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## Bransford Avenue Mixed-Use

A Mixed-Use District at GEODIS Park & Nashville Fairgrounds

Preliminary Specific Plan & Policy Amendment

Kimley»Horn

MarketStreet™  
ENTERPRISES

EOA  
ARCHITECTS  
humanizing design™

MPC #: 2023SP-037-001

Date: 04/04/2023



**Site Info:**

Site is on +/- 4.22 acres of land located at 2100-2220 Bransford Ave and 511 Benton Ave. Nashville, Tennessee 37210

**Council District:**

District 17  
Colby Sledge

**Developer/Applicant:**

MarketStreet Enterprises  
124 12th Ave. S. 600  
Nashville, Tennessee 37203  
Attn: Dirk Melton

**Architect:**

EOA Architects PLLC  
515 Main Street  
Nashville, Tennessee 37206  
Attn: Julie DeBow-Davis

**Land Planner:**

Kimley-Horn  
10 Lea Ave. Suite 400  
Nashville, Tennessee 37210  
Attn: Josh Rowland

**Civil Engineer:**

Kimley-Horn  
10 Lea Ave. Suite 400  
Nashville, Tennessee 37210  
Attn: Brendan Boles

**Traffic Engineer:**

Kimley-Horn  
10 Lea Ave. Suite 400  
Nashville, Tennessee 37210  
Attn: Kennedy Adams

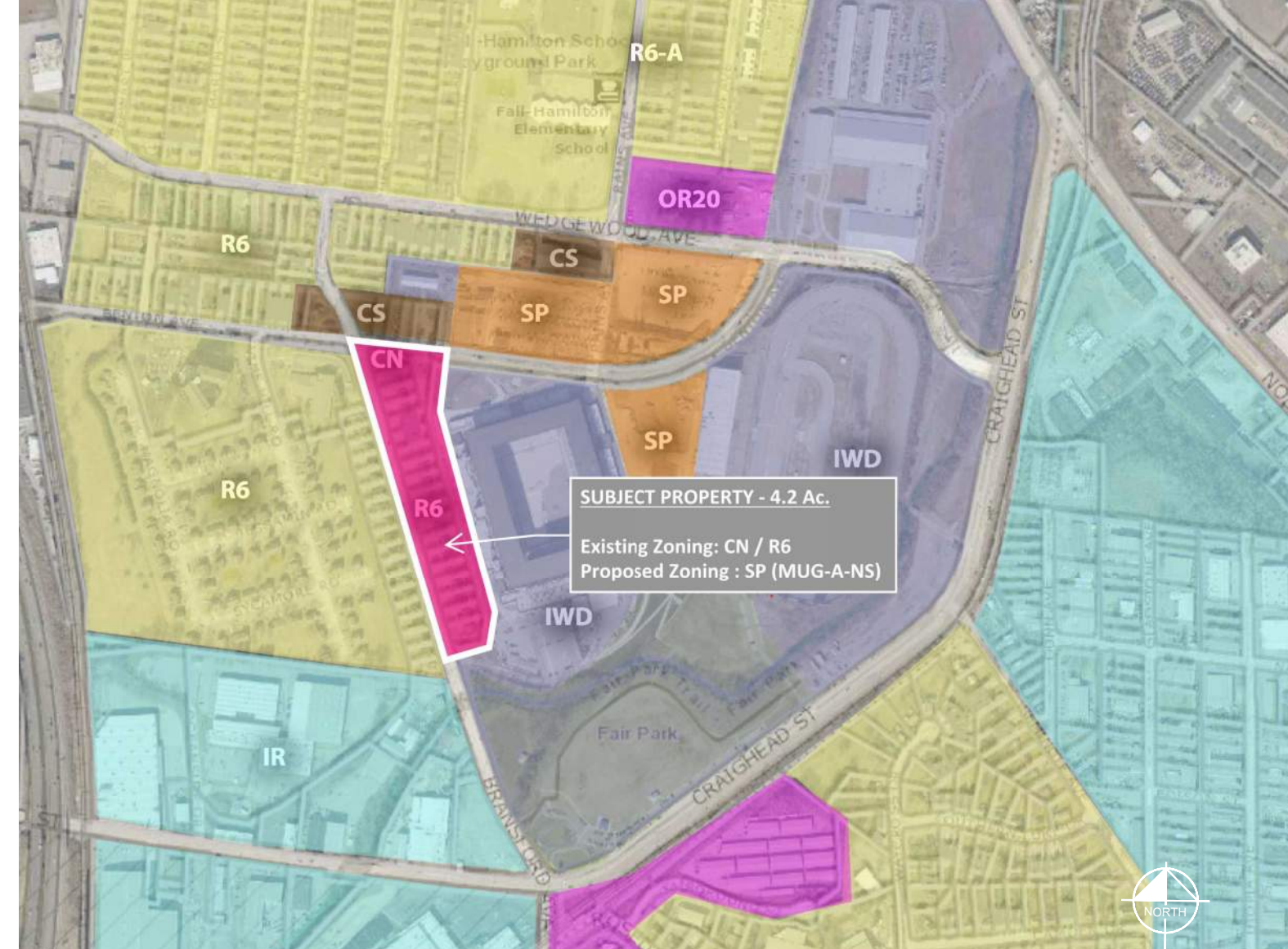
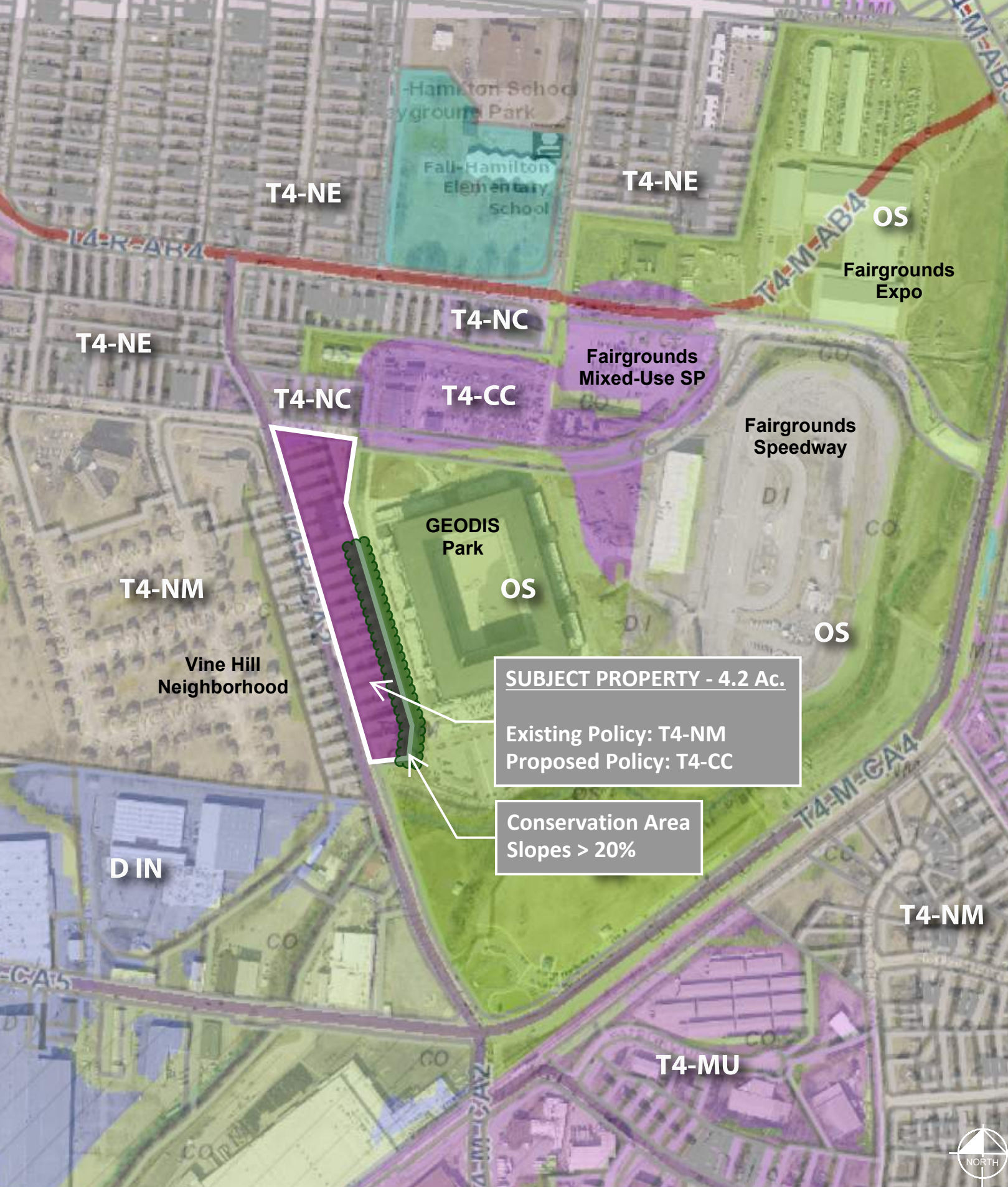
**Legal Counsel:**

