



## MIDWAY DISTRICT

### Key Concepts

- Redevelopment to create a strong central core
- Leverage proposed development as a catalyst to improve the whole district
- Focus of auto-oriented restaurant and retail
- Leverage pending development of recording industry studios to create a larger environment for supportive and related uses
- Focused sidewalk and streetscape improvements



## ANCHOR WEST DISTRICT

### Key Concepts

- Important gateway to Hendersonville from Nashville and HWY 31E
- Vacant land and natural beauty create opportunity to attract large scale mixed use and destination entertainment uses
- Opportunity for wayfinding signage and streetscape improvements
- Potential for office space, mixed use development, large scale recreation, and hospitality



## DOCKSIDE DISTRICT

### Key Concepts

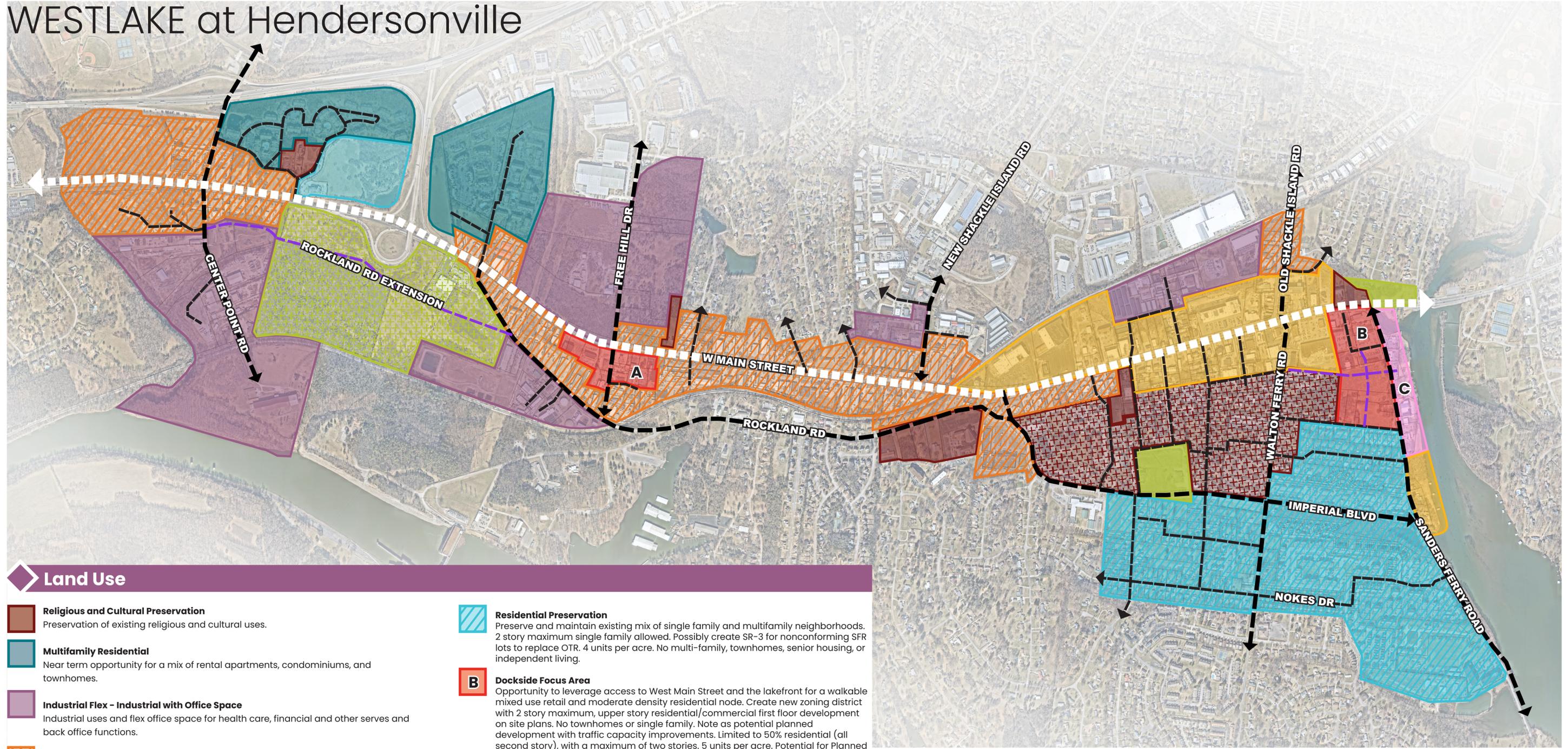
- Focused density that promotes desired retail/office and service uses
- Residential preservation
- Enhanced street network to promote connectivity and walkable commercial and residential uses
- Corridor-focused mixed use commercial and residential
- Lakefront access provides opportunity for outdoor recreation and leisure activities
- Potential for recreation, tourism and leisure with the addition of park space and pedestrian friendly elements

# WESTLAKE AT HENDERSONVILLE FUTURE LAND USE AND FRAMEWORK PLAN

By addressing land use and zoning, market potential, mobility, community character, existing plans, and opportunities, this plan outlines comprehensive goals for the City to achieve long-term. The plan serves as a roadmap for the revitalization of West Main Street and the surrounding area in Hendersonville for the next 10 years and beyond. The strategies outlined in this plan provide a clear framework for land use, policy, infrastructure and public investment. These big picture ideas, goals, and principles will help guide future investments and projects in the West Main Street area. The conclusions of this plan are meant to support Hendersonville's vision and motivate action for future investment.

# WESTLAKE LAND USE

## WESTLAKE at Hendersonville



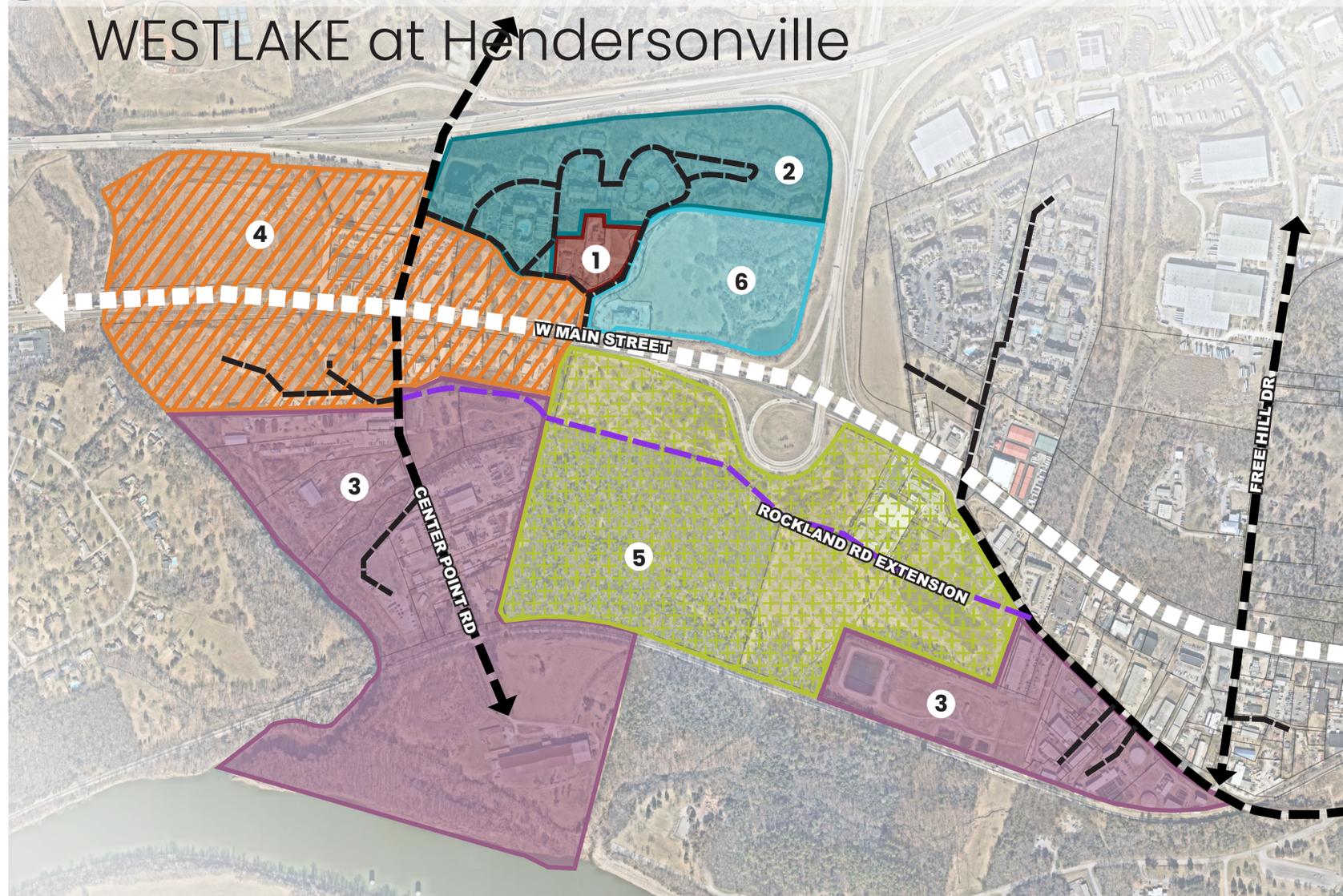
**Land Use**

-  **Religious and Cultural Preservation**  
Preservation of existing religious and cultural uses.
-  **Multifamily Residential**  
Near term opportunity for a mix of rental apartments, condominiums, and townhomes.
-  **Industrial Flex - Industrial with Office Space**  
Industrial uses and flex office space for health care, financial and other serves and back office functions.
-  **Retail Corridor**  
Auto-oriented commercial and retail through parcel consolidation and intensification of low intensity retail centers.
-  **Destination Recreational Opportunity Site**  
Opportunity to attract large scale mixed use and/or destination entertainment and lodging use. Flex site, also potential for special planned development approval with high-tech industry (electronics, computers, robotics, aerospace) and corporate headquarters (major employers), and educational facilities.
-  **Commercial and Office Mix**  
Mix of auto-oriented commercial and office uses.
-  **A Free Hill Road Focus Area**  
Walkable retail node with mixed use development in anticipation of uses such as recording industry studios. Mixed Use Residential limited to 10 units per acre.
-  **Residential Preservation**  
Preserve and maintain existing mix of single family and multifamily neighborhoods. 2 story maximum single family allowed. Possibly create SR-3 for nonconforming SFR lots to replace OTR. 4 units per acre. No multi-family, townhomes, senior housing, or independent living.
-  **B Dockside Focus Area**  
Opportunity to leverage access to West Main Street and the lakefront for a walkable mixed use retail and moderate density residential node. Create new zoning district with 2 story maximum, upper story residential/commercial first floor development on site plans. No townhomes or single family. Note as potential planned development with traffic capacity improvements. Limited to 50% residential (all second story), with a maximum of two stories. 5 units per acre. Potential for Planned Development with traffic capacity improvements.
-  **C Dockside Lakefront Focus Area**  
Lakefront property with redevelopment limitations. Commercial with a maximum of one story to preserve lake view. No residential. Potential for Planned Development.
-  **Park and Open Space Opportunity**
-  **Mixed Use Neighborhood**  
Mix of small scale office, service and niche retail, moderate density residential through adaptive reuse and redevelopment. Create new zoning district. 2 story maximum, 4 units per acre single family and limited commercial mix. No multifamily, townhomes, independent living or senior housing.
-  **Community Retail**  
Pedestrian-oriented commercial and retail through redevelopment, parcel consolidation and intensification of low intensity retail centers.

