

# City of Red Bank Comprehensive Plan & Small Area Plan



Existing Conditions

# Agenda

- Project Overview
- Existing Conditions Review
  - Demographics
  - Land Use
  - Transportation
  - Housing
  - Economic Development
  - Parks, Open Space & the Environment
- Key Findings
- Engagement Activities



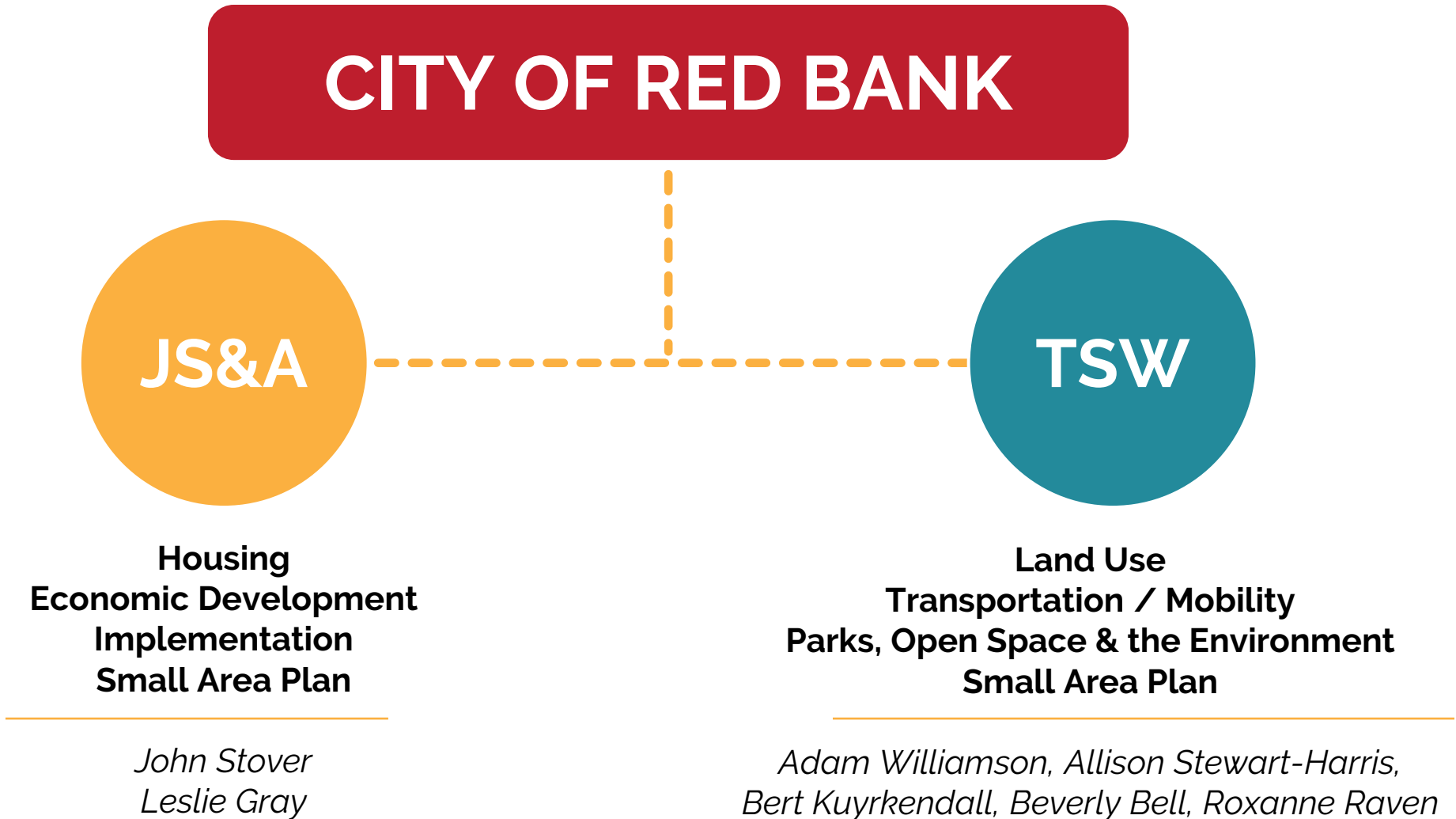




# Project Overview

Team Introductions, Project Timeline

# Team Introductions



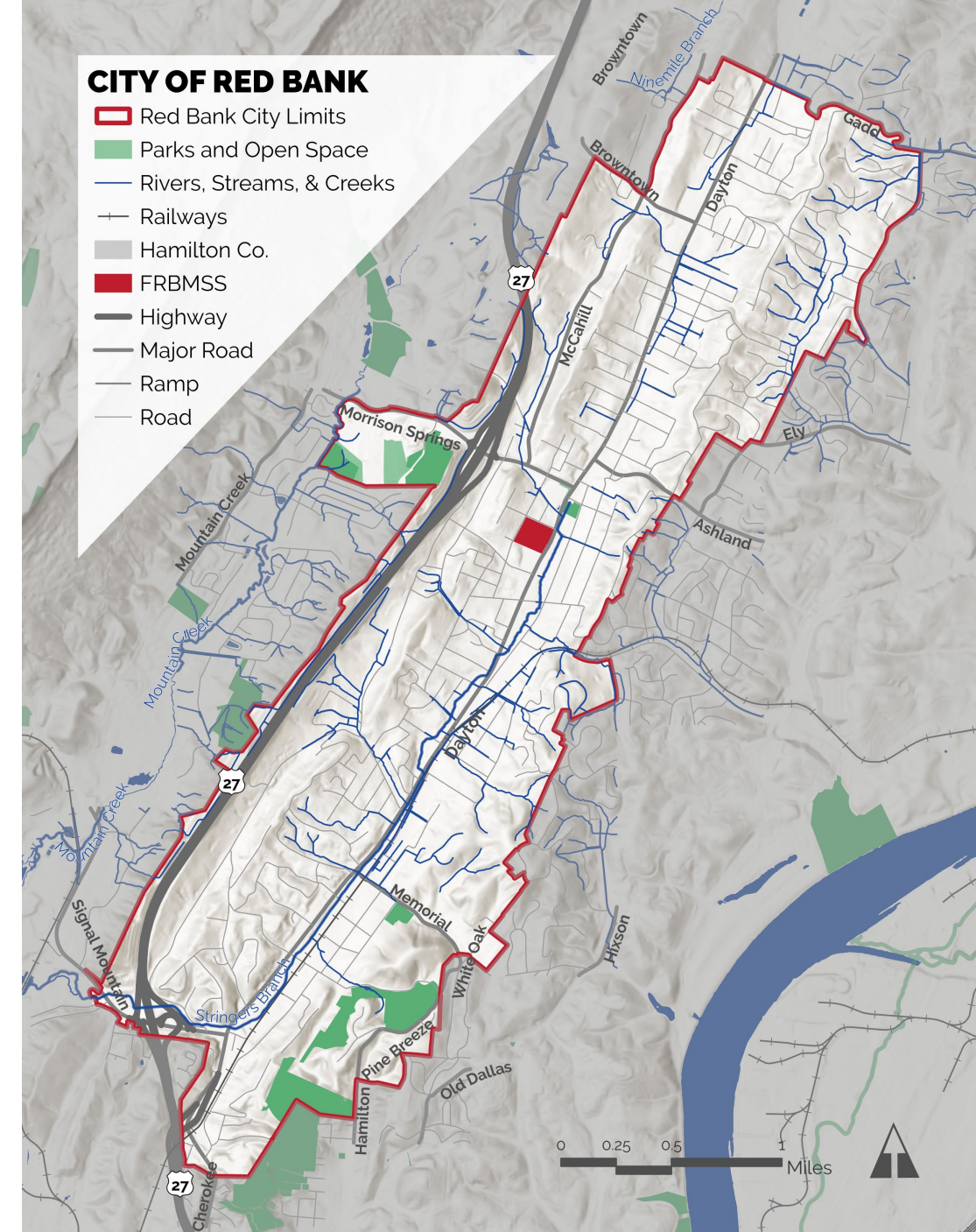


# The Red Bank Master Plan Will:

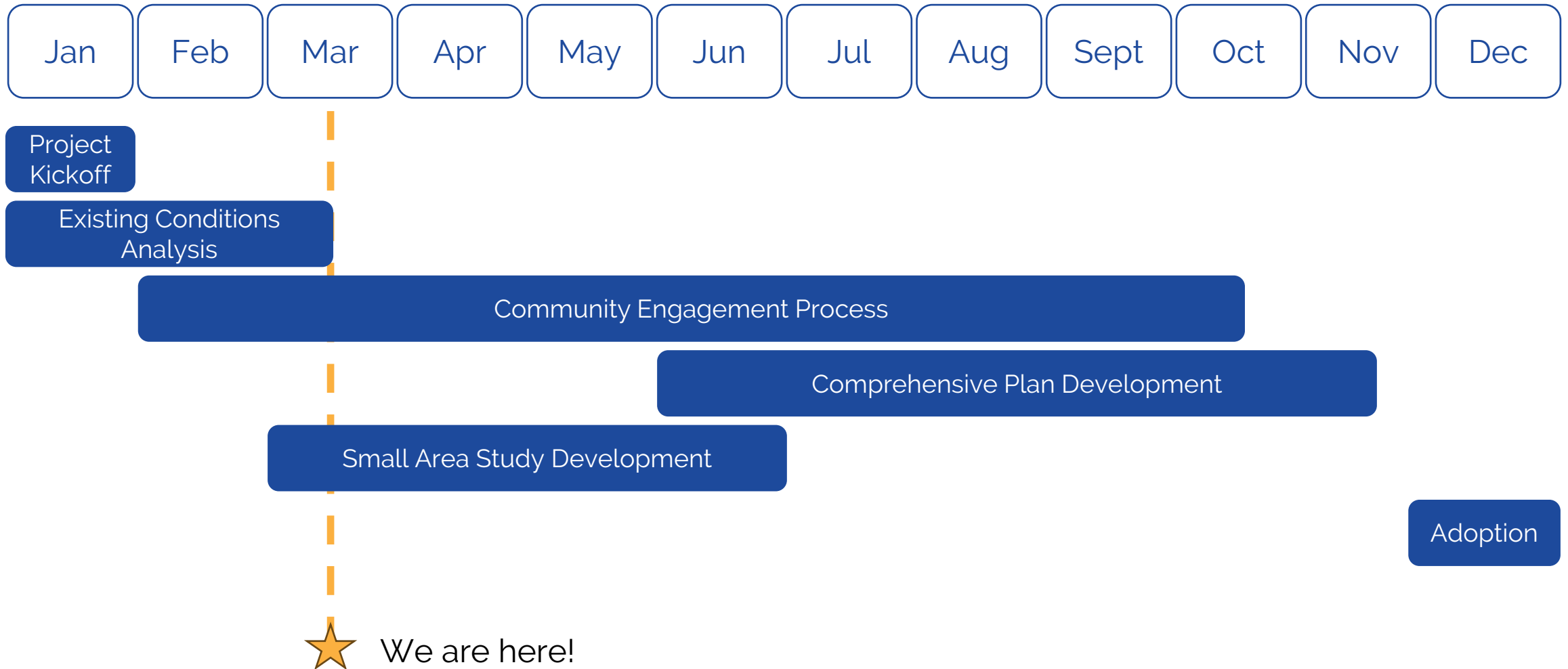
- **Analyze Red Bank's Existing Conditions:**
  - Land Use, Transportation & Multi-modal Mobility, Housing, Economic Development, and Parks Recreation & Open Space
  - Understand what Red Bank's strengths are, any future needs the City should prepare for, and identify areas for improvement
- **Collect community input throughout the process**
- **Community input and Existing Conditions analysis will guide recommendations for land use, zoning, transportation, economic development, & housing**

## AND....

Feature a **Small Area Study** that will produce draft concepts and an action plan for redevelopment of the former **Red Bank Middle School Site**



# Project Timeline







# Existing Conditions

Demographics, Land Use, Transportation and Multi-Modal Mobility, Housing, Economic Development, Parks, Open Space, and the Environment





# DEMOGRAPHICS

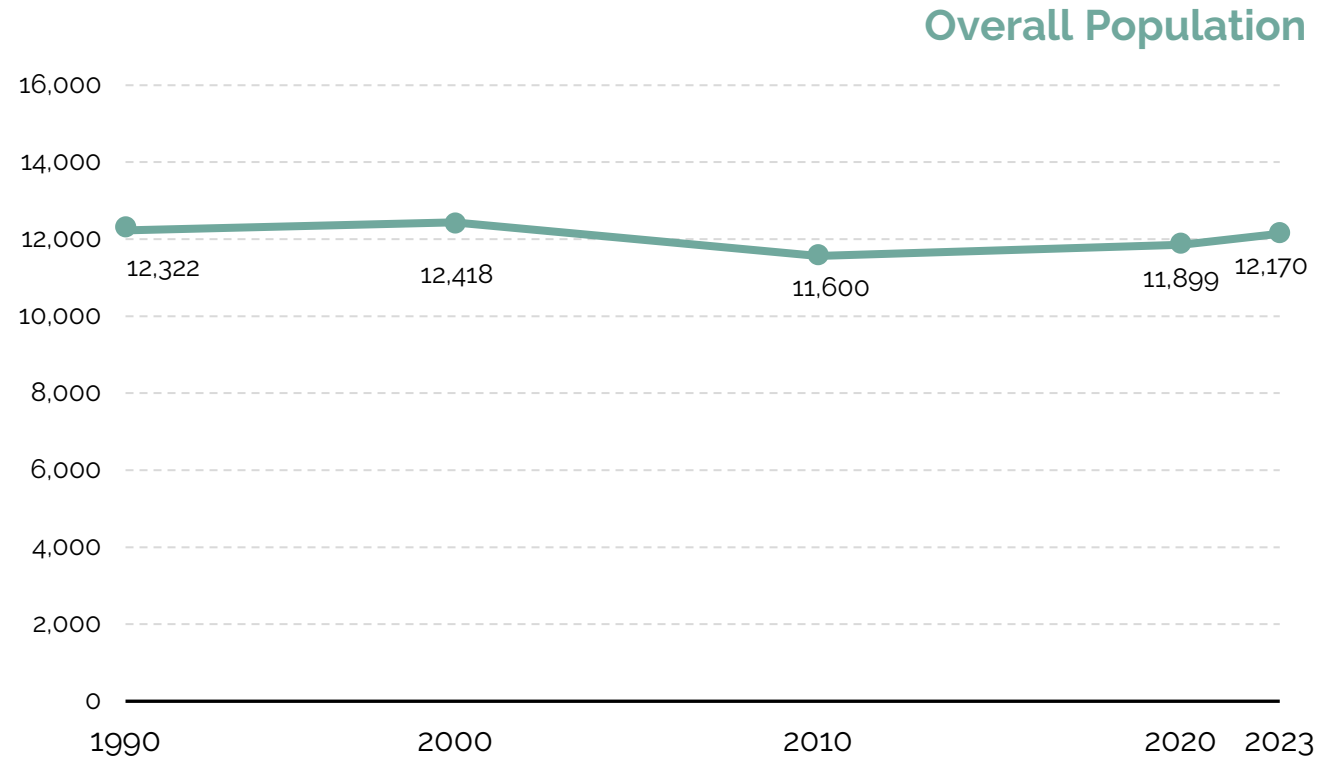


# Population

**Red Bank is home to 12,170 residents with a stable population over the past 30 years.**

Red Bank's overall population has remained relatively consistent over the past few decades.

However, the area around Red Bank is growing. Comparatively, Chattanooga's population grew 10% since 2010 compared to Red Bank's growth of 3%.



