

## **What can the Crossroads Partnership do for me as a resident?**

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The Crossroads Development Partnership is dedicated to improving the appearance, value and quality of Morristown's Central Business District, the new 'Crossroads District', through the four guiding principals of Main Street USA: Design, Promotion, Organization and Economic Restructuring. The unique architecture and sense of place found within the District is important to the heritage of Morristown and Hamblen County. Communities that have emphasized improving the quality of their traditional business districts have benefitted in many ways including improved competitiveness for overall economic development.

Morristown's Crossroads District is already a busy, interesting place to explore. Whether you live within the District or are just visiting, it's possible to easily walk to a variety shops, restaurants, business offices, professional services (including banks, legal and investment services), the library, post office, City Center, Hamblen County Courthouse, Rose Center, several churches, Fred Miller Park (with its trails and splash pad), healthcare services, the farmer's market and more.

Specifically, the Partnership would like to help do the following:

- Enhance the marketplace by encouraging more quality retail, dining and entertainment options
- Create a sense of pride in downtown
- Establish the District a center for social and cultural activities
- Build a sense of "hometown" community
- Foster awareness of the history and heritage of the area
- Work to provide clean, safe and attractive streets
- Increase property values
- Be an advocate for resident issues

### **Pedestrian Enhancement Project**

As a certified Tennessee Main Street community, the City of Morristown is the recipient of a 2009 Innovation Grant from the Department of Economic and Community Development. The Crossroads Development Partnership worked with city staff to develop a pedestrian enhancement plan for downtown, also known as "PEP". The project will replace 18 striped pedestrian crosswalks with a traditional brick pattern using the same asphalt stamping and printing method found around the City Center. In addition, the plan includes creating the same pattern for the entire length of what has become known as Peavine Alley. This former Peavine Railroad spur is an important visual connection between Main Street and the City Center and has become a popular gathering space during special downtown events.


Improving pedestrian safety and comfort has become an important issue as the number of visitors to downtown continues to increase, particularly during special events such as the Fourth Friday cruise-in and music series which has been attracting thousands of people back to the area. PEP is also seen as a useful tool to promote healthier lifestyles by potentially establishing the downtown Crossroads District as a community wellness walk destination.

Part of the vision for the Crossroads District is to provide a clean, safe and attractive environment in which to enjoy unique shopping, diverse dining, cultural events, professional services and quality residential living. The Partnership considers the PEP project an important element in the continued revitalization of this neighborhood.

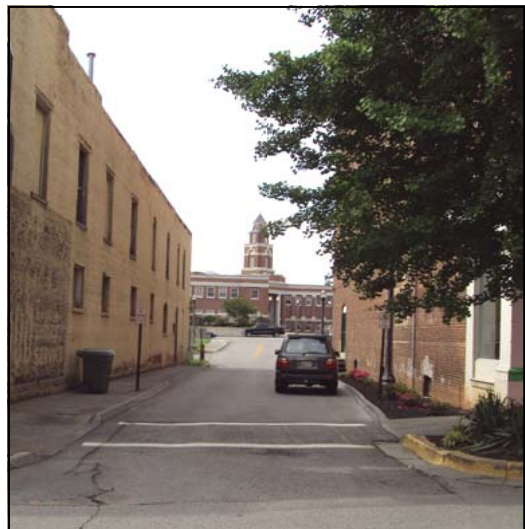
**P.E.P. - Pedestrian Enhancement Project  
Plan of Work**



**PLAN KEY**

 Paving Improvements

- A. Cumberland & Main Streets (4 crossings)
- B. Peavine Alley
- C. Peavine Alley - South of Main Street (1 crossing)
- D. Main Street crossing at No. 156
- E. Henry and Main Streets (4 crossings)
- F. Main Street crossing at No. 219
- G. Main Street crossing at Millennium Square
- H. Mill Street (1 crossing)
- I. Hamilton Street (1 crossing)
- J. Jackson & Main Streets (4 crossings)



*Peavine Alley*