

CULTURAL CORRIDOR MASTER PLAN CHARRETTE

EASTERN BAND OF CHEROKEE INDIANS



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CHARRETTE TEAM



STORY OF CHEROKEE

- Who are the **Eastern Band** of the **Cherokee Indian**?
- What is your story?
- How are you presenting that story within your community to the next generation?
- How are you presenting that story to the Cherokee visitors?
- How can our presentation be enhanced?

1500s

CHEROKEE

A Settled People when the first Europeans Arrive in America

1821

SEQUOYAH

Introduces written Language

1828

THE PHOENIX

Cherokee Newspaper began publication in Cherokee Language

1830

U.S. CONGRESS

Narrowly passes Indian Removal Act

1838

TRAIL OF TEARS

Forced Removal of 16,000 Cherokees; at least 4,000 died

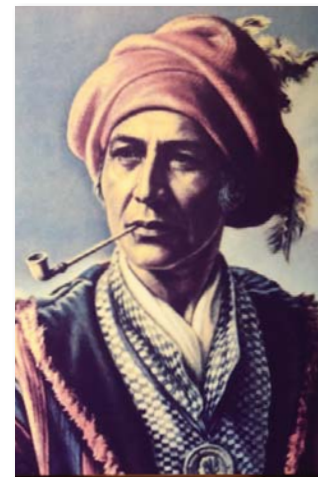
1851

LEFT BEHIND

About 1000 Cherokees remain in N.C.



▲ 1760 map of the Cherokee Nation



▲ Sequoyah



▲ Museum Artifacts Cherokee Museum



▲ Trail of Tears Exhibit Cherokee Museum

CREATION

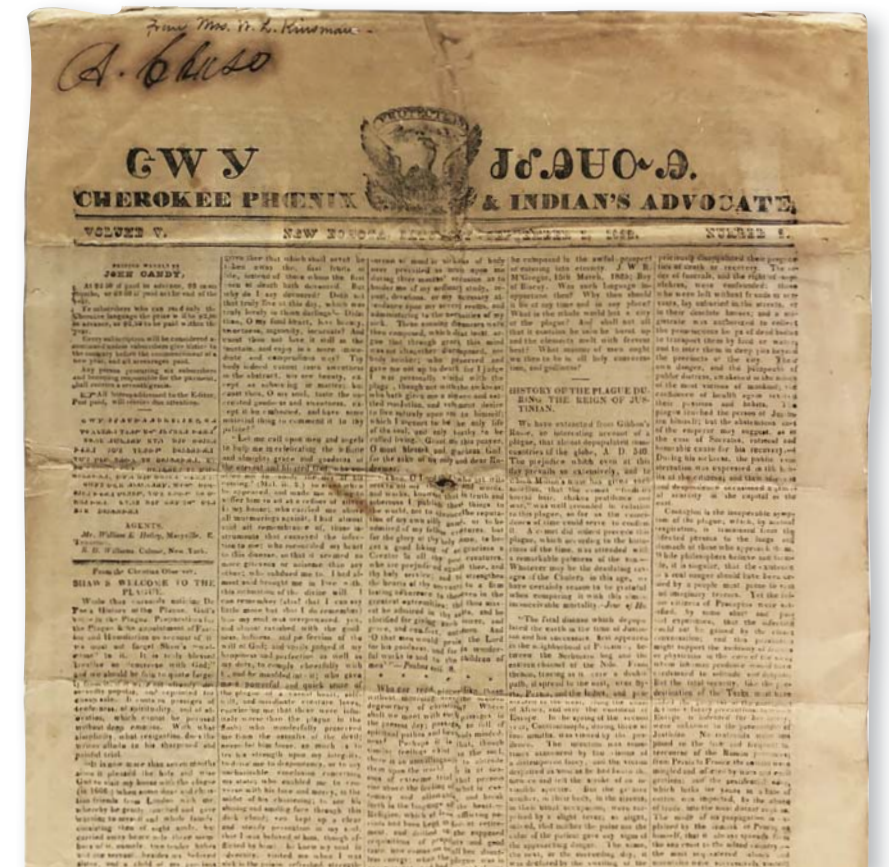
The Cherokee creation belief describes the earth as a great floating island surrounded by seawater. It hangs from the sky by cords attached at the four cardinal points. The story tells that the first earth came to be when Dāyuni'si (Beaver's Grandchild), the little Water beetle came from Gālūn'lāti, the sky realm, to see what was below the water. He scurried over the surface of the water, but found no solid place to rest. He dived to the bottom of the water and brought up some soft mud. This mud expanded in every direction and became the earth, according to the account recorded in 1900 by the Bureau of American Ethnology



▲ Cherokee Trade with British



▲ Museum Artifacts



1832 copy of the Phoenix News ▶

1868

1889

1948

1950

1952

1988

1997

2018

EBCI + CHEROKEE NATION
Recognized by Federal Government

EBCI
Recognized by State of N.C. Owned land through William Holland Thomas

MUSEUM
Museum of the Cherokee founded in downtown Cherokee N.C.

UNTO THESE HILLS
Theatrical production opens

OCONALUFTEE
Indian Village Exhibit Opens

U.S. CONGRESS
Passes Indian Gaming Regulatory Act

HARRAH'S
Cherokee Casino Opens; EBCI buys back Kituhwa Mound (Original Mother Town)



▲ *Original Museum of the Cherokee Indian*



▲ *Unto These Hills Audience in 1952*



▲ *Unto These Hills Audience today*



▲ *Qualla Boundary in 1939*



▲ *Harrah's Cherokee Casino & Resort*



▲ *Oconaluftee Indian Village today*



▲ *1819-1835 Cherokee Territory*



◀ *1832 Historical Photo*

CHEROKEE TODAY

Cherokee spirit is alive and well today, but how do you answer the question, who are the Cherokee people? What is Cherokee, North Carolina?

■ How do we build on this rich and storied history

PROJECT DESCRIPTION

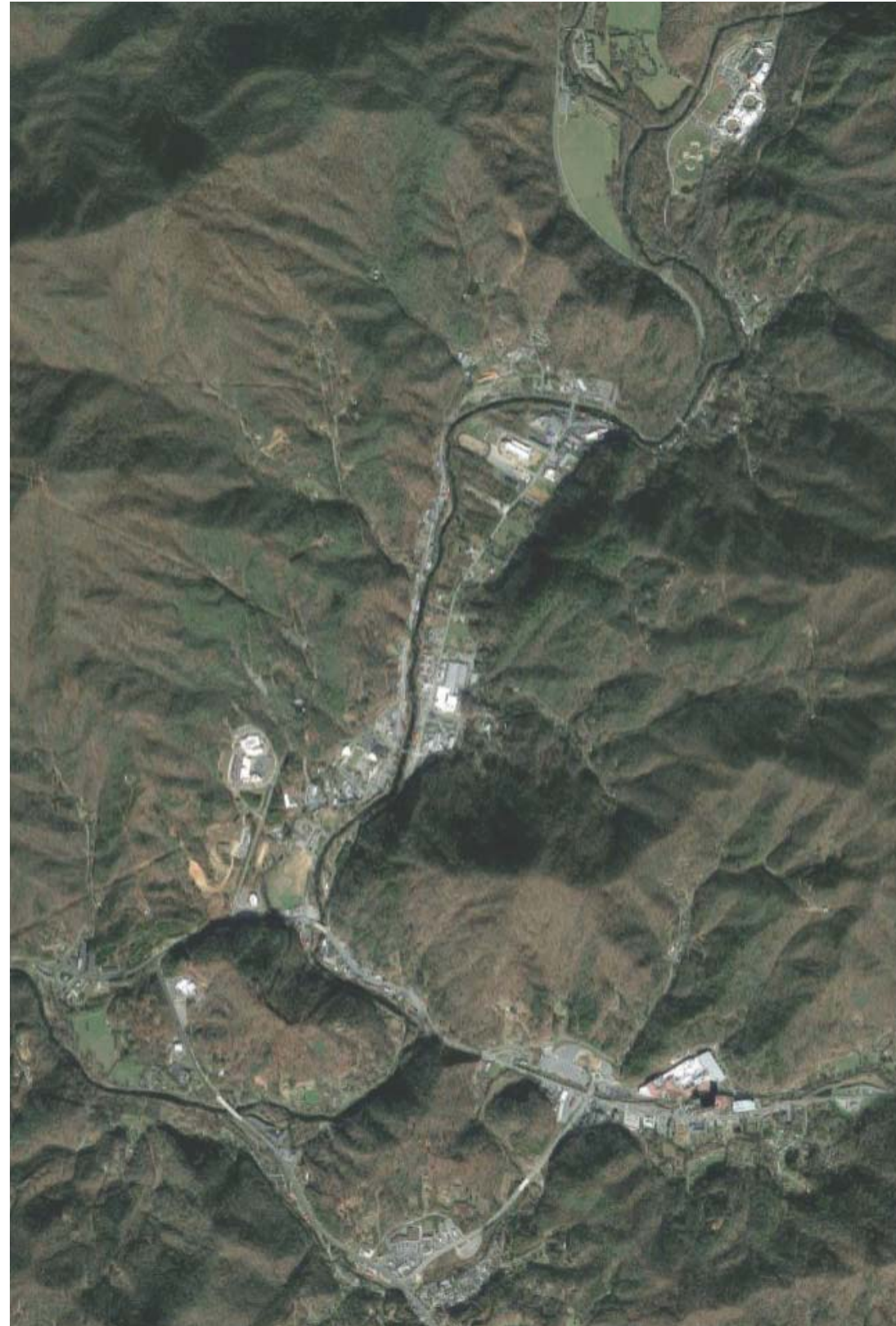
CHEROKEE CULTURAL CORRIDOR MASTER PLAN

When we began working with the Cherokee Department of Project Development in early 2018, one of the primary focus areas discussed was the establishment of a 'Cultural Corridor' for the community that gave not only tourists but residents alike, a place to congregate, recreate and reconnect with their Cherokee heritage. It was to be a 'special place' that could visually and emotionally "tell the story" of the Cherokee people and their special home, with special emphasis on Cherokee's complex history and culture.

WHAT IS THE PURPOSE OF A MASTER PLAN?

HOW IS IT MORE THAN A PRETTY PICTURE ON A SHELF?

- Creates a shared and supported framework that informs our planning decisions on a community wide basis
- Provides guidance for our decision making processes to assure that they are in concert with a long term vision for the EBCI Cultural District
- Ensures that the look, feel, and function of the Cultural District is compatible and complementary with EBCI's mission of Culture, History, Geography and Community
- Creates a document that can assist EBCI in becoming a destination of choice for both the Cherokee people and tourists alike and can be used to secure funding for future projects



■ GOALS + PRIORITIES

This Cultural Master Plan is meant to be a catalyst for reviving, redeveloping and reconnecting the property and people within the cultural corridor.

