

# THE SOUTH FREDERICK CORRIDORS PLAN

## PLACEMAKING CHARRETTE PARTICIPANT GUIDE



The Livable Frederick Planning and Design Office

Frederick County Government  
Division of Planning and Permitting  
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Frederick, MD 21701



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# WELCOME

## THANK YOU FOR JOINING US!

We are pleased to welcome you to the South Frederick Corridors Placemaking Charrette! The **South Frederick Corridors Plan** is the second planning effort to implement the award-winning Livable Frederick Master Plan and the first to integrate a charrette to gather critical feedback from those who know the area best - stakeholders like you! We have set an ambitious agenda but we are confident that you will find this an engaging and rewarding experience with a critical goal: building consensus around short-, mid-, and long-term growth and redevelopment opportunities within the South Frederick Corridors area.

The Placemaking Charrette is organized within four sessions, occurring over two weeks. The **Kick-Off** session provides opportunities to hear from a panel of experts on topics and issues relevant to South Frederick Corridors. It also provides an opportunity to “break the ice” and meet/greet charrette participants. **Session 1** poses the question “What is Livable Frederick?” Charrette facilitators will introduce critical information about the planning area and we will start to investigate and identify opportunities. In **Session 2**, we will think about and discuss “What Could Be” through the frameworks of future development patterns in South Frederick Corridors. Finally, in **Session 3** we will address “Moving Forward” and start making the connections between what’s on the ground today and what is possible for the future.

On behalf of Frederick County, the Livable Frederick Planning and Design Office, and the charrette facilitation team, we’d like to thank you in advance for your time, energy, feedback, ideas, energy, and inspiration. We are so glad you are able to join us and we can’t wait to get started!

# LIVABLE FREDERICK

*Livable Frederick is a new approach to comprehensive planning in Frederick County.*

Livability is the sum of the factors that add up to our quality of life in Frederick County. It is the ability to easily get where you're going, to enjoy great parks, to benefit from great schools, to find support when you need it, to form bonds with your neighbors, to have access to excellent stores, restaurants, and entertainment, to have good jobs close to home, to enjoy the revitalizing qualities of our forests, rivers, mountains, and countryside, and to be in harmony with the systems that surround, support, and underlie our ability to live happy, healthy, long, and prosperous lives.

To preserve, sustain, and create livability, we must define and advance our shared values as they impact our built and natural environments, our community health, our economic prosperity, our social stability and equity, our education, and our cultural, entertainment and recreational opportunities. This is the central ambition of **Livable Frederick**. It is a bold and visionary purpose, but one that is at the heart of every technical and practical effort to plan our communities.

*livability*  
the sum of the factors that add up to our quality of life: our built and natural environments, our community health, our economic prosperity, our social stability and equity, our educational opportunity, and our cultural, entertainment and recreational opportunities.

Livable Frederick embraces comprehensive planning that is centered on creating and sustaining livability. The **Livable Frederick Master Plan** takes this concept from an urgent but somewhat vague notion to a vivid illustration that can serve as the well-spring of our efforts to create and sustain our community in this new century. Four Vision Themes provide a framework for the Master Plan. These include: Our Economy, Our Environment, Our Health, and Our Community.

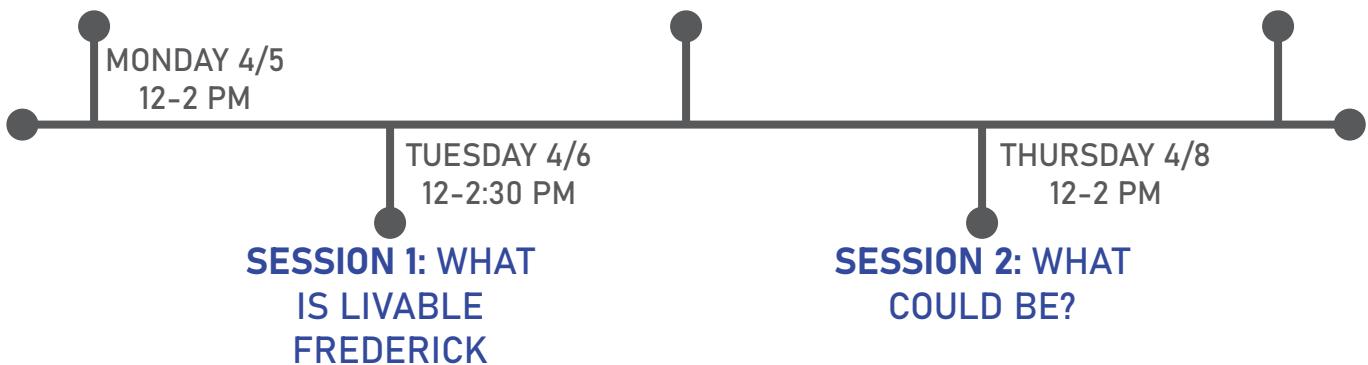
The Livable Frederick Master Plan serves as a core, vision-based, policy-focused document, with a collection of other interrelated plans (such as community and corridor plans, functional plans, and large area plans) that all stem from and support this central core document. The **South Frederick Corridors Plan** is the a second planning effort to implement the Livable Frederick Master Plan.



