

Fischer Steel Area Plan

March 10, 2009



the fischer steel area plan

was prepared for

The Memphis and Shelby County
Division of Planning and Development

by

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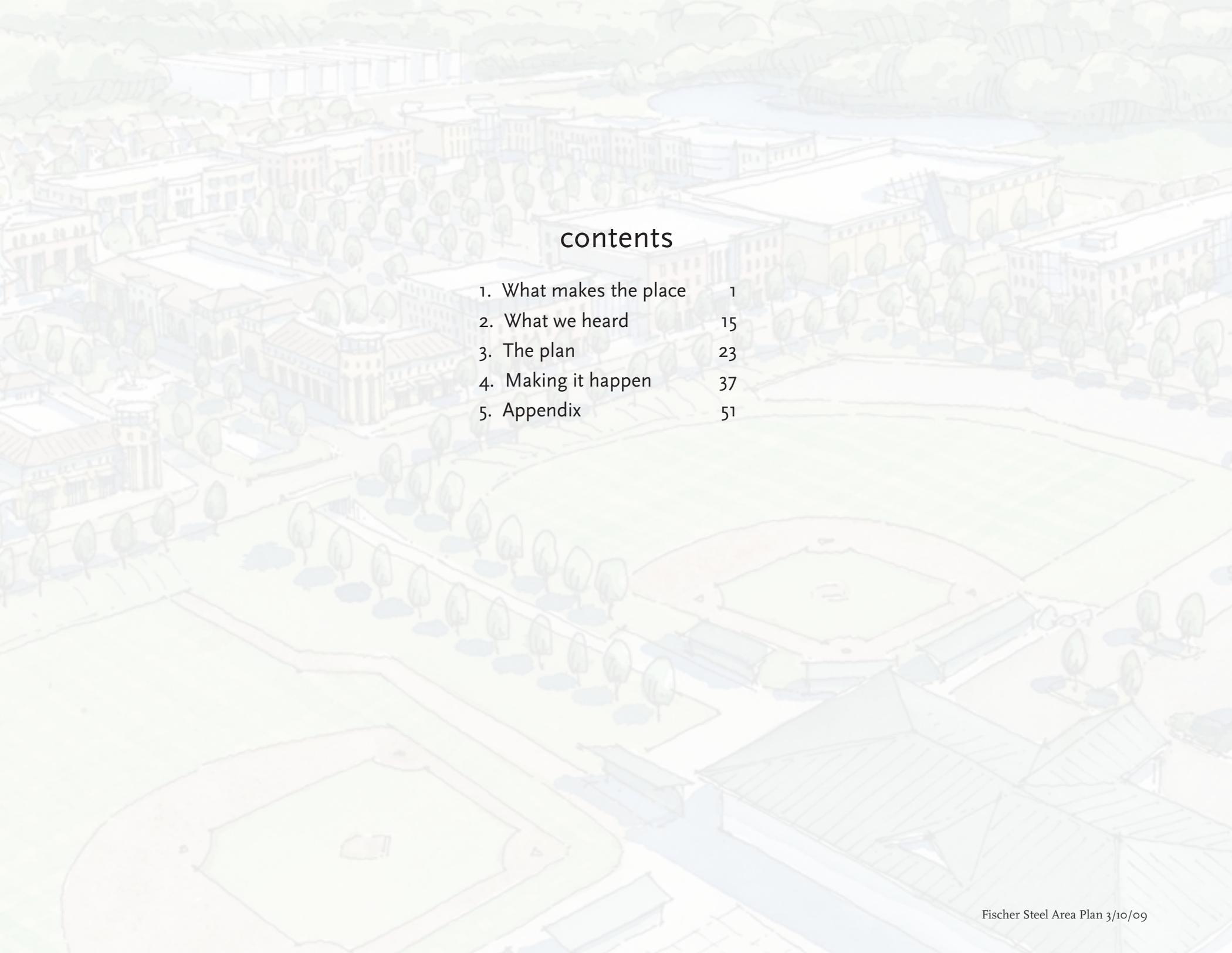
Barranco Architecture
Mike Thompson

and

the many willing participants, residents, businesses and
property owners of the Cordova area.

Special thanks to:

Mayor A C Wharton, Jr.
Mayor of Shelby County

An aerial sketch of a university campus. The drawing is done in a light, illustrative style with various colors. In the foreground, there are two large sports fields, one of which appears to be a baseball field. To the left and in the background, there are several large, multi-story buildings with classical architectural features like columns and arches. The campus is interspersed with many trees. A winding path or road is visible in the upper right. The overall scene is a detailed but soft rendering of a large academic institution.

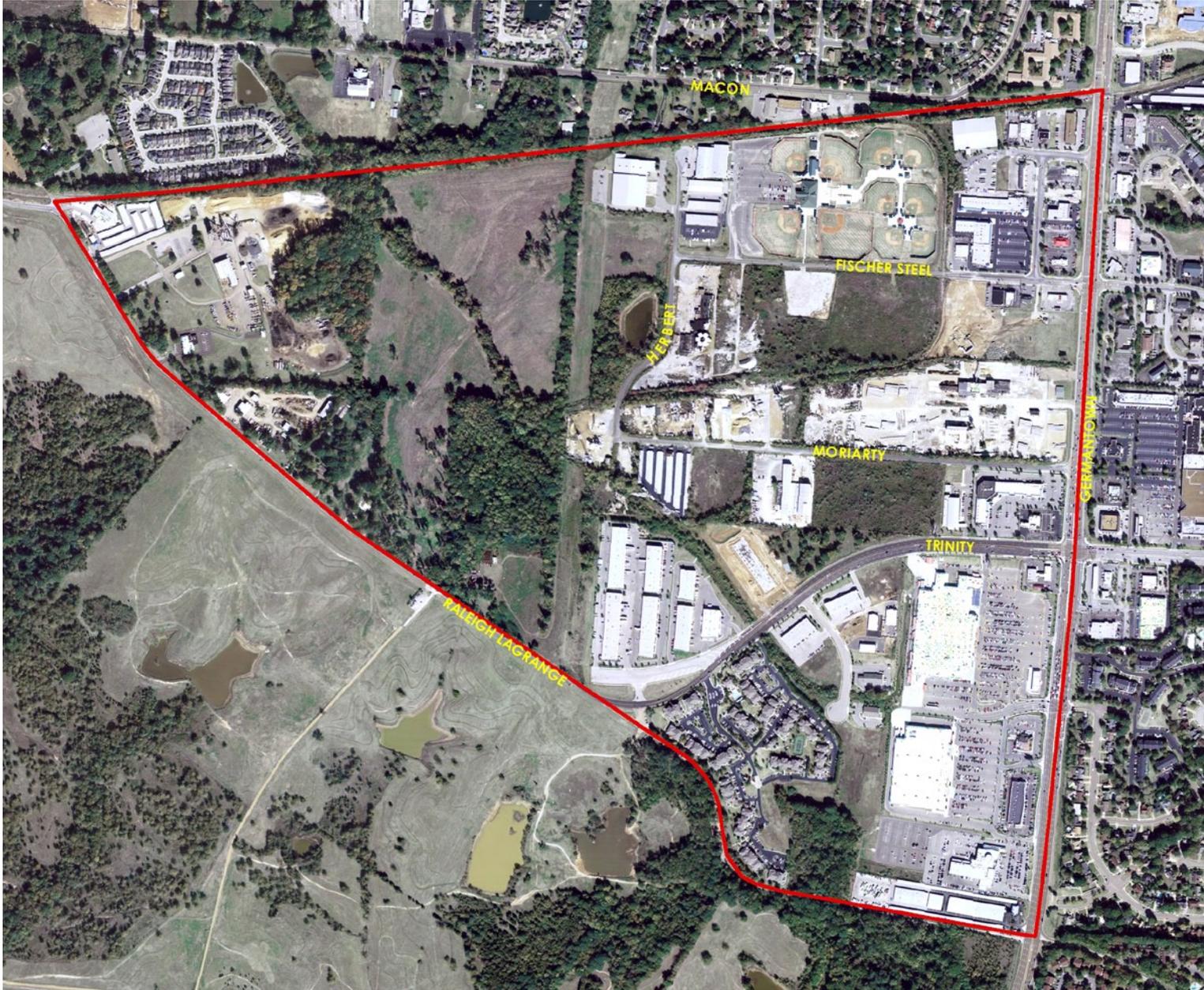
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The Fischer Steel study area is outlined in red.



introduction

The City and County retained the services of a nationally recognized team of planning consultants to assist in the preparation of a plan for Fischer Steel Road area. For six consecutive days (September 19th through 24th), residents, business people, city and county staff, and government officials gathered for an intensive design charrette in order to develop vision for the area.

The planning initiative was led by Code Studio from Austin, Texas and included Third Coast Design Studio from Nashville, Tennessee and Barranco Architecture from Jackson, Mississippi.

Memphis and Shelby County have recently undertaken several pro-active planning initiatives. Foremost among these is the preparation of a Unified Development Code (UDC) in cooperation with Code Studio. This code will encompass both zoning and subdivision and, when adopted, will supplant the existing zoning code for the City of Memphis and Shelby County.

A key part of the Memphis and Shelby County planning framework is the development of district plans and studies. The Germantown Parkway Area Study was one of these plans, adopted by the Memphis City Council and Shelby County Commission in 1992. The plan was a guide to the future development of the area which included Fischer Steel. Its purpose was to promote orderly and appropriate investment in the area. A citizen advisory committee, appointed by City and County mayors, played a central role in the plan effort. The committee chose a land use scenario in which development would occur around designated nodes.

In the Germantown Parkway Area Study, the Germantown-Trinity Road intersection was designated a Community Center node and the future land use of the Fischer Steel area was primarily designated as Mixed Use, with a small area in the northwest quadrant designated “high suburban,” a category allowing density up to 15 units per acre. The plan recommends the conversion of the industry in the area to more compatible uses such as multifamily housing or office centers.

Another relevant project is the Shelby Farms Park Master Plan, which addresses the beautiful and expansive park to the southwest of Fischer Steel. The plan divides the park into twelve “landscape rooms” and applies separate strategies to each. The landscape room adjacent to the study area is called the Outback, and is recommended for equestrian activities, dog training, running, hiking, and camping. Goals for the area include promoting wildlife habitats, restoring forest and meadow landscapes, and improving the existing hydrological system.

Fischer Steel was once the home of a few small industrial plants in the forested hinterlands. As residential and commercial development has grown in the area, several issues have arisen. Concerned citizens have sought to protect the park surroundings from incongruous uses, limit tall structures that could interfere with beautiful views around Shelby Park, and prevent adult-oriented businesses from opening in the area.

Fischer Steel is faced with increasing development pressures, and property owners inside the triangle have received offers for their land. Nearby residents are interested and would like a say in the type of development which will occur in Fischer Steel. They bring environmental and economic concerns to the table, as well as broader ones about quality of life in their community.

This effort is an opportunity to work towards a shared and realistic vision for Fischer Steel. This vision can be used to set direction and provide guidance for future development in and around the study area.



the past

The Fischer Steel is part of a larger area of Memphis now known as Cordova. The Cordova area was settled in the 1830s by a handful of families from North Carolina. The Ecklin family was the first to arrive in 1835, and other families, the Rogers and Allens, arrived over the next few years. They cleared land, built cabins, cultivated cotton as a cash crop, and planted vegetables and tobacco for their own use. These families included both white settlers and African American slaves. Once a year, the Farmers in the area transported the cotton they produced to market in Memphis. By horse-drawn cart on dirt roads, the journey took between two and three days and farmers stopped off at “7-mile camp” and “11-mile camp.” Other farmers brought in hay and vegetables such as corn and potatoes.

The community flourished and there were soon enough people to need a church and a school. Originally, Presbyterian and Baptist ministers alternated Sundays at a single meeting house. Eventually, two groups organized separate congregations. Early school teachers taught from cabins, before the Cordova School was built in 1913.

In 1888, the Tennessee Midland Railroad, also known as the Nashville, Chattanooga, and St. Louis Railroad, came through the town. The first post office in town was established at roughly the same time. The arrival of the railroad provided the community with a valuable transportation link and gave it regional importance, drawing in people from neighboring communities. By the 1930s, the journey to Memphis’ outskirts took a mere half hour and a trip downtown took an hour.

Over the years, Cordova has gone by many names. It was first called Marysville after Mary Williams, an early settler, and was changed to Allentown in about 1875, after the many Allens in the area. With the arrival of the railroad, the town was renamed Dexter, and was finally christened Cordova in about 1903 to avoid confusion with another Dexter on the rail line.

Although regional networks grew in the early 20th century,

the rural lifestyle continued for most residents. Many Italian families settled in the area, raised vegetables, and sold their crop from trucks, hence the name “truck farmers.” The Berretta family farmed land in the present day Fischer Steel study area.

Flowers were grown in the Cordova area and a few families specialized in the cultivation of chrysanthemums, gladiolas, jonquils, and daffodils. When cut and arranged, these flowers found ready markets in Memphis and various types were sold during three seasons of the year. Cordova’s rural heritage and traditional values produced its motto, an apt description of the place: “Farms, Flowers, and Fellowship.”



Daffodils under cultivation

When the U.S. entered World War II in 1941, the country desperately needed an arsenal to effectively engage the Axis powers. To this end, civilian industries and human resources were called upon to join the war effort. A prime example was National Fireworks, Incorporated (NFI), which came to Cordova during the war, and was staffed by its residents, many of them women. NFI and several smaller supporting companies manufactured a 20 mm antiaircraft gun known as the Oelikron as well as incendiary bombs, and tracer bullets. This was the first industry to locate in Cordova.

