



Spring Creek
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Live. Dine. Shop. Play.
Cleveland, Tennessee's First Planned
Mixed-Use Community.



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Cleveland Daily Banner

Cleveland, Tennessee

Spring Creek is mixed-use development

What is a mixed-use development? Typically a developer will sub-divide a large portion of land into various groupings with the intention of developing each with its own unique purpose -- housing, recreation, shopping or dining.

While mixed-use developments appeal to all segments of the demographic spectrum, the greatest appeal is often to young workers looking for new, maintenance-free housing and older workers who are looking to have more leisure time enjoying themselves (saving time on long commutes while keeping the services they need within easy reach).

While residents may be looking for smaller dwellings, they aren't necessarily willing to sacrifice on the luxury of their everyday living. Therefore, developers have to be sure that they make the best use of available land and space. Housing amenities usually include gourmet kitchens, easy-flow floor plans, or offering a unique charm like that found in a loft apartment (built above a retail center or restaurant).

But it's not enough to just satisfy the resident's wants and needs in their living quarters. The developers' goal is to create an entire community that caters to the resident's every need. Essential services such as grocers, specialty shops, professional services and recreation must be practically within walking distance. In fact, most often, walking trails are incorporated into

the design to encourage walking, thereby offering a healthier lifestyle while keeping down the stress levels of residents having to fight traffic.

For Cleveland, Spring Creek will be the area's first mixed-use development. This hybrid community will offer retail, commercial, professional and high-end residential living space all in one centralized location.

For generations, locals have known the 64-acre plot of land located on the eastside of town on 25th Street as the "Cate Farm." Tom Cate, a partner in Spring Brook Community Developers, is making this planned development a reality. "I see Spring Creek and the potential it offers to our community as a tremendous asset," said Cate. He estimates the entire project, when completed, will cost \$80-90 million and could take up to five years to finish.

The goal of the developers is to have Spring Creek serve as a compliment to downtown retailers, generating additional tax revenue for the area while creating countless new jobs for those in the community. "The location is perfect," said Cate. Residents of Spring Creek will have easy access to the New Mayfield Elementary School, the Lee University campus and downtown Cleveland via a paved walkway that will pass under 25th Street. Also nearby is Sky Ridge Medical Center and Museum Center at Five Points. Future plans call for the greenway to be expanded in a

northerly direction to Tinsley Park.

The first portion of the development will be the Lifestyle Center - a 90,000 sq. ft. "power retail hub" that will be home to various retail, commercial and professional facilities. Included in the plans are space for a produce market/specialty health food store, financial institution, numerous specialty shops, restaurants, a coffee shop and professional office space.

Again, trying to retain the tie-in with downtown Cleveland, the architectural style planned for the Lifestyle Center will make use of all types of building materials, including brick, wood, stucco, marble and siding. This is to give an historical manifestation to the area -- giving the appearance of a gradual evolution, over a long period of time, rather than as new construction. "The visual charm of most historical downtown areas is the various tones, patterns and textures we see in the buildings as each were erected over a span of decades," Cate said. "We want to capture this same charm in our new construction."

In addition to exciting commercial properties, Spring Creek will incorporate unique residential areas. Numerous styles of housing are in the plans, including loft apartments (located over smaller specialty shops like delis, coffee shops, etc.), town homes, condominiums, row homes, single family detached homes and high-end, luxury garden homes. Square footage will range from

1000-sq. ft. to 3500-sq. ft. and prices from \$175,000 to \$400,000.

Spring Brook Community Developers is equally proud of their "naturalist restoration work" with The Tennessee Department of Environment and Conservation (TDEC). With careful planning Spring Creek will provide its residents with a healthy, natural setting in which to live. The developers are working closely with TDEC to aid in the reclamation of a small creek, which was damaged many years ago. In addition to the paved walkway aforementioned, there are plans for further development of a neighborhood park and play area for children. Residents that enjoy the great outdoors will appreciate the close proximity of their neighborhood to Cherokee National Park and the various surrounding TVA waterways. For more information, please contact Tom Cate at (423) 476-2140 or visit the Spring Creek website at www.springcreekinfo.com.



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Cleveland, Tennessee's First Planned
Mixed-Use Community.

VISION

Mixed-Use Communities -- planned communities where businesses (commercial and retail), residential and civic spaces are designed to exist harmoniously side by side -- have begun to flourish nationwide.