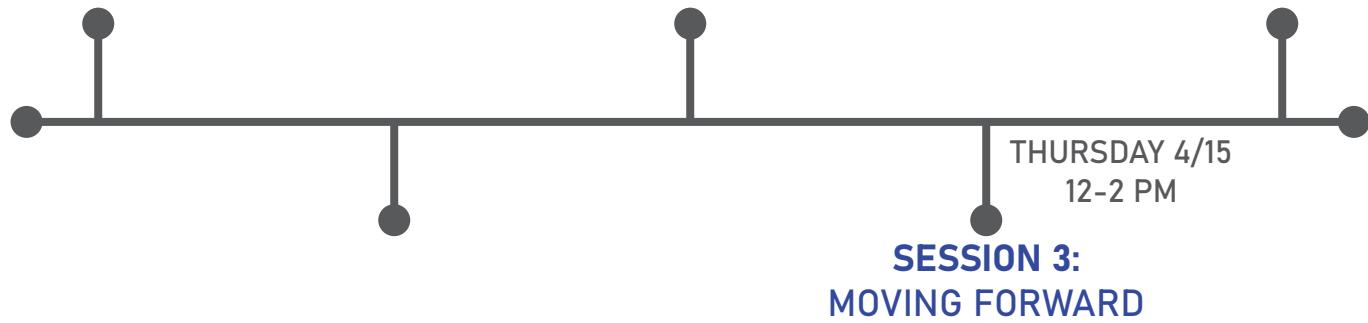
# AGENDA

## WEEK 1

### KICK-OFF SESSION



## WEEK 2



# VIRTUAL COLLABORATION



## *Tips for productive virtual environments...*

Please...

### Mute your microphone

To help keep background noise to a minimum, make sure you mute your microphone when you are not speaking.

### Be mindful of background noise

When your microphone is not muted, avoid activities that could create additional noise, such as shuffling papers.

### Position your camera properly

If you choose to use a web camera, be sure it is in a stable position and focused at eye level, if possible. Doing so helps create a more direct sense of engagement with other participants.

### Limit distractions

You can make it easier to focus on the meeting by turning off notifications, closing or minimizing running apps, and muting your smartphone.

### Avoid multi-tasking

You'll retain the discussion better if you refrain from replying to emails or text messages during the meeting and wait to work on that PowerPoint presentation until after the meeting ends.

### Prepare in advance

If you will be sharing content during the meeting, make sure you have the files and/or links ready to go before the meeting begins.

