

**TRANSPORTATION DEMAND MANAGEMENT PLAN  
2612 SOUTH ENGLISH STATION ROAD  
DOCKET # 21-ZONE-0095**

**I. Introduction**

The following Transportation Demand Management Plan (the “Plan”) is hereby submitted in connection with a proposed adaptive reuse of existing horse barn structures (including the 4 board horse fence) for a salvage/home emporium retail goods business and garden center.

**II. The Site**

The site is a 24 acre tract located south of the “T-intersection” of South English Station Road and Echo Trail (both secondary collector roadways) surrounded by largely vacant residential zoned tracts and Beckley Creek Park to the north and west and by a large residentially zoned tract and multiple industrially zoned pre-plan certain tracts to the south and to the east (See attached *LOJIC* map as **Exhibit A**).

The existing horse barn structures to be adaptively reused are located adjacent to the northern boundary on approximately 6.89 acres and the balance of the 24-acre site will remain in its current undeveloped state and will retain its existing RR (rural residential) zoning classification. One access point is proposed from South English Station Road to the site at the Echo Trail intersection.(See **Exhibit B**).

**III. Site Parking**

**A. Parking Spaces**

The Applicant has attempted to limit the number of parking spaces as much as possible for both the Floyds Fork Development Review Overlay (“FFDRO”) and based on anticipated usage. This is being accomplished through two different LDC sections providing for 20% credits on the required number of parking spaces resulting in the reduction of 66 spaces (from 166 spaces down to 100 spaces) through meeting the green site design criteria and excess tree canopy. Kelli Jones with Sabak Wilson has revised the development plan to reduce the impervious surface by 8,874 square feet through the removal of the 28 parking spaces. Per LDC 9.1.3.G, the construction of the parking in this area will be deferred and only constructed if a demonstrated need for the parking occurs in the future (which the applicant is sure will not be needed). If the deferral is approved,

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this will further reduce the number of code required parking spaces initially constructed down from 166 spaces to 72 spaces initially proposed. (See **Exhibit C**).

**B. Employee and Customer Parking**

The anticipated employee count will be 25 on the payroll. During the weekday business hours, the employee count will be 12 to 15 and on weekends the employee count will be 20. The anticipated customer count will be 30 cars on the weekends and cycling every 45 to 50 minutes. On weekdays, the customer count will be approximately 15 cars at any given time.

Data relating to customer parking at three other store locations (Huntsville, Alabama; Greenville, South Carolina; and Knoxville, Tennessee) is for the period February 6, 2022 to April 3, 2022 is attached hereto as **Exhibit D**. As may be expected, Saturdays have the most traffic during the 9 a.m. to 6 p.m. store hours. The busiest store in Knoxville has weekday averages between 52 to 68 car and weekend averages between 68 to 124 cars. Huntsville has weekday averages between 35 to 50 and weekend averages between 58 and 90 cars. Greenville has weekday averages between 28 to 43 cars and weekend averages between 59 to 77 cars. The Greenville store is the most similar to that proposed as it also has approximately the same amount of space devoted to retail sales area and storage. Therefor the Greenville store is the best comparison and indicates the parking as proposed will be adequate. The proposed development plan also provides for three times the required bicycle parking in anticipation of the use of the connecting multi-use trail.

**C. Truck Access**

One entrance is proposed for the prior horse riding business. After the initial stocking of the facility, it is anticipated that there will only be three trucks a week (or less) in and out of the site. This will be significantly less than the number of horse trailers that previously used that entrance. The applicant's trucks are likely to arrive in the evening and leave in the morning. Because the trucks will be coming from the warehouse in Tennessee, store personnel will know when the trucks are scheduled to arrive so they can be prepared to implement any agreed upon safety measures prior to their arrival.

**IV. Floyds Fork Protection**

In response to issues raised by The Parklands, the Plan addresses the concern of additional impervious surface being created resulting in the potential for increased runoff to Floyds Fork. As previously stated, the property currently does not have a detention and water management system, which along with the potential for horse manure entering the stream, creates negative impacts on Floyds.

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Fork. The new use with controlled drainage and full compliance with the MS4 water quality standards will result in a significant increase in water quality compared to a new owner simply wishing to continue to use the Subject Property in the same manner as it historically has been. Further, in addition to installing a detention and water management system, the applicant will commit by binding element to provide 50% excess capacity in the detention basin to ensure the runoff isn't worse and also to make a significant improvement.

The applicant has also revised the development plan to convert a portion of the Storage Yard area behind the existing building from asphalt to grass (as shown on **Exhibit A**), resulting in the reduction of another 10,493 square feet of impervious surface.

