

Strawberry Field

A Strategic Neighborhood Plan

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Introduction

The focus of this plan is the Strawberry Field Neighborhood, a well established neighborhood with good access to major streets that lead to work centers, services, schools, and shopping. The community is a newer, yet established Johnson City community founded in 1997. Strawberry Field is undoubtedly a desirable location to live and raise a family.

Strawberry Field has experienced little social or physical change in its fifteen year existence. The demographics of the neighborhood have remained virtually unchanged during this period. Properties within the neighborhood are well maintained and new properties are developed to match the existing physical characteristics of the neighborhood.

The Strawberry Field Neighborhood has a land area of approximately 65 acres and is located in west Johnson City. It is the typical quiet suburban setting, located a short drive from many commercial and business locations.

The residents of this neighborhood are dedicated and proud of the place in which they live. This document will serve as a way to ensure the excellent reputation the neighborhood currently holds in the community while continuing to promote the assets of the neighborhood.

Organization of the Plan

- Section I - Purpose of the Plan introduces the Strawberry Field Neighborhood and identifies assets, accomplishments, goals, as well as the issues, concerns and expectations of the stakeholders. The purpose and format of the Plan will be explained in this section.
- Section II - Neighborhood Character presents a review and analysis of the Strawberry Field Neighborhood while placing special emphasis upon sources of pride within the neighborhood.

- Section III – Existing Conditions describes factors that have physical and social impact on the development and evolution of the neighborhood: demographics; land use; zoning; transportation; public infrastructure and facilities; environmental characteristics; building conditions; community development; trends in homeownership; commercial activity and community safety.
- Section IV – The Plan contains a full set of strategies and recommended actions and programs designed to address the issues and provide guidance for Strawberry Field Neighborhood over the next five years. The recommendations include a justification for the request, a cost estimate, a timetable for accomplishing the action and assign a responsible party for accountability.
- Section V – Implementation identifies the framework within which these strategies, recommended actions and programs should be implemented.
- Section VI – Appendices contains maps and all data which illustrates details of the Strawberry Field Neighborhood.

Purpose of the Plan

The Strawberry Field plan is a working document, which addresses the concerns of neighborhood residents, property owners, and business interests in an attempt to preserve the livability and long-term viability of this older neighborhood.

The foundation of this plan is based on citizen involvement and informed decision-making. With the input of residents, property owners and business owners, this plan is more effective in meeting the particular needs of this neighborhood and stands a better chance of being implemented.

The plan provides an analysis of a wide range of factors which collectively foster Strawberry Field’s physical and socioeconomic environment while positively affecting

its capacity to continue to function as an integral part of Johnson City’s neighborhood composition.

Neighborhood Character

Homes and Property

Almost all respondents of the surveys remarked how positively they feel about properties within Strawberry Field. Landscaping, condition of homes, and well-lit streets are sources of pride for members of Strawberry Field.

Recreation and Meeting Space

Strawberry Field has an exceptional space for meetings and gathering known as “The Club”. In addition, there are two tennis courts and a basketball goal for community members to use. The facility is an exceptional feature within the community and provides opportunities for recreational activities.

Existing Conditions

Physical Conditions

As stated previously, Strawberry Field is a newer community that is in excellent shape. All properties, streets, and facilities within the neighborhood are in stellar condition. Also, the community is zoned for single family and residents of the community very much wish for this to stay this same. Community members feel that changing the population density in the surrounding areas might detract from the character of the neighborhood. Continuing to promote a similar physical environment to the existing conditions should remain an important goal to the residents in the community moving forward.

Knob Creek Rd Tunnel

There are some concerns regarding a nearby tunnel. The tunnel is a one-lane tunnel that creates a significant amount of congestion. Furthermore, it serves as an obstacle

for trucks and large vehicles due to the narrow passageway. The city has a proposal in place to address this area of concern.

Sidewalks/Bike Trails

Community members have expressed concern about cracked, broken sidewalks. The Public Works department should conduct a sidewalk study to identify the areas of concern. Upon gathering this data, the city will then set forth a plan of action to address this issue. Furthermore, it appears many residents would like to see more options for bike trails nearby.

Recommendations

The Strawberry Field Neighborhood Plan identifies priorities and devises action steps that meet the current and future needs of the neighborhood. The set of strategies, action steps and recommendations in this plan were developed to preserve or improve the Strawberry Field Neighborhood.