### Bring your ideas!

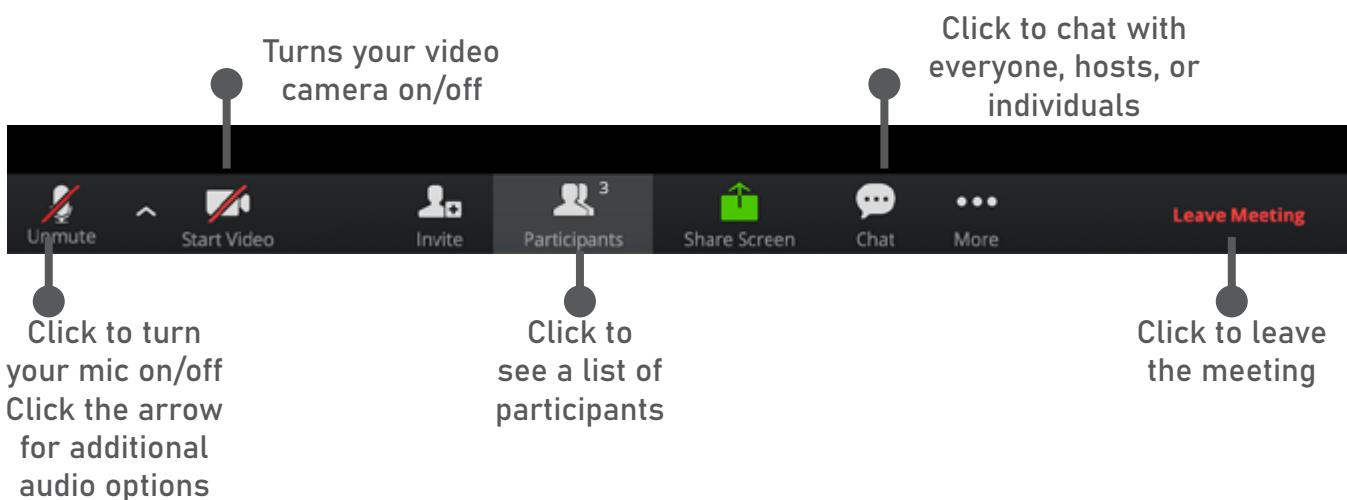
We are here to learn from you. Don't hesitate to share your thoughts - written or verbally!



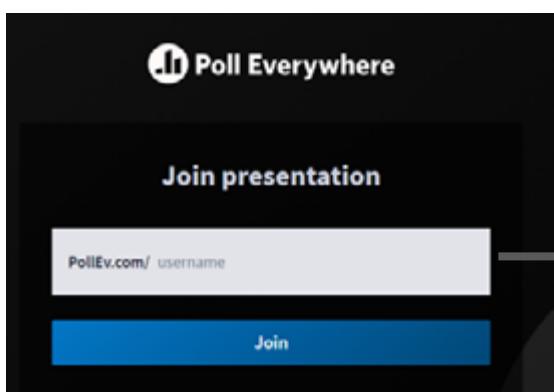
# TECH & TROUBLESHOOTING

We will primarily be using three technologies during the charrette: **Zoom**, **PollEverywhere**, and **MURAL**. PollEverywhere is a live, interactive polling platform that lets you respond and see responses in real-time. Zoom is a video-conferencing service used to meet virtually, with others. For the Placemaking Charrette, we recommend accessing Zoom via your desktop or laptop computer, so you can take advantage of web-based audio as well as a full suite of interactive elements. You can learn more about accessing and using Zoom by visiting: <https://support.zoom.us/hc/en-us/categories/200101697-Getting-Started>

## ZOOM ATTENDEE CONTROLS



## POLLEVERYWHERE



To respond to live polls go to [www.pollev.com](http://www.pollev.com)

Enter the username: truetrain007 and click "Join"

Answer the active poll question and submit!

