

Germantown Road Corridor Plan

Amendment to the 1997 Master Plan

Plan Area

The Plan encompasses an **area described by shading on the attached “Proposed Zoning” map**. While it is centered on Germantown Road, from Highway 64 through Highway 70, the Plan area also extends along Brother Boulevard, Ellis Road, and Highway 70, to the extent shown.

Goals

The Corridor is the primary location remaining in Bartlett for intensive, large-scale retail and office development.

Primary Goal

Ensure *maximum* utilization of that land in the Corridor most suitable for commercial development. To that end, it is recommended that the City

1. **increase the extent of commercial zoning,**
2. **improve existing regulations for SC-1, the principal commercial zoning classification recommended for the area, and**
3. **protect the traffic capacity of the newly-widened Germantown Road through stricter control of direct driveway access.**

Secondary Goal

Establish more specific zoning classifications for other areas of the Corridor, to be enacted as the land is annexed.

Available Land

Properties with the highest commercial potential lie along both sides of Germantown Road south of Ellis Road, primarily south of Brother Boulevard and its future extension to the east. The smaller properties have depths from Germantown Road ranging from 600 to about 760 feet, but many of the lots are relatively narrow. Only the Fogelman tract is essentially unconstrained by property lines.

There is substantial property with commercial potential around the Highway 70 intersection and along Highway 70 to the southwest.

Land Use

Zoning classifications should be changed to those shown on the attached “Proposed Zoning” map.

Access

Lot Configuration

South of Brother Boulevard, the narrowness of lots relative to their considerable depth will make full utilization of that depth a challenge. Without measures to encourage that utilization, much of the land more than a few hundred feet off Germantown Road could be unused or under-used, compromising our primary goal.

It is the intent of the City, through transportation plans and development regulations, to

- **encourage assembly of properties into tracts of greater width and**
- **ensure adequate vehicular access to the rear portion of the lot (regardless of width).**

Means of Access

To determine the most appropriate means of access to properties in the Corridor, the City should **contract for analysis and recommendations by a qualified traffic engineering consultant.**

Solutions that have been offered include the following:

1. Construct frontage roads immediately adjacent to Germantown Road, with entry to the frontage roads primarily from Brother Boulevard (including its future extension) and, on the east side, from Woodchase Farms Road. Direct driveway connections from the frontage roads to Germantown Road would be very limited.
2. As an alternative to public frontage roads, construct private driveways across the front of lots, integral with the parking lots, with interconnections between properties and cross-access easements allowing public passage.
3. Construct access roads paralleling Germantown Road but
 - a. midway toward the rear of the lots or
 - b. at the rear of the lots.
4. In conjunction with either frontage, midway, or rear access roads, allow right-in-right-out driveways onto Germantown Road.