

Thank you for your interest in the Rt. 1 Corridor Master Plan: Redevelop, Connect, Preserve. These slides were presented at the second round of public meetings for the plan on Tuesday, June 25, 2019, at the Elkridge Library Branch and on Thursday, June 27, 2019, at the North Laurel Community Center.

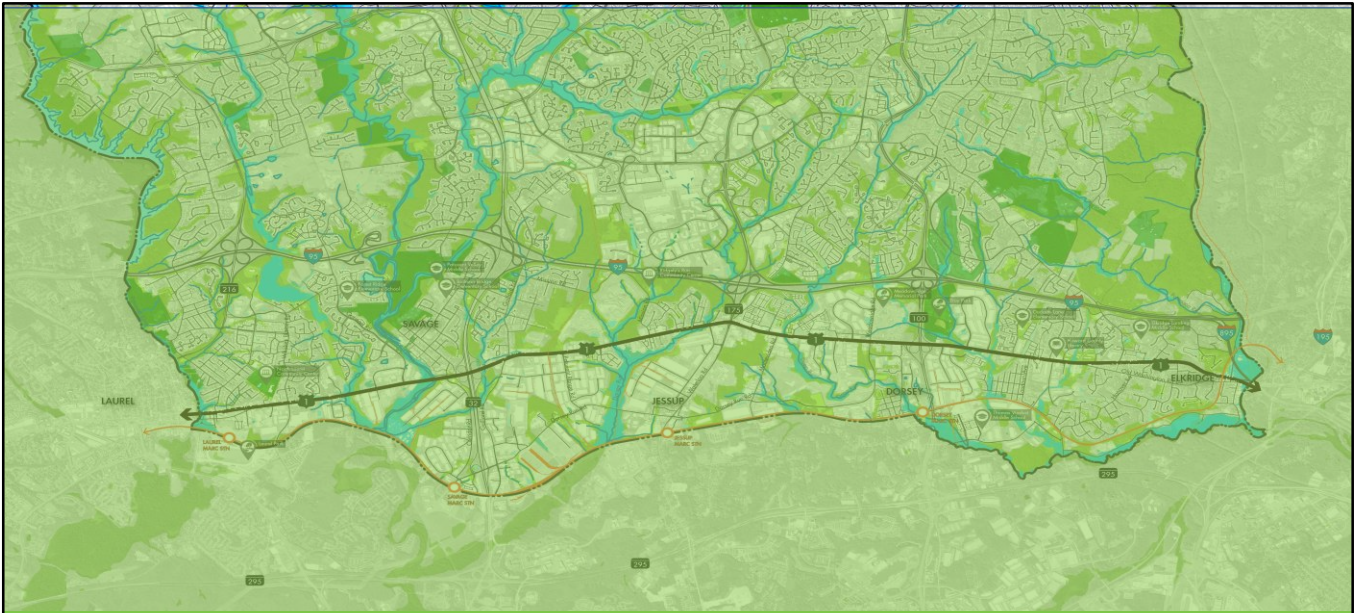
The following slides provide a brief annotated version of the presentation.

U.S. Route 1 – “*Redevelop, Connect, Preserve*” Public Meeting Agenda

- I. 2018-19 Public Workshop Recap – *What we Heard you Say***
- II. Major Findings and Conclusions – *What We’ve Learned***
- III. Develop, Connect and Preserve – *What is the Vision for the Corridor?*- Review of Route 1 Character Area Concepts**
- IV. Implementation Strategies – *How is This Time Going to be Different?***
- V. Work Station Discussions – *What Are Your Thoughts?***

Parts I-IV consist of a series of slides presented by members of the consultant team.
Note: During Part V of each meeting, attendees had an opportunity to walk through five display stations and ask questions and provide feedback using a worksheet.

At the end of this slideshow you’ll find a link to a digital display of the same five display stations and you can respond to the same worksheet questions.



Rt. 1 Corridor
Master Plan 

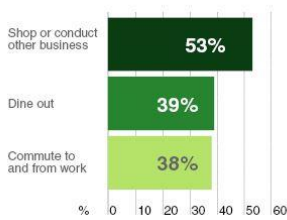
PUBLIC WORKSHOP RECAP

"WHAT WE HEARD YOU SAY"

This next section includes the results from the initial public input at the beginning of the planning process.

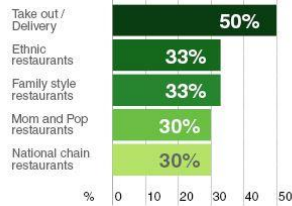
WHAT WE LEARNED FROM YOU | PUBLIC MEETINGS & ONLINE SURVEY RESULTS

How do you use the corridor on a daily basis?

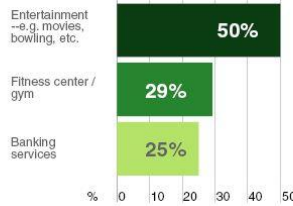


What would be your top priorities for additional shopping, dining and services along Route 1?

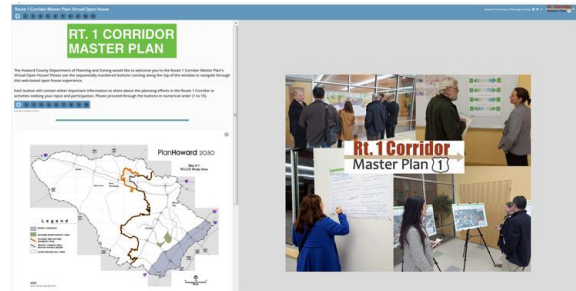
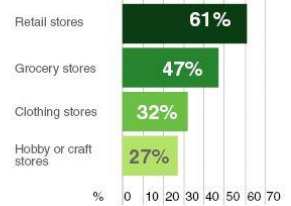
Restaurant Options



Service Options



Retail Options



The results of the first public meeting indicate that over 50% of participant’s primary activity in the Route 1 Corridor is shopping while nearly 40% both dine out and commute on the corridor. In terms of retail priorities, 50% desired more take-out options with almost 1/3 of all results split among various restaurant sub-categories. More entertainment options were desired by 50% of all participants under the services options while 47% indicated a preference for grocery stores.

The survey was structured so that multiple answers could be provided in order to capture the range of priorities across commercial options.

WHAT WE LEARNED FROM YOU | PUBLIC MEETINGS & ONLINE SURVEY RESULTS

What policies or goals would you adopt to guide the future development of the Route 1 Corridor?



Improved transit/mobility/connections

- ▶ Widened and connected sidewalks with street lights
- ▶ Additional trails for biking
- ▶ Safer intersections
- ▶ Additional transit opportunities
- ▶ Solve congestion during rush hours and more traffic calming



Resource-based Amenities (Green, Environmental, Historic)

- ▶ Additional/better parks and open spaces/community center
- ▶ Preservation/maintenance of corridor's natural areas
- ▶ Respect for/compatibility with historic structures



Improved Corridor Appearance

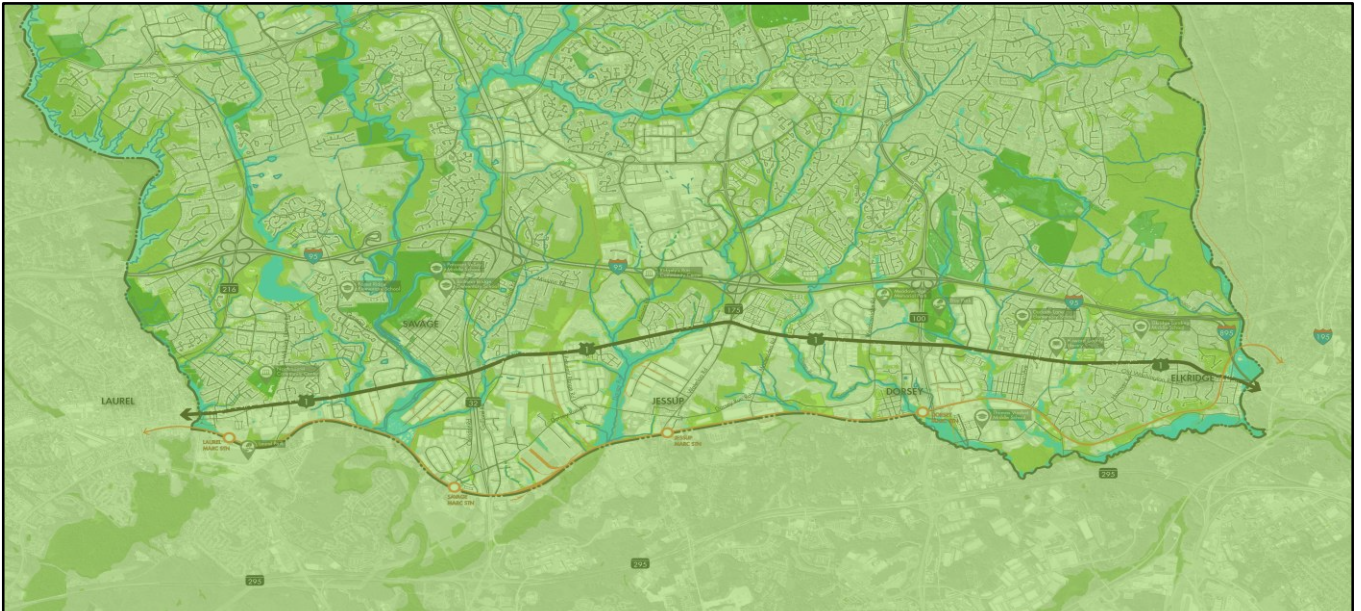
- ▶ Improved maintenance of road and properties
- ▶ Trees, landscaping and other appearance improvements
- ▶ Consolidate/control industrial uses and eliminate junk yards
- ▶ Revitalize abandoned/underutilized areas/properties



