

CONCORD ROAD CORRIDOR



Development Concepts Study

March, 2015

Study Corridor – Executive Summary

Executive Summary

In May 2014, the Mayor and Council authorized a study to formulate several development concepts for the remnant right-of-way parcels (approximately 7.5 acres) along the north side of Concord Road. The subject remnant parcels were created by the Concord Road widening project (refer to the existing conditions map on Illustration 1). Proposals to conduct the study were solicited through a formal RFQ process. Three (3) firms were selected to be interviewed and The Sizemore Group, in partnership with Marthasville Development, was awarded a contract in the amount of \$29,700 to conduct the study. A study project team, consisting of selected city staff, was assigned to provide guidance and help manage the study process. The Project Team worked coordinated with the consultants and held monthly meetings throughout the effort.

Stakeholders (Mayor, City Council 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, three (3) concepts were formulated (linear park, partial development and full development). These concepts were presented to the Smyrna community in public forums for the purpose of receiving citizen comment and feedback. After the 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, the feedback from the public and the comments from the City Council, it was determined that the most desirable concept incorporated a partial development scenario. However, a majority of the corridor (approximately 6 acres) would be preserved for a passive use linear park (refer to the final concept sketch on Illustration 2).

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

After a follow-up meeting with The Sizemore Group 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 with Concord Road.

Illustration I

Study Corridor – Existing Conditions 2015



Study Corridor – Executive Summary

The retail/commercial development, as shown on the final concept sketch on Illustration 2 , would occur on approximately 1.2 acres (to be verified by final survey) east of Hollis Street. The proposed development concept would consist of four (4) one story 2,000 square foot buildings. Parking (24 spaces) would be located behind the buildings with access from Hollis Street. The existing building (located in the NW quadrant of the Concord Road/Hollis Street intersection), currently being used as an office for C.W. Mathews during the construction of Concord Road, could be rehabilitated to accommodate additional retail, be used as a public facility serving the linear park or be demolished. Although commercial/retail is preferred, certain 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 McLinden Avenue and Concord Road, would be developed as a passive use linear park. A twelve (12) car parking area is proposed to accommodate visitors to the park. Development of the park itself is proposed to 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 should also be considered in order to prevent park visitors from entering adjacent private property. The design of the developed area and the linear park shown on the concept 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 improvements to the linear park 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.

Illustration 2

Study Corridor – Executive Summary



INDEX

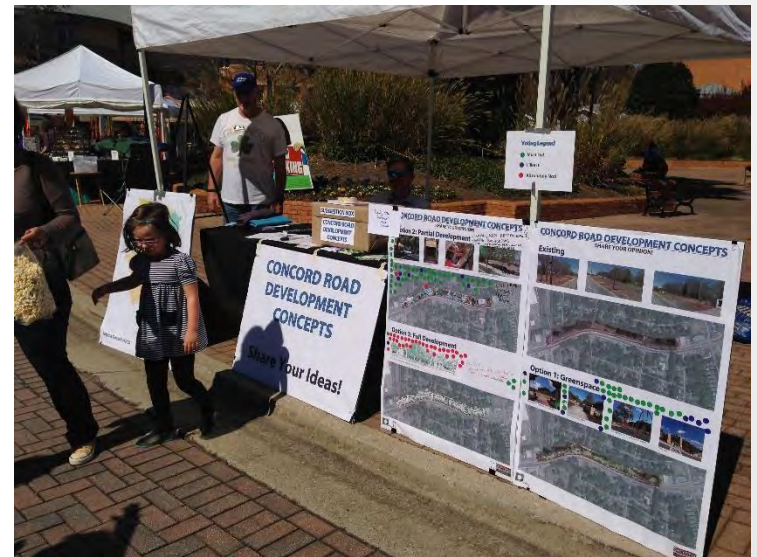
- | | |
|---|---|
| A WELLNESS PARK | 1 COURTYARD |
| B GATEWAY (STONE) | 2 LIGHT COMMERCIAL PARCEL |
| C BUFFER | (4) 2000 SF BUILDINGS = 8,000 SF |
| E OPEN DECORATIVE FENCING | 3 24 PARKING SPACES (3:1000) |
| F PARKING | 4 RETROFIT FOR COMMUNITY 2,400 SF, OPTIONAL |
| G AS ADDED FUNDING ALLOWS,
PLACE UTILITIES UNDERGROUND | 5 12 PARKING SPACES (3:1000) |
| H WATER QUALITY POND | 6 LANDSCAPE FEATURE TO SCREEN PARKING |
| | 7 BIKE SHARE STATION |
| | 8 RESTROOM PAVILION |
| | 9 WALKING PATH |

Community Participation

Community Participation

Community Input Sessions

- **Community Meeting 1:**
 - Jonquil Festival Booth
 - October 25, 2015
 - 100+ Attendees
- **Councilmember Welch's Neighborhood Meeting:**
 - Brawner Hall
 - November 6, 2015
 - 65+ Attendees
- **Community Meeting 2:**
 - Brawner Hall
 - March 11, 2015
 - 60+ Attendees



Community Meeting 1: Jonquil Festival

Stakeholder Participation

One-on-One Interviews

- Mayor Bacon
- Council Member Corky Welch
- Council Member Teri Anulewicz
- Director of Parks Recreation: Steve Ciaccio
- City Engineer: Eric Randall



Community Meeting 2: Brawner Hall

Community Participation

Community Meeting I & Councilmember Welch's Neighborhood Meeting

During Community Meeting I & Councilmember Welch's Neighborhood Meeting, three (3) conceptual corridor development scenarios were presented and discussed with the community. Input and feedback were received and noted and a voting exercise was conducted to determine community preference.

Three Conceptual Options:

- **Option 1: Greenspace**
- **Option 2: Partial Development**
- **Option 3: Full Development**

Community Participation

Community Meeting I & Councilmember Welch's Neighborhood Meeting

Option 1: Greenspace Concept



Community Participation

Community Meeting I & Councilmember Welch's Neighborhood Meeting

Option 2: Partial Development Concept



1. Community Orchard
2. Dog Park
3. Stormwater Feature
4. Coffee Shop
5. Bike Paths and Shop
6. Civil War Museum
7. Underground Utilities
8. Arts Center
9. Wellness Park
10. Gateway
11. Stone and Iron Fence
12. Parking
13. Existing Trees
14. Art
15. Restroom Pavilion



Dining in the Park



Bicycle Shop



Interpretative Trail

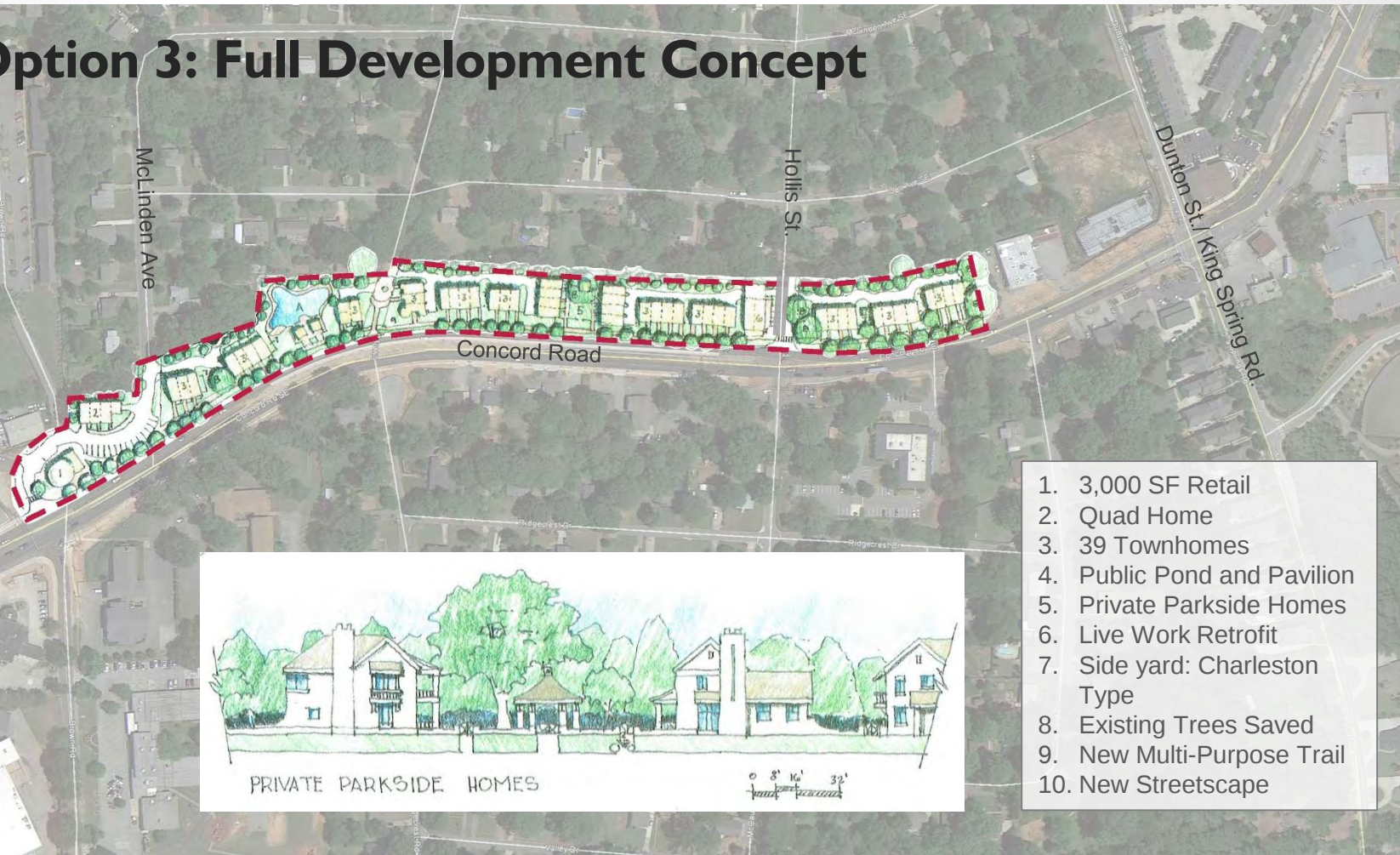


Detention Pond as Park

Community Participation

Community Meeting I & Councilmember Welch's Neighborhood Meeting

Option 3: Full Development Concept



1. 3,000 SF Retail
2. Quad Home
3. 39 Townhomes
4. Public Pond and Pavilion
5. Private Parkside Homes
6. Live Work Retrofit
7. Side yard: Charleston Type
8. Existing Trees Saved
9. New Multi-Purpose Trail
10. New Streetscape

