

SOUTH BROAD ZONING STUDY

UPDATE: November 2015

PC Meeting Date: 11-09-15

Case Number: 2015-149

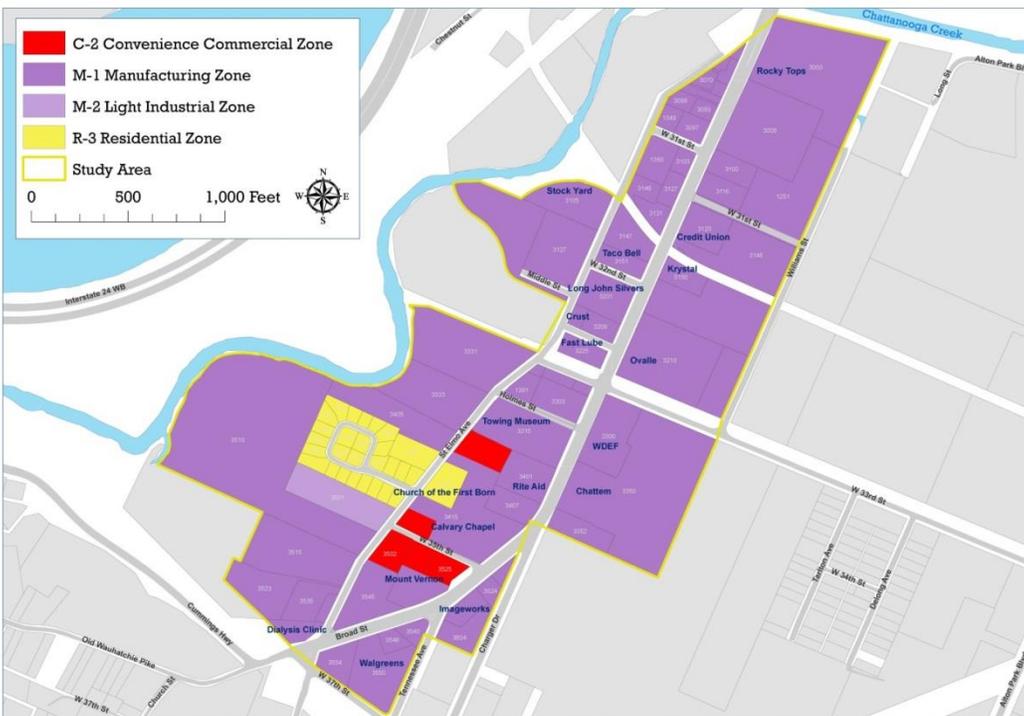
3000 Broad Street

Background - In 2014, the South Broad Redevelopment Group requested the RPA to revisit the zoning for the area south of Chattanooga Creek. Changing the zoning along this corridor to promote pedestrian-friendly development that complements public infrastructure investments was recommended in the adopted South Broad Redevelopment Plan. The City Council passed Resolution No. 28339 in July 2015 to request RPA to conduct a zoning study. Multiple meetings with the community, along with individual one-on-one meetings, were held throughout the summer. The Chattanooga-Hamilton County Regional Planning Commission reviewed the recommendations in September 2015 and on October 20th the City Council approved the recommended zoning options with the exception of one property, 3000 Broad Street (Parcel #155F C 001.07). During review of the South Broad Zoning Study at City Council, and at the request of the property owner, staff recommended deferral of action to consider M-2 zoning for this site. The property owner is currently seeking to rezone his property from M-1 Industrial Zone to M-2 Light Industrial Zone.

3000 Broad Street - The applicant's property is located in the northern part of the study area and is accessed via either Broad Street or Williams Street. It is currently zoned M-1 Industrial Zone. The 6.5-acre property is located along Chattanooga Creek, near the viaduct crossing, and includes an existing "warehouse" style metal building with a masonry façade treatment. It features large bays plus paved parking and loading areas. The building currently houses two business tenants involved in stone countertop sales and production, including a showroom. Outdoor storage is located to the rear of the property and involves less than 20% of the property. The property owner's tenants frequently use outdoor storage as part of their business operations. Other aspects of the site include:

- The 43,560 sq/ft building has entries off of a privately owned road that runs between Williams Street and Broad Street.
- Nearly half of the 6.5-acre parcel is vacant and is covered by vegetation, with the most northern portion of the parcel abutting Chattanooga Creek. In the future, the currently vacant property may serve as an expansion area or for outdoor storage.
- The property is visible from Broad Street and features landscaping and street trees.
- The property is adjacent to a significantly sized vacant parcel (3.85 acres at 3008 Broad Street) that is targeted for urban mixed-use development and near the historic "Southern Saddlery" building. These sites form an important gateway into the South Broad district when traveling south over the creek.
- The existing privately owned street that runs from Broad Street to Williams Street is under consideration for designation as a City street. As a public street, future development could be affected, possibly changing applicability for properties fronting the new right-of-way regarding landscape requirements such as buffers, street edge and screening, or building aspects such as access, setbacks, etc.