Spring Creek, designed as a destination lifestyle community serving residents, businesses, and the community at large, will become Cleveland's first planned mixed-use community.

Spring Creek's planned development of residential, commercial (retail, service and office) and civic buildings, all in a park-like environment connected by manicured green space and walking trails, will improve the quality of life in the Cleveland community while becoming the Eastern Corridor of our city and a gracious pedestrian corridor to downtown.



MISSION

Employing the highest architectural standards, preserving and improving the areas elements of natural beauty, all with careful attention to detail, Spring Creek will become a shining example of mixed-use community development.

Spring Creek will be Cleveland's premier lifestyle destination community where residents, businesses and the community at large will come together to



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PROJECT OVERVIEW

*A*rchitectural Standards

With exacting architectural standards for both the commercial/mixed use center and the residential phases, Spring Creek will be a point of civic pride for its residents and the community at large. The architectural tone will pay homage to the adjacent historic downtown district with the goal of creating a lifestyle experience rather than a strict retail exchange.

Spring Creek's architectural style will promote the feeling of strolling down a boulevard of eclectic shops, businesses and eateries providing a different experience from conventional retail centers or big box retailers

*C*ommunity Components

Spring Creek will provide a warm, human touch for the community experiences in both its combined retail and residential phases. Planned green space, open parks and manicured walking trails will provide safe, attractive pedestrian access to Lee University, the public library, Museum at Five Points, the new Mayfield School and the downtown business and retail district.

*T*own Center

Phase 1 of Spring Creek's development will be an 18,000 sq. ft. mixed use center incorporating retail and business establishments on the ground level (6,000 sq. ft.), second floor space (6,000 sq. ft.), and loft apartments on the third floor (6,000 sq. ft. each). A diverse mix of eateries, small retail shops and boutiques and service businesses will comprise the commercial mix. A separate, free-standing gourmet grocery or market will fill a niche in the Cleveland/Bradley County region.

*R*esidential

Spring Creek will offer a variety of styles of residential living. Single family detached Garden/Patio Homes, narrow lot Row Homes, condominiums and apartments will fill high demand needs for our community.

Preserving the land's natural beauty, Spring Creek will be laced with walking trails, garden spots and small parks. Trees and green spaces will be preserved and integrated into the planned community.

*S*ummary

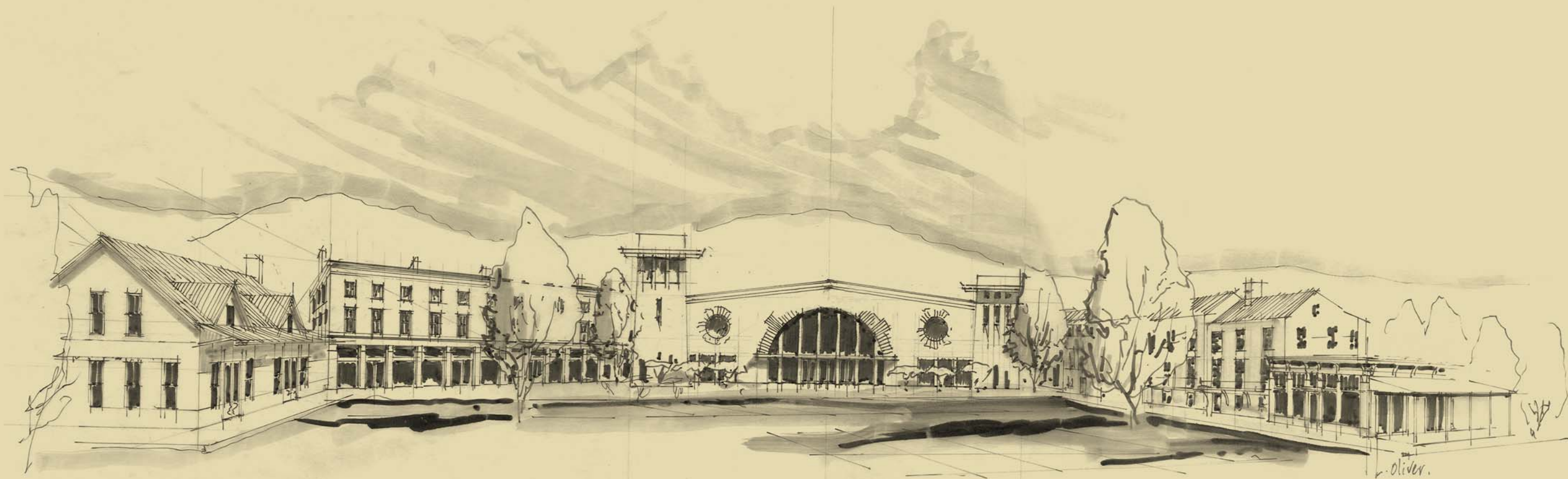
Spring Creek is a planned mixed-use community unlike any other community currently found in the Cleveland/Bradley County region. The community will ensure a high quality of life for its residents and positively impact the community at large – both economically and aesthetically – while providing residential living options and destination lifestyle and retail shopping experiences. Spring Creek will further enhance the revitalization of Downtown by serving as a pedestrian gateway with its network of connector walking trails.

