

SPECIFICATIONS

AREA PLANS CITY OF CHATTANOOGA

Introduction

The Chattanooga-Hamilton County Regional Planning Agency (RPA) is seeking a qualified firm to complete six large Area Plans for Chattanooga, TN.

The scope of work will be the same for each Area and the work for each Plan will be done simultaneously, so much of the research and analysis can be undertaken as a single block. Each Area will, however, have its own community meetings, recommendations that are specific to it, and its own Plan document.

Project Background

The RPA, through the 2016 Comprehensive Plan update, divided Hamilton County into 12 planning areas. The six Areas in this RFP encompass a large portion of the City of Chattanooga. They are:

- Area 1 | Downtown / North Chattanooga
- Area 2 | Hixson / Red Bank
- Area 4 | South Chattanooga / Lookout Mountain
- Area 5 | Lookout Valley
- Area 6 | Brainerd / East Ridge
- Area 10 | Highway 58 / Tyner

The primary purpose of Area Plans is to provide a general vision and guide for future development that balances growth with protection of the area's natural resources, cultural history, and established neighborhoods. Working with the public to identify key issues is an integral part of each Area Plan process.



The Area Plans will provide projections for anticipated growth, forecasts of school enrollment, a better understanding of land use, water and sewer needs and traffic impacts.

Once adopted, Area Plans become the new policy guide to help elected officials, city staff, and private developers make decisions about zoning, capital improvements, and preferred locations for, and types of, development.

Centers & Corridors Approach

The RPA promotes a Centers and Corridors Approach for all Area Plans to help prioritize where city and county resources are invested, and to provide a clear vision for where private growth and investment is encouraged. This land development strategy—which should influence plan recommendations—has three essential concepts:

- Walkable, clustered Centers where retail uses are concentrated.
- Transit-supportive Corridors comprised of a mix of uses, including multi-family housing.
- Medium and higher density housing near Centers and along Corridors to support their economic vitality and local transit viability.

SPECIFICATIONS

AREA PLANS CITY OF CHATTANOOGA

Place Types

In order to help achieve the community's vision and guide development, the RPA has also created a palette of Place Types that describe the desired character and mix of uses for a range of places across the county – urban, suburban and rural.

A Place Types map is a requirement of the Scope of Work. The RPA will provide the Place Types palette and our mapping methodology to the selected consultant. The consultant and RPA will work together to designate these Place Types throughout each Area.

Other Guiding Policies

The county-wide Comprehensive Plan (adopted in 2015) established appropriate general levels of development intensity across Hamilton County based on the presence of sensitive natural resources, transportation and other infrastructure. <https://chcrpa.org/planning-projects/comprehensive-plan/> The six goals of the Comprehensive Plan are intended to form the basis of the subsequent, more detailed, Area Plans.

Other policies that should influence these Area Plans include:

- Regional Transportation Plan (RTP) <https://2050rtp-chcrpa.hub.arcgis.com/>
- Transportation Improvement Program (TIP) <https://chcrpa.org/tip-amendments-and-adjustments/>
- Congestion Management Plan (CMP) <https://chcrpa.org/congestion-management-process/>

Each Area Plan should:

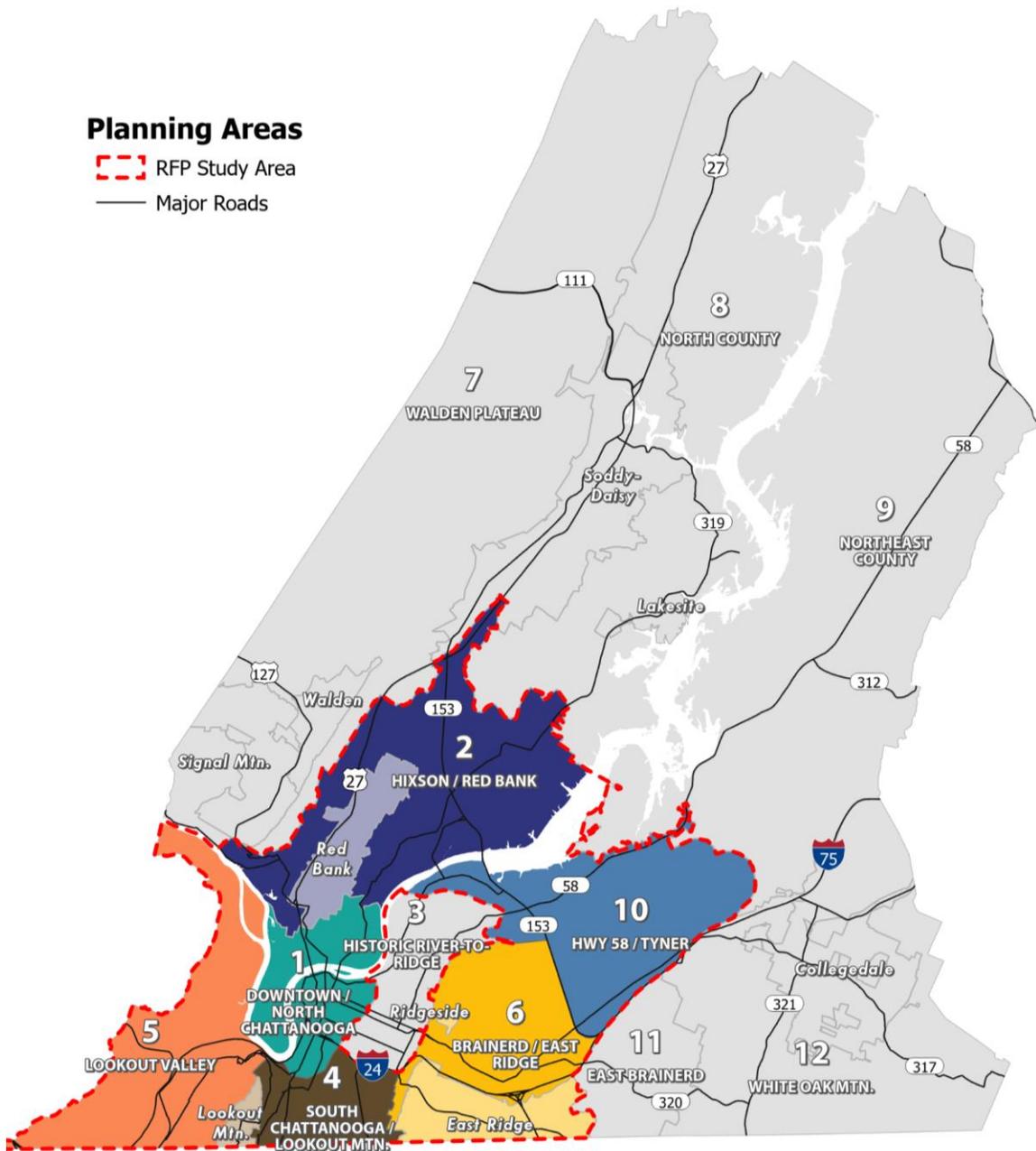
- Identify COMMUNITY VALUES and ISSUES through a robust public engagement process.
- Describe the COMMUNITY'S VISION.
- Provide an ANALYSIS of EXISTING CONDITIONS and TRENDS, such as population projections, transportation, jobs, housing, emergency services, natural resources and development.
- Present multiple GROWTH SCENARIOS for how and where development may occur in the future and the infrastructure and public service implications for each scenario.
- Provide RECOMMENDATIONS for PHYSICAL DEVELOPMENT, including potential locations for new or redeveloped commercial centers, housing, industry, major employers, parks and greenways, transportation improvements, schools, sewers, and other infrastructure.
- ILLUSTRATE GRAPHICALLY a conceptual redevelopment plan for specific CENTERS and CORRIDORS.
- Inform City decisions about REZONING by recommending the location of various PLACE TYPES, as established by the RPA.
- Help ALIGN GOVERNMENT SPENDING for public infrastructure projects with new private development and promote an efficient use of City resources.

Area Plan Boundaries

Two Area Plans—Areas 3 and 12—were recently completed in 2020 and 2019, respectively, and the Area 11 Plan is currently in the adoption phase. The six Planning Areas included in this RFP encompass the majority of the City of Chattanooga and three of them include smaller municipalities as described below. All of these places are experiencing growth to different degrees and in different forms: Downtown and downtown adjacent neighborhoods are in various stages of revitalization with infill development and notable large-scale adaptive reuse projects happening in each. Suburban areas and corridors are largely built-out, though pockets of vacant land continue to be redeveloped as housing demand remains high.

