

Urban Center Design Cabinet Report



Crosspointe Urban Center
Parkins Mill Urban Center
Greenwood Urban Center
Sherando Urban Center



Planning Commission Retreat - February 9, 2013

Planning Commission Discussion - March 20, 2013

Urban Center Design Cabinet

Planning Commission Discussion – March 20, 2013

Post Planning Commission Retreat - February 9, 2013

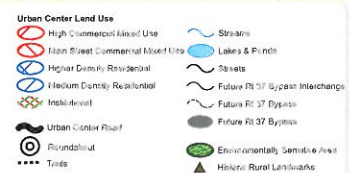
In an effort to further implement the 2030 Comprehensive Plan, the Urban Center design plans are intended to provide further guidance to property owners and developers located in areas identified as Urban Centers. The design plans will evaluate how the various land uses can be mixed into an intensive, walkable, interconnected neighborhood with public open spaces and integrated community facilities. In addition, the design plans will recognize those key attributes that are important to the success of the Urban Centers and express the “hook” that may advance each Urban Center’s unique character.

It is anticipated that the Urban Center design plans will be adopted as a policy by the County in support of the 2030 Comprehensive Plan and as a resource to property owners and the development community.

Identified Urban Centers

Four Urban Centers from within the County’s Urban Development Area were chosen for further study. Each of these Urban Centers were previously identified in Area Plans that were adopted by the County; The Senseny/Eastern Frederick Urban Areas Plan, and the Route 277 Area Plan.

- Crosspointe Urban Center
- Parkins Mill Urban Center
- Greenwood Urban Center
- Sherando Urban Center

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Urban Center design plans.

It is the intent of the Urban Center Design Cabinet planning effort to facilitate a fluid planning and development process that proactively encourages the identified urban centers to be successful examples of urban centers in Frederick County by articulating the potential short term and long term vision for these great locations. Future collaboration between the County and property owners through future planning and rezoning efforts will be essential.

Discussion themes.

Common Vision for each of the Urban Centers.

- General themes and key attributes that build off each other/a list of concepts; see what fits a particular Urban Center

Incremental steps.

- What would the Urban Centers look like in the short term (2025) and what would they be ultimately (2050).

How many Urban Centers could this area support in the short term.

- Prioritize

What does it take for this to be successful?

- A hook; employment/entertainment/cultural life/destination.
- Transportation
- Utilities
- A mix of uses in identified locations (ranges to support the implementation of Urban Centers).
- Implementation of incentives to support Urban Centers, including financing.
- Convenience and cost. Understanding of what killed underperforming and failing centers, in this community and elsewhere.

What is an Urban Center?

The Urban Centers are envisioned to be intensive, walkable urban areas that are well integrated with the surrounding community. The urban center should be based on the principles of New Urbanism or Traditional Neighborhood Design promoted in the 2030 Comprehensive Plan. They shall contain a large commercial core, generally higher residential densities with a mix of housing types, an interconnected street system, uses accessible from the boulevards that serve the urban center, and public open space around which the urban center is designed. Multiple uses are envisioned in single structures. Community facilities shall also provide a focal point for the urban center and surrounding community. Public spaces in the form of pocket parks, plazas, or greens shall be further integrated into the design of the Urban Centers.

Top 5 Attributes of Urban Centers:

- 1) Entertainment
- 2) Transportation
- 3) Residential
- 4) Employment
- 5) Public Services

Top 5 Attributes of Urban Centers:

1) Entertainment

Access to a variety of forms of entertainment;

Cinema

Amphitheatre

Greens

Dining

Recreation

2) Transportation

Transportation efficient land use and design
Count on transit, but not mass transit
Parking and the importance of its design and evolution

3) Residential

Product selection with quality and architectural character
Architectural character is most significant to success of residential centers
Density thresholds related to high form based standards
FAR (floor Area Ratio) standards

4) Employment

Access to a range of jobs within the Urban Centers

5) Public Services

Community focal points
Character anchor for the community
Efficient and fiscally responsible
Water and sewer
Work with FCSA to assure that adequate capacities, transmission and treatment, will be available to serve the Urban Centers.

What does it take for this to be successful?

