

NAME OF COMPONENT: AIA Chattanooga

CONTACT: [Sarah Page \(2018 President-Elect\)](#)

COMPONENT SIZE: Up-to 500 members

PROGRAM TITLE: Wilder Street Tactical Design Project

CORE SERVICE: Public Outreach

PROVIDE A BRIEF DESCRIPTION OF THE PROGRAM:

In an effort to better support our community, Extended Studio, AIA Chattanooga's EP group, partnered with Chattanooga Urbanists (CURB) who had been approached by an area resident worried about speeding traffic in her neighborhood. Extended Studio and CURB worked together with residents and neighborhood organizations to develop a design that would attempt to slow traffic and bring a sense of pride and identity to the neighborhood. Our goal throughout the process was to illustrate the power of design, both to the neighborhood and the greater public, and to engage those in the design process who are often neglected by it.

HOW DOES YOUR PROGRAM ADDRESS THE CORE MEMBER SERVICE?

AIA Chattanooga has made it a goal in the coming years to support programs that engage with the local community and promote the value of design within our city. Our presence in our own community has been fairly poor outside of the construction industry.

With this project, our component members were able to engage with community residents, leaders with multiple neighborhood organizations, non-profits, design and allied professional groups, and city officials. We were able to demonstrate our concern for the built environment of our city and the people who have to live in the built environments we design. In addition to merely raising the AIA's profile, this project helped to establish us a subject expert and a community partner willing to help solve problems of design and planning – or a lack thereof.

This project also showed the positive impact design can have in a community. The design process itself helped to bring the neighborhood together to solve a problem and gave them ownership in the outcome. While some of the more aggressive traffic calming measures ended up not being approved by the city, the painting installation will still bring attention to intersections along Wilder Street and remind drivers that this is a place where people love to live.

WHO IS THE INTENDED AUDIENCE (include size and demographic)

The primary audience was the residents of Wilder St. and, in a broader sense, commuter and commercial traffic utilizing the street. There are 15 houses on the portion of Wilder St. where the project took place. Generally, Glass Farm neighborhood residents are of mixed income and education levels with a majority having completed a high school degree or completed some high

school. The median income in Glass Farms is \$31,000.

The expanded audience of the project included city officials, other neighborhood organizations, and allied groups who might be interested in working with us in the future once we proved our ability to work with partners, showed that we are knowledgeable, and will see a project through.

A smaller audience, though not an insignificant one, are our members, who are passionate about community-oriented design projects and who want to do something where their impact can be felt and they can see the outcome of their work. This is an especially important outlet to provide for our Emerging Professionals who want an opportunity to give back to the community through the skills they've learned in the profession.

WHAT IS THE BUDGET? (include all costs including sponsors, grants, and other outside funding)

- Traffic control: \$425 (Extended Studio/AIA Chattanooga)
- Special Events Permit: \$25 (Extended Studio/AIA Chattanooga)
- Spray Paint: \$350 (CURB - partnering organization)
- Plywood Stencils: \$560 labor and CNC time (Donated by Range Projects); \$234-plywood (Extended Studio/AIA Chattanooga)
- Coffee: \$40 (Donated by Velo Roasters)
- Snacks and water: \$30 (Donated by AIA Chattanooga and CURB)

Total Cost: \$1,664

HOW (list the steps or process to implement this program, be as specific as possible)

AIA Chattanooga Extended Studio members met several times to discuss options for a tactical installation on the street we had been asked to study. AIA Chattanooga and CURB (Chattanooga Urbanists) members then met with members of the Chattanooga Department of Transportation to discuss the feasibility of a few options. Then project participants visited the site to talk with neighbors and observe conditions. This led to the addition of a bus shelter to the "wish list" for the project in addition to general traffic calming.

AIA Chattanooga and CURB attended a meeting of the Good Neighbor Network (Glass Farm neighbors and block leaders) to present our findings, including our street painting and bus stop/art installation proposal, as well as the news that the City planned to install a sidewalk on the portion of the street in question the summer of 2019. Residents approved the design, and AIA Chattanooga and CURB moved forward with applying for a Special Events Permit to close down the street for part of a day to install the work.

The City would not allow the installation of some of the proposed traffic calming method, such as hay bales to decrease the width of the right of way, so the design was revised to include only street painting. Project participants also met with Public Art Chattanooga and discovered the limitations

of installing an art object like a bus shelter. The hope is that the bus shelter will become a later phase of this project.

Once the revised design was submitted and the date of the project determined, CURB and the primary resident contact obtained required signatures from residents on the street of the road closure. Range Projects produced CNC-routed plywood stencils, and participating organizations gathered volunteers. On the date of the installation, the traffic control company installed City-prescribed roadblocks and signage, and participants gathered and spray painted the dot pattern on the roadway.