



Committee of the Whole Meeting - Final

May 15, 2025

6:00 PM

B. COW2025-017 Update on Downtown Master Plan process – MKSK



SMYRNA DOWNTOWN REDEVELOPMENT

Phase 1 Summary Update

May 17, 2025 (DRAFT 05/12/25)



Today's Meeting

1

INTRODUCTION

Our progress since launching

2

EXISTING CONDITIONS

Key things we have observed

3

HOW WE'VE ENGAGED

Key things we have heard (so far)

4

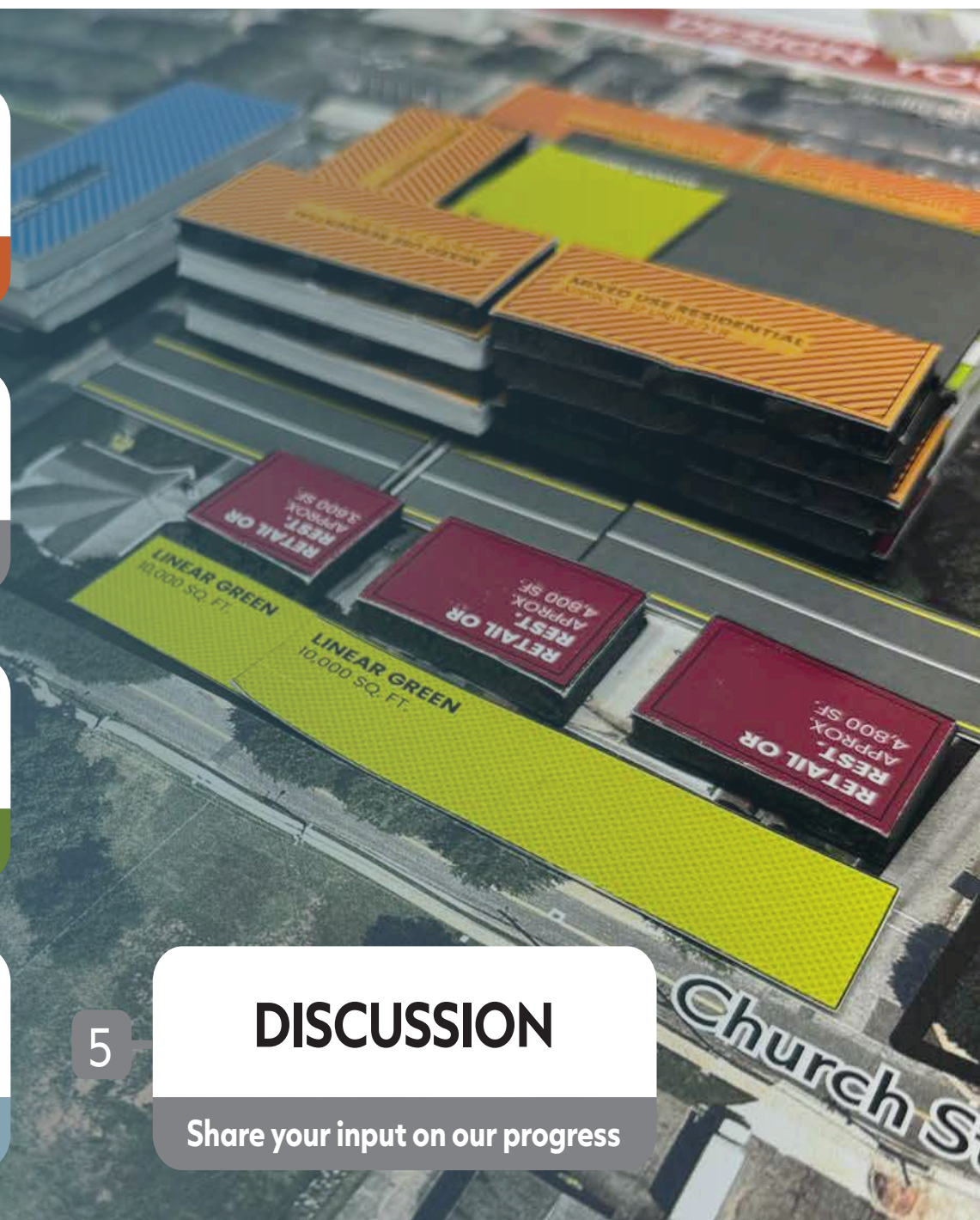
WHATS AHEAD IN PHASE 2

Things to expect as we move into concepts

5

DISCUSSION

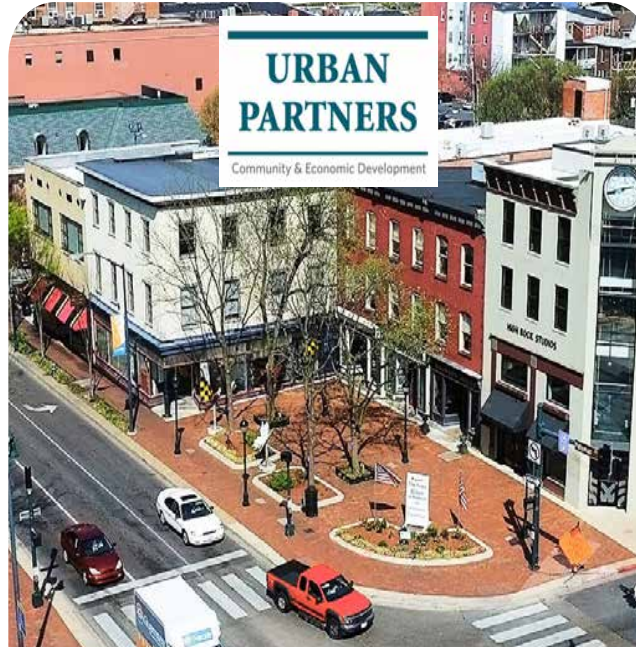
Share your input on our progress



The Project Team



Decatur Town Center Plan 2.0



Hagerstown Downtown Plan



ABI Project Management Support Services

MKSK

Planning and Design Lead

Urban Partners

Sound Real Estate Analysis

C2G

Transportation



INTRODUCTION

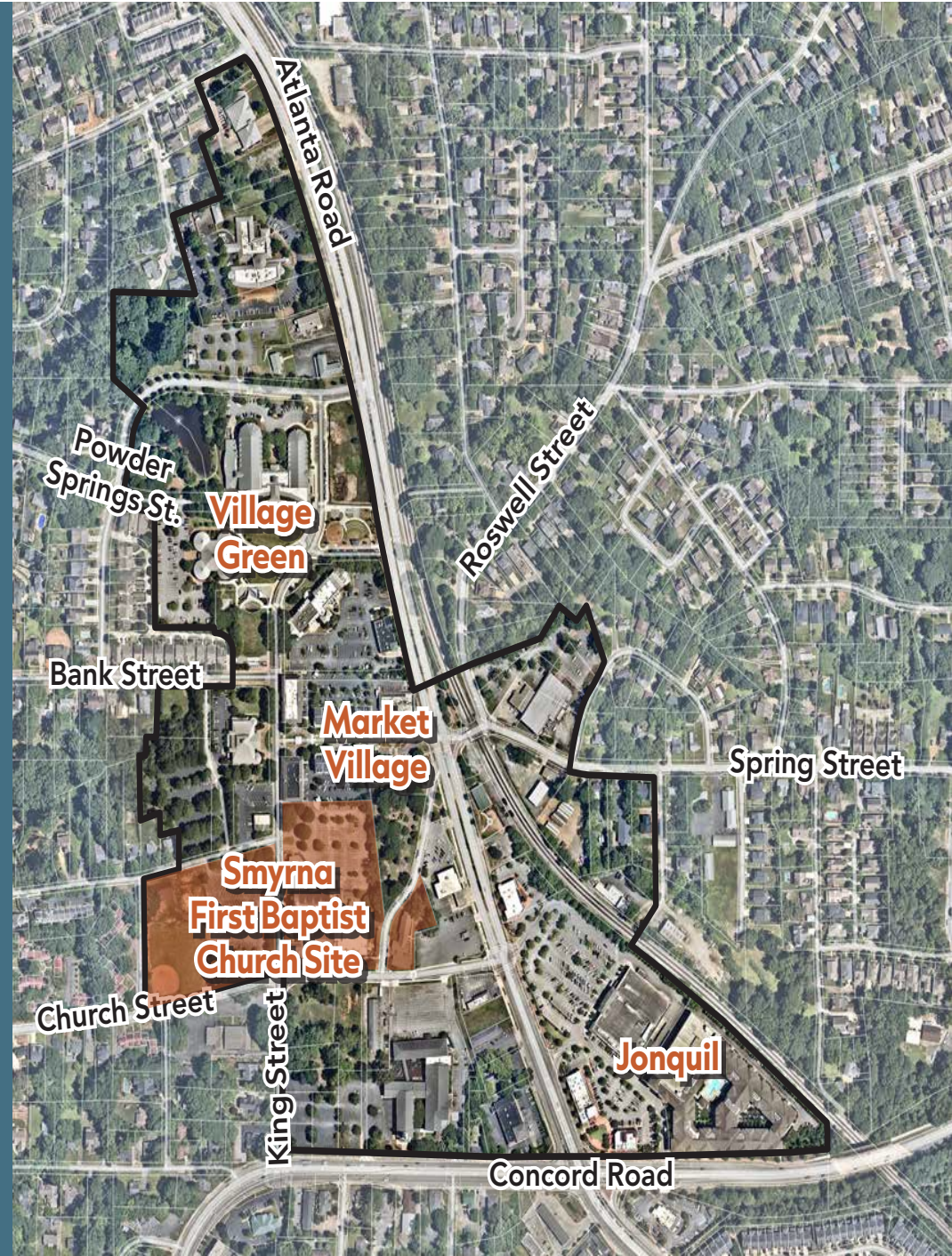
Our progress since launching

Edward Jones
INVESTMENTS
Casey Field, AAMS, CRPC
Financial Advisor
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www.edwardjones.com