Industry had a major impact on Cordova residents, giving them a taste of non-agricultural jobs which often paid more. People and businesses left for the big city of Memphis, including all of the area's "furnishing businesses" which had given pre-harvest loans to farmers. Their departure spelled the end of all share-cropping in the area as well as the end of many family farms, which were subsequently consolidated into much larger tracts.



Opening of National Fireworks Inc. in Cordova with original crew, 1942
Inset: ammunition produced at NFI

Meanwhile, more industry filtered into to the Cordova area. After World War II, the National Fireworks facility was adapted into the Cordova industrial park, part of which is still used as storage facilities. In 1953, the Cordova Sand and Gravel Company started a plant on Rocky Point Road. A few years later, the J.B. Michaels asphalt plant was opened on Raleigh Lagrange Road near Germantown Parkway. Since that time, industry has been a mainstay in the area.

Memphis sprawled to the east during the 1970s and 80s, and Germantown Parkway, once a narrow two lane country road was transformed practically overnight into a six-lane arterial road. Some citizens began an effort to incorporate Cordova so that it would remain independent and not be annexed. Controversy continued for many years as Memphis's plans to annex became apparent and opposition grew. The issue was finally settled when the City of Memphis annexed Cordova in 1990.



Exterior of W.G. Allen's Store, 1910



Roscoe Feild, an original Cordova settler

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the present

Germantown Parkway



Looking north along Germantown Parkway towards the project site.

Raleigh Lagrange



Looking southwest from Raleigh Lagrange Road across Shelby Farms Park.



Looking north along Germantown Parkway from Trinity.



Looking northwest along Raleigh Lagrange Road.

Greenline



Looking west along the former rail line, site of the future greenline.

First Tennessee Fields



Looking west along Fischer Steel Road toward First Tennessee Fields.



Looking east along the former rail line near Raleigh Lagrange.



Little League championship game at First Tennessee Fields.

Industrial



Concrete plant fronting on Moriarty Road.

Commercial/Residential



Commercial development fronting Germantown Parkway.



Looking south toward Shelby Farms at the intersection of Trinity and Raleigh Lagrange.



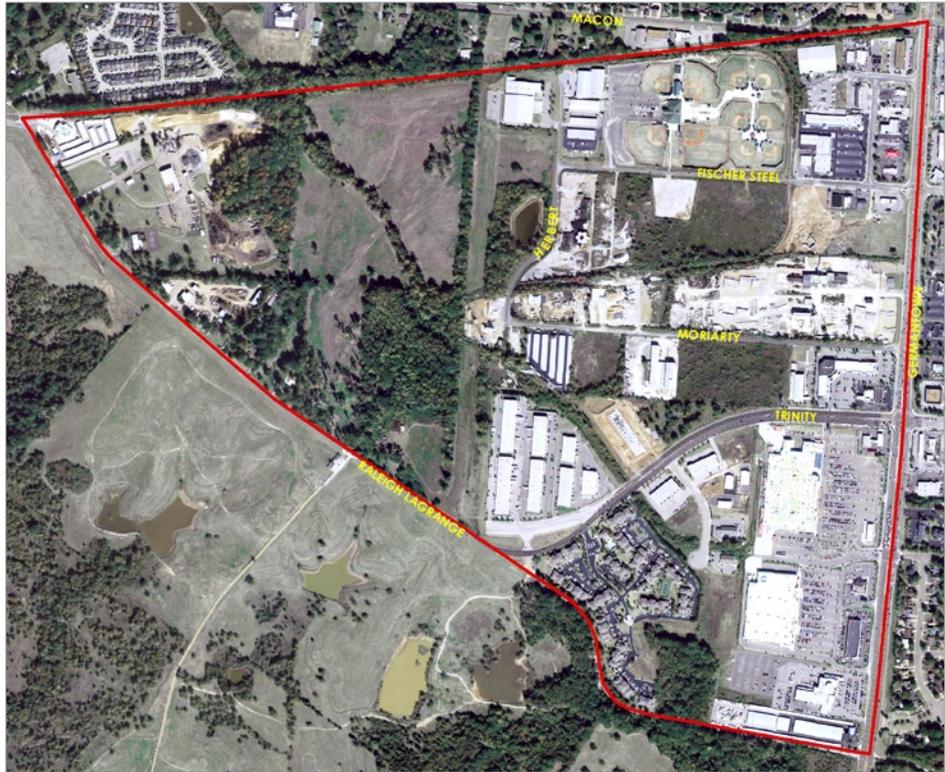
Residential development near Shelby Farms.

analysis

Using the City's Geographic Information System (GIS) and field work, a series of maps analyzing existing conditions were developed to gain a better understanding of the study area.



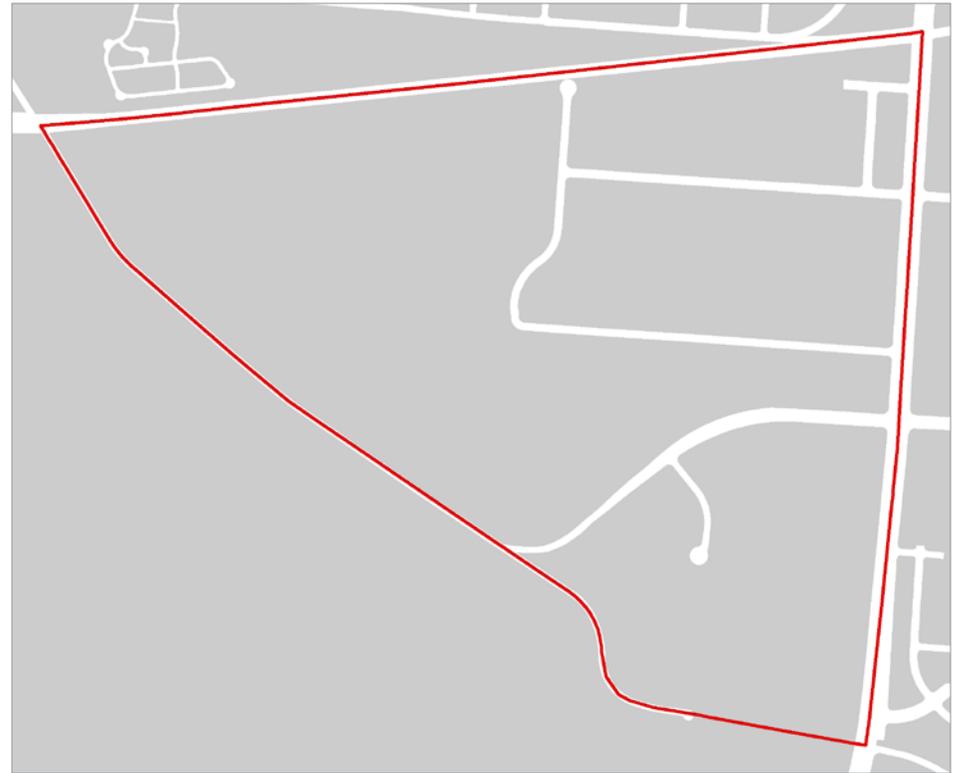
Existing Conditions



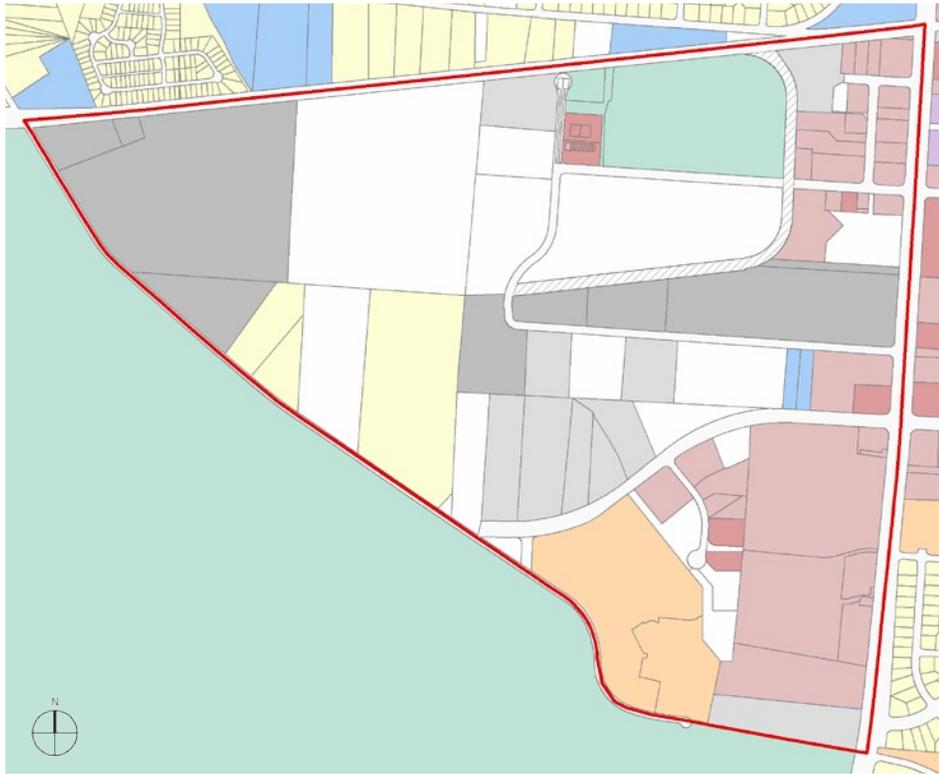
Aerial



Existing Building Footprints

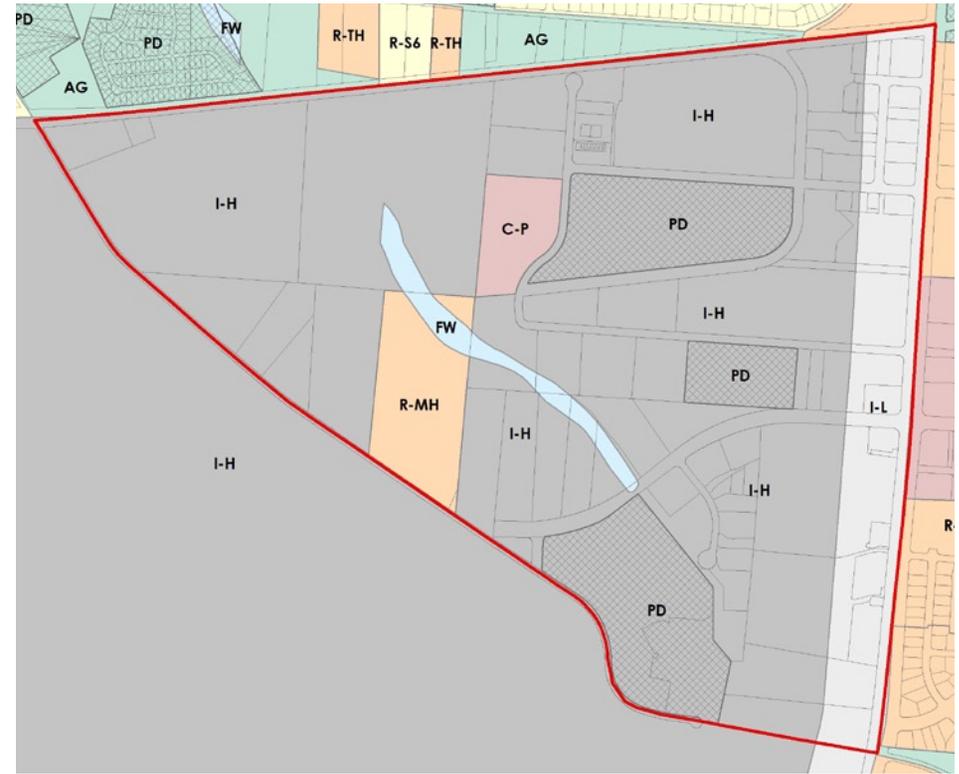


Existing Street and Block Network



Existing Land Use

- | | | |
|----------------|-------------|------------------|
| Single -Family | Mixed Use | Light Industrial |
| Multifamily | Institution | Heavy Industrial |
| Office | Recreation | Utility |
| Vacant | | |



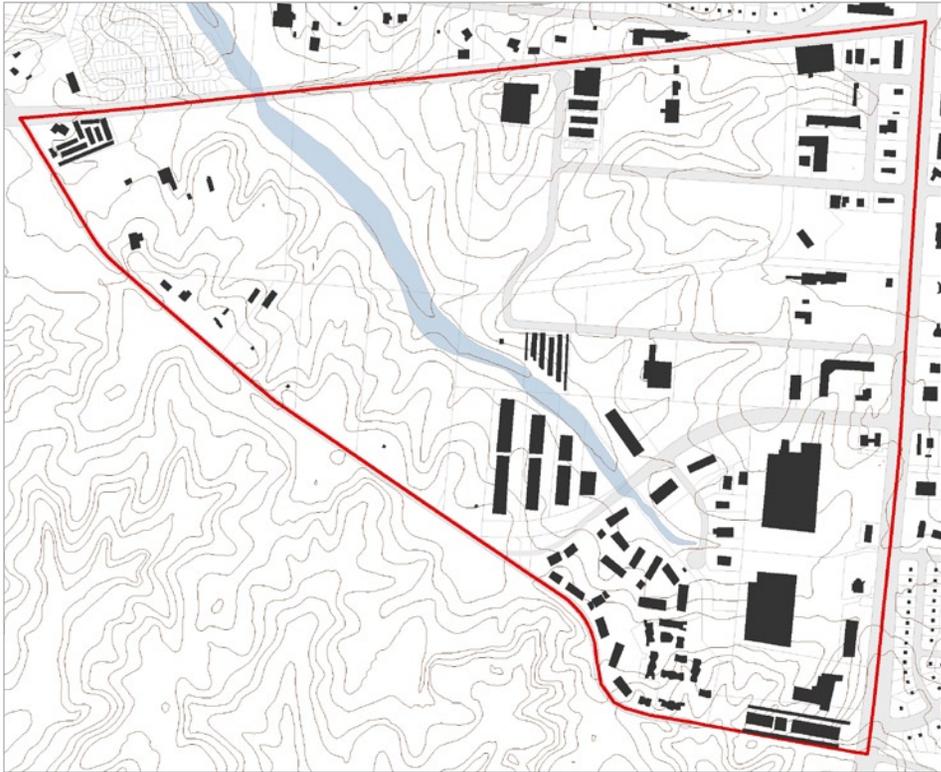
Current Zoning

- | | | |
|--------------------------------|--------------------------|------------------------|
| Single Family (R-S6, R-S8) | Agriculture (AG) | Light Industrial (I-L) |
| Multifamily (R-ML, R-MH, R-TH) | Floodway (FW) | Heavy Industrial (I-H) |
| Commercial (C-P) | Planned Development (PD) | |



