

# DOWNTOWN REDEVELOPMENT PLAN

## Town of Greeneville, Tennessee





**TOWN STAFF**

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Logan Engle  
Todd Smith

**STEERING COMMITTEE**

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Shane Hite  
Jann Mirkov  
Robin Shepherd  
Stephanie Steinhorst

**TOOLE DESIGN GROUP**

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Chris Lambka  
Bonnie Moser  
Jared Draper  
Rachel Panik



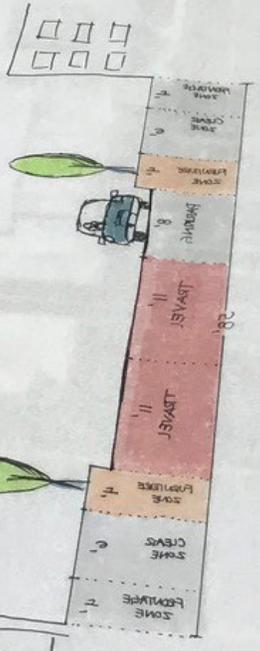


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DEPOT STREET



# Executive Summary

The Town of Greeneville, Tennessee has hired Toole Design Group (TDG) to help realize its vision of a vibrant downtown. Greeneville has a rich heritage that is preserved in its homes, downtown storefronts, churches, war monuments, museums, and national historic sites. As one of Tennessee's first Main Street Communities, this quaint Southern town was recently named one of America's Most Charming Towns and Villages. TDG's work in Greeneville will allow for a strong built environment, economic development, improved quality of life, and walkability solutions that leave a lasting legacy.

The first action item from the town's completed comprehensive plan was the development of a Downtown Redevelopment Plan. Greeneville retained TDG to develop this plan, with the public realm being the primary focus. Understanding that a downtown's visual quality is paramount to its overall success, TDG has created a plan that goes beyond storefronts and building facades to include a comprehensive analysis of public realm and urban design conditions.

The redevelopment plan is focused on four areas: (a) the streetscape design of Main Street and Depot Street, (b) the establishment of open spaces, parks, and a public restroom, (c) the development of a

greenway along Richland Creek, and (d) perceived parking issues. At the core of TDG's design approach, the team performed two Greeneville Downtown Redevelopment Plan multiple-day workshops, engaging the community and developing initial concepts. During the workshops, it became apparent that Depot Street and the daylighting of Richland Creek were at the town's top priorities.

Depot Street will be Greeneville's primary festival street and event space. A full reconstruct of the right of-way will allow for brick streets and provide 10 feet of additional pedestrian space, outdoor dining, ambient lighting, and street trees. Along Depot Street, two vacant parcels will be repurposed as pocket parks. The parks will provide a quiet oasis with water features, café seating, vibrant landscape, and a pedestrian path to adjacent parking lots. The daylighting of Richland Creek is both historically and economically significant. The town was founded because of the natural waterway, and a greenway along the creek will provide residents a safe area to recreate and enjoy the natural beauty that surrounds Greeneville. The greenway and creek also provide adaptive reuse of industrial buildings into restaurant and incubator spaces.



# Chapter 1

# Background

Greeneville is a quaint southern town with a rich history and heritage. Located in Eastern Tennessee at the base of the Smoky Mountains along the Nolichucky River, the town was founded in 1783 after several years of establishment centered around Big Spring (located at the center of modern day Greeneville). History is celebrated through the town's name sake, Revolutionary War hero General Nathanael Greene. The community is also extremely proud that Andrew Johnson, the 17th President of the United States, lived, worked, and is buried here. Among other notable people associated with Greeneville are David Crockett, General John Hunt Morgan, and the Band Perry. Greeneville is also recognized as the lost State of Franklin, in which dissatisfied residents of the area separated from North Carolina to form their own state named after Benjamin Franklin.

As the town of Greeneville began to grow, downtown became the heart and soul of commerce. Jobs, restaurants, grocery, tailors, farm supplies, mail services, a school house, and government facilities could all be found and obtained in downtown. It served as the central gathering space for all town activities. After decades of serving in this role, downtown began a sharp decline. Most small towns in the South have experienced the same fate. Two primary factors that have influenced this decline

throughout the southeast is the introduction of the automobile and the development of the shopping mall. Greeneville has experienced both the automobile and multiple shopping malls over the years just outside of downtown. The town also suffered when the 11E bypass was completed and residents and visitors were no longer routed through downtown to reach their destination.

At the turn of the 21st century, a renewed emphasis in downtowns has flooded the southeast and much of the nation. People want a central gathering space that offers restaurants, open space, and a boutique style shopping experience that only a downtown can provide. Communities across the country are experiencing this phenomenon and are at beginning stages of revitalization. The town of Greeneville recognized the need for a Downtown Revitalization Plan in 2016 and is one of the first action items in the 2017 Comprehensive Plan for Greeneville. In 2017, Greeneville took the first step toward revitalization and hired an outside consultant to complete their Downtown Master Plan Vision. The town's approach to revitalization is to focus on the design of the public realm, placing people first. Once a vibrant streetscape is provided the town will guide private investment that will follow. This Master Plan will serve as the roadmap to Greeneville's Downtown.



# Chapter 2

# Community Engagement

**“Everybody can be great because everybody can serve”  
- Martin Luther King, Jr. -**

The Town of Greeneville met with community groups, business owners, property owners, state DOT officials and the broader public throughout the duration of the project in order to create a plan that built on the work completed as part of the Town’s recent Comprehensive Plan.

Community engagement and public participation in the downtown redevelopment plan was a priority. The Town’s engagement process involved two stakeholder meetings, discovery and design workshops, and biweekly meetings with city staff and an outside consultant. The workshops were conducted in a manner that garnered community input through a

variety of methods. Attendees were encouraged to complete preference surveys, write down what they thought should remain in downtown, what should be improved upon, and what should be added in downtown Greeneville. Community members also had the opportunity to review maps of downtown to give input on specific spaces and their suggested uses.

The input gathered from the community engagement efforts helped inform the direction of the Downtown Greeneville Redevelopment Plan.

# Community Engagement Process

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## ADVISORY COMMITTEE

An advisory committee was appointed by the Town in the fall of 2017. The committee consists of six individuals who work downtown, own or represent downtown businesses and property, or represent community groups and organizations in Greeneville. The group met throughout the planning and design process to discuss changes and strategies they would like to see in downtown as well as portions they would like to see preserved or highlighted.



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## VISIONING WORKSHOP

A two day discover workshop was held in November 2018. The purpose of the workshop was to hear from stakeholder groups, community members, and Town staff regarding the desires, concerns, likes and dislikes related to the redevelopment of downtown Greeneville. The workshop began with a tour of downtown with Town staff and advisory committee members. The tour was followed by stakeholder interview sessions, including groups made up of local business owners, property owners, youth, religious leaders, city parking and utility staff. and representatives from local school districts and colleges. The final portion of the workshop was reserved for a public open



house where community members completed surveys and preference exercises in order to provide a clearer vision for the outcome of the downtown redevelopment plan. The open house helped identify needs, desires and concerns for downtown Greeneville.



## DESIGN WORKSHOP

In December 2018, the Town facilitated a two-day design workshop. The purpose of the workshop was to use feedback from the discovery workshop to guide the design of the public realm of downtown Greeneville. With review and input from city staff, the design team created concepts for areas and facilities that community members recognized as vital to the redevelopment of downtown.

Design concepts and recommendations were created for downtown streetscapes, public open spaces and greenways, parking areas and policy, facilities and catalyst strategy areas. These areas were reviewed by the city and their further refinements can be found in the remaining chapters of this guide.

# Visioning Workshop Results



GRAPHIC FROM VISIONING WORKSHOP



GRAPHIC FROM VISIONING WORKSHOP



## FAVORITE THING ABOUT DOWNTOWN

Community participants were given the opportunity to list their favorite aspects of downtown. The top four topics were:

1. History
2. Architecture and Buildings
3. Richland Creek
4. Walkability/Livability



## LEAST FAVORITE THING ABOUT DOWNTOWN

Community participants were given the opportunity to list their least favorite aspects of downtown. The top four topics were:

1. Lack of dining/shopping/activity options
2. Lack of building/lot maintenance
3. Parking
4. No public restroom
5. Lack of downtown housing



GRAPHIC FROM VISIONING WORKSHOP



GRAPHIC FROM VISIONING WORKSHOP



## HOW FAR ARE YOU WILLING TO WALK

When participants were shown a desirable downtown destination and given a choice of how far they would be willing to walk to reach it, the majority chose the longest distance: 6 minutes. This board shows that when measured in walk times, most of downtown Greenville falls within that walking time.



## PUBLIC REALM FOCUS AREA

Participants reviewed the different public realm zones of a street and were given a sticker to select the zone where they would like to see investment. The zones ranked as follows:

1. **Frontage Zone:** 14 votes
2. **Buffer Zone:** 4 votes
3. **Furniture Zone:** 3 votes
4. **Through Zone:** 3 votes



W SUMMER ST E

NORTH  
321

Loading  
Unloading  
Only  
Tow-Away  
Zone

# Chapter 3

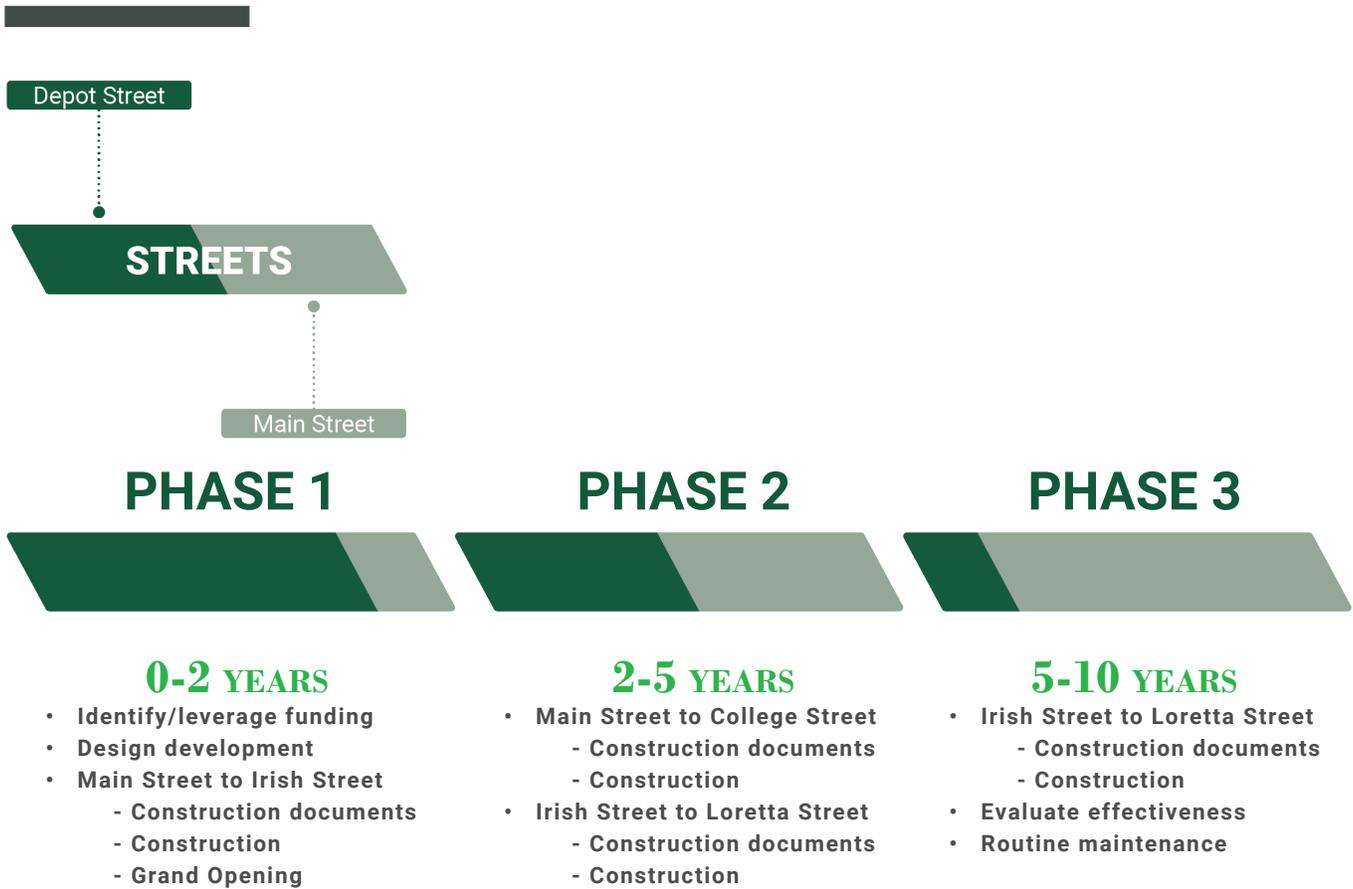
# Focus Area: Streets

**“People have always lived on streets. They have been the places where children first learned about the world, where neighbors met, the social centers of towns and cities.”  
- Donald Appleyard -**

Attracting users to downtown Greeneville must begin with reimagining the existing streets and making incremental improvements that invite additional business and patrons. The character and allocation of space on a street can play a key role in the experience of resident or visitor of downtown Greeneville. Downtown streets should be attractive, inviting, accessible, and comfortable for pedestrians as the most vulnerable users. Although improvements for pedestrians should be a major consideration in street design and redesign, all transportation modes should be accommodated.

