

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

Existing in Cordova



- **No pedestrian infrastructure**
- **Unsafe to cross most streets**

Envisioned in Site Plan



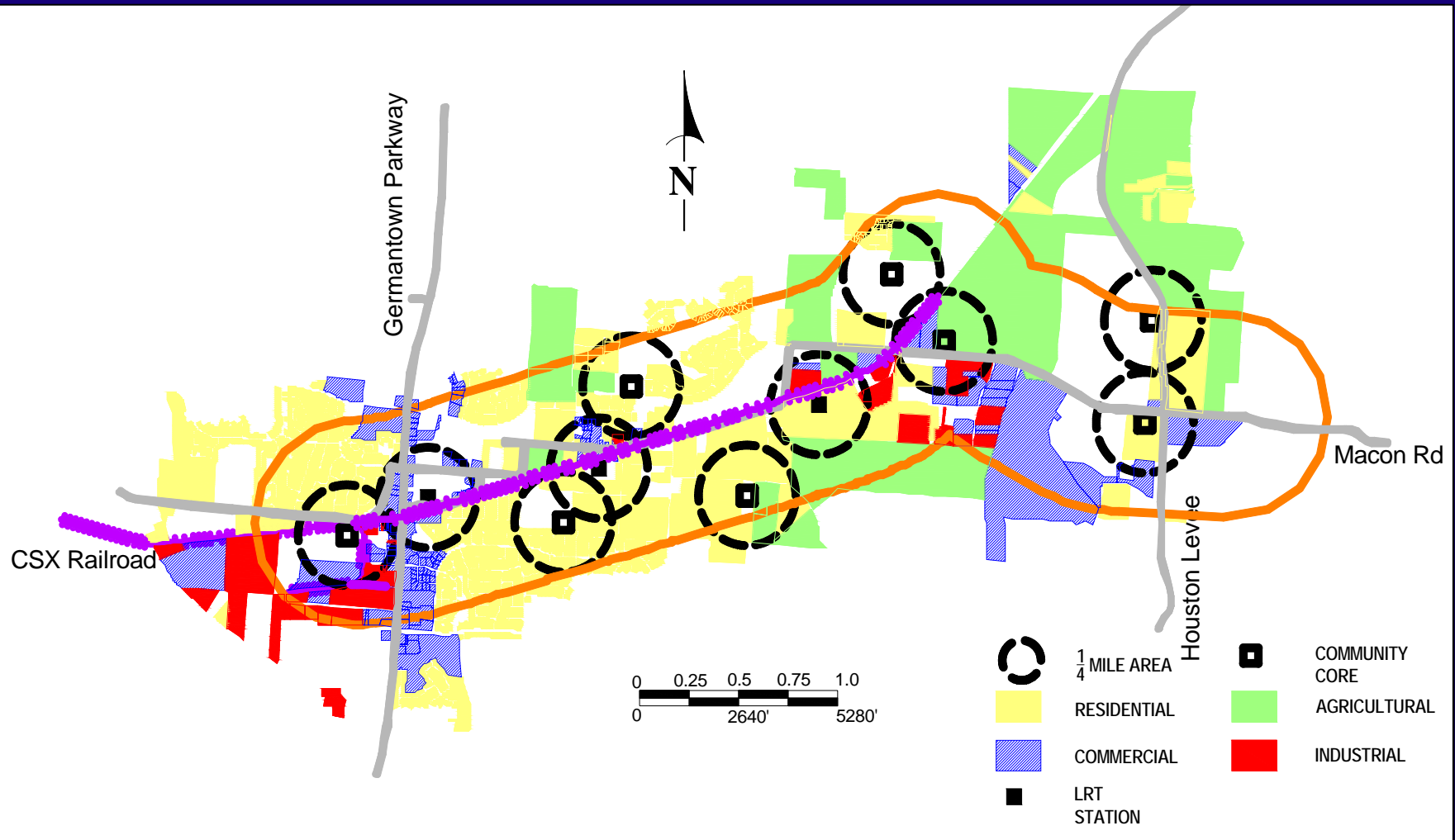
- **Landscaped medians create traffic buffers and reduce traffic speed**
- **Narrower streets are safer for pedestrians**

