



ALCOA WEST MASTER PLAN

HISTORY & BACKGROUND

HISTORY

As the site of the former Alcoa, Inc. West Plant, this once industrially used property is well positioned as one of the state's premier locations with redevelopment potential for commerce at a regional scale. The City of Alcoa in fact has long envisioned this property as a unique opportunity to establish a new commercial and civic hub, with residential opportunities, as part of an area designated for more compact mixed-use development activities (i.e., primary city center or downtown concept). Historically, the former plant opened in 1920 for aluminum fabrication. It operated for decades before being decommissioned in 1989 and later demolished in the early '90s. Despite almost a century of industrial use, the site has only minor environmental concerns affecting reuses. From an industrial plant built on farm land, the site reemerges as Springbrook Farm. The Springbrook Farm vision is that of a major new development to be anchored by a new farm-to-table local producer concept and abundant green space, connected to a centralized mixed use city center.

The site is adjacent to two major north/south corridors, Alcoa Highway (State Route 115/US 129) and North Hall Road (State Route 35), and (as part of TDOT's plans for the new Alcoa Parkway/Alcoa Highway Re-located) is to have direct future access to nearby McGhee Tyson Airport. The site is edged by both the Springbrook and East Hall neighborhoods, which are neighborhoods of significance to the city's company town roots, as well as quality commercial/office within Springbrook Corporate Center. A portion of the site has already been developed for the new Alcoa High School. This state of the art school, which has an architectural theme borrowing from the City's past school buildings, opened in the fall of 2015 and is prominently positioned for future roadway improvements. All K-12 City schools are in close proximity to this site, within a campus-like setting. Open space, parks and recreational trails are also features nearby, with additional trails planned to and around the schools. These existing trails are connected to the widely renowned joint Alcoa-Maryville network, which follows Pistol Creek. Pistol Creek, a tributary of the Little River, is also an adjacent feature of this site. Over approximately 265 acres make up the general site area for development and open space opportunities.

In September of 2014, the site was the focus for an in-depth workshop held by national experts with Smart Growth America (SGA). One of the outcomes was the benefits of detailed master planning and the need for an updated plan of the former Alcoa West Plant site. Following SGA's visit, a City goal was to commission the development of a master/vision plan for this site. Although conceptual plans had been prepared in the past, those plans never materialized. Two planned roadways, one of which is under construction, have now given rise for development of a guiding plan. The City of Alcoa has also taken on a larger role in the development, partnering with the developer, and is responsible for construction of these two roadways and the associated utility infrastructure. Construction started on Tesla Boulevard this past April, and it is anticipated to be completed by this upcoming spring of 2018. The roadway was previously referred to as the Local Interstate Connector (LIC) and follows the property's major highway frontages. The other, an extension of Associates Boulevard, is currently under design and is planned for construction late this upcoming spring or early summer of 2018. This extension will

proceed northeast to serve as a main road frontage for the new Alcoa High School and incorporate additional improvements as it intersects with Springbrook Road.

THE TASK

The City of Alcoa's vision for this master/vision plan was to create a primary city center or downtown concept on this site to be reliant on a functional transportation network and the coordination of outlying land uses. The objective to developing the plan was to make correlations between the site's broader transportation network and land uses, and this downtown concept to achieve positive synergies. Further, transit opportunities were also to be accessed for future local and regional type services. Details were to primarily focus on identifying a portion(s) of the site for mixed use redevelopment opportunities (i.e., commercial retail, office, residential and open space), facilitating the growth of this primary city center or downtown concept. To support and enhance this concept, other considerations included designating areas for sole commercial, residential and open space uses. Particular attention was also to be placed on residential and open space opportunities along Mills Street, thereby maintaining a residential component at the edge of the Springbrook neighborhood, and to provide a transitional land use buffer for commercial activity to occur beyond.

The development and support of the master/vision plan for this site consisted of a consortium of partnering organizations that included the City of Alcoa, the Knoxville Regional Transportation Planning Organization (TPO), Resight, Inc., Arconic (formerly Alcoa, Inc.), the United States Department of Transportation/Federal Transit Administration (USDOT/FTA) and the Tennessee Department of Transportation (TDOT). This project is funded under an agreement with the Federal Transit Administration and the Tennessee Department of Transportation. The USDOT/FTA and TDOT provided funding for this plan, as part of a grant match cost share with the City of Alcoa.

DEVELOPMENT OF PLAN

The master/vision plan development was overseen by the City of Alcoa Planning Division of the Planning and Codes Department. A main point stressed before the consultant team was that the plan be flexible and should serve as a vision to guide redevelopment of the site. In addition to development of the master/vision plan by the lead consultant team of Kiser + Vogrin Design and Volkert, Inc. of Franklin, TN, an advisory group was formed to assist in providing technical level expertise. This local group represented the city's planning, engineering, electric and administrative management staff, the developer and the developer's real estate brokering representatives, as well as transportation planning staff of the TPO. As past community planning exercises had taken place over the years, this planning effort recognized that the site was at stage of development where technical level expertise would be paramount.

A public open house was held on September 28, 2017 at the Alcoa Service Center to view and discuss the master/vision plan at a preliminary level. The turnout was large, with an estimated 230 plus individuals in attendance. The plan was received well by the public, which was overwhelming validated verbally and by receipt of written comments. A second and third opportunity for public viewing and

discussion was provided to the public during the Alcoa Municipal/Regional Planning Commission's regularly scheduled meeting on November 16, 2017 and during a rescheduled meeting of the Alcoa Board of Commissioners on November 20, 2017. The lead consultant team presented the final version of the master/vision plan on November 16th. The presentation was followed by a public hearing for comment, with the planning commission adopting unanimously a resolution in support of the plan. On November 20th, the Alcoa Board of Commissioners held a public hearing for comment. This public hearing was also followed by an unanimous adoption of a resolution in support of the final version of the plan.

The master/vision plan reflects an urban design, reliant on a functional transportation network, which incorporates a broad spectrum of land uses that are in close physical proximity and complement each other. In addition to a large open space park area to be surrounded by mixed use development, which will also connect to Springbrook Park via sidewalks and greenway trails, particular attention was placed on residential and open space opportunities along Mills Street to provide a transitional land use buffer for commercial activity to occur beyond. One particular goal of the master plan visioning process was to highlight pedestrian access of the site or overall community walkability, including providing for opportunities to incorporate future transit service destinations. Given the site's connectivity to the airport, and access to the existing and planned major north/south corridors referenced earlier, it is anticipated that the site could function in the future as a significant transportation hub. The master/vision plan street, sidewalk and greenway connections will also allow enhanced multimodal access to the adjacent neighborhoods.

A notable feature of the master/vision plan is that it includes an urban farm concept. From an industrial plant built on farm land, as previously pointed out, this reintroduction of farming to the site supports the growing farm-to-table movement and provides an opportunity to even incorporate a farmers' market nearby. This farming component is intended to increase overall sustainability of the site and acts in concert with the premiere integration of its greenway and abundant open space connectivity mentioned earlier by way of a Springbrook Park expansion, which has contributed to the developments emergent namesake as Springbrook Farm. As this site develops, high quality design will be important. Designers shall incorporate notable architecture accents and broader features in their overall building design, providing for compatibility with surrounding structures and thematic expression. Visual cues may include the combined use of brick, corncing and arch work found in many of the City of Alcoa's past and present institutional buildings, which nod subtly to the historical role of Alcoa, Inc. (now Arconic). Stacked stone, trellises, tapered columns and other rustic accents found in public spaces of Mississippi Place are other visual cues to consider. The site, surrounding area, and City in general does have a unique history that should be told. The public realm provides opportunities for telling this story. It should be noted that the City also has certain historical elements from past buildings that should be incorporated into parks and plazas. Beyond this project, the development of detailed design guidelines should be a next step to ensure the overall vision is implemented.