Residential Concerns

- ▶ More affordable housing
- ▶ Less new residential without improved infrastructure
- ▶ More accessible community services, businesses and offices, e.g. restaurants, retail
- ▶ More schools

The policies that people would adopt for the Corridor emerged into four themes around transportation/connection improvements, natural and historic resource enhancement and preservation, corridor aesthetics and concerns expressed with residential development.



Rt. 1 Corridor
Master Plan 1

MAJOR FINDINGS AND CONCLUSIONS

RKG outlines their findings in the next few slides from their data analysis of demographics, housing and household income.



POPULATION TRENDS

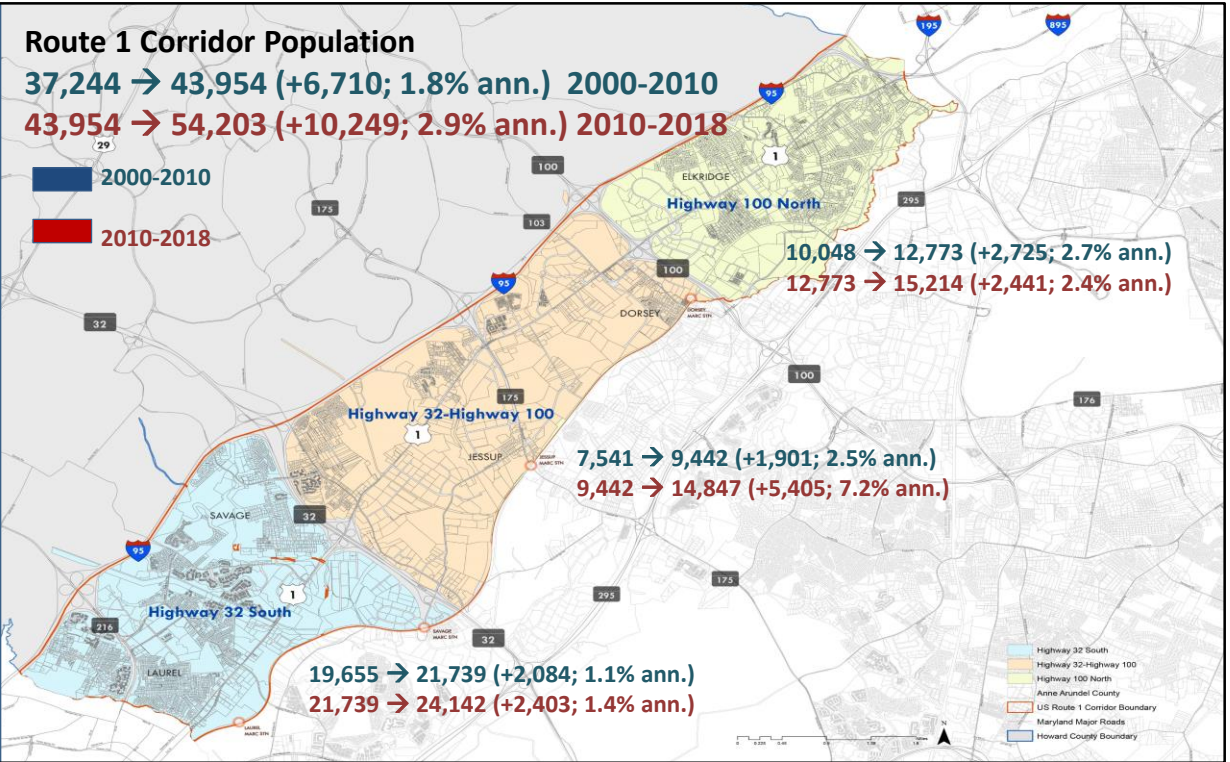
Route 1 Corridor Population

37,244 → 43,954 (+6,710; 1.8% ann.) 2000-2010

43,954 → 54,203 (+10,249; 2.9% ann.) 2010-2018

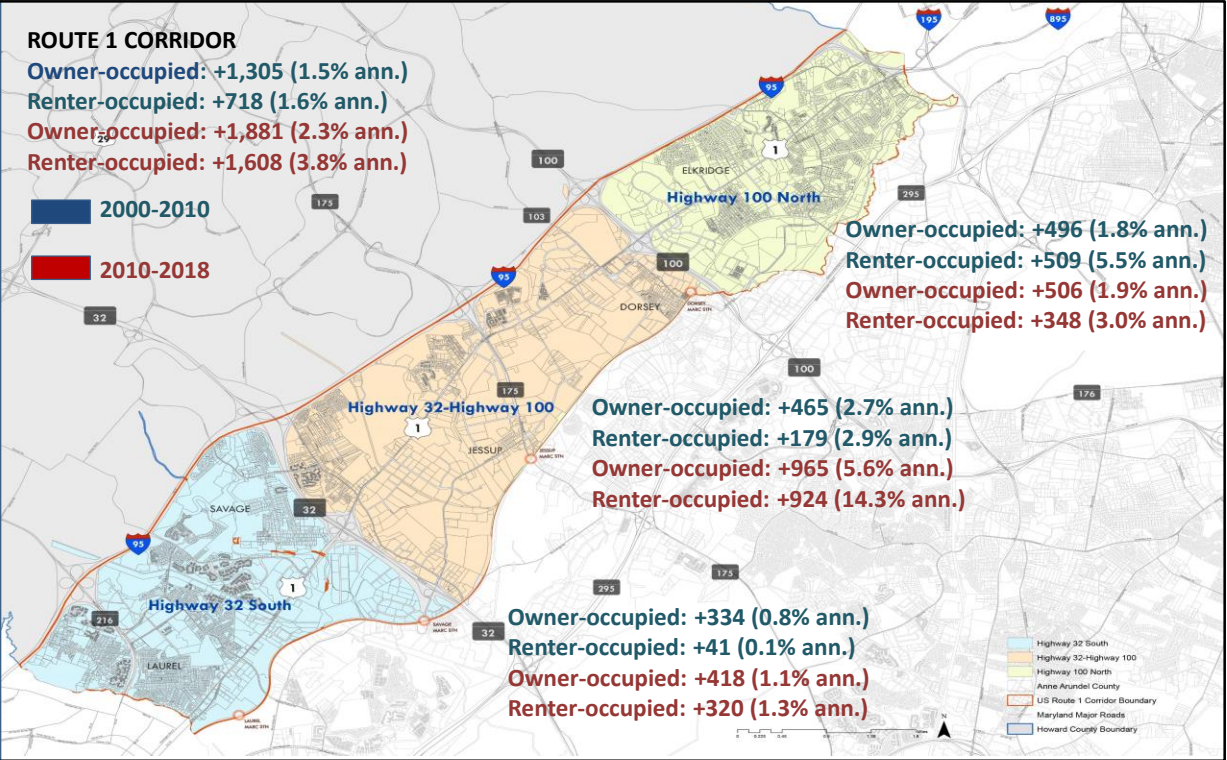
2000-2010

2010-2018



Corridor-wide, there's been nearly a 50% increase in population over the last 18 years. In this slide, the consultant describes the key demographics shaping the Corridor today using the three area designations of south, central and north. The highest rate of change has occurred in the central area of the Corridor.

HOUSING TRENDS



There has been an upward trends since 2000 in housing across both owner- and renter-occupied units in the Route 1 Corridor. The highest rate of change has occurred in the central area of the Corridor followed by the south and then the northern area.

