

SOUTH BROAD URBAN DEVELOPMENT SURVEY: An On-line Opportunity for Public Participation

In an effort to promote the South Broad community vision and to encourage development and growth in the future, the Regional Planning Agency is offering an opportunity for neighborhoods in the South Chattanooga area to participate in an online survey.



THE PROCESS: The purpose of the survey is to gauge visual preferences on various types of development found in an urban area like South Broad. A first step in the South Broad Zoning Study (See *Background*) is getting public feedback on the types of development that are considered appropriate and what people would like to see in the South Broad Street area. This zoning study focuses on the section of the South Broad corridor found from Chattanooga Creek to the entrances to St. Elmo and Lookout Mountain.

The Regional Planning Agency will use the results of the survey to inform their recommendations for any zoning changes. The same survey was given to a small focus group of citizens and property owners at the regular meeting of the South Broad Redevelopment Group on July 23rd, 2009. The on-line survey will allow additional property owners, potential users, clients and residents to also give input. If desired, those who participated in the survey on July 23rd at Calvary Chapel may elect to take the survey again on-line. All results will be analyzed at the completion of the survey posting.

SURVEY DETAILS: Starting August 20th, you may log on to <http://www.chcrpa.org/> to access the “South Broad Urban Development Survey”

- The on-line survey is open for input from August 20th to September 9th. Participants may only take the survey one time, from one computer. If you should need to change an answer, simply scroll back or go to the previous page and revote.

- Please allow 30 to 45 minutes to take the survey. There are 75 images in these categories:
 - 1.) Landscape and Natural Resources (*parks, waterways, trees, landscaping & views*)
 - 2.) Buildings (*Commercial, Residential, Mixed-Use, Industrial, facades, setbacks & parking*)
 - 3.) Transportation (*street design, transit, bikeways, and pedestrians*).

- Participants will be given an introduction to each category. As the images are shown, participants will rank the images based on a “grade” system or typical academic scale, A (excellent) to F (failing).
- The survey is sponsored by the Chattanooga-Hamilton County Regional Planning Agency and the South Broad Redevelopment Group, a 501(c)4 non-profit organization.
- A little upfront demographic information is asked of participants to note zip code and participant background or interest. Responses are kept strictly anonymous and are not tied to individuals or property addresses in any way.
- If you’d like a special notification of the posting of the results, please send your email and/or other contact information to:

glaser_pam@mail.chattanooga.gov

fax 423-668-2278

Regional Planning Agency
1250 Market Street, Suite 3010
Chattanooga, TN 37402-2713

PLEASE NOTE: The survey is not intended as a scientific study, but as an informal process to gain public feedback on “likes and dislikes” in response to various types of development typically found in urban areas. The survey results will be compiled into a report and will be available for review and use by citizens and neighborhood groups as well as any other interested parties such as developers, realtors and/or investors. Survey results should be posted by early October, 2009.

BACKGROUND: As requested by the Chattanooga City Council and the South Broad Redevelopment Group, the Regional Planning Agency began a study of zoning in the South Broad area in 2006. Phase I of the study resulted in the re-zoning of some properties north of Chattanooga Creek in September, 2007. Properties once zoned for the heavy manufacturing of decades past were re-zoned to “Urban General Commercial,” in an effort to promote new development that is more in keeping with the vision in the South Broad Redevelopment Plan, adopted by the Chattanooga City Council in August, 2003. For information on the 2009 South Broad Zoning Study, please call the RPA office’s at 423-668-2262 or email glaser_pam@mail.chattanooga.gov



