



HENDERSONVILLE LAND USE & TRANSPORTATION PLAN

## Focus Areas

Chapter 4



This chapter highlights focus areas used to represent the application of generalized land use recommendations presented in Chapter 3.

### Focus Areas Studies

The consultant team worked with City staff to identify three key focus areas for further study. These focus areas represent influential properties for implementing the community’s vision.

Site design studies were completed for all three focus areas. Each site design study included a market-realistic development program, illustrative master plan concept, and three dimensional renderings. They represent possible build-out scenarios for undeveloped and underdeveloped parcels in the City. Scenarios for undeveloped parcels illustrate how to preserve scenic views and natural resources while still providing significant amounts of development potential. Scenarios for underdeveloped parcels illustrate possible redevelopment scenarios to maximize a site’s development potential.

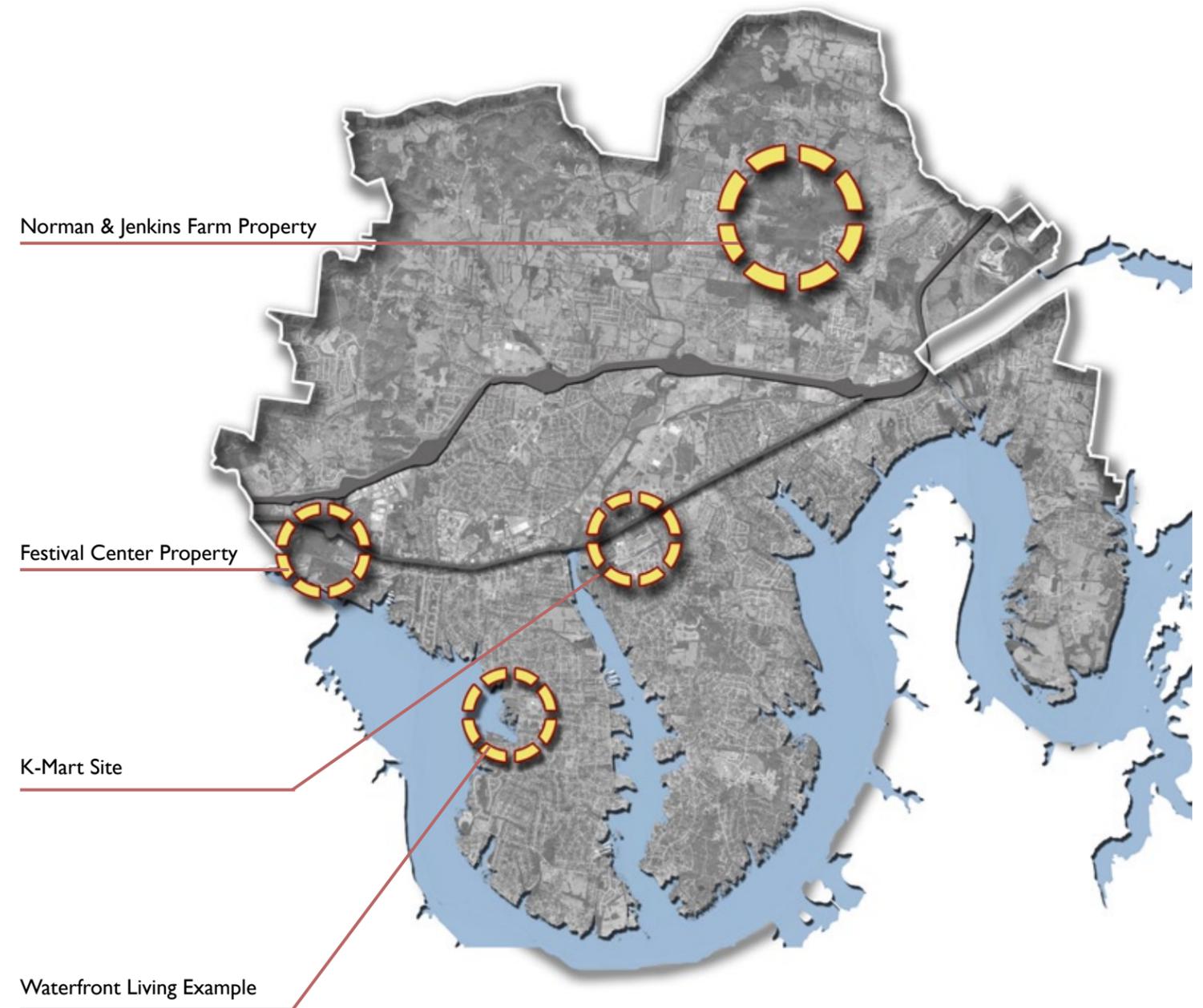
It is important to note that the type of land uses or development patterns assumed in the site design study are for illustrative purposes only, and could vary significantly based on future landowner interests, development approvals, or location of available infrastructure. However, property owners with similar vision, or with sites sharing similar characteristics, should consider the best development practices highlighted in this chapter when developing their own land.

