

February 5, 2019

AUSTIN HOMES

Master Plan

WHY ARE WE HERE?

Knoxville's Community Development Corporation (KCDC) plans to redevelop the Austin Homes site into a mixed-income community.

In December, KCDC hired a master planning team to lead the master planning process.



MASTER PLAN TEAM

Gensler

Gensler is global architecture, planning, and design firm. Gensler will lead the master planning and community engagement process.



Johnson Architecture, Inc. (JAI) is an architecture, planning, and interior design firm based in Knoxville. JAI will provide architectural support services and assist in the community engagement process.



Applied Real Estate Analysis, Inc. (AREA) will provide detailed residential and commercial market analysis.



Civil & Environments Consultants Inc. (CEC) will provide site planning and development, civil engineering, and surveying services.



CRJA Landscape Architects will provide landscape architecture, open space planning, green/energy efficient design, and assist with site planning



S+ME will provide environmental and geotech services.

MASTER PLAN TEAM



Andre Brumfield
Principal
Principal-in-Charge



Daryl Johnson
Principal
Design Director



Steve Wilson
Project Manager

Market Analysis

Applied Real Estate
Analysis (AREA)



Robert Miller
Senior Vice President

Civil Engineering

CEC



Greg Presnell
Team Leader
Site Development

Landscape Architecture

CRJA



Bill Bruce
Principal
Landscape Architect

Environmental Reviews

S&ME



Samuel Watts
Senior Environmental
Consultant

MEP Engineering

ESG



Jeffrey Whillock
President
Mechanical Engineer

Structural Engineering

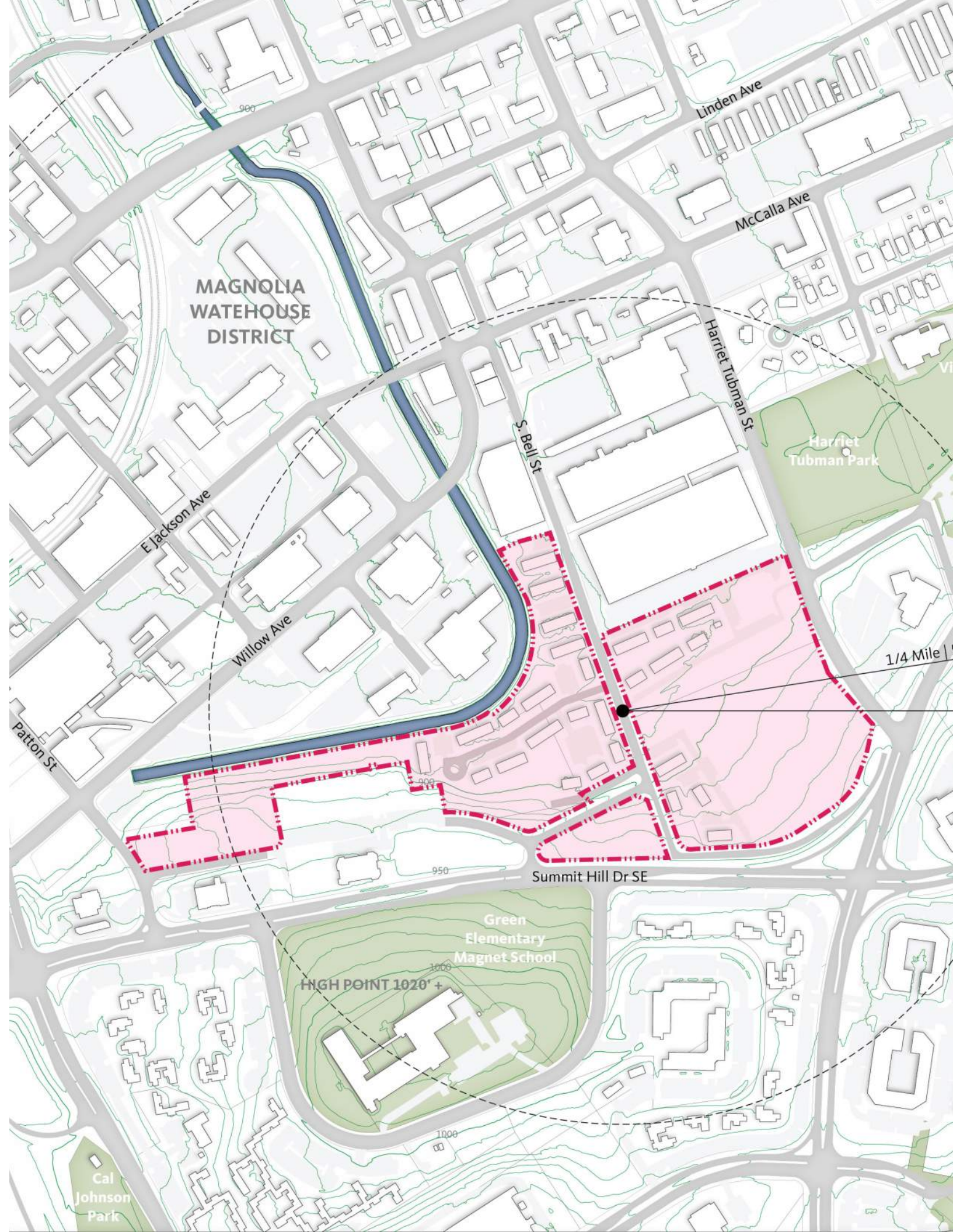
Bender & Associates



Robert Houser
President / Owner
Principal Engineer

TODAY'S PURPOSE

- Introduce the Austin Homes Master Plan, the **Process** and the **Team**
- Share what we have learned so far:
 - Feedback from **December Stakeholder** interviews
 - **Market Analysis**
 - **Site Analysis**
- Conduct 2 small group exercises to develop a **Community Vision** for the site.
 - SWOT (Strengths, Weaknesses, Opportunities, Threats)
 - Priorities and Compromise



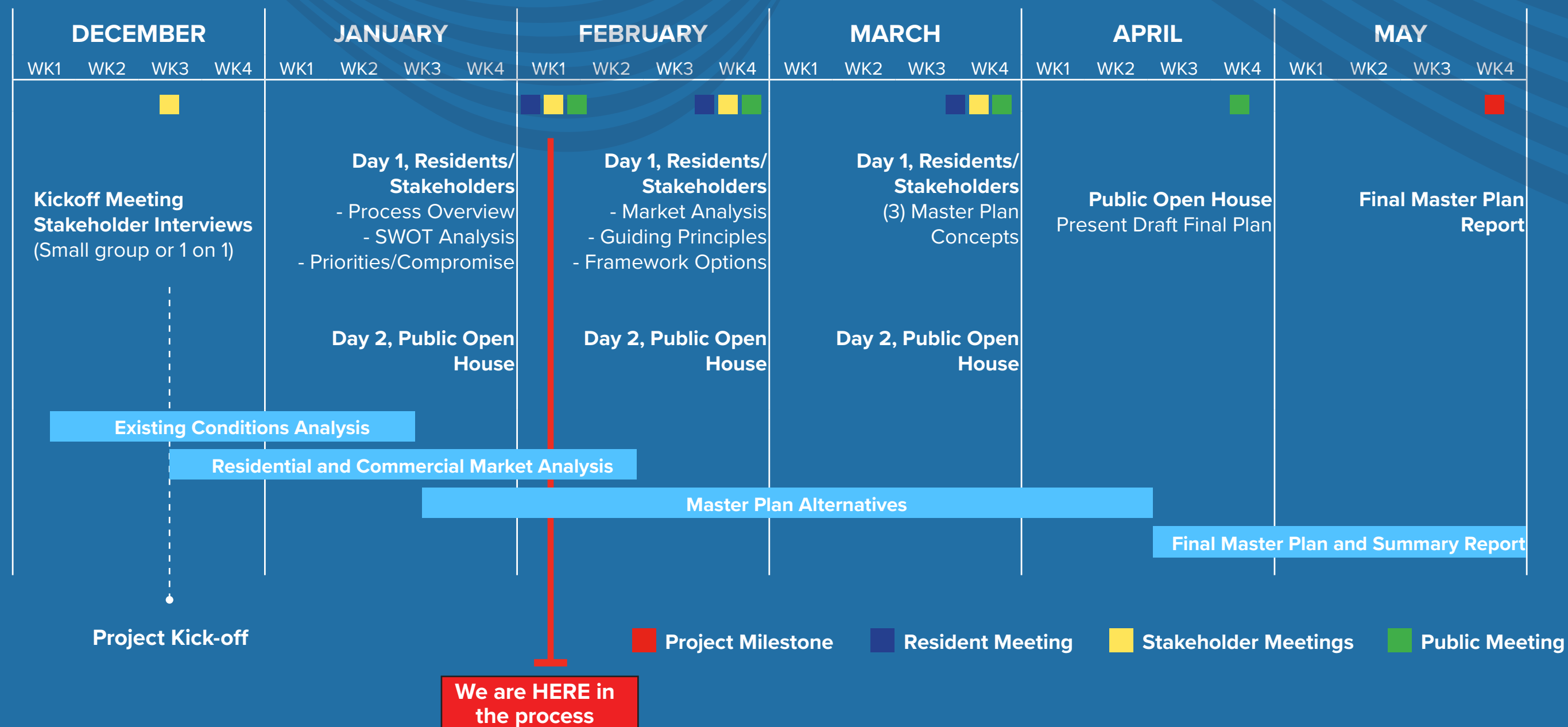
WHAT IS A MASTER PLAN?

A long-term development strategy for a city, neighborhood, or area that:

- Creates a **framework** for structured growth and development
- Guides appropriate **land uses** and critical decisions about **infrastructure** and future capacity
- Establishes a **community vision** and **goals** that unify the development and create a strong sense of place
- Embraces the **aspirations** of the community, residents, and civic leaders