Project Purpose

The City of Smyrna is excited to lead the **Downtown Smyrna Redevelopment project**! Through an extensive engagement process that includes community events, online surveys, and in-person events, we will plan together to accomplish the following outcomes:

- ▶ **A fresh vision for downtown** that builds on the 2020 B.O.L.D. Downtown Master Plan.
- ▶ **Mobility and connectivity improvements** to make downtown a safer place to walk, bike, stroll, and drive.
- ▶ **A community-centered vision for the City-owned First Baptist Church Site** that re-imagines this area as an extension of downtown.



Project Timeline



Six Project Goals to Guide the Process

The six project goals below were developed by the planning team using key take-aways from **conversations with City Staff and project stakeholders**. The goals were shared with the community at the Community Visioning Meeting and refined per their feedback.



**Preserve
and enhance
downtown's
small town
charm**



**Expand
downtown's
walkable core**



**Connect
downtown with
Smyrna's
Neighborhoods**



**Create great
public spaces
in downtown**



**Attract new
residents,
businesses,
and activity to
downtown**



**Strengthen
Smyrna's
fiscal health
and economic
competitiveness**

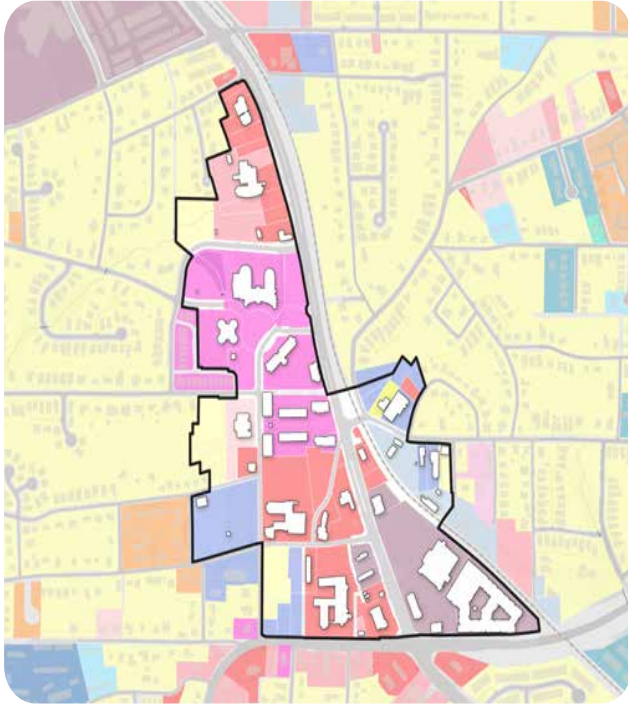


EXISTING CONDITIONS

Key things we have observed

Existing Conditions Overview

Since project launch, the project team has started an **existing conditions analysis** looking at current land use patterns, regulatory tools, and downtown's built environment.



Land Use and Built Environment



Transportation and Connectivity



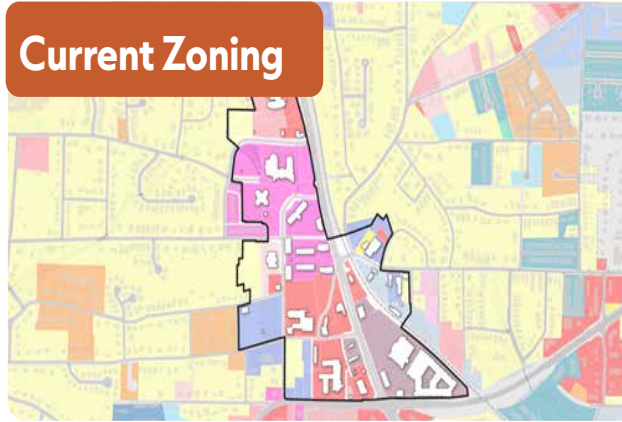
Market Scan and Economic Conditions

Land Use and Built Environment

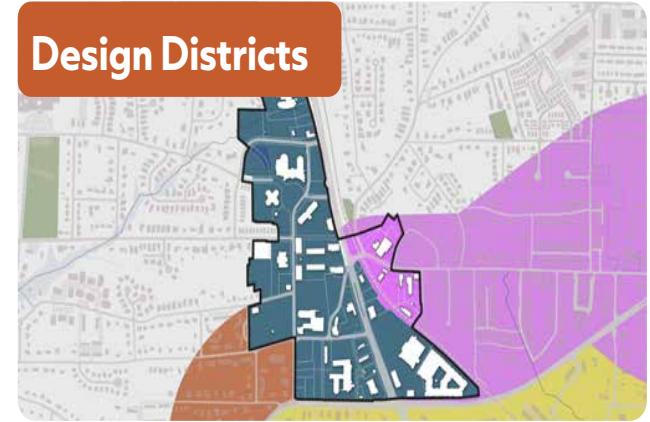
The planning team has started an existing conditions analysis looking at current land use patterns, regulatory tools, and downtown's built environment. Key Findings include:

- ▶ The Central Business District Zoning covers only 23% of Downtown (21 acres of 92 total acres)
- ▶ 43% of Downtown's area has a future land use of 'Mixed Use'
- ▶ Of the 92 acres that make up the downtown boundary, 5.7 acres is park space (6%)
- ▶ One-third of the downtown boundary is dedicated to surface parking lots.

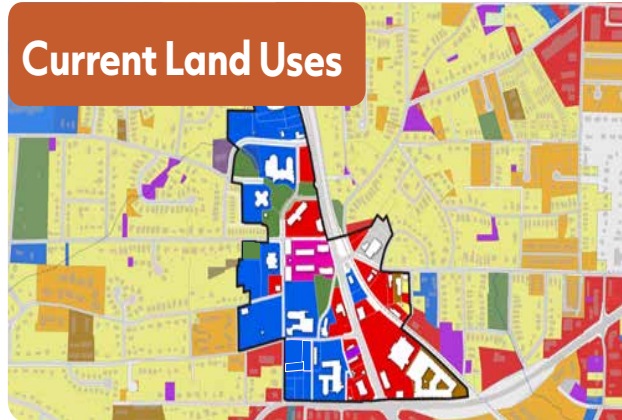
Current Zoning



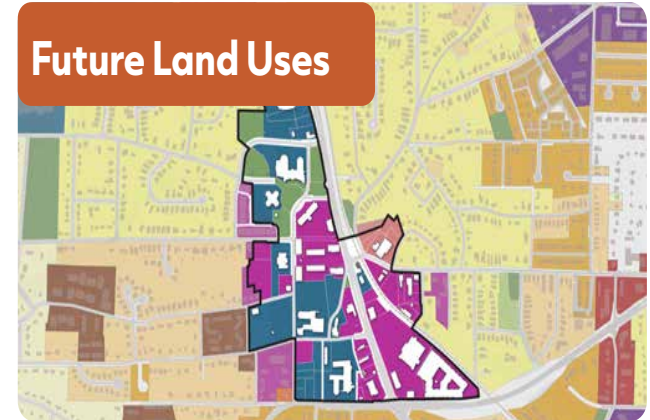
Design Districts



Current Land Uses



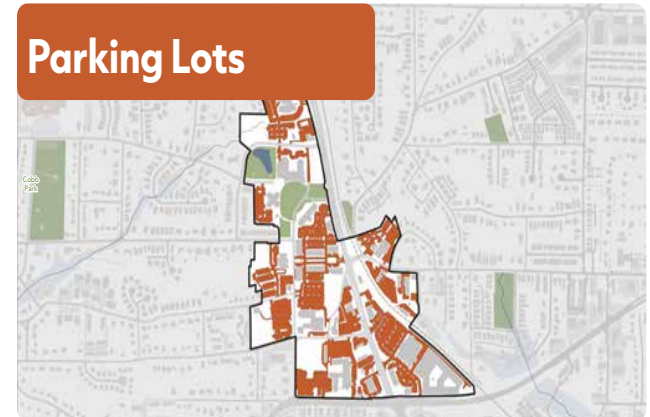
Future Land Uses



Parks and Open Spaces



Parking Lots





Transportation: Parking Utilization


Parking Utilization for public (or publicly used) parking lots varies between peak lunch and dinner times:

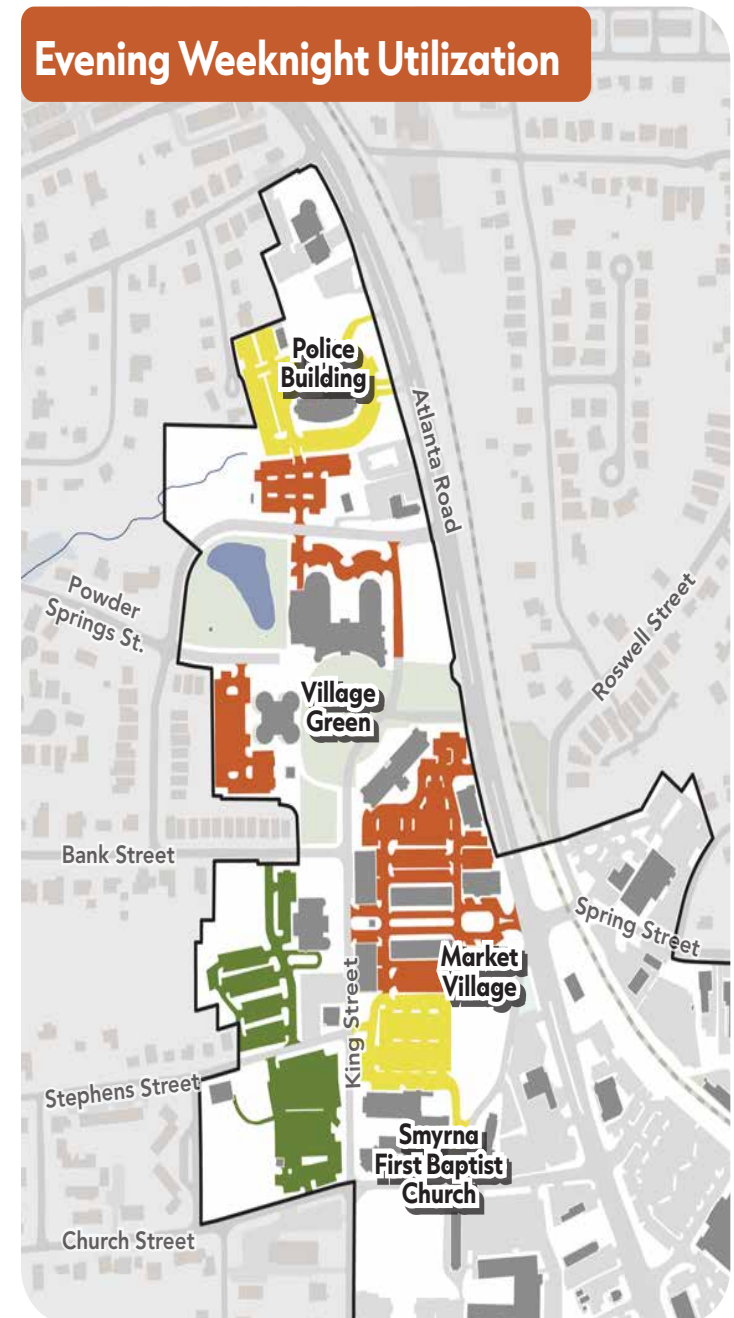
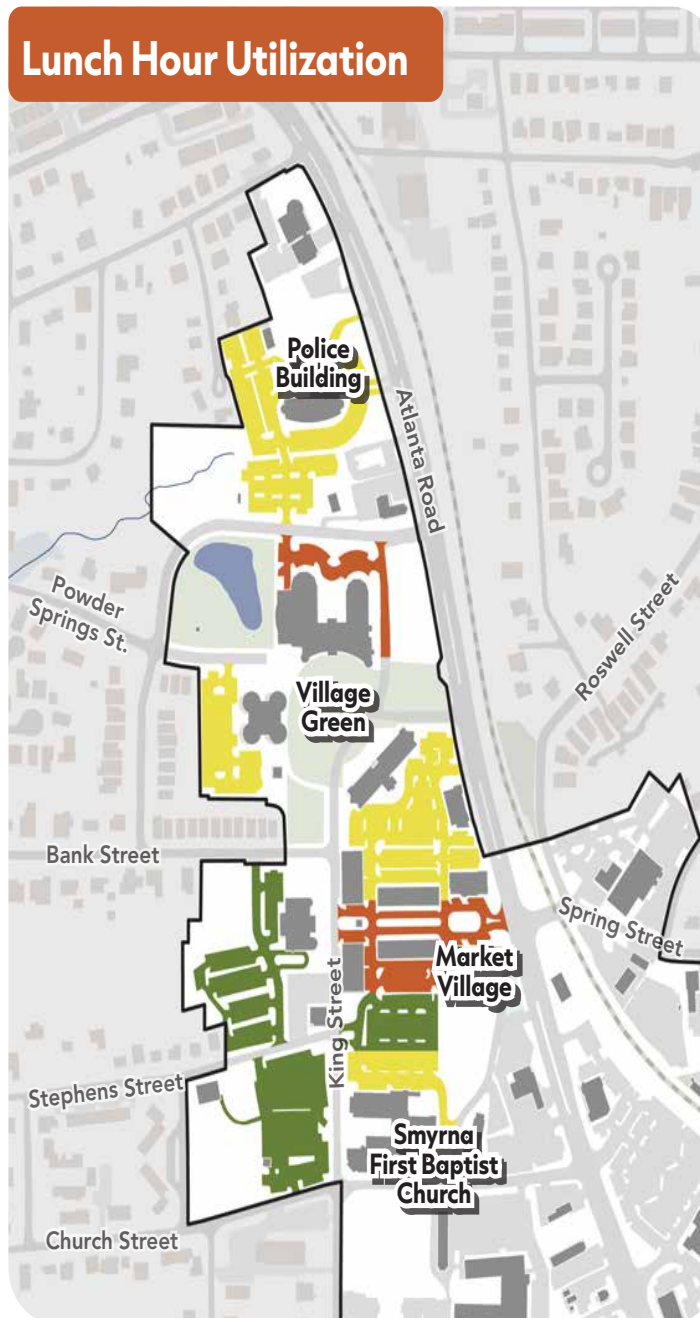
- Parking is generally available southwest of activity centers, behind City Hall.
- Parking utilization is highest in the core of the Market Village.