This chapter focuses on key improvements to Depot Street and Main Street in downtown Greeneville. These corridors both have unique opportunities for redevelopment and the potential to become lively destinations. Following a review of existing conditions for each street, recommended design changes are described. Recommendations encompass reallocating space within the existing right-of-way, streetscape features, and using materials that highlight the street itself. Improvements along these streets can be the catalyst to downtown revitalization and should be considered a first priority.

# Depot Street

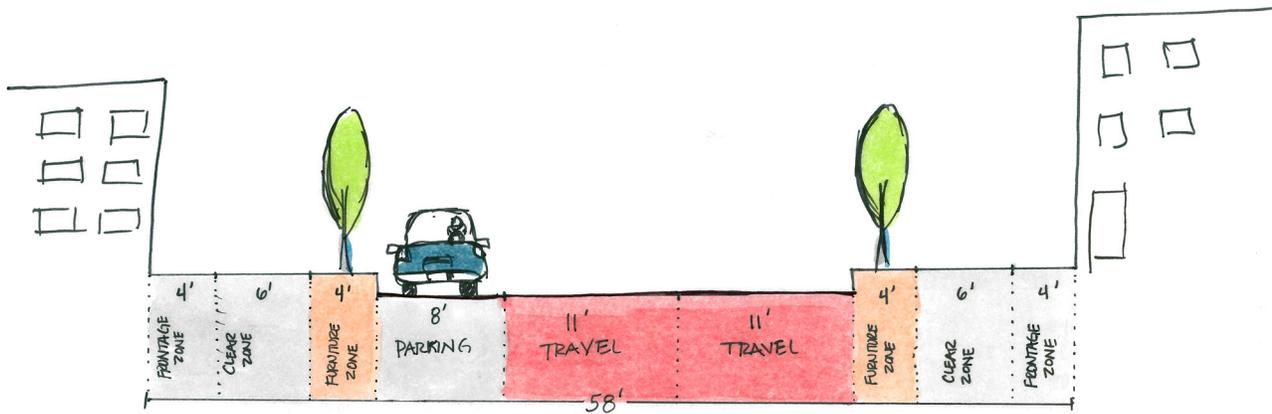


## Existing Conditions

Depot Street currently lacks vibrancy due to a variety of characteristics that are associated with the streets itself and the adjacent buildings. A 58-foot right-of-way provides travel lanes in both directions, crossing the railroad tracks near Cutler Street and bending toward East Church Street after crossing Richland Creek. Both sides of the street offer sidewalks for pedestrians and on-street parking for the local retail; however, the street lacks a sense of place and character that are vital to attracting new businesses and patrons.

## Design Approach

A reimagined approach to the design of Depot Street focused on creating gathering spaces, ensuring safety for all modes of transportation, providing pedestrian amenities, and providing an attractive corridor that invites new development and highlights existing businesses. These key elements to the redesign will be achieved through a reconfigured cross section that allocates more space to pedestrians and provides opportunity for café seating along the street's frontage zone. Brick pavers will be used as a distinguishing feature along Depot Street. A reconstruction of



PROPOSED CROSS SECTION



DEPOT STREET BEFORE

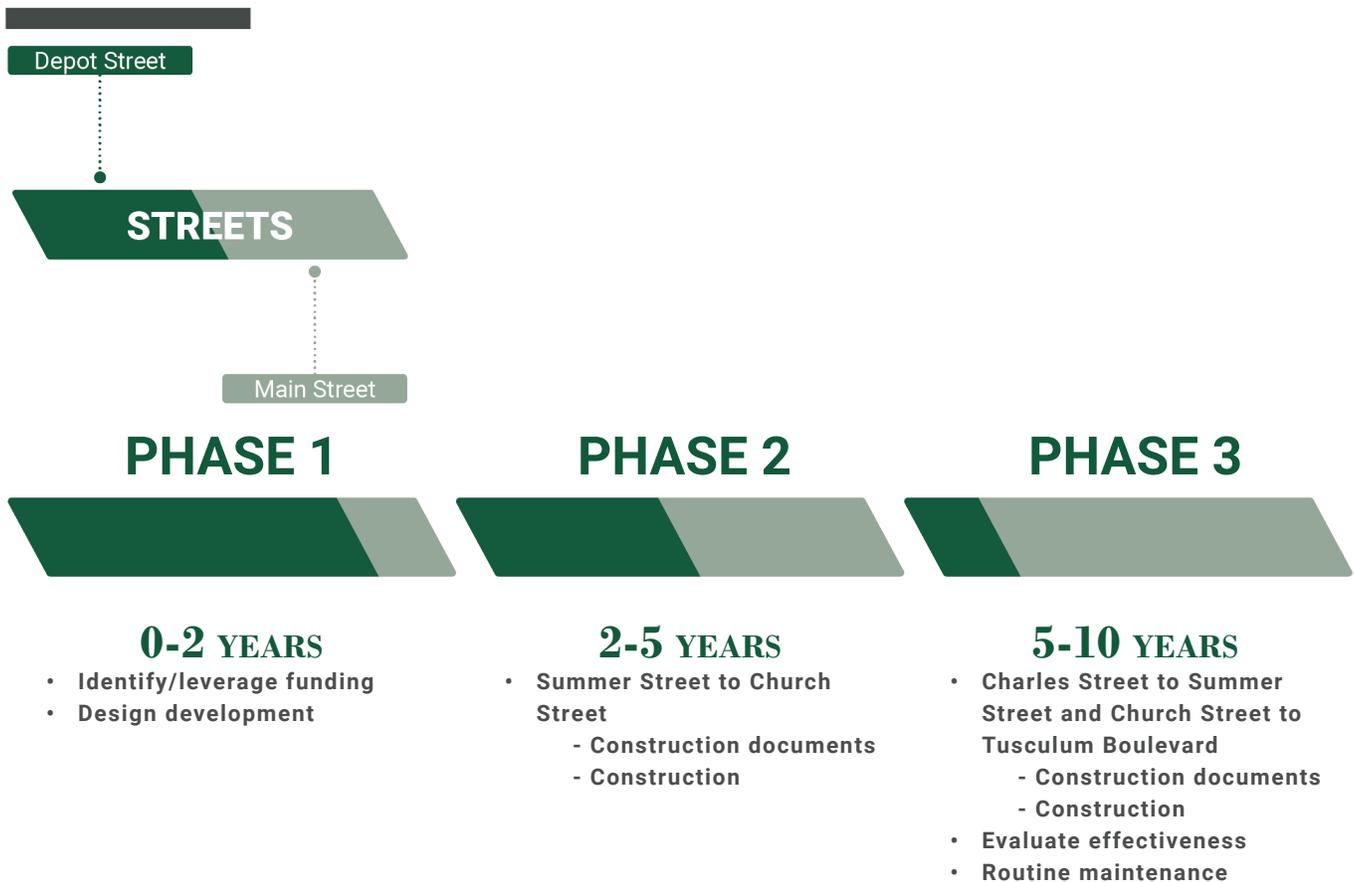


DEPOT STREET PROPOSED AFTER

Depot Street between College Street and Irish Street will use this material for two 11-foot travel lanes. Using this material, installed correctly, is a durable alternative to asphalt and gives the street a unique character that will be useful for community events or festivals that may utilize the entire street by closing it to vehicles during certain periods of time. In addition to the change of material, parking has been limited to the north side of the street. Removal of parking along the south side of the street provides valuable space for pedestrians and businesses on both sides of the street along the corridor. A 4-foot frontage

zone, 6-foot clear zone, and 4-foot furniture zone on each side of the street establish a comfortable 14-foot pedestrian realm for daily residents or seasonal visitors.

# Main Street



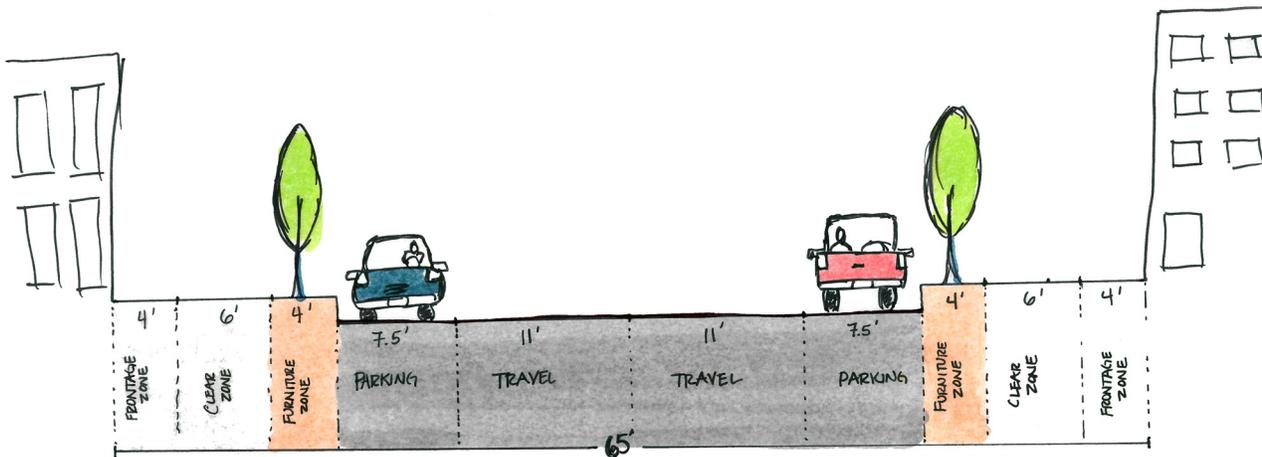
## Existing Conditions

Main Street (US 321) is a key corridor for the Town of Greeneville. This corridor creates a critical vehicular link to the surrounding communities of Jonesborough and Newport, including access to Interstate 40. According to Tennessee Department of Transportation (TDOT), Main Street experiences daily traffic volumes of over 10,000 vehicles. The current cross section through downtown provides parking on both sides of the street along with a single travel lane in each direction. Dedicated left turn lanes are provided as vehicles approach the McKee Street, Summer Street, and Church Street intersections. The current lane configuration meets the needs of current traffic volumes and there is currently not a need for additional capacity.

Although the existing conditions meet vehicular traffic needs, enhancements to Main Street are critical components to revitalizing downtown Greeneville. The project team focused on improving mobility for pedestrians as they cross Main Street as well as providing comfortable pedestrian zones as residents and visitors traverse Main Street in downtown.

## Design Approach

Enhancing Main Street through downtown Greeneville does not require removing capacity for vehicles, rather a recommendation focused on increasing capacity for pedestrians. Recommendations are targeted between Summer



PROPOSED CROSS SECTION



MAIN STREET BEFORE

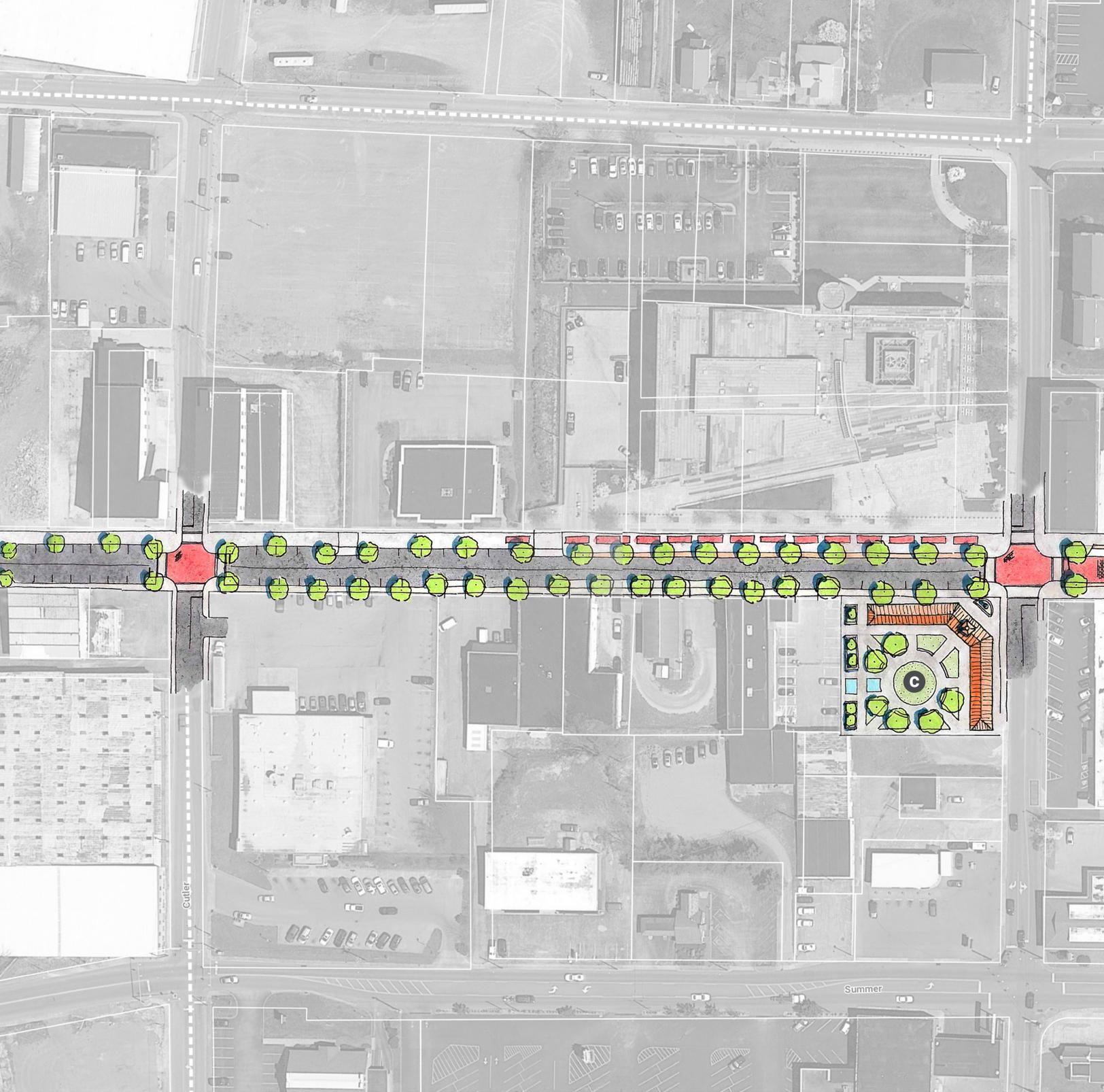


MAIN STREET PROPOSED AFTER

Street and Church Street to enhance the core of downtown Greenville. Much like Depot Street improvements, the Main Street recommendations reallocate existing right-of-way to provided more comfortable pedestrian zones.