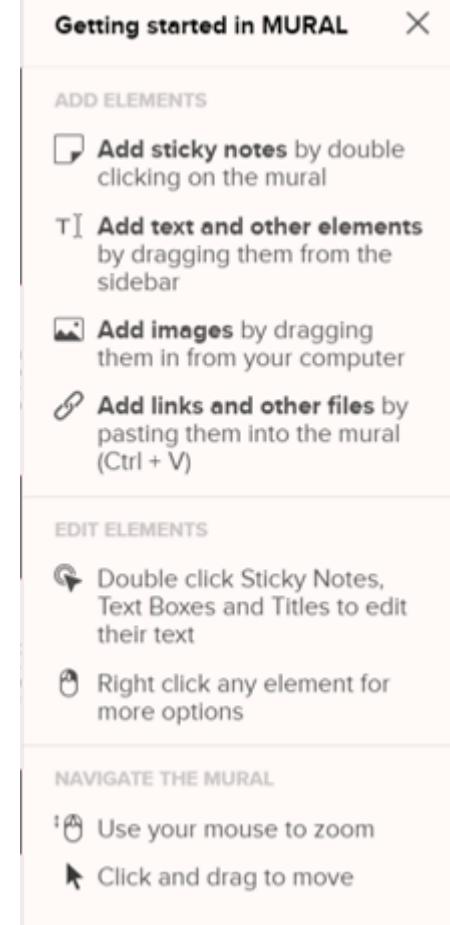
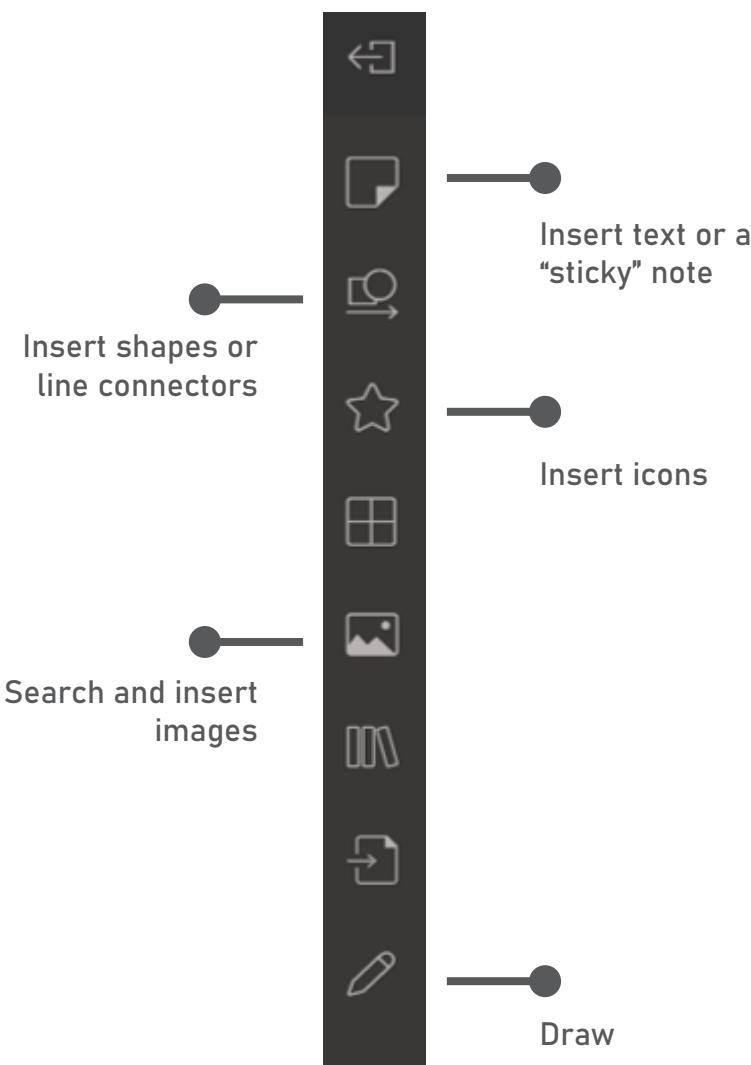
# TECH & TROUBLESHOOTING

MURAL is an interactive virtual whiteboard that provides a workspace for remote, “hands on,” creative collaboration. We will be using MURAL during the charrette to identify and distribute placetypes on a base map of the planning area. You will be provided with a link to access the MURAL you’ll be working in during the charrette. To learn more or to set up a free account to practice (NOTE: you do NOT need an account to participate during the charrette), visit: <https://mural.teachable.com/p/new-users>

## USING MURAL



*Hit the Lightbulb for Quick Tips*



# SOUTH FREDERICK CORRIDORS

The study area is composed of existing commercial and industrial land to the south of Frederick City along Urbana Pike (MD355) and Buckeystown Pike (MD85). This area possesses a density of economic activity so great that it shifts the county's economic center of gravity to the south and east. These "South Frederick Corridors" are composed of land along MD355 between the Monocacy National Battlefield and just south of Frederick City (the South Frederick Triangle), and along MD85 between I-70 and north of Buckeystown (Ballenger Creek East). They constitute 20% of the county's jobs, 15% of the county's business establishments, and 15% of the county's total wages. In terms of economic significance in the county, it is second only to Frederick City.