A SIX MONTH SCHEDULE



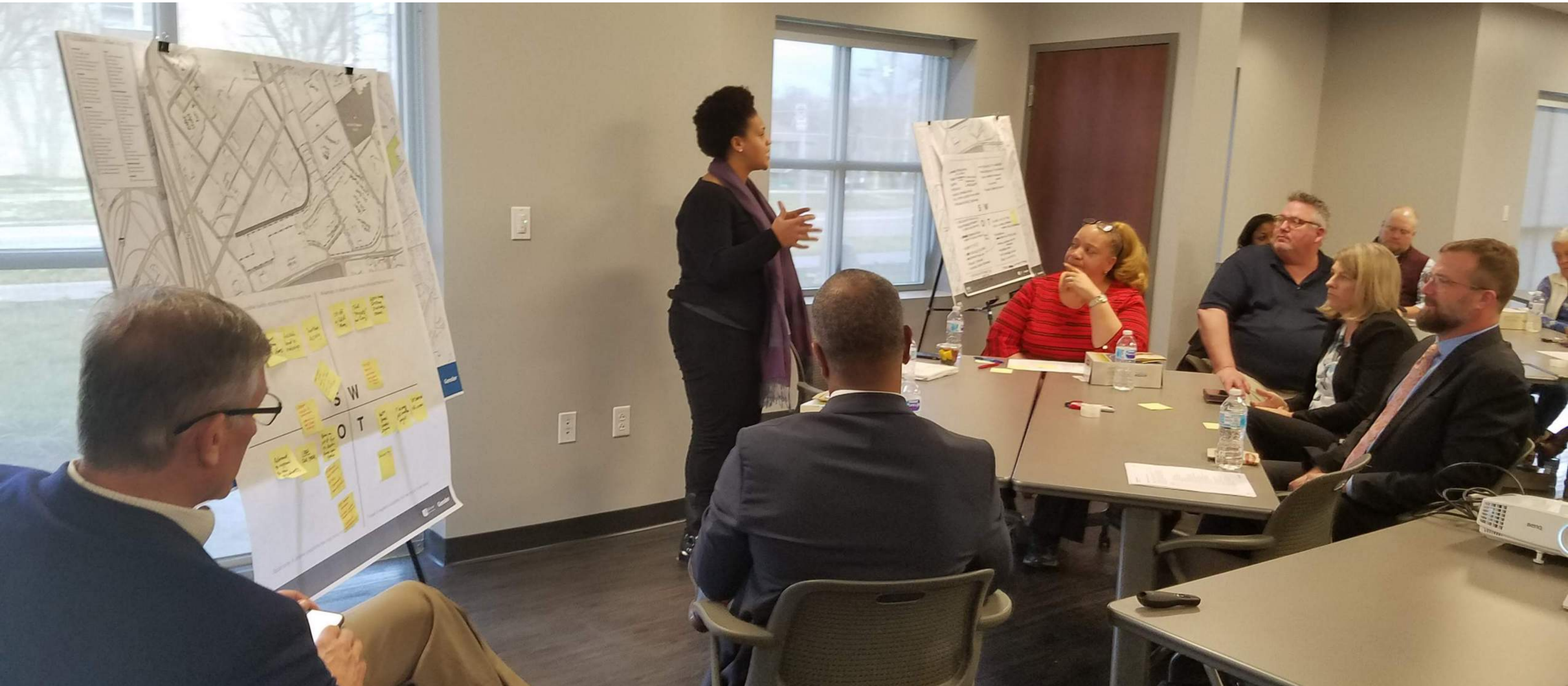
THE PROCESS

1. Assess existing conditions



THE PROCESS

2. Engage the community and its stakeholders



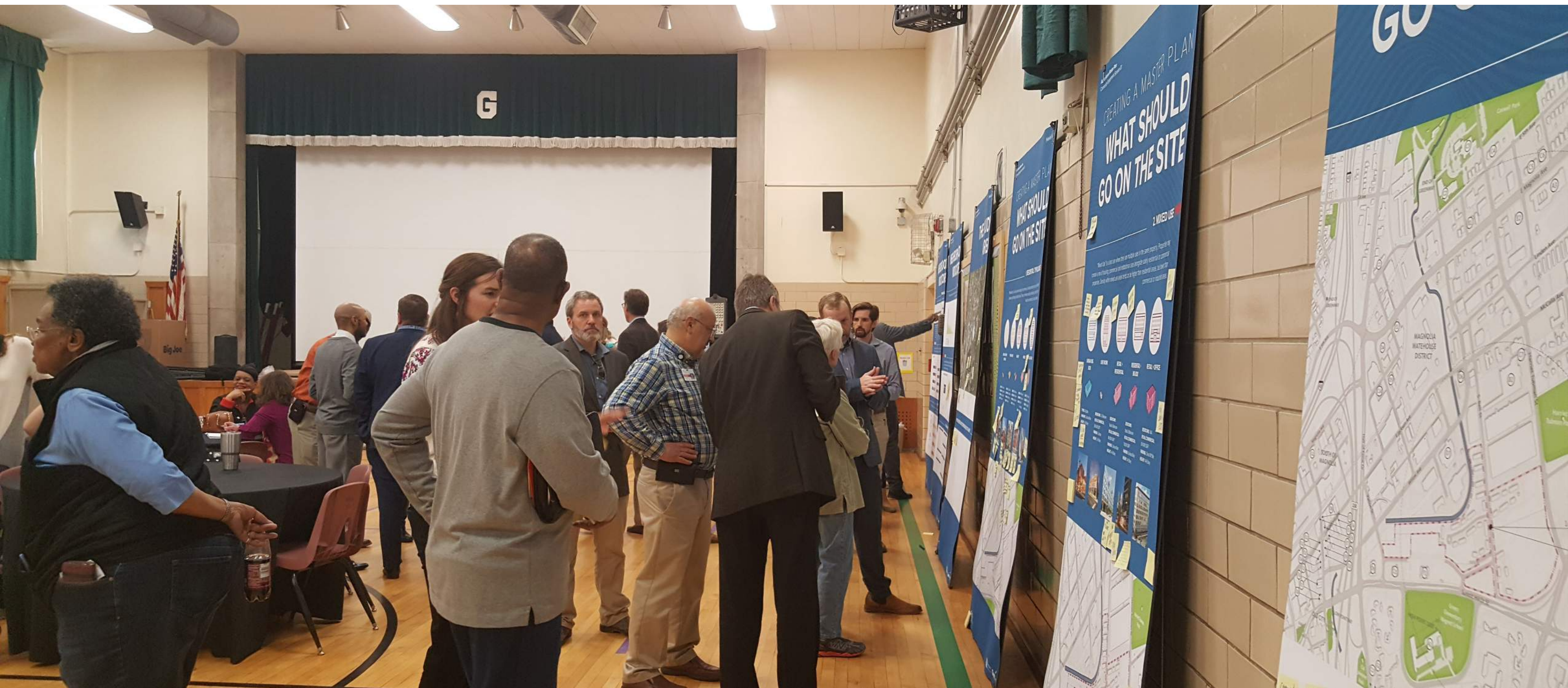
THE PROCESS

3. Vision for the future of Austin Homes



THE PROCESS

4. Program for development



[illegible]

WHAT WE LEARNED SO FAR



FEEDBACK I

DECEMBER 18 - 20 STAKEHOLDER MEETINGS

WHO WE MET WITH

1. City of Knoxville

Bill Lyons – Deputy to the Mayor, Chief Policy Officer
 Ken McMahon – Economic Development Manager
 Dawn Michelle Foster – Redevelopment Director
 Becky Wade – Director of Community Development

2. Elected Officials

Evelyn Gill – Knox County Commissioner, District 1
 Gwen McKenzie – Councilwoman, District 6
 Rick Staples – Tennessee House of Representatives, District 15

3. Faith Organizations & Community Members

Sr. Pastor Daryl Arnold – Overcoming Believers Church
 Pastor Chris Battle, Sr. – Tabernacle Baptist Church
 Alvin Nance – CEO of Development for LHP Capital

4. Austin Homes Residents

Sarhonda Thompson – Resident Association President

5. Education Officials

Cheryl Ball – The Great Schools Partnership, Vice President of Operations
 Tammi Campbell – Knox County Schools, Ombudsman
 Desiree Jones – Knox County Schools, VMMS Principal
 Dr. Javiette Samual – Director of Community Engagement, UTK

Evetty Satterfield – Knox County School Board, District 1
 Rosalyn Tillman – Pellissippi State Community College, Magnolia Campus Dean

6. Planning Organizations

Tim Branson – Knoxville Utilities Board, Business Management Analyst
 Sheryl Ely – City of Knoxville, Director of Parks and Recreation
 Gerald Green – Knoxville-Knox County Planning, Executive Director
 Billie Jo McCarley – Knoxville Utilities Board, Manager
 Belinda Woodiel-Brill – Knoxville Area Transit, Director of Communications & Service Development

7. Workforce Development

Terrence Carter – Knoxville Area Urban League, VP Economic & Business Development
 Bart McFadden – Boys & Girls Club of the Tennessee Valley, CEO

8. Local Culture and History

Robert Booker – Historian
 Rev. Renee Kesler – Beck Cultural Exchange Center, President

9. Adjacent Property and Business Owner

Thomas Boyd – Boyd's Group Properties LLC

FEEDBACK I

DECEMBER 18 - 20 STAKEHOLDER MEETINGS

WHAT WE HEARD

What success looks like for Austin Homes and the neighborhood

- Give me a reason to turn left. Make Austin Homes a destination, a reason to turn left off Summit Hill Drive
- Diversity – Mixed-use, mixed-income, multi-generational, multi-cultural
- Create a pride of place

FEEDBACK I

DECEMBER 18 - 20 STAKEHOLDER MEETINGS

WHAT WE HEARD

Create a new narrative for Austin Homes and East Knoxville

- Smooth the edges
- Reconnect the neighborhood
- Fill the gap between Downtown, Old City and East Knoxville

FEEDBACK I

DECEMBER 18 - 20 STAKEHOLDER MEETINGS

WHAT WE HEARD

Bring the essentials of life to the neighborhood

- Healthy food options in the neighborhood
- Ability to live without a car
- Where kids can live and access opportunities in a safe community

FEEDBACK I

DECEMBER 18 - 20 STAKEHOLDER MEETINGS

WHAT WE HEARD

A model for mixed-income housing

- High design quality that is unique to Knoxville
- Affordable housing should not look like public housing
- More than just clean and safe, make it attractive

ANALYSIS I

MARKET FINDINGS

A new development on the Austin Homes site will appeal to persons working in downtown as well as persons already living in East Knoxville.

- There is a base market for 3,500 to 5,000 downtown housing units
- Approximately 1,700 units already exist and another 1,200 to 1,500 are in various stages of planning
- Downtown workers will be attracted to a well-designed, mixed-income development with competitive rents
- Over the next five to seven years, the site can support a phased development of up to 450 units; approximately 8 to 10 percent of the city's housing demand

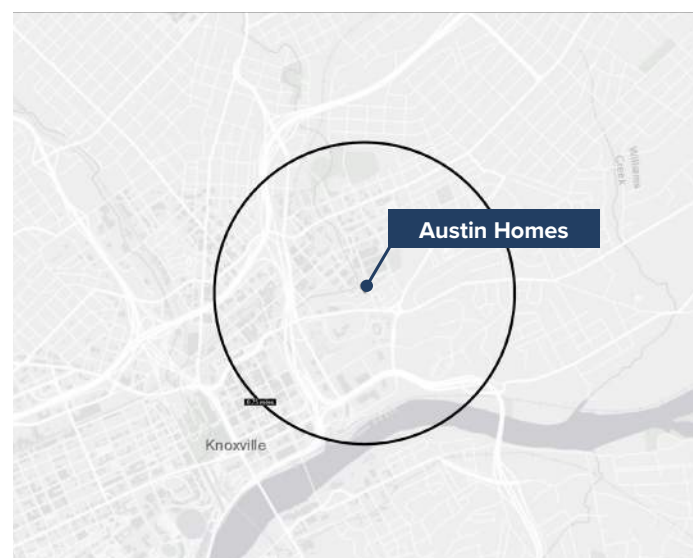
NEIGHBORHOOD INDICATORS

A decorative, light gray wavy line that flows horizontally across the lower half of the image, starting from the left edge, dipping, rising, dipping again, and then rising towards the right edge.

NEIGHBORHOOD INDICATORS

CATCHMENT AREA

Four primary catchment areas were used for data development on demographics and socioeconomics.



NEIGHBORHOOD (0.75-MI)

Defined by the area within a 0.75-mile radius of the Austin Homes site.

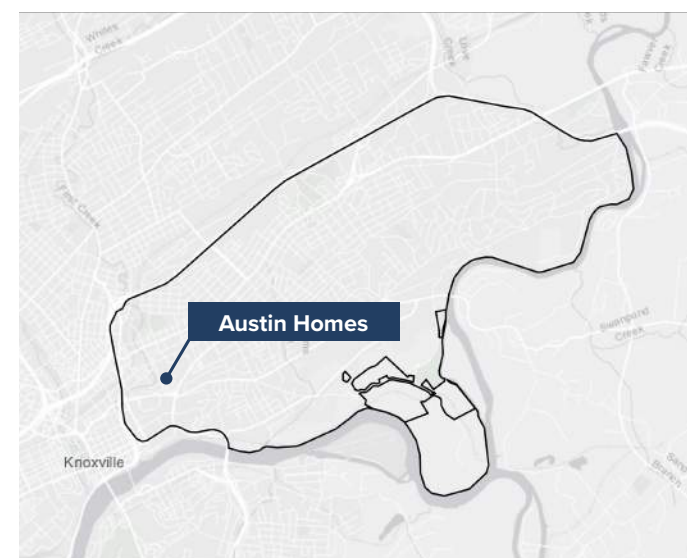
Includes portions of the Knoxville neighborhoods of East Knoxville, Magnolia Warehouse District, Morning side, Five Points, Edgewood, Park Ridge, South of Magnolia, Old City, and downtown.



NEIGHBORHOOD (ADJACENT)

Defined by the area bounded by the James White Parkway, Interstate-40, Cherry St, Martin Luther King Jr Ave, Wilder Pl, and Riverside Drive.

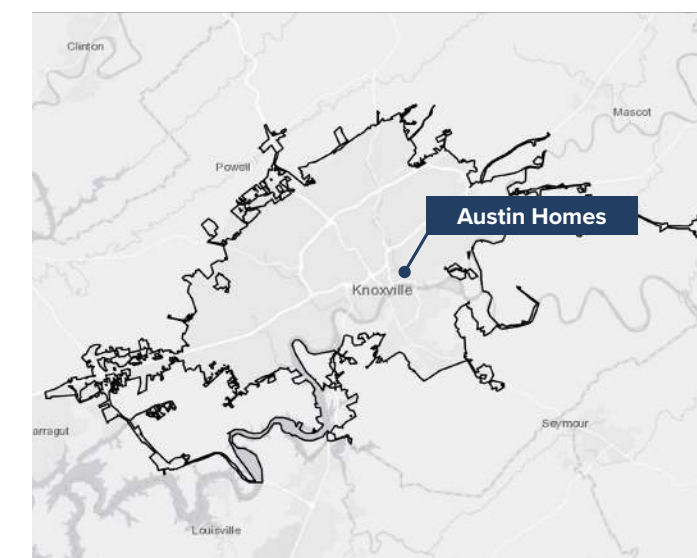
Includes portions of the Knoxville neighborhoods of East Knoxville, Magnolia Warehouse District, Morning side, Five Points, Edgewood and Park Ridge.