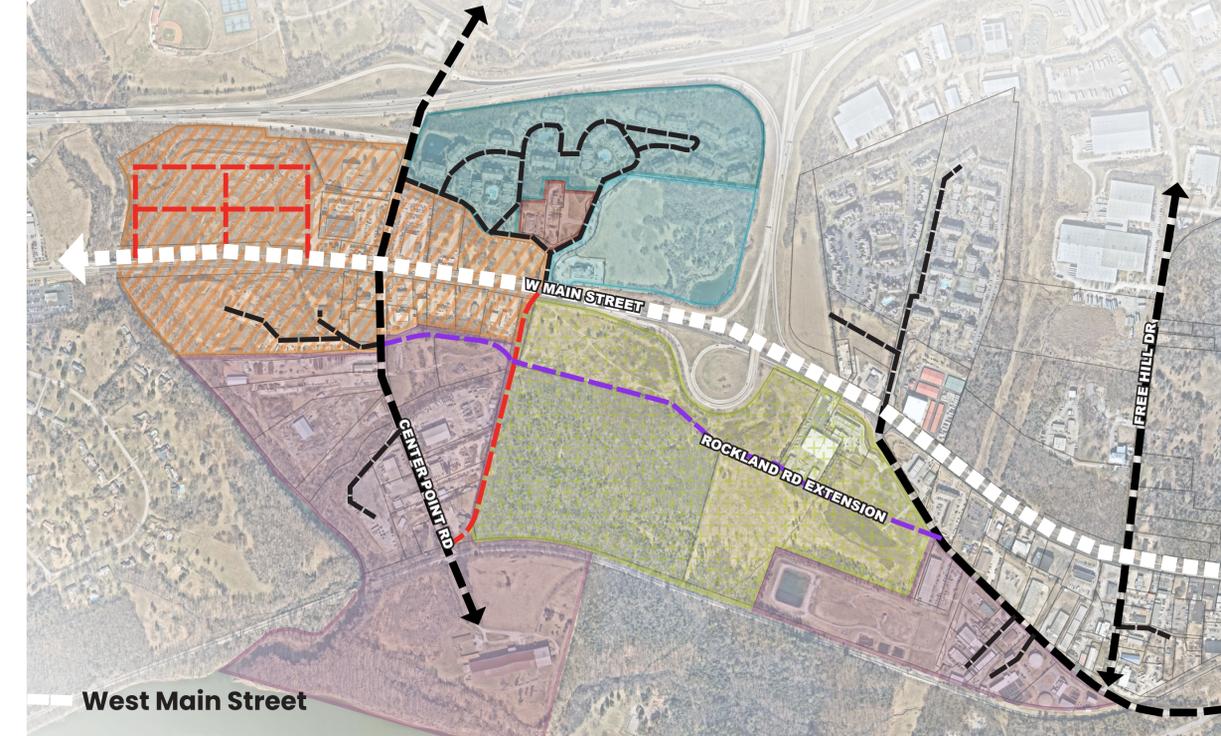


# ANCHOR WEST DISTRICT

## WESTLAKE at Hendersonville

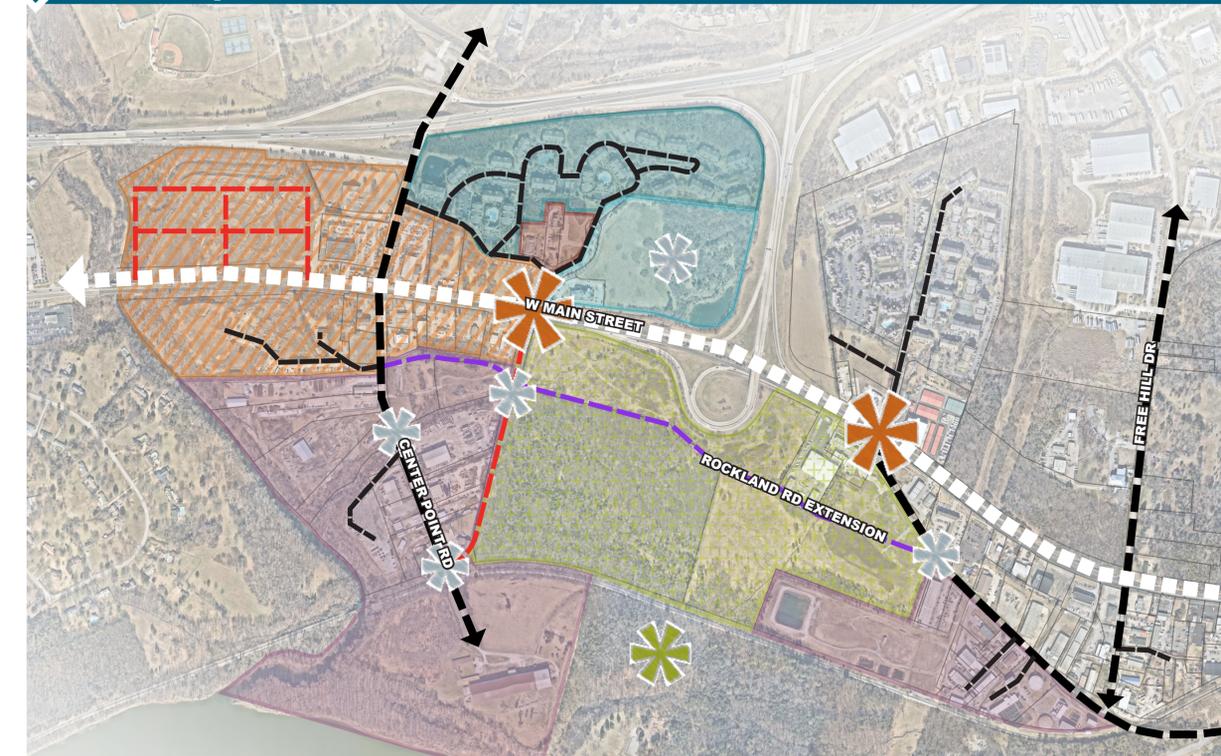


### Street Network



-- Existing Street    - - New Street    - - New Connection

### Gateways and Nodes



Major Node    Gateway    Park / Open Space    Minor Node

### Land Use

- 1. Religious and Cultural Preservation**  
Preservation of existing religious and cultural uses.
- 2. Multifamily Residential**  
Near term opportunity for a mix of rental apartments, condominiums, and townhomes.
- 3. Industrial Flex - Industrial with Office Space**  
Industrial uses and flex office space for health care, financial and other services and back office functions.
- 4. Retail Corridor**  
Auto-oriented commercial and retail through parcel consolidation and intensification of low intensity retail centers.
- 5. Destination Recreational Opportunity Site**  
Opportunity to attract large scale mixed use and/or destination entertainment and lodging use. Flex site, also potential for special planned development approval with high-tech industry (electronics, computers, robotics, aerospace) and corporate headquarters (major employers), and educational facilities.
- 6. Commercial and Office Mix**  
Mix of auto-oriented commercial and office uses.

### Intended Use

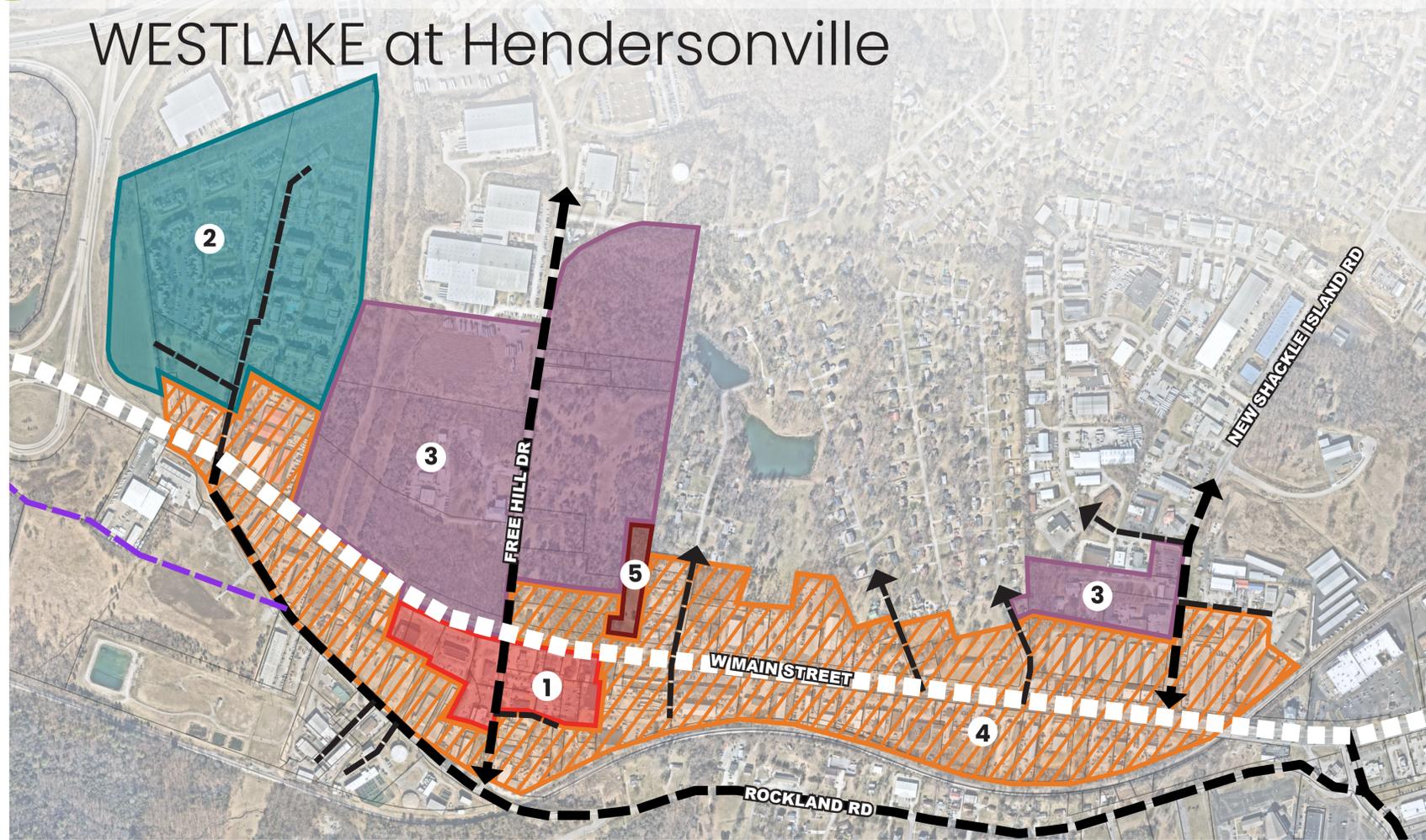
	HOUSING			RETAIL/COMMERCIAL				OFFICE			
	SINGLE FAMILY	TOWNHOUSE	MULTIFAMILY	RESTAURANTS	ENTERTAINMENT	SHOPPING/SERVICE	HOTEL	SERVICE	FLEX WORKSPACE	MEDICAL OFFICE	INDUSTRIAL
1. Religious and Cultural Preservation											
2. Multifamily Residential		E	E	S	S						
3. Industrial Flex - Industrial with Office Space				L				S	E	S	E
4. Retail Corridor				E	S	E	S	S	S	S	
5. Destination Recreational Opportunity Site				E	E	E	E	L		L	
6. Commercial and Office Mix				E	E	E	S	E	E	E	E