Community at Large: Participation

Results: Community Meeting I

		Option 1: Greenspace	Option 2: Partial Development	Option 3: Full Development
Must Do		36	89	5
I Like It		16	13	1
Absolutely Not		0	5	57

Community in Impact Area: Participation

Results: Councilmember Welch's Neighborhood Meeting

		Option 1: Greenspace	Option 2: Partial Development	Option 3: Full Development
Must Do		40	14	0
I Like It		5	10	0
Absolutely Not		0	0	39

Community Participation: Totals

Results: Community Meeting I & Councilmember Welch's Neighborhood Meeting

		Option 1: Greenspace <i>At large / Impact Area</i>	Option 2: Partial Development <i>At large / Impact Area</i>	Option 3: Full Development <i>At large / Impact Area</i>
Must Do 		36 / 40	89 / 14	5 / 0
I Like It 		16 / 5	13 / 10	1 / 0
Absolutely Not 		0 / 0	5 / 0	57 / 39

Community Participation

Results: Community Meeting 2

During Community Meeting 2, the recommended partial development concept was presented to the community. Following is a summary of community comments:



Community Participation

Results: Community Meeting 2

The preferred partial development concept was presented at this Community Meeting. Below is a brief summary of comments and questions received:

- The existing detention pond is not currently capturing water as it should and is negatively impacting properties to the north. This is a road related issue and should be addressed as a part of the road construction project.
- Future development of the park component should include the addition of the city owned property directly to the west of McLinden Ave./Brown Road and incorporate visual screening along the relocated McLinden Avenue.
- Consider allowing a Smyrna Heights neighborhood sign at McLinden Avenue.
- There were safety concerns regarding recommended on-street parking on McLinden Avenue. This as parking will provide additional spaces without taking away more park area for parking lots.
- How will property values and taxes be affected? Presenters suggested that property values commonly rise when a park is built adjacent. Tax values will depend on a variety of issues.

Community Participation

Results: Community Meeting 2

Community Meeting 2 comments and questions continued:

- It was suggested that to help with park construction costs, landscape companies could donate landscape elements and be recognized with a plaque.
- Why is a parking lot needed? As a City amenity, parking needs to be provided for residents of the city who are not within walking distance.
- Include a brick path from Evelyn Street to the park with security for adjacent Property owners
- Provide various incentives to fill up the vacant commercial properties adjacent to the park to assist with park construction costs.
- The construction of a visual/sound buffer along the residential properties adjacent to the park should be a high priority. Consistent fence and plantings should be installed.
- Consider safety and maintenance of landscaped buffers. In other parks in the City, heavy landscaped buffers become littered with trash and present other problems.

Community Participation

Results: Community Meeting 2

Community Meeting 2 comments and questions continued:

- Another priority is the *immediate* visual improvement of the future park land – sod. Wasn't sodding included in the Concord Road widening project funds?
- If a restaurant is developed on the commercial portion of the land, consider location of the dumpsters in relation to the residential properties and the control of the potential odors.
- A traffic study should be conducted for any new commercial development that takes place along the corridor due to traffic pattern changes that have occurred in the area since the road widening project.
- Pedestrian/bicycle traffic accessibility to the park and the safety of accessing the park from the areas on the south side of Concord Road should be considered
- Provide security (fencing) for those homes along Evelyn Street and Hollis Street south of Dell Avenue that will be used to access the park from the Smyrna Heights neighborhood to prevent pedestrian from walking through yards.

Fiscal Impact Analysis

Fiscal Impact Analysis

Proposed Concord Road Corridor Development

TOTAL BUDGET (Preliminary)

LINE ITEM	Qt	Unit	\$/Unit	Cost		
Acreage: Approximate	7.50	Acres				
Subtotal Cost/Revenue	2,405	gsf		\$1,360,000		
Passive Park	5	Acres	\$200,000	\$1,000,000	From LA's break down	
Community Retrofit	2400	SF	\$150	\$360,000	Shell Only	
Public Parking	27	units	\$2,500	\$67,500		
Fixed Equipment	15%	Public Cost		\$204,000	Bike Share Pavilions RR	Security??
Site development	15%	Contingency		\$204,000	Underground Utilities?	Traffic Calming?
Subtotal construction cost:				\$1,835,500	Does not Include revenue from land sale	
Escalation to mid-point of construction	1.50	Years	3%	\$82,598		

TOTAL CONSTRUCTION COST

\$1,918,098

Non Construction Cost:

Site Sale for light Commercial	1.20	acres	-\$300,000	-\$360,000	NA	
Professional fees	10%	Of Const. Cost		\$191,810		
FF&E	5%	Of Const. Cost		\$95,905		
Design and Construction Contingency:	10%	Of Const. Cost		\$191,810		
Administration and Project Management	3%	Of Const. Cost		\$57,543		

SUBTOTAL PROJECT BUDGET

\$2,095,165

Other Costs:

Move Cost	0	gsf	\$1	\$0	NA	
Telephone and Data	0	gsf	\$4	\$0	NA	
Temporary Space During Construction	0	asf	\$18	\$0	NA	
Financing Costs	0%	Of Project Cost		\$0	NA	

TOTAL PROJECT COST

\$2,095,165

* Note: We recommend that the estimated amounts for site sale be verified by a land appraiser.

Recommendations

Recommendation

Partial Development

Based on:

- Results of the Community Participation/Stakeholder Process
- The City's Goal to Limit Improvement Costs and Ongoing Maintenance Expenses

Study Corridor – Recommendation



INDEX

- | | |
|---|---|
| A WELLNESS PARK | 1 COURTYARD |
| B GATEWAY (STONE) | 2 LIGHT COMMERCIAL PARCEL |
| C BUFFER | (4) 2000 SF BUILDINGS = 8,000 SF |
| E OPEN DECORATIVE FENCING | 3 24 PARKING SPACES (3:1000) |
| F PARKING | 4 RETROFIT FOR COMMUNITY 2,400 SF, OPTIONAL |
| G AS ADDED FUNDING ALLOWS,
PLACE UTILITIES UNDERGROUND | 5 12 PARKING SPACES (3:1000) |
| H WATER QUALITY POND | 6 LANDSCAPE FEATURE TO SCREEN PARKING |
| | 7 BIKE SHARE STATION |
| | 8 RESTROOM PAVILION |
| | 9 WALKING PATH |

Study Corridor – Recommendation



Study Corridor – Recommendation

COMMERCIAL COMPONENT



INDEX

- | | |
|---|---|
| A WELLNESS PARK | 1 COURTYARD |
| B GATEWAY (STONE) | 2 LIGHT COMMERCIAL PARCEL |
| C BUFFER | (4) 2000 SF BUILDINGS = 8,000 SF |
| E OPEN DECORATIVE FENCING | 3 24 PARKING SPACES (3:1000) |
| F PARKING | 4 RETROFIT FOR COMMUNITY 2,400 SF, OPTIONAL |
| G AS ADDED FUNDING ALLOWS,
PLACE UTILITIES UNDERGROUND | 5 12 PARKING SPACES (3:1000) |
| H WATER QUALITY POND | 6 LANDSCAPE FEATURE TO SCREEN PARKING |
| | 7 BIKE SHARE STATION |
| | 8 RESTROOM PAVILION |
| | 9 WALKING PATH |

Study Corridor – Recommendation

Parking

Parking as identified on the proposed plan includes 36 spaces for the 10,400 square feet (sf) of commercial space, initially proposed as a community building (2,400 sf) and light commercial (8,000sf) parcels. The City of Smyrna's current parking requirements include 1 space per 250 sf for office and 1 space per 182 sf for general commercial. Based on these requirements, the light commercial buildings will require between 32 and 43 spaces. The community building could share parking with the commercial spaces, if it's highest traffic use is during a time when commercial buildings are at lowest traffic.

The use of building 4 (initially identified as a community building) as a restaurant space has been discussed. Restaurant parking requirements are 1 space per 75 square feet. At 2,400sf, the existing building as a restaurant would require 32 spaces. This need in addition to the 8,000sf of light commercial space, poses a potential parking challenge. Additional parking options include:

1. **On-street parking:** Consider on-street parking on Hollis Street and/or other adjacent roads.
2. **Shared parking:** Shared parking between all users (commercial, office, park, dining, etc.) should be encouraged.
3. **Additional acquisitions:** Additional acquisition of surrounding property could provide for more parking options.
4. **Variances:** The City could issue a variance to reduce the number of required parking for certain uses or tenants. As this property is on a bike trail. Parking could be reduced with the inclusion of bike racks and/or connection to existing trails and sidewalks.

Study Corridor – Recommendation

Next Steps

Following is a list of prioritized next steps towards implementation of the proposed plan:

1. The City should pursue design development of the recommended plan.
2. Design and develop a landscaped buffer between the Concord Road Property and adjacent residential properties.
 - Buffer options include: berm and trees; fence, shrubs, and trees.
3. Transfer the identified commercial parcels to the Downtown Development Authority (DDA) for resale to commercial developer(s).
 - Council action needed to sell property to DDA
 - Consider the following options to ensure the property is developed in line with the City's vision:
 - Include a "first right of offer" upon resale of the property in contracts.
 - Zoning options:
 - Develop an overlay zoning that restricts land uses on the properties
 - Include the property in the Central Business District Overlay with conditions per a specific site plan.
4. Design and develop stormwater management for the commercial properties.
5. Design and install decorative fence between trail and proposed park.
6. Design and develop landscaping and trails in proposed park.

