

Brainerd Hills Neighborhood Plan



Prepared by the



Adopted by Chattanooga City Council May 14, 2002

Special Thanks to:

The Chattanooga-Hamilton County Regional Planning Agency would like to thank the Brainerd Hills Neighborhood Association, all of the residents, business owners and other stakeholders in Brainerd Hills for their patience and participation in the creation of this plan. We would also like to thank Councilman Ron Littlefield, the City of Chattanooga Traffic Engineering, the City of Chattanooga Neighborhood Services for their participation, and Wesley Memorial United Methodist Church for the use of their facilities for our public meetings.

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RESOLUTION NUMBER 23394

A RESOLUTION TO ADOPT THE BRAINERD HILLS NEIGHBORHOOD PLAN

WHEREAS, The Brainerd Hills Neighborhood Plan is the result of a collaborative, four-month planning process involving representatives from the neighborhood associations, the City of Chattanooga, the Chattanooga-Hamilton County Regional Planning Agency and other community stakeholders; and

WHEREAS, The Neighborhood Plan represents the community's vision for the future of the area and serves as a blueprint for future development and capital improvements in the Brainerd Hills area; and

WHEREAS, A primary objective of the Brainerd Hills Neighborhood Plan is to protect and enhance the character of existing neighborhoods and stable, neighborhood-serving commercial centers are essential to the continued success of the Brainerd Hills area; and

WHEREAS, The Neighborhood Plan proposes certain streetscaping projects aimed at enhancing the visual appearance of the public realm and suggests opportunities for the improvement of open space and recreation areas; and

WHEREAS, The Neighborhood Plan proposes that certain transportation improvements be implemented to lead to a safe and more pedestrian-friendly community; and

WHEREAS, This Plan is a policy, and as such, does not guarantee the funding for projects or other recommendations contained therein;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CHATTANOOGA, TENNESSEE, That the Brainerd Hills Neighborhood Plan, a copy of which is attached hereto, is hereby adopted.

ADOPTED: MAY 14, 2001

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Executive Summary

Purpose

The Brainerd Hills Neighborhood Plan was initiated by a request from the Chattanooga City Council to determine a scope of study for the Brainerd Hills Neighborhood. It was determined that a plan was necessary due in large part to several controversial zoning cases along East Brainerd Road.

History

The Brainerd Hills Neighborhood was developed in the late 1930's. It is an inner-ring 1940's era suburb. The Brainerd Hills Club was organized in 1942. This group later became known as the Brainerd Hills Neighborhood Association.

Study Area

The boundaries for the study area are:
North- East Brainerd Road
South- I-75
East- CSX Railway
West- South Chickamauga Creek

Demographics

While the city of Chattanooga population increased by 2%, the Brainerd Hills neighborhood experienced a 5% decrease. In 1990, the total population inside the study area was approximately 497. In 2000, the total population was 471.

Planning Process

In previous years, the Brainerd Hills Neighborhood had worked on several self-initiated planning efforts. This earlier investment of time and energy by the neighborhood helped to lay the groundwork and speed up the process for the land use plan. Two public meetings were held by the RPA in December, 2001 and January, 2002 to solicit community input and discussion.

The Vision

The intent of the Brainerd Hills Neighborhood Plan is to guide development in the community and along East Brainerd Road so that the single-family residential character of the area is maintained and balanced with existing neighborhood uses. While street enhancements would be appropriate and beneficial along East Brainerd Road, road-widening should be limited to three lanes.

The Plan

This is a comprehensive plan. It takes a look at the following components of a community: Neighborhoods, Community Buildings, Parks/ Open Space, Resource Conservation, Commercial Centers, Streets, and Utilities. Policy statements are given to help identify some general goals for these community components. The policies are then followed by specific recommendations for action.

1. INTRODUCTION & OVERVIEW

1.1 Scope & Purpose of the Plan

The purpose of this study is to create a comprehensive plan for the stakeholders of the Brainerd Hills neighborhood. The Plan will contain a set of policy recommendations that will help guide and advise decision-makers concerning the future of this community.

What is a Plan?

- A Plan is a set of recommendations about how to improve a given area of a city or county.
- It is a general policy guide for future community improvements and rezoning requests.
- Plans are not meant to stop or control growth, but rather to manage growth by directing it to suitable areas and to ensure the most efficient use of tax dollars.

Why do we need a Plan?

The purpose of planning is to help people make great communities.

This plan was requested by the Chattanooga City Council. On November 27, 2001 Resolution Number 23212 was adopted "requesting the Chattanooga-Hamilton County Regional Planning Agency to determine a scope of study for the Brainerd Hills Neighborhood."

Other reasons for having a plan:

- A plan offers good support for positions the neighborhood may wish to take
- Plans also help private businesses and developers make decisions about where to locate new stores, offices, factories, or neighborhoods.
- A plan increases citizen involvement.
- A plan may also serve as the focus for coordinating government services and neighborhood association activities.
- A plan can improve the quality of life.

Adoption of a Plan does not imply immediate changes in zoning or development projects. Funding for recommended capital improvements, such as new roads, sidewalks, schools, or sewers, must still be approved by the local government, but an adopted Plan increases the priority level for these projects.

Community Components

1. Neighborhoods
2. Community Buildings
3. Parks & Open Space
4. Resource Conservation
5. Commercial Centers
6. Streets



Councilman Ron Littlefield, District 6

1.2 History

"Brainerd Hills is a spic and span, up and coming suburb, basking to the eastward of that pulsating Dynamo of Dixie-Chattanooga."

-Brainerd Hills Yearbook, 1944

What is an Inner-Ring Suburb?

An inner-ring suburb is an early suburban area that use to be located on the fringes of the city, but is now sandwiched between the city and more recent suburban development.

The Brainerd Hills Neighborhood was developed in the lates 1930's. It is an inner-ring 1940's era suburb. Several prominent Chattanoogaans and mayors resided here. There was once a horse racing track located in the Brainerd Hills area. A bridal trail was also located along South Chickamauga Creek.

The Brainerd Hills Club was organized in 1942 for the purpose of promoting the general welfare of the community. A club house was purchased in 1949. However, it is now vacant and privately owned. This founding group later became known as the Brainerd Hills Neighborhood Association.