Existing Open and Recreation Space

- Public Park, Trail
- Floodplain
- Private Recreation
- Floodway
- Gas Easement



Existing Topography

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Fischer Steel Area Plan

www.memphis.code-studio.com

public participation PLANNING CHARRETTE

hosted by the Memphis & Shelby County Division of Planning and Development

COME JOIN US ! Fri. Sept. 19 - Wed. Sept. 24

KICK-OFF EVENT
Fri. Sept. 19, 6 pm to 8 pm
Advent Presbyterian Church
1879 North Germantown Parkway

HANDS ON DESIGN SESSION
Sat. Sept. 20, 8:30 am to 11:30 am
1st Tennessee Fields, Grizzlies Den
7800 Fischer Steel Road

PIN-UP SESSION
Mon. Sept. 22, 6 pm to 8 pm
Cordova Station
8100 Macon Station, Suite 101

CLOSING PRESENTATION
Wed. Sept. 24, 6 pm to 8 pm
Advent Presbyterian Church
1879 North Germantown Parkway

OPEN DESIGN STUDIO
Sept. 21 to 24, 9 am to 8 pm
Cordova Station
8100 Macon Station, Suite 101

cha•rrette \shuh-RET\ n.

1. a multiple-day collaborative design and planning workshop

held on-site and inclusive of all affected stakeholders.

[From French charrette (cart), from Old French. Anecdotally, professors at the Ecole de Beaux Arts in Paris during the 19th century collected architecture students' final drawings in a cart for jury critiques while students frantically put finishing touches on their work]

public outreach

To produce an agreed upon vision for the area, an intensive six-day design charrette was held at various sites in and around the Fischer Steel area. The opening and closing presentations were held at the Advent Presbyterian Church. The public visioning session was held at the Grizzlies Den at First Tennessee Fields and the open design studio was located at Cordova Station.

A public participation design charrette is a multi-day community-based planning forum that brings together residents, local stakeholders, business people, and government officials to collectively craft a vision for an area. Charrettes are inclusive by nature and are designed to build consensus from the outset, providing a collaborative forum to bring all parties together and focus on a common goal. The hands-on nature of the charrette, the opportunity to interact with differing perspectives, and the short feedback loops allow issues to be identified and resolved early on in the process. In addition, the charrette provides an educational opportunity for all participants.

The planning process began with a preliminary trip to Memphis by key members of the consultant team. The purpose of the trip was to conduct a preliminary tour of the Fischer Steel area and to meet with local stakeholders to get a sense of future plans for individual properties within the study area. Photos from the tour were provided to all members of the consultant team to improve their familiarity with the opportunities and challenges in the area before their arrival.

Background information and a calendar of project activities were posted on the Unified Development Code (UDC) project web site (see www.memphis.code-studio.com). This site continues to serve as a way to update the general public on the work in progress for this project as well as the full UDC project. City and County staff worked to get the word out about the planning process, and sent notices to all property owners within 1,000 feet of the study area. The Commercial Appeal and the local Cordova newspaper ran articles about the process and included meeting locations and times.

The Cordova Leadership Council also did its share to get the word out, encouraging friends and neighbors to attend the charrette events, and posting information on its website.



friday Opening Presentation



Opening Presentation. The multi-day charrette began at Advent Presbyterian Church on Friday, September 19 at 6:00 p.m. with an opening presentation explaining the process and outlining goals for the week ahead, as well as offering “food for the thought” about the future of the Fischer Steel area and highlighting principles of good urban design. Residents, business owners and concerned citizens turned out to hear the presentation and ask questions about the project.

saturday Hands-On Session



Hands-On Design Session. On Saturday morning participants gathered at the Grizzlies Den at First Tennessee Fields (7800 Fischer Steel Rd) to play planner for a day. Small groups, each with a team facilitator, gathered around tables to describe their ideas for the future of area. The groups worked on large maps of the area, identifying favored features, problem areas, issues, and targets of opportunity. At the conclusion of the session, a spokesperson from each group presented the table’s findings before the larger audience.

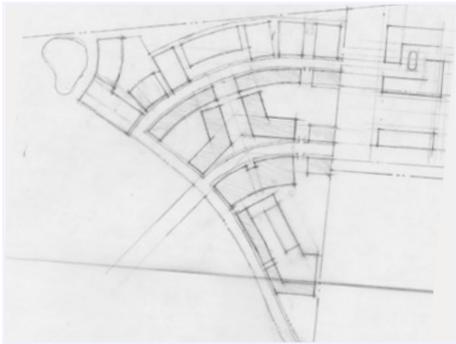
Brainstorming. On Saturday afternoon, the consultant team convened to work through the table drawings, consolidating issues into a single drawing and developing a set of guiding principles that could be applied to new development in the area.

sunday Brainstorming



Open Design Studio. From Sunday through Wednesday, the consultant team worked at the studio at Cordova Station where they began refining and testing ideas and solutions for the Fischer Steel area. The studio was open to the public each day and anyone could drop by, follow the work’s progress and bring in new ideas for the team to consider.

monday Designing/Testing



tuesday Production



wednesday Presentation



Technical Meetings. During the week, members of the consultant team met with various stakeholder groups and technical specialists—gathering additional information, asking questions, and testing the applicability of issues and ideas. Stakeholders included the local property owners, members of the Cordova Leadership Council, engineers, environmental groups, and City and County officials.

Pin-Up Session. On Monday evening, the general public was invited to the studio for an informal open house and pin-up session. Participants toured the studio, met with members of the consultant team, and reviewed draft plans and sketches. The purpose of the session was to receive feedback from the general public before beginning final production.

Final Production. On Tuesday and Wednesday, the consultant team worked to finalize the draft charrette materials. Hand drawings and watercolor paintings were inked and rendered, and preliminary material was prepared for the draft plan.

Work-in Progress Presentation. The charrette week ended with an evening “Work-in Progress” presentation on Wednesday, September 24, held at the Advent Presbyterian Church. About 50 people gathered for the presentation to see how the consultant team fused the ideas presented at the hands-on session into an achievable cohesive plan for the Fischer Steel area.

A summary of the week’s work was presented, which included a proposed urban design plan for the study area, showing one way the area may redevelop in the future. To bring the plan to life, watercolor renderings were used to show how the area could look when fully redeveloped.

big ideas

The goal of the hands-on session was to bring a wide variety of residents together to discuss the future of the Fischer Steel area. The group session produced a remarkably consistent vision for area (the results from each table are presented in full in the appendix of this document). As participants presented their findings and major points to the larger group, a common vision began to emerge. Of the many ideas heard, some of the most widely shared thoughts included:

- Link the area to Shelby Farms and the Macon Road neighborhood.
- Improve connectivity internally and externally.
- Create a mixed use town center/gathering place.
- Enhance and maintain views of Shelby Farms.
- Encourage complimentary uses for the sports complex and enable a park-once strategy.
- Tame Germantown Parkway; make it less of a barrier.
- Make Raleigh Lagrange feel part of the park.

At the conclusion of the hands-on session, the results from each table were consolidated into a single drawing, as shown on the following page (labeled consolidated issues).



Residents gathered at the Grizzlies Den at First Tennessee Field to play planner for a day. Several small groups, each with a team facilitator, gathered around tables to describe their ideas for the future of the Fischer Steel area.

BUILD SYSTEM OF GREENWAYS

- Promote Rails to Trails Greenline
- Build Greenway along Gas Easement
- Build Greenway in Floodplain Adjacent to Creek

PROMOTE PEDESTRIAN OPTIONS

- Encourage "Park Once" Strategy
- Build Walk-in Movie Theater
- Introduce High-End Camping Facilities

CHARACTER AREAS

- Multi-Way Blvd.
- Commercial
- Retail
- Employment
- Multifamily
- Sports & Recreation
- Park
- Mixed Use
- ¼-mile Walk
- Neighborhood Center

CREATE NEIGHBORHOODS

- Create Mixed Use Neighborhood Centers
- Develop with Pedestrian in Mind
- Include Central Gathering Spaces

INTEGRATE RALEIGH LAGRANGE INTO PARK

- Convert to Boulevard with median
- Preserve Roadway Views of the Park
- Maintain Rural Character

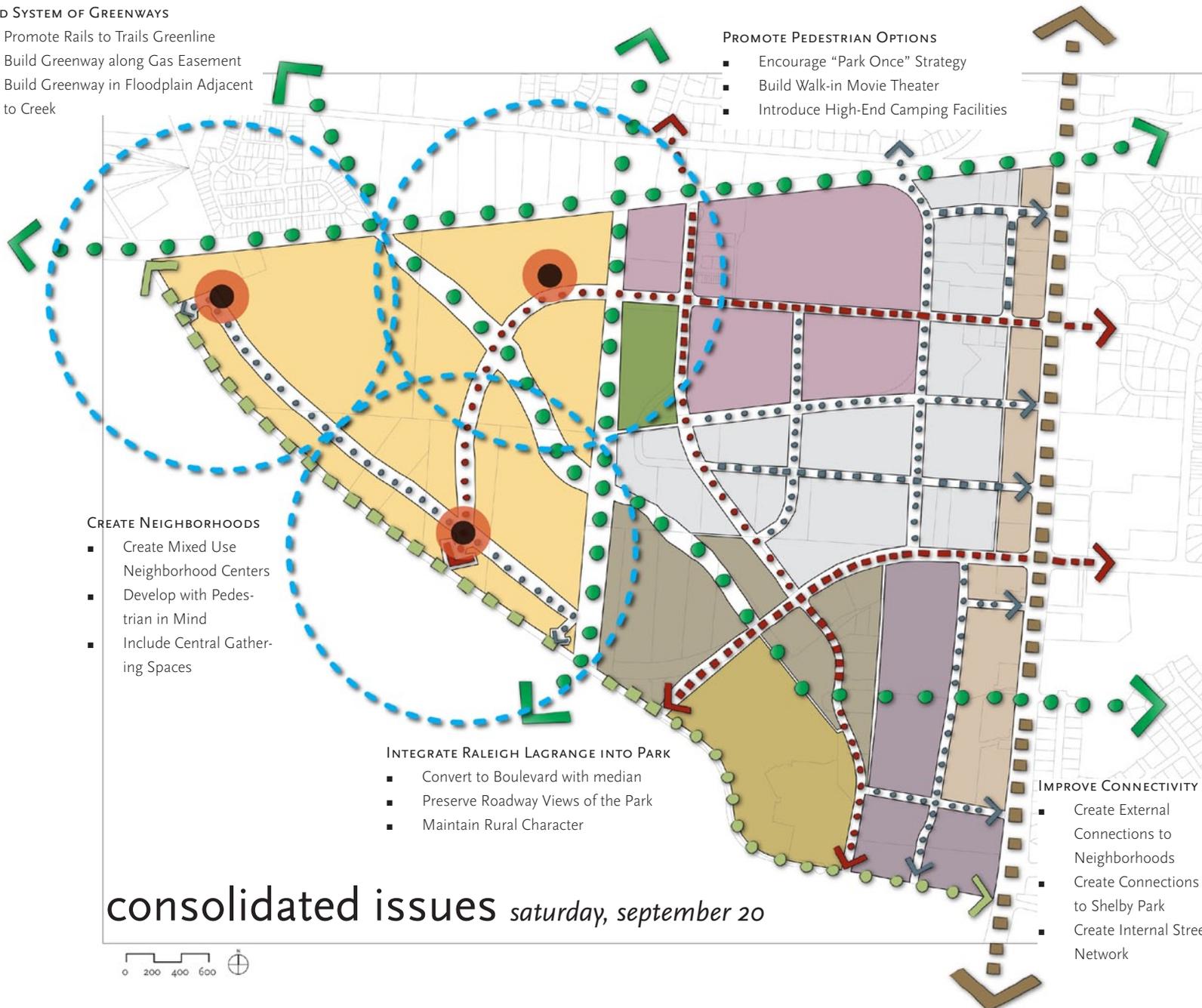
IMPROVE CONNECTIVITY

- Create External Connections to Neighborhoods
- Create Connections to Shelby Park
- Create Internal Street Network

CONNECTIONS

- Secondary Streets
 - Existing
 - Proposed
- Primary Streets
 - Existing
 - Proposed
- Parkway
 - Existing
 - Proposed
- Germantown Parkway
 - Existing
- Greenway
 - Proposed

consolidated issues *saturday, september 20*



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the plan



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guiding principles

Over a period of two months, the big ideas developed during the charrette were further refined. A series of principles to guide development and redevelopment has been formulated. Shaped from input during the charrette, these guiding principles embody the vision for the future of the Fischer Steel area.

1. Connect

Opening external connections to surrounding areas and creating internal connections within the area will enable more direct travel. Providing connections will distribute traffic flow among several roadways, reducing the concentration of traffic on Germantown Parkway. Grade-separated connections into Shelby Farms will enhance the pedestrian and biking experience. When development occurs, connections illustrated in the plan will be made. Roads will be stubbed out so that future development can connect up, placing pieces into the larger puzzle.