E = Encouraged    S = Supported    L = Limited

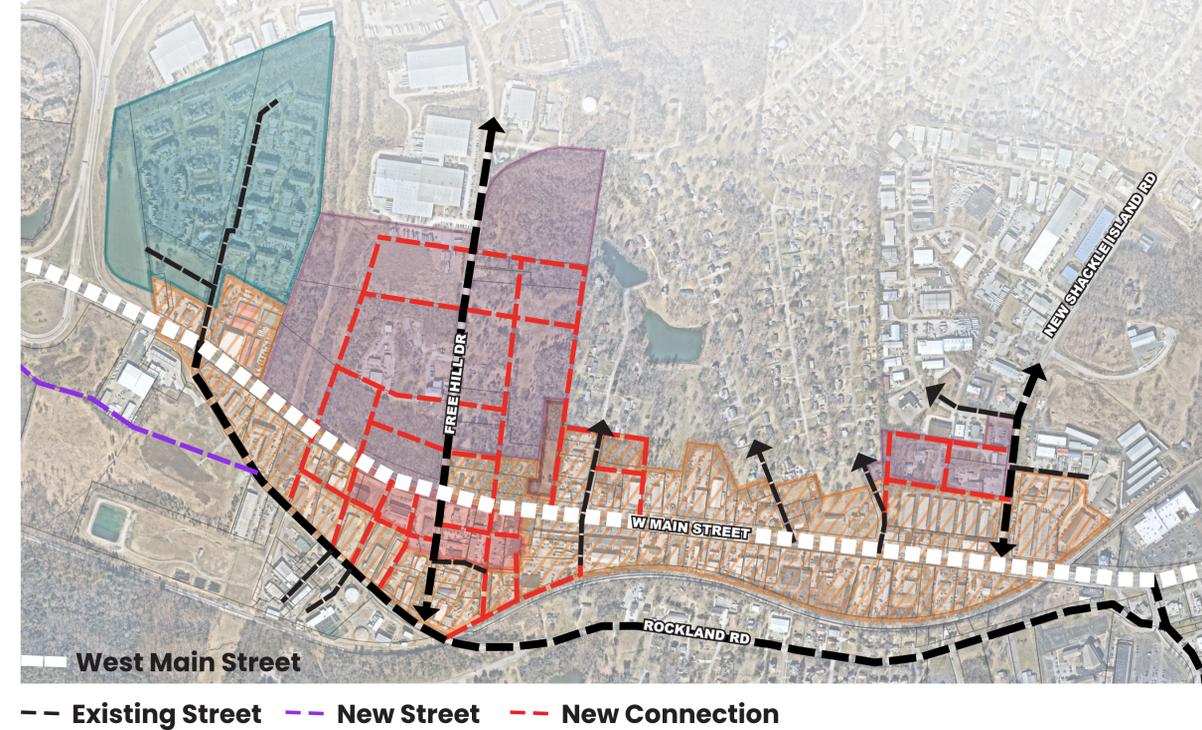


# MIDWAY DISTRICT

## WESTLAKE at Hendersonville



### Street Network



### Gateways and Nodes



### Land Use

- **1. Free Hill Road Focus Area**  
Walkable retail node with mixed use development in anticipation of uses such as recording industry studios. 3 stories, 10 units per acre.
- **2. Multifamily Residential**  
Near term opportunity for a mix of rental apartments, condominiums, townhomes, and supporting retail.
- **3. Industrial Flex - Industrial with Office Space**  
Industrial uses and flex office space for health care, financial and other serves and back office functions.
- ▨ **4. Retail Corridor**  
Auto-oriented commercial and retail through parcel consolidation and intensification of low intensity retail centers.
- **5. Religious and Cultural Preservation**  
Preservation of existing religious and cultural uses.

### Intended Use

	HOUSING			RETAIL/COMMERCIAL				OFFICE			
	SINGLE FAMILY	TOWNHOUSE	MULTIFAMILY	RESTAURANTS	ENTERTAINMENT	SHOPPING/SERVICE	HOTEL	SERVICE	FLEX WORKSPACE	MEDICAL OFFICE	INDUSTRIAL
<span style="color: red;">■</span> 1. Free Hill Road Focus Area		S	S	E	E	E	S	L	E	S	
<span style="color: teal;">■</span> 2. Multifamily Residential	E	E		S		S					
<span style="color: purple;">■</span> 3. Industrial Flex - Industrial with Office Space				L				S	E	S	E
<span style="color: orange;">▨</span> 4. Retail Corridor				E	S	E	S	S	S	S	
<span style="color: brown;">■</span> 5. Religious and Cultural Preservation											

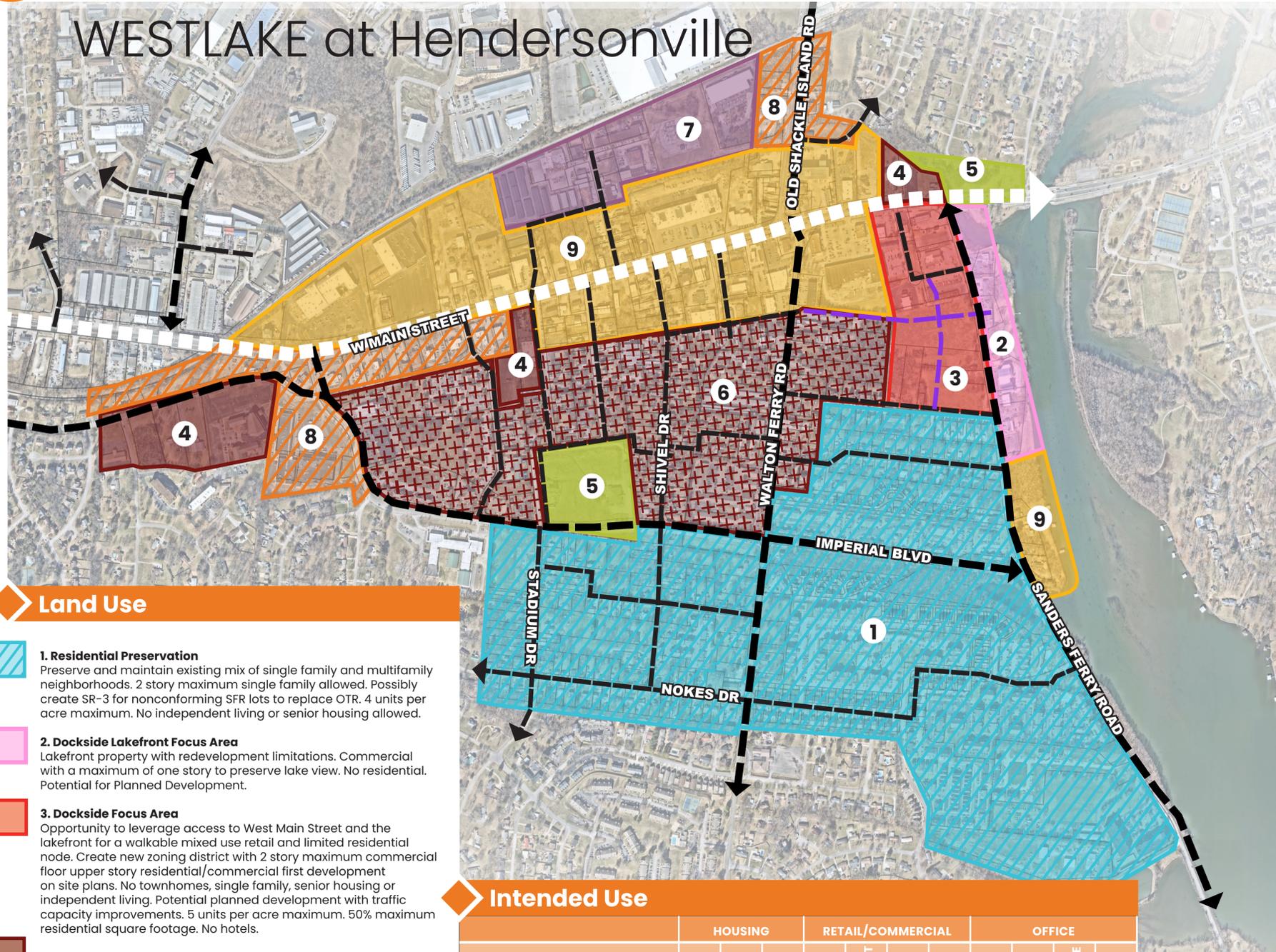
E = Encouraged S = Supported L = Limited

