

Kingsport

VII. Community Vision Synthesis

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Background

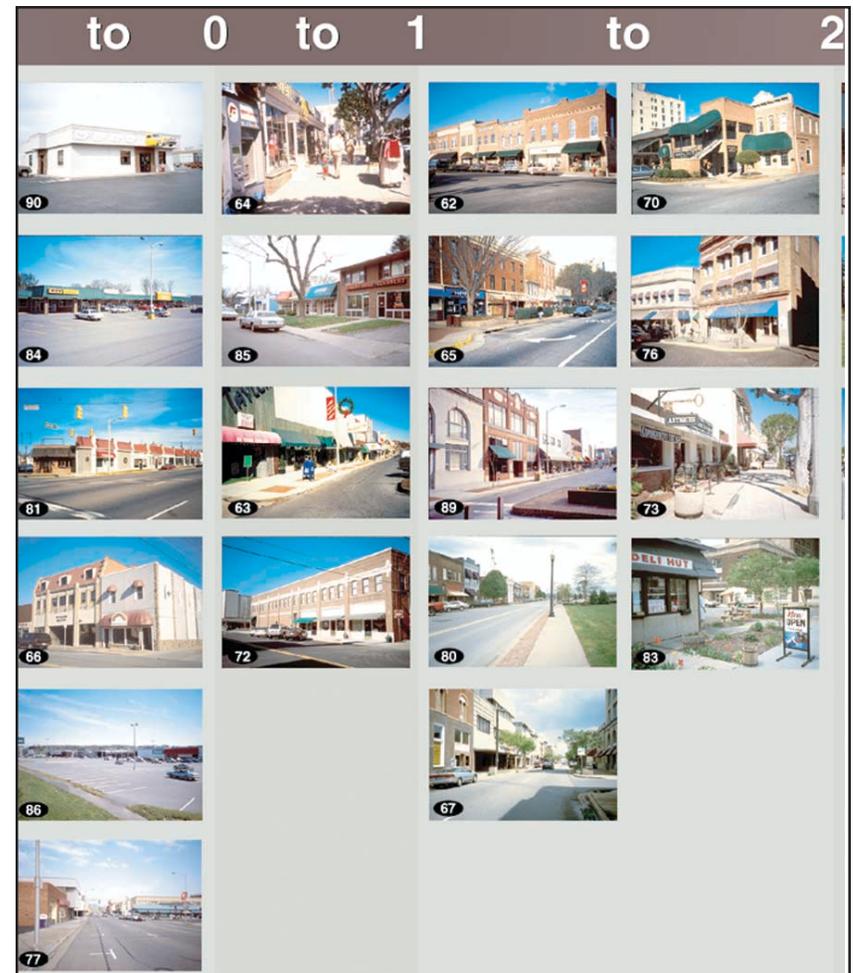
Visual Image Study

As was explained in this report’s companion document entitled “Visual Image Study Analysis,” Kingsport’s Visual Image Study (VIS) was initiated in May of 2000. It was an intensive community project in which a total of 222 slides were shown to Kingsport and area residents to test out a variety of planning issues. The images were divided among 15 categories, such as commercial areas, parking, industrial areas, roadways and parks. The slides were comprised of 58% local scenes and 42% non-local scenes. Quantitative data were gathered from 1,015 participants who were demographically representative of the community. There was a high degree of consensus across various sub-samples regarding images deemed appropriate and inappropriate for Kingsport, as presented in the slides. These results imply that all groups appear to have highly correlated preferences.

Then, using the average rankings for each of the survey slides, large display boards of the results for each of the issue categories were created (see sample at right). These displays were used in focus groups. A total of 85 persons participated. Major themes were: Green - Clean - Sidewalks - Parks - Neighborhoods. These themes are similarly echoed in past visioning efforts conducted in Kingsport.

Community Vision Synthesis

This report recognizes that no single VIS image within each issue category fully represents the community consensus regarding that particular issue. Instead, this report is an attempt to provide one image for each issue category that best summarizes the community consensus. Taking this concept one step further, the last four pages of this report feature a series of “Visual Simulations,” in which existing condition photographs from Kingsport are electronically manipulated to illustrate a desired “after” version once redevelopment occurs. These simulations may not necessarily be among the ultimate recommendations growing out of this project, but they are representative of the public’s collective vision. While transforming these existing areas into the “after” version might be costly, they also illustrate the potential that could occur with different codes and development standards.