■ ART + CULTURE + HISTORY

It is clear the Cherokee people are and have been makers. Makers of authentic handcrafts that are meaningful, functional and beautiful. These are treasures worth preserving and promoting, strengthening tribal values, providing economic strength to the community and offering their distinct beauty to the world.

■ ACTIVATE CONNECTIVITY

The Cultural Corridor Master Plan considers re-programmed, higher-density areas, increasing connectivity between people while also considering transit modes. It includes bicycle, pedestrian, and roadway improvements that stimulate growth and use by locals and visitors alike.

■ GUIDING PRINCIPLES

1. Understand the Long-Term growth potential and limitations
2. Create a series of systems as the framework for growth
 - create clear vehicular and pedestrian circulations systems
 - create bicycle circulation and other health related amenities such as hydration stations
 - develop an active mixed-use cultural core
3. Create opportunities for growth and flexibility for adaptation in regards to the future need
4. Create a Cultural Core that is respectful of EBCI's sacred buildings and existing cultural heritage
5. Incorporate modern amenities and sustainability into the plan for development
6. Embrace community connectivity even above tourist attractiveness



▲ Scope of Work defined in Objective 3.

◀ Images taken during our site visit

OBJECTIVES

1. Identify Entry to Cherokee
 - analyze and set location of entry 'gateways' through use of signage
2. Identify Cultural District
 - analyze and set/ create a sense of entry to the "Cultural District" at the intersection of Tsalali Blvd (441) and Hwy 19
 - the heart of Cherokee is the Fairgrounds; enhance this experience
 - includes: Oconaluftee Indian Village, Unto these Hills, and Botanical Garden
3. Identify what is in the Cultural District (main enlarged focus)
 - take the focus area noted on the map (next page), analyze and set uses including but not limited to: retail, restaurants, civic/government building, post office, folk school center, wedding chapel/ open-air pavilion, stick-ball fields, small parks, relocated Indian village, etc.
 - develop proposed uses at a higher level of detail

OTHER THOUGHTS TO NOTE

- Consider: the heart of Cherokee is community, they are 1 of 3 Indian peoples/communities in the world.
- Their focus as a people is longstanding; Culture, History, Geography.
- They are looking for something phase-able; that can be implemented in manageable sections/ projects.
- Residential projects should be limited to lodging or cottage rentals and minimal longterm rentals. No single-family or multi-family housing.
- For reference: the current Tribal Office building should be planned to keep, the Fairgrounds must remain, there is a no-work burial area north east of the fairgrounds
- Consider bike lanes, more walkable areas.
- Consider precedents like Waynesville, NC: trees on street, underground utilities, parking at rear of buildings or designate non-prominent areas, accessibility, more informational/ cultural signage, more cohesive way finding signage.

CHARRETTE PROCESS

CHEROKEE CULTURAL CORRIDOR DESIGN CHARRETTE ACKNOWLEDGEMENTS

Sincere thanks go to those individuals who donated their professional and personal time to make this design charrette a success.

In addition, many thanks to the citizens, businesses and Tribal Officials who shared their community, time, services, thoughts and knowledge with us.



▲ Charrette team at work.

■ WHAT IS A DESIGN CHARRETTE

Simply stated, a Charrette is a brief, yet intense, brainstorming session in which information and many ideas are brought together for the purpose of defining potential planning recommendations and possible design solutions for an identified need. This is usually related to a City center or other significant neighborhood in a community however for Cherokee, North Carolina, a very specific area was identified that allowed the design team to think more specifically about how to link the culture and heritage of the Cherokee people with a 'story' of survival and reemergence. The charrette is typically of a short duration – for Cherokee, we spent 8 hours on a Tuesday for listening, research and visiting the site and then another 10 hours the next day for brainstorming, crafting recommended solutions, and presenting thoughts to the community. Our final day focused on developing the final master plan options and various presentations to the Chief, Vice-Chief and Tribal Council Members.

■ CHARRETTE LEADERS

Johnson Architecture, Inc. – Knoxville, TN
Daryl R. Johnson, AIA, NCARB, President
Emily Haire, LEED AP

■ CHARRETTE TEAM

CRJA/IBI Group – Knoxville, TN/Boston, MA
Bill Bruce, MLA, Principal-in-Charge
Chris Hall, Landcape Designer
Mary Kathryn Kennard, Marketing & Branding

TwoFold Thinking – Knoxville, TN
Michael Keller, AIA

The Sizemore Group – Atlanta, GA
Bill de St. Aubin, AIA, NCARB, CEO

We Make Things Happen – Paducah, KY
Debby Spencer, President

Tommy Stokes Design – Knoxville, TN
Tommy Stokes, Principal

Health Design Partners – Atlanta, GA
Sarah Kennedy, MPH, President

Ben Johnson Illustrations – Franklin, TN
Ben Johnson

■ THE CHEROKEE TEAM

Without the support and participation of all of the following individuals, organizations and businesses this charrette would not have been possible:

Travis Sneed, Director Support Services
Chris Greene, Project Management
Ken Green, Project Management - Engineer

Chief Richard Sneed
Paxton Myers, Chief of Staff
Jeremy Hyatt, Secretary of Administration
Vice Chief Alan "B" Ensley
Bruce Toineeta
Tribal Council Members - Adam Wachacha, David Wolfe, Tommy Saunooke,
Robert "Bo" Crowe,
Paula Wojtkowski, Commerce
Michael Parker, Destination Tourism
Bo Taylor, Museum of the Cherokee Indian Director
Laura Blythe, Oconaluftee Indian Village Director
Welcome Center Staff Members
Chris
Zane, Intern



■ THE CHARRETTE PROCESS

- Identify the need or opportunity
- Collect information from the community itself to understand more deeply and broadly the situation
- Analyze and evaluate what is seen and heard
- Develop conclusions and recommendation for meeting the need or addressing the challenge

Most importantly, the process engages planning and design professionals (and/or others with related areas of expertise) in direct dialog and conversation with local residents and community representatives to collect information needed in order to develop good and relevant recommendations about how to address a particular challenge. Cherokee sees this part of the process as a period of discovery: discovering who the community is, what they value, what they really want, dream and hope for. This community input is essential and critical to the value of the outcomes.

The results of the Cherokee Cultural Corridor Master plan (CCCMP) charrette are general and overarching planning and design recommendations, rather than specific, "how to" construction directions. CCCMP does not dictate, but suggests. Most often, the outcome of a charrette is described as a "vision": an expression of how things might be, based on what the team saw and heard and learned through the discovery process.

◀ *Charrette Team process and presentation photos*



PROJECT AREA + ANALYSIS

- Where is Cherokee?
- How do you know when you have arrived and when you are leaving?
- What is the Cultural Corridor?
- Where does it begin and end?
- Why is that important?
- What are the positive and negative features of the Cultural Corridor today?



ENTERING CHEROKEE

The approach into Cherokee from the Great Smoky Mountain National Park is currently the most inviting and monumental gateway into the area. As seen above there are natural materials, movement from the fountain as well as the Eastern Band's logo and Cherokee language. It expresses, in scale, the expected proportion and creates a sense of place.

There are other points of "entry" into Cherokee along US-19 - east of Harrah's Cherokee Casino (is signed) while west of the Cherokee Indian hospital is not. On US-441 S there is a welcome sign. Both this sign and the sign entering Cherokee east of the casino are larger but can be easily missed. We found these uncoordinated signage concept areas to be targets of opportunity.

As called out in the adjacent diagram 'gateway' points of the Cultural Corridor are important. Making sure that these are active, monumental and draw one's eye is key to bringing in the passerby and giving the locals a feeling of pride in their culture.

- Cultural Corridor Gateway Markers
- Cherokee Entry Markers - needing improvement
- Successful Cherokee Entry Marker





■ WHAT WE HEARD

Our kick-off on site in Cherokee began with open input from the Cherokee people on what they felt was missing from the Cultural Corridor. We asked for input on what could be added or removed to enhance the area for them on a day-to-day basis. The adjacent word diagram highlights the comments we received.

■ WHAT WE FOUND

We found entry signage concepts at the border of the Cultural Corridor that suggest we have arrived into the cultural center of the community. While sometimes masked by under maintained landscaping, this iconography was coordinated and the cultural signage was branded. The large Indian statue and plaza provide a sense of arrival and in the proposed master plan we will seek to enhance this notion



attraction botanical boutique build change **cherokee**
 community connect **cultural** district eat
 education entrepreneur experience finding
 fishing fly government grown **heart** home house involvement jobs live lunch
 maker marketing nostalgic organic pass pet **pull** reemergence **return** river sense
 shoes socks spirit start stones store story survive threads tourist transportation walk
 walkability