The following graphics depict the vision to implement this guiding plan.



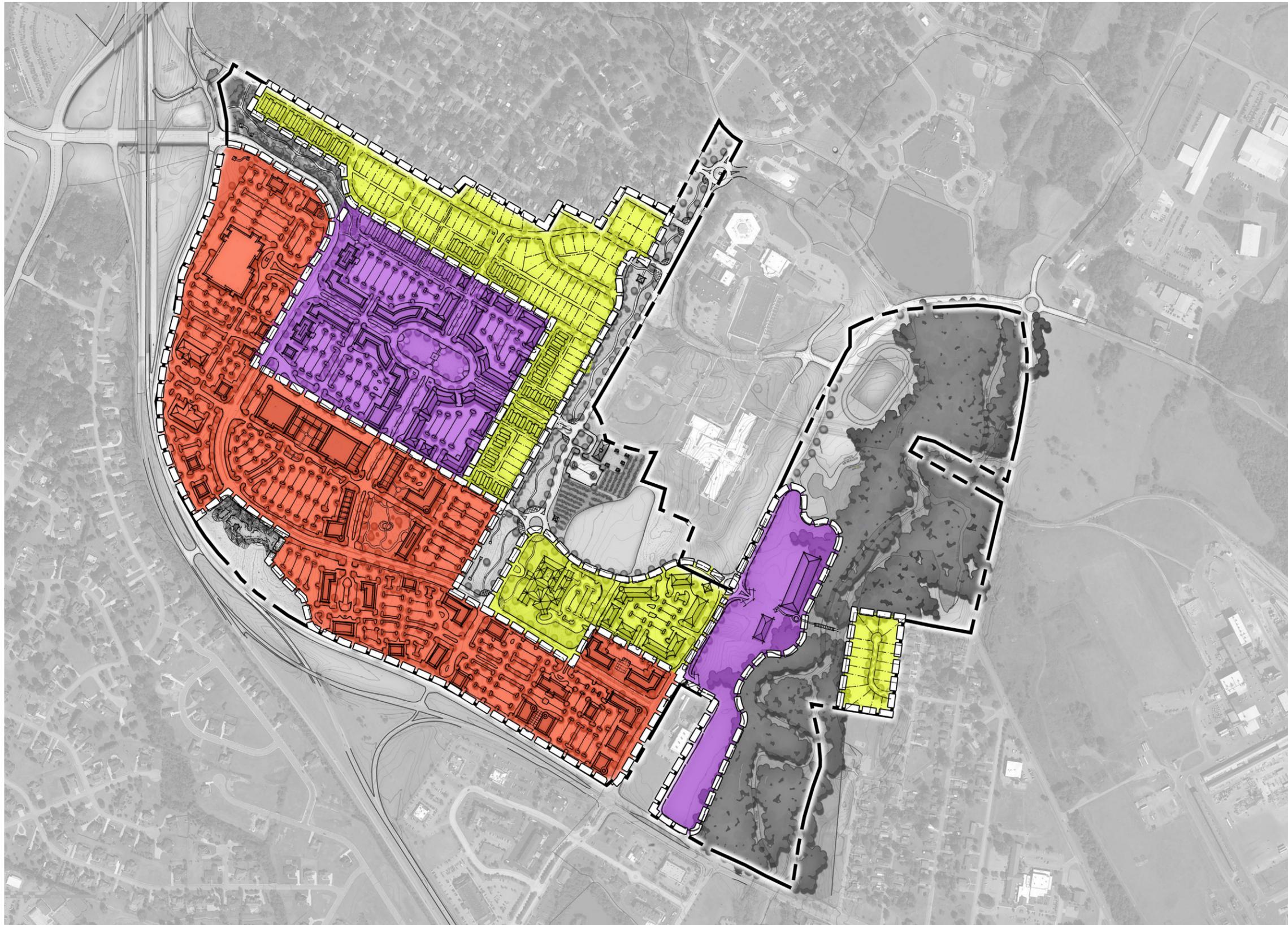


KEY

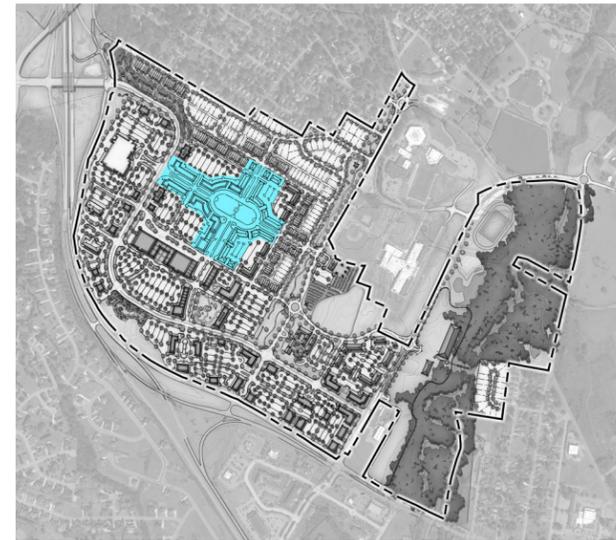
	RETAIL ± 387,000 SF
	OFFICE ± 200,000 SF
	HOTEL ± 530 KEYS
	MIXED USE RETAIL W/ RESIDENTIAL OR OFFICE ABOVE RETAIL ± 135,000 SF MULTIFAMILY ± 280 D.U.
	ENTERTAINMENT DISTRICT ± 17.5 AC
	SINGLE FAMILY LOTS ± 111 LOTS
	TOWNHOMES ± 110 UNITS
	MULTI-FAMILY UNITS ± 700 UNITS
	SENIOR-LIVING UNITS ± 200 UNITS
	GREENWAY / MULTI USE TRAIL
	ALCOA-MARYVILLE GREENWAY "MAIN SPINE"

KEY

①	ENTRY MONUMENT SIGNS
②	HOTEL CONFERENCE CENTER
③	DETENTION POND
④	VILLAGE / MARKET GREEN
⑤	PARK SQUARE
⑥	GREENWAY TRAIL HEAD
⑦	GREENWAY / MULTI USE TRAIL / LINEAR PARK
⑧	FARMERS MARKET
⑨	COMMUNITY FARM
⑩	COMMUNITY FARM / OPEN SPACE
⑪	BRICKWORKS - ADAPTIVE REUSE
⑫	FARMERS MARKET - ADAPTIVE REUSE
⑬	PISTOL CREEK
⑭	ALCOA-MARYVILLE GREENWAY / MULTI USE TRAIL "MAIN SPINE"
⑮	MULTI-PURPOSE FIELD
⑯	ALCOA HIGH SCHOOL
⑰	ALCOA MIDDLE SCHOOL
⑱	ALCOA ELEMENTARY SCHOOL
⑲	SPRINGBROOK POOL
⑳	DUCK POND



