



TOWN OF SMYRNA

LOWRY STREET REVITALIZATION

OVERLAY PLAN

OVERLAY DISTRICT & DESIGN STANDARDS
LAST REVISED: NOVEMBER 17, 2016



RAGAN SMITH

ACKNOWLEDGMENTS



In developing the Lowry Street Revitalization Overlay Plan, the team comprised of Ragan-Smith, Common Ground Urban Design and Planning, Randall Gross Development Economics, and Sterling Communications worked closely with the Town of Smyrna Officials and Steering Committee members. This plan could not have been possible without the time and efforts put forth by the following:



Town of Smyrna Staff:

- *Harry Gill, Town Manager*
- *Kevin Rigsby, Planning Director*
- *Mike Moss, Parks and Recreation Director*
- *Tim Rose, Public Works Director*

Steering Committee Members:

- *Bill Hayes*
- *Brice Jennings*
- *Dow Smith*
- *Jerome Dempsey*
- *Lori North*
- *Regina Medlen*
- *Rhonda Allen*
- *Ron Alley*
- *Vanessa Haley*

Planning Commission Members:

- *Ed Davenport*
- *Gerald Short*
- *Marc Adkins*
- *Marc Michaelson*
- *Mike Allen*
- *Tim Morrell*
- *Trey Lee*

Town Council Members:

- *Mary Esther Reed, Mayor*
- *Marc Adkins, Vice Mayor*
- *H.G. Cole*
- *Lori North*
- *Paul Johns*
- *Tim Morrell*
- *Rick Wise*



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Overlay Study Goals & Objectives

The Town of Smyrna has recognized the importance of revitalizing the Lowry Street Corridor. Seen as the central corridor of the town, this section of Lowry Street is poised for tremendous economic development opportunities. Along with economic development comes the need to establish land use patterns and design standards that preserve and enhance the quality of life for Smyrna residents and provide additional tax revenue in raising the land values of the properties included in the study area. At the heart of the corridor is the Depot District. This area shows opportunity for developing a unique sense of place that could establish development opportunities that fill a niche beyond the current commercial growth the has occurred along Sam Ridley Parkway.

The first step in developing the Lowry Street Corridor Plan was to establish the key goals and objectives for the study itself. The Ragan-Smith team worked in partnership with the Town of Smyrna staff and the Steering Committee to confirm the key goals and objectives for this study to be the following:

Project Vision Statement:

Bring a new mixture of uses and economic vitality into the corridor, while also improving the visual conditions along Lowry Street.

Project Goals:

- 1. Strengthen the Downtown Character**
- 2. Create Distinct Development Districts**
- 3. Develop and Enforce Design Standards**
- 4. Provide and Connect Open Space Along the Corridor**

The conclusion of the Corridor Plan will generate an established overlay area that includes specific design standards for property adjacent to Lowry Street. The Town of Smyrna may choose to adopt these standards as an ordinance to shape the future growth of the corridor.



Smyrna - Lowry Street History



Trains, Planes, & Automobiles:

The Town of Smyrna finds its roots in the mid 1800s as an agrarian community with many large farms and plantations flourishing in the area. Transportation and industry have also played an important role in the Town's history, especially along the Lowry Street corridor.

In 1851 a combined freight and passenger Railroad Depot was erected in downtown Smyrna as a charter granted by the State of Tennessee to the Nashville & Chattanooga Railroad to connect the region to ports in New Orleans and Charleston. The rail line through Smyrna became significant during the Civil War because of its strategic location and connections to major cities of importance. Sam Davis was a resident of the area and a Confederate States war hero who was charged as a spy. He gave up his life rather than divulging strategic information to the enemy troops that had captured him. The story of Sam Davis has been memorialized in The Sam Davis Plantation, a well-maintained 160-acre farm and historic home site that is located very close to the Lowry Street Corridor. In the early 1900s trains would stop in Smyrna at least twice a day. The railroad is now owned and operated by CSX with lines that are still actively running twenty to twenty five trains per day to Chattanooga and Nashville. The Depot District in Smyrna is a great place for rail fans to watch an active line.



Sewart Air Force Base became the focus of the corridor when it was established in 1941. This military installation served as a B-24 advanced training facility during World War II, and was home to more than 10,000 people at its peak in the 1950s and 1960s. The facility was a major source of employment with many civilian jobs available on the base. The base closed in 1970, an event that required a major revitalization effort by community leaders and residents to secure new industry and jobs. The property was converted into a mixture of uses including a Tennessee Army National Guard facility, a Tennessee Rehabilitation Center and several large industrial facilities. In 1990 the Smyrna/Rutherford County Airport Authority was formed, revitalizing the facility for both public general aviation and military use. It is now the third largest airport in Tennessee supporting a vibrant business for general aviation and it proudly hosts the Great Tennessee Airshow which has been listed by USA Today as one of the ten best air shows in the world.

In the early 1980s, Nissan announced its plan to build a vehicle assembly plant in Smyrna, the first plant in North America to be built by a Japanese auto manufacturer. The plant is the largest automobile manufacturing plant under one roof covering more than 800 acres, with an annual production capacity of 640,000 vehicles, representing a capital investment of \$6 billion dollars. The plant currently offers public tours twice a week for auto industry and manufacturing enthusiasts.



Project Study Area - Surrounding Context

The overlay study was developed from the following area:

- The study area is located along Lowry Street (Route 41) between Sam Ridley Parkway (Highway 266) and Nissan Drive (Highway 102). It is approximately 3 miles in length
- The boundary of the study area and its connected overlay district includes properties that front on Lowry Street. Recommendations were also made for some key properties and development nodes that extend beyond road frontage.
- The Lowry Street Corridor is centrally located in a major employment region with good access to transportation systems of commerce. It has good interstate access to Nashville and Murfreesboro as well as good connection to the 840 Loop.
- Percy Priest Lake is in close proximity to the east side of the corridor. This provides excellent recreational opportunities for residents and visitors



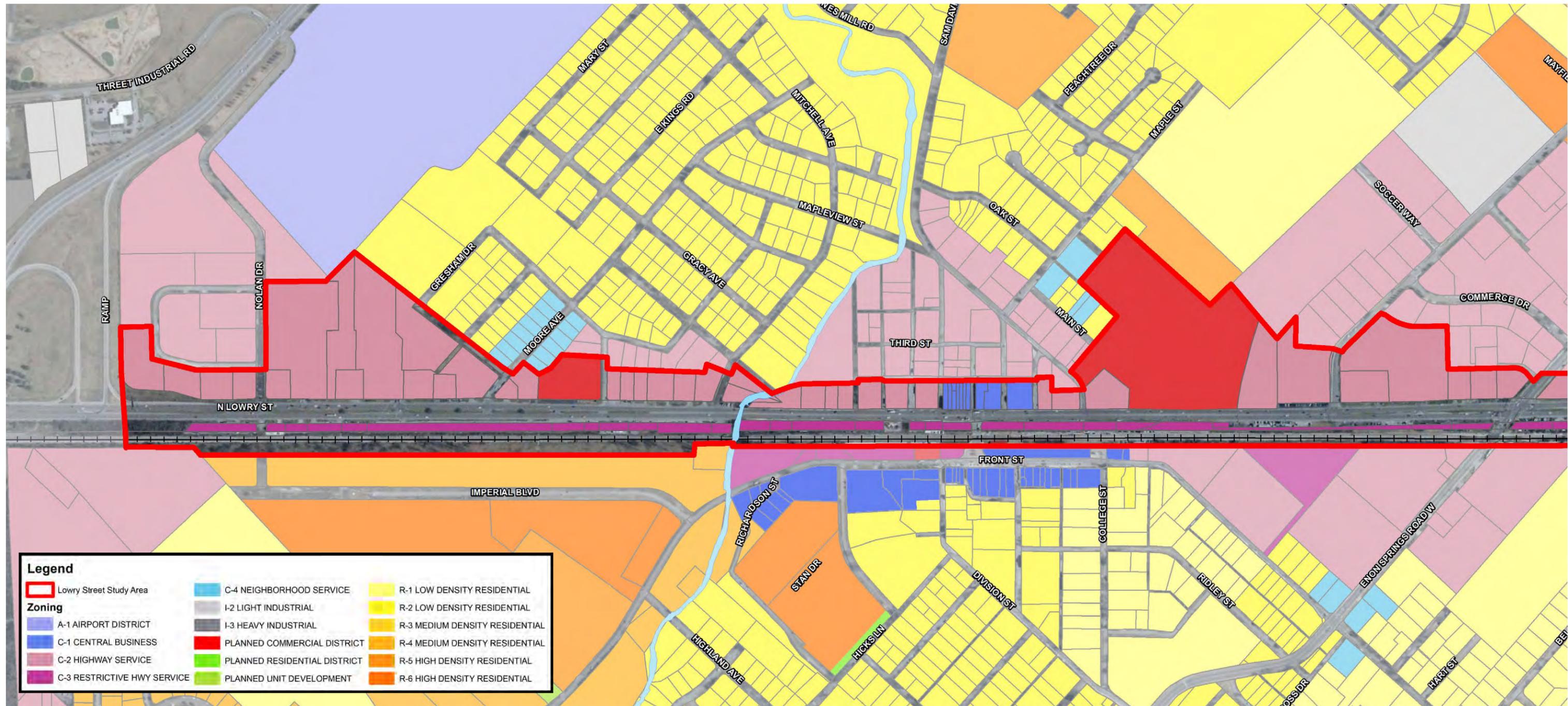


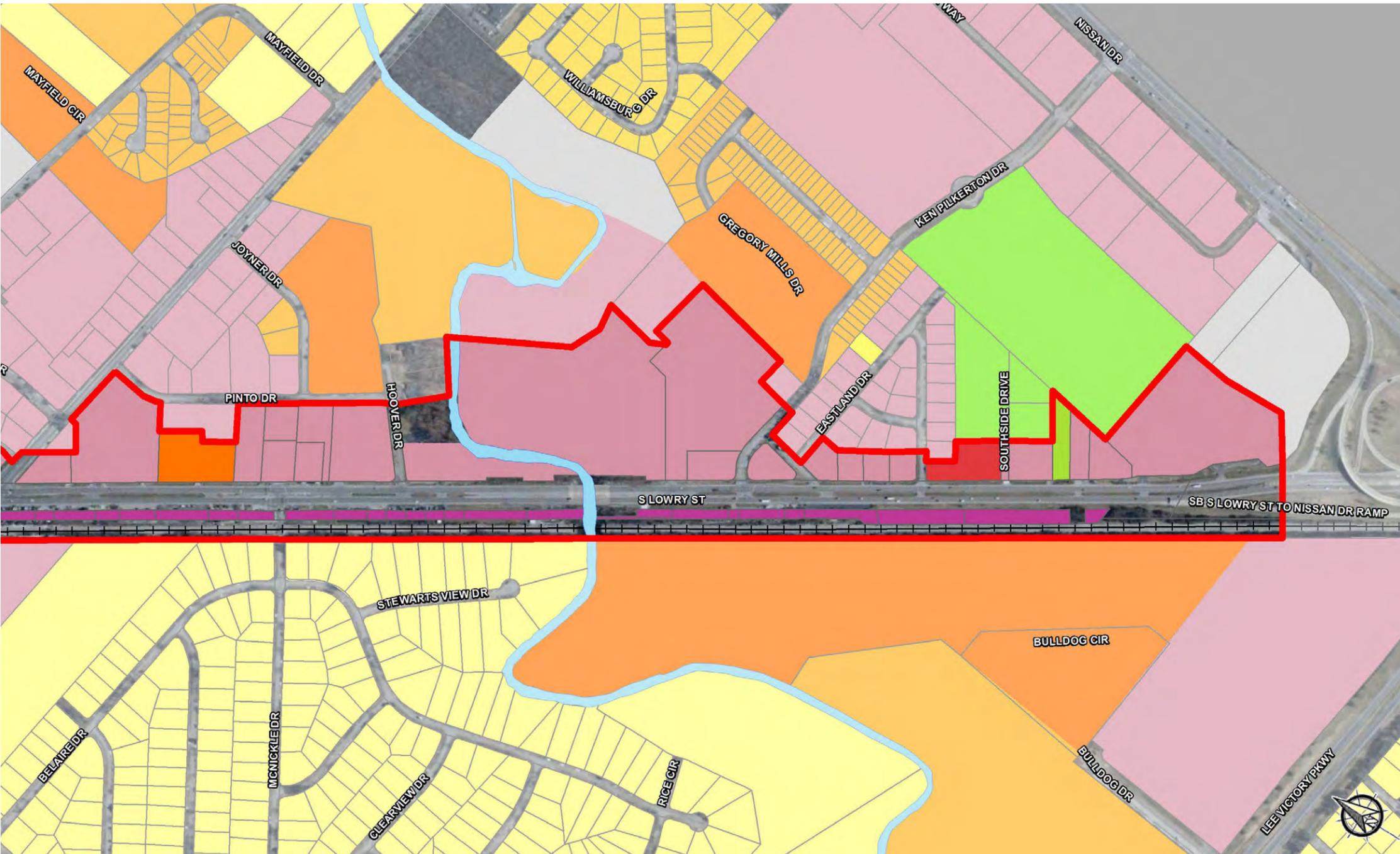




Overview:

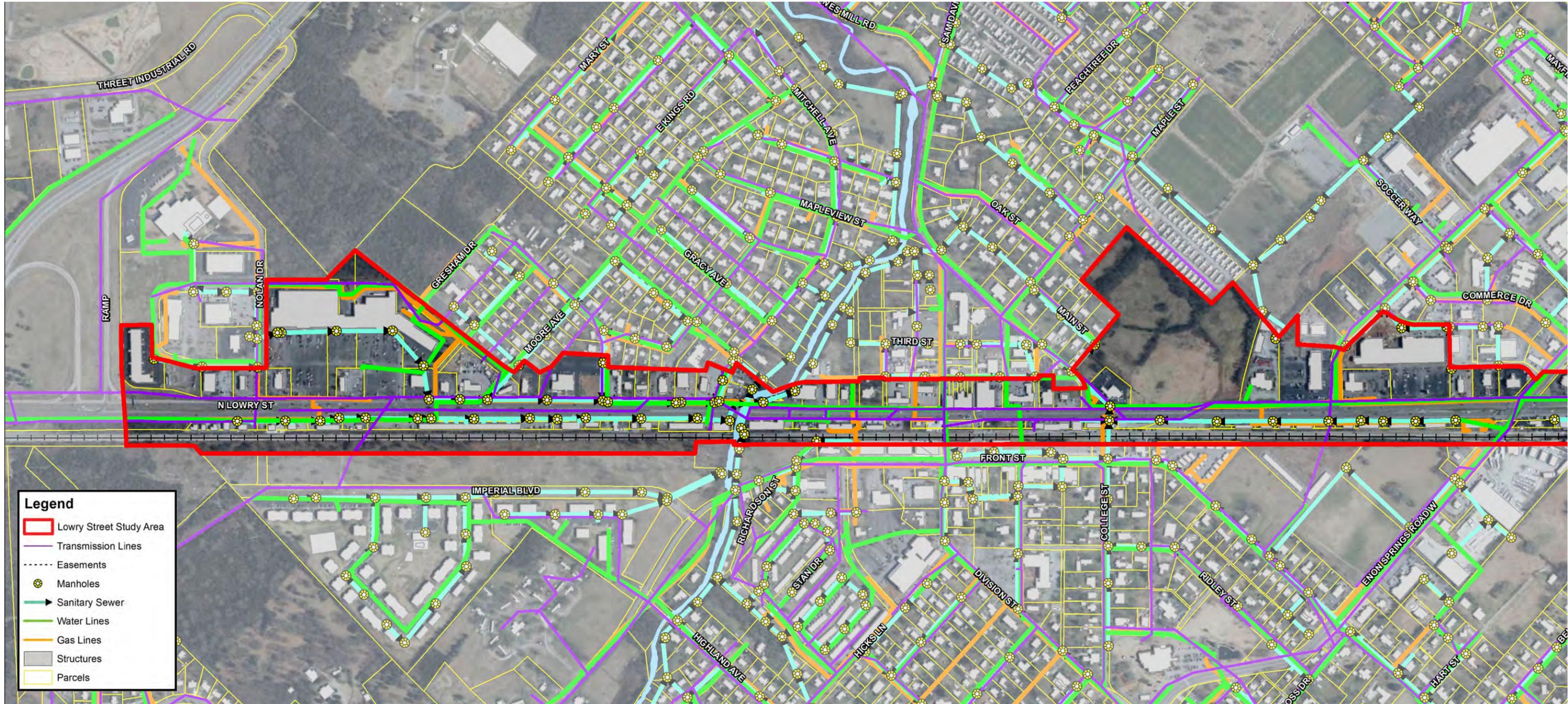
- Inconsistency throughout the corridor leads to a feeling of a fragmented streetscape.
- The Smyrna/Rutherford County Airport to the North and the Nissan facility to the South act as “book ends” to the corridor.
- CSX railroad runs parallel to Lowry Street, having a significant impact on the corridor. Lots positioned between the railroad and Lowry Street are challenged to have sufficient space to develop.
- There is visual clutter along the corridor and challenges with code compliance.
- Access points and cross road connections along the corridor currently have limited management and control.

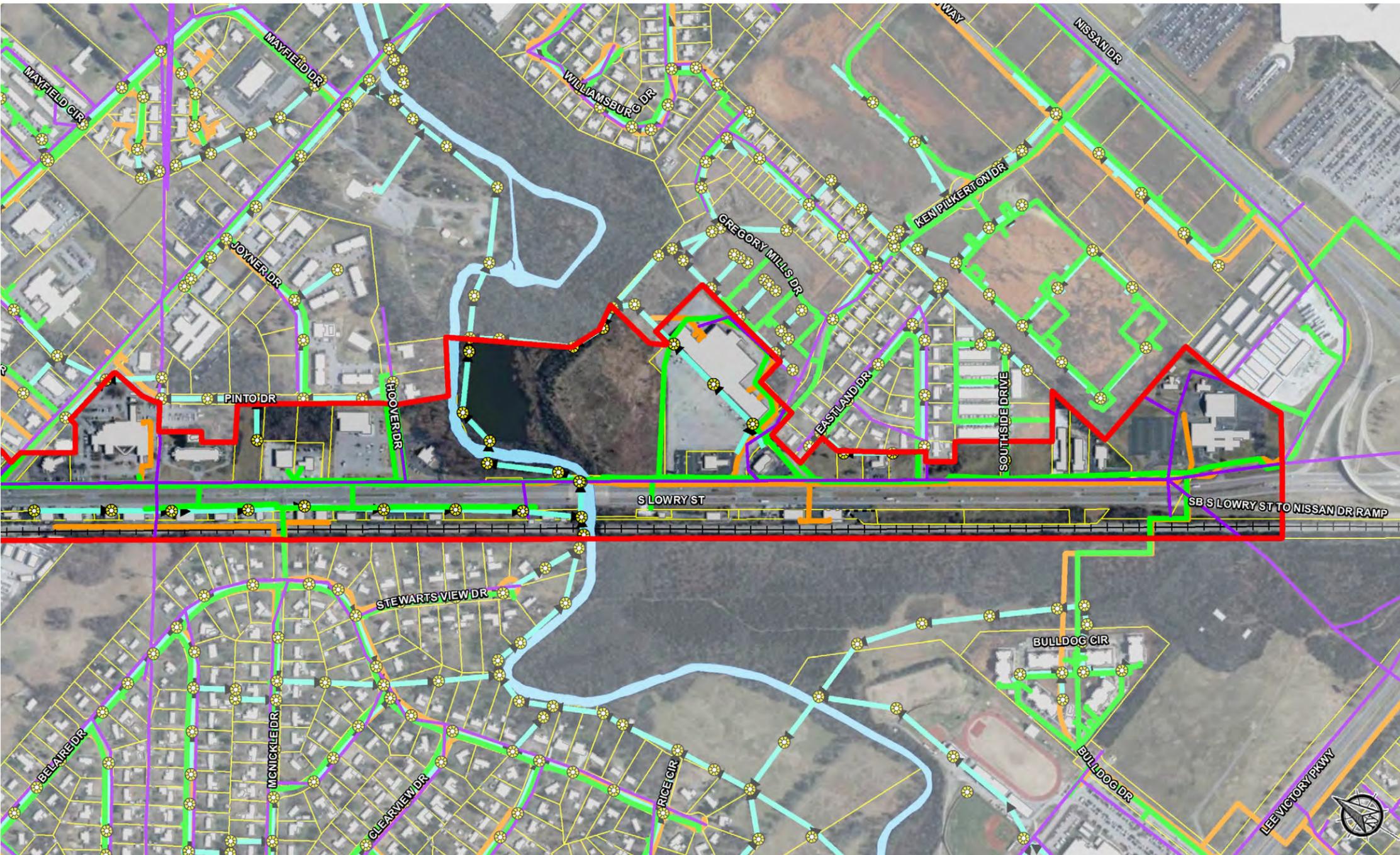




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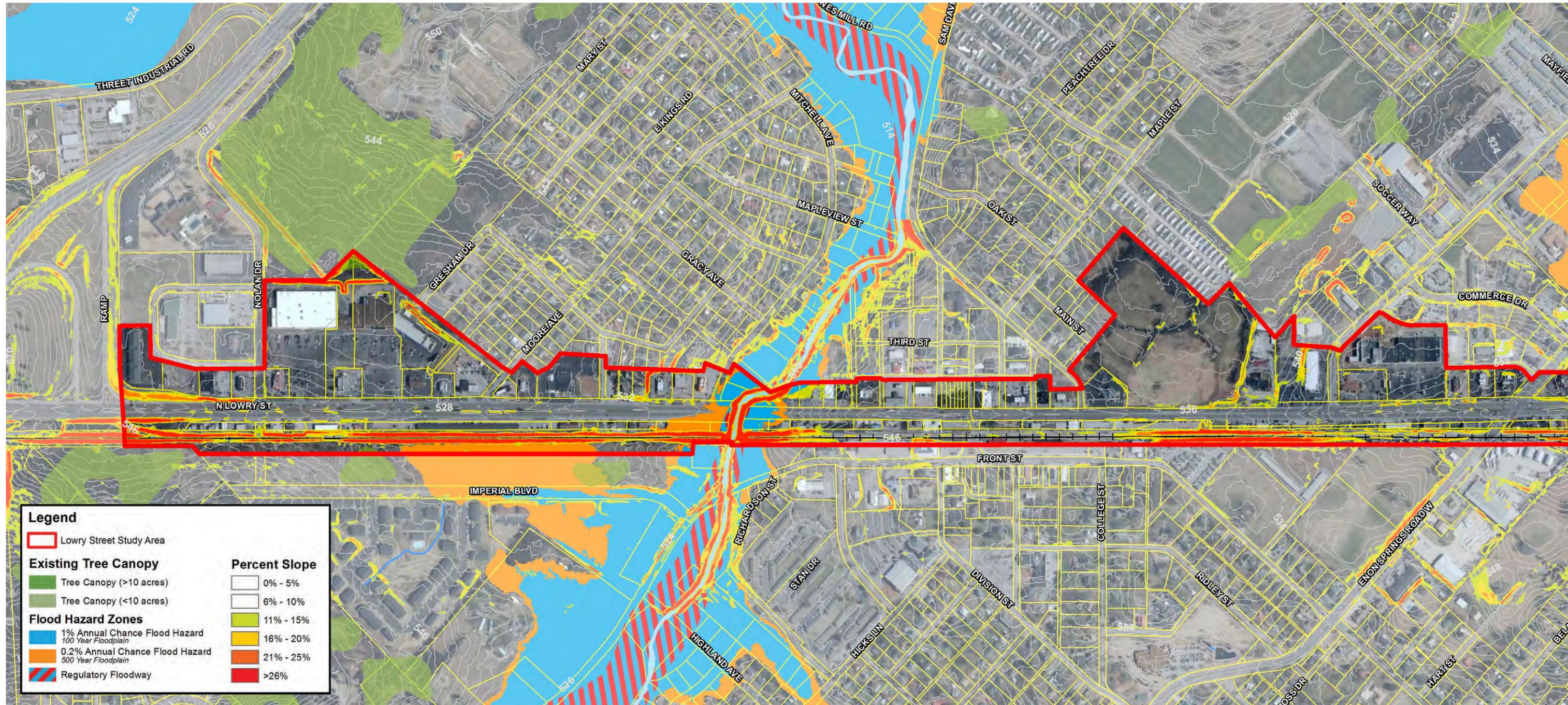
- The majority of the corridor is lined with zoning for commercial highway service or restrictive commercial highway service.
- The C-2 highway service zoning continues outside of the project area, back several blocks off of Lowry.
- There is a small area zoned as a Central Business in the middle of the corridor that runs along both Lowry and Front Street.
- There are only two lots along Lowry Street that are zoned to allow residential uses other than upper story residential in C-1.
- The majority of residential uses in the area are located either on the West side of the railroad tracks, or several blocks off of Lowry Street to the east.
- There is no designated zoning within the project for open space, green space, or park.
- There are a few Planned Development Districts along the corridor that allow for commercial or Mixed-Use development opportunities.