Funding Sources

The following funding sources have been identified to assist in development of the linear park:

- Sale of commercial parcels, as identified in the recommended plan
- Health grant funding: CDC, Kaiser Permanente, etc.
- Bonds
- SPLOST

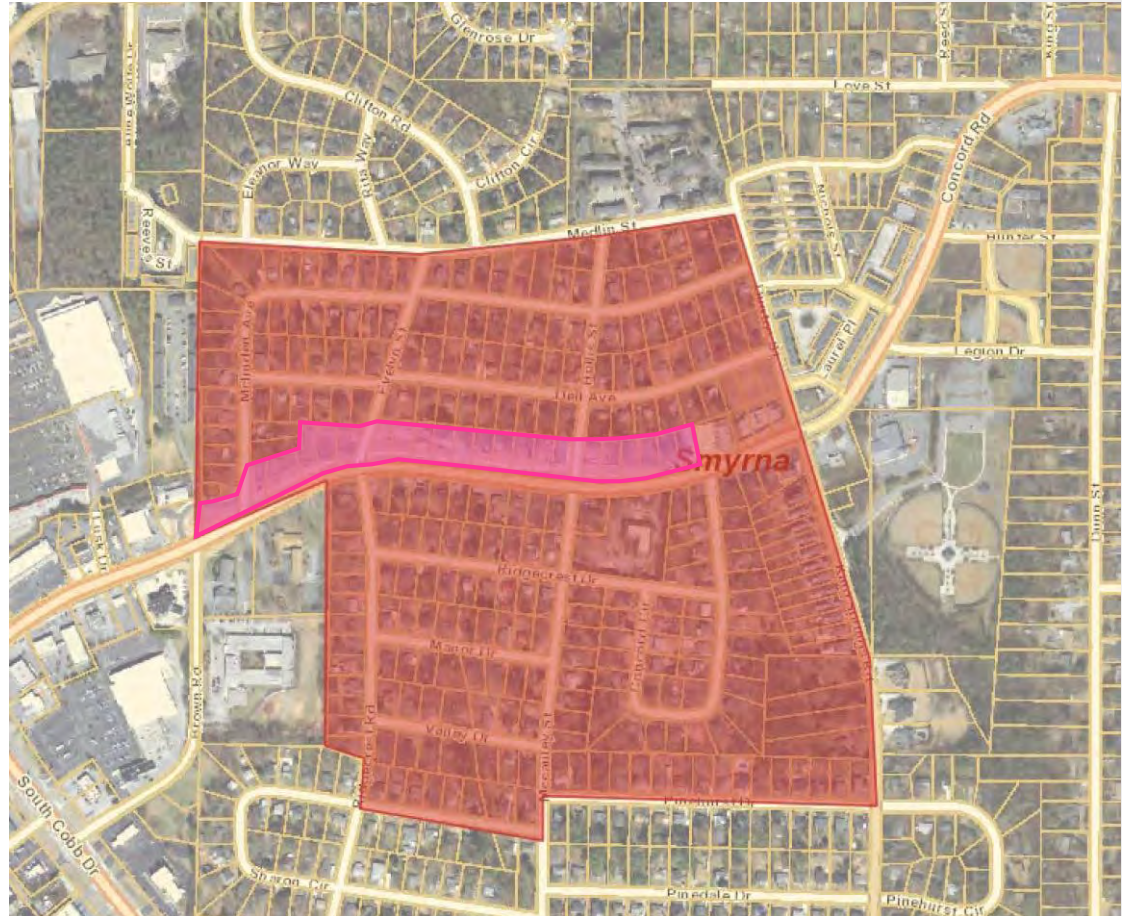
Appendix

Appendix: Community Participation

Community Participation

Outreach

- Mailed Postcards
- Email Invitation via Councilmembers
- Flyers posted in local restaurants, City Hall, Community Center, Library, Brawner Hall



Community at Large: Participation

Results: Community Meeting I

CONCORD ROAD DEVELOPMENT CONCEPTS

SHARE YOUR OPINION!

Existing



Option 1: Greenspace



CONCORD ROAD DEVELOPMENT CONCEPTS

SHARE YOUR OPINION!

Option 2: Partial Development

LOCAL ARTS, RESTAURANTS
- CHAI BUSINESSES
- LIKE TUSCALOOSA ARTS CENTER
- LIKE TUSCALOOSA SQUARE



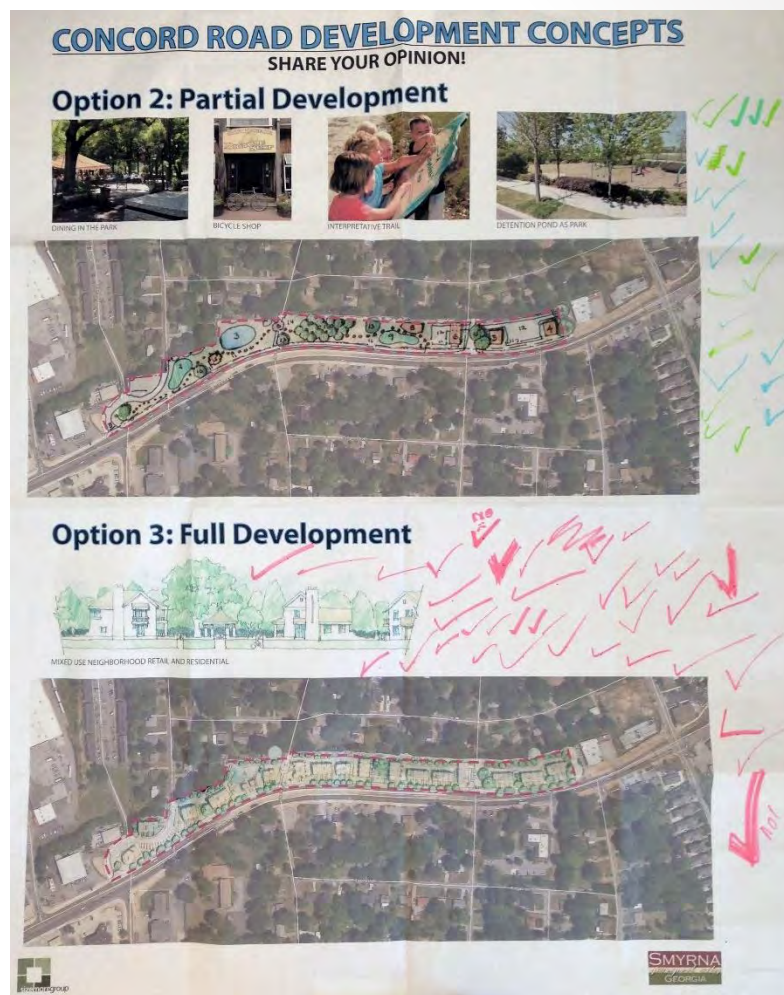
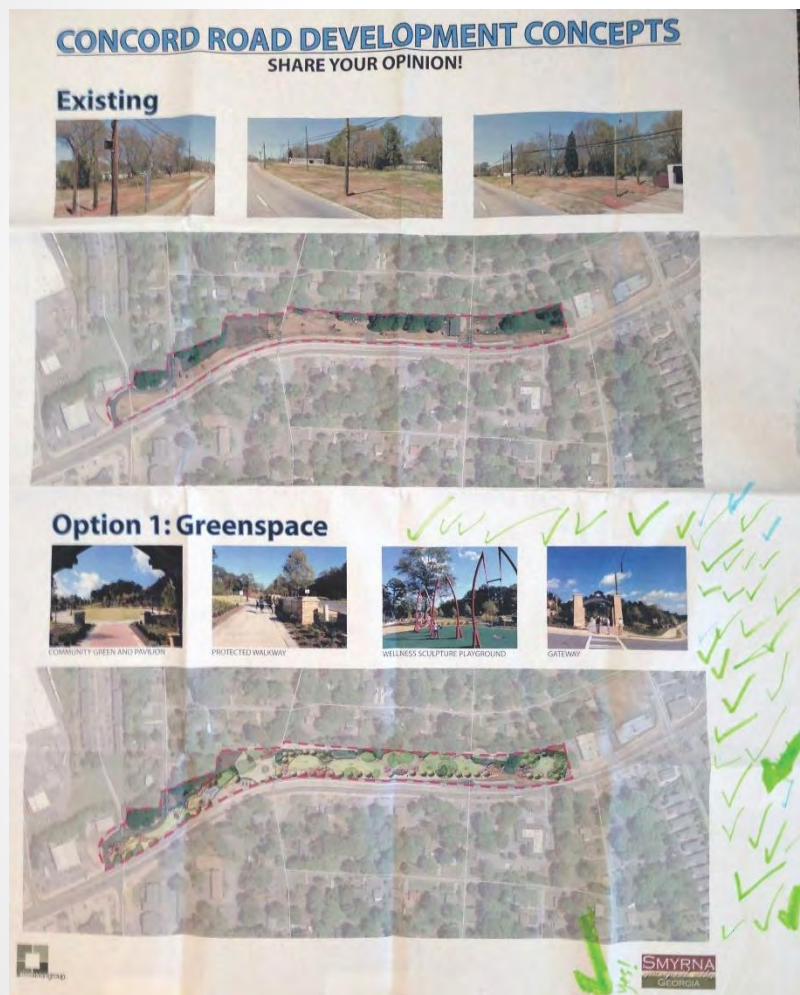
Option 3: Full Development