KEY	
	RESIDENTIAL
	MIXED USE
	COMMERCIAL



TOWN CENTER



5 SPRINGBROOK FARM MASTER/VISION PLAN FOR ALCOA WEST PLANT REDEVELOPMENT
PRECEDENT IMAGERY



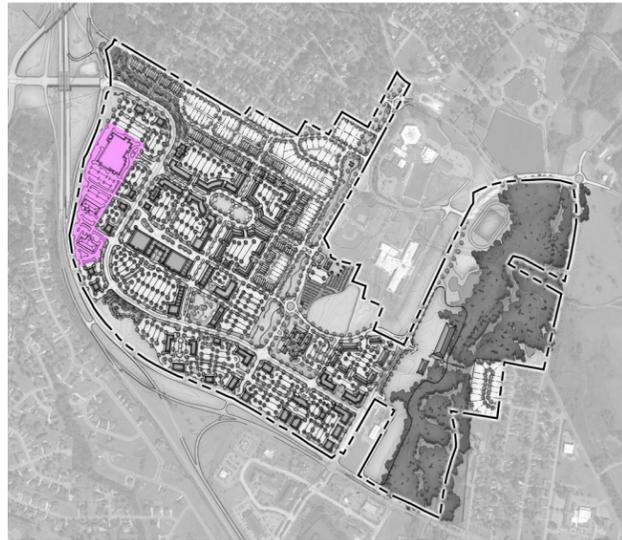
COMMERCIAL CENTER





TESLA BLVD.
COMMERICAL





HOTELS





OFFICE

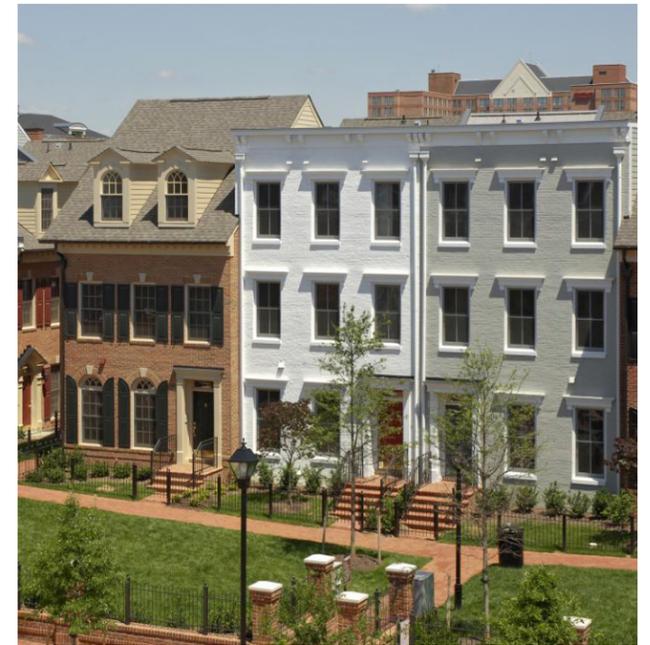




SINGLE FAMILY HOMES



10 SPRINGBROOK FARM MASTER/VISION PLAN FOR ALCOA WEST PLANT REDEVELOPMENT PRECEDENT IMAGERY



TOWNHOMES



SPRINGBROOK FARM MASTER/VISION PLAN FOR ALCOA WEST PLANT REDEVELOPMENT
PRECEDENT IMAGERY



MULTI-FAMILY HOMES