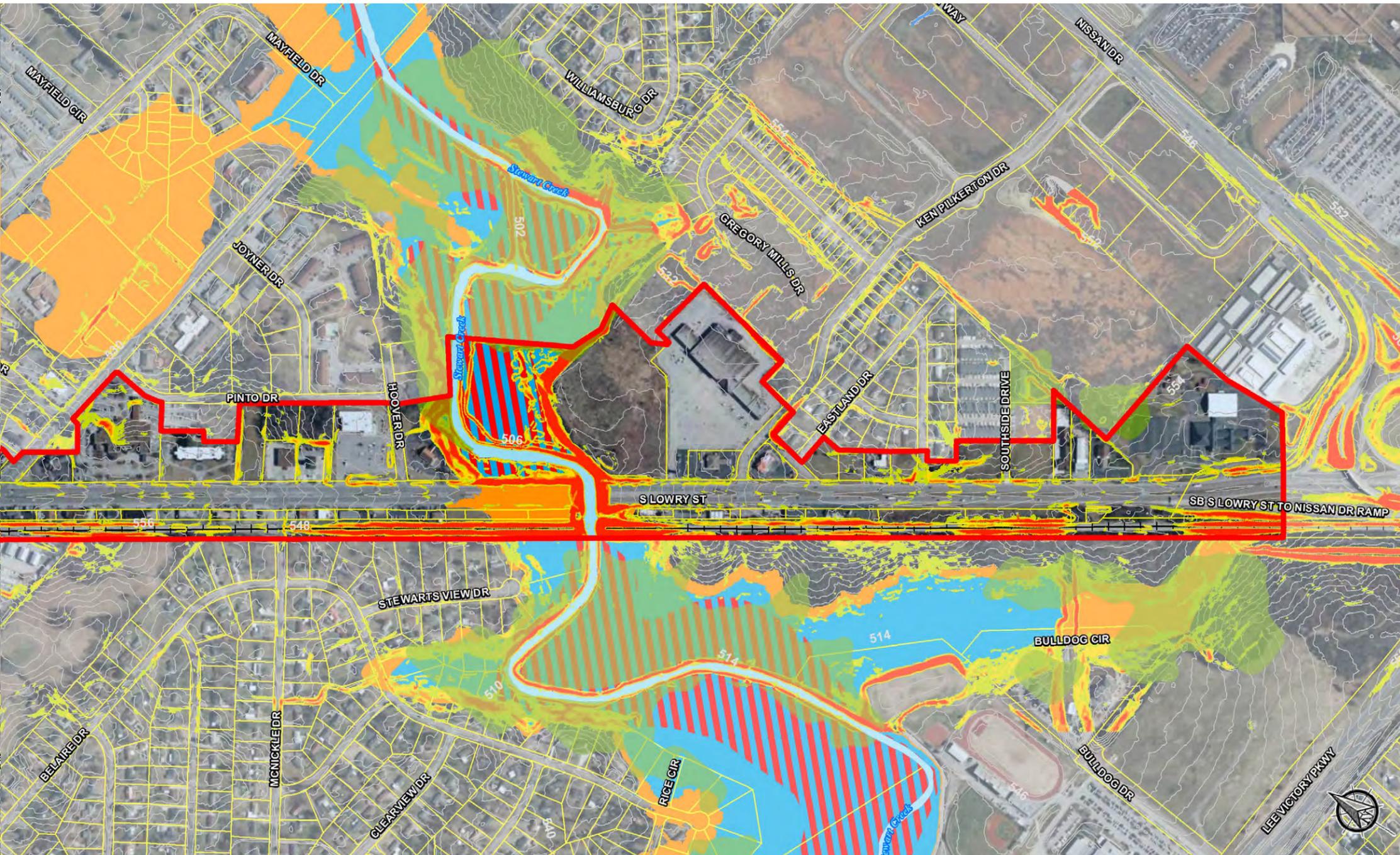




Overview:

- Good existing infrastructure for sanitary sewer, water, gas, electric, and cable services are all in place along the corridor.
- Corridor aesthetics could be greatly improved with a long term plan to move overhead utilities underground.





Overview:

- *Harts Branch and Stewart Creek both cross Lowry Street. Plans for proposed greenways and a linear greenway and/or park along Lowry could link the two together.*
- *Stewart Creek has fairly extensive flood zones in the project area which will require special attention to be paid to future development in the surrounding areas.*
- *Furthermore, it is important to address the need for additional stormwater management locations as the volume of runoff will increase as future development occurs.*
- *There is a lack of designated or programmed green space in any part of the study area.*
- *Connections to existing and proposed parks, bike routes, and the greenway, will be important to improve connectivity.*
- *Parts of the railroad are elevated to the level of the surrounding buildings which disrupts views and can create excessive noise from passing trains.*



An existing conditions assessment was conducted in order to provide context but also to assess physical conditions impacting on the general marketability of the corridor for housing and retail development. A detailed economic inventory of existing building uses was conducted, and field reconnaissance was conducted throughout the corridor to assess existing physical conditions, business operations, and marketing. The assessment reviews the location, transportation access, exposure, existing uses, surrounding uses, development sites, perceptions, and other factors impacting on marketability for these uses.

Historical Context and Role:

Smyrna grew up around the railroad, which provided access to local and distant markets for local agricultural product and manufactured goods. Running parallel to the rail line, Lowry Street is the local name for U.S. Highway 41, a major 2,000-mile north-south federal highway route that extends from Miami, Florida all the way through the upper peninsula of Michigan close to the Canadian border. Begun in 1926, Highway 41 long ago carried workers moving north to the industrial Midwest from rural Southern states. The highway was also marketed heavily as the “Dixie Highway” and carried hordes of northern tourists traveling south for Miami’s warm winter weather.

The road was also important locally for transporting agricultural and manufactured goods to local markets, and for commuters traveling between Murfreesboro, Smyrna, LaVergne, and Nashville. The road is also known regionally as Murfreesboro Pike (in Nashville) and Broad Street (in Murfreesboro). U.S. 41 replaced Old Nashville Highway as the main commuter route between Murfreesboro, Smyrna and Nashville. Sewart AFB (now Smyrna-Rutherford County Airport) and later, Nissan, have constituted major employers of national significance book-ending the Lowry Street study area. U.S. 41 has supported the development of significant retail/commercial activity because of the access and exposure it provided for local, regional, and inter-state travelers.

Remnants of Lowry Street’s role as a regional and national highway remain today, with auto-oriented uses including motels, gas stations, fast-food restaurants, and other businesses still operating in the corridor. However, much of Dixie Highway’s role as a major commercial corridor has eroded over time with the construction of Interstate 24 (operating parallel to U.S. 41 through Smyrna) and later, with the concentration of new commercial activity along Sam Ridley Parkway.

The diverting of heavy inter-state and commuter traffic away from U.S. 41 has naturally impacted on the commercial base that had evolved to serve travelers as well as local traffic along the corridor. In effect, Dixie Highway businesses were left without significant “inflow” sales generated by travelers, tourists, commuters and others who were not part of the local market base dependent on the road for travel. Because of these changes, Lowry Street businesses and property owners have faced challenges in adjusting to a new market reality. In general, properties near I-24 interchanges or with exposure along Sam Ridley are better equipped to charge higher rents and attract national and regional brand names. Lowry Street, by contrast, retains some national brands but also has lower-rent space that has not been able to compete for prime tenants.

Accessibility & Traffic Exposure:

Lowry Street / U.S. 41 is a federal highway that provides national access. As noted above, the road traverses the country, north to south from the Canadian Border to Miami. U.S. 41 also provides regional access for commuters and others traveling between Nashville, Smyrna, Murfreesboro and beyond. Despite this extensive access, most commutation in the southeast Nashville corridor now utilizes I-24. Interstate travelers also use I-24, which provides faster and more direct access into Nashville. The Lowry Street study area is accessed by I-24 via Sam Ridley Parkway and Lee Victory Parkway (Nissan Drive).

According to TDOT, Lowry Street generated average annual daily traffic (AADT) in 2013 of 16,800 (at the southern end of the corridor) to 22,640 (at the northern end). These are healthy traffic counts, generous enough to support significant highway-oriented retail use. Lowry Street traffic volumes pale in comparison, however, with I-24 (112,500 to 137,000 AADT) at the two Smyrna exits and Sam Ridley (45,000+ AADT). Ultimately, Lowry Street offers good opportunities for commercial uses, but also faces strong competition for regional exposure. Lowry Street could gain significant regional exposure if regional commuter rail were ever accessible at this location. Under those circumstances, Lowry Street would offer excellent transit-oriented development (TOD) opportunities, with TOD generating substantial ridership and pedestrian traffic.

Lowry Street offers good access to surrounding residential neighborhoods, and those communities that are located east (north) of Lowry Street) are more dependent on this road for accessing other parts of Smyrna and the region. Residential uses along Lowry Street would also benefit from the access provided through Sam Ridley and I-24 as well as by Lowry Street/US41 itself. The Smyrna campus of Motlow State Community College, with enrollment of 2,200, is located nearby off of Sam Ridley Parkway.



Existing Market Conditions

Existing Uses and Character:

Building uses along Lowry Street were inventoried as a basis for examining existing conditions and also as a baseline for the retail and residential market analyses. The inventory determined that there is more than 1.1 million square feet in 213 buildings within the Lowry Street study area, with a diversity of buildings built for a variety of uses. This inventory includes about 700,000 square feet of retail/commercial use, which remains the predominant use in the corridor. Some of this retail use is in traditional suburban strip shopping centers, while other retail businesses are located on individual pad and out-parcel sites or in vintage Depot District buildings. Some of the commercial buildings are squeezed into narrow parcels along the west (rail) side of Lowry. Altogether, there are 11 shopping centers, including the following larger properties:

- Kmart & Shoppes and Big Lots (180,000 total GLA including outparcels)
- Smyrna Village (84,000, anchored by Gold's Gym)
- Smyrna Square (49,000, anchored by Goodwill Industries)
- North Plaza (20,000) and 1301 Plaza (20,000) strip centers

The 83,000 square-foot Kmart, one of the largest retailers in the study area, announced that it is closing the Lowry Street store in December 2016 (as part of a spate of closings nationally), so this space will become vacant. The Kmart & Shoppes portion of this consolidated retail node has about 99,000 square feet of gross leasable area (GLA).

Another 117,000 square feet is in office buildings (such as the Bolin Building), 74,000 square feet in industrial-service spaces, and 70,000 square feet in religious/institutional space. There are also 52 residential units with a total of about 82,000 square feet. Much of this housing is located in two developments: the Executive House Apartments and the newly-constructed Southside Villas townhouse condominiums. The Copperfield apartment complex is located near the southern end of the study area. Other uses in or immediately adjacent to the study area include motel, funeral home, education use, government offices, and Town recreation facilities.

The preponderance of retail uses yields a highway-oriented commercial character. Many businesses operate a suburban format with parking in front and multiple curb cuts for entrances. Again, the commercial character lingers from when U.S. 41 was a major federal travel route.

The exception is in the area known as The Depot District, surrounding Smyrna's historic rail depot. Buildings in this area date from an era before auto dependency, with buildings built facing the street. Much of the area branded as the Depot District is located on the south (west) side of Lowry Street, across the rail line. Community events are sponsored here that attract thousands of residents and visitors each year. But similar historic buildings are located on the north (east) side of Lowry Street, and the area extending further east also retains an historic character despite the lack of any historic designation or pro-active marketing effort.

The Depot District has about 55,000 square feet of commercial use, including an eclectic mix of antique stores, cafes, restaurants, meeting halls, novelty shops, auto repair shops, churches and non-profit offices, among others. Efforts have been made to enhance the physical environment, with the renovation of the historic Smyrna Depot, new parking, traffic circle, public art, and streetscape improvements. Special events like Depot Days, Simply Smyrna, and the Christmas Parade draw thousands to the district each year. Exciting efforts by the non-profit Carpe Artista are helping to bring children and adults downtown for art-oriented classes, camps, events, and food at Carpe Café. But the district lacks the national market exposure and destination draw that it gained when branded as the "Dixie Highway," which today is necessary for encouraging reinvestment and larger-scale mixed-use redevelopment.

Table 1. BUILDING SPACE BY CATEGORY, LOWRY STREET CORRIDOR, SMYRNA, 2016

Category	Number	Sq. Feet	Share
Retail Space	101	708,910	63%
Office Space	27	116,700	10%
Industrial/Service	15	73,800	7%
Religious Buildings	10	70,000	6%
Accommodation	1	26,000	2%
Education	1	3,000	0%
Recreation Buildings	5	46,500	4%
Funeral Homes	1	5,000	0%
Residential Units	52	82,836	7%
TOTAL	213	1,132,746	100%
Sources:	Rutherford County Assessor, businesses, and Randall Gross / Development Economics.		





Existing Market Conditions

In addition to 1.1 million square of building space, the study area has several large undeveloped parcels and sites that provide excellent opportunities for redevelopment and infill. The 18-acre “Lane” property for example, provides excellent access and exposure directly from Lowry Street near the Depot District and downtown Smyrna. Lee Victory Recreation Park is located at the northern end of the study area.

Town of Smyrna

Also located within the study area are the Smyrna Town Offices, which house Town Government functions and community-wide meetings. The Town office serves as a civic node for the broader community, although the facility is not located directly within the historic heart of Smyrna (e.g., Depot Square) but nearby. In addition to Government offices are the community’s recreation facilities, meeting space, and Lee Victory Recreation Park located directly adjacent to the study area.

Key Challenges to Development:

The development of U.S. 41 in the 1940s (replacing the Old Nashville Highway) benefited the Town and its business development. However, the road was designed in a right of way so close to the parallel rail line that rail-side lots were relatively constrained for development. As a result, these shallow lots have generally attracted smaller-scale and less desirable uses over the years, since higher-volume businesses and their parking cannot be accommodated by the size and depth of the parcels.

Adjacent Uses and Nearby Amenities:

The study area is “book-ended” by Smyrna-Rutherford County Airport (MQY, formerly Sewart Air Base) and the Airport Business Park, located just north of the study area, and the Nissan Manufacturing and Assembly Plant located just south of the study area off Nissan Drive. Both of these facilities are significant economic generators, with the airport serving as the 3rd largest airport in Tennessee and the state’s busiest general aviation airport. Smyrna is the designated reliever airport for Nashville International (BNA), and thus holds long-term potential for commercial service. About 200 aircraft are based at Smyrna and the airport has seen about 62,000 in annual aircraft operations (2010), attracting corporate and other private aviation activity in addition to military operations. More than 1,000 people work at Smyrna Airport and associated facilities (including National Guard personnel), according to airport information.

Nissan’s 5.9 million square-foot Smyrna Manufacturing and Assembly Plant is among the world’s largest automobile manufacturing facilities under roof. The plant employs approximately 8,400 people, making it by far the largest single employer in Smyrna and surrounding Rutherford County. This employment base, along with suppliers, visiting sales and corporate staff, and others, establishes a major source of potential retail expenditures on the very doorstep of the Lowry Street Revitalization Area.

In addition to Lee Victory Recreation Park, Gregory Mill Park, and several greenways adjacent to the study area, Lowry Street is a short drive away from Percy Priest Lake, with its various lakeside recreation areas (West Fork, East Fork, Jefferson Springs, etc.). The Stones River flows just south-east of the study area. Smyrna Golf Course is located directly across Sam Ridley Parkway from the study area. The historic Sam Davis Home and Plantation is located nearby just off Sam Davis Road. Ultimately, these amenities provide significant recreation and heritage tourism opportunities within a short walk or drive from the Lowry Street corridor.

Smyrna’s core residential neighborhoods and apartment complexes are also located nearby. Commercial uses are concentrated along Sam Ridley Parkway towards I-24 but also at Enon Springs & Nissan Drive (near the Wal-Mart Supercenter) a short drive from the study area. While these commercial uses provide amenities for residents of the study area, they also present competition to potential retail development within the corridor.

Motlow State Community College is located nearby off of Sam Ridley Parkway. This state college offers associates degrees and certificates to a growing number of students from throughout Middle Tennessee. Enrollment had grown to 2,200 by 2015. The campus is located within a short drive or bike ride away from Lowry Street, and many students take the bus from Smyrna into Nashville.





Summary of Key Findings:

Smyrna has excellent access to growing Nashville, Cool Springs, and Murfreesboro. The town has a major industrial and employment base including more than 8,000 jobs at Nissan, and much of this industrial base is concentrated within a short drive from the study area. Lowry Street offers great untapped potential due to its location within the region's busiest commuter corridor, and if rapid transit were ever developed within this area, Lowry Street and Smyrna would surely become a major hub for transit-oriented development (TOD) and investment because of the central location between Murfreesboro and Nashville.

Smyrna and the study area have benefited from rail, air, and automobile accessibility. Lowry Street operated for many years as a long, uninterrupted commercial corridor that benefited from regional and national exposure due to the road's status as a cross-country federal highway, branded and known nationally as the "Dixie Highway." That highway commercial access has been superseded by I-24 and further degraded due to competition from new commercial development along Sam Ridley Parkway. Remnants of the highway's historic auto orientation (motels, car lots, gas stations) remain.

The wonderful Historic Depot District acts as the de facto Town Center for Smyrna, hosting annual events in an enhanced walk-able environment. Nevertheless, the district (which is mainly clustered on the west side of Lowry Street beyond the railroad tracks), is undervalued because it lost some of its exposure, destination draw, and easy accessibility. There are opportunities to build on the strong efforts that have already been put into the district, to build on the corridor's transportation heritage (its theme of "planes, trains, and automobiles") relating to the railroad, highway, Smyrna Airport and Nissan.



Housing Market Analysis

This section summarizes findings from a housing market analysis, conducted to forecast the potential for selected types of housing development within the study area over the next five to seven years. Trends in housing construction and overall supply were examined for Smyrna. Existing market conditions and trends with respect to both for-sale and rental housing were also examined, and future demand for housing forecasted for the market area through 2021. Finally, housing potentials and the opportunities for different types of housing development within the study area are identified.

Housing Supply and Construction Trends:

Key housing conditions and trends in housing supply are discussed below for the town of Smyrna. This information was analyzed based on data supplied by the U.S. Bureau of the Census.

Overall Housing Supply Trends:

Smyrna has about 18,300 units, with vast majority of which (64.8%) are in single-family detached housing. The town also has a substantial share in small multi-family buildings (2,660 units) as well as in duplexes and attached single-family houses.

Relatively few of Smyrna's housing units are located in larger multi-family buildings having 20 or more units. There are also about 600 mobile homes in Smyrna.

Smyrna is growing. Since 2000, the town has added about 8,300 housing units, yielding growth of 82.6%. The fastest growth has been in single-family attached housing (e.g., townhouses) and multi-family buildings with 20 to 50 units. But the largest number of units added since 2000 was still in single-family detached housing, which totaled 5,500 additional units or more than two-thirds of the total growth.

Construction:

Mirroring trends throughout the Nashville-Area market, Smyrna single-family housing construction increased rapidly and peaked at about 650 units per year in 2005 before falling rapidly to a low of just 100 units per year during the subsequent financial crisis and economic recession of 2008-2010.

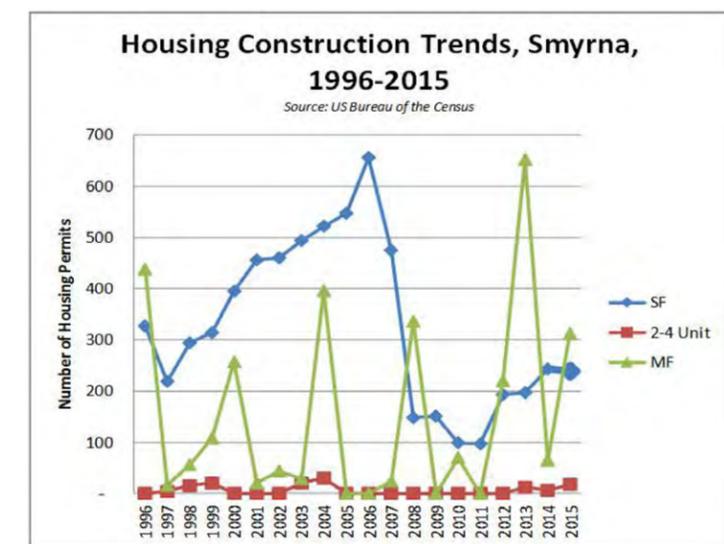
Smyrna's single-family housing permits started increasing again in 2012 but have not returned anywhere near the levels of the previous market cycle, with just about 250 units permitted in 2015. Meanwhile, multi-family housing construction typically fluctuates wildly from year to year, since a single project can impact significantly on the overall construction pattern. Smyrna has seen significant multi-family construction in 1996, 2000, 2004, 2008, 2013 and 2015. Close to 700 multi-family units were built in 2013, the highest number in recent years.

