

Oak Ridge Revitalization Effort

Honoring the past ... Embracing the present ... Working for a better future

The ORRE Vision



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Oak Ridge Revitalization Effort

About ORRE

The Oak Ridge Revitalization Effort [ORRE] is an organization started by concerned merchants and property owners from historic Jackson Square and Grove Center. They had serious concerns about the future of their properties and businesses and the future of retail throughout Oak Ridge. In recognition of their own inexperience in creating and managing an organization to further their interests they sought out an experienced Main Street Director who encouraged them to formally incorporate and put together a board of directors. The initial board of directors, through a collaborative process, put in place a set of goals and objectives. The board expanded to include both business owners and individuals not directly connected to either center

The following Plan is a work in progress as ORRE moves forward to solidify their identity in the community. ORRE plans to include the community in a series of design workshops. These workshops will allow community input to identify the issues that we are facing today. At the same time, consider what principles, policies and actions can be implemented to affect a positive change.

By preparing this document we hope to solicit public input to identify the needs, development opportunities and community preferences for future growth in the historic core. We hope to prioritize attainable goals and to establish a step-by-step process for achieving a healthy, vibrant historic core that will provide basic goods and services to local residents and employees as well as attract future residents and visitors from outside our area.

The projects in this document identify opportunities for positive change based upon the priorities identified by our organizing committee and board of directors. It is our intention to provide community leaders, both public and private, with a guide to our mission while showing a need for their support. This plan will be continually updated as progress on identified projects is made and issues affecting the historic corridor evolve.

OAK RIDGE REVITALIZATION EFFORT [ORRE]

ORRE embraces the historical core of Oak Ridge while offering a variety of modern products and services to its inhabitants and visitors. Future development must further enhance the beauty of our existing surroundings, the comfort of our residents, the attractiveness to our visitors and businesses; we must also enable accessibility, offer energy efficiency and

Mission Statement

The Oak Ridge Revitalization Effort (ORRE) is a not-for-profit organization comprised of residents, merchants, property owners and members of the public with a shared vision to revitalize the historic core of Oak Ridge. ORRE's original revitalization efforts will be directed towards the Grove Center and Jackson Square shopping areas, early-years housing units and the Alexander Inn/Guest House. ORRE plans to encourage the improvement of existing properties, the development of green space at both historic centers and the enhancement of the pedestrian/bicycle route connecting the two centers. ORRE will also sponsor community events and encourage new, specialty retail businesses to locate in or near one of the historic centers. We seek business diversity and encourage community participation to promote, protect, and enhance those characteristics unique to the historic core of Oak Ridge. Through revitalization we propose to make the historic core of Oak Ridge a destination for travelers, a place where members of the community choose to gather, and a place where newcomers to Oak Ridge desire to locate.

provide access to existing greenways while preserving our small town charm.

Goals, Objectives and Priorities [2010 -2011]

- Promote and support ORRE's historic core as a vital center of commercial retail and cultural life Oak Ridge
- Provide opportunities for citizen and corporate involvement in the process of the revitalization and improvement of Oak Ridge's historic core
- Determine any grants available through local, state, and/or the federal government.
- Develop community partnerships with private organizations, businesses, foundations, and individuals to accomplish these goals.

1. Attract the local community and business leaders to ORRE to promote Economic Restructuring and Social Activity

- a. Create a series of committees to work on specific objectives
 - i. Economic Restructuring
 - ii. Design
 - iii. Promotions
 - iv. Partnership
- b. Initiate a series of public meetings to assess the desires of the community as they relate to the efforts of ORRE
- c. Recruit local businesses as Community Partners whose continuing support will help to achieve these goals and support the day to day operations of the Effort