2. Walk

Making pedestrian options available will enable people to enjoy the area on foot, restoring the balance between vehicles and pedestrians. The addition of safe walking and biking routes will increase options for getting from one place to another in and around the area. The new Greenline (rails to trails) provides an excellent starting point for connecting the area. The pedestrian experience is fundamentally different from the driving one, especially when many pedestrians are present. Additionally, walking on a regular basis has far-ranging health benefits, and does not pollute the air with emissions.

3. Mix

Mixing uses allows for a combined trip to multiple destinations, reduces total vehicle miles traveled, generates more 24-hour activity in the area, and contributes to the creation of a place. Some uses are active during the workday and dormant afterwards; these combine well with uses which are active after the standard workday. Mixing uses enables shared parking opportunities. Mixed use will provide opportunities that serve new residents and expand opportunities for the surrounding community.

4. Create

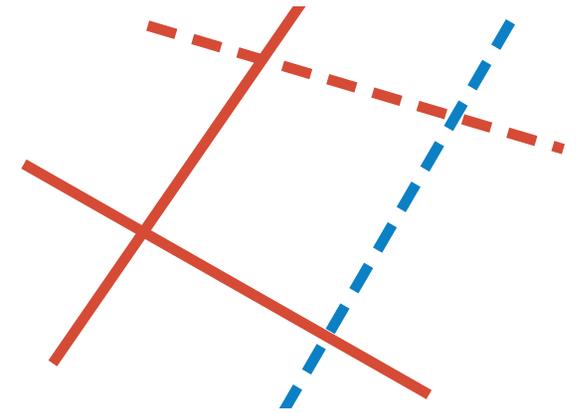
A series of neighborhoods with identifiable centers will serve as the hubs for the area. Public open space organizes and connects these places. These centers serve as “third places” at the heart of a community, where people can relax, exercise, meet acquaintances, and enjoy art and culture. They will establish a distinctive identity for the community, while creating value for the property surrounding them.

5. Green

Connecting the entire area and its surrounding neighborhoods to Shelby Farms provides an armature for new development. The visual extension of Shelby Farms across Raleigh Lagrange Road via a wide landscaped buffer on the northern side of the road, along with the conversion of the existing rural roadway to a parkway cross-section with a wide median, will set the tone for the area. Development focuses on attracting active users of Shelby Farms to the area. Green also describes the approach to development in the area, with encouragement of sustainable, low energy consumption, low impact design features such as green roofs.

6. Transform

The primary sense of the Fischer Steel area today is one of jumbled uses – existing industrial uses beside new commercial and residential uses. The overall transformation of the area starts with converting Germantown Parkway from its current auto-oriented model to one more friendly to bikers and pedestrians. New liner buildings, screened parking, new sidewalks, street trees and landscaping will transform the corridor. The conversion of existing industrial uses over time to mixed use and residential development will complete the area’s transformation.





vision



The Fisher Steel Vision Plan was developed during the charrette and shows one way in which the Fischer Steel area could redevelop.

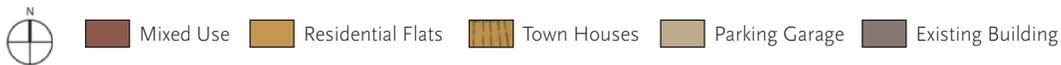
It is important to note that the individual buildings and streets shown on the illustration are less important than consistent implementation of the guiding principles and the overall intent of the plan. The guiding principles are embedded in the vision plan and are a critical element for future review of proposed projects in the area. The vision plan was prepared without consideration of the existing zoning and subdivision requirements. As a result, the illustration as shown may not adhere to the current zoning or subdivision requirements.

The vision for the Fischer Steel area is intended to allow for creative and imaginative implementation. More detailed zoning and subdivision recommendations will be used to test the Unified Development Code, relying on the lessons learned through the creation of this plan to inform any new zoning.



Mixed Use
 Residential Flats
 Town Houses
 Parking Garage
 Existing Building

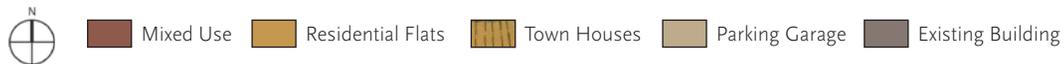
- A GATEWAY BUILDING**
5-story mixed use building terminates view of Mullins Station Road.
- B SHARED DETENTION**
For drainage and flood control.
- C CREEK**
A natural drainage route, wildlife habitat and green connection to neighborhoods to the north.
- D OFFICES**
5-story office with wrapped garage.
- E ROAD CONNECTION**
Connects to Fischer Steel Road and Germantown Parkway. Bridges the creek.
- F PRESERVED OPEN SPACE**
Existing canopy cover and floodplain area.
- G HOTEL AND SPA COTTAGES**
12-story luxury hotel and condominiums conveniently located to Shelby Farms Park.
- H TOWN CENTER**
5-story mixed use Town Center, serves as social hub and gathering place.
- I PEDESTRIAN UNDERPASS**
Pedestrian crossing under Raleigh Lagrange into Shelby Farms Park.
- J PARK EDGE**
New parallel access roads extends park edge beyond Raleigh Lagrange.
- K PEDESTRIAN OVERPASS**
Pedestrian crossing at grade over Raleigh Lagrange into Shelby Farms Park.
- L RALEIGH LAGRANGE PARKWAY**
Separated lanes and landscaped median, and a wide natural buffer make the road feel like part of Shelby Farms Park.
- M RESIDENTIAL NEIGHBORHOOD**
Lower density residential within walking distance of the Town Center and Shelby Farms Park.



- A SHARED DETENTION**
For drainage and flood control.
- B SPORTS-RELATED USES**
4-story medical and office, supports adjacent athletic facilities.
- C FIRST TENNESSEE FIELDS**
Enhanced entrance and parking area into Gameday facilities. Pedestrian crossing under Fischer Steel links shops, restaurants, hotels and indoor sports facilities to First Tennessee Fields.
- D GAMEDAY EXPANSION**
Pedestrian spine lined with shops and restaurants. New facilities for indoor basketball and hockey. New hotels (up to 5 stories) serving families, athletes, coaches, press and users of the area. Parking is located behind buildings.
- E FIRST TENNESSEE FIELDS GATEWAY**
Improved treatment for Fischer Steel Road, including street trees, on-street parking, wide sidewalk and landscaping; absence of advertising.
- F LINER BUILDINGS**
Liner buildings screen surface parking for existing shopping center. Two bays of parking between liner buildings and Germantown Parkway balances convenient auto access with improved walkability.
- G LIVE-WORK UNITS**
Street edge is improved by screening existing buildings with live-work units.
- H INDUSTRIAL**
Replace concrete facility with pedestrian-oriented, mixed use development. Most intensive uses along Germantown Parkway. Residential occurs as a later phase when rail line is replaced.
- I INFILL**
New development remains auto-oriented along Trinity. Buildings pulled up to the street on Moriarty. Billboard replaced when lease expires.



- A** **RALEIGH LAGRANGE @ TRINITY**
Reconfigure intersection, left turn onto Trinity, free flow right onto Raleigh Lagrange. Reconnects roadway with Germantown Parkway. Remove paving from unconnected portion of Trinity and relandscape.
- B** **ENHANCE EXISTING BIG BOX**
Existing big box retained. Trees and tree islands added to break up large surface parking lots.
- C** **LINER BUILDINGS**
Liner buildings screen surface parking for existing big box. Two bays of parking between liner buildings and Germantown Parkway balances convenient auto access with improved walkability.
- D** **GAS STATION**
Gas station reconfigured. Gas canopy located behind building. Convenience store pulled up closer to the street screening canopy from Germantown Parkway.
- E** **EXISTING RETAIL**
Existing shopping center retained to screen big box from Germantown Parkway.
- F** **NEW CONNECTION**
Raleigh Lagrange connects through to Germantown Parkway (right in, right out). New 4-story development takes advantage of restored connection.
- G** **EXISTING RESIDENTIAL**
Existing residential retained.





Along Raleigh Ladrage, development is cushioned by a wide natural buffer on the north side of the roadway, making the road feel like part of the park. A pedestrian underpass provides free and safe access into the park.

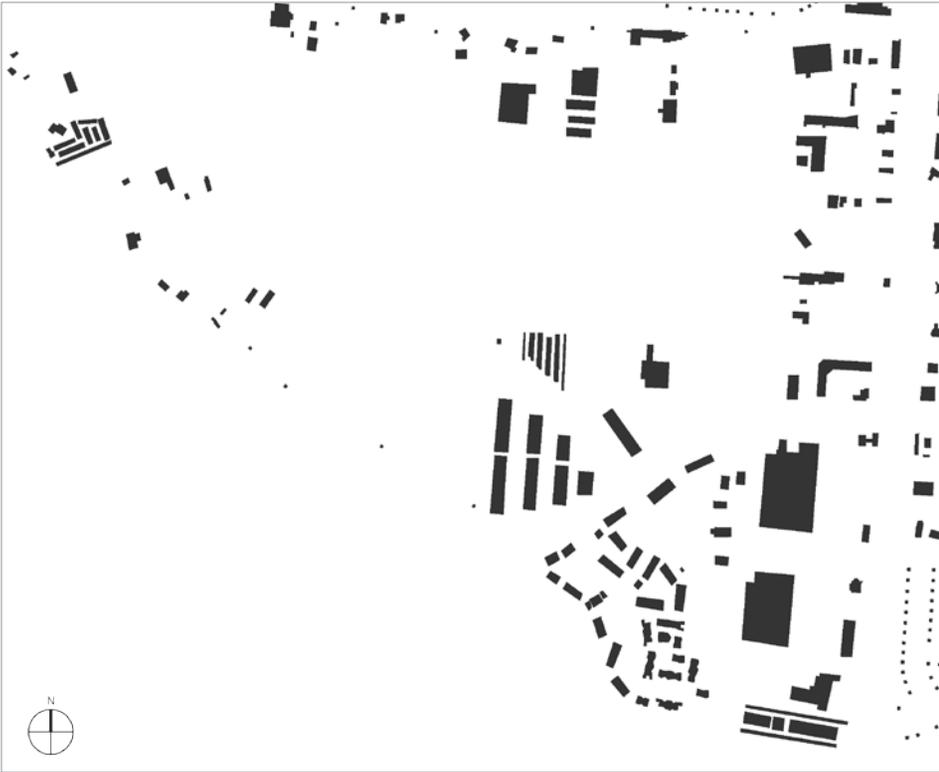


The athletic district is set up for all generations. As athletes compete in the sports facilities, families can enjoy the area's hotels, shops, and restaurants. Design features such as a pedestrian underpass for Fischer Steel Road make the entire area safely and pleasantly walkable.



Germantown Parkway receives a face lift, including liner buildings that reduce the negative effects of huge surface parking lots. Behind Germantown, mixed use and residential development takes place. The proposed Unified Development Code will require sidewalks, planting strips, and pedestrian lighting, making Germantown Parkway more pedestrian-friendly.

urban design



Existing Building Footprints



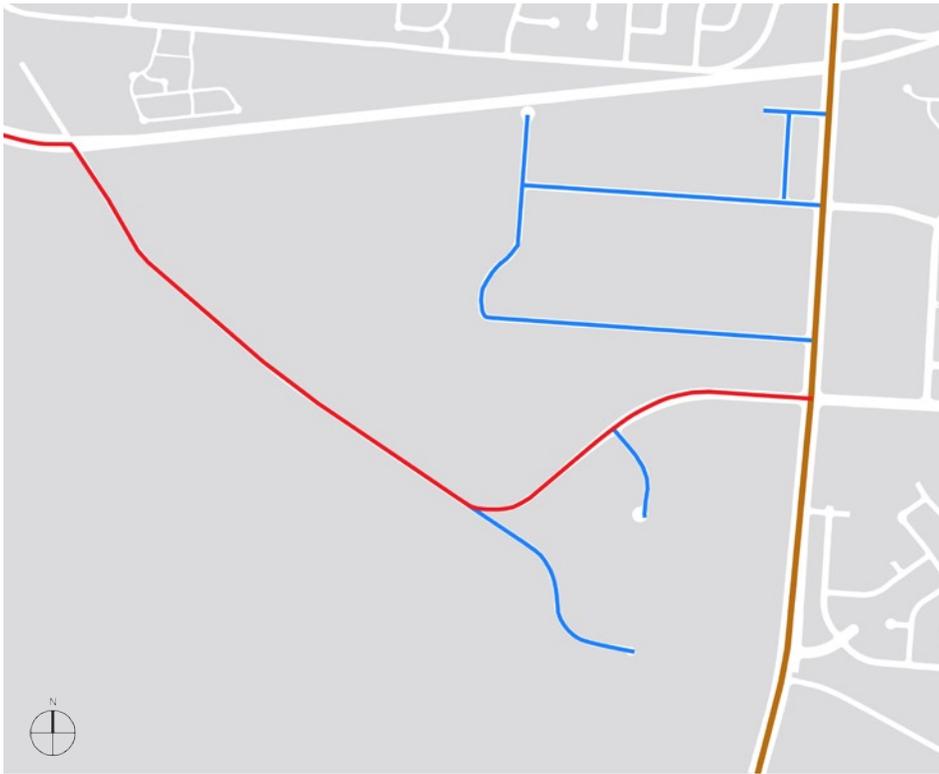
Proposed and Existing Building Footprints