Application of the above to each of the identified Urban Centers as follows:

Crosspointe Urban Center

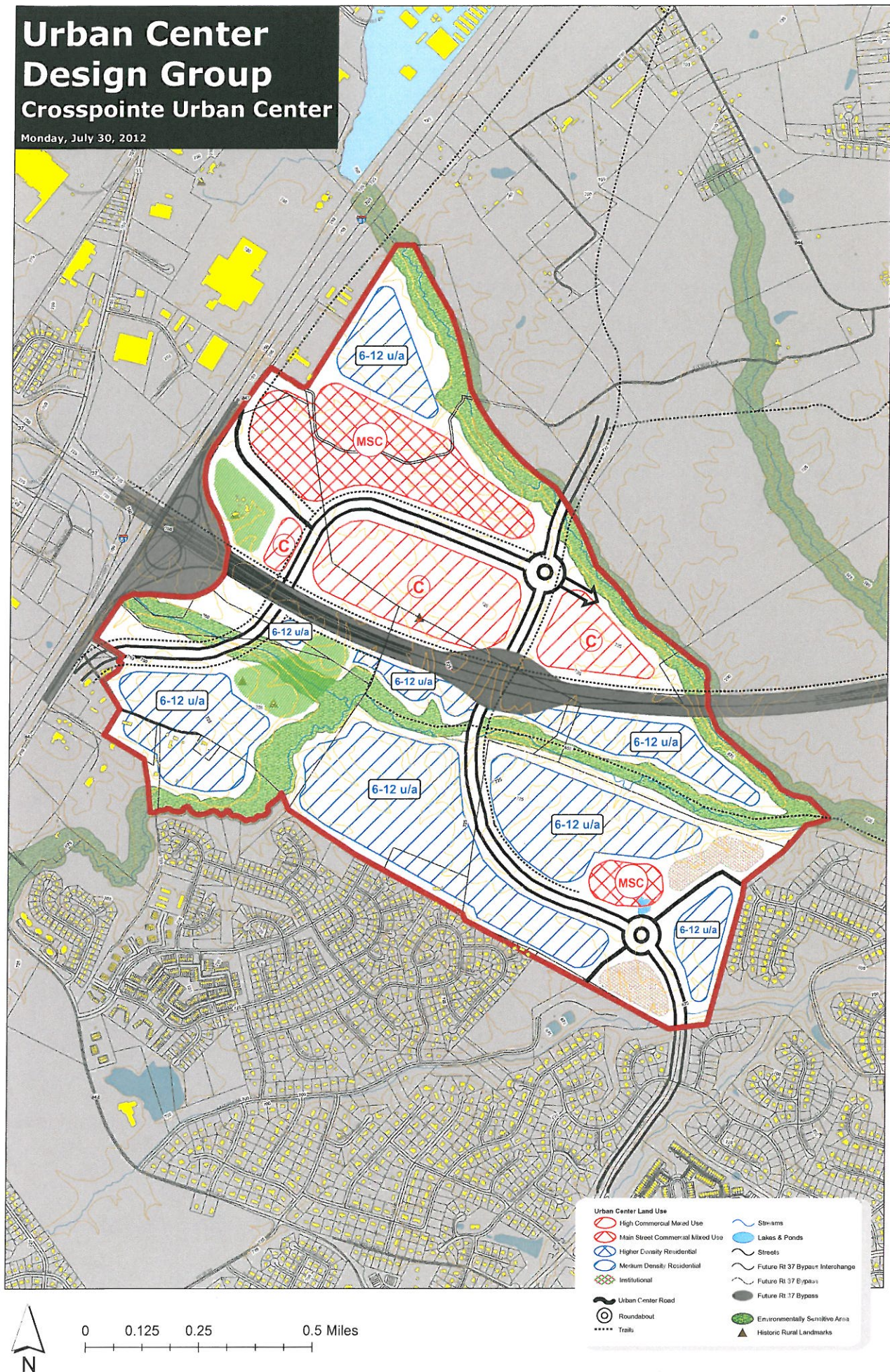
The designated Crosspointe Urban Center provides an opportunity to enable either the currently approved project or an intensification of the proposal to allow for a greater mix of land uses, including residential, for a greater economic return to both the County and the property owner. The Crosspointe Urban Center is envisioned to be the most commercial and urban of the urban centers and, at the convergence of Interstate 81, Route 37 and future Warrior Drive, is ideally located to be the most intensive. The residential densities in this area have the potential to be the highest in the County's urban areas. Opportunities exist to further the entertainment characteristics of this area based on its location, visibility and accessibility.