Bradley  
1600 Division St Ste 700  
Nashville, Tennessee 37203  
Attn: Erica Garrison



LOT #	ADDRESS	PARCEL	SQ.FT.	ACRES	OWNER(S)
1	511 Benton Ave.	10511027000	11,370	0.26	Bransford Ave Owner, LLC
2	2100 Bransford Ave.	10511026900	9,900	0.23	Bransford Ave Owner, LLC
3	2104 Bransford Ave.	10511026800	8,996	0.21	Bransford Ave Owner, LLC
4	2108 Bransford Ave.	10515002300	9,001	0.21	Bransford Ave Owner, LLC
5	2112 Bransford Ave.	10515002400	9,007	0.21	Bransford Ave Owner, LLC
6	2118 Bransford Ave.	105150A00200CO	9,005	0.21	Bransford Ave Owner, LLC
7	2122 Bransford Ave.	105150B00200CO	8,667	0.20	Bransford Ave Owner, LLC
8	2124 Bransford Ave.	10515002700	8,691	0.20	Bransford Ave Owner, LLC
9	2128 Bransford Ave.	10515002800	8,700	0.20	Bransford Ave Owner, LLC
10	2132 Bransford Ave.	10515002900	8,710	0.20	Bransford Ave Owner, LLC
11	2136 Bransford Ave.	10515003000	8,720	0.20	Bransford Ave Owner, LLC
12	2140 Bransford Ave.	10515003100	8,730	0.20	Bransford Ave Owner, LLC
13	2144 Bransford Ave.	10515003200	8,740	0.20	Bransford Ave Owner, LLC
14	2148 Bransford Ave.	10515003300	8,749	0.20	Bransford Ave Owner, LLC
15	2200 Bransford Ave.	10515003400	8,759	0.20	Bransford Ave Owner, LLC
16	2204 Bransford Ave.	10515003500	8,769	0.20	Bransford Ave Owner, LLC
17	2210 Bransford Ave.	10515003600	8,743	0.20	Bransford Ave Owner, LLC
18	2212 Bransford Ave.	10515003700	8,652	0.20	Bransford Ave Owner, LLC
19	2216 Bransford Ave.	10515003800	8,560	0.20	Bransford Ave Owner, LLC
20	2220 Bransford Ave.	10515003900	12,481	0.29	Bransford Ave Owner, LLC
Total Site Area:			182,948 sf	4.22 acres	

## 2 SITE LOCATION & CONTEXT



### Zoning

**Current Zoning:** Lot 2 (2100 Bransford) – CN (Commercial Neighborhood), all other lots R6 (Medium Density Residential)

**Proposed Zoning:** SP, with MUG-A-NS fallback zoning

**Current Land Use Policy:** The property is located within the South Nashville Community Plan. The current land use policy for the property is T4 NM (Neighborhood Maintenance) and T4 NC (Neighborhood Commercial).