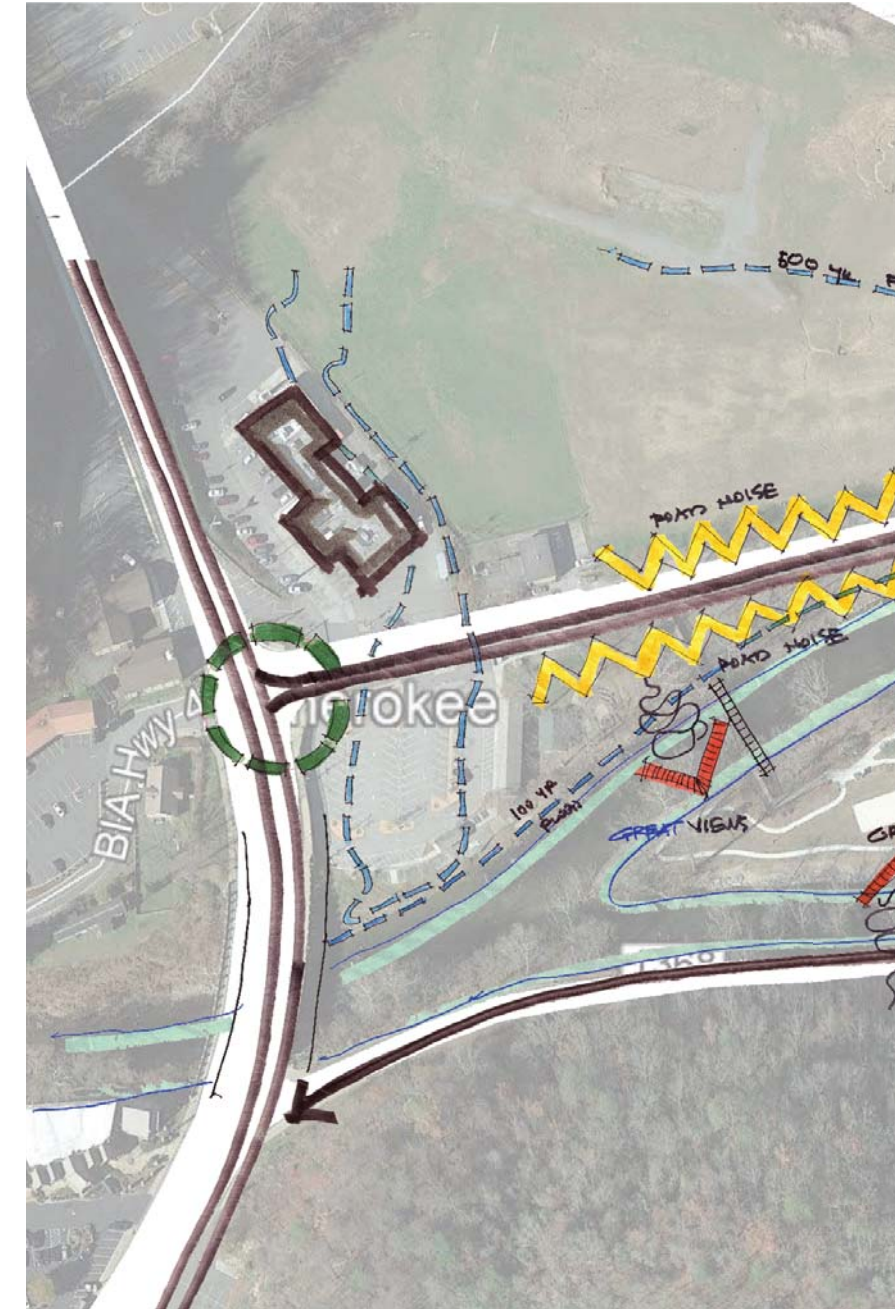
PROJECT AREA + ANALYSIS

■ SITE VISIT

Once the team arrived in Cherokee and the project description had been set, we went on a walking tour of the scope area.

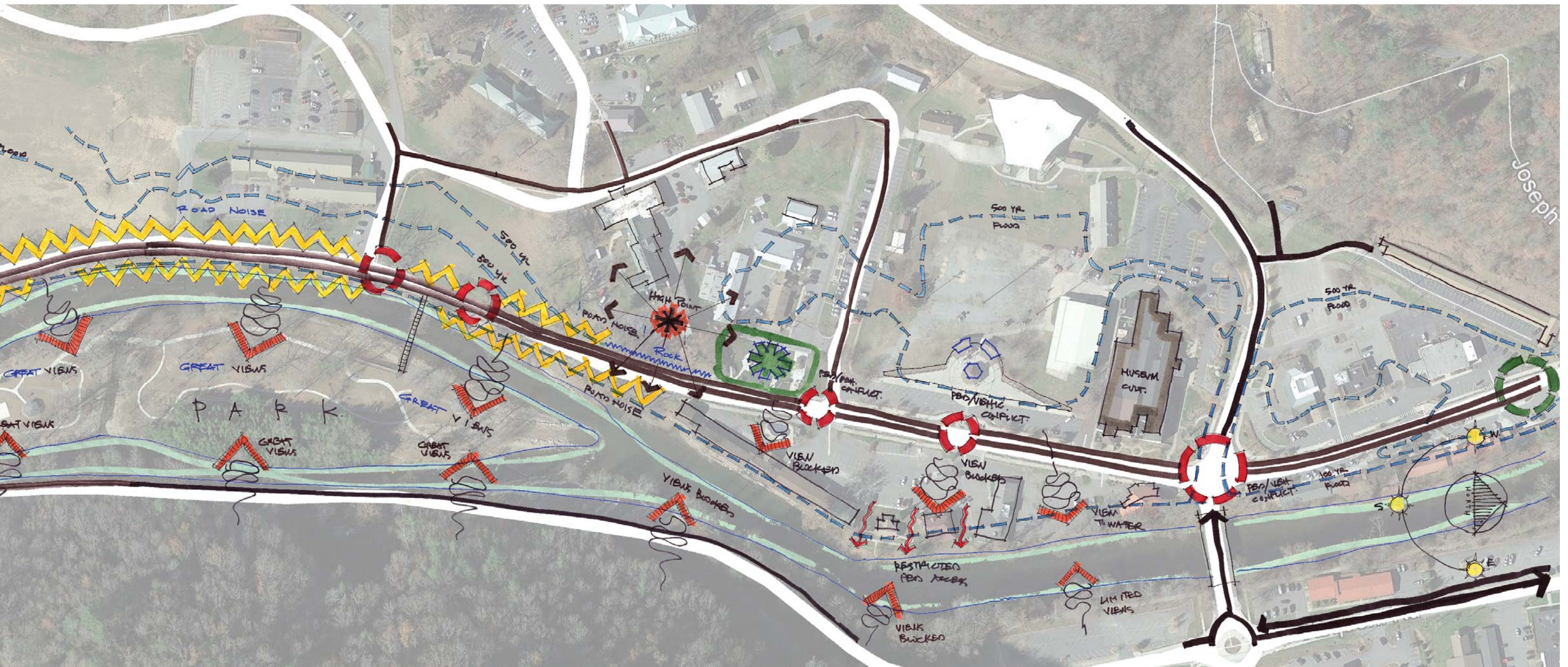
The team was guided by representatives from EBCI Project Management, Commerce.

We created the diagram to note the groups initial analysis.



■ SITE ANALYSIS DIAGRAM





PROS

- Great Views of the River
- Varied Terrain including flat areas
- Beautiful natural rock

CONS

- Under Utilized Fargrounds
- Heavy Road Noise along 441
- High Speeds along 441 (safety concern)
- Blocked Views of the River & under utilized river bank in some areas
- Under Utilized secondary car circulation
- No bicycle circulation lanes
- Lack of cohesive wayfinding & signage
- Landscaping Maintenance | Tree trimming
- Haphazard Building Placement without adjacency considerations

PROJECT AREA + ANALYSIS

BRANDING + WAYFINDING + SIGNAGE

Why is branding important when pondering community development?

If one imagines branding as a suit of clothes and asks... Is it rumpled, cluttered and dirty? Does it instill confidence in the experience to come? Then one might begin to see how Master Planning can influence community presentation.

Brand Management is the act of managing identity to generate positive experience. On-site experience can be greatly influenced by responsible master planning and can deliver and reinforce the defined brand promise through wayfinding signage, natural materials, hardscape, exhibits, major monuments, facilities, and landscape management

Speak with one voice. The consistent use of visual and verbal messaging by stakeholders who are responsible for community identity will reduce consumer confusion and help generate positive and rewarding experience for the local community and visiting tourists.



THE ENEMY OF UNDERSTANDING IS CLUTTER

Clutter blurs the image and dims the voice. Communication must be consistent, relevant, and clear. New media has made communication both easier and more difficult. Visitors can be overwhelmed with information. While it is easier to publish information it is more difficult to gain attention and credibility.

Major Monument Signage and entry portals will make a coordinated first impression. These monuments could be the first of a sequence of experiences that suggest the promise of what is to follow.

Arrival infrastructure similar to the Cherokee Statue and museum can be improved.

A brand vocabulary will be established consistent with goals of master planning efforts. A consistent materials palette could be the extension of community branding efforts. Stone, wood, water, and hardscape can be an extension of brand management.



BRAND PROMISE

The Cultural Corridor will bring inclusivity and integration between the local community and visiting tourists. This Master Plan's design is to create an accessible place for neighborhood gatherings like stick ball, small and large festivals and family picnics while emphasizing the access to nature.



These brands are important contributors to the communication strategy employed by Cherokee, NC and the Cultural Corridor. If possible they should speak with one voice, and collaborate to present a defined consumer experience.





The Cultural District efforts to date represent a competent attempt to deliver an integrated off-site and on-site consumer experience. Coordinated story telling linking the website and marketing, to the museum, and then to a variety of destination attractions have clearly been managed. Directional and arrival signage that delivers a consistent visual vocabulary of shape, design, color, font, iconography, and message confirms for the visitor they are on the correct path of authentic story-telling. Validated by the museum, and then delivered off-site to a variety of locations, the visitor intuitively understands they are experiencing responsible, historically accurate story-telling that is well managed by a competent and unbiased provider. Some of these materials have deteriorated a bit but the concept remains relevant.



VISION

The Cultural District will be a unique year round destination for both tourists and Cherokee residents. It will be developed in harmony with the natural environment, will reflect the traditional Cherokee Culture, and will sustain economic vitality. The mix of businesses and services offered will be diverse and respond to the needs and desires of both tourists and Cherokee residents

It will be a place where people are able to move about using public transit and a network of sidewalks and pathways. Public facilities like restrooms, parking, picnic areas, greenways, parks, and information centers will be prevalent throughout. The district will be **well defined through a combination of entrance features, uniform signage, cohesive architectural design**, and compact size.



The Cherokee alphabet and its use throughout the community is a strong concept and should be enhanced. The effort might be articulated more clearly for Cherokee visitors.

GWY

The Water Bug and Cherokee Alphabet rendition of "Cherokee" are important community, historical, and cultural icons. The graphic CWY rendered here was distilled directly from The Phoenix, the Cherokee Newspaper begun in 1828



OBSERVATIONS

- The arrival and on-site experience should fulfill the promise of pre-arrival story-telling.
- Vehicular and Pedestrian Signage & Wayfinding could be integrated with community branding program(s)
- Arrival centers defined and enhanced
- Coordinated branding and messaging among stakeholder organizations help deliver promise on-site
- Marketing, Municipal, Historical, and Cultural narrative should speak with one voice
- Neighborhood Identity, Cultural Neighborhood Identity, and Downtown Neighborhood Identity should all be considered
- Community Map(s) Coordinated