Existing Street and Block Pattern



Proposed Street and Block Pattern

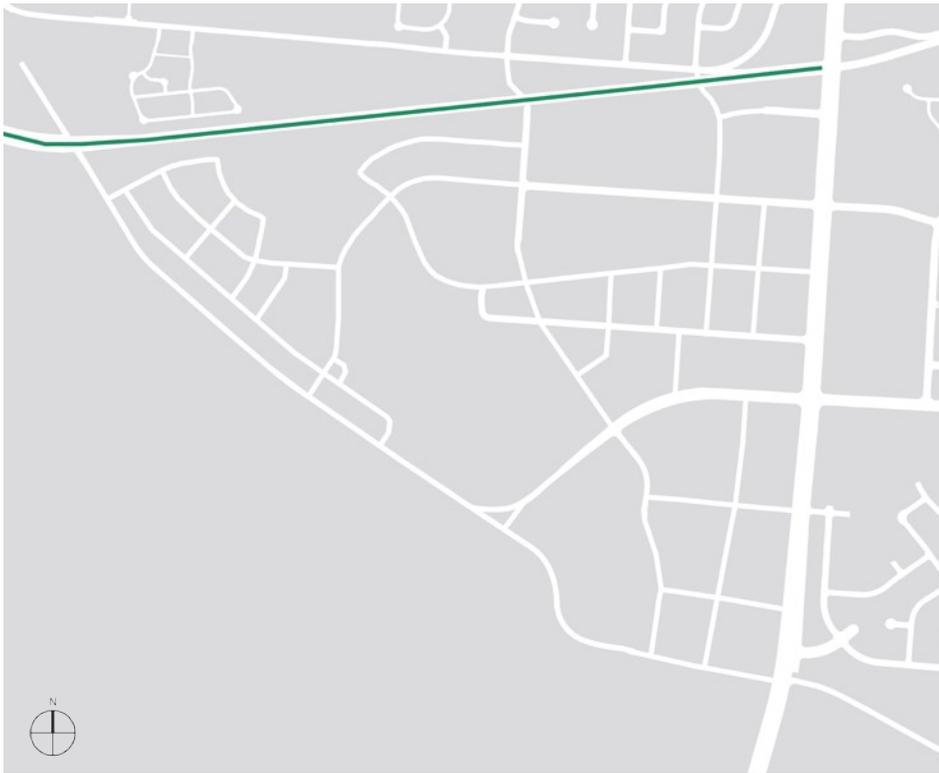


Existing Street Hierarchy



Proposed Street Hierarchy

	Existing	Proposed
Major Road		
Parkway		
Connector Street		
Local Street		



Existing Trail System



Proposed Trail System

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Making it happen

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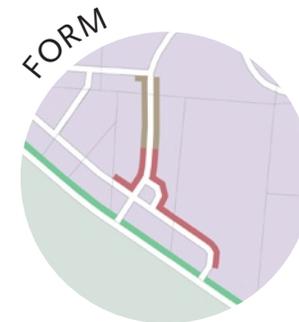
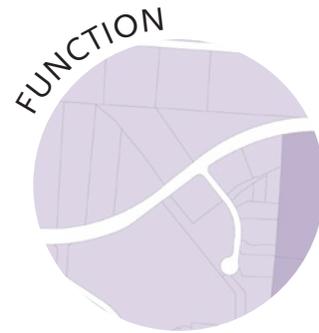
unified development code

The new Unified Development Code (UDC) will reshape the standard approach to zoning and subdivision in the city and county for years to come. This new code—with a more form-based approach—will encourage healthy neighborhoods, higher quality of life, stronger sense of community, and smarter use of tax money.

The new code is being written now, and it is based on the following principles:

- Responds to the needs and aspirations of the community.
- Responds to today's lifestyle choices and encourages sustainable development.
- Is accessible, transparent, and responsive to citizens.
- Encourages mixed-use districts because they contribute to healthy neighborhoods.
- Helps preserve the individual character of a neighborhood, because distinctive neighborhoods are an important community asset.
- Encourages developments to be financially, environmentally, and socially sustainable.
- Supports a successful community - vibrant places, good public spaces, and great street experiences.
- Gives citizens choices to promote and preserve their neighborhood's own character and design.
- Emphasizes strong connections to and between people and neighborhoods.

Development regulations for the Fischer Steel area must be adopted that mesh with the proposed Unified Development Code. The Unified Development Code uses the following components: function; streets; form; and height; to help shape the built environment:

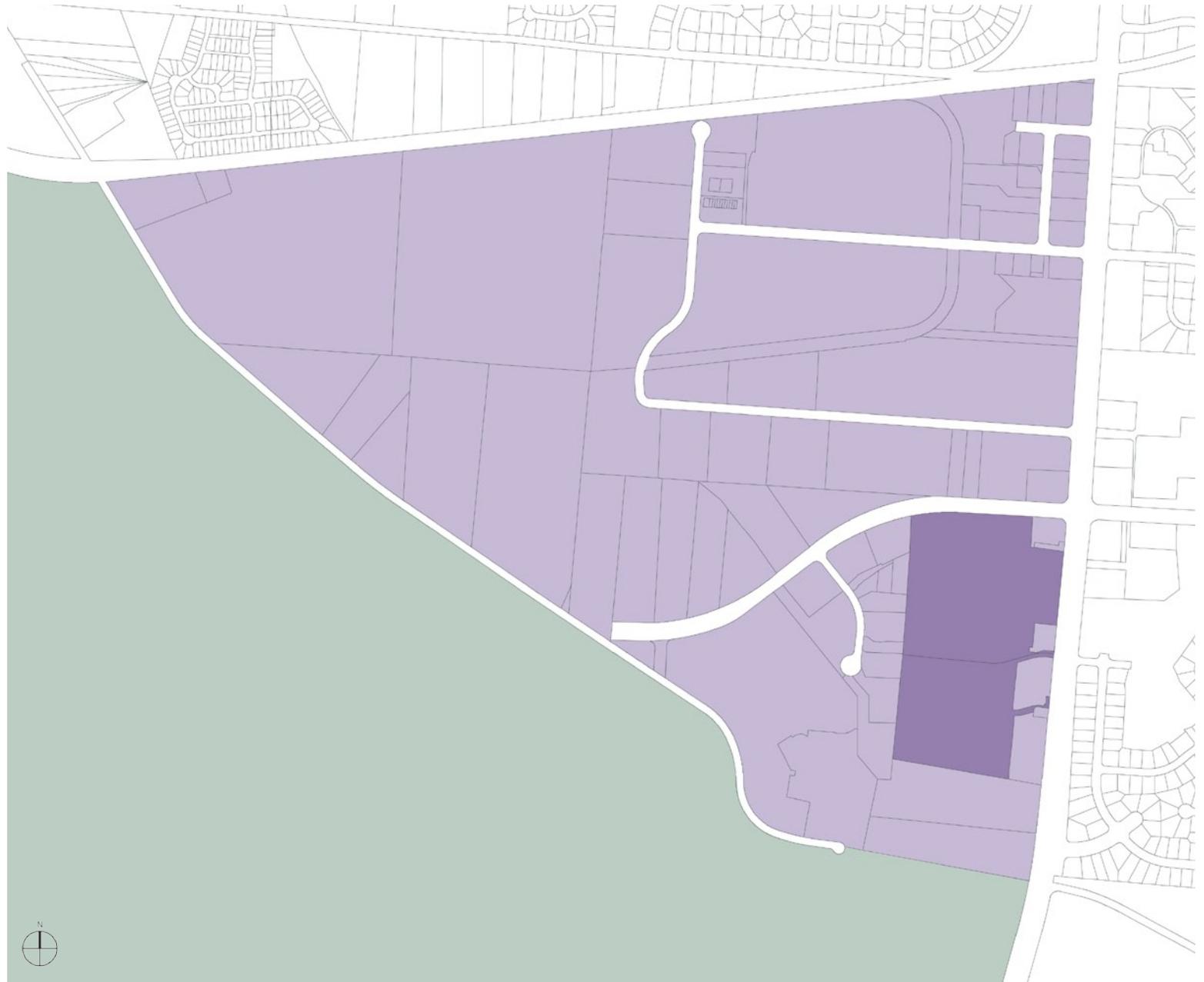


Function

Following adoption of the UDC, new districts that encourage a mix of uses should replace the existing mishmash of single use industrial, commercial and multifamily zoning. The proposed zoning for the area is shown on the on the right. Approved Planned Developments would remain in place as would the existing Floodway District.

The commercial mixed use districts are intended to accommodate retail, office, employment and residential uses. CMU-2 is intended to provide for uses that serve through traffic as well as the surrounding neighborhood. Typical centers may include anchor tenants up to 80,000 square feet of ground floor area. CMU-3 is intended to accommodate a boarder range of higher intensity uses that require highly visible and highly accessible locations with direct access to major roadways; there is no restriction on ground floor area of uses.

The Open Space District is intended to preserve, and enhance parkland as permanent open space to meet the active and passive recreational needs of local residents and to promote recreational uses that are compatible with surrounding land uses.



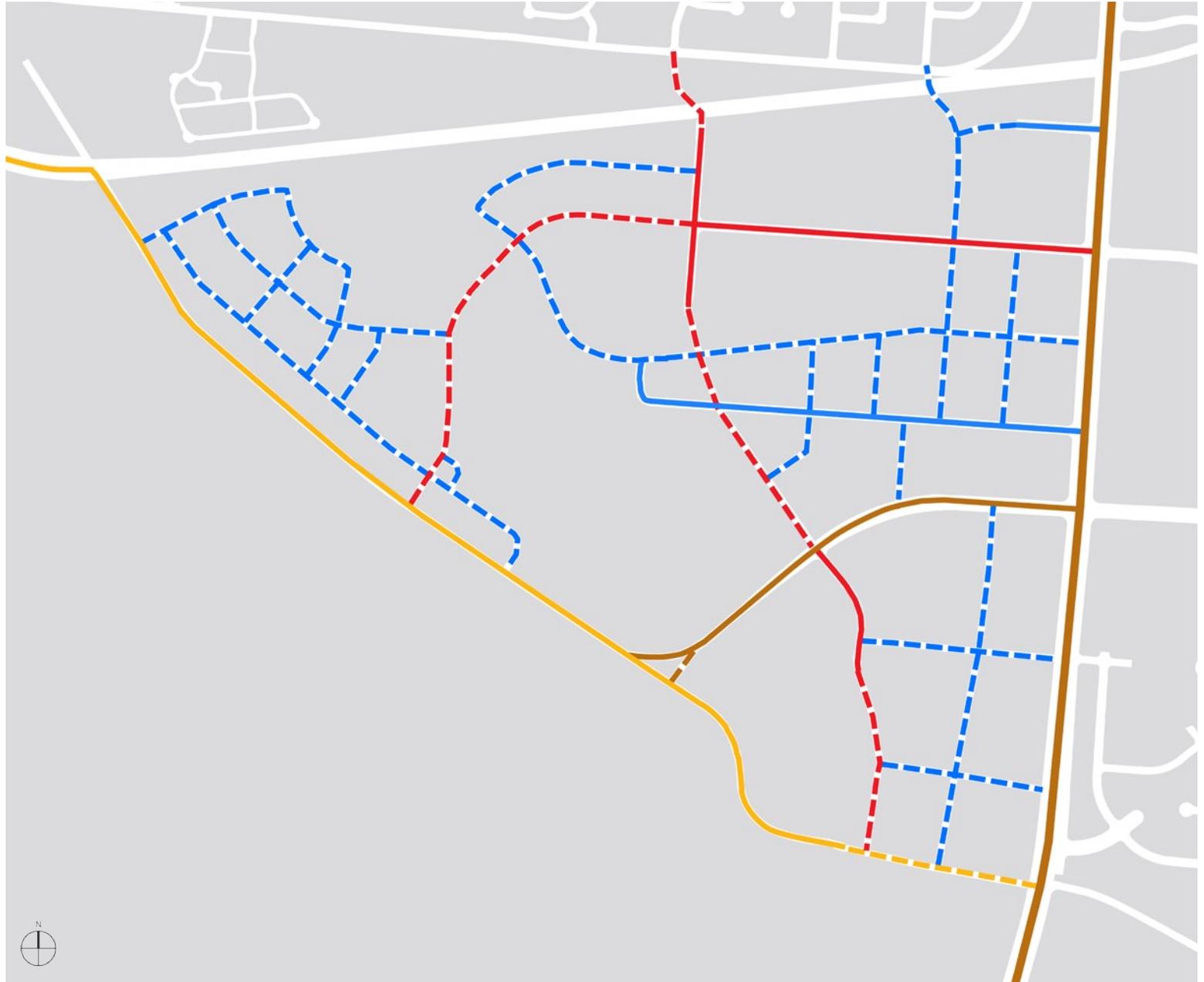
Proposed Zoning

- Commercial Mixed Use (CMU-2)
- Commercial Mixed Use (CMU-3)
- Open Space (OS)

Streets

New streets are included in the plan, and it is essential to consider their location and type in relation to individual properties, so they may be planned for by developers and the city and county. Creation of a street network is one of the keys to the area's development and its continued vitality. A proposed street network and hierarchy for the area is shown on the right.

Major roads carry the highest traffic volumes in and around the area and are primarily designed to accommodate automobile traffic. Connectors are multi-modal streets intended to distribute traffic between major roads and local streets. In other words, they are what are commonly called "through-streets. Local streets provide neighborhood access and are designed to accommodate bikes, cars and pedestrians. The parkway primary function is to move high traffic volumes; however, the parkway is designed to maintain its rural character.