**Proposed Land Use Policy:** The SP proposes a policy change to **T4-CC (Urban Community Center)** to better fit the growing needs of the area and be consistent with a recent policy change for areas surrounding the GEODIS Park MLS soccer stadium and the associated Fairgrounds campus redevelopment. The proposed T4-CC policy for parcels bordering the west side of GEODIS Park allows for appropriate land uses that will serve as a transition and buffer between the stadium and the surrounding neighborhood. T4-CC encourages a mix of uses that will provide services to meet the needs of the surrounding community, with buildings built to the back edge of the sidewalk and parking provided on street or in structures. The public realm and streetscape feature the consistent use of lighting and generally formal landscaping. T4 Urban Community Centers are served by highly connected street networks, sidewalks, and existing or planned mass transit leading to surrounding neighborhoods and open space. The edges of T4 Urban Community Centers provide transitional residential uses between the center and less intense surrounding

## 3 POLICY CHANGE & ZONING



### Project Narrative

In May 2022, Nashville Soccer Club's inaugural home opener took place at GEODIS Park against the Philadelphia Union. Fans in attendance discovered a festival-like atmosphere at the stadium as they filtered in from surrounding neighborhoods. The stadium structure is situated atop the "Hill", a prominent feature of the historic Nashville Fairgrounds and Speedway campus.

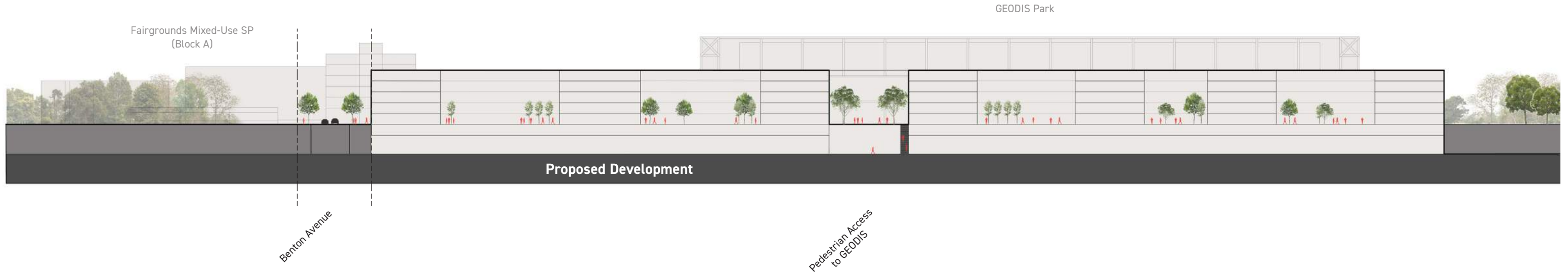
The proposed 4.22 acre mixed-use development is a natural extension of the 120-acre Nashville Fairgrounds Improvement plan that includes upgrades to the Speedway, the newly completed GEODIS Park MLS soccer stadium, the new Fair Park amenities, and the new Fairground Expo buildings. Completed phase one improvements of the Fairgrounds Improvement Plan include the soccer stadium, expo buildings, and the Benton Avenue and Wedgewood Avenue roadway improvements. Phase two improvements are funded and in design, including Fair Park and Browns Creek greenway improvements, a road connection from Craighead to the speedway, intersection improvements at Wingrove St. & Nolensville Pike and at Craighead St. & Bransford Ave., and sidewalk/streetscape improvements on Craighead Street from 8th Avenue to Nolensville Pike. Improvements surrounding the Fairgrounds campus provide connections to vital pedestrian networks. This proposed mixed-use development provides another integral link to improve the pedestrian experience while also creating a necessary and appropriate transition to adjacent residential uses.

The purpose of this SP is to establish form-based regulations and zoning standards for the 4.22-acre mixed-use site adjacent to the west side of GEODIS Park. The concept for the Bransford Ave. Mixed-Use District is to provide connections to the Fairgrounds amenities and a transition from the more intense uses in the GEODIS Park district to the surrounding neighborhoods. The following improvements are proposed in conjunction with the project.