- ✱ Major Node
- ✱ Gateway
- ✱ Park / Open Space
- ✱ Minor Node



# DOCKSIDE DISTRICT

## WESTLAKE at Hendersonville



### Land Use

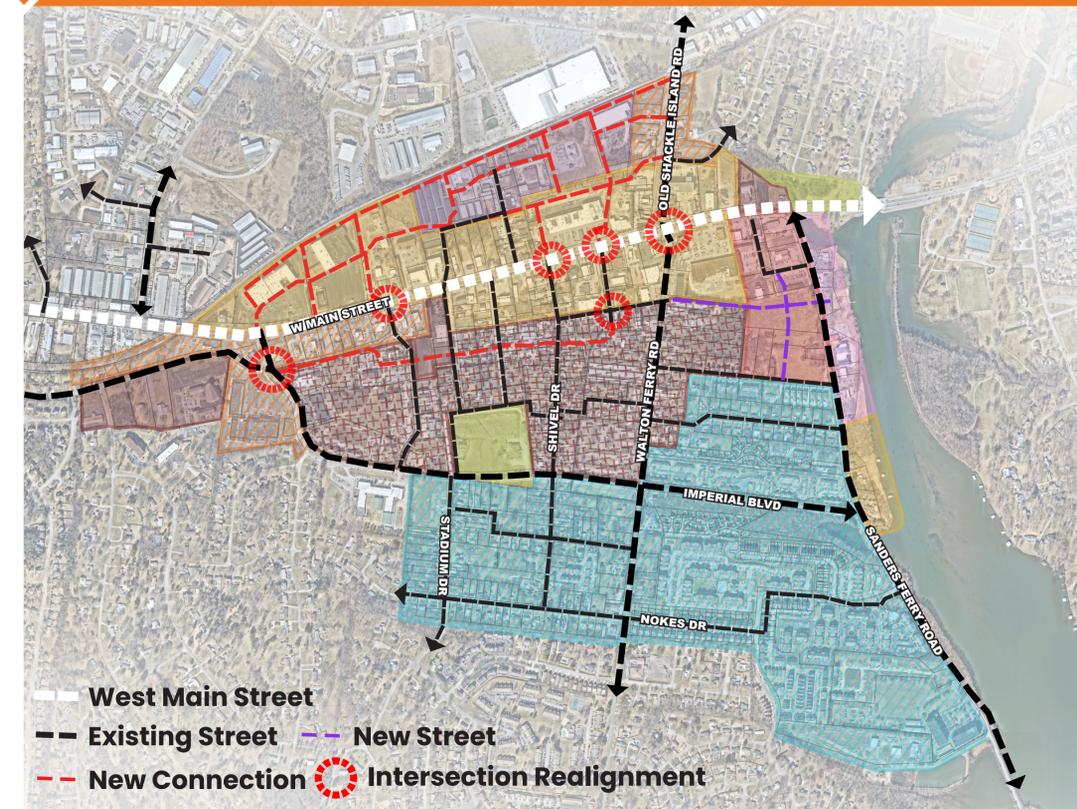
- 1. Residential Preservation**  
Preserve and maintain existing mix of single family and multifamily neighborhoods. 2 story maximum single family allowed. Possibly create SR-3 for nonconforming SFR lots to replace OTR. 4 units per acre maximum. No independent living or senior housing allowed.
- 2. Dockside Lakefront Focus Area**  
Lakefront property with redevelopment limitations. Commercial with a maximum of one story to preserve lake view. No residential. Potential for Planned Development.
- 3. Dockside Focus Area**  
Opportunity to leverage access to West Main Street and the lakefront for a walkable mixed use retail and limited residential node. Create new zoning district with 2 story maximum commercial floor upper story residential/commercial first development on site plans. No townhomes, single family, senior housing or independent living. Potential planned development with traffic capacity improvements. 5 units per acre maximum. 50% maximum residential square footage. No hotels.
- 4. Religious Preservation**  
Preservation of existing religious and cultural uses.
- 5. Park and Open Space Opportunity**
- 6. Mixed Use Neighborhood**  
Mix of small scale office, service and niche retail, single family residential through adaptive reuse and redevelopment. Create new zoning district. 4 units per acre maximum. No multifamily, townhomes, independent living or senior housing allowed.
- 7. Industrial Flex - Industrial with Office Space**  
Industrial uses and flex office space for health care, financial and other serves and back office functions.
- 8. Retail Corridor**  
Auto-oriented commercial and retail through parcel consolidation and intensification of low intensity retail centers.
- 9. Community Retail**  
Pedestrian-oriented commercial and retail through redevelopment, parcel consolidation and intensification of low intensity retail centers.

### Intended Use

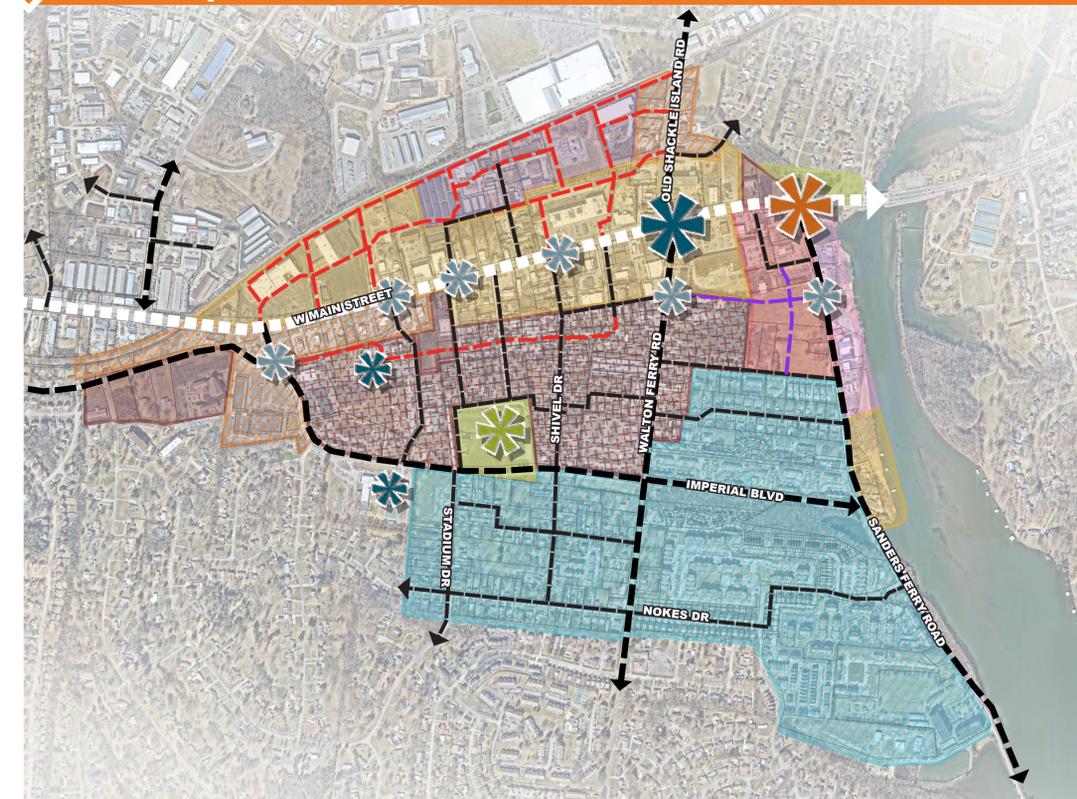
	HOUSING			RETAIL/COMMERCIAL				OFFICE			
	SINGLE FAMILY	TOWNHOUSE	MULTIFAMILY	RESTAURANTS	ENTERTAINMENT	SHOPPING/SERVICE	HOTEL	SERVICE	FLEX WORKSPACE	MEDICAL OFFICE	INDUSTRIAL
<span style="display: inline-block; width: 15px; height: 15px; background-color: #ADD8E6; border: 1px solid black; margin-right: 5px;"></span> 1. Residential Preservation	E										
<span style="display: inline-block; width: 15px; height: 15px; background-color: #FFC0CB; border: 1px solid black; margin-right: 5px;"></span> 2. Dockside Lakefront Focus Area				E	E	E		S	L	E	
<span style="display: inline-block; width: 15px; height: 15px; background-color: #FF6347; border: 1px solid black; margin-right: 5px;"></span> 3. Dockside Focus Area			S	E	E	E		S	L	E	
<span style="display: inline-block; width: 15px; height: 15px; background-color: #8B4513; border: 1px solid black; margin-right: 5px;"></span> 4. Religious Preservation											
<span style="display: inline-block; width: 15px; height: 15px; background-color: #9ACD32; border: 1px solid black; margin-right: 5px;"></span> 5. Park and Open Space Opportunity											
<span style="display: inline-block; width: 15px; height: 15px; background-color: #A52A2A; border: 1px solid black; margin-right: 5px;"></span> 6. Mixed Use Neighborhood	E			S	L	S		E	E	E	
<span style="display: inline-block; width: 15px; height: 15px; background-color: #800080; border: 1px solid black; margin-right: 5px;"></span> 7. Industrial Flex - Industrial with Office Space				L				S	E	S	E
<span style="display: inline-block; width: 15px; height: 15px; background-color: #FFD700; border: 1px solid black; margin-right: 5px;"></span> 8. Retail Corridor				E	S	E	S	S	S	S	
<span style="display: inline-block; width: 15px; height: 15px; background-color: #FFA500; border: 1px solid black; margin-right: 5px;"></span> 9. Community Retail				E	E	E	S	S		E	