- Examples include; Villages at Leesburg, Fairfax Corners, West Broad, Kingstowne.
 - A hook; employment/entertainment/cultural life/destination.
 - Office and employment mix with power commercial opportunities
 - Entertainment district
 - Core commercial high density
 - No height limitations
 - High Density Residential; 12-16 units per acre to 6-12 units per acre (maximum and minimum densities with minimum on the fringes).
 - Transportation. Premier access; Interstate 81 and Route 37, Warrior Drive.
 - Utilities. Good.

Urban Center Design Group

Crosspointe Urban Center

Monday, July 30, 2012



Parkins Mill Urban Center

This designated urban center provides an opportunity to introduce a mix of uses into a largely undeveloped area in a way that builds the identity and enhances the economic performance of these communities. This area is already anchored by an elementary school and middle school.

Similar to the Senseny and Greenwood Urban Center, this Urban Center should also embrace a traditional main-street feel, be pedestrian-friendly, ecologically sensitive and architecturally distinctive, honor the area's local heritage and promote urban life in a dynamic new way. This urban center should be defined by tree-lined boulevards and an inviting central park area oriented around the existing public facilities.

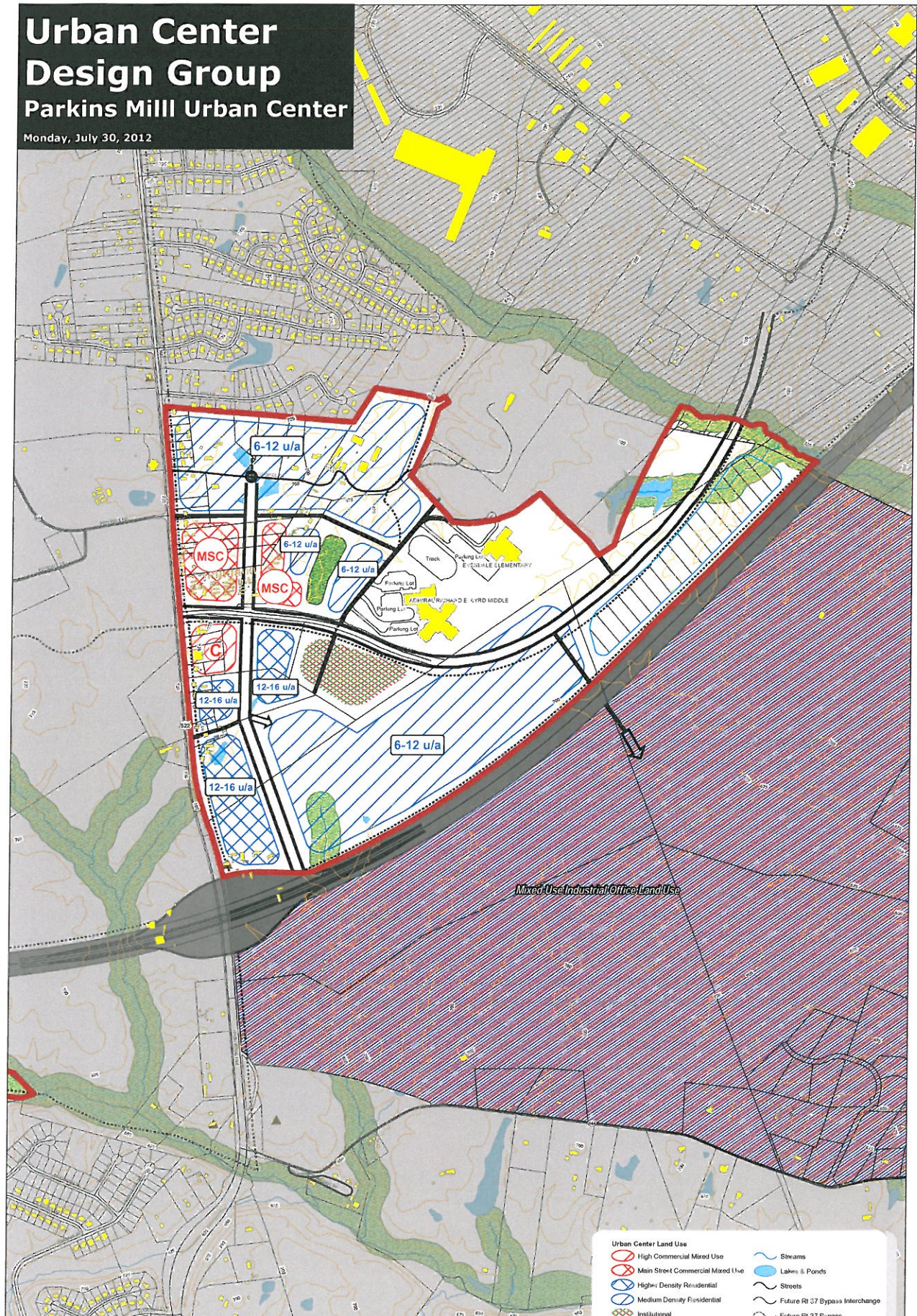
The residential densities in the center of this area are envisioned to be 10-12 units per acre in the core area, tapering off to 6 units per acre on its perimeter adjacent to the existing residential land uses.