#### Focus Area Locations

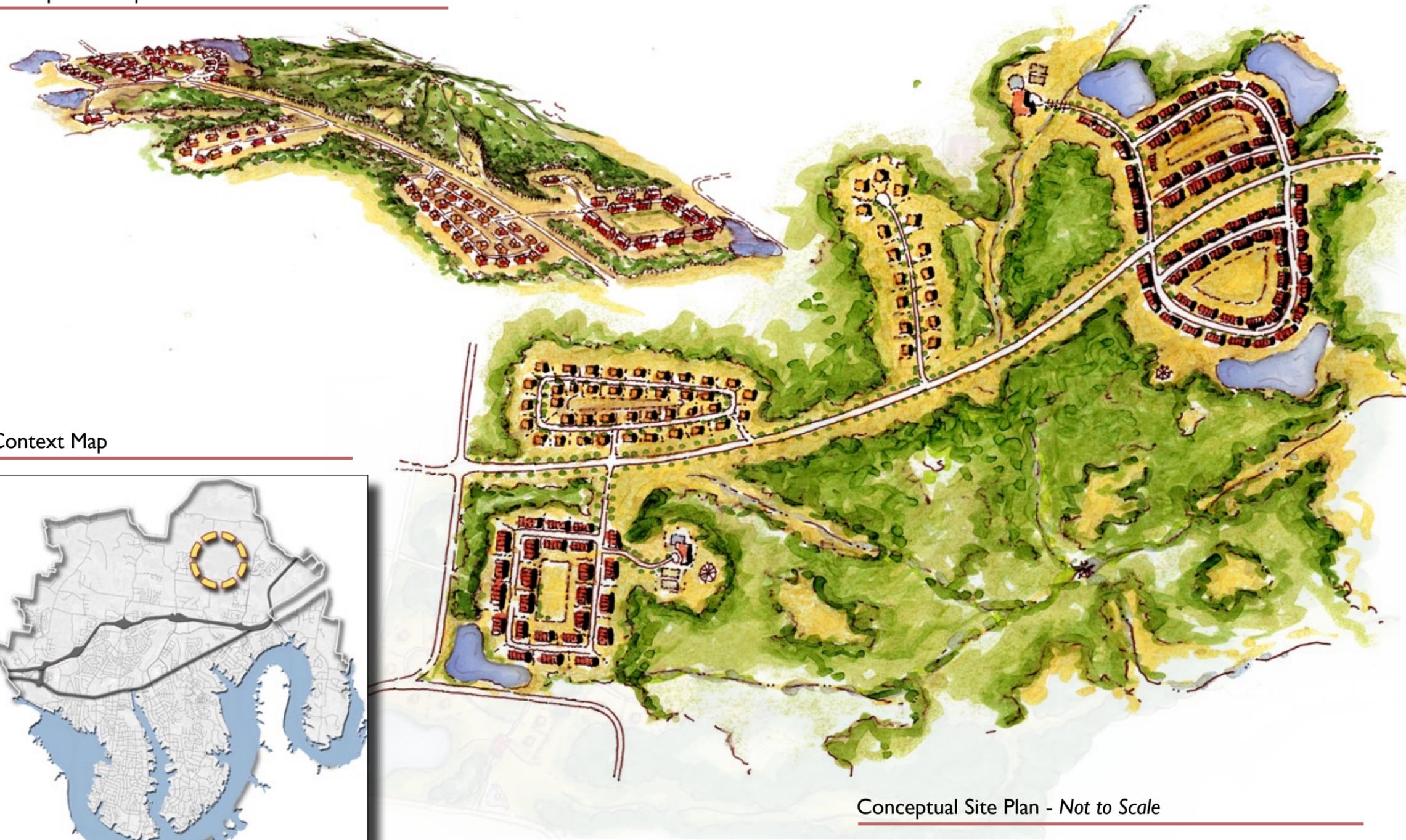
The consultant team identified three focus areas with the help of City staff: the Norman and Jenkins Farm property, the K-Mart site on Main Street, and the Festival Center Property on W. Main Street.