E = Encouraged  
S = Supported  
L = Limited

### Street Network



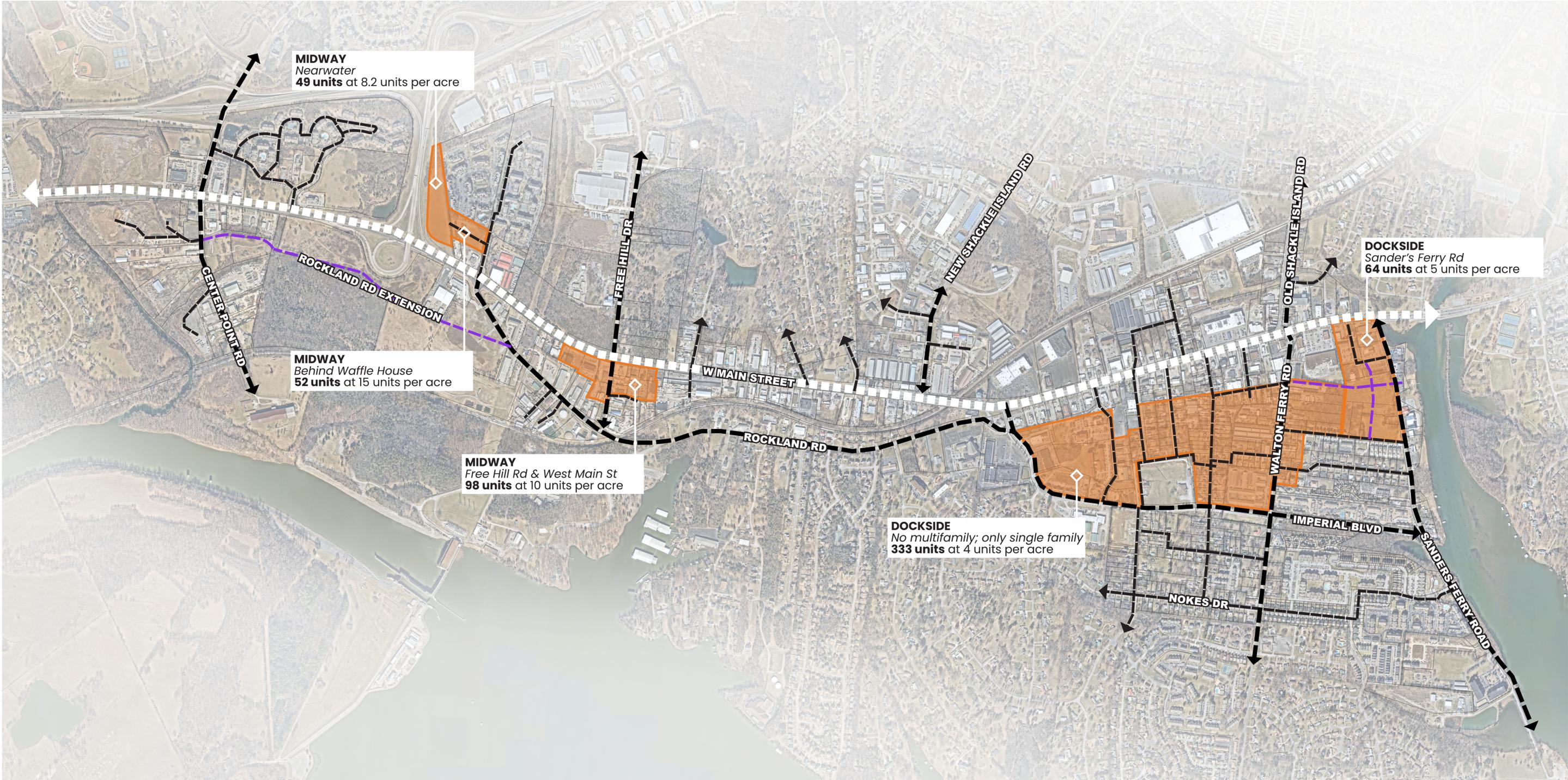
### Gateways and Nodes



Major Node  Gateway  Park / Open Space  Minor Node

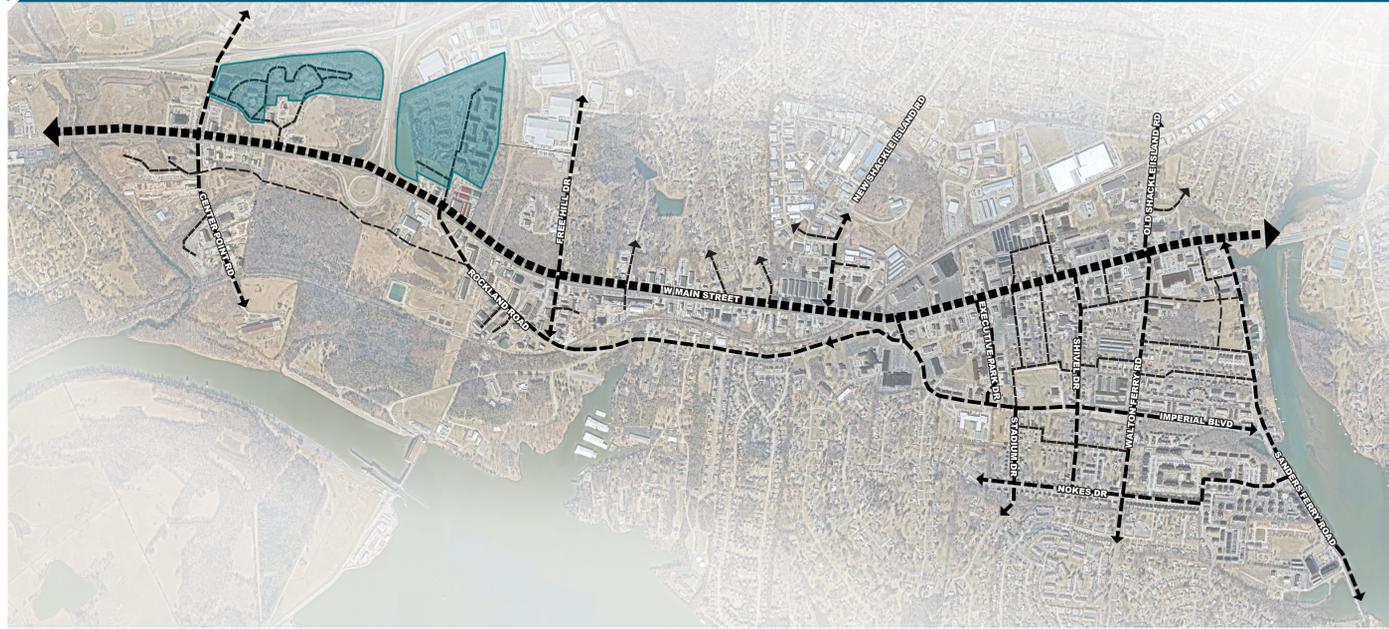
# DWELLING UNIT YIELD POTENTIAL

## WESTLAKE at Hendersonville

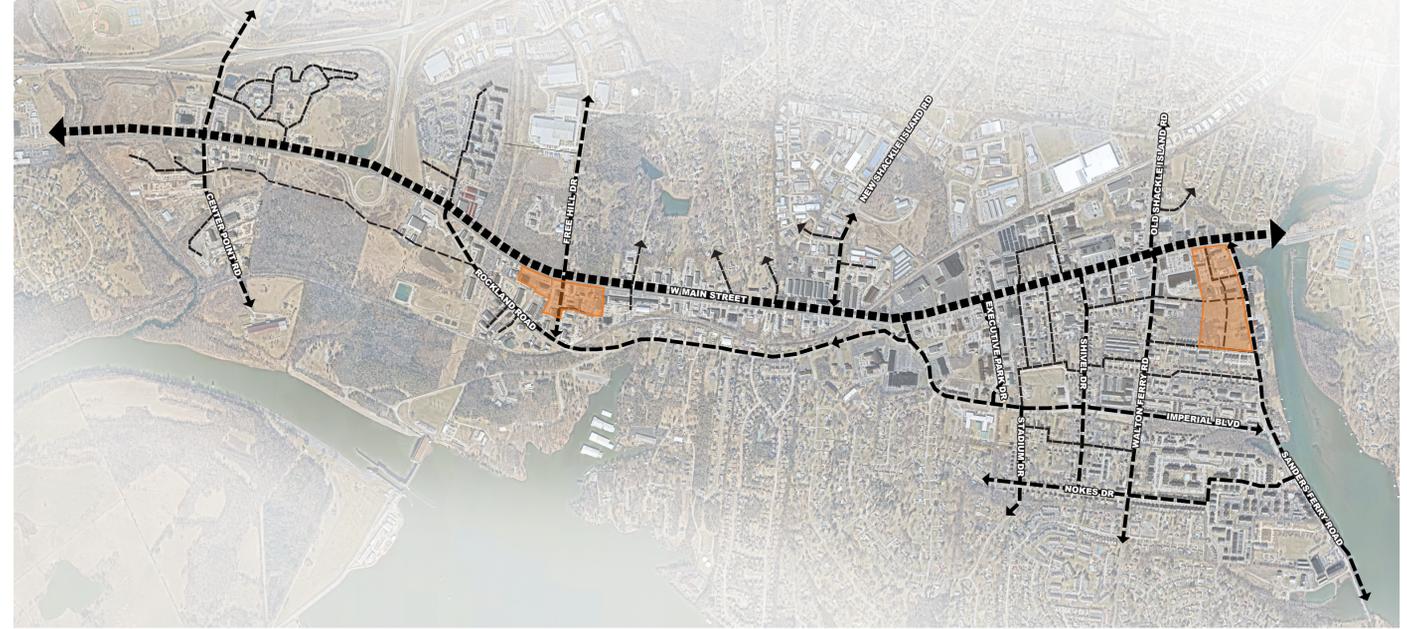


Total = 596 Potential Residential Units.