The current configuration provides designated left turn lanes on both the north and south approaches for Summer Street and Church Street. The recommended improvements eliminate the left turn lane on the southbound approach to Summer Street and the northbound approach to Church Street. By eliminating each of these left turn lanes, additional pedestrian space can be gained for residents and visitors approaching Depot Street. Widening the pedestrian zone along Main Street is a key

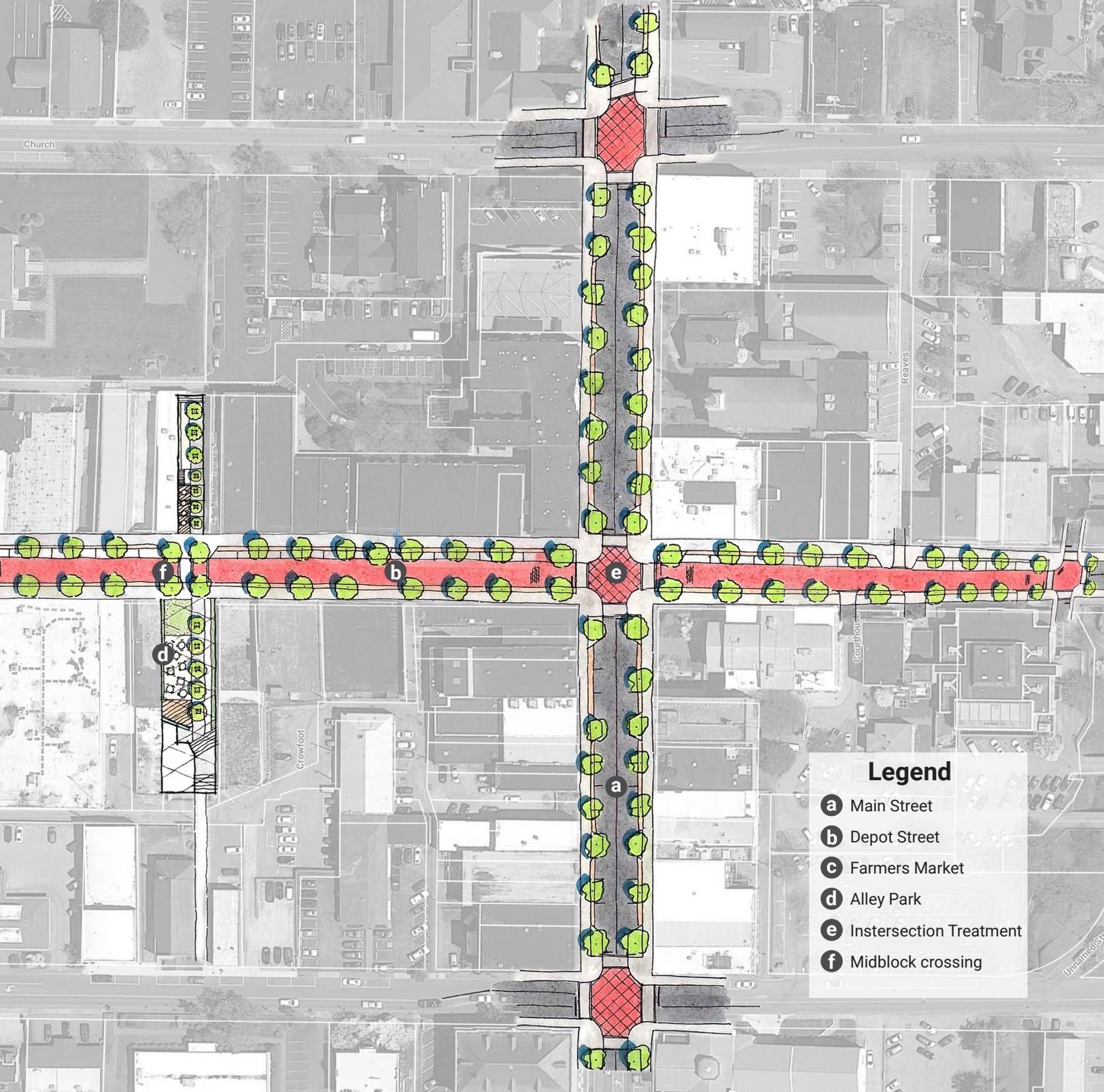
recommendation for creating a vibrant downtown environment. On-street parking along both sides of Main Street will remain, although restriping these spaces is recommended in accordance with design guidance provided in the Streetscape Guidelines section. The section of Main Street between Summer Street and Church Street should be prioritized; however, future enhancements to intersections and the pedestrian zone should be considered toward McKee Street and Tusculum Boulevard to create a streetscape that is a gateway to downtown Greenville.



# Streetscape

Downtown Greenville is a well-planned community with a true grid network of streets. The current design favors motor vehicles and lacks adequate pedestrian facilities to accommodate a vibrant streetscape. Depot Street will serve as the main

catalyst for change in downtown. The street will celebrate the pedestrian, giving more space to sidewalk activities, furnishings, and landscape. During times of festivals and celebrations, the street can be closed to vehicular traffic to allow for large



**Legend**

- a** Main Street
- b** Depot Street
- c** Farmers Market
- d** Alley Park
- e** Intersection Treatment
- f** Midblock crossing

events to spill into the street. The extent of work on Depot Street will be from College Street to the train trestle. Main Street will also provide additional space to pedestrians, have redesigned intersections, landscaping, hardscape materials, and will provide a

since of place and arrival into downtown. The extent of work on Main Street will be from McKee Street to Tusculum Boulevard not shown on the above image



# Chapter 4

# Focus Area: Public Space

**“Cultures and climates differ all over the world, but people are the same. They’ll gather in public if you give them a good place to do it”  
- Jan Gehl -**

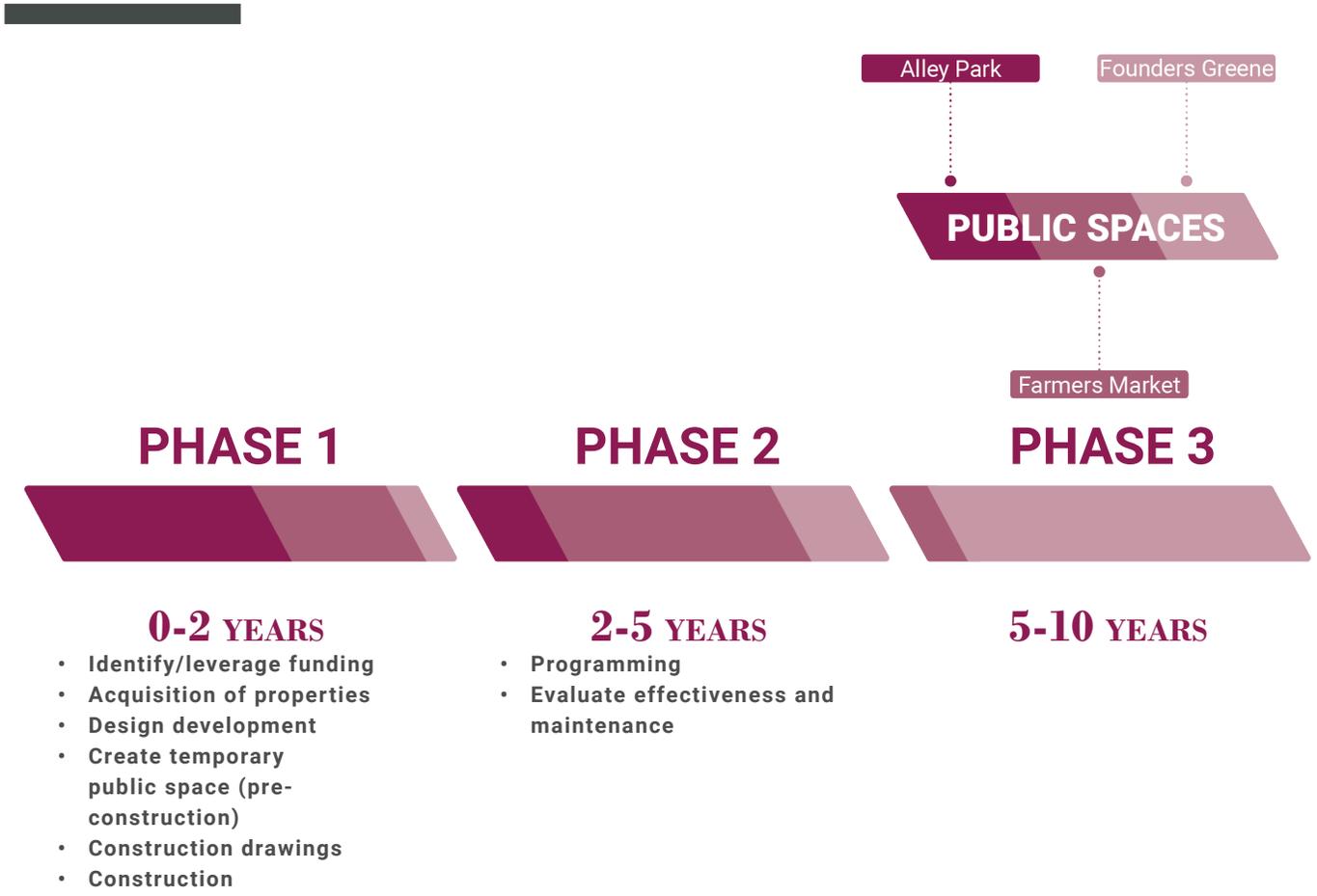
Throughout the public engagement process, community members cited a need for more green space and opportunities for family activity. Three concepts were created for public spaces in downtown Greeneville that would present an overall improvement and access to the following: flexible spaces, outdoor gathering spaces for events and farmers markets, outdoor seating and public restrooms.

Public spaces are beneficial to a downtown community in a variety of ways. They support local economies, attract business investments and tourism, reduce crime, and improve pedestrian safety and public health. Public spaces can provide a sense of character and identity to downtown Greeneville that can highlight the town’s rich history.

Each of the three concepts detailed in this chapter address these needs while highlighting the history and character of downtown Greeneville. Their phasing is detailed in each section of this chapter. The first concept transitions a vacant lot on Depot Street into an activated and flexible alley that would house public restrooms. The second concept, a Farmer’s Market, would transition a gravel parking lot into a dedicated market space that is flexible in use and provides open spaces to users and surrounding businesses. The final public space concept is an open lawn space that could be used for events, daily green space and a centralized gathering space for the community.

Please note this plan is conceptual in nature and property owners have not been approached.

# Alley Park



## Background

Presently, there are several alleys and vacant lots between buildings in downtown. While some of these vacant lots should become building sites in the future, a targeted few should remain as a space for connectivity and public use.

The vacant lot just east of the Leighton House building is presently fenced and inaccessible. Directly south of this lot is another fenced and empty lot to the immediate west of the antiques

shop. The north lot still has the façade brickwork and steel framing present, creating a framed exterior space that in conjunction with the vacant lot to the south, could create an activated alley space.

## Design

Alleys provide alternative routes and shorter travel distances to pedestrians. The network shown will reduce travel time for users while also engaging them and providing spaces for outdoor dining



and leisure. They would provide connection from Church Street to Summer Street and surrounding Dickson-Williams Mansion, General Morgan Inn, nearby churches and businesses.

The alley park would connect users from the proposed parking garage at Summer Street to the Dickson-Williams Mansion and General Morgan Inn. The pocket park will be the location for public restrooms that will be easily accessible during events held on Depot Street and Main Street as well as everyday use by patrons of surrounding

businesses. The park will also feature outdoor seating and dining spaces, space for public art along alley walls, a second level for seating, string lighting, shade trees, and a water wall to provide white noise and make the space feel for intimate.



# Farmer's Market



## Background

The intended space for the farmers market is currently a gravel parking lot leased to the school district. The corner lot is located on Depot Street and across from the Federal Courthouse. The lot has been used as a farmer's market in the past and could be an excellent location for a centrally located market space.

## Design

The design of the space allows for flexibility in that a farmer's market, everyday use, and events could take place in the space. An architectural structure that matches the character of downtown would abut the street and allow markets to take place in all weather conditions. A statue or memorial would be a feature of the Irish and Depot Streets intersection and draw users into the space. Open space on the interior of the market space would be flexible in use and could house concerts and events.