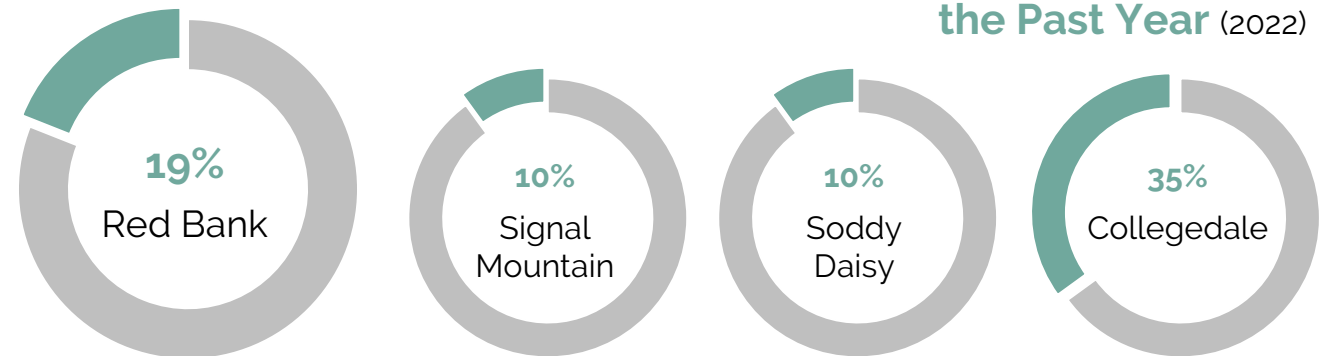
# Population Trends

**While the overall population has remained consistent, Red Bank's population is changing as people move into the city and residents leave.**

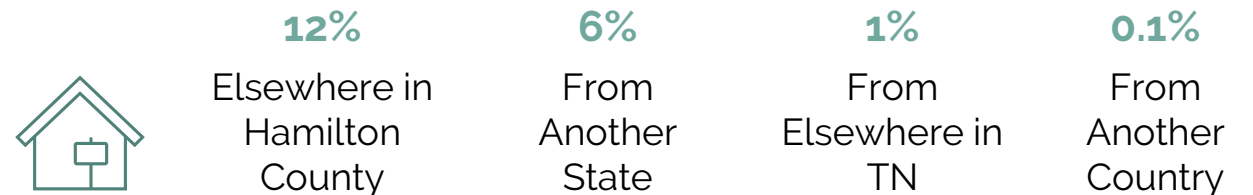
In 2022, 19% of the city's population moved homes either in or to Red Bank. 81% of Red Bank residents remained in the same house as the prior year compared to 90% in similar communities in Hamilton County.

Most new Red Bank residents come from Hamilton County.

**Share of Residents Who Moved Homes in the Past Year (2022)**



**Where New Red Bank Residents Are Moving From:**





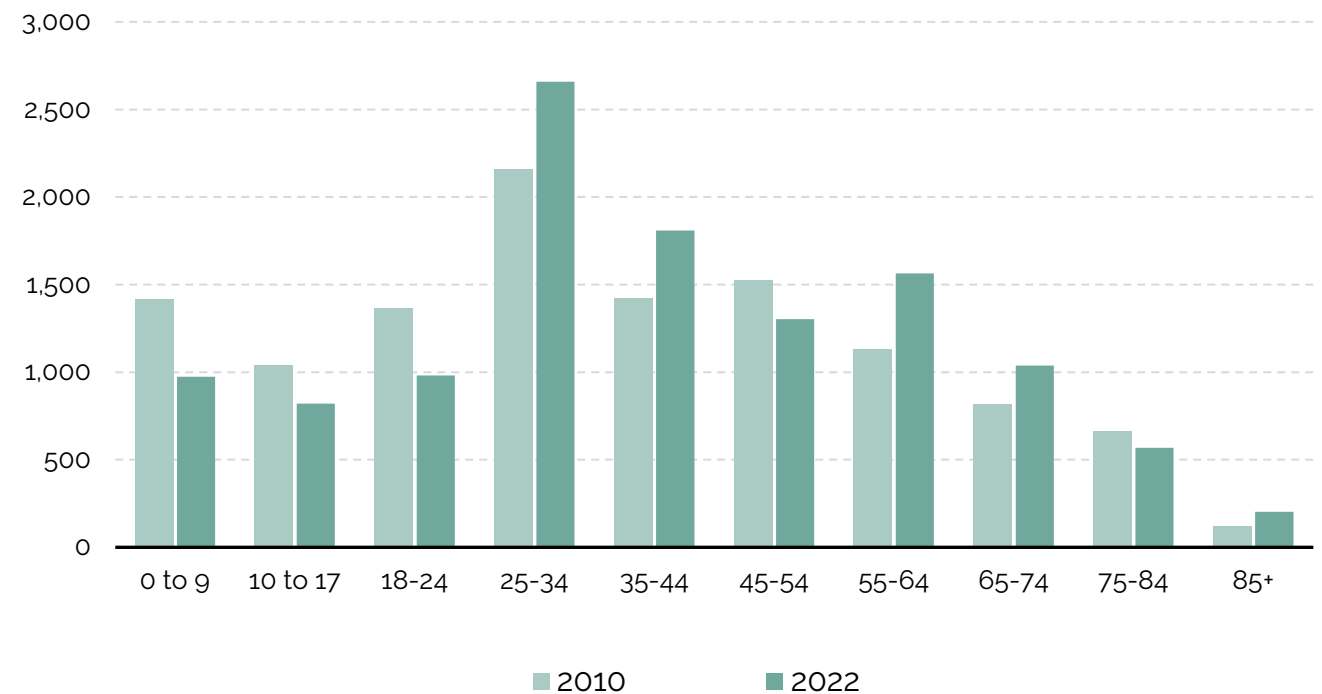
# Population Characteristics

Between now and 2010, Red Bank has seen an uptick in residents between the ages of 25 and 44 and residents between 55 and 74.

This demographic pattern reflects significant life stages related to family, career choices, housing, and retirement. Although there has been a decline in children in Red Bank, the increase in population between 25- and 44-year-olds may project an increase in children in the coming years.

Source: US Census Bureau (2010, 2022)

Red Bank Population  
By Age Group



# Socioeconomic Insights

Red Bank residents are becoming increasingly educated over the past decade. The population with bachelor's degrees doubled from 2010 to 2022.

Red Bank has more advanced rates of educational attainment, where 43% of the population obtained a bachelor's or advanced degree, trending higher than Chattanooga and Hamilton County.



**Share of Population 25% with Bachelors or Advance Degree**

**43%**

Red Bank

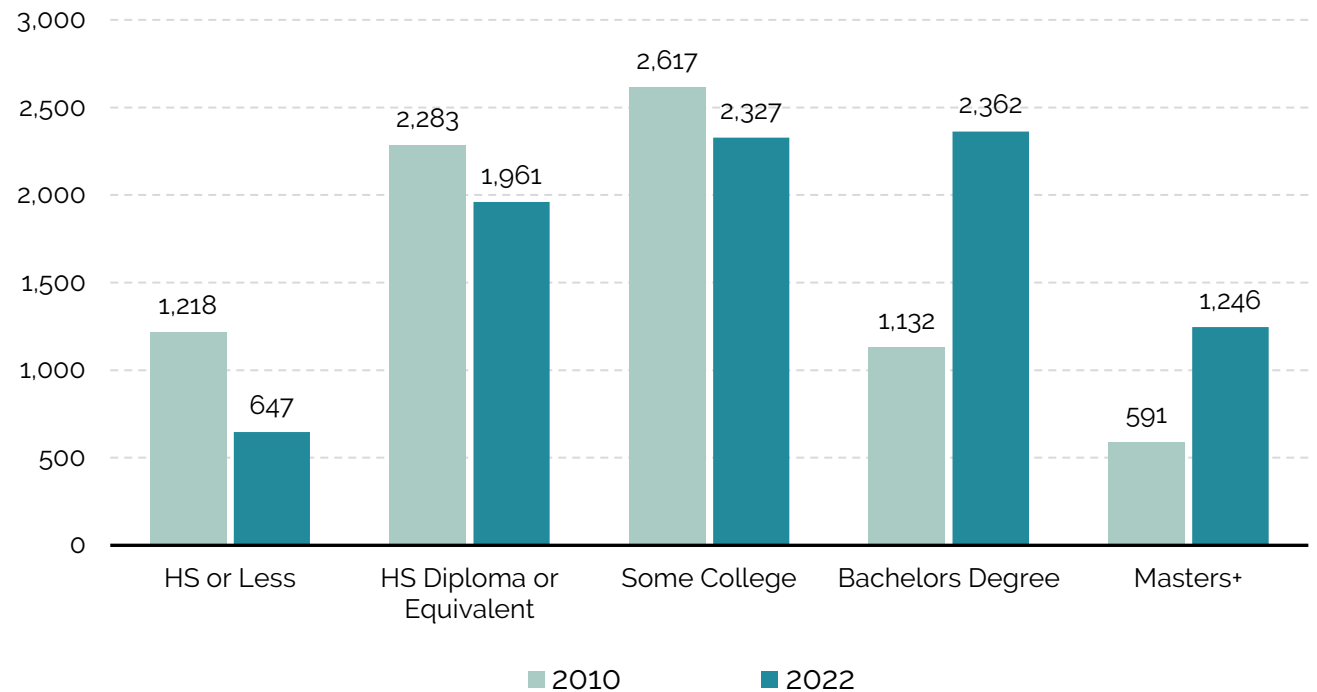
**34%**

Chattanooga

**35%**

Hamilton County

**Educational Attainment For Population 25+**





# Socioeconomic Insights

Red Bank is comprised of predominately middle-class households, on par with the area.

Red Bank's median household income is on par with Chattanooga and slightly below Hamilton County's. The household income distribution aligns with Chattanooga and Hamilton County but skews lower for the \$150,000+ household income bracket.



## Median Household Income

**\$59,027**

Red Bank

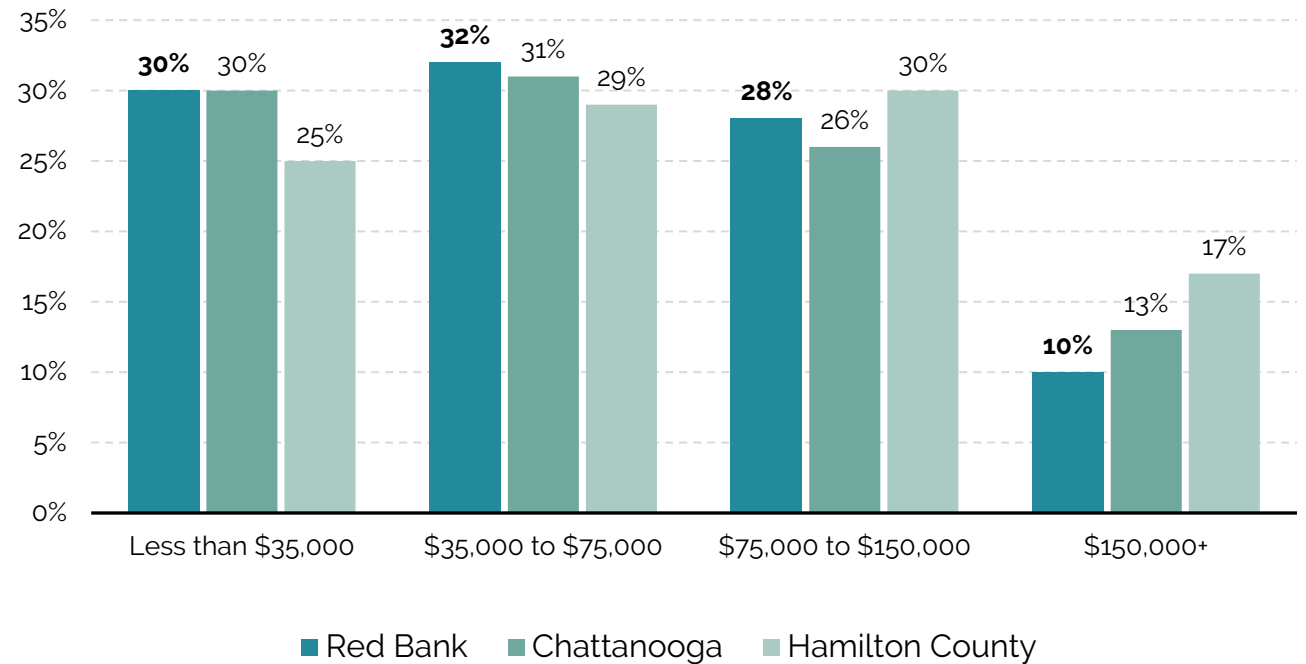
**\$57,703**

Chattanooga

**\$69,069**

Hamilton County

## Household Income Distribution



# Projected Population Growth

Red Bank has an opportunity to grow as a community based on current conditions and forecasted regional growth.

