



Northshore Construction

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Store owners on the North Shore band together to put a stop to city plans that could ruin their holiday profits. The merchants made their voices heard to city officials after construction threatened their access to customers. The news that Juliane O'Neal could see less shoppers this holiday season threw her for a loop. "Several of us just about went into shock over it." The possibility of fewer customers came after the city of Chattanooga announced it would begin sewer construction on Manufacturers Road on the Northshore. O'Neal says the road is one of only two routes to the area...due to the Market Street Bridge construction..and that would mean less shoppers during the busiest shopping time of the year. So she and fellow Northshore merchants sprang into action -- talking with city engineer Bill Payne. Juliane O'Neal: "there were many of us there explaining to him how it would affects us and he saw that it was a major problem." A major problem with a simple solution. Bill Payne: "So we just decided that it was best that we go ahead and delay all of the construction until after the first of the year." After the first of the year and after the time frame when many businesses on the North shore say they take in as much as forty percent of their yearly earnings. Payne says initially, he thought the timing would work out well for the merchants, but when he factored in bad weather and normal delays in construction...things didn't look as good. "This was one where we thought we understood what their needs might be and we just didn't understand those as well as we thought until they came back and talked to us." O'Neal says this is a perfect example where a little communication between citizens and government goes a long way. "I think it worked out well, I mean, I know it worked out well, we were very pleased."

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