# Founders Greene



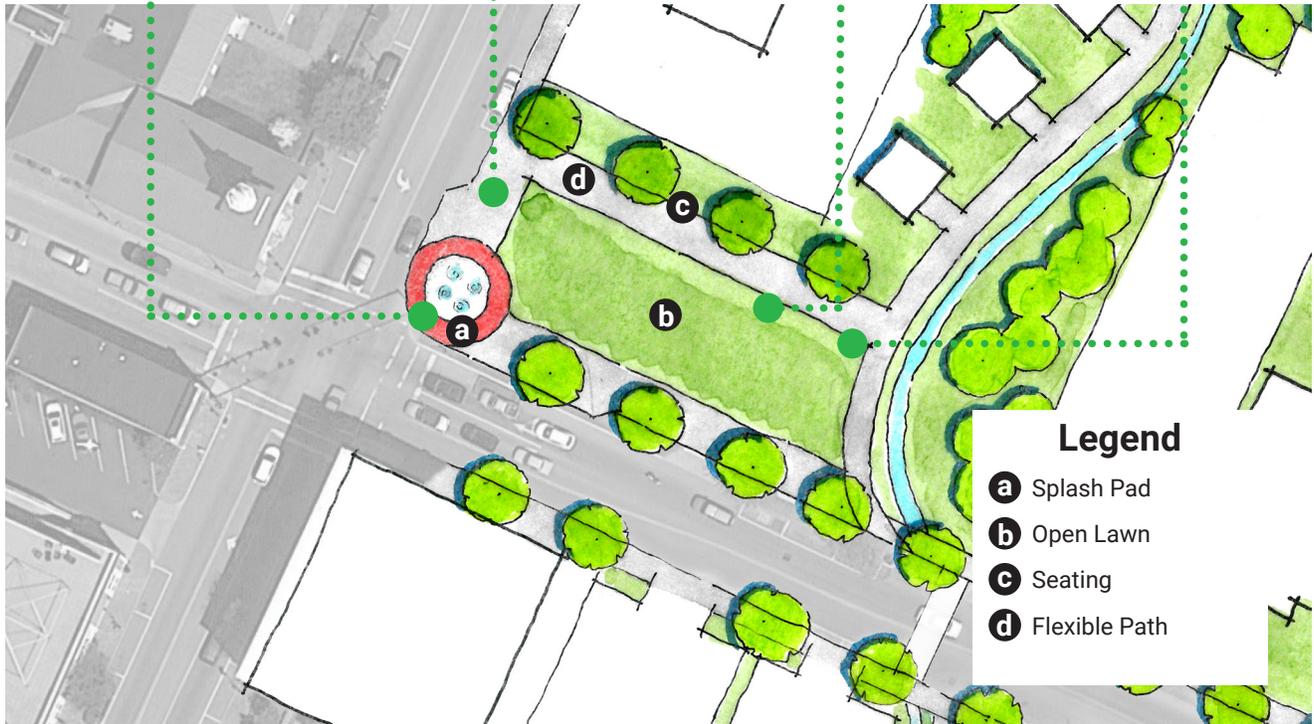
## Background

On the corner of Main and Church Streets exist two banks. These businesses currently abut the Public Library, Richland Creek, and the creek’s springhead or Big Spring. The proposed Greene Spine will also run along the east side of the two properties. As these businesses are expected to transition and consolidate, an opportunity for an open green space arises.

## Design

If the current land owner was able to acquire the neighboring bank drive thru, the corner lot on Main and Church Street could become a dedicated town park. The park would be a space for community events and regular outdoor space for residents and patrons as well as the anchor space for the greenway along Richland Creek.

The space would feature an interactive water feature set back from the street to draw users in. The water feature could be turned off during



events and in the winter months and would be buffered from the road using elements like seat walls. An open lawn would be flexible space where events like outdoor markets, concerts, and food festivals could take place. A path of at least 15 feet wide could accommodate booths, food trucks or other events that require ample hardscape space. Seating would be setback off the path and in shaded areas for use in the summer months.





# Chapter 5

# Focus Area: Greene Spine

**“What is it that makes it so hard sometimes to determine whether we will walk? I believe that there is a subtle magnetism in Nature, which, if we unconsciously yield to it, will direct us aright.”  
- Henry David Thoreau -**

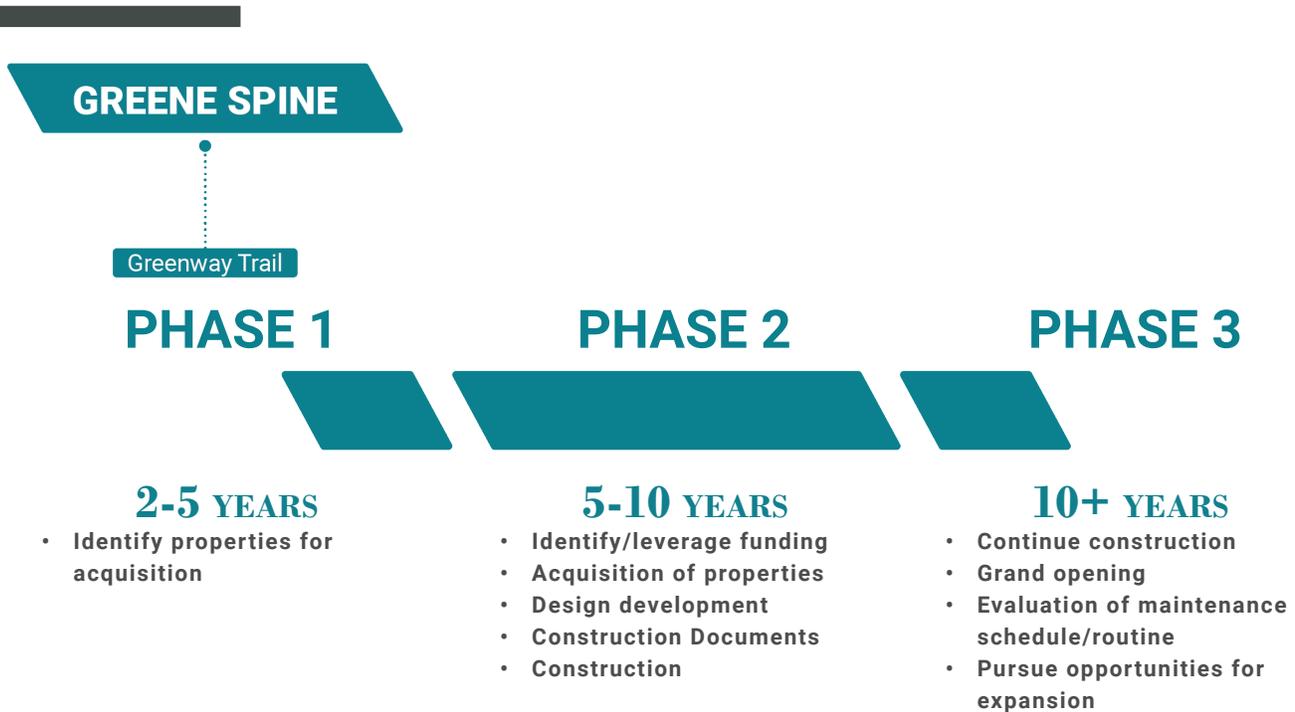
Many great downtowns feature a stream, creek, or river that runs through them. When cities embrace their waterways, the economic, environmental, and health benefits can be notable. Often times, waterways become the heart and soul of a city and revitalizations are designed with them as the feature.

Restoring or featuring waterways makes cities and towns more livable, by allowing the creation of walking trails and waterfront businesses, plazas, and parks. In successful communities, parks and trails are a primary element that shapes

development, creates livability, preserves or raises property values, and provides the infrastructure to promote fitness. More liveable and walkable cities are a trend that the emerging workforce desires, as they prioritize better quality of life in the areas they live and work in.

The following section details a plan to revitalize Richland Creek and make it a prominent element in the revitalization of downtown Greeneville. Please note this plan is conceptual in nature and property owners have not been approached.

# Greene Spine



## Background

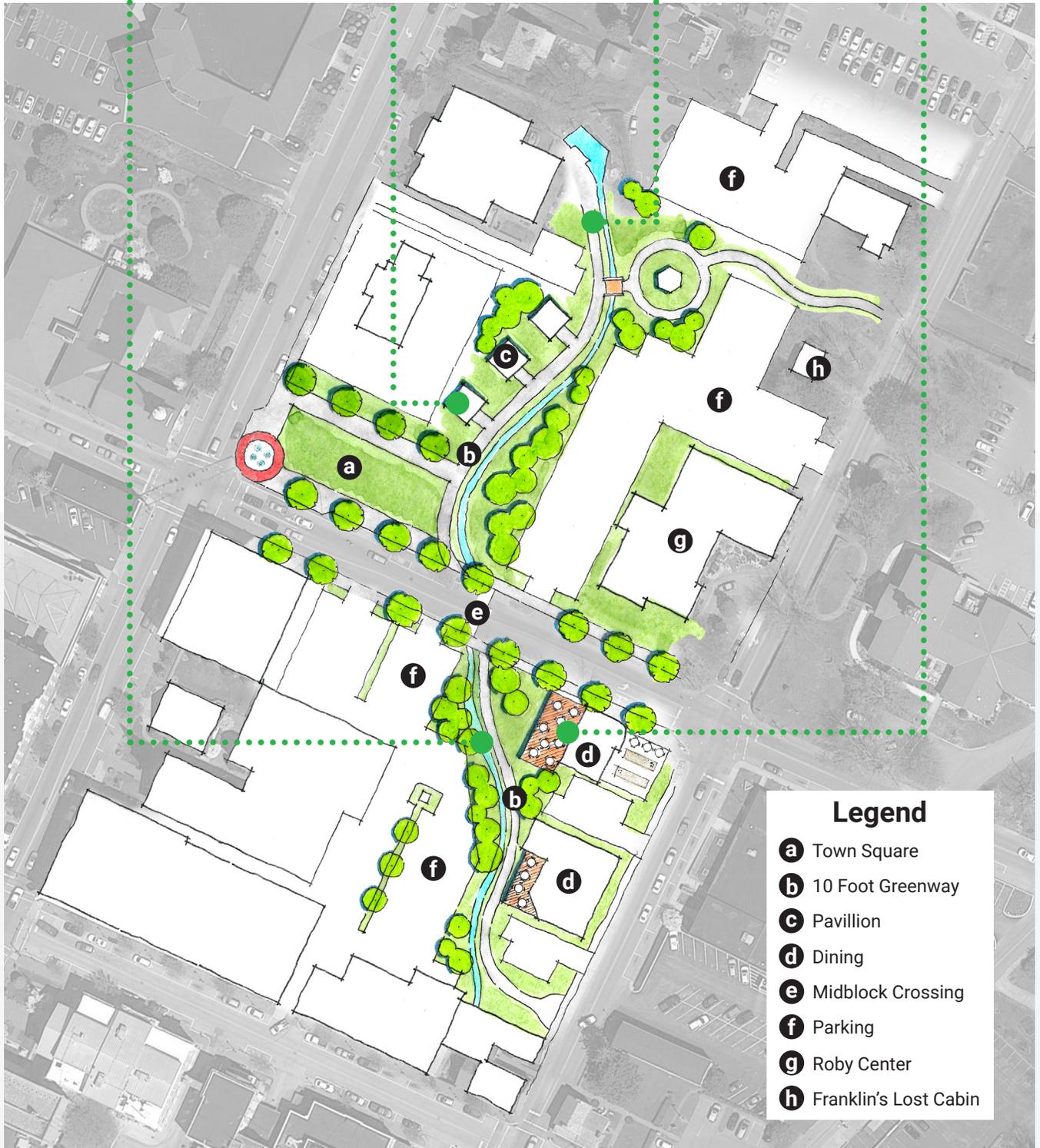
Richland Creek was the reason Greeneville became a town. The creek was open and a part of the downtown until the late 1970s, when it was channelized to accommodate infrastructure and additional building density. During the public outreach process, community members considered Richland Creek historically valuable and an asset to downtown. Allowing the creek to resurface from existing parking lots, bridges, and buildings, it could then become a greenway that followed from its spring throughout downtown.

## Design

A greenway along the creek would be a phasing effort that would begin by acquiring properties where it passes as they become available. As land is acquired, the process of daylighting the creek can take place, creating the Greene Spine. The

creek would be rehabilitated to its original state, allowing for development that would enhance and feature the creek rather than hide it.

The design would include an improved layout of private, city, and the Roby Center parking lots. The stream would be openly accessible for play and waterside picnics. A 10-foot wide greenway would run alongside the stream for accessibility and connectivity to businesses and public buildings that abut the spine. The greenway could incorporate informational signage throughout to explain its history and the history of the town. Pavilions would connect to the greenway, providing seating and event space. In addition to library users and Walters State Community College students having access to outdoor space, the Greene Spine would be a public waterfront destination. Restaurants that featured dining next to Richland Creek would further enhance the area and viewing experience.