HOUSEHOLD INCOMES

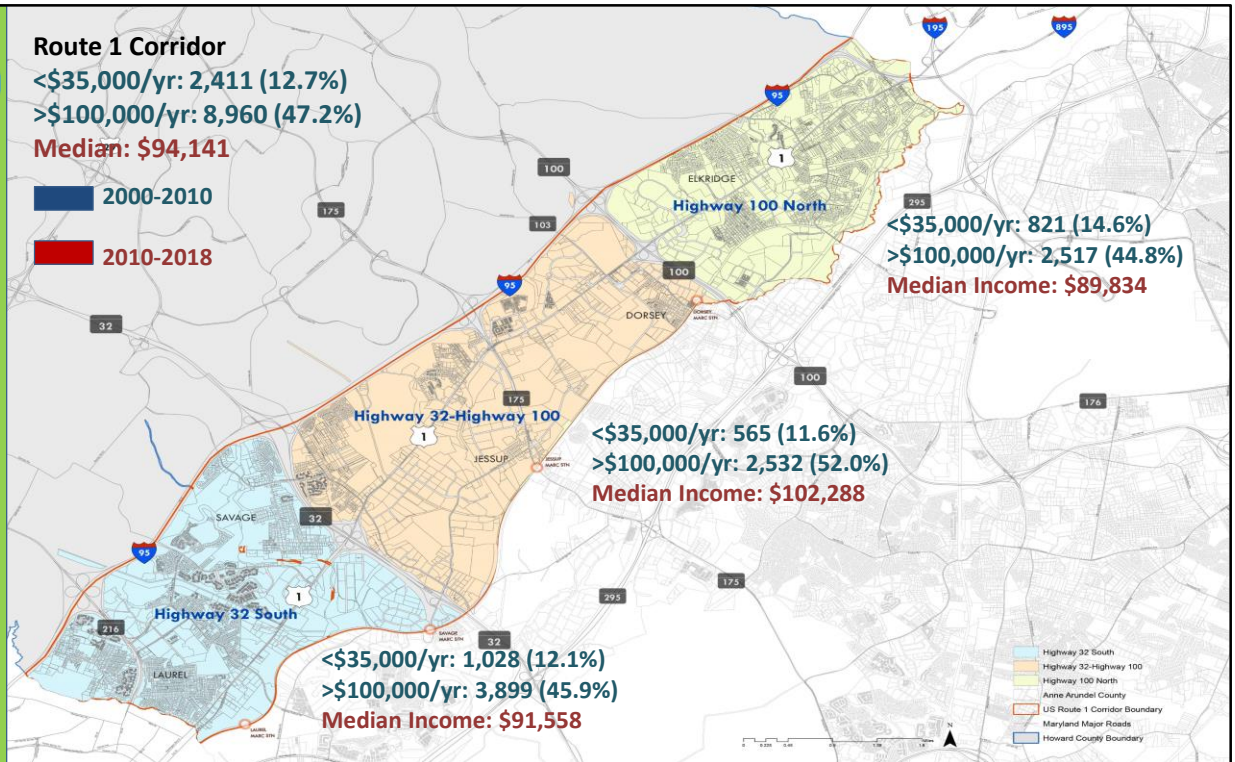


Route 1 Corridor

<\$35,000/yr: 2,411 (12.7%)
>\$100,000/yr: 8,960 (47.2%)
Median: **\$94,141**

2000-2010

2010-2018



The median income of households moving into the Route 1 Corridor is \$94,141. Household income in all three areas are above the state median income but below the county median income.

MARKET PERFORMANCE

Warehouse/Distribution Sector (Rapid Growth)

- Rising fast since 2013
- Relatively high vacancy but slowly declining since 2013
- Asking & effective rents rising slow

Industrial Sector (Rapid Growth)

- Fast inventory growth
- Steadily declining vacancy rate
- Asking & effective rents increasing slowly

Retail Sector (Slow Growth Since 2016)

- Inventory stabilizes around 5.5 million SF after sharp rise 2013-2015
- Low vacancy fluctuating around 5%
- Asking & effective rents slowly rising, with differences almost unchanged

Apartment Sector (Tightening Supply)

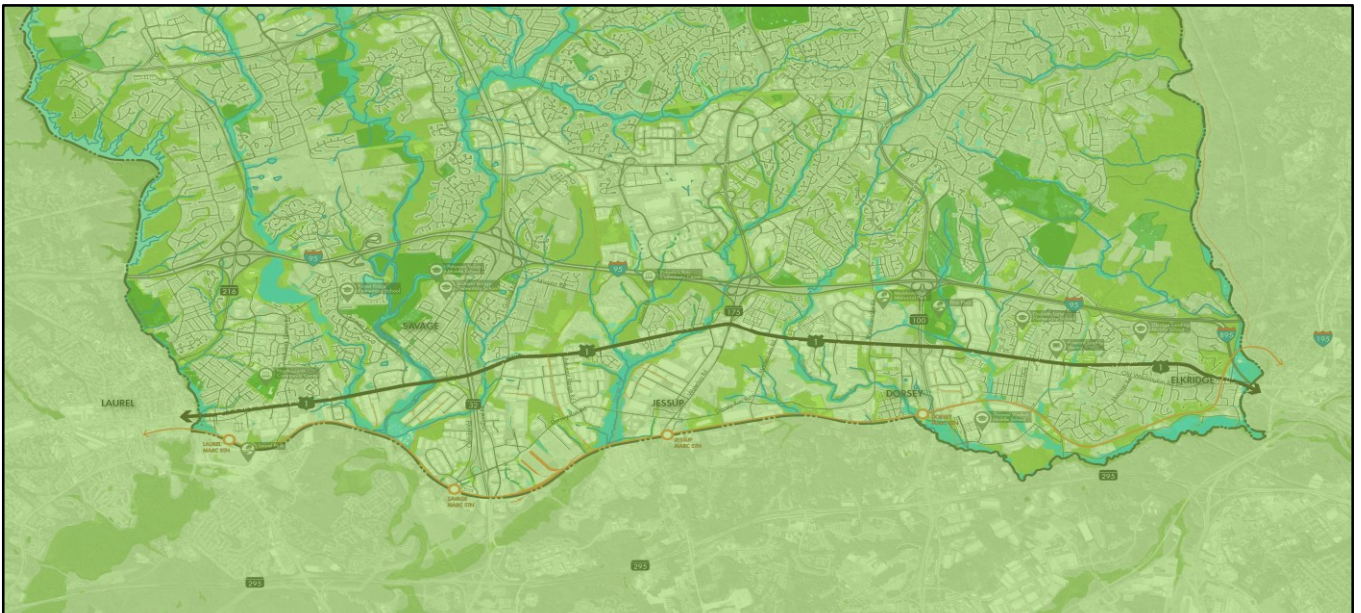
- Growing Slowly
- Low Vacancy
- Asking & effective rents rising steadily, with differences increasing

Office Sector (Higher Vacancy)

- Inventory first declined 2015-2016, then rising fast since 2017
- High vacancy rate though slowing stabilizing between 20%-25%
- Asking rent just slightly rose, and effective rent almost unchanged

Warehouse/distribution, industrial, real estate and retail sectors along the Route 1 Corridor have been growing since 2013. Most markets except for office have seen growth. This is insightful for understanding that overall the Route 1 Corridor is performing well. RKG notes that this highlights the question of what is needed to bring about change in the Route 1 Corridor if the market is doing well and what is the desired vision(s)?

The next few slides will discuss targeted investment areas along the Corridor that were investigated by the consultant.



ROUTE 1 CHARACTER AREA CONCEPTS

The Corridor spans 11+ miles, which presents a significant challenge. There aren't enough public resources to impact its entire length. Rhodeside and Harwell pinpoint key locations along the Corridor that can be planned for greater impact. Rhodeside will explain in the next slide the factors that helped to identify key "Character Areas" along the Corridor.

In this plan, a "Character Area" is essentially an area that has certain qualities or characteristics that make it different from others. The following slide will help to understand the various considerations informing each area being proposed.

CORRIDOR-WIDE THEMES

- ROUTE 1 “NEIGHBORHOODS”
- CLUSTER FUTURE GROWTH
- MULTIMODAL CONNECTIVITY
- CONTEXT COMPATIBLE LOCATIONS FOR RESIDENTIAL, COMMERCIAL AND INDUSTRIAL LAND USES
- ENVIRONMENTAL AREA CONSERVATION/ENHANCEMENT

APPROACH

- CHARACTER OF THE AREA (PLACEMAKING)
- POTENTIAL LAND USES
- CONNECTIVITY

CRITERIA FOR DESIGNATING CHARACTER SITES/AREAS

REDEVELOP

- CLUSTER OF PARCELS
- VACANT AND UNDERUTILIZED PARCELS
- ALONG ROUTE 1 FRONTAGE
- PROXIMITY TO NEW PUBLIC/PRIVATE INVESTMENT
- PARCELS WITH APPROPRIATE DEPTH FOR PLANNED UNIT DEVELOPMENT
- REDEVELOPMENT TIMING (SHORT/MEDIUM/LONG)
- COMMUNITY FEEDBACK

CONNECT

- ADJOINING EXISTING DEVELOPMENT/COMMUNITIES
- BOTH SIDES OF ROUTE 1
- EXTENSION OF EXISTING STREET GRID
- MULTIMODAL CONNECTIONS (SIDEWALKS, TRAILS, MULTI-USE PATHS, BIKE LANES/TRACKS, ETC.)