EAST KNOXVILLE

Defined by the area bounded by the James White Parkway, Interstate-40, the Holston River, and the Tennessee River.

Includes portions of the Knoxville neighborhoods of East Knoxville, Magnolia Warehouse District, Morning side, Five Points, Edgewood, Park Ridge and Park City.



CITY OF KNOXVILLE

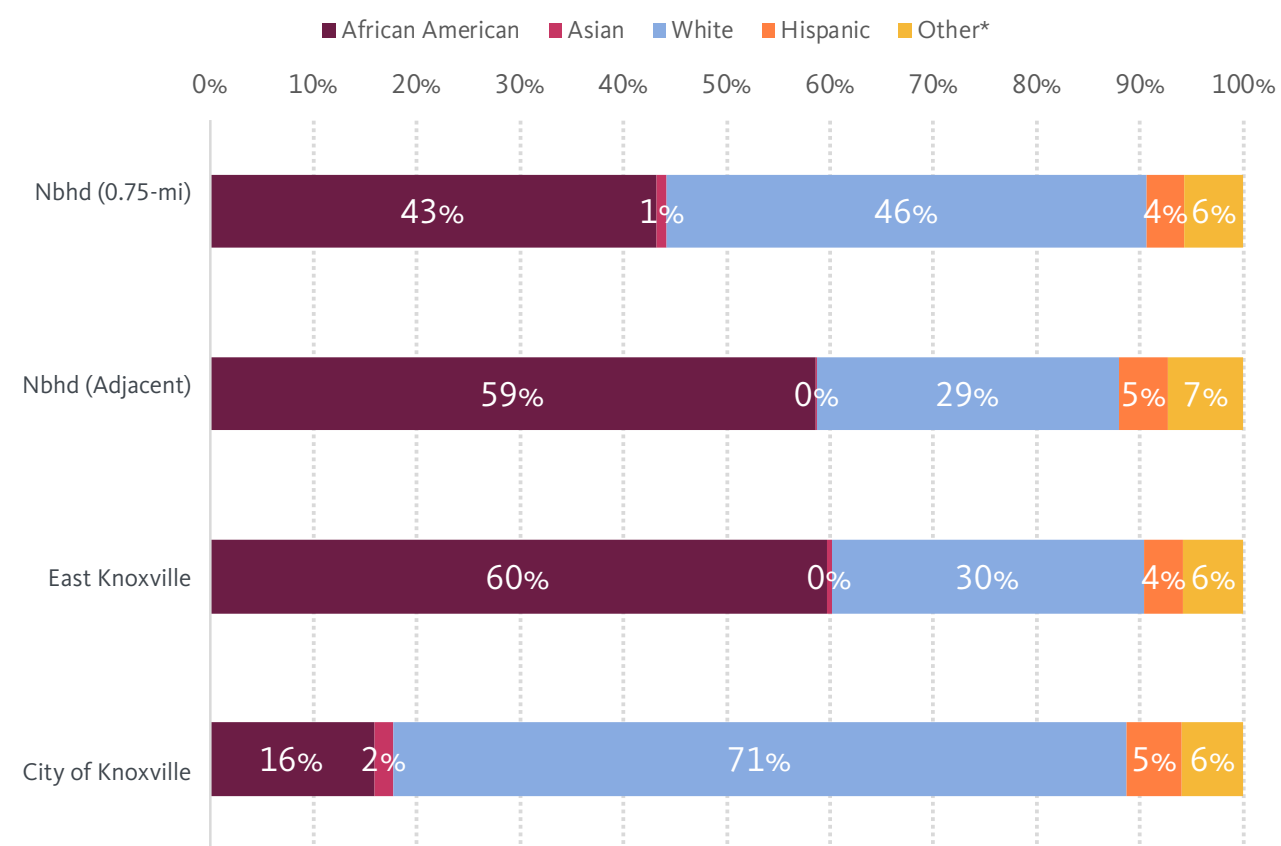
Defined by the city limits of Knoxville.

NEIGHBORHOOD INDICATORS

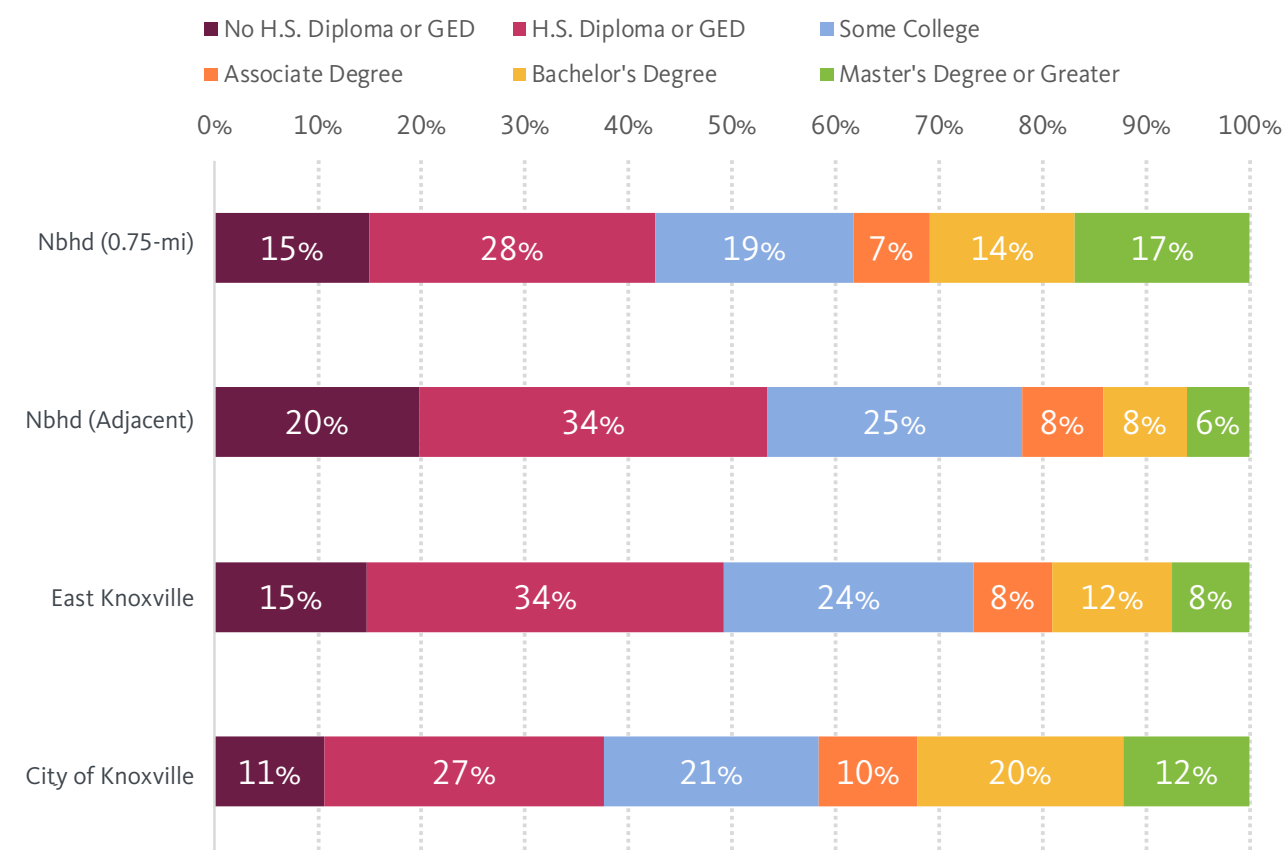
POPULATIONS

The nearby population has a similar makeup to Downtown East. Downtown residents (some included in the 0.75mi radius) are a generally higher educated group than the remainder of the city.

RACE & ETHNICITY



* Multi-racial, American Indian, Alaska Native/ Pacific Islander
Source: U.S. Census Bureau, ESRI Business Analyst

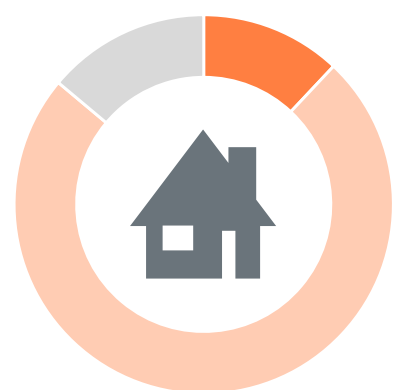


Source: U.S. Census Bureau, ESRI Business Analyst

NEIGHBORHOOD INDICATORS

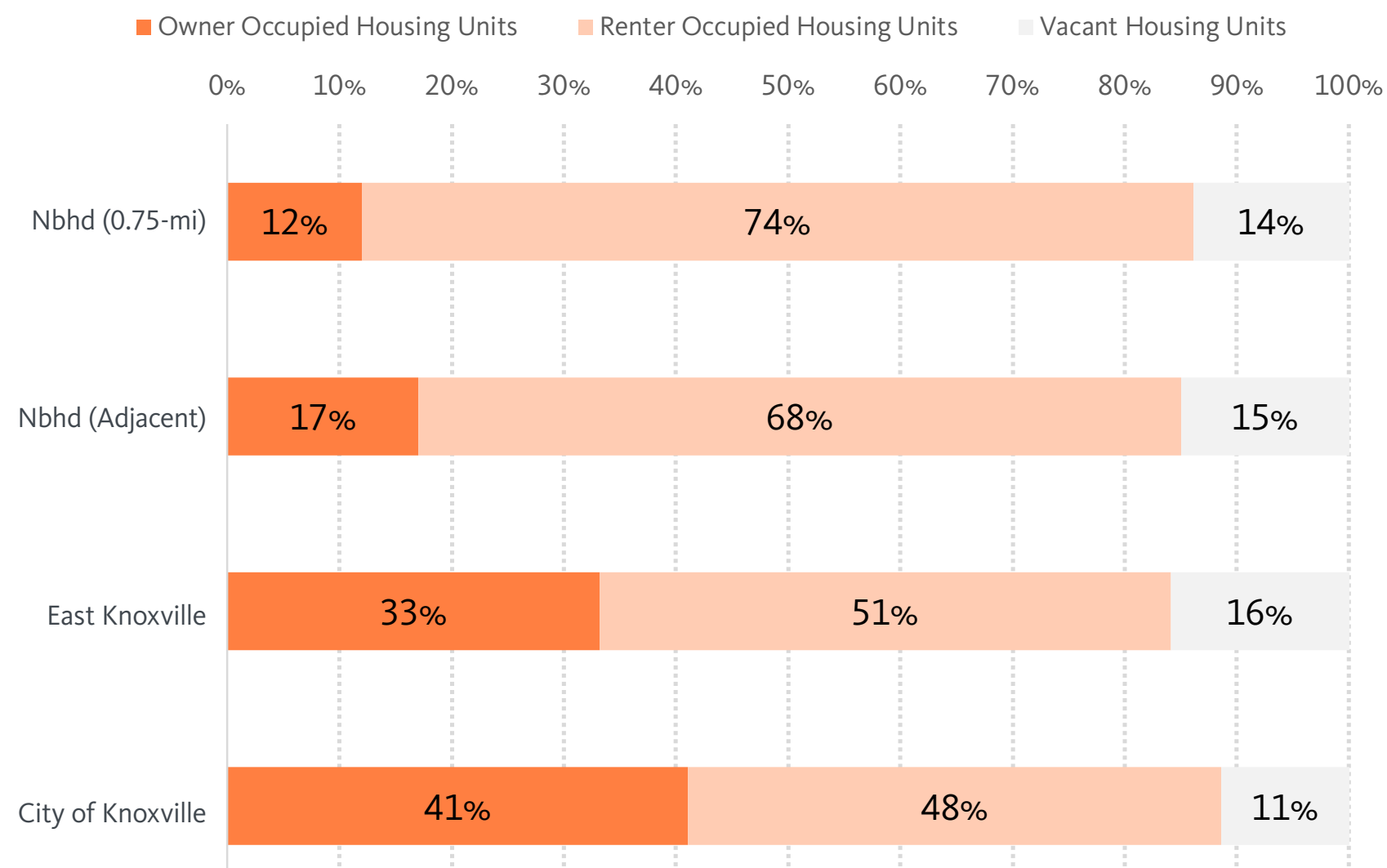
HOUSING

Roughly three quarters of occupied housing units near the site were renter occupied in 2018, a larger proportion than the surrounding areas.