Proposed Street Network

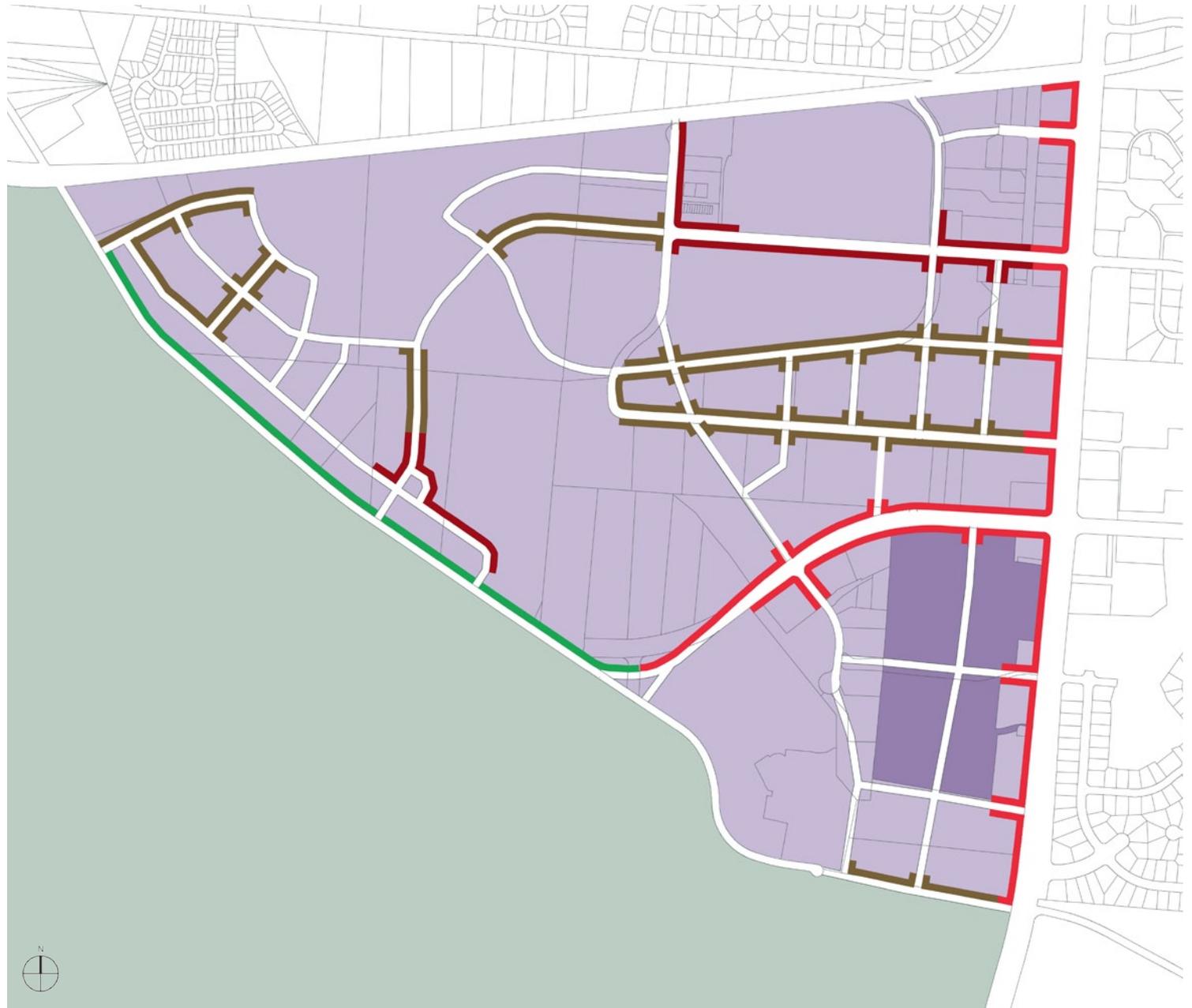
Form

Frontages describe the way buildings address the street and public realm, including site standards, building specifications, sidewalk elements and parking configuration. Areas without a designated frontage are also given standards for development of the street edge. Frontage requirements supercede the base districts requirements; however, the use of the underlying district still apply. Proposed frontages are shown on the right. Detailed specifications for a shopfront, pedestrian and commercial frontages are listed in the UDC.

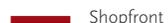
The shopfront frontage requires buildings with large storefront windows pulled up to the street; on-site parking is located behind building facades. The pedestrian frontage is similar to the shopfront frontage except reduced transparency requirements (windows and doors) and lower ground floor heights allows for a variety of buildings (shopfronts, offices, apartments, flats, townhouses, and rowhouses).

The commercial frontage is intended to provide for locations where on-site parking in front of buildings is desired; however, parking is limited to two bays and a drive aisle between the building and the street.

The parkway frontage requires a minimum 140-foot wide natural buffer between Raleigh Lagrange and the parallel road facing the park.



Proposed Frontages

- | | | | |
|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
|  Shopfront |  Commercial |  Commercial Mixed Use (CMU-2) |  Open Space (OS) |
|  Pedestrian |  Parkway |  Commercial Mixed Use (CMU-3) | |

Height

Proposed maximum heights for the area are shown on the right. Designated shopfront and pedestrian frontages have a minimum height of two-stories along the street edge.

Maximum height is shown in stories and feet. Maximum heights supercede the base districts requirements.

A height map provides a detailed level of planning for the built environment and is particularly useful for dealing with transitions. Height measured in stories provides flexibility for developers and allows for diversity of rooflines.

The majority of the area is limited to four stories. One area is designated three stories to recognize the current site of a residential complex. A few select pockets are designated five stories. These include the GameDay expansion area, and some sections in the western part of the study area which are allowed slightly higher density and may include offices.

One area on the map is designated 12 stories. The original zoning for this property was R-MH (high density residential), which allows a floor-area ratio of 1.75, and sets aside 68% of the property as open space, resulting in over 1,000,000 square feet of developable area. The map assumes one or two 12-story towers are preferable to more numerous lower buildings. Coupled with the proposed 140-foot natural buffer for Raleigh Lagrange Road, a smaller development footprint will make a better transition to the park.



Height Examples



3-story



4-story



5-story



12-story

Proposed Height

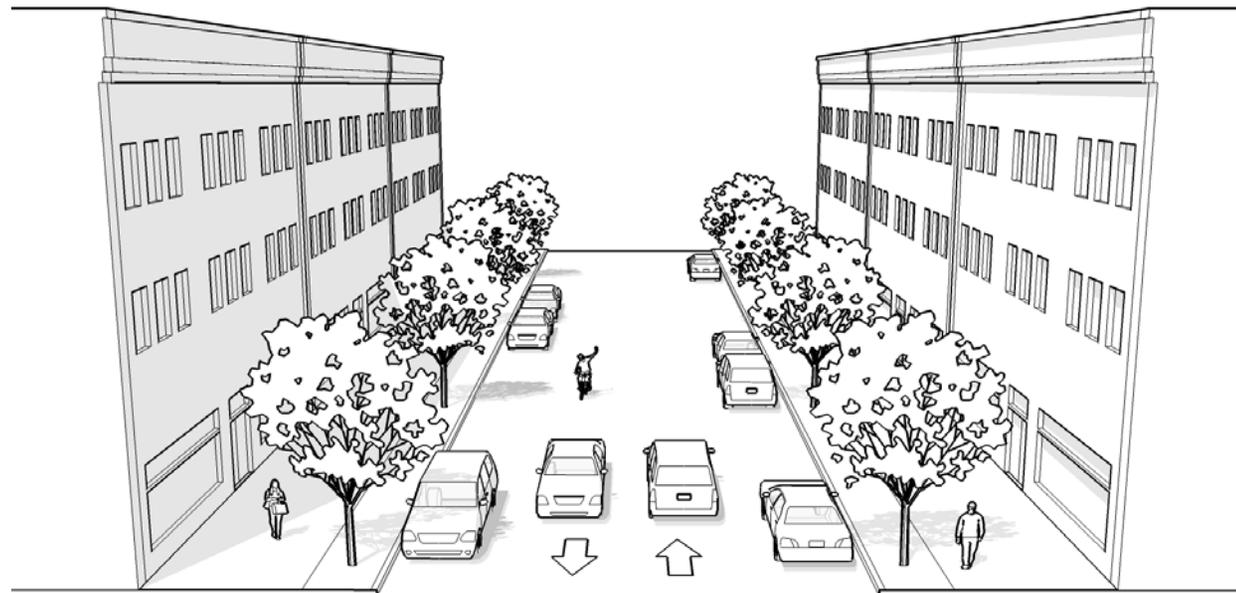
Street Cross-Sections

Streets are key determinants of neighborhood vitality. Streets provide access to housing and neighborhood destinations for pedestrians, bikes and passenger cars to moving vans and fire equipment. Streets provide a place for human contact: a place where children play, neighbors meet, and residents go for walks and bike rides. The design of streets, together with the amount and speed of traffic they carry, contributes significantly to a sense of community, neighborhood feeling, and perceptions of safety and comfort. The width of streets also affects other aspects of livability. Narrower streets are less costly to develop and maintain and they present less impervious surface, reducing runoff and water quality problem.

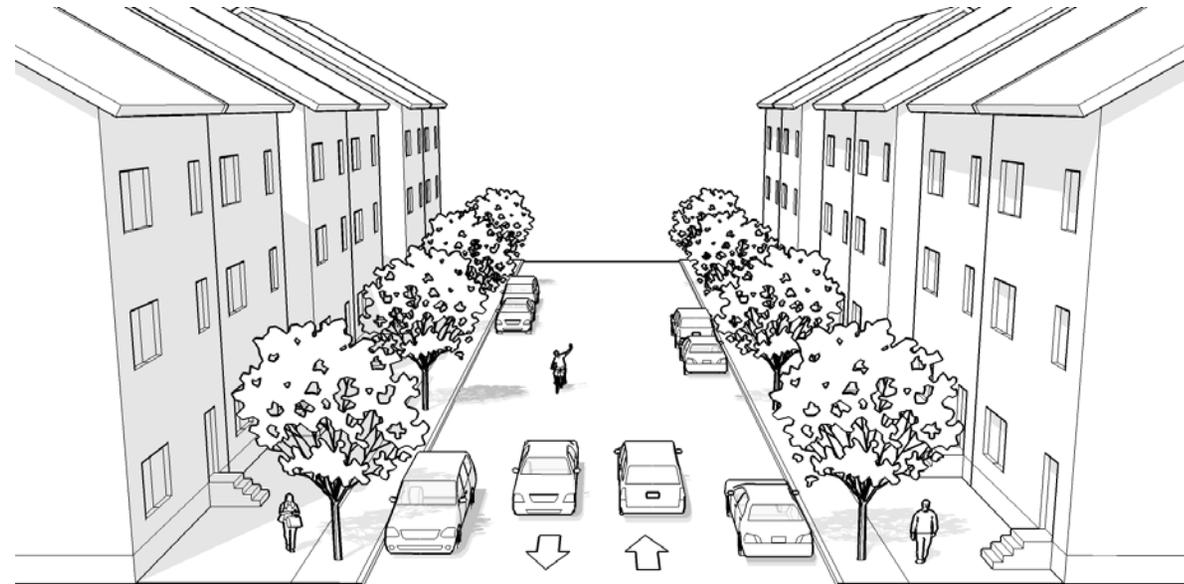
Connector streets provide access from neighborhoods to commercial areas, providing a balance of service for all modes of transportation. Connectors include high-quality pedestrian access, high levels of transit availability, and bike accommodations, yet they also carry relatively high volumes of traffic. Design speed is limited to 25-30 miles per hour to allow for safe and comfortable pedestrian travel along and across these streets.

Local streets are designed for low traffic speeds and volumes since they are serving mostly neighborhood traffic, and a comfortable walking, cycling, and living environment is expected along them. Design speed is limited to 20 miles per hour. Along with frequent "slow points," the low design speed is intended to discourage speeding.

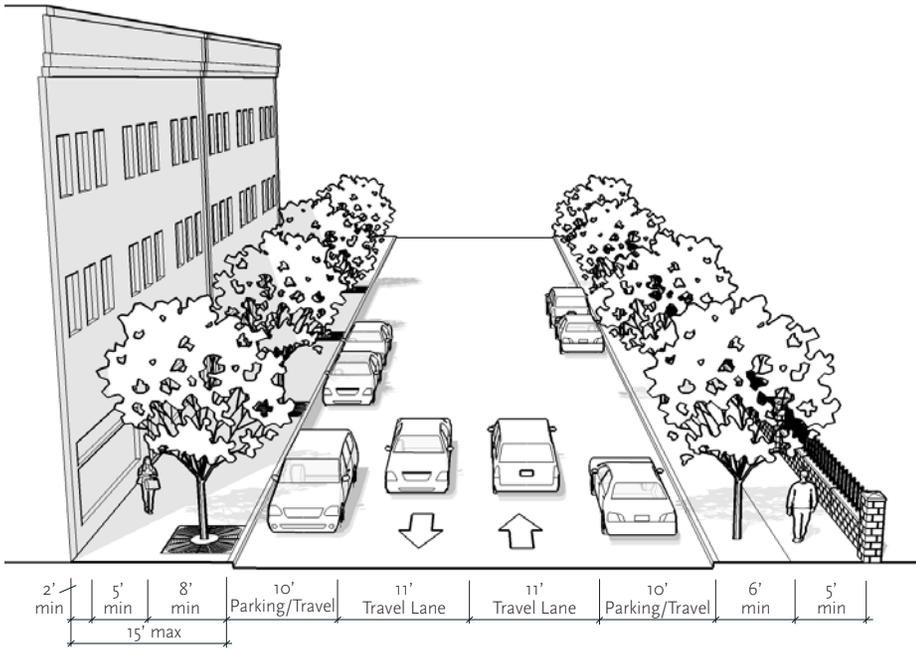
Proposed roadway configurations for connector and local streets are shown on the right. Due to their importance in the redevelopment of the Fischer Steel area, some streets are given precise specifications on the following page.