PRESERVE

- NATURAL RESOURCE AREAS (STREAM CORRIDORS, FLOODPLAINS, STEEP SLOPES, WETLANDS, WOODED/FORESTED AREAS)
- AREA ADJACENT TO NATURAL AREAS FOR EXPANSION
- GREEN BUFFERS AND THRESHOLDS ALONG ROUTE 1
- PARKS
- EXISTING RESIDENTIAL COMMUNITIES
- COMMUNITY FACILITIES AND LANDMARKS

The “Character Areas” are first informed by corridor-wide themes which look at the Corridor in the following ways:

- as different and unique neighborhoods,
- for consolidating growth areas,
- for road, path, sidewalk, transit, trail, school, library, and park connection opportunities,
- for compatibility, and
- for environmental enhancement and stewardship.

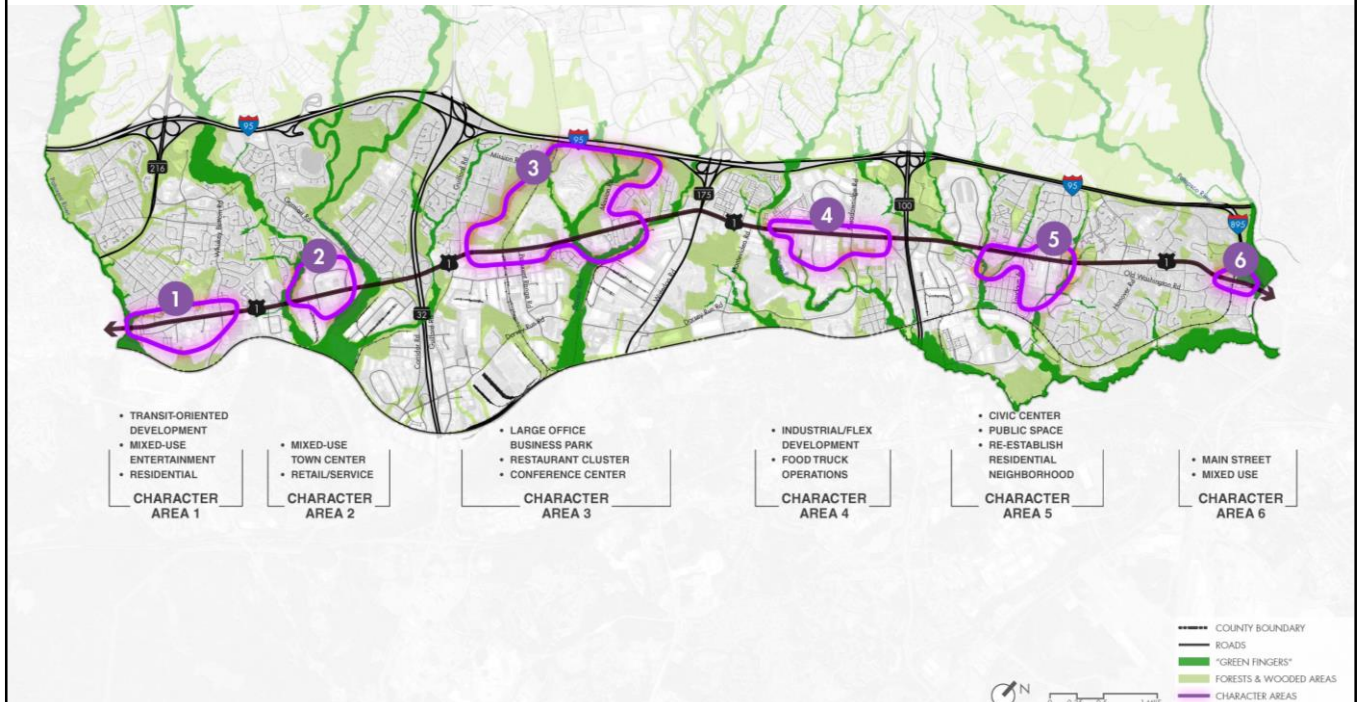
The approach can be summarized into the following planning interventions list:

- establishing a series of “neighborhood” character areas along the corridor
- suggesting potential, optimal future land uses
- recognizing the value of the area’s existing green areas through a series of “green finger” open space connections
- establishing strong community/Route 1 connections

This leads to the development of specific criteria which are then used for designating a specific location as a “Character Area”.

Each criterion is then organized under three strategies: redevelop, connect and preserve. It's important to note there's no one strategy that ranks over the others, each is inter-related and important establishing the vision for each "Character Area".

CHARACTER AREAS LOCATIONS AND CONTEXT



In applying the selection criteria, the consultant team identified six distinct districts (outlined in purple) throughout the Route 1 Corridor that have an opportunity to better define the character of the corridor. These are tied together by a series of “green fingers” – that is, natural areas that present opportunities for natural area preservation and community recreation. Each area will be discussed in the next few slides.

CHARACTER AREA 1

Preliminary Considerations

Mixed use & entertainment

- Focal point at the south side of the corridor
- Build on the planned development of Laurel Park with entertainment oriented mix of uses

Commercial

- Main street character

Residential

- Medium to high density along route 1

Laurel Park development

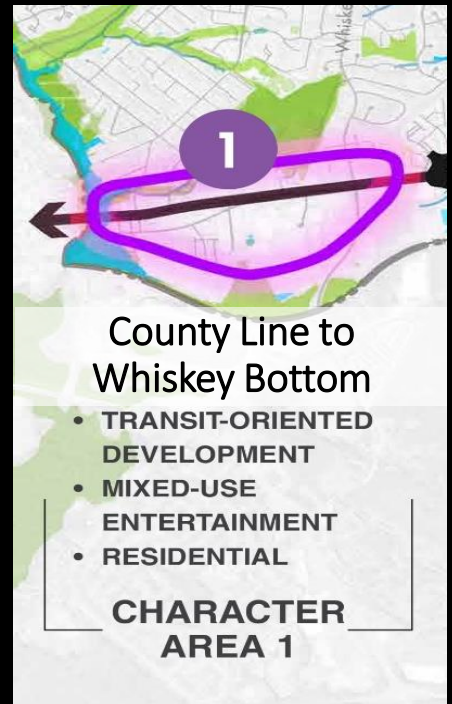
- Planned transit-oriented development
- Utilize the planned street grids for opportunity parcel development

Gateway to Howard County

- Wayfinding signage, public art, gateway sculptural elements, public plazas, framed by buildings, etc.

Enhanced Streetscape

- To activate streetscape areas adjoining potential mixed-use, entertainment and transit-oriented core along route 1.



Character Area 1: informed by the Laurel Park Station project (now under development) and the area's context with the scale and main street character of the City of Laurel, just south of the county line. Given the density of the Laurel Park Station project and proximity to MARC, the area is the only one being discussed in the context of higher density residential development. The natural resources surrounding the area provide a significant opportunity for preservation and connection.

CHARACTER AREA 2

Preliminary Considerations

Mixed-Use Town Center

- Corridor shopping and services
- Connect to Savage Mill trail and residential neighborhoods

Grocery

- Food anchor for the surrounding residential neighborhood

Light industrial/commercial

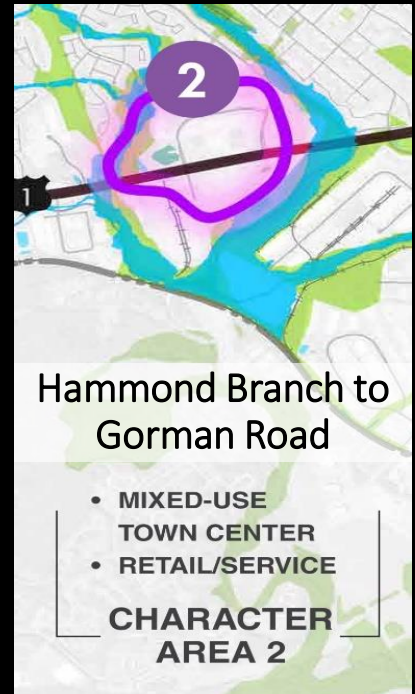
- Context compatible light industrial development

Public Realm

- Wayfinding signage, public art, gateway sculptural elements, public plazas, framed by buildings, etc.

Nature

- Connect to surrounding natural resources (trails, multi-use paths, etc.)