By bringing the Cleveland/Bradley County region its first planned mixed-use community, showcasing a new entity that accommodates sustainable community growth, while filling needs in our area's residential housing and retail markets and upholding a deep respect for the area's natural beauty, Spring Creek will truly be a destination community where citizens gather to

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CONCEPTUAL RENDERING



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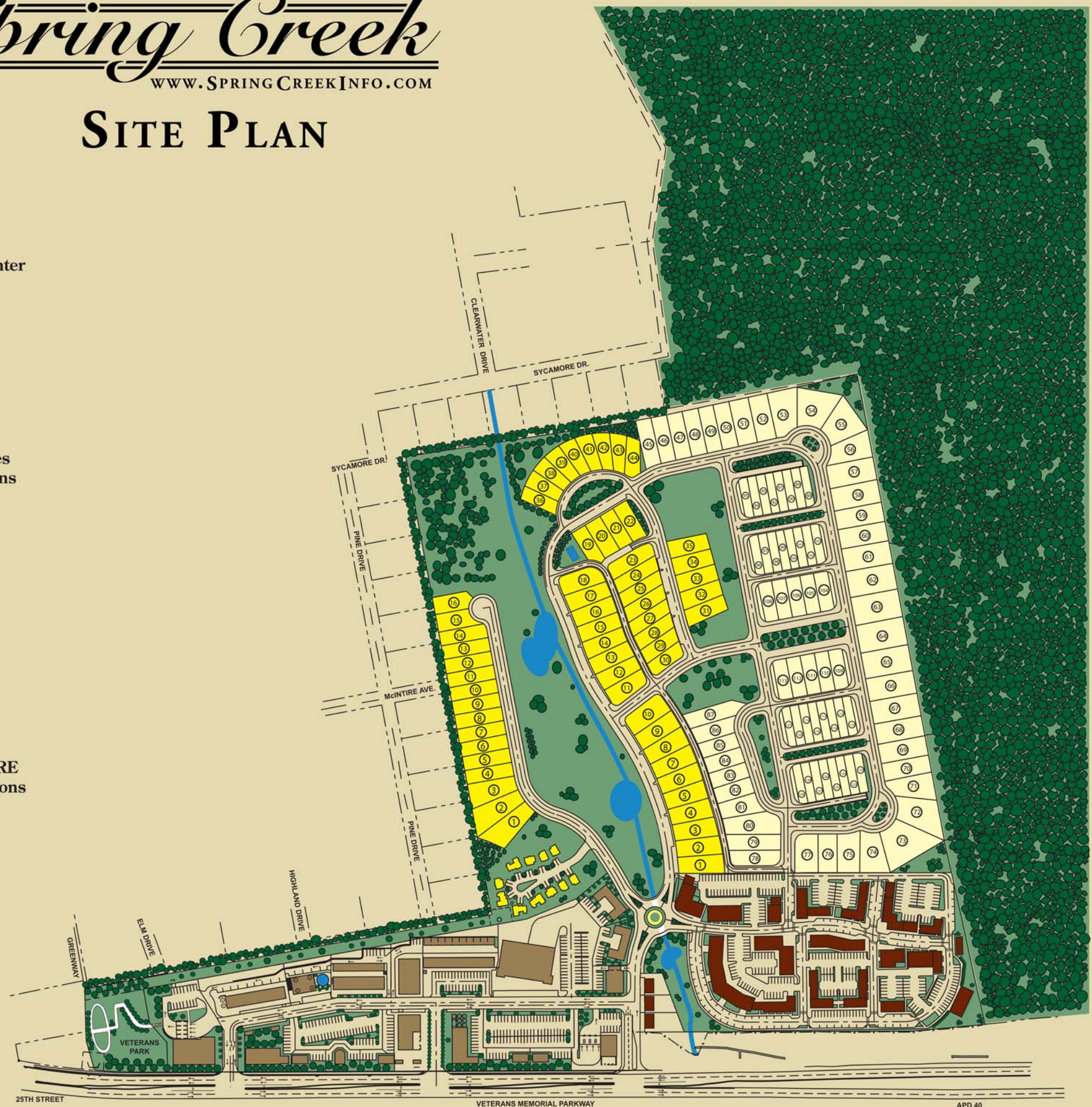
SITE PLAN