Neighborhood Association accomplishments:

- Redesigned the East Brainerd Road, Vance Road, and Dave L. Brown intersection in partnership with the City of Chattanooga.
- Won a Scenic Cities Beautiful Award for the above mentioned project.
- Organized a Leadership Team- including Carol Berz, Chuck Dupree, Debi Lane, Mike Lane, Larry Newman, Robin Rann, Chuck Rann, Evelyn Seagle, Don Seagle, and Reverend Cynthia Thompson.
- Established a community newsletter.
- Updated the Brainerd Hills Directory, 2000.
- Received funding for installing several neighborhood gateways through a City of Chattanooga Neighborhood Mini Grants Program.
- Developed a neighborhood conceptual plan in cooperation with the RPA, 1999.
- Participated in the planning process of the Brainerd Hills Neighborhood Plan, 2002.



1.3 Study Area

Context

The Brainerd Hills Neighborhood study area lies within a suburban mixed-use community. Located approximately 8.5 miles east of downtown Chattanooga, it is adjacent to Old Crab Tree and Marimont neighborhoods (see context map at right).

Boundaries

The boundaries for the study area (shown on map below) are generally as follows:

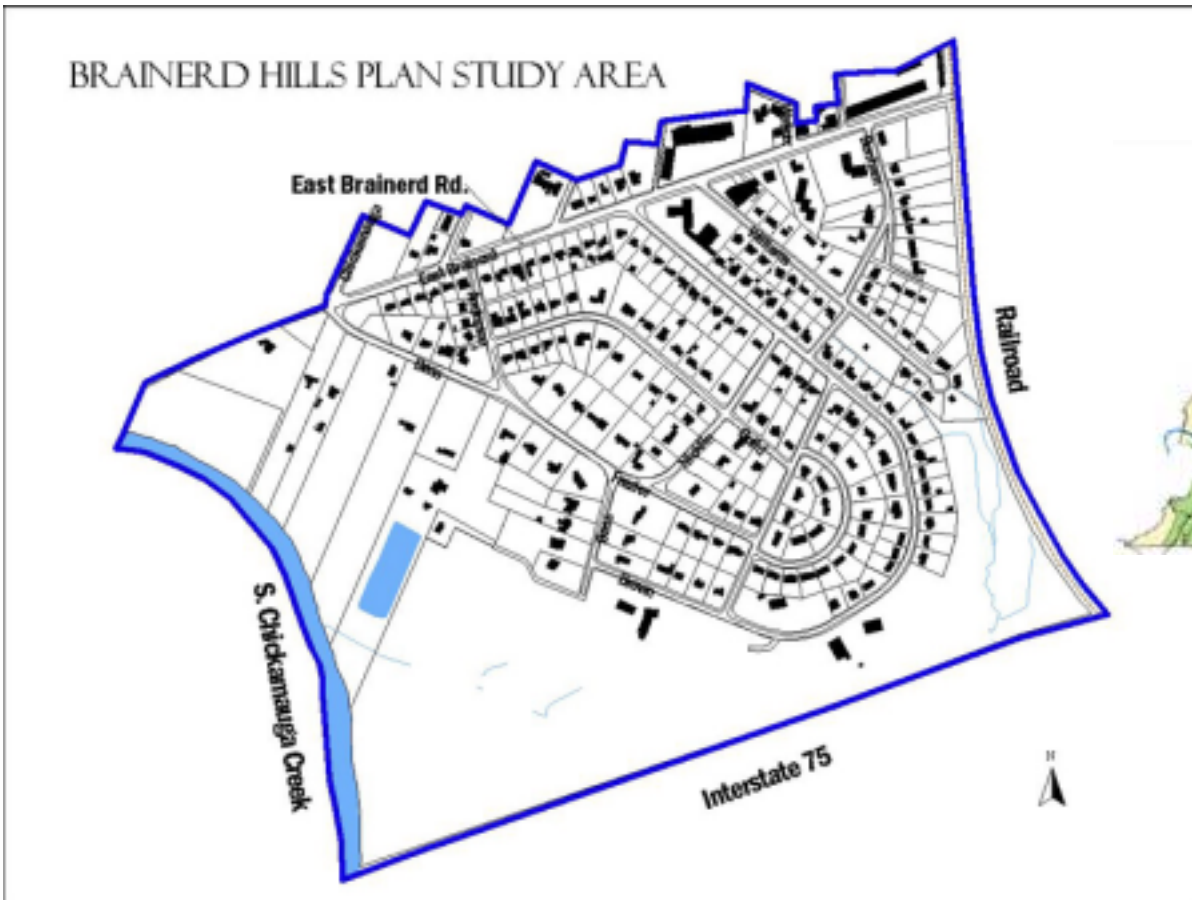
- North- East Brainerd Road
- South- Interstate 75
- East- CSX Railroad
- West- South Chickamauga Creek

Within these boundaries there are 246 acres of residential and multi-family housing, two churches, about fifty businesses, a neighborhood commercial center, a lodge, a city park, and a golf course. Evidence of community pride can be seen in the landscaping and care of the homes.



Context Map

- 1-Old Crab Tree
- 2-Marimont
- 3-Brainerd Hills

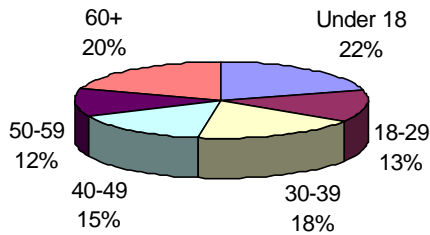


1.4 Demographics

The following data were obtained from the Information & Research Division of the RPA and the U.S. Census Bureau.

While the city of Chattanooga population increased by 2%, the Brainerd Hills neighborhood experienced a 5% decrease. In 1990, the total population inside the study area was approximately 497. In 2000, the total population was 471.

The largest age sectors in Brainerd Hills are under 18 and over 60. This follows the same general trend for the City of Chattanooga.



Brainerd Hills Age Distribution, 2000

Total Population				
	Brainerd Hills		Chattanooga	
Year	Number	% Change	Number	% Change
1990	497		152,466	
2000	471	-5%	155,554	+2%

Age Composition		
	Brainerd Hills	Chattanooga
Under 18	21.0%	22.4%
18-29	12.9%	18.1%
30-39	18.4%	13.9%
40-49	15.2%	14.5%
50-59	11.8%	11.4%
60+	20.3%	19.5%

Ethnicity Composition		
	Brainerd Hills	Chattanooga
Total	471	155,554
White	91.9%	59.7%
Black	6.3%	36.0%
Other	1.6%	4.2%

Occupied Housing Units & Density		
	Brainerd Hills	Chattanooga
Total Pop.	471	155,554
Households	208	65,499
Persons per Unit	2.26	2.37
Total Acres	246	74,984
Persons per Acre	3.5	2.07
Units	250	-
Units per Acre	.98	-

Median Household Income (1990)		
	Brainerd Hills	Chattanooga
Amount	\$20,911	\$26,523

1.5 Planning Process

The planning process for the Brainerd Hills Neighborhood took place between December, 2001 and April, 2002. During this time, government officials, community residents, business leaders and other community stakeholders were brought together to interact on a wide range of issues. In previous years, the Brainerd Hills Neighborhood had worked on several self-initiated planning efforts (see history section). This earlier investment of time and energy by the neighborhood helped to lay the groundwork and speed up the process for this current land use plan.