SENIOR LIVING



13 SPRINGBROOK FARM MASTER/VISION PLAN FOR ALCOA WEST PLANT REDEVELOPMENT PRECEDENT IMAGERY

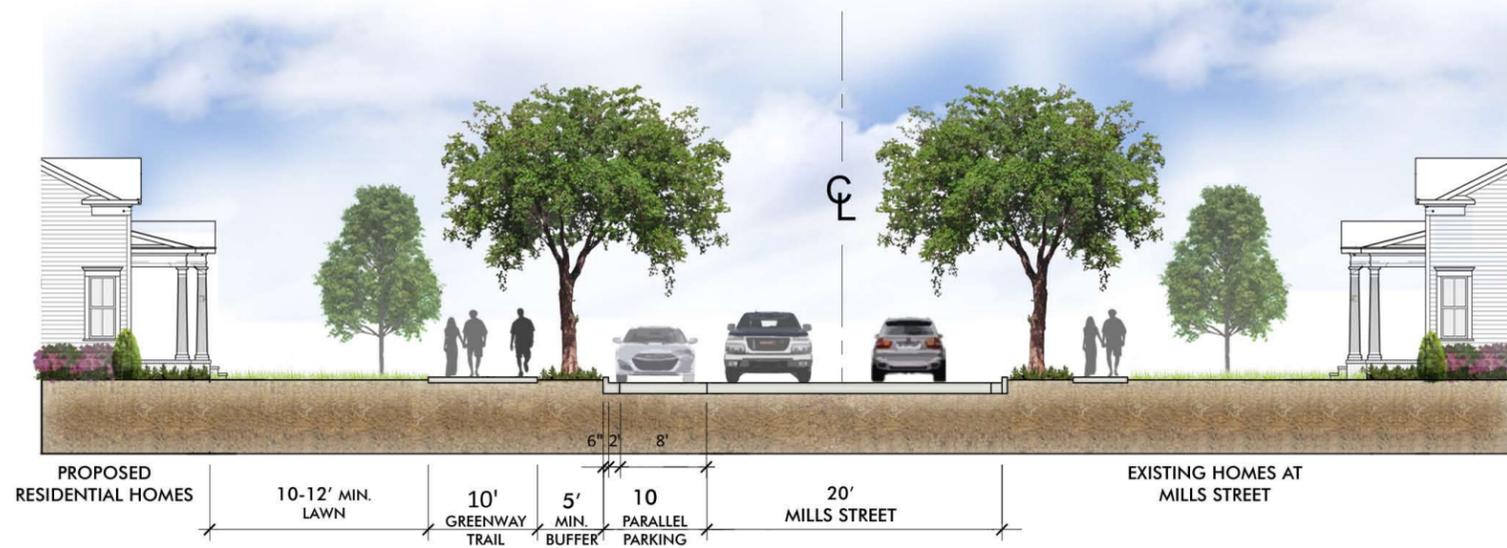


COMMUNITY GARDEN/FARMERS MARKET

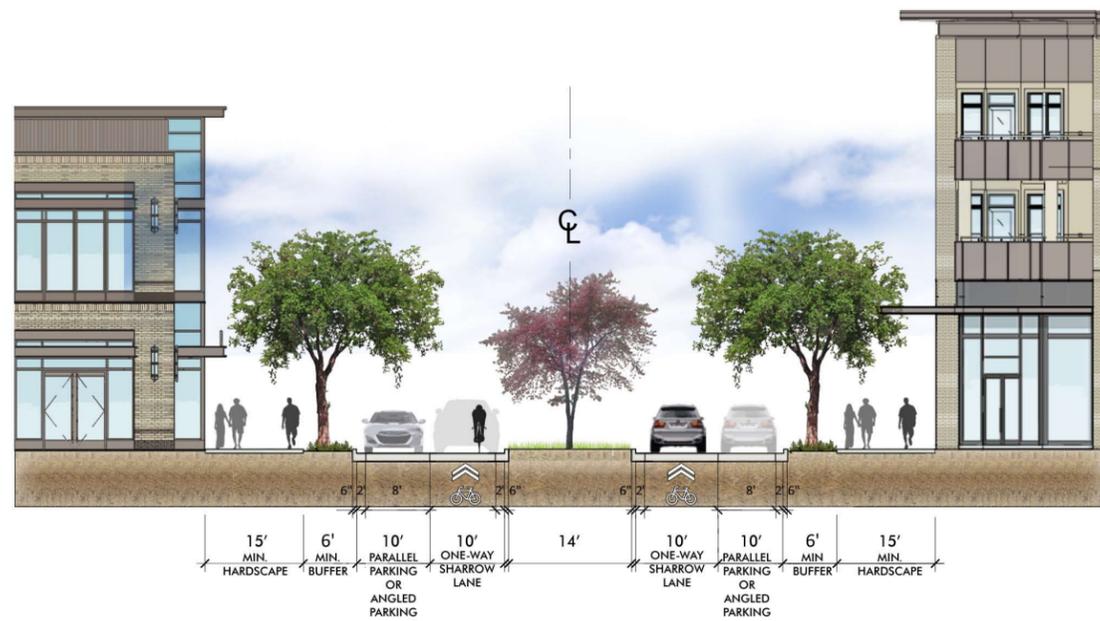




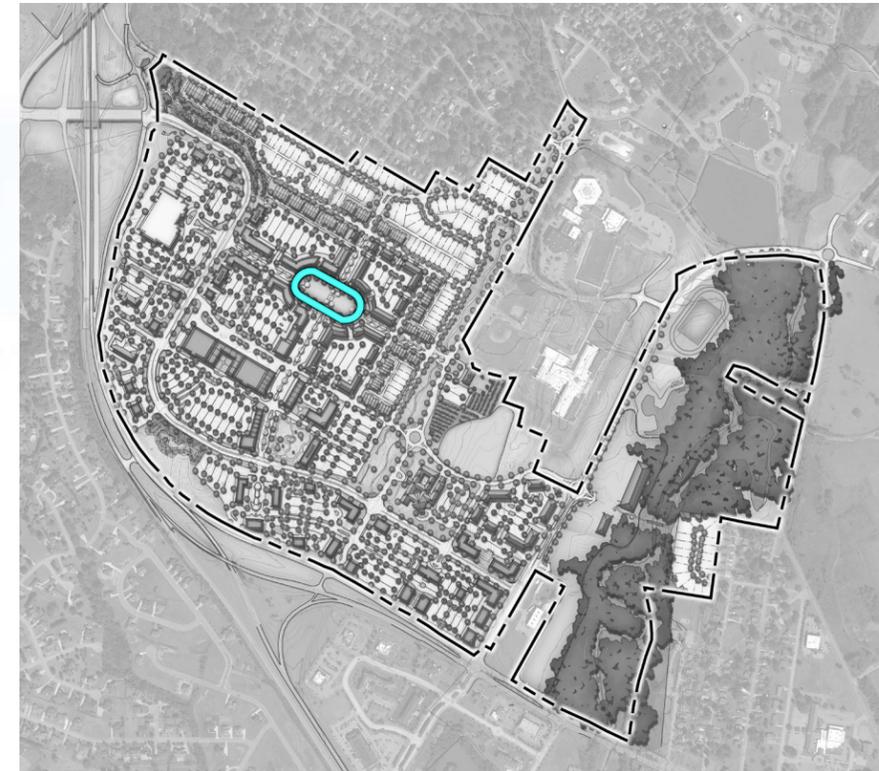
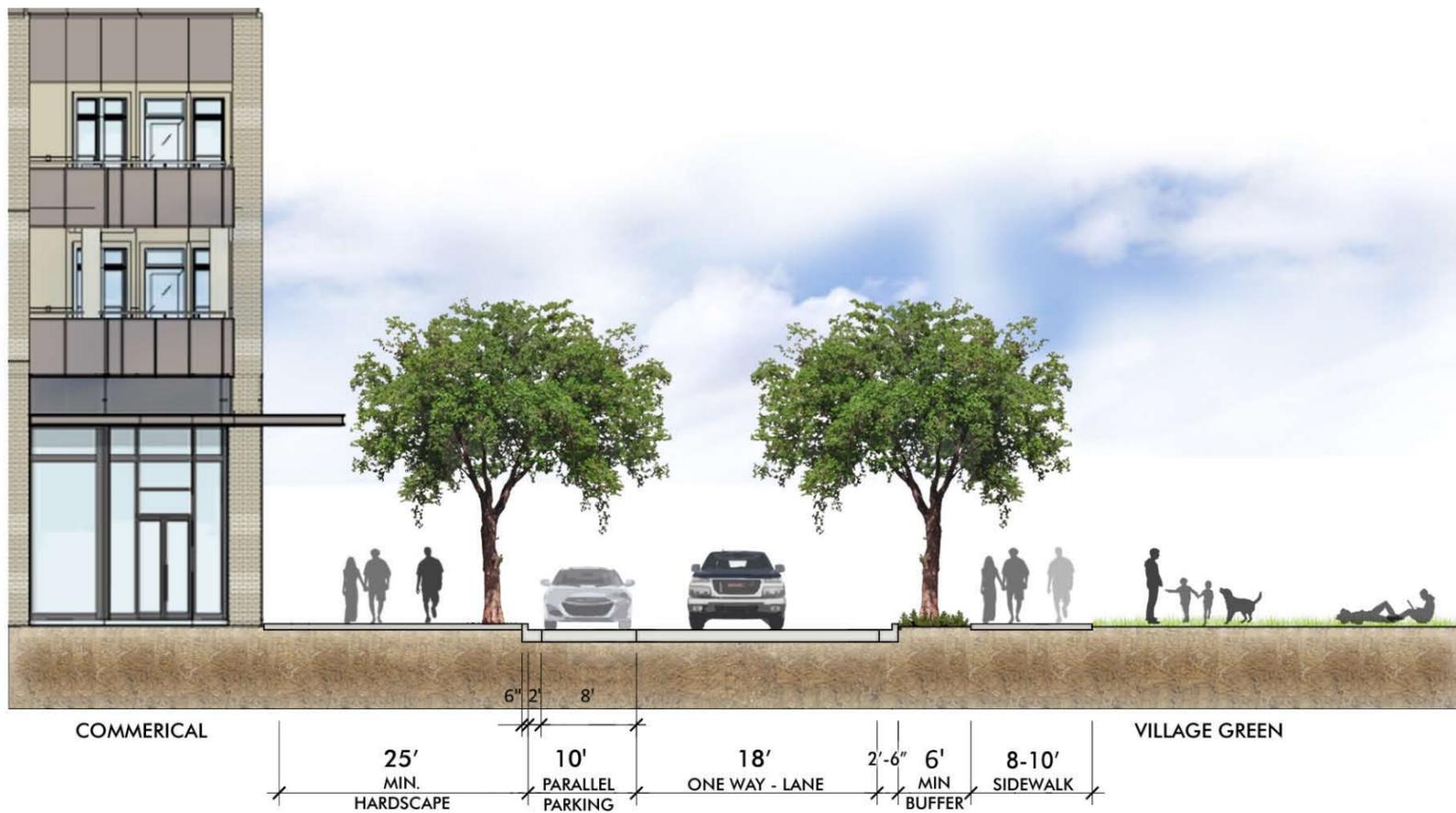
KEY	
	MILLS STREET PARKING AND TRAILS IMPROVEMENTS
	TOWN CENTER BOULEVARD
	VILLAGE GREEN PARKING
	COMMERCIAL FRONTAGE STREET
	LOCAL ROAD WITH PARALLEL PARKING
	LOCAL ROAD (YEILD STREET)
	MINOR RESIDENTIAL ALLEY TWO-WAY



