

Assembly 2008

National Assembly of State Arts Agencies



Ann Coulter & Jack Murrah
September 12, 2008

KENNEDY, COULTER, RUSHING & WATSON, LLC



Collaborative Economic Revitalization: The Chattanooga Story



Ann Coulter & Jack Murrah
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1980

Losing Population & Jobs

No Shared Vision of the Future

Degraded Downtown & Waterfront

Lack of Civic Confidence

Low Level of Civic Engagement

2008

Population & Job Growth

Award Winning Downtown

High Level of Civic Engagement

Healthy Can-Do Attitude

.....New \$1 Billion Volkswagen Plant...

Bold Visions

1984

Chattanooga

Venture

Vision 2000

Process



1981

Moccasin

Bend

Task Force



Downtown Waterfront by 2000



North Shore by 2000



Downtown Residential by 2000



Urban Change



Urban Change



Urban Change



And yet...



The Parkway Solution

Chattanooga Times

Established 1869 Adolph S. Ochs, Publisher 1878-1935

WALTER E. HUSSMAN JR.
Publisher

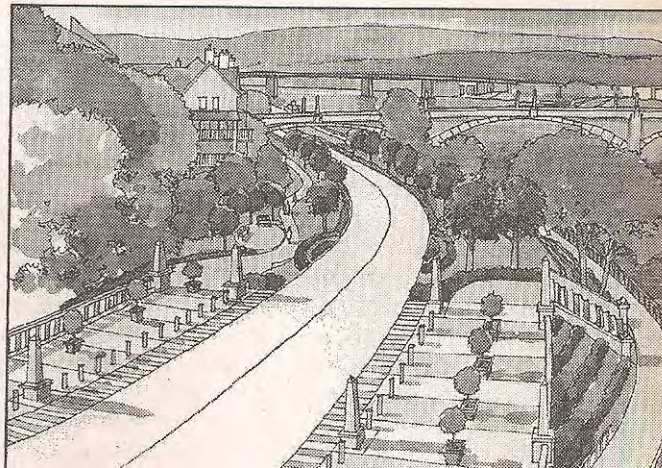
HARRY AUSTIN
Editorial Page Editor

WES HASDEN
Associate Editor

EDITORIALS

Unclogging Riverfront Parkway

Citizens who drive Riverfront Parkway into town know how restricted our options are for getting anywhere into the city from the limited-access, freeway-like road. We may take the Mabel Street exit and negotiate its tight left turn lanes and rush-hour back-ups to reach destinations from Erlanger to UTC, from the top half of downtown to the convoluted approach to Veteran's Bridge. Or we may wait and turn left by the Aquarium onto Chestnut Street to reach various points around the lower half of town. True, some traffic goes on around the riverfront, but less than imagined, and surprisingly



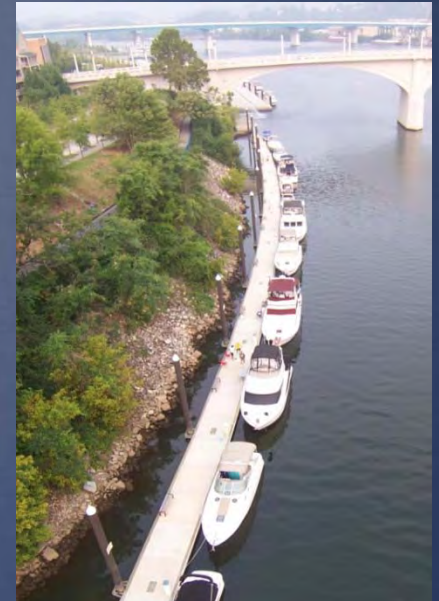
Trans
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21st Century Waterfront Plan

- Planning begins 2002 – \$120 million Project to be completed by 2005
- Over 30 acres of new parks & plazas
- Over 2,000 feet of boat docking
- Improved street connections, pedestrian bridge
- \$1.2 million in public art
- 600 ft pier into Tennessee River
- Parking, playgrounds & performance venues
- Water features, reconstructed wetlands
- \$30 million Aquarium expansion
- \$19.5 million Hunter Museum expansion
- 3.5\$ million Creative Discovery Museum upgrades