**Existing Multifamily Residential**

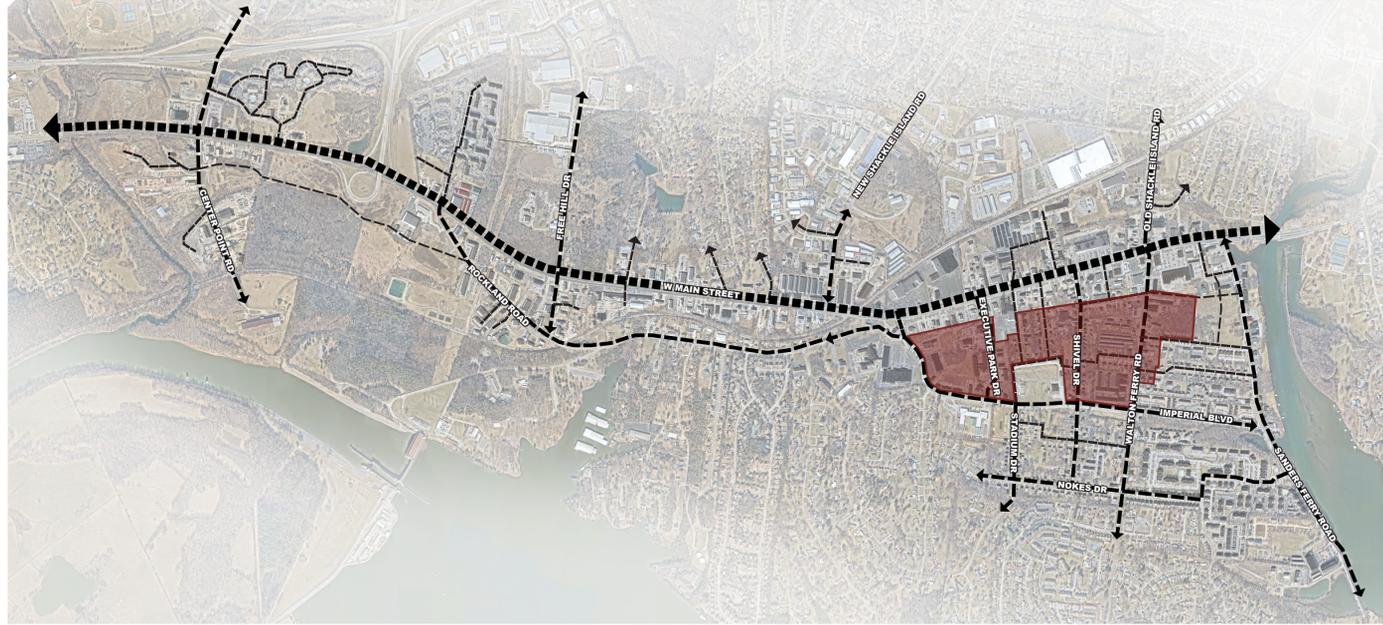


**Mixed Use Corridor Districts**

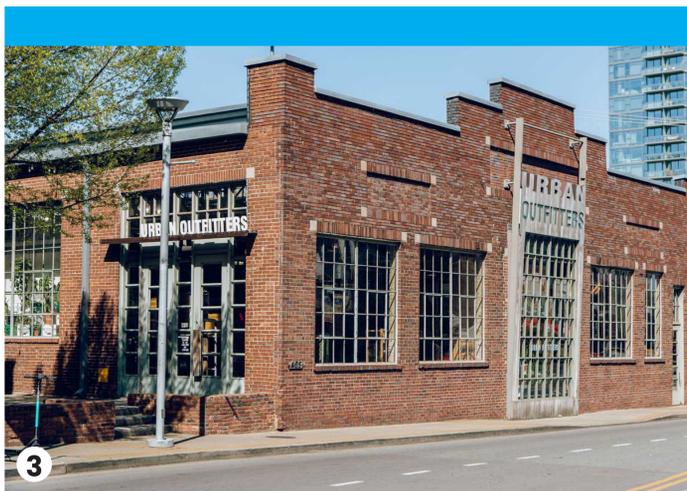
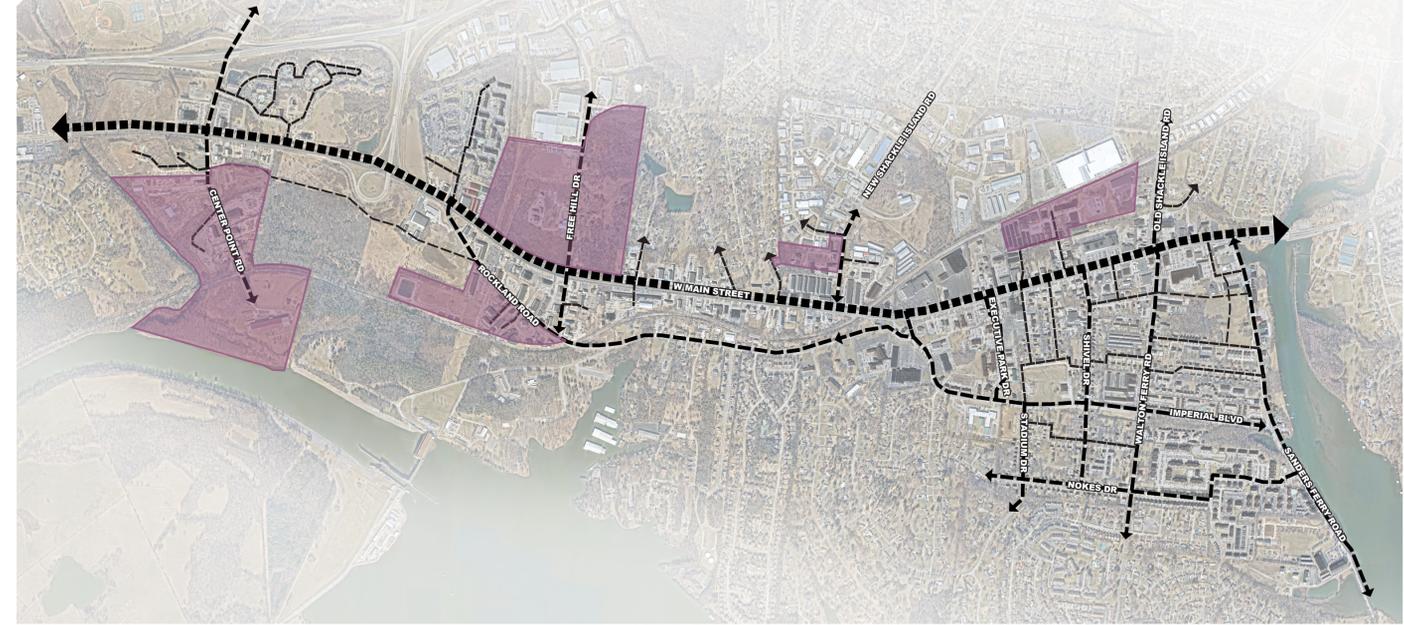


**REPRESENTATIVE PHOTOS**  
WESTLAKE at Hendersonville

**Mixed Use Neighborhood – Adaptive Reuse**



**Flex Office and Industrial Districts**



**REPRESENTATIVE PHOTOS**  
WESTLAKE at Hendersonville

# STREET TYPOLOGY

## WESTLAKE at Hendersonville

The tables below represent the elements and intent of each street type recommended in the framework plan. Each district has been divided into a subdistrict of similar use. The elements of each street type are intended to enhance pedestrian, bicycle, and vehicular experiences on each type of street.

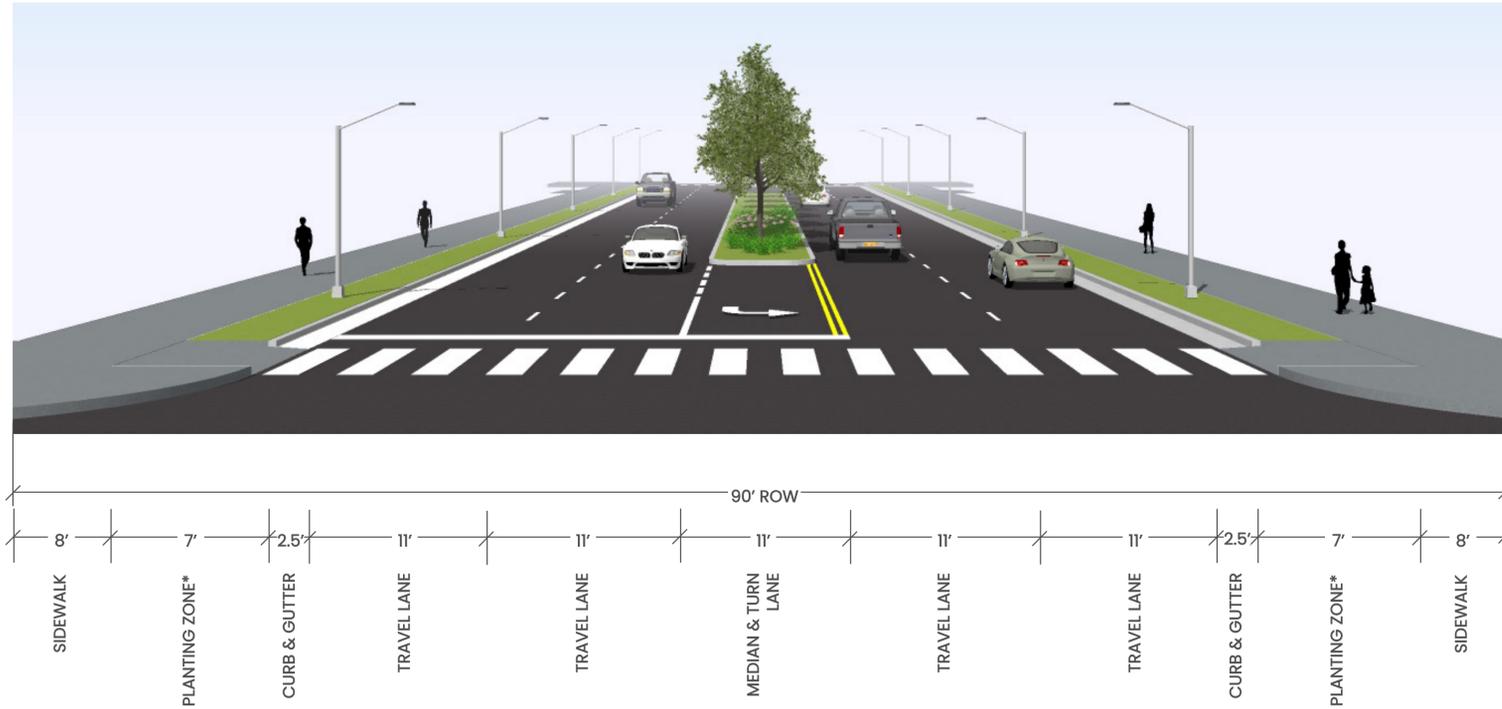
**KEY**

- ■ ■ ■ ■ Arterial Roads
- — — — — Collector Roads
- - - - - Local Roads
- Off-Corridor Emphasis Zone
- Village / District Connector Zone
- Neighborhood / Residential Zone
- Road Type Varies

DISTRICT	SUBDISTRICT		
	OFF-CORRIDOR EMPHASIS	VILLAGE/DISTRICT CONNECTOR	NEIGHBORHOOD/RESIDENTIAL
Religious and Cultural Preservation	Varies		
Residential Preservation			✓
Retail Corridor	✓		
Community Retail		✓	
Multifamily Residential			✓
Park and Open Space	Varies		
Industrial Flex	✓		
Mixed Use Neighborhood		✓	
Commercial and Office Mix	✓		
Focus Areas	Varies		
Destination Recreational Opportunity Site	Varies		

SUBDISTRICT	MOTOR VEHICLE LANES	SIDEWALKS	BIKE LANES	MEDIAN	PLANTING ZONE	CURB & GUTTER	FRONTAGE ZONE	CURBSIDE LANE
<b>ARTERIAL</b>								
Off-Corridor Emphasis	11'	6-8'	-	11'	4-6'	2.5'	-	-
Village/District Center	11'	8-12'	-	11'	6-8'	2.5'	8'	4'
Neighborhood/Residential	-	-	-	-	-	-	-	-
<b>COLLECTOR</b>								
Off-Corridor Emphasis	11'	4-6'	8' protected	11'	4-6'	2.5'	-	-
Village/District Center	11'	8-10'	8' protected	11'	6-8'	2.5'	8'	8'
Neighborhood/Residential	11'	6-8'	8' protected	11'	4-6'	2.5'	-	-
<b>LOCAL</b>								
Off-Corridor Emphasis	11'	4-6'	6' protected	-	4'	2.5'	-	-
Village/District Center	10'	6-8'	6' protected	-	4'	2.5'	4'	8'
Neighborhood/Residential	10'	4-6'	5' or shared	-	4'	2.5'	-	8'

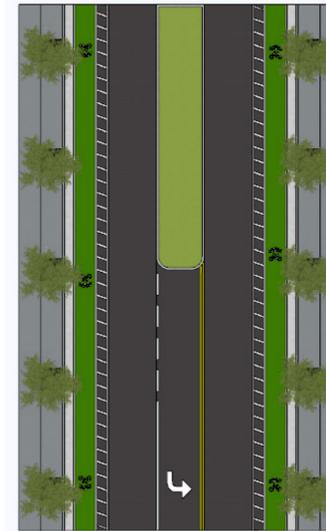
ARTERIAL ROAD – WEST MAIN STREET | **Off-Corridor Emphasis Zone**



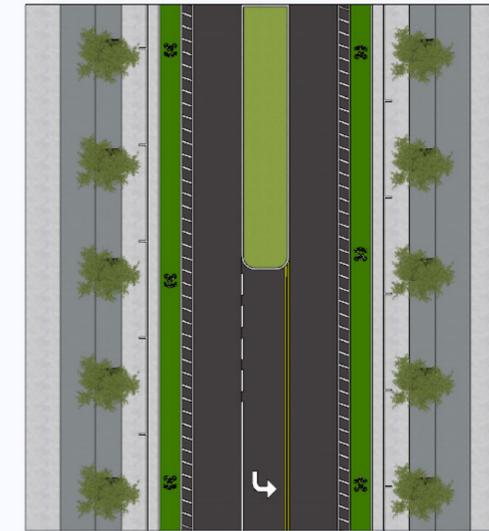
\*Planting zone varies between 7' – 22'. Total ROW = 90' – 130'.