SPECIFICATIONS

AREA PLANS CITY OF CHATTANOOGA



Area 1 | Downtown / North Chattanooga is the economic and cultural center of Chattanooga. In addition to the downtown central business district, it includes the North Shore, Riverfront, M.L. King, Southside, and South Broad Districts.

Recent activity here includes “The Bend”, a planned 110-acre mixed-use neighborhood on the western riverfront; “Westside Evolves”, a revitalization plan for a low-income predominantly black community;

SPECIFICATIONS

AREA PLANS CITY OF CHATTANOOGA

and the Moccasin Bend National Archeological District, for which the National Park Service is creating a management plan.

Area 2 | Hixson / Red Bank has long been considered an attractive and affordable area. A few major corridors exhibit the typical strip suburban pattern (with Highway 153 in particular being heavily developed and home to the Northgate Mall), but much of this area is predominantly low density single-family housing interspersed with relatively accessible parks. Red Bank is a separate municipality.

Area 4 | South Chattanooga / Lookout Mountain comprises the town of Lookout Mountain (a separate municipality), the urban neighborhoods of St. Elmo and Alton Park near the Georgia state line, and slowly revitalizing East Lake in the southeast. Each of these neighborhoods has its own storied past, established communities, and cherished landmarks dating back to Chattanooga's early history.

Area 5 | Lookout Valley is geographically detached from the rest of Chattanooga as Lookout Mountain and the Tennessee River limit access to just a few roads from the east. This area has a marked ex-urban and rural character, along with the large Black Creek planned community and its mix of suburban and urban elements.

Area 6 | Brainerd / East Ridge is an economically underperforming suburban area characterized by disinvestment and high rates of commercial vacancy. However, the ongoing housing crisis has seen home values surge as people seek more affordable housing here, and the local Chamber of Commerce strives to turn these places around. Recently some major developments have come to the City of East Ridge as a result of a "Border Region" state economic development tool. In addition to the City of East Ridge, Area 6 also includes the very small municipality of Ridgeside.

Area 10 | Highway 58 / Tyner is characterized by a heavily auto-oriented suburban and exurban pattern of low income and lower middle class neighborhoods and disinvested corridors. Broad swaths of land along the river and lakefront to the north are devoted to natural areas and parks, with pockets of affluence scattered between. Enterprise South is home to major employers Volkswagen and Amazon, as well as a 2,800 acre natural park.

1. Scope of Work

2.1 Project Management

The RPA will designate one person to serve as the staff project leader and primary liaison with the consultant. Regular progress meetings (online or in-person) will be required with the project leader. The project leader will contact additional RPA or City staff to be involved as needed.

All presentations, documents and other key deliverables will be reviewed by the staff prior to presenting them in meetings or posting them to the website.

2.2 Project Initiation

An initial meeting (either online or in-person) with the staff will finalize the project schedule and confirm key deliverables. The consultant should also meet with the RPA staff, elected officials, and key stakeholders in these areas to identify the key issues, and explore the areas to get a lay of the land.

SPECIFICATIONS

AREA PLANS CITY OF CHATTANOOGA

Client responsibilities:

- Facilitate meetings with local leaders.

Consultant responsibilities:

- Attend and lead the meetings.
- Document the issues.

Key Deliverables:

- Project schedule, including target dates for public meetings
- Summary of key issues (At the end of each phase, the consultant should submit a draft document that will ultimately form the chapters of each final Area Plan. The staff will review each draft and send edits to the consultant.)

Public Engagement & Outreach

Each Area Plan should include a robust public engagement process throughout each step. Typically, the RPA hosts 1) a public kick-off meeting to confirm key issues and community goals, 2) “Community Choices” meetings to gauge the community’s tolerance for various recommendations, and 3) a public open house to review the draft Area Plan, including a draft Place Types map. The consultant may suggest a different approach, but should accommodate both in-person and online meetings to reach as many people as possible.

Additional meetings with elected officials and key stakeholders should be held at key points throughout the process.

Regular progress updates should keep the community apprised of upcoming meetings, opportunities for feedback, and other information to engage and inform.