2. Work directly with commercial property owners and merchants on ways to improve the historic core.

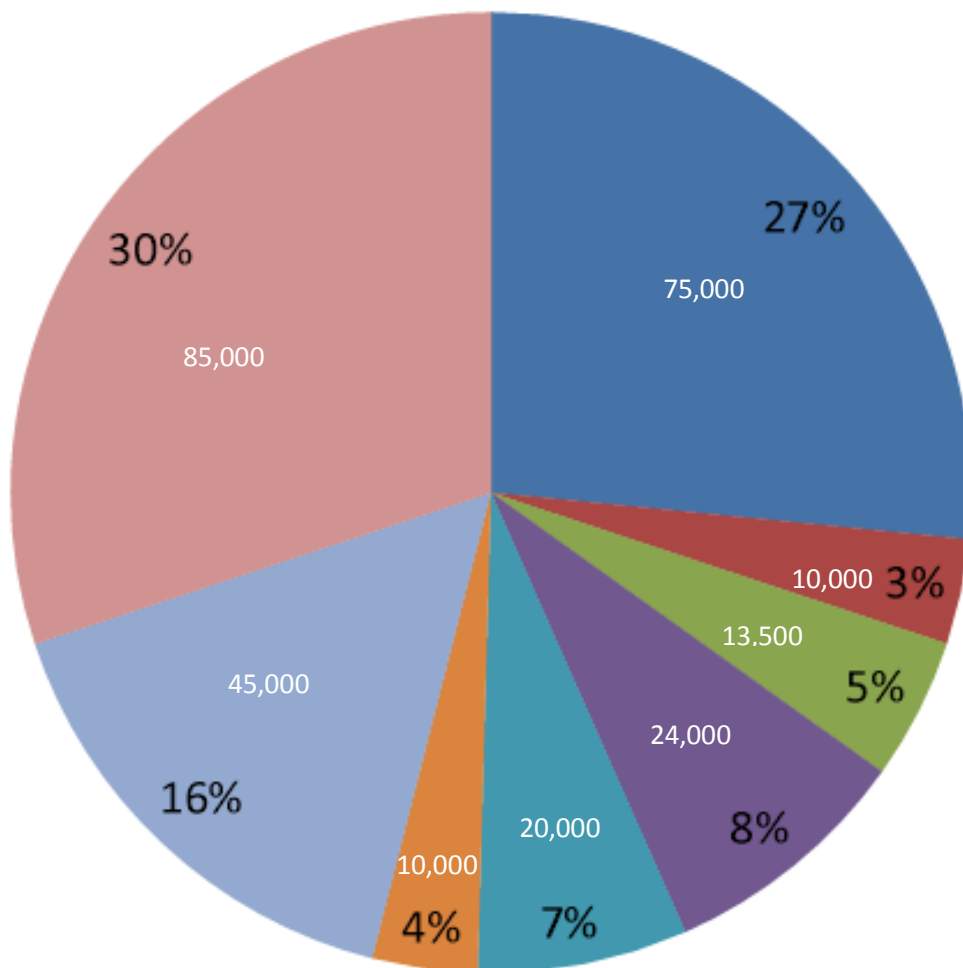
- a. Encourage commercial property owners to enhance their existing facilities through physical improvements
 - i. Help to access sources of favorable funding for property owners through city, county, state and federal sources
 - ii. Encourage local lending institutions to establish a pool of low interest funds for commercial property improvements

- iii. Actively assist in recruiting new, unique & specialty retail and restaurants to the historic core.
 - b. Develop conceptual design plans that enhance Grove Center and Jackson Square ambiance.
 - c. Work with city, county, state and federal officials to obtain available funding for the enhancement of the historic core.
 - i. Begin the revitalization of the historic core to include site amenities such as green space, shade coverings, public seating, water features, etc.
 - ii. Develop design guidelines for the revitalization of commercial properties within the historic core.
 - iii. With the assistance of city planners work toward the enhancement of pedestrian/bike routes that link the two centers
 - iv. With the assistance of city planners work toward the creation of a source of transportation between the two centers via trolley service
 - d. With the assistance of community partners and volunteers develop a series of events in each center.
 - i. Events
 - a. Farmer's Market
 - b. Bar-B-Que Festival
 - c. Lavender Festival
 - d. Taste of Oak Ridge
 - e. Pumpkin Fest
 - f. Chili Cook-off
 - g. Santa in the Grove
 - h. Tree Lighting at Jackson Square
 - i. Holiday Bazaar in Jackson Square
 - j. Vintage Home Tour
 - k. ORRE Showcase Home
 - ii. Fair Weather Lunch Series
 - iii. Retail promotions
3. **Develop a group of like minded citizens who are interested in the revitalization of existing early years housing**
 - a. Improve their properties
 - b. Assist in putting together a pool of low interest funds that will be available for property owners who agree to revitalize under the guidelines set forth by ORRE
 - c. Put together a group of pre-qualified tradesmen to work on these properties
 - d. Provide a series of "classes" showing homeowners how to revitalize their homes
4. **Alexander Inn**
 - a. Form a committee dedicated to saving the Alexander Inn/Guest House
 - b. Begin a fundraising campaign to raise \$500,000 to pay off and stabilize the property
 - c. Clean up the exterior and interior
 - d. Explore all possibilities for the property
 - e. Develop a plan for the future use of the property