COLLECTOR ROADS

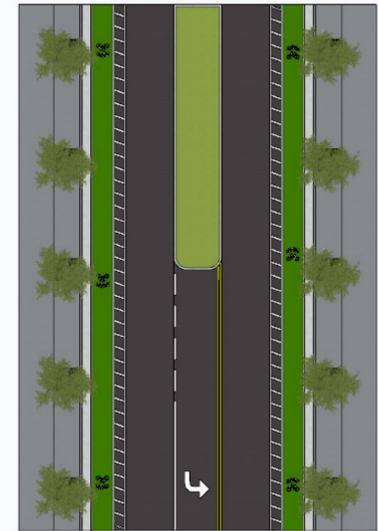
SUBDISTRICT	MOTOR VEHICLE LANES	SIDEWALKS	BIKE LANES	MEDIAN	PLANTING ZONE	CURB & GUTTER	FRONTAGE ZONE	CURBSIDE LANE
Off-Corridor Emphasis	11'	4-6'	8' protected	11'	4-6'	2.5'	-	-
Village/District Center	11'	8-10'	8' protected	11'	6-8'	2.5'	8'	8'
Neighborhood/Residential	11'	6-8'	8' protected	11'	4-6'	2.5'	-	-



Auto-Centric Collector Road – 74' ROW

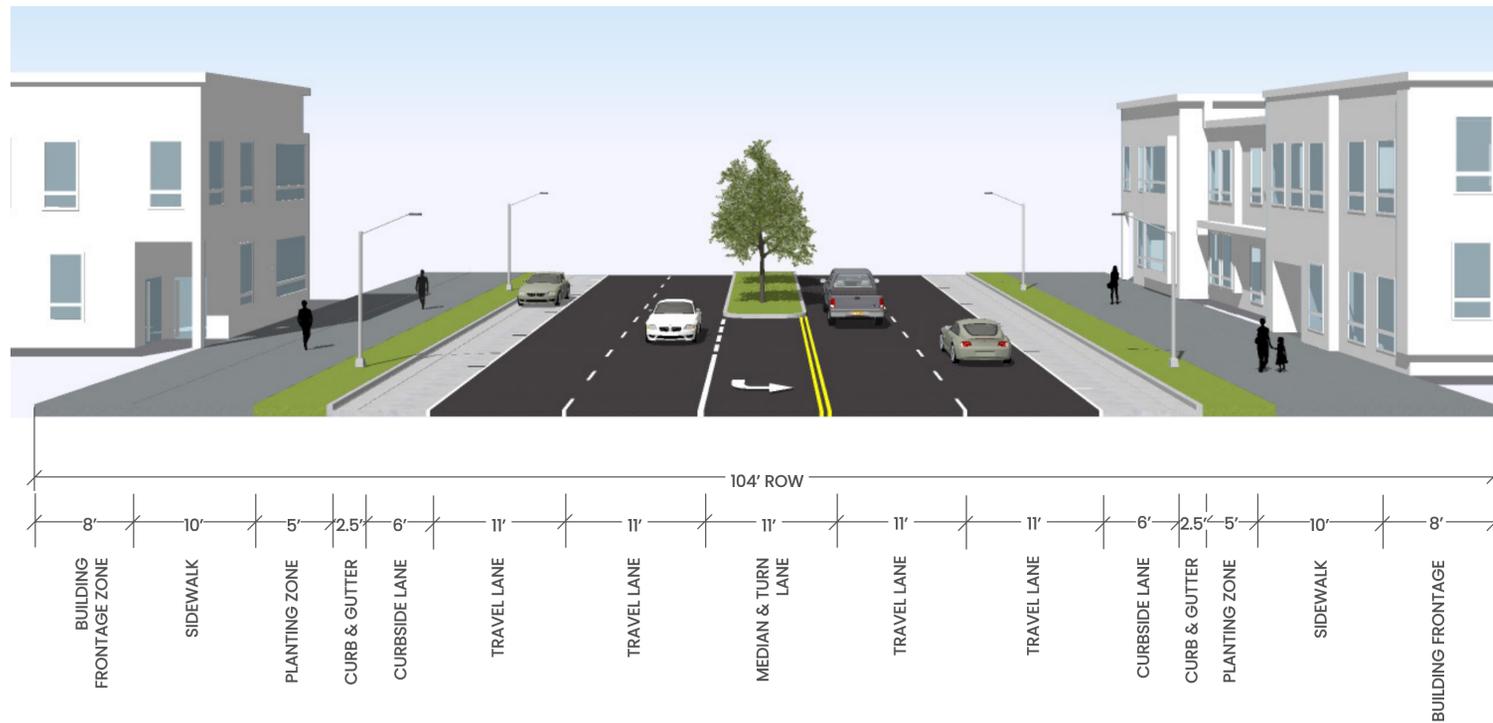


Village/District Center Collector Road – 94' ROW (+ 16' Frontage Zone)



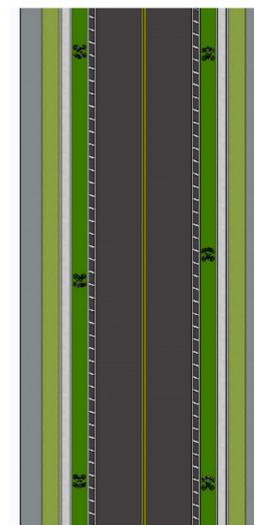
Neighborhood/Residential Collector Road – 82' ROW

ARTERIAL ROAD – WEST MAIN STREET | **Village/District Center**

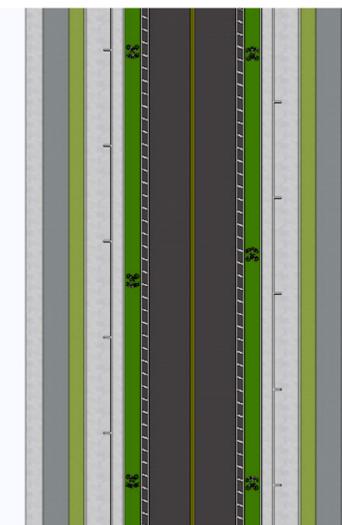


LOCAL ROADS

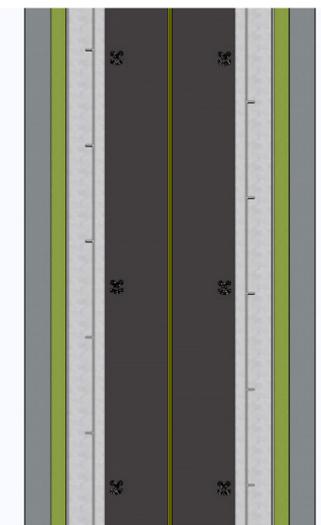
SUBDISTRICT	MOTOR VEHICLE LANES	SIDEWALKS	BIKE LANES	MEDIAN	PLANTING ZONE	CURB & GUTTER	FRONTAGE ZONE	CURBSIDE LANE
Off-Corridor Emphasis	11'	4-6'	6' protected	-	4'	2.5'	-	-
Village/District Center	10'	6-8'	6' protected	-	4'	2.5'	4'	8'
Neighborhood/Residential	10'	4-6'	5' or shared	-	4'	2.5'	-	8'



Auto-Centric Local Road – 57' ROW



Village/District Center Local Road – 63' ROW (+ 8' Frontage Zone)



Neighborhood/Residential Local Road – 61' ROW

# STREET TYPOLOGY

## WESTLAKE at Hendersonville



- ANCHOR WEST**  
Hendersonville 
- MIDWAY**  
Hendersonville 
- DOCKSIDE**  
Hendersonville 



Monument Sign



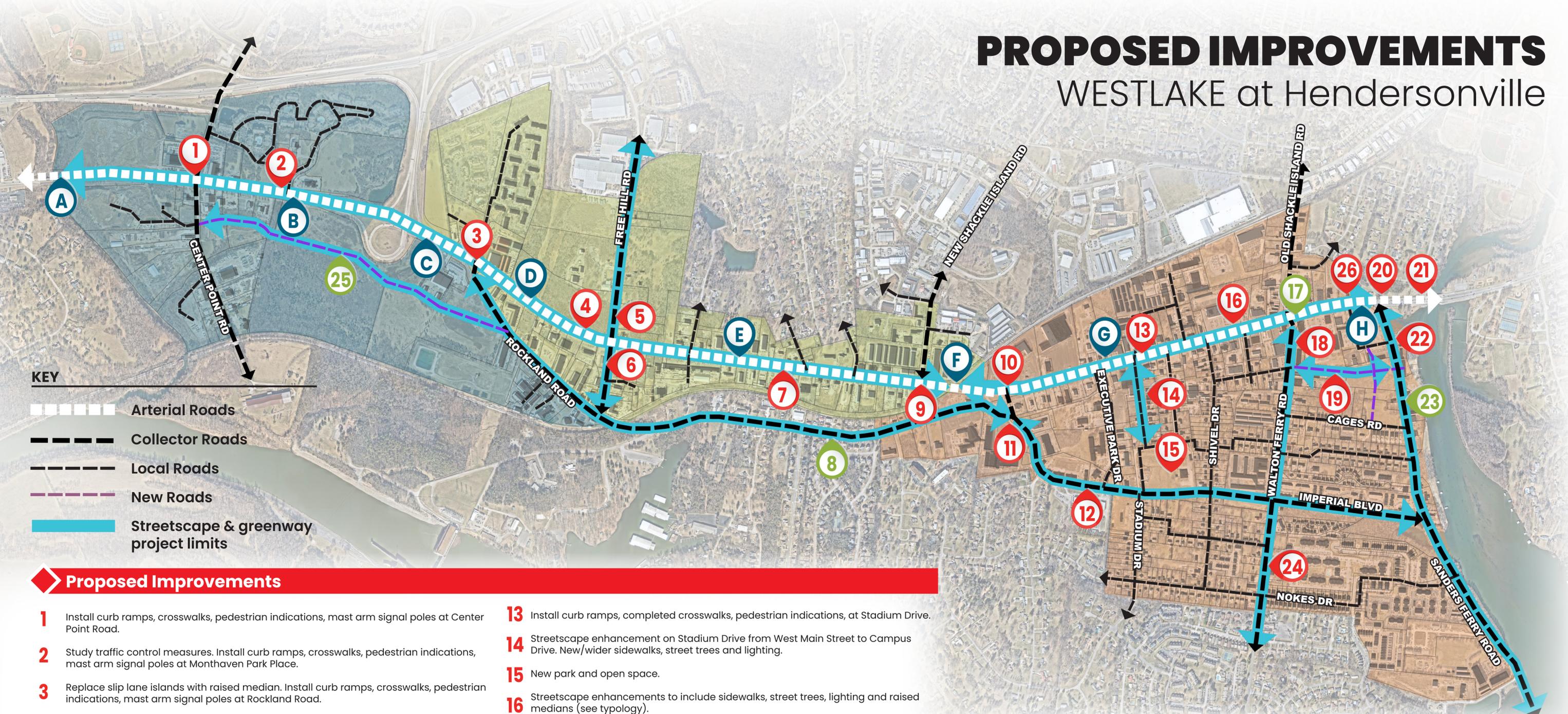
Branding Sign

# GATEWAY TREATMENTS AND BRANDING

## WESTLAKE at Hendersonville

# PROPOSED IMPROVEMENTS

## WESTLAKE at Hendersonville



**KEY**

- Arterial Roads
- Collector Roads
- Local Roads
- New Roads
- Streetscape & greenway project limits

### Proposed Improvements

- 1** Install curb ramps, crosswalks, pedestrian indications, mast arm signal poles at Center Point Road.
- 2** Study traffic control measures. Install curb ramps, crosswalks, pedestrian indications, mast arm signal poles at Monthaven Park Place.
- 3** Replace slip lane islands with raised median. Install curb ramps, crosswalks, pedestrian indications, mast arm signal poles at Rockland Road.
- 4** Streetscape enhancements to include sidewalks, planting strip/buffer zone, lighting and raised medians (see typology).
- 5** Add sidewalks with mid-block refuge islands.
- 6** Streetscape enhancements on Free Hill Road: install curb ramps, crosswalks, pedestrian indications, wide sidewalks, street trees and lighting. Study feasibility and need for additional turn lanes.
- 7** HAWK signal with pedestrian crossing accommodations at a midpoint between Free Hill Road and New Shackle Island Road.
- 8** Widen Rockland Road to add center turn lane and multiuse trail.\*
- 9** Install curb ramp, crosswalk and pedestrian indication at west leg of intersection with New Shackle Island Road.
- 10** Replace slip lane islands with raised median. Install curb ramps, crosswalks, pedestrian indications, mast arm signal poles at Imperial Boulevard. Streetscape enhancement on Imperial Boulevard from West Main Street to Rockland Road. New/wider sidewalks, street trees and lighting.
- 11** Roundabout at Rockland Road and Imperial Avenue - (see next page for detail).
- 12** New multiuse trail from Sanders Ferry Road to West Main Street via Imperial Boulevard and Rockland Road.