12%
Owned Units

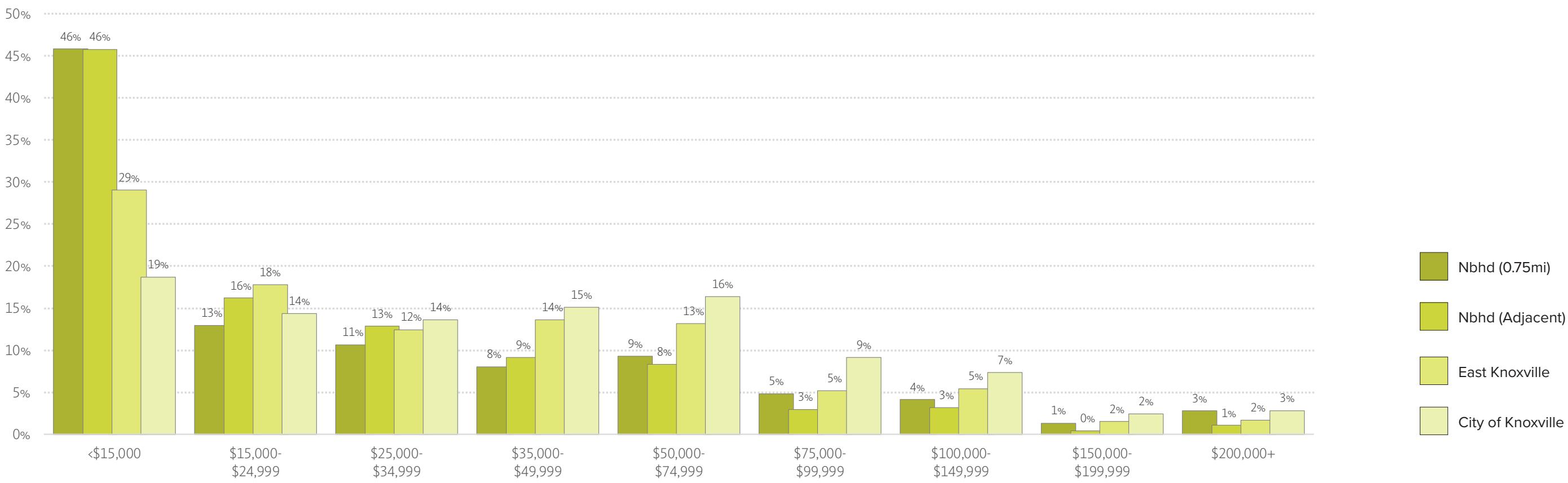
74%
Rented Units



NEIGHBORHOOD INDICATORS

INCOME

The neighborhoods closest to the site have a greater distribution of lower income households than Downtown East and the City of Knoxville.



FY 2018 Income Limits Summary for Knoxville Metro Area

FY 2018 Income Limit Category	1-person	2-person	3-person	4-person
Low (80%) Income Limits	\$37,350	\$42,650	\$48,000	\$53,300
Very Low (50%) Income Limits	\$23,350	\$26,650	\$30,000	\$33,300
Extremely Low (30/50%) income Limits	\$14,000	\$16,460	\$20,780	\$25,100

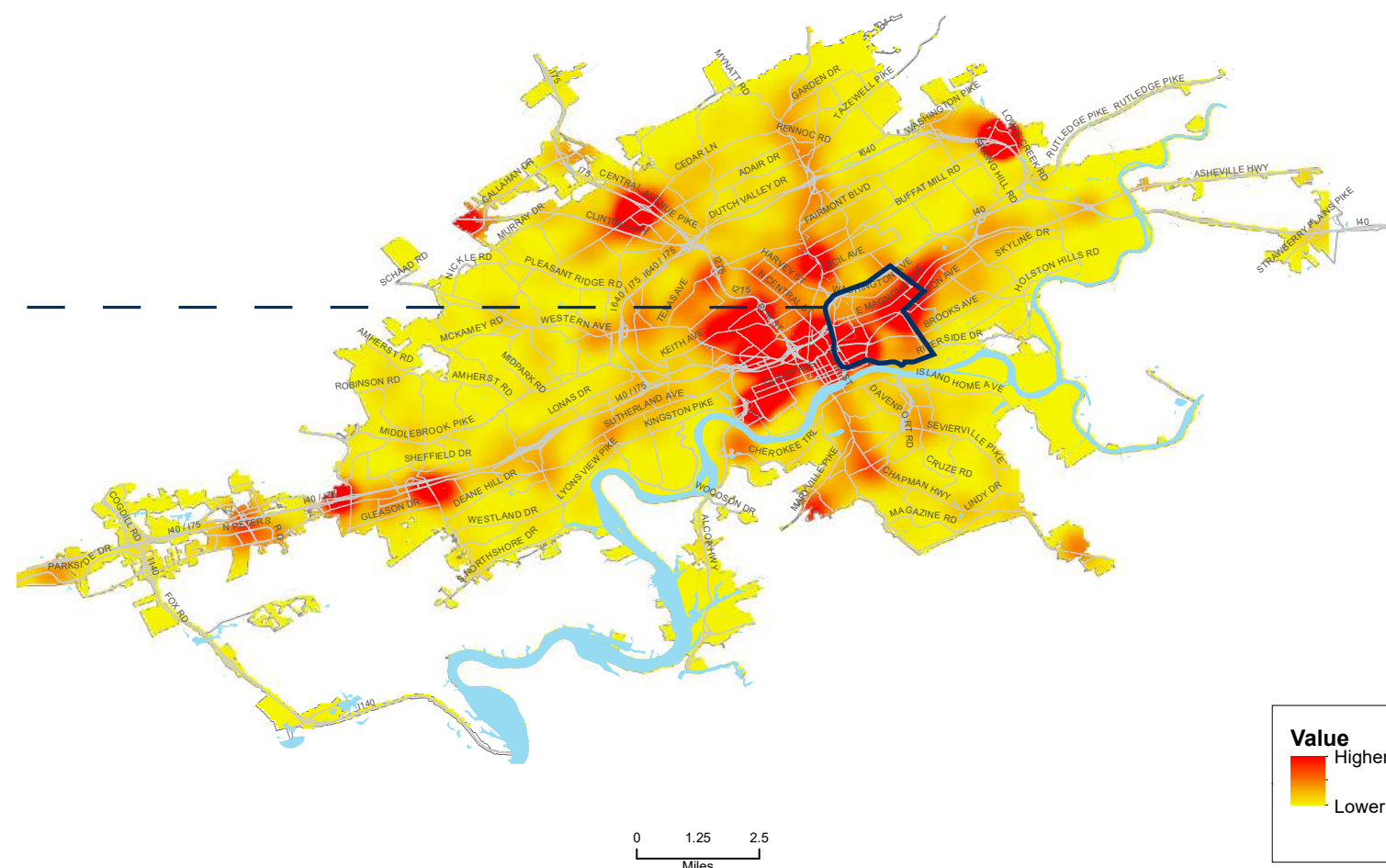
NEIGHBORHOOD INDICATORS

CRIME

According to the Knoxville Police Department, the areas with the highest density of arrests are in and adjacent to downtown neighborhoods. The likelihood of crime in these neighborhoods is typically 2-3 times the city-wide average.

MAP OF ARRESTS - 2015 (KNOXVILLE PD)

2.7X RISK OF CRIME
in adjacent neighborhood vs.
City of Knoxville¹



¹Per Esri CrimeRisk Index, an assessment of the relative risk of the seven 'Part I' crime types (murder, rape, robbery, assault, burglary, theft and motor vehicle theft) in a given geography.

Source: U.S. Census Bureau, ESRI Business Analyst, Knoxville Police Department

NEIGHBORHOOD INDICATORS

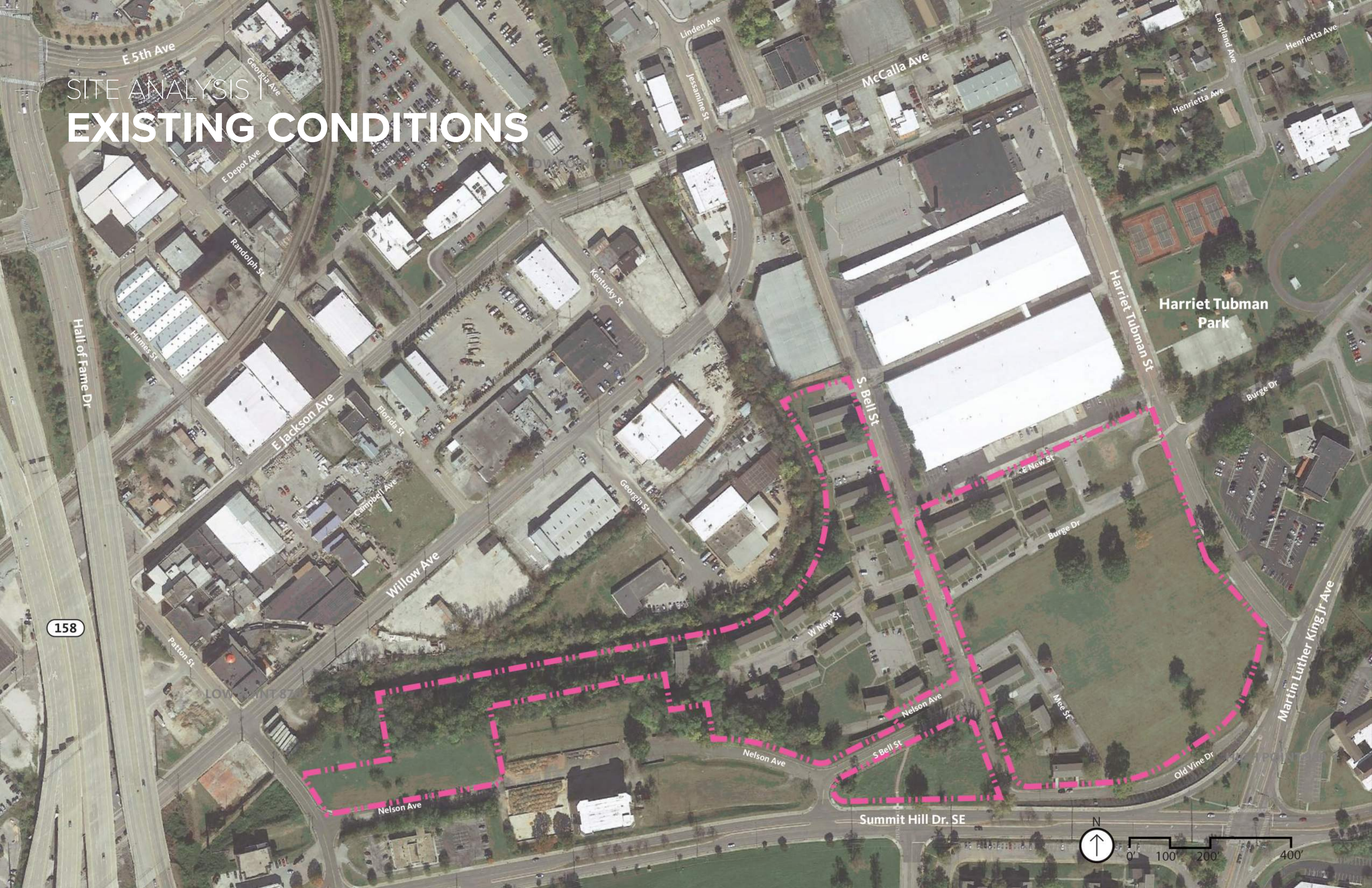
DETAILED SUMMARY

POPULATION	Nbhd (0.75-mi)	Nbhd (Adjacent)	East Knoxville	City of Knoxville
2018 Total Population	4,903	7,378	20,940	190,718
2010 Total Population	4,147	6,976	19,815	178,874
2010-2018 Population	2.12%	0.79%	0.69%	0.80%
Annual Growth Rate				
2018 Total Households	2,818	3,542	9,248	83,243
2010 Total Households	2,342	3,368	8,796	78,048
2010-2018 Households	2.34%	0.63%	0.63%	0.81%
Annual Growth Rate				
2018 Population Density (Pop per Square Mile)	2,777	3,579	2,037	1,936
2018 Median Age	35.1	34.9	39.9	24.8
2018 Male Population (%)	47%	47%	47%	48%
2018 Female Population (%)	53%	53%	53%	52%
RACE				
African American	43%	59%	60%	16%
Asian	1%	0%	0%	2%
White	46%	29%	30%	71%
Hispanic	4%	5%	4%	5%
Other*	6%	7%	6%	6%
AGE				
< 5	7%	9%	7%	6%
5 - 19	14%	19%	19%	17%
20 - 49	45%	40%	37%	45%
50 - 64	20%	20%	21%	17%
65 +	13%	12%	17%	15%