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



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

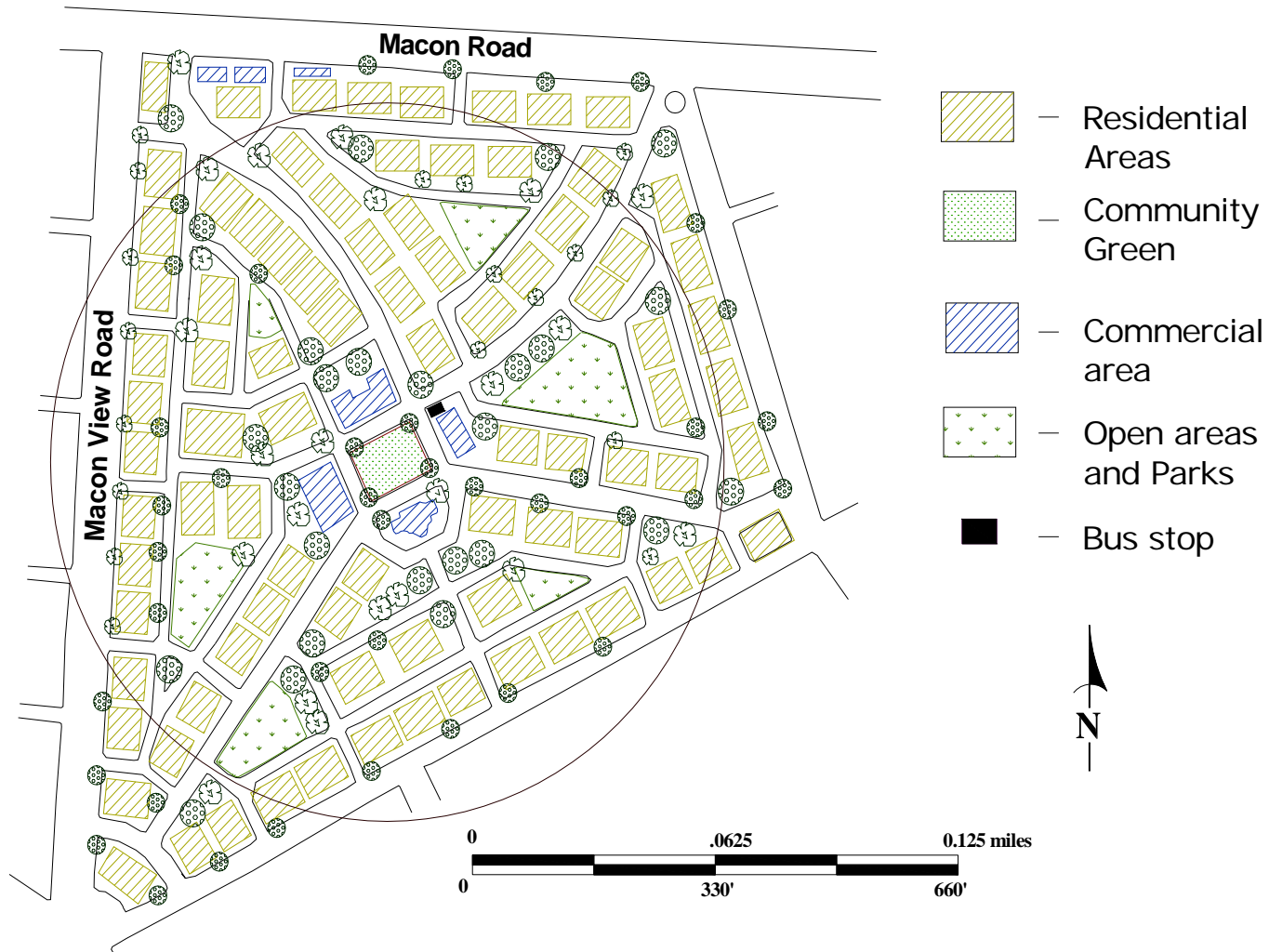


Bus Station Area Focus

- 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



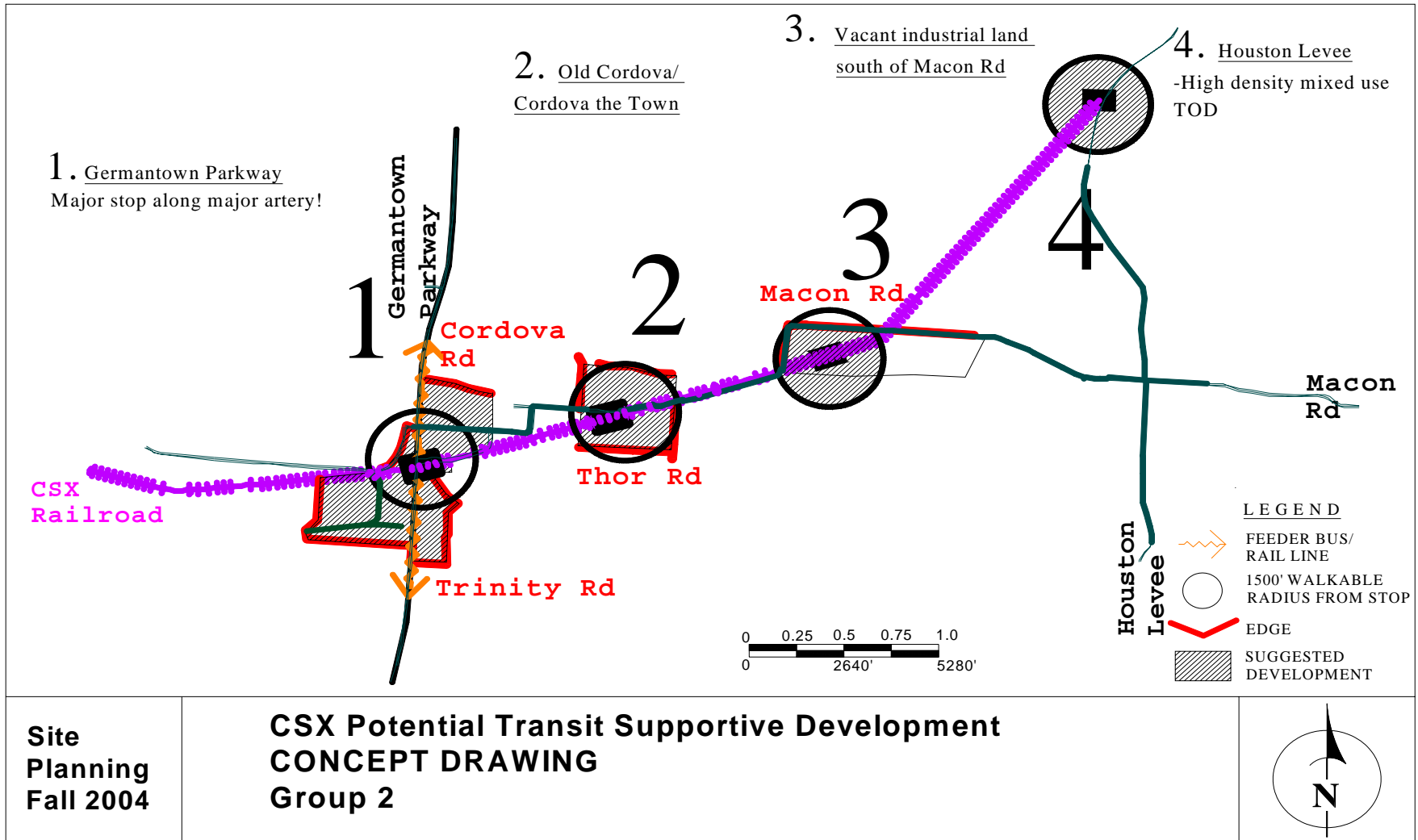
Bus Station Area Concept Plan



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*

