



City of Smyrna

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Issue Sheet

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Status: Agenda Ready

In Control: City Council

File Type: Authorization

Agenda Number: A.

WARD: City Wide

COMMITTEE: Community Development

\$ IMPACT: \$70,000

Agenda Title:

Authorization to approve a Specialized Service Agreement between City of Smyrna and Georgia Tech Research Corporation to conduct a market analysis, land use and urban design study of the SunTrust Park District/Spring Road Corridor with expenses not to exceed \$70,000.

ISSUE: The Georgia Tech School of City and Regional Planning (SCaRP), along with the Center for Economic Development Research (CEDR) within the Enterprise Innovation Institute (EI2) at Georgia Tech, and Noell Consulting Group (NCG) are pleased to propose on a research project to assist the City of Smyrna in a land use and urban design study and market analysis of the SunTrust Park District/Spring Road corridor in the development of a guide to aid in the decision-making process surrounding the future development of the area around the new Braves baseball stadium, SunTrust Park. This research will look at existing plans and research conducted for the city, will examine current and future growth with respect to real estate market demand, land use, zoning, and economic impacts to the City as a result of the new stadium. This research will recommend a set of economic development tools and policies to help the City to adjust its zoning code and be proactive with respect to how the City handles future development opportunities that may locate in Smyrna. SCaRP will utilize 10-15 master degree students to create design scenarios based on City of Smyrna residents and other stakeholder's feedback.

July 2016 - September 2016 - Phase I - Consists of gathering data and performing the market study.

July 2016 - February 2017 - Phase II - Consists of incorporating market study impacts into a land use and urban design plan for the Spring Road Corridor.

October 2016 - November 2016 - Phase III - Consists of completing a fiscal impact analysis based on development scenarios established in the land use/urban design plan.

In February 2017 a final report will be presented to Mayor & Council detailing the findings and proposed recommendations that will allow Smyrna to be more

competitive in their economic development efforts while at the same time, be responsible with tax payer resources.

Funds, in the amount of \$70,000, have been approved and are detailed in the adopted FY17 Budget.

BACKGROUND: None.

RECOMMENDATION/REQUESTED ACTION: Community Development recommends approval of the agreement.