## How Might Red Bank's Population Change Over the Coming 20 Years?

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graph TD; A[How Might Red Bank's Population Change Over the Coming 20 Years?] --> B[Continued Path of Minimal Growth with Relatively Stabilized Population]; A --> C[Captures a Higher Share of Regional Growth and Increases its Population]; B --> B1[430 New Residents]; B --> B2[210 New Housing Units]; B --> B3[0.2% Annual Growth Rate]; C --> C1[1,540 New Residents]; C --> C2[755 New Housing Units]; C --> C3[0.6% Annual Growth Rate];
```

### Continued Path of Minimal Growth with Relatively Stabilized Population

<b>430</b>	<b>210</b>	<b>0.2%</b>
New Residents	New Housing Units	Annual Growth Rate

### Captures a Higher Share of Regional Growth and Increases its Population

<b>1,540</b>	<b>755</b>	<b>0.6%</b>
New Residents	New Housing Units	Annual Growth Rate

Note: Population projections based on forecasted models leveraging ACS past rates and forecasted population growth for Hamilton County through the State of Tennessee.





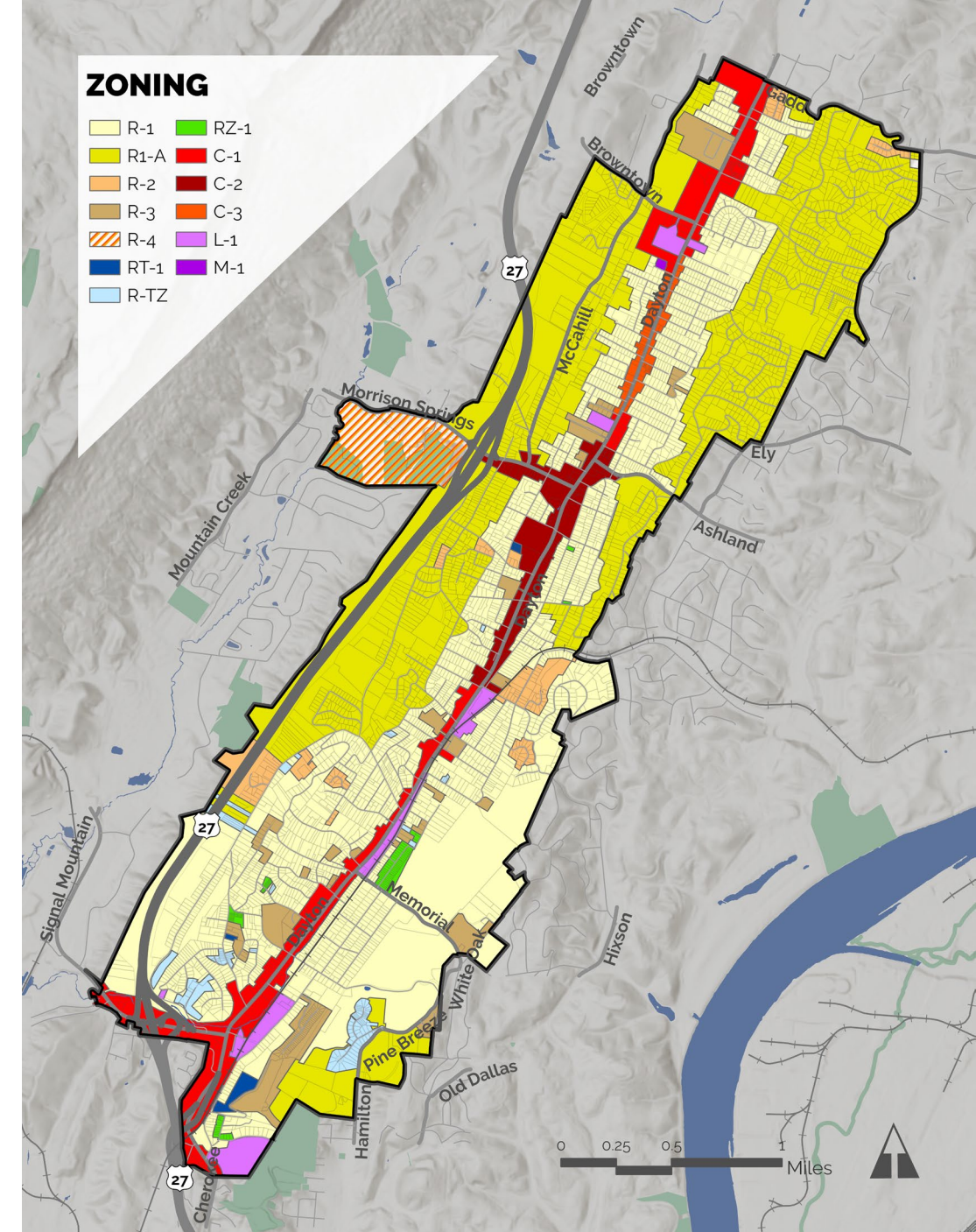
# LAND USE



# Zoning

**Most of Red Bank's parcels are zoned for Residential Uses and located almost ubiquitously throughout the city.**

- There is a mix of residential zoning types, but most of the City is zoned R-1 and R1-A (Residential).
- C-1 (Convenience Commercial Zone) is the most common non-residential use, followed by C-2 (Central Business District Commercial Zone).
  - These are concentrated along Dayton Boulevard.
- There are a small number of L-1 (Light Industrial) parcels, also located along Dayton Boulevard.

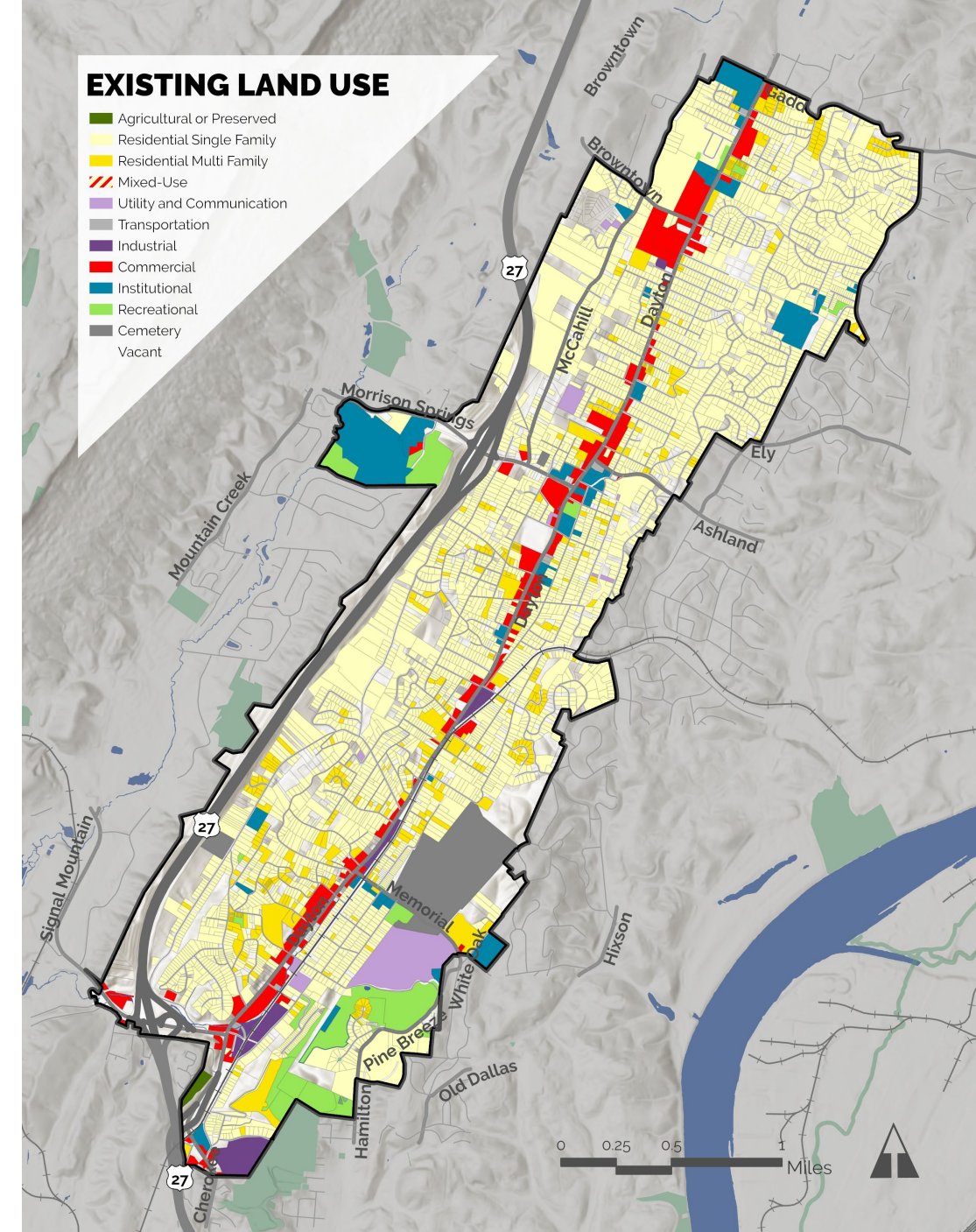




# Existing Land Use

Over half of Red Bank's land is currently used for Single Family Residential, which is reflective of its zoning.

- Vacant land is the second largest land use.
  - Vacant parcels are located throughout the city, including key locations along Dayton Boulevard.
- Commercial land uses are located along Dayton Boulevard, Morrison Springs Road, and Signal Mountain Road.
- The existing land use patterns for both Hamilton County and the City of Chattanooga are similar to Red Bank.
  - Both Hamilton County and Chattanooga's largest land use is for Single Family Residential followed by Vacant Land.
  - Key differences include Chattanooga and Hamilton County having a larger amount of public passive parkland and heavy industrial.
  - These differences can be partially attributed to their larger geographies.

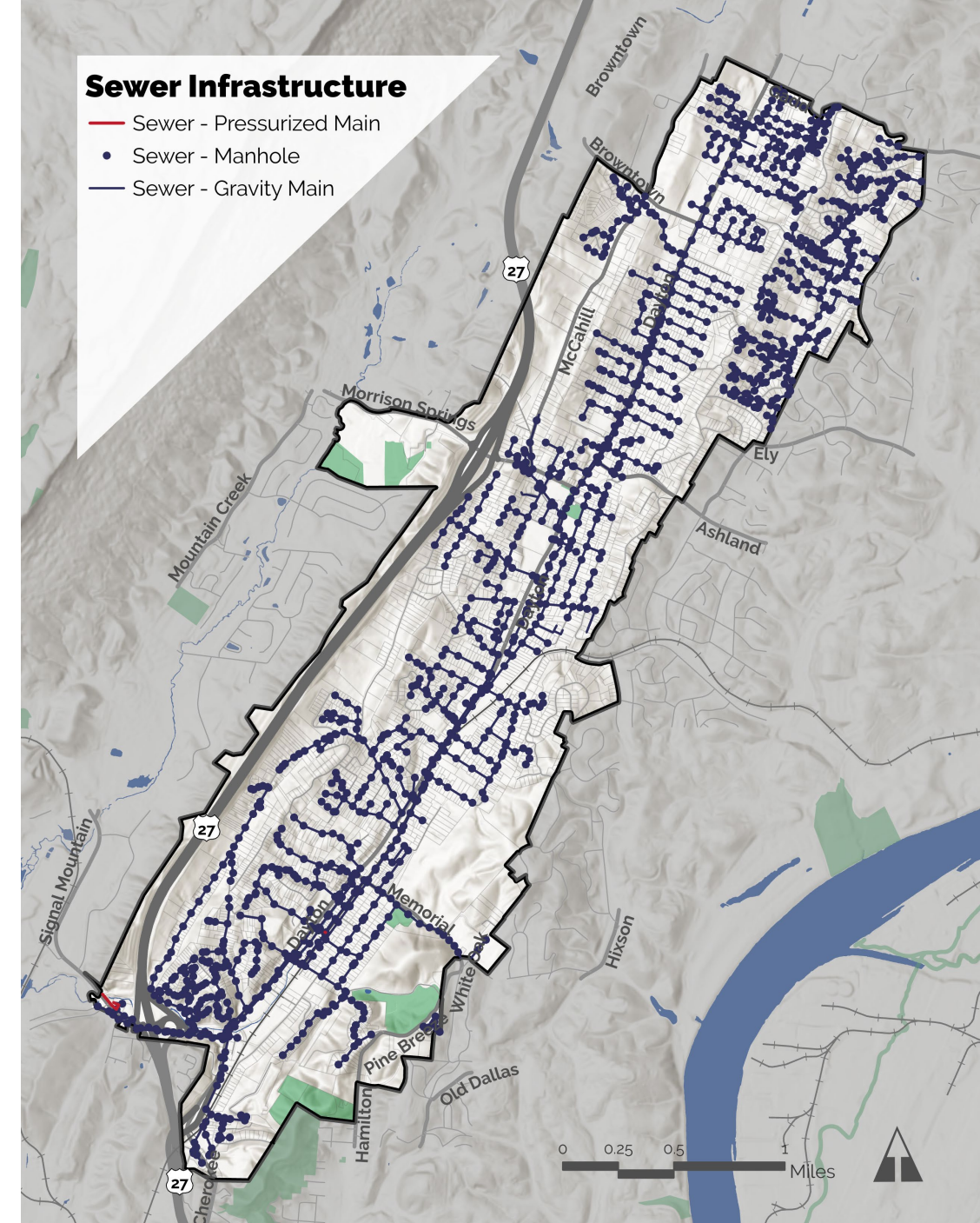




# Essential Infrastructure

**Most of the structures within Red Bank have access to Sewer Infrastructure, primarily through 55+ miles of gravity mains located throughout the city.**

- A small segment of pressurized mains are located along Signal Mountain Road where the topography is challenging.
- Pockets of residential areas without sewer access are located on the periphery of the city.
- The City is responsible for stormwater management and collects a stormwater utility fee.
  - The City updated the Fee and Credit Manual in 2023 and won a grant to map stormwater assets to improve management strategies.