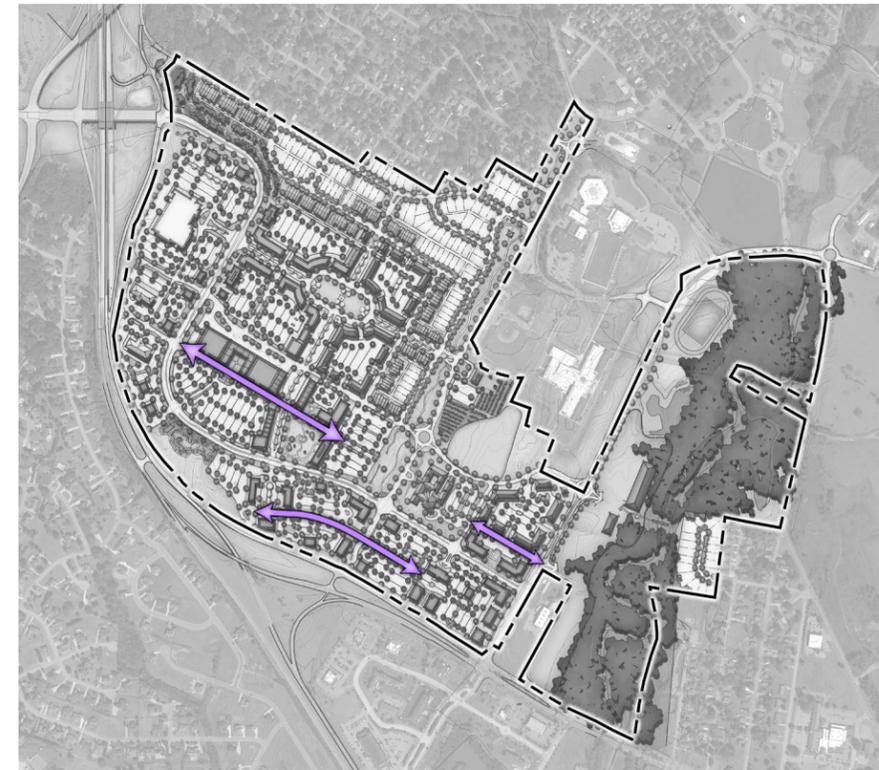
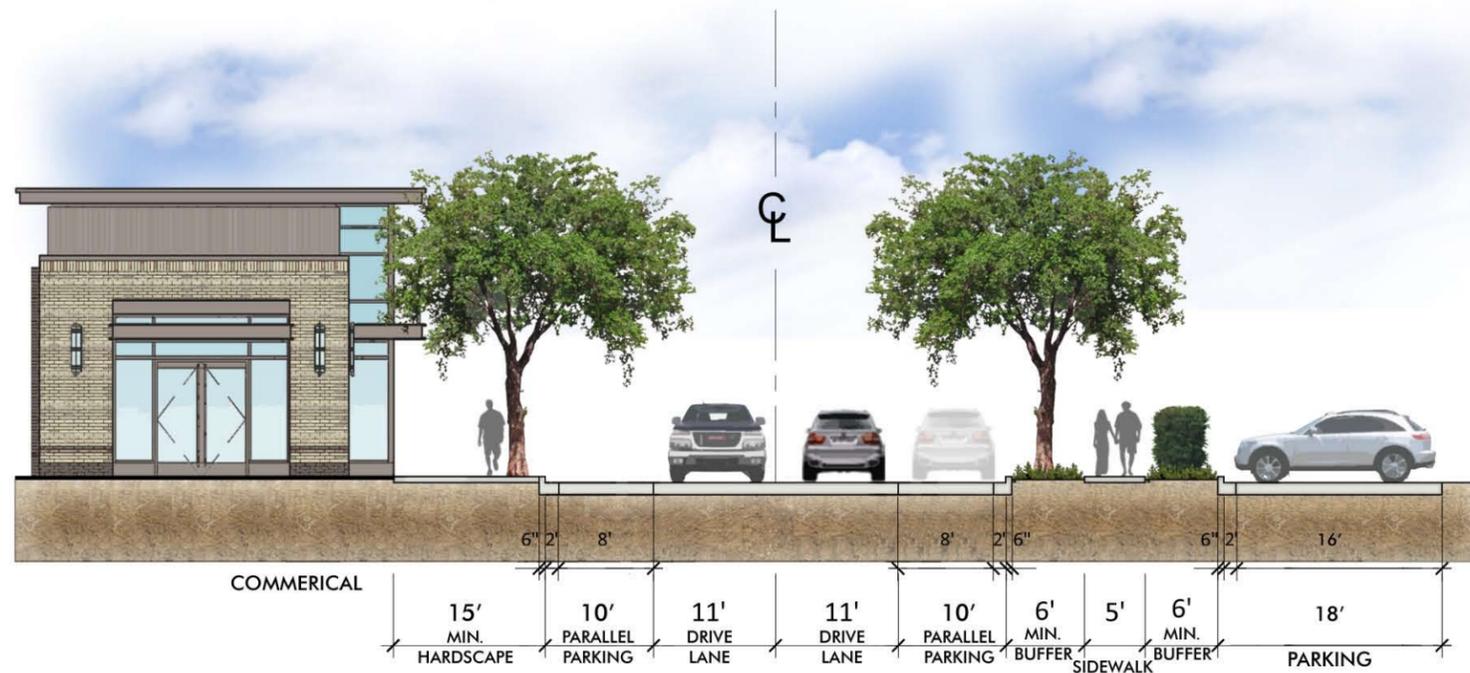
MILL STREET PARKING & TRAIL IMPROVEMENTS