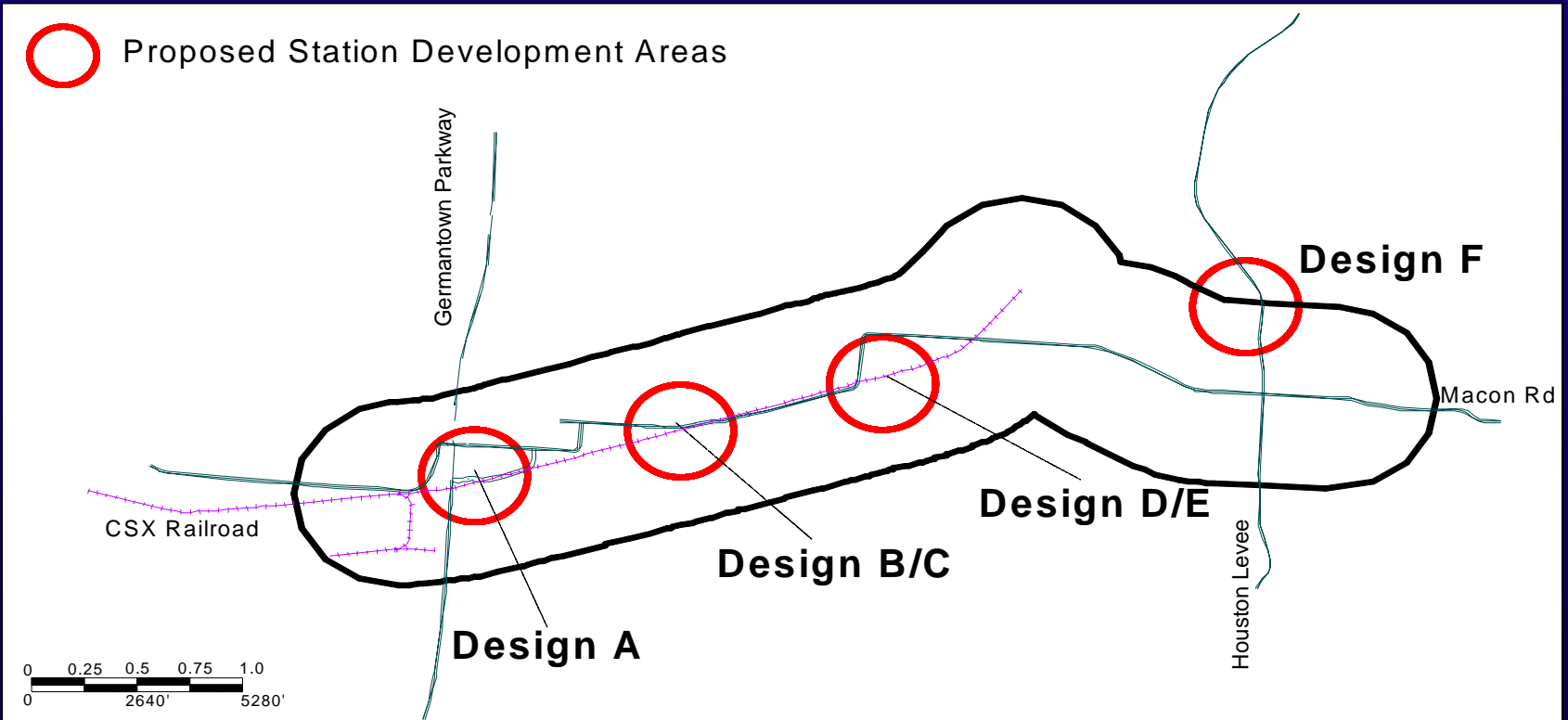
Corridor Concept B



Site Designs

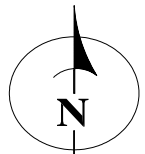
A Look Into Cordova's Future

Station Area Focus

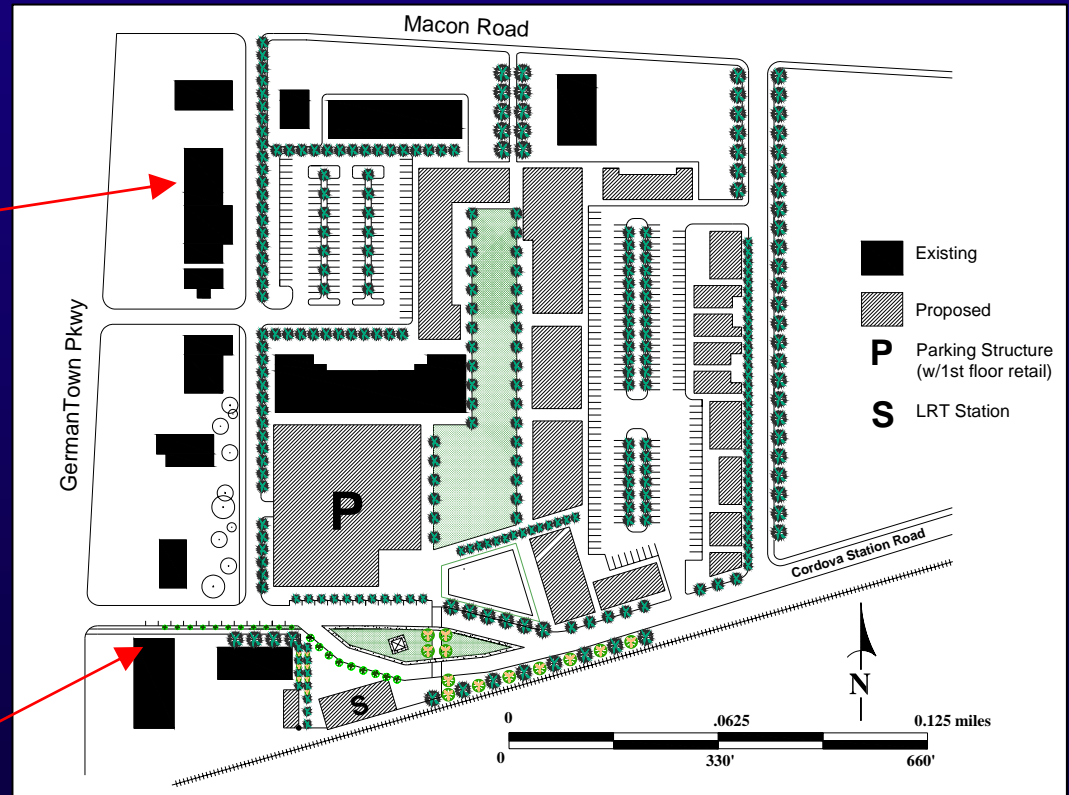


Site
Planning
Fall 2004

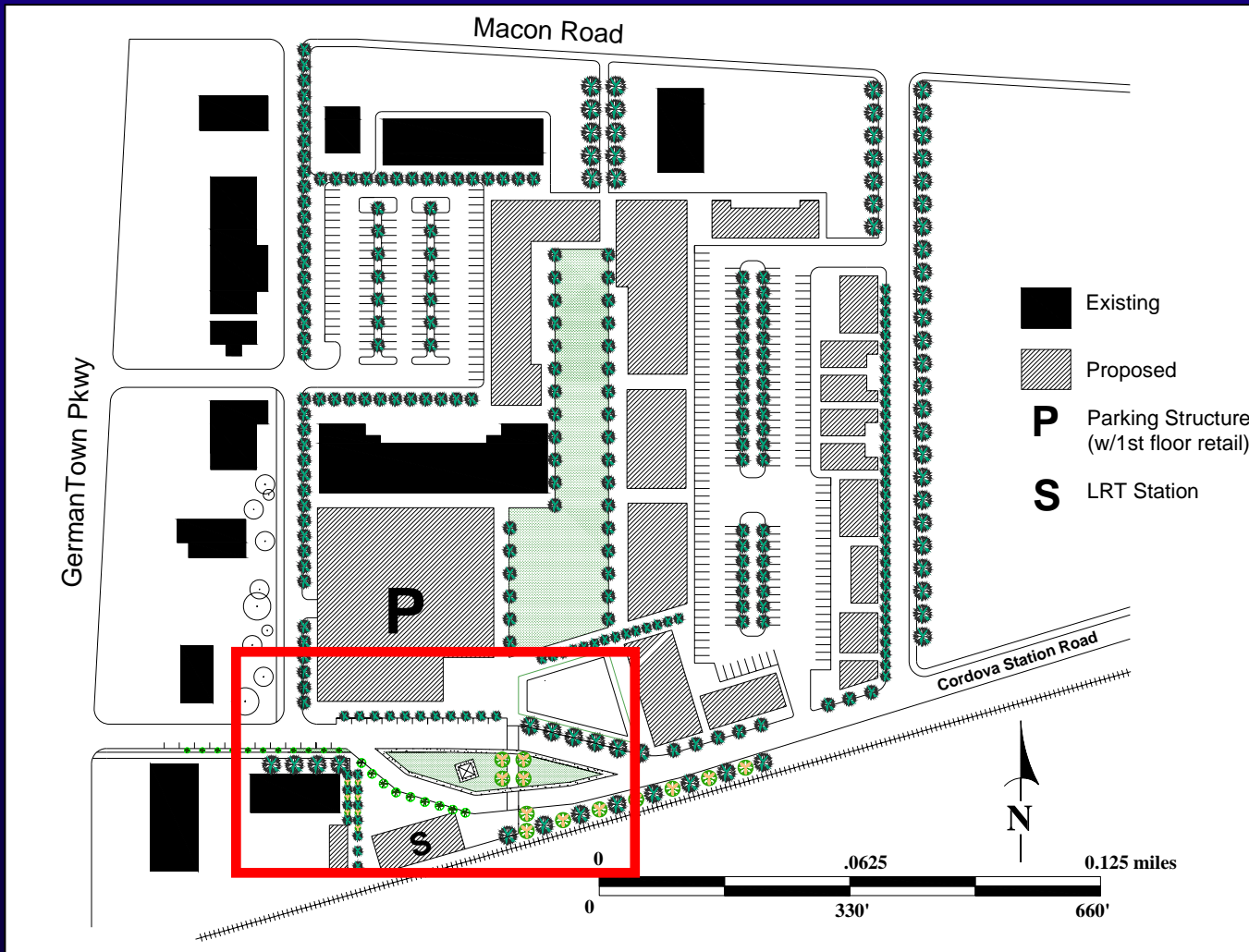
CSX Potential Transit Supportive Development:
Station Area Design