The planning process was comprised of four phases:

Data Collection

This is an information-gathering phase of the plan to obtain an inventory of existing conditions, from physical to social, in the community. This involves extensive mapping and research. By studying demographic data, the planning team gained an understanding of development trends and probable development scenarios.

Public Input

The RPA typically uses a Community-Based Planning Process. This follows the premise that planning is done **with** people not **for** them. We accomplish this through conducting several public planning workshops. Since the Brainerd Hills Neighborhood Association already had some stated goals and a conceptual plan to work with, the RPA's task was reduced significantly. We held two public meetings to solicit additional public input and feedback. This allowed us to create a comprehensive list of issues and opportunities. These meetings were conducted by the RPA staff at Wesley Memorial United Methodist Church.

The first public meeting was held on December 13, 2001 to identify issues, opportunities and goals. About a dozen people participated in this "goals" meeting to give their input and vision for the future of the Brainerd Hills community. Councilman Ron Littlefield opened the meeting and helped facilitate the discussion.

The second public meeting was conducted on January 24, 2002. The Planning Agency presented a "Draft Plan". The draft plan was simply a "work-in-progress". Several plan options and possibilities were presented. Time was allowed at the end of the meeting for feedback and questions. Participants were then asked to submit in writing which land use option they felt would be best for the future of Brainerd Hills.

A third and fourth public meeting was held to present a final version of the plan. This meeting was held on February 21, 2002.

The Plan

A Draft Plan, containing all narrative, maps, charts, illustrations, concepts and recommendations, was produced from evaluation and information gleaned from the previous phases. This draft was presented to the public and other interested parties for comment and modification.

Timeline:

December, 2001
Assessment & Analysis

December, 2001-
January, 2002
Issues, Opportunities,
Goals

January, 2002
Draft Plan

March, 2002
Final Plan

April, 2002
Planning Commission
Approval

May, 2002
City Council Adoption

Why is public participation important?

- It reflects the needs of the community more accurately.
- It gives the community a greater sense of ownership.
- It represents the community's voice to the elected officials.
- Citizens expect to be part of public decisions.



Public Meeting- January 24, 2002

The Final Plan was produced and presented to the appropriate legislative bodies. It was approved by the Hamilton County Planning Commission on ~~March 11, 2002~~ and adopted by the Chattanooga City Council on ~~April 9, 2002~~.

Implementation

Upon adoption of a plan, zoning changes and other redevelopment recommendations do not automatically occur. Committed citizens must continue working hand-in-hand with the appropriate agencies and private sector to fully realize the vision and initiatives set forth by the plan.

1.6 The Vision

The following statements were derived from public input and helped to define the "vision" for the Brainerd Hills Neighborhood:

Issues, Opportunities & Goals

- Resolve illegal businesses operating out of zone.
- Establish visual identity as a neighborhood, not as a major thoroughfare.
- Stop people from abusing trash/ brush policies.
- Establish regular service dates for brush pick-up and accurately notify residents.
- Maintain remaining R-1 residential character along East Brainerd Road.
- Discourage absentee landlord and rental property situations.
- Maintain alley off of Anderson Drive.
- Improve the quality of Section 8 housing.
- Maintaining high neighborhood quality is vital to the health of the whole community.
- Broaden the participation in various neighborhood activities, festivals, and charity benefits.
- Make enhancements to existing park.
- Encourage a positive relationship between Brown Acres Golf Course and the neighborhood
- Preserve existing trees, especially mature specimens.
- Cover ditches and replace with curbs, storm sewers, sidewalks, etc.
- Streetscape East Brainerd Road.
- Install proper traffic signage in neighborhood.
- Calm traffic on neighborhood streets, especially Osborne Drive and Bass Road.
- Add center turning lanes at intersections along east Brainerd Road to improve the flow of traffic.
- Sidewalks would be used by walkers and runners, creating a great place.
- Place utilities/power lines underground

Concept

The intent of the Brainerd Hills Neighborhood Plan is to guide development along East Brainerd Road so that the single-family residential character of the area is maintained and balanced with existing neighborhood uses. While street enhancements would be appropriate

Survey Results

The main point of discussion from our second public meeting was in regard to the remaining residential properties fronting East Brainerd Road. The RPA presented four options to address this question.

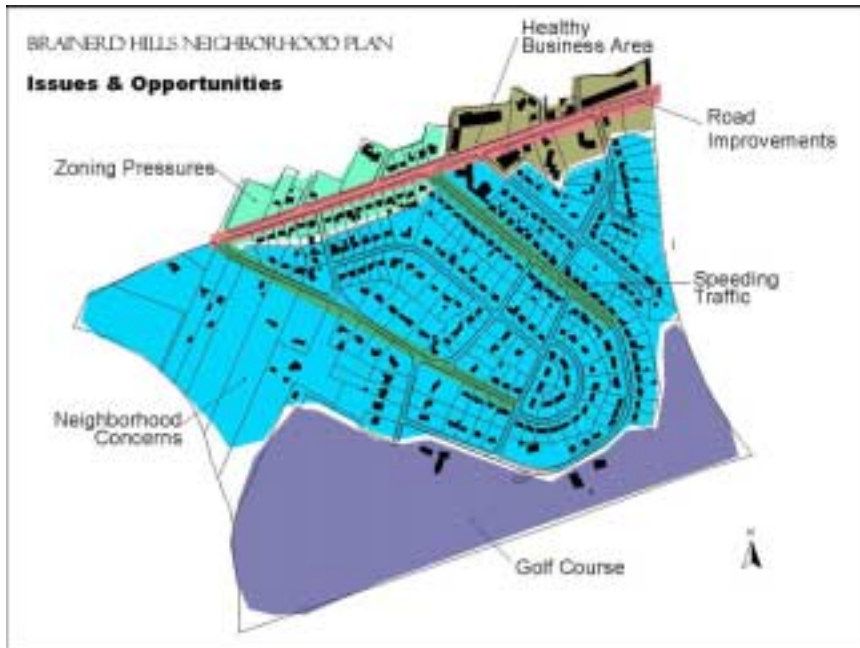
A survey was given to those who attended the meeting and was also mailed to all property owners within the study area. Respondents were given two weeks to select the option that they felt would most appropriately address the use of these properties.