# Chapter 6

# Focus Area: Parking

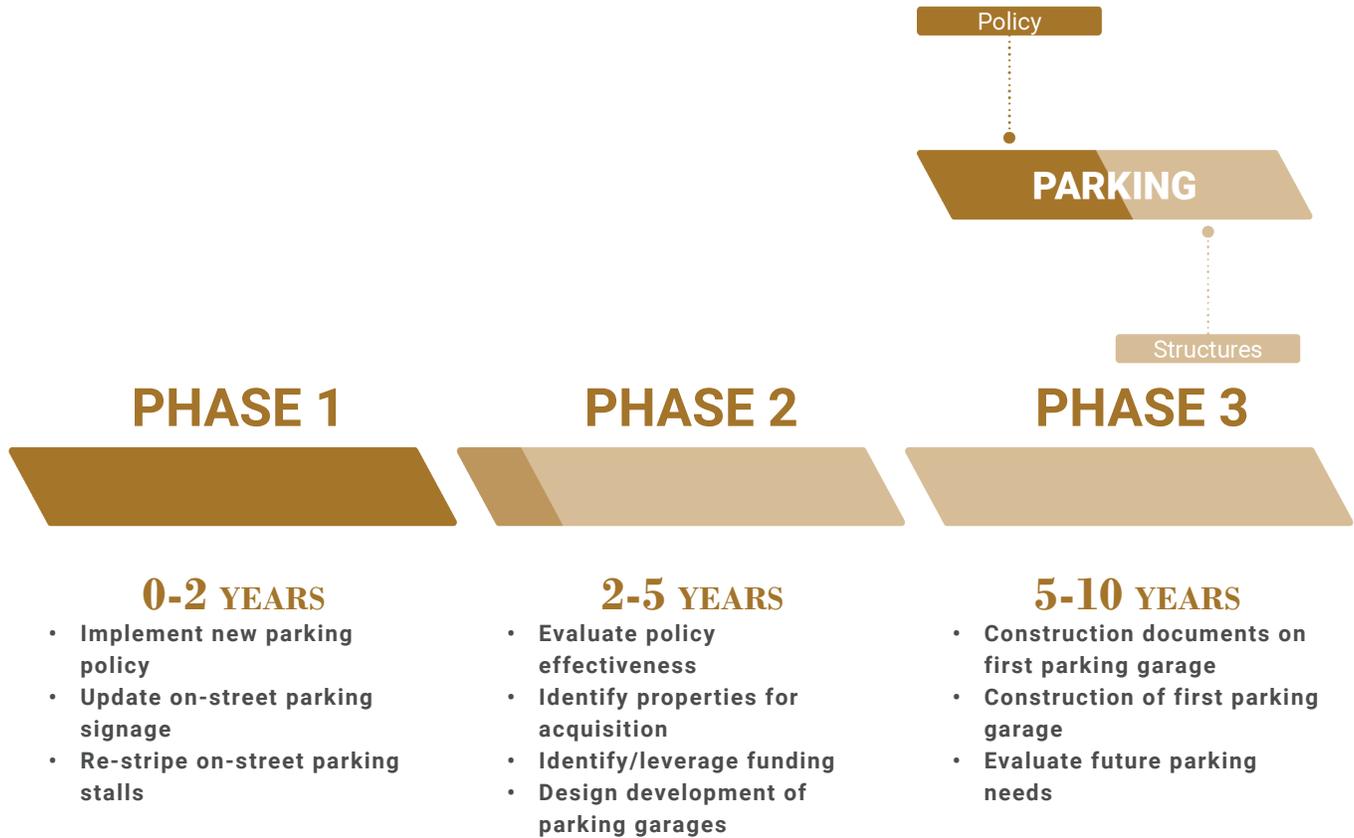
**“We were born to move—not merely to be transported.”  
- Charles Montgomery -**

Vibrant downtowns provide a balance between comfortable pedestrian space and convenient parking. Providing an attractive downtown pedestrian realm without parking in close proximity may negatively impact overall downtown appeal. The opposite is equally true; providing abundant downtown parking may intrude on pedestrian zones and increase the number of conflicts between modes of transportation. Implementation of downtown parking should consider all of the users of the streets, not only vehicles and pedestrians, but static users such as residents and business owners. Sufficient parking and adequate access to Greeneville’s downtown should be provided; however, existing parking and new parking should be reviewed to

ensure it aligns with the vision and goals of creating a vibrant downtown destination.

The following sections describe the existing conditions of parking within downtown Greeneville, the strategy and goals for current and future parking, recommendations for parking policies, and finally a long-term approach to structured parking. Although parking alone will not revitalize downtown in the Town of Greeneville, a new approach to existing parking and a thoughtful approach to future parking will benefit future development and opportunities. Please note that this is conceptual in nature and property owners have not been approached.

# Parking Strategy



## Existing Conditions

Downtown Greeneville currently has on-street parking on a majority of streets to allow residents and visitors to access downtown businesses. On-street parking is currently limited to 2-hours throughout downtown and therefore business owners, daily employees, and visitors that desire to spend longer than 2-hours are forced to risk being ticketed or find alternative parking options.

Additionally, on-street parking is perceived to be in short supply by several members of the community; however, based upon field

observation, there is a surplus of parking stalls for the current demand. Several businesses utilize permitted/leased parking lots for themselves or employees. The Town of Greeneville also leases parking spaces in a Town owned lot. Lastly, the current on-street parking signage does not clearly communicate when the 2-hour limits is applicable. The existing conditions for on- and off-street parking have been reviewed by the project team to provide recommendations that increase clarity as well as provide short- and long-term solutions for parking in downtown Greeneville.



ON-STREET PARKING RECOMMENDATIONS BY TIMEFRAME

## Goals for Downtown Parking

Downtown parking should provide sufficient parking for downtown users, including visitors, residents, and business owners/employees. Sufficient parking should be considered comprehensively throughout the entirety of downtown Greenville. Short-term parking along key streets should be provided for visitors but this type of parking should also have a more rapid turnover. Medium-term parking must also be provided for visitors that want to experience downtown Greenville. Lastly, longer-term parking must be provided for business owners/employees and future residents of downtown. This parking

should be placed on streets that experience less pedestrian traffic.

Downtown Greenville should aspire to be a true destination, not only for residents but for regional visitors and new businesses. Parking should be located strategically to allow for greater pedestrian space. Great destinations attract people in spite of satellite parking. The following recommendations focus on short- and long-term parking solutions as a resource to the Town of Greenville as it transforms its downtown.



MUTCD SIGN WITH READABLE HOURS OF ENFORCEMENT



IMAGE COURTOSEY OF DESTINATION MAIN STREETS: ON-STREET PARKING SAMFORD, FL

# Town Parking Policy

The Town of Greeneville should implement a hierarchy for on-street parking within the downtown area to ensure that there is beneficial patron turnover for downtown businesses. This hierarchy is illustrated in the map above and should consist of priority streets, secondary streets, and local streets. Priority streets should include Depot Street, Main Street, and Church Street and a 2-hour limit should be enforced along these corridors to ensure turnover for local businesses. Secondary streets are those streets that connect to the priority streets but are not considered neighborhood streets. A 4-hour limit for on-street parking is recommended for secondary streets. Finally, local streets are streets that surround downtown and may have more residential uses rather than downtown businesses. These streets should allow on-street parking if right-of-way-width is available; however, parking should not be limited by time unless surrounding residents express concerns.

All on-street parking signage should clearly articulate the time limit for parking along with the periods that parking limits are enforced. Parking enforcement

may be restricted to Monday through Friday for all on-street parking or may vary based upon the type of street parking. For example, on-street parking along secondary street may be enforced Monday through Friday while enforcement for parking on primary streets may occur Monday through Saturday. The Town may benefit from enforcement along primary streets on Saturdays in order to encourage turnover that may increase activity for local businesses on the weekend. All on-street signage should also clearly indicate when parking is not enforced. It is recommended that time limits are not enforced between late evening and early morning to encourage activity in downtown in the evenings and prepare for future residential development.

Current leased parking in off-street lots also provides an opportunity for evening parking for residents and visitors. Revisions to parking contracts is recommended to allow for free parking in leased parking stalls after normal business hours. This recommendation is in addition to proposed changes to on-street parking.



POTENTIAL PARKING GARAGE LOCATIONS AS DEVELOPMENT OCCURS AND NEED ARISES

# Parking Garage Locations

As downtown Greenville gains momentum, future parking garages may be necessary to accommodate residents and visitors. Currently, a parking structure is not necessary based upon current demand. Implementing the proposed parking policy for on- and off-street parking are important steps in creating a downtown destination. These proposed changes are short-term recommendations and will also improve parking for large groups that travel to Greenville for festivals or conferences. However, future development may require additional parking for downtown residential or larger events. Potential future locations for parking garages are identified in the map above. These locations should be carefully considered in order to determine the appropriate number of spaces warranted and the pricing structure for hourly, daily, weekly, and monthly rates.

Parking structure should be constructed to fit the character of downtown Greenville, using the appropriate materials and design features. Additionally, parking garages should consider ground floor commercial space fronting adjacent streets. Developing multiuse parking structures ensures that large structures add to the character of downtown Greenville along with providing commercial space that results in monthly rental income to assist with the cost of construction and operations. Constructing a parking structure is a long-term recommendation for the Town of Greenville but if implemented thoughtfully can be an asset to the community in the future.



# Chapter 7

# Streetscape Guidelines

**“The details are not the details; they make the design.”  
- Charles Eames -**

While all facets of Downtown Greeneville are important and contribute to its success, none are more important than its streets. Streets make up the largest portion of the public realm that is available to create “place.” To create place, we must go beyond Complete Streets and provide a Great Streets Approach. Great streets employ both Complete Streets and Context Sensitive Solutions to produce streets that not only deliver a balanced quality of service to all modes but also a high quality of life for the downtown’s businesses, visitors, and residents. Great Streets address cars, bicycles, pedestrians, transit, landscape, hardscape, adjacent land uses, the environment, socioeconomics, economic development, and urban design.

The Town of Greeneville realizes the visual quality of downtown is paramount to its success. This goes beyond storefronts and building facades and focuses on streetscape elements such as the roadway, sidewalks, crosswalks, furnishings, lighting, plant material, parking, intersection designs, material palette, and public art installations. The combination of these elements, when carefully designed and woven into the existing landscape fabric of Greeneville, create a vibrant and inviting atmosphere that is engaging, meaningful, and encourages economic growth. The following pages provide guidelines for the development of Downtown Greeneville’s streetscape, acknowledging its past and planning for the future.



IMAGE COURTESY OF HOLOPHANE LIGHTING: PHOTO OF PITTSFIELD, MA

# Street Lighting

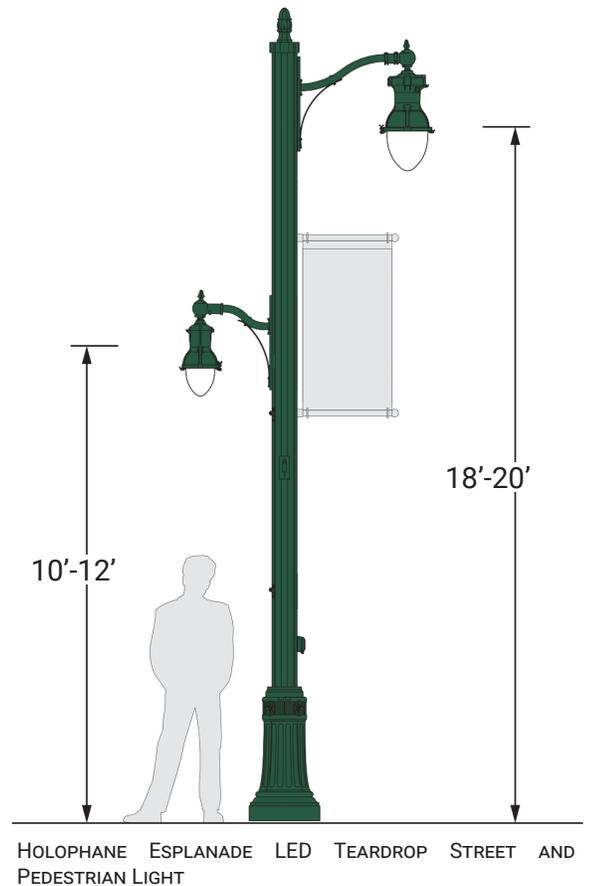
Lighting has the ability to define a street and set the tone for comfort and safety. Pedestrian and street lighting should be consolidated on a single pole. Banners, hanging baskets, and electrical outlets can be incorporated for event needs.

## Specifications

- **Brand:** Holophane Lighting
- **Product:** Esplanade LED Series, Teardrop Glass, and SiteLink Pole with Charleston Base
- **Fixture Color:** Dark Green
- **Fixture Kelvin:** 3,000k LED Luminary
- **Custom Options:** Banner, Hanging Basket Pole or approved substitution

## Implementation

Lighting should be broken into two scales, vehicular and pedestrian, and spaced every 75 to 100 feet apart from one another based on desired affect. The first light should be set back 30 feet from the intersection and the remaining spaced as equidistant as possible.





CANTENARY LIGHTING ON MAIN STREET IN SULPHUR SPRING, TEXAS

# Catenary Lighting

Catenary lighting, or more commonly known as string lighting, provides wonderful ambiance to a street, increased safety, and encourages nightlife. The lighting helps further define the street as a part of the public realm.

## Specifications

- **Brand:** Honeywell
- **Product:** Replaceable Filament Style LED String Light
- **Fixture Color:** Black
- **Fixture Kelvin:** 3,000k LED Luminary
- or approved substitution

## Implementation

Catenary lighting should be installed on both sides of Depot Street. Lighting must not cross Main Street as it is not approved by the Tennessee Department of Transportation. Stainless steel support wire should be spanned from the top of the street light to top of street light both directly across from each other and diagonally.



HOWELL LIGHTING: COMMERCIAL STRING LIGHTING



IMAGE COURTESY OF KEYSTONE RIDGE DESIGNS: LAMPLIGHTER 6-FOOT BENCH WITH BACK AND HARMONY LITTER RECEPTACLE.

# Seating

A key component of a successful downtown is ample and consistent seating in the public realm. During the public outreach process community members preferred that seating be a single design, is durable and long-lasting as well as comfortable while not accomadating pedestrians to lie down.

## Specifications

- **Brand:** Victor Stanley
- **Product:** Classic Collection, CR-196, 6 ft Bench with Back and Center Arm Rest
- **Color:** Green
- **Custom Options:** Cast Plaques Available
- or approved substitution

## Implementation

Seating can be located in the furniture zone of streetscapes as well as in public spaces like the town square, downtown greenway, and farmers market.