Source: U.S. Census Bureau, ESRI Business Analyst

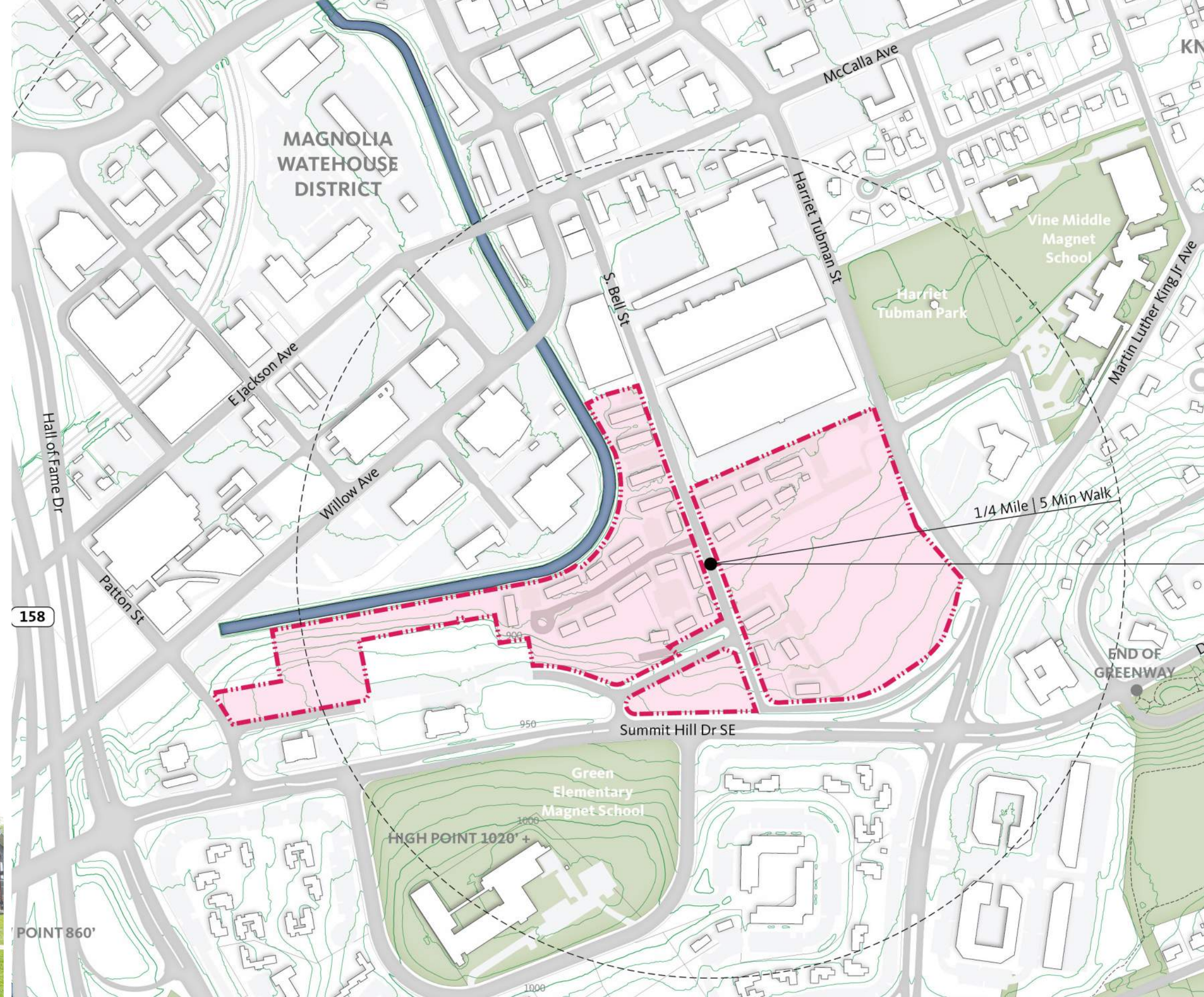
EDUCATION	Nbhd (0.75-mi)	Nbhd (Adjacent)	East Knoxville	City of Knoxville
No H.S. Diploma or GED	15%	20%	15%	11%
H.S. Diploma or GED	28%	34%	34%	27%
Some College	19%	25%	24%	21%
Associate Degree	7%	8%	8%	10%
Bachelor's Degree	14%	8%	12%	20%
Master's Degree or Greater	17%	6%	8%	12%
HOUSING				
2018 Owner Occupied Housing Units	393	710	3,652	38,599
2018 Renter Occupied Housing Units	2,425	2,832	5,596	44,645
2018 Total Housing Units	3,273	4,166	10,998	93,922
2018 Vacant Housing Units	455	624	1,750	10,679
2018 Median Home Value	\$153,571	\$83,116	\$95,794	\$141,724
INCOME				
2018 Median HH Income	\$17,426	\$16,841	\$26,985	\$37,431
<\$15,000	46%	46%	29%	19%
\$15,000-\$24,999	13%	16%	18%	14%
\$25,000-\$34,999	11%	13%	12%	14%
\$35,000-\$49,999	8%	9%	14%	15%
\$50,000-\$74,999	9%	8%	13%	16%
\$75,000-\$99,999	5%	3%	5%	9%
\$100,000-\$149,999	4%	3%	5%	7%
\$150,000-\$199,999	1%	0%	2%	2%
\$200,000+	3%	1%	2%	3%
CRIME				
2018 CrimeRisk Index	308	503	248	182

SITE ANALYSIS | EXISTING CONDITIONS

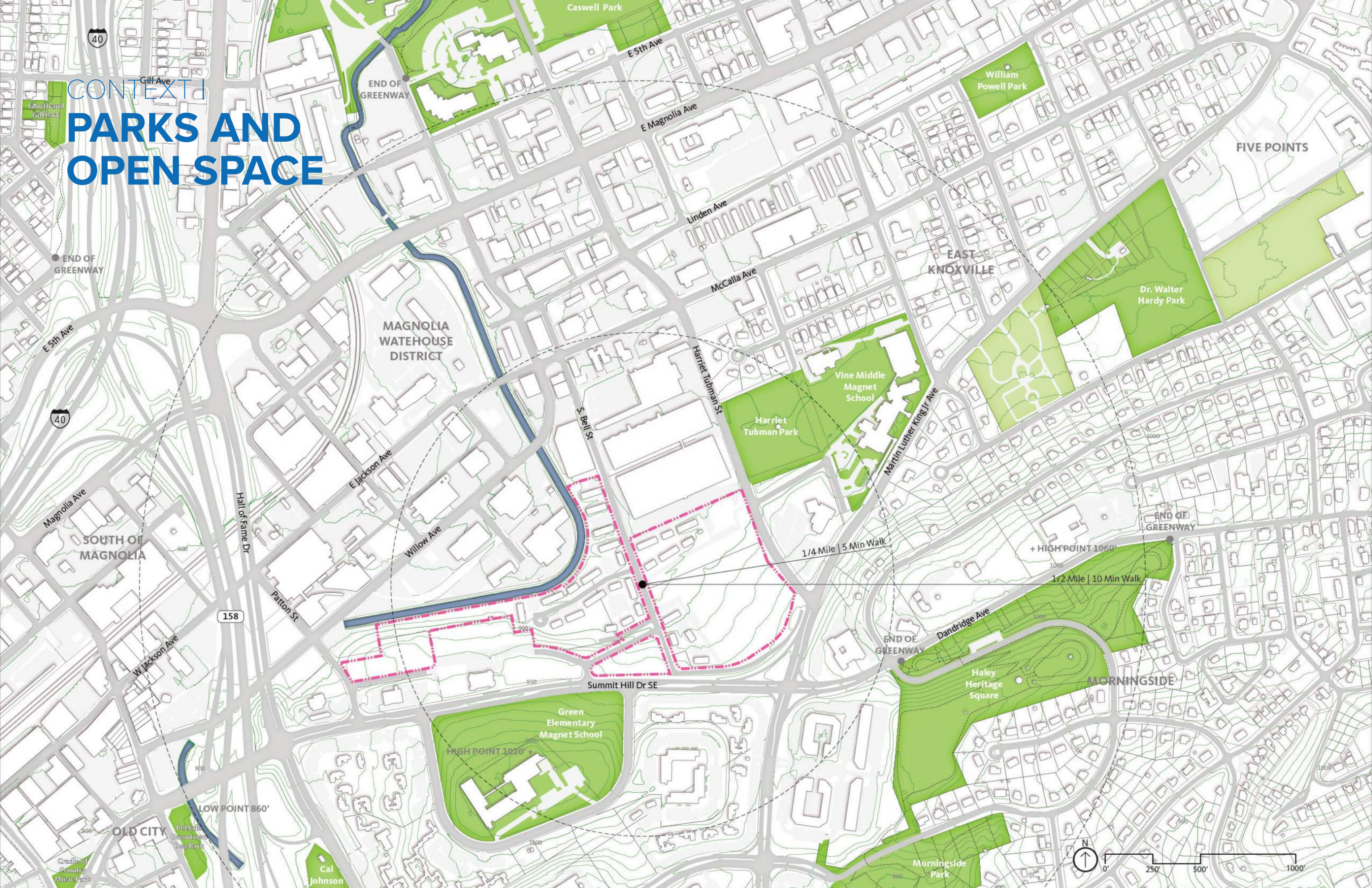


SITE ANALYSIS I EXISTING CONDITIONS

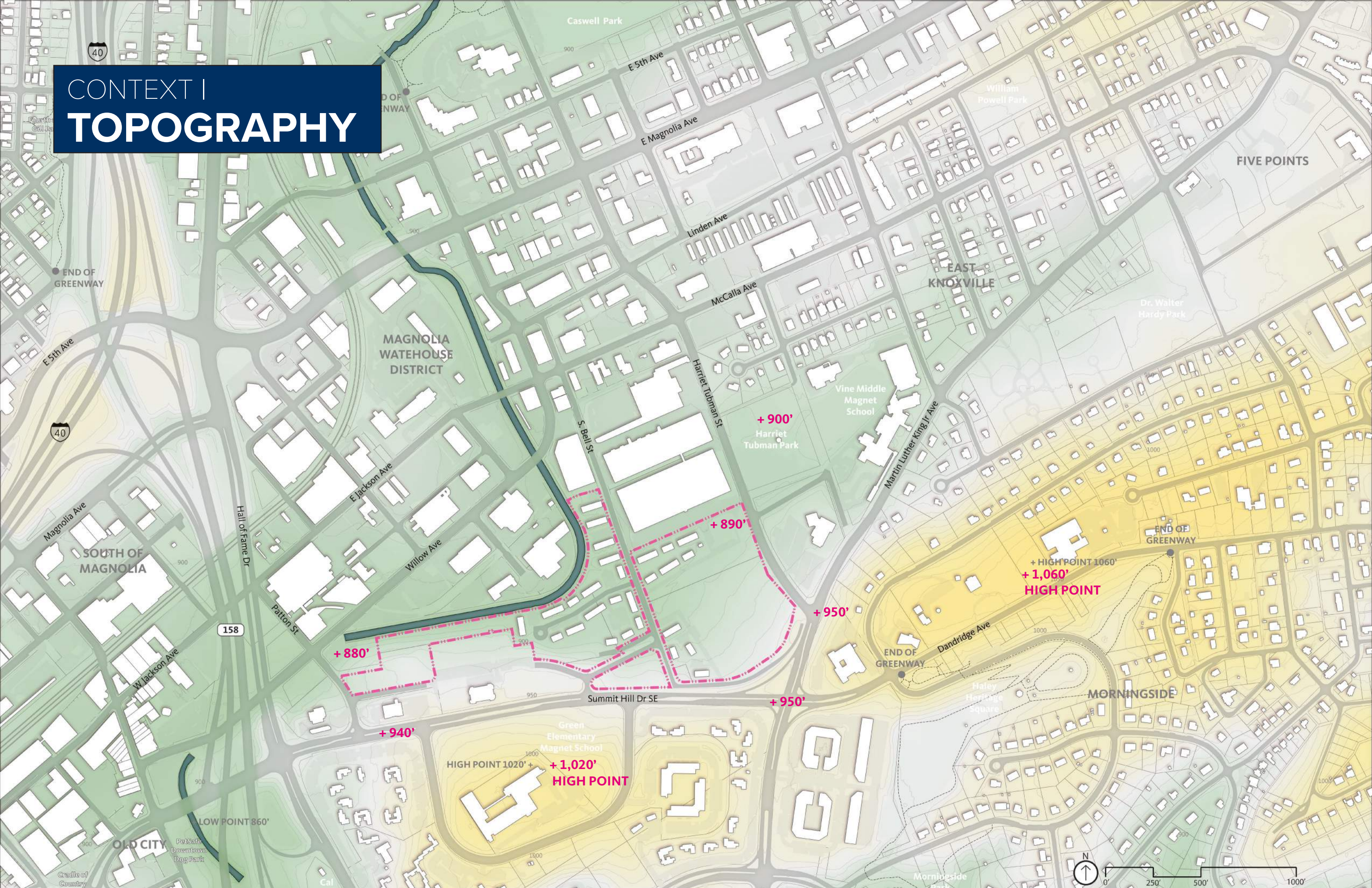
- 129-unit property
- Founded in 1941
- Approximately 23 acres