- Option 1- Leave as is (Single-Family Residential), no change.
- Option 2- Leave as is (Single-Family Residential), but modify the R-1 zone for certain home occupation allowances (signs, parking, number of employees, etc.).
- Option 3- Rezone to R-4 with conditions for certain limitations and specifications (signs, parking, screening, etc.).
- Option 4- Create a new "Residential Office" zone to address all concerns and specifications. The intent here is to allow houses to be used for residence and/ or office,
 - 49 People selected Option 1.
 - 7 People selected Option 2.
 - 10 People selected Option 3.
 - 22 People selected Option 4.

and beneficial along East Brainerd Road, any road-widening should be limited to three lanes.

Additional commercial development along this corridor should be discouraged. However, the existing commercial center should be strengthened so as to maintain its position as the focal point of this community. This corridor would definitely benefit from various road improvements and enhancements.

The survey results on the preceding page reflect an obvious difference in opinion about the future of certain parts of the community. The Brainerd Hills Land Use Plan aims to protect the neighborhood from non-residential and incompatible uses. The RPA feels that the residential areas fronting East Brainerd Road can remain a viable single-family residential area especially if immediate attention can be given to streetscaping, sidewalks and traffic improvements. This would support the 1992 East Brainerd Road Zoning Policy Update.



1992 East Brainerd Road Zoning Policy Update

Chickamauga Road – Bass Road intersections east to L & N Railroad right-of-way:

COMMENT: The south side of East Brainerd Road from Bass Road to Osborne Drive and the north side from Chickamauga Road to the R-4 property at Central Drive are still very viable single-family residential areas and should be maintained as such and protected from further non-residential encroachment. The R-4 lots between Central Drive and the Brainerd Hills Shopping Center were zoned because they were sandwiched in between R-4 and C-2 zoning. This section is also on the unimproved, two-lane portion of East Brainerd Road.

RECOMMENDATION: Maintain status quo. No further expansion of non-residential zoning.

2. LAND USE PLAN

The land use plan is an attempt to integrate positive community assets and improve the quality of life for everyone. It should serve as a guide to property owners for thinking through development strategies. The classifications in this section represent City land use policy. They are meant to be broad enough to give the City flexibility in implementation, but clear enough to provide sufficient direction in making informed zoning decisions. The City of Chattanooga's Zoning Ordinance contains more detailed provisions and standards. The ordinance can be found on the web at www.chattanooga.gov/citycode/code/appendices/AppendixB.pdf. More than one zoning district may be consistent with a single land use classification. The sections that follow discuss the individual land use classifications and policies in greater detail.

LAND USE CLASSIFICATIONS:

LOW-DENSITY RESIDENTIAL

PUBLIC/ SEMI-PUBLIC

PARKS/ OPEN SPACE/ RECREATION

RESOURCE CONSERVATION
Environmental Protection
Historic Preservation

COMMERCIAL CENTERS
Neighborhood Commercial
Office
Industrial

STREETS
Pedestrians
Bicycles
Transit

UTILITIES

The following Plan Map shows *preferred* land use patterns. If serious redevelopment were to occur, this would be the preferred scenario. It is an attempt to introduce land uses, where possible, that are compatible with one another and the least intrusive to residential areas.

The land use classifications specify a range of housing density and building intensity for each type of designated land use. These density/ intensity standards allow circulation and public facility needs to be determined. The Map is a graphic representation of policies and is to be used and interpreted only in conjunction with the text and other figures contained in this plan.

BRAINERD HILLS NEIGHBORHOOD LAND USE PLAN



- Low-Density Residential
- Neighborhood Commercial
- Neigh. Commercial/ HD Res.
- Low-Density Residential/ Office
- Public/ Semi-Public
- Parks/ Open Space/ Recreation
- Resource Conservation
- Streetscaping & Sidewalks
- Traffic Calming

This diagram is a graphic representation of policies and is to be used and interpreted only in conjunction with the text and other figures contained in the plan document.

2.1 Neighborhoods

Low-Density Residential

Over 48% of the land in the study area is used for single-family residences. There are currently about 250 occupied housing units in the area. This results in a housing density figure of about 1 unit per acre.

The total acreage zoned for residential use is just over 228 acres. 222 acres is zoned R-1 or single-family. The remaining residential acreage is a combination of R-2, R-3, and R-4. The R-4 zone allows residential or office uses.

POLICIES:

- Protect the single-family character of the neighborhood.
- Protect the neighborhood from encroachment of incompatible uses.
- Maintain the visual attractiveness and high quality of the neighborhood.

RECOMMENDED ACTIONS:

- Resolve any illegal businesses operating out of zone.
- Report code enforcement policy violations to Neighborhood Services (brush, trash, alleys, overgrown lawns, etc.). 757-5204
- Encourage homeowners to maintain and preserve the architectural character of their homes.
- Maintain neighborhood gateway markers on a regular basis to keep them visible.
- Streetscape East Brainerd Road to help maintain the viability of the single-family properties along this corridor and connect them to the rest of the neighborhood.
- Discourage commercial uses in the residential areas of Brainerd Hills, especially those properties that front East Brainerd Road.
- Extend the existing alley at Anderson Drive to give better access to the homes facing East Brainerd Road.

2.2 Community Buildings

Public/ Semi-Public

Brainerd Hills is served by two churches and a lodge located within the study area. Chattanooga School for the Language Arts is a K-12 school with recreational facilities located just to the east and adjacent to the study area.

POLICY:

- Keep community buildings well integrated into the neighborhood.

RECOMMENDED ACTIONS:

- Add sidewalks on East Brainerd to connect CSLA school to the neighborhood and other community buildings.



Osborne Drive

NOTE:

It may become necessary in the future to re-examine the remaining residential properties along East Brainerd Road between Bass Road and Osborne Drive for possible residential-business use once sidewalks, street trees, and traffic improvements have been added and given sufficient time to help remedy the residential challenges. It might also be necessary to adopt a new zone or amend the existing one that would address residential business uses here.

FOR YOUR INFO

What is Low-Density Residential?

Low density residential refers to the number of single-family dwellings found in one acre, typically 1-4 units per acre.

What is Medium-Density Residential?

This classification is intended for single, two, three, and four-family dwellings, typically 6 to 8 units per acre.

What is High-Density Residential?

This designation is intended for multi-family dwellings or apartments but would permit the full range of housing types. It is intended for areas where higher density (10 to 18 units per acre) may be appropriate.