Close-up of a section of a sample VIS results display board for the “Downtown / Commercial / Retail” issue category

Community Vision: Downtown / Commercial / Retail

Desired Characteristics

- Abundant landscaping and green spaces
- Brick buildings and paved areas
- Colorful awnings
- Buildings that relate strongly to their adjacent street
- Attractive and human-scaled streetscape furnishings
- Signage appropriately scaled to the associated building
- Outdoor dining
- Good pedestrian access
- Decorative street lighting

Survey Respondent:

“It makes the place seem more alive when there are people on the sidewalk eating or walking or just able to sit down and just enjoy people watching.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Office Buildings

Desired Characteristics

- Abundant landscaping
- Buildings with architectural variety, especially contemporary designs with clean lines
- Extensive amounts of masonry and glass
- Well-maintained buildings

Survey Respondent:

“... shows you well placed trees.... do a tremendous amount. If you took those out I think you would take away.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Pedestrian Realm

Desired Characteristics

- Well-maintained sidewalks throughout the community
- Wide sidewalks in more urban areas
- Brick and/or concrete sidewalks
- Street trees
- Pedestrian crosswalks
- Sidewalks not separated from buildings by parking lots
- Grass strips between sidewalks and streets
- Handicapped accessibility

Survey Respondent:

“It is very pleasing to the eye... there is a buffer between the sidewalk and the street - a green area. Space is important to make people feel safe walking.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Roadways

Desired Characteristics

- Street trees
- Relatively narrow street widths
- Sidewalks
- Landscaped medians
- Adjacent lawns / green spaces
- Grass strips between sidewalks and streets
- Attractive street lights and furnishings
- Traffic calming

Survey Respondent:

“... the way they’ve separated it [with a landscaped median]... makes it look so much prettier and you feel like less roadway.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Street Furniture

Desired Characteristics

- Human-scaled furnishings
- Ornate and traditional designs
- Traditional high-quality materials - primarily cast metal and wood
- Seating appears to be comfortable
- Furniture is well-located for convenience and safety
- Shade trees and green spaces

Survey Respondent:

“... it’s conversational groupings of the furniture instead of a bench here and another bench fifty feet away. It’s like a conversational grouping where people can gather.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Parking

Desired Characteristics

- Extensive landscaping, including shade trees
- Parking lots that are physically broken up into smaller areas by landscaping
- Good condition/maintenance of paved surfaces
- Clear paint-striping of paved surfaces

Survey Respondent:

“... that’s perfect; there’s parking in there, and I don’t have to look at it... the pedestrians are walking around along the sidewalk, and they’ve got the enjoyment of all the green, but the parking is right there.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Signs / Lines / Towers

Desired Characteristics

- High-quality sign materials, including wood and brick
- Signs that are not excessively large
- Landscaping integrated with signage bases
- Elimination of billboards
- Minimized visual impact of cell towers through innovative siting
- Underground utilities

Survey Respondent:

“... I like the flowers in front. I like the brick look, the natural look. I like the height of it... and it could even be lower too.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Public Art & Decoration

Desired Characteristics

- Art integrated with abundant landscaping
- Art integrated with architecture
- Water features as art
- Art used to enhance blank walls
- Use of statues, murals, stenciling, fountains, and plantings at key sites throughout the community

Survey Respondent:

“Just two potted plants out front makes an impact.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Parks / Green Spaces / Play Areas

Desired Characteristics

- Lush and mature landscaping, including shade trees
- Well-maintained paved pedestrian surfaces
- Decorative and human-scaled streetscape furnishings
- More downtown green space
- Functional and safe play facilities for children
- More neighborhood parks
- Expand greenbelt connectors

Survey Respondent:

“... its got everything - its got benches. Its got the ground cover. Its got underground utilities for the lighting, the trees, the open air effect, as well as the pavement. It’s beautiful.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Civic & Heritage Buildings

Desired Characteristics

- Local historic landmarks
- Brick and wood materials
- Good building conditions/maintenance
- Attractive landscaping
- Underground utilities

Survey Respondent:

“... that is just a fabulous building... It has a classic architectural style.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Single-Family Housing

Desired Characteristics

- Traditional house designs
- Variety of neighborhood development patterns
- Lack of garage door dominance
- Mature street trees
- Green spaces and neighborhood parks
- Sidewalks

Survey Respondent:

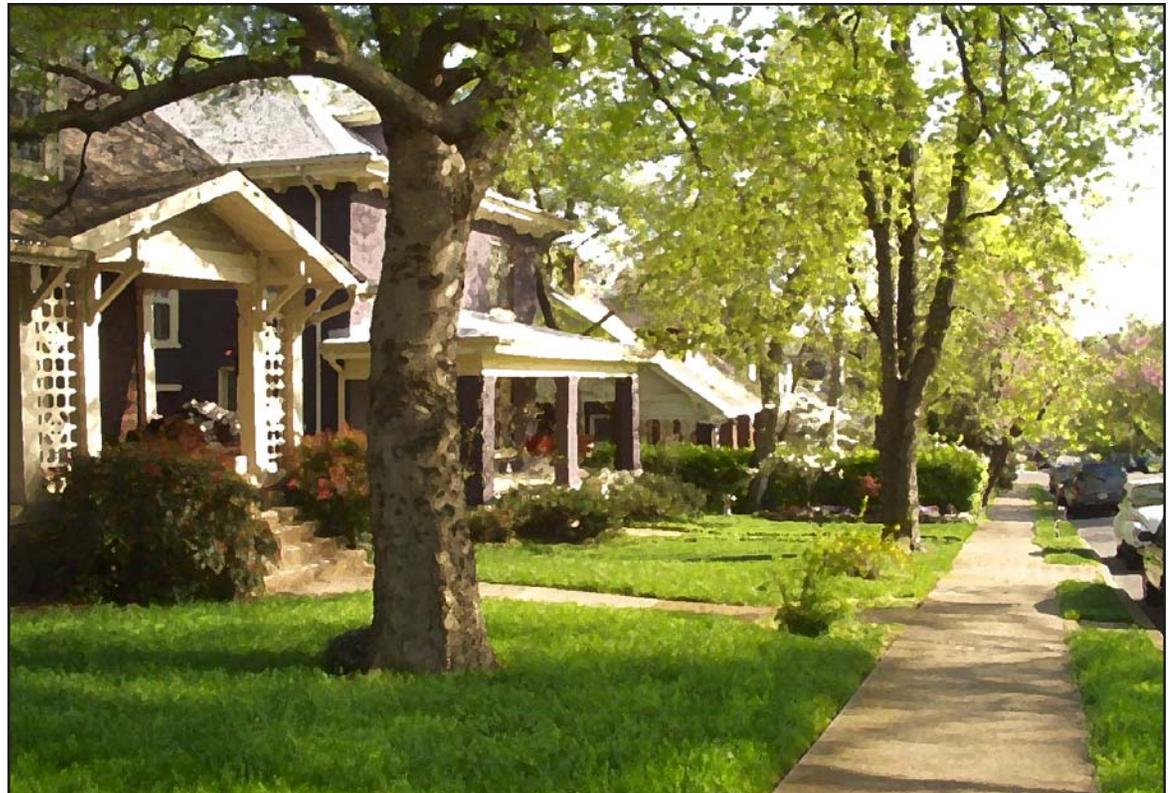
“... you’ve got this feeling of trueness, a small town... it’s something that’s real.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Multi-Family Housing

Desired Characteristics

- Brick as a dominant construction material
- Varied facade massing with recesses and projections
- Pitched roofs with dormer windows and chimneys
- Good landscaping
- Buildings fronting onto streetscapes
- Minimal visual impact from cars and parking
- Parks and green space
- Sidewalks

Survey Respondent:

“It’s green, its got brick... its got lamps for night, it’s so visually appealing. The walkway is nice.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Industry

Desired Characteristics

- Contemporary architectural design
- Masonry and glass as key building materials
- Good maintenance of buildings and lawns
- Landscaping peripheral to the building with usable green space
- Screened HVAC and dumpsters
- No visible loading areas or outdoor storage
- Parking areas screened by landscaping
- Attractive, but not excessive, outdoor lighting
- Sidewalks

Survey Respondent:

“A strong design[ed] building, but you see the trees, kind of an informal balance, where it’s inviting you in the door... I think it’s pleasant, it’s functional.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Vistas

Desired Characteristics

- Preservation of hills
- Development that compliments the natural topography
- Tunnels instead of excessive road cuts
- Access and/or scenic overlooks to enjoy view sheds

Survey Respondent:

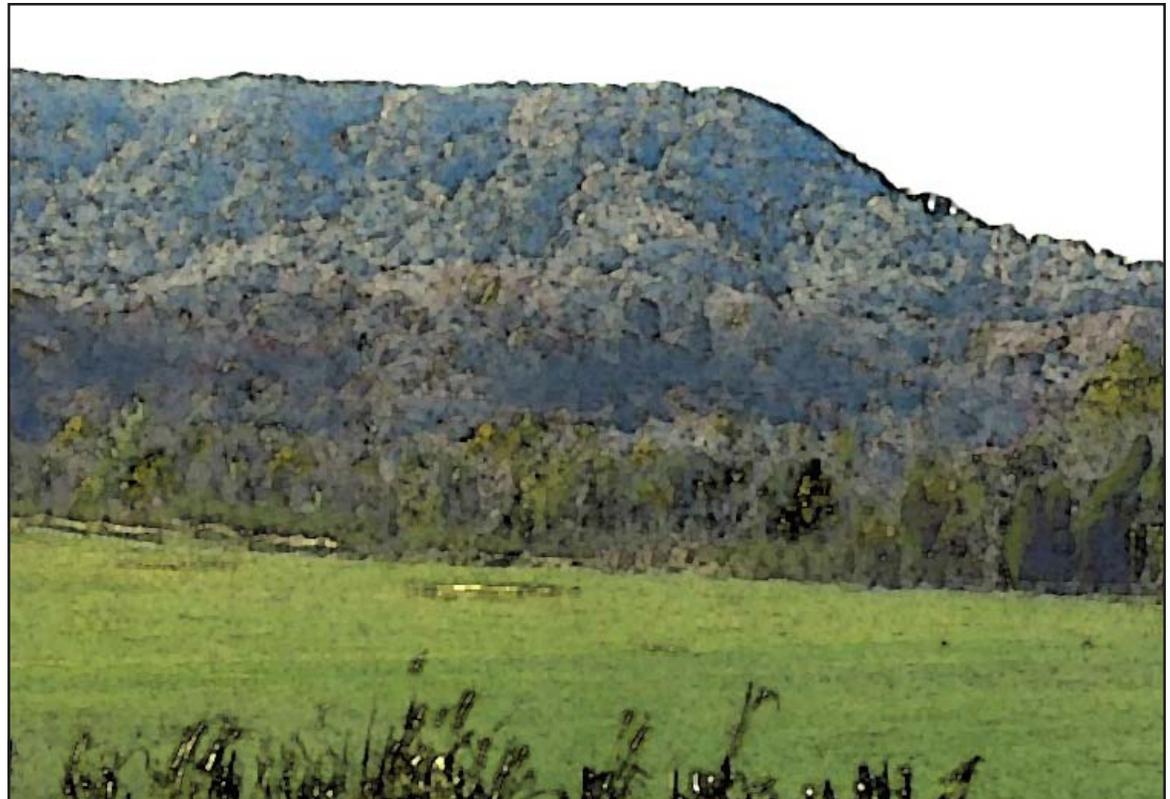
“... there’s a lot of use of tunnels in Germany and Switzerland because they have made a conscious decision to preserve their beautiful landscape.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Community Vision: Transit & Mobility

Desired Characteristics

- Bicycle lanes integrated into existing roadways through paint-striped designation
- Conventional fixed-route bus service
- Special shuttle bus service for the handicapped
- Pedestrian crosswalks
- Ramps for handicapped access
- Bus shelters

Survey Respondent:

“... we’ve got such wide streets in this area - use some of that space for bikes. It doesn’t all have to go to cars.”



#1 selection in issue category



#2 selection in issue category



Composite Vision

Visual Simulation A: Suburban Residential Road - Essex Drive



Existing



Potential 1: New street surface and added bike lanes



Potential 2: New street surface and added sidewalks



Potential 3: New street surface, added sidewalks, underground utilities and new decorative street lights

Visual Simulation B: Urban Residential / Mixed Use Street - West Sullivan Street



<Existing

- Expansive barren parking lot fronting street
- Utility poles and overhead wiring
- Lack of on-street parking
- Lack of sidewalk and street trees on south side of street
- Lack of buildings fronting onto south side of street

Potential>

- Views of parking lot screened by new mixed-use development
- Removal of utility poles and overhead wiring
- Provision of on-street parking
- Provision of sidewalk and street trees on both sides of street
- New buildings reinforce architectural character on north side of street



Visual Simulation C: Redeveloped Commercial Corridor - East Stone Drive



Existing



Potential 1: New streetscapes, trees, bike lanes, access street, removed utility poles and line, and smaller signage



Potential 2: Same as “Potential 1,” but with removed freestanding signage and new buildings



Potential 3: Same as “Potential 2,” but without access street and with wider sidewalk and new buildings closer to Stone Drive

Visual Simulation D: Developing Commercial Corridor - Wilcox Drive



<Existing

- Street surface maintenance issues
- Continuous paved “suicide” turn lane
- Utility poles and overhead wiring
- Lack of sidewalks, street trees, street lights, and crosswalks
- Lack of buildings or attractive fencing to define the street edge

Potential>

- Enhanced street surface
- Removal of utility poles and overhead wiring
- Provision of curbed and landscaped median with turn lanes as needed
- Provision of sidewalks, street trees, street lights, and crosswalks
- New buildings on east side of street and decorative fencing along golf course on west side of street