South Frederick Corridors Planning Area



South Frederick Corridors Planning Area

South Frederick Triangle

Ballenger Creek East

Community Growth Areas

LFMP envisions a larger share of places in Frederick County that are more centralized, more walkable, and more functionally diverse. This entails a design approach:

- Reducing the distance between origins and destinations;
- Increasing options for moving between origins and destination; and,
- Establishing spatially compressed land use patterns providing a diversity of housing options and a mix of compatible land uses that are accessible by walking, biking, mass transit, and ride hailing, and driving.

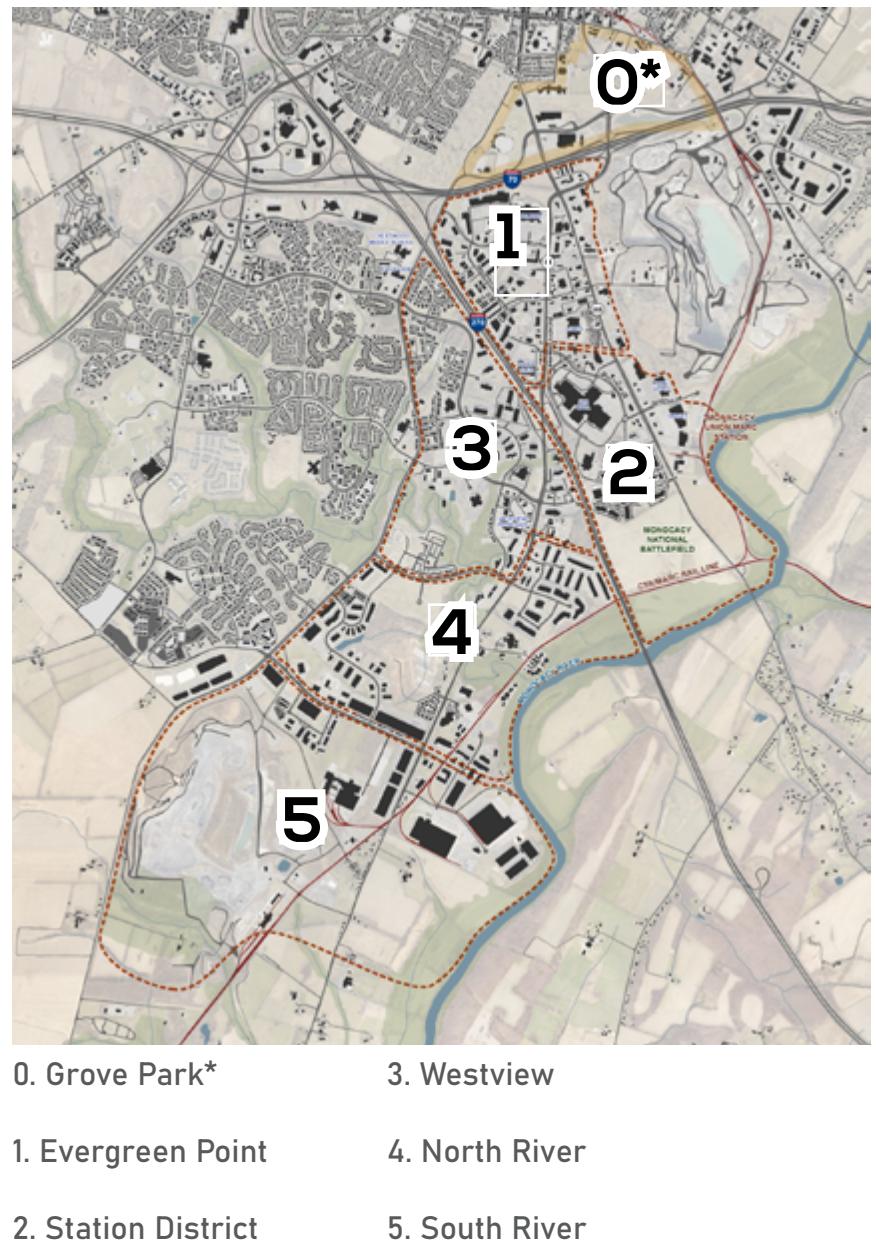
The future economic significance of the South Frederick Corridors depends in part on its ability to embody this kind of physical design through a gradual redevelopment metamorphosis. The existing sub-

# SOUTH FREDERICK CORRIDORS

urban, automobile-oriented pattern of development in the South Frederick Corridors supported this economic center over the last several decades, but as evidenced in the LFMP, this pattern is no longer adequate to meet the demands of the coming decades. Ensuring the continued economic status of the South Frederick Corridors requires a re-imagining of the area that embodies all of the serendipitous and mutually reinforcing aspects of any vital urban neighborhood.

