Site Corridor Concepts

Visions for Cordova
Existing Commercial

• Low density shopping center
• Single Use development
• Parking lot in front of building

Envisioned

• High density development
• Mixed-use commercial center
• On-street parallel parking
• Parking lots in center of block
Existing Commercial

- Unfriendly to pedestrians
- No existing sidewalks
- Only access via automobile

Envisioned

- Wide sidewalks
- Street trees create buffer
- Pedestrian friendly environment

Macon Rd. across from Cordova the Town

Celebration, FL
**Existing in Cordova**

- No pedestrian infrastructure
- Unsafe to cross most streets

**Envisioned in Site Plan**

- Landscaped medians create traffic buffers and reduce traffic speed
- Narrower streets are safer for pedestrians
Corridor Concept A

- A series of community cores are linked by light rail and bus transit

- Three LRT stations serve as anchors for pedestrian friendly TOD community cores

- Bus connections serve community cores outside walking distance of LRT station
Corridor Concept A

Houston Levee
Germantown Parkway
Macon Rd
CSX Railroad

RESIDENTIAL
COMMERCIAL
AGRICULTURAL
INDUSTRIAL
COMMUNITY
CORE

1/4 MILE AREA
RESIDENTIAL
COMMERCIAL
LRT STATION

COMMUNITY CORE
AGRICULTURAL
INDUSTRIAL
Light Rail Transit
Station Area Design

- LRT stop provides public facilities, commercial, and residential uses
- Each neighborhood is within walking distance of the LRT stop
A LRT Station Area Concept Plan

- Residential Areas
- Community Green
- Commercial Area
- Open areas and Parks
- Light Rail Station

Existing CSX Rail Line

Macon Road

Cordova Station Road

0.0625 miles

0.125 miles

0 330' 660'
Bus Station Area Focus

- New development not within walking distance of LRT station, or “secondary transit areas” have bus service

- Stations feature a small community gathering place and park and ride lots
Bus Station Area Concept Plan

- Residential Areas
- Community Green
- Commercial area
- Open areas and Parks
- Bus stop

Macon Road
Macon View Road

0 0.0625 0.125 miles
0 330' 660'

North
Corridor Concept B

- TOD located at four major LRT stops (nodes)
- the use of available and presently developed land within proposed TOD is maximized
- Each node corresponds with a particular site focus:
  - regional activity center
  - historic neighborhood core
  - mixed use employment center
  - secondary regional activity center
1. Germantown Parkway
   Major stop along major artery!

2. Old Cordova/Cordova the Town

3. Vacant industrial land south of Macon Rd
   - High density mixed use TOD

4. Houston Levee

LEGEND
FEEDER BUS/RAIL LINE
1500' WALKABLE RADIUS FROM STOP
EDGE
SUGGESTED DEVELOPMENT

CSX Potential Transit Supportive Development
CONCEPT DRAWING
Group 2

Site Planning Fall 2004
Site Designs

A Look Into Cordova’s Future
Station Area Focus

Proposed Station Development Areas

Design F
Design D/E
Design B/C
Design A

0.25 0.5 1.00
0 2640' 5280'

CSX Railroad
Germantown Parkway
Macon Rd
Houston Levee

Site Planning Fall 2004
CSX Potential Transit Supportive Development: Station Area Design
Design A: Germantown Station

Macon Road
GermanTown Pkwy
Cordova Station Road

Existing
Proposed
Parking Structure (w/1st floor retail)
P LRT Station

660'330'0
0.125 miles

0 0.0625
330' 660'

CAT'S MUSIC

0 0.0625
0.125 miles

N
Germantown Station

Proposed Site
Mixed – use: 67,500 Sq. Ft
Housing: 75,000 Sq. Ft (70 units approximately)
Parking Garage: 56,250 Sq. Ft first floor retail (400 total parking spaces)
Surface/on-street parking: 300 spaces
Germantown Station

1st Floor Retail (56,250 sf. ft.)

Open Air Farmer's Market

Existing Veterinarian Office

Cordova Station Road

Kiss and Ride

LRT Station (5,500 sq.ft.)
Design B: Old Town Cordova

Proposed Areas
- Multi-family: 18,200 SF (16 units, 2 stories)
- Mixed + Adaptive: 4900 SF (9 units, 2 stories)
- Station + Platform: 1100 SF (1 unit, 1 story)
- Grocery: 5800 SF (1 unit, 1 story)
- Parking Spaces: 76
Old Town Cordova

Macon Road
A Street
B Street
Fay Road

Proposed
Existing

Mixed Use
Apts
Grocery
Design C: Old Town Cordova

- Emphasis is placed on adaptive reuse of existing buildings
- New development will focus on urban infill
Design D: Middlesbrough