On average, Smyrna has permitted about 485 units per year since 1996, including 326 single-family units (67%), 152 multi-family units (31%) and the rest in 2-3-4 family housing units as shown in Appendix Table 1. However, the number of units permitted per year in Smyrna peaked at 627 in the period from 2004-2008 and has not recovered to that level.

During the recession, Smyrna permitted only 139 units per year, and since 2012, the Town has permitted 539 units per year. That being said, a higher number (and share) of multi-family housing was permitted since 2012 than in previous periods.

Units in Building	2000	2016	2000-2016 Change	
			Number	Percent
1-Detach	6,308	11,837	5,529	87.70%
1-Attach	279	1,367	1,088	390.00%
4-Feb	777	1,043	266	34.20%
9-May	1,514	2,660	1,146	75.70%
19-Oct	147	N/A	N/A	N/A
20-50	73	591	518	709.60%
50+	194	207	13	6.70%
Mobile/Oth	703	547	-156	-22.20%
TOTAL	9,995	18,252	8,257	82.60%
Sources:	U.S. Bureau of the Census and Randall Gross / Development Economics.			

Period	SF	2/3/2004	MF	TOTAL
'96-2003	370	7	121	498
'04-2008	470	6	151	627
'09-2011	116	-	23	139
'12-2015	218	9	312	539
Sources:	US Bureau of the Census and Randall Gross / Development Economics.			





Housing Market Analysis

Existing Market Conditions:

Current market conditions and recent trends were analyzed as they relate to Smyrna and the study area. Conditions in both the for-sale and rental markets were examined.

Rental Market Conditions:

The Lowry Street study area is part of the Smyrna-LaVergne Rental Housing Sub-Market of the Nashville-Area market. This sub-market has approximately 3,450 competitive rental housing units or about 4.0% of the Nashville-area market. The sub-market vacancy rate was about 8.1% in early 2016 (compared with 5.4% market-wide) but vacancy spiked last year with new product coming on line. As of 2nd quarter 2016, Smyrna had only 0.2% of the Nashville-area's 15,000 units under construction (and only 2.8% or 250 of the 9,000 proposed units in the market). Given the dearth of new product in the pipeline, it is anticipated that vacancy rates will drop dramatically in coming months in the Smyrna-LaVergne sub-market.

Smyrna has been a relatively affordable market, with average rents at \$933 (\$0.89 per square foot), compared with \$1,050 (\$1.10 per foot) market-wide. That being said, rents are escalating rapidly in Smyrna at nearly 2.0% per year, versus 1.4% market-wide. Only a small share of Smyrna apartments (perhaps 340 units or 10%) are considered as Class A product. Within that Class A range, there were only 12 vacant units in the Smyrna-LaVergne sub-market in 2nd quarter 2016, yielding a vacancy rate of just over 3.0%. Thus, supply of available higher-end rental product in Smyrna is limited.

The study area has few apartment developments other than the 26-unit Executive Housing Apartments, built in 1983 and characterized as a Class B/C property. Copperfield is a newly-completed (2015) 288-unit apartment complex located near the southern end of the study area. Rents average \$1,160 (\$1.07 per square foot) per month, and are therefore positioned in the upper-end of the Smyrna market. The property offers 1, 2, and 3-bedroom units ranging from 859 to 1,387 square feet. Still in the lease-up phase, occupancy was about 35% earlier in 2016 and 24 of Copperfield's units were still under construction.

For-Sale Housing Market Conditions:

The Smyrna Housing Market has seen steady growth as well as increasing prices since the end of the recession. The town has seen an average of about 386 units built per year since 1996. There were over 1,000 home sales during the 12-month period from April 2014-April 2015.

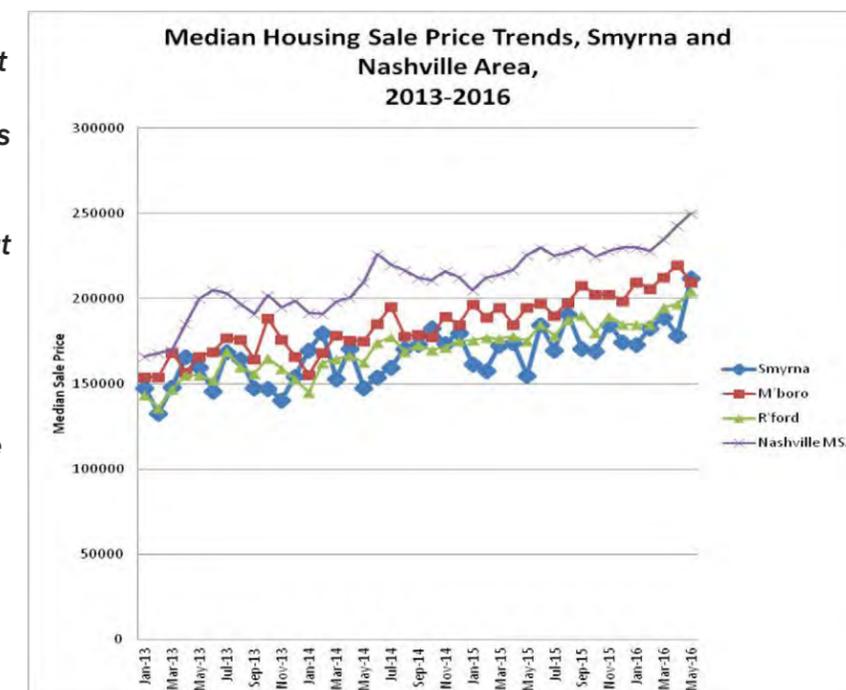
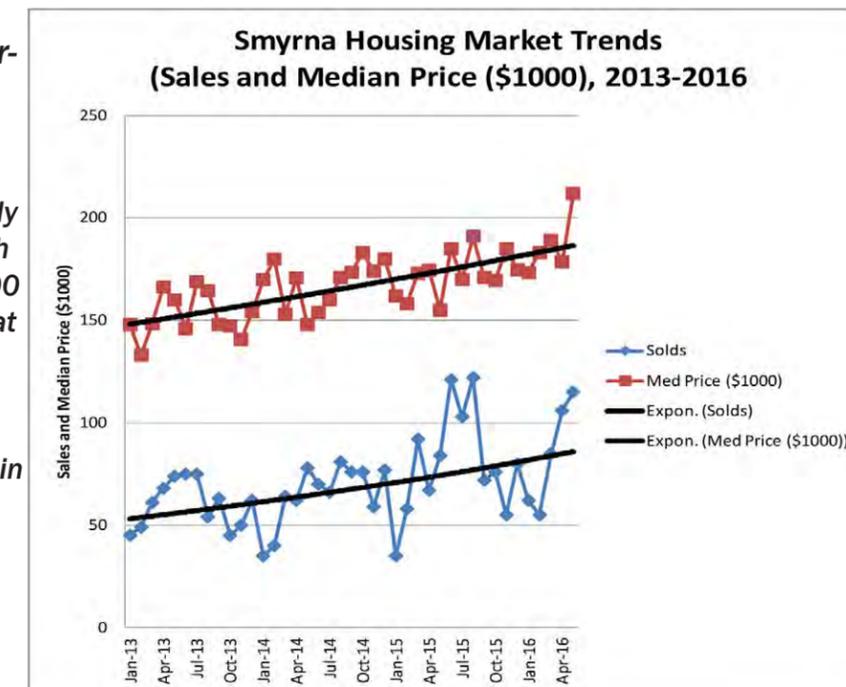
While prices are relatively affordable, they are increasing more rapidly than in other parts of the Nashville area. Since 2013, Smyrna housing sale prices have increased by 43% (or 11% per year). There is limited new housing within the study area, but demand is high for new product. Southside Villas, the only new for-sale housing constructed in the study area in recent years was largely pre-sold and never entered the market. Southside prices started at \$158,000. With townhouse condominium units ranging from 1,461 to 1,725 square feet, prices ranged from about \$92 to \$108 per square foot. With an average of about \$100 per foot, Southside came in slightly higher than the middle of the condo market, which is closer to \$95 per foot (or around \$135,000 per unit).

Market Area Housing Demand:

Housing demand was forecasted through 2021 for the Lowry Street Housing Market Area. Demand is generated by the increase in household base, sourced from local growth as well as relocations to the market. Demand for different housing products varies depending on demographic factors including age and income cohorts, commutation patterns, lifestyle preferences, and other factors.

Market Area Definition:

For the purposes of this analysis, the primary housing market area included Smyrna and LaVergne. This definition suggests that 70 to 80% of those considering whether to purchase or rent housing within the study area are those who are already part of this market or are considering Smyrna and LaVergne as their housing location.





Housing Market Analysis

Demographic and Economic Base:

The Smyrna market had about 15,400 households in 2014. About 35% or 5,340 were renters and 65% (10,020) were homeowners.

Householders generally ranged in age from 25 to 74, although the largest share of renters were aged 25 to 34 and the largest share of homeowners were 45 to 64. The propensity to rent housing was highest among the youngest age cohorts, namely 15 to 24 (87%), followed by those aged 25 to 34 (49%). The propensity to rent housing fell with each age cohort to a low of less than 20% among those aged 65 to 74 years old, but those older than 74 rent in higher numbers.

Household and Income Forecasts:

Population and households were forecasted for Smyrna and LaVergne through 2021 and beyond as another input to the market analysis. Smyrna has about 17,300 households in 2016, and is expected to add about 1,600 households by 2021, yielding growth of about 9.0% over the five-year period. There will be a decrease in the number of households with incomes between \$15,000 and \$25,000, but households in all other income cohorts will increase. The largest gain will be in households with \$100,000 to \$125,000 in annual household income, followed by those with incomes from \$50,000 to \$75,000.

LaVergne's household base will increase by about 1,000 or 8.2% over the five-year period. Overall, that city's household base will exceed 13,000 by 2021. The number of households with less than \$50,000 in annual income will decrease in LaVergne over the next five to seven years. Meanwhile, the city will gain significant numbers of households with \$50,000 to \$125,000 in annual household income.

Mobility: Household mobility was calculated by housing tenure and householder age for Smyrna and LaVergne. This analysis confirmed much higher mobility rates for renters versus homeowners, and for younger householders versus middle- and upper-age groups. Interestingly, mobility rates tend to be higher for young renters in LaVergne than they are for similar householders in Smyrna. By comparison, Smyrna homeowners tend to be more mobile than those in LaVergne.

Other Factors: Analysis was conducted of other factors impacting on household demand within the market area, including education, employment, access to financing, absorption rates and others. Replacement, vacancy and other factors are also programmed into housing demand forecasts to account for market dynamics and degradation of existing housing stock. Finally, housing demand was aggregated by niche market, including first-time homebuyers, "move-ups" and "move-downs" (including empty nesters), relocations, etc. Housing for commuter students at Motlow State Community College was also a consideration.

Employment growth is a key indicator of rental housing demand, since job growth attracts new workers to the area who initially require rental housing before making long-term investments. According to Moody's Analytics, Rutherford County is expected to conservatively add about 12,000 jobs (9.4%) between 2016 and 2021, and another 6,500 jobs by 2025. Rutherford County was the fourth fastest-growing job market out of 3,144 counties in the United States between 2015 and 2016, based on data generated by the U.S. Bureau of Labor Statistics (Williamson County was ranked first).

Overall Housing Demand:

The housing demand analysis forecasted total market-area demand for about 8,072 units to accommodate move-ups and move-downs within the market. Another 630 to 900 units would be required to accommodate job-induced growth and relocations to the market. These numbers were further disaggregated by market cohort, tenure and product typology as an input to the market potentials analysis.

Table 4. HOUSING TENURE BY AGE COHORT, SMYRNA, 2014

Age Cohort	Renters	Owners	TOTAL	Share Rent
15-24	526	76	602	87%
25-34	1,523	1,584	3,107	49%
35-44	1,219	2,209	3,428	36%
45-54	697	2,165	2,862	24%
55-64	820	2,156	2,976	28%
65-74	283	1,181	1,464	19%
75-84	199	498	697	29%
85+	77	154	231	33%
TOTAL	5,344	10,023	15,367	35%

Sources: U.S. Bureau of the Census and Randall Gross / Development Economics

Table 6. HOUSING MOBILITY BY TENURE & HOUSEHOLDER AGE, SMYRNA, 2010-2014 FIVE YEAR

Age Cohort	Smyrna		Lavergne	
	Rental	Owner	Rental	Owner
15-24	67.30%	29.30%	74.80%	25.80%
25-34	62.80%	19.00%	73.70%	17.00%
35-44	58.20%	8.70%	72.50%	8.20%
45-54	52.80%	8.80%	54.00%	5.60%
55-64	52.80%	8.80%	54.00%	5.60%
65-74	47.40%	8.80%	35.50%	3.00%
75-84	27.40%	6.80%	16.50%	2.00%
85+	27.40%	6.80%	16.50%	2.00%

Sources: US Bureau of the Census and RGDE.

Table 5. HOUSEHOLD FORECASTS BY INCOME COHORT, SMYRNA, 2016-2021

Age Cohort	2016	2021	Change
<\$15,000	1,296	1,322	26
\$15-\$25,000	1,769	1,735	-34
\$25-\$35,000	2,091	2,143	52
\$35-\$50,000	2,755	2,922	167
\$50-\$75,000	3,531	3,775	244
\$75-\$100,000	2,441	2,616	175
\$100-\$125,000	1,280	1,541	261
\$125-\$150,000	845	1,058	213
\$150-\$200,000	764	946	182
\$200,000+	490	767	277
TOTAL	17,262	18,825	1,563

Sources: U.S. Bureau of the Census; Nielsen; and Randall Gross / Development Economics.



Housing Market Analysis

Competitive Framework:

The competitive framework was assessed with respect to the 3,500 units in 20+ competitive rental properties within this sub-market plus for-sale developments throughout the area. Particular attention was paid to “urban” products and those properties developed within the last five years. There are just over 1,000 rental units in newer properties in the sub-market. Of those, about 243 units were vacant (mainly because they were in lease-up), with rents averaging \$1,065 to \$1,160. Copperfield is perhaps the most competitive because it is a new product, developed directly adjacent to the study area. If the study were to offer rapid transit access, it would place Smyrna within a broader regional context for urban and mixed-use housing development. Without that context, housing in the study area is competing more with properties within Smyrna itself.

Among for-sale properties, competitive positioning would account for townhouse/condominiums and other higher-density single-family urban products in the Smyrna-LaVergne area such as Oak Valley, Hunter’s Chase, Stewart’s Landing, etc. Most of these projects were developed in the early-to mid-2000s. There is very little for-sale multi-family product (e.g., condominium buildings, mixed-use projects, etc) in this sub-market. Offering mixed-use opportunities can provide a relatively unique amenity-driven product in the Smyrna-LaVergne sub-market (and Rutherford County in general) that could appeal to young Millennial buyers as well as the growing number of empty-nesters and others who lack the time and inclination to maintain a yard.

Study Area Housing Potentials:

Potential for rental and for-sale housing product was determined for the study area based on site capture within the broader competitive market area. This analysis was not meant to determine the potential for any specific site or product but rather the general potential for housing in the study area.

Rental Housing:

Based on capture of the competitive market, the study area has potential to generate demand for approximately 300 market-rate rental units, plus another 270 workforce units within the next five to seven years. Workforce units are those defined as housing supplied to households with less than the median household income of Rutherford County, yielding affordable rents below \$750 per month. Some of the demand for workforce units would be generated by commuter students at Motlow State Community College, for example. If rapid transit access were to become available within this study area, demand for these housing units would accelerate. The transit access itself would also leverage demand for another 300 to 300 units, because of the location’s power to draw workers from a broad area for transit-oriented development.

For-Sale Housing:

The study area has potential for development of 130+ market-rate housing units within the next five to seven years. These units could be developed as townhouses, zero-lot line homes, condominiums, or in mixed-use projects. A key target market (accounting for 50% of sales) for this product would be those aged 55 and over, typically empty nester households.

Demand would be fairly evenly distributed between those aged 45 through 85, but the highest share would be generated by those with household incomes above \$150,000 per year. Households with incomes of \$50,000 to \$125,000 would also generate a large share of demand.

Potential housing products would range from townhouse condominiums to apartment communities to mixed-use projects that could include for-sale or rental units and ground-floor commercial use. Ultimately, site parameters and location within the corridor would help determine the appropriate product for development.

Table 7. TOTAL LOWRY STREET RENTAL HOUSING POTENTIALS, SMYRNA, 2016 TO 2021+

Median Rent	Move-Ups	New HH	TOTAL
\$300	68	1	69
\$500	99	-	99
\$750	102	0	102
\$1,000	114	4	118
\$1,500	96	12	107
\$2,100	32	10	42
\$2,200+	19	21	40
Market-Rate	261	47	308
Workforce	270	1	271
Source:	Randall Gross / Development Economics		

Table 7. FOR-SALE HOUSING DEMAND FORECASTS, LOWRY STREET AREA, 2016-2021

Age/Other Factors	Household Income Levels						TOTAL
	\$35-\$50k	\$50-\$75k	\$75-100k	\$100-\$125k	\$125-150k	>\$150k	
Under 34	(6)	(8)	0	4	5	1	(5)
35-44	(1)	2	4	2	0	1	9
45-54	1	3	4	3	0	9	20
55-64	1	4	6	2	0	15	28
65-74	2	4	4	1	0	11	22
75-84	4	3	2	0	0	18	28
85+	3	3	4	1	0	14	25
Sub-Total	4	10	25	13	6	70	127
Vacancy Factor							6
TOTAL DEMAND							134
Sources:	U.S. Bureau of the Census; Nielsen; and Randall Gross / Development Economics.						





Retail Market Analysis

This section summarizes findings from a retail market analysis, which forecasted the development potentials for retail stores, restaurants, personal service establishments and commercial entertainment venues in the study area. Existing retail business conditions are summarized, followed by demographic analysis and findings from an assessment of the development potentials for the study area. A recommended retail business mix is then provided based on these findings. The retail market analysis forms the basis for strategic recommendations relating to business retention and recruitment but also identity branding, marketing, development, and other input associated with the proposed design overlay.

Existing Retail Business Conditions:

As noted in Section 1 of this report, U.S. 41 once served as a major cross-country road branded as the “Dixie Highway” for thousands of travelers. Today within Smyrna, the study area has a total of about 656,000 square feet of existing retail/commercial use in 150 businesses. About 8.2% of the purpose-built retail space is vacant, but considering that some existing retail space is marginal or functionally obsolete, the corridor is not pro-actively marketed, and the area is not centrally managed as a retail district, it is not unexpected that there is some level of vacancy above an expected norm of 5.0%.

About 62% of the current retail activity in the study area is in shopper’s goods (businesses offering goods for which consumers comparison shop), while about 13% is in convenience use, 12% in eating & drinking, and 5% in personal services. There were no commercial entertainment venues operating in the corridor at the time of the inventory (although there were restaurants or other venues where musicians and others occasionally perform).

Representative Brands:

There are a number of national and regional brands represented in the corridor, including the following:

- Advance Auto Parts, Radio Shack, Gold’s Gym, Little Caesars, Family Dollar, Rite Aid, Wendy’s, Sherwin Williams, Roadway, Pizza Hut, Big Kmart, Big Lots, Advance Financial, and Aldi

There are also unique and locally-based businesses, some of which (Omni Hut, Carpe Café, Karin’s) have established a strong brand in the local or area market. Among these unique and local businesses are:

- Lao’s Oriental Grocery, J. Fletcher Music, el Pariente, U Next Barber, Omni Hut, Karin’s Custard & Hamburgers, Lara’s Creations, Massimo’s Italian Restaurant, Carpe Artista, Remember When Antiques, Akin’s Americana, Donut Palace



Auto-Related Uses:

The existing business mix includes 33 auto-related uses (142,000 square feet or 20% of the total retail inventory) and 14 payday loan and pawn shop businesses (33,000 square feet or 5% of the total inventory). Auto-related uses are disaggregated by type below. Key auto uses include used car dealers, auto mechanics, part suppliers and gas stations.



Table 9. RETAIL BUSINESS SPACE BY CATEGORY, LOWRY STREET CORRIDOR, SMYRNA, 2016

Category	Number	Sq. Feet	Percent
Convenience	24	85,150	13.00%
Shoppers Goods	65	403,340	61.50%
Eating & Drinking	25	78,300	11.90%
Entertainment	-	-	0.00%
Personal Services	30	35,580	5.40%
Vacant	6	54,000	8.20%
TOTAL	150	656,370	100.00%

Sources: Rutherford County Assessor, businesses, and Randall Gross / Development Economics.

Table 10. AUTO-RELATED USES, LOWRY STREET CORRIDOR, SMYRNA, 2016

Type of Use	Number	Square Feet	% of Retail
Gas Stations	6	13,750	2%
Auto Dealers	13	60,800	9%
Auto Supply	4	30,300	4%
Auto Service	10	36,300	5%
TOTAL	33	141,150	20%

Source: Randall Gross / Development Economics.



Lower-Grade Uses:

A preponderance of auto-related uses is not surprising, given the history of the corridor as Dixie Highway, a federal highway carrying travelers from great distances. However, the proliferation of cash & payday loan businesses, nail salons, discount merchandisers, cellular phone suppliers, and other businesses serving cash-strapped and cost-conscious consumers are indicative of the long-term decline of the market base for this corridor. Payday loan businesses often prey on used car buyers and consumers with limited access to credit. Lower rents, compared with high-exposure locations like Sam Ridley, help sustain these businesses (some of which provide a necessary and beneficial service or product).

Retail Demand Analysis:

Household-generated demand for retail goods and services was forecasted for the Lowry Street Retail Trade Area. This household trade area is defined below, followed by findings from an analysis of demographic trends and projections. Based on the demographic analysis, total personal income (TPI) was forecasted and household retail expenditure potentials calculated for the trade area. In addition, employee-generated demand was also determined based on key employment drivers near the study area.

Retail Trade Area Definition:

The primary retail trade area for the Lowry Street study area comprises of households within Smyrna and surrounding areas (e.g., LaVergne) extending along U.S. 41 into Murfreesboro. Ultimately, the trade area encompasses much of Rutherford County. Key sub-areas include Smyrna (sub-market A), LaVergne (sub-market B), Murfreesboro (sub-market C), and other areas of the county (D).

Trade Area Demographic Trends:

The Smyrna area (sub-market A) has a population of about 46,000, up by 5,900 or 14.7% from 2010. The household base has grown even faster, adding nearly 2,420 or 16.3% to a total of 17,300. While population and households have grown since 2010, Smyrna's average household income fell by about \$1,400 or 2.4% to \$55,100 in real (constant dollar) terms. The recession impacted on area incomes and it has taken some time for Smyrna households to recover.