Character Area 2: significant in terms of land area to support larger scale development with a main street pattern. The preliminary considerations provide for flexibility while still providing guidance for private properties changing over time. Character Area 2 would serve both adjacent neighborhoods with access and the whole Corridor. The historic and natural areas provide an opportunity for connection and preservation.

CHARACTER AREA 3

Preliminary Considerations

Business/office park

- High quality office buildings (Class A)
- Organized by streets, public plazas and open spaces
- Integrate the stream corridors via trails, paths

Hotel/hospitality with related commercial

- Multiple hotel sites
- Conference center
- Retail/restaurants
- Integrate with stream corridors and natural resource areas

Commercial

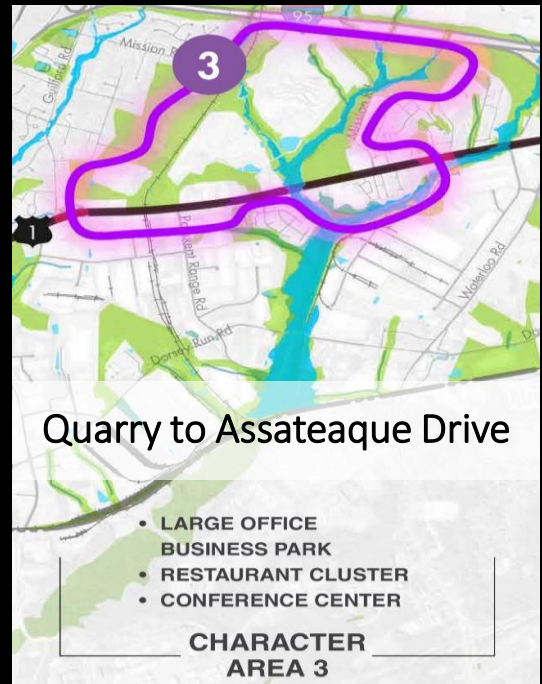
- Suburban corridor commercial with enhanced streetscape and site development

Public Realm

- Wayfinding signage, public art, gateway sculptural elements, public plazas, framed by buildings, etc.

Connection

- Environmental area trail
- Rail trail



Character Area 3: includes the quarry site which represents a longer-term opportunity site for redevelopment, but in setting the vision, the area could be a high value office park organized by an internal development pattern with water amenity. These uses would be complimented by supporting conference and retail development. The natural features surrounding the area provide a significant opportunity for preservation and connection.

CHARACTER AREA 4

Preliminary Considerations

Light industrial

- Context compatible light industrial (1 floor with garage doors at the back)
- Flex office space, showroom facilities

Commercial & food truck cluster

- Formalized space to house variety of food trucks and food offerings
- Celebrate corridor's industrial (distribution) character with wayfinding, signage and public art



Character Area 4: recognizes the need for appropriate industrial development compatible with surrounding warehouse clusters while naturally occurring food truck operations provide an opportunity to create a food cluster in the Corridor to complement and serve surrounding uses. The green natural areas provide a significant opportunity for preservation and connection.

CHARACTER AREA 5

Preliminary Considerations

Library

- Utilize the activity generated by the new library as an “anchor” for creating a civic node

Civic uses

- Walkable campus-like setting with green spaces for outdoor community gathering
- Signature buildings framing route 1 and internal streetscape and open spaces

Recreation

- Indoor recreation uses (fields, courts, etc.) With outdoor amenities that seamlessly connects civic campus with adjoining residential neighborhoods

Residential

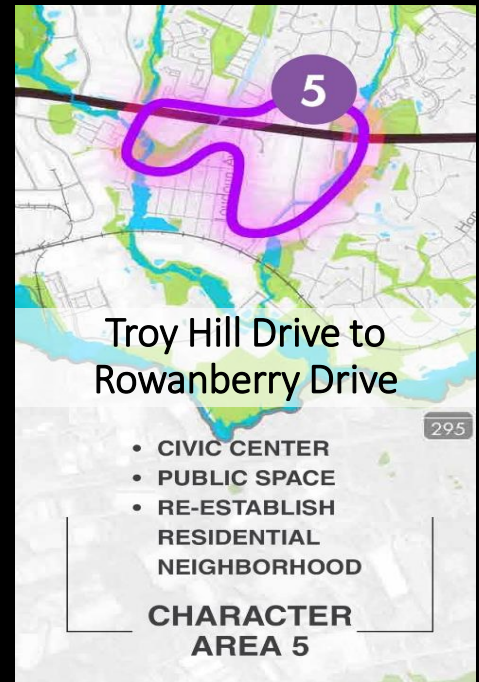
- Low to medium density residential that connects to adjoining existing residential neighborhoods
- Connect to trails and/or multi-use paths along route 1 and stream corridors

Enhanced streetscape

- To activate streetscape areas and connect both sides of route 1
- Wayfinding signage, public art, gateway sculptural elements, public plazas, framed by buildings, etc.

Connection

- To surrounding neighborhoods



Character Area 5: recognizes the Corridor’s need for additional civic uses and provides an opportunity to introduce new recreational, open space and public facilities using the Elkridge Library as an anchor. Other uses are included as opportunities that could happen. For example, you’ll see residential listed within almost all the Character Areas. While it’s not necessarily being recommended, we believe it should be part of the ongoing discussion. The area’s natural “green fingers” provide a significant opportunity for protection, enhancement, and connection.

CHARACTER AREA 6

Preliminary Considerations

Mixed-Use

- Mom & pop businesses, restaurants, some residential redevelopment

Civic

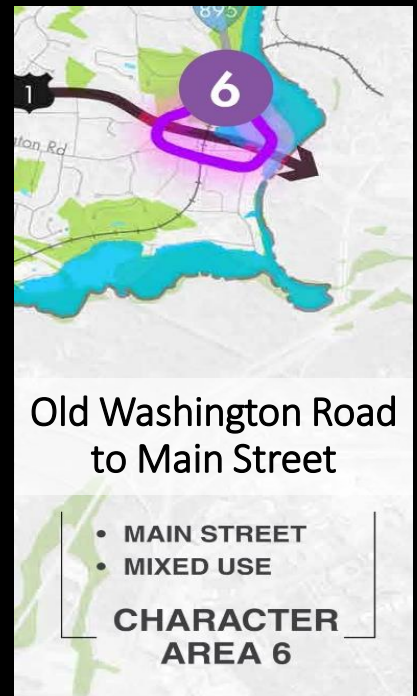
- Education/learning

Placemaking

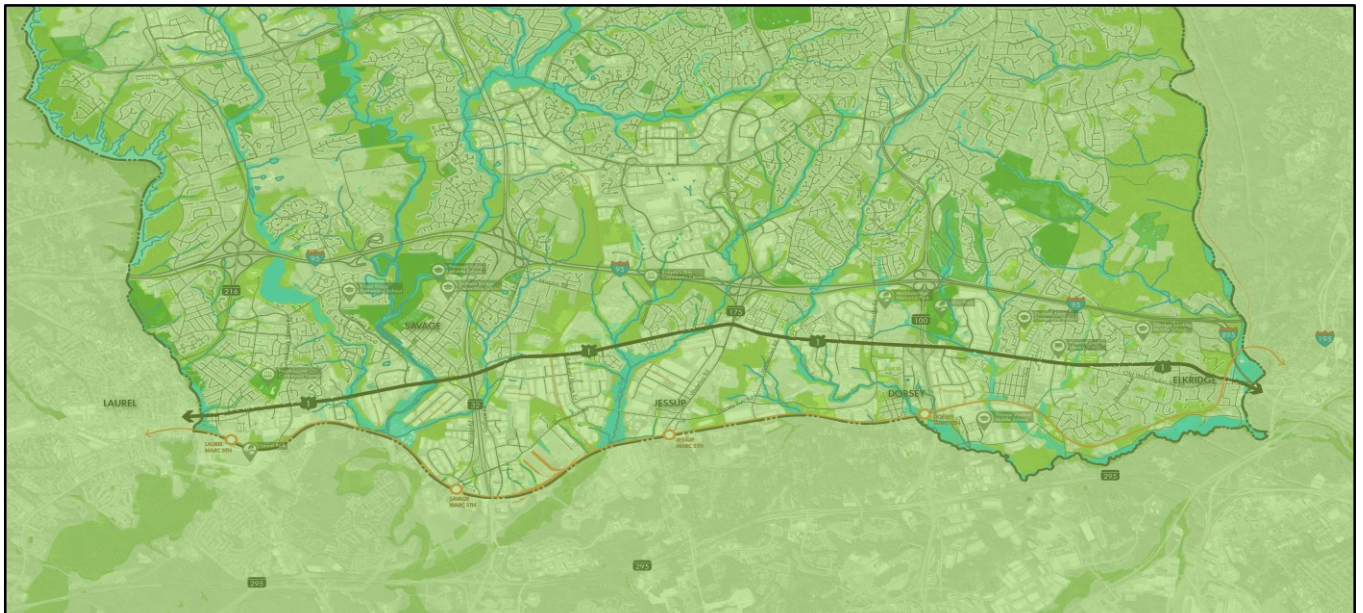
- Retain special places

Connection

- Easily accessible parks/open space
- Walkable neighborhood



Character Area 6: has a very different vision than other areas and provides opportunities for introducing more locally-based, main street development while taking advantage of both natural and historic resources. The area's historic and natural features provide a significant opportunity for preservation and connection.