PLANNING OPTIONS

OPTION A SUMMARY

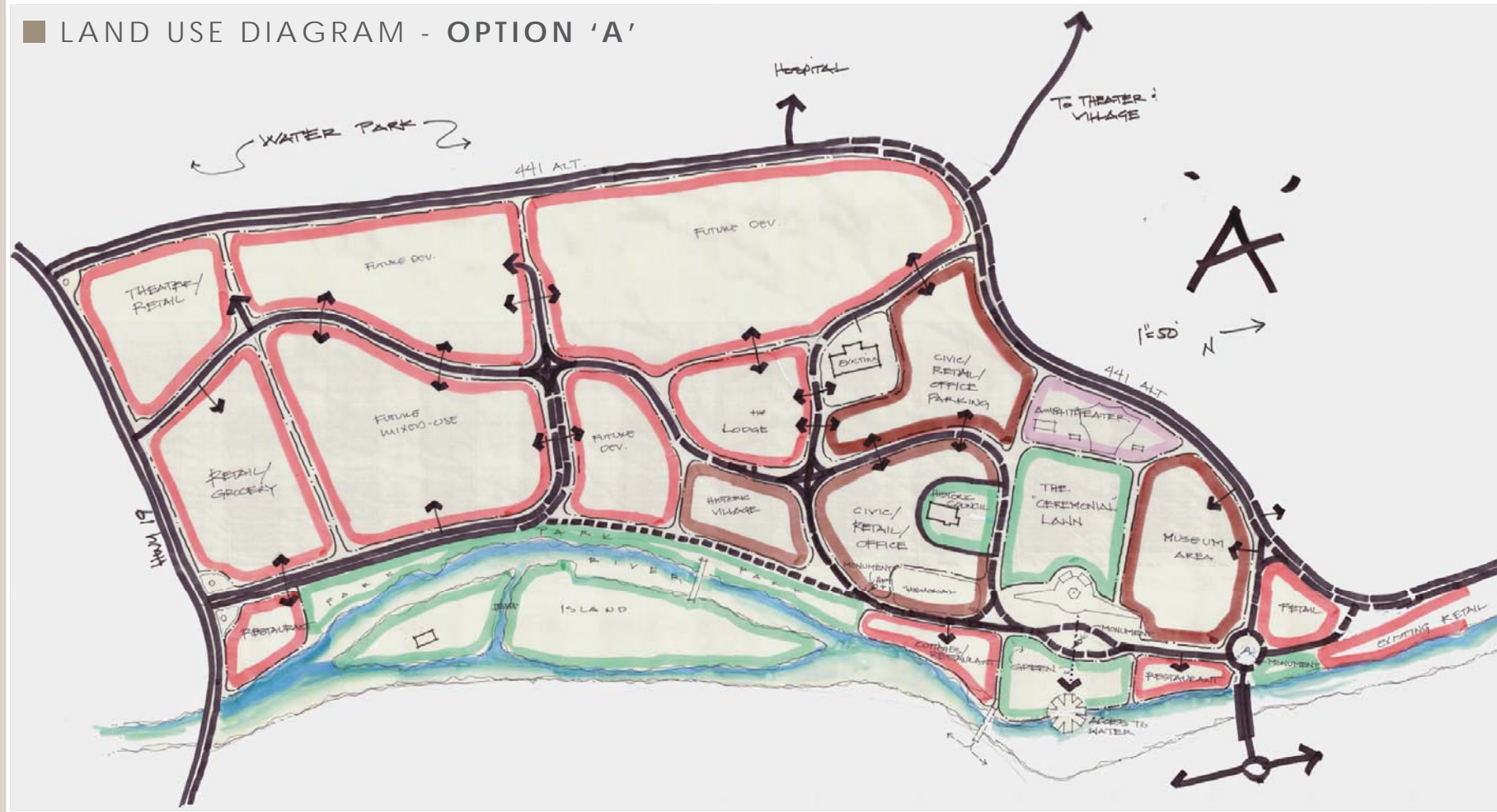
Option A - conceptual Master Plan proposes a mix of cultural, civic, retail and creative office uses combined with a recreational element to further enhance the outdoor activity. Developing this area into a cultural and recreational hub raises the potential for economic prosperity throughout the area. In addition to the job opportunities in retail, arts and cultural industry increase tax revenue can be used to enhance the streetscape and open spaces well into the future.

OPTION A

CONCEPTUAL MASTER PLAN

This Community Vision and Masterplan emphasizes health and wellness through natural and built resources. Fresh vegetables via a community garden, expanded walkability and consistent river access, and a local food market will be accessible for employees and nearby residents.

LAND USE DIAGRAM - OPTION 'A'





OPTION A

KEY FEATURES

- Organic layout of the Fairgrounds site
- Relocated retail from along river
- Expanded Museum (combined with Qualla Arts, archives)
- Civic Complex (with adjacent parking garage - weekend events parking)
- Indian Village brought to rivers edge (with adjacent community garden/greenhouse)
- Hilltop Lodge & Events Ctr with river views
- designated Sports Complex w/ 3 regulation fields



OPTION B

KEY FEATURES

- Formal Lawn at the Fairgrounds site that engages the river
- Relocated Welcome Center to create a 'gateway' into the Cultural Arts District
- Expanded Museum with new Cultural Plaza to bridge the space between Qualla Arts
- Civic Complex (with adjacent parking garage - weekend events parking)
- Indian Village brought to rivers edge
- Hilltop Lodge & Events Ctr with river views
- Makers studio & retail with Public Mall

PLANNING OPTIONS

■ OPTION C SUMMARY

Option C - conceptual Master Plan was created post-charrette and combines the preferred aspects of both Option A and B as we heard from the Cherokee staff & council present and the charrette teams experience. Proposing a mix of cultural, civic, artists studio and retail, and recreational uses it promotes growth for the Cultural Arts District and commercial economic stimulants such as retail, restaurant, artist and small offices. This plan addresses the need for modern conveniences for employees and locals in the area and a vision for Cherokee's growth opportunity.



■ OPTION C

CONCEPTUAL MASTER PLAN

This combined Conceptual Masterplan orients this scope area to serving the people of Cherokee first and providing them with a beautiful, flexible guide to space planning for today and the future. Well - designed built resources coupled with the existing natural environment position this Cultural Core to elevate itself architecturally and economically for years to come.





OPTION C

KEY FEATURES

- Formal Ceremonial Grounds extended to the River + new amphitheater and no fencing
- Welcome Center at gateway to Cultural District + relocated retail from along river
- Makers studio & retail with Public Mall
- Expanded Museum + Cultural Plaza to bridge to Qualla Arts (with surface parking)
- Civic Complex (with adjacent parking garage - weekend events parking)
- Indian Village brought to rivers edge for high visibility + access
- Hilltop Lodge & Events Ctr with river views
- designated Sports Complex w/ 3 regulation fields

LODGE + EVENTS

PARKING GARAGE
(700 SPACES)

(133 SPACES)

NEW
AMPHITHEATER

GOVERNMENT
COMPLEX

(55 SPACES)

(114 SPACES)

MAKER'S
SPACE

CEREMONIAL
GROUNDS

(62 SPACES)

MUSEUM +
EXPANSION

(70 SPACES)

WELCOME
CENTER

(74 SPACES)

RETAIL

OCONALUFTEE
ISLAND PARK

INDIAN
VILLAGE

(25 SPACES)

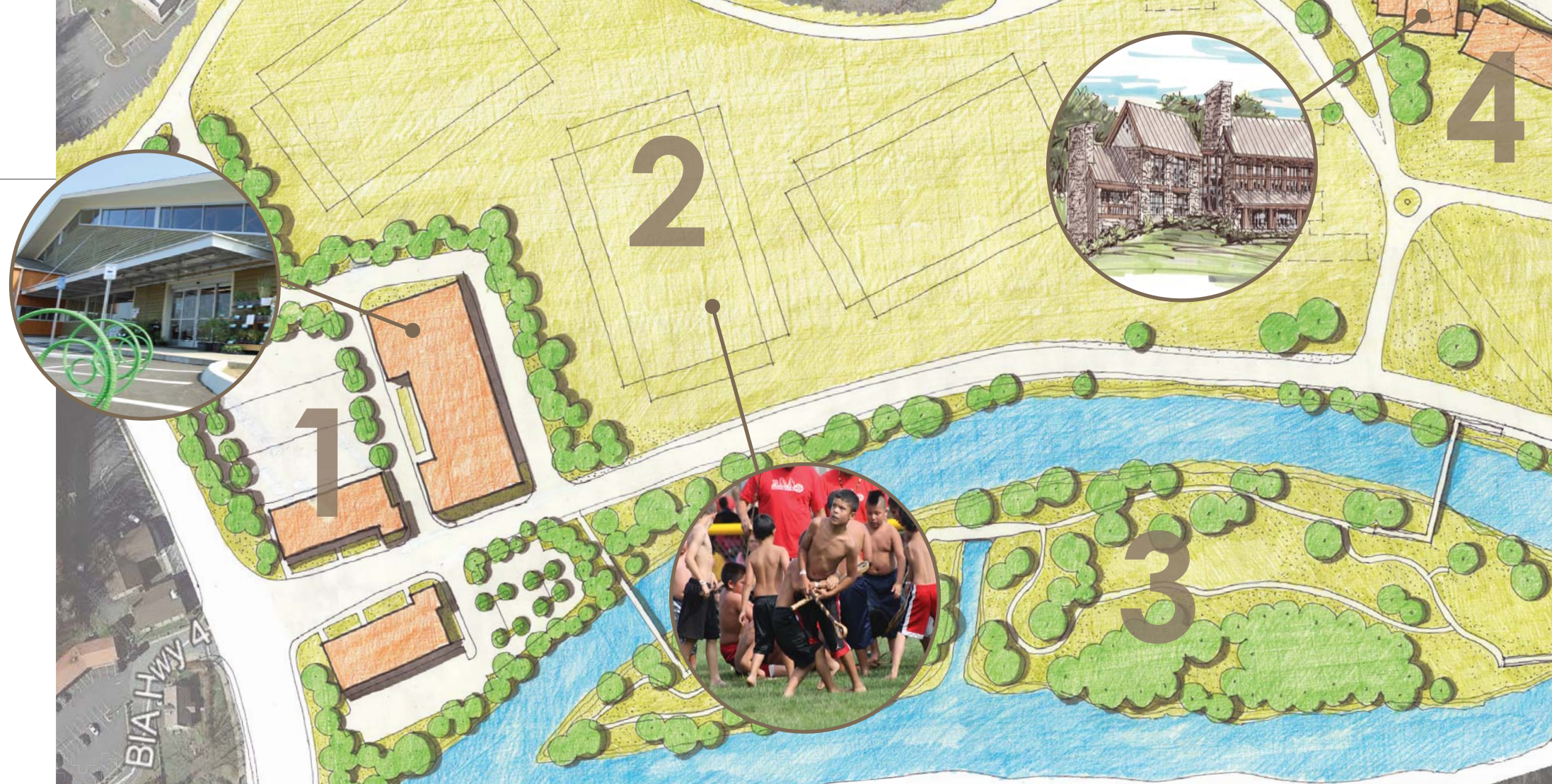
(50 SPACES)

PLANNING OPTIONS

A DAY IN THE LIFE

HOW DOES THE PROPOSED MASTER PLAN AFFECT YOU?

The proposed planning and built resources have numerous positive effects from health, economic, aesthetic, and many more perspectives, but how can this planning directly affect your Quality of Life? The adjacent diagram portrays a glimpse of scenarios one could find themselves in. This and many more experiences could be a result of this study for years to come.



CHILD

The perspective of a Cherokee child.

YOUNG PROFESSIONAL (GOV'T EMPLOYEE)

The perspective of a young professional who grew up in Cherokee, went off to college and has come back to serve as a government employee.

ELDER

The perspective of a once Council Member or once long time employee of the Oconaluftee Indian Village.

VISITOR

The perspective of a first time visitor to Cherokee, NC.