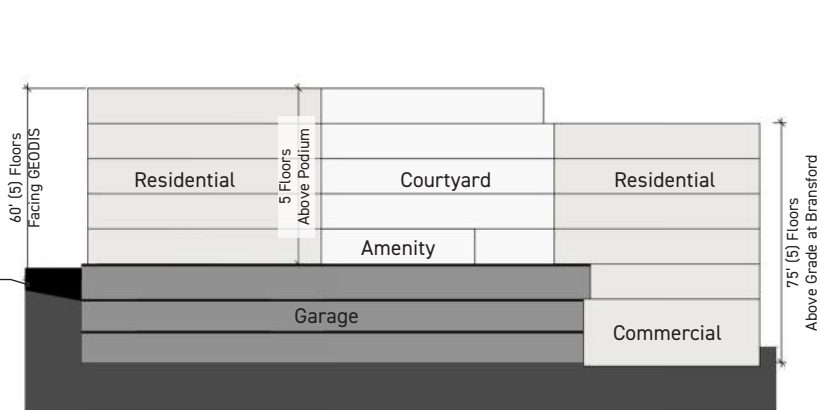
- Activated pedestrian zones along Bransford Avenue, Benton Avenue, and the western GEODIS Park Promenade with commercial uses, residential uses, and amenities.
- New park and plaza spaces creating new and enhanced pedestrian connections through the community to the GEODIS Park and Fairground Campus amenities.
- New multi-modal system improvements of Bransford Avenue, including dedicated bike lanes and a new WeGo transit stop at the current Bransford Ave. and Benton Ave. location.
- New public parking for GEODIS Park and Fairgrounds campus events, in addition to parking provided for new mixed-use development.
- Roadway improvements to Bransford Avenue with travel lanes and a continuous turn-lane, providing improved vehicular circulation and enhancing public safety for Fairground Campus events.
- Roadway improvements to Benton Avenue, completing the newly improved Entertainment District Street section to the intersection at Bransford Avenue.
- Residential opportunities that will help to provide needed housing for the community consistent with the Mayor's Housing Study

Note: Buildings shown are provided for illustrative purposes only in order to depict a development concept in compliance with proposed SP Bulk Standards and Regulations

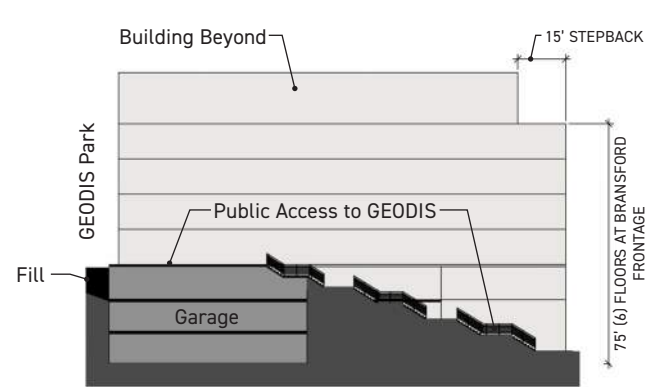
## Section A Looking East



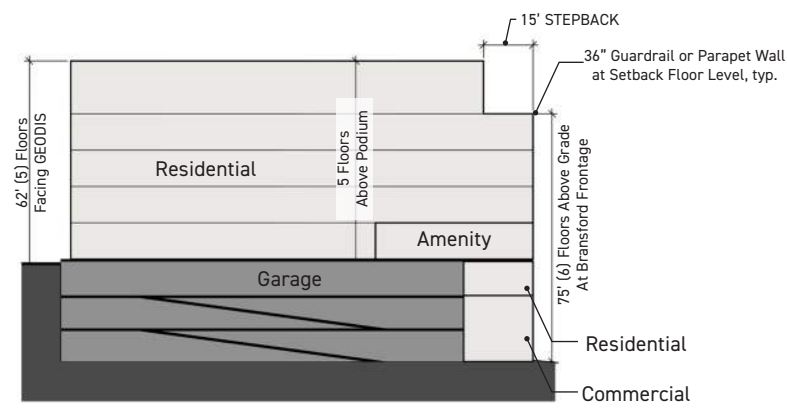
## Section B Looking North



Section C

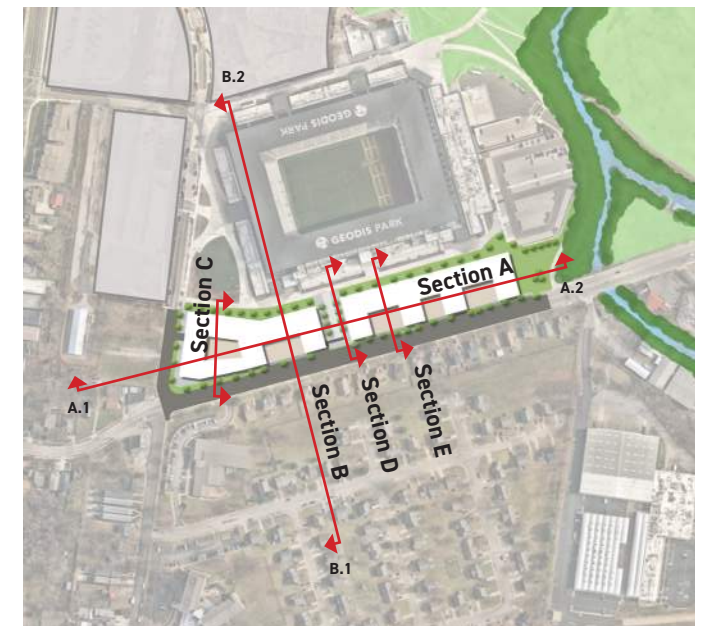


Section D



Section E

Note: Grading and construction easements required to place fill on Metro Gov't Fairgrounds property along property line to level grade between GEODIS Park and the development.