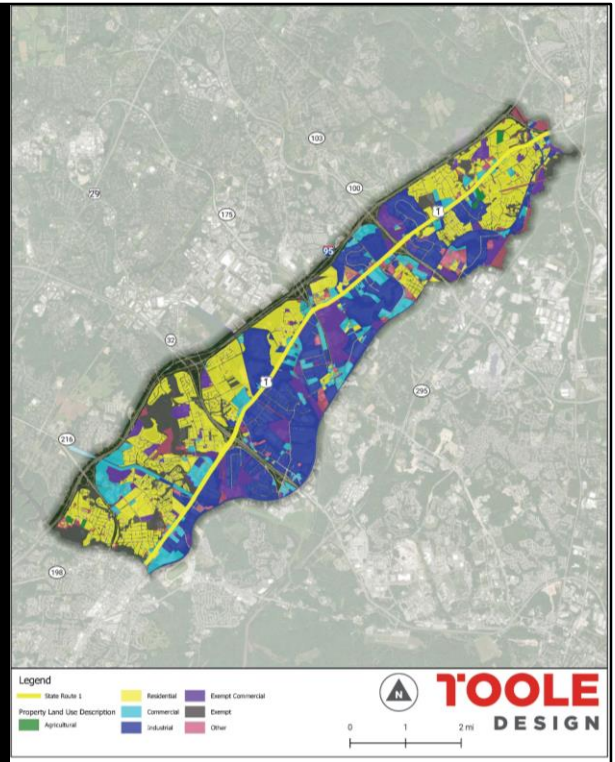
Rt. 1 Corridor
Master Plan 1

TRANSPORTATION CONNECTIONS

The following slides detail Toole Design's key findings from their review of transportation conditions. Since Route 1 is under the jurisdiction of the Maryland State Highway Administration (SHA), continued intergovernmental coordination will be important.

LAND USE

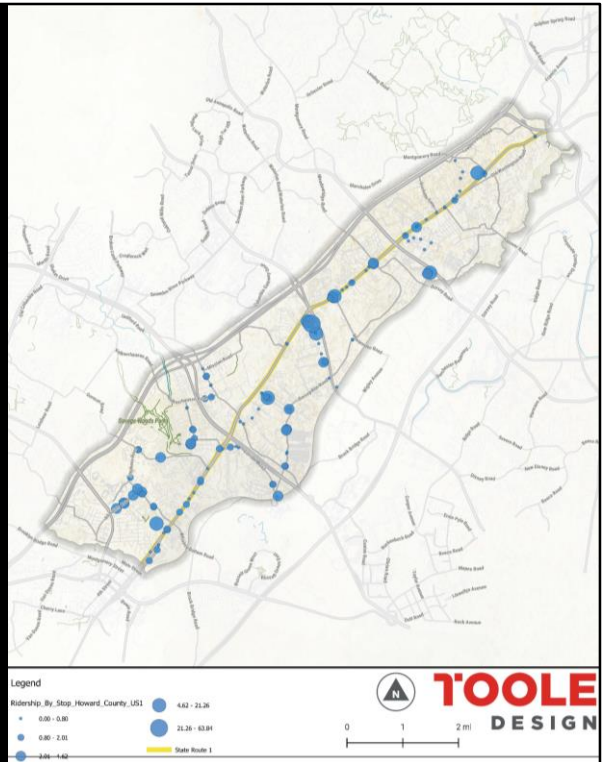
- Residential uses are concentrated west and north of the corridor
- Industrial Uses are concentrated east the corridor
- A number of industrial uses within residential areas can be potential areas for development



Existing land use patterns impact all modes of travel. Both residential and non-residential uses tend to be grouped or clustered in different areas throughout the Corridor. Locations where both types of uses exist could provide opportunities for redevelopment and prioritization of targeted transportation improvements.

SIDEWALK GAPS

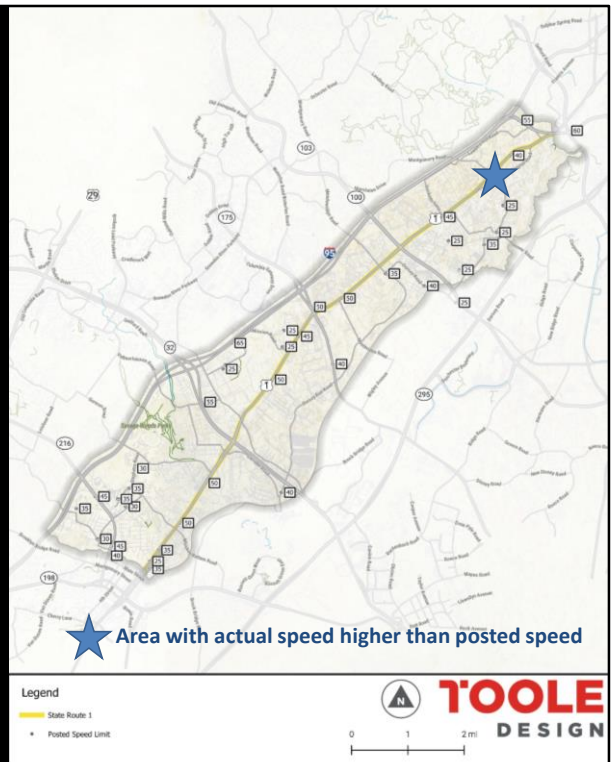
- Sidewalks are a limited feature along Route 1 especially on the southside section.
- Land use patterns reflect on the sidewalk patterns except in the north section
- There are major gaps around bus stops with high ridership
- Potential areas for near-term retrofits



In terms of mobility challenges, the single most reported comment from the first community meeting was the lack of sidewalks and missing sidewalks in areas where they exist. Sidewalk locations generally follow the land use patterns with residential areas having more than non-residential. There's also opportunities in the Route 1 Corridor to focus retrofits in areas of higher bus ridership.

SAFETY

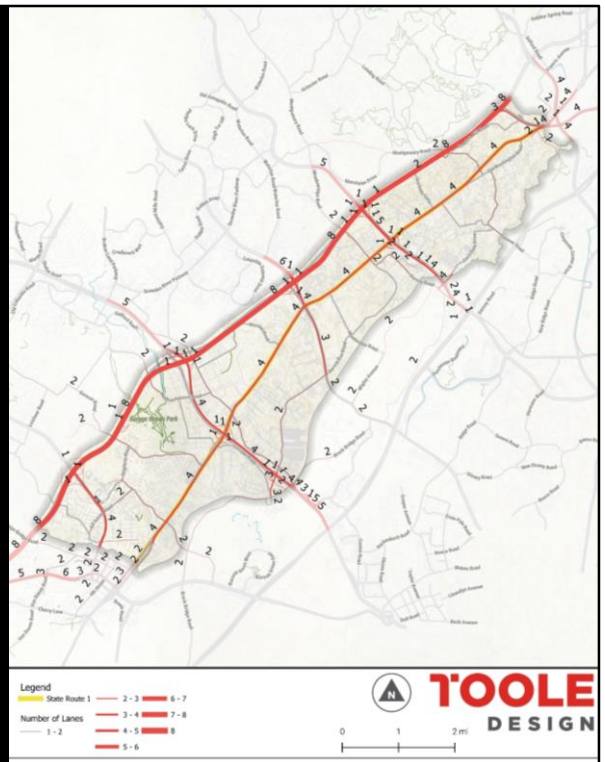
- **Locational discrepancy between all crashes: vehicular, pedestrian and bike crashes**
- **High bike and pedestrian crashes are in areas with a denser residential character and lower posted speeds**