The proposed use of the Subject Property will fit very well with the rural character of the area and will be less impactful than the prior horse riding business operated on the Subject Property. Of all the potential Comprehensive Plan 2040 impacts to address, we believe that the location of the Subject Property in the Floyds Fork Development Review Overlay ("FFDRO") causes the protection of Floyds Fork to be at the top of the list and have attempted to treat it as such. The prior horse riding business, allowed under the existing RR zoning, had outdoor riding areas, etc., stable horses, etc. with no detention or storm water management system. This is because not only was the storm water not detained in any manner, but it was also not treated prior to runoff, ultimately entering the creek (the Subject Property as developed does not satisfy the MS4 water quality standards that are proposed as part of the redevelopment of this site).

Additionally, the proposed plan integrates the multi-use trail system which provides multi-modal access to the site and completes another portion of the trail to enhance access to the park system.

## **V. Conclusion**

This adaptive reuse of the site vastly improves the current impacts of the site on Floyds Fork. The reduced parking is consistent with the experience of this use at other locations, which facilitates reducing pervious surfaces.

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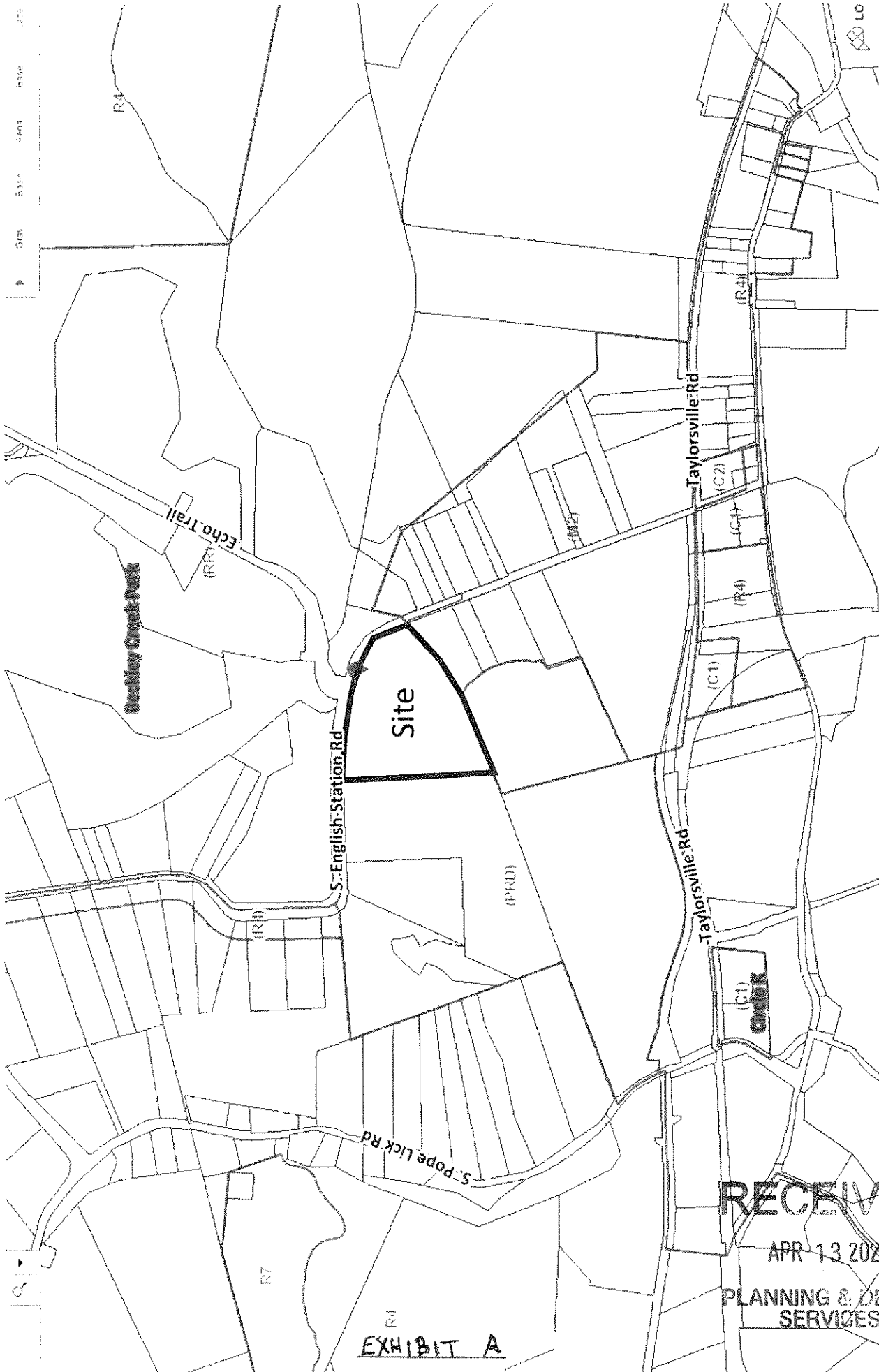


EXHIBIT A

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