Waterfront Parks, Plazas, Docking



Tennessee Aquarium Ocean Journey



Creative
Discovery
Museum

Hunter Museum of American Art



Chattanooga Public Art Plan



**Barney & Worth, Inc.
Regional Arts & Culture Council**

September 16, 2002



Chattanooga Pier



First Street Steps



21st Century
Chattanooga Waterfront

Public Art, Passage - Stickball Players

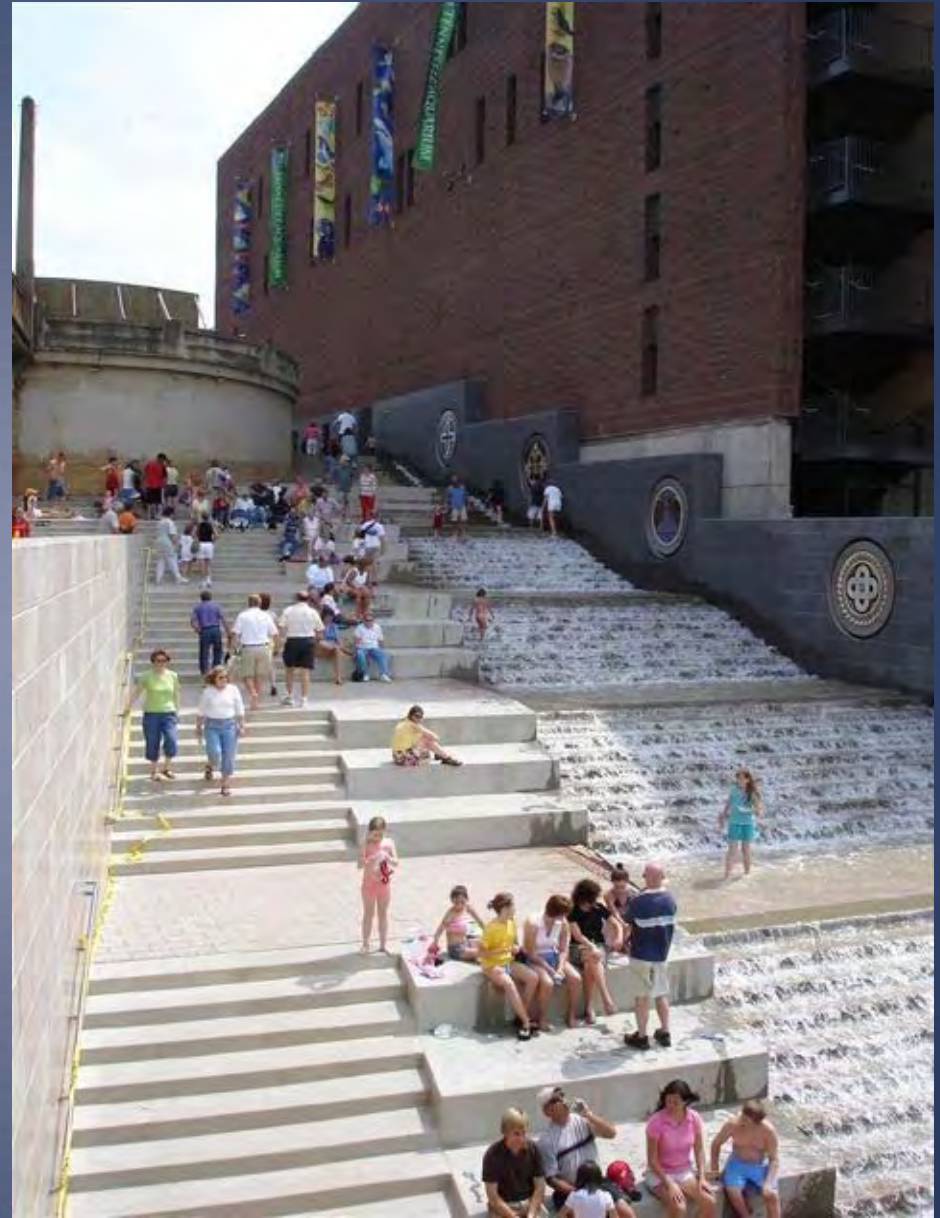
March 1972



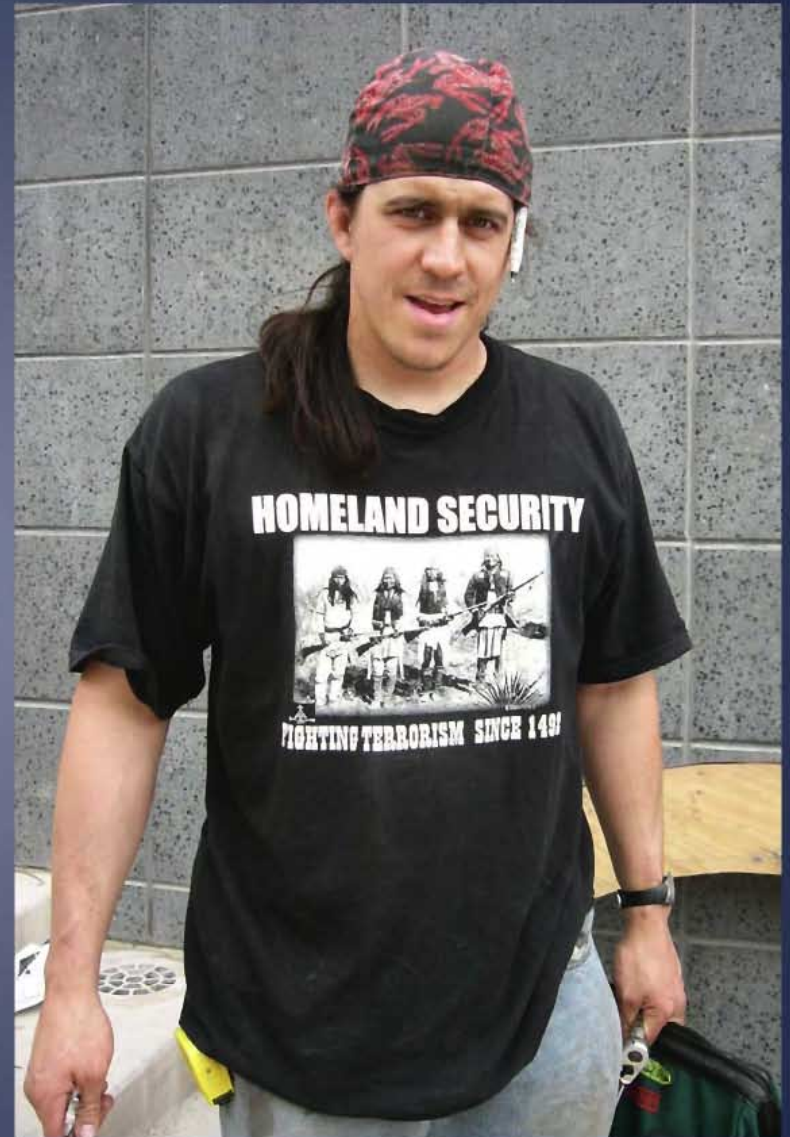
The Passage



The Passage







More Tourism, Festivals & Celebrations



2008



A City with a Healthy Heartbeat



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