CITY OF SMYRNA
COMMUNITY DEVELOPMENT DEPARTMENT
MEMORANDUM

To: Mayor and Council

From: Ken Suddreth, Community Development Director/Interim City Administrator
Tom Boland, Economic Development Manager

Date: February 23, 2015

CC: Toni Jo Howard, Interim City Administrator
Tammi Saddler-Jones, Interim City Administrator

RE: Proposed Concord Road Corridor Development Concept

BACKGROUND

In May of 2014, the Mayor and Council authorized a study that would formulate several development concepts for the remnant right-of-way parcels (approximately 7.5 gross acres) along the north side of Concord Road that were created by the Concord Road widening project. Proposals to conduct the study were solicited through an RFQu process. Three (3) firms were interviewed and the Sizemore Group in partnership with Marthasville Development, was awarded a contract in the amount of $29,700 to conduct the study.

Stakeholders (Mayor, council ward representatives and certain city staff) were interviewed. Their thoughts and ideas on what should occur on those parcels along the subject corridor were received and noted.

Based on the stakeholders feedback, several concepts (linear park, partial development and full development) were formulated. These three (3) concepts were then presented to the Smyrna community in public forums for the purpose of receiving citizen comment and feedback. After that feedback was received and documented the results were presented to the Mayor and Council at a Committee of the Whole meeting in January 2015. Based on the preferences of the stakeholders and the feedback from the public it was determined that the most desirable concept incorporated partial development, but with a majority of the corridor being preserved for a passive use linear park.

The consulting team was instructed by the Mayor and Council to move forward and refine the preferred partial development concept.

STAFF COMMENTS

After a follow-up meeting with the Sizemore consulting team, Council Members Welch and Anulewicz and the project team members it was determined that the most feasible scenario would concentrate development east of the signalized Hollis Street intersection.

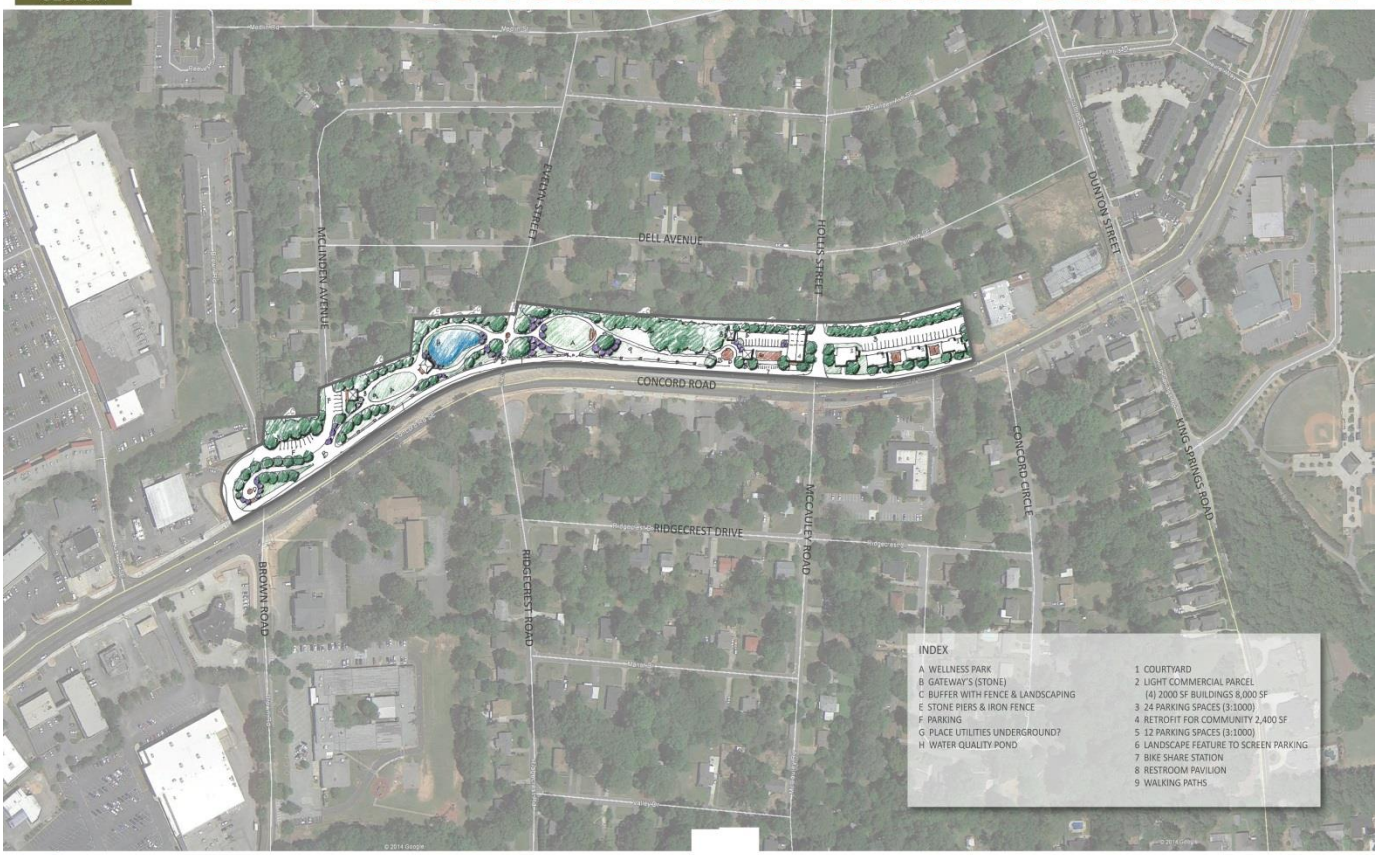
The retail/commercial development, as shown on the attached sketch, would occur on approximately 1.2 acres (to be verified by final survey) east of Hollis Street. The proposed development would consist of four (4) one story 2000 square foot buildings. Parking (24 spaces) would be located behind the buildings with access from Hollis Street. The existing building, currently being used as an office for C.W. Mathews during the construction of Concord Road, could be rehabilitated to accommodate additional retail or be used as a public facility serving the linear park. Although commercial/retail is preferred and recommended residential uses would be considered as a possible end use as well.

The balance of the site, from Hollis Street west to the intersection of Mclindon Avenue and Concord Road, would be developed as a passive use linear park. A car parking area is proposed to accommodate visitors to the park. Development of the park itself would be minimal with walking paths and landscaped areas comprising a majority of the improvements.
It is recommended that a low (4'to 5') decorative fence be constructed directly behind the "trail" Occasional gates that would allow access to and from the park area from the multi-use trail along Concord Road should be considered. This fence would serve not only as an aesthetic improvement, but would also function as a safety barrier between the traffic on Concord Road and users of the park area. A substantial visual and noise buffer should be constructed along all areas of the linear park adjacent to the residential uses on Dell Avenue. Security fencing will also be erected to prevent park visitors from entering adjacent private property. The design of the developed area and the linear park shown on the attached sketch is for illustrative purposes only. However, the final design should not differ greatly from that shown.

It is anticipated that the retail/commercial component east of Hollis Street will be sold and privately developed. The sale of the land would be conditioned upon a development plan acceptable to the Mayor and Council and compatible with the linear park and the nearby neighborhoods. It is also possible that the Downtown Development Authority could participate in a public private partnership for the development.

It is intended that the development of the linear park and its' components would be financed by the proceeds from the sale of the parcels east of Hollis Street. It is estimated that the land could be sold for $275,000 to $300,000.

CONCORD ROAD CORRIDOR CONCEPT



SCALE: 1"=100'