- A dense residential community located on currently undeveloped open land
- Commercial/Residential mixed-use center adjacent to proposed LRT station
Design D: Middlesbrough

Neighborhood Features

- Comfortable sidewalks with street trees
- On-street parking
- Minimal front setback
- Alley access for car
- Each home has outbuilding/rear garage
Design E: Macon Park

Condition of existing tracks

View from proposed station looking South
Macon Park

1. FARM LAND
2. EXISTING RESIDENTIAL
3. EXISTING INDUSTRIAL
4. COMMERCIAL
5. LRT STOP
6. COMMUNITY GREEN
7. RESIDENTIAL
8. APARTMENTS
9. MIXED USE

HIGH TENSION POWER LINES

1500' RADIUS WALKABLE NEIGHBORHOOD BOUNDARY

0' 330' 660'

0 0.065 0.125 Miles
Macon Park

Features:

• Multi family: 288,000 Sq. Ft (10 apartments, 3 floors each)

• Single-family: 2,090,880 Sq. Ft (180 units, single story)

• Retail: 230,868 Sq. Ft

• Office: 435,600 Sq. Ft

• Parking: 1500 spaces
Design F: Houston Levee

- High Density Commercial Development along Houston Levee, with supporting Residential development nearby

- LRT transit station located within public park; accessible to nearby commercial development
Current Zoning

- **Germantown**
  - Parkway/Macon
  - South East Corner – AG

- **Downtown Cordova**
  - Quarter Mile Radius – AG, R-S6, and CL

- **Industrial Park**
  - South and East of Macon Rd. - IL
Cordova Town Center Special District

- Presently encourages growth in the town center conducive to what is presented in this proposal

- Allows for mixed use, street and lot landscaping, rear and side parking, and requires open space to be at a minimum of 15%

- Unclear how far “Special District” extends from the town center
Proposal of Overlay District

- Preferable option to amending current zoning, since it covers entire study area under one classification
- Overlay district is more likely option, comparing to the time required for changing the current zoning
Community Design Vocabulary

• Common design features unify the community and express a shared values system

• Formulation of the design vocabulary
  — Includes vernacular (local) and historic examples
  — Notes building details: windows, doors, and roofs
  — Provides examples of materials and colors
  — Shows variation within design types
# Community Design Matrix

<table>
<thead>
<tr>
<th>Cordova Residential Building Types</th>
<th>Regional Residential Building Types</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Building Massing and Style</strong></td>
<td><img src="images" alt="Images" /></td>
</tr>
<tr>
<td><strong>2. Roof Types &amp; Materials</strong></td>
<td><img src="images" alt="Images" /></td>
</tr>
<tr>
<td><strong>3. Façade Treatment &amp; Materials</strong></td>
<td><img src="images" alt="Images" /></td>
</tr>
<tr>
<td><strong>4. Entry and Doors</strong></td>
<td><img src="images" alt="Images" /></td>
</tr>
<tr>
<td><strong>5. Windows</strong></td>
<td><img src="images" alt="Images" /></td>
</tr>
<tr>
<td>Cordova Residential Building Types</td>
<td>Regional Residential Building Types</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>6. Eaves, Porches &amp; Arcades</td>
<td></td>
</tr>
<tr>
<td>7. Trim</td>
<td></td>
</tr>
<tr>
<td>8. Towers</td>
<td></td>
</tr>
<tr>
<td>9. Cross Gables and Dormers</td>
<td></td>
</tr>
<tr>
<td>10. Gutters</td>
<td></td>
</tr>
</tbody>
</table>
## Community Design Matrix

<table>
<thead>
<tr>
<th>Cordova Residential Building Types</th>
<th>Regional Residential Building Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Chimneys</td>
<td>![Chimneys Image]</td>
</tr>
<tr>
<td>12. Walls, Fences, and Hedges (Front Yard)</td>
<td>![Walls, Fences, and Hedges (Front Yard) Image]</td>
</tr>
<tr>
<td>13. Walls, Fences and Hedges (Side and Rear Yards)</td>
<td>![Walls, Fences and Hedges (Side and Rear Yards) Image]</td>
</tr>
<tr>
<td>14. Colors</td>
<td>![Colors Image]</td>
</tr>
<tr>
<td>15. Driveway</td>
<td>![Driveway Image]</td>
</tr>
</tbody>
</table>
## Community Design Matrix

