

# CITY OF SMYRNA

## ECONOMIC DEVELOPMENT DIVISION

### MEMORANDUM

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To: Mayor and Council

From: Tom Boland, Economic Development Manager

Date: August 15, 2019

**RE: Overview of the Downtown Master Plan Update Initiative**

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#### **BACKGROUND:**

The City of Smyrna, Georgia has solicited proposals for the services of a qualified consultant or consultant team with expertise in the areas of planning, redevelopment, downtown design and citizen involvement/participation to develop a Downtown Master Plan update for the study area illustrated below.

The selected firm will be responsible for providing specific professional services and formulation of a proposed Downtown Master Plan for the City of Smyrna. The end product will be a Master Plan recommended by the **Smyrna Downtown Development Authority** and the Smyrna Planning and Zoning Commission and adopted by the Smyrna Mayor and City Council.

The Master Plan will include a review vacant and occupied properties within the existing Study Area boundary, as well as consider an extension of the current boundary to include additional properties. The Plan will specifically address parcels currently owned by the City, identifying how the parcels can be most efficiently utilized and developed over time. While the Master Plan initiative does not include the residential areas to the east and west of the study area boundary it should consider the potential impact on those areas and make recommendations to address those potential impacts.

We have received two (2) proposals and staff will review those proposals and make a recommendation to the City Administrator and the Mayor and Council on the consultant or consulting team deemed to have submitted the most responsive proposal.

**Study Area:** The study area is illustrated in the map below.



The Master Plan will include the following elements:

**Existing Conditions:** Inventory and analysis within the study area to include, but not limited to: current land use, existing businesses, publicly owned properties, current zoning, future land use, current infrastructure, existing transportation network, parking and pedestrian facilities.

**Land Use Element:** Develop a proactive guide outlining the preferred vision for development of the study area. It is intended to create a vibrant downtown that attracts both new users and strengthen existing desirable uses. Consider land use, parking, vehicular circulation/connectivity and pedestrian circulation/connectivity. A specific plan for the city owned property identified in the Study Area will be included in this Land Use Element, considering short and

long-term development of the property. Because the study area includes city owned property/facilities, an emphasis on building placement of city owned and operated facilities and site design (see listed facilities in Item D below) is a vital facet of the Plan. Existing plans and documents previously adopted by the City will be considered and reviewed (i.e. LCI Study and subsequent updates, Downtown Design District, Atlanta Road Redevelopment Tax Allocation District, etc.).

**Transportation Element:** Provide recommendations that are consistent with the land use element and guide the City in developing safe and efficient transportation circulation plans that consider the context of existing patterns of transportation and accommodations for future growth. Consider the opportunity and feasibility of additional pedestrian and bicycle facilities throughout the downtown.

**Public Facilities Element:** Evaluate existing public infrastructure and facilities and provide recommendations for the strategic location, footprint size and relationship of the following proposed public facilities:

- Public Safety/Office Building
- Natatorium
- Gymnastics Facility
- Parking Deck(s)
- Splash Pad/Public Patio Area

**Public Spaces Element:** Evaluate existing public amenities (i.e. open spaces, public spaces, etc.) and provide recommendations that: support the existing downtown uses (public and private), enhance existing public spaces and consider the creation of new public gathering places, and enhance pedestrian and non-vehicular connectivity.

**Finance Element:** Identify and evaluate possible funding vehicles and/or sources for development and redevelopment.

**Implementation Element:** Develop an implementation strategy that identifies the specific action needed, priority, timeframe, organizations, and funding sources to implement the Plan.

**Community Involvement Element:** The development of the plan shall include a series of at least two (2) public meetings to interact with the community. The purpose of these public engagement opportunities is to inform, educate and receive public input on the proposed master plan concepts. Meetings will be

held with the various stakeholders, including city residents, businesses and affected property owners. The consultant will be primarily responsible for conducting and coordinating all meetings, with support from the City staff. All meetings shall be open to the public. The consultant will also be responsible for presenting the plan through the adoption process of the Planning and Zoning Commission and the Mayor and City Council.

**All of the aforementioned deliverables will be consolidated and organized into a final Master Plan document.**

***Project Timeline.*** Provide a project timeline and anticipated completion date. The project timeline should include an overall project schedule, including community meetings and the anticipated presentations of the Master Plan to the **Smyrna Downtown Development Authority**, the Smyrna Planning and Zoning Commission and the Smyrna Mayor and Council. The proposal must also specify the intended role(s) of city staff and identify the key points throughout the project in which any significant staff contribution is necessary. City staff time should only comprise a reasonable portion of the overall project labor.

The consultant will actively participate in the presentation of the completed and finalized Master Plan to the **Smyrna Downtown Development Authority**, the Smyrna Planning and Zoning Commission and the Smyrna Mayor and Council.