The location of the focus areas in the study area are illustrated in Map 11.

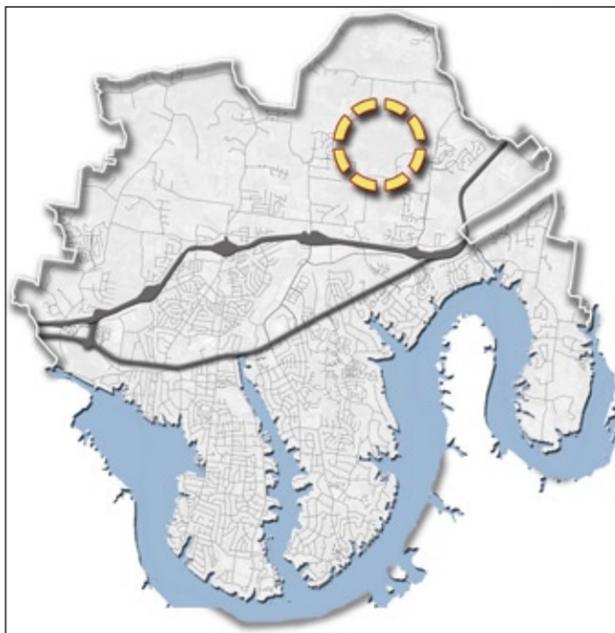
MAP 11 - FOCUS AREAS



Conceptual Perspective - *Not to Scale*



Context Map



Conceptual Site Plan - *Not to Scale*

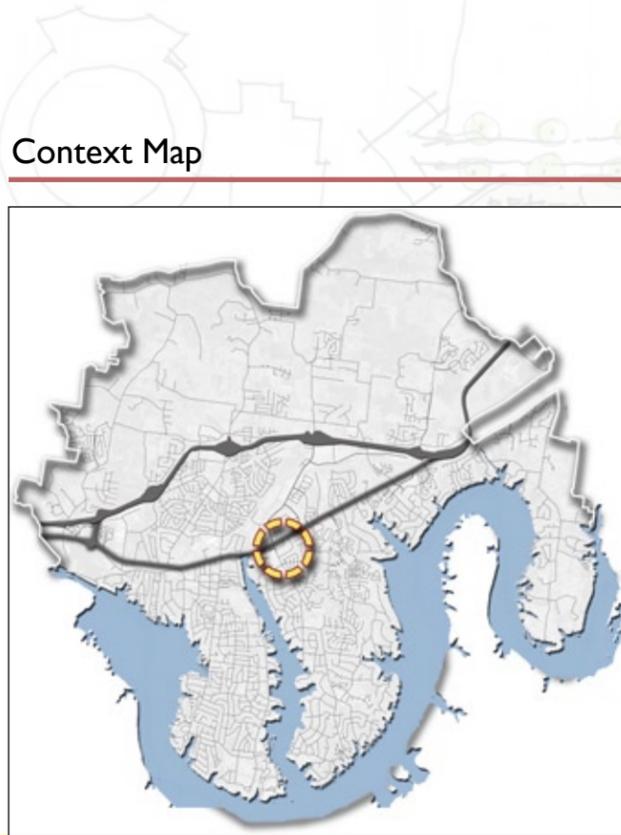
The Norman and Jenkins Farms Property is located in the northeast portion of the study area, in portions of the planning region and urban growth boundary. This focus area was chosen to show how conservation-based design could be implemented to preserve greenspace and environmental features.

This focus area is a 300 acre site, east of Drakes Creek Road, west of Saundersville Road and just south of Jenkins Road. It is largely undeveloped, with large stands of mature trees. Small streams meander through the site. Land surrounding the site is predominantly low density residential development and working farms.

The development program for the focus area includes a conservation subdivision design where houses are clustered on smaller lots, instead of distributed over the entire site. The site includes 900 housing units represented by single-family detached, single-family attached, and multi-family housing units. The site also includes two community centers and approximately two miles of walking trails.

