

STRATEGIC PLAN 2023-2026

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“Design is the language that the community speaks... how we design our city, in particular the public realm, is our declaration to the world about how we see ourselves and how we see the world.”

-Christian Rushing

ERIC MYERS

"PEOPLE AND PLACE"

I was a teenager when I first became aware of how communities are connected. Every morning at 5:00 a.m., I would hop on my bike to deliver hundreds of newspapers. As I weaved in and out of the familiar streets on my route, I observed how people inhabit their spaces . . . their patterns, habits, and behaviors. These rhythms and postures either grounded a person or isolated them from their place, neighborhood, and each other. I saw first hand, the power of place.

Cities have been central to flourishing human civilizations since 3000 B.C.E. Communal spaces offered opportunities for social and economic growth. For most of the twentieth century in American cities, the destiny and life outcomes of many were determined by geography. Chattanooga, like many cities, has pockets in the community where inequality takes root and certain communities face unique and systemic challenges.

Currently, our downtown is fragile. The recent global pandemic and seismic real-estate shifts have taken a toll. The good news is that the southeastern United States is poised for unprecedented population growth by 2050. Large urban metropolitan areas and mid-sized cities are expected to see growth at a larger rate than the rest of the country. Preparing for this type of change is critical for our community. We must develop a shared vision of downtown and the adjacent neighborhoods. A truly thriving city welcomes all people and provides a high quality of life. Excellent urban design can be a catalytic, guiding force in shaping our future.

Urban design at its best allows community joy, pride, and opportunity to flow. This energy can become a kineticforce that allows all citizens to thrive. It's an incremental, people-centered approach that curates civic artistry and uses strategy to optimize public spaces. This type of planning, by nature, is never complete. It is ever evolving and responding to the city as a whole. A collective, balanced decision making process considers different perspectives, needs, and motivations to optimize and beautify public spaces. It is imperative that this process be informed by the voices who are impacted by urban design. This approach has proven to be a practical and inspirational investment.

In the past 7 years, Chattanooga Design Studio has proven its commitment. We've been trusted to convene conversations and help steer and spark collective action. CDS has worked with two City Councils to adopt plans, and we have won national awards. We've worked on millions of dollars of improvements to public spaces. Much of what Chattanooga Design Studio does is to help envision a more walkable, accessible, vibrant, enjoyable city. Moving forward, we want to increase our capacity and be compassionate collaborators who serve downtown and the dozens of adjacent neighborhoods. Those of you who are passionate about this community, please join us on this journey. It is time to create connectivity and lasting generational change that allows all Chattanoogaans to thrive and experience the bounty and beauty of this place we call home.





CHATTANOOGA DESIGN STUDIO **STRATEGIC PLAN 2023-2026**

OUR VISION

Inspire people-centered, urban design that creates joyful, thriving communities for all Chattanoogaans.

OUR MISSION

Chattanooga Design Studio seeks to elevate the quality of life for all citizens through guidance, collaboration, innovation, and education that promotes livable, accessible, walkable, and humane urban design.

OUR STRATEGIC PLAN

The value of social connection is rooted within the physical form created by the planning and design of our towns, cities and neighborhoods. High quality urban design is responsive to human needs and elevates comfort, joy, belonging, and shared humanity above independent and individual interests. In early 2023, we launched a strategic planning process in order to identify the needs of a changing city and to outline several strategic initiatives guided by an agreed set of core values.

OUR CORE VALUES

Generational Care

To facilitate compassionate, legacy-focused urban design that respectfully and thoughtfully stewards shared, community experiences and values.

Reflective Connectivity

To utilize self, place, and time as the ideal, formulaic expression to elevate hope, collective wellness, and human connectedness.

Timeless

To influence and support places and spaces that reflect lasting, durable urban design principles.

CHATTANOOGA DESIGN STUDIO

OUR MOMENTUM

INSPIRE & ENGAGE

Seed ideas and inspiration in alignment with community needs.

CATALYZE INVESTMENT

Attract, convene, and incentivize like-minded individuals who want to invest resources in Chattanooga's people, places, and communities.