- 13** Install curb ramps, completed crosswalks, pedestrian indications, at Stadium Drive.
- 14** Streetscape enhancement on Stadium Drive from West Main Street to Campus Drive. New/wider sidewalks, street trees and lighting.
- 15** New park and open space.
- 16** Streetscape enhancements to include sidewalks, street trees, lighting and raised medians (see typology).
- 17** Realign Old Shackle Island Road with Walton Ferry Road. Replace slip lane islands with raised median. Install curb ramps, crosswalks, pedestrian indications, mast arm signal poles.\*
- 18** Streetscape enhancement on Walton Ferry Road from West Main Street to Cages Road. Sidewalks, curb and gutter, street trees and lighting.
- 19** Construct new two lane road with middle turn lane with wide sidewalks, street trees and lighting between Walton Ferry Road and Sanders Ferry Road.
- 20** Extra turn lane from W Main Street onto Sanders Ferry Road with addition of extra southbound terminating travel lane - (see next page for detail).
- 21** New boardwalk and bridge from Sanders Ferry Road to Memorial Park.
- 22** Streetscape enhancement on Sanders Ferry Road from West Main Street to Cages Road. Sidewalks, curb and gutter, street trees and lighting.
- 23** New boardwalk from West Main Street to Mallard Point Park.\*
- 24** New sidewalk on Walton Ferry Road from Cages Road to Nokes Drive.
- 25** Rockland Road Extension: extend Rockland Road to Center Point Road.
- 26** Right in / right out at Canfield Drive

\*Projects labeled in **GREEN** are currently in progress.

### Gateway Treatments and Branding

- A** Add Anchor West District monument sign, trees and landscaping at existing median.
- B** Add Anchor West District branding sign, trees and landscaping at existing median.
- C** Add Midway District monument sign, trees and landscaping at existing median West of Rockland Road.
- D** Install raised median with Midway District branding sign, trees and landscaping East of Rockland Road.
- E** Install raised median with Midway District branding sign, trees and landscaping East of Mallard Drive.
- F** Install raised median with Midway District / Dockside District monument signs, trees and landscaping East of New Shackle Island Road.
- G** Install raised median with Dockside District branding sign, trees and landscaping East of Stadium Drive.
- H** Install raised median with Dockside District monument sign, trees and landscaping West of Sanders Ferry Road.



City of Hendersonville  
Tennessee



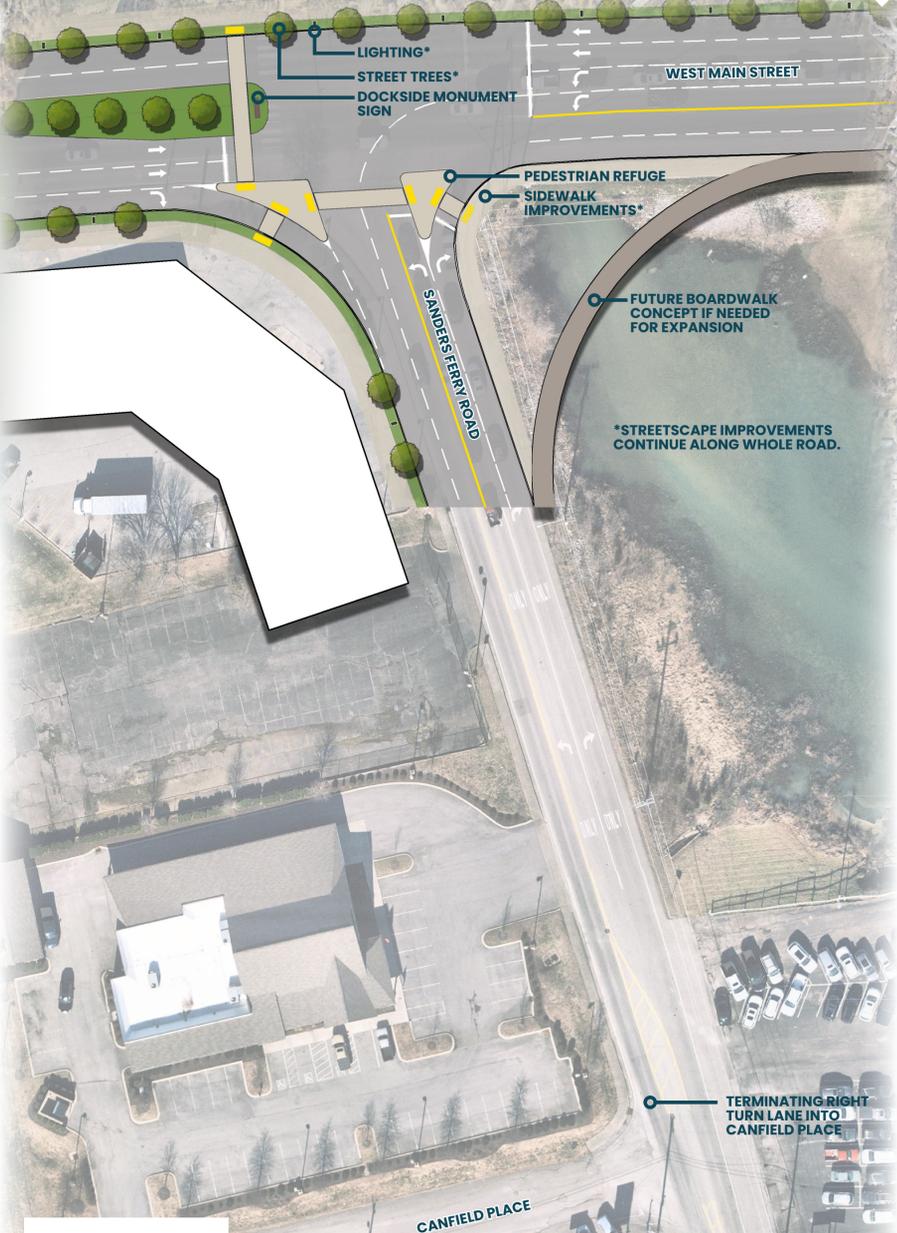
# CONCEPTUAL INTERSECTION IMPROVEMENTS

## WESTLAKE at Hendersonville



Rockland Rd & Imperial Blvd Roundabout

West Main St & Sanders Ferry Rd Realignment





# DOCKSIDE DISTRICT FOCUS AREA

## WESTLAKE at Hendersonville

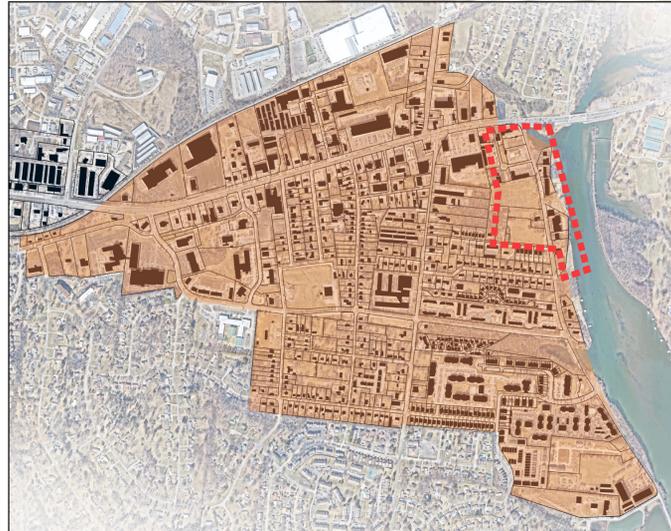
This area, featuring the natural beauty of the lake and historic fabric of the City, has great potential to be a catalyst of the Dockside district within Westlake. This design features a gateway providing access to a public park and the new boardwalk along the lake. It also includes several mixed-use units to activate the district and provide new housing choices in an appropriate location. Several existing buildings are tied into the framework, along with key retail hubs near West Main Street. Sanders Ferry Road and Walton Ferry Road are improved to include streetlights, pedestrian crossing treatments, curbside parking and landscaping. It is recommended to explore costs for burying overhead utilities in this area, particularly along West Main Street. There is a new road connecting Sanders Ferry and Walton Ferry complete with the same improvements. Two pocket parks are thoughtfully placed to give the area natural and inviting atmosphere. The estimated maximum number of new units is 64.

### KEY

- MIXED-USE RESIDENTIAL
- RETAIL
- EXISTING BUILDING TO REMAIN
- CIVIC BUILDING
- FUTURE MIXED-USE DEVELOPMENT



New buildings provide limited two story mixed-use housing with ground floor commercial and space for outdoor seating. Surrounding streets will be enhanced with lighting, landscaping, street trees, curbside parking, and bike lanes.



### Key Elements:

- Limit density to the area between West Main Street, Cages Street, and Walton Ferry Road with transportation improvements throughout
- Propose development options such as minimum 50% commercial square footage
- Add opportunity for Public Square or Park dedication, pedestrian promenade, and transportation improvements as development or density incentive for planned development



# MIDWAY DISTRICT FOCUS AREA

## WESTLAKE at Hendersonville

This area will be catalyzed by the development of Music City Studios, the anchor of an emerging creative arts center, on Free Hill Road. This pedestrian-friendly streetscape features retail and live music entertainment, outdoor amenity space, a park, and strategically placed multifamily space. Free Hill Road is improved to include streetlights, landscaping, bike lanes and curbside parking. Midway Main runs through the heart of the focus area and features wide sidewalks, lighting, cafe seating areas, bike lanes, landscaping and curbside parking. The buildings are oriented to the more people-scaled intersection of Free Hill Road and Midway Main Street, but the site layout offers good visibility from West Main so that passers by can see the active street life. The estimated maximum number of new units is 95.

### KEY

- MIXED-USE RESIDENTIAL
- RETAIL
- FUTURE MIXED-USE DEVELOPMENT



View of cafe seating space from Midway Park. This area will be set back yet still visible from West Main Street.