Design A: Germantown Station



Germantown Station



Proposed Site

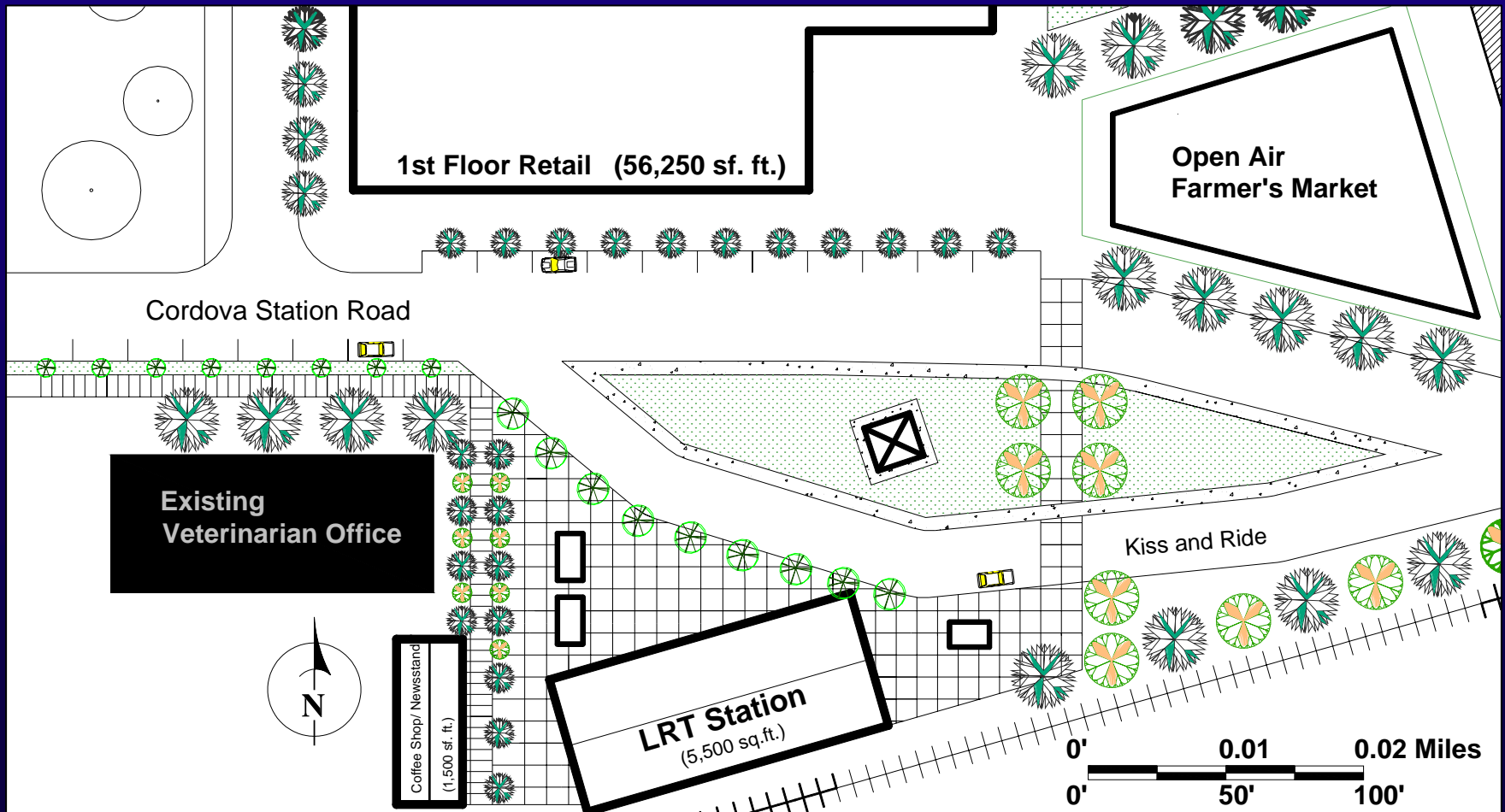
**Mixed –use: 67,500
Sq. Ft**

**Housing: 75,000 Sq.
Ft (70 units
approximately)**

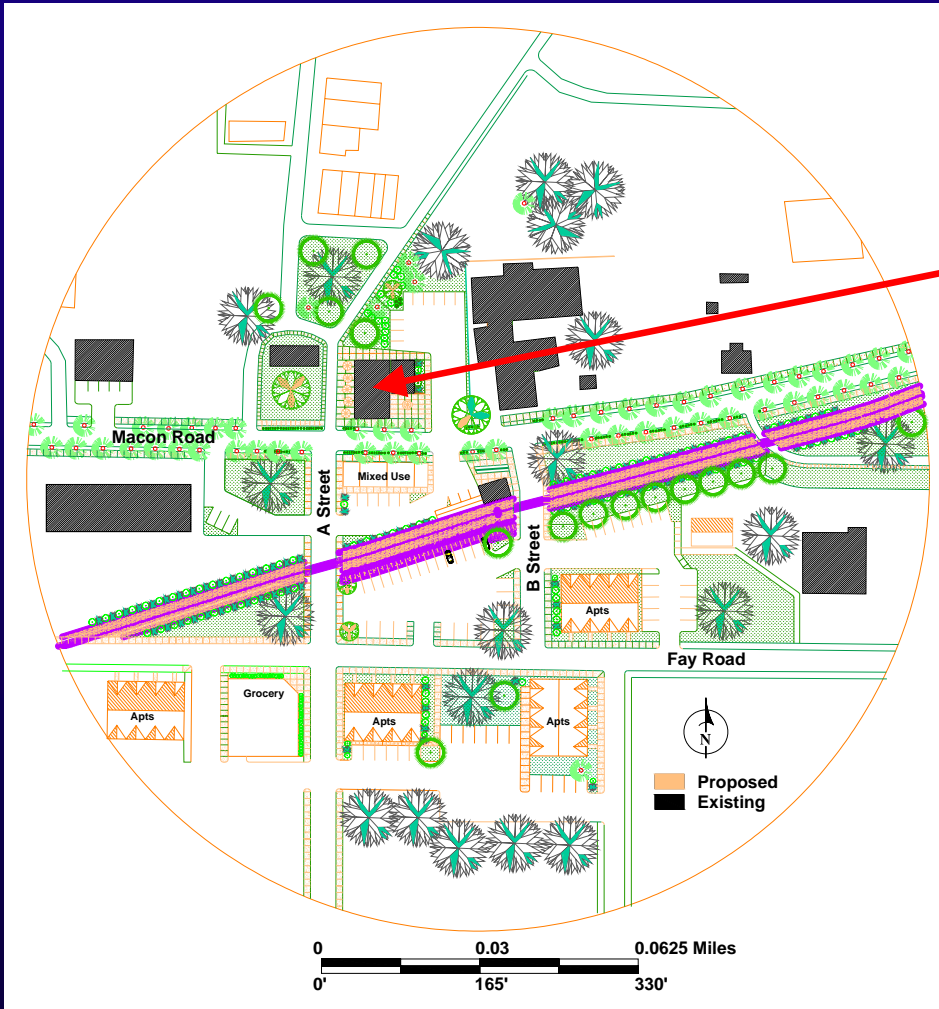
**Parking Garage:
56,250 Sq. Ft first
floor retail
(400 total parking