RETAIL
- SS + COMMUNITY - ACCESSIBLE
- MIXED - GROCERY / B. Bicycles



Community in Impact Area: Participation

Results: Councilmember Welch's Neighborhood Meeting



Appendix: Fiscal Impact Analysis

Fiscal Impact Analysis

Design Intensity / Scope ***	Assumptions	Value Development Intensity			Feb 20, 2015 Plan
		None	Moderate	Higher	Plan
HIGH IMPACT DESIGN					
Capital Benefits (Units Sold -->)		0	16	50	
Raw Lot Sales - Residential (110%)*	27,500	0	440,000	1,375,000	
Commercial Property Sales	65,000	0	65,000	195,000	
Permit Fees**	1,050	0	16,800	52,500	
Capital Costs (Cost Adj for Private Dev -->)		1.00	0.80	0.30	
Hardscapes	-204,000	-204,000	-163,200	-61,200	
Landscape	-330,000	-330,000	-264,000	-99,000	
Other Landscape Elements	-95,000	-95,000	-76,000	-28,500	
Net Capital Favorable (Unfavorable)		-629,000	18,600	1,433,800	
Operating Items (Cost Adj for Private Dev for M&R -->)		1.00	0.60	0.00	
City Property Taxes		0	18,699	53,940	
Maintenance and Repairs	-41,250	-41,250	-24,750	0	
Net Operating		-41,250	-6,051	53,940	
RESTRAINED DESIGN					
Capital Benefits (Units Sold -->)		0	16	50	
Raw Lot Sales - Residential *	25,000	0	400,000	1,250,000	
Commercial Property Sales	65,000	0	65,000	195,000	
Permit Fees**	1,050	0	16,800	52,500	
Capital Costs (Cost Adj for Private Dev -->)		1.00	0.50	0.00	
Hardscapes	-102,000	-102,000	-51,000	0	
Landscape	-165,000	-165,000	-82,500	0	
Other Landscape Elements	-20,000	-20,000	-10,000	0	
Net Capital Favorable (Unfavorable)		-287,000	338,300	1,497,500	
Operating Items (Cost Adj for Private Dev for M&R -->)		1.00	0.50	0.00	
City Property Taxes		0	18,699	53,940	
Maintenance and Repairs	-19,800	-19,800	-9,900	0	
Net Operating		-19,800	8,799	53,940	
LOW IMPACT DESIGN					
Capital Benefits (Units Sold -->)		0	16	50	
Raw Lot Sales - Residential (90%)*	22,500	0	360,000	1,125,000	
Commercial Property Sales	65,000	0	65,000	195,000	
Permit Fees**	1,050	0	16,800	52,500	
Capital Costs (Cost Adj for Private Dev -->)		1.00	0.20	0.00	
Hardscapes	-25,500	-25,500	-5,100	0	
Landscape	-33,000	-33,000	-6,600	0	
Other Landscape Elements	-5,000	-5,000	-1,000	0	
Net Capital Favorable (Unfavorable)		-63,500	429,100	1,372,500	
Operating Items (Cost Adj for Private Dev for M&R -->)		1.00	0.40	0.00	
City Property Taxes		0	18,699	53,940	
Maintenance and Repairs	-8,250	-8,250	-3,300	0	
Net Operating		-8,250	15,399	53,940	
For Feb 20, 2015 Plan (0k sf x \$160/sf)					
Capital Benefits (Units Sold -->)					
Raw Lot Sales - Residential (90%)*	65,000				520,000
Commercial Property Sales					
Permit Fees**					
Capital Costs (Cost Adj for Private Dev -->)					
Hardscapes	-440,000				-440,000
Landscape	-600,000				-600,000
Other Landscape Elements	-250,500				-250,500
Net Capital Favorable (Unfavorable)					-770,500
Community Building (Capital Only)					
Building Renovation Costs (2,400 x 100)	-240,000				-240,000
Site Related Costs	-120,000				-120,000
Net Community Building Costs					-360,000
Operating Items (Cost Adj for Private Dev for M&R -->)					0.80
City Property Taxes					4,603
Maintenance and Repairs	-41,250				-33,000
Net Operating					-28,397

PARTNER PROPERTY TAX REVENUES

Property Taxes - County	0	16,120	46,500	3,968
Property Taxes - Schools	0	42,336	113,400	9,677

* NOTE that as site development costs increase and / or number of lots purchased decreases, developer may NOT

be able to justify as high a raw lot value, we've tried to adjust the sales price accordingly.

** We have conservatively NOT included commercial contractor permit revenues here.

*** Assumes master stormwater management in DOT-built stormwater pond and / or credit for demolished structures

Fiscal Impact Analysis

SUMMARY

Built Elements
Lighting
Site Furnishing
Planting
Irrigation

LA Fees	\$75,000.00
Contingency	10%
GRAND TOTAL	\$1,187,546.60

Built Elements	QTY	UNIT	COST	TOTAL
1 Concrete walks (8" width)	27,308	SF	7.00	\$191,156.00
2 Retention Pond	1	LS		\$200,000.00
			SUBTOTAL	\$391,156.00

Lighting	QTY	UNIT	COST	TOTAL
3 City Standard lights	20	EA	4,000.00	\$80,000.00
4 Pedestrian and/or Specialty lights	20	EA	3,000.00	\$60,000.00
			SUBTOTAL	\$140,000.00

Site Furnishing	QTY	UNIT	COST	TOTAL
5 Bench	20	EA	1,500.00	\$30,000.00
6 Entry Monument	12	EA	2,500.00	\$30,000.00
7 Litter/recycling Receptacle	14	EA	1,000.00	\$14,000.00
8 Wayfinding Signage		LS		\$10,000.00
9 Fence	908	LF	75.00	\$68,100.00
10 Water Fountain	3	EA	2,000.00	\$6,000.00
			SUBTOTAL	\$158,100.00

Planting	QTY	UNIT	COST	TOTAL
11 Deciduous shade tree (3" cal.)	90	EA	600.00	\$54,000.00
12 Ornamental tree (2" cal.)	45	EA	350.00	\$15,750.00
13 Sod	5,000	SF	1.00	\$5,000.00
14 Hydro Mulch	130,000	SF	0.15	\$19,500.00
15 Planting soil	1,558	CY	50.00	\$77,900.00
			SUBTOTAL	\$172,150.00

Irrigation	QTY	UNIT	COST	TOTAL
16 Irrigation system	1	LS		\$150,000.00
			SUBTOTAL	\$150,000.00

FOR COORDINATION ONLY - NOT FOR CONSTRUCTION

Notes:

Quantities are provided for improvements only; demolition quantities are not provided.
Conduit for lighting is not included.

Revised Comments
75,000 High SF Cost (use \$5) and Too many SF (use 15,000sf)
100,000 Already installed - convert to wet pond and keep a planting allowance

60,000 Too many
40,000 Too many

15,000 Too many
15,000 Too many
7,000 Too many
3,500 Too Expensive
40,000 Too Expensive
2,000 Too many

54,000 may be too many, but leave allowance
15,750 may be too many, but leave allowance
10,000 increase, Not enough assumed
12,000 too many sf
50,000 Too much

60,000 Reduce to Only Lawn areas
559,250 Sub Total
111,850 Contingency at 20%
671,100 Total

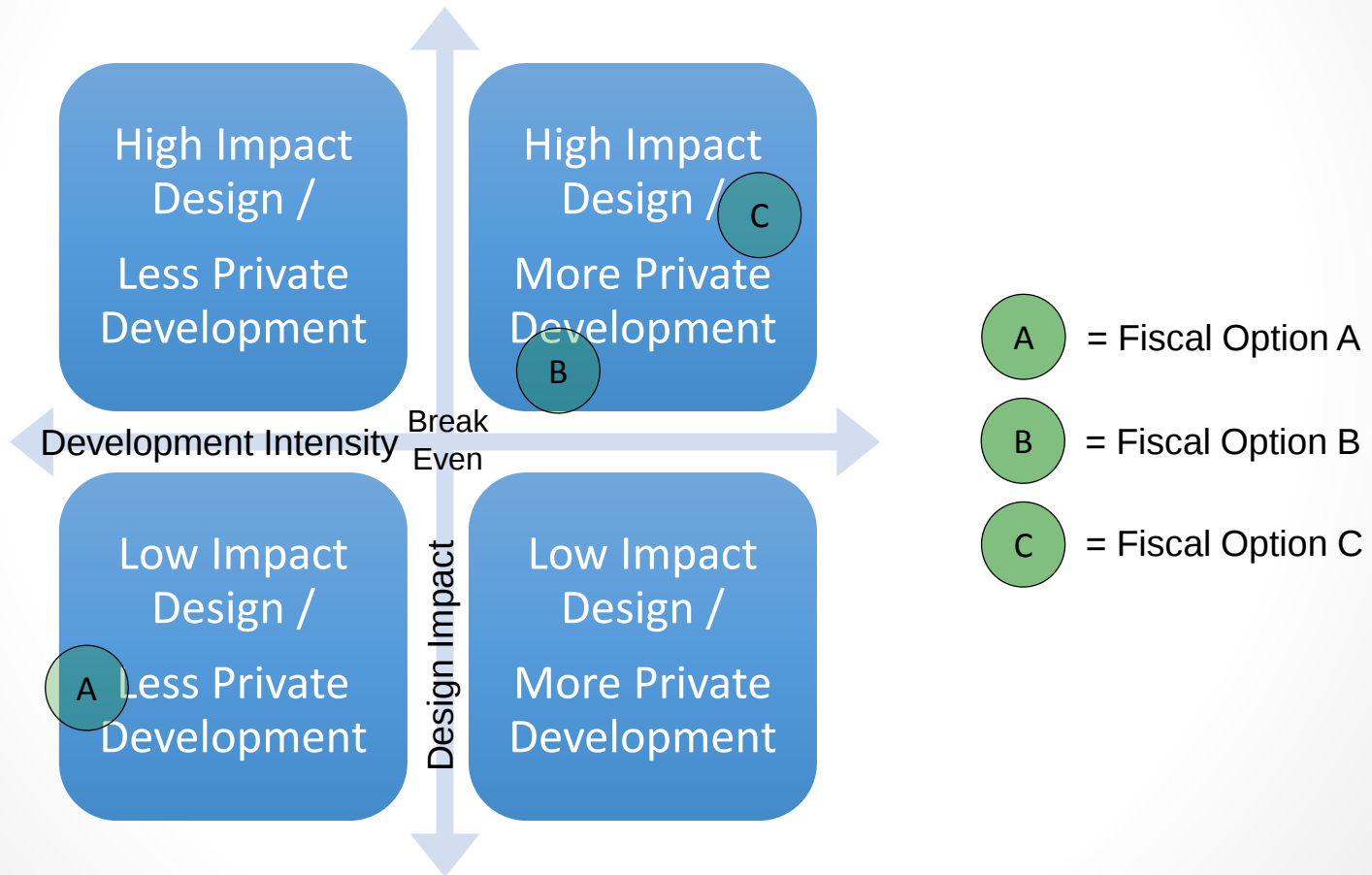
Fiscal Impact Analysis

Process

- **The Following Options were analyzed, and results from a Capital and Operational Perspective are:**
 - A. The Low Impact Design / No Private Development option might require, \$65k in capital investment, and \$8k per year to maintain (less if just grassed)
 - B. The Restrained Design / Moderate Private Development could yield, \$340k in capital benefits and net \$9k per annum
 - C. High Impact Design / Higher Density Private Development could yield, \$1.435m capital benefit and net \$54k per annum