CONTEXT PARKS AND OPEN SPACE



CONTEXT I TOPOGRAPHY



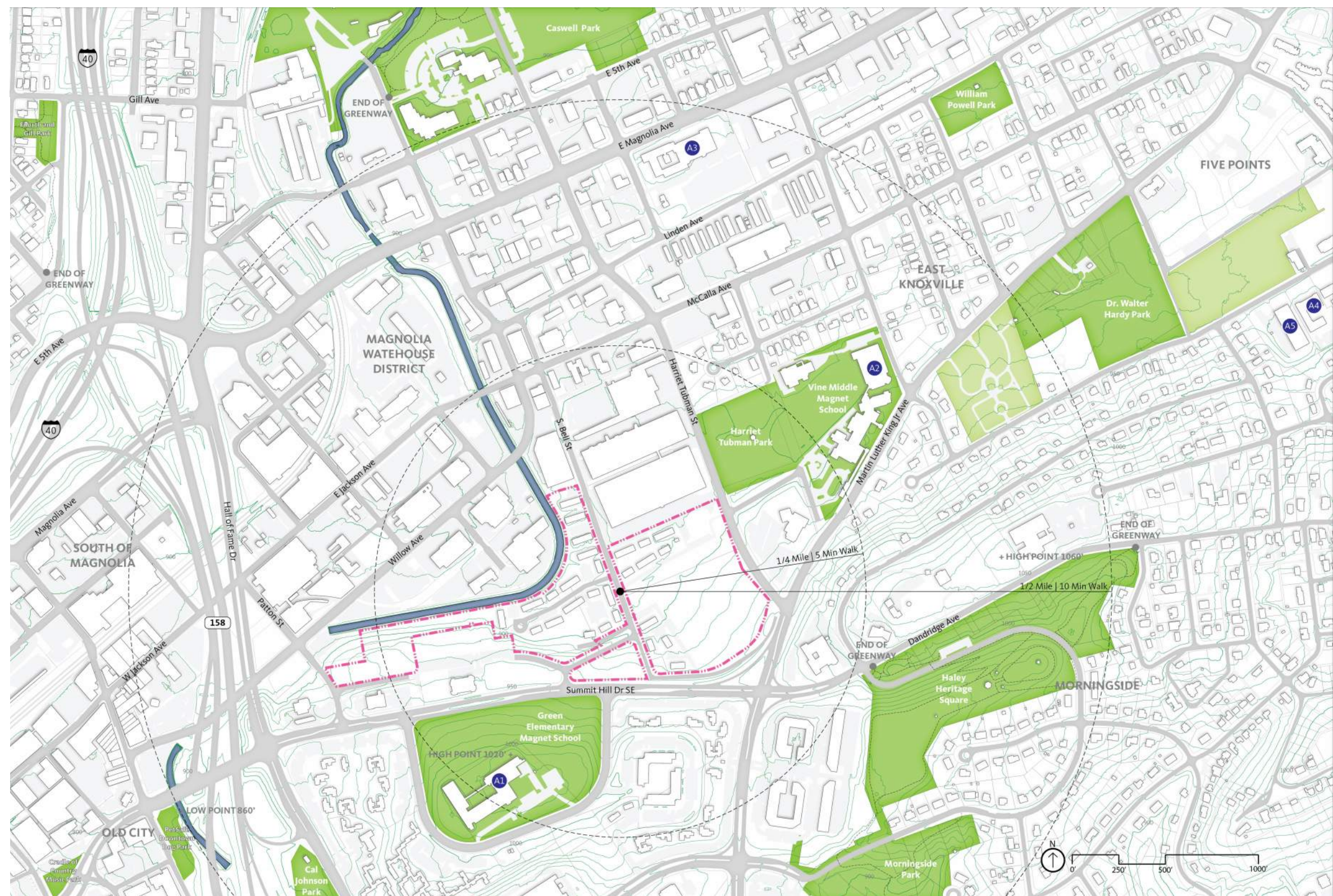
CONTEXT I TRANSIT

Austin Homes

CONTEXT I SCHOOLS

EDUCATION

- A1 GREEN MAGNET ACADEMY
- A2 VINE MIDDLE SCHOOL
- A3 PELLISSIPPI STATE COMMUNITY COLLEGE
- A4 EASTPORT ASSISTIVE TECHNOLOGY
- A5 EASTPORT ELEMENTARY SCHOOL



CONTEXT I

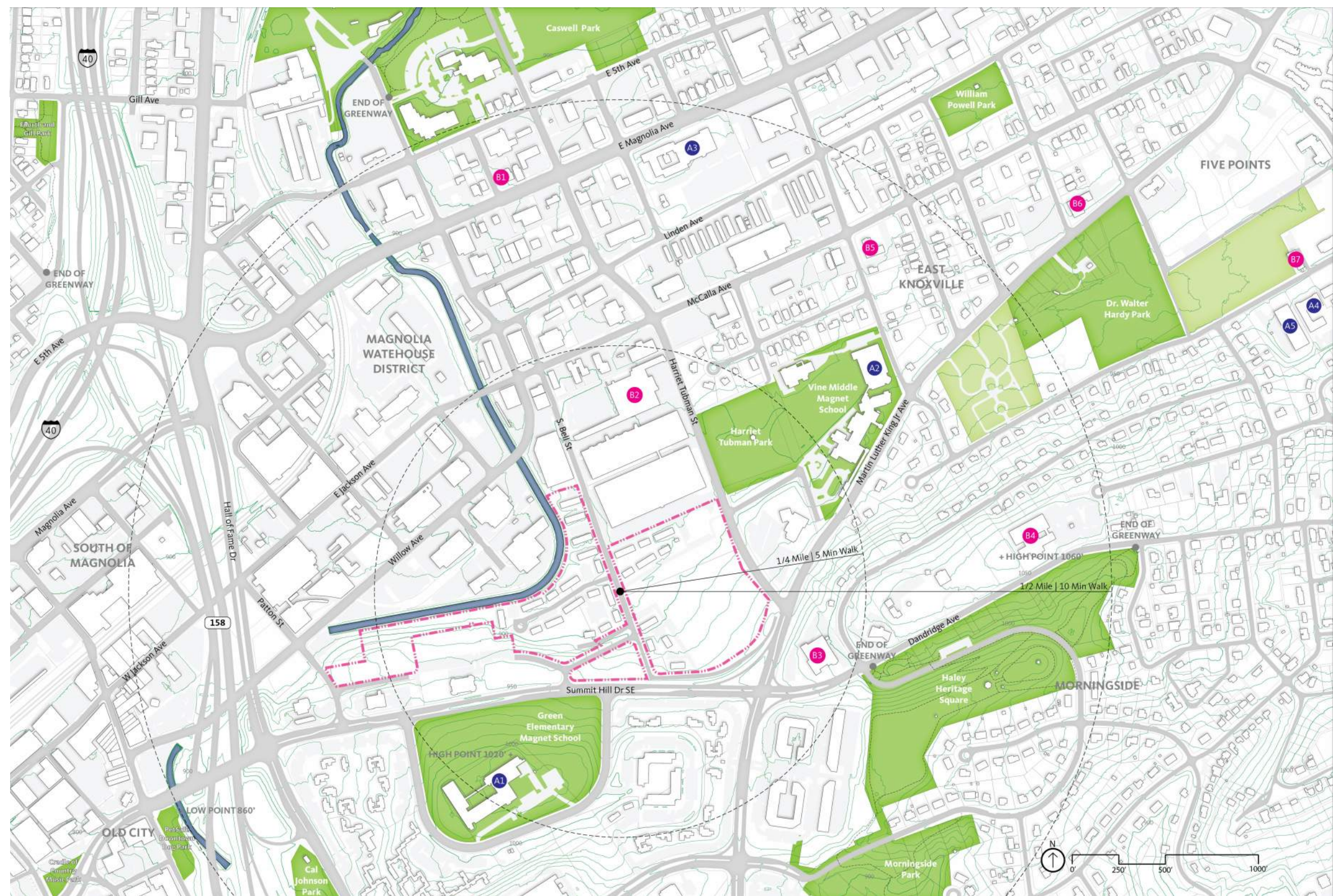
RELIGIOUS

EDUCATION

- A1 GREEN MAGNET ACADEMY
- A2 VINE MIDDLE SCHOOL
- A3 PELLISSIPPI STATE COMMUNITY COLLEGE
- A4 EASTPORT ASSISTIVE TECHNOLOGY
- A5 EASTPORT ELEMENTARY SCHOOL

RELIGIOUS

- B1 REFUGE PRAISE WORSHIP CENTER
- B2 OVERCOMING BELIEVERS CHURCH
- B3 MT OLIVE BAPTIST CHURCH
- B4 MT. CALVARY BAPTIST CHURCH
- B5 FIRST AME ZION CHURCH
- B6 TABERNACLE BAPTIST CHURCH
- B7 NEW SALEM BAPTIST CHURCH