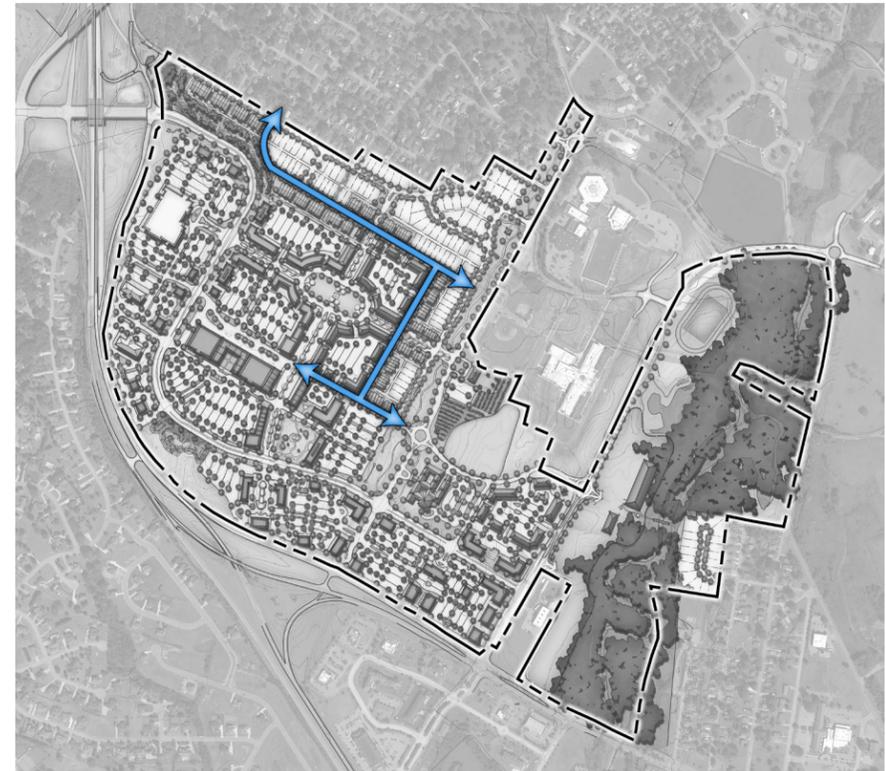
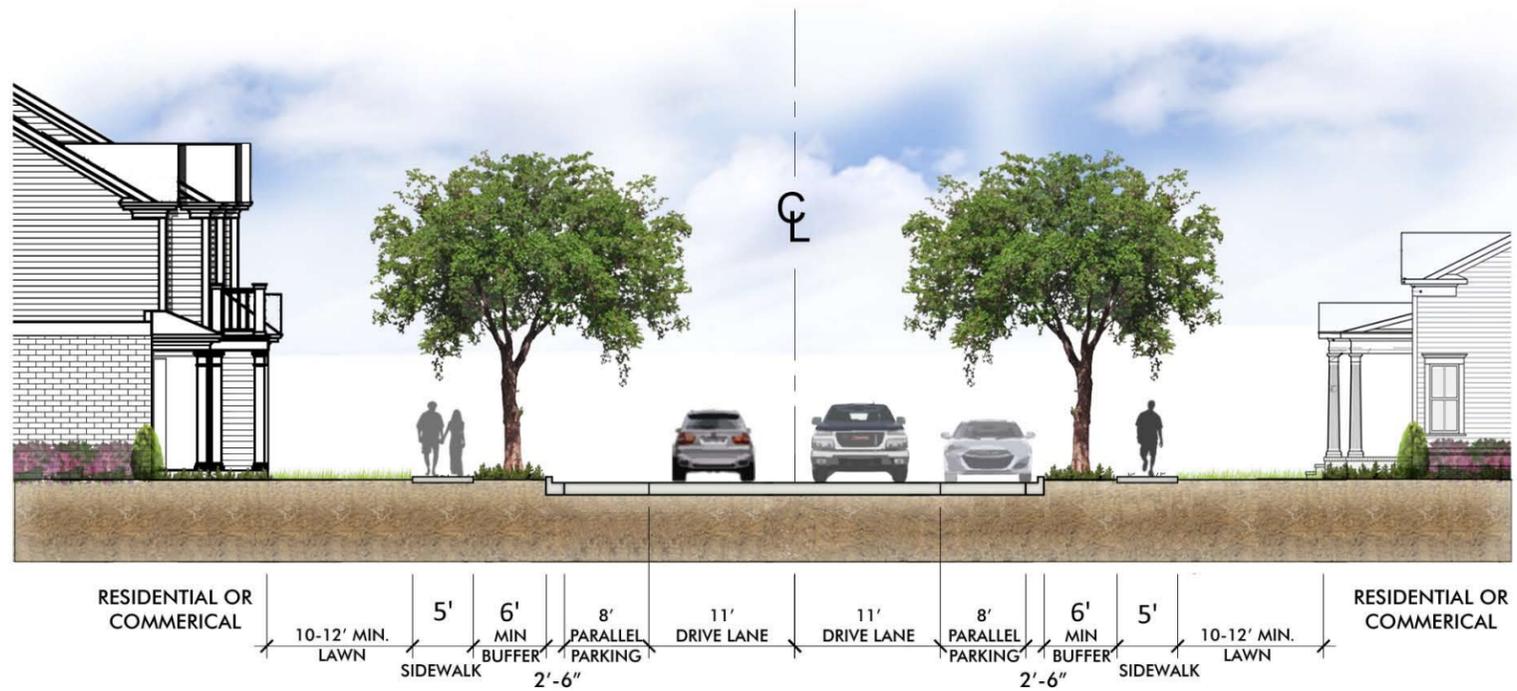
TOWN CENTER BOULEVARD