OUTREACH & EDUCATION

Educate all generations and all communities in order to elevate their understanding of urban design and place.

OPERATIONS

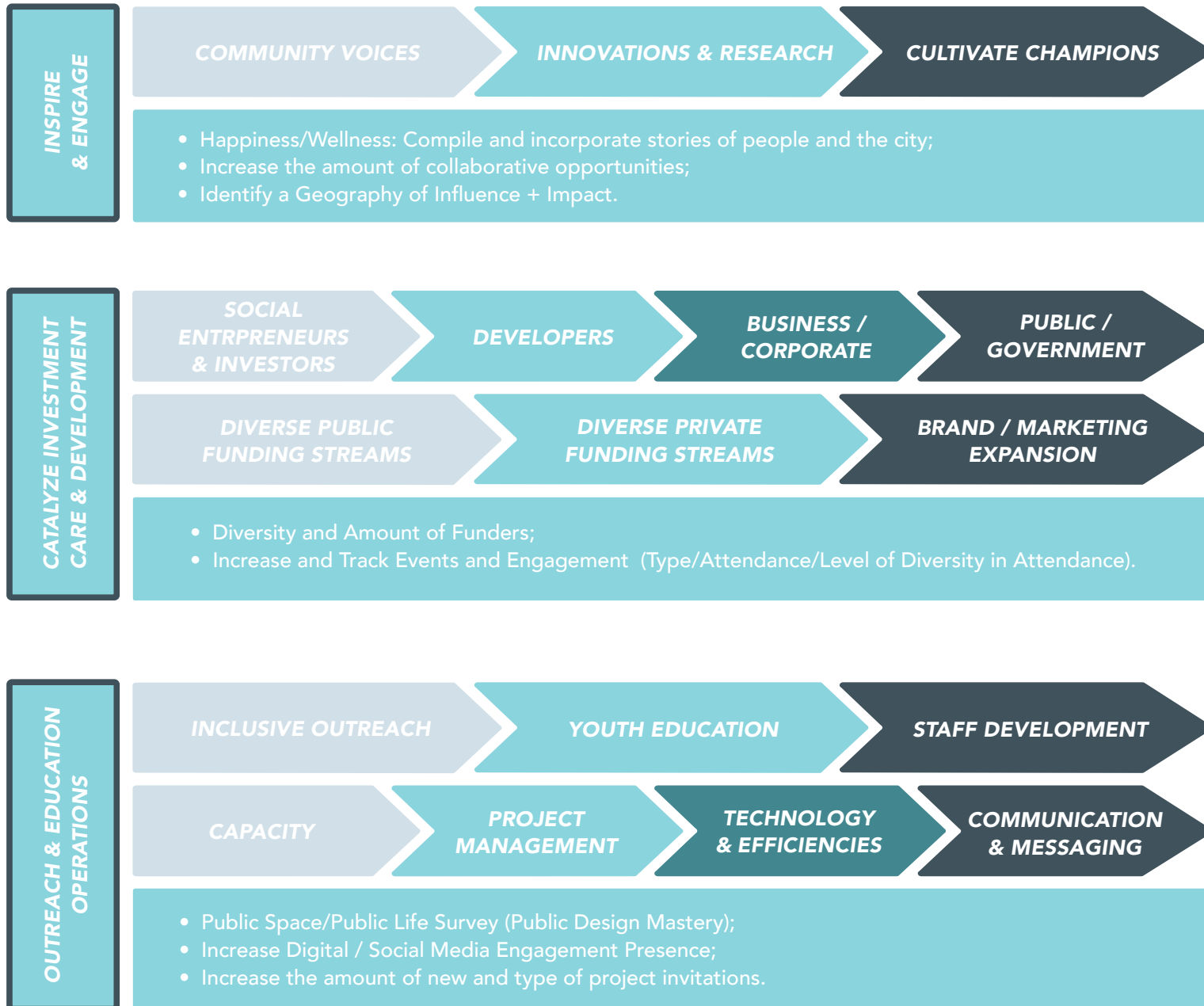
Multiply the impact of responsive, urban design by increasing operational capacity, efficiencies, and team capabilities.

