

PROJECT 1:
QUESTIONS FOR CONSIDERATION

Also posted will be the Urban Center Concept (plan) and Traditional Neighborhood Design (ordinance) which are the basis for your discussion and collaboration.

Questions we would like to you to contemplate:

What solutions/challenges do you see the Urban Center bringing to the County?

Challenges will include increased demand for public services, infrastructure and transportation improvements. Route 37 seems essential for successful implementation of Cross Pointe, Parkin's Mill and Greenwood. I'm less concerned about the paradigm shift back to living in traditional neighborhoods. Boomers remember and are likely to lead in embracing more sensible scaled development.

Frederick County should also be planning ahead in visioning recreation/entertainment opportunities well situated to, or anchoring the Urban Centers. An indoor aquatic facility, for example; a portion of the cost might be proffered in lieu of a community center on the square; which, as a practical matter, is more likely be poorly managed and underutilized. Or an entertainment venue similar to Wolfe Trap at Cross Pointe, as a lure for higher quality retail commercial development and hotel/conference center development.

How many Urban Centers do you think the County can absorb within a fifty year period?

No idea.

Should the Centers be prioritized/incentivized? If so, how?

To some extent, they already are; by nature of where they're situated, their proximity to existing infrastructure and transportation networks, public services and recreational opportunities. I think it's important to remain open with respect to commercial component of these developments. For example, an alternative model might be development with larger tracts on the periphery to accommodate commercial office complexes similar to Navy Federal Credit Union. The town center might include a green with community garden and a multi-purpose pavilion for farmers market, events and recreation. This modest approach would allow the village to grow from the center outward rather than from the edges inward. This thought is most applicable to Parkin;s Mill and perhaps Greenwood. In both cases, viability of relatively isolated retail commercial property will be a challenge.

How can the land area identified within the centers be used in the interim?

As it presently is. I'm also a proponent of encouraging small agricultural endeavors to support a growing shift towards healthier lifestyles and diets. Also viticulture is a growing industry in Virginia that I would love to see encouraged more in Frederick County.

Should each center be phased ?

Yes. But care should be given to ensuring a consistent theme and continuity from phase to phase in the Master Development Plan. It's also important that a variety of housing types are included in each phase of development.

What more do you think needs to be added to the concept/TND ordinance to make the case for why or why not this type of development is appropriate for Frederick County?

I feel the concept is sound and a most acceptable method to preserve open space, resources, the rural character that remains in our community and enhance social interaction; should be an easy sell. Although, It might be easier to simply declaim the failed model of urban sprawl that we've watched unfold over the last 40 years; OK, I'm being glib.

Relative to the TND Ordinance, I will always espouse the mantra "less is more". The document should be flexible and offer encouragement to Architects and Planners to advance unique ideas and concepts that reflect the spirit and intention of it's purpose.