CONTEXT I COMMUNITY

EDUCATION

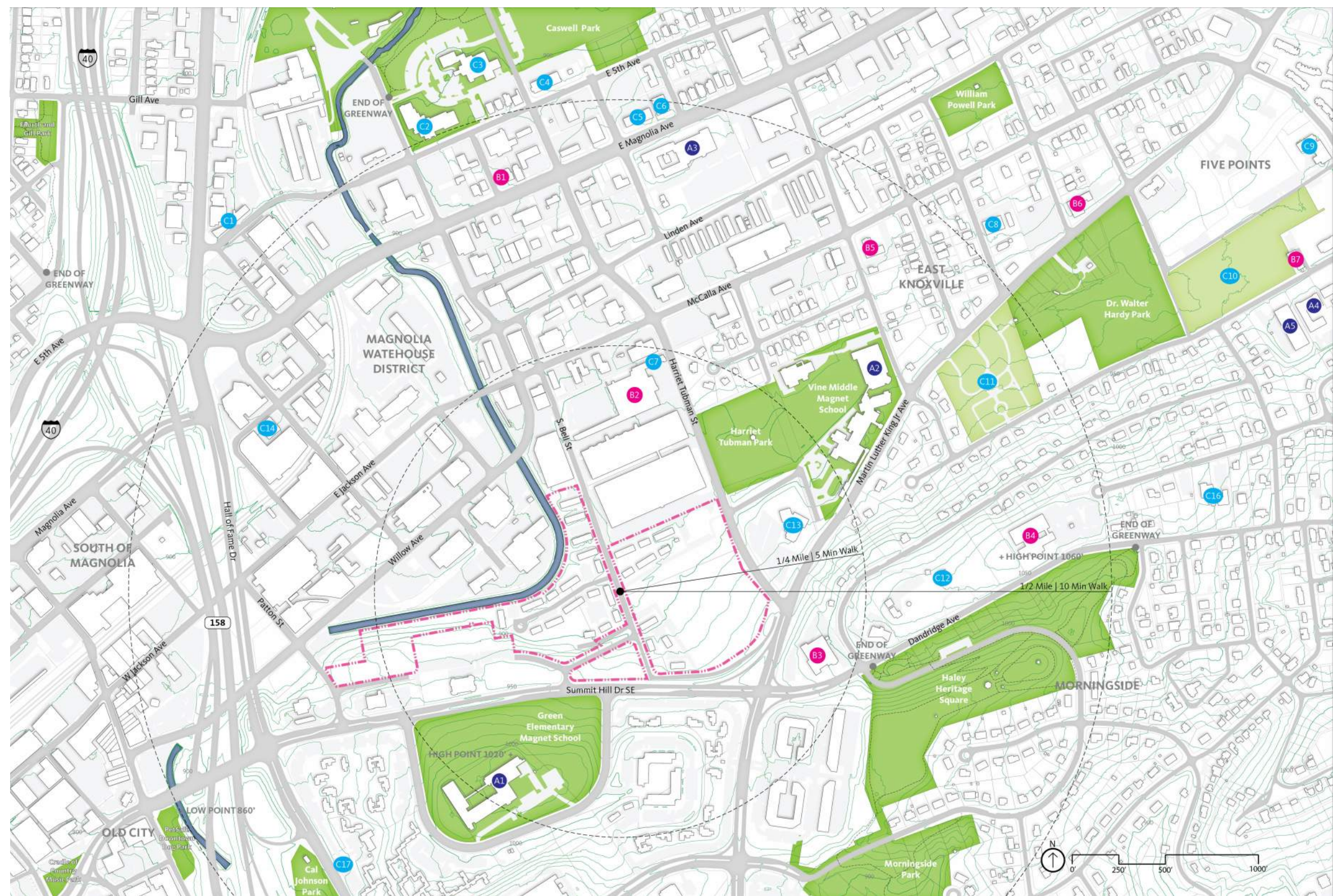
- A1 GREEN MAGNET ACADEMY
- A2 VINE MIDDLE SCHOOL
- A3 PELLISSIPPI STATE COMMUNITY COLLEGE
- A4 EASTPORT ASSISTIVE TECHNOLOGY
- A5 EASTPORT ELEMENTARY SCHOOL

RELIGIOUS

- B1 REFUGE PRAISE WORSHIP CENTER
- B2 OVERCOMING BELIEVERS CHURCH
- B3 MT OLIVE BAPTIST CHURCH
- B4 MT. CALVARY BAPTIST CHURCH
- B5 FIRST AME ZION CHURCH
- B6 TABERNACLE BAPTIST CHURCH
- B7 NEW SALEM BAPTIST CHURCH

COMMUNITY

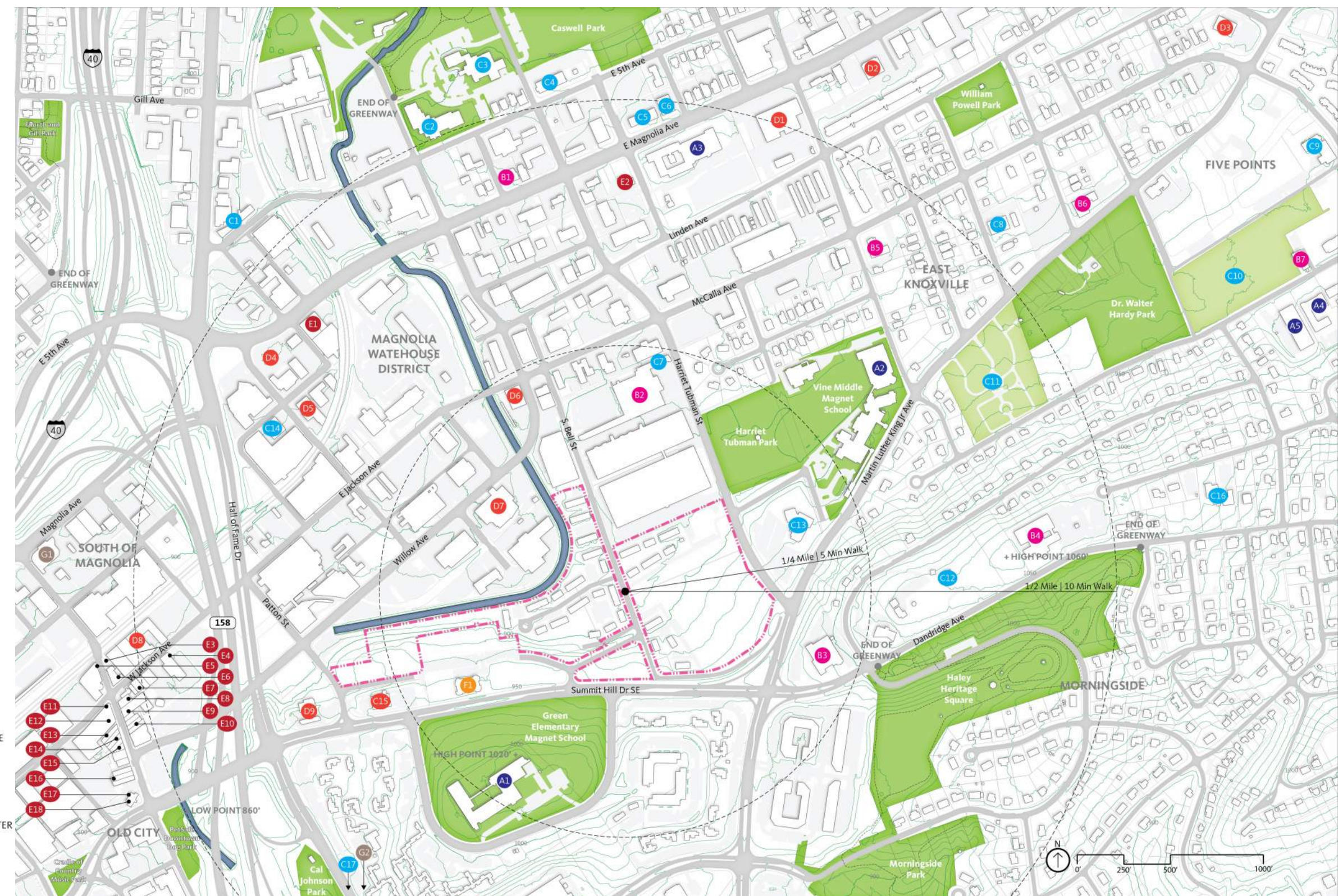
- C1 FRATERNAL ORDER OF POLICE
- C2 CANSLER FAMILY YMCA
- C3 JOHN O'CONNOR SENIOR CITIZEN'S CENTER
- C4 KNOXVILLE AREA URBAN LEAGUE
- C5 EAST TENNESSEE PBS
- C6 WRJZ
- C7 CHANGE CENTER
- C8 YWCA PHYLLIS WHEATLEY CENTER
- C9 BOYS & GIRLS CLUB OF AMERICA
- C10 ODD FELLOWS CEMETERY
- C11 CALVARY CATHOLIC CEMETERY
- C12 MABRY-HAZEN HOUSE
- C13 KNOXVILLE POLICE FAMILY JUSTICE
- C14 KNOXVILLE OPERA
- C15 KNOXVILLE LAW ENFORCEMENT CREDIT UNION
- C16 BECK CULTURAL EXCHANGE CENTER
- C17 CAL JOHNSON RECREATION CENTER