Client responsibilities:

- Because the staff of the RPA are more familiar with these communities, we will maintain a spreadsheet of community contacts, send regular progress updates to the community, schedule meetings in coordination with the consultant, and coordinate meeting logistics.
- At the beginning of the process, the RPA will also send a notification letter to all property owners in each Area, including a link to sign-up for our email list.
- The RPA will maintain a webpage for each Area Plan.

Consultant responsibilities:

- Attend and lead community meetings.
- The consultant will be responsible for providing content for these updates, for the website, and for community meetings.

Key Deliverables:

- PowerPoint presentations, poster-size maps, and handouts, for all meetings throughout the process and content for the webpage.
- Report of any surveys conducted.
- Summary of public engagement events, including the number of participants for each meeting, survey, etc.

SPECIFICATIONS

AREA PLANS CITY OF CHATTANOOGA

Research & Analysis

Research and analysis should paint a clear picture of each Area's existing conditions and trends, as well as the challenges that exist, and potential opportunities for both growth and conservation. Major elements to consider will include population growth projections, school capacities, sewer coverage, and traffic projections. Alternative growth scenarios should illustrate options for various levels of development and the relative impacts on natural resources and infrastructure.

Client responsibilities:

- The RPA will provide the consultant with access to various GIS data files as well as a standard map template we use for Area Plans.
- The RPA will provide the consultant with our latest growth and traffic projections from our land use model. The RPA will facilitate meetings with the Hamilton County Department of Education, Wastewater Treatment Authority (WWTA), and other critical community contacts.

Consultant responsibilities:

- Conduct and document all necessary research and analysis.

Key Deliverables:

- Existing conditions and analysis maps, charts and diagrams
- Projections of growth by Area based on existing and forecasted development
- Growth scenarios including implications for natural resources, transportation infrastructure and public services, and school enrollment needs for each Area
- Locations that are most and least ideal for growth and development, along with recommended zoning changes and/or proposed districts map.
- Summary report

Recommendations

Recommendations should give elected officials, the Planning Commission, government staff, private developers, and citizens a clear guide for

- zoning decisions,
- infrastructure improvements and public services needed,
- the best locations for growth,
- the types of development desired,
- locations for the conservation of natural resources, and
- opportunities for new parks, greenways or recreation facilities.

Recommendations should be realistic and achievable, but also provide an aspirational long-term vision.

A Place Types Map—developed in collaboration with the RPA—should reflect the community's desires along with the need for a diversity of housing, good planning practices, and the analysis of each Area's existing conditions.

Client Responsibilities:

- The RPA will provide the standard Place Types palette and the mapping methodology used for designating Place Types.

SPECIFICATIONS

AREA PLANS CITY OF CHATTANOOGA

Consultant responsibilities:

- Produce a draft Place Types map, to be reviewed with the staff.
- Produce the final Place Types map.
- Create color renderings for each designated Center to illustrate buildout concepts.
- Create color renderings and street sections for major Corridors to illustrate preferred street standards and development forms

Key Deliverables:

- List of recommendations along with any necessary maps, charts or diagrams
- Color renderings
- Draft and final Place Types maps
- Summary report

Document Production

The final documents should be rich with images, graphics, and maps to clearly illustrate the various trends, challenges, opportunities, and recommendations. The text should be thorough, yet succinct and understandable to the average reader without lots of jargon.

Client responsibilities:

- The RPA will provide the consultant with a standard In-Design document template we have used for the final production of previous Area Plans.
- The RPA will also be responsible for final editing and proofreading.

Consultant responsibilities:

- The consultant will create a draft document for each Area for client and community feedback, revise the drafts based on this feedback, and produce the final documents for publishing.

Key deliverables

- Draft and final documents.
- Digital copies—that can be edited—of the following will be provided to the RPA for future use: Word document, GIS files for all maps, InDesign files, jpg or pdf versions of all images, graphics, and maps used for meeting presentations, handouts, website posts, and in the final documents.

Content of Proposals

Proposals should include an introduction of the company or firm. All proposals should include names and references from other municipal organizations for which comparable services have been rendered. An explanation of typical, similar service provision should be included in the submittal in sufficient detail to allow the review committee to determine the reasonableness