spaces)**

**Surface/on-street
parking: 300 spaces**

Germantown Station



Design B: Old Town Cordova



Proposed Areas

Multi-family: 18,200 SF (16 units, 2 stories)

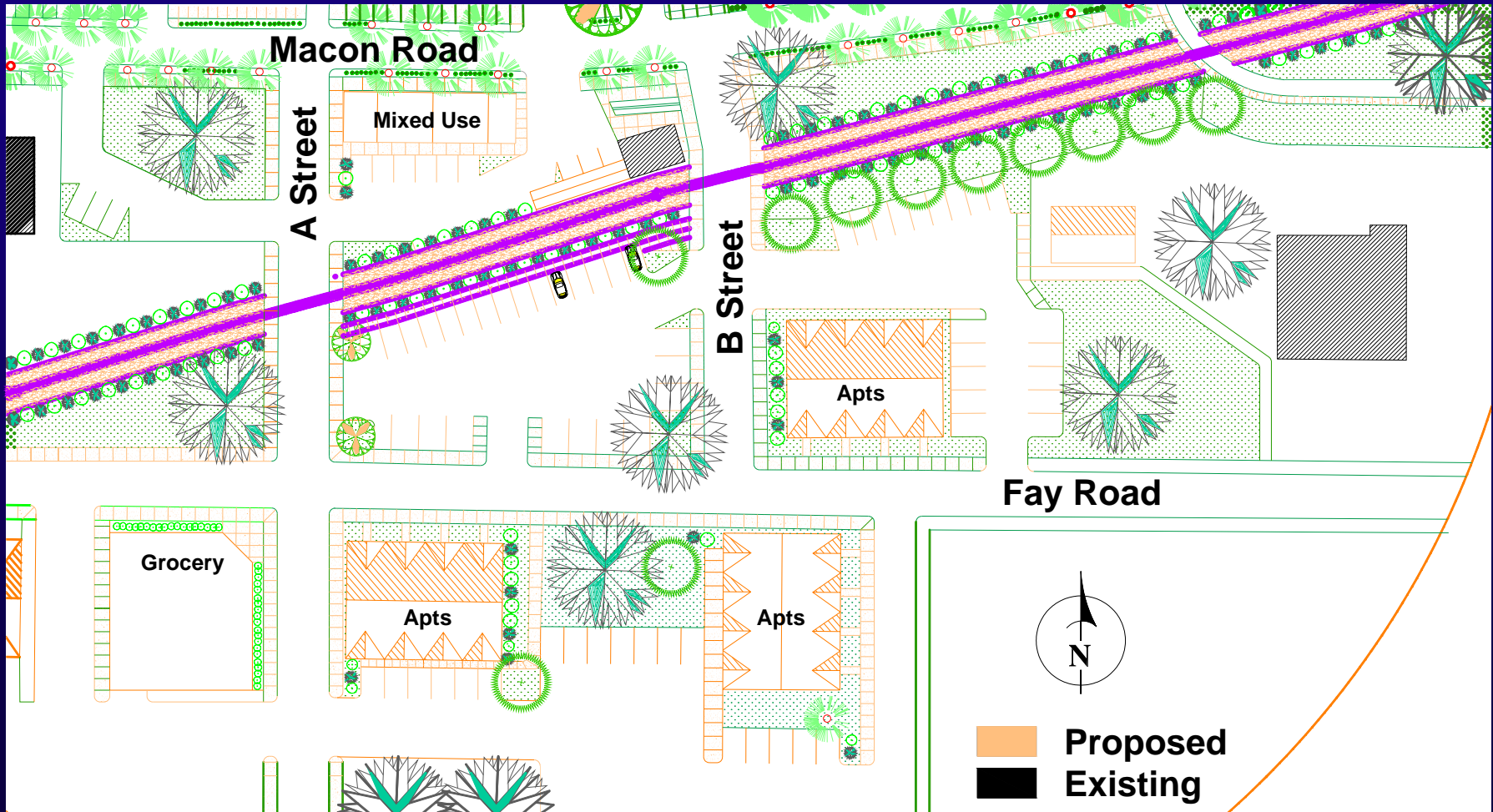
Mixed + Adaptive: 4900 SF (9 units, 2 stories)

Station + Platform: 1100 SF (1 unit, 1 story)