Redevelopment in the South Frederick Corridors presents one of the best options for ensuring that Frederick County is prepared for the demands of the future. Planning initiatives such as the South Frederick Corridors Plan will ensure that the Livable Frederick Comprehensive Plan continues to evolve, remain relevant, and respond flexibly to circumstance, all while maintaining a keen focus on a central vision for the future of Frederick County.

## Sub-Districts in South Frederick Corridors



*While technically within the City of Frederick, the Grove Park sub-district is inextricably linked geographically, economically, and visually to South Frederick Corridors and will be included in discussions about redevelopment opportunities.*

# SOUTH FREDERICK CORRIDORS

## Scenes of South Frederick Corridors



# SOUTH FREDERICK CORRIDORS

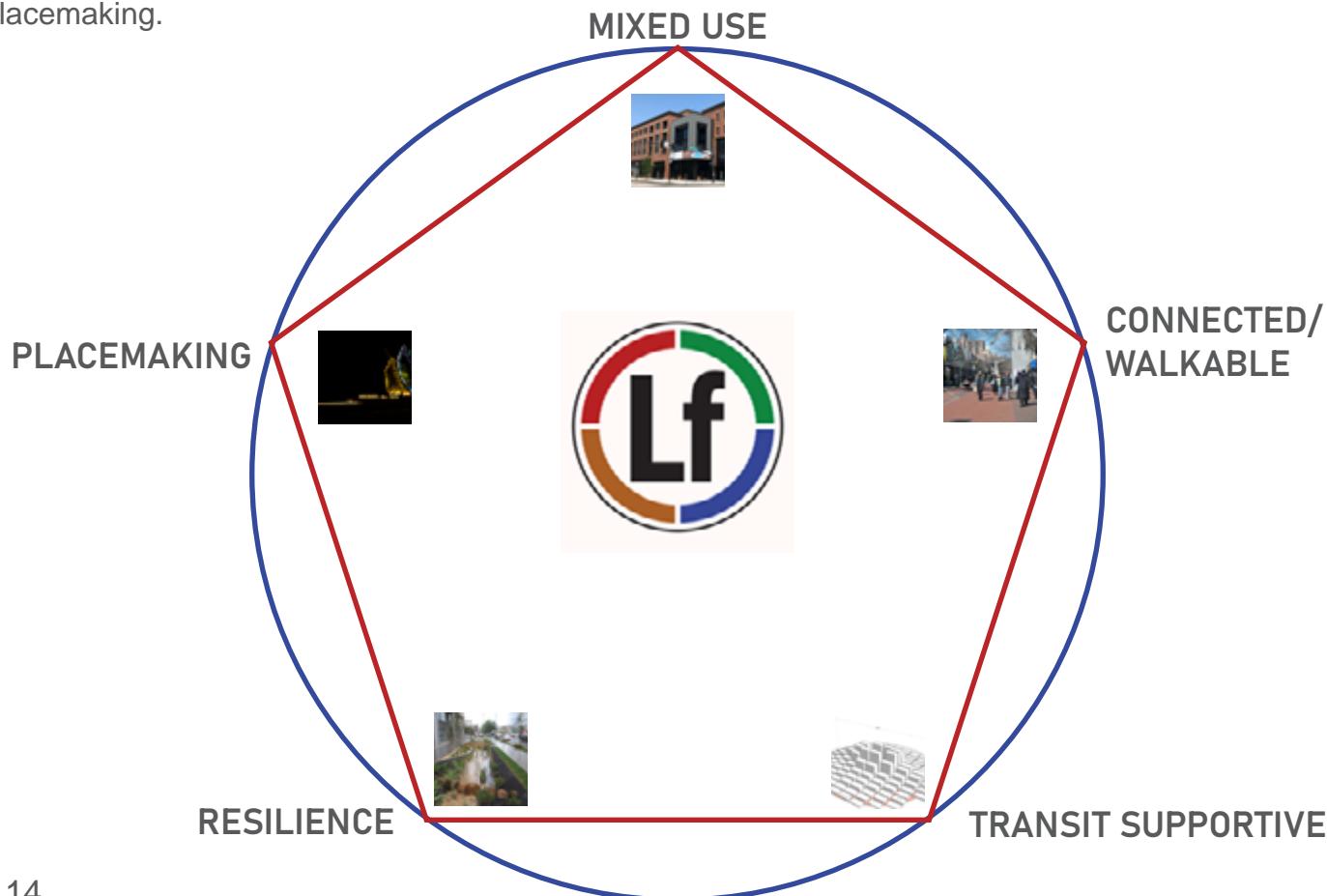
## Scenes of South Frederick Corridors



# CONCEPTS

Redevelopment is the primary mechanism for absorbing growth in the South Frederick Corridors (Livable Frederick Master Plan). This is because the area has many advantages of infrastructure and location supporting higher density, mixed use development, and trends and forecasts support the relatively quick transition of land uses associated with the types of large scale commercial uses that exist in this area.

New and re-development in the South Frederick Corridors will emphasize mixed-use development, introducing a significant number of residential dwellings and will focus on accentuating public space and walkability attributes. This will occur primarily through the redevelopment of existing commercial uses as they approach obsolescence. Transit-oriented development (TOD) is supported primarily in the vicinity of the existing MARC Station but redevelopment will encompass the entire South Frederick Corridors area. This will help realize its potential to become a far more urbanized landscape supporting proximity to jobs, services, and transportation options such as walking, biking, and transit. Several key concepts and approaches will be discussed in relation to the area's redevelopment and are described and illustrated in the following pages. These include: Mixed use development; a connected and walkable built environment and transportation network; transit supportive development; resilience; and placemaking.