PHASE I
Spring Creek Town Center
Retail
Loft Living
Town Homes

PHASE I
The Highlands
Spring Creek Cottages
Spring Creek Commons

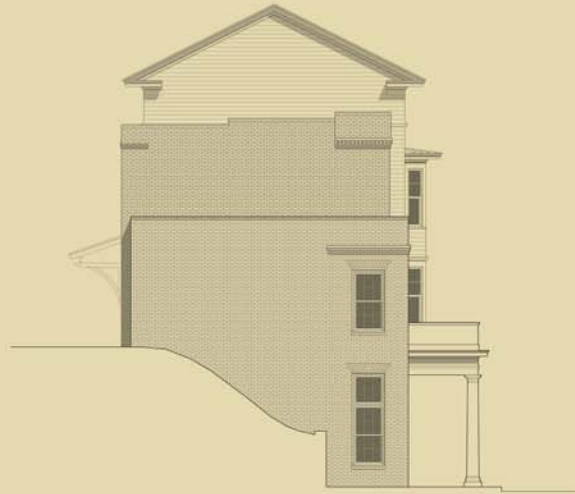
FUTURE
Business Park
Offices
Loft Living

PHASE II & FUTURE
Spring Creek Commons





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LEFT ELEVATION



FRONT ELEVATION



RIGHT ELEVATION



REAR ELEVATION

— — — — —
SPRING CREEK TOWN CENTER
— — — — —



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LEFT ELEVATION



FRONT ELEVATION



RIGHT ELEVATION



REAR ELEVATION

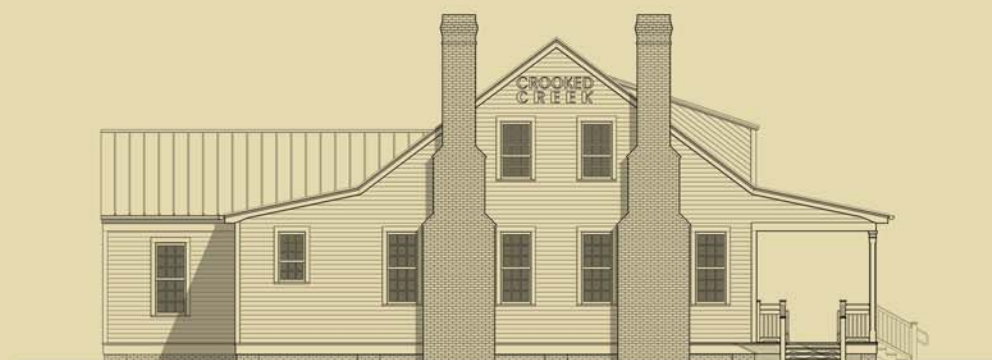
— — — — —
SPRING CREEK COFFEE SHOP
— — — — —



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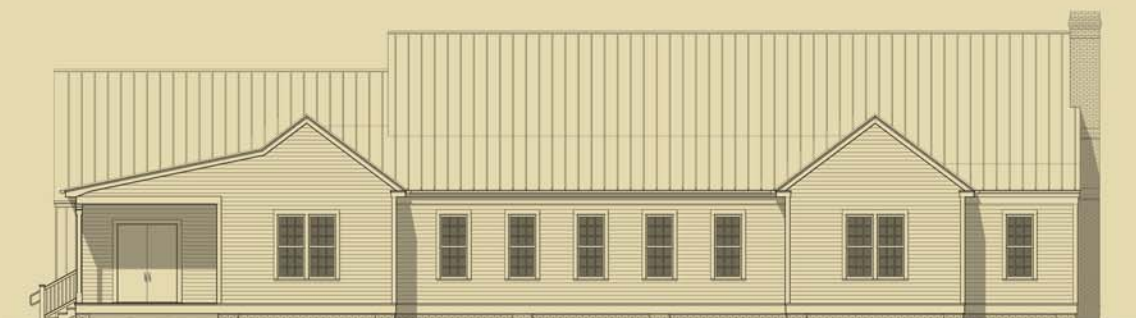
FRONT ELEVATION