ORRE

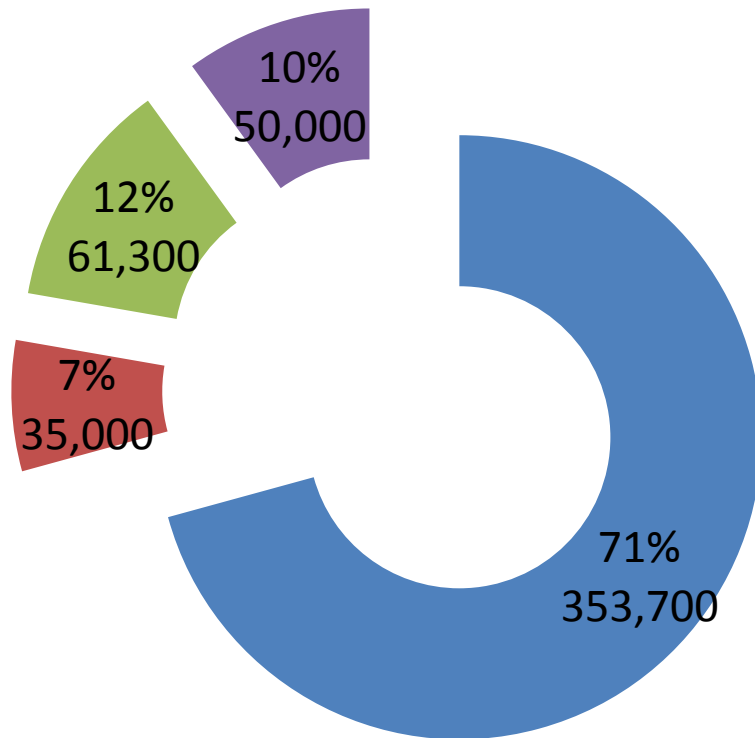
Financial Goal \$282,500

- Administration
- Insurance
- Operations
- Marketing
- Design Services
- Community Workshops
- Festivals/Events
- Public Enhancements



Alexander Inn/Guest House \$500,000 Phase 1

- Mortgage
- Demolition
- Remediation/Stabalization
- Administration



Action Plan Matrix

Project	Implementation Measure	Project Leader/ Potential Partners	Time Frame	Estimated Cost
Operations				
Hire an Executive Director	Recruit and Hire	Founding Members	Accomplished	\$75,000
Incorporate	File Paperwork	Executive Director	Accomplished	\$750
File for 501-c-3 status	File Paperwork	Executive Director	Accomplished	\$750
Establish a Board of Directors	Speak with local businesses individually	Executive Director Founding Members	Accomplished	N/A
Operational Support	Determine what is needed for day to day operations [insurance, utilities, professional fees, printing, office supplies, etc.]	<ul style="list-style-type: none"> Executive Director Executive Committee 	Accomplished	\$23,950
Adopt an ORRE Plan	<ul style="list-style-type: none"> formally adopt a plan to support and enable implementation of ORRE's vision and goals 	<ul style="list-style-type: none"> Executive Director Board of Directors Professional Consultants 	Immediate	N/A
Community Partnerships				
Attract community and business leaders to ORRE to promote Economic Restructuring and Social Activity	Talk with <ul style="list-style-type: none"> corporate leaders civic groups interested individuals 	<ul style="list-style-type: none"> Executive Director ORRE Board of Directors Professional Consultants 	Ongoing	N/A
Work On Specific Objectives				
Create a Series of Committees	<ul style="list-style-type: none"> Economic Restructuring Design Promotions Partnership 	<ul style="list-style-type: none"> Executive Director ORRE Board of Directors Professional Consultants 	Immediate	N/A
Recruit local business as Community Partners	Speak with local businesses individually	<ul style="list-style-type: none"> Executive Director ORRE Board of Directors 	Ongoing	N/A
Develop a series of Community Meetings	Initiate public meetings to assess the communities desires	<ul style="list-style-type: none"> Executive Director ORRE Board of Directors Design Committee 	Immediate	N/A