Brown Acres Golf Course Club House

2.3 Parks/ Open Space

26% of the study area is used for some form of recreation or open space. Brainerd Hills currently possesses a one-acre City-owned park with playground equipment and a large play field on the corner of Williams and Benham Drive. Another small privately-owned passive park lies at the corner of Bass and East Brainerd Road. This open grassy area is 1/3 of an acre. The largest piece of recreational property is the 65-acre portion of the City-owned Brown Acres Golf Course.

POLICIES:

- Provide well-maintained high-quality recreational facilities.

RECOMMENDED ACTIONS:

- Make enhancements to existing Benham & Williams City Park with landscaping and new playground equipment.
- Revitalize the Brainerd Hills Pool and Clubhouse.
- Add a village commons or square to the Brainerd Hills commercial center.

2.4 Resource Conservation

This designation includes sites with environmental and/ or safety constraints. It also includes any historic sites or structures.

Natural Environment

Included are sites with steep slopes, sensitive habitats, wetlands, creekways and floodways. Natural resources provide us with beauty, recreational opportunities and economic advantages. They are limited and fragile. Development must be balanced with the natural environment. If not, we may lose the very things that make this area special.

South Chickamauga Creek

This stretch of creek forms the western boundary of the study area. It supports a diverse wildlife habitat as well as providing a scenic natural environment for passive recreation provided by the levee on the western bank. It is also a major tributary of the Tennessee River.

The stream is generally healthy - "generally healthy" meaning that it has aquatic life in it and the tree canopy around it is healthy. The water quality parameters of pH, Dissolved Oxygen, Conductivity, and temperature are within regulatory limits there at the few screening sites we have on that segment. There are no known contaminants in this segment of the creek.

POLICIES:

- Protect water quality of creeks and streams.



South Chickamauga Creek riparian zone

What is riparian land?

Land that is traversed or bounded by a natural water-course such as creek-banks and floodway areas.

RECOMMENDED ACTIONS:

- Preserve and maintain natural vegetation in riparian zones to protect South Chickamauga Creek.
- Paint "Dump No Waste- Drains to River" notices next to all stormwater drains.
- Use the existing City of Chattanooga Landscape Ordinance as a tool to reduce air pollution and storm water run-off, and create wildlife habitats.
- Preserve wetlands and their flood buffering and water filtering benefits.
- Use bikeways and pedestrian paths as a transportation alternative to improve air quality and other environmental components.
- Promote greater use of transit to help improve air quality.
- Adopt and enforce a noise pollution ordinance.
- Support water quality education efforts in the schools and to the general public by the Chattanooga Storm Water Section within the Engineering Division of Public Works
- Identify parks or open space that may qualify as an arboretum and contact the Hamilton County Agriculture Extension office to file an application.



Storm Drain: "Dump No Waste- Drains to River"

Historic Preservation

Our historic structures and sites are also a valuable resource. Older buildings and historic sites contribute to a community's identity and uniqueness. A preliminary field check of the residential neighborhood showed that approximately 75% of the neighborhood may be considered historically significant or has potential to be listed as contributing structures if they are fifty years or older.

POLICIES:

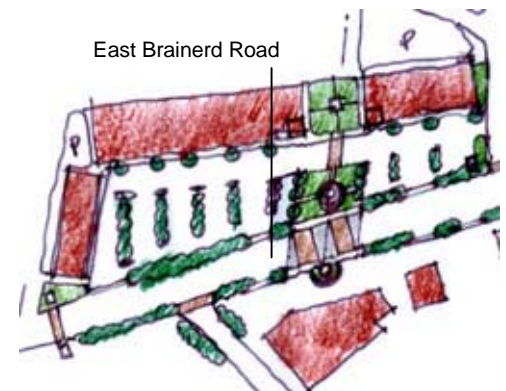
- Preserve the character and integrity of historic sites and structures.

RECOMMENDED ACTIONS:

- List Brainerd Hills Neighborhood on the National Historic Register.
- Develop a standard handbook or suggestions for appropriate renovation of post-war minimal traditional housing by Design Review staff.
- Encourage homeowners to maintain and preserve the architectural character of their homes.

2.5 Commercial Centers

A little over 3.75% of the study area is used for commercial purposes. Brainerd Hills has about 17 acres of commercially-zoned property. There are currently about 45 small neighborhood businesses in Brainerd Hills including a gift shop, florist, bakery, insurance and realtor offices, wellness center, barber and hair salons, sandwich shop, photography studio, auto sales, and a printer. While small, this is an active business center with only a couple of vacant spaces.



Brainerd Hills Commercial Center Concept Sketch



Before- East Brainerd Road



After- East Brainerd Road with Pedestrian Improvements



Before- Commercial Center Vacant Area



After- Commercial Center Village Commons or Green

Neighborhood Commercial

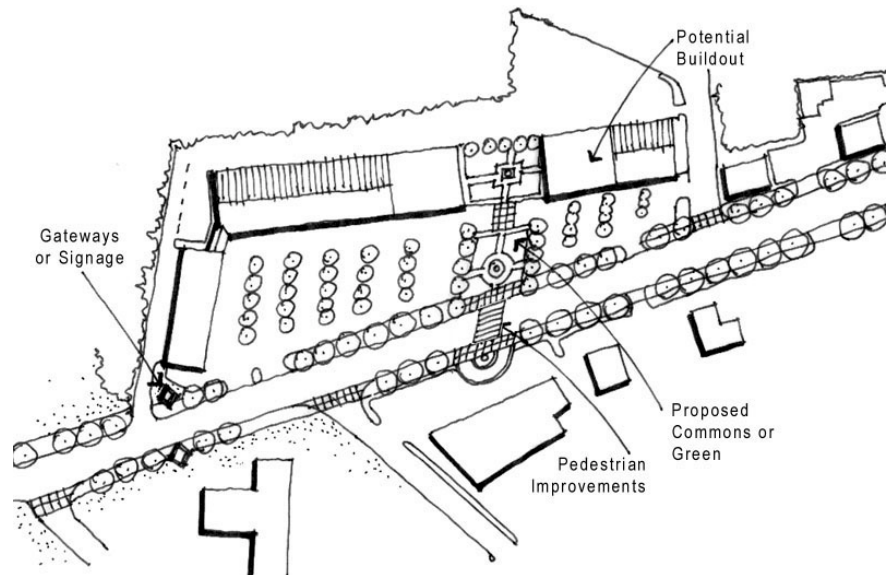
This designation is intended for small scale lower-intensity retail, business and professional offices which serve neighborhoods within the immediate vicinity. Appropriate uses include convenience grocery stores, bakeries, delis, administrative, financial, business, professional, and medical offices.