1. RETAIL + GROCERY

YOUNG PROF "I love the new boutique at CORNER 19, the new retail area. I never thought we would get stores like this in Cherokee. And the Market Grocery has the best soup of the day to grab for a quick lunch."

VISITOR "So glad there is a Market Grocery here since I completely forgot to pack the sunscreen and extra snacks for our trip. These shops are great, maybe while the boys are playing in their soccer tournament I can walk over and do more shopping."

2. SPORTS FIELDS

VISITOR "These fields are great and what a view. How have we not visited Cherokee before? The river and mountains are amazing!"

ELDER "This area has really turned around! I am proud that we have nice fields and can't wait to see Chris play in his stick ball tournament - this is the year we beat Big Cove!"

YOUNG PROF "I had no idea there was a stick ball tournament today. I used to love playing, and I need to talk to the guys about joining the team. Cool seeing all these tourists so interested."

3. OCONALUFTEE ISLAND PARK

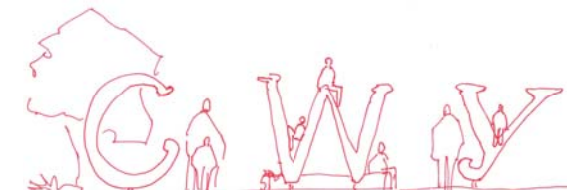
CHILD "Today was the best day ever! So glad dad had stick ball practice because I got to play in the river. I love coming to Cherokee. Next time I am bringing my fishing pole."

VISITOR "I'm so glad that I signed up for the 10k while we were visiting. We ran through Cherokee and over the river through their beautiful Island Park. It was such a peaceful run. We also ran along the Village, and I can't wait to come back and visit all the other new places."

4. CHEROKEE LODGE

YOUNG PROF "Today's conference was at the new Cherokee Lodge. I love the authentic look. The facility was top notch - state of the art conference room! The restaurant has a great menu and I am glad to have other options in addition to the Casino."

VISITOR "So glad to find Cherokee has opened a new lodge in the Cultural District. Fire Mountain was awesome this morning. Looking forward to swimming in the pool today and then walking down to the Makers Way for food and fun while watching the Cherokee artisans."



PRECEDENT IMAGERY and a process sketch of a concept for the Welcome Center Plaza. Interactive life-sized Cherokee letters.

5. SEAT OF GOVERNMENT

ELDER "I toured the new Council House. First, there was easy parking and access and a wonderful little garden on the hill, but the building was much more than a room full of offices and you can really feel our culture there. They even had a beautiful tribute to Cherokee's beloved men and women, I am proud."

CHILD "We had a field trip to the new Government Building. It stands so tall on the hill and the council house with the clan art was really cool. They even had a sandwich shop on the bottom floor. Maybe I will work there one day."

6. MAKER'S SPACE

VISITOR "What a cool place, my family loved getting to meet and watch all the Cherokee "Makers" and we brought home some beautiful pieces of art. The Kanuchi + bean bread was great too."

YOUNG PROF. "I think this is my favorite of the built spaces by the tribe lately. The way it makes a courtyard with the water and trees - what a great space for everyone to hang out and visit with maker friends and family."

CHILD "Best day ever! Dad let me play in the water while we visited Ms. Amanda's shop. I even got a chocolate ice cream cone!"

7. THE NEW VILLAGE

CHILD "It was my turn to 'work at the Village' - through our school Cherokee Cultural Heritage program. It has been so fun to learn about beadworking and I got to tell visitors about it all day!"

ELDER "I was hesitant when I heard the plans for moving the village to the river, but they did a nice job. Today I helped with the arrows and I have never seen so many people."

VISITOR "What a special place, I never knew this was here. Our family loved the village, we learned so much."

8. CEREMONIAL GROUNDS

YOUNG PROF. "The Corn Festival was so amazing. The new Ceremonial Grounds were perfect. The dances were showcased at the new pavilion and the fair stretched down to the waters edge. There were Cherokee and tourists everywhere. It was a great turnout."

VISITOR "We came to Cherokee for a conference and were walking the Cultural District after dinner and realized they were having a movie on the lawn at their fairgrounds. It was so fun to see all the community and children having a picnic and watching."

9. THE MUSEUM

VISITOR "I never fully understood the history of the Native American people - what a beautiful retelling. I need to come back and visit the parts I didn't get to. So much to process all in one day, glad we bought a 3-day pass."

ELDER "I helped teach an arrowhead class at the museum today. The expansion is wonderful. I enjoyed a tour through the archives. Then my son took me through the cultural plaza to Qualla Arts. It was so well done and the art in the garden was nice. We parked easily also there are new elder reserved spaces."

10. THE WELCOME CENTER

CHILD "The new visitors center is so cool. We parked there for the festival so mom could see the new cultural plaza garden. I got to climb on the Cherokee letters and take a picture. So many people were doing that #Cherokee!"

YOUNG PROF. "I usually take the new Drama Rd Extension when I'm coming into Cherokee on 441 to get to work quickly but I love the new gateway at the Cherokee visitors center. There are always people out on the plaza and it reminds me that Cherokee is alive and thriving!"

STUDY SKETCHES

PRECEDENT IMAGERY



Ross Landing, Chattanooga, TN



Tom Hanafan's Rivers Edge Park, Council Bluffs, IA



Traffic Calming: textured crosswalks + landscaped islands



CONCEPTUAL RIVER FRONT RENDERING

Cherokee has an expansive natural riverbed that spans the length of the Cultural Corridor, but in some cases, including that of the fairgrounds axis, the river's edge is blocked visually and physically.

The above rendering proposes to remove some of the structures to create a formal axis from the fairgrounds pavilion to the water to be used by both Cherokee people and visitors alike.

The River Front Rendering could include:

- Hardscaped access to the water for fishing, swimming after stickball tournaments
- Cultural art
- Traffic calming 'Island' - shown above housing the 7 clan flags and a center pine.



Riverloop Amphitheater, Waterloo, IA



■ CONCEPTUAL CIVIC COMPLEX RENDERING

The development within the Cultural Corridor is currently made up largely with Civic Buildings. Over time as a building was needed it was built, seemingly without regard to an overall plan for the area. The rendering above shows the original Council House to remain as part of a civic museum and proposes a new complex atop the hill with a central 7-sided Council House and flanked with 3-story

The Civic Complex program could include:

- 7-sided Council House (could be open to visitors when not in use)
- 150,000 square feet of civic program
- Street level Retail: Coffee Shop, Sandwich Shop, Small Convenience Store



Artesia Municipal Complex, Artesia, NM

PRECEDENT IMAGERY



University of Montana, Native American Center



Thomas Commons Campus Center @ Cornell University, Mount Vernon, IA



Kentucky Artisan Center, Berea, KY

PRECEDENT IMAGERY



Snowbird Mountain Lodge, Robinsville, NC



Longmire Admin. Building, Mt. Rainier, WA



Rockwood Lodge @ Old Edwards Inn, Highlands, NC



■ CONCEPTUAL LODGE RENDERING

Cherokee has created a high class Casino and resort for many to visit and experience the fun + excitement of gaming with quality restaurants, lodging, entertainment and other amenities. The Lodge concept is a way for Cherokee to enhance their visitors stay by bringing a new, quality lodging experience into the heart of Cherokee - the Cultural District. Not just for the tourist but for the community to share in the provided amenities.

The Lodge program could include:

- Intimate Lodging
- Quality Cultural Dining
- Conference + Event space to host local or destination Conferences, Larger Meetings, Weddings
- Spa + other health amenities
- Cultural Experiences





PRECEDENT IMAGERY



■ CONCEPTUAL 'MAKER'S SPACE' RENDERING

Cherokee has a unique and authentic history of artisans that are currently on display through certain programs in Cherokee. The rendering above proposes to allow those artisans to be featured and interactive with the local community as well as visitors wanting to understand and view the craft in the making. With a pedestrian mall through the center this retail and artist studio space could boast economic revival for the cultural trades while providing the Cherokee people a place to keep their history alive.

The Maker's Space program could include:

- Active and Experiential pedestrian mall
- Retail to serve the locals and employees in the area; including offerings such as coffee shop, sandwich shop, ice cream, small convenience store, recreational rentals/ retailer
- Leasable Artist Studio and Retail spaces
- Leasable small office spaces

HEALTH DESIGN

The objective of the Health Design Assessment™ was to assist in translating relevant local health data into advantageous land-use plans and project designs for the community.

This process is aimed at influencing a greater return on investment in the built environment through positive health outcomes among people who live, work, and play in this community.

The environments in which we live, work, and recreate influence our behaviors, which then affect individual and community health. The built environment refers to our surroundings that are designed, planned, and/or made by humans and which provide the setting for human activity.

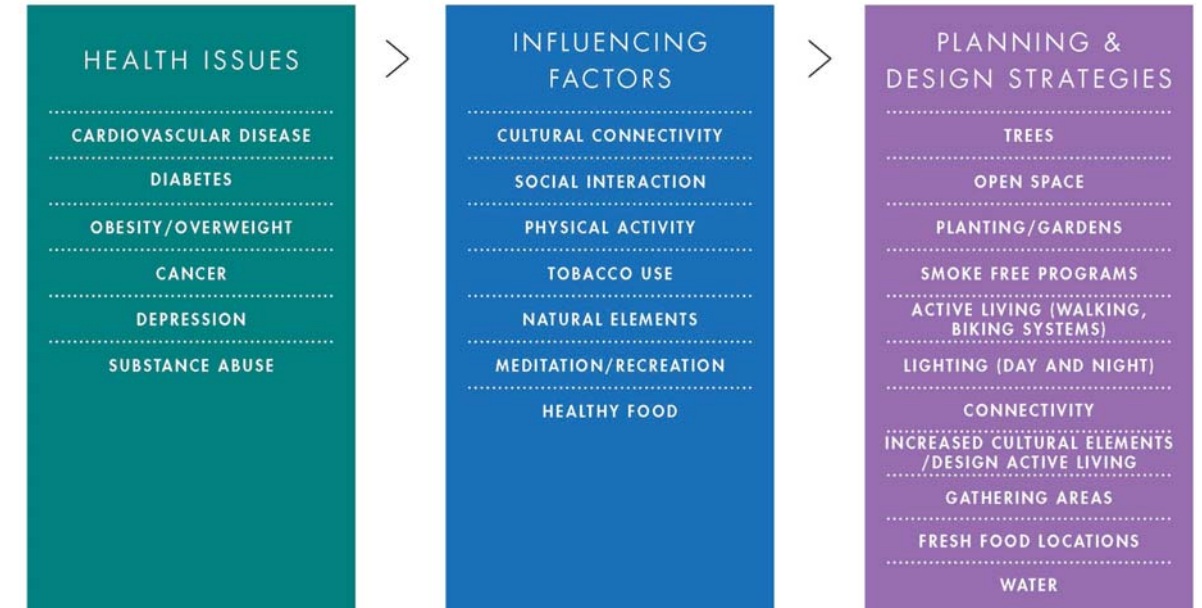
The components of the built environment can range from something as simple as a park bench to the network of streets and sidewalks that connect various parts of the community. There are numerous studies that explore the ways in which the built environment influences community health and can foster healthy behaviors, such as healthy eating or engaging in physical activity.