# CONCEPTS

## MIXED USE

“Mixed-use” is development blending residential, commercial, cultural, institutional, or entertainment uses into one space, where those functions are to some degree physically and functionally integrated. It is a characteristic of many towns and cities that developed prior to the emergence of the automobile. Uses can be mixed horizontally (i.e., a block containing housing, office space, and retail establishments) or mixed vertically (i.e., a building with retail on the first floor with residential uses on floors above). The scale, density, and intensity of development is highly variable based on community context and almost infinite variations and combinations of land uses and development form are possible, based on the community’s goals.

Mixed use makes sense in South Frederick Corridors because a major aspect of the LFMP vision is cultivating environments that are walkable and accessible to multiple modes of transportation and mixed land uses are one way to support this goal.

### MIXED USE CONSIDERATIONS



#### Residential Density

Amount of housing units in a given area.



#### Employment Density

Amount of jobs in a given area.



#### Jobs-Housing Balance

Ratio of jobs to housing units in a given area.

### Types of Mixed-Use Development



Vertical Mixed-Use



Horizontal Mixed-Use



Lifestyle Center



Historic Urban



Main Street Commercial



Complete Neighborhood



Live/Work



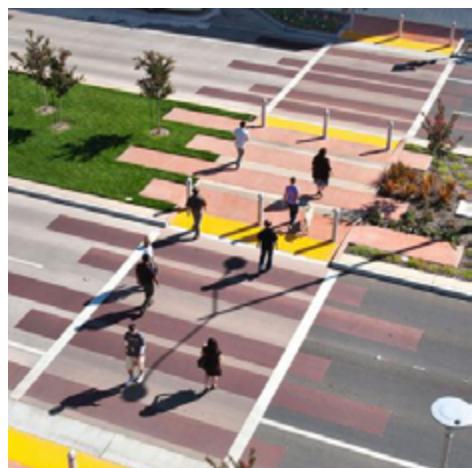
# CONCEPTS

## CONNECTED/WALKABLE

Development patterns in South Frederick Corridors reflect the legacy of an auto-centric past, when most people who lived in the area traveled *out* of the County for work and play. Development demand is changing and more people than ever are living, working, and playing in the County and the County is attracting employers whose workers travel *to* the County or who want to live close to the places they work. Connected and walkable patterns of development will help South Frederick Corridors move away from a vehicle-centered growth patterns and towards more human-centered design.

### WALKABLE

Walkability stimulates the economy, supports equity, and promotes social interactions. A walkable South Frederick Corridors area will provide a comfortable environment for cyclists and pedestrians and support walking and biking to destinations using complete streets and enhanced pedestrian amenities such as adequate lighting, shade trees, safe distances from vehicles, calmed traffic, accessible sidewalks and more. Walkable destinations will also be cultivated by enhancing connections between residential neighborhoods, key employment centers, and transportation hubs.