A similar pattern emerged in adjacent LaVergne (sub-market B), with steady population and household growth (14.0% and 10.4%, respectively) but declining incomes (down 3.0%). Incomes are slightly higher in LaVergne, but the household base is smaller. Murfreesboro (sub-market C), which has a large population and household base also saw rapid growth in rooftops but declining incomes. Other parts of Rutherford County (sub-market D) have seen slower household growth (partly due to the lack of support infrastructure services) but rapidly increasing incomes. Between 2010 and 2016, Rutherford County incomes (outside of the three largest cities) increased by \$7,500 (5.2%) beyond inflation. Those areas have significantly higher incomes (averaging \$152,500) than do households within the cities.

Overall, the population base for the trade area increased by 37,000 (14.0%) and the household base by 13,300 (13.9% since 2010), while incomes only started recovering in the last few years

Table 11. DEMOGRAPHIC TRENDS, RETAIL TRADE AREA, LOWRY STREET, SMYRNA, 2010-2016

Factor	2010	2016	2010-2016 Change	
			Number	Percent
Trade Area A				
Population	39,974	45,865	5,891	14.70%
Households	14,847	17,262	2,415	16.30%
HH Income	\$56,453	\$55,098	(\$1,355)	-2.40%
Trade Area B				
Population	32,588	37,144	4,556	14.00%
Households	10,946	12,082	1,136	10.40%
HH Income	\$61,565	\$59,722	(\$1,843)	-3.00%
Trade Area C				
Population	108,765	127,140	18,375	16.90%
Households	41,761	48,690	6,929	16.60%
HH Income	\$52,711	\$52,249	(\$462)	-0.90%
Trade Area D				
Population	81,277	89,146	7,869	9.70%
Households	28,678	31,529	2,851	9.90%
HH Income	\$145,040	\$152,543	\$7,503	5.20%
Note:	Income expressed in constant 2016 dollar:			
Sources:	Nielsen and Randall Gross / Development Economics			



Retail Market Analysis

TPI and Retail Demand:

The combination of household growth coupled with strong income growth will produce an increase in the overall Total Personal Income (TPI) of the trade area. Trade Area TPI is estimated at \$9.0 billion and is expected to increase by \$2.5 billion (27.4%) to \$11.5 billion by 2021. This growth will be uneven, with TPI growing fastest in sub-markets C (Murfreesboro) and D (other Rutherford County) than in Smyrna and LaVergne. Nevertheless, all portions of the Trade Area will see rising TPI over the next several years.

The portion of that income spent on retail goods and services, an indicator of retail demand, will also expand over the next five to seven years. Household-generated retail expenditure potentials will increase by \$1.3 billion or 28.7% to a total of \$5.7 billion by 2021.

Employee-Generated Demand:

Employees at large businesses located near the Lowry Street corridor generate demand for retail goods and services. This demand was calculated and forecasted through 2021, then translated into square footage.

Office workers and certain other employees at Nissan's manufacturing facilities and other major employers near Lowry Street generate about \$2.7 million in retail expenditures at nearby businesses on their lunch breaks and at other times during the work day. These expenditures are expected to increase slightly by 2021. Much of this demand is generated for convenience goods (e.g., gas stations, convenience stores, pharmacies, groceries, etc), but a large amount is also generated to restaurants and shopper's goods stores (e.g., shoe or apparel stores, hardware stores, etc).

Competitive Framework:

Part of the reason that Lowry Street has not captured a larger share of these existing and potential retail expenditures has been its inability to compete for general convenience and shopper's goods sales with Sam Ridley Parkway, as well as Nissan Drive (102), Almaville Road, and commercial nodes further afield in Murfreesboro, LaVergne, Franklin, and Nashville.

Sam Ridley has significant retail volumes due to its highway exposure for commuters to and from I-24. The Sam Ridley corridor has an estimated 1.2 million square feet of retail/commercial space not including medical offices and other uses. Thus, Sam Ridley has roughly twice as much retail use as Lowry Street. This road is anchored by a number of "big-box" and other national brand retailers including Kohl's, Target, Staples (Office Depot), Publix, Kroger, Ross Dress-for-Less, Petsmart, Firestone, Sleep Outfitters, Kirklands, CVS, Walgreen's, Home Depot, Academy Sports, Hibbett Sports, and others. There are also key restaurant brands like Starbuck's, Panera, Ruby Tuesday, Chilli's, Cheddar's, Zaxby's, and local operator Hickory Falls. The Smyrna Malco Theater provides an anchor for family entertainment.

The presence of TriStar Stonecrest Medical Center helps drive medical office and retail demand to this area. Several large shopping centers like Parkway Town Centre attract retailers to the area. Finally, the I-24 and Sam Ridley interchange serves as an accommodation node, with Holiday Inn, Fairfield Inn, Sleep Inn, Hampton Inn, La Quinta Inn, Hilton Garden Inn, and Candlewood Suites generating overnight guest expenditures.

Nissan Drive (Route 102) near Lowry Street has the Wal-Mart Supercenter, Walgreens, O'Reilly Auto Parts, McDonald's, Waffle House, Sonic, Krystal, Game Stop, Rainbow, Papa John's, Exxon, Taco Bell, and other retailers. Almaville Road at Old Nashville Highway has Food Lion, Dollar General, Walgreen's, Bargain Hunt, Mapco, AH Market, etc. Further out Almaville Road is another commercial node at I-24 with gas stations, restaurants, fitness center, and convenience uses.

Table 13. TPI FORECASTS, LOWRY STREET CORRIDOR RETAIL TRADE AREAS, 2016-2021

Trade Area	TPI (000)		2016-2021 Change	
	2016	2021	Amount	Percent
A	\$951,102	\$1,080,568	\$129,466	13.60%
B	\$721,561	\$787,697	\$66,136	9.20%
C	\$2,544,004	\$3,531,512	\$987,508	38.80%
D	\$4,809,522	\$6,097,224	\$1,287,702	26.80%
Total	\$9,026,189	\$11,497,001	\$2,470,812	27.40%
Notes:	Total personal income (TPI) expressed in thousands of constant 2013 dollars.			
Source:	Randall Gross / Development Economics.			

Table 14. AREA EMPLOYEE-GENERATED RETAIL DEMAND, LOWRY STREET CORRIDOR, 2016 & 2021

Type of Good	Employee Expenditures		Sq. Footage Demand	
	2016	2021	2016	2021
Convenience	\$1,358,606	\$1,375,216	3,795	3,842
Shoppers Goods	\$724,878	\$733,740	3,708	3,753
Eating & Drinking	\$522,624	\$529,013	2,099	2,124
Entertainment	\$45,035	\$45,586	450	456
Personal Service	\$52,047	\$52,683	434	439
TOTAL	\$2,703,189	\$2,736,237	10,486	10,614
Source:	Randall Gross / Development Economics.			



Retail Market Analysis

Lowry Street Retail Potentials:

Based on an analysis of the competitive framework, Lowry Street's capture of the market base was determined both for households and employees likely to spend money in the area. This analysis determined that overall, there is an over-supply of about 24,000 square feet of retail/commercial space within the Lowry Street corridor study area. However, that over-supply is generated by certain retail categories while an under-supply exists in other retail categories.

There is an over-supply of convenience goods, shopper's goods, personal service establishments (e.g., barber salons) and limited service restaurants (e.g., fast-food businesses). But, there is an under-supply of full-service dining and entertainment in the corridor. Complicating matters is that vacant space is subtracted from demand to determine the amount of additional commercial space that may be "warranted." But, some of the existing commercial space is under-performing, poorly-designed for retail, or functionally obsolete. Thus, the analysis is conservative in its findings relating to an over-supply.

A more detailed summary of findings by individual retail category is provided in the Appendix of this report. Here, it is clear that the over-supply is generated specifically by auto-oriented businesses (auto dealers, auto suppliers, gas & convenience stores), and by discount department stores, general merchandise stores, fast food establishments, hair and nail salons, and electronics stores (e.g., cellular phone suppliers).

It is important to note that the inventory and analysis were conducted prior to the recent unsurprising closure of the Kmart store, a major discount general merchandise department store. Thus, the over-supply of general merchandise is now a moot finding.

Meanwhile, there is an under-supply of books & music stores, gift & novelty stores, hobby/toy/game shops, office suppliers, sporting goods stores, full-service restaurants and entertainment venues. Some of the entertainment category has since been filled with a new family game venue that has recently opened in the Depot District, but there is still significant demand for additional entertainment uses.

Recommended Retail Mix:

A prospective retail tenant mix is recommended based on the findings of the retail market analysis. This recommended mix forms the basis for marketing and development concepts, and strategies for the corridor.

The recommended mix is oriented to establishing more destination venues and attractions for downtown Smyrna, with 40,000 square feet in family-oriented entertainment (such as a transportation-themed entertainment center), 10,000 square feet in live music venues, 8,000 square feet in gift and novelty stores, a 6,000 square-foot brewpub, and 5,000 square foot train-themed toy and hobby shop. There would also be bookstores, specialty hardware/building supply, antique/specialty home furnishings, apparel & accessories, sporting goods, and jewelry stores. These businesses would build on existing anchors including recreation facilities such as Gold's Gym and the Skate Center, plus unique local businesses like the Omni Hut, Karin's, and Carpe Café that provide opportunities for building a unique brand. Arts and cultural activities, training, venues, and events will also be an important anchor for revitalization of the corridor. These businesses would help strengthen the Depot District's identity and target key markets including Rutherford County millennials and empty nesters, Great Tennessee Air Show visitors and other tourists, Motlow State students, and administrative and professional staff and visitors at nearby industrial businesses.

**Table 15. SUMMARY RETAIL POTENTIAL BY PRIMARY USE
LOWRY STREET CORRIDOR, 2016-2021**

Type of Good	Gross Demand (SF)		Existing Uses	Warranted Demand
	2016	2021		
Convenience	64,085	82,804	85,150	-2,346
Shoppers Goods	245,926	363,351	403,340	-39,989
Eating/Drinking	46,252	76,809	78,300	-1,491
Limited Service	15,934	18,350	27,700	-9,350
Full Service	24,757	49,837	48,100	1,737
Entertainment	48,033	79,518	-	79,518
Personal Services	24,061	30,273	35,580	-5,307
TOTAL	428,357	632,755	602,370	30,385
Existing Vacant			54,000	
Net New Space				-23,615

Source: Randall Gross / Development Economics.

Table 16. RECOMMENDED RETAIL MIX, DEPOT DISTRICT, SMYRNA, 2021

Type of Business	Square Feet
Apparel & Accessories (2)	8,600
Jewelry	3,000
Specialty Furniture/Home Furnishings	4,000
Specialty Hardware/Bldg Supplies	7,500
Books/Music	5,000
Live Music Venue(s)	10,000
Transport Themed Family Entertainment Venue	40,000
Diner/Train Car Restaurant	2,500
Gift, Novelty Stores	8,000
Train/Toy/Hobby Store	5,000
Sporting Goods Store	3,500
Brewpub	6,000
Existing Anchors: Skate Center, Gold's Gym, Town of Smyrna Recreation Facilities, Depot	
Total	103,100



Overlay Study Process

The corridor plan was conducted in four main phases with the intent of allowing careful analysis of the existing data and identification of key opportunities and constraints followed by the exploration of strategic concepts and the selection and documentation of the best solutions. The four main phases of the study include:

1. *Goals & Project Background*
2. *Inventory & Analysis (Opportunities and constraints)*
3. *Strategic Development Plan (Findings and Recommendations)*
4. *Implementation - Lowry Street Revitalization Overlay and Design Standards*

The study was done using a collaborative approach by assembling a project team that included:

- *Town of Smyrna Staff, Project Steering Committee and Key Community Stakeholders*
- *The Ragan-Smith team of land planners, landscape architects and transportation engineers*
- *Common Ground, team of urban designers and planners*
- *Randall Gross Development Economics*
- *Sterling Communications*

Ragan-Smith was the lead firm to coordinate efforts throughout all phases of the project.

Project Schedule:

February 12, 2016:	Kick-off Meeting
March 7, 2016:	Team Site Reconnaissance
April 14, 2016:	Steering Committee Meeting #1
May 12, 2016:	Public Open House
July 18- 21, 2016:	Visioning Workshop Steering Committee #2 Visioning Open House
August 22, 2016:	Project Team Review Meeting
August 29, 2016:	Steering Committee #3
September, 2016:	Community Input on Facebook Postings
October 20, 2016:	Planning Commission & Town Council Workshop
November, 2016:	Planning Commission Review
December, 2016:	Town Council Review
November / December, 2016:	Planning Commission Review
January / February, 2017:	Town Council Review

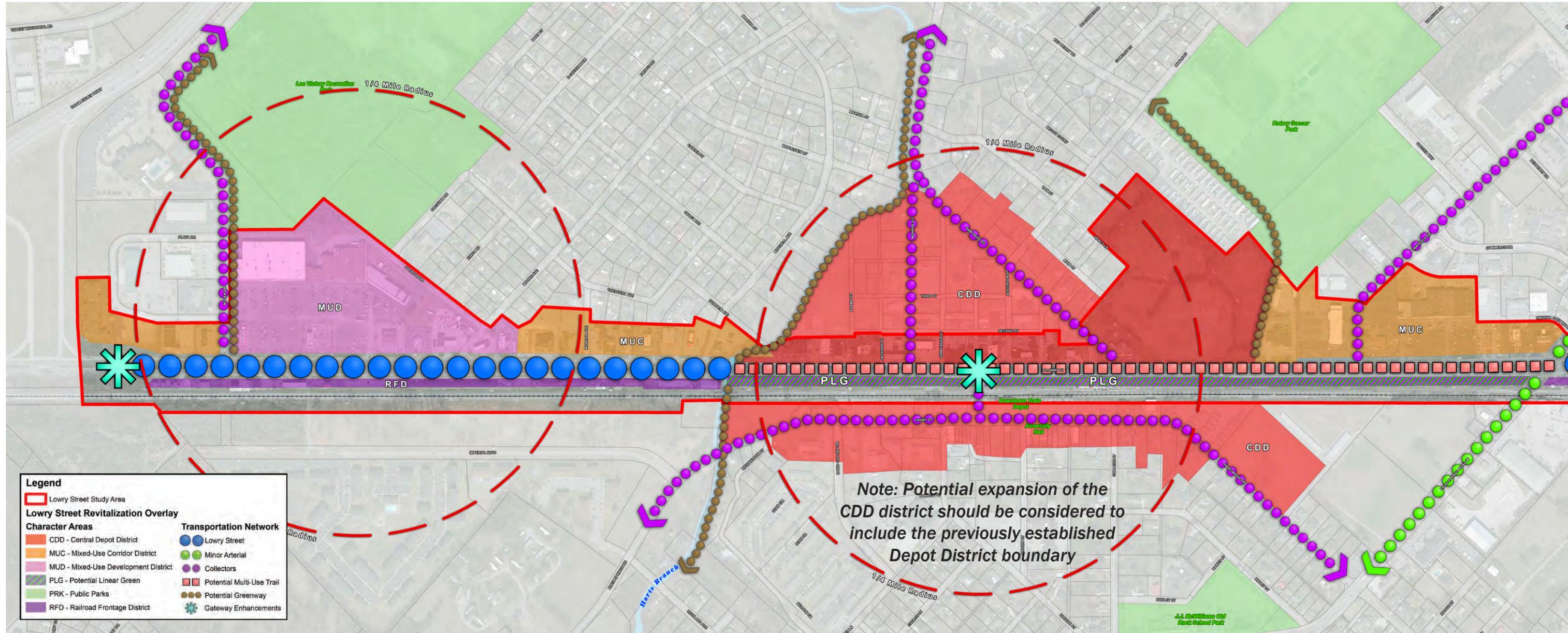




Community Input Summary

Throughout the Overlay Study process, the Steering Committee involvement was considered a high priority. Several workshops and input meetings were held with the public and community leaders to discuss the project goals, review design concepts, and to gather public input which proved invaluable in the planning process. The following is a summary of documented input for the Lowry Street Revitalization Overlay Study. These suggestions have helped to shape the development of the Overlay District & Design Guideline Documents.

Strengthen Downtown Character:	Create Distinct Development Districts:	Develop and Enforce Design Standards:	Provide and Connect Open Space:
<ul style="list-style-type: none"> • Expand and define Downtown Smyrna • Develop and Adopt a Central Depot District Master Plan. • Create a Business Incentive District and collaborate with potential developers • Develop a long term market strategy and branding program. Connecting to the history of transportation along the corridor could be an opportunity. • Expand Downtown Depot District in all directions in order to create a higher density, increase a mixture of uses, and establish a unique place of destination. • Embrace and preserve history of downtown and utilize the feeling in surrounding areas. • Consider an arts and entertainment district to be incorporated into the Central Depot District. • Encourage more locally owned restaurants and businesses 	<ul style="list-style-type: none"> • Establish new zoning districts in the corridor that allow for a greater mixture of residential and mixed-use development. • Create more density of development at the right locations. • Establish a Design Review Committee to oversee all development in study area. • Too much class “B” commercial use. • Encourage new development and higher quality of redevelopment and businesses. • Need to broaden tourist appeal/attractions that are geared towards a wider variety of people and ages. 	<ul style="list-style-type: none"> • Clean up the visual conditions along Lowry Street • Increase open space and landscape requirements in specific districts • Create consistency of buildings and the relationship to the street. • Require joint access and cross access for existing uses and require access by common drives and public streets for new mixed-use. • Control driveways along the corridor. • Create more architectural controls. • Improve visual clutter of signage. • Enforce existing codes on a more strict basis. • Increase number of parking opportunities such as a parking garage, parking at the rear of a building, parallel parking, etc. 	<ul style="list-style-type: none"> • Promote more parks along the corridor and require 6’ sidewalks along Lowry Street. • Link the Higher Density Developments to Parks & Greenways. • Network of new and safer sidewalks throughout corridor • Safer options for pedestrian crossing along Lowry • More biking connections between streetscape, greenways, and parks





Overlay Districts Overview:

The overlay districts were defined by analyzing the existing land use patterns, existing land features, future growth opportunities and the unique qualities of different parts of the corridor.

Subdistrict 1: Central Depot District (CDD)

This area has become the heart of downtown and should be expanded into the surrounding blocks. The rich, historic character gives a unique feeling to downtown and provides options for mixed use options.

Subdistrict 2: Mixed-Use Development (MUD)

Opportunities to create mixed use nodes of dense developments that bring more diverse commercial uses as well as more options for residential growth. Both nodes' proximity to park areas open up unique opportunities for key connections to green space and recreation.

Subdistrict 3: Mixed-Use Corridor (MUC)

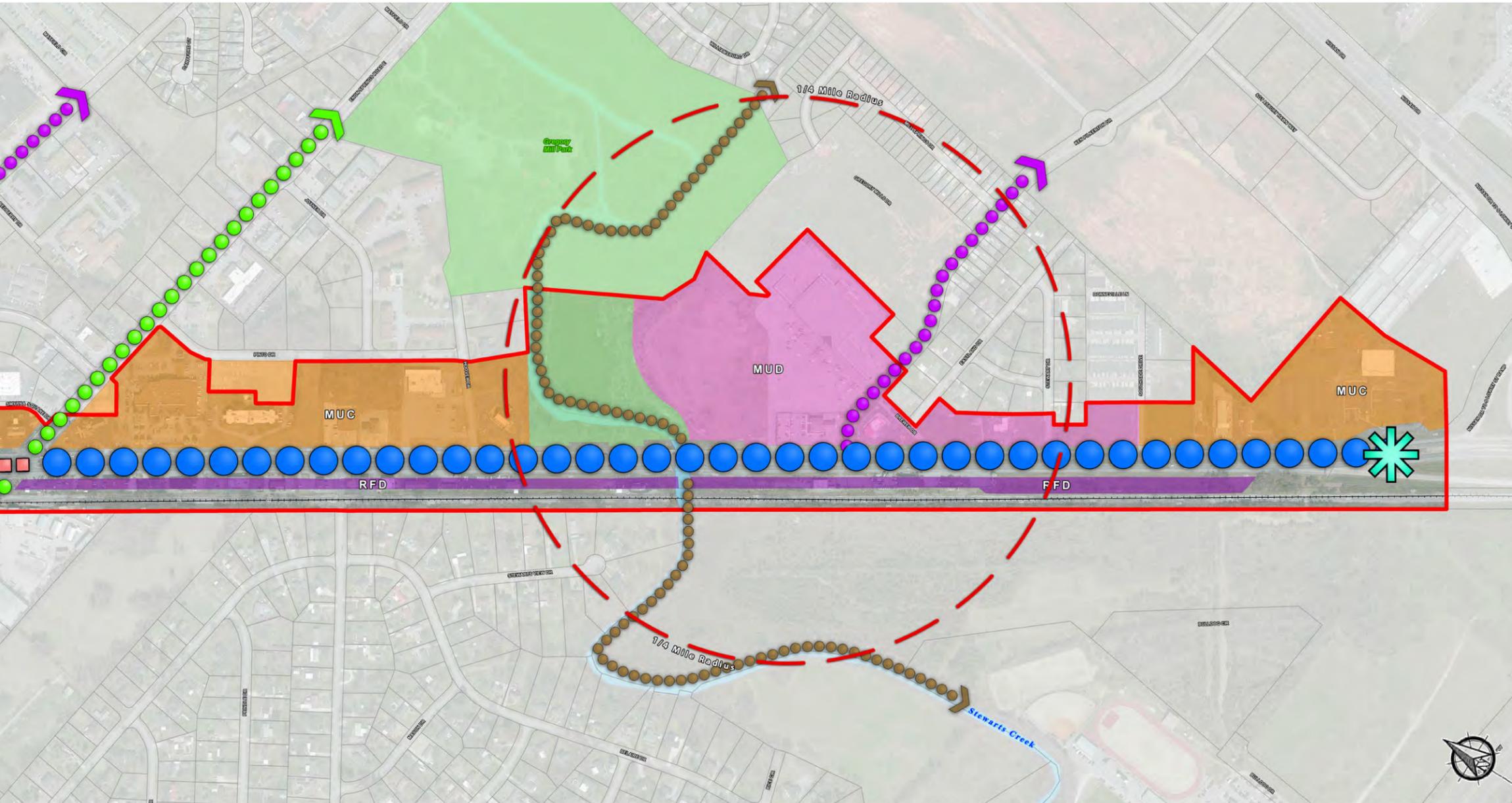
These areas are commercial land uses of medium density. They serve as transitions between the higher density nodes of development and feel more suburban in nature.

Subdistrict 4: Railroad Frontage District (RFD)

This area runs parallel with Lowry for the majority of the corridor and is comprised of narrow lots. Lot width limits the uses to low density commercial

Subdistrict 5: Potential Linear Green (PLG)

This area is made up of the line of narrow lots near downtown. The limitations in developing these properties would open up opportunities to bring green space to downtown. A linear park at the core of the Depot District would serve to create a distinct destination point, increase surrounding land values and encourage new development.