Additionally, many features in the built and planned environment impact the emotional well-being of individuals. A visioning charrette that considers these influences provides an opportunity to make informed decisions in project planning and design that will ultimately impact the health of the community and those individuals within it.

To support a successful process, this report provides a general health analysis which includes an overview of leading health issues in the community (both perceived and measured), then a discussion of factors that influence these current health issues impacting the community ('Influencing Factors').

Finally, we provide evidence-based elements and strategies that can impact these influencing factors and may be employed to create health-promoting projects, helping to mitigate the community's leading health issues.



According to the EBCI Tribal Health Improvement Plan 2015-2017 and the EBCI Tribal Health Assessment, the leading self-reported chronic conditions and health concerns of the EBCI community include:

1. Diabetes
2. Obesity/Overweight
3. Physical Inactivity
4. Smoking Rates
5. Substance Abuse
6. Depression



sample hydration station



sample seed library/ community garden

DESIGN/PLANNING RECOMMENDATIONS

Supportive infrastructure in the built environment can help change health-affecting behaviors. By impacting the influencing factors leading to the primary health issues, a community is able to impact community health outcomes. Key components and projects identified within the planning process can be envisioned and designed to target some or all of the identified influencing factors and in turn help mitigate the leading health issues.

INFLUENCING FACTORS

According to the evidence base, many of the leading health concerns identified by the community are also influencing factors for the leading causes of disease and death in the community, and can be impacted by changes in the built environment and the approach toward policies within it.

The primary influencing factors considered most relevant for these health issues in the EBCI community planning process include physical activity, healthy diet, smoking rates, and cultural identity/connectivity. Behaviors such as poor diet, physical inactivity, safety, elements of nature, and tobacco use significantly contribute to obesity, cardiovascular disease, cancers, diabetes, and depressive symptoms. Cultural identity and connectivity have also been shown to be influencing factors in mental well being, smoking cessation rates and substance abuse rates.

HEALTH ISSUES:

	Influencing Factors							
	PHYSICAL ACTIVITY	MEDITATION/RELAXATION	ELEMENTS OF NATURE	SAFETY	HEALTHY FOOD ACCESS	SOCIAL INTERACTION	CULTURAL VALUES	CONNECTIVITY
Cardiovascular Disease - Diabetes - Obesity - Cancer - Depression - Substance Abuse								
ADA/Elder Accessibility to Spaces	X			X		X		X
Shade Trees	X	X	X	X			X	
Active Recreation Space	X		X	X		X	X	
Lighting	X			X		X		X
Bikes (Repair, Rental & Racks)	X					X		X
Multiple Pathways/Sidewalks	X			X		X		X
Gathering Areas	X	X		X		X	X	
Meditation Spaces (Individual)		X	X	X			X	
Water Features		X	X	X		X	X	
Wayfinding/Educational & Cultural Signage	X	X		X	X	X	X	X
Large Open Space	X		X			X	X	
Views of Natural Landscape		X	X				X	
Safe Crosswalks	X			X				X
Re-hydration Stations	X			X	X	X	X	
Fresh Food Areas/Carts/Farmers Market	X				X	X	X	
Community Gardens	X	X	X		X	X	X	
Fitness Stations	X					X		
Cultural Elements/Design		X	X		X	X	X	

Leading or secondary cause of death Number of deaths

Cardiovascular disease 171 (36% of total deaths)

Substance-induced 92 (19% of total deaths)

Cancer 92 (19% of total deaths)

Diabetes 54 (11% of total deaths)

GRANT OPPORTUNITY

- Tribal Practices for Wellness in Indian Country.

- US Centers for Disease Control and Prevention.

- Contact: Mary Hall MOH4@cdc.gov

Supports tribal practices that connect individuals and community to culture with the long-term goals of building resiliency; reducing morbidity and mortality due to heart disease, stroke, cancer, and diabetes; and reducing risk factors for all chronic disease.

\$100k-\$150K.

<https://www.grants.gov/web/grants/view-opportunity.html?oppld=299475>

- wild/traditional food systems
- trail/path
- water/hydration program,
- other cultural



GRANT OPPORTUNITIES FOR CHEROKEE NORTH CAROLINA

GRANT OPPORTUNITIES FOR CHEROKEE NC				
TITLE & CONTACT	DESCRIPTION	FUNDS AVAILABLE, DEADLINE & WEBSITE	GRANTEE ELIGIBILITY	ELIGIBLE PROJECTS
Better Utilizing Investments to Leverage Development (BUILD) previously known as the TIGER grant Contact: R. Howard Hill (202)366-0301. Great guy to work with, contact him if you have questions about grant.	Provides funding for DOT to invest in road, rail, transit and port projects. This would be an excellent source of funding for improving both 441 and Hospital Road. Must be submitted through an online portal.	\$5.6 billion available for nine rounds or until funds are no longer available. Website: https://www.transportation.gov/BUILDgrants . Deadline is July 19th 2018 8 pm. Visit website for both a webinar and PowerPoint. Grants are submitted online at Grants.gov. \$25,000 max request per grant. Submit now.	Don't miss deadline. Submittal due this month. Municipalities, counties, tribal government, MPO's and port authorities can all apply.	Projects submitted under this funding source should not think small. For example: Asheville East of the River Multimodal Network and Northeastern NC Rail Improvement Project were awarded \$14,600,000 and \$5,800,000 respectfully. See www.ncdohhs.gov/about/grant-opportunities for other examples of funded projects
NCDOT Division of Bicycle and Pedestrian Transportation Grants 1 South Wilmington Street Raleigh, NC 27601 Phone:(919) 707-2600	NCDOT Division of Bicycle and Pedestrian Transportation offer a number of funding sources for bicycle and pedestrian projects including Safe Routes to School (SRTS), Transportation Alternatives Program (TAP), Surface Transportation Program (STP), Congestion Mitigation and Air Quality Improvement (CMAQ), and Highway Safety Improvement Program (HSIP)	This is a planning grant. Call for proposals usually occur in August. Application Submittals deadline in Nov. Grants awarded in January. May take up to 6 months for MRA to be executed. 12 to 18 months to complete project. Visit the website https://www.ncdot.gov/bikeped/	Municipalities or County governments with populations of 50,000 or less,	This would be a great source of funding for pedestrian and bicycle greenways, bridges, addressing safety issue and traffic flow in and around the Qualla Arts & Crafts, Museum of the Cherokee and other sites and attractions. For more information, go to connect.ncdot.gov
Clean Water Management Trust Fund Department of Natural and Cultural Resources Land and Water Stewardship Contact: Will Summer (919)707-9127 will.summer@ncdcr.gov	CWMTF funds projects that 1) enhance or restore degraded water, (2) protect unpolluted waters, (3)contribute toward a network of riparian buffers and greenways for environmental, educational, and recreational benefits, (4) acquire land that represents ecological diversity, (5) acquire land that contributes to the development of historic properties.	\$22,000,000 - Funding year 2018-19 Next Grant date - February 1st www.cwmtf.nc.gov Field Contact: Damon Hearne (828)296-7230 ext 231 Damon.Hearne@ncdcr.gov http://data.osbm.state.nc.us/pls/openbook/dyn_openg_html_r2.show?p_arg_names=cris_id&p_arg_values=34	A state agency, local government, or nonprofit corporation whose primary purpose is the conservation, preservation, and restoration of North Carolina's natural and cultural resources.	2018 Applicants can be found at: https://files.nc.gov/cwmtf/documents/files/2018_cwmtf_app_list.pdf
Land & Water Conservation Fund Department of Natural and Cultural Resources Parks & Recreation Contact: Nate Halubka (919)707-9338 nate.halubka@ncparks.gov	Land & Water Conservation Fund (LWCF) program is a reimbursable, 50/50 matching grants program to states for conservation and recreation purposes and through the states to local governments to address "close to home" outdoor recreation needs.	Grants for a maximum of \$250,000 in LWCFawarded annually. www.ncparks.gov/more-about-us/grants https://www.ncparks.gov/more-about-us/grants/lwcf-grants	County governments, incorporated municipalities, public authorities and federally recognized Indian tribes.	Currently there is no funding cycle for LWCF. Contact Judy Francis, regional director for PARTF and LWCF for more info on both grants. (828)296-7230 Ext 226 parks; recreation; conservation
North Carolina Science Museums Grant Program Department of Natural and Cultural Resources, NC Museum of Natural Sciences Regional Network Contact: Charles Yelton charles.yelton@naturalsciences.org	NC Science Museums Grant Program provides operational support to eligible museums across NC. Amounts awarded determined by (1) Other museum applicants, (2) Located in counties that are mre economically distressed according to annual rankings by Department of Commerce, (3) Generate a larger portion of their operating funds from non-State revenue, (4) Have a higher attendance-to-population ratio, (5) Partner with other museums in NC to share exhibits, programs, or other activities, (6) Are not located in close proximity to other science or STEM education museums.	\$2,398,430 Funds available Funding Year: Direct payments for unrestricted use. www.Ncmuseumgrant.naturalsciences.org http://data.osbm.state.nc.us/pls/openbook/dyn_openg_html_r2.show?p_arg_names=cris_id&p_arg_values=3418	(1)Science center, museum, or children's museum in NC, (2) Open, operating, and exhibiting STEM education objects to general public for at least two years, (3) Nonprofit, exempt from federal income tax, (4) At least one full-time professional staff, (5) Adopted Mission Statement, (6) Detailed plan for proposed use of funds and measurements for projected results.	Have a call into Charles for details and deadline for this year's funding. Key Words: parks; recreation; conservation
Parks and Recreation Trust Fund Department of Natural and Cultural Resources Parks and Recreation Contact: Nate Halubka (919)707-9338 Nate.Halubka@ncparks.gov	Parks and Recreation Trust Fund (PARTF) is a matching grant program for qualified governmental units for local parks and recreation purposes. Program's primary funding comes from excise stamp tax on real property transfers, portion of fees from personalized license plates, and investment earnings.	\$16,253,089 State Funds available. Annual 3 hour teleconference - Oct 3rd 2018 explaining grants Next Cycle: May 1st 2019 www.ncparks.gov/more-about-us/grants http://data.osbm.state.nc.us/pls/openbook/dyn_openg_html_r2.show?p_arg_names=cris_id&p_arg_values=18	NC counties and incorporated municipalities as well as public authorities if they are authorized to acquire land or develop recreational facilities for the general public.	Provides dollar-for-dollar matching grant funding is for parks, recreation, conservation as well as trails. Contact Judy Francis, regional director for PARTF and LWCF for more info on both grants. (828)296-7230 Ext 226 parks; recreation; conservation.
Recreational Trails Program Department of Natural and Cultural Resources Parks & Recreation Contact: Scott Crocker (919)707-9326 scott.crocker@ncparks.gov	Recreational Trails Program (RTP) is a \$1.5 million grant program funding by Congress from federal gas taxes on off-highway vehicles. Program's intent is to meet the trail and trail-related recreational needs identified in the Statewide Comprehensive Outdoor Recreation Plan (SCORP).	\$1.5 million Funds available Funding Year: FY 19-20 Grant Cycle opens in Jan 2019 with pre-Apps . July deadline for on-line grant submittals. Awarded in September. Website: trails.nc.gov More grants available at ncparks.gov	Government agencies, nonprofit organizations, and private trails groups for trail projects. Annual 3 hour teleconference describing this and other grant opportunities will be held October 3rd. See irs.cnr.ncsu.edu for more details.	Grant funding is for trail planning, construction, maintenance, signs and trail-related facilities. Regional Contact: Amanda Smithson (828)963-9522 (O) (828)713-5487 (Cell) amanda.smithson@ncparks.gov recreation, trails, conservation, natural resources
National Park Service Historic Preservation Fund Grants Contact: Michele Patterson-McCabe michele.patterson.mccabe@ncdcr.gov (919)807-6582	The National Historic Preservation Act of 1966 authorizes a matching grant program for a variety of preservation activities. Most federal grants have been made to local governments for architectural and archaeological surveys, National Register nominations, and preservation planning.	\$95,000 annually for Certified Local Governments (CLG) projects. https://www.nps.gov/orgs/1623/index.htm	Certified Local Governments may apply. Not-for-profit organizations and educational institutions may also apply through their local preservation commission. Privately owned buildings are not eligible to apply for funding.	https://www.nps.gov/orgs/1623/index.htm
Artist Fellowship, Regional Artist Project, Regional Arts Partners and Internship. Department of Natural and Cultural Resources. Contact: John Pettus (919)807-6513 Jeff.Pettus@ncdcr.gov+	Grants to artists ranging from \$500 to \$3,000 to support their creative development. Regional artist project grants are administered through local art councils. \$2,500 to \$12,500 matched dollar for dollar with \$500 administrative fee and a corresponding one-to-one cash match to artists.	Grant deadline: March 1st of each year for the following fiscal year. \$500 to \$3,000 for Artist Fellowships. \$2,500 to \$12,500 for Regional Artist Project Grants https://www.ncarts.org/resources/grants/grants-organizations/regional-artist-project-grants-organizations	Artists and Local Art Councils may apply. Applicants submit form electronically through Go-Smart portal (https://ncarts.cgweb.org)	Creation of original artwork, Development or upgrade of promotional materials, brochures, DVD, CD or website; purchase of equipment; professional development workshops; travel support for exhibitions and conferences.