Percent Occupancy

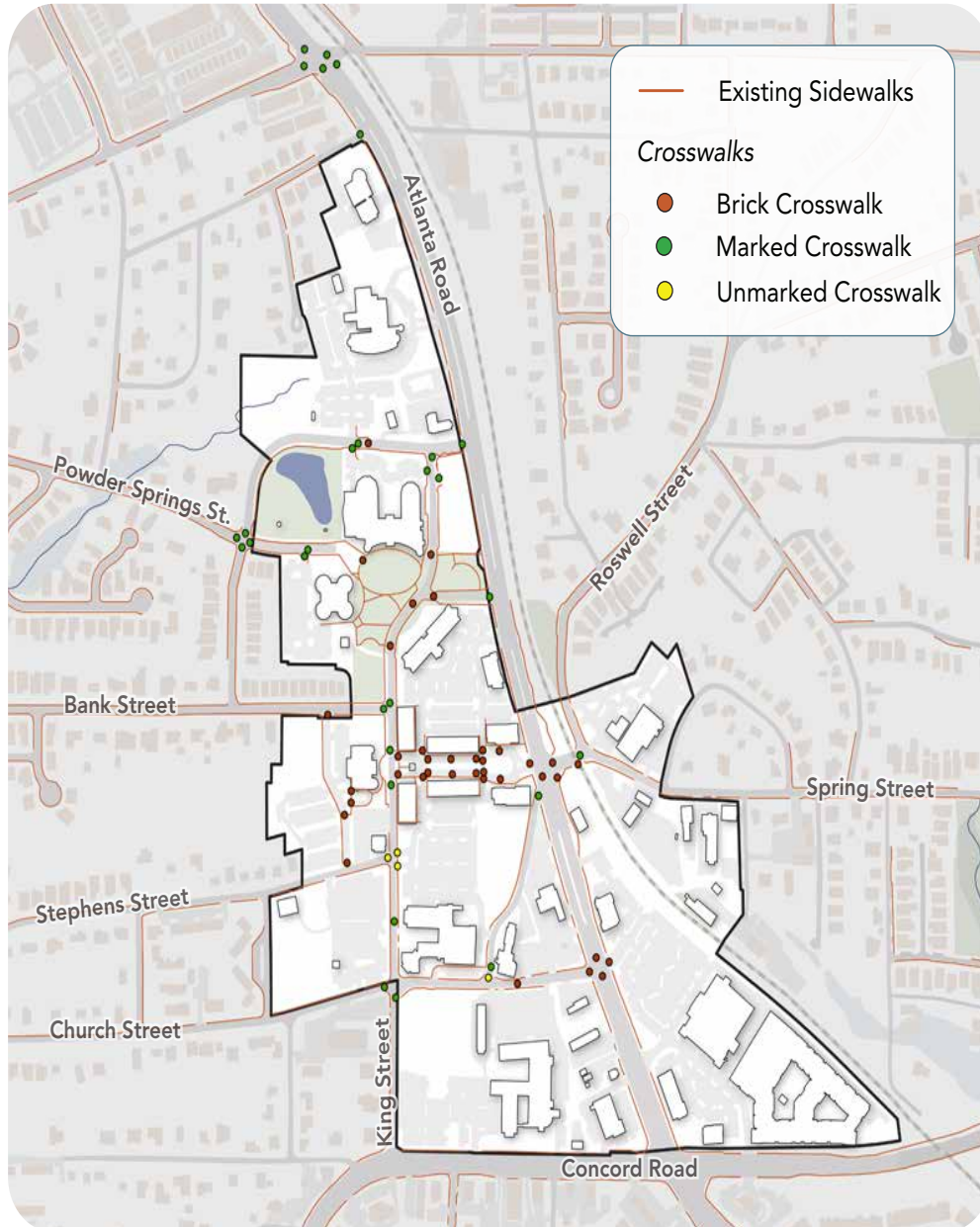
80-100% 

40 to 80% 

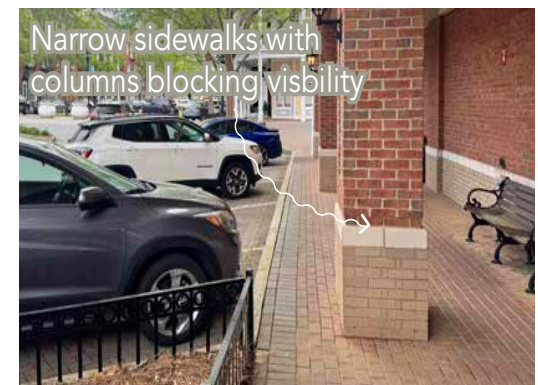
0 to 30% 



Transportation: Bike & Pedestrian Connectivity



The community indicated a desire to **improve safety along Spring Street.**



Market Scan: Housing

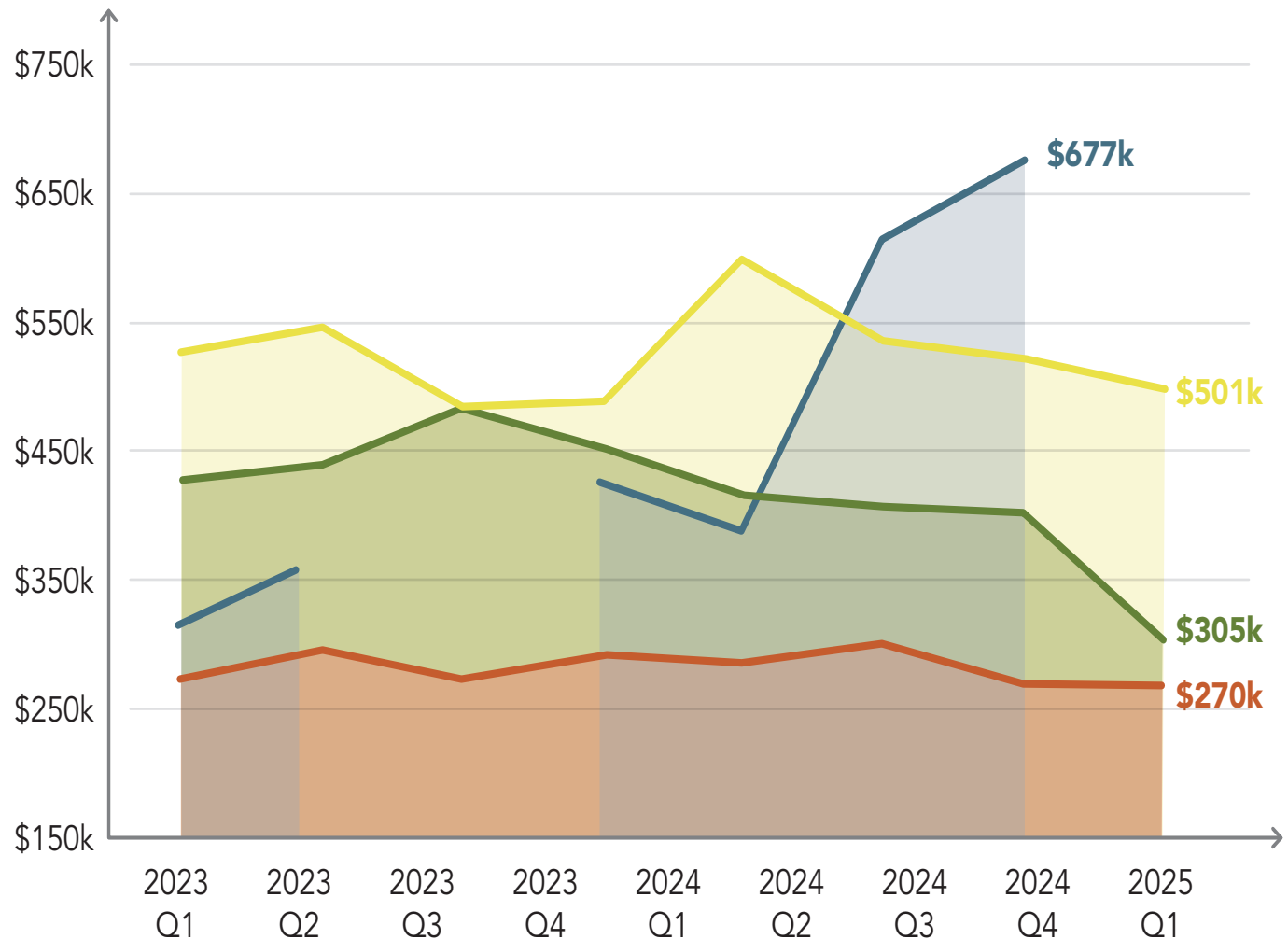
- ▶ Strong sales prices for last 8 quarters, at a consistent pace
- ▶ Newer multifamily properties nearby are leasing consistently, while older stock is at a healthy 4% vacancy rate.
- ▶ Housing is critical for the support of complementary uses, like shopping, dining, and entertainment.