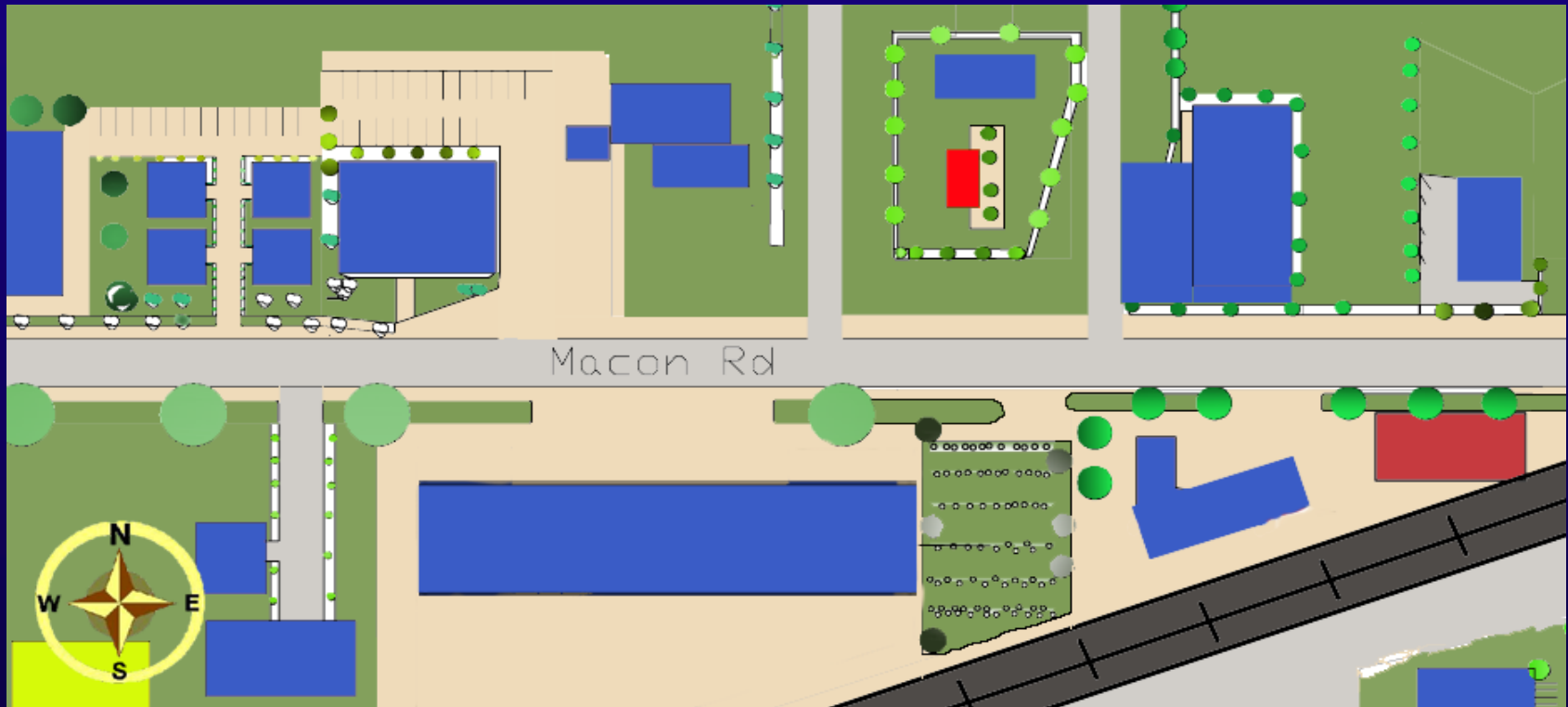
Grocery: 5800 SF (1 unit, 1 story)

Parking Spaces: 76

Old Town Cordova

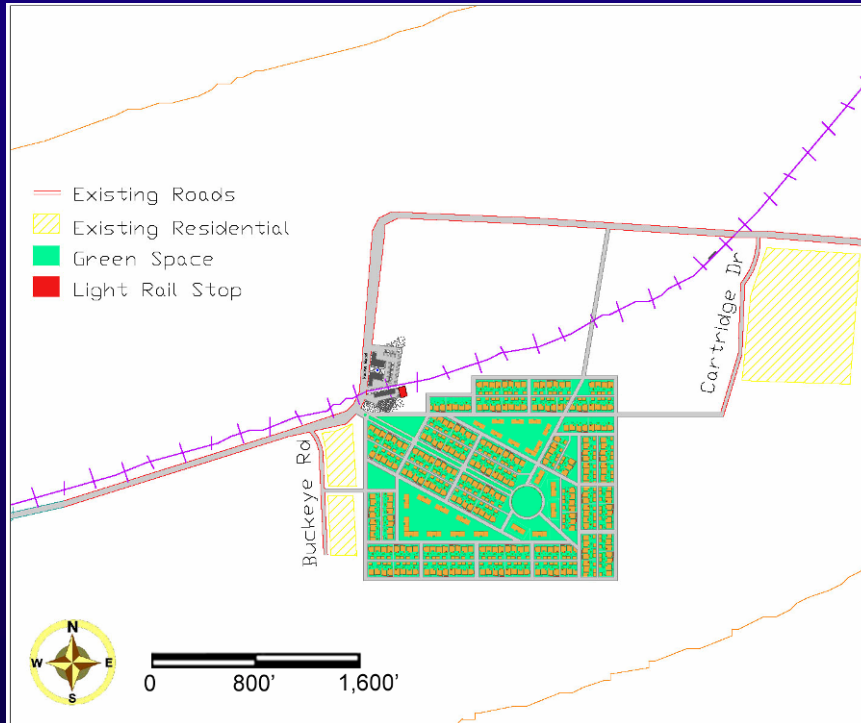


Design C: Old Town Cordova

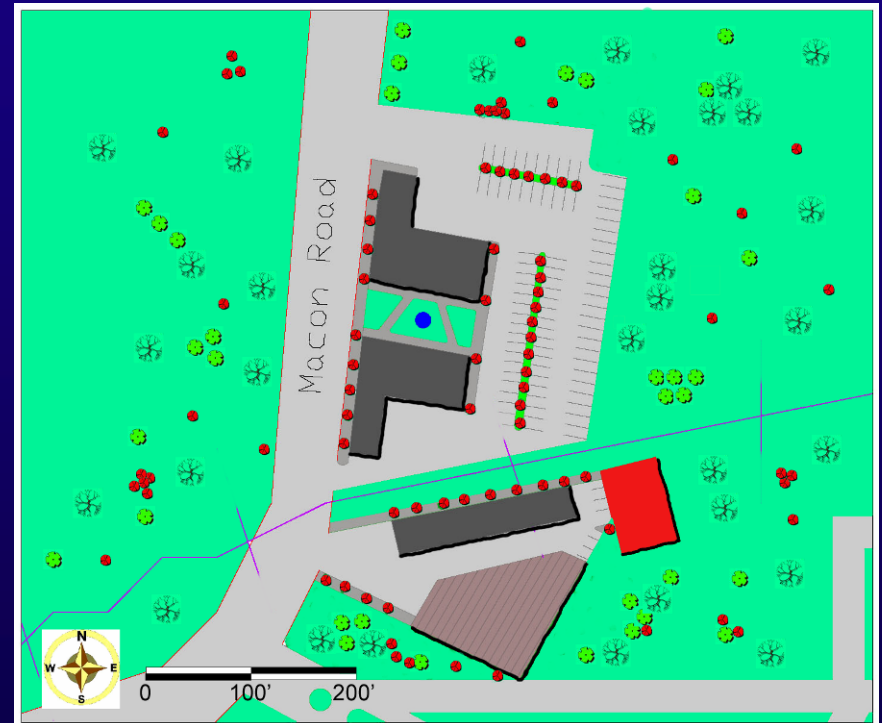


- **Emphasis is placed on adaptive reuse of existing buildings**
- **New development will focus on urban infill**