Fiscal Impact Analysis

Process: Alternatives “Matrix” and Approximate Plots



Fiscal Impact Analysis

Process: Task, Approach and Fiscal Drivers

- Project Opportunities
- Framework and Goal of Study
- Note on Fiscal Impact Analysis Studies in General, and Our Approach
- Fiscal Drivers (Capital vs Operating & Direct vs Indirect)
- Other Fiscal Issues (Sunk Costs)

Fiscal Impact Analysis

Process: Conclusion, Assumptions and Other

- Options with More Private Development Contributes more than limited Private Development options
- Indirect Costs and Benefits are Not Included in the Calculations
- Fiscal Issues were not Presented to the Public and have not Constrained the proposed Design Alternatives
- Affect on “Partner” Revenues (other entities that benefit from property tax revenue)
- Discussion of Intangible Benefits

Appendix: Meetings



Notes

City of Smyrna:

Re: Concord Rd Corridor Development – Kick off Meeting

Date: September 5, 2014

By: William J. de St. Aubin, AIA

To: Attendees and File,

Attendees: Deanna Murphy, Tom Boland, Rusty Martin, Ken Suddreth, Bob Thorn & Stephen Arms.

These notes are about a quick review of the site and concept plan at the request of the city. Please review carefully and if errors, emissions, corrections or clarifications are noticed please contact the author within 5 working days of recite.

Scope of service and purpose.

The City of Smyrna seeks planning concepts for various development for consideration by Mayor and Council along the DOT assembled portions of Concord Road Corridor in Smyrna. The site is approximately 3.34 acres with 1710 lineal feet of frontage along Concord Road. The site provides a great opportunity to transform this post war suburban corridor into a gateway to the nationally award-winning Smyrna Town Center.

I. Project Goals:

Form:

- Lineal gateway two down town from the west
- A connector between two of the four critical redevelopment nodes in Smyrna.
- Compatible with 1890'S Arts and Craft Style redevelopment happening.

Function:

- Complete streets Model
- Link the path system to connect the silver comet to the covered bridge

Economy:

- Recover some of the 4 million in SPLOST Acquisition cost?
- Understand the larger impact to the tax base for all 3 options.
 - a. Maximize Private development
 - b. Lineal Green Space
 - c. Somewhere in-between.

Time:

- Present an approved direction at March 2015 Ribbon Cutting.
- Plan a trip to visit Sandy Springs Abernathy Greenway.

II. Lines of Communication:

- Smyrna's Project manager will be Tom Boland
- Bill de St. Aubin will be PIC for Sizemoregroup- contractual contact
- Deanna Murphy Senior Planner- Day to Day contact

III. Data Collection:

The following data is need from the city of Smyrna to Sizemoregroup in digital format.

- List of critical stakeholders
- Survey Information
- Topography Information
- Utilities information
- Infrastructure improvements under construction or planned
- Any design guides in place
- Land-use and zoning related to site and context
- Vegetation on site to be preserved
- Any recent Market Studies

IV. Next Steps:

- September 8-12: Data Request from Sizemore Group to City
- September 16th: Core Team Meeting, prior to One-on-One Meetings
- September 16th: One-on-One meetings
- Council Members Corky and Teri; Mayor; Staff: Engineer, Parks and Rec Director, City Attorney, and Scott Taylor
- September 30th: First Public Meeting at Food Truck Event?
- October 17th, 9:30am: Core Team Meeting-review concepts
- November, Develop concept and potential economic impact
- December, Develop time line and implementation
- January: Final Presentation/Council and Planning Commission to approve
- March: Concord Road Improvements Completion (Anticipated)

Outstanding Issues:

Stephen Arms requested clarification on whether the money recovered from any potential sale of the land would go to the SPLOST fund or to the City? The cities attorney should be consulted for clarification.

Others?



AGENDA

Concord Road Corridor Development Project No. 14440 Agenda

Tuesday, September 30, 2014
3:45pm

Attendees:

Tom Boland, City of Smyrna
Eric Randall, City of Smyrna
Bob Thorn, City of Smyrna
Rusty Martin, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts amongst the Core team, focused on upcoming meetings and concept development.

Agenda:

I. Review Schedule and Upcoming Meetings

- **One-on-One Meetings: September 30**
 - **Recap**
- **Public Meeting One**
 - **Date and Location?**
 - **Outreach Plan**
- **Next Core Team Meeting: October 17th**

II. Review Data/Information Requests

III. Concepts

- **What is expected for October 17th Meeting?**

IV. Review Vision, Mission, Goals, and Aspirations

V. Next Steps



**Concord Road Corridor Development
Project No. 14440
Meeting Notes**

Core Team Meeting

Tuesday, September 30, 2014 @ 3:45 pm

From: Deanna Murphy

To: Attendees

Attendees:

Tom Boland, City of Smyrna

Eric Randall, City of Smyrna

Bob Thorn, City of Smyrna

Rusty Martin, City of Smyrna

William J. de St. Aubin, Principal in Charge, Sizemore Group

Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts among the core team, focused on upcoming meetings and next steps.

I. Review Schedule and Upcoming Meetings

○ **One-on-One Meetings: September 30**

- The Core Team conducted (5) five one-on-one interviews on Tuesday, September 30. Interviewees included: Teri Anulewicz, Max Bacon, Steve Ciaccio, Charles (Corkey) Welch, and Eric Randall.
- These interviews helped to promote a clear understanding of the goals, objectives, existing market opportunities, and social economic context in the study area. They also provided insight into the overall vision for the study area.
- Interviews utilized a prepared questionnaire that included a range of discussion points which gave stakeholders an opportunity to discuss their overall vision for the study area, needs, and concerns.
- A summary of one-on-one interviews was distributed to the Core Team on October 16th.

○ **Public Meeting One**

- **Date and Location:** Sizemore Group will set up a public input table at the Jonquil Festival on Saturday, October 25th from 11am to 2pm to engage area residents and get input on what they'd like to see happen on the Concord Road property.

- Sizemore Group will coordinate getting a booth at the festival with Tom Boland and Jennifer Bennett of the City of Smyrna.
- The festival input strategy was discussed. One strategy would be to have a board with three draft concepts, ranging from all greenspace to full development potential, and asking residents to vote on their preference by placing a dot next to the preferred concept.
- **Outreach Plan:** Sizemore Group will work with Jennifer Bennett of the City of Smyrna and Smyrna Council Members Teri and Corkey, to distribute email invitations to residents and to post to the social media sites.
- In addition, Sizemore Group has developed and mailed postcard announcements to neighborhood residents, in the adjacent neighborhoods.
- **Next Core Team Meeting: October 17th, 1pm**
 - The Core Team will meet on October 17th to discuss the public meeting one set up at the Jonquil festival, the three development concepts, and next steps.

II. Review Data/Information Requests

- The City of Smyrna has begun providing Sizemore Group with data per the Request for Information. The following items are next steps.
 - Tom Boland to coordinate providing Sizemore Group with the Concord Road improvements site survey and design drawings, as completed by Arcadis. This has been accomplished.
 - Kathe Roper will provide Sizemore Group with GIS files. What the City has available for the property has been provided. Any additional requests would need to be coordinated with Cobb County and may require an additional fee.
 - Land Use and zoning information is best found on the County website. Sizemore Group will coordinate with Rusty as needed.
 - Site utility work will be most accurate from the Arcadis CAD file, not the GIS file.
 - The City does not have access to topography plans, through GIS or CAD. The site will be altered with the road construction, so topographic plans will likely be out dated. The consultant team understands the low points, based on detention pond plans, and will prepare conceptual plans based on this knowledge.

III. Concepts

- Sizemore Group will prepare three diagrammatic concept plans for the October 25th public meeting. Concepts will be further detailed based on community feedback.

IV. Review Vision, Mission, Goals, and Aspirations

- The Core Team has been asked to review the vision, mission, goals, and aspirations, per notes as submitted by Sizemore Group on September 5. Please see attached.

V. Next Steps

- The Core Team will meet on October 17th to further discuss the first public meeting.
- Sizemore Group and the City of Smyrna will coordinate data exchange.
- Sizemore Group will work with the City of Smyrna to distribute public meeting one announcements.



Concord Road Corridor Development Project No. 14110

One-on-One Meeting Notes

Overview:

On Tuesday, September 30, Sizemore Group and the City of Smyrna conducted interviews with key stakeholders. These interviews helped to promote a clear understanding of the goals, objectives, existing market opportunities, and social economic context in the study area. They also provided insight into the overall vision for the study area.

Interviews were conducted as one-on-one sessions. Interviews utilized a prepared questionnaire that included a range of discussion points which gave stakeholders an opportunity to discuss their overall vision for the study area, needs, and concerns.