VICTOR STANLEY: CLASSIC COLLECTION, CR-196, 6-FOOT BENCH WITH BACK.



IMAGE COURTESY OF KEYSTONE RIDGE DESIGNS: HARMONY LITTER RECEPTACLE.

# Receptacle

Ample refuse and recycle receptacles are essential to the cleanliness of downtown. The receptacles must complement the other streetscape elements, be simple from a user standpoint, and be easy for refuse collection workers to empty.

## Specifications

- **Brand:** Keystone Ridge Designs
- **Product:** Harmony Litter Receptacle, 32 gallon
- **Color:** Hunter Green
- **Custom Options:** Elevated Lid, Custom Plaques or Nameplates Available
- or approved substitution

## Implementation

Receptacles should be located in the furniture zone or curb extension of streetscapes as well as in public spaces like the town square, downtown greenway, and farmers market.



KEYSTONE RIDGE DESIGNS: HARMONY LITTER RECEPTACLE



IMAGE COURTESY OF DERO: HOOP RACK HEAVY DUTY

# Bicycle Rack

Bicycle racks provide secure, dedicated space for bicycle parking. They will encourage active transportation and recreation downtown and keep bicycle parking off street trees and light poles.

## Specifications

- **Brand:** Dero
- **Product:** Hoop Rack Heavy Duty
- **Color:** Hunter Green
- **Custom Options:** Custom Plaques or Nameplates Available
- or approved substitution

## Implementation

Bicycle parking can be located in the furniture zone or in a curb extension. If more than one rack, they should be spaced a minimum of 3-foot apart. Racks can either be installed by surface or in-ground mount.

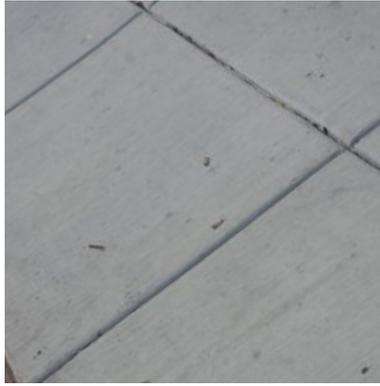


DERO: HOOP RACK HEAVY DUTY SURFACE MOUNT.

CLAY BRICK PAVER



CONCRETE



ASPHALT



GRANITE COBBLE



CONCRETE PAVER



BLUESTONE



## Hardscape Materials

The current hardscape palette within the public realm downtown consists of historic and non-historic brick, concrete, and asphalt. Once outside of right-of-way, many tenants have complementary brick, granite, and concrete at their storefronts or at church and government entryways. While the brick material is consistent in the sidewalk, the color and style of bricks are not complementary to one another. Often, this is contributed to different dye lots in brick or certain lines of brick being discontinued. The same can also be said about natural stone variation in color based on depth or vein of the mountain. To avoid this scenario in the future all brick and stone needed for the entire project should be purchased upfront and stored until needed.

The material palette moving forward will complement what is existing and add natural stone. The sidewalks will move from a brick paver to concrete scored with a 3'x3' diamond pattern in the sidewalk frontage and clear zone. The furnishing zone will become a three-piece concrete paver. The roadway in most places will stay asphalt; however, on Depot Street it will become clay brick paver. Accents at crosswalks, bulb-outs, and curb extensions will be natural cleft Pennsylvania Bluestone and natural granite.



SAMPLE OF ON-STREET PARKING AND STANDARD DIMENSIONS

# On-Street Parking

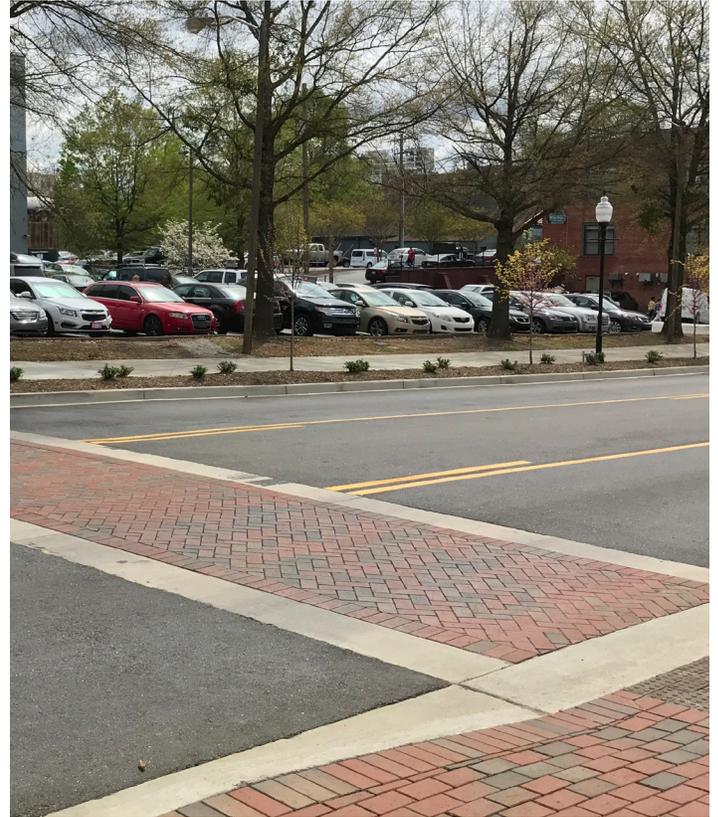
Parking is essential in creating a vibrant and accessible downtown. On-street parking helps provide easy access to storefronts, street side activates, pocket parks, and reduces travel speeds. The parking has an additional benefit of providing a greater buffer and physical barrier between the roadway and sidewalk. On-street parking should not encroach the crosswalk or impede visibility at intersections. For this reason, all parking must maintain a minimum of a 20 foot buffer from crosswalks and intersections.

## Standards

The standard on-street parking stall should be 8 feet in width, including the gutter pan and to the centerline of striping, and 20 feet in length. This will accommodate most standard-size vehicles and trucks. Special attention should be given to people with disabilities. The same dimensions should be used for the physical parking space with the addition of a 5 feet buffer added to the front or rear of the space for additional room to maneuver.



IMAGE COURTESY OF NACTO: EXAMPLE OF STANDARD CROSSWALK



EXAMPLE OF ENHANCED CROSSWALK

# Crosswalks

Crosswalks are an important element to establish a safe pedestrian environment within a streetscape. They help inform pedestrians where to cross as well as inform drivers with a visual cue that pedestrians may be present at this location. Crosswalks must be present at all intersections within downtown and may be necessary at midblock crossings with heavy pedestrian movements. Pedestrian safety in the Town of Greenville will benefit from a more consistent approach to crosswalk treatments. The following types of crosswalks should be used throughout downtown.

## Standard Crosswalk

The standard crosswalk treatment should be a continental or high visibility crosswalk. The high visibility crosswalk typically consists of 24" wide white bars spaced 4' on center perpendicular to the

path of travel. The crosswalk should be at least 8' wide or the width of the approaching sidewalk if it is greater. In areas of heavy pedestrian volumes, crosswalk can be up to 16' wide.

## Enhanced Crosswalk

The enhanced crosswalk treatment should be a brick crosswalk with highly contrasting colors from the roadway material. The enhanced crosswalk should consist of two 12" decorative concrete bands with brick placed between them. The crosswalk should be at least 10' wide or the width of the approaching sidewalk if it is greater. In areas of heavy pedestrian volumes, crosswalk can be up to 18' wide. The enhanced crosswalk should be used primarily along Main Street and Depot Street or areas of aesthetical importance.



LIGHT UP SPARTANBURG ART SERIES IN SOUTH CAROLINA



RESTORED BUSINESS MURAL IN CHENOA, ILLINOIS. PHOTO CREDIT: NOLAND VOIDE

# Public Art

Downtown Greenville already has the beginnings of a public art program. The current Quilter's Trail is a great launching pad for forming more public art programs to enhance the downtown. Public art has been effective in the economic revitalization of downtowns as well as the creation of a sense of place. Known benefits include education, job creation, increased real estate value and increased tourism.

## Place for Public Art

In the public realm, public art can be located on streets, on street corners and bulbouts near intersections, and in parks and plazas. Business owners can also allow for the installation or display of various types of art both indoors and outdoors.

## Types of Public Art

Public art has endless opportunities for creation and the medium through which they are made. The following would be ideas that could be easily incorporated into the public realm of downtown Greenville:

- Decorating utilities boxes
- Sculptures
- Planters, green walls and hanging baskets
- Restoration of original business murals
- Temporary installations
- Interactive art
- Memorials
- Art performances

To learn more, visit Americans for the Arts at [www.americansforthearts.org](http://www.americansforthearts.org).



HISTORIC FIRST PRESBYTERIAN CHURCH IN DOWNTOWN GREENEVILLE

# Landscape Palette

Greenville is filled with scenic beauty, with a rich landscape palette on the historic park grounds of the Andrew Johnson House and majestic mountain views of the Appalachian Mountains. Building on this scenic beauty, the focus must be, “creating a landscape where utility, practicality, and beauty are untied” throughout downtown. The landscape palette must be visually appealing, utilizing mass drifts of perennial flowers, shrubbery, and create an urban canopy of stately trees. The species of plant material have been selected based on their ease of maintenance, indigenous status, and climate of growth. The landscape must draw visitors and residents to downtown and leave a lasting legacy for years to come.

The landscape palette has been broken into three categories; Landscape Beds, Small Trees, and

Large Trees. The landscape beds plant list is for areas of three feet or greater along the roadway, at intersection bulb outs, and at key entrances into downtown. This palette can also be used in the public open spaces. Small trees are traditionally ornamental in nature, reaching heights of 30 feet or less, and provide visual interest and shade. Large trees are legacy plants providing the urban canopy, reaching heights of 70 feet tall.

The following pages list the plant species and describe their characteristics and seasonal interests. All plant material follows the Tennessee Department of Transportation (TDOT) specifications for roadside plantings and height restrictions.



PLANT NAME: *Buxus microphylla* var. *japonica* 'Wintergreen' – Wintergreen Boxwood

CHARACTERISTICS: Medium sized hedge and foundation plant to be kept at 24" – 36" tall and wide. Very tolerant of pruning or shearing and grows in full sun to shade.

SEASONAL INTEREST: Winter hardy lush green foliage.



PLANT NAME: *Chrysanthemum x superbum* 'Snowcap' – Snowcap Shasta Daisy

CHARACTERISTICS: Compact herbaceous perennial growing 10" – 14" tall and 12" wide. Thrives in average, well-drained soil in full sun.

SEASONAL INTEREST: Showy abundance of white flowers in late spring.



PLANT NAME: *Distylium* 'Vintage Jade' PP23,128 – Vintage Jade Distylium

CHARACTERISTICS: Low maintenance mounding evergreen growing 36" in height and 48" wide in poor urban soils.

SEASONAL INTEREST: Dark green evergreen leaves with small red flowers in winter.



PLANT NAME: *Echinacea purpurea* - Purple Coneflower

CHARACTERISTICS: Clump forming native perennial, 24"-36" height.

SEASONAL INTEREST: Showy, daisy-like, purple flowers in summer.



PLANT NAME: *Muhlenbergia capillaris* – Pink Muhly Grass

CHARACTERISTICS: Native ornamental grass, growing 36" tall in average soil in full sun to very light shade.

SEASONAL INTEREST: Showy pink flower panicles, dark green foliage, and winter interest.

LANDSCAPE BEDS



PLANT NAME: Muhlenbergia capillaris – Pink Muhly Grass  
CHARACTERISTICS: Native ornamental grass, growing 36” tall in average soil in full sun to very light shade.  
SEASONAL INTEREST: Showy pink flower panicles, dark green foliage, and winter interest.



PLANT NAME: Sporobolus heterolepis – Prairie Dropseed  
CHARACTERISTICS: Native perennial grass that grows in average, dry to medium, well-drained soils in full sun. Reaches 2 – 3-foot tall.  
SEASONAL INTEREST: Fine-textured, hair-like, medium green leaves form an arching foliage mound.



PLANT NAME: Trachelospermum asiaticum – Asiatic Jasmine  
CHARACTERISTICS: Low spreading groundcover that grows in average soils and urban environments. Grows in full sun to full shade and reaches 12”-18” tall.  
SEASONAL INTEREST: Spreading evergreen forming a dense mat of dark green foliage.

SMALL TREES



PLANT NAME: Acer buegerianum ‘Aeryn’ – Aeryn Trident Maple  
CHARACTERISTICS: Tolerates poor soils, moderate drought conditions, and heavy clay soil, 25to 35’ mature height.  
SEASONAL INTEREST: Lustrous dark green foliage, burgundy fall color.



PLANT NAME: Amelanchier x grandiflora ‘Autumn Brilliance’ - Serviceberry  
CHARACTERISTICS: Native tree, tolerates clay soil, 20 to 25’ mature height.  
SEASONAL INTEREST: Showy, slightly fragrant, white flowers in spring, orange-red fall color.

## SMALL TREES



PLANT NAME: *Cercis reniformis* 'Oklahoma' - Oklahoma Redbud  
CHARACTERISTICS: Native tree, round to vase shape canopy, drought tolerant, 20 to 25' mature height.  
SEASONAL INTEREST: Showy pink flowers in early spring, dark green glossy leaves, yellow fall color.



PLANT NAME: *Magnolia grandiflora* 'Southern Charm' #13,049, Teddy Bear Magnolia  
CHARACTERISTICS: Native evergreen tree, 30-50' tall.  
SEASONAL INTEREST: Attractive sinuous bark. Yellow fall color.