LEFT ELEVATION



RIGHT ELEVATION



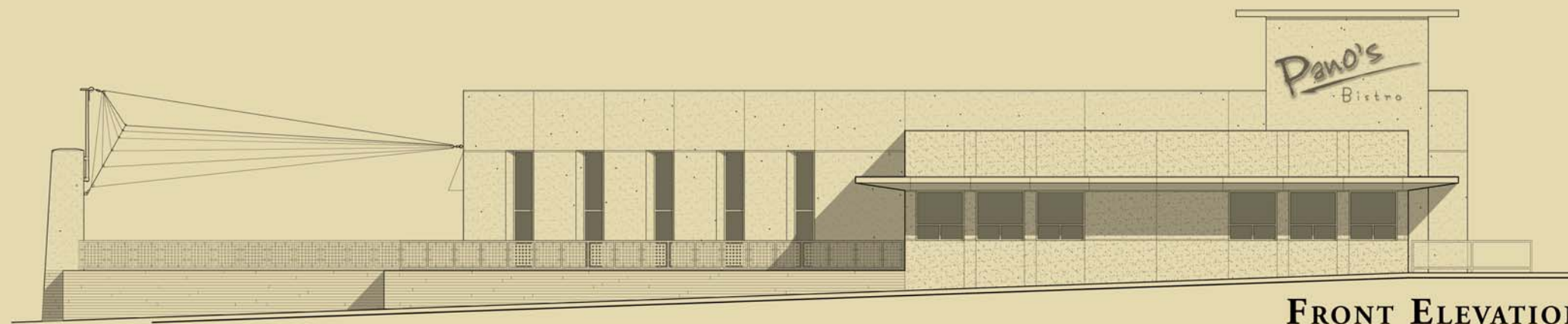
REAR ELEVATION

— — — — —
SPRING CREEK STEAKHOUSE
— — — — —

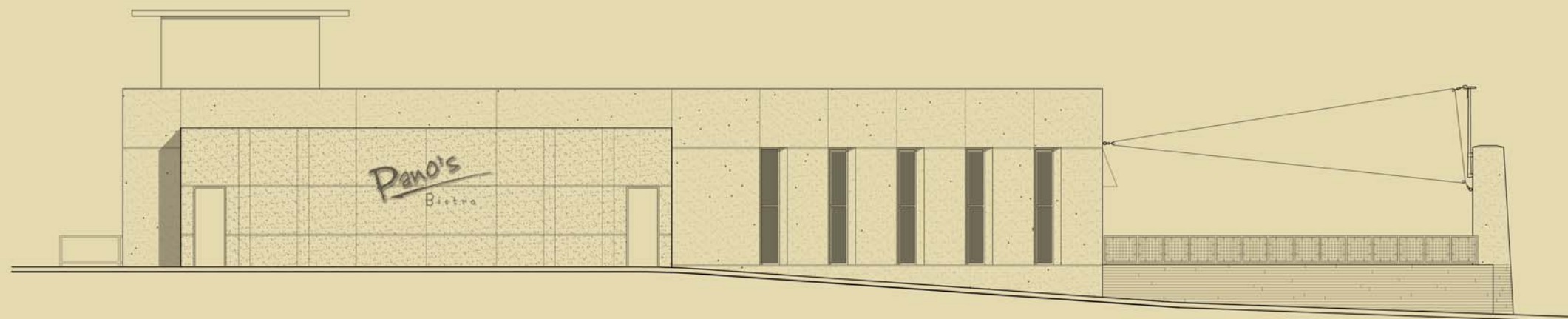


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FRONT ELEVATION