POLICIES:

- Establish business center identity and sense of place.
- Accommodate a range of mixed uses.
- Stimulate infill, new forms of mixed-use, and pedestrian-oriented retail development into existing commercially-zoned areas.
- Improve the quality of shopping strip centers.
- Improve the appearance of parking areas
- Discourage typical big-box retail development.

RECOMMENDED ACTIONS:

- Enhance the Brainerd Hills Business Center with a village commons or square and a well-landscaped parking lot. (see diagram below)



- Encourage walking by adding sidewalks, street lights, and streetscaping along East Brainerd Road.
- Organize Brainerd Hills Merchant's Association.
- Add well-designed, unified signage, gateways, or identity pylons along East Brainerd Road in the business zone.
- Reduce the number of curb cuts along East Brainerd Road.
- Reduce visual blight of parking lots by placing them in courtyards, overflow areas, behind buildings, shared parking, and other innovative arrangements.
- Reconfigure the section of East Brainerd Road that passes through the commercial area with a center lane occupied by a landscaped median, except at designated locations where turning lanes would be provided.

- Vary roofscape and façade designs.
- Incorporate, where possible, live/work spaces, apartments above stores, and townhouses.
- Develop merchant's voluntary sign guidelines to encourage simple, attractive design.
- Where possible, work with utility and cable companies to place power lines underground.

Office

This designation is intended to provide sites for administrative, financial, business, and professional offices. There are about 6 acres of property already zoned R-4 for office use. There are currently six businesses operating in that area.

POLICY:

- Office uses should be carefully integrated into the community and located in the appropriate zones.

RECOMMENDED ACTION:

- Discourage commercial uses in the residential areas of Brainerd Hills, especially those properties that front East Brainerd Road.

NOTE:

It may become necessary in the future to re-examine the remaining residential properties along East Brainerd Road between Bass Road and Osborne Drive for possible residential-business use once sidewalks, street trees, and traffic improvements have been added and given sufficient time to help remedy the residential challenges. It might also be necessary to adopt a new zone or amend the existing one that would address residential business uses here.

Industrial

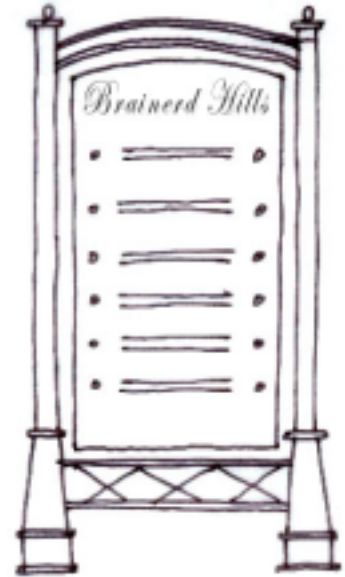
There are no industrial properties or uses in the study area.

POLICY:

- Discourage any industrial uses in the study area.

RECOMMENDED ACTION:

- Adopt and follow the Brainerd Hills Neighborhood Plan Land Use Recommendations.



Commercial signage example



Aerial view of East Brainerd Road from Bass Road to Osborne Drive

East Brainerd Road

Year	Average Daily Traffic
1995	14,736
1996	17,438
1997	20,838
1998	21,121
1999	17,107
2000	18,166

Source: TDOT

FOR YOUR INFO

Capacity-

The number of vehicles that a particular road can accommodate within a specified time period.

Average Daily Traffic-

The average number of vehicles that travel past a certain point on a given road over a 24-hour period.

2.6 Streets

East Brainerd Road

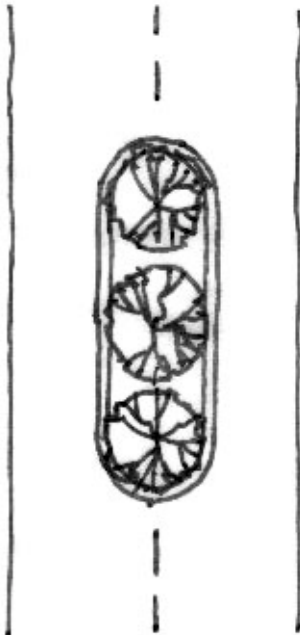
The main thoroughfare through Brainerd Hills is East Brainerd Road. It is currently a two-lane minor arterial with a mix of residential and commercial land uses and driveways. The maximum capacity for this type of road is 2,000 vehicles-per-hour or 20,000 per day. The average daily traffic count in the year 2000 was 18,166. East Brainerd Road currently experiences congestion especially during the evening peak hour.

POLICY:

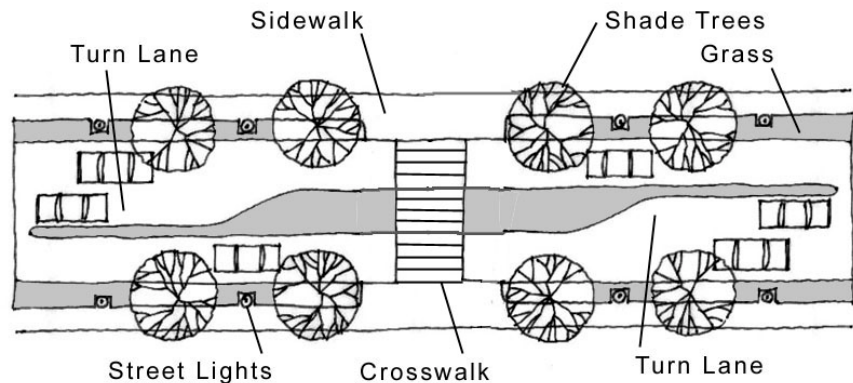
- Treat East Brainerd Road as a seam that knits the community together rather than as an edge that divides it.
- Continue ease of access to businesses.
- Improve safety and functionality of all streets.

RECOMMENDED ACTIONS:

- Reconfigure the section of East Brainerd Road that passes through the commercial area with a center lane occupied by a landscaped median and a crosswalk, except at designated locations where turning lanes would be provided (see diagram below).
- Limit any road-widening to 3 lanes.
- Enclose ditches and add sidewalks and streetscaping features such as shade trees and streetlights to East Brainerd Road (see diagram below).
- Calm traffic on Bass Road and Osborne Drive (see diagram at left).
- Solve safety issues at the intersection of Bass Road, Chickamauga Drive, Bird's Mill Road, and East Brainerd Road.
- Extend the existing alley at Anderson Drive to give better access to the homes facing East Brainerd Road.



