

DOWNTOWN NEWPORT ASSOCIATION - COCKE COUNTY, TN

A process of asset-based analysis was used to identify existing strengths of downtown Newport on which to build a development strategy.

The Downtown Newport Association along with CDC developed the following objectives to revitalize the city's downtown: create a vibrant downtown, create an accessible environment for those who occupy and visit downtown Newport, calm traffic, celebrate and commemorate the history of downtown, create an attractive and cohesive downtown experience, and bring downtown to the river.

Design recommendations include using existing historic precedents to guide facade renovations, adding vertical elements such as banners or trees, redesigning pedestrian walkways, and encouraging river-oriented commercial development for tourism, recreation, and entertainment.