REAR ELEVATION



LEFT ELEVATION



RIGHT ELEVATION

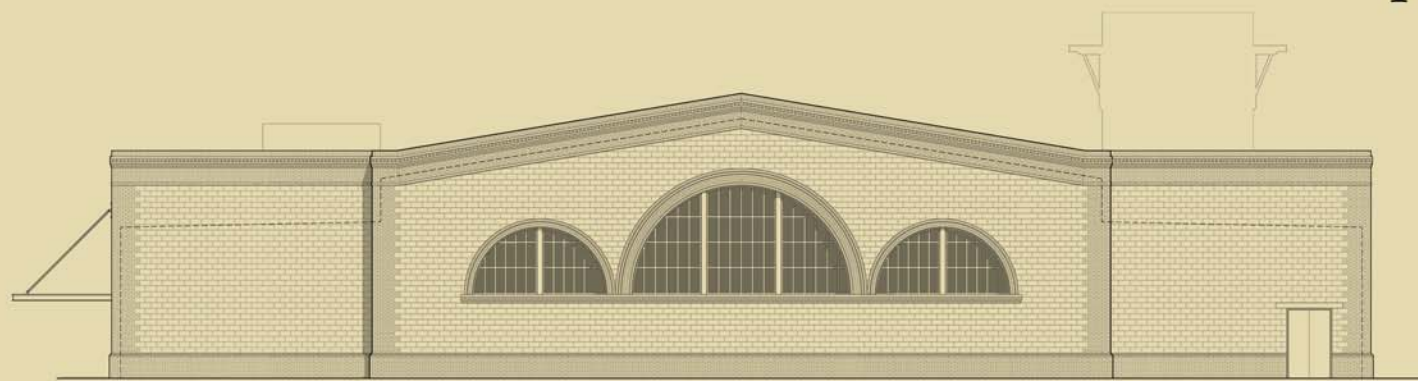
SPRING CREEK BISTRO



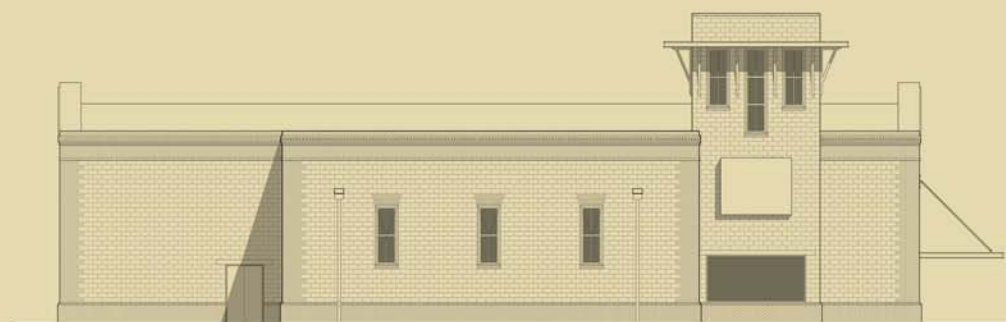
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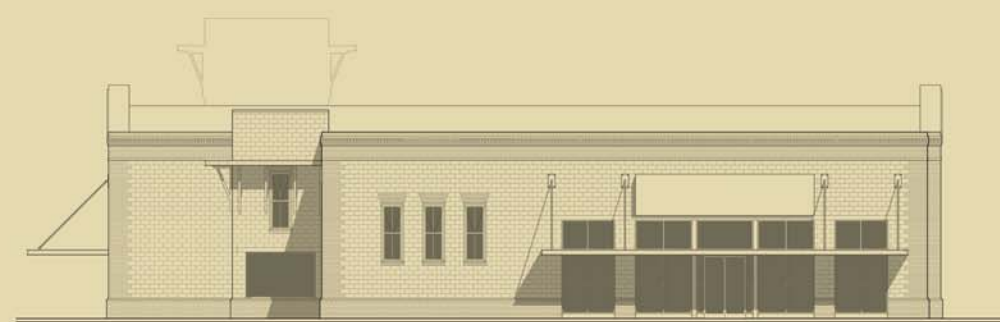
FRONT ELEVATION