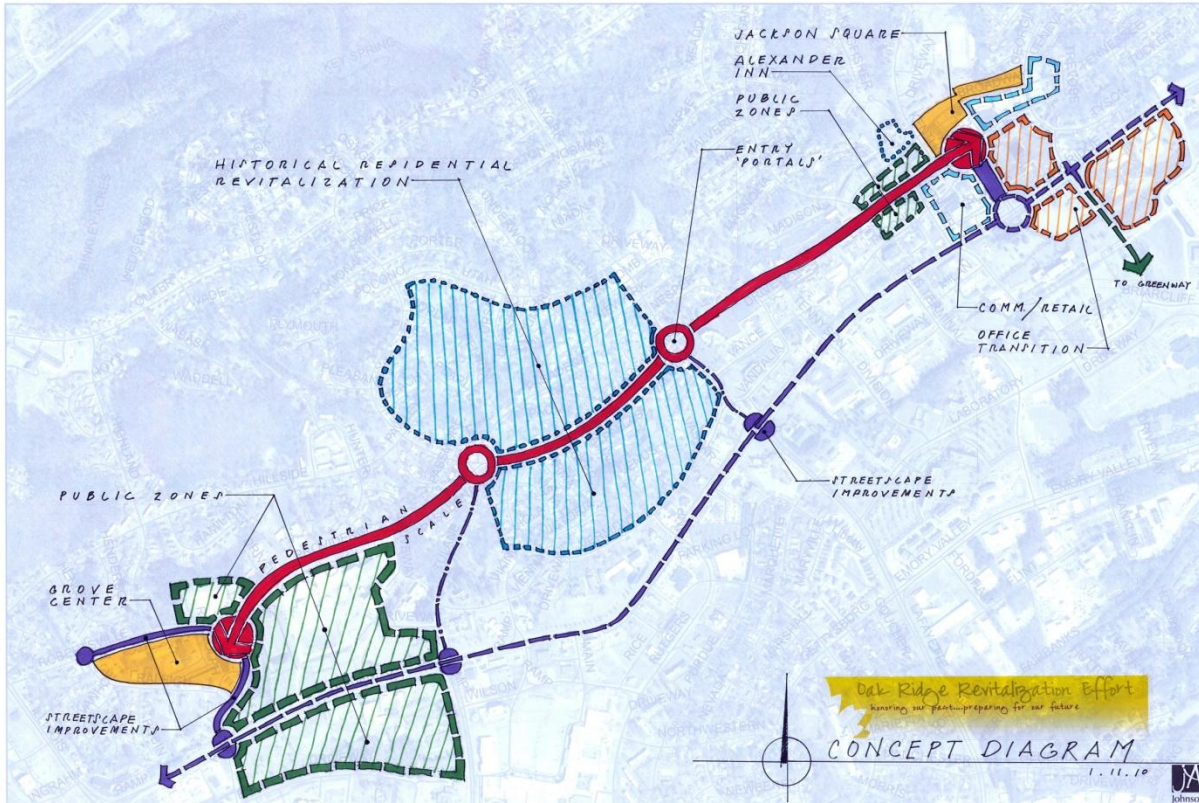
Project	Implementation Measure	Project Leader/ Potential Partners	Time Frame	Estimated Cost
Improve Commercial Properties				
Enhance existing facilities	<ul style="list-style-type: none"> • Access sources of funding through city, state & federal sources • Encourage local lending institutions to establish a pool of low interest funds 	<ul style="list-style-type: none"> • Executive Director • ORRE Board of Directors • Design Professionals • Local Financial Institutions • CORTN 	Short Term	\$5,000 - \$10,000 per façade
Recruit new, unique specialty restaurants	work with ORCC and commercial property owners to identify possibilities	<ul style="list-style-type: none"> • ORCC • Commercial Property Owners 	Short Term	\$20,000
Re-occupy vacant storefronts and buildings	<ul style="list-style-type: none"> • Rehabilitate facades and interiors of buildings • Promote vacant space to ORCC and local media; • Occupy vacant storefronts with window displays of local artwork and upcoming events 	<ul style="list-style-type: none"> • ORRE Board of Directors • Property Owners • ORCC 	Ongoing	Local time & commitment
Develop Guidelines	Develop conceptual design plans that enhance commercial properties	<ul style="list-style-type: none"> • Executive Director • Design Committee 	Short Term	\$10,000
Improve Public Space				
Enhance the Ambiance of the historic core	Develop conceptual design plans that enhance public space	<ul style="list-style-type: none"> • Executive Director • Design Committee 	Short Term	\$10,000
	Install physical Enhancements	<ul style="list-style-type: none"> • ORRE • CORTN 	Short Term	\$80,000
Events and Festivals				
Develop a series of ongoing events and festivals to build a sense of community in the historic core	Work with interested parties in improving existing festivals and events; creating new festivals and events	<ul style="list-style-type: none"> • Executive Director • Promotions Committee • Young Professionals • Local Artists/Crafters 	Short Term	\$45,000