<table>
<thead>
<tr>
<th>Cordova Commercial Building Types</th>
<th>Regional Commercial Building Types</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Building Massing and Style</strong></td>
<td><img src="image1" alt="Building 1" /> <img src="image2" alt="Building 2" /> <img src="image3" alt="Building 3" /> <img src="image4" alt="Building 4" /></td>
</tr>
<tr>
<td><img src="image5" alt="Building 5" /> <img src="image6" alt="Building 6" /> <img src="image7" alt="Building 7" /> <img src="image8" alt="Building 8" /></td>
<td></td>
</tr>
<tr>
<td><strong>2. Roof Types &amp; Materials</strong></td>
<td><img src="image9" alt="Roof 1" /> <img src="image10" alt="Roof 2" /> <img src="image11" alt="Roof 3" /> <img src="image12" alt="Roof 4" /></td>
</tr>
<tr>
<td><img src="image13" alt="Roof 5" /> <img src="image14" alt="Roof 6" /> <img src="image15" alt="Roof 7" /> <img src="image16" alt="Roof 8" /></td>
<td></td>
</tr>
<tr>
<td><strong>3. Façade Treatment &amp; Materials</strong></td>
<td><img src="image17" alt="Facade 1" /> <img src="image18" alt="Facade 2" /> <img src="image19" alt="Facade 3" /> <img src="image20" alt="Facade 4" /></td>
</tr>
<tr>
<td><img src="image21" alt="Facade 5" /> <img src="image22" alt="Facade 6" /> <img src="image23" alt="Facade 7" /> <img src="image24" alt="Facade 8" /></td>
<td></td>
</tr>
<tr>
<td><strong>4. Entry and Doors</strong></td>
<td><img src="image25" alt="Door 1" /> <img src="image26" alt="Door 2" /> <img src="image27" alt="Door 3" /> <img src="image28" alt="Door 4" /></td>
</tr>
<tr>
<td><img src="image29" alt="Door 5" /> <img src="image30" alt="Door 6" /> <img src="image31" alt="Door 7" /> <img src="image32" alt="Door 8" /></td>
<td></td>
</tr>
<tr>
<td><strong>5. Windows</strong></td>
<td><img src="image33" alt="Window 1" /> <img src="image34" alt="Window 2" /> <img src="image35" alt="Window 3" /> <img src="image36" alt="Window 4" /></td>
</tr>
<tr>
<td><img src="image37" alt="Window 5" /> <img src="image38" alt="Window 6" /> <img src="image39" alt="Window 7" /> <img src="image40" alt="Window 8" /></td>
<td></td>
</tr>
</tbody>
</table>
# Community Design Matrix

<table>
<thead>
<tr>
<th>Cordova Civic Building Types</th>
<th>Regional Civic Building Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Building Massing and Style</td>
<td><img src="image1" alt="Image" /> <img src="image2" alt="Image" /> <img src="image3" alt="Image" /> <img src="image4" alt="Image" /></td>
</tr>
<tr>
<td>2. Roof Types &amp; Materials</td>
<td><img src="image5" alt="Image" /> <img src="image6" alt="Image" /> <img src="image7" alt="Image" /> <img src="image8" alt="Image" /></td>
</tr>
<tr>
<td>3. Façade Treatment &amp; Materials</td>
<td><img src="image9" alt="Image" /> <img src="image10" alt="Image" /> <img src="image11" alt="Image" /></td>
</tr>
<tr>
<td>4. Entry and Doors</td>
<td><img src="image12" alt="Image" /> <img src="image13" alt="Image" /> <img src="image14" alt="Image" /></td>
</tr>
<tr>
<td>5. Windows</td>
<td><img src="image15" alt="Image" /> <img src="image16" alt="Image" /></td>
</tr>
</tbody>
</table>
Continuing the Dialogue-Issues

- LRT corridor plan and Cordova identity (design vocabulary)
- LRT corridor plan and homeowner perception of location and housing property value
- LRT corridor plan as an alternative to suburban sprawl
- Demand-side vs. Supply-side (proposed plans for new development within Cordova)
- Expected ridership for the Light Rail Transit in Cordova
Continuing the Dialogue - Implementation

- Priorities- short term and long-term

- **Actionable strategies**
  - Current Zoning Revision
    (Memphis and Shelby County)

- **Agencies/ Participants**
  - Cordova Leadership Council
  - Regional Services
  - MPO
Continuing the Dialogue—Further Study

- Economic/land-use impacts expected near the LRT station areas
- A positive amenity of a pedestrian-friendly neighborhood location
- Increased competitive advantage of location in County, with both transit and auto access
- Impact on housing price values for current and future Cordova homeowners
- Positive impacts compared to negative effects of recent annexations—perceived or real
CSX Potential Light Rail Transit
Supportive Development

We welcome your questions and comments