A record of the interviews conducted is provided in the table below. Interviews were conducted by: Bill de St. Aubin and Deanna Murphy of Sizemore Group, along with Tom Boland, Bob Thorn, and Rusty Martin of the City of Smyrna

Stakeholder Interviews:

Organization	Stakeholder(s)	Date
City Council member	Teri Anulewicz	September 30, 9:30am
Mayor	Max Bacon	September 30, 10:30am
Parks & Rec Director	Steve Ciaccio	September 30, 1:00pm
City Council member	Charles (Corky) Welch	September 30, 2:15pm
City Engineer	Eric Randall	September 30, 3:15am

Common Themes:

Describe your Vision for the Concord Road study area:

- This is a community gateway.
- Lighting and landscaping are important
- Mixed opinions on how developable this land is due to it's narrow depth and accessibility issues. Most common response included a mix of park space with complimentary retail/restaurants/housing.

What elements would make this site an appropriate gateway?

- Lighting
- Greenspace
- Landscaping
- Trails
- Water feature

What uses are missing from Smyrna that the study area could accommodate?

- Passive park space

What transportation issues are of greatest concern in the study area?

- Parking issues may be an issue, due to the narrow depth of the site.

What connections need to be made to the study area?

- Continued multi-use trail connections
- Surrounding/adjacent neighborhoods

Who should the study area serve?

- All Smyrna residents
- In particular, those in the surrounding/adjacent neighborhoods

What is Smyrna missing in regards to Arts/Culture/Entertainment that the study area could accommodate:

- Potential permanent location of City's civil war history museum.

City Council Member

September 30, 2014

Attendees:

Teri Anulewicz

Describe your Vision for the Concord Road study area:

- Pedestrian accessibility: sidewalks, lighting (of trails), slow traffic, destinations
- Create a sense of place
- Mix of uses: detached townhomes, businesses, restaurants,
- Bike sharing stations (at parks and urban areas throughout city)
- Community Center
- So much potential

What elements would make this site an appropriate gateway?

- Greenspace
- Lighting
- "24-hour" Gateway

What uses are missing from Smyrna that the study area could accommodate?

- Neighborhood restaurants adjacent to greenspace: non-chain, chef-driven, ma & pa type
- Food truck community can draw the chef-driven restaurants

How can the study area improve the quality of life for Smyrna residents?

- Office and townhomes in same proximity. (has not worked well elsewhere, needs to be designed appropriately)

What transportation issues are of greatest concern in the study area?

- CCT should be on this corridor: bus stops and bike racks. Currently CCT is Spring and S. Cobb.
- Provide a bus/shuttle route to the stadium

What connections need to be made to the study area?

- Smyrna Heights neighborhood

What land use issues are of greatest concern in the study area?

- Parks and Rec Master Plan identified community desire of an aquatic center.
- May be a gap in the YMCA system in this part of Cobb County.

Who should the study area serve?

- All demographics, seniors to millennials. Townhomes could provide housing options for many.

What is Smyrna missing in regards to Arts/Culture/Entertainment that the study area could accommodate?

- Neighborhood Theater, a playhouse
- Live music

- Splash pad

What methods do you recommend to maximize study awareness and active public involvement?

- Consider having an event at Smyrna Elementary school and the Wolf Center
- Consider a booth at the Jonquil Festival
- Teri can post to the Ward 3 Facebook page and email distribution list
- Jennifer Bennett with the city can distribute to the City's social media sites and email distribution lists.

City of Smyrna Mayor

September 30, 2014

Attendees:

Max Bacon

Describe your Vision for the Concord Road study area:

- Beautification of this land could help redevelop adjacent land
- May be too narrow for development of townhomes or commercial
- May best be utilized as a linear park
- Revenue to the City is not necessarily a priority
- May be too much traffic for active recreation

What elements would make this site an appropriate gateway?

- Landscaping, natural, save some of the big trees
- Edible native plants
- Arboretum
- Memorial Park/Gardens
- Interpretive trail

What uses are missing from Smyrna that the study area could accommodate?

- Greenspace (as reflected in the Parks and Rec Master Plan)

How can the study area improve the quality of life for Smyrna residents?

- Greenspace
- If active greenspace uses, there needs to be separation from the street for it to be safe.

What transportation issues are of greatest concern in the study area?

- Bus stops are needed

What connections need to be made to the study area?

- To the neighborhoods
- Safe pedestrian accessibility

Who should the study area serve?

- Service to the adjoining and adjacent properties is most important.

What is Smyrna missing in regards to Arts/Culture/Entertainment that the study area could accommodate?

- It's too narrow to accommodate much more than a linear park.

What methods do you recommend to maximize study awareness and active public involvement?

- Jonquil Festival
- City Website
- Teri and Corky to help with distribution.

Parks and Recreation Director

September 30, 2014

Attendees:

Steve Ciaccio

Describe your Vision for the Concord Road study area:

- Passive park that connects destinations
- Destinations could include retail that supports the park: restaurants, coffee, bike shops, etc.
- Passive park will need a buffer
- Neighborhood park, as parking may be an issue for a regional draw. Would need to be a small recreational space.
- Playground and gazebo could work with an appropriate buffer.
- Dog park with appropriate buffer
- Urban forest/educational trail, orchard
- Community garden – shared with the school or a garden club (to keep maintained).

What elements would make this site an appropriate gateway?

- Pond with a spray bar
- Landscaping and shade

What uses are missing from Smyrna that the study area could accommodate?

- Passive parks
- Skate Park, if parking could be accommodated. Skate park components should be mobile
- Museum: civil war

What connections need to be made to the study area?

- Trail to connect to Silver Comet and Cumberland Mall.

What land use issues are of greatest concern in the study area?

- Should not be a destination park, as parking will be an issue to fit on the site.

What is Smyrna missing in regards to Arts/Culture/Entertainment that the study area could accommodate?

- No splash pad- too much parking needed
- Giant chess board
- Fountain

City Council Member

September 30, 2014

Attendees:

Charles (Corky) Welch

Describe your Vision for the Concord Road study area:

- Residential or park uses
- May be too shallow for commercial uses.
- Improvements to this side of Concord Road, will lead to redevelopment of the other side
- Park use: similar to Spring Road Park with gathering spaces
- Possible extension of Laurel Park development
- Residential uses: townhome or single family with rear entry. (not giant townhomes, smaller scale to fit the site.)

What elements would make this site an appropriate gateway?

- Clean up corridor into City: Attractive landscaping and buildings; Clean streets
- Destination businesses
- Residential
- Underground utilities – this is a long term future vision as it may be very expensive

What uses are missing from Smyrna that the study area could accommodate?

- Retail and shopping: Discount retail, shoe stores, Sears, sports goods, bakery.

How can the study area improve the quality of life for Smyrna residents?

- Turning the entire site over to park space takes it off the books forever, but could be a nice amenity for citizens: dog park, bike paths.
- It's a valuable piece of property that could benefit the city if put back on the tax revenue.

What transportation issues are of greatest concern in the study area?

- Bike/Pedestrian connectivity continued.

What connections need to be made to the study area?

- Connect to adjacent neighborhoods and existing facilities, sidewalks and businesses in the area.

What land use issues are of greatest concern in the study area?

- There are two eyesores near the site: the shell building (future medical office building) and the one story commercial space adjacent to the shell building.

Who should the study area serve?

- Forest Hills: multi-generational community
- Adjacent neighborhoods: mixed generations
- Mixed income residents

What is Smyrna missing in regards to Arts/Culture/Entertainment that the study area could accommodate?

- Arts center

What methods do you recommend to maximize study awareness and active public involvement?

- Signage along corridor to inform people of meetings.

City Engineer

September 30, 2014

Attendees:

Eric Randall

Describe your Vision for the Concord Road study area:

- Continuation of townhome/live/work concepts
- Mixed-use with light commercial
- Detention pond similar to Glenwood Park
- Public access park with playground
- Tie residential/commercial to the street with parking in back
- Accessibility to the multi-use trail
- There are limits to the site on what can happen because of accessibility issues, limited left turns limit commercial uses.

What elements would make this site an appropriate gateway?

- Lighting for both the roadway and pedestrians
- There will be landscaping as part of the streetscape improvements: 2' strip of sod, bike path, trees on north side of path.
- Monument signs
- Water quality/playground in detention pond – combined use
- Walking trails

What uses are missing from Smyrna that the study area could accommodate?

- Roller derby park
- Space for big festivals – craft fairs

How can the study area improve the quality of life for Smyrna residents?

- Water detention. 10 acres of run off could make it into a retention pond, may not have that much run off in this case.

What transportation issues are of greatest concern in the study area?

- Access issues: left turn lanes are difficult and limited with the median
- Parking may be difficult as the site is narrow
- There are bus stops on either side of the road. Pedestrian accessibility needs to be considered.

What connections need to be made to the study area?

- Sidewalks will be needed on Hollis Street and other streets that connect to the Concord frontage property to increase accessibility.
- Trail to connect to Silver Comet and trails to the north

What land use issues are of greatest concern in the study area?

- South side of Concord Road, across from the study area. Zoning issues. Needs a special district overlay.

Who should the study area serve?

- Residents a quarter of a mile on each side (approximately from South Cobb to Legion)

What is Smyrna missing in regards to Arts/Culture/Entertainment that the study area could accommodate?

- Perhaps a location for the History Museum: Civil War, could be a permanent home
- Could provide a walkable business area with local/indigenous retail, a density of shopping in one area.
- Arts, culture and entertainment are all needed in the Smyrna.



AGENDA

Concord Road Corridor Development Project No. 14440 Agenda

Friday, October 17, 2014
1:00pm

Attendees:

Tom Boland, City of Smyrna
Eric Randall, City of Smyrna
Bob Thorn, City of Smyrna
Rusty Martin, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts amongst the Core team, focused on upcoming meetings and next steps.