Regulations		
Site Area	4.22 Acres	
Uses	Per MUG-A Base Zoning	
FAR	4.0 (Excludes parking structure and liner area)	
ISR	1.0	
Maximum Height <sup>1</sup>	General - 6 stories within 90' Plaza Zone - 8 stories within 118'	
Building Setbacks	(Along public roadway frontages)	6 stories or less - 0' Buildings over 6 stories - 15' above 6th floor Buildings in the Plaza Zone - 0'
Build-to-Zone	80% within 10 feet, except corner of Bransford & Benton	
Side / Rear Setback	0'	
Glazing <sup>3</sup>	Residential	20% min.
	Commercial	50% Ground Floor 30% Upper Floors
Raised Foundations <sup>4</sup>	Residential	6" min. to 36" max.
	Residential Amenity	0" min. to 36" max.
	Commercial & Live/Work	0" min. to 36" max.
<ol style="list-style-type: none"> <li>Overall building height in feet shall be measured from building finished floor to the top of roof deck or eave of building with in required street build-to-zones; A maximum sky exposure plane of 1:1 (vertical to horiz.) shall be required for any provided sloped roof forms, rooftop mechanical equipment, stair bulkheads, rooftop amenities and internal parking structures; Parking Structure levels within the sky exposure plane may exceed the maximum # of stories within each district. Mezzanines shall not be considered a story for the purposes of calculating overall # of stories.</li> <li>80% of the front facade built to within 10 feet of public side-walk or open space; Access drives, open spaces, pedestrian passages, and dining areas are excluded from this calculation. Exceptions may be made by MPC staff for outdoor dining, plazas, open spaces, additional pedestrian facilities or other approved conditions.</li> <li>Minimum glazing requirements shall be required on building facades facing streets and publicly programmed open spaces. The first floor transparent glazing area calculation shall be measured from the finished grade at the setback to the finished floor elevation of the second floor, or to a height of sixteen feet, whichever is less. Upper floor glazing calculations shall be measured from floor to floor.</li> <li>With the exception of accessible units, visitable units, and topographically challenged units; challenging site topography may result in raised/lowered foundations at strategic locations. Screening is required when raised foundations exceed 36" along public streets and open spaces.</li> </ol>		

## Architectural Standards:

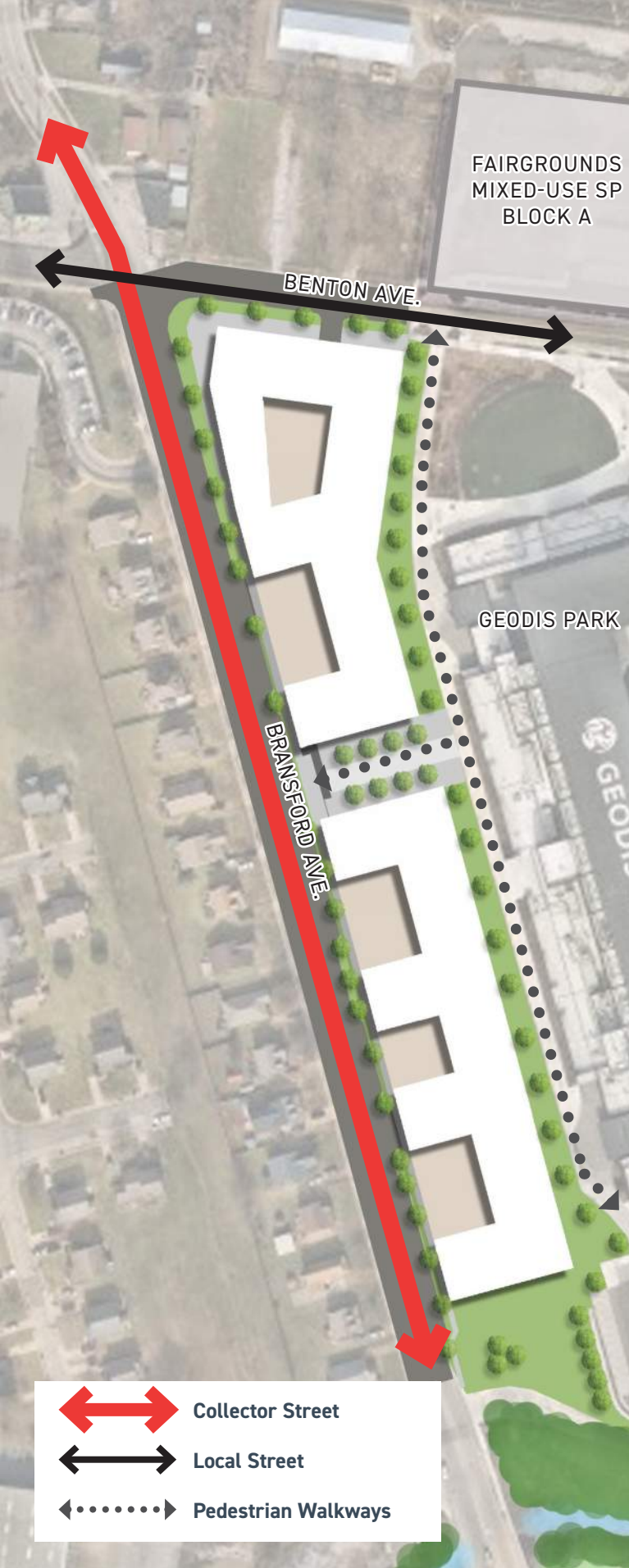
- Buildings shall provide a principal entry onto the street/sidewalk network or other public space to promote activity at the street level. Residential uses along the western GEODIS Park pedestrian promenade shall include stoops or articulation that engages the pedestrian environment.
- Active use priority zones as identified on the concept plan are priority locations required to be occupied by retail, restaurant, hotel, residential amenity, services, and live/work units, or other Metro Planning staff approved active uses. Overall, 65% of street frontage within the identified active use priority zone shall be occupied by active uses (excluding vehicular drives, garage entries, open spaces, setback and service and loading facilities where permitted).
- The building massing along Bransford Avenue shall provide for one 55-foot-wide opening above the second floor and/or parking structure for public access and park space between Bransford Avenue and the western GEODIS Park pedestrian promenade.
- Vinyl siding and untreated wood shall not be permitted.
- Refuse collection, recycling, and mechanical equipment shall be fully screened from public view by the combination of architectural cladding, walls, roll-up door, or landscaping.
- Windows shall be vertically oriented at a ratio of 1.5:1 or greater. Planning Staff may allow modifications to this standard for dormers, decorative windows, clerestory windows, egress windows, storefront windows, curtain walls and other special conditions.