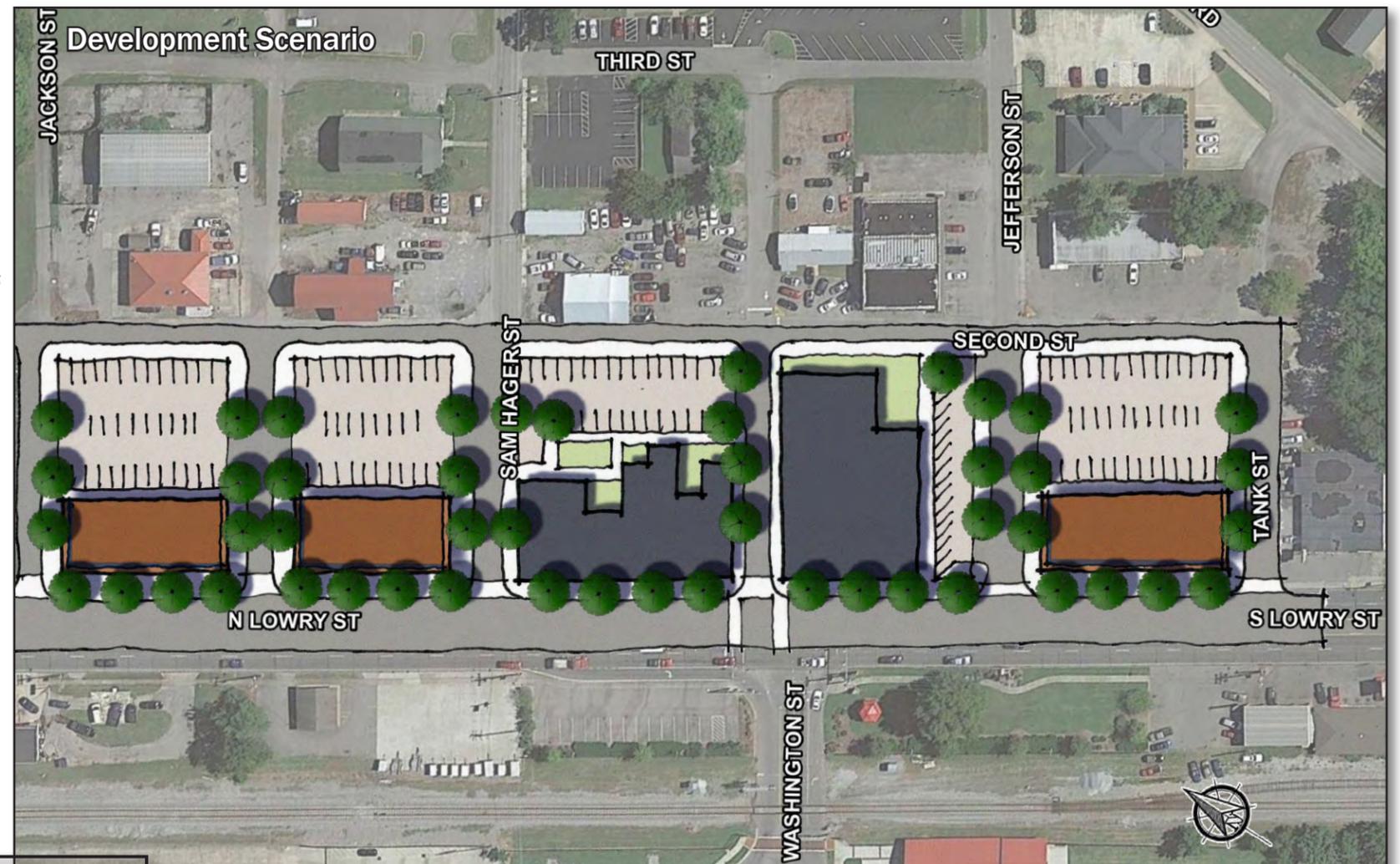




Subdistrict 1: Central Depot District (CDD)

Central Depot District Overview:

- The Central Depot District should be greatly expanded several blocks away from Lowry Street.
- There will be an emphasis on mixed-use buildings, involving uses like retail/ restaurants on ground floor with office or residential above.
- New buildings will be placed at or near the street, are limited to 3 stories, or 4 stories with a residential bonus and will require glazing and articulation on building facades.
- In this area, off-street parking will be proposed at the rear of buildings or in consolidated parking areas.
- The Central Depot District will require the most emphasis along the corridor in regards to building design (walls, openings, roofs, attached elements) and landscaping (hardscaping, street trees).
- Plazas, pocket parks, and enhanced streetscapes should be utilized as places for public interaction. These spaces should be connected with pedestrian and bicycle modes of transportation.
- In order to achieve the ideal redevelopment of some areas, in this district lot consolidation and realignment of the street network may be necessary.
- The Central Depot District should be evaluated at a higher level of detail with a specific master plan study. This is beyond the current scope of his plan, but it should be prioritized as a future step.
- Specific areas of the Lowry Street Revitalization Overlay area were examined to explore how development patterns might look as growth occurs along the corridor. The development areas start with the established street network as a framework. In some cases new street networks area created and lots are consolidated to provide better geometry for typical building patterns. Existing buildings that have strong qualities relative to the character of an area are left in black and become elements of the future development fabric. Lots with buildings that don't fit strongly with the character of an area or might have high redevelopment potential are shown with a new colored development pattern. This is not to imply that the new development pattern determines any final conclusions as to whether a building should stay or go. The pattern depicted is only one of many possible alternatives.





Town Character Mural Opportunity



Artisan Retail Shops



Building Placed Near Street



Mixed-Use with Retail / Residential Above



Streetscape Designed for Public Interaction



Streetscape Designed for Public Interaction



Walkways Designed for Pedestrians



CDD - Existing Design Standards

Existing Zoning: C-1, Central Business District:

District Description:

- This district is designed to provide for a wide range of retail, office, amusement, and service uses, and light industrial processes involving high performance standards. In addition, this district provides for governmental uses, and community facilities and utility necessary to serve the district or which are required for the general community welfare. The regulations are structured to permit maximum freedom of pedestrian movement. Relatively high density and intensity of use is permitted in this district.

Dimensional Regulations:

- All uses permitted in the C-1, Central Business District shall comply with the following requirements except as provided in ARTICLE VI.
 1. **Minimum Lot Size:** No minimum lot size shall be required in the C-1 Districts.
 2. **Minimum Yard Requirements:** Front yard – twenty-five (25) feet. If a building or buildings on an adjacent lot or lots provide front yards less than twenty (20) feet in depth, a front yard equal to the average of adjacent front yards shall be provided. Rear yard – twenty (20) feet. Side yard - none is required. However, if an open area extending along a side lot line is provided, it shall be at least ten (10) feet wide, and it shall be unobstructed.
 3. **Maximum Lot Coverage:** There are no restrictions on the area occupied by all buildings including accessory buildings on a lot or parcel located in the C-1 District.
 4. **Height Requirements:** The maximum height of all buildings located in the C-1 District shall be established as follows, except as provided in ARTICLE VI, SECTION 6.050. In no case shall F.A.A. glide path building height restrictions be exceeded.
 - a. The maximum building height at the street line shall be four (4) stories or fifty (50) feet.
 - b. For each foot the building is setback from the street line, the height of the building may be increased by 1.5 feet to a maximum height of sixty-five (65) feet.
 5. **Parking Space Requirements:** As regulated in ARTICLE IV, SECTION 4.010
 6. **Minimum Floor Area - Upper Story Residential Dwelling:** The minimum floor area for an upper story residential dwelling unit shall be five hundred (500) square feet.

Suggested Change:

- Allow for a mixture of residential uses including duplex, townhomes, condominium, and apartments. Bonus height to 4 stories with residential units above first floor.

Existing Design Manual: (Abbreviated)

1 Site Layout:

- **Site Coverage:** Minimum 15% of the site shall be permeable surfaces, with 10% of the sites vehicular use area or parking being devoted to landscaping.
- **Building Setbacks:** Structures should conform to surrounding setbacks. Where setbacks vary, buildings should be set the average of the adjacent buildings.
- **Streets, Entries, & Curb Cuts:** Continuous curb cuts are discouraged. Number and width of curbs cuts should be the minimum necessary.

2 Grading, Drainage, & Topsoil Preservation:

- **Topography:** Efforts should be taken to minimize disruption of existing topography.
- **Overland Drainage & Detention:** Overland drainage and detention are encouraged.
- **Topsoil Stabilization:** Topsoil shall not be removed from the site, unless the amount of topsoil is not needed for landscaping.

3 Preservation of Existing Trees & Site Features:

- **Protection of Vegetation Surroundings:** The surrounding vegetation shall not be disrupted by construction practices.
- **Retention of Existing Trees:** Existing trees shall be shown on site plan, trees over 18 caliper inches shall be replaced near original location.
- **Retention of Site Features:** Natural features must be located on site plan and preserved wherever possible.

4 Architectural Character:

- **Compatibility with Surroundings:** Building forms should be tailored to fit within existing topography and site features as much as possible.
- **Adapting Prototypical Designs to Particular Sites:** "Standard" designs should be adapted to reflect Smyrna.
- **Relationship to Streets:** Buildings shall be oriented to face the road.

5 Parking Configurations:

- **Efficiency of Parking:** Efficient configuration is required incorporate landscaping and potential site improvements with maximum number of parking spaces.
- **Reduce Apparent Size & Visibility of Parking Areas:** No more than 15 contiguous parking spaces between landscaped areas.
- **Fit Parking Areas to Site Topography:** Paved parking areas shall not exceed 5%.

6 Landscape:

- **Landscape Areas:** Landscaped islands shall be located in parking areas, all sides of buildings visible from public streets shall have foundation plantings.
- **Streetscape:** Boundaries fronting streets shall have landscape zone minimum width of 5 ft with a mixture of shrubs and trees.
- **Plant Materials:** All plant material shall be in conformance with American Standard for Nursery Stock.

7 Screening:

- Three types of screening requirements are distinguished: Transitions between uses, privacy separations between streets and individual sites, and nuisance screening for service and loading areas, and utility boxes.

8 Pedestrian Circulation:

- Sidewalks shall be provided on all commercial sites if the site is located within 1000 feet of a public facility or adjacent to residential areas.

9 Lighting:

- Lighting shall be carefully located for even light levels and minimum intensity levels necessary for safety.





Proposed Design Manual:



1 Site Layout:

- **Site Coverage:**
 - Allow decreased permeable area (10%), especially on redevelopment of existing lots. **(Change from 15%)**
 - Allow decrease of landscaping in vehicular areas to 5% **(Change from 10%)**
- **Building Setbacks:**
 - Reduce all building setbacks to encourage a stronger relationship to the public street
 - Front setback minimum 0', maximum 15'. **(Change from 25' or average of adjacent lots when less than 20')**
- **Streets, Entries, and Curb Cuts**
 - Limit driveway access to rear or sides of buildings and encourage cross access between lots. **(Change from limited front driveway access)**
- TDOT criteria may restrict access to a more stringent level



2 Grading, Drainage, & Topsoil Preservation:

- **Topography:**
 - Efforts shall be made to use the existing topography and minimize grading. Grade relationships to adjoining lots shall allow for access between lots. **(Change to require access between lots, from no specifics about cross access)**
- **Overland Drainage & Detention:**
 - All developments shall comply with the standards in the stormwater management ordinance. Use of best management practices for stormwater is encouraged.
- Max. landscaped slope is 1:3 vertical to horizontal **(No Change)**



3 Preservation of Existing Trees & Site Features:

- **Retention of Existing Trees & Site Features:**
 - Existing Trees & Natural Features shall be located on site plan, preserved, and incorporated into the site wherever feasible. **(No Change)**



4 Architectural Character:

(The following language is proposed as additions to the existing design manual)

- **General:**
 - Building facades that face a street shall be oriented parallel to the street frontage.
 - Building facades that face two streets (corner buildings) shall include architectural features, such as openings (doors and/or windows) and attachments (porches, stoops, bay windows), on both frontages.
 - Drive-throughs shall be located to the rear or side of buildings. Drive-throughs on the side of a building shall be recessed 2 ft. minimum from building faces that face the primary street
- **Height:**
 - Max building height shall be 3 stories (40' max) with bonus height to 4 stories (50') **(Change from 50'-65')**
 - (No building less than 10,000 feet from the end of a runway at the Smyrna/Rutherford County Airport shall be greater than 250' as per F.A.A. standards)
 - Suggest first floor ceiling height at 12' min. **(Change: to add 1st floor height requirement)**
- **Materials:**
 - Discourage large areas of blank walls
 - Allow flexibility in style while maintaining quality of materials.
 - No standard block, metal siding, or vinyl shall be permitted on facade facing a public street
- **Walls:**
 - Building facades that face a street shall only change primary materials along a horizontal line; at inside corners; or outside corners where they wrap the corner a minimum of 2ft.



• Attachments:

- Awnings/canopies shall have a minimum clear height above a sidewalk of 9 feet and a minimum depth of 6ft. A modification to these standards may be approved by the city to fit an awning/canopy on an existing building. **Awning/canopy encroachments into a public right-of-way shall be approved by the authority with ownership of the right-of-way. Awnings and canopies shall not be internally illuminated.**
- Balconies shall have a minimum clear height above a sidewalk of 9ft. and a minimum clear depth of 4ft. Balconies shall not be fully enclosed.
- Bay windows shall have visible support, either by extending the bay to grade with a foundation or transferring the projection back to the wall with beams, brackets, or brick corbeling.
- Porches shall have a minimum clear depth of 6ft. excluding steps. Porches may not encroach into a public right-of-way. Porches shall not be fully enclosed.
- Stoops shall have a minimum clear depth of 4ft. Stoops may not encroach into a public right-of-way. Stoops shall not be fully enclosed.
- **Roofs:**
 - Flat roofs shall include a parapet on all street-facing facades. The primary material for parapets shall match the material of its associated facade.
 - Sloped roofs visible from the street shall be symmetrically pitched.

General additions in materials/walls/attachments/roofs



5 Parking Configurations:

- **Efficiency and Placement of Parking:**
 - Create efficient parking areas at rear of buildings
 - Encourage connections and joint access of parking areas
- **Reduce Apparent Size & Visibility of Parking Areas:**
 - Relate screening requirements to views from the public streets.
- Common parking areas and garages should be incorporated into site design when possible



6 Landscape:

- **Landscape Areas:**
 - Provide canopy trees along all public streets (50' o.c.), and in all plazas and park areas.
 - **Change: Reduced landscape at frontage of buildings with front setbacks 5' or less. No foundation plantings required, provides at least 2 planters provided at street level per building.**
 - **Change: All landscape beds planted adjacent to parking areas shall be a minimum width of 8' to accommodate car overhang**

7 Screening:

- Screen common service areas from public streets and adjoining property owners
- Relax requirements to screen individual utility boxes and pads in hardscape areas that have limited room for landscape beds, private drives, and building access routes.



8 Pedestrian Circulation:

- Pedestrian & Bicycle connections shall be provided and have a minimum unobstructed pathway of 6' free from street trees, utility poles, and similar features.
- Sidewalks along building frontage associated with public streets shall have a minimum width of 10'

9 Lighting:

- Decorative pedestrian scale lighting shall be located along all public streets to match fixture style of the lighting in the Depot District.
- **Change: Pedestrian scale street lighting is required**



CDD - Proposed Street Perspective



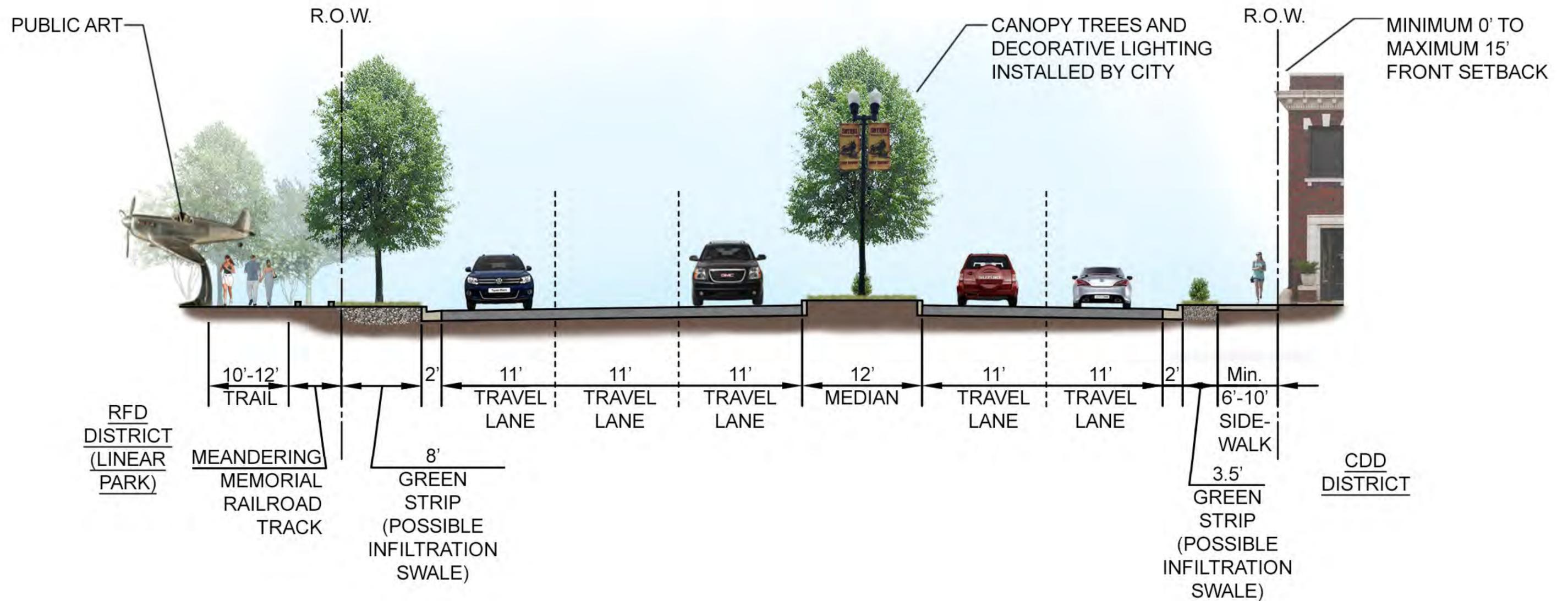
Existing Street



Photo Simulation with Street Improvements



CDD - Proposed Street Section





Subdistrict 2: Mixed-Use Development (MUD)

Mixed-Use Development Overview:

- The Mixed-Use Development District will put an emphasis on providing higher density residential with a mixture of office & commercial land use.
- Internal access roads in this area should provide joint access between buildings and promote consolidated parking.
- Controlled access should be designed off Lowry Street.
- Parking should be located to the rear or sides of buildings.
- Parking will be limited to no more than 2 rows along Lowry Street frontage.
- Public Plaza, Pocket Parks, and landscape related to the street shall be emphasized.
- Buildings should be placed with similar setbacks to the street and primary access drives.
- Maximum building height of 4 stories or 45'.
- Open Space should be planned to allow for adjoining greenway and park connection.
- Specific areas of the Lowry Street Revitalization Overlay area were examined to explore how development patterns might look as growth occurs along the corridor. The development areas start with the established street network as a framework. In some cases new street networks area created and lots are consolidated to provide better geometry for typical building patterns. Existing buildings that have strong qualities relative to the character of an area are left in black and become elements of the future development fabric. Lots with buildings that don't fit strongly with the character of an area or might have high redevelopment potential are shown with a new colored development pattern. This is not to imply that the new development pattern determines any final conclusions as to whether a building should stay or go. The pattern depicted is only one of many possible alternatives.





MUD - Precedent Imagery



Mixed-Use Development with Common Open Space



High-Density Residential at Street Frontage



Mixed-Use Retail / Residential



High-Density Residential With First Floor Retail/Office



Creative Streetscape in Mixed-Use Development



High-Density Residential



MUD - Existing Design Standards

Existing Zoning: C-2, Highway Service:

District Description:

- This district is designed to provide adequate space in appropriate locations for uses, which serve the needs of the motoring public. Automobile and other vehicular service establishments, transient sleeping accommodations, and eating and drinking establishments primarily characterize this district. In addition, commercial trade and service uses are permitted if necessary to serve the recurring needs of persons frequenting these districts. Community facilities and utilities necessary to serve these districts or those which are necessary for the general community welfare are also permitted. Bulk limitations required of uses in these districts, in part, are designed to maximize compatibility with lesser intense use of land or building in proximate residential districts. Appropriate locations for these districts are along major traffic arteries. Such districts should be situated near major transportation interchanges in clustered developments patterns, and not patterns of striped commercial development extending in a continuous manner along such major traffic arteries.

Dimensional Regulations:

- All uses permitted in the C-2, Highway Service District shall comply with the following requirements except as provided in ARTICLE VI.
 - Minimum Lot Size: 20,000 square feet
 - Minimum Yard Requirements:

Front Setback -	Thirty-five (35) feet
Side -	Fifteen (15) feet
Rear -	Twenty (20) feet
 - Maximum Lot Coverage: On any area or parcel of land, the area occupied by all buildings including accessory buildings shall not exceed seventy (70) percent of the total area of such lot or parcel.
 - Height Requirements: No building shall exceed forty (40) feet in height, except as provided in ARTICLE VI, SECTION 6.050. In no case shall F.A.A. glide path building height restrictions be exceeded.
 - Parking Space Requirements: As regulated in ARTICLE IV, SECTION 4.010

Suggested Change:

- Allow for a mixture of residential uses including duplex, townhomes, condominium, and apartments.

Existing Design Manual: (Abbreviated)

1 Site Layout:

- Site Coverage: Minimum 15% of the site shall be permeable surfaces, with 10% of the sites vehicular use area or parking being devoted to landscaping.
- Building Setbacks: Structures should conform to surrounding setbacks. Where setbacks vary, buildings should be set the average of the adjacent buildings.
- Streets, Entries, & Curb Cuts: Continuous curb cuts are discouraged. Number and width of curbs cuts should be the minimum necessary.

2 Grading, Drainage, & Topsoil Preservation:

- Topography: Efforts should be taken to minimize disruption of existing topography.
- Overland Drainage & Detention: Overland drainage and detention are encouraged.
- Topsoil Stabilization: Topsoil shall not be removed from the site, unless the amount of topsoil is not needed for landscaping.

3 Preservation of Existing Trees & Site Features:

- Protection of Vegetation Surroundings: The surrounding vegetation shall not be disrupted by construction practices.
- Retention of Existing Trees: Existing trees shall be shown on site plan, trees over 18 caliper inches shall be replaced near original location.
- Retention of Site Features: Natural features must be located on site plan and preserved wherever possible.

4 Architectural Character:

- Compatibility with Surroundings: Building forms should be tailored to fit within existing topography and site features as much as possible.
- Adapting Prototypical Designs to Particular Sites: "Standard" designs should be adapted to reflect Smyrna.
- Relationship to Streets: Buildings shall be oriented to face the road.