Agenda:

I. Review Schedule and Upcoming Meetings

- **One-on-One Meetings: September 30th**
- **Public Meeting One: October 25th**
- **Core Team Meeting**
- **Final Public Meeting**

II. Review Data/Information Requests

III. Concepts

IV. Review Vision, Mission, Goals, and Aspirations

V. Next Steps



**Concord Road Corridor Development
Project No. 14440
Meeting Notes**

Core Team Meeting

Friday, October 17, 2014 @ 1:00 pm

From: Deanna Murphy

To: Attendees

Attendees:

Tom Boland, City of Smyrna

Eric Randall, City of Smyrna

Bob Thorn, City of Smyrna

William J. de St. Aubin, Principal in Charge, Sizemore Group

Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts among the core team, focused on upcoming meetings and next steps.

I. Review Schedule and Upcoming Meetings

- **One-on-One Meetings: September 30**
 - A summary of one-on-one interviews was distributed to the Core Team on October 16th (see attached).
- **Public Meeting One: October 25th, Jonquil Festival, 11am-2pm**
 - **Strategy:** Sizemore Group will set up a public input table at the Jonquil Festival on Saturday, October 25th from 11am to 2pm to engage area residents and get input on what they'd like to see happen on the Concord Road property.
 - Sizemore Group has secured a booth at the festival and will set up between 7-9am.
 - Sizemore Group will have the following boards set up on easels to solicit community feedback:
 - (1) District Map of the Council Wards, with street names. Participants will be asked to identify where they live on this map.
 - (2) Concept Boards. Two boards will showcase the three draft concepts, along with the existing site. Images and example photos will be included to help provide a better understanding of the concepts. Participants will be given colored dots and asked to rate their preferred development concept.

- Sizemore Group will provide a suggestion box, for any additional comments that participants may want to contribute.
- The City of Smyrna is going to check with Jennifer Bennett to see if the City has any swag that could be given away to encourage participation. Sizemore Group will bring candy as an added incentive.
- Sizemore Group will also bring a sign-in sheet to gather stakeholder contact information for future announcements and invitations.
- **Outreach Plan:** Sizemore Group has sent email flyers for distribution to the community to Jennifer Bennett, Council members Teri and Corkey, and Mayor Bacon.
 - In addition, Sizemore Group has developed and mailed postcard announcements to neighborhood residents, in the adjacent neighborhoods.
 - Extra postcards are being sent to Sizemore Group, who will distribute to area businesses (including Atkins Park and Zucca), City Hall, and Brawner Hall.
- **Next Core Team Meeting: November 14th, 1pm, Brawner Hall**
 - The Core Team will meet on November 14th to discuss the final public meeting, the three development concepts, and next steps.
- **Final Public Meeting: December 2, 5:30-7pm, Brawner Hall**
 - The Final Public meeting has tentatively been scheduled for Tuesday, December 2nd from 5:30-7pm. Final draft concepts will be presented in an open house format at Brawner Hall for final community input.

II. Review Data/Information Requests

- Data Requests have been completed.

III. Concepts

- Sizemore Group will prepare three diagrammatic concept plans for the October 25th public meeting. Concepts will be further detailed based on community feedback and presented to the Core Team at the November 14th meeting.

IV. Review Vision, Mission, Goals, and Aspirations

- The Core Team reviewed the common themes per the One-on-One Meeting Summary (see attached). The team agreed these are priority visions and concerns. The need for a dog park and trails was discussed at several meetings and should be added to the “what is missing” section.
- The team has previously referred to the corridor development site as a “gateway”. The term gateway is generally utilized at key intersections and not along linear portions of a corridor. It was determined that this should not be considered a gateway, but as a linear community asset/park/development.

V. Next Steps

- Sizemore Group will provide the City of Smyrna with draft public meeting boards by Wednesday, October 22 for review.
- Sizemore Group has coordinated a site visit of Abernathy Park in Sandy Springs for Tuesday, October 21. Sizemore Group will distribute invitations

to the Core Team and the five interviewed stakeholders: Teri Anulewicz, Max Bacon, Steve Ciaccio, Charles Welch, and Eric Randall.



AGENDA

Concord Road Corridor Development Project No. 14440 Agenda

Friday, November 14, 2014
1:00pm

Attendees:

Tom Boland, City of Smyrna
Eric Randall, City of Smyrna
Bob Thorn, City of Smyrna
Rusty Martin, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts amongst the Core team, focused on upcoming meetings and concept development.

Agenda:

I. Recap Public Meeting One and Councilmember led Meeting

- **Results**

II. Concepts

- **Development of 3 Concepts?**
- **Estimates of Development Costs and Tax Revenue**

III. Public Meeting 2: December 2, Brawner Hall

- **Agenda**
- **Invites: November 17**
- **Postcards?**

IV. Next Steps



**Concord Road Corridor Development
Project No. 14440
Meeting Notes**

Core Team Meeting

Friday, November 14, 2014 @ 1:00 pm

From: Deanna Murphy

To: Attendees

Attendees:

Tom Boland, City of Smyrna
Eric Randall, City of Smyrna
Bob Thorn, City of Smyrna
Rusty Martin, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts among the core team, focused on upcoming meetings, concept development, and next steps.

I. Recap Public Meeting One and Councilmember led Meeting

○ **Public Meeting One**

- The first public input session was conducted at the Jonquil Festival on October 25th from 11am-2pm. Sizemore Group and the City of Smyrna invited residents to provide input on three conceptual development ideas:
 - Option 1: Greenspace
 - Option 2: Partial Development
 - Option 3: Full Development
- Over 100 people participated.
- Each participant was asked to vote on their preferred conceptual idea, the results are attached and below:
 - Option 1: Greenspace
 - Must Do (Green) - 36
 - I like it (Blue) – 16
 - Absolutely Not (Red) - 0
 - Option 2: Partial Development
 - Must Do (Green) – 89
 - I like it (Blue) – 13
 - Absolutely Not (Red) – 5

- Option 3: Full Development
 - Must Do (Green) - 5
 - I like it (Blue) – 1
 - Absolutely Not (Red) - 57
- **Councilmember led Meeting**
 - Approximately 65 people attended a special meeting hosted by Councilmember Corky Welch.
 - The same three options were presented at this meeting for voting. The results are below:
 - Option 1: Greenspace
 - Must Do (Green): 40
 - I like it (Blue): 5
 - Absolutely Not (Red/Pink): 0
 - Option 2: Partial Development
 - Must Do (Green): 14
 - I like it (Blue): 10
 - Absolutely Not (Red/Pink): 0
 - Option 3: Full Development
 - Must Do (Green): 0
 - I like it (Blue): 0
 - Absolutely Not (Red/Pink): 39

II. Concepts

- The Core Team decided that before moving forward with further concept development, it would be best to get input from the Council to understand which concepts they would like the team to pursue. The public meeting voting results may influence Council's preference on concepts to pursue.
- The City of Smyrna will see if the project team can be included on the next Council of the Whole (COW) work session to discuss this project and get input on next steps. The next COW meeting is December 8 at 6pm. The City of Smyrna will confirm the team's participation in this meeting.
- The team would like to discuss with the Council: the three conceptual ideas, as presented to the public; initial research into development costs and tax revenue on each concept; the public input received to date; and next steps – mainly which concepts to further develop and what elements should be included in each concept (such as a senior housing facility, park elements, etc).
- Marthasville Development will create a draft document for the COW meeting that identifies development costs and tax revenue for the three draft concepts. Marthasville will break down the estimates by an order of magnitude, such as subsidy, break even, profit. This could include a range of levels for each concept, for example the Greenspace option could include three ranges, from native plantings, to a partially active park design, to a fully active park design.
- It was discussed that one recommendation associated with the greenspace option would be to allow existing property owners to build accessory dwelling units on their lot, facing the park, as an added incentive. This may be included in the report as a recommendation for Council to consider.

III. Public Meeting 2

- The next public meeting will be pushed back to a to be determined date in January. This will give the project team time to meet with the Council, receive feedback on next steps and develop concepts to be presented to the public.
- Sizemore Group will prepare an update email to be distributed to the public, explaining that the concepts are being developed further for a presentation and public input session in January.

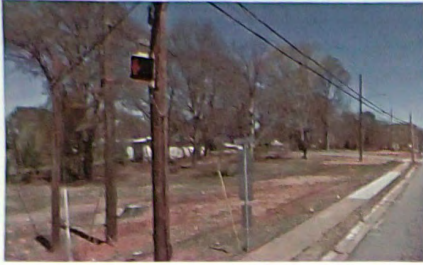
IV. Next Steps

- The Core Team will meet prior to the COW meeting to discuss concepts and estimates of development costs and tax revenue to be presented to the COW. Core Team meeting has been scheduled for Friday, December 5 at 10am.
- Smyrna will confirm the Core Team's participation in the December 8 COW meetings. If confirmed, the Core Team will present findings and discuss next steps with the COW on December 8 at 6pm.
- Smyrna will discuss SPLOST dollar regulations with the City attorney. If the City sells the property, does the money have to go back into the SPLOST?

CONCORD ROAD DEVELOPMENT CONCEPTS

SHARE YOUR OPINION!

Existing



Option 1: Greenspace



COMMUNITY GREEN AND PAVILION



PROTECTED WALKWAY



WELLNESS SCULPTURE PLAYGROUND



GATEWAY



CONCORD ROAD DEVELOPMENT CONCEPTS

SHARE YOUR OPINION!

Option 2: Partial Development

- LOCAL, ARTS, RESTAURANTS
- SMALL BUSINESSES
- LIKE: TUSCALOOSA ARTS CENTER
- MARIETTA SQUARE



DINING IN THE PARK



BICYCLE SHOP



INTERPRETATIVE TRAIL



DETENTION POND AS PARK



Option 3: Full Development

- RETAIL
- 55+ COMMUNITY - ACCESSIBLE
- (MIXED-GROCERY) 1 LEVEL
- Affordable



MIXED USE NEIGHBORHOOD RETAIL AND RESIDENTIAL





Notes

City of Smyrna:

Re: Concord Rd Corridor Development –

Date: October 31, 2014

By: Deanna Murphy

To: Attendees and File,

Attendees: Deanna Murphy,

These notes are about a quick review of the site and concept plan at the request of the city. Please review carefully and if errors, emissions, corrections or clarifications are noticed please contact the author within 5 working days of recite.