  - Stormwater engineering services were also procured in 2023.

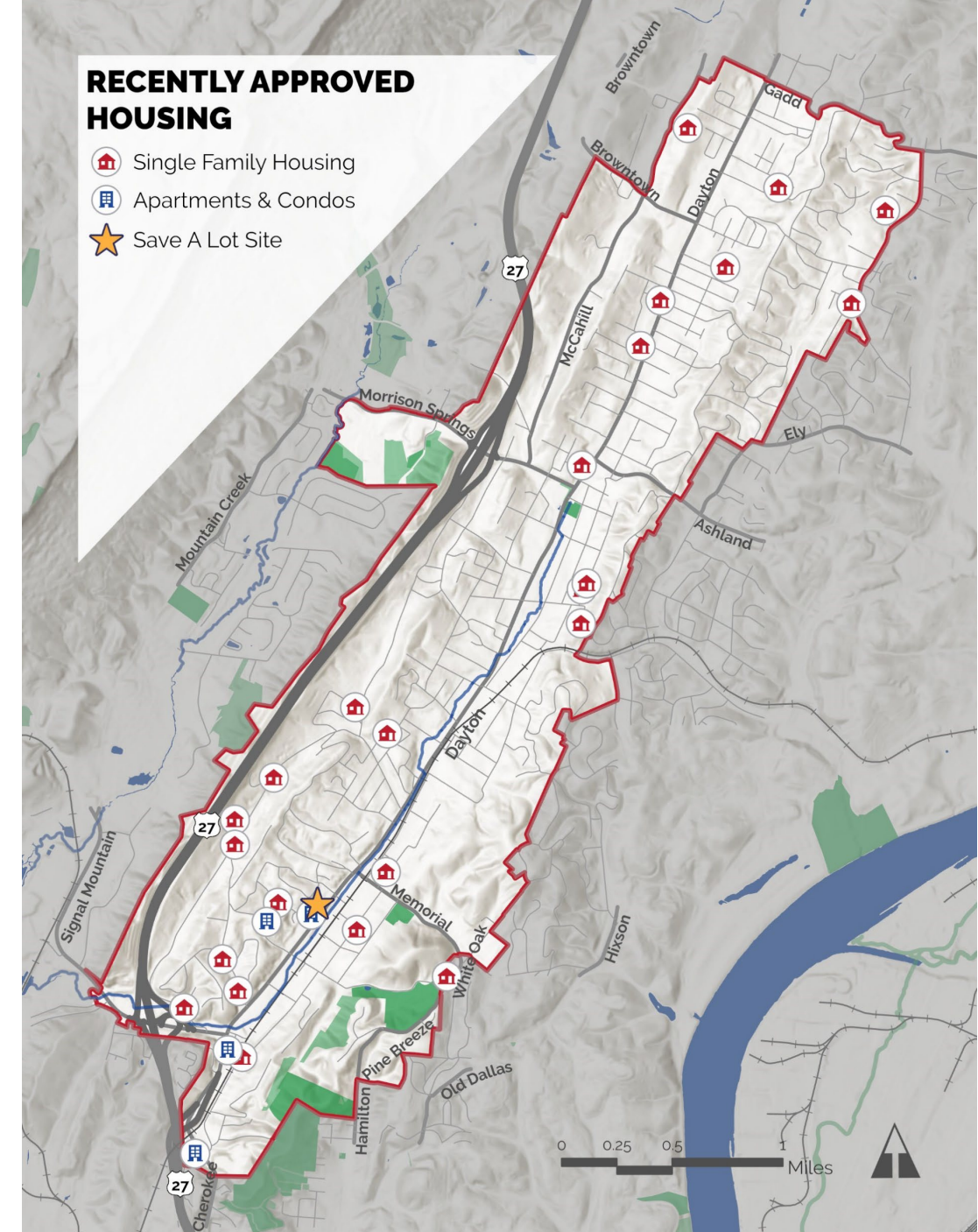




# Current & Future Projects

Most recently-approved housing projects are for Single Family Residential, continuing existing land use and housing trends. However, an upcoming project at the previous Save A Lot site aims to introduce more mixed-use development.

- The Save A Lot project includes 200+ apartments, several live-work units, and a 7,000 square foot retail building.
- Historic building permit data from the last 18 years suggest that Red Bank is developing within the boundaries of its existing land use plans and zoning, which separates commercial uses from residential.







# TRANSPORTATION



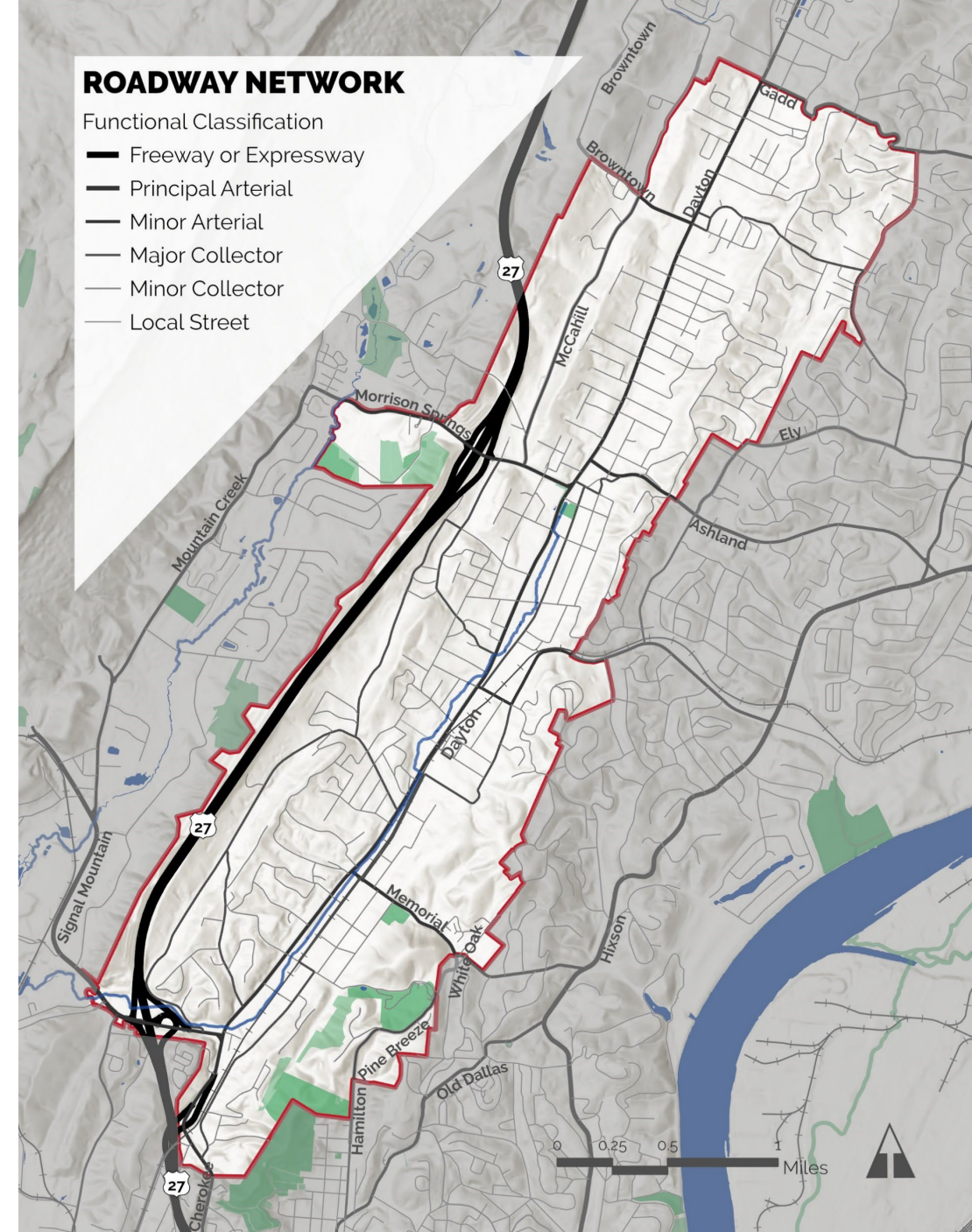
# Existing Street Network

Red Bank's roadway network primarily consists of local streets that create a strong grid-pattern.

- Highway 27 runs along the western border of the city.

## *Inventory*

- Expressway: 9.4 mi.
  - Principal Arterial: 0.2 mi.
  - Minor Arterial: 8.3 mi.
  - Major Collector: 12.2 mi.
  - Minor Collector: 0.3 mi.
  - Local Streets: 49.3 mi
- The City is conducting a citywide pavement conditions survey this year.

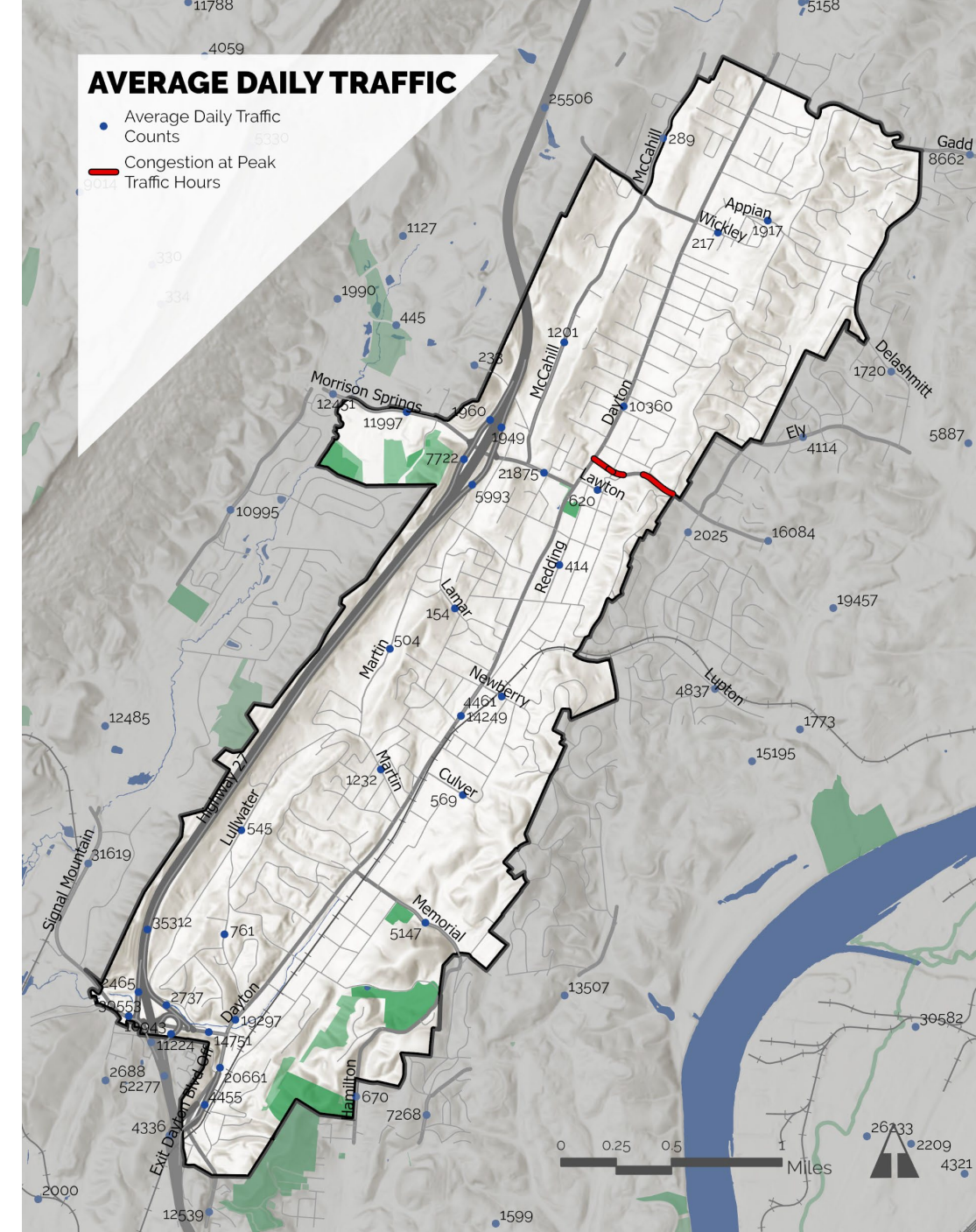


# Traffic Capacity

**Highway 27, Dayton Boulevard, and all other arterials, collectors and streets have capacity to handle average daily traffic (ADT).**

- During peak traffic hours, westbound traffic backup occurs on Ashland Terrace leading up to the intersection at Dayton Boulevard.
- Red Bank is currently exploring a Healthy Communities Grant aimed at right-sizing Dayton Boulevard.

*Data sources: Google Traffic ,TDOT*



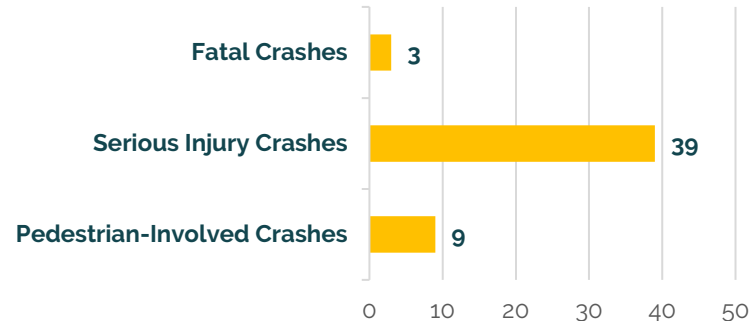


# Crashes

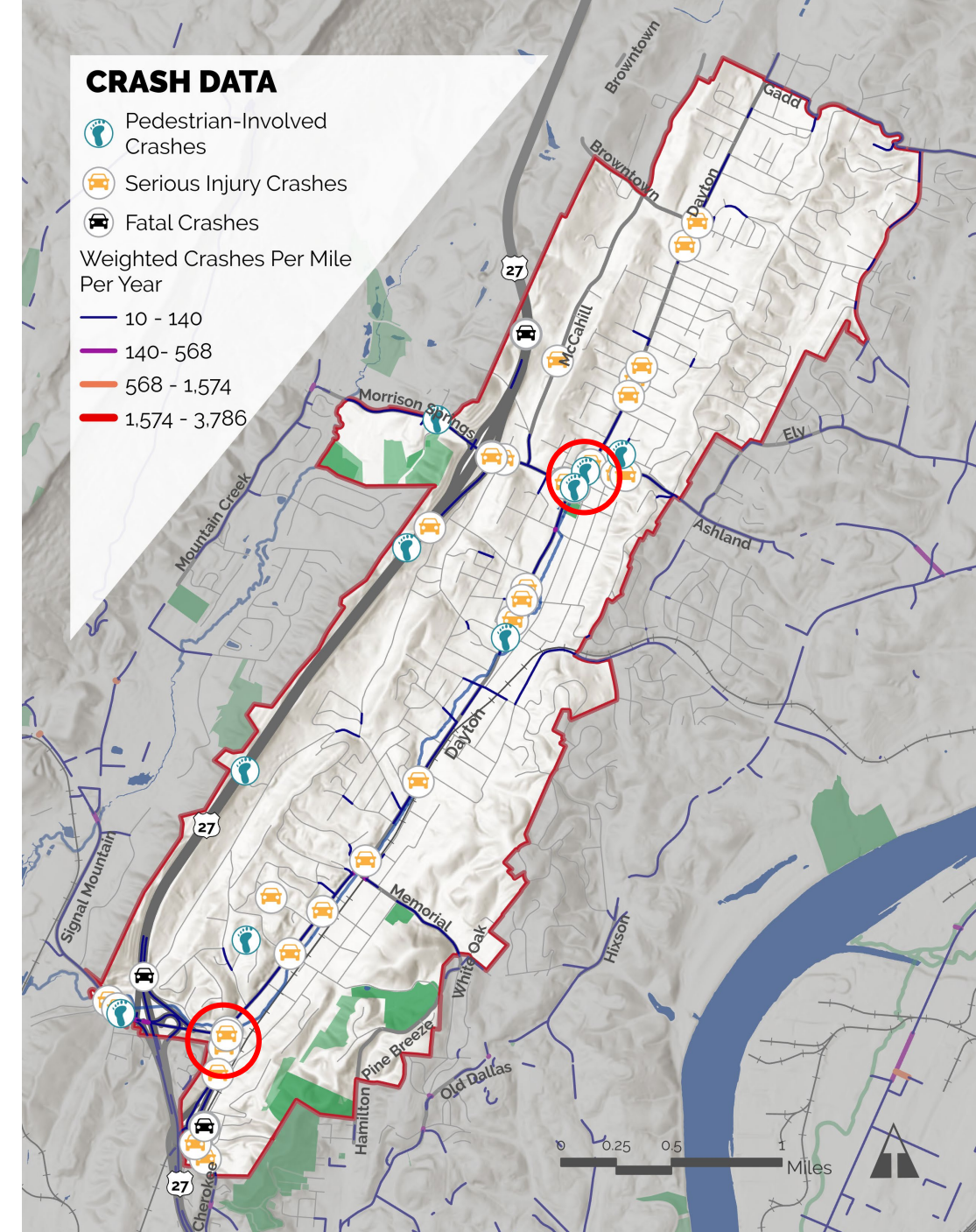
The highest concentration of crashes occur at the intersection of Signal Mountain Road and Dayton Boulevard and along Dayton Boulevard between Morrison Springs Road and Ashland Terrace.

- Approximately 63 crashes happen at Signal Mountain Road and Dayton Boulevard each year.
- Approximately 264 crashes happen along Dayton Boulevard from Morrison Springs Road to Ashland Terrace each year.
- **The City has placed a work order for a Multi-Modal Safety Study at Morrison Springs Road and Dayton Boulevard to begin soon.**

Key Crash Data



Data sources: TPO, RPA, last 9 years

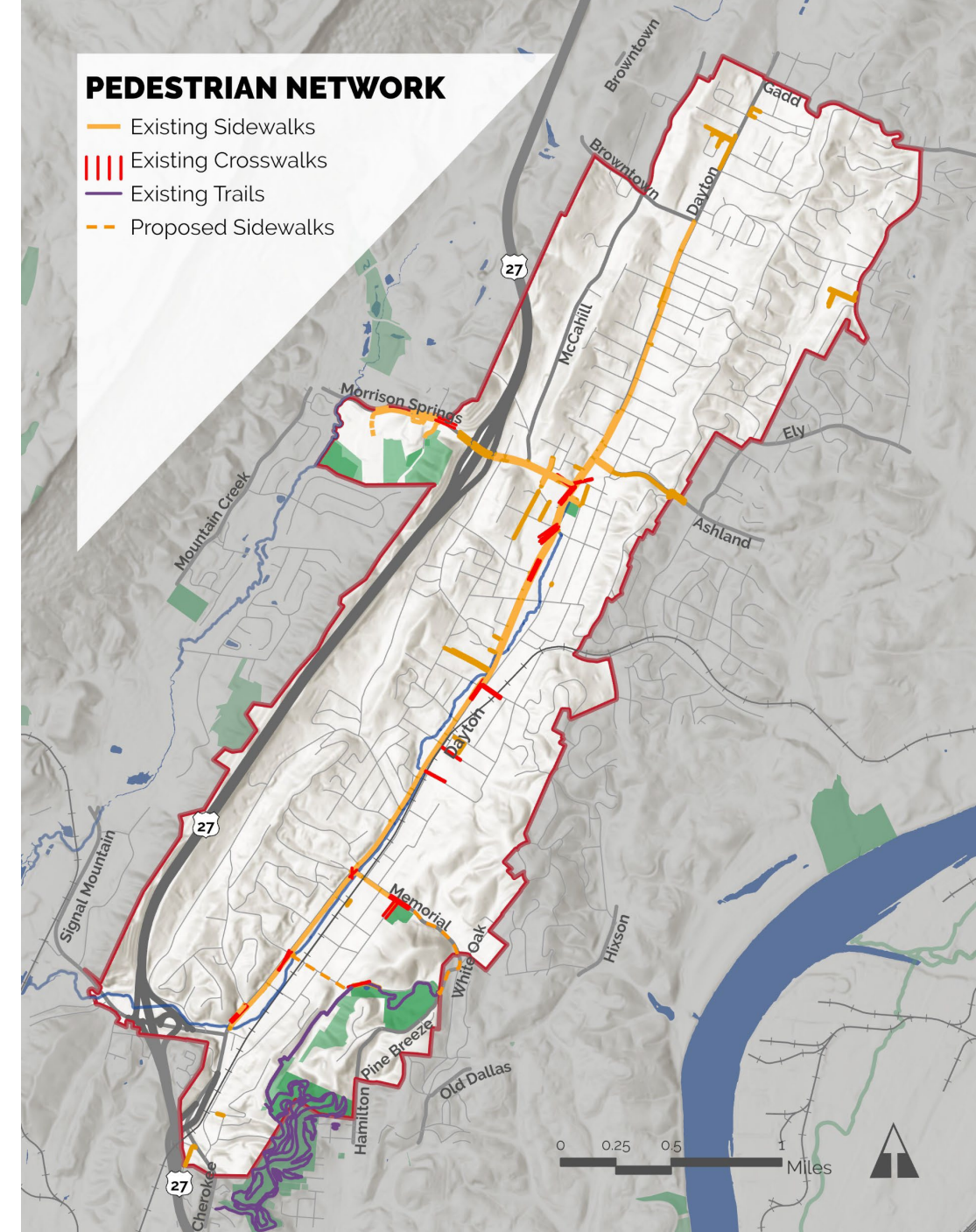




# Pedestrian Network

There is very low sidewalk connectivity to and within the surrounding residential areas from Dayton Boulevard, the main commercial corridor.

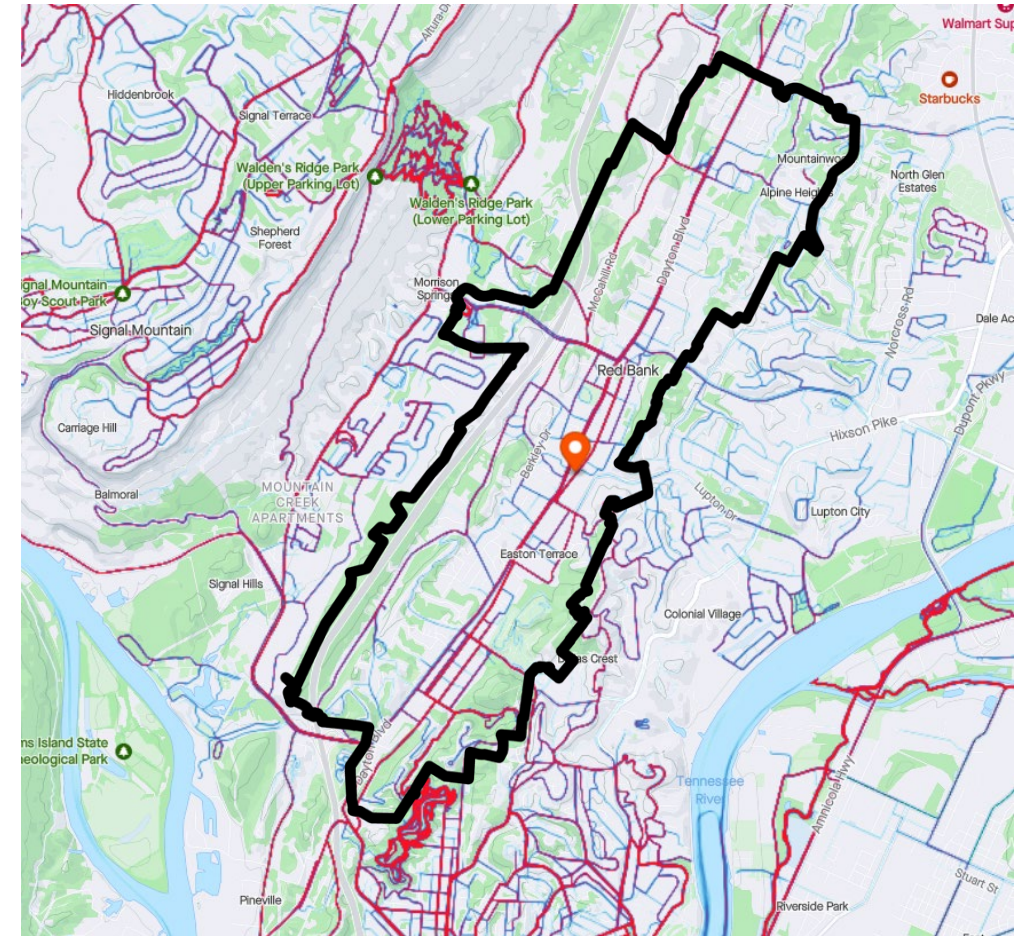
- The existing sidewalks are mostly narrow, on one side of the road, and not buffered from the street.
- Recently installed midblock crosswalks have helped improve pedestrian safety.



# Pedestrian/Bike Demand

Walking and cycling for exercise are more concentrated in the southern portion of the city near the Stinger's Ridge Trails.

- Cycling is focused on primary streets, while walking is more prevalent on neighborhood streets.
- The data showcasing these trends is voluntarily provided through Strava, and actual usage could be higher.