REAR ELEVATION



LEFT ELEVATION



RIGHT ELEVATION

— — — — —
SPRING CREEK SPECIALTY GROCERY
— — — — —



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RIGHT ELEVATION



FRONT ELEVATION



AUTCOURT ELEVATION

— — — — —
SPRING CREEK GARDEN TOWNHOMES
— — — — —



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REID COTTAGE



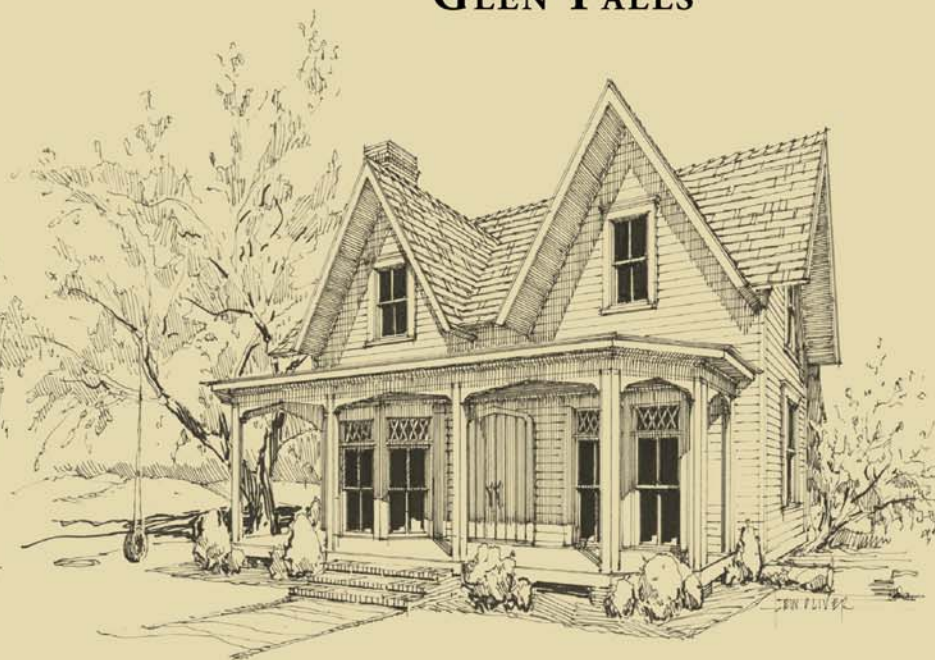
GLEN FALLS



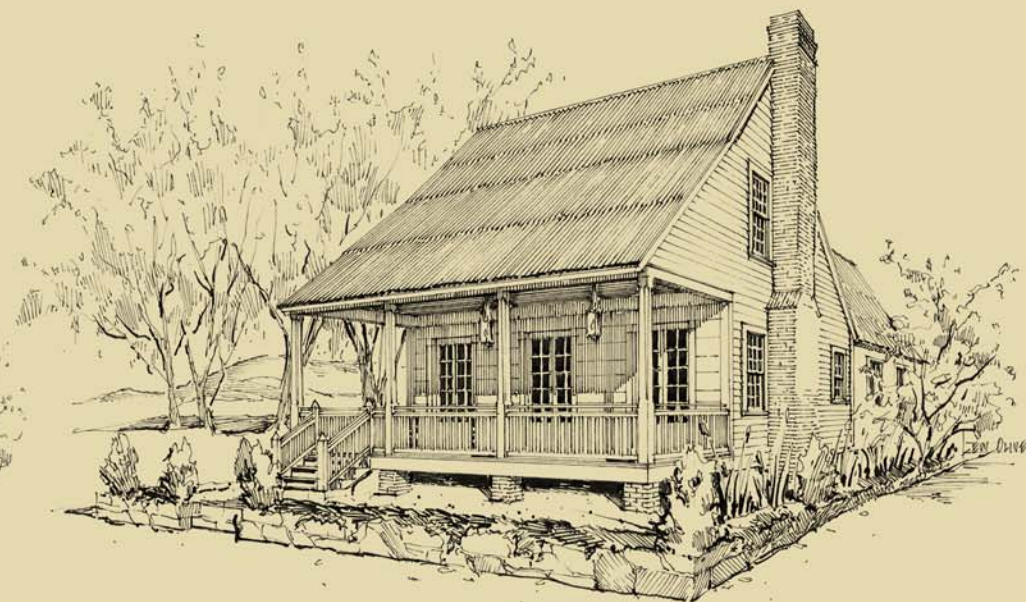
WHISPERING PINE



WOLF FORK



CHARLOTTE'S FOLLY



ELLA'S RETREAT

— — — — —
— — — — —
SPRING CREEK COMMONS
— — — — —
— — — — —