Project	Implementation Measure	Project Leader/ Potential Partners	Time Frame	Estimated Cost
Residential Improvements				
Develop a source to assist homeowners	Work with CORTN to establish a "grant fund" for homeowners to discuss improvements with design professionals	<ul style="list-style-type: none"> • Executive Director • Economic Restructuring Committee • CORTN 	Long Term	\$5,000 - \$10,000/homeowner
Enhance and improve the existing housing within the historic core	Develop a pool of low interest funding for interested home owners; develop a group of pre-qualified tradesmen to work on these properties; provide classes to assist home owners; provide design assistance to homeowners	<ul style="list-style-type: none"> • Executive Director • Design Committee • Architects & Designers • Realtors • Home Owners • Investors 	Long Term	N/A
Marketing				
Promote ORRE and the historic core	Develop a marketing plan to promote ORRE's mission and activities	<ul style="list-style-type: none"> • Executive Director • Promotions Committee 	Ongoing	\$24,000
Alexander Inn				
Pay for and develop a future plan for this historic Alexander Inn/Guest House	Begin an initial capital Campaign to raise \$500,000 to pay for the Inn and to stabilize the original structure	<ul style="list-style-type: none"> • Executive Director • Fundraising Committee • ORHPA 	IMMEDIATE	\$500,000
Determine Potential Partners	Work with realtors, ORCC, community leaders to find partners for this property	<ul style="list-style-type: none"> • Executive Director • Economic Restructuring Committee • Design Committee • ORHPA 	Short Term	N/A
Determine Final use of property	Work with realtors, ORCC, community leaders to find partners for this property	<ul style="list-style-type: none"> • Executive Director • Economic Restructuring Committee • Design Committee • ORHPA 	Short Term	N/A

ORRE Historic Core Design Concept

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Grove Center Jackson Square Area



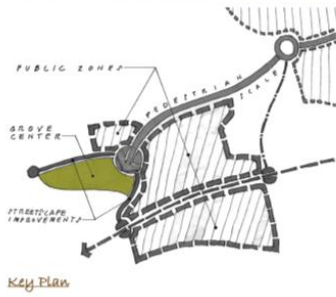
Grove Center Design Concept

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Grove Center



The Grove Center...Existing



Community Design Workshop for:
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Oak Ridge, Tennessee • April 29, 2010

The Grove Center...Reimagined



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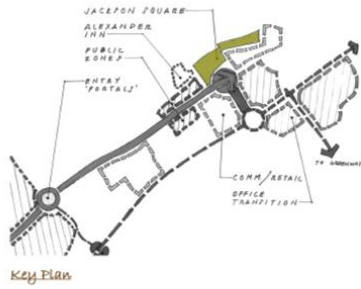
Jackson Square Design Concept