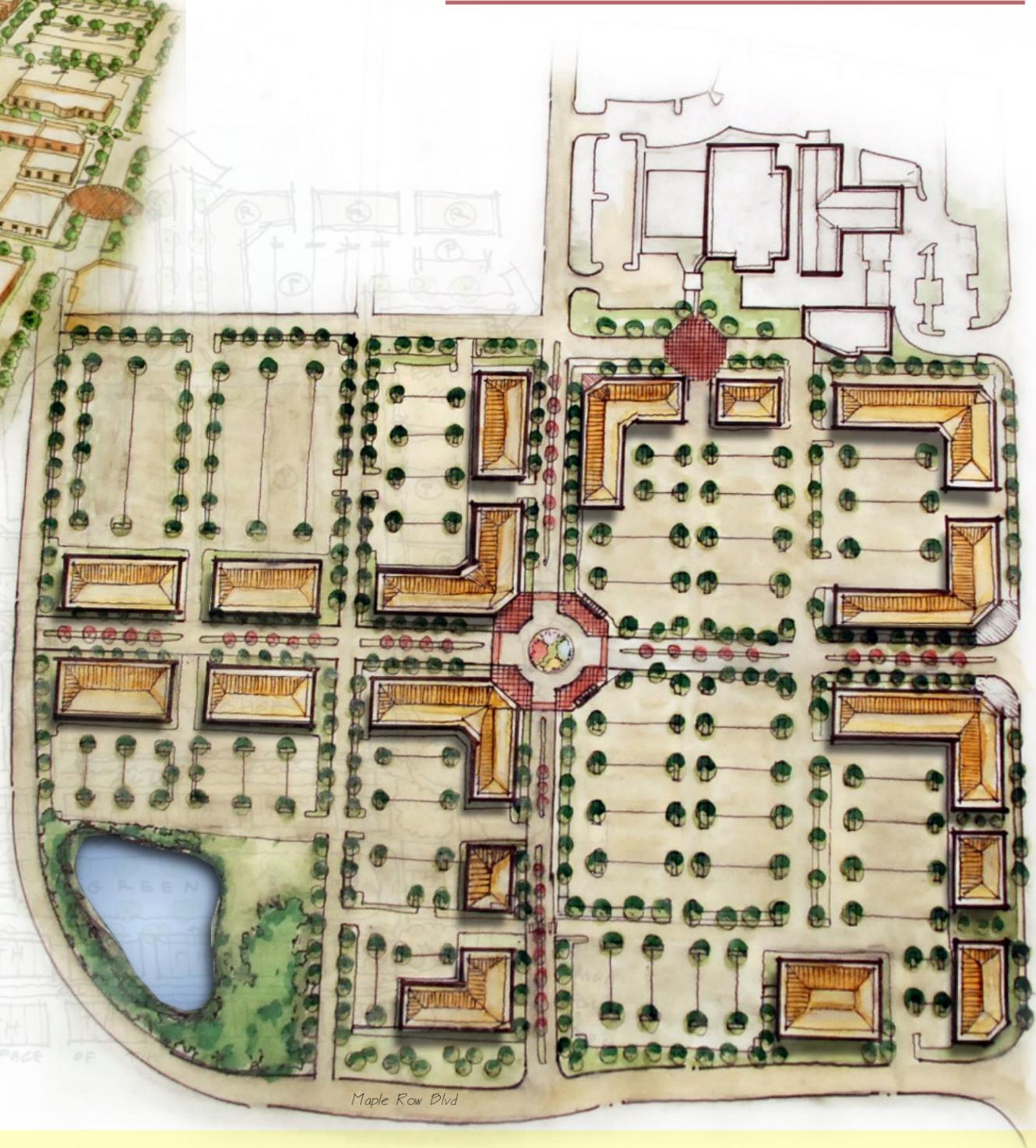


Conceptual Perspective - Not to Scale



Context Map

Conceptual Site Plan - Not to Scale



Most retail development along Main Street is in the form of a big box or strip center. The K-Mart Site was chosen to illustrate an infill development opportunity to transform an aging strip center with a big box anchor into an intense, mixed-use activity node.

This focus area is approximately 25 acres in size, bound by East Main Street, Maple Row Boulevard, and Indian Lake Road. The focus area includes 220,000 square feet of retail with limited office uses along Maple Row Boulevard to complement the new office development on the opposite side of the street. Approximately 1,600 parking spaces are shown to serve these businesses per existing code requirements. Buildings brought to the street and oriented in a manner that encourages visitors to park once and walk between uses in and around the development would reduce vehicle trips on the surrounding transportation system.