GRANT OPPORTUNITIES FOR CHEROKEE NC (CONTINUED)				
Arts in Communities (AIC) Program Contact: Leigh Ann Wilder, Arts in Communities Director (919) 807-6508 leighann.wilder@ncdcr.gov	The Arts in Communities (AIC) Program works with local arts councils and other community arts organizations in all 100 counties to create and sustain innovative arts programs that help build healthier communities	Grant deadline: March 1st of each year for the following fiscal year. https://www.ncarts.org/resources/arts-communities		More grassroots often through local arts council
Arts in Education Grants Sharon Hill, Arts in Education Program Director (919) 807-6502 sharon.hill@ncdcr.gov Vicki Vitiello (919)807-6504 vicki.vitiello@ncdcr.gov	Arts in Education Program provides support to schools and nonprofit organizations to strengthen the use of arts in pre K-12 settings.	Grant deadline: March 1st of each year for the following fiscal year. https://www.ncarts.org/resources/grants/grants-organizations/arts-education-grants	Priority given to funding fees for professional artists to work in educational settings and collaborations between arts organizations and schools. Arts in Education grants are not intended to substitute for a school's arts education program and funds cannot be used for permanent arts education personnel.	
FolkLife Grants Contact: Sally Peterson, FolkLife Director (919)807-6504 Sally.Peterson@ncdcr.gov	FolkLife Grants are awarded to nonprofit organizations, folklorists and traditional artists engaged in projects that preserve and perpetuate folklife traditions or educate the public about North Carolina's folk cultural heritage	Grant deadline: March 1st of each year for the following fiscal year.	http://data.osbm.state.nc.us/pls/openbook/dyn_openg_html_r2.show?p_arg_names=cris_id&p_arg_values=336	Sally Peterson has worked for years on projects in and around the Reservation.
Grassroots Arts Program Grants Contact: Amy-Sawyers-Williams Arts in Communities Director (919) 807-6506 amy.sawyers-williams@ncdcr.gov	The Grassroots Arts Program (GAP) provides per capita-based funding for arts programming to all 100 counties across North Carolina ensuring opportunities for citizens to experience the arts in their own communities.	Grant deadline: March 1st of each year for the following fiscal year. https://www.ncarts.org/resources/grants/grants-organizations/grassroots-arts-program-grants		Activities include festivals, concerts, dance and theater productions, artist-in-schools programs, galleries, Native American powwows, art classes and African drumming circles.
SMART Initiative - A18 Contact: Nancy Trovillion, Deputy Director of NC Arts. (919)807-6529 Nancy.Trovillion@ncdcr.gov	Communities that use their distinctive arts and cultural assets to revitalize neighborhoods and downtowns, instill a strong sense of place and pride in residents, attract creative workers and cultural visitors, and create sustainable economic development. The North Carolina Arts Council's SmART Initiative is a catalyst for arts-driven economic development projects across the state.	Take on only one or two communities. May be multiple year projects with funding based on project itself. No schedule as to when next grant funding will be available.	There are four demonstration projects the N.C. Arts Council is currently funding in Burnsville, Durham, Kinston, and Wilson.	The proposed project for the Cultural District might be an excellent next project for the SMART Initiative. Only a few communities are chosen and projects may take a number of years to complete.
HEALTH & CULTURAL CONNECTIVITY GRANTS				
Our Town, National Endowment for the Arts Contact:	Our Town is the National Endowment for the Arts' creative placemaking grants program. These grants support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. Successful Our Town projects ultimately lay the groundwork for systemic changes that sustain the integration of arts, culture, and design into strategies for strengthening communities.	\$25K-\$200K (+ matching reqs). Application Deadline: August 9, 2018. https://www.arts.gov/grants/apply-grant/grants-organizations	These projects require a partnership between a nonprofit organization and a local government entity, with one of the partners being a cultural organization.	Cultural district planning, sculptural hydration stations, other
2018 Heritage Grant, Blue Ridge National Heritage Area Partnership. Contact: Rob Bell, Director of Programs, (828) 296-7230 ext. 229 rob@blueridgeheritage.com	Grants are available for the preservation, interpretation, development, and promotion of heritage resources in five thematic areas: • Agricultural heritage • Cherokee heritage • Craft heritage • Music heritage • Natural heritage	\$1K-\$16K (+matching reqs). Application Deadline: October 1, 2018. http://www.blueridgeheritage.com/partners/grants		Demonstration/learning gardens, cultural/traditional programs, music venue/stage equipment funding
Ribbon of Hope, NC GlaxoSmithKline Foundation. Contact: mathias smrekar at 303-63205590 or msrekar@mcrel.org or Susan Shebby 303.632.5613 sshebby@mcrel.org	The goal of the Ribbon of Hope grant program is to have a positive impact on the lives of North Carolina's citizens in each of the state's 100 counties. Two times per year the North Carolina GlaxoSmithKline Foundation (the Foundation) will award grants of \$25,000 to North Carolina community-based nonprofit 501(c)(3) organizations. These grants will support activities that establish or expand local programs in science, health, and education to serve identified community needs.	\$25,000. (2 cycles/year) Application Deadline: April and October http://www2.mcrel.org/NCGSKFRibbonOfHope/index.asp#		Demonstration/learning gardens or agriculture program for healthy food access.
Arts & Culture Place-Based Initiatives, Kresge Foundation.	Build on a community's assets and distinctive attributes, recognizing and highlighting narratives of place. Cross-sector/cross-disciplinary projects that embed arts, culture, and community-engaged design into municipal governments.	On-going/open (for 2019). Proposed projects must be >\$100,000. https://kresge.org/programs/arts-culture/place-based-initiatives-0		Place-based initiatives.

■ GRANT OPPORTUNITIES FOR CHEROKEE NORTH CAROLINA

HEALTH & CULTURAL CONNECTIVITY GRANTS (CONTINUED)				
State Association/Community Organization Grant Program. American Beverage Foundation for a Healthy America. Contact: Charmi Oza 202.463.6710 Charmi@beveragefoundation.org	The American Beverage Foundation for a Healthy America seeks to make a significant contribution to the health of local communities by providing grants to support charitable programs at community organizations that work to advance both the physical health of their local citizens and the environmental health of their communities.	No specified ceiling. Open application periods Feb 15-March 15 & Sept 15 - October 15, 2018. http://www.beveragefoundation.org/grants/state-associationcommunity-organization-grants/	The Foundation invites all State Beverage Associations and local bottlers within the non-alcoholic beverage industry to nominate worthy organizations within their communities for the grant program. If you have any questions on, or need any assistance in finding local community partners to apply, please email Charmi Oza at Charmi@beveragefoundation.org. or call her directly at 202.463.6710.	Water/hydration stations, edible gardens/nutrition projects, physical activity/sports equipment, greenspace/community space for play
Inspiring Healthier Communities through Sport. Robert Wood Johnson Foundation. Contact: Alisha Greenberg Email: sports@rwjf.org	The Robert Wood Johnson Foundation (RWJF) Sports Award recognizes sports teams, athletes, and community-based organizations that use sports to catalyze and sustain changes to make communities healthier places to live, learn, work, and play.	\$10K. https://www.rwjf.org/en/library/funding-opportunities/2018/robert-wood-johnson-foundation-sports-award.html		Various sport-related projects/programs to promote healthier community.
Asset-based development; Health. Appalachian Regional Commission. Olivia Collier, ARC Program Manager NC ARC Program, 919.814.4656 email: ocollier@nccommerce.com	Appalachia's natural, cultural, structural, and leadership resources can play an important role in building a strong and sustainable economy in the Region. ARC's Asset-Based Development Initiative seeks to help communities identify and leverage local assets to create jobs and build prosperity while preserving the character of their community. Development strategies include: Capitalizing on traditional arts, culture, and heritage. Leveraging ecological assets for outdoor sports such as fishing, camping, white-water rafting, and rock climbing. Helping communities build stronger local food systems to revitalize their economies, improve public health, create jobs, and spur entrepreneurship. Adding value to farming through specialized agricultural development, including processing specialty food items, fish farming, and organic farming.	https://www.arc.gov/program_areas/index.asp?PROGRAM_AREA_ID=13	Cherokee County	Structural, natural, and cultural-asset development. (Broad) This could be used for various project and program elements in the development. The entire plan/project appears to fit into criteria for funding, so possibilities are broad.
Cultural Awareness. Indian Land Tenure Foundation. email info@iltf.org to submit your idea.	We work to promote education on Indian land ownership and management, increase cultural awareness of Indian land tenure, create economic opportunity on Indian-owned lands, and reform the legal and administrative systems that prevent Indian people and Native nations from owning and controlling their lands.	No specified ceiling. https://iltf.org/grants/cultural-awareness/	Have an idea for a land-related project that can benefit Native nations and people? Please share it with the Foundation. Please limit your LOI to two pages. ILTF will review your submission to determine whether we can support such a project at this time. The Foundation will invite successful applicants to submit a full grant proposal for consideration. Please email info@iltf.org to submit your idea.	Wild/traditional food systems, trail/path, water/hydration program, other cultural
Tribal Practices for Wellness in Indian Country. US Centers for Disease Control and Prevention. Contact: Mary Hall MOH4@cdc.gov	Supports tribal practices that connect individuals and community to culture with the long-term goals of building resiliency; reducing morbidity and mortality due to heart disease, stroke, cancer, and diabetes; and reducing risk factors for all chronic disease.	\$100k-\$150K. https://www.grants.gov/web/grants/view-opportunity.html?oppld=299475		Wild/traditional food systems, trail/path, water/hydration program, other cultural