5 Parking Configurations:

- Efficiency of Parking: Efficient configuration is required incorporate landscaping and potential site improvements with maximum number of parking spaces.
- Reduce Apparent Size & Visibility of Parking Areas: No more than 15 contiguous parking spaces between landscaped areas.
- Fit Parking Areas to Site Topography: Paved parking areas shall not exceed 5% slope.

6 Landscape:

- Landscape Areas: Landscaped islands shall be located in parking areas, all sides of buildings visible from public streets shall have foundation plantings.
- Streetscape: Boundaries fronting streets shall have landscape zone minimum width of 5 ft with a mixture of shrubs and trees.
- Plant Materials: All plant material shall be in conformance with American Standard for Nursery Stock.

7 Screening:

- Three types of screening requirements are distinguished: Transitions between uses, privacy separations between streets and individual sites, and nuisance screening for service and loading areas, and utility boxes.

8 Pedestrian Circulation:

- Sidewalks shall be provided on all commercial sites if the site is located within 1000 feet of a public facility or adjacent to residential areas.

9 Lighting:

- Lighting shall be carefully located for even light levels and minimum intensity levels necessary for safety.



Proposed Design Manual:



1 Site Layout:

- **Site Coverage:**
 - Consistent with existing standards (15% of site and 10% of vehicular area in landscape)
- **Building Setbacks:**
 - Reduce building setbacks to encourage stronger relationship to the public street or common drive. Front setback min 20' to 80' max. **(Change from front setback of 35')**
- **Streets, Entries, and Curb Cuts**
 - Access on Lowry Street to be joint access for adjoining buildings or lots when possible.
 - Access from secondary roads off Lowry Street should be a priority.
 - No more than 1 curb cut per 200' of frontage on Lowry Street
 - TDOT criteria may restrict access to a more stringent level



2 Grading, Drainage, & Topsoil Preservation:

- **Topography:**
 - Efforts shall be made to use the existing topography and minimize grading. Grade relationships to adjoining lots shall allow for access between lots. **(Change: Required access between lots)**
- **Overland Drainage & Detention:**
 - All developments shall comply with the standards in the stormwater management ordinance. Use of best management practices for stormwater is encouraged.
 - Maximum landscape slope is 1:3 vertical to horizontal



3 Preservation of Existing Trees & Site Features:

- **Retention of Existing Trees & Site Features:**
 - Existing Trees & Natural Features shall be located on site plan, preserved, and incorporated into the site wherever feasible. **(No change)**



4 Architectural Character:

(The following language is proposed as additions to the existing design manual)

- **Height:**
 - Max building height shall be 3 stories (40' max)
 - (No building less than 10,000 feet from the end of a runway at the Smyrna/Rutherford County Airport shall be greater than 250' as per F.A.A. standards)
- **Materials:**
 - Discourage large areas of blank walls and encourage front door access and windows
 - Allow flexibility in style while maintaining quality of materials.
 - No standard block, metal siding, or vinyl shall be permitted on facade facing a public street.
- **Walls:**
 - Building facades that face a street shall only change primary materials along a horizontal line; at inside corners; or outside corners where they wrap the corner a minimum of 2ft.
- **Attachments:**
 - Awnings/canopies shall have a minimum clear height above a sidewalk of 9 feet and a minimum depth of 6ft. A modification to these standards may be approved by the city to fit an awning/canopy on an existing building. Awning/canopy encroachments into a public right-of-way shall be approved by the authority with ownership of the right-of-way. Awnings and canopies shall not be internally illuminated.



- Balconies shall have a minimum clear height above a sidewalk of 9ft. and a minimum clear depth of 4ft. Balconies shall not be fully enclosed.
- Bay windows shall have visible support, either by extending the bay to grade with a foundation or transferring the projection back to the wall with beams, brackets, or brick corbeling.
- Porches shall have a minimum clear depth of 6ft. excluding steps. Porches may not encroach into a public right-of-way. Porches shall not be fully enclosed.
- Stoops shall have a minimum clear depth of 4ft. Stoops may not encroach into a public right-of-way. Stoops shall not be fully enclosed.
- **Roofs:**
 - Flat roofs shall include a parapet on all street-facing facades. The primary material for parapets shall match the material of its associated facade.
 - Sloped roofs visible from the street shall be symmetrically pitched.

General additions in materials/walls/attachments/roofs



5 Parking Configurations:

- **Efficiency and Placement of Parking:**
 - **Change: Allow a maximum of two rows of parking on Lowry Street.**
- **Reduce Apparent Size & Visibility of Parking Areas:**
 - Relate screening requirements to views from the public streets.
- Common parking areas and parking garages should be incorporated into site design when possible.



6 Landscape:

- **Landscape Areas:**
 - Foundation plantings and screening consistent with existing guidelines.
 - **Change: All landscape beds planted adjacent to parking areas shall be a minimum width of 8' to accommodate car overhang.**
 - Provide canopy trees along all public streets (50' o.c.) and common open space.

7 Screening:

- Screen common service areas from public streets and adjoining property owners
- **No change**



8 Pedestrian Circulation:

- **Change: Require sidewalks on all public streets and private access drives**
- Pedestrian & Bicycle connections shall be provided along private access drives and building access drives, and have a minimum unobstructed pathway of 6' free from street trees, utility poles, and similar features.
- Building frontage associated with public streets shall have a minimum width of 8'.

9 Lighting:

- Decorative pedestrian scale lighting shall be located along all public streets to match fixture style of the lighting in the Depot District.
- **Change: Pedestrian scale street lighting is required**



MUD - Proposed Street Perspective



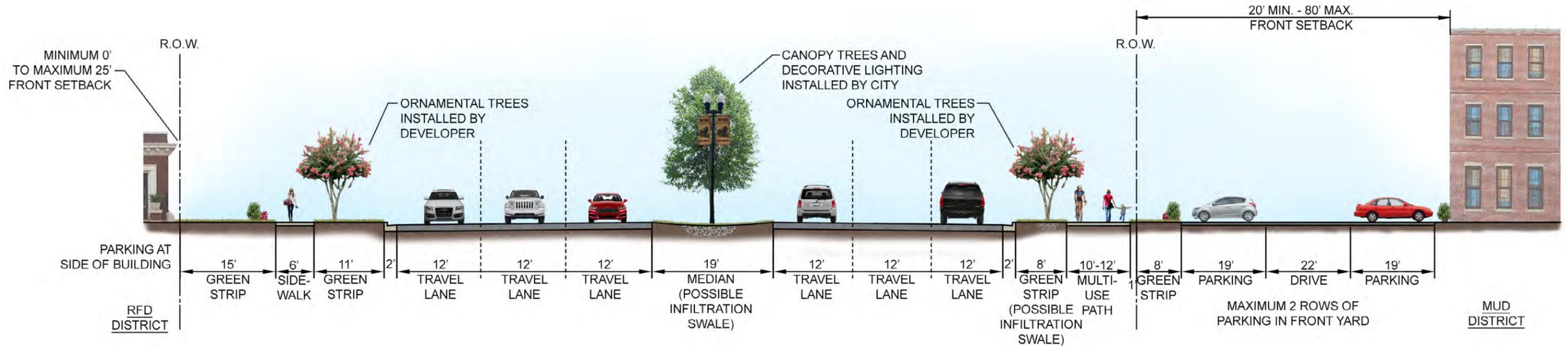
Existing Street



Photo Simulation with Street Improvements



MUD - Proposed Street Section





Subdistrict 3: Mixed-Use Corridor (MUC)

Mixed-Use Corridor Overview:

- The Mixed-Use Corridor District acts as a transition point between the Central Depot District and the Mixed-Use Development Districts.
- This area will also be mixed-use, but will emphasize low to medium intensity commercial.
- The buildings will set back from Lowry and be limited to 3 stories.
- There will be limited parking in front along Lowry, with the remaining located to the side or rear of the buildings.
- Consolidated parking areas and cross access between parcels should be used to promote efficiency.
- Controlled access should be designed off Lowry Street.
- Open space and landscape requirements increase along the public frontage of Lowry Street in this sub district.
- Specific areas of the Lowry Street Revitalization Overlay area were examined to explore how development patterns might look as growth occurs along the corridor. The development areas start with the established street network as a framework. In some cases new street networks are created and lots are consolidated to provide better geometry for typical building patterns. Existing buildings that have strong qualities relative to the character of an area are left in black and become elements of the future development fabric. Lots with buildings that don't fit strongly with the character of an area or might have high redevelopment potential are shown with a new colored development pattern. This is not to imply that the new development pattern determines any final conclusions as to whether a building should stay or go. The pattern depicted is only one of many possible alternatives.





Typical Office



Mixed-Use Residential Townhomes



Retail to Serve Local Community



Typical Commercial Services



Mixed-Use with Retail / Office



Mixed-Use with Retail / Office



Typical Restaurant Services



MUC - Existing Design Standards

Existing Zoning: C-2, Highway Service:

District Description:

- This district is designed to provide adequate space in appropriate locations for uses, which serve the needs of the motoring public. Automobile and other vehicular service establishments, transient sleeping accommodations, and eating and drinking establishments primarily characterize this district. In addition, commercial trade and service uses are permitted if necessary to serve the recurring needs of persons frequenting these districts. Community facilities and utilities necessary to serve these districts or those which are necessary for the general community welfare are also permitted. Bulk limitations required of uses in these districts, in part, are designed to maximize compatibility with lesser intense use of land or building in proximate residential districts. Appropriate locations for these districts are along major traffic arteries. Such districts should be situated near major transportation interchanges in clustered developments patterns, and not patterns of striped commercial development extending in a continuous manner along such major traffic arteries.

Dimensional Regulations:

- All uses permitted in the C-2, Highway Service District shall comply with the following requirements except as provided in ARTICLE VI.
 - Minimum Lot Size: 20,000 square feet
 - Minimum Yard Requirements:

Front Setback -	Thirty-five (35) feet
Side -	Fifteen (15) feet
Rear -	Twenty (20) feet
 - Maximum Lot Coverage: On any area or parcel of land, the area occupied by all buildings including accessory buildings shall not exceed seventy (70) percent of the total area of such lot or parcel.
 - Height Requirements: No building shall exceed forty (40) feet in height, except as provided in ARTICLE VI, SECTION 6.050. In no case shall F.A.A. glide path building height restrictions be exceeded.
 - Parking Space Requirements: As regulated in ARTICLE IV, SECTION 4.010

Suggested Change:

- Allow for a mixture of residential uses including duplex, townhomes, condominium, and apartments. Bonus height to 3 stories with residential units

Existing Design Manual: (Abbreviated)

1 Site Layout:

- Site Coverage: Minimum 15% of the site shall be permeable surfaces, with 10% of the sites vehicular use area or parking being devoted to landscaping.
- Building Setbacks: Structures should conform to surrounding setbacks. Where setbacks vary, buildings should be set the average of the adjacent buildings.
- Streets, Entries, & Curb Cuts: Continuous curb cuts are discouraged. Number and width of curbs cuts should be the minimum necessary.

2 Grading, Drainage, & Topsoil Preservation:

- Topography: Efforts should be taken to minimize disruption of existing topography.
- Overland Drainage & Detention: Overland drainage and detention are encouraged.
- Topsoil Stabilization: Topsoil shall not be removed from the site, unless the amount of topsoil is not needed for landscaping.

3 Preservation of Existing Trees & Site Features:

- Protection of Vegetation Surroundings: The surrounding vegetation shall not be disrupted by construction practices.
- Retention of Existing Trees: Existing trees shall be shown on site plan, trees over 18 caliper inches shall be replaced near original location.
- Retention of Site Features: Natural features must be located on site plan and preserved wherever possible.

4 Architectural Character:

- Compatibility with Surroundings: Building forms should be tailored to fit within existing topography and site features as much as possible.
- Adapting Prototypical Designs to Particular Sites: "Standard" designs should be adapted to reflect Smyrna.
- Relationship to Streets: Buildings shall be oriented to face the road.

5 Parking Configurations:

- Efficiency of Parking: Efficient configuration is required incorporate landscaping and potential site improvements with maximum number of parking spaces.
- Reduce Apparent Size & Visibility of Parking Areas: No more than 15 contiguous parking spaces between landscaped areas.
- Fit Parking Areas to Site Topography: Paved parking areas shall not exceed 5%.

6 Landscape:

- Landscape Areas: Landscaped islands shall be located in parking areas, all sides of buildings visible from public streets shall have foundation plantings.
- Streetscape: Boundaries fronting streets shall have landscape zone minimum width of 5 ft with a mixture of shrubs and trees.
- Plant Materials: All plant material shall be in conformance with American Standard for Nursery Stock.

7 Screening:

- Three types of screening requirements are distinguished: Transitions between uses, privacy separations between streets and individual sites, and nuisance screening for service and loading areas, and utility boxes.

8 Pedestrian Circulation:

- Sidewalks shall be provided on all commercial sites if the site is located within 1000 feet of a public facility or adjacent to residential areas.

9 Lighting:

- Lighting shall be carefully located for even light levels and minimum intensity levels necessary for safety.



MUC - Proposed Design Standards

Proposed Design Manual:



1 Site Layout:

- Site Coverage:
 - Increase minimum permeable surface area to 20% of site and 12% of vehicular area in landscape. **(Change from 15% of site)**
- Building Setbacks:
 - Increase front building setbacks to 40' min to 80' max to create more space between building and road. **(Change from 35')**
- Streets, Entries, and Curb Cuts
 - No more than one curb cut per 100' of frontage. Combined and shared access between properties shall be required for lots with less than 300' of frontage **(Change: Joint access lots less than 300')**
 - TDOT criteria may restrict access to a more stringent level



2 Grading, Drainage, & Topsoil Preservation:

- Topography:
 - Efforts shall be made to use the existing topography and minimize grading. Grade relationships to adjoining lots shall allow for access between lots. **(Change: Required access between lots)**
- Overland Drainage & Detention:
 - All developments shall comply with the standards in the stormwater management ordinance. Use of best management practices for stormwater is encouraged.
 - Maximum landscape slope is 1:3 vertical to horizontal



3 Preservation of Existing Trees & Site Features:

- Retention of Existing Trees & Site Features:
 - Existing Trees & Natural Features shall be located on site plan, preserved, and incorporated into the site wherever feasible. **(No change)**



4 Architectural Character:

(The following language is proposed as additions to the existing design manual)

- Height:
 - Max building height shall be 2 stories (30' max), with bonus height of 3 story (40' max) with residential units
 - **(No building less than 10,000 feet from the end of a runway at the Smyrna/Rutherford County Airport shall be greater than 250' as per F.A.A. standards)**
- Materials
 - Discourage large areas of blank walls
 - Allow flexibility in style while maintaining quality of materials.
- Walls:
 - Building facades that face a street shall only change primary materials along a horizontal line; at inside corners; or outside corners where they wrap the corner a minimum of 2ft.
- Attachments:
 - Awnings/canopies shall have a minimum clear height above a sidewalk of 9 feet and a minimum depth of 6ft. A modification to these standards may be approved by the city to fit an awning/canopy on an existing building. Awning/canopy encroachments into a public right-of-way shall be approved by the authority with ownership of the right-of-way. Awnings and canopies shall not be internally illuminated.



- Balconies shall have a minimum clear height above a sidewalk of 9ft. and a minimum clear depth of 4ft. Balconies shall not be fully enclosed.
- Bay windows shall have visible support, either by extending the bay to grade with a foundation or transferring the projection back to the wall with beams, brackets, or brick corbeling.
- Porches shall have a minimum clear depth of 6ft. excluding steps. Porches may not encroach into a public right-of-way. Porches shall not be fully enclosed.
- Stoops shall have a minimum clear depth of 4ft. Stoops may not encroach into a public right-of-way. Stoops shall not be fully enclosed.
- Roofs:
 - Flat roofs shall include a parapet on all street-facing facades. The primary material for parapets shall match the material of its associated facade.
 - Sloped roofs visible from the street shall be symmetrically pitched.

General additions in materials/walls/attachments/roofs



5 Parking Configurations:

- Efficiency of Parking:
 - **Change: Minimize extent of parking exposed to public right-of-way with a maximum of one double loaded parking bay between the building and street.**
- Reduce Apparent Size & Visibility of Parking Areas:
 - Utilize walls, berms, and/or evergreen plantings to screen parking. Break parking into sublots containing no more than 90 parking spaces utilizing linear landscape islands with 10' minimum width and one island after every 15 continuous parking stalls. Provide 9' landscape islands at the end of parking bays.



6 Landscape:

- Landscape Areas:
 - **Change: All landscape beds planted adjacent to parking areas shall be a minimum width of 8' to accommodate car overhang.**
 - Provide canopy trees along public streets (50' o.c.)
 - Add 2nd level accent shrubs and small understory trees to screen parking

7 Screening:

- Screen common service areas from public streets and adjoining property owners. **(No change)**



8 Pedestrian Circulation:

- Pedestrian & Bicycle connections shall be provided along public streets and have a minimum width of 6 feet, unobstructed by street trees, utility poles and similar features.
- A sidewalk connection route shall be required from the public street to access the front doors of each building.

9 Lighting:

- Parking and site lighting per existing guidelines **(no change)**
- No proposed decorative pedestrian lights along Lowry Street.



MUC - Proposed Perspective



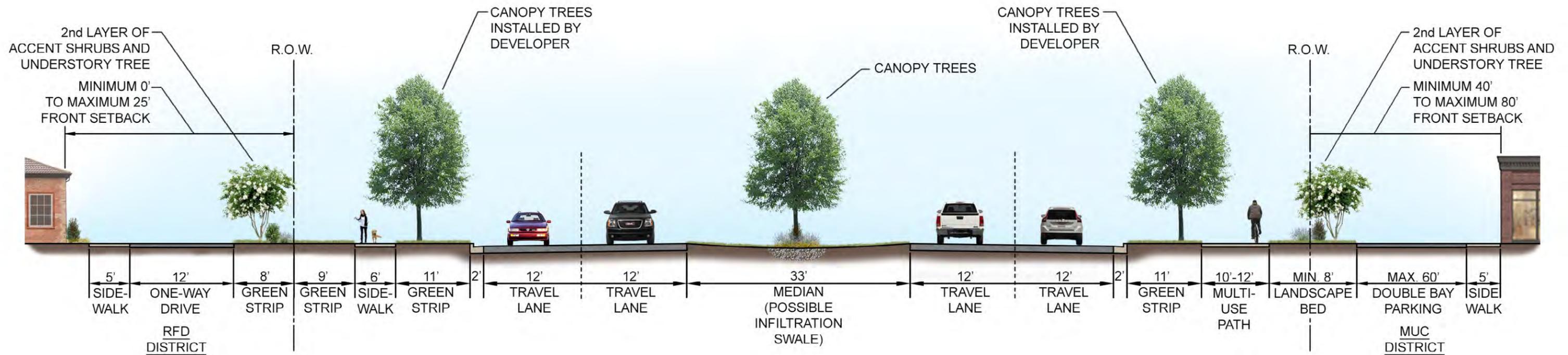
Existing Street



Photo Simulation with Street Improvements



MUC - Proposed Street Section





Subdistrict 4: Railroad Frontage District (RFD)

Railroad Frontage District Overview:

- The Railroad Frontage District is a mixed-use area that has an emphasis on low intensity commercial
- The buildings will have shallow setbacks off Lowry and will be limited to 2 stories with surface parking. Buildings may be 3 stories with enclosed first floor parking
- Parking will primarily be located to the side of the buildings
- Additionally, parking on ground level of buildings is permitted
- Any parking should utilize consolidated access
- This area will have more emphasis on building design (walls, openings, attached elements) and less on landscaping (street trees)
- Lots in this district have been depicted from GIS data. Impacts from TDOT Right Of Way and railroad easements will require further research to determine accurate development opportunities.
- Specific areas of the Lowry Street Revitalization Overlay area were examined to explore how development patterns might look as growth occurs along the corridor. The development areas start with the established street network as a framework. In some cases new street networks area created and lots are consolidated to provide better geometry for typical building patterns. Existing buildings that have strong qualities relative to the character of an area are left in black and become elements of the future development fabric. Lots with buildings that don't fit strongly with the character of an area or might have high redevelopment potential are shown with a new colored development pattern. This is not to imply that the new development pattern determines any final conclusions as to whether a building should stay or go. The pattern depicted is only one of many possible alternatives.
- The economic value of these lots is fiscally depressed due to size, impact from the railroad, and the railroad easement. The cost of providing city services is high on a square foot basis when compared to lots on the east side of Lowry





Example of Design Scenario



Narrow Commercial Buildings



Small Multi-Use Building



Narrow Commercial Building



Existing Narrow Commercial Building



Narrow Depth Residential



Parking to the Side of Buildings



RFD - Existing Design Standards

Existing Zoning: C-3, Restrictive Highway Service:

District Description:

- This district is designed to provide for the provision of general commercial trade and service uses to a vehicular oriented clientele. This district is restricted in location to those areas of the community that fall between certain portions of Lowry Street and the CSX Railroad Line. Due to the unique configuration of developable land within these areas, several of the yard requirements pertaining thereto have been modified in order to feasibly make use of such properties. In general, the various land uses allowed in the Highway Service Districts' are also permitted within all Restricted Commercial Zoning Districts.

Dimensional Regulations:

- All uses permitted in the C-3, Restricted Commercial District shall comply with the following requirements except as provided in ARTICLE VI.
 1. Minimum Lot Size: No minimum lot size shall be required in the C-3 District.
 2. Minimum Yard Requirements:

Front Setback -	None
Side -	Fifteen (15) feet
Rear -	None
 3. Maximum Lot Coverage: On any area or parcel of land, the area occupied by all buildings including accessory buildings shall not exceed sixty (60) percent of the total area of such lot or parcel.
 4. Height Requirements: No building shall exceed forty (40) feet in height, except as provided in ARTICLE VI, SECTION 6.050. In no case shall F.A.A. glide path building height restrictions be exceeded.
 5. Parking Space Requirements: As regulated in ARTICLE IV, SECTION 4.010

Existing Design Manual: (Abbreviated)

1 Site Layout:

- Site Coverage: Minimum 15% of the site shall be permeable surfaces, with 10% of the sites vehicular use area or parking being devoted to landscaping.
- Building Setbacks: Structures should conform to surrounding setbacks. Where setbacks vary, buildings should be set the average of the adjacent buildings.
- Streets, Entries, & Curb Cuts: Continuous curb cuts are discouraged. Number and width of curbs cuts should be the minimum necessary.

2 Grading, Drainage, & Topsoil Preservation:

- Topography: Efforts should be taken to minimize disruption of existing topography.
- Overland Drainage & Detention: Overland drainage and detention are encouraged.
- Topsoil Stabilization: Topsoil shall not be removed from the site, unless the amount of topsoil is not needed for landscaping.

3 Preservation of Existing Trees & Site Features:

- Protection of Vegetation Surroundings: The surrounding vegetation shall not be disrupted by construction practices.
- Retention of Existing Trees: Existing trees shall be shown on site plan, trees over 18 caliper inches shall be replaced near original location.
- Retention of Site Features: Natural features must be located on site plan and preserved wherever possible.