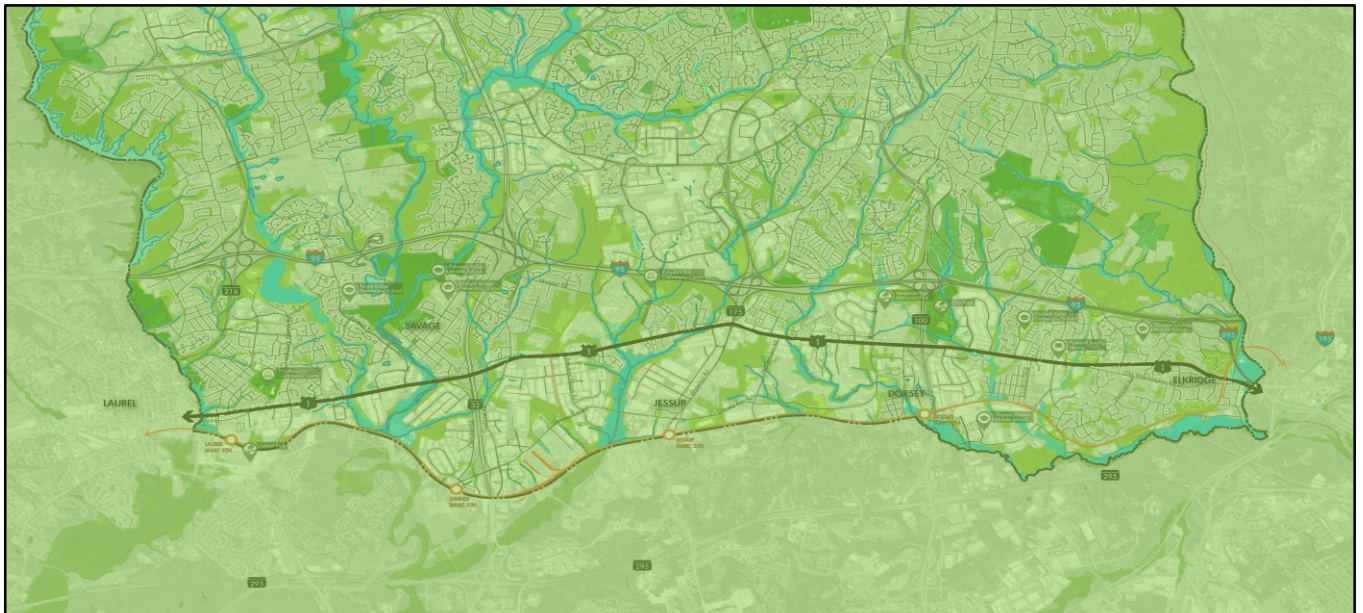
Crash rates were higher for pedestrians and bicyclists in residential areas even though posted vehicle speeds are generally lower in these locations. These conditions could be the result of missing infrastructure needed to support each mode.

TRAFFIC VOLUMES

- Traffic volumes vary along Route 1 and tend to be close to major routes
- Number of lanes almost consistent along the whole route
- Is there a potential for road diets in certain focus areas?



Traffic volumes vary throughout the Route 1 Corridor with higher volumes associated with the major east-west routes. One consistent element is the design of lane widths, which could provide an opportunity for modifying to narrower widths along the “Character Areas” and creating more pedestrian orientation.



PRELIMINARY CONSIDERATIONS

Combining the community input, consultant analyses and the “Character Area” concepts, preliminary recommendations for making improvements along the Route 1 Corridor are outlined in the next set of slides.

HOW IS THIS TIME GOING TO BE DIFFERENT?

Previous Strategy Initiatives Focused on Transportation and Regulatory Initiatives

US 1 Corridor Improvement Strategy (2008)

Transportation Physical + System Improvements

Local Transportation System:

- Build prescribed roadway and path connections
- Connect internal roadways
- Provide continuous bike and pedestrian routes
- Design for multimodal activity

Transportation System Improvements (US Route 1):

Typical Sections:

- widening to six lanes through most of Howard County
- raised median
- continuous bike lanes, landscaping, sidewalks, & parking design

Property Access:

- reducing single-use driveways on US 1
- concentrate truck access to major, full-access intersections
- Regional Intersection Improvements

Route 1 Manual (2009 update of the 2004 Manual)

Corridor Zoning districts:

- Nonconforming uses and noncomplying design
- Corridor employment district
- Transit oriented development district
- Corridor activity center (CAC)
- Continuing light industrial district

Streetscape, Site & Building design guidelines:

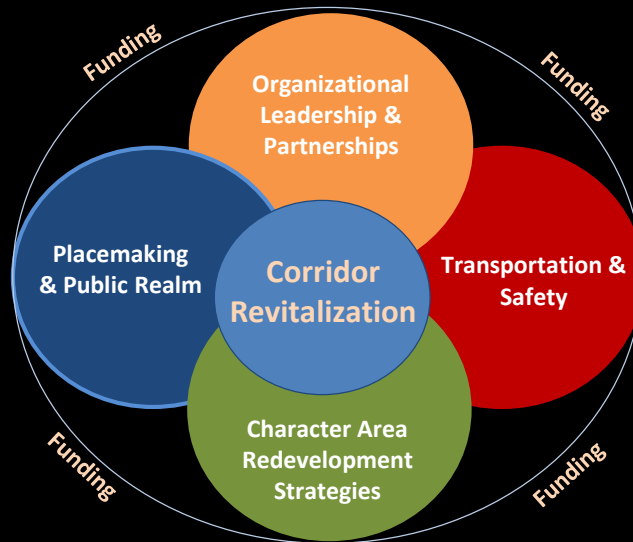
- Street furniture and pedestrian amenities
- Road network
- Building location
- Parking areas
- Trash enclosures
- Building height
- Building mass and articulation

* Transportation System Improvements (US Route 1): Typical sections from 2008 SHA Strategy incorporated into Manual

How is this Route 1 planning effort different? RKG highlighted two recent reports – the SHA US 1 Corridor Improvement Strategy and Route 1 Manual update – which had a strong emphasis of transportation and regulatory tools.

What we see in many prior initiatives is the absence of a mechanism for facilitating market-based desired changes. When you don't have communities, county government and developers working in partnership, outcomes may reflect a lack of coordination, and that's what we often see happening in the Corridor.

ROUTE 1 IMPLEMENTATION THEMES



The following are four themes for effective Route 1 Corridor revitalization: organization, transportation, “Character Area” redevelopment and placemaking. Together these themes promote coordination among stakeholders to effect the types of changes that make places recognizable through the activities people engage in and how they move and connect to one another.



**CONSIDERATIONS FOR ORGANIZATIONAL LEADERSHIP
"MANAGING AND LEADING ROUTE 1 REVITALIZATION"**

Goal: To manage growth and redevelopment along the Route 1 Corridor in a way that:

- Provide local residents with a higher level of shopping and services,
 - Promotes development that's fiscally responsible,
 - Grows the County's tax base and employment base,
 - Improves the condition and visual appeal of Route 1
-
- Action: Create a "Envision Route 1 Partnership" to facilitate desired redevelopment
 - Action: Appoint a series of Business/Citizen Advisory Committees to address key redevelopment issues:
 - Housing and Affordability
 - Transportation Improvements & Safety
 - Real Estate Redevelopment
 - Public Facilities and Amenities

In terms of leadership, a key consideration is to have some sort of organization that would manage growth in the Route 1 Corridor and take on catalyst redevelopment projects.



CONSIDERATIONS FOR PARTNERSHIPS

Goal: To identify suitable areas to accommodate the relocation of some Route 1 businesses to areas off Route 1

- Action: To work with property owners and real estate professionals to enhanced land conditions along Route 1

Goal: To work with real estate community to assemble key land parcels for future redevelopment and public parks/amenities

- Action: Explore tools such as a Route 1 Land Bank to assemble, hold and redevelop land in conjunction with other stakeholders along the corridor
- Action: Coordinate with property owners, nonprofits and developers to identify key properties to future redevelopment

Land ownership is as diverse as the Route 1 Corridor itself. An organizational structure would need to include partnerships across sectors to get people working together in order to do the following:

- identify areas for redevelopment,
- provide existing business support, and
- assemble land to create viable projects.

One consideration for implementation would be to establish a Land Bank.



CHARACTER AREA REDEVELOPMENT STRATEGIES

Goal: To initiate redevelopment in strategic opportunity areas where catalyst redevelopment is possible

- Action: Create partnerships with real estate development companies interested in Route 1 redevelopment
- Action: Develop funding and regulatory incentives to encourage redevelopment
- Action: Plan transportation and infrastructure improvements to support redevelopment as needed

The “Character Areas” are vision-based and not just focused on real estate development. They include traffic and connection improvements, placemaking, amenities, preservation and other ways to enhance the Corridor’s attractiveness.



Goal: Develop financing for use at designated Character Areas to facilitate the public infrastructure in these areas

- Action: Explore TIF Districts based on known redevelopment plans for areas that are ready for redevelopment

Goal: Create new funding mechanisms to support publicly-funded capital improvements along the corridor

- Action: Explore mechanisms such as local option sales tax for economic development

CONSIDERATIONS FOR CREATIVE FUNDING SOLUTIONS

In terms of funding, consideration should be given to Tax Increment Financing, a concept of targeting tax revenue in order to support needed infrastructure for redevelopment.