- Scale - Landsdowne Town Center
 - A hook; employment/entertainment/cultural life/destination.
 - School Cluster/Community Facilities
 - Aquatic Facility
 - High Density Residential; 12-16 units per acre to 6-12 units per acre (maximum and minimum densities with minimum on the fringes).
 - Walkability
 - Mixed use commercial in block east of Route 522; significant vehicle trips in this area
 - Non residential adjacent to Route 37
 - Transportation. Good; 522 visibility, Papermill Road and Justes Drive extended. Proximity to Route 37.
 - Utilities. Excellent.

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Parkins Mill Urban Center

Monday, July 30, 2012



0 0.125 0.25 0.5 Miles

- | | |
|--|---|
| <ul style="list-style-type: none"> Urban Center Land Use High Commercial Mixed Use Main Street Commercial Mixed Use High-Density Residential Medium Density Residential Institutional Urban Center Road Roundabout Trails | <ul style="list-style-type: none"> Streams Lakes & Ponds Streets Future Rt 37 Bypass Interchange Future Rt 37 Bypass Future Rt 37 Bypass Environmentally Sensitive Areas Historic Rural Landmarks |
|--|---|

Greenwood Urban Center

The designated Greenwood Urban Center provides an opportunity for a focal point for an area where most of the recent suburban residential development has occurred. The Greenwood Urban Center is envisioned to introduce a mix of uses into already developed areas in a way that builds the identity and enhances its livability.

This Urban Center should embrace a traditional main-street feel, be pedestrian-friendly, ecologically sensitive and architecturally distinctive, honor our region's local heritage and look to the future by promoting urban life in a dynamic new way. This lifestyle center should be defined by tree-lined boulevards and an inviting central park area oriented around the existing historic farm house and grounds.