Study Area - The South Broad Zoning Study includes most of the properties fronting Broad Street and St. Elmo Avenue from Chattanooga Creek (on the north) to the railroad overpass at the foot of Lookout Mountain (on the south.)



Current Zoning and Land Use - An analysis of the study area confirmed that the land uses have changed considerably from the heavy industry of years past. Commercial uses (retail, fast food restaurants, services, and offices) account for the majority of the properties fronting Broad Street, with exceptions being Chattem (industrial), WDEF (utility), and Calvary Chapel (institutional).

Along St. Elmo Avenue and south of 33rd Street, some active industrial uses remain. There are also several industrial uses along Williams Street and to the east of the study area. The 3000 Broad Street property (the property for this zoning case) also features a recycling processor at the southern end of the parcel that fronts Williams Street.

As the primary corridor connecting downtown with St. Elmo, Alton Park, and Lookout Mountain attractions, Broad Street carries a high volume of traffic (over 20,000 Average Annual Daily Traffic at the intersection of Broad Street and Charger Drive), making this area desirable for commercial businesses. St. Elmo Avenue (which has much lower traffic volumes than Broad Street) is designated as a bikeway. There are plans underway for the first segment of the proposed Riverwalk section that will connect South Broad to the downtown and area neighborhoods.

Plans / Policies - The *South Broad Redevelopment Plan* (adopted by the City Council in 2003) recommends:

“The South Broad Community will continue to serve as an important link between downtown and local tourist attractions. In addition, South Broad will become a major commercial destination supported by a full range of desirable housing and a visually appealing economic center.”

Visual enhancements for new and existing businesses, such as a reduction of over-scaled signage, pedestrian-oriented building facades, and landscaping are needed. Requirements in the UGC Zone promote these enhancements.

New infill residential development in the corridor is needed. (The current M-1 Manufacturing Zoning does not allow residential uses.) A zone is needed that promotes residential uses other than single-family and two-family dwellings to encourage urban densities that will support transit.

Staff Recommendation

The September 2015 South Broad Zoning Study report revealed the need to change many of the properties in the South Broad area to the Urban General Commercial Zone (UGC). The recommendation to rezone 3000 Broad Street from M-1 Industrial Zone to M-2 light Industrial Zone is based on the following reasons:

- The more intensive manufacturing uses allowed under the M-1 Industrial Zone would not be appropriate for this site since it is directly related to Broad Street and is part of the area targeted for transformation as a more urban, walkable, community. Heavy truck traffic or noxious uses that could bring potential negative impacts should be avoided.
- Although many workshop, service industry and/or light manufacturing uses such as a cabinet worker or repair shop is allowed under the UGC Zone, the current uses found at 3000 Broad Street, and the existing buildings, are more suitable to a light industrial zone that allows outdoor storage on a much larger scale than is allowed in the UGC Zone.
- To ensure compatibility with future developments that may occur along Broad Street in the UGC Zone, it is recommended that landscaping and screening be added for any outdoor storage that is visible from the street.

APPROVE M-2 Light Industrial Zone with the following conditions:

(1) The following shall be screened from view from all public rights-of-way: the outdoor storage of equipment and products, apparatus related to vehicular repairs, and loading, and parking areas for large, heavy-use vehicles, dump trucks, repair vans and/or fleets.

(a) Screening shall be comprised of one (1) of the following:

- (i) A greenbelt planting strip, not less than fifteen (15) feet in width. Such greenbelt shall be composed of at least:
 - a. One (1) row of deciduous and evergreen trees, spaced not more than fifteen (15) feet apart, at least eight (8) feet tall, and with a minimum trunk diameter of one and one-half (1½) inches at planting, and
 - b. One (1) row of shrubs, with a ratio of two (1) deciduous to one (1) evergreen shrub, spaced an average of five (5) feet apart. Such shrubs shall be a minimum of thirty (30) inches in height at planting and expected to grow to a height of eight (8) feet in three (3) or four (4) full growing seasons; or
- (ii) Natural vegetation can be retained if it meets the intent of this section, or supplemented to meet the intent of this section; or
- (iii) A sight obscuring screen (either solid or veil block, or some form of fence that is at least fifty percent (50%) opaque (excluding material made of fabric or synthetic fabrics) and at least six (6) feet high).

(2) The display and/or sale of vehicles (excluding scooters, bicycles and other non-motorized craft) requires a street edge treatment at the public right-of-way as described in Section 38-210 of the Chattanooga Zoning Ordinance.

(3) Off-premise commercial billboards are not permitted.