### CONNECTED

A high-functioning street network makes travel more efficient by providing mode choice and direct paths. Design and operational improvements enhance travel conditions for both commuters, and local travelers. Safety is prioritized for all roadway users in both infrastructure and operational improvements. Roadway lane configurations are adjusted to accommodate multiple transportation modes. A strong street network also supports transit ridership. With a complete, connected network of multimodal options, visitors and residents may opt to reach their destination entirely without driving or will instead walk, bike, or take public transportation.

# CONCEPTS

## TRANSIT-SUPPORTIVE

Transit Oriented Development (TOD) concentrates a compatible mixture of uses within walking distance of a transit station. A primary focus is supporting the greater use of mass transit, by locating higher density residential and employment uses within  $\frac{1}{4}$  to  $\frac{1}{2}$  mile of a transit station. Transit-oriented development is designed so that access to transit is maximized by interconnected streets that are attractive, convenient, and safe for pedestrians and bicyclists.

The South Frederick Corridors contains an existing MARC commuter rail station that is currently accessed primarily through large parking facilities adjacent to the station. There is an opportunity to leverage the ridership of this station through development that is designed to function using transit for many of its transportation needs.

### KEY ELEMENTS OF TOD

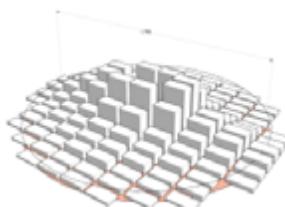
Most transit trips start as a walking trip!

Great TOD has:

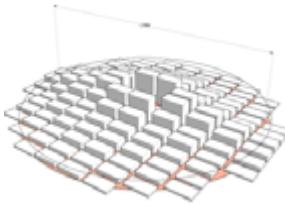
- A well-connected, complete street grid short blocks, ample sidewalks, bike paths, slow traffic
- Development density within  $\frac{1}{4}$  to  $\frac{1}{2}$  mile around the transit station
- Pedestrian-oriented building entrances and other site design elements
- A strong mix of uses at different price points
- Efficient parking
- Strong place making elements reflecting the culture, character, and natural features of the existing neighborhood.

*TOD planning creates a balance of place types along a transit corridor attracting new investment while retaining the existing character, culture and other assets of neighborhoods and commercial areas.*

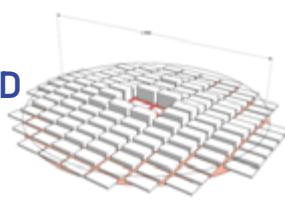
#### REGIONAL SCALE TOD



#### COMMUNITY SCALE TOD



#### NEIGHBORHOOD SCALE TOD



# CONCEPTS

## RESILIENCE

When the COVID pandemic hit, many people were surprised to hear the word resilience being used to describe impacts and responses beyond the built and natural environments. As we move into a post-pandemic world, it will be necessary to re-think our patterns of development and find ways to make our businesses and social networks more responsive to unexpected change. Building a broad interpretation of resilience into the South Frederick Corridors plan can help insulate our jobs, environment, and lives from unexpected shocks.

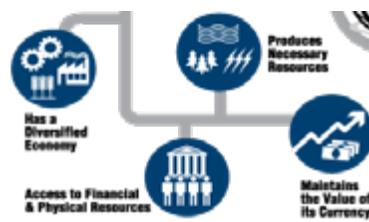
### PHYSICAL

Physical resilience is the environment's (natural and man-made) ability to withstand and recover from a shock or disruptive event. Physical resilience includes "hard" or structural approaches (such as building sea walls or flood barriers) as well as "soft" or policy or regulatory approaches (such as directing growth to areas less vulnerable to hazards). Physical resilience protects both public and private investments in buildings, infrastructure, and community assets.



### ECONOMIC

Economic resilience is the local economy's ability to withstand and recover from a shock or disruptive event. Communities with more resilient economies have a diversified economic base, not relying entirely on any one industry or trade sector, and contingency plans for supply chains. Businesses have the resources they need to plan in advance for disaster and are protected in the event the unexpected occurs