Traffic Calming Device- Planted Median



Pedestrians

Automobiles do not have to be the only way to get around. It takes about ten minutes to walk 2,000 feet or half of a mile. Depending on the surroundings, those ten minutes can be a pleasant experience or even impossible. Suburban commercial strips are not usually designed to be pedestrian environments, but pedestrian traffic is becoming an important tool to add to the attractiveness and economic vitality of these areas. Pedestrian connections should be provided primarily in major activity areas and corridors. There are currently no sidewalks or crosswalks in the Brainerd Hills area.

POLICIES:

- Improve the pedestrian-friendliness and of the area.

RECOMMENDED ACTIONS:

- Add sidewalks to both sides of East Brainerd Road from Brainerd Road to the Chattanooga School for Language Arts (CSLA).
- Add crosswalks as indicated on the Land Use Plan Map.

Bicycles

Bicycle facilities are presently classified into three classes: I, II, and III.

Class I bikeways are completely separated from vehicular traffic and are contained within an independent right-of-way.

Class II bikeways establish bicycle lanes within the roadway directly adjacent to the outside motor vehicle lane, or on the shoulder. Bike lanes are designated by signs and pavement markings and are intended for the preferential or exclusive use of bicycles. They must be one-way because of the potential hazard associated with bicycles and motor vehicles (see figure below right).

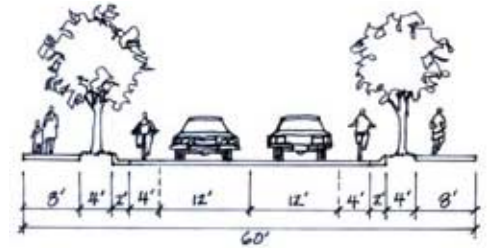
Class III bikeways, or bike routes, are road signed for bicycling, where no portion of the road is set aside for the exclusive use of bicycles and the bicycle must share the road with motor vehicles.

POLICY:

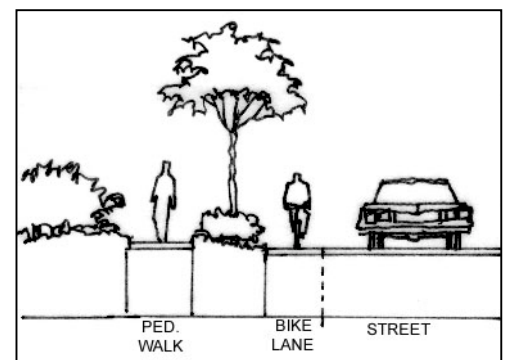
- Integrate bikeways into the community.

RECOMMENDED ACTIONS:

- Design and construct a Class II bike lane on East Brainerd Road that would also connect to other bikeways outside of the study area.
- Add the East Brainerd Road bike lane to the Chattanooga Urban Area MPO Transportation Improvement Program and the Bicycle Facilities Master Plan.



Streetscape Concept with trees and sidewalk



Class II Bike Lane



CARTA bus

Transit

CARTA does not provide bus service to the Brainerd Hills neighborhood. The nearest bus route is the Eastgate/Hamilton Place Route 3. This route runs from Eastgate Town Center on Brainerd Road up Lee Highway and on to Hamilton Place Mall via Shallowford Road.

POLICY:

- Make public transit an attractive and viable transportation option.

RECOMMENDED ACTIONS:

- Provide and promote bus service to the Brainerd Hills community via East Brainerd Road.
- The above mentioned route should serve the new Social Security office located just to the east, outside of the study area.

2.7 Utilities

While utilities are not indicated on the Land Use Diagram it is worth noting that the Brainerd Hills area is well served and covered by the following services:

- Storm and Sanitary Sewers: City of Chattanooga Public Works
- Water: Tennessee American Water Company
- Natural Gas: Chattanooga Gas Company
- Electricity: Electric Power Board of Chattanooga
- Telephone lines: BellSouth
- Cable wiring: Comcast

Stormwater

The Chattanooga Stormwater Division of Public Works manages design and construction of capital projects related to storm sewers and sanitary sewers. It maintains records and documents, prepares report and estimates, retains and manages consultants for selected projects, coordinates city construction with federal, state and local agencies, and participates in design and construction review of related non-city projects.

To Report drainage problems, call: 423-757-0039

3. IMPLEMENTATION

How do we accomplish the goals and recommendations set forth in this document? Who is responsible for assuming the necessary tasks? How much will these solutions cost? These are some of the questions that this section will answer.

The first step would be to form an implementation committee. This committee would be comprised of various stakeholders in the community. Their task would be to help initiate some of the priority projects identified in this plan. This effort will help sustain the momentum that was generated during the planning process.

3.1 Implementation Schedule

	Project	Strategy	Time/Phase			Partners
			5 Yrs.	10 Yrs.	15 Yrs.	
1.	Implementation Committee	Organize an Implementation Committee to begin work on priority projects				RPA, Brainerd Hills Neighborhood Assoc.
Neighborhoods						
2.	Protect Neighborhoods	Discourage commercial uses in remaining residential areas.				RPA, Brainerd Hills Neighborhood Assoc.
Parks/ Open Space						
3.	Improve Park	Make enhancements to existing Benham & Williams City Park with landscaping and new playground equipment.				City Parks & Rec. Dept., Brainerd Hills Neighborhood Assoc.
4.	Pool/ Club House	Revitalize the Brainerd Hills Pool Clubhouse.				Brainerd Hills Neighborhood Assoc., Private Partners
5.	Village Commons	Add a village commons or square to the Brainerd Hills commercial center.				Public/ Private Partners
Historic Preservation						
6.	National Historic Register	List Brainerd Hills Neighborhood on the National Historic Register.				Brainerd Hills Neighborhood Assoc., Historic Zoning Commission
7.	Renovation Handbook	Develop a standard handbook or suggestions for appropriate renovation of post-war minimal traditional housing by Design Review staff.				Historic Zoning Commission Design Review Staff
Commercial Center						
8.	Village Commons	Add a village commons or square to the Brainerd Hills commercial center.				Public/ Private Partners
9.	Merchant's Association	Create a Brainerd Hills Merchant's Association				Brainerd Hills Merchant's & other stakeholders