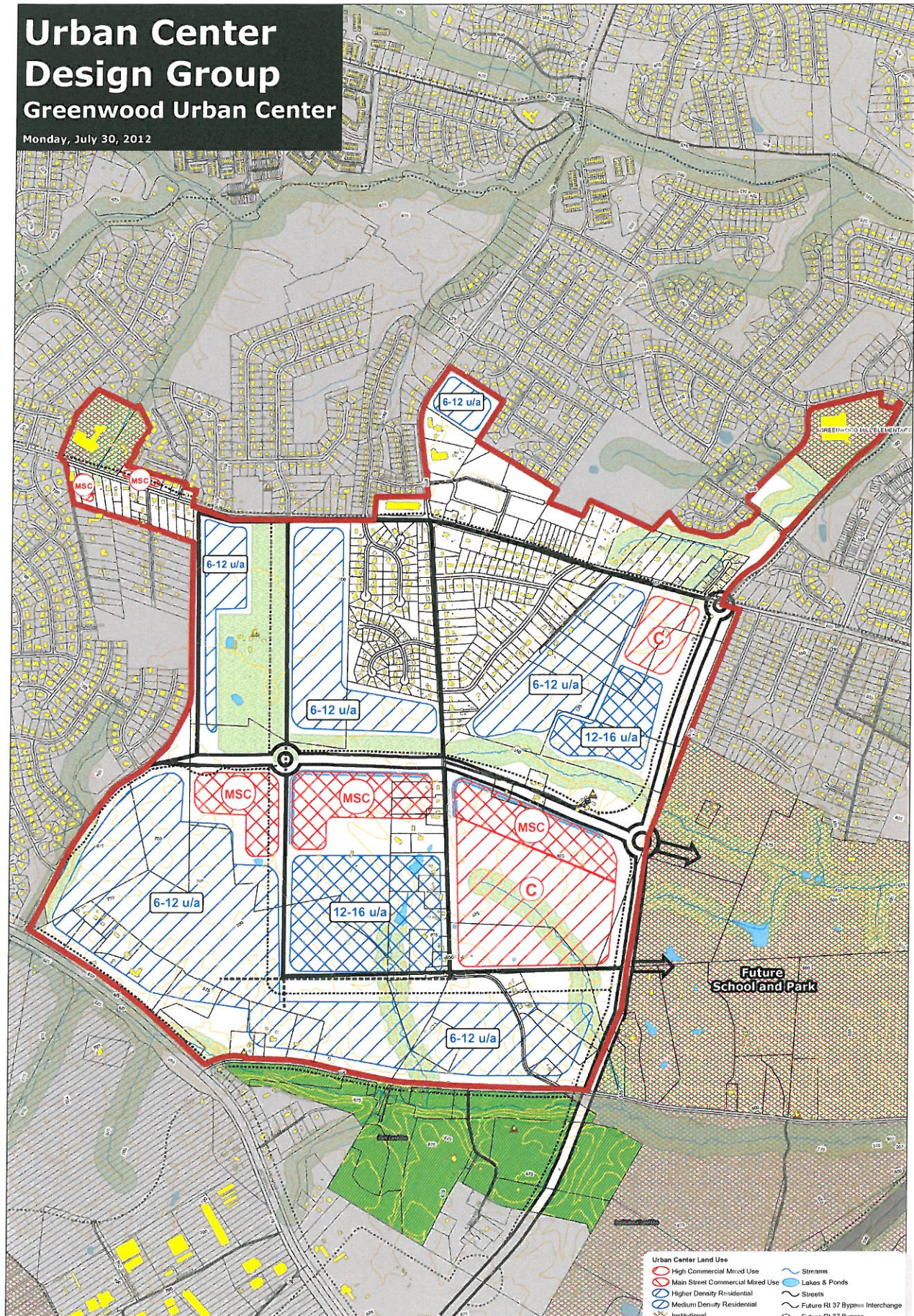
The residential densities in the core of this area are envisioned to be in the 12-16 units per acre range, tapering off to 6 units per acre on its perimeter. Anchored in all directions by existing and proposed schools and park areas, this Urban Center is tailored to be the future focal point of the Senseny Road and Greenwood area.

- Scale - Landsdowne Town Center
 - A hook; employment/entertainment/cultural life/destination.
 - Campus community/Office
 - Home for the east side residents; major residential
 - Supported by uses conducive to residential living; Recreational features and urban farming
 - Commercial core with Creekside style architecture
 - Four story maximum. High Density Residential; 12-16 units per acre to 6-12 units per acre (maximum and minimum densities with minimum on the fringes).
 - Transportation. Excellent; Inverlee and Channing, Proximity to Routes 7 and 50, future Route 37.
 - Utilities. Good

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Greenwood Urban Center

Monday, July 30, 2012



Sherando Urban Center

The Route 277 Urban Center is envisioned to be an intensive, walkable urban area that is well integrated with the surrounding community. It shall contain a large commercial core, generally higher residential densities with a mix of housing types, an interconnected street system, and public open space around which the urban center is designed. Community facilities shall also provide a focal point for the urban center and surrounding community. Presently, Sherando High School and Sherando Park provide this function. In the future, these resources shall be complemented by a new Elementary School which shall serve the existing and future population and be located within the urban center. Public spaces in the form of pocket parks, plazas, or greens shall be further integrated into the design of the Route 277 Urban Center.

The Route 277 Urban Center is centrally located to the community and is in the short term, respectful to the Agricultural District. The commercial and residential mix of land uses shall have a strong street presence and shall relate to existing Route 277, Warrior Drive and Double Church Road. The mix of commercial, residential, employment, and community uses shall be linked to the surrounding community with inter modal transportation choices and public open spaces.

- Scale - Landsdowne Town Center
 - A hook; employment/entertainment/cultural life/destination.
 - Entertainment and Recreation
 - Destination commercial
 - Main Street character
 - Fairfax Corner, REI, Theatre
 - High Density Residential; 12-16 units per acre to 6-12 units per acre (maximum and minimum densities with minimum on the fringes).

- Transportation. Short term; limited, Route 277, long term; good, Warrior Drive and South Frederick Parkway.
- Utilities. Average.

Urban Center Design Group

Sherando Urban Center

Monday, July 30, 2012