Another concept is a local option sales tax that would go on top of the state's to create a consistent revenue source for the Corridor.



**TRANSPORTATION & SAFETY
(NEAR-TERM STRATEGY)**

- Fill sidewalk gaps
- Provide immediate connectivity improvements by enhancing paved shoulder via lane diets and road diets, physical buffer, etc.
- Provide enhanced bus shelter amenities
- Implement pedestrian crossing improvements
- Improve wayfinding
- Other safety and speed management improvements
 - Slow turn turning vehicles
 - No Turn on Red

Connections are very important in the Route 1 Corridor. Transportation and safety strategies have been broken out by near-, mid- and long-term. Near-term priorities include retrofitting sidewalk gaps, enhancing bus stops and speed management through physical improvements to slow traffic and create pedestrian orientation.



**TRANSPORTATION & SAFETY
(MID-TERM STRATEGY)**

- Balance multimodal needs
- Improve safety for everyone, all ages all abilities
- Implement transportation infrastructure improvements that create a recognizable node of activity
- Foster Transit-Oriented Development
- Identify opportunities to enhance regional multimodal connectivity

Mid-term transportation and safety strategies include creating parity among pedestrian, bike, vehicle and transit modes at Character Areas and fostering a transit-based emphasis on development in locations slightly independent, but still connected, to Route 1.



ROUTE 1 LONG-TERM STRATEGIES

Strategy	Proposed Criteria
Redefine minimum lane widths along corridor	10.5-11 foot motor vehicle travel lanes
Redefine a flexible Level of Service (LOS) Along Corridor	Aim for a lower LOS in targeted locations
Lower desired motor vehicle speed	25 miles per hour in targeted locations
Reevaluate Pedestrian crossing needs	Accounting for existing, latent, and future demand
Identify road diet thresholds	Follow SHA allowable thresholds
Redefine setback requirements	Balancing sense of place and crash considerations

In terms of farther ranging, longer-term transportation and safety strategies should include coordination with SHA. These include but are not limited to the following elements:

- targeted possible lane width reductions
- reduced speeds to promote pedestrian and biking environments
- targeted pedestrian crossing opportunities
- Negotiated setbacks

It is important to create the character of a place through site and building design that considers potential impacts to road operations.



CASE STUDY RIVERDALE PARK STATION

Constructed in 2017

Connectivity

- Wide shared-use path along Route 1
- Riverdale and College Park MARC stations access
- Internal parallel routes

Safety and Comfort

- New traffic and ped signals
- Curb extensions and ADA ramps
- Truck apron
- Road Diet

Sense of Place

- Separation between existing industrial uses while maintaining pedestrian and bicycle access

The following is a precedent Route 1 Corridor development project in Prince George's County that further illustrate similar outcomes as those being considered for Howard County's Route 1 Corridor. Riverdale Park Station includes a series of pedestrian and bike improvements oriented toward both Route 1 and its nearby MARC station, which enhance the safety of users and contribute to the development's sense of place.

Case Study: Riverdale Park Station



Riverdale Park Station is a mixed-use development that has a significant set back from Route 1 to enhance the frontage streetscape while an overpass crossing provides direct access to the MARC station.



**PLACEMAKING AND PUBLIC REALM
(CORRIDOR REVITALIZATION CASE STUDIES)**

- » **Route 1 Richmond Highway**
(Fairfax County, VA)
- » **Hull Street Corridor**
(City of Richmond and Chesterfield County, VA)
- » **Roswell Road Corridor**
(Sandy Springs, GA)

Other corridors that have used a similar type of “Character Area” planning approach include: Route 1 Richmond Highway, the Hull Street Corridor, and the Roswell Road Corridor.

The following slides will outline the three case studies that relate to the Route 1 Corridor in Howard County.

IMPLEMENTATION STRATEGIES | LAND USE & URBAN DESIGN – SIMILAR PROJECTS

RICHMOND HWY (RT. 1), FAIRFAX COUNTY, VA



FACTS

- ▶ Major North/South route
- ▶ 14 miles; 4-6 lanes
- ▶ Mix of commercial, residential and industrial uses
- ▶ Planning for the installation of Bus Rapid Transit

STRATEGIES

- ▶ Updated the County's Comprehensive Plan: 6 "nodes"
- ▶ Developed urban design concepts and design guidelines (ongoing) for corridor and nodes
- ▶ Has engaged the corridor communities throughout the process

RESULTS

- ▶ County is actively marketing the concepts and guidelines to interest developers
- ▶ Development interest is active
- ▶ Involvement of County's Technical Team to create strategy to implement special linear parks via public-private partnerships

Richmond Highway in Fairfax County, VA: is an example of a similar project with six identified nodes on another stretch of Route 1. This stretch of Virginia Route 1 has that similar older industrial corridor character. In this example, the primary change agent is the planning of Bus Rapid Transit (a faster, express bus service between origins and destinations with limited stops), which provides the basis for developing six nodes as commercial business centers. The plan identifies mixed-use development of these nodes with unique character which builds off the location and history of each. Near-term improvements to connectivity/walkability and environmental enhancement/preservation are in process.

IMPLEMENTATION STRATEGIES | LAND USE & URBAN DESIGN – SIMILAR PROJECTS

ROSWELL ROAD, SANDY SPRINGS, GA



FACTS

- ▶ Major North/South route (linking communities north of Sandy Springs to Atlanta)
- ▶ 9 miles; 4-6 lanes
- ▶ Mix of commercial, residential and industrial uses
- ▶ Sandy Springs' "main street" --- provides a poor image of a successful city

STRATEGIES

- ▶ Developed a Roswell Road plan defining the key character areas
- ▶ Carried out a retail study to define realistic opportunities along the corridor
- ▶ Defined a land use plan for each of the "opportunity areas" ripe for redevelopment
- ▶ Developed a concept plan for improving the most important feature of the corridor: Roswell Road

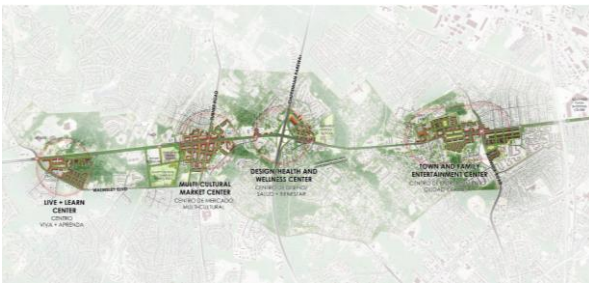
RESULTS

- ▶ Establishment of a North Roswell Road Task Force to define "next steps" needed to encourage new development
- ▶ Recently issued an RFP to develop and "sell" redevelopment plans for the northern half of the corridor
- ▶ Established a new City Civic Center that fronts on Roswell Road and serves as the City's Downtown

Roswell Road is located in Sandy Springs, GA and provides a direct connection to Atlanta. Its character is similar to Rt. 1 as it is an older commercial. The road itself was looked at to help shape the character of adjacent areas. Streetscape improvements are being used to provide active pedestrian zones and building zones for outdoor spillover use. Older centers are being strategically identified for redevelopment as mixed-use with walkable access to decrease the need to drive the corridor.

IMPLEMENTATION STRATEGIES | LAND USE & URBAN DESIGN – SIMILAR PROJECTS

HULL STREET, RICHMOND & CHESTERFIELD COUNTY, VA



FACTS

- ▶ Major North/South route
- ▶ 7 miles; 4-5 lanes with transit
- ▶ Mix of commercial, residential and industrial uses
- ▶ Former "main street" --- provides a poor gateway image

STRATEGIES

- ▶ Developed a land use and street improvement plan for the corridor
- ▶ Identified focal "nodes" to jumpstart redevelopment

RESULTS

- ▶ Funding obtained for street improvements to jumpstart change
- ▶ Engineering plans developed; being implemented
- ▶ Rezoning of key corridor nodes



Hull Street in Richmond, VA: is being planned as a series of nodes with activities defining the character of each. Similar to Route 1 in Howard County, it includes a mixture of industrial, residential and commercial and has sections that have had little modern development or streetscape improvements.

Near-term improvements include sidewalk and crosswalk retrofits to signal areas with redevelopment potential.



Rt. 1 Corridor Master Plan

Thank you for your time

Thank you for taking the time to review this material, and for your interest in the Route 1 Corridor Master Plan. A virtual tour of the stations at the public meetings has been developed for you to review and provide feedback on.

Please let us know if you have any questions.

Information Contact:

Peter Conrad
Deputy Director, Department of Planning and Zoning
410-313-2350 / pconrad@howardcountymd.gov

Project Webpage: www.howardcountymd.gov/route1