PLANT NAME: *Carpinus betulas* 'Fastigata' – Upright European Hornbeam  
CHARACTERISTICS: Medium deciduous tree with a pyramidal to oval crown reaching 30 to 40-foot tall and 20-foot wide at maturity.  
SEASONAL INTEREST: Showy yellow flower, yellow to orange fall color.



PLANT NAME: *Ginkgo biloba* 'Autumn Gold' – Autumn Gold Ginkgo  
CHARACTERISTICS: Medium deciduous tree pyramidal broadly spreading crown reaching 40 to 50-foot tall and 25-foot wide at maturity. Tolerant of urban soils. Male cultivar.  
SEASONAL INTEREST: Very showy yellow fall color.



PLANT NAME: *Quercus bicolor* - Swamp White Oak  
CHARACTERISTICS: Medium native deciduous tree with a broad, rounded crown reaching 50 to 60-foot tall.  
SEASONAL INTEREST: Fall color is yellow, but sometimes red.

## LARGE TREES

LARGE TREES



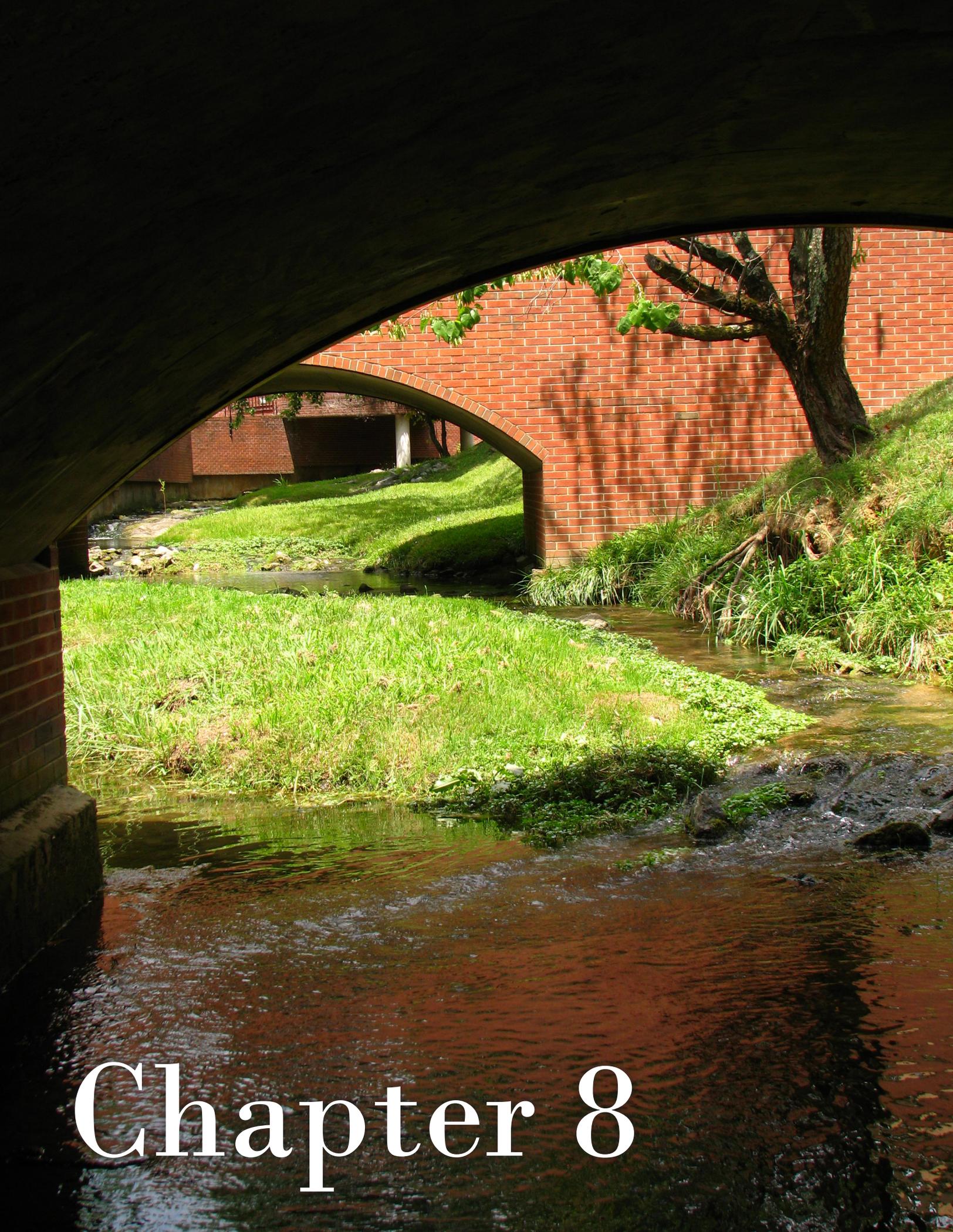
PLANT NAME: Quercus palustris 'Crownright' - Pin Oak  
CHARACTERISTICS: Large native deciduous tree with a broad pyramidal crown reaching 60 to 70-foot tall.  
SEASONAL INTEREST: Fall color is yellow, but sometimes red.



PLANT NAME: Taxodium distichum 'Shawnee Brave' - Shawnee Brave Bald Cypress  
CHARACTERISTICS: Medium native deciduous tree reaching 75-foot tall and 20-foot wide at maturity.  
SEASONAL INTEREST: A stately tree with attractive bark and iconic bronze fall color.



PLANT NAME: Ulmus x 'Patriot' - Patriot Elm  
CHARACTERISTICS: Vase or fountain shaped arching branch structure. Tree reaches 40 to 50-foot tall. Resistant to Dutch elm disease. Tolerant of urban conditions.  
SEASONAL INTEREST: Glossy green foliage, yellow fall color.



# Chapter 8

# Catalyst Projects

**“THE SECRET TO GETTING AHEAD IS GETTING STARTED.”  
- MARK TWAIN -**

The Greeneville Downtown Redevelopment Plan is an important step in creating an attractive and vibrant destination. This document is only the beginning of the conversation and must be progressed to drive real project development. The first phase of projects must focus on safety, consistency, and have a clear path forward. Catalyst projects are essential to building momentum and provoking significant change or action for Downtown Greeneville.

There is not a single project that can completely transform Downtown Greeneville; rather, it is the comprehensive approach to streets and public spaces described in this plan that will have the greatest impact on redevelopment.

The following projects have the potential to provide a significant improvement to Greeneville’s downtown while being cognizant of available funding. The catalyst projects are recommendations that should be implemented concurrently or before the first phase of recommendations. These projects are not capital improvement projects and can be useful to show the community that the Town is dedicated to creating a thriving downtown environment.

# Branding + Wayfinding



BRANDING WORDELL, PHOTO COURTESY OF AMPLIFIED MEDIA



WAYFINDING EXAMPLE IN NORWALK

## Brand

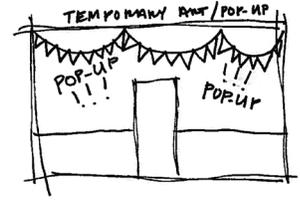
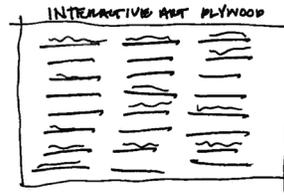
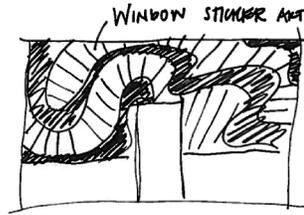
A unique brand is often a key component to vibrant downtowns across the nation. Downtown Greenville should use the opportunity for a downtown brand to tell a new story for the core district of the community. A brand for Downtown Greenville should reflect the history of the Town while also inviting new business and visitors.

## Wayfinding

A comprehensive system of wayfinding signage should accompany the branding for downtown. Wayfinding can direct residents and visitors to the key places within any community. Wayfinding signage for the Town of Greenville should be focused on the Downtown district. Wayfinding can

come in many forms, such as small placards along a sidewalk or street to branded banners. Both the simple and elaborate wayfinding signage may be appropriate to clearly identify the downtown district, the public spaces, and retail stores.

# Buildings in Transition



RENAISSANCE MURAL IN VACANT BUILDING IN LEEDS, UK



VACANT BUILDINGS IN DOWNTOWN SPARTANBURG ARE DECORATED WITH BOARDS MURALS UNTIL DEVELOPED

## General Recommendations

Given the number of vacant lots and buildings and available space in downtown Greenville, an opportunity arises to engage those spaces in the short term. While the intermediate and long term goal would be to have thriving businesses in these spaces downtown, while the area is transitioning, it is important to engage available spaces in order to peak interest and gain momentum in the efforts to redevelop downtown Greenville.

Spaces can be engaged by keeping a consistent and orderly look to properties and adding attractive options to the facades. Boarding up vacant buildings or leaving items in view of display windows can deter patrons from an area and potential business owners from leasing a building.

## Options for engaging vacant properties include:

- Installing or hanging artwork in display windows
- Painting murals
- Hosting events or pop-up shops in vacant buildings
- Use storefronts to promote upcoming events or other businesses
- Hosting design/idea competitions for community members to propose ideas for a space
- Planting community gardens in vacant lots

# Accessible Public Spaces



THE REDEVELOPMENT OF DOWNTOWN SPRINGFIELD, ILLINOIS INCLUDES ACCESSIBLE SPACES FOR ALL USERS, PHOTO BY RDG PLANNING AND ASSOCIATES

## Existing Accessibility

Because downtown Greenville is historic, many of its streets were not designed to be ADA compliant and are therefore not accessible to all persons. While some intersections and business entrances have pedestrian curb ramps, many do not, and all are lacking the necessary detectable warning strips to be considered compliant. Additionally, the condition of the brick in the sidewalk is hazardous in some places, and many of the sidewalks have obstructions that prevent them from having a 3 feet wide clear path.

## General Recommendations

As downtown Greenville redevelops, it is important to prioritize making sure its walking infrastructure is accessible to all persons regardless of ability or stature. Implementing ADA standards can help

create a safe, pleasant place for people to walk, sit, and engage with businesses. These standards will allow access for blind pedestrians at street crossings, wheelchair access to on-street parking, and guidance for areas that are constrained by space limitations.

Basic standards should include:

- Curb ramps at all intersections with detectable warning strip
- Accessible parking spaces meeting minimum standards
- Accessible pedestrian routes that are unobstructed, a minimum of 3 feet wide with no abrupt vertical changes and a running slope of no more than 1:12 or following existing grade of the street
- Accessible entrances
- Maintenance of accessible features

Standards with dimensions can be found in the *2010 ADA Standards for Accessible Design* guide.

# Pop-up Events



FORT WORTH, TEXAS BETTER BLOCK POP-UP EVENT, PHOTO COURTESY OF BETTER BLOCK

Building on momentum is essential to the implementation of any plan or vision. For Downtown Greenville, catalyst projects are provided in the plan to show residents and visitors that there is movement that is occurring that aligns with the goals for the community. Pop-up events and demonstrations may play a key role in demonstrating to the public that the Town is ready to see positive change. These pop-up events should be a temporary installation of a long-term goal. Events and demonstrations should be low cost but also thoughtfully staged to give an accurate reflection of the change that is planned. Temporary installations may range from half a day to a week or longer depending on the goal of the long-term project. All pop-up events and demonstrations should provide the public with an opportunity to react and give feedback on design and operations. The following are

two specific recommendations for pop-up events and demonstrations that should be conducted in the next six months.

The first pop-up event should take place in the alley space on the north side of Depot Street. This event should be staged to show how the proposed alley park space could be set up. The event should be set up for at least a weekend day to allow for residents and visitors to interact with the space. Potted plants, outdoor tables and chairs, and other seating should be provided for patrons. As part of the event, vendors should be invited to add to the experience. Vendors may include those that serve coffee, breakfast, lunch, or dinner. This pop-up event should be coordinated with the future vision and design for the alley space park and can be an incredible opportunity to display how the alley can be transformed into a future public space.

A pop-up demonstration should also be held on Depot Street to show how the street can be changed from its current configuration to a new cross section that enhances the pedestrian realm. This demonstration should be conducted for at least one week, including at least one weekend, to allow enough time for residents and visitors to adapt to the new pattern. The pop-up should be set up to reflect the proposed changes to Depot Street and will require closing parking on one side of the street. In the closed parking areas, café seating and potted plantings should be used to increase the pedestrian zone. A physical barrier should be created between the closed parking spaces and the travel lane to increase the sense of comfort and security for patrons. This pop-up demonstration should allow for feedback from visitors, residents, and business owners to allow for comprehensive input. During the demonstration, the Town should encourage food and drink vendors, sidewalk sales from current business owners, live music, and any other activity that may be envisioned for a vibrant public space.

REAVES ALLEY

Appendix

# Appendix

**“SUCCESS IS NOT FINAL, FAILURE IS NOT FATAL: IT IS THE  
COURAGE TO CONTINUE THAT COUNTS.”  
- WINSTON CHURCHILL -**

The following pages of appendices provide opinions of probable cost for phase one projects and public realm elements within Downtown Greeneville, Tennessee. The opinion of probable costs are order-of-magnitude estimates made for budget purposes only. Estimates shall be reviewed, revised, and adjusted accordingly at program verification/ schematic design phases. The estimates assume a competitive bid and are opinions of probable cost based on fair market value, historical TDOT bid tabulations, and estimator’s judgement. The estimates do not include right-of-way acquisition, utility relocation, or design fee. This is not a prediction of the anticipated low bid and should be used for planning purposes only. For each fiscal year after the publication of this document, 2018, estimator should add 5% to the unit cost of each item.