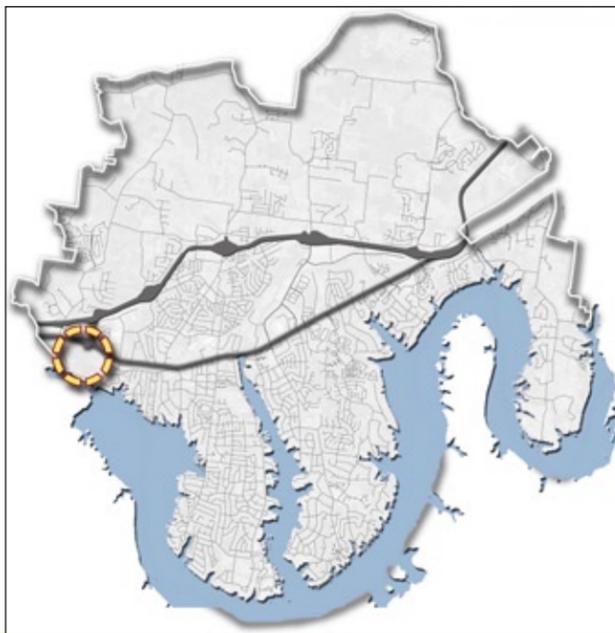
Conceptual Site Plan - Not to Scale



With the influx of retail development in Hendersonville, the City has begun to attract new business. An employment center character area was created to serve as a location for future major employment centers in the study area. The Festival Property focus area was chosen to show how an employment center, although unlike anything in Hendersonville now, could thrive in the study area.

This focus area is approximately 100 acres in size and located along West Main Street and Rockland Road. The site consists of 500,000 square feet of office, 101,250 square feet of retail, a 120-160 room hotel, 55 townhomes, and a mix of structured and surface parking. The sketch plan illustrates the road improvements planned for Rockland Road, a suggested interchange realignment, and a potential transit stop with parking deck along the railroad.

Context Map



Conceptual Perspective - Not to Scale

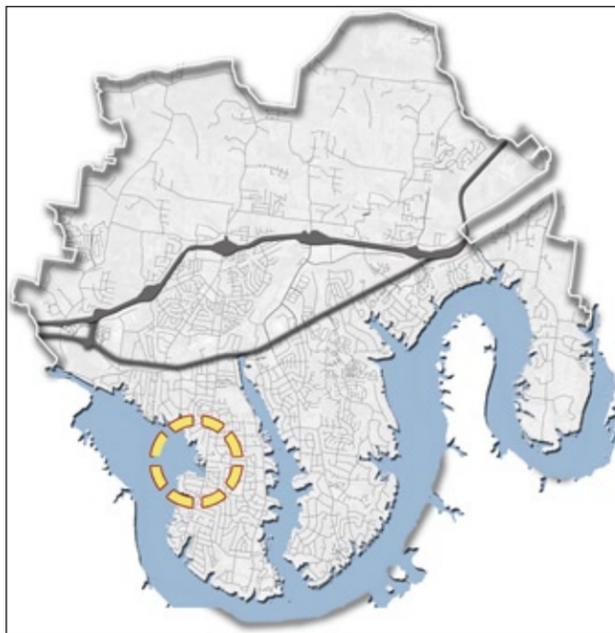




Conceptual Site Plan - Not to Scale

Conceptual Perspective - Not to Scale

Context Map



Old Hickory Lake was completed in the late 1950's. Within a few decades of completion most of the shoreline in Hendersonville had been platted for single family homes. The lake is mostly lined by private property

New development in Waterfront Living character areas would open the lakefront to the enjoyment of the residents of the entire subdivision if not the community as a whole.

This focus area is approximately 14 acres in size and located on the west side of Walton Ferry Road just north of Lock Three Access Road. This focus area contains up to 57 dwellings designed to resemble 19 large lake front homes. The homes are, where ever possible, oriented towards the lake. The U.S. Army Corps of Engineers holdings which nearly bisects the property and existing trees are maintained in this sketch plan. Walking paths lead down to the lake from Walton Ferry Road. Generous porches, boat slips and lake front greens activate the lake, and enhance its appreciation.