## Plaza Zone:

The Plaza Zone is intended to promote higher density development that is strategically located near the western gateway to the GEODIS Park entry plaza along Benton Avenue and at the intersection of Benton Avenue and Bransford Avenue. The Plaza Zone occupies the full site depth and the length shall not exceed 350 feet from the intersection of Benton Avenue and Bransford Avenue.

## Landscape Standards

- The developer of this project shall comply with the requirements of the SP and adopted tree ordinance (Metro Code Chapter 17.24).
- Street trees shall be provided in 4' minimum grass strips or tree grates in hardscape. Street trees shall be irrigated and maintained by the owner along all streets and public open space areas at a minimum spacing average of 40 linear feet. All street trees placed within the ROW shall count towards required tree density units outlined in Metro Zoning Code 17.24.
- No buffer requirements of Metro Zoning Code 17.24 shall apply to the project site.



### Prohibited Uses

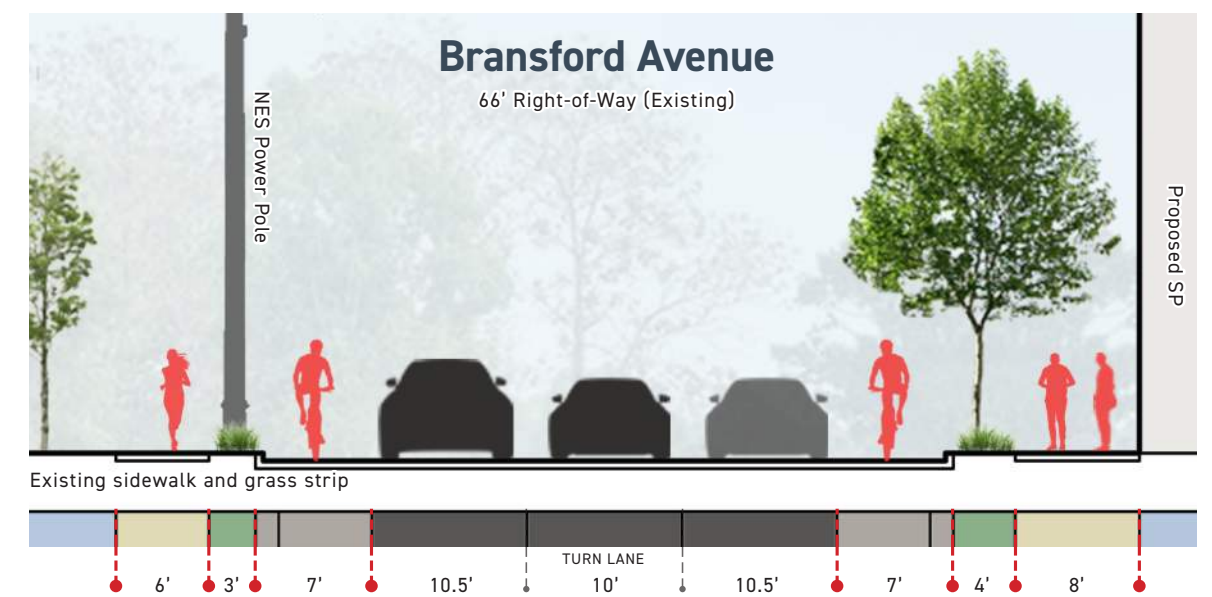
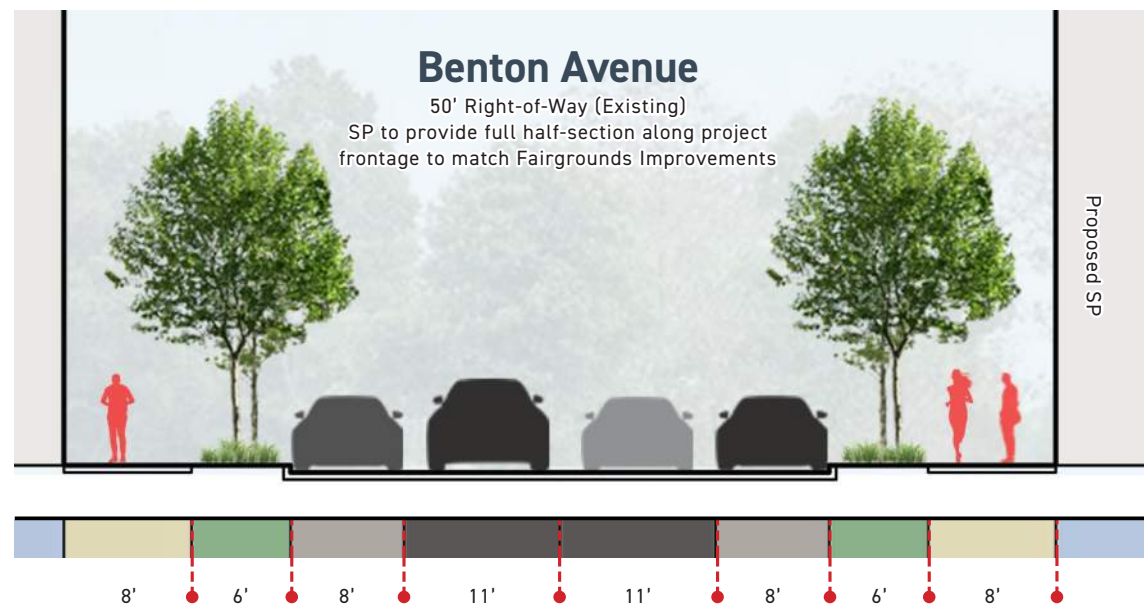
- Boarding House
- Owner-Occupied Short-Term Rental Property
- Non-Owner-Occupied Short-Term Rental Property
- Dormitory
- Fraternity/Sorority House
- Cash Advance
- Check Cashing
- Title Loan
- Medical Appliance Sales
- Outpatient Clinic
- Rehabilitation Services
- Auction House
- Automobile Convenience
- Automobile Service
- Beer and Cigarette Market
- Car Wash
- Funeral Home
- Mobile Storage Unit
- Pawnshop
- Helistop
- Waste-Water Treatment
- Water Treatment Plant
- Medical Waste
- Recycling Collection Center
- Country Club
- Cemetery

