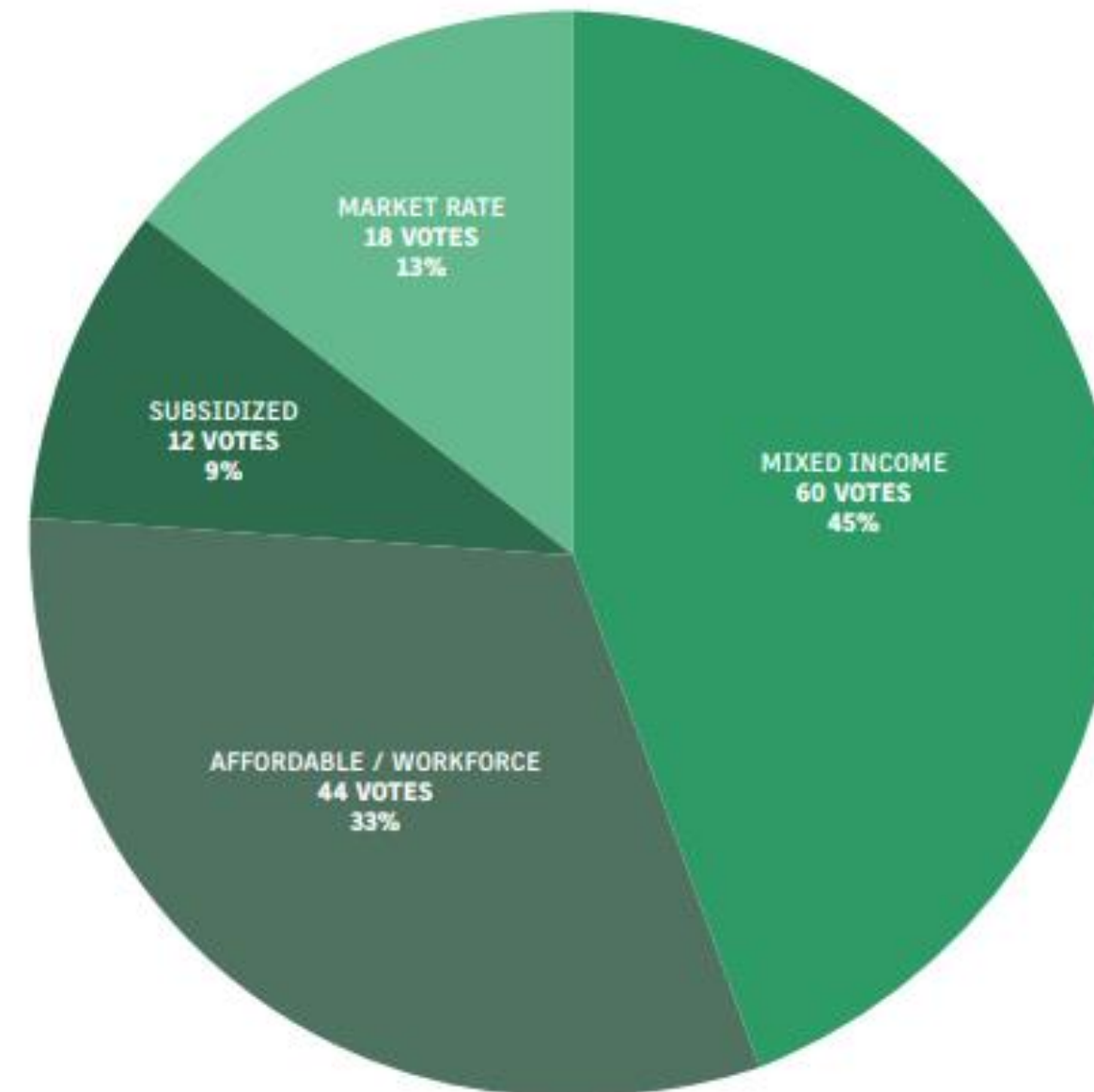
Place Making voting results prioritized Healthy Lifestyles and Outdoor Play. Open responses ask for improved bicycle infrastructure and thoughtful use of building materials.



**PLACE MAKING**  
198 TOTAL VOTES

### PRIORITIES:

The feedback related to Housing shows a strong desire for Mixed Income and Affordable / Workforce housing opportunities. Open Responses propose increased density and a mixed-use approach to building program as means to provide these opportunities.



**HOUSING**  
134 TOTAL VOTES





# GEMAA POPULOUS

GEM Associated Architects: A Joint Venture  
BarberMcMurry Architects + Design Innovation Architects



# How to get involved



- Attend community meetings on important projects, provide direct feedback to the City.
- Join the Maker Council!
  - [Jsearl@KnoxvilleTN.Gov](mailto:Jsearl@KnoxvilleTN.Gov)
  - [TheMakerCity@KnoxvilleTN.Gov](mailto:TheMakerCity@KnoxvilleTN.Gov)