I. Suggestion Box:

- A. Walking Trail
- B. Running trail
- C. Coffee Shop
- D. Smaller Businesses
- E. Partial Development – Include local businesses & Restaurants
- F. Live Music Venue
- G. Splash Pad
- H. Dog Park
- I. Teaching Stage – ex: "Outdoor" Yoga Exercise
- J. Like: Lincoln Road, Miami
- K. The space is too small. Take the other side to Dell Avenue and build a Real park (mixed) and do it right. This is our front yard - Probably 50k pass every day

II. Boards:

A. Option 1:

- 1. Must Do (Green) - 36
- 2. I like it (Blue) – 16
- 3. Absolutely Not (Red) - 0

B. Option 2:

- 1. Must Do (Green) – 89
- 2. I like it (Blue) – 13
- 3. Absolutely Not (Red) - 5

C. Option 3:

- 1. Must Do (Green) - 5
- 2. I like it (Blue) – 1
- 3. Absolutely Not (Red) - 57

CONCORD ROAD DEVELOPMENT CONCEPTS

SHARE YOUR OPINION!

Existing



Option 1: Greenspace



COMMUNITY GREEN AND PAVILION



PROTECTED WALKWAY



WELLNESS SCULPTURE PLAYGROUND



GATEWAY



CONCORD ROAD DEVELOPMENT CONCEPTS

SHARE YOUR OPINION!

Option 2: Partial Development



DINING IN THE PARK



BICYCLE SHOP



INTERPRETATIVE TRAIL

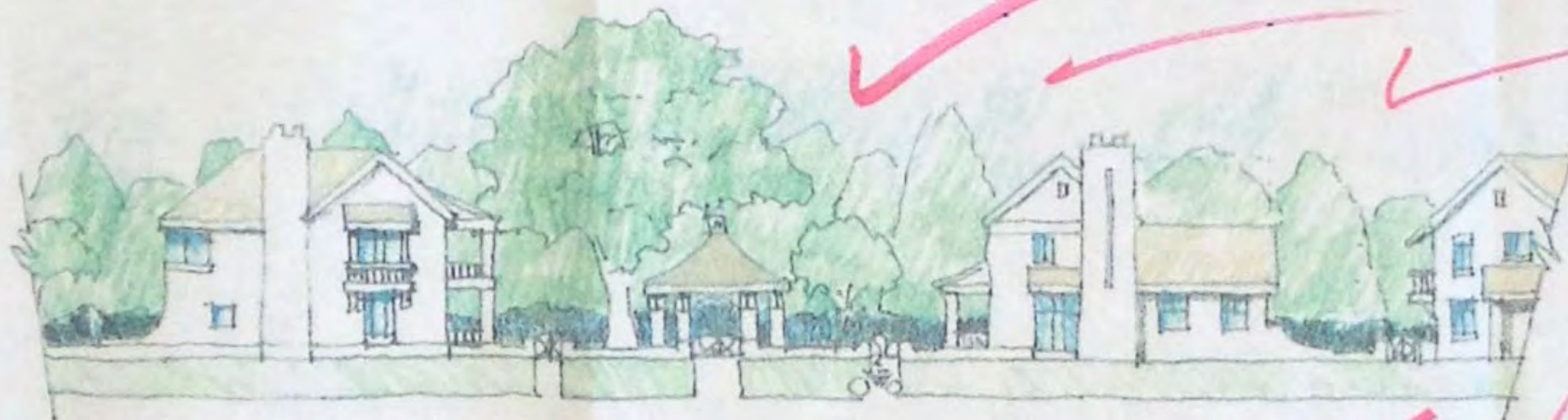


DETENTION POND AS PARK



Handwritten green and blue checkmarks and arrows indicating approval for Option 2.

Option 3: Full Development



MIXED USE NEIGHBORHOOD RETAIL AND RESIDENTIAL



Handwritten red checkmarks, arrows, and the word 'NO' indicating disapproval for Option 3.



AGENDA

Concord Road Corridor Development Project No. 14440 Agenda

Friday, December 5, 2014
10:00am

Attendees:

Tom Boland, City of Smyrna
Eric Randall, City of Smyrna
Bob Thorn, City of Smyrna
Rusty Martin, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts amongst the Core team, focused on upcoming meetings and concept development, in particular the upcoming Council of the Whole (COW).

Agenda:

I. Council of the Whole

- **Agenda**
- **Presentation Materials**
- **Update from Marthasville – Development Cost Estimates**

II. Next Steps



AGENDA

Concord Road Corridor Development Project No. 14440 Agenda

Tuesday, December 30, 2014
2:00pm

Attendees:

Tom Boland, City of Smyrna
Eric Randall, City of Smyrna
Bob Thorn, City of Smyrna
Rusty Martin, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts amongst the Core team, focused on upcoming meetings and concept development, in particular the upcoming Council of the Whole (COW).

Agenda:

I. Council of the Whole

- **Presentation Review**

II. Next Steps



**Concord Road Corridor Development
Project No. 14440
Meeting Notes**

Core Team Meeting

Tuesday, December 30, 2014 @ 2:00 pm

From: Deanna Murphy

To: Attendees

Attendees:

Tom Boland, City of Smyrna
Eric Randall, City of Smyrna
Bob Thorn, City of Smyrna
Rusty Martin, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts among the core team, focused on the upcoming Council of the Whole (COW) meeting.

I. Council of the Whole Meeting

- The Core Team will present to the Council of the Whole (COW) at one of the January meeting dates, either Monday, January 12th or Monday, January 26th. Meetings start at 6pm. The team will hold these dates until confirmed.
- In previous public input sessions, several citizens have voiced concern that when the Concord Road land was acquired, approximately 2006, Councilmembers, at the time, expressed that the land would be redeveloped into community greenspace. To date, a commitment to this dedicated land use has not been confirmed and a schematic greenspace drawing from that time has not been identified. The City of Smyrna is in the process of reviewing City Council meeting minutes from the time of land acquisition to see if anything was determined about its future land use.
- The City of Smyrna presented, to the team, a recently found schematic greenspace plan from approximately 2012 for the Concord Road property, completed by Croy Engineering. Smyrna is working with Croy to confirm the date of this drawing and what it was utilized for. If it is found to be relevant to the history of this project, it may be included in the presentation to the COW.

- The team will have approximately 10 minutes to present to the COW allowing for approximately 10 minutes of discussion.
- Due to the limited time, the team would like to request that the Council hold all discussion until after the presentation.
- The team reviewed the draft presentation. The updated presentation is attached. Sizemore Group and Marthasville Development provided the City of Smyrna with the updated presentation on Monday, January 5th, for review. The fiscal impact worksheet, completed by Marthasville was provided with the presentation.

II. Additional Items

- The project contract between the City of Smyrna and Sizemore Group included a contract completion date of December 15th. As the project schedule has been adjusted and the project is still in process, the City of Smyrna will provide a contract extension document. After this meeting, the City of Smyrna provided the contract extension agreement. Sizemore Group has signed this document and it is pending Mayor Bacon's signature.

IV. Next Steps

- The City of Smyrna will confirm the Core Team's participation in the January 12th or 26th COW meeting
- The City of Smyrna will discuss SPLOST dollar regulations with the City attorney. If the City sells the property, does the money have to go back into the SPLOST? Are there any land uses tied to the land per acquisition and/or SPLOST documents? It is preferred by the consultant team that this conversation occurs prior to the COW meeting.



AGENDA

Concord Road Corridor Development Project No. 14440 Agenda

Friday, March 20, 2015
1:30pm

Attendees:

Tom Boland, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To discuss final steps and document requirements.

Agenda:

I. Deliverables

- Public Process and Input
- Design Recommendation Drawing
- Cost Estimate
- Next Steps
- Due Date: March 31
- Format- PowerPoint?

II. Council Approval

- April 30

III. Community Updates

- Final Update Email
- Post Presentation on Smyrna Website?
- Database to client



**Concord Road Corridor Development
Project No. 14440
Meeting Notes**

Core Team Meeting

Tuesday, March 20, 2015 @ 1:30 pm

From: Deanna Murphy

To: Attendees

Attendees:

Tom Boland, City of Smyrna
Eric Randall, City of Smyrna
Bob Thorn, City of Smyrna
Rusty Martin, City of Smyrna
Stephen Arms, Marthasville Development
William J. de St. Aubin, Principal in Charge, Sizemore Group
Deanna Murphy, Planner, Sizemore Group

Purpose:

To continue coordination efforts among the core team, focused on project deliverables.

I. Deliverables

- Sizemore Group will provide a final summary report in PowerPoint and pdf format to the City of Smyrna by March 31.
- Deliverables will include a summary of the public process and input; the design recommendation; cost estimates; potential funding sources; and prioritized next steps.
- Prioritized next steps should include:
 - The City should pursue design development of the recommended plan.
 - Design and develop a landscaped buffer between the Concord Road Property and adjacent residential properties.
 - Buffer options include: berm and trees; fence, shrubs, and trees.
 - Transfer the identified commercial parcels to the Downtown Development Authority (DDA) for resale to commercial developer(s).
 - Council action is needed to sell property to DDA
 - Consider the following options to ensure the property is developed in line with the City's vision:
 - Include a "first right of offer" upon resale of the property in contracts.
 - Zoning options:

- Develop an overlay zoning that restricts land uses on the properties
- Include the property in the Central Business District Overlay with conditions per a specific site plan.
- Design and develop stormwater management for the commercial properties.
- Design and install decorative fence between trail and proposed park.
- Design and develop landscaping and trails in proposed park.
- Include a section in the deliverables on parking options and concerns.

II. Council Approval

- The City is aiming for Council Approval by April 30.

III. Community Updates

- Sizemore Group will provide an email to the community database informing them that a report is in process, to be reviewed by the City and to check with the City for future updates.

IV. Next Steps

- Sizemore Group to provide the final deliverable to the City of Smyrna by March 31.
- The City of Smyrna will provide the report to City Council for review and approval by April 30.