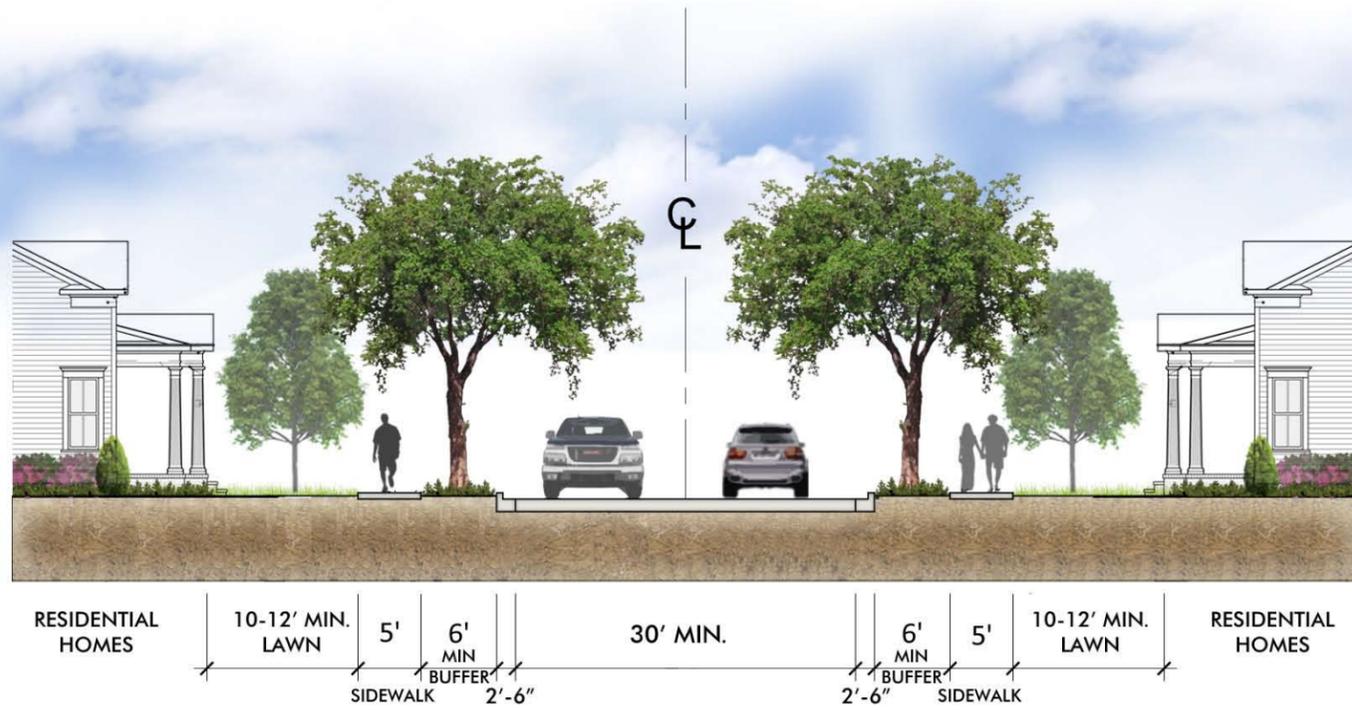
VILLAGE GREEN PARKING



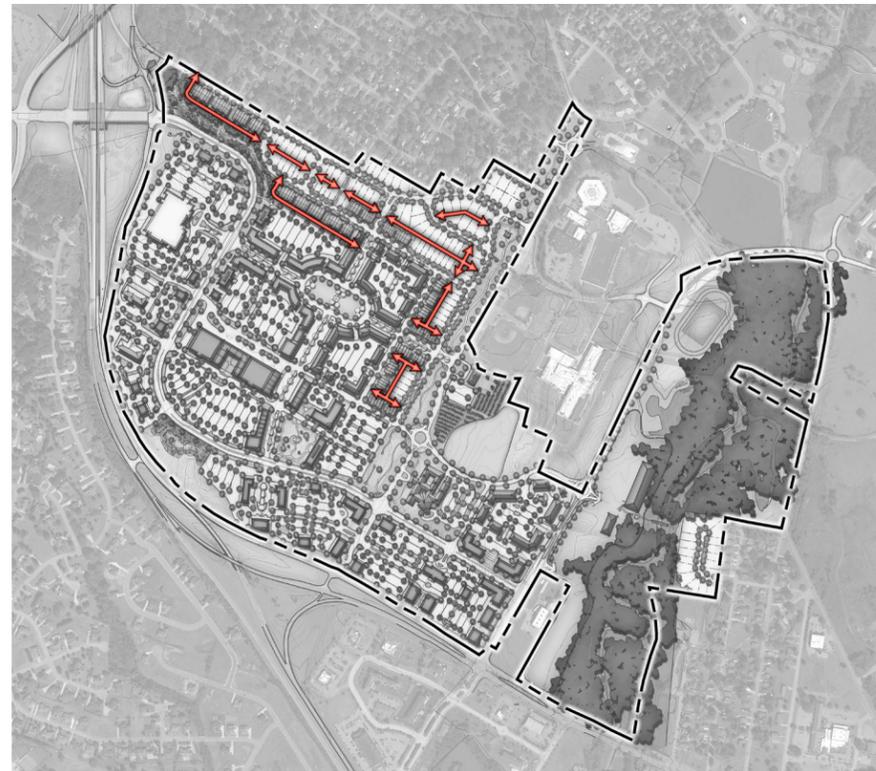
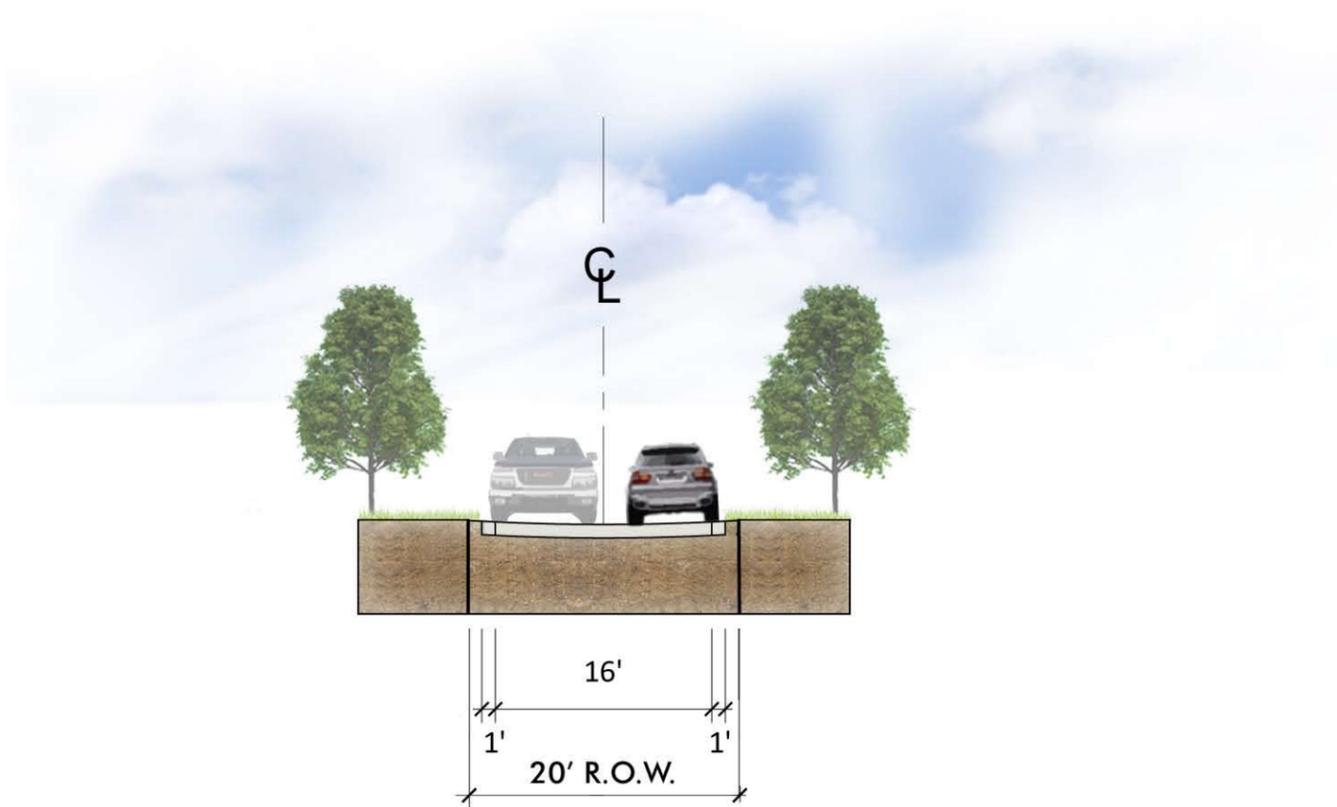
COMMERICAL FRONTAGE STREET



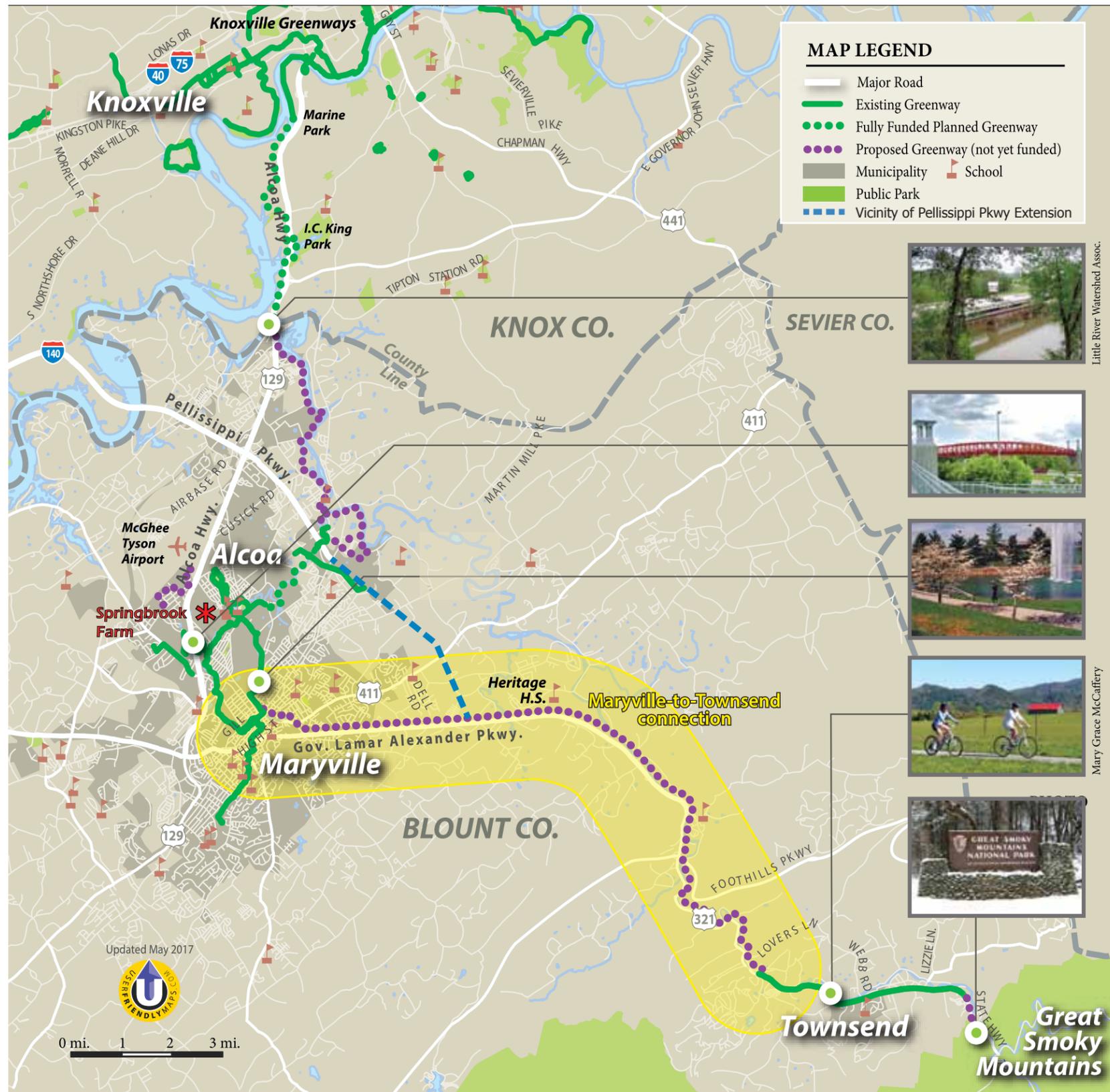
LOCAL ROAD WITH PARALLEL PARKING



LOCAL ROAD (YIELD STREET)