Strava Heat Map



*Less Popular*

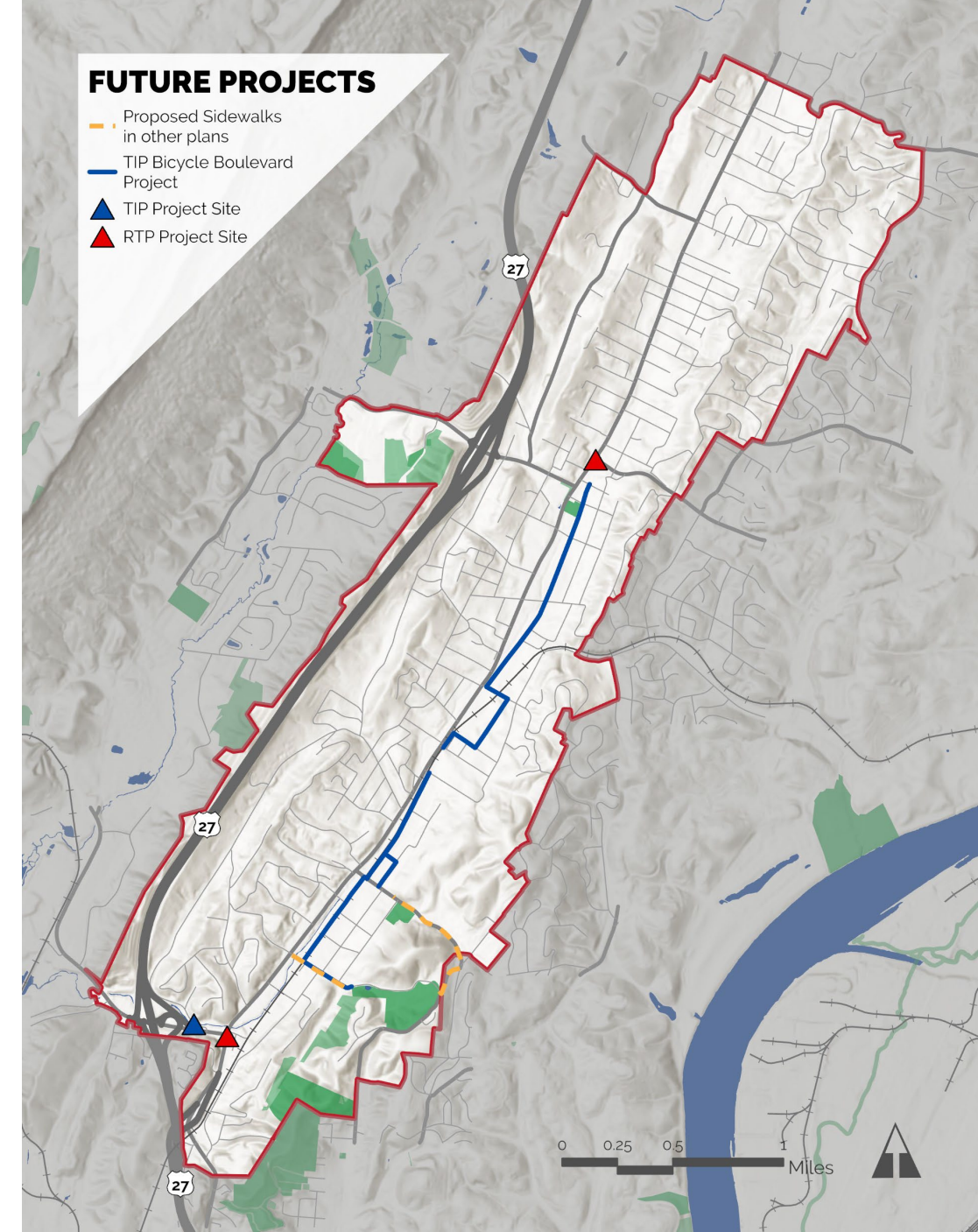
*More Popular*



# Current & Future Projects

Currently planned projects expand Red Bank's multi-modal network and safety.

- New sidewalks to connect Dayton Boulevard to the existing Stringer's Ridge Trail system.
- Transportation Improvement Program (TIP) projects:
  - Install a bicycle boulevard parallel to Dayton Boulevard.
  - Replace the Lullwater Road Bridge.
- Regional Transportation Plan (RTP) Projects:
  - Intersection improvement at Dayton Boulevard and Signal Mountain Road/Spring Road.
  - Intersection safety improvements at Ashland Terrace and Dayton Boulevard.

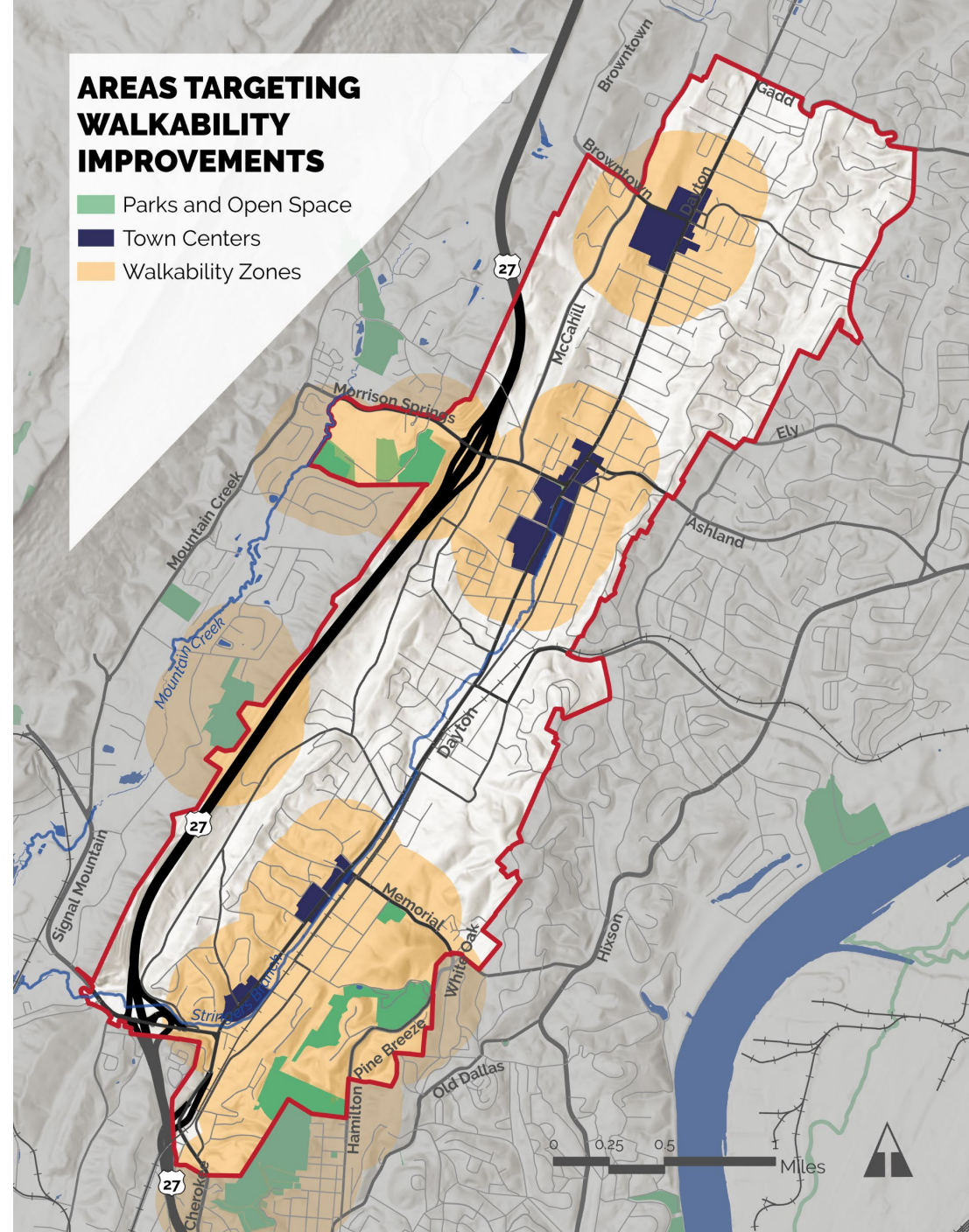


# Key Walkability Target Areas

Several key destinations in the city, such as parks and historic/existing commercial hubs, need targeted investment in pedestrian infrastructure to ensure residents have easy and safe access to them.

Most people are willing to comfortably walk 5-10 minutes to reach a destination, or between a quarter mile and a half mile.

The areas in yellow represent a quarter mile radius around key destinations where walkability improvements should be targeted.



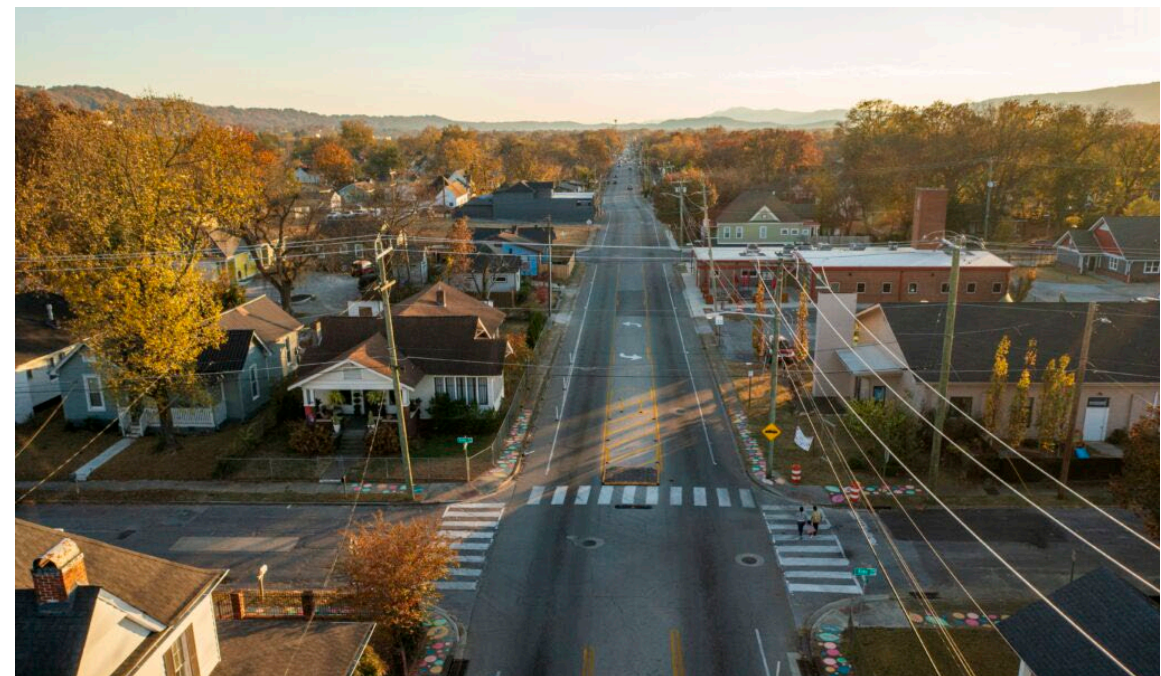


# Complete Streets Policy Initiative

The City is coordinating with Smart Growth America's Complete Streets Coalition to establish a complete streets policy.

Complete streets are designed and operated to enable safe access for all users, including pedestrians, bicycles, motorists, and transit riders

*Example of a complete street in Chattanooga*







# HOUSING

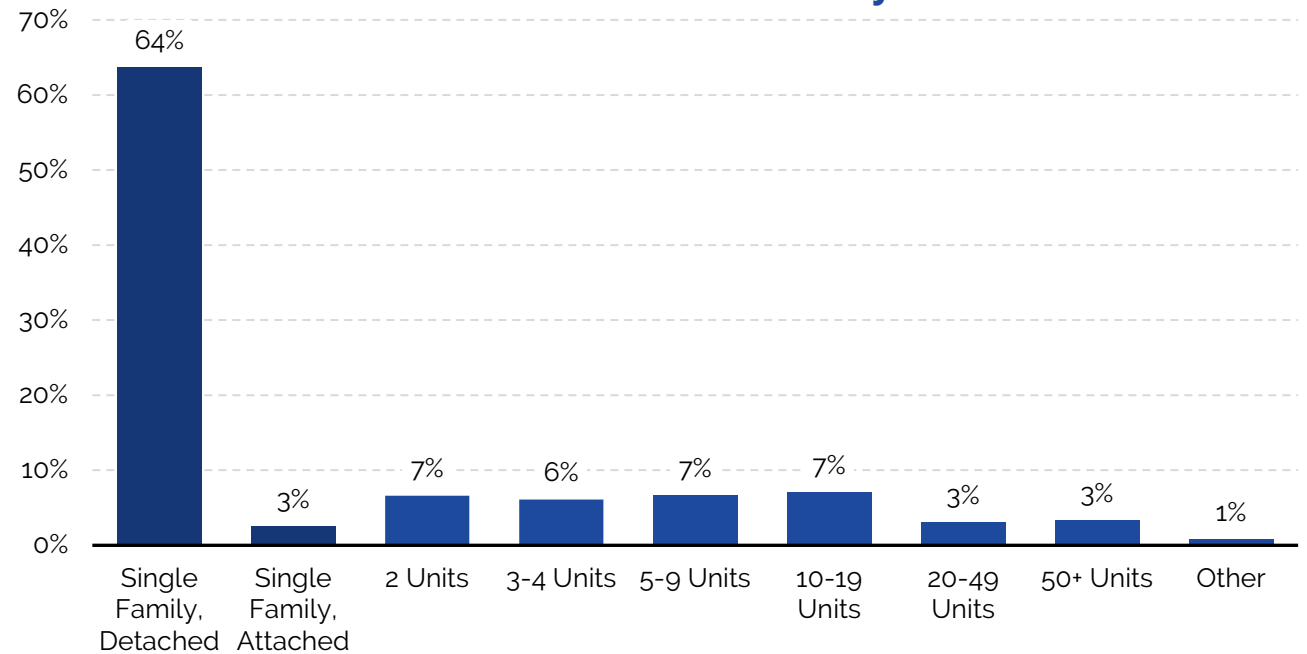


# Unit Types

**Red Bank's housing stock is predominately single-family, comprising two out of every three homes in Red Bank.**

Approximately 13% of the housing stock is duplexes, triplexes, or quadplexes. About 20% of the residential units are in buildings with more than 5 units. However, there are few buildings with more than 20 units. These shares are similar to Hamilton County overall.

**Share of Housing Units  
By Units in Structure**



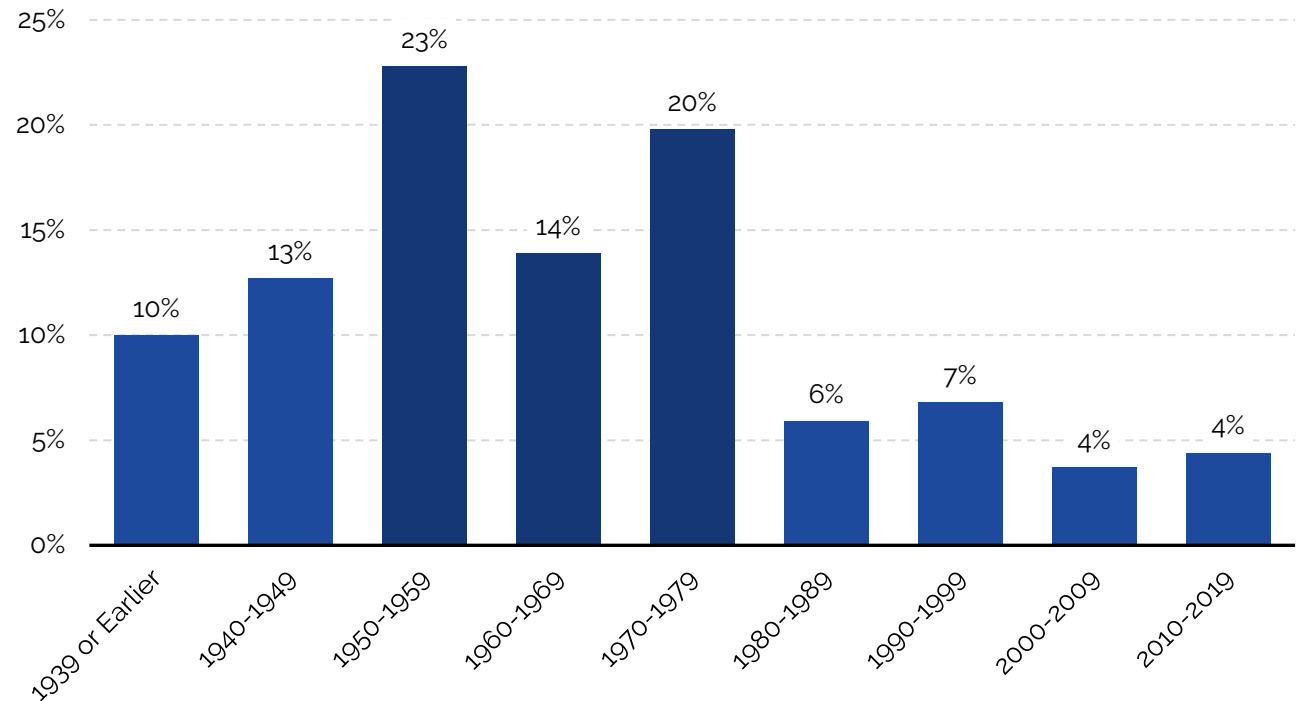
# Age of Housing

**The majority of Red Bank's housing was built between the 1950s and 1970s.**

80% of Red Bank's housing was built before 1980 compared to just 52% of Hamilton County.

This higher share of development before the 1980s emphasizes an aging housing stock and relatively limited new development over the past few decades.

**Housing Units by Year Structure Was Built**





# Housing Value

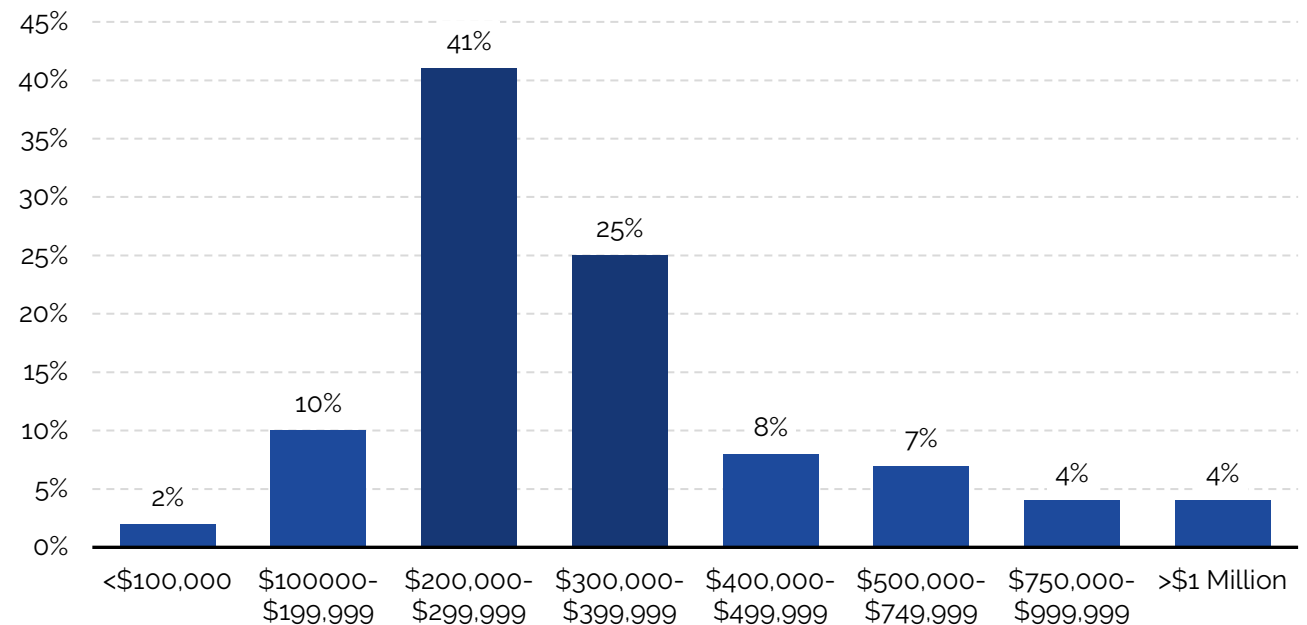
**Two-thirds of Red Banks' homes are valued between \$200,000 and \$400,000.**

The median home value in Red Bank is \$243,317. This is slightly more affordable than elsewhere in Hamilton County, which features a median home value of \$282,753. However, the area, like elsewhere in the country, faces rising home values.

## Renting in Red Bank

- The median rent in Red Bank is \$856, about \$100 less than the median rent in Hamilton County overall.

**Home Values**  
(ACS 2017-2021)



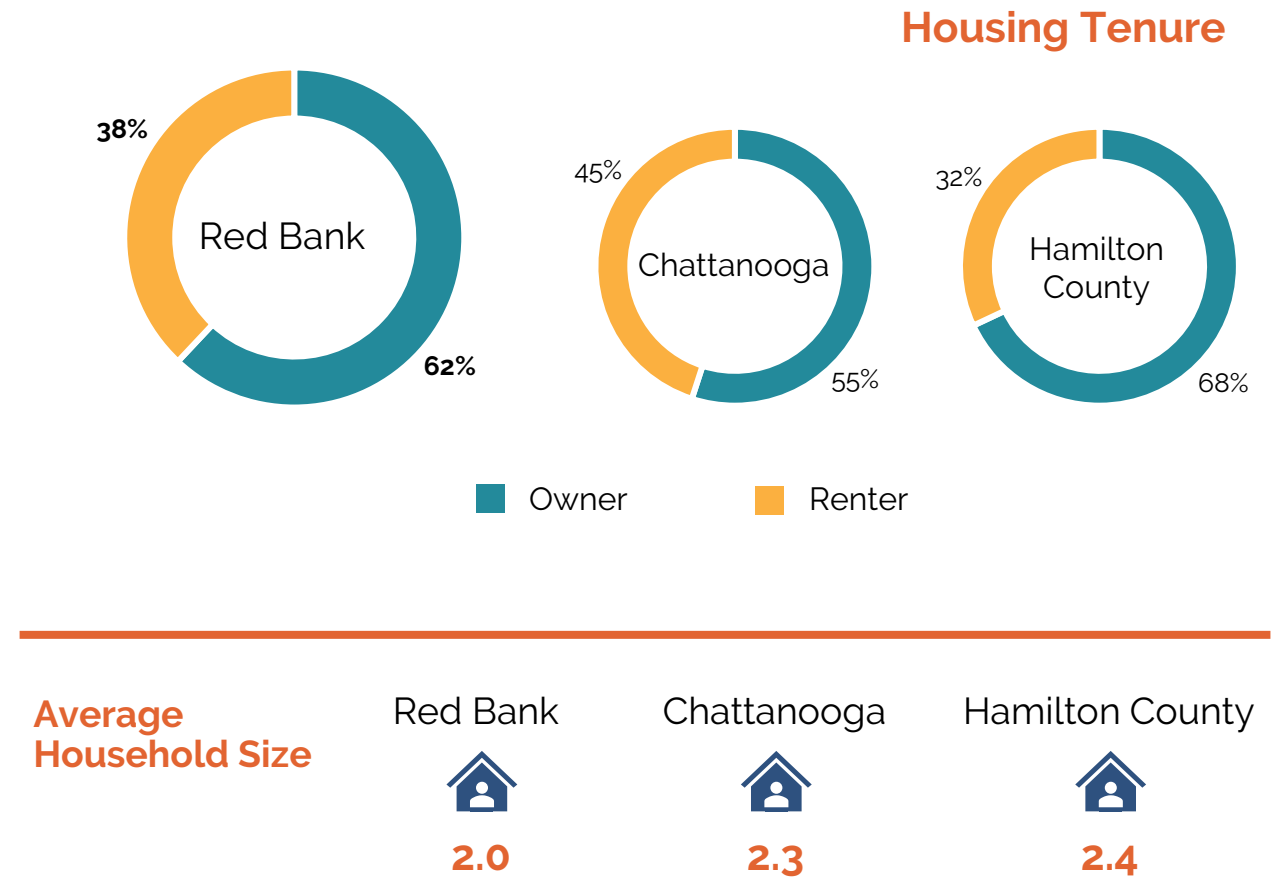