Opinion of probable costs included:

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- Menu of Planning Level Costs
- Phase One // Depot Street Reconstruction
- Alley Park
- Parking Stall Restripe // Main Street and Depot Street

# Menu of Planning Level Costs

## OPINION OF PROBABLE COSTS

This budget-level opinion of probable cost list is organized into individual design elements for Downtown Greenville, Tennessee based on the outcome of the Redevelopment Plan and desire of the community. When planning a new project in downtown, the menu of planning level costs can be used to develop a rough cost estimate, yearly budgets, and to apply for grants. These are order-of-magnitude estimates made for budget purposes only. For each fiscal year after the publication of this document, 2018, estimator should add 5% to the unit cost of each item.



PHOTO SIMULATION OF MAIN STREET LOOKING NORTH TOWARD THE CAPITOL THEATER

TOWN OF GREENEVILLE: MENU OF PLANNING LEVEL COSTS

NAME	UNIT	UNIT COST	NOTES
Striping	Linear Foot	\$1	Assumes 5" Pavement Marking Stripe.
Removal of Striping	Linear Foot	\$1	Assumes 5" Pavement Marking Stripe.
5' Sidewalk without curb and gutter	Linear Foot	\$50	Assumes a five-foot sidewalk along one side of road without curb and gutter, decorative score joints, and expansion joints.
5' Sidewalk with curb and gutter	Linear Foot	\$95	Assumes a five-foot sidewalk along one side of road with curb and gutter, decorative score joints, and expansion joints.
5' Sidewalk with curb and gutter on Steep Slope/Incline	Linear Foot	\$115	Assumes a five-foot sidewalk along one side of road with curb and gutter, decorative score joints, and expansion joints.
10' Sidewalk without curb and gutter	Linear Foot	\$95	Assumes a ten-foot sidewalk along one side of road without curb and gutter, decorative score joints, and expansion joints.
10' Sidewalk with curb and gutter	Linear Foot	\$140	Assumes a ten-foot sidewalk along one side of road without curb and gutter, decorative score joints, and expansion joints.
10' Sidewalk with curb and gutter on Steep Slope/Incline	Linear Foot	\$160	Assumes a ten-foot sidewalk along one side of road without curb and gutter, decorative score joints, and expansion joints.
Greenway/Multiuse Path (Paved)	Linear Foot	\$180	Assumes 12-foot path constructed in open space w/o need for moving curbs or installing utilities. Does not include right-of-way acquisition or signal upgrades.
Greenway/Multiuse Path (Natural Surface)	Linear Foot	\$100	Assumes 12-foot path constructed in open space w/o need for moving curbs or installing utilities. Does not include right-of-way acquisition or signal upgrades.
Curb Extension	Each	\$12,000	Assumes a curb extension of 50 feet x 8 feet on one side of the road with curb ramp, street tree, and landscaping.
Pedestrian Refuge	Each	\$14,200	Assumes a refuge area of 40 feet x 8 feet median w/detectible warnings in crossing area.
Raised Crossing	Each	\$18,500	Assumes a raised concrete crossing with brick inlay that is 40 feet long.
ADA Ramp	Each	\$3,000	Assumes complete installation with detectable warning.
Crosswalk - enhanced	Each	\$2,800	Assumes a crosswalk that is 40 feet x 8 feet
Crosswalk - Brick	Each	\$7,400	Assumes a crosswalk that is 40 feet x 8 feet with 12" concrete aprons on either side and brick inlay field.
Concrete Pavers	Square Foot	\$20	Assumes three piece paver pattern and includes all base material, labor, and installation.
Pedestrian Signal	Each	\$12,000	At previously signalized intersection; no cabinet upgrades required.
Rectangular Rapid Flashing Beacon (RRFB)	Each	\$15,000	Assumes a pair of two RRFB's installed at one crossing; solar powered.
Bench	Each	\$2,500	Includes installation.
Trash/Recycling Receptacle	Each	\$1,800	Includes installation.
Large Canopy Tree	Each	\$1,000	Includes installation and soil amendments.
Wayfinding Signage	Each	\$1,000 - \$5,000	Does not include graphic design. Materials, location, and width play role in cost.

**INFLATION OF 5% PER YEAR**

# PHASE ONE // DEPOT STREET

## OPINION OF PROBABLE COSTS

Depot Street will serve as the town's primary festival street. Phase one of the reconstruction project will be approximately 710 feet from Main Street to Irish Street. The project will focus on public realm improvements along the roadway and at both Main Street and Irish Street intersections (see Focus Area: Streets // Depot Street for additional details). The opinion of probable costs on the preceding page are order-of-magnitude estimates made for budget purposes only. Estimates shall be reviewed, revised, and adjusted accordingly at program verification/schematic design phases. For each fiscal year after the publication of this document, 2018, estimator should add 5% to the unit cost of each item.



PHOTO SIMULATION OF DEPOT STREET LOOKING EAST TOWARD THE GREENE COUNTY COURTHOUSE

TOWN OF GREENEVILLE: PHASE ONE // DEPOT STREET RECONSTRUCTION

DESCRIPTION	QUANTITY	UNIT	UNIT COST	ITEM COST
CONSTRUCTION STAKES, LINES, AND GRADE	1	LS	\$30,000.00	\$30,000.00
CLEARING AND GRUBBING	1	LS	\$25,000.00	\$25,000.00
REMOVAL & DISPOSAL OF EXISTING RIGID PAVEMENT, SIDEWALK	1,610	SY	\$18.00	\$28,980.00
REMOVAL & DISPOSAL OF EXISTING ASPHALT PAVEMENT	2,920	SY	\$8.00	\$23,360.00
REMOVAL & DISPOSAL OF EXISTING DRAINAGE PIPE	1,350	LF	\$5.00	\$6,750.00
REMOVAL & DISPOSAL OF EXISTING DRAINAGE STRUCTURES	10	EA	\$500.00	\$5,000.00
REMOVAL & DISPOSAL OF EXISING CURB AND GUTTER	1,480	LF	\$12.00	\$17,760.00
ROAD EXCAVATION	1,460	CY	\$25.00	\$36,500.00
UNSUITABLE SOIL EXCAVATION	485	CY	\$30.00	\$14,550.00
PLACING AND SPREADING TOPSOIL FOR LANDSCAPE	220	CY	\$45.00	\$9,900.00
GRADED AGGREGATE BASE COURSE	1,095	TON	\$26.00	\$28,470.00
CONCRETE SIDEWALK (4" UNIFORM)	14,500	SF	\$5.50	\$79,750.00
CONCRETE DRIVEWAY (8")	14,650	SF	\$8.00	\$117,200.00
ADA CURB RAMP	18	EA	\$3,000.00	\$54,000.00
CONCRETE CURB AND GUTTER (1'-6") VERTICAL FACE	1,565	LF	\$30.00	\$46,950.00
CONCRETE CURB AND GUTTER (1'-6") ROLL CURB	550	LF	\$30.00	\$16,500.00
MOBILIZATION	1	LS	\$30,000.00	\$30,000.00
TRAFFIC CONTROL	1	LS	\$15,000.00	\$15,000.00
IRRIGATION	1	LS	\$15,000.00	\$15,000.00
LANDSCAPING	1	LS	\$39,300.00	\$39,300.00
IRON DETECTABLE WARNING	216	SF	\$80.00	\$17,280.00
CONCRETE PAVER	6,200	SF	\$20.00	\$124,000.00
BRICK PAVER (INCLUDES 1" SAND SETTING BED) FOR STEETS	15,400	SF	\$15.00	\$231,000.00
BENCH	8	EA	\$2,500.00	\$20,000.00
TRASH RECEPTACLE	6	EA	\$1,800.00	\$10,800.00
BIKE RACK	6	EA	\$1,800.00	\$10,800.00
LANDSCAPE LIGHTING (TRANSFORMER/ASTRONOMICAL TIMER)	1	EA	\$650.00	\$650.00
LANDSCAPE LIGHTING UPLIGHTS FOR TREES	54	EA	\$250.00	\$13,500.00
<b>Subtotal</b>				<b>\$1,068,000.00</b>
Contingency (30%)				\$320,400.00
Lighting (5%)				\$53,400.00
Erosion Control (5%)				\$53,400.00
Utility Relocation and Drainage(15%)				\$160,200.00
<b>Concept Level Opinion of Probable Cost Total</b>				<b>\$1,655,400.00</b>
Preconstruction Engineering (12%)				\$198,650.00
Construction Engineering and Inspection (10%)				\$165,540.00

**INFLATION OF 5% PER YEAR**

# ALLEY PARK

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## OPINION OF PROBABLE COSTS

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Alley park is an adaptive reuse of two dilapidated buildings across from one another on Depot Street. The park will incorporate much needed greenspace in downtown, provide a public restroom, and create pedestrian connectivity to Summer and Church Street. The opinion of probable costs on the proceeding page are order-of-magnitude estimates made for budget purposes only. Estimates shall be reviewed, revised, and adjusted accordingly at program verification/schematic design phases. Property acquisition and negotiation is not included in the opinion of probable costs. For each fiscal year after the publication of this document, 2018, estimator should add 5% to the unit cost of each item.

TOWN OF GREENEVILLE: PHASE ONE // DEPOT STREET RECONSTRUCTION

DESCRIPTION	QUANTITY	UNIT	UNIT COST	ITEM COST
CONSTRUCTION STAKES, LINES, AND GRADE	1	LS	\$10,000.00	\$10,000.00
CLEARING AND GRUBBING	1	LS	\$5,000.00	\$5,000.00
BUILDING SLAB EXCAVATION	650	CY	\$25.00	\$16,250.00
UNSUITABLE SOIL EXCAVATION	220	CY	\$30.00	\$6,600.00
PLACING AND SPREADING TOPSOIL FOR LANDSCAPE	105	CY	\$45.00	\$4,725.00
GRADED AGGREGATE BASE COURSE	50	TON	\$26.00	\$1,300.00
DECORATIVE CONCRETE PATIO/WALKWAYS (4" UNIFORM)	7,320	SF	\$5.50	\$40,260.00
SLATE CHIP PATHWAY	2,880	SF	\$12.00	\$34,560.00
MOBILIZATION	1	LS	\$10,000.00	\$10,000.00
TRAFFIC CONTROL	1	LS	\$2,500.00	\$2,500.00
IRRIGATION	1	LS	\$5,000.00	\$5,000.00
LANDSCAPING	1	LS	\$17,850.00	\$17,850.00
TREE PLANTER/SEATWALLS	480	LF	\$150.00	\$72,000.00
WATER FEATURE WALL	1	LS	\$85,000.00	\$85,000.00
GRAND STAIRCASES (NORTH- AND SOUTHSIDE)	375	LF	\$100.00	\$37,500.00
SECOND LEVEL CAFÉ SEATING FLOORING (CONCRETE DECK)	600	SF	\$10.00	\$6,000.00
STAIRCASE TO SECOND LEVEL CAFÉ SEATING (NORTHSIDE)	1	LS	\$15,000.00	\$15,000.00
PUBLIC RESTROOM FACILITY	1	LS	\$85,000.00	\$85,000.00
CONCRETE PAVERS	1,200	SF	\$20.00	\$24,000.00
BENCH	4	EA	\$2,500.00	\$10,000.00
CAFÉ SEATING	12	EA	\$4,000.00	\$48,000.00
TRASH RECEPTACLE	2	EA	\$1,800.00	\$3,600.00
BIKE RACK	2	EA	\$1,800.00	\$3,600.00
LANDSCAPE LIGHTING (TRANSFORMER/ASTRONOMICAL TIMER)	1	EA	\$650.00	\$650.00
LANDSCAPE LIGHTING UPLIGHTS FOR TREES	24	EA	\$250.00	\$6,000.00
CATENARY LIGHTING	675	LF	\$10.00	\$6,750.00
<b>Subtotal</b>				<b>\$557,145.00</b>
Contingency (30%)				\$167,143.50
Utility Relocation and Drainage(5%)				\$27,857.50
<b>Concept Level Opinion of Probable Cost Total</b>				<b>\$752,146.00</b>
Preconstruction Engineering (12%)				\$90,260.00
Construction Engineering and Inspection (10%)				\$75,220.00

**■ INFLATION OF 5% PER YEAR**

# PARKING STALL RESTRIPE // MAIN AND DEPOT STREET

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## OPINION OF PROBABLE COSTS

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This budget-level opinion of probable cost is to restripe parking stalls on Main Street and Depot Street. Currently, parking stall widths vary from 24-feet to 28-feet, when industry standard is 20-22-feet in width. The opinion of probable costs on the proceeding page are order-of-magnitude estimates made for budget purposes only. Estimates shall be reviewed, revised, and adjusted accordingly at program verification/schematic design phases. For each fiscal year after the publication of this document, 2018, estimator should add 5% to the unit cost of each item.

TOWN OF GREENEVILLE: PARKING STALL RESTRIPE // DEPOT AND MAIN STREET				
DESCRIPTION	QUANTITY	UNIT	UNIT COST	ITEM COST
REMOVAL OF PAVEMENT MARKING (LINE)	6,515	LF	\$0.50	\$3,257.50
PAINTED PAVEMENT MARKING (PARKING LINE)	1,050	LF	\$2.00	\$2,100.00
TRAFFIC CONTROL	1	LS	\$2,500.00	\$2,500.00
SURVEY	1	LS	\$1,500.00	\$1,500.00
<b>Subtotal</b>				<b>\$9,357.50</b>
Contingency (30%)				\$2,807.50
<b>Concept Level Opinion of Probable Cost Total</b>				<b>\$12,165.00</b>
Preconstruction Engineering				\$5,000.00
Construction Engineering and Inspection				\$1,500.00

**■ INFLATION OF 5% PER YEAR**