10.	Streetscaping	Add streetscaping and sidewalks to East Brainerd Road				Brainerd Hills Merchant's, Stakeholders, Public Works
11.	Parking Lots	Add trees & landscaping to parking lots to reduce visual blight.				Brainerd Hills Merchant's Assoc.
12.	Signs	Develop voluntary sign guidelines to encourage simple, attractive design.				RPA, Brainerd Hills Merchant's Assoc.
13.	Residential-Office	Re-examine possibility of residential-office use for properties that front East Brainerd Road				RPA, Brainerd Hills Neighborhood Association
Streets						
14.	East Brainerd Road	Reconfigure commercial section of East Brainerd Road to 3 lanes with turning lanes.				Public Works
15.	East Brainerd Road	Add sidewalks and streetscaping features.				Public Works
16.	Crosswalks	Add crosswalks at designated locations.				Public Works
17.	Traffic-Calming	Traffic-calm Bass Road and Osborne Drive.				Public Works
18.	Intersection Improvement	Solve safety issues at the intersection of Bass Road, Chickamauga Drive, Bird's Mill Road, and East Brainerd Road.				Public Works
19.	Alley	Purchase right-of-way to extend existing alley at Anderson Drive				Public Works
Pedestrians						
20.	East Brainerd Road	Add sidewalks and crosswalks.				Public Works
Bicycles						
21.	Bike Lane	Design and construct a Class II bike lane on East Brainerd Road				MPO, Bicycle Task Force
Transit						
22.	Bus Route	Provide bus service to the Brainerd Hills community via East Brainerd Road.				MPO, CARTA

3.2 Capital Improvements

Priority	Project	Location	Specifications	Cost Estimate	Year	Comments
1	Streetscaping	East Brainerd Road: Chickamauga Ave. to Williams Dr.	1,900 linear ft., Both sides of road, Trees, grass strip, sidewalks, pedestrian lights		2002	Enclose Drainage
3	Streetscaping	East Brainerd Road: Williams Dr. to CSLA school	1,900 linear ft., Both sides of road, Trees, grass strip, sidewalks, pedestrian lights		2003	Enclose Drainage
1	Street Improvement	East Brainerd Road: Osborne Dr. to Walker St.	800 linear ft., Add striped median with left turn lanes		2003	
2	Street Improvement	East Brainerd Road at Chickamauga & Bass Roads	Signage to warn of dangerous curve and intersection		2002	This intersection may also need further study to determine if reconfiguration of the streets would improve safety.
3	Alley Extension	Anderson Ave. behind homes facing East Brainerd Rd.	Purchase right-of-way and extend existing alley an additional 400 ft.		2002	
5	Traffic Calming	Bass Road	5 Planted medians, 20 ft. long/5 ft. wide each		2003	

Priority	Project	Location	Specifications	Cost Estimate	Year	Comments
1	Traffic Calming	Osborne Drive	5 Planted medians, 20 ft. long/5 ft. wide each		2004	
2	Crosswalk	East Brainerd Road at Brainerd Hills commercial center	12 ft. wide Thermo-Plastic Stripe (60 foot right-of-way)		2003	
2	City Park	Benham and Williams street	Replace old playground equipment with new		2004	
4	Bike Facility	East Brainerd Road: From Brainerd Road to Hickory Valley Road	1.5 miles, Striped line, both sides, bike lane is 4 feet wide, shared road pavement		2003	(facility identified on Bicycle Master Plan)
Grand Total						

APPENDIX

Important Numbers to Know

(From the Chattanooga City Service Guide)

Regional Planning Agency (RPA)	757-5216
Transportation Planning (MPO)	757-5216
Public Works	757-5110
Tennessee Department of Transportation (TDOT).....	892-3430
Chattanooga Area Regional Transit Authority (CARTA).....	629-1411
Parks/Recreation/Arts/Culture.....	757-5167
South Chickamauga Creek Greenway Alliance (SCCGA-Sandy Kurtz).....	892-5237
Chattanooga Historic Zoning Commission (CHZC/ Design Studio).....	668-2262
City of Chattanooga Neighborhood Services.....	757-5054
Codes & Inspection	757-5105
Fire Emergency	911
Medical Emergency	911
To Report a Crime in Progress	911
Chattanooga Police Department	698-2525
Electrical trouble inside your house	Call a professional electrician
Electricity out or power line down	
Electric Power Board.....	756-2706
Water Supply Problems—No water, broken line or damaged hydrant	
Tennessee-American Water Company.....	755-7600
Hixson Utility District	877-3513
Eastside Utility District	892-2890
Water Quality Problems—Tastes or smells bad, looks odd	
Water Pollution Control	634-5745
Sewer Troubles	
Sanitary Sewer Maintenance	757-5026
Septic Tank Pollution	209-8110
Street or Drainage Problems	
City-Wide Services	757-0039
Broken Gas Main	
Chattanooga Gas Company	1-800-427-5463
Telephone Lines	
BellSouth	Home: 557-6111
Business:.....	557-6123
Rats/Vermin	
Environmental Health	209-8110
Garbage, Recycling or Yard Waste Collection	
Brush/Trash Collection	757-5091
Garbage/Recycle Collection	757-5092
Recycle Center	697-1408
Furniture & Appliance Collection	757-5300
Drug Dealing/Prostitution	Call your Neighborhood Association
Chattanooga Police	493-2878
Household Hazardous Waste Disposal	757-5026
Illegal Garbage Dumping	
Public Works Hotline	757-5300
Tree Limbs on Power Lines	756-2706
Drainage or Flooding Problem, Pothole, Dangerous Sidewalk, Broken Curb or Gutter, Ditch/Creek Maintenance, Right-of-Way Cutting	

Public Works Action Line	757-5300
Sloppy Neighbors	
Codes and Community Services	757-5204
Stop Sign, Traffic Light	
Traffic Engineering	757-5355
Street Light Out	
Electric Power Board.....	756-2706
Neighborhood Cleanups, Beautification, Tree Planting	
Scenic Cities Beautiful	757-0061
Chattanooga Tree Commission	697-1315
Urban Forester	697-1315
Adopt-A-Road	855-6110
Youth Gangs	
Chattanooga Police—Gang Division	698-2525
Safety and health violations at homes or other buildings	
Codes and Community Services	757-5204
Hamilton County Environmental Health Department	209-8110
Abandoned Buildings or Cars	757-5204
Stray, Injured or Dead Animals	
Humane Society 212 N Highland Park Ave	622-8913
Emergency Animal Hospital—24 hours 2612 Amnicola Highway	698-4612
Cruelty to Animals	
Humane Society	622-8913
Litter on Street or Sidewalk/Street Sweeping	
City-Wide Services	757-5300
Weed Control	
Codes and Community Services	757-5204
Neighborhood Concerns: Start a neighborhood organization, obtain a Mayor’s Matching Grant, community-building assistance.	
Neighborhood Services	757-5277
Chattanooga Neighborhood Enterprise	756-6201
Community Impact Fund	756-0767
Community Development Office	757-5133
Dispute Between Neighbors	
Mediation Services—Better Business Bureau	266-6144
 City of Chattanooga Web page (and e-mail addresses).....	 www.chattanooga.gov
City of Chattanooga address	101 E. 11th Street, 37402