CARE & DEVELOPMENT

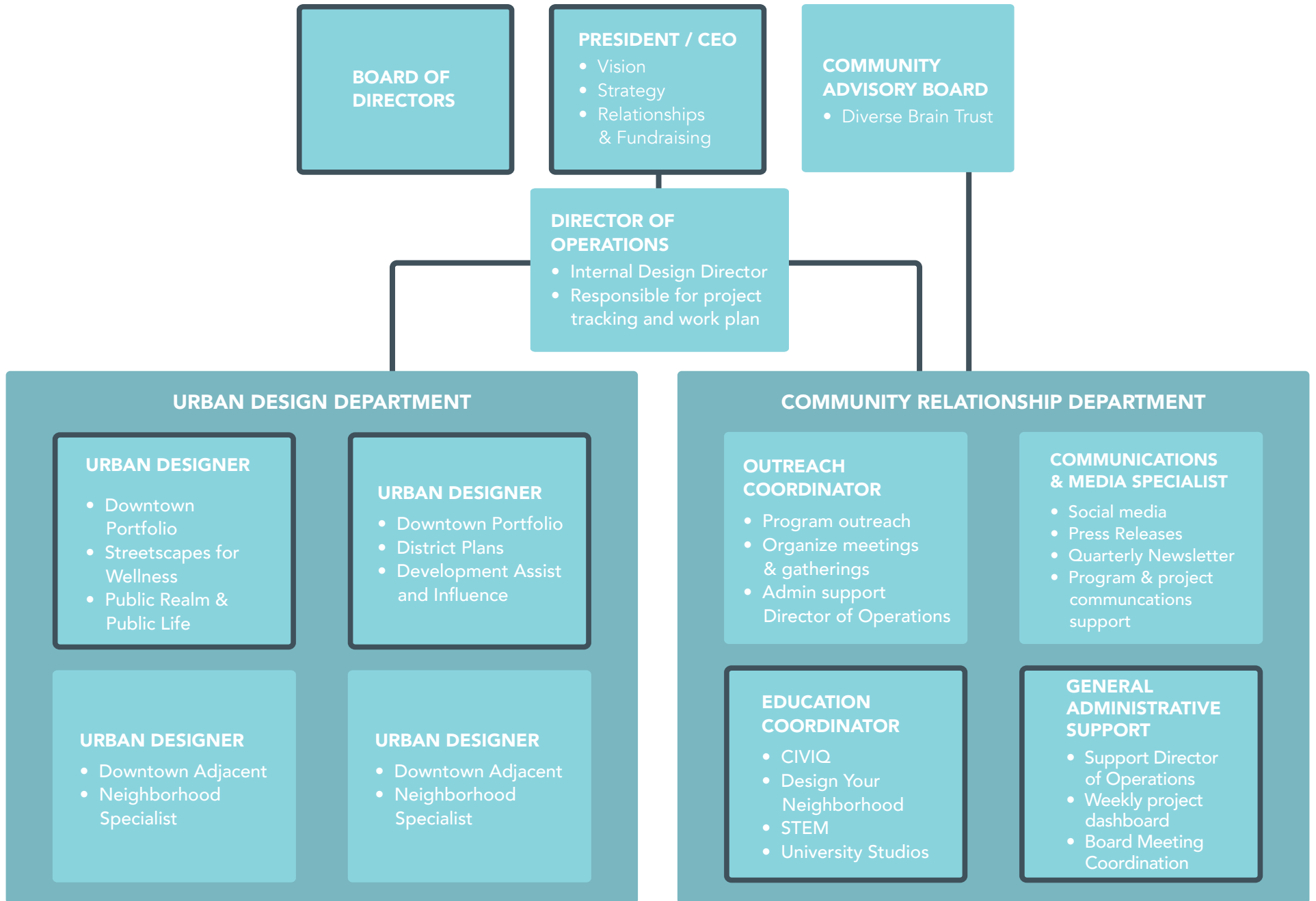
Identify opportunities for aligned, revenue streams that advance the mission and expand CDS' platform and message.



PRIORITIES + MEASUREMENT



THE TEAM





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