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Jackson Square



Jackson Square...Existing



Community Design Workshop for:
Oak Ridge Revitalization Effort

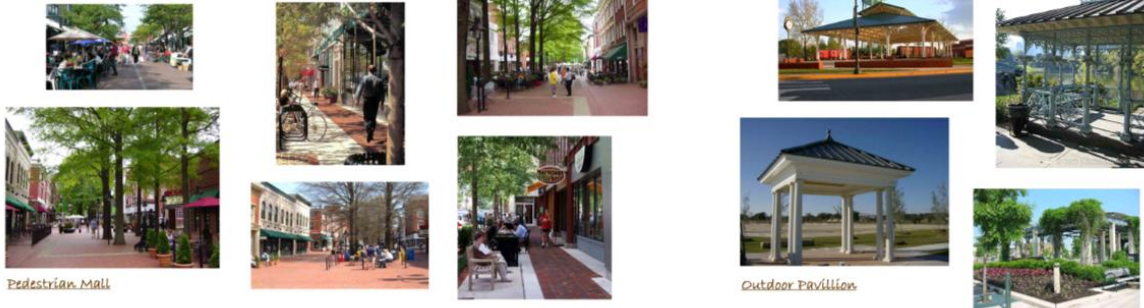
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EXISTING PHOTOGRAPHS

Jackson Square...Reimagined



Pedestrian Mall

Outdoor Pavilion



Community Life

Site Lighting and Amenities

Community Design Workshop for:
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INSPIRATIONAL IMAGES

ORRE Community Partnership Levels

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Community Partnership Levels*										
		Recognition on Printed Materials	Logo On Home Page Website	Logo on Website's Partnership Page	Logo On All Festival Banners & Posters	Logo On Choice of 4 Festival Banners	Logo On Choice of 2 Festival Banners	Name Recognition on Website	Tickets to Herbal Luncheon	Tickets to Ticketed Events
BUSINESS PARTNERS*										
CHAMPION	\$25,000	X	X	X	X				10	10
PLATINUM	\$10,000	X		X	X				8	8
GOLD	\$5,000			X		X			6	6
SILVER	\$2,500			X			X		4	4
COPPER	\$1,000			X					2	2
BRONZE	\$500							X		2
SUPPORTERS	\$100							X		
INDIVIDUAL PARTNERS										
BELIEVERS	\$500 - \$4,999							X		2
FRIENDS	\$50 - \$499							X		
Branding Opportunities										
Shade Structure Jackson Square	\$150,000									
Shade Structure Grove Center	\$150,000									
Splash Pad Grove Center	\$150,000									
Playground Grove Center	\$100,000									
Benches	\$5,000									
Lamp Posts	\$5,000									
Litter Receptacles	\$2,500									
Bicycle Racks	\$1,500									
Planters	\$1,200									
*Note all community partners are recognized on our website										

ORRE Community Partners

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BUSINESS PARTNERS

CHAMPIONS

Johnson Architecture
Tetra Tech

GOLD

Cowperwood
Junk Bee Gone
The Rogers Group

COPPER

Citizens First Bank
ICx Technologies
Linda Brown Realty
Turnkey Transportation Services
Vascular Diagnostics

BRONZE

Anderson County Visions Magazine
Oak Ridge Floral
BBB Communications

SUPPORTERS OF THE EFFORT

The Assurance Center of Oak Ridge
CHP Consultants
Chuck's Car Care Center
Habitat for Humanity
Handley Optical
Peters-Starr Insurance, Inc.
Serene Yoga & Healing
S&R Insurance

INDIVIDUAL PARTNERS

BELIEVERS

Tony & Ann Jordan
Bill Cross
Elizabeth Plummer Carter
Barbara Ferrell & David McCoy
Martin & Carmen Fischer
Kate & Larkin Groover
David Flitcroft
Hal Cousins
Bob Wilkinson
Robert McNabb

FRIENDS

Charlotte Clark
Boyd & Susan Carter
Virginia & Robert Dunlap
John Gunnering
Roger & Shirley Hale
William T Henry
Martha & William Logan
Mike Mahathy
Mary McAllister
Jerri Melhorn-Amonett
Maureen Musgrave
James T. Nelson
Hannah Bethany O'Banion
Jeannie & Chet O'Brien
Mona & Richard Raridon
Judith Rosenberg
Marsha & Gary Sega
Jane Shelton
Mildred Taylor
Judy Trimble
Mr. & Mrs. Charles Whittle
Jane & Coleman Wright

GUEST HOUSE HEROES

Mr. and Mrs. Howard Harvey
Mr. and Mrs. Mark Harvey
Mr. and Mrs. Mick Wiest