CONTEXT I

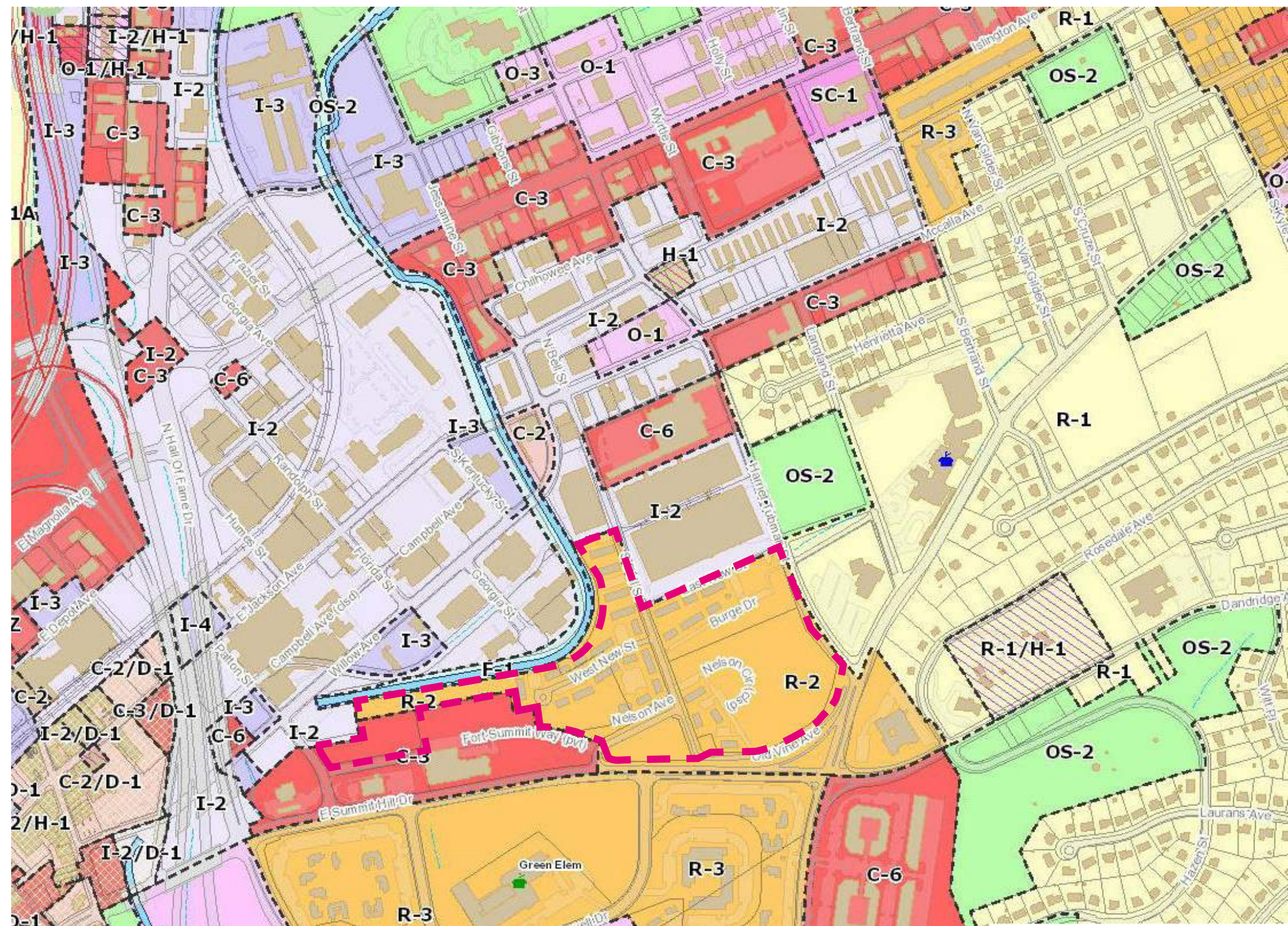
COMMERCIAL

- EDUCATION**
 - A1 GREEN MAGNET ACADEMY
 - A2 VINE MIDDLE SCHOOL
 - A3 PELLISSIPPI STATE COMMUNITY COLLEGE
 - A4 EASTPORT ASSISTIVE TECHNOLOGY
 - A5 EASTPORT ELEMENTARY SCHOOL
- RELIGIOUS**
 - B1 REFUGE PRAISE WORSHIP CENTER
 - B2 OVERCOMING BELIEVERS CHURCH
 - B3 MT OLIVE BAPTIST CHURCH
 - B4 MT. CALVARY BAPTIST CHURCH
 - B5 FIRST AME ZION CHURCH
 - B6 TABERNACLE BAPTIST CHURCH
 - B7 NEW SALEM BAPTIST CHURCH
- COMMUNITY**
 - C1 FRATERNAL ORDER OF POLICE
 - C2 CANSLER FAMILY YMCA
 - C3 JOHN O'CONNOR SENIOR CITIZEN'S CENTER
 - C4 KNOXVILLE AREA URBAN LEAGUE
 - C5 EAST TENNESSEE PBS
 - C6 WRJZ
 - C7 CHANGE CENTER
 - C8 YWCA PHYLLIS WHEATLEY CENTER
 - C9 BOYS & GIRLS CLUB OF AMERICA
 - C10 ODD FELLOWS CEMETERY
 - C11 CALVARY CATHOLIC CEMETERY
 - C12 MABRY-HAZEN HOUSE
 - C13 KNOXVILLE POLICE FAMILY JUSTICE
 - C14 KNOXVILLE OPERA
 - C15 KNOXVILLE LAW ENFORCEMENT CREDIT UNION
 - C16 BECK CULTURAL EXCHANGE CENTER
 - C17 CAL JOHNSON RECREATION CENTER
- RETAIL**
 - D1 MAGNOLIA SHOPPING CENTER
 - D2 FAMILY DOLLAR
 - D3 DOLLAR GENERAL
 - D4 AFRICA MOTOR COMPANY
 - D5 MARC NELSON DENIM
 - D6 GALLERY 1010
 - D7 THE PAINTED ROOM
 - D8 WILLOW CREEK GALLERY
 - D9 WEIGEL'S
- FOOD AND BEVERAGE**
 - E1 LAST DAYS OF AUTUMN BREWING
 - E2 TIME OUT DELI & MARKET
 - E3 LOVE SHACK KNOXVILLE
 - E4 BARLEY'S TAPROOM AND PIZZERIA
 - E5 THE MELTING POT
 - E6 LONESOME DOVE KNOXVILLE
 - E7 PILOT LIGHT
 - E8 HANNAS CAFE
 - E9 SOUTHBOUND BAR AND NIGHTCLUB
 - E10 CORK WINE & SPIRITS
 - E11 BOYD'S JIG AND REEL
 - E12 OLD CITY JAVA
 - E13 DA VINCI'S PIZZA
 - E14 WAGON WHEEL
 - E15 OLIBEIA
 - E16 PRETENTIOUS BEER
 - E17 CLAYBOURNE'S CHICKEN AND WAFFLE
 - E18 MERCHANTS OF BEER
- BUSINESS**
 - F1 SH DATA TECHNOLOGIES | DATA CENTER
- TRANSPORTATION**
 - G1 GREYHOUND BUS STATION
 - G2 KNOXVILLE AREA TRANSIT



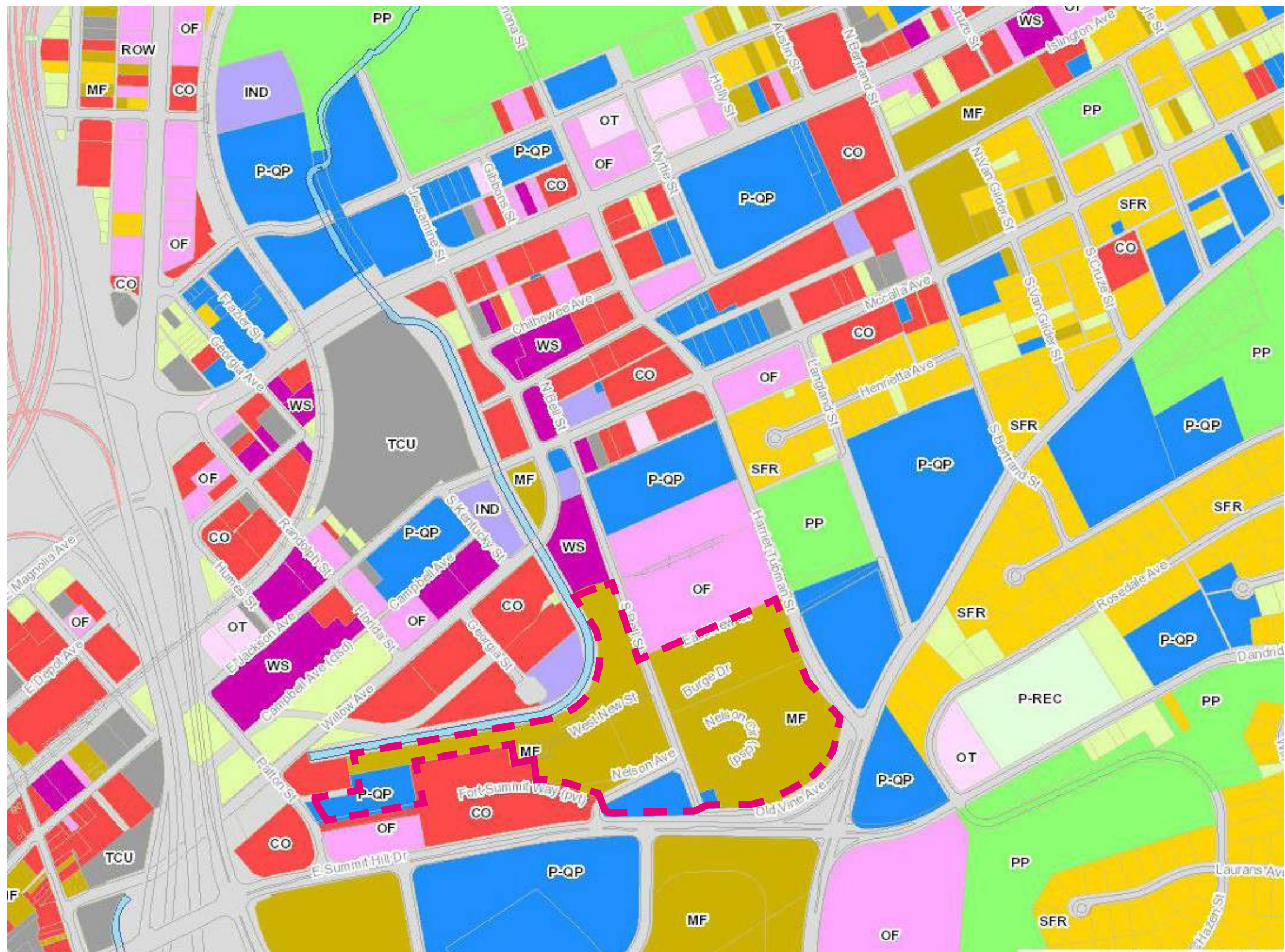
SITE ANALYSIS I

ZONING



SITE ANALYSIS I

LAND USE

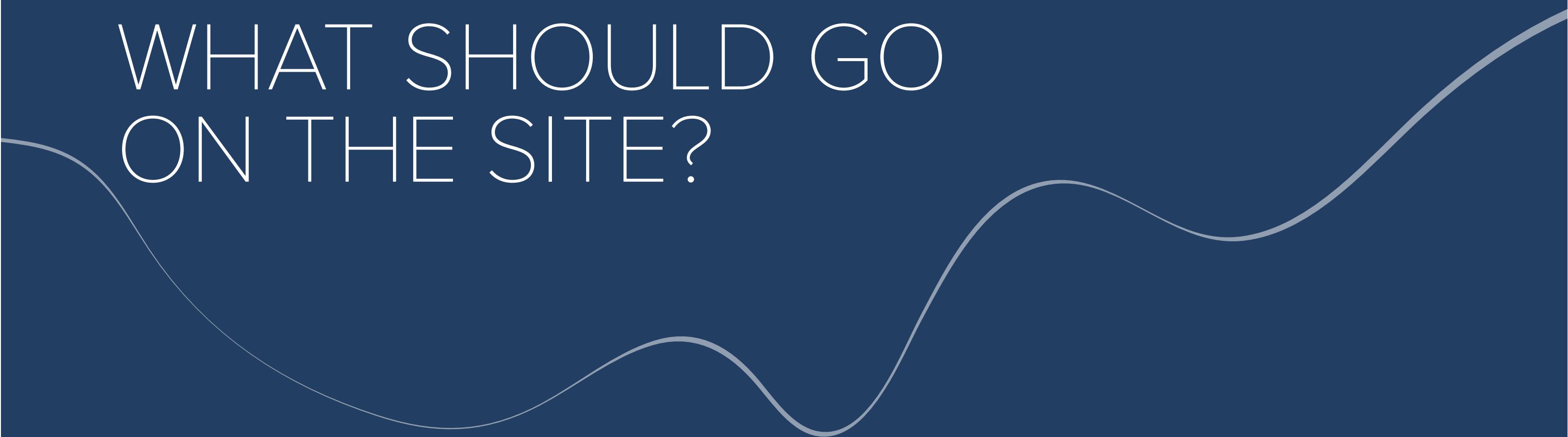


SITE ANALYSIS I

OWNERSHIP



WHAT SHOULD GO
ON THE SITE?



WHAT SHOULD GO ON THE SITE?

RESIDENTIAL TYPOLOGIES

“Residential” is a land use where housing is the primary use. Housing scales may vary significantly between, and through, residential areas. These can include a variety of densities, but tends to be lower than commercial or industrial areas.



**SINGLE FAMILY/
DUPLEX**



DENSITY: 8-10 du/acre
BEDROOMS: 2-3 Bedroom
PARKING: Garage/Surface
HEIGHT: 1-2 Stories



TOWN HOME



DENSITY: 25-30 du/acre
BEDROOMS: 2-3 Bedroom
PARKING: Garage/Surface
HEIGHT: 2-3 Stories



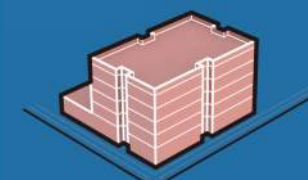
WALK-UP



DENSITY: 30-40 du/acre
BEDROOMS: 1-2 Bedroom
PARKING: Garage/Surface
HEIGHT: 2-4 Stories



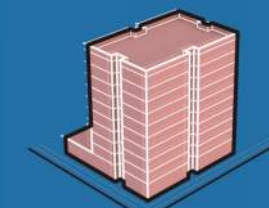
MIDRISE



DENSITY: 60-100 du/acre
BEDROOMS: 1-2 Bedroom
PARKING: Surface/
Parking Deck
HEIGHT: 4-6 Stories



TALL BUILDING



DENSITY: 200+ du/acre
BEDROOMS: 1-2 Bedroom
PARKING: Parking Deck
HEIGHT: 8+ Stories



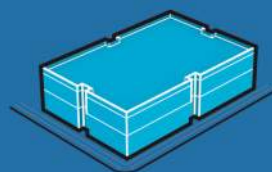
WHAT SHOULD GO ON THE SITE?

MIXED USE TYPOLOGIES

“Mixed Use” is a land use where there are multiple uses in the same property. Properties may contain a mix of housing, commercial and institutional uses alongside solely residential or commercial properties. Density within mixed use areas tends to be higher than residential areas, but lower than commercial or industrial areas.



URBAN BIG BOX



TYPES: Big Box
PARKING: Surface/Deck
HEIGHT: 4-6 Story



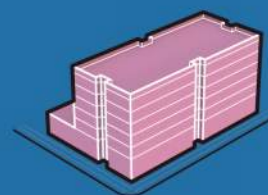
LIVE/WORK



BEDROOMS: 2-3 Bedroom
RETAIL/COMMERCIAL: 300-500 SQFT
PARKING: Surface
HEIGHT: 2-4 Story



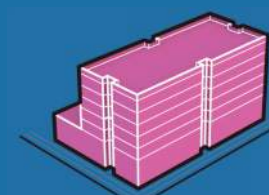
RETAIL + RESIDENTIAL



BEDROOMS: Studio-3 Bedroom
RETAIL/COMMERCIAL: 80-100K SQFT
PARKING: Surface/Deck
HEIGHT: 4-6 Story



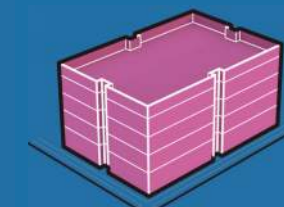
RESIDENTIAL + BIG BOX



BEDROOMS: Studio-3 Bedroom
RETAIL/COMMERCIAL: 18-20K SQFT
PARKING: Surface/Deck
HEIGHT: 4-6 Story



RETAIL + OFFICE



BEDROOMS: N/A
RETAIL/COMMERCIAL: 80-100K SQFT
PARKING: Deck/Off Site
HEIGHT: 4-6 Story



NEXT MEETING

COMMUNITY OPEN HOUSE #2
WEEK OF FEBRUARY 25TH
STAY TUNED FOR MORE INFORMATION!