Single Family: 1,078 Sales

Townhomes: 488 Sales

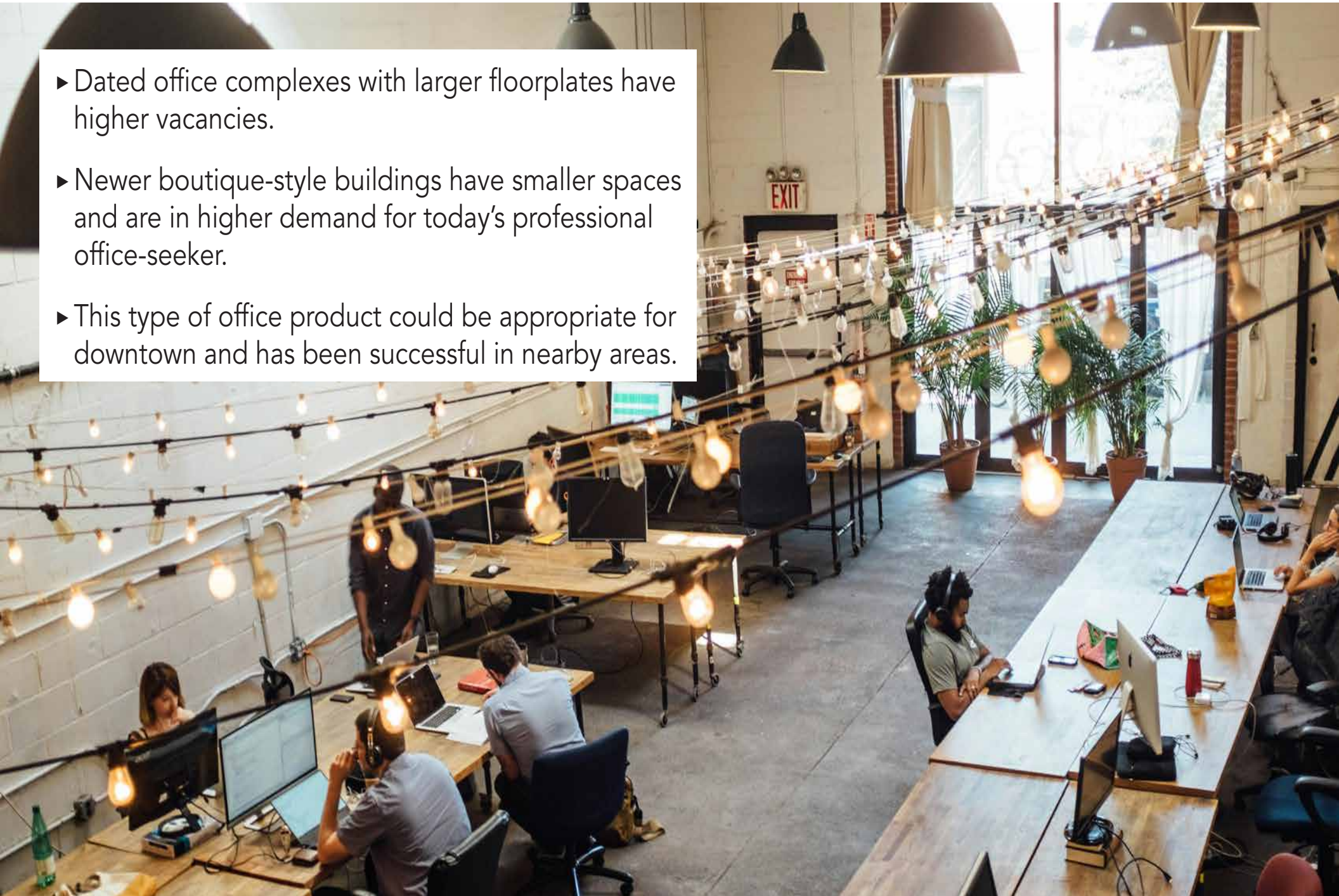
Duplex/Triplex: 10 Sales

Condominiums: 229 Sales

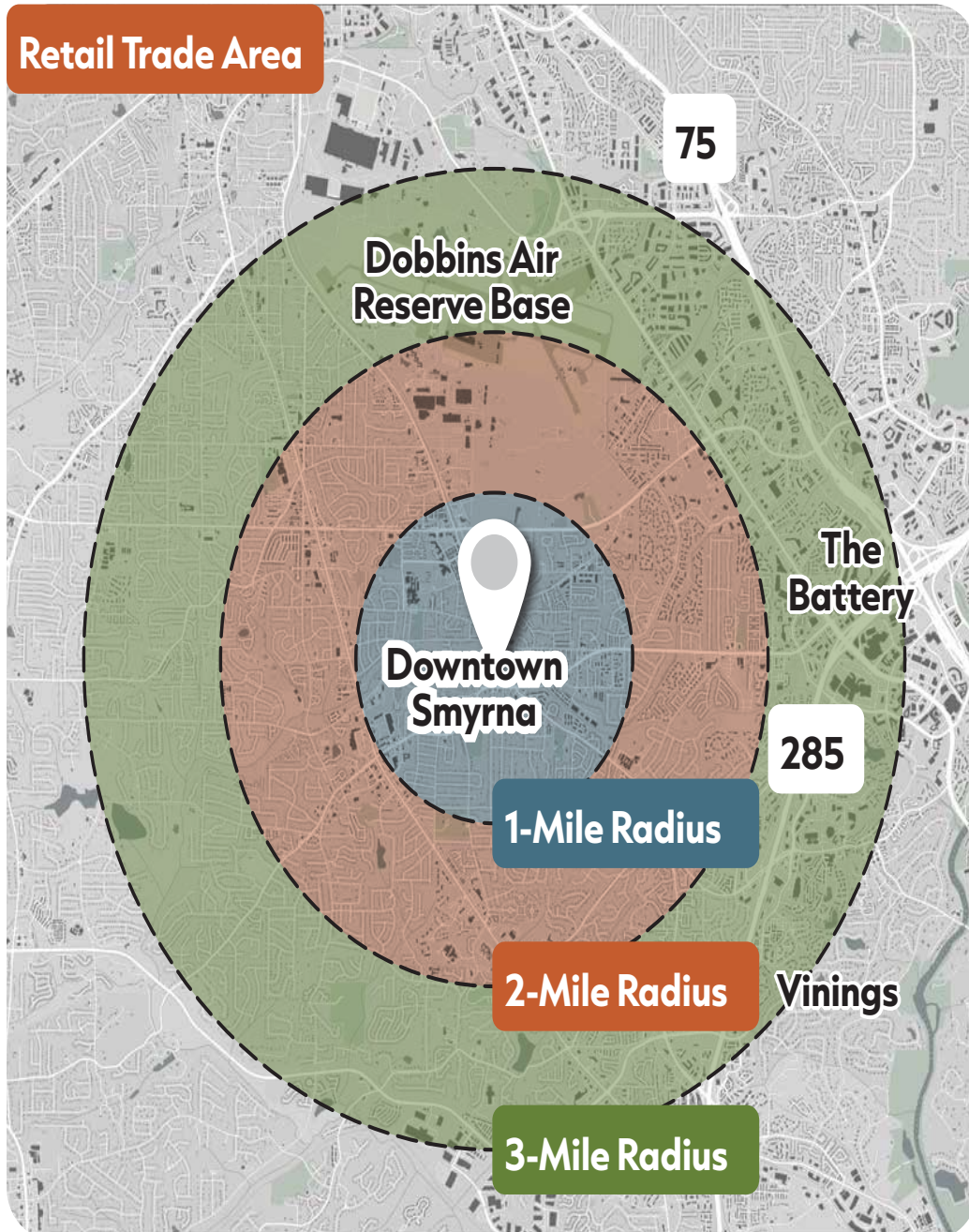


Market Scan: Office

- ▶ Dated office complexes with larger floorplates have higher vacancies.
- ▶ Newer boutique-style buildings have smaller spaces and are in higher demand for today's professional office-seeker.
- ▶ This type of office product could be appropriate for downtown and has been successful in nearby areas.



Market Scan: Retail



1-Mile Radius

- Population: 11,300
- Total Annual Retail Purchases: \$232 million

2-Mile Radius

- Population: 40,800
- Total Annual Retail Purchases: \$833 million

3-Mile Radius

- Population: 109,700
- Total Annual Retail Purchases: \$1.75 billion

HOW WE'VE ENGAGED

Key things we have heard (so far)



2,600 Smyrna Voices Engaged (So Far)



250+
Attendees

A group of people are gathered around a table at a community meeting, looking at a large map or document. The room has a high ceiling and large windows.

Community Meeting 1



200+
Booth Visitors

People are gathered around a booth at the Jonquil Festival, looking at a large map or document. The booth is outdoors and has a green background.

Jonquil Festival



4,400+
Website Visitors

What is Downtown Smyrna Redevelopment?

The City of Smyrna is excited to launch Smyrna Downtown Redevelopment project. Through this effort, we will work with the Smyrna community to continue making downtown a desirable place to live, visit, and gather. Through an extensive engagement process that includes community events, online surveys, and in-person events, we will plan together to accomplish the following outcomes:

Project Website



20
Ambassadors

A group of 20 people are standing in front of a brick building, posing for a photo. They are wearing name tags and some are wearing blue shirts.

Project Ambassadors



70
Stakeholders

A screenshot of a video conference showing multiple participants in a grid layout. The participants are engaged in a discussion.

Stakeholder Roundtables



2,082
Responses

A map of downtown Smyrna with various locations marked with yellow dots, representing survey responses.

Online Survey

7 Stakeholder Roundtables with 70 Stakeholders

Seven stakeholder sessions over two days with Smyrna's business and community leaders

Session 1:
Downtown Businesses

Session 2:
Property Representatives

Session 3:
City of Smyrna Staff

Session 4:
**Developers/
Real Estate**

Session 5:
Plan Ambassadors

Session 6:
Boards & Commissions

Session 7:
General Stakeholders

Stakeholder Roundtables: Key Takeaways

Key takeaways from these conversations

Attract more dining, entertainment, and retail to help make downtown a destination.

Preserve Smyrna's Small time charm while embracing growth.

Strengthen connectivity within downtown and to surrounding neighborhoods.

Incorporate well-designed and thoughtful design into new public spaces.

Balance growth with concerns about parking and traffic.

Invest in place management and maintenance.

Redevelop the First Baptist Church Site so it feels like a continuation of downtown, so it complements what is there now.

Focus on improving pedestrian safety around Market Village and on Atlanta Road.



Online Survey with 2,082 Responses

► What is your primary connection to Downtown?

Visit
Downtown



62%

Live in
Downtown



28.5%

Other



6%

Own Property
or a Business
Downtown



2.5%

Work in
Downtown



1.7%

2,082

Total responses to the online survey!