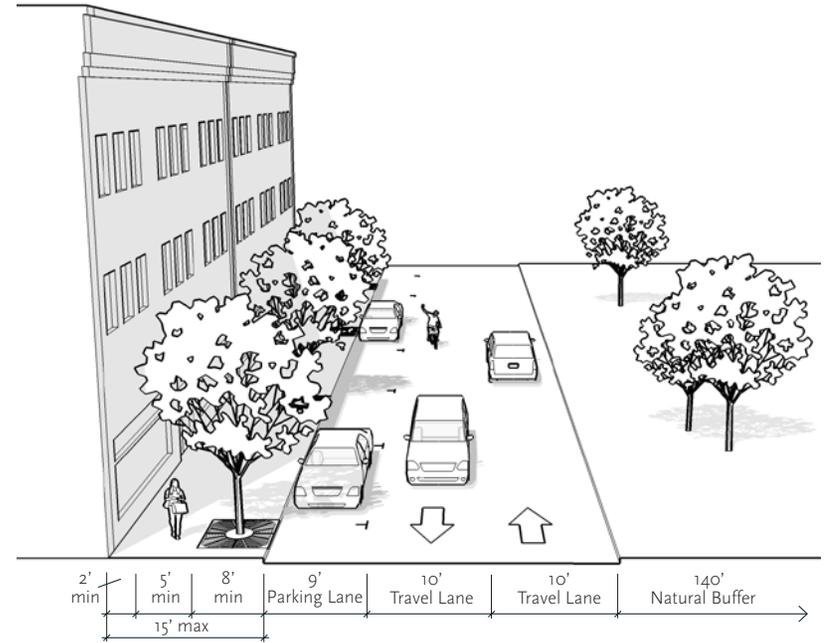
Connector Streets



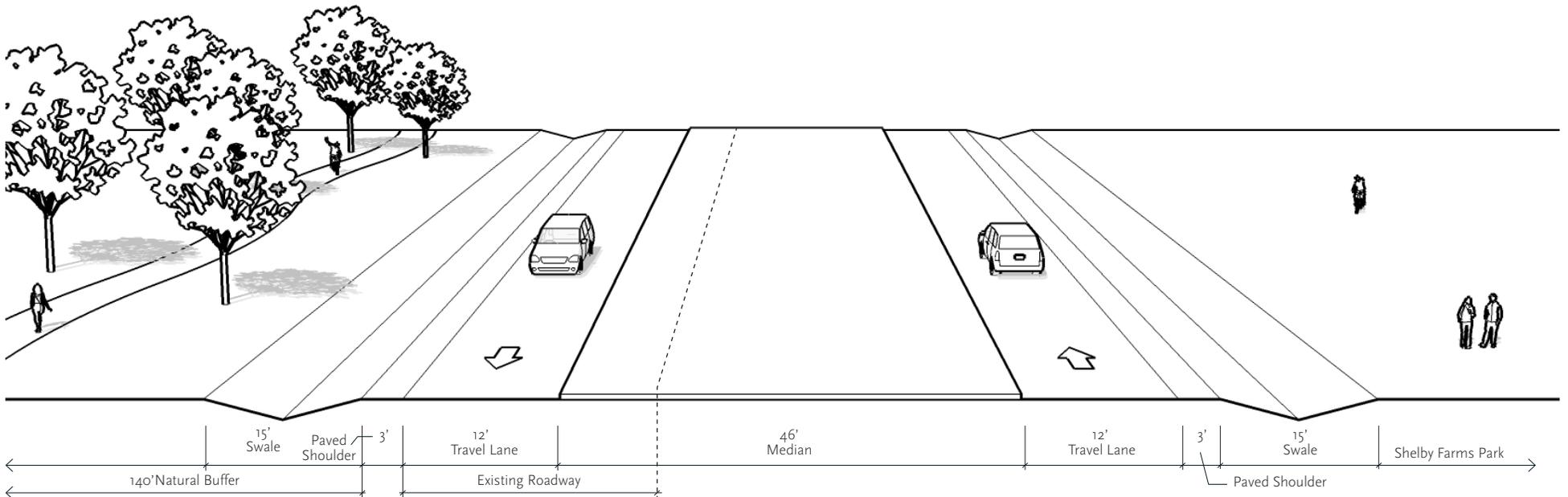
Local Streets



Fischer Steel Road (looking west towards Herbert Road). Includes on-street parking on both sides of the street with two dedicated travel lanes. Unmarked on-street parking lanes can be used as temporary travel lanes to accommodate higher than normal traffic volumes.



Park Street (parallel to Raleigh Lagrange). To ensure unobstructed views of the park, sidewalks, street trees and on-street parking is only allowed on the north side of the street.



Raleigh Lagrange (looking east towards Trinity Road). Includes two travel lanes with a minimum 46-foot wide landscape median allowing for future expansion to four lanes with a 46-foot landscape median.

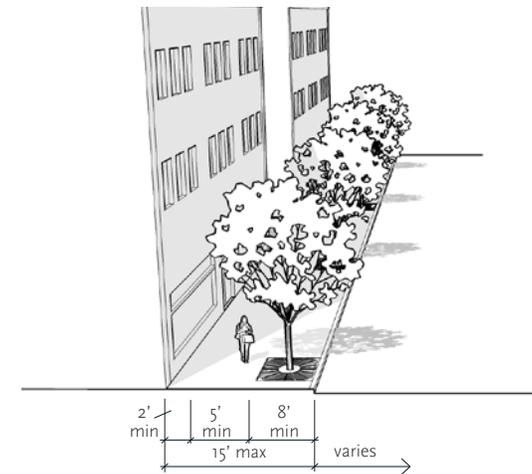
Shopfront Frontage

Shopfronts should be located along the street edge, resulting in a “main street” environment. Buildings should be setback no more than 15 feet from the street and at least 80% of the building facade should be located at the street edge. On-site surface parking should be located behind buildings, set back at least 15 feet from the sidewalk. Pedestrian interaction with ground story interior spaces should be encouraged through placement of prominent doors and windows, covering at least 60% of the street-facing facades. Ground stories should be tall, with at least 14 feet of interior clear height. There should be a continuous unobstructed pathway between buildings and the street. Street trees should be planted in grates on the exterior portion of the sidewalk. On-street parking and outdoor dining areas are encouraged. Options for street edge development are shown below at right. Detailed frontage specifications are listed in the proposed Unified Development Code.

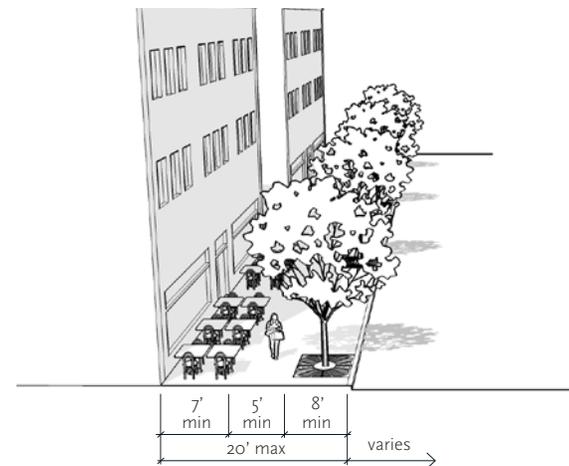
Character Examples



Option 1: No outdoor dining



Option 2: Outdoor dining



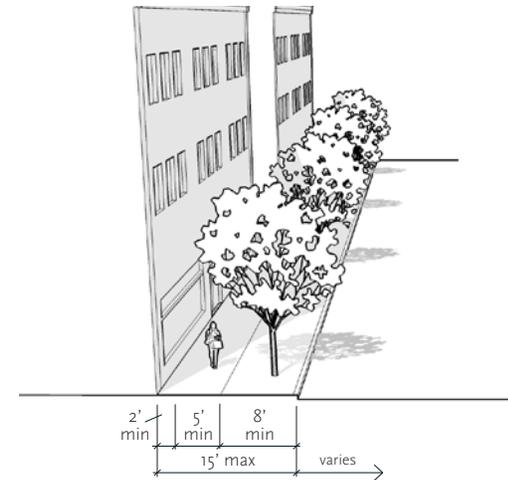
Pedestrian Frontage

Similar to Shopfront Frontage except for lower ground story height and less window and door coverage. Allows a variety of uses including shopfronts, offices, apartments, flats, townhouses, and rowhouses. Buildings should be set back no more than 15 feet from the street and at least 70% of the building facade should be located at the street edge. On-site surface parking should be located behind buildings, setback at least 15 feet from the sidewalk. Each ground floor unit should have entrance that opens out on to the street. Windows and doors on the ground story should cover at least 40% of street-facing façades. Ground stories should have at least 11 feet of interior clear height. There should be a continuous unobstructed pathway between buildings and the street. Street trees should be planted in grates on the exterior portion of the sidewalk. On-street parking and outdoor dining areas are encouraged. Options for street edge development are shown below at right. Detailed frontage specifications are listed in the proposed Unified Development Code.

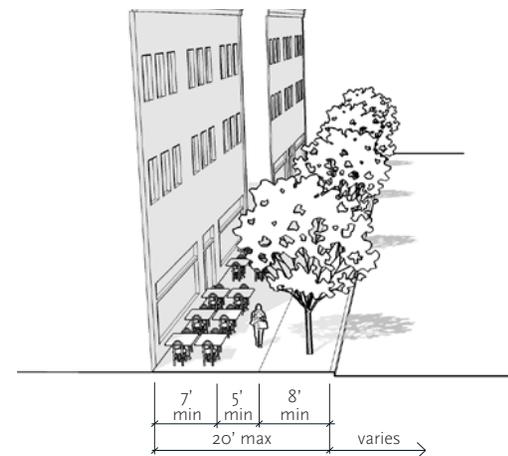
Character Examples



Option 1: No outdoor dining



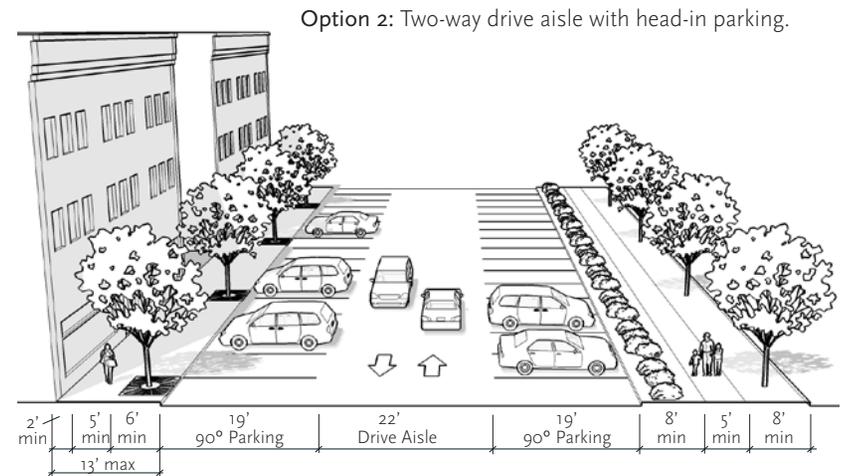
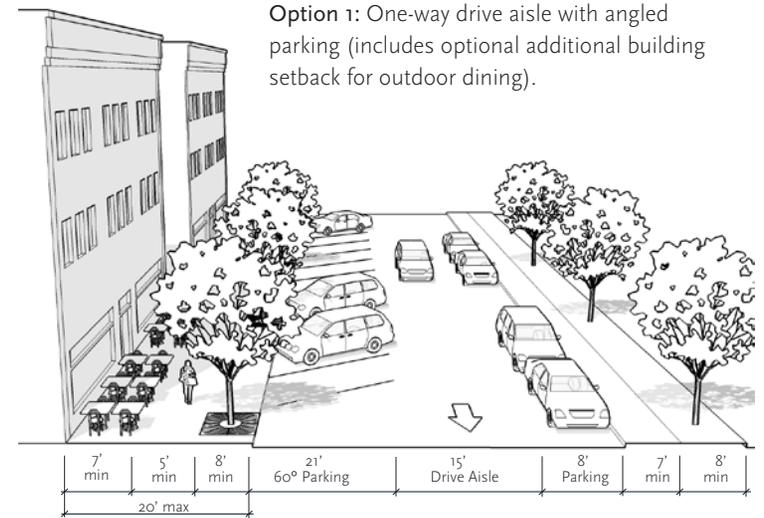
Option 2: Outdoor dining



Commercial Frontage

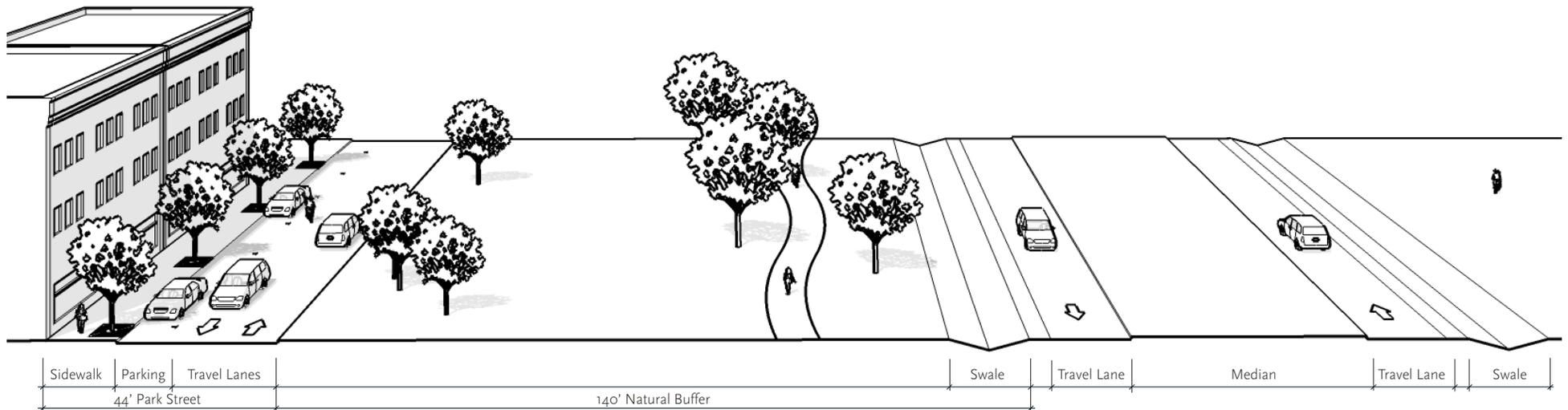
For areas where on-site surface parking in front of buildings is desired. Parking should be limited to two bays and a drive aisle in front of the building. A low hedge or wall should be provided to screen head-in parking from the street. Buildings should be set back no more than 81 feet from the street and at least 60% of the building facade should be located in a continuous plane at the edge of the parking area. Pedestrian interaction with ground story interior spaces should be encouraged through placement of prominent doors and windows, covering at least 60% of street-facing facades. Ground stories should be tall, with at least 14 feet of interior clear height. Options for street edge development are shown below at right. Detailed frontage specifications are listed in the proposed Unified Development Code.