CONCLUSIONS + NEXT STEPS

■ CONCLUSIONS

The common thought and professional suggestion from the entire Cultural Corridor Master Plan charrette team is to NOT LOSE MOMENTUM. It is clear that Cherokee is missing some valuable program elements that would really benefit the quality of life of the community as a whole. Don't lose that momentum. The plan covers a vast area along 441 but can easily be broken out into manageable projects. See the following phasing diagrams and how the charrette team feels Cherokee should move forward to creating a thriving cultural district.



PHASE 1 - GOVERNMENT COMPLEX + CULTURAL CORE (I)

Placeholder text to tell why this is phase one.

■ GOVERNMENT COMPLEX

It is clear the need for more Government/ Municipal space in Cherokee. One goal of this master plan is to begin to consider the benefits of creating a shared government building. Allowing for different branches and organizations to be adjacent and therefore allow for ease of collaboration. This complex proposes small amounts of retail and food which could greatly benefit and add convenience for employees. The conceptual sketches show a design with consideration of Cherokee history, culture and geography to produce an architectural vocabulary authentic to Cherokee. There is surface parking for elder + handicap access at multiple levels as well as an attached, via a covered bridge, parking garage.

■ MAKER'S SPACE

The Cherokee people have been makers and artisans throughout history, preserving the land and it's resources. The Maker's Space is not just a cluster of buildings for retail and small office, but is proposing workshop | studio space in combination. The Cherokee people have a story to tell and beautiful goods to sell, this space puts that on display. The architecture creates a streetscape with water features, sculptural art and trees, to create a space not for shopping only, but for spending time in community.

■ CEREMONIAL GROUNDS

A key feature of this design addresses the under used and maintained fairgrounds. It removes fences, opening up the fairgrounds and continuing it down to the river with a formal access to the Oconaluftee.

■ OCONALUFTEE INDIAN VILLAGE

Bringing the Indian Village back to the river's edge is a possibility within this scheme. It creates a more historically accurate depiction of the village while raising visibility to the public to increase visitation from both Cherokee and tourists alike. This allows the village to become a part of the cultural core.



PHASE 2 - CULTURAL CORE (II) + WELCOME CENTER

■ **MUSEUM EXPANSION**

The Museum of the Cherokee is the catalyst of the Cultural Core. This master plan proposes to expand on that by creating more space for the shared museum | archives. The plan maintains a sufficient amount of accessible surface parking for the public.

■ **CULTURAL PLAZA**

As part of our analysis we found the connection between the museum and Qualla arts could and should be enhanced, we also heard that a plaza for the museum to have outdoor performances and demonstrations. This concept proposes keeping Qualla Arts and redirect a small section of Drama Rd. to enhance the connection to the Museum with a Cultural Plaza, allowing for outdoor exhibitions and small tented festivals while displaying custom sculptural art.

■ **WELCOME CENTER**

How do people approach the Cultural District, do they know they're there or that it is a special place? This proposes to create the Welcome Center as an architectural gateway that is interactive and distinctly authentic, giving a sense of arrival.

PHASE 3 - RETAIL | GROCERY + SPORTS FIELDS + LODGE

■ **RETAIL + GROCERY**

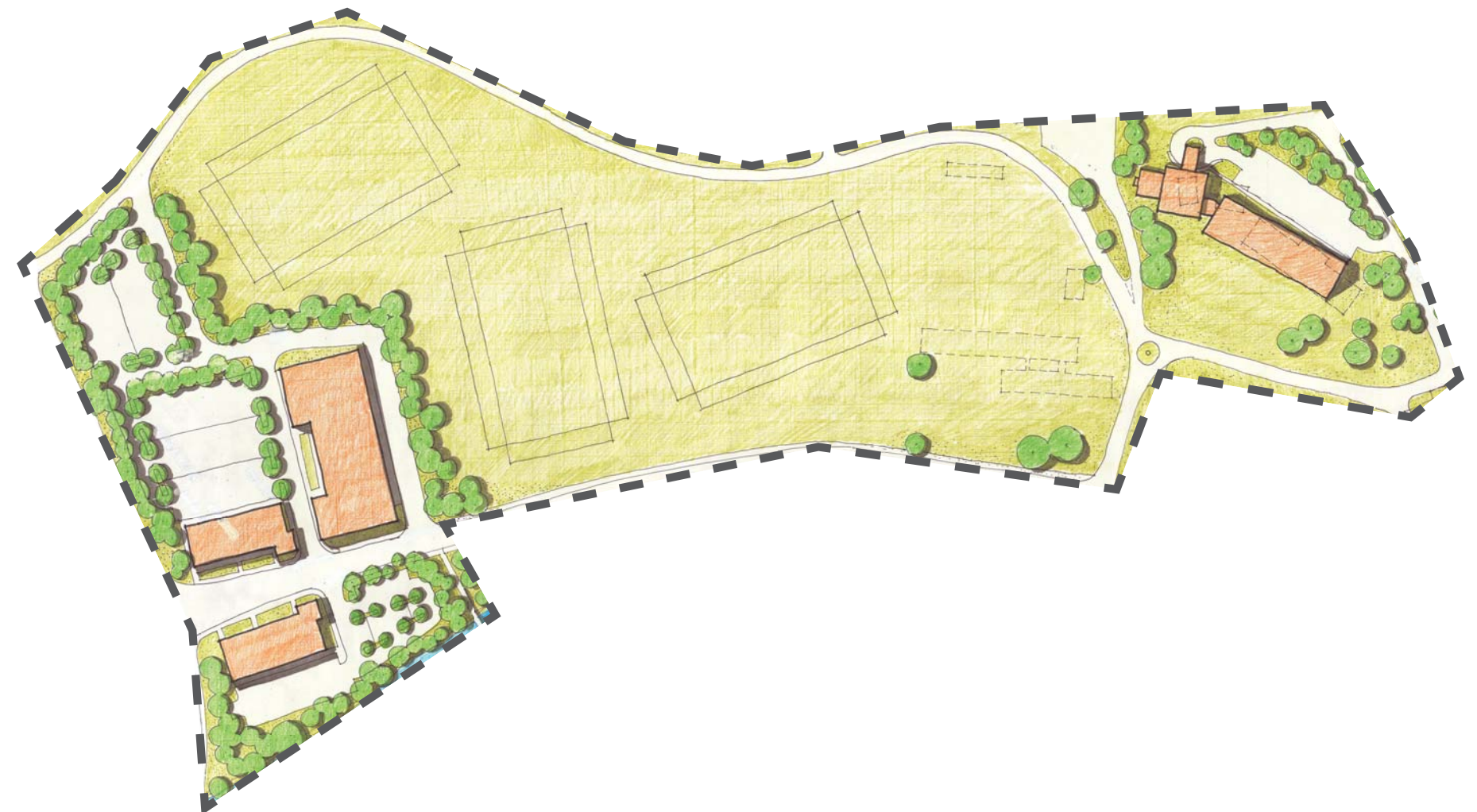
Through our analysis of the sight and listening to the Cherokee people we heard the need for some about of general retail. That most people shop outside of Cherokee. This plan proposes 1-2 story commercial retail at the intersection of HWY 19 + 441 as well as a food market | grocery store. Bringing in a cooperative style market to provide sustainable commerce that exists to benefit its members by creating and nourishing a healthier environment, healthier people, and a healthier community.

■ **SPORTS FIELDS**

Sports fields can serve a variety of needs for the Cultural District. Not only is it a great visible, accessible place for pick-up stickball and other sports, but could be set up to host a variety of tournaments. These tournaments bring visitors outside of the gaming community who stay for 2-3 days boosting revenue in the Cultural District.

■ **LODGE**

There is a need in the Cultural District for an active life after 5pm. Bringing a Lodge to this area will bring visitors and employees alike to the district. Adding an event center to the lodge would allow for government conferences and meetings in close proximity to the proposed government complex.



CONCLUSIONS + NEXT STEPS

■ NEXT STEPS + GRATITUDE

Moving forward...

Start somewhere! Our team would suggest moving forward with a detailed analysis, programming, and master planning of Phase 1: Government Complex + Cultural Core I. This phase addresses many of the problems we heard during the process. It focuses on the Cherokee people first instead of tourists. It creates spaces for bringing the community together and highlighting it's strengths. Provides for the community's desire for retail conveniences while maintaining Cherokee's cultural integrity.

This Cultural Corridor Master Plan charrette has created a framework for the big picture of the cultural district. It's time to zoom into the phases of built resources and re-imagined landscape. Further programming and development of buildings, plazas, landscapes and street calming islands can help define scope and a preliminary construction budget by building or phase.

We would also suggest reviewing the provided grants and be proactive to turning those into money for the Cultural District.

We want to extend to you, the Cherokee Community, our deepest thanks and gratitude for allowing our team to serve you through this Master Plan Charrette process. Everyone has been hospitable first, but also very much engaged and generally excited to see change in Cherokee. We could not have provided you with this effort without the insight you all provided by making yourselves available to us.

Thank you.

Daryl | Emily | Bill B. | Mary-Katheryn | Chris | Mike | Bill D. | Debbie | Sarah | Ben | Tommy