4 Architectural Character:

- Compatibility with Surroundings: Building forms should be tailored to fit within existing topography and site features as much as possible.
- Adapting Prototypical Designs to Particular Sites: "Standard" designs should be adapted to reflect Smyrna.
- Relationship to Streets: Buildings shall be oriented to face the road.

5 Parking Configurations:

- Efficiency of Parking: Efficient configuration is required incorporate landscaping and potential site improvements with maximum number of parking spaces.
- Reduce Apparent Size & Visibility of Parking Areas: No more than 15 contiguous parking spaces between landscaped areas.
- Fit Parking Areas to Site Topography: Paved parking areas shall not exceed 5%.

6 Landscape:

- Landscape Areas: Landscaped islands shall be located in parking areas, all sides of buildings visible from public streets shall have foundation plantings.
- Streetscape: Boundaries fronting streets shall have landscape zone minimum width of 5 ft with a mixture of shrubs and trees.
- Plant Materials: All plant material shall be in conformance with American Standard for Nursery Stock.

7 Screening:

- Three types of screening requirements are distinguished: Transitions between uses, privacy separations between streets and individual sites, and nuisance screening for service and loading areas, and utility boxes.

8 Pedestrian Circulation:

- Sidewalks shall be provided on all commercial sites if the site is located within 1000 feet of a public facility or adjacent to residential areas.

9 Lighting:

- Lighting shall be carefully located for even light levels and minimum intensity levels necessary for safety.



Proposed Design Manual:



1 Site Layout:

- Site Coverage:
 - Allow decreased permeable area (10%), especially on redevelopment of existing lots. **(Change from 15%)**
 - Allow decrease of landscaping in vehicular areas to 5% **(Change from 10%)**
- Building Setbacks:
 - Reduce all building setbacks to encourage a stronger relationship to the public street
 - Front setback minimum 0', maximum 25'. **(Change from 25' or average of adjacent lots when less than 20')**
- Streets, Entries, and Curb Cuts
 - Limit driveway access to rear or sides of buildings and encourage cross access between lots. **(Change from limited front driveway access)**
 - Access from Lowry shall be joint access for adjoining buildings and lots **(Change: joint access required)**
- TDOT criteria may restrict access to a more stringent level



2 Grading, Drainage, & Topsoil Preservation:

- Topography:
 - Efforts shall be made to use the existing topography and minimize grading. Grade relationships to adjoining lots shall allow for access between lots.
- Overland Drainage & Detention:
 - All developments shall comply with the standards in the stormwater management ordinance. Use of best management practices for stormwater is encouraged.
- Maximum landscape slope is 1:3 vertical to horizontal



3 Preservation of Existing Trees & Site Features:

- Retention of Existing Trees & Site Features:
 - Existing Trees & Natural Features shall be located on site plan, preserved, and incorporated into the site wherever feasible.
- (No change)**



4 Architectural Character:

(The following language is proposed as additions to the existing design manual)

- Height:
 - Max building height shall be 2 stories (30' max)
 - **(No building less than 10,000 feet from the end of a runway at the Smyrna/Rutherford County Airport shall be greater than 250' as per F.A.A. standards)**
- Materials
 - Discourage large areas of blank walls
 - Allow flexibility in style while maintaining quality of materials.
- Walls:
 - Building facades that face a street shall only change primary materials along a horizontal line; at inside corners; or outside corners where they wrap the corner a minimum of 2ft.
- Attachments:
 - Awnings/canopies shall have a minimum clear height above a sidewalk of 9 feet and a minimum depth of 6ft. A modification to these standards may be approved by the city to fit an awning/canopy on an existing building. Awning/canopy encroachments into a public right-of-way shall be approved by the authority with ownership of the right-of-way. Awnings and canopies shall not be internally illuminated.



- Balconies shall have a minimum clear height above a sidewalk of 9ft. and a minimum clear depth of 4ft. Balconies shall not be fully enclosed.
- Bay windows shall have visible support, either by extending the bay to grade with a foundation or transferring the projection back to the wall with beams, brackets, or brick corbeling.
- Porches shall have a minimum clear depth of 6ft. excluding steps. Porches may not encroach into a public right-of-way. Porches shall not be fully enclosed.
- Stoops shall have a minimum clear depth of 4ft. Stoops may not encroach into a public right-of-way. Stoops shall not be fully enclosed.
- Roofs:
 - Flat roofs shall include a parapet on all street-facing facades. The primary material for parapets shall match the material of its associated facade.
 - Sloped roofs visible from the street shall be symmetrically pitched.

General additions in materials/walls/attachments/roofs

5 Parking Configurations:

- Reduce Apparent Size & Visibility of Parking Areas:
 - No more than 1 row of parking in front of building. Parking in front of building is discouraged. Parking should be at side or rear.



6 Landscape:

- Landscape Areas:
 - Consider increased landscape requirements along Lowry Street. 8' min width with small canopy trees and accent shrubs.

7 Screening:

- Screen common service areas from public streets and adjoining property owners.
- (No change)**



8 Pedestrian Circulation:

- Pedestrian & Bicycle connections shall be provided along public streets and have a minimum width of 6 feet, unobstructed by street trees, utility poles and similar features.
- A sidewalk connection route shall be required from the public street to access the front doors of each building.

9 Lighting:

- Parking and site lighting per existing guidelines **(no change)**
- No proposed decorative pedestrian lights along Lowry Street.



RFD - Proposed Perspective



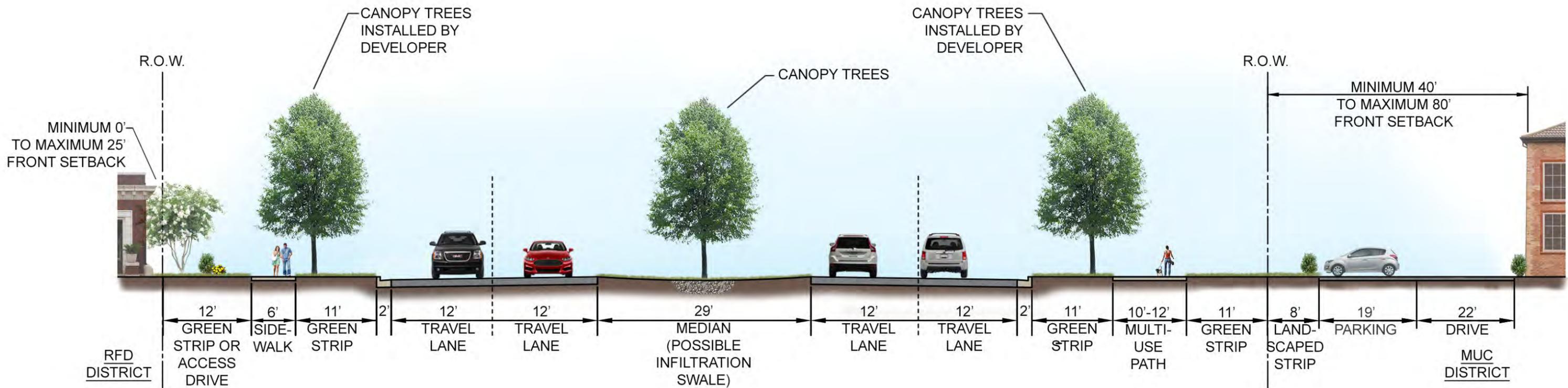
Existing Street



Photo Simulation with Street Improvements



RFD - Proposed Street Section

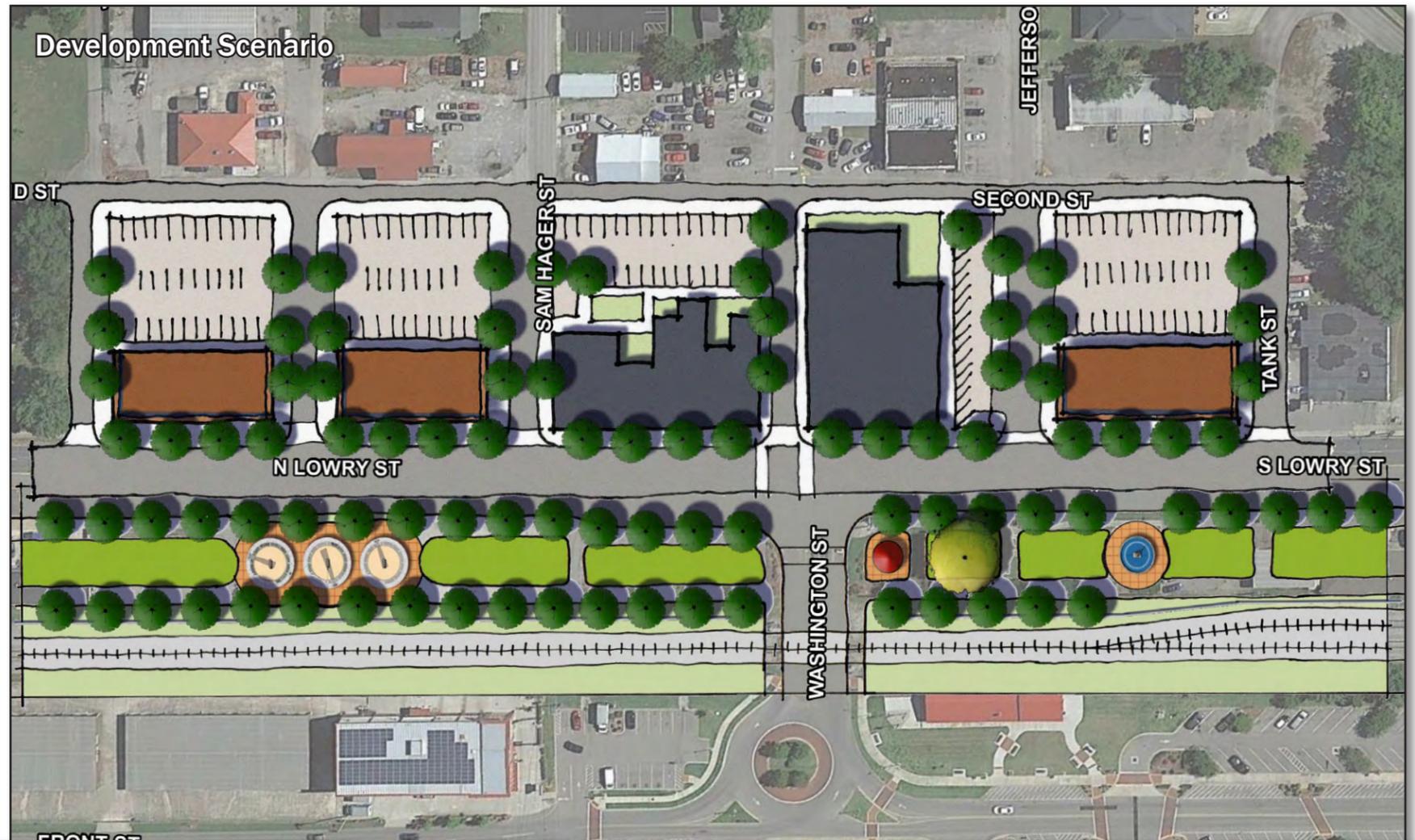




Subdistrict 5: Potential Linear Green (PLG)

Potential Linear Green Overview:

- The narrow lots between the railroad and Lowry Street make it difficult for businesses to sustain themselves.
- The Depot District contains small properties on each side of the railroad that are used as open space.
- Underutilized open space has the potential to expand by using the narrow lots along Lowry Street to create valuable park land and public open space.
- The created Linear Park has the potential to contain a multi-modal path through downtown
- The park and multi-modal path would be the key connection between the two proposed greenways that will run along Harts Branch and Stewarts Creek
- This area will have a strong emphasis towards well designed landscape to create a sense of place for the historic Depot District and surrounding downtown area.
- Specific areas of the Lowry Street Revitalization Overlay area were examined to explore how development patterns might look as growth occurs along the corridor. The development areas start with the established street network as a framework. In some cases new street networks area created and lots are consolidated to provide better geometry for typical building patterns. Existing buildings that have strong qualities relative to the character of an area are left in black and become elements of the future development fabric. Lots with buildings that don't fit strongly with the character of an area or might have high redevelopment potential are shown with a new colored development pattern. This is not to imply that the new development pattern determines any final conclusions as to whether a building should stay or go. The pattern depicted is only one of many possible alternatives.





Urban Multi-Use Path



Pocket Park Example



Greenway with Elements of Historic Railroad



Park Multi-Use Path



Possible Branding in Park



Gravel Walk on Old Rail Bed



Natural Setting Multi-Use Path



Proposed Greenway Linkage

Greenway Networking:

An important part of the transportation network along the Lowry Street Corridor is the development of a greenway system. The greenway network encourages healthy and active lifestyles and it works in tandem with the preservation of natural waterways and mature stands of canopy trees. The greenway experience provides a peaceful and comfortable environment for people in contrast to the fast moving vehicular experience that can be experienced on parts of Lowry Street. A greenway system will also help promote tourism along the corridor, encouraging visitors to leave their cars, and connect to surrounding points of interest in Smyrna. The greenway system proposed along the Lowry Street corridor fits in context with a potential linear park system.

General Greenway Design Considerations:

- Greenways are designed to accommodate pedestrians, strollers, roller blades, wheelchairs, and bicycles.
- A greenway trail should be designed to meet the Americans with Disabilities Act of 1990 (ADA) guidelines and PROWAG standards. Current accessibility guidelines establish a maximum running slope of 5% and a maximum cross slope of 2%.
- Limited areas of the trail may be designed to 8.3%, provided there are ramp landings every 30 feet. Handrails may be required on portions of the trail exceeding 5%.
- Portions of a greenway may require construction of an elevated boardwalk or bridge to span areas with poor drainage, excessive slopes, or water bodies.
- A typical greenway trail width is proposed at 12' of hard surface, with 2' shoulders on each side, and 5' of cleared natural area beyond the shoulder.
- Greenway trail distance markers, wayfinding signage, benches, and trailheads should all be considered in the specific design of each greenway section.
- Greenway connections across Lowry Street and other parts of the road network need to be anticipated as part of the transportation plan for the corridor.

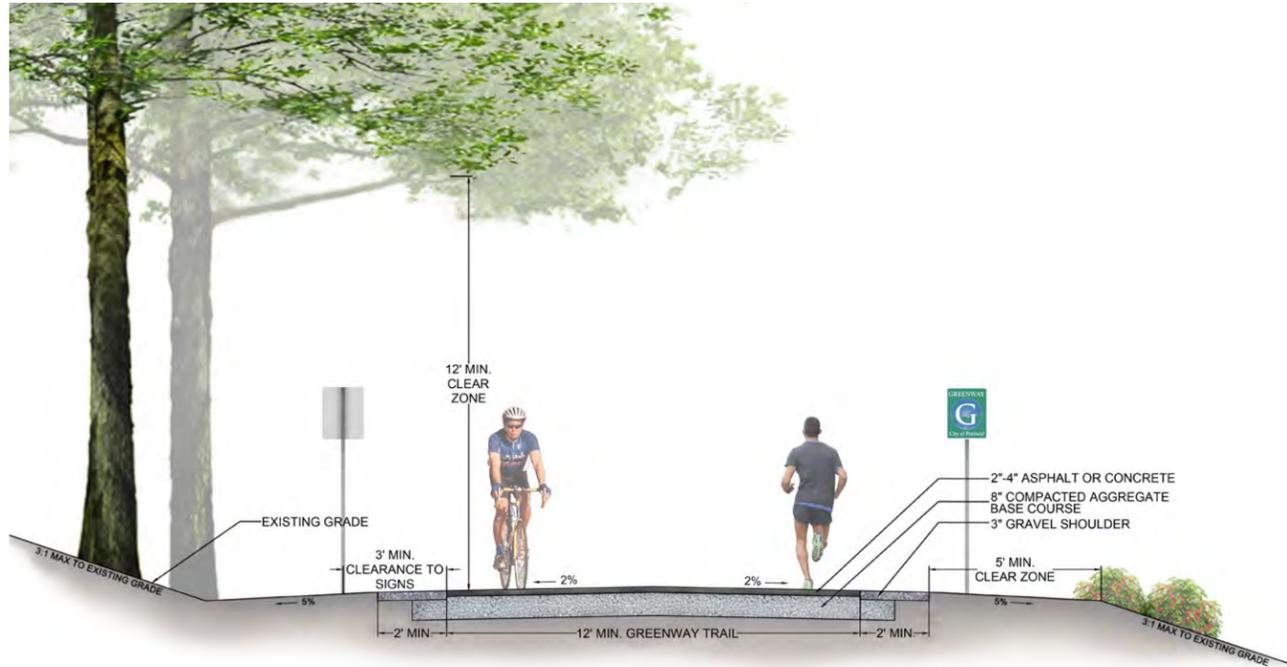


Photo Simulation



- *There are multiple opportunities for branding ideas, such as a memorial for the Blue Angel Pilot, and working off of a “Planes/Trains/Automobile” idea. There is also a plan to update the two bridges that cross the Harts Branch and Stewart Creek, which includes ideas for Branding on the bridges*
- *Wayfinding signage will be important at the north and south termini and along Lowry Street. A clear and consistent message can be communicated providing direction to key points of interest along the corridors. Wayfinding signage should work in tandem with community branding. A possible branding theme would be to play off of the town’s major contributors to growth of the community: the historic train depot at the center of the corridor, the Smyrna/Rutherford County Airport, and the Nissan facility.*
- *A Gateway Monument should anchor each end of the corridor, one at the northern terminus near Sam Ridley Parkway and one at the southern terminus near Lee Victory Parkway.*





Executive Summary (12 Key Ideas)

The Lowry Street Corridor Study has outlined the results of extensive inventory and conceptual analysis. Compiled from this analysis are twelve key ideas that should be highlighted as the most important. These are the ideas that should create momentum for the plan to move forward and impact real and positive change for the corridor, the community, and for the people who live in and visit Smyrna.

Strengthen Downtown Character:



1 Increase High-Density Use & Expand the Downtown Depot District Boundary to bring in more diverse commercial uses while increasing the number of residential options



5 Create a Business Incentive District and collaborate with potential developers.

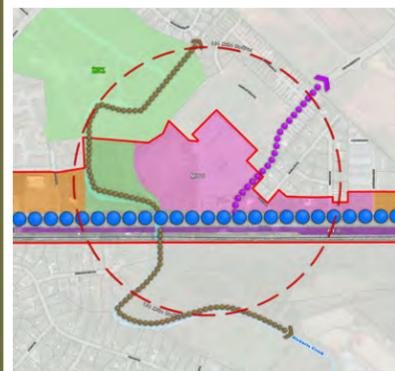


9 Develop & Adopt a Central Depot District Master Plan to put a detailed vision for potential development patterns.

Create Distinct Development Districts:



2 Adopt an Overlay District that regulates land use and plans for smart growth along Lowry Street



6 Establish New Zoning Districts that allow for more residential options and a greater mixture of land uses.



10 Create a Marketing Brand for Smyrna and carry it through monuments and wayfinding signage along the corridor. Use this branding to create opportunities for local businesses. Encourage districts to have unique branding that connects to a transportation theme.

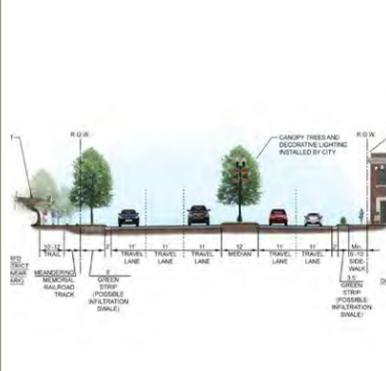
Develop & Enforce Design Standards:



3 Revise & Adopt Specific Design Standards to enhance the visual and functional experience along the corridor(s)



7 Create a Design Review Committee to oversee development and implementation of design standards.



11 Enforce Existing Codes and Guidelines to create consistent visual functional conditions.

Provide & Connect Open Space:



4 Plan and Design for Connections in the transportation network, especially at key intersections and future collector routes. This also includes bike and pedestrian routes and how they will be integrated with the network.



8 Plan for a Linear Park to be established along the primary corridor utilizing narrow properties.



12 Establish Strong Incentives to improve landscape, signage and the streetscape experience.



Strategic Recommendations

Strategic recommendations are provided for development, marketing, management and financing within the study area, based on the findings of the market analyses, community stakeholder input, and broader efforts to establish a revitalization overlay district.

Marketing Strategies:

One of the primary reasons that Lowry Street has declined as a commercial corridor over many years is that it no longer captures inter-state travel traffic. Even when Smyrna was a small farming community, its businesses benefited from exposure generated by the Dixie Highway to long-distance travelers and commuters. Thus, “inflow” from tourists and commuters helped to sustain businesses that may not have otherwise flourished if they depended solely on the local market base. Even with competition from Interstate 24 and Sam Ridley Parkway, Lowry Street has continued to sustain retail businesses, largely because of sustained growth in the local market. But the corridor’s ability to draw anchor tenants and higher-rent uses has been thwarted by competition.

One of the best opportunities for revitalization of Lowry Street is by creating a destination, to regain inflow from highly-educated and higher-income consumers in Smyrna and beyond. Equally important, stakeholders have suggested a need for building and strengthening Smyrna’s downtown as the civic and commercial heart of the community. Individual entrepreneurs and civic-minded groups like Carpe Artista, with the Town’s help, have already taken steps to enhance the Depot District through physical improvements, rehabilitation of the historic train depot, and through efforts to initiate new businesses as well as arts and cultural activities and venues. Activities, marketing and development are recommended to build on the efforts of the Town of Smyrna, Carpe Artista, and others, as suggested in the general overview provided below.

Overall Branding & Themes:

Smyrna offers a unique history due to its role in the development of the region’s and nation’s transportation network. Rail lines connected Smyrna to markets north and south, leading to the town’s growth as an agricultural center. The Dixie Highway extended Smyrna’s exposure to auto-borne tourists traveling great distances reaching from the Upper Peninsula of Michigan down to Miami Beach. Sewart Air Force Base and later, Smyrna Airport, helped establish Smyrna as a hub for aviation and national defense. Smyrna Airport hosts annual air shows featuring the Blue Angels, attracting over 80,000 aviation enthusiasts nationwide. Finally, Nissan built the world’s largest automobile manufacturing plant in Smyrna.

A strong brand that builds on this transportation theme relating to “Planes, Trains, and Automobiles” would help create a unique identity for Smyrna and for the study area in particular. Elements of this theme could be associated with specific segments within the Lowry Street study area in order to help disaggregate the corridor into smaller districts. Clearly, the Depot District already has an association with trains. The northern edge of the study area is oriented to Smyrna Airport, while the southern end relates more to Nissan. This theme has been suggested and supported in discussions with community stakeholders.

In addition to the broad transportation theme, the study area also offers a broad range of recreation opportunities that could also become a focus in marketing for the corridor. Gold’s Gym, the Skate Center, Town Recreation Center and Lee Victory Park, sporting goods stores, hiking/biking trails, greenways, and outdoor recreation all contribute to opportunities for recreation-oriented marketing.