While the plan does not attempt to address all the issues and concerns in the neighborhood, the plan does provide the framework of how to continue the existing conditions Strawberry Field currently enjoys. The recommendations are the result of thoughtful consideration of information provided to the Planning Division from neighborhood residents.

Physical Conditions

The community has expressed a special interest in continuing to foster the current state of conditions within Strawberry Field. Neighborhood participation and communication are key elements in this process. Lines of communication need to be open within the neighborhood itself and with the city. As problems arise, they should be communicated to the association and if necessary, to the city. Problems may be addressed much more efficiently this way.

- Justification: Residents are proud of the current condition and characteristics of their community
- Cost: Time, materials

- Time Table: On-going
- Responsible Party: Residents

Knob Creek Rd Tunnel

Currently, there is a project in its infancy stage to reroute traffic on Knob Creek Rd over the railroad roughly two-tenths of a mile above where the tunnel currently exists. The project is a joint venture using federal and local monies, with the city overseeing the project itself. The project calls for a bridge to be built over the existing railroad, thus eliminating the tunnel. This project is expected to alleviate the traffic pattern in this area and address Knob Creek Road's current low level of service.

- Justification: To increase level of service and address congestion on Knob Creek Rd
- Cost: Undetermined at this time
- Time Table: Construction tentatively set to begin in 2016
- Responsible Party: Johnson City

Sidewalks/Bike Trails

In order to review the sidewalk situation at Strawberry Field the Public Works Department will need to conduct an infrastructure assessment. After this process, repairs will be recommended and then carried out. Regarding the issue of bike trails, should it be the desire of the neighborhood such a trail would have to be funded by the neighborhood. The reason for this is due to the trail being constructed for private use on private properties.

- Justification: Sidewalks and bike trails provide residents accessible means of exercise and leisure
- Cost: Undetermined
- Time Table: Undetermined/Up to residents
- Responsible Party: Residents

Plan More Neighborhood Events

Like the annual neighborhood yard sale, scheduling neighborhood cleanup days is a great way to raise awareness and get others involved in improving the neighborhood. Such events say to the whole community “We care about our Neighborhood!”

- Justification: To beautify Strawberry Field, raise awareness and show support for the neighborhood
- Cost: None
- Time Table: Within one year
- Responsible Parties: Neighborhood

Implementation of the Plan

Guidance offered in the Strawberry Field Neighborhood Plan should be referred to during relevant decision-making processes concerning the area. To the extent that this Plan charts a course for Strawberry Field’s future, the strategies and recommended actions should be followed and carried out by the Neighborhood Associations, the city and other agencies as referenced in the Plan. The residents of the neighborhood themselves are viewed as playing a key role in all implementation efforts. This section discusses the mechanisms that may be used toward that end.

Plan Implementation

The true measure of a Plan’s acceptance may best be described in terms of the degree to which it is used and supported during relevant decision-making processes. The residents of Strawberry Field and the city both have important roles in the implementation processes.

The residents of Strawberry Field have a very critical role in participating in and monitoring the use of the Plan’s provisions. The Strawberry Field Neighborhood confirms its support for the Plan by including the recommendations in their Neighborhood Associations activities and structure.

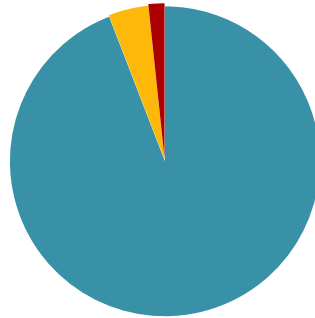
The city demonstrates its support for the Plan by acknowledging the Plan’s strategies and encouraging timely implementation. The specific city departments must commit to implementing the Plan by incorporating the recommendations into their work plans within the recommended timetable.

Conclusion

The Strawberry Field Plan identifies the issues and concerns of the neighborhood, the tasks involved in addressing them, a time frame in which the strategy or action should be implemented, and the various parties involved in resolving them.

Implementation is by far the most difficult phase of any process, but this Plan will continue to offer the residents, business owners and commercial property owners of Strawberry Field the opportunity to plan proactively for the future of their neighborhood.

Strawberry Field Demographics (Population: 239)



White	94%
Asian	5%
Black	1%