### Street Section Legend

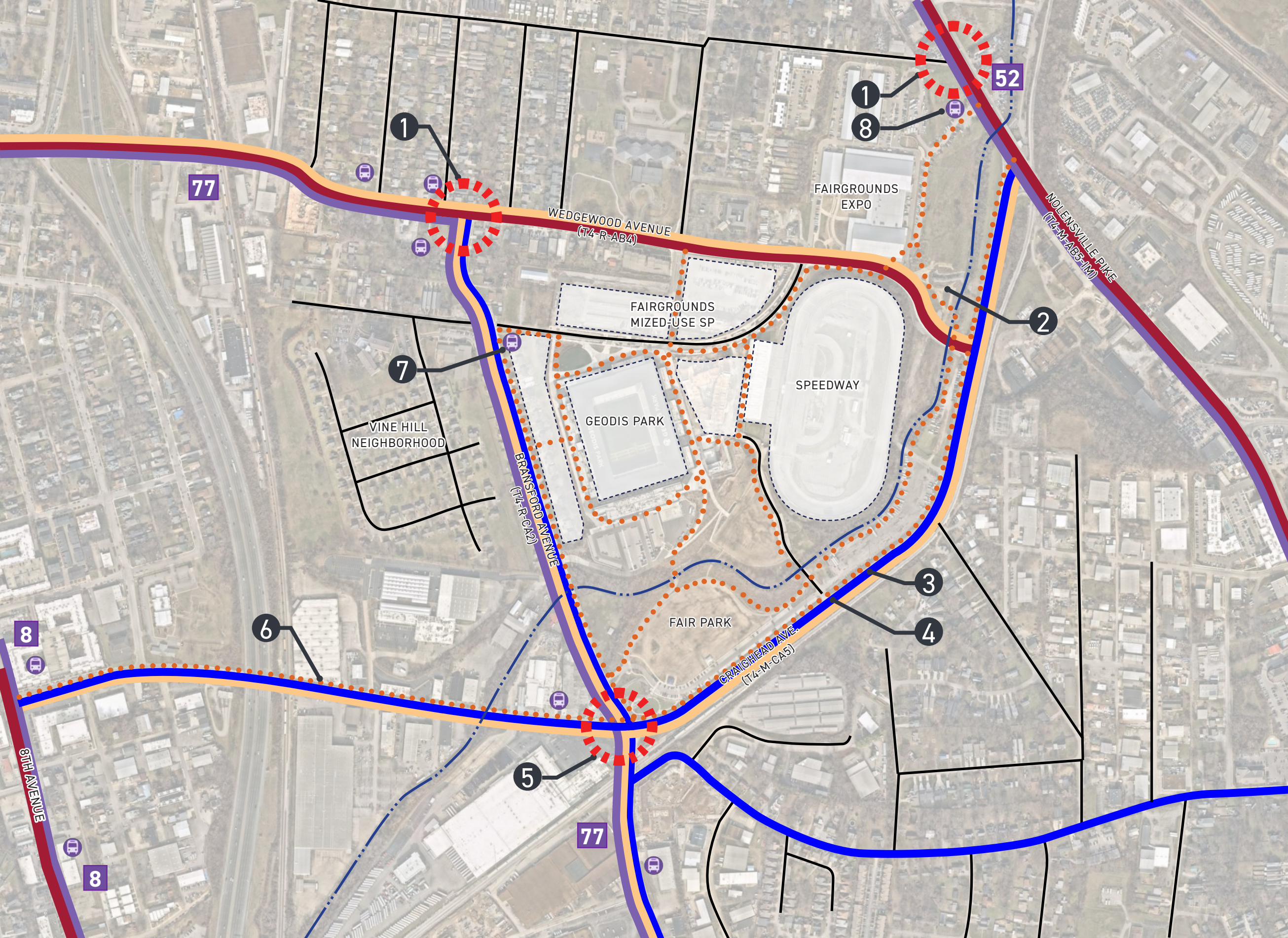
- Development Zone
- Vehicle Zone
- Pedestrian Zone
- Green Zone
- Parking / Bicycle Zone

### Access & Parking:

1. Parking structures (except entries) shall not front the Bransford Avenue and Benton Avenue frontages on the ground floor and shall be located behind ground floor uses lining the streets and open spaces.
2. Parking structures visible from the western GEODIS Park pedestrian promenade shall be screened with landscaping or architectural features.
3. Building loading and service areas located along Bransford Avenue and Benton Avenue shall be located internal to the building and screened behind roll-up garage doors.
4. Bicycle Parking will be provided per the Metro Zoning Code and additional bicycle parking locations will be provided in public open space areas and ROW furnishing zones to accommodate pedestrians arriving to the Fairgrounds campus during peak event times.
5. All parking regulations to meet UZO parking requirements and standards, with allowances to exceed UZO maximums to facilitate additional public parking for Fairgrounds Campus events
6. Collector-Avenues shall be constructed per the Major and Collector Street Plan Standards at the time of the application. Upon approval of Metro Planning, MCSP ROW widths may vary from current adopted conditions.
7. The project shall construct a half section for the right-of-ways depicted below along the frontages facing Bransford Avenue and Benton Avenue
8. Consult with Metro Planning to produce a Transportation Demand Management (TDM) plan and implementation strategy that includes transportation modal shift goals that reduce number of single occupancy vehicle (SOV) trips to and from the development. Complete plan and implementation agreement before issuance of Use and Occupancy permits.