Note: This data reflects data reported through the American Community Survey. Housing values are likely higher given the current market conditions.. Median rent reflects median gross rent as reported through ACS.  
Source: ACS (2017-2021); ESRI (2023)

# Housing Tenure

**Most Red Bank residents own their homes, yet a strong cohort of renters still exists. Red Bank's households are slightly smaller than in Chattanooga and Hamilton County.**

Red Bank's share of owners and renters aligns with the midpoint between Chattanooga and Hamilton County. While Chattanooga and Hamilton County's households average 2.3 and 2.4 people, respectively, Red Bank's households are smaller, with only 2 people in the average household.

Red Bank renters are much more housing cost-burdened compared to their home-owning counterparts. 46% of Red Bank Renters spend more than 30% of their income on housing compared to 10% of homeowners.







# ECONOMIC DEVELOPMENT

# Local Businesses

## Red Bank is home to 335 businesses.

Red Bank businesses represent a wide range of industries. Key industries include service businesses, retail, construction, healthcare, finance, and professional services.

Red Bank Business Mix by Industry





# Employment

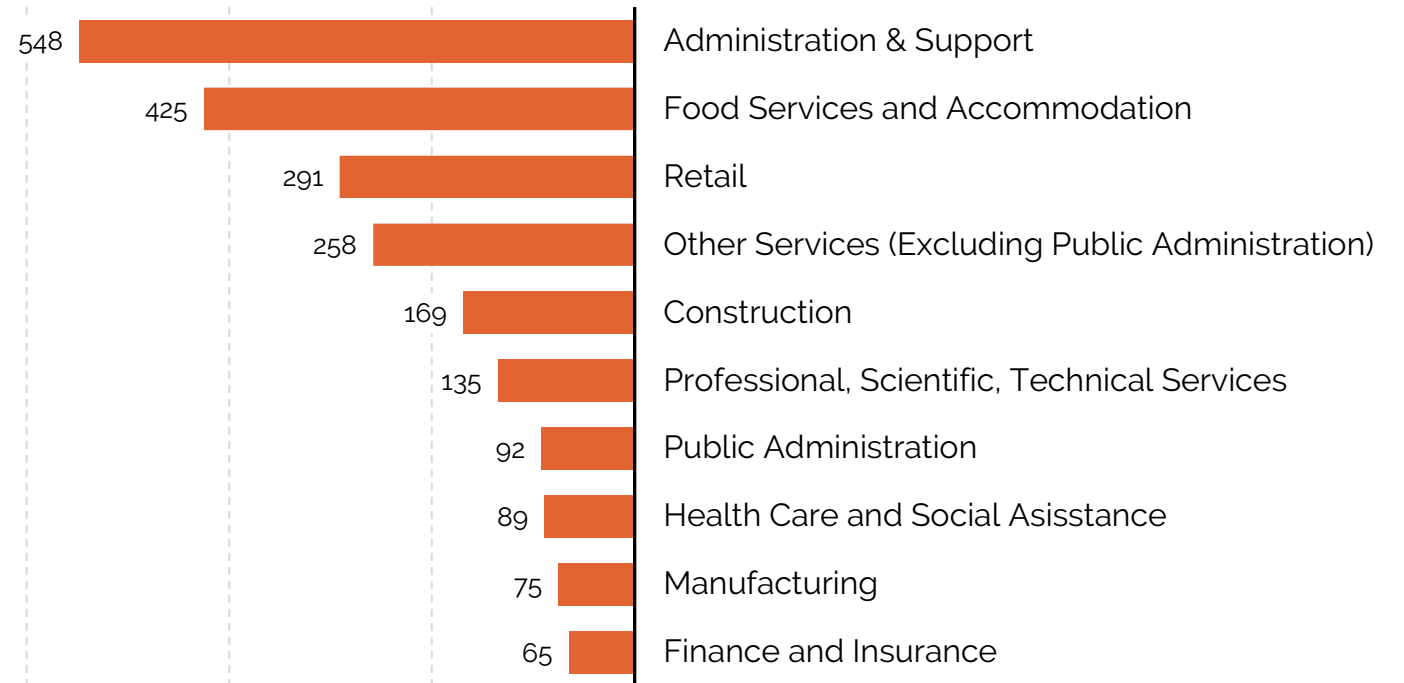
**Approximately 2,200 people work in Red Bank.**

Over half of employed people either work in administration and support or accommodation and food services-related jobs.

## **Top Employers in Red Bank:**

- Hamilton County Schools
- City of Red Bank
- Erlanger North Hospital
- Food City
- Red Bank Baptist Church

## **Top Industry Sectors by People Employed in Red Bank**



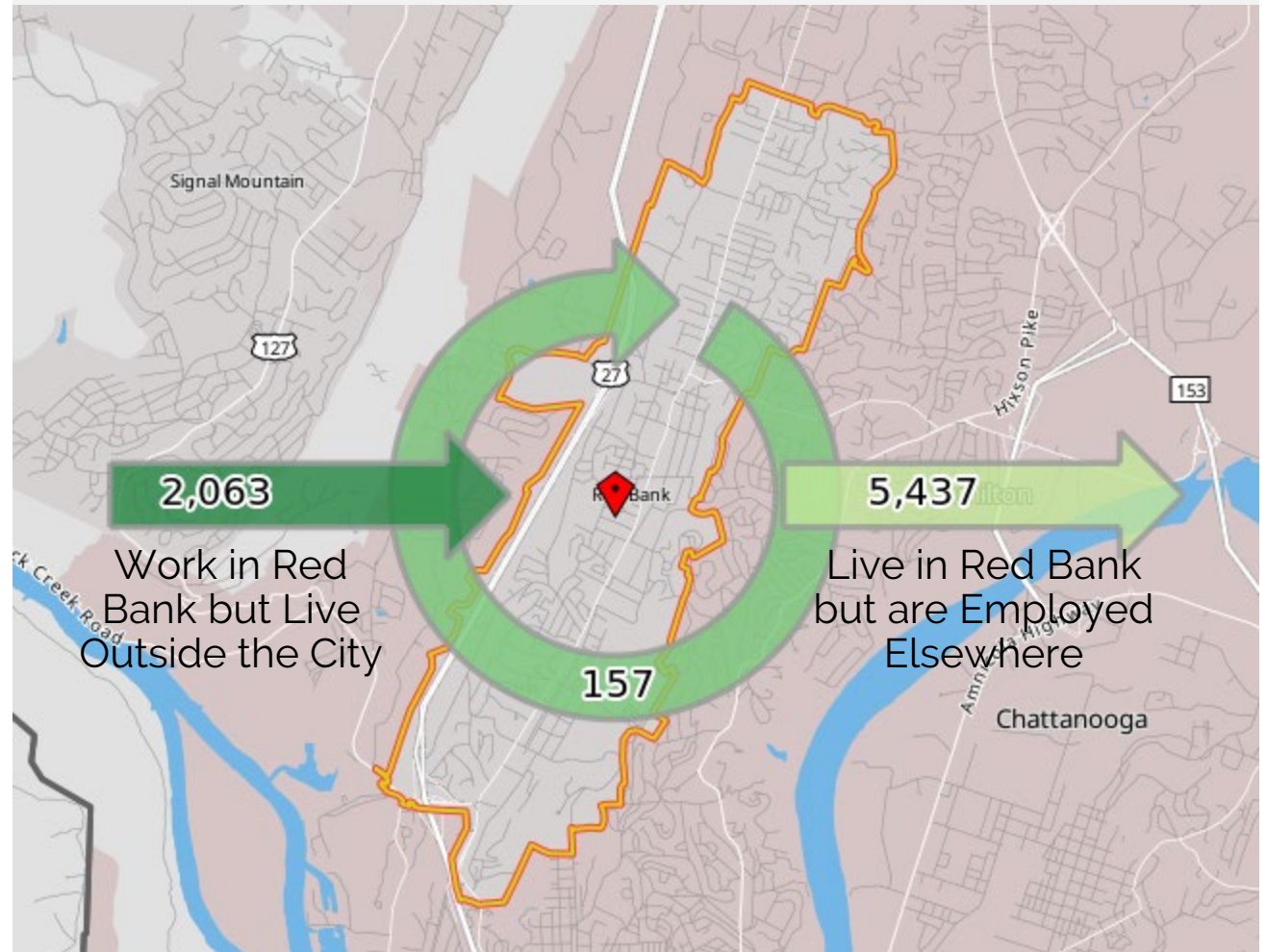
# Employment Inflow-Outflow

**Red Bank's residents primarily serve the regional economy with jobs outside of the city, unsurprisingly given Red Bank's location in the Chattanooga market.**

Very few people have both jobs and homes in Red Bank, signifying an opportunity to capture more residents to both live and work in their community.

## Remote and Hybrid Work Trends

Recent trends in remote and hybrid work are shifting these traditional inflow-outflow models. Capturing a stronger daytime population can help support more local businesses.





# Proximity to Work Average Commute Times

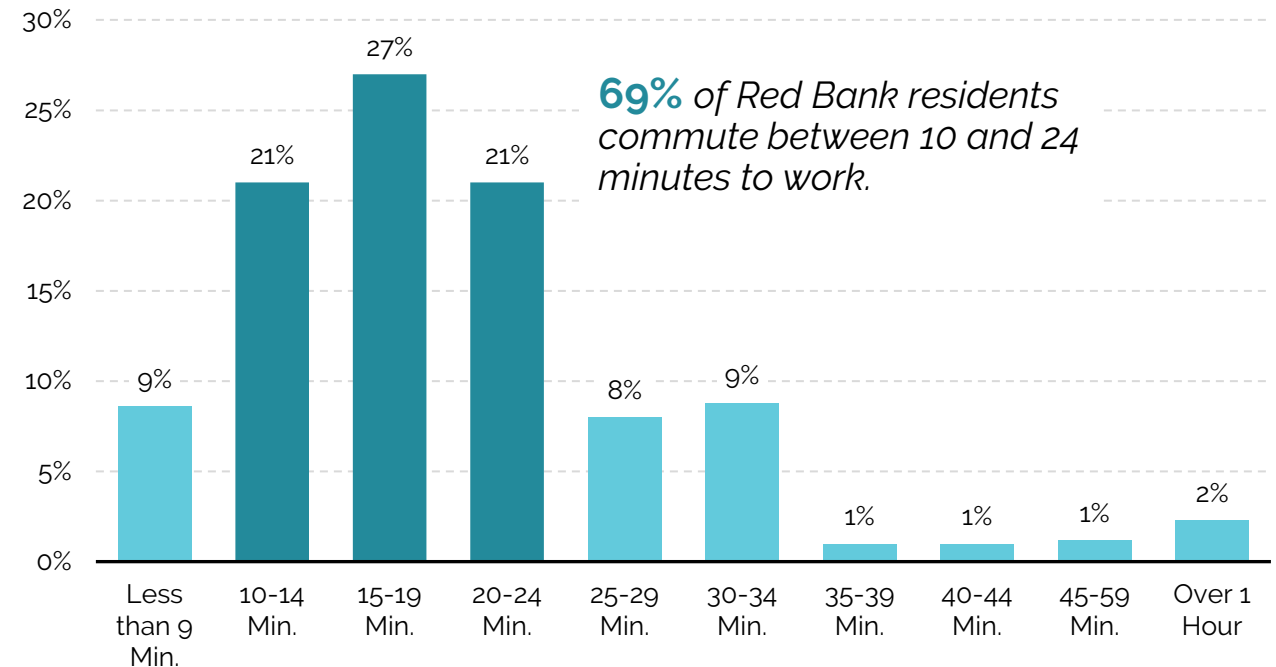
**Red Bank residents' jobs are close to home. Most residents commute less than 25 minutes to their jobs.**

This commute time is lower than the national average of 27 minutes.

## Benefits of Short Commutes:

- Better Quality of Life
- Talent Attraction
- More Flexible Ways to Commute (such as biking or walking)
- Economic Benefits
- Environmental Impacts
- And More!

## Travel Time to Work



Note: This data ranges from 2017 to 2021 and may not reflect the spikes in hybrid and remote work.  
Source: ACS (2017-2021)

# Labor Force Participation and Unemployment

**Red Bank residents have low unemployment rates and strong labor force participation rates, indicators of a healthy workforce.**

Red Bank features higher labor force participation and lower unemployment rates than Chattanooga for 25–54-year-olds (a cohort commonly referred to as the “prime age workforce cohort”).