Design D: Middlesbrough

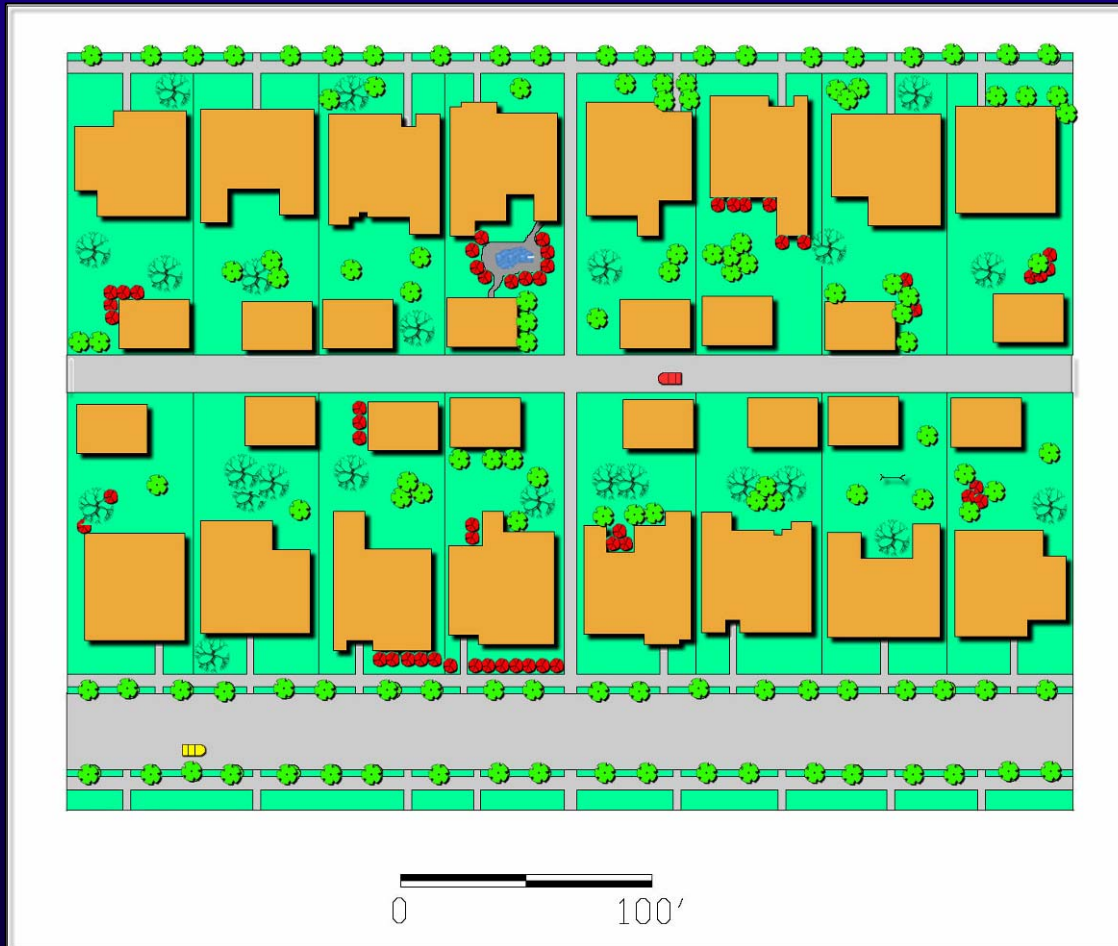


- A dense residential community located on currently undeveloped open land



- 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

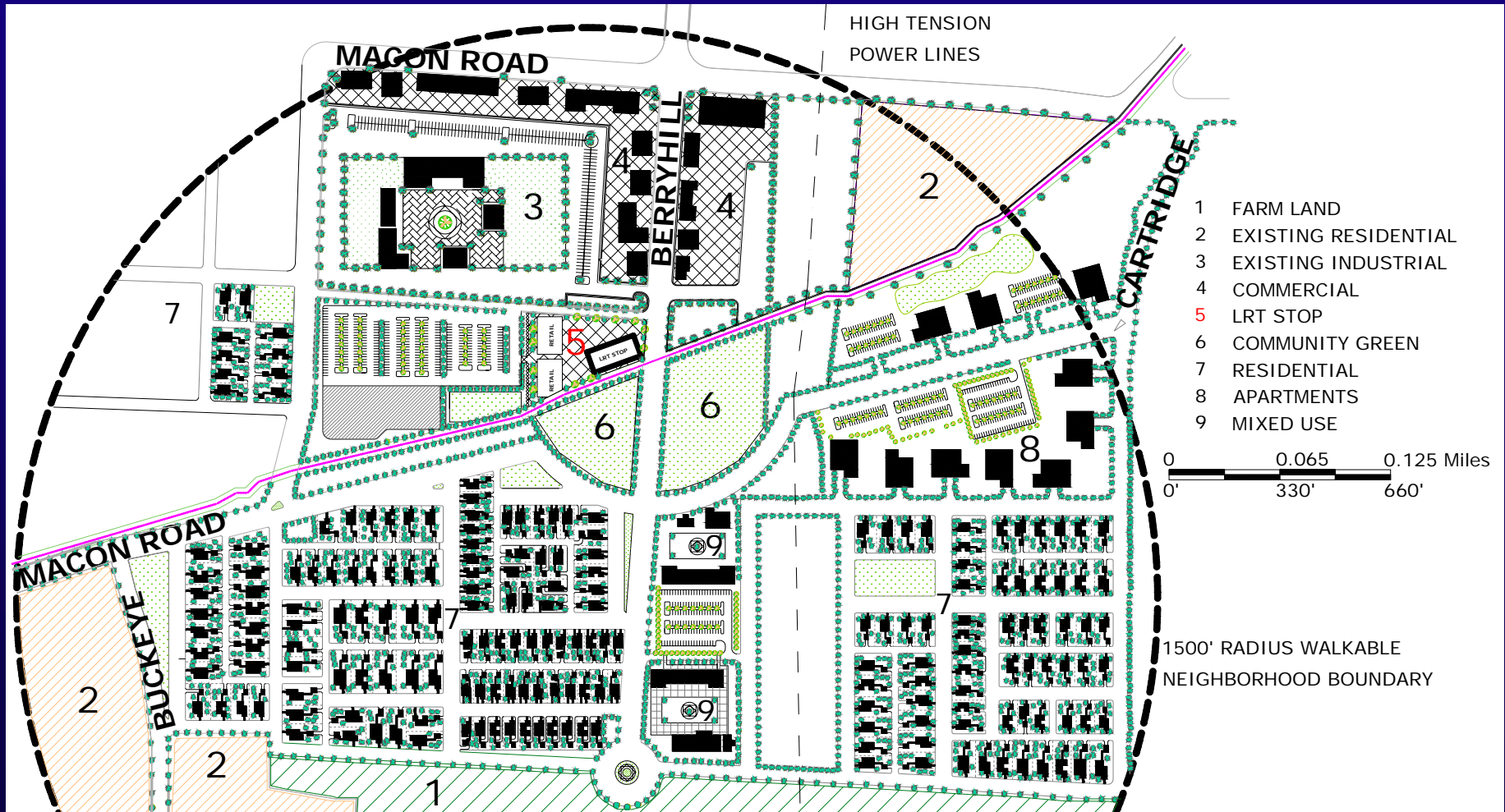
Condition of existing tracks



**View from proposed station
looking South**



Macon Park



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**

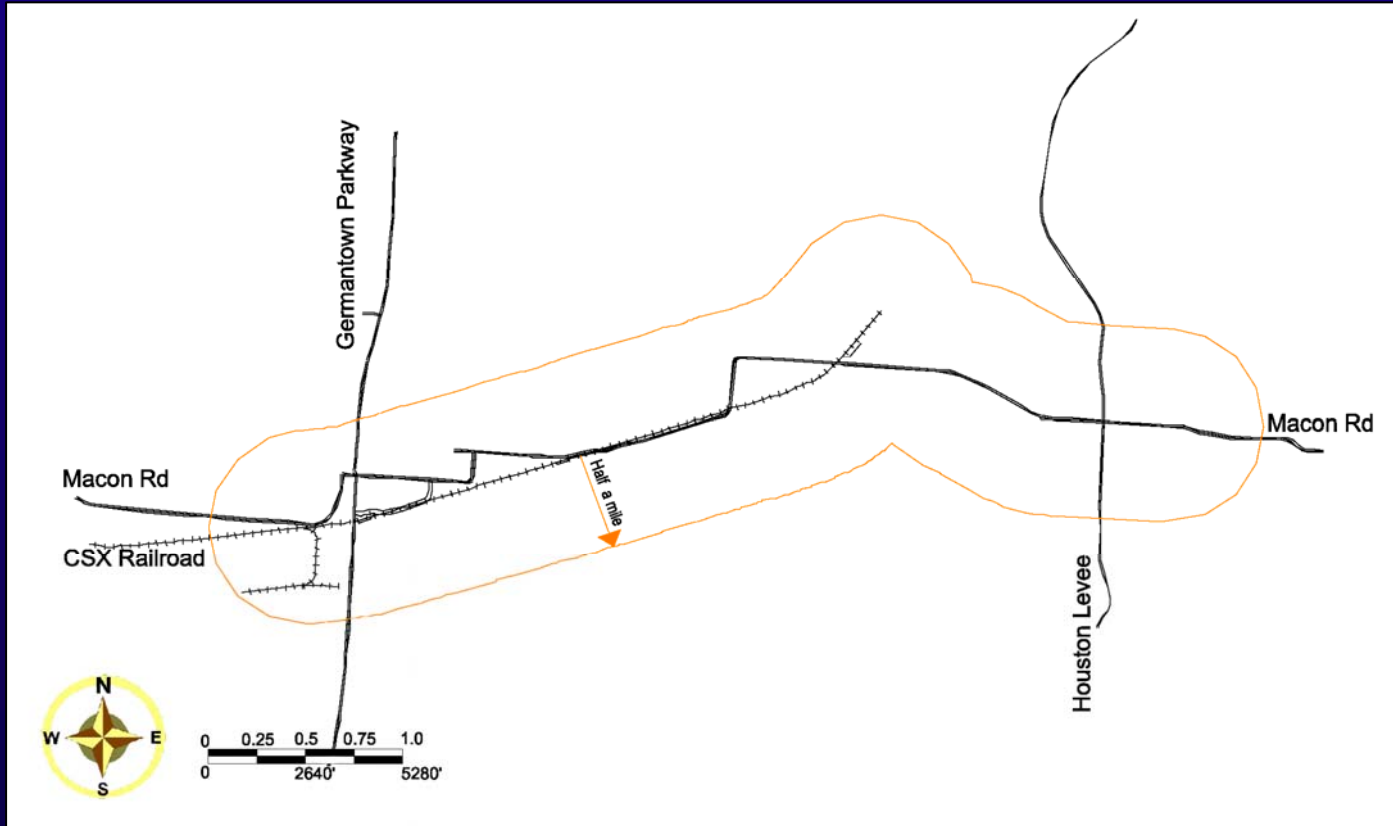


Cordova Town Center Special District

- **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

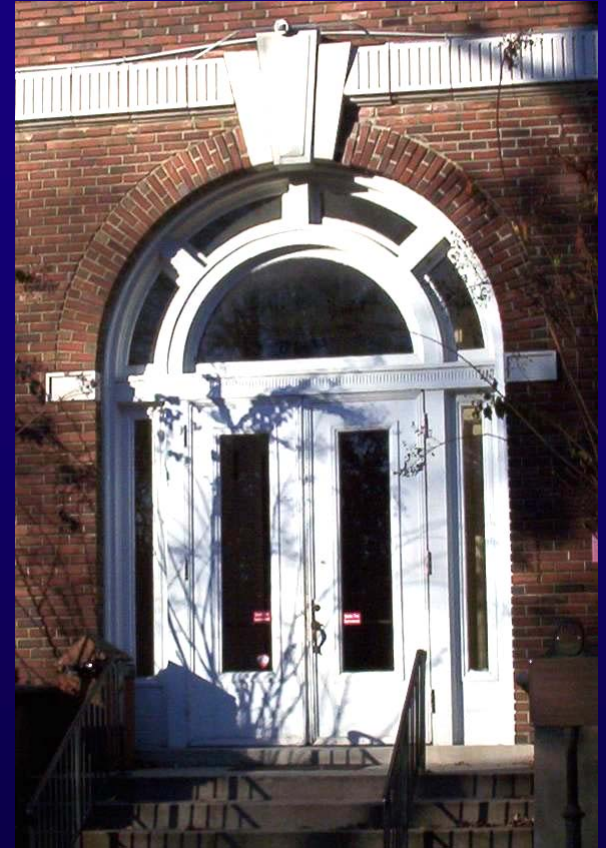


- **Preferable option to amending current zoning, since it covers entire study area under one classification**

- **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

Cordova Residential Building Types



















Regional Residential Building Types

1. Building Massing and Style							
2. Roof Types & Materials							
3. Façade Treatment & Materials							
4. Entry and Doors							
5. Windows							

Community Design Matrix

	Cordova Residential Building Types				Regional Residential Building Types		
6. Eaves, Porches & Arcades							
7. Trim							
8. Towers							
9. Cross Gables and Dormers							
10. Gutters							































Community Design Matrix

	Cordova Residential Building Types				Regional Residential Building Types		
11. Chimneys							
12. Walls, Fences, and Hedges (Front Yard)							
13. Walls, Fences and Hedges (Side and Rear Yards)							
14. Colors							
15. Driveway							
















Community Design Matrix

Cordova Commercial Building Types

Regional Commercial Building Types

1. Building Massing and Style								
2. Roof Types & Materials								
3. Façade Treatment & Materials								
4. Entry and Doors								
5. Windows								

Community Design Matrix

	Cordova Civic Building Types				Regional Civic Building Types		
1. Building Massing and Style							
2. Roof Types & Materials							
3. Façade Treatment & Materials							
4. Entry and Doors							
5. Windows							

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