MINOR RESIDENTIAL ALLEY
TWO-WAY



Master / Vision Plan Multimodal Connectivity

The master / vision plan for the site includes a focus on and dedication to full multimodal connectivity, both within the City of Alcoa and the broader East Tennessee region. The site design includes an emphasis on ensuring existing connections opportunities are made, as well as planning for future accommodation of transit expansions. The following sections explore Greenway and Transit Connectivity options and opportunities for the site.

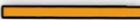
Greenway Connectivity

Pedestrian connections are a hallmark of a quality community. The City of Alcoa places an emphasis on multimodal transportation elements, including bicycle and pedestrian facilities. The redevelopment of the former Alcoa West Plant site is intended to fit within Alcoa's overall goal of creating a walkable and connected community. Because the site is near portions of this existing greenway system, connecting it to the larger city network is essential to integrating the proposed development into the existing fabric of the community. This master / vision plan achieves that goal.

Regionally, connectivity between communities through an extended greenway system is also a priority. Alcoa and Maryville currently have extensive greenway systems. The inclusion of greenway and pedestrian connectivity throughout the site aligns with the ongoing regional efforts to connect Knoxville to Alcoa and, eventually, to connect to Townsend and the Great Smoky Mountains National Park. This regional greenway would allow a continuous link from Knoxville to the Smoky Mountains. There have been multiple studies to examine and recommend this regional greenway and pedestrian network. Relevant studies include the Knox/Blount Regional Greenway Master Plan to Maryville, Alcoa, and Blount County, Phase One, (completed in 2010) and the Maryville-to-Townsend Greenway Master Plan (completed in 2014). These studies and other greenway plans throughout the region have been spearheaded by the Knoxville Region Transportation Planning Organization (TPO) and the Great Smoky Mountains Regional Greenway Council, which is a coalition of local governments and agencies, primarily within Knox County, Blount County, Sevier County, Loudon County and Anderson County.

A southern Knox County portion of the greenway is currently under construction, as part of a Tennessee Department of Transportation (TDOT) project to widen Alcoa Highway from South Knoxville to Alcoa. This expansion and connection of the regional greenway network will create direct greenway connections from the site north to Knoxville and south to Maryville, Townsend, and, eventually, the Smoky Mountains. In addition, local greenway connections to McGhee Tyson Airport, the Pellissippi Place development, Springbrook Park, among other destinations will enable multimodal opportunities through the community. This will ensure that the site is truly a walkable and connected new development within the wider community, while also implementing many goals and objectives of creating and extending the local and regional greenway network.



KEY	
	PROPOSED GREENWAY / MULTI USE TRAIL
	EXISTING GREENWAY / MULTI USE TRAIL
	TRAILHEAD MARKER
	PROPOSED PEDESTRIAN SIDEWALKS



TRAILS & GREENSPACE



22 SPRINGBROOK FARM MASTER/VISION PLAN FOR ALCOA WEST PLANT REDEVELOPMENT



Transit Connectivity



While there is no current mass transit service within the City of Alcoa, the site design for the site will plan for and accommodate the future potential for local and regional transit opportunities. The nearest full service transit option is the Knoxville Area Transit (KAT) service. However, KAT's service boundary does not currently extend into Alcoa or Blount County. The proximity of this site to McGhee Tyson Airport offers an opportunity for a local transit circulator from the residential and hotel uses, proposed as part of the master development plan vision.

To ensure multimodal options are available in the future, if local and/or regional transit become possible, the streetscape for the site will include Mobility Hubs, which are pull-off areas outside of the street lanes and connected to the sidewalk network that are designed to accommodate bus and/or rideshare pick-ups/drop offs. These Mobility Hubs can also be utilized for valet service, creating a centralized point for the transition from vehicular mobility to pedestrian mobility in an urban, walkable environment. These locations are also ideal for bike share kiosks. Bike share programs are typically used as a pedestrian amplifier to make localized non-vehicular travel quicker, easier, and more convenient. Bike share programs typically utilized high-tech, automated kiosks to allow for short term rental of bicycles in pedestrian and bicycle friendly environment, like that proposed in this vision plan.

Mobility Hubs are a developing trend in transit planning because they introduce an element of versatility into the built environment that can be utilized by emerging technologies such as Autonomous Vehicles, like the Ollie autonomous shuttle bus, and public or private micro-transit. By including options for future adaptability, the site will be able to accommodate any future local or regional expansions to mass transit within the City of Alcoa and the larger 9-County region. This will position the site as a multimodal connection point within the wider community.





KEY	
	BIKE SHARE
	MOBILITY HUB

ALCOA WEST MASTER PLAN

UTILITIES & INFRASTRUCTURE

The master/vision plan takes into account the unique characteristics of the site, including utilities and other infrastructure. The plan encompasses all aspects of the necessary site specific infrastructure needs, including: existing and proposed roads, sanitary sewer, water, gas, and site grading. A unique aspect of the site is the building pad for the former plant is still in place. The 38-acre pad has been covered in fill material ranging from 1 ½ to 2 ½ feet. This area will serve as the town square for the master planned development proposed for the site. Although the pad provides a suitable foundation for future construction, it is considered environmentally sensitive and will be left undisturbed.

PRESENT & PROPOSED ROADS

The site will be served by an interconnected network of new and proposed roadways. The main corridor that will travel through the site is Tesla Boulevard currently under construction. It will be a four-lane facility divided by a landscaped median that will connect to Hunt Road and the future re-constructed Hunt Road interchange on the north side, and Associates Boulevard on the south side of the development. Associates Boulevard will additionally be extended, from its existing intersection with N Hall Road, to intersect with Tesla Boulevard before further aligning with Springbrook Road. This extension will serve as a main street front for the Alcoa High School and provide access to the internal drive portion of Lodge Street serving also the intermediate and middle school portion of the campus. Faraday Street will be improved to intersect with Tesla Boulevard and continue to extend to Springbrook Road, with a perpendicular street connection planned to connect Faraday and the extended Associates Boulevard. Lastly, multiple connections will be made to Mills Street on the east side of the site. The majority of these connections will be residential in use and offset from the existing street network in the Springbrook neighborhood, in order to discourage additional traffic from passing through the established neighborhood.

PRESENT & PROPOSED UTILITIES

Existing utility infrastructure has sufficient capacity to serve and is currently in place around the perimeter of the development. This includes water, wastewater, and electric provided by the City of Alcoa along with natural gas and high-speed communication services provided by private companies. As part of the Tesla Blvd construction, appropriately sized water, wastewater and natural gas lines are being installed along the 6,000' roadway. Additionally, a dual feed electric circuit, combined with telephone and CATV cabling, are being installed in an underground duct bank. All utilities currently being installed are designed to serve development on both sides of Tesla Blvd, as well as provide connection points for future streets as development continues.