94.4%

live in the 30080 (66.4%)
or 30082 (28%) ZIP
Codes

89%

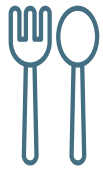
of respondents are City
of Smyrna residents

Community Voices in Action!

Online Survey Results: Assets

► What are the main reasons you visit Downtown Smyrna, aside from living or working in the downtown area?

Restaurant
/Dining



86%

Recreation



66%

Special Events
or Festivals



65%

Library



42%

► What part of Downtown Smyrna do you find the most enjoyable and comfortable?

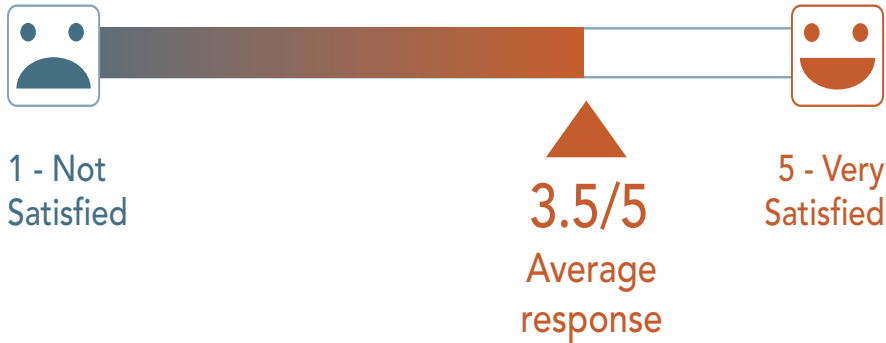


1	Village Green
2	Market Village
3	Restaurants
4	Library and Community Center
5	Downtown's walkable area

"The Village Green is very well done, it's nice to see people out and enjoying the green space."

Online Survey Results: Opportunities

► How satisfied are you with Downtown Smyrna?

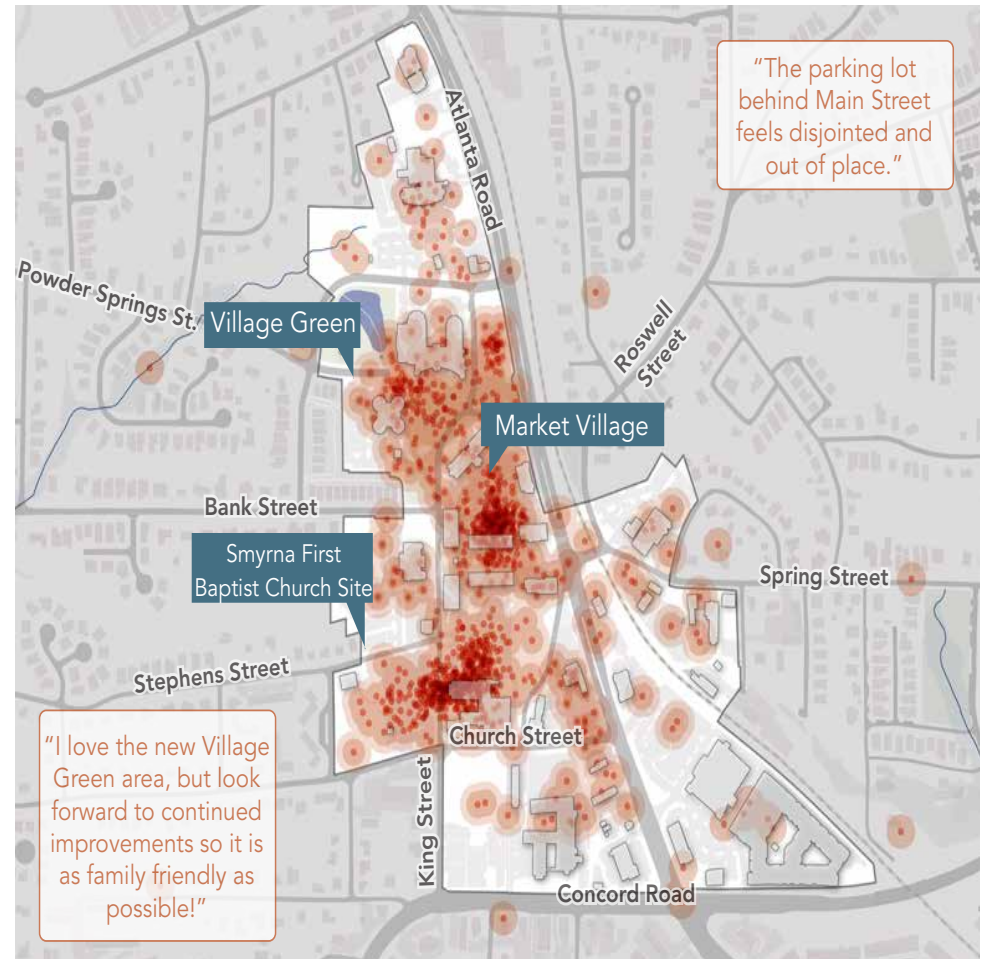


► What are the 3 most important things you would change or improve about Downtown Smyrna?

Downtown needs...

- **More restaurants**, and a greater diversity of restaurants.
- **More local shops and boutiques** unique to downtown
- **More parks and green spaces.**
- **An improved parking experience.**
- **More things to do downtown**, like breweries, coffee shops, activities, and spaces for kids.

► What part of Downtown Smyrna do you find the most unsafe and uncomfortable to walk in?

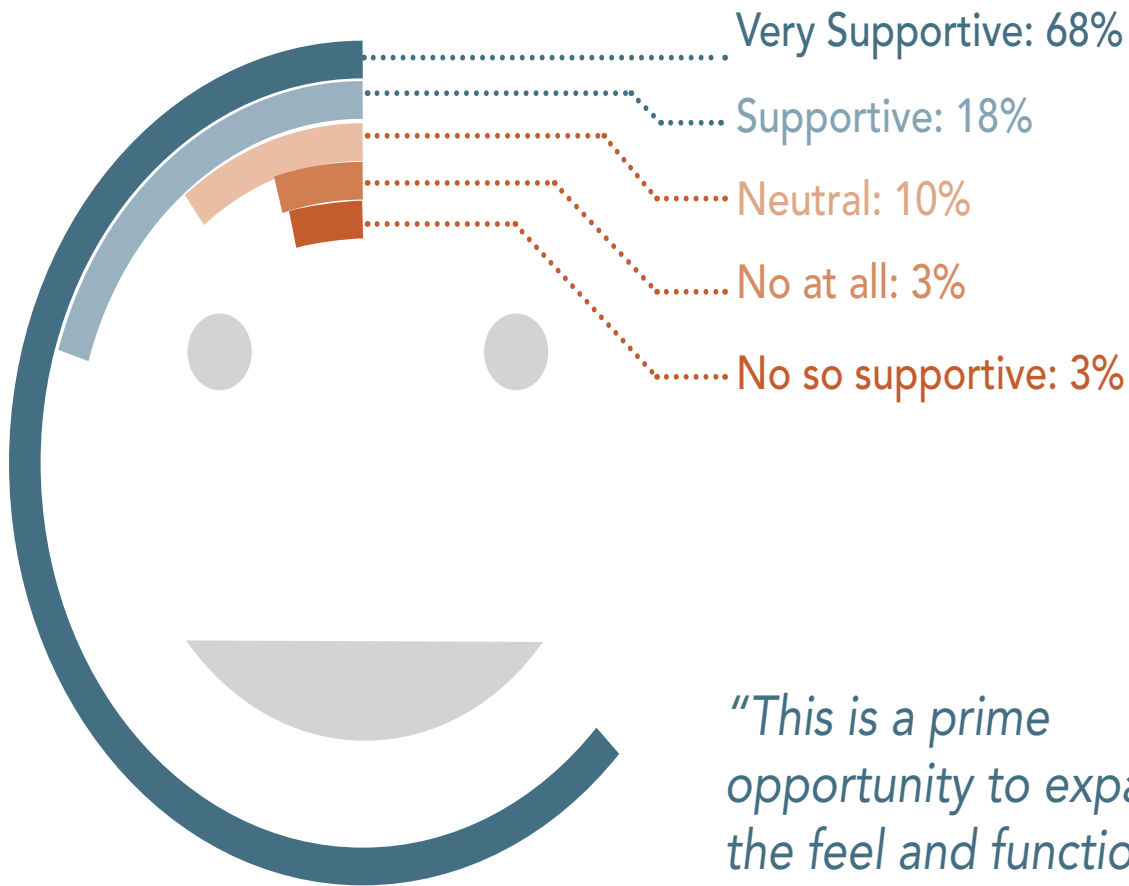


- | | |
|---|-----------------------------------|
| 1 | Improve Market Village |
| 2 | Redevelop the Baptist Church site |
| 3 | Make Village green even better |
| 4 | Address large Parking lots |
| 5 | Work on Downtown walkability. |

"I think Market Village has the greatest opportunity for the most impact on our city."