### Street Network Legend

- Arterial Avenue
- Collector Avenue
- Local Street
- Bus Route
- 🚌 Bus Stop
- X Bus Route
- Bike Way
- Pedestrian Route

1. NDOT improvements to the intersection planned with Fairgrounds, Phase 2
2. Improvements to Fair Park and Browns Creek Greenway planned with Fairgrounds, Phase 2
3. NDOT improvements to sidewalks and ride-share infrastructure along Craighead Ave. planned with Fairgrounds, Phase 2
4. Road improvements to Fairgrounds Campus from Craighead Ave. planned with Fairgrounds, Phase 2
5. NDOT improvements planned to the intersection
6. Planned NDOT improvements to sidewalk and pedestrian infrastructure between 8th Ave. and Craighead Ave.
7. SP planned upgrades to WeGo route 77 bus stop
8. WeGo upgrades to route 52 bus stop

## Standard SP Notes

1. The purpose of this SP is to receive preliminary approval to permit the development of a 4.22-acre mixed-use development.
2. For any development standards, regulations, and requirements not specifically shown on the SP plan and/or included as a condition of Council approval, the property shall be subject to the standards, regulations, and requirements of MUG-A-NS as of the date of the application request or application.
3. Minor modifications to the Preliminary SP plan may be approved by the Planning Commission or its designee based upon final architectural, engineering, or site design and actual site conditions. All modifications shall be consistent with the principles and further the objectives of the approved plan. Modifications shall not be permitted, except through an ordinance approved by the Metro Council, that increase the permitted density or floor area, add uses otherwise permitted, eliminate specific conditions or requirements contained in the plan as adopted through this enacting ordinance.
4. Development is currently planned to be constructed in phases and will begin the planning and design stages for Final SP after the approval of the Preliminary SP by Metro Planning Commission.

## FEMA Note:

This property lies in an area designated as an area of minimal flood hazard according to Federal Emergency Management Agency Flood Insurance Rate Map Panel Number 47037C0244H, dated April 5, 2017.

## Nashville Department of Transportation Notes

1. The Final SP/building permit site plan shall depict the required public sidewalks, any required grass strip or frontage zone and the location of all existing and proposed vertical obstructions within the required sidewalk and grass strip or frontage zone. Prior to the issuance of use and occupancy permits, existing vertical obstructions shall be relocated outside of the required sidewalks. Vertical obstructions are only permitted within the required grass strip or frontage zone.
2. Any required right-of-way within the project site that is identified as necessary to meet the adopted roadway plans shall be dedicated or provided through appropriate easements.
3. Developer will ensure bike lanes are continuous through intersections.
4. The developers final construction drawings shall comply with the design regulations established by NDOT, in effect at the time of the approval of

the preliminary development plan or final development plan or building permit, as applicable. Final design may vary based on field conditions.

5. All construction within the right-of-way shall comply with ADA and NDOT Standards and Specifications.
6. If sidewalks are required, then they should be shown on the plans per the MCSP and NDOT Standards and Specifications.
7. Submit copy of right-of-way dedications prior to building permit sign off.
8. Primary access to the site shall be from Bransford Avenue and Benton Avenue.
9. An appropriately sized dumpster and recycling container(s) shall be provided on site by a private hauler.

## Fire Marshall Notes:

1. New commercial developments shall be protected by a fire hydrant that complies with the 2006 edition of NFPA 1, Table H.
2. No part of any building shall be more than 500 feet from a fire hydrant via a hard surface road. Metro Ordinance 095-1541, Section 1568.020 B.
3. All fire department access roads shall be 20 feet minimum width and shall have an unobstructed vertical clearance of 13.5 feet.
4. All dead-end roads over 150 feet in length require a 100-foot diameter turnaround, this include temporary turnarounds.
5. Temporary T-type turnarounds that last no more than one year shall be approved by the Fire Marshall's office.
6. If more than three stories above grade, Class I standpipe system shall be installed.
7. If more than one story below grade, Class I standpipe system shall be installed.
8. When a bridge is required to be used as part of a fire department access road, it shall be constructed and maintained in accordance with nationally recognized standards.
9. A fire hydrant shall be provided within 100 feet of the fire department connection.
10. Fire hydrants shall be in service before any combustible material is brought on site.

## NES Notes:

1. Where feasible, the development will be served with underground power and pad-mounted transformers.
2. New facilities will not be allowed to sit in or to pass through retention areas, including rain gardens, bioretention areas, bioswales, and the like. This includes primary duct between pad mounted transformer equipment, as well as service duct to a meter.

## Stormwater Notes:

1. Any excavation, fill, or disturbance of the existing ground elevation must be done in accordance with Stormwater Management Ordinance No. 78-840 and approved by the Metro Water Services.
2. Metro Water Services shall be provided with sufficient and unencumbered ingress and egress at all times in order to maintain, repair, replace, and inspect any stormwater facilities within the property.
3. Size driveway culverts per the design criteria set forth by the Metro Stormwater Management Manual (minimum driveway culvert in Metro right-of-way is 15 inch RCP).
4. Project intent is to be redeveloped per the requirements of Volume 5 (LID) of the Stormwater Manual. Detention will be provided or post development runoff will be less than predevelopment runoff due to LID implementation.

## Federal Compliance:

All development within the boundaries of this plan will meet the requirements of the Americans with Disabilities Act and the Fair Housing Act.