Design Elements:

Design features and elements help “physicalize” marketing, by integrating themes and brands in a way that strengthens the unique identity of the study area and establishes a “sense of place.” Private developers and businesses use design in this way, by specifically choosing certain colors, emblems, signage, art, building designs, and features to draw attention to their product or otherwise make their business memorable. Having generic streetscaping and other physical elements may help make an area more attractive, but do not necessarily strengthen or establish a unique identity for place marketing.

Certainly the transportation theme lends itself to being easily translated into gateway features and public art elements, most obviously as a Blue Angels jet at the northern gateway, historic steam or diesel locomotive at the Depot District town center, and a vintage Nissan automobile or similar element at the southern gateway. Transportation-themed public art could also be woven into the fabric of the corridor, specifically within districts or nodes established around the gateways.





Strategic Recommendations

But design interventions should extend beyond gateway elements and public art to include signage (business signs, street signs, and wayfinding), special lighting elements (street lamps, building fixtures, and elements like neon in business signage), murals; and other streetscape elements that contribute to the “walk-ability” of key nodes such as special pavers, sidewalks, street furniture, and other elements. Ultimately, streetscaping investment should be more intense within the key nodes or districts, with less or lower-intensity investment in stretches of the corridor between the nodes. There are various approaches for financing or encouraging investment in these design elements, discussed later in this section.

Business and Developer Recruitment:

An important part of a marketing strategy for this corridor would focus on business recruitment and entrepreneurial development, to help attract the kinds of specialty businesses and venues that would strengthen the corridor’s identity. Specific tenant concepts have been developed based on the retail market analysis, such as a train or transportation-oriented hobby/toy store, diner-style restaurant, and family entertainment venue(s). The location of these businesses within the corridor is discussed later in this section, but ultimately the recommendation is for the Town to consider establishing an effort to recruit and retain businesses within the corridor that meet key objectives for identity branding, diversification, revitalization and economic development. Similarly, the Town should work pro-actively on recruiting certain “master developers” to key nodes or sites to help leverage faster change and redevelopment in the corridor. These strategies are discussed in more detail in the development sub-section of this report.

Special Events:

The Town of Smyrna and non-profit organizations already sponsor several successful events in the Depot District that attract thousands of people downtown. These successful events help generate excitement and provide activities for area residents, but there may also be an opportunity to build on these events to establish more of a destination draw for regional and national audiences. The two-day Great Tennessee Air Show (held at Smyrna Airport), for example, already attracts an average of 80,000 visitors to what USA Today has ranked as one of the Top 10 Air Shows in the World. There may be opportunities to build other events off of this show, such as performances, parades or other activities along Lowry Street. Similarly, the corridor could host an annual automobile show and an annual rail event, each of which might aim to attract visitors from elsewhere in the region and nationally.

Outreach Marketing and Promotions:

While centrally-managed shopping malls and centers provide marketing services for their businesses as a single entity, the Depot District or retailers along Lowry Street have no such centralized marketing ability at present. There is a need to engage on a regular basis with businesses, establish a marketing and promotions plan, and implement key elements of the plan to raise the profile of the corridor and strengthen its destination appeal.

Development Concepts and Strategies:

Recommendations are made for translating the market potentials and marketing concepts into development strategies for the study area, as a basis for creating a design overlay district. The overall development strategy emphasizes the need to disaggregate the corridor into distinct nodes or districts, each with its own character and identity. The marketing strategy alluded to this concept before, by focusing the transportation brand on aviation at the northern end of the corridor, rail at the Depot District, and automobiles at the southern end near Nissan. Development strategies also relate in some measure to these marketing concepts as follows.

Concept Area 1: Expanded Depot District:

The Depot District functions to some extent as the de facto Town Center for Smyrna, the place where most residents would locate the center or “heart” of their community and a place where local commercial, civic, historical, and cultural functions are most concentrated. At present, the Depot District is oriented primarily to the west side of Lowry Street and the railroad. While this area offers public space and a growing business base, it is somewhat constrained by its location across the rail tracks (meaning that traffic must wait for trains), by limited exposure, and by the amount of space available for larger-scale development without negatively impacting on residential neighborhoods.



Strategic Recommendations

The downtown area of Smyrna was created and functioned well for a small town of 5,000 or 10,000 people. However, as a growing community approaching a population of 50,000 that is poised to grow even more, Smyrna needs a town center that respects the town's significant growth and economic importance. Furthermore, the market analysis identified potential for both residential as well as certain retail/commercial uses that would be marketable in a "walk-able" downtown area.

There are a number of reasons for recommending the expansion of the Depot District as Smyrna's Town Center, with an emphasis on expanding on the east side of Lowry Street. There are already historic buildings forming an urban "Main Street" along the east side of Lowry, along with a large, 18-acre undeveloped tract available just south of the district. There are vintage and historic buildings further east of Lowry towards Sam Davis Road, plus a significant number of under-developed lots within the triangle formed by Lowry, Sam Davis, and the creek. Some of these lots could be consolidated in order to form larger, developable pad sites for parking as well as for residential and mixed-use development.



This Town Center (expanded Depot District) area would accommodate market potential for 40,000 to 60,000 square feet of family entertainment, arts and music venues, plus 20,000 to 40,000 square feet of specialty restaurants, tourist-oriented antiques & furnishings, old-fashioned hardware/gifts, and apparel businesses. Market demand for approximately 150 to 250 residential development units could be accommodated in mixed-use buildings in this area, providing the kind of walk-able urban lifestyle that appeals to educated Millennials and empty nesters alike. The area would be developed in an urban format, with buildings constructed to the street and parking either behind or within structured parking facilities. Streetscaping including specialty lighting, pavers, signage and other elements would be extended throughout the area. Unique retail businesses like diner-style restaurants, hobby shops, antique stores, and brew-pubs would be interspersed with other forms of development. A broader Master Plan would be developed for the area that would accommodate these uses as well as a new street pattern and public spaces that enable destination traffic and a walk-able environment.



Strategic Recommendations

Concept Area 2: Aviation Mixed-Use Node

A second development concept has been recommended that focuses on redevelopment of the existing Kmart shopping center located near the northern edge of the study area. Kmart has recently closed its anchor store at this center, allowing opportunities for redevelopment and upgrading of the property and the overall node to a higher-intensity, mixed-use environment. Since every effort should be made to consolidate specialty retail potential at the Town Center, there would be limited net new retail added at this location, and the emphasis would be on residential development.

At least 100 residential units would be developed at this site in townhouses and mixed-use buildings that establish an urban gateway for the Lowry Street corridor. A Blue Angel Memorial would welcome residents and visitors to the Lowry Street area. Limited-service restaurants, retail and services would be oriented to serving residents as well as employees of nearby industrial facilities at the airport.



Concept Area 3: Automobile Mixed-Use Node:

A third development concept is recommended for the existing Smyrna Village Shopping Center, consolidated with adjacent undeveloped property. This site offers the opportunity to help establish the automobile node for the corridor, partly branded and perhaps even sponsored (if willing) by Nissan. Certain existing commercial uses at this site such as the Gold's Gym, help anchor further redevelopment. Overall, the site would be master planned and designed to accommodate 60 to 100 residential units in O-lot line, patio home, and townhouse formats that appeal to empty nesters and others who prefer low-maintenance property. Amenity value is provided by access to the adjacent creek and wetlands to the north. Specialty sporting goods (e.g., biking/outdoor), coffee/café, and other minor retail use would be integrated into this mini-community.

Financing and Implementation

Several recommendations are provided below for financing, managing and implementation to encourage revitalization within the study area. These recommendations provide a starting point for discussion, but more detailed output could be provided as part of a master plan process for more specific nodes or districts. Many of the strategies employed for this design overlay relate to leveraging investment by establishing or strengthening amenity value. Thus, identity marketing and development districts, various “carrot and stick” approaches, design elements, mixed-use and higher density zoning, and fiscal incentives all aim to enhance the physical environment and attract a higher standard of development to the study area.

Consolidation and Upgrading of Rail Side Lots:

The properties sandwiched between the rail line and Lowry Street have shown the most degradation in both physical and market conditions over the years. Initially, lots in this “Railroad Frontage District” were established at a time when small-scale businesses could operate to serve local needs without dependence on extensive automobile traffic. But today, the lots are very shallow for accommodating the typical floor plate of many national or regional retail brands in addition to their required parking. Partly as a result of the lack of marketability of these lots, few national or regional franchise businesses (other than Marathon Gas, Kwik Sak, and Car Quest) have located along the west side of Lowry Street.



Strategic Recommendations

The issue with access and marketability, along with an oversupply of certain commercial use, has helped to constrain the pricing and rental structure for properties on the west side of Lowry Street. Those properties remain attractive for smaller businesses that serve credit-strapped used bar buyers and others in the local market. The lack of storage and parking space on these shallow lots has meant that materials, trash, and parked cars spill out onto the front of properties and possibly into the public right of way along Lowry Street. Property owners are less inclined to upgrade or maintain properties, or to require businesses to meet certain standards, due to the lower rents. The distinct line between public and private space has been eradicated and there is little clear demarcation for ingress and egress in many cases. The problems seem most severe on the northern and central sections of the corridor, with larger and broader properties on the southern end able to accommodate better landscaping, parking and building configurations.

Since rail-side properties achieve lower rental income streams per square-foot of space, they thereby generate lower fiscal revenue returns to the Town of Smyrna. An analysis was conducted of fiscal revenues generated by a sample of properties on the east and west sides of Lowry Street at the northern end of the study area. This analysis found that, while land values did not differ significantly, building values were much higher on the east than west side of Lowry Street. Again, higher sales volumes (related to marketability) are yielding higher rental income for east-side properties, which in turn generates higher value for east-side real estate. This east-west property value comparison is illustrated in the following chart.

One solution to the issues plaguing rail-side lots is to encourage elimination and consolidation of some of the smaller lots, which would reduce the over-supply of both lots and commercial footprint in the corridor. Consolidation would help create larger (though still shallow) rail-side lots that could accommodate more surface parking or even shared parking on either side of buildings. By creating more parking area on the sides of buildings, there are greater opportunities for building more substantial (and marketable) new commercial spaces. Rents would invariably increase if better quality buildings were available with sufficient parking, landscaping and amenities. Meanwhile, the physical environment would improve since trash and storage would be unseen, and cars would be parked in appropriate spaces away from the public right-of-way.

Several approaches can be used to help achieve this aim. These approaches would adhere to the use of “carrots-and-sticks” to encourage private property owners to make key changes. “Sticks” would be used in the form of enforcement of existing codes and regulations, especially by reducing any infringements on the public right-of-way. Tennessee Department of Transportation regulations should be cited to force the issue of public safety, especially since current conditions do present a cause for alarm in terms of road and pedestrian safety. Building, parking, and other codes enforcement tools that already exist at the Town’s disposal should be used as part of a broad-based strategy to raise issues with safety, security, quality, and fairness (assuming the Town is enforcing codes in other parts of the community that are not fully enforced in Lowry Street).

Meanwhile, the Town should develop a Public-Private Partnership Program that would include a package of incentives aimed at assisting property owners and businesses in transitioning to a safer and more attractive model for Lowry Street. This plan, and the marketing strategy herein, should be used to communicate with property owners about the opportunities that exist for upgrading and attracting a higher-rent market to the area. Ultimately, such communication should aim to educate property owners about the opportunity to generate higher returns from their properties. Incentives could include the use of façade improvement grants to assist with upgrading of existing properties, signage grants and technical support (provided under contract with Carpe Artista or local artists), landscaping assistance, and facilitation for consolidating properties. The Town could also provide financial incentives (e.g., grants) or fiscal incentives (e.g., payments in-lieu of taxes – PILOT) for acquisition and consolidation, where such activity generates a positive benefit in the form of larger / more attractive commercial spaces and dedicated parking.

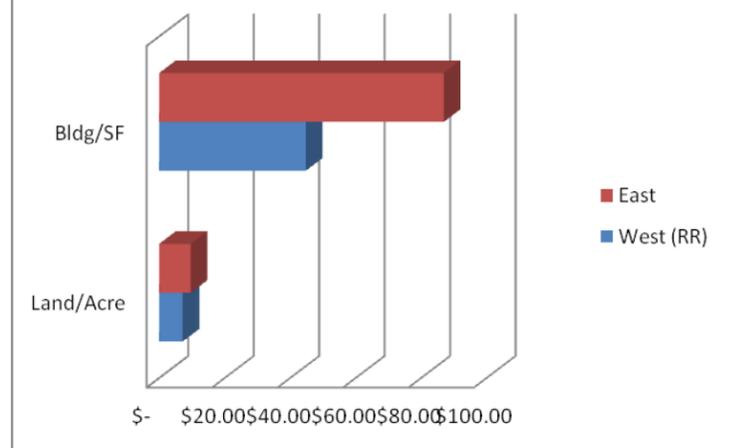
The Town could also decide to acquire property and consolidate parcels more directly, if Town leadership saw it in the greater public interest to do so. A trigger for such activity would be building permits, or applications for change of use or occupancy permits for existing properties. Certainly, the overall overlay concept for this corridor includes Town acquisition of certain rail-side properties for creation of a greenway. So, that precedent would appear to support other efforts for acquisition and consolidation if such activity generated positive aesthetic and fiscal benefits to the Town.

Central Depot District (Smyrna Town Center):

It is highly recommended that the Town consider the creation of a town center master plan or redevelopment plan. Such a plan would help enable the expansion of the town center according to the community’s vision and based on market potentials. A master plan could help envision how to establish developable blocks and pad sites, necessary for attracting private development interest. The master planning process could also help identify heritage buildings worthy of celebrating as part of the Depot District that could also be retrofitted to accommodate key retail/commercial uses. The Town would provide facilitation services, by working with property owners to attract and recruit a pro-active master developer through an RFP process. The master plan would establish the parameters for mixed-use and higher-density zoning throughout the “triangle” area bound by Lowry Street, Sam Davis Road, and the creek as well as the adjoining 18-acre site. Finally, the Town would play an important role in leveraging financing for public improvements throughout this area in terms of streetscaping, public art, etc.

Lowry Street Commercial Value Comparison:
West (Rail-Side) vs East

Sources: Rutherford County Assessor and RGDE





Strategic Recommendations

Some of the physical improvements that may be necessary in this area, including streetscaping as well as public parking facilities and new or reconfigured roadways, could be financed through the establishments of a Tax Increment Financing (TIF) district. TIF is an effective tool used throughout Tennessee and in other states to leverage the potential property and sales tax revenue growth generated because of investment in public infrastructure. Structured parking, in particular, is often a “dealmaker” for leveraging private investment in downtown areas where parking is a premium but sometimes cannot be privately financed.

The programmatic elements of the expanded Depot District include the identity marketing components described earlier in this section, as well as a package of incentives including:

- *Façade improvement grants (which could be especially useful for buildings lining the east side of Lowry Street)*
- *Preservation incentives, including use of federal historic tax credits coupled with local incentives such as a PILOT program.*
- *Business Recruitment & assistance, such as the purchase of State liquor licenses to attract restaurants to the Depot District.*
- *Signage Programs, with “carrots and sticks” including code enforcement coupled with technical assistance for signage design, or grants for use of local artisans to design and develop signage in the district (perhaps coordinated by Carpe Artista).*

It is recommended that the Town consider either of the following options for establishing some capacity for managing development, marketing, and management within the Depot District area. It is not recommended that the Town rely solely on a business organization, since such organizations often lack the endurance and capacity to oversee long-term change in the area.

- *Business Improvement District (BID) that would establish a special assessment (levy) on Depot District properties (with their approval) that would be used for staff to oversee marketing, management, and development facilitation. (A similar model operates in Downtown Nashville and various other cities, small and large).*
- *Main Street designation, which could leverage National Main Street funding for a staff person to oversee business recruitment and management issues in the district. Such programs can range in effectiveness, so it would be important for the Town to maintain control over some share of funding.*
- *Operating Grant to establish a staff position with Carpe Artista as a Depot District Manager, to help with business recruitment and retention, event management, and to work with the Town on facilitation of the master plan and redevelopment with property owners (aside from Carpe Artista’s role as arts coordinator). This position would require experience in place marketing and real estate development. The position might be funded fully or in part through the implementation of a BID (as above), but the position would be integrated with this existing entity rather than as part of a new organization.*

Other Areas of the Corridor:

Within the Two other nodes (“aviation” and “automobile”) designated through this design overlay process, there is a need for the Town to engage in pro-active facilitation in order to encourage master planning for redevelopment. The Town does not necessarily need to offer financial or fiscal incentives to leverage development in these locations (although that need could be established later). Rather, the Town should pro-actively develop communications with property and business owners in these two nodes and encourage their buy-in to the broader concepts for redevelopment. Once there is buy-in, the Town could work with the property owners to establish master plans and/or recruit master developers to the sites. The need for this facilitation is all the more urgent because of the recent closure of Kmart’s store in Lowry Street. Redevelopment visioning for this site, and convincing property owners to participate, is much easier if the anchor location is vacant.

Areas located between the nodes on the eastern side of the corridor require the least intervention. Design standards and zoning will effect gradual change. The Town can also enhance the physical environment in those areas through less-intensive but nonetheless attractive landscape and design improvements. Again, more intensive identity-branding infrastructure investment should be maximized within the core nodes, specifically the Depot District, to generate a higher return-on-investment.



Year	SF	2-4 Unit	MF	TOTAL
1996	327	-	438	765
1997	219	4	16	239
1998	294	15	56	365
1999	314	20	108	442
2000	395	-	257	652
2001	456	-	20	476
2002	460	-	44	504
2003	494	20	29	543
2004	522	30	396	948
2005	547	-	-	547
2006	656	-	-	656
2007	475	-	24	499
2008	148	-	336	484
2009	151	-	-	151
2010	99	-	70	169
2011	97	-	-	97
2012	193	-	220	413
2013	197	12	652	861
2014	243	6	65	314
2015	238	18	312	568
2016 YTD	173	N/A	N/A	N/A
Total	6,525	125	3,043	9,693
Average	326	6	152	485

Sources: US Bureau of the Census and Randall Gross / Development Economics.

Category	Number	(Percent)	Sq. Ft.	(Percent)
Convenience				
Grocery	1	1%	16,500	3%
Convenience	-	0%	-	0%
Specialty Food	6	4%	20,500	3%
Health/Personal Care	5	3%	19,100	3%
Gas/Convenience	6	4%	13,750	2%
Florist	2	1%	3,800	1%
Liquor	1	1%	3,000	0%
Misc	3	2%	8,500	1%
Sub-Total	24	16%	85,150	13%
Shoppers Goods				
Apparel	3	2%	5,000	1%
Accessory	-	0%	-	0%
Jewelry	1	1%	2,000	0%
Shoes	1	1%	2,500	0%
Furniture	3	2%	11,000	2%
Home Furnishings	3	2%	8,000	1%
Appliances	2	1%	7,000	1%
Hardware/Paint	3	2%	9,500	1%
Garden/Yard Supply	2	1%	2,600	0%
Home Centers	-	0%	-	0%
Department Store	2	1%	135,000	21%
Non DS GM, Used, Misc	12	8%	90,700	14%
Auto Dealers	13	9%	60,800	9%
Auto Supply	4	3%	30,300	5%
Electronics	7	5%	13,740	2%
Books/Music	-	0%	-	0%
Musical Instruments	1	1%	3,500	1%
Gift, Novelty, Souvenir	1	1%	3,000	0%
Hobby/Toy/Game	4	3%	11,500	2%
Luggage/Leather	-	0%	-	0%
Office Supply/Stationary	1	1%	2,500	0%
Sewing/Piece	-	0%	-	0%
Sporting Goods	2	1%	4,700	1%
Sub-Total	65	43%	403,340	61%
Dining & Entertainment				
Restaurant-LS	11	7%	27,700	4%
Restaurant-FS	13	9%	48,100	7%
Drinking Establishments	1	1%	2,500	0%
Entertainment	-	0%	-	0%
Sub-Total	25	17%	78,300	12%
Personal Services				
	30	20%	35,580	5%
TOTAL	144	96%	602,370	92%
Existing Vacant	6	4%	54,000	8%
GRAND TOTAL	150	100%	656,370	100%

Sources: Rutherford County Assessor, various businesses, and Randall Gross / Development Economics.

Type of Good	Gross Demand (Sq Ft)		Existing Uses	Warranted Demand
	2016	2021		
Convenience				
Grocery	13,872	19,369	16,500	2,869
Convenience	6,109	6,758	-	6,758
Specialty Food	9,146	12,126	20,500	(8,374)
Health/Personal Care	15,930	20,813	19,100	1,713
Gas/Convenience	7,923	9,246	13,750	(4,504)
Florist	1,782	2,332	3,800	(1,468)
Liquor/Smoke	2,754	4,148	3,000	1,148
Misc Conv.	6,570	8,011	8,500	(489)
Sub-Total	64,085	82,804	85,150	(2,346)
Shoppers Goods				
Apparel	9,048	13,624	5,000	8,624
Accessories	317	481	-	481
Jewelry	2,933	5,033	2,000	3,033
Shoes	1,499	2,767	2,500	267
Furniture	11,521	15,176	11,000	4,176
Home Furnishings	6,224	9,248	8,000	1,248
Appliances	3,319	5,548	7,000	(1,452)
Hardware/Bldg/Home	10,375	12,328	9,500	2,828
Garden Supply	3,768	4,450	2,600	1,850
Home Centers	14,045	16,935	-	16,935
Department Store	79,338	125,365	135,000	(9,635)
Non DS GM	27,574	41,152	90,700	(49,548)
Auto Dealers	34,341	43,728	60,800	(17,072)
Auto Supply	8,909	10,385	30,300	(19,915)
Electronics/Comp	2,999	3,543	13,740	(10,197)
Books/Music	3,169	6,120	-	6,120
Camera/Photo	4,124	6,163	3,500	2,663
Gift, Novelty, Svr	5,834	11,896	3,000	8,896
Hobby/Toy/Game	7,855	16,939	11,500	5,439
Luggage/Leather	460	651	-	651
Office/Stationary	2,652	3,510	2,500	1,010
Sewing/Piece	844	1,304	-	1,304
Sporting Goods	4,780	7,006	4,700	2,306
Sub-Total	245,926	363,351	403,340	(39,989)
Dining & Entertainment				
Restaurant-FF	15,934	18,350	27,700	(9,350)
Restaurant-FS	24,757	49,837	48,100	1,737
Drinking Establishmt	5,561	8,622	2,500	6,122
Entertainment	48,033	79,518	-	79,518
Sub-Total	94,285	156,327	78,300	78,027
Personal Services				
	24,061	30,273	35,580	(5,307)
TOTAL	428,357	632,755	602,370	30,385
Existing Vacant			54,000	
Net New Space				(23,615)

Source: Randall Gross / Development Economics.