Online Survey Results: Site Redevelopment

► How supportive are you of redeveloping the City-owned First Baptist Church Site as an extension of Downtown Smyrna?



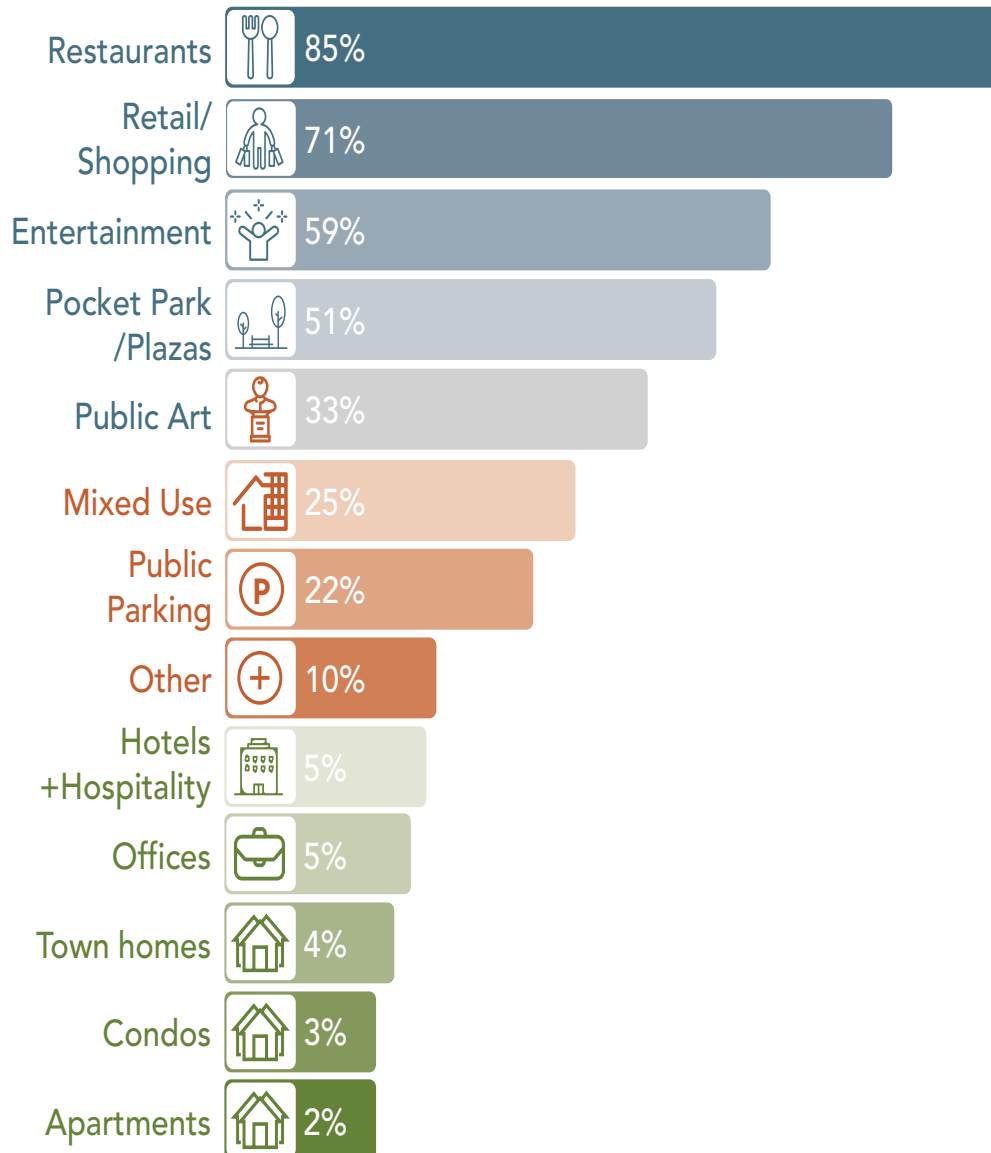
"This is a prime opportunity to expand the feel and function of our downtown core."

► Explain your level of support (Top 5 things we heard)

- 1 The site redevelopment will strengthen downtown as a whole and help continue its strong momentum.
- 2 This is an opportunity to create new parks, plazas, or community gathering spaces for the community.
- 3 The site should feel seamlessly connected to downtown and the rest of the city, with a key focus on walkability
- 4 The redevelopment should feel uniquely Smyrna, reflecting the charm and character of downtown.
- 5 The site is a tremendous opportunity to bring new life and economic activity to downtown.

Online Survey Results: Community Aspirations

► What types of development would you like to see happen on the site?



► How do you see this site in 5 years' time?
(Top 5 things we heard)

In 5 years, the First Baptist Church site...

- ...will be home to new **restaurants, shops, and cafes**.
- ...will be home to new Smyrna residents in an appropriate amount of **new housing**
- ...will host **events and festivals** in new gathering spaces
- ...will **welcome visitors** with an adequate amount of **parking**
- ...will be a vibrant **mixed use** development

There is support for housing, but...

Support for housing on this site is mixed. Of the approximately 103 total comments related to housing in this question...

- **57 were supportive of housing of the site**, with most expressing a desire for mixed use.
- **46 were hesitant or not supportive of new housing** on the site, especially apartments or townhomes.

Community Meeting with 250+ Attendees

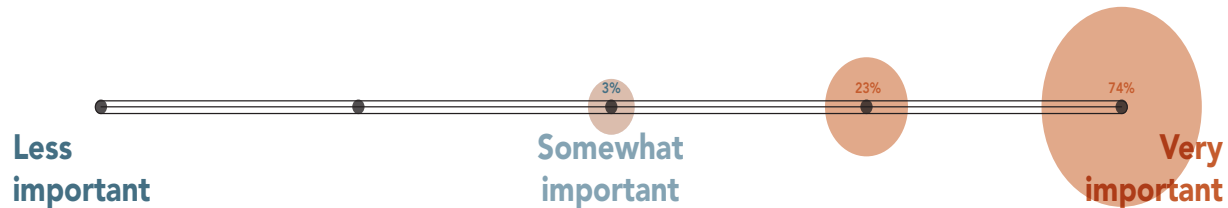
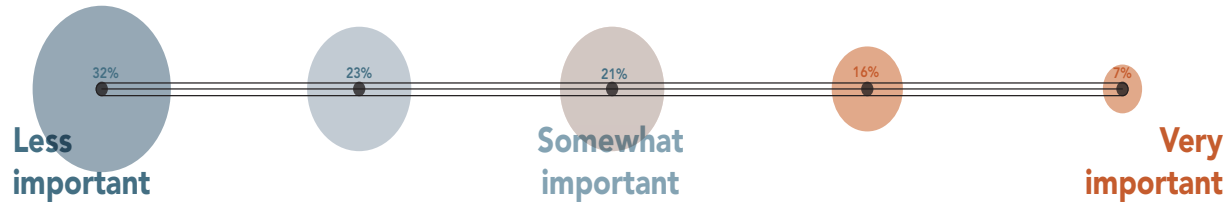
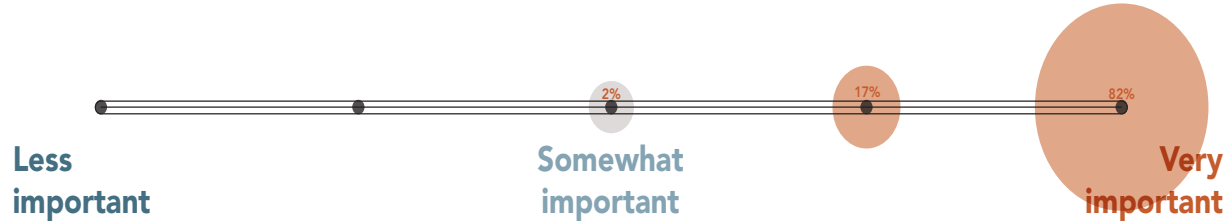
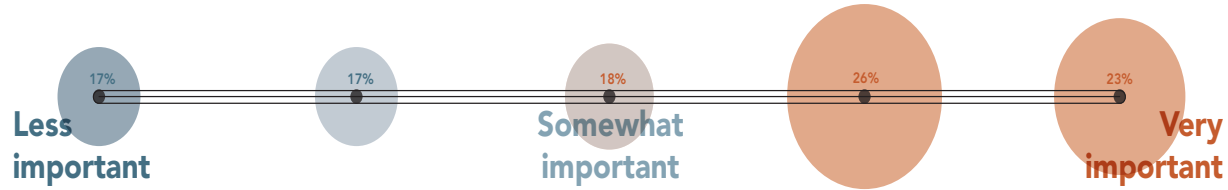


250+
Attendees

1,500
Stickers/Comments



Community Meeting Results: Land Uses



Top Images Selected



Community Meeting Results: Mobility

- What improvements should we focus on to create a safer and more walkable downtown?