Character Examples



Parkway Frontage

A wide natural buffer should be located on the north side of Raleigh Lagrange to maintain the roadway's rural character. The buffer is intended to make the road feel like a part of the park, as opposed to its status quo as a mere edge for the park. Specific requirements for a parkway frontage should be developed and be included in the Unified Development Code.



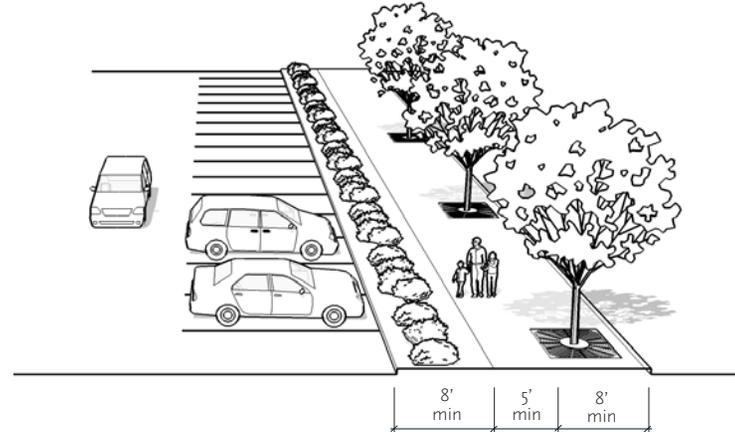
Undesignated Frontage

A parking lot treatment is required for sites with no designated frontage. Where head-in parking abuts the sidewalk and street edge, a hedge or low wall must be provided to screen the parking lot from the street. Options for development of the street edge are listed below. Detailed parking lot edge treatments are listed in the proposed Unified Development Code.

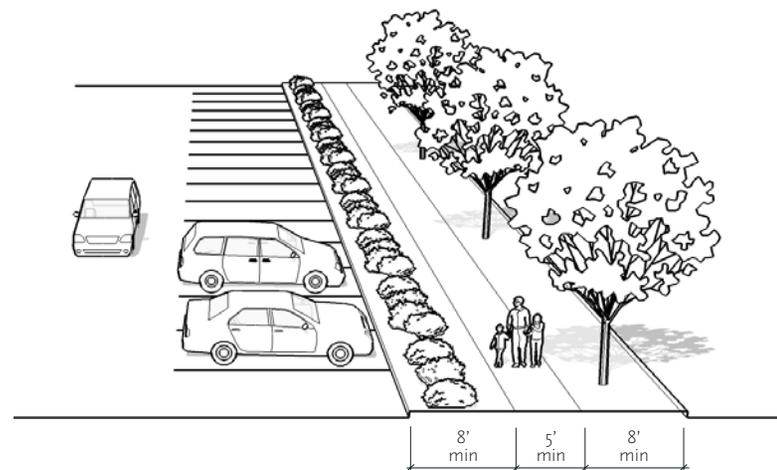
Character Examples



Option 1: Trees in tree grates



Option 2: Trees in tree lawn





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table drawings

On Saturday morning (September 20th) a group of concerned residents, stakeholders, and local business owners gathered at the Grizzlies Den at First Tennessee Fields (7800 Fischer Steel Road) to play planner for a day. Small groups, each with a team facilitator, gathered around tables to describe their ideas for the future of the area. The groups worked on large maps of Fischer Steel (see image to the right), identifying landmarks, special features, problem areas and issues, and targets of opportunity. Participants were divided into three tables. The results from each table are shown on the following pages.

Table drawings are numbered 1, 4, and 5. Omitted numbers correspond to tables which were set up, but not used. A full account of the charrette is provided in Chapter 3.

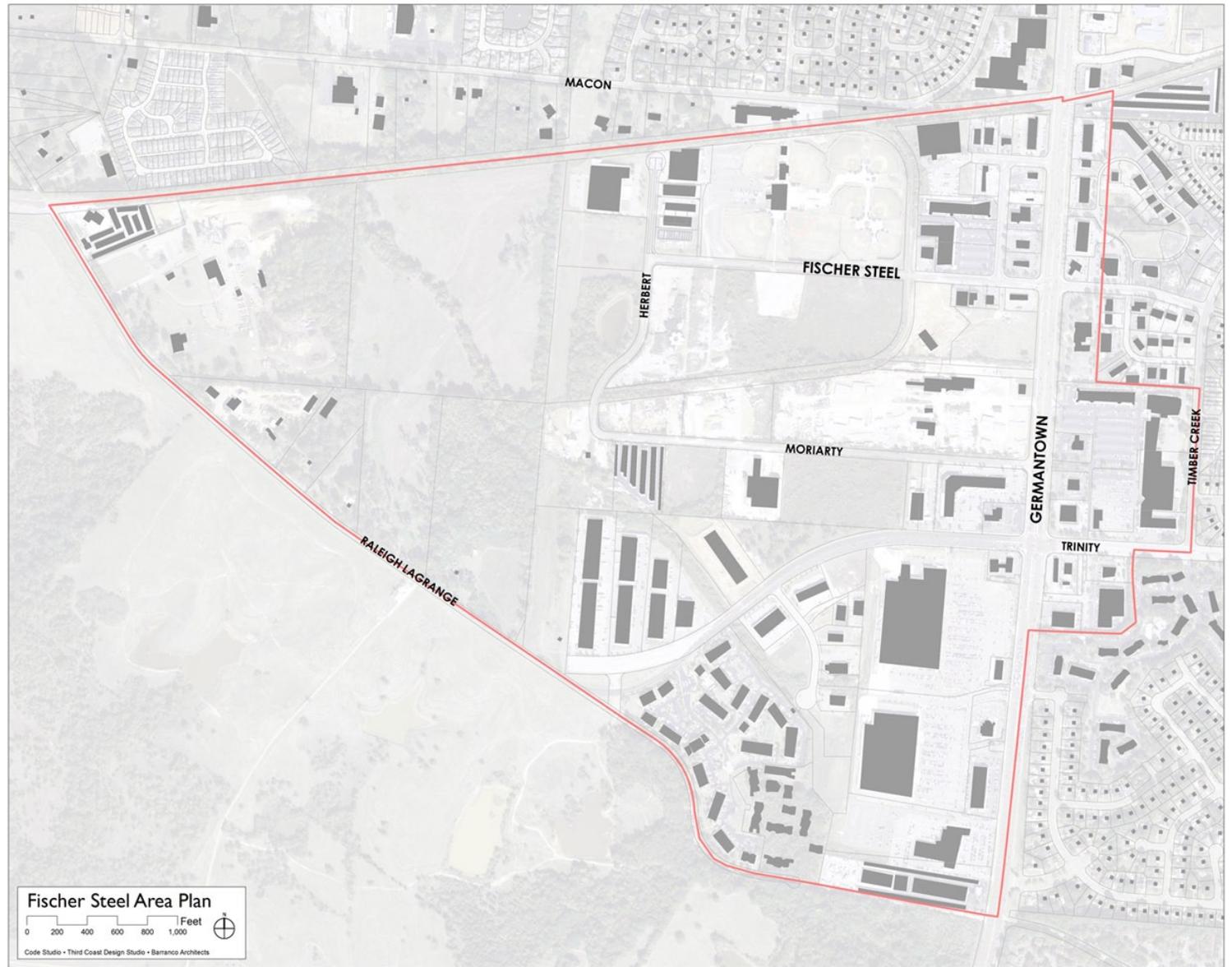




Table Summary

- ◆ Provide access across Raleigh Lagrange Road and Germantown Parkway.
- ◆ Enable multimodal transportation, access to amenities, and a park-once strategy.
- ◆ Give a facelift to Germantown Parkway, construct liner buildings, and enable safe pedestrian crossings
- ◆ Establish a mixed-use town center gathering place in Cooper Young area.
- ◆ Protect views of Shelby Farms Park, maintain rural character of Raleigh Lagrange.
- ◆ Bring in hotel or dormitory, complimenting sports complex.
- ◆ Make the area green/sustainable, preserve trees, topography, and creek.
- ◆ Expand culture and arts in the area.
- ◆ Maintain and expand equestrian activities in the area.

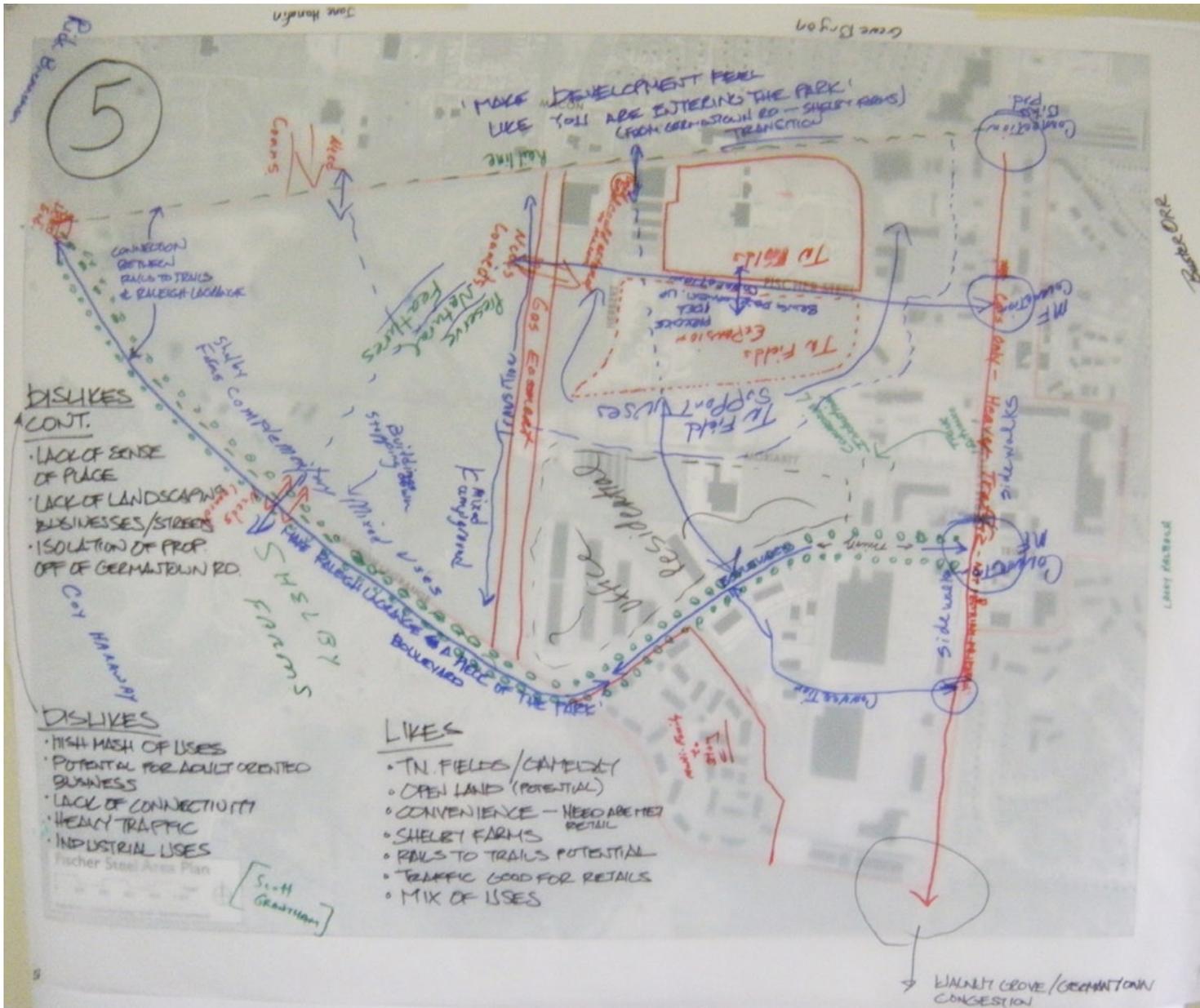


Table Summary

- ◇ Transition from urban to park within the area, have development reinforce the idea of a park entrance.
- ◇ Make Raleigh Lagrange feel like part of the park.
- ◇ Improve connectivity inside and outside the area, open up road network.
- ◇ Make gas line easement a transition between distinct areas.
- ◇ Step building heights down to Raleigh Lagrange Road.
- ◇ Create multifunctional connections and intersections.
- ◇ Avoid duplicating uses which occur in Shelby Farms
- ◇ Establish office/residential in northwestern section.
- ◇ Encourage a park once strategy.

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