## Labor Force Rates

Age Cohort	Unemployment Rate		Labor Force Participation Rate	
	Red Bank	Chattanooga	Red Bank	Chattanooga
16-24	3.4%	11.4%	73%	65%
25-54	1.7%	3.9%	88%	79%
55-64	10.8%	4.5%	63%	57%
65+	0.0%	1%	18%	20%
Overall (16+)	3.1%	4.9%	66%	59%





# PARKS, OPEN SPACE, AND THE ENVIRONMENT





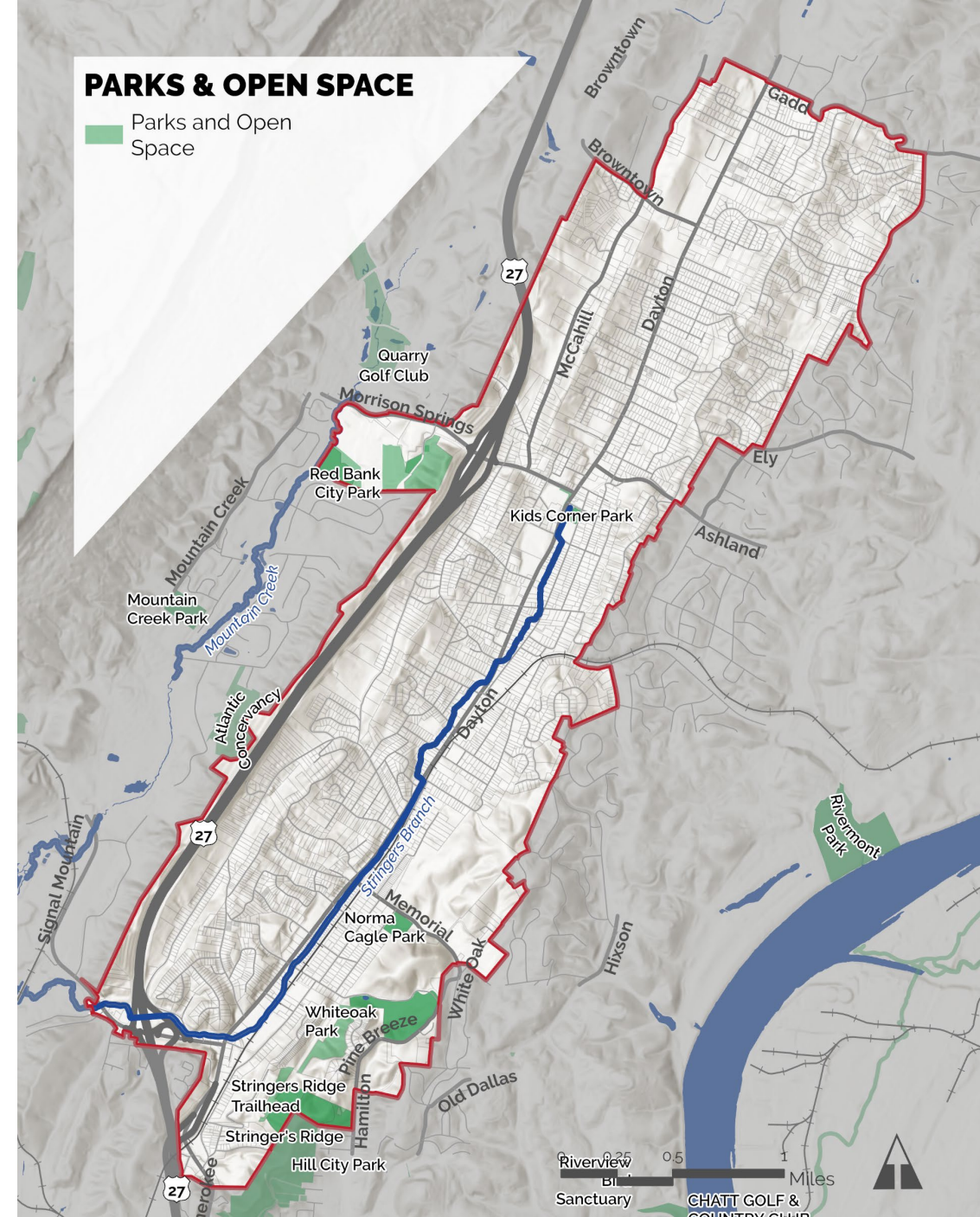
# Ongoing Parks & Recreation Master Plan



The process for the Parks, Trails and Recreation Master Plan began in late 2023 and will wrap up later this year.

After extensive analysis and widespread community engagement, the team is drafting recommendations to be shared later this year.

Thus far, recommendations will relate to meeting key national benchmarks, new programs, maintenance, and staffing. **They will be incorporated into this plan as well.**

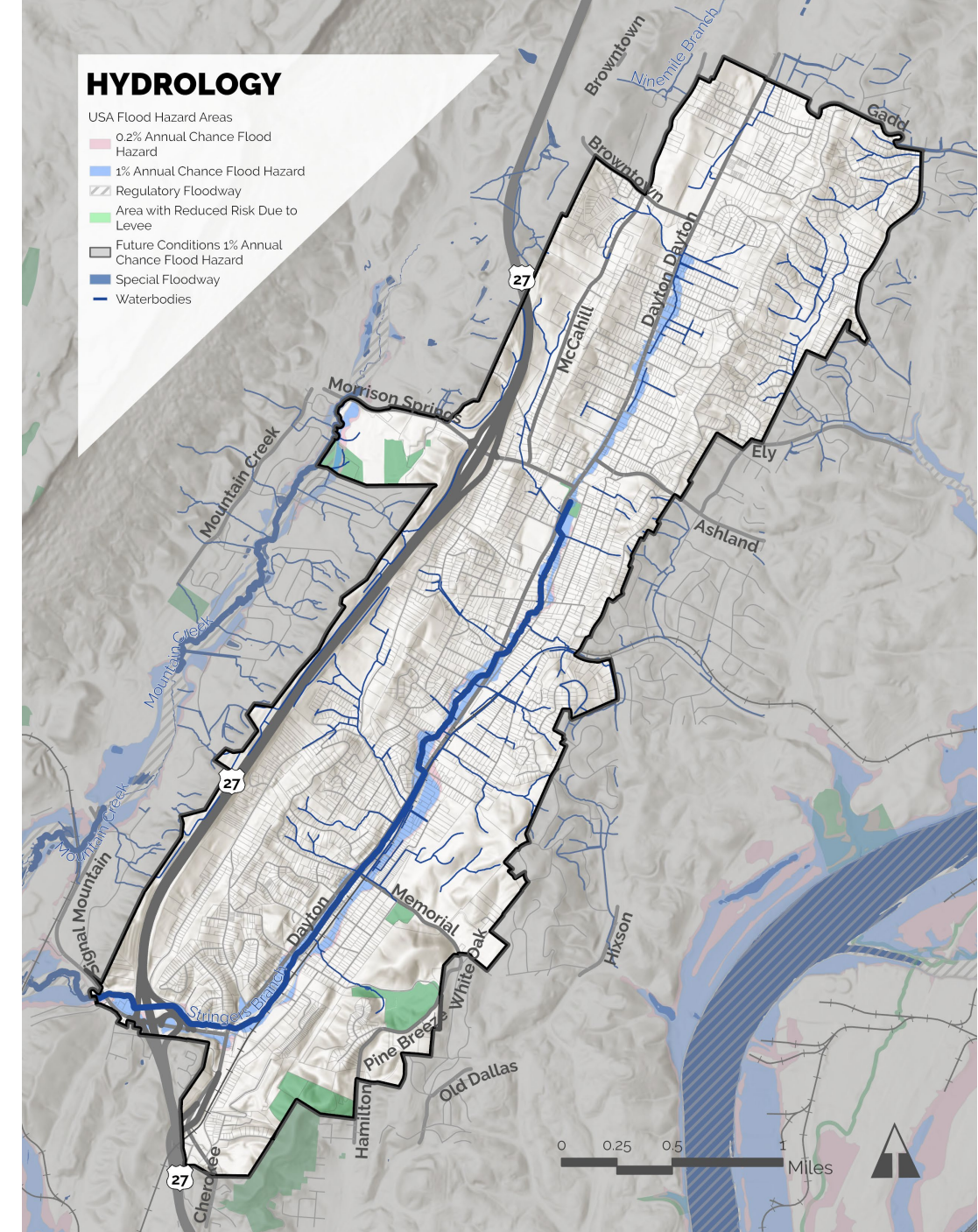




# Hydrology

Red Bank, in partnership with Hamilton County, is refocusing efforts on improving and protecting its central stream: Stringers Branch.

- Stringers Branch has faced problems with elevated levels of bacterial contamination.
- Hamilton County and City of Red Bank recently won a \$250,000 state grant for Stringers Branch's restoration.
- Last week, the City commission adopted its 2024 goals, which will expand on this work and read:
  - *"Identify and celebrate areas of Stringer's Branch in which the City can take ownership of and/or partner where possible."*
- Stringers Branch also creates a 1% Annual Chance Flood Hazard zone along Dayton Boulevard, which means there is a 1% chance the area will flood each year.





# Stringers Branch Restoration Project



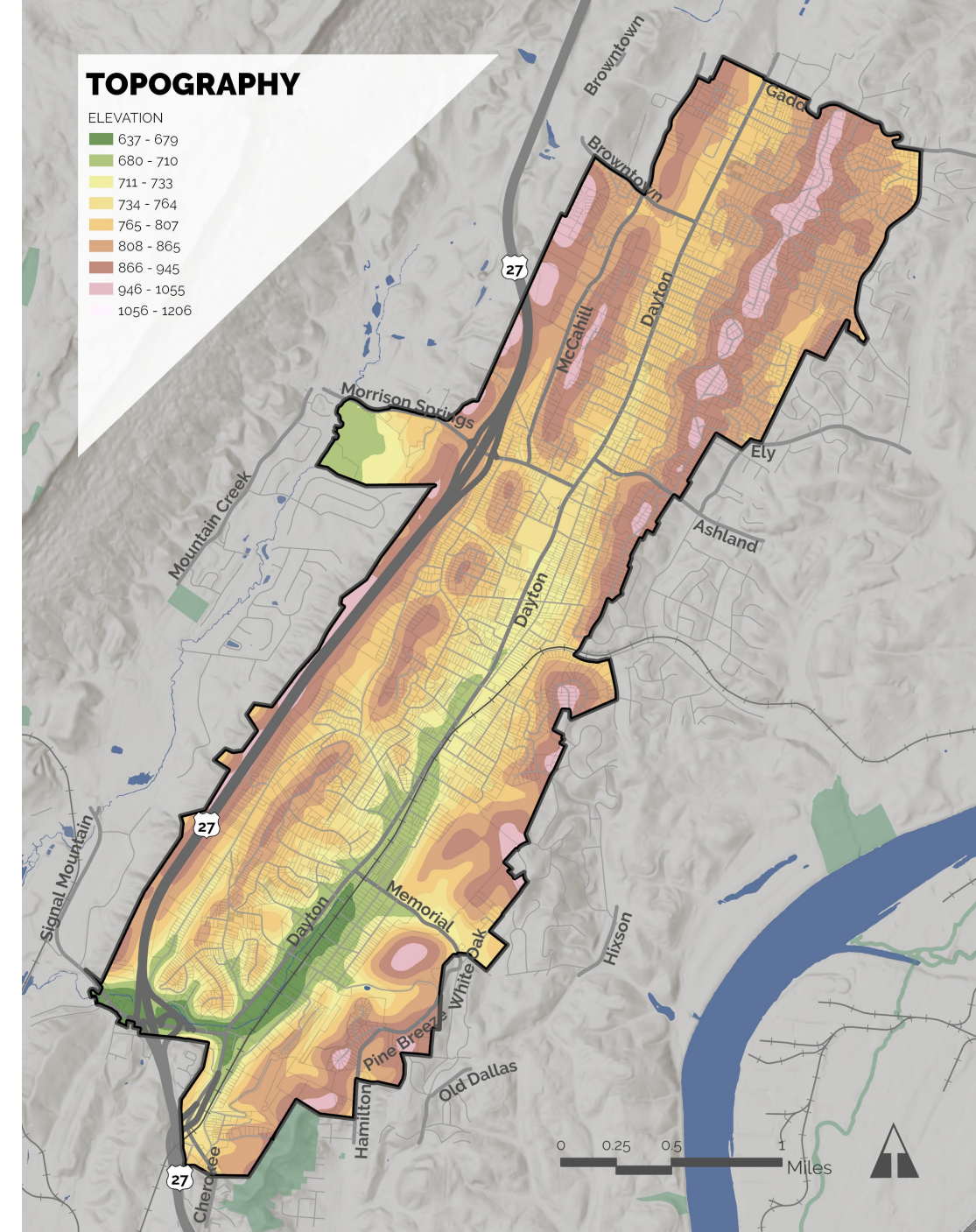


# Topography

Red Bank has vastly varied elevations due to its location at the foot of Signal Mountain. This creates a difficult topography to develop in.

There is approximately a 600-foot difference between the highest and lowest points.

While the elevation is stable along Dayton Boulevard and in the most-developed residential areas, **many of the areas that are currently vacant lay within the higher elevations or those with quickly changing slopes – particularly along the southeastern border.**





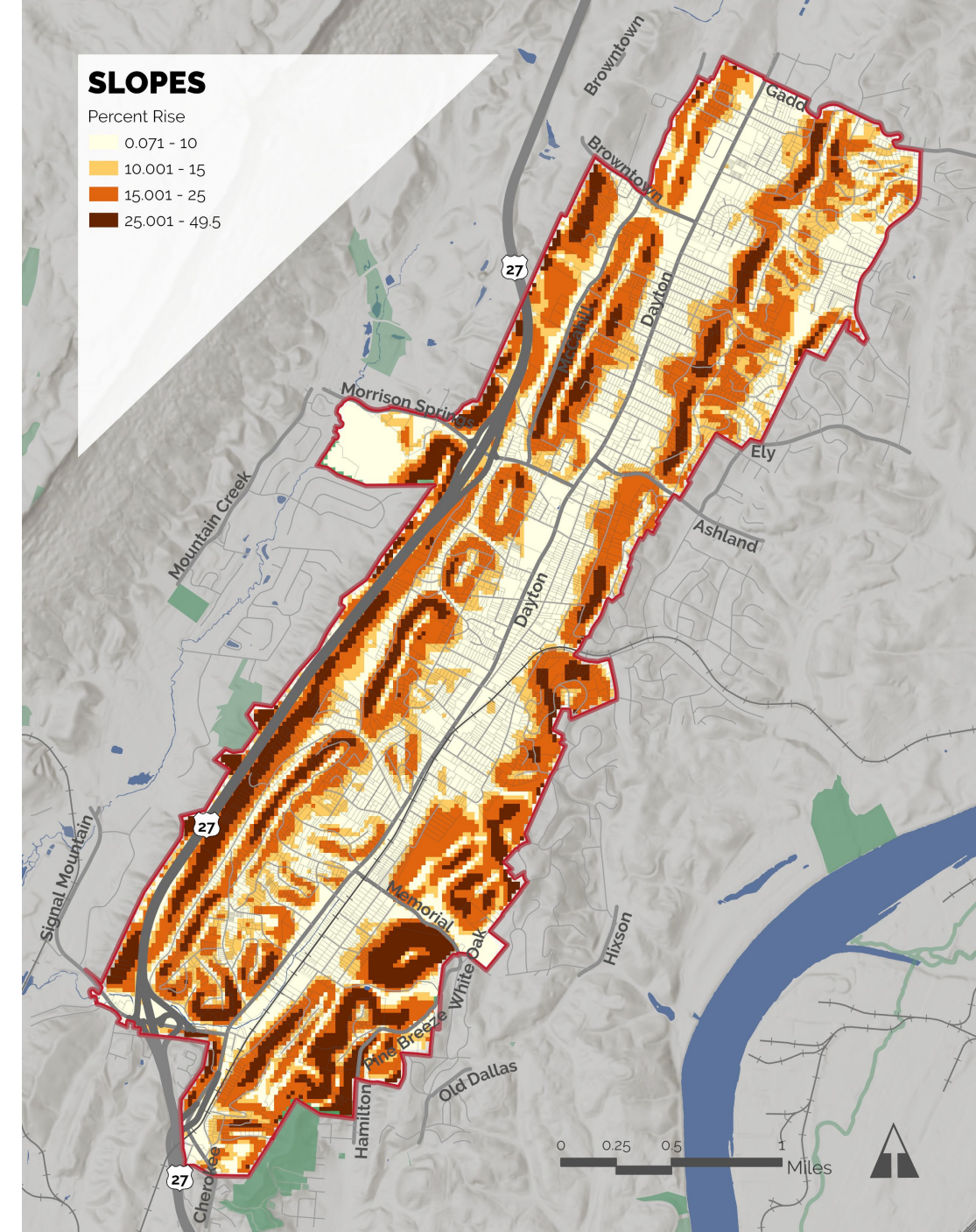
# Slopes

Outside of Dayton Boulevard, Red Bank has several areas with slopes greater than 25% incline. To ensure areas near these develop safely, the City updated its steep slope ordinance in 2023 to guide developments where properties have more than a 20% slope.

These levels make it extremely difficult to develop land and may push development away from the vacant parcels on the perimeter in favor of redevelopment along Dayton Boulevard where the slopes are more manageable.



*Example of a steep slope  
off Memorial Drive*







# Key Findings

# Key Findings – Future Potential Growth

Red Bank could continue its historic stable growth, but with its location and healthy workforce, it could potentially increase by capturing a higher share of regional growth.

## *The path forward?*

- Diversify and expand on the aging, single family housing stock.
- Strategic updates to the land use plan and zoning ordinance.
- Careful consideration of hydrology, topology and steep slopes.
- Supplement the strong roadway network with improvements to the pedestrian and bicycle infrastructure.

Whether the city decides to pursue growth or not, these investments will improve the quality of life for all Red Bank residents now and into the future.







# What's Next?

# How to stay involved:

## *Upcoming Public Engagement Opportunities*

- Participate in the Preference Surveys and Question Cards here tonight!
- Online Public Survey forthcoming – mailers will be sent out with more information when it's live.
- Stakeholder interviews are ongoing.
- We will focus on the small area study over the next couple months. **Find us at the Jubilee on May 5<sup>th</sup> to review and vote on your preferred concept for the FRBMSS!**





# Activity Instructions :

## ***Fill out a Question Card!***

- There are four cards in circulation asking for your big-picture thoughts on Red Bank overall.

## ***Show your preferences at our activity boards for the Former Red Bank Middle School Site (FRBMSS)!***

- Place a sticker on examples you like for the following categories. This will help us create two concepts!
  - **Land Use Scenario**
  - **Residential Scale**
  - **Mixed-Use Height**
  - **Retail & Civic Use Types**
  - **Public Space Amenities**
  - **Recreation Amenities**
  - **Creative Placemaking Elements**

**WHAT MAKES RED  
BANK SPECIAL?**

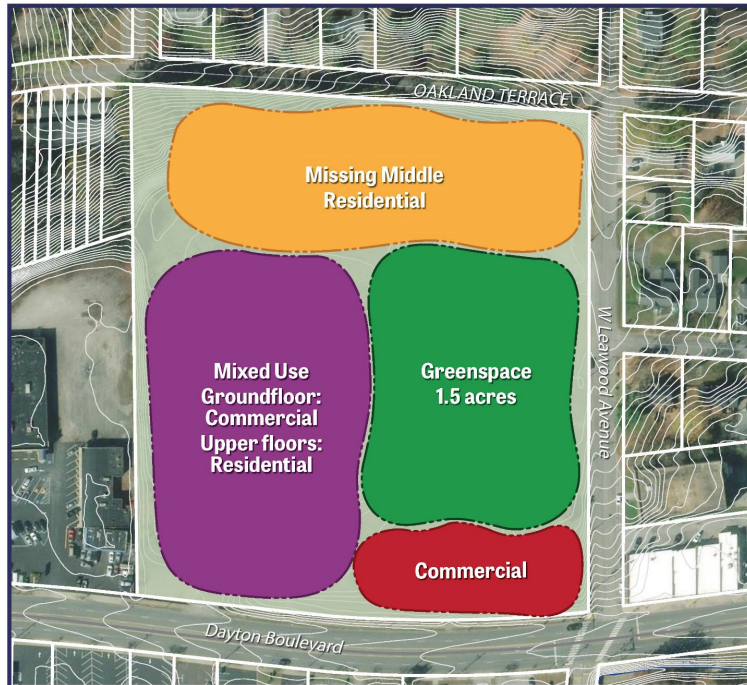
**WHAT WILL BE RED  
BANK'S BIGGEST  
CHALLENGE FOR THE  
NEXT 10 YEARS?**

**IF I COULD CHANGE  
ONE THING ABOUT  
RED BANK...**

**WHAT IS YOUR BIG  
IDEA FOR THE FUTURE  
OF RED BANK?**

# FRBMSS Land Use Scenario Instructions :

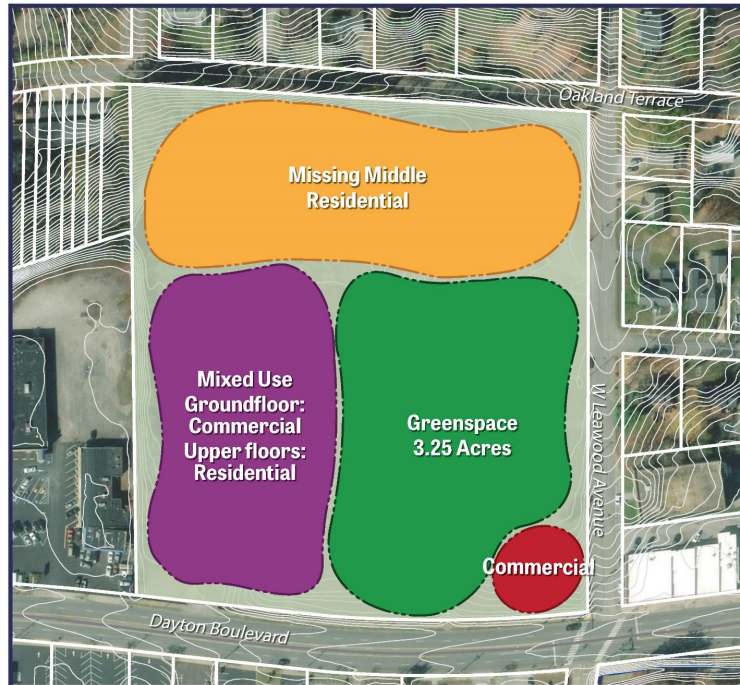
***Place a sticker below your preferred scenario!*** Examples of each land use are on the adjacent board.



## Land Use Scenario 'A'

- A balance of housing, commercial and greenspace.
- Lowest long-term City investment due to high potential of private-partnership.
- Missing middle residential may include townhomes or multi-plex housing.

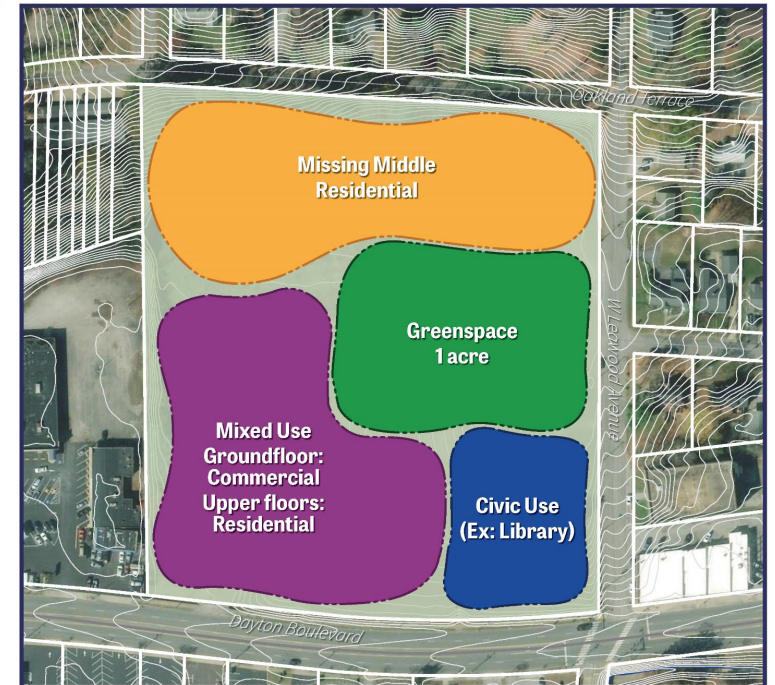
Low Long-Term City Investment



## Land Use Scenario 'B'

- A mix of housing and commercial with a larger greenspace.
- Moderate long-term City investment due to moderate potential of private-partnership and high cost of park.
- Missing middle residential may include townhomes or multi-plex housing.

Moderate Long-Term City Investment



## Land Use Scenario 'C'

- A mix of housing and commercial including a 1-acre park and civic use such as a library.
- Highest long-term City investment due to high cost of park and civic space.
- Missing middle residential may include townhomes or multi-plex housing.

High Long-Term City Investment





# Comparable Park Sizes

- Miller Park & Miller Plaza: 1.5 Acres
- Kids Corner Park: 2.5 Acres
- Jefferson Park: 3.5 Acres
- Coolidge Park: 12 Acres

*Note: 1 Acre = 75% of a Football Field*



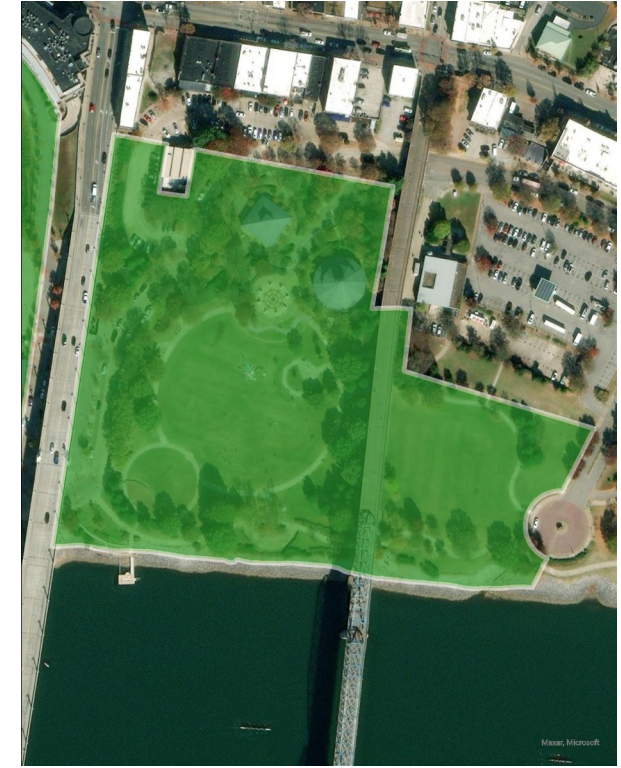
**Miller Park & Miller Plaza**  
**1.5 Acres**



**Kids Corner Park**  
**2.5 Acres**



**Jefferson Park**  
**3.5 Acres**



**Coolidge Park**  
**12 Acres**