28%

Re-thinking/**pedestrianizing key streets** through downtown

23%

Beautifying streets and sidewalks

18%

Creating more **pedestrian connections** through downtown

17%

Connecting downtown to nearby neighborhoods

10%

Making **parking** more convenient and intuitive

2%

Improving **signage**

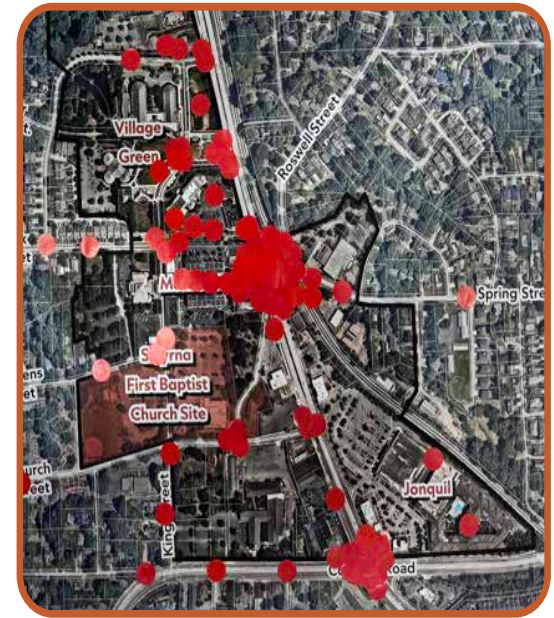
- Where do you feel...

...safe and comfortable walking?



"Feel safe walking in the market village and the green but not crossing Atlanta Road with lots of young kids it would be better to have safer crossings for all the roads.."

...unsafe or uncomfortable walking?



"All Atlanta Rd. crossings especially Flemings and spring are dangerous for those on foot or bike."

"Need to create restaurants with green spaces to allow for safe play and outdoor eating."

Community Meeting Results: Downtown's Future

► Use the signs to complete the statement **"In 5 to 10 years, Downtown Smyrna will be..."**

"A place for kids and adults together without needing to leave the community for great restaurants bars and common spaces

In 5 to 10 years,
Downtown Smyrna will be...

...home to new local shops and restaurants.

In 5 to 10 years,
Downtown Smyrna will be...

...more walkable and better connected.

In 5 to 10 years,
Downtown Smyrna will be...

...a destination like Downtown Woodstock, Marietta, or Roswell.

In 5 to 10 years,
Downtown Smyrna will be...

...greener and beautiful, with places to gather.

In 5 to 10 years,
Downtown Smyrna will be...

...charming and uniquely Smyrna!

**128
Statements**

"Walkable family friendly and maintaining its historic small town charm."

Community Meeting Results: Re-Imagining the Site

► Use the templates to design your ideal future for the Church Site.

36

Total site concepts by meeting attendants



92%

of site concepts included 1-3 acres of green spaces



80%

of site concepts included mixed use buildings



11%

of site concepts included office buildings



Key Direction from the Community

The plan's engagement so far has resulted in thousands of comments, ideas, and visions for downtown. While we have received a wide range of feedback, the six statements below illustrate **common themes we heard from the community**:

Create a great experience between buildings:

Incorporate well-designed streets, plazas, courtyards, and greens.

Develop a nucleus of energy:

Attract a critical mass of business activity & pedestrian activity

Capture the local market:

Make downtown a regional destination for both residents and metro visitors

Create a neighborhood:

Where shops, businesses, and homes are mingled together.

Make it happen:

Create a vision for the site that is both supported by the community and feasible with market conditions

Make downtown comfortable and enjoyable to walk around:

Design streets and spaces with a focus on safety.

The background of the slide is a detailed architectural rendering of a city plan. It features numerous 3D models of buildings of various shapes and sizes, arranged along streets and in clusters. The rendering is in a light gray, monochromatic style, giving it a clean and professional appearance. The buildings are shown from a slightly elevated perspective, highlighting their forms and the layout of the urban environment.

WHAT'S AHEAD IN PHASE 2

Things to expect as we move into concepts

Phase 2 Tasks

Phase 2: Explore

May - August

- ▶ Craft a market strategy
- ▶ Assess land uses
- ▶ Explore transportation solutions
- ▶ Develop site concepts alternatives
- ▶ Share with the Advisory Committee at Meeting 3
- ▶ Host a second community meeting.



From Idea to Concept

Designing a successful development is managing the interplay of market conditions, site ownership, and community expectations.



+



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Engagement Outcomes

- **2,600 Smyrna voices** engaged (so far)
- 6 key take-aways establish **community expectations** for the site

Market Realities

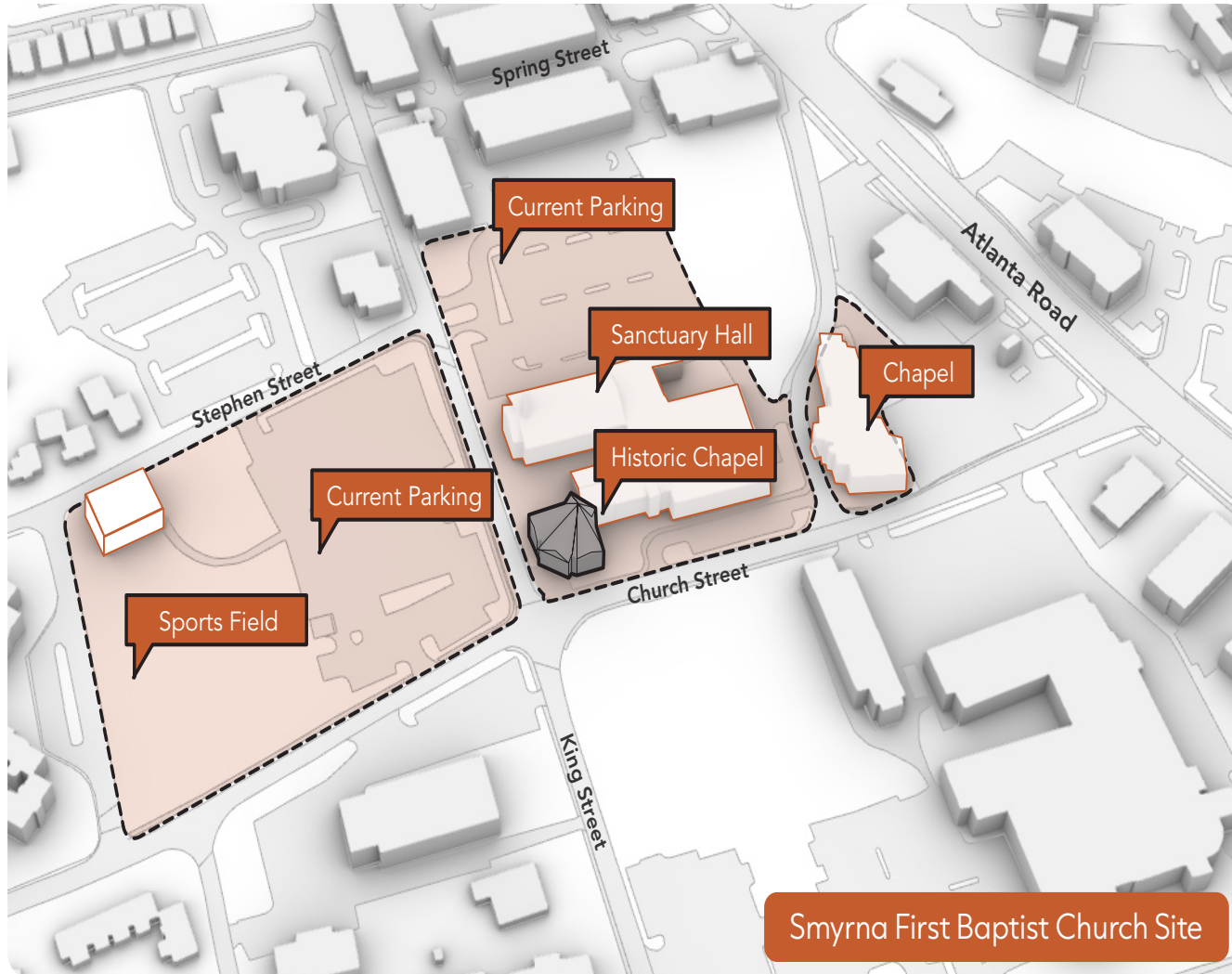
- What **market opportunities** exist for the site?
- How do we create a **competitive niche for downtown?**

City/Council Goals

- What are some great **models for development?**
- How do we sustain **Smyrna's fiscal health?**

Developing Concept Alternatives

We will develop 2-3 alternative site concepts to test scenarios that are supported by the community and real estate market.



Uses to Explore

Shopping, Dining, Entertainment

Housing

Office

Hospitality

Open Spaces

Community (includes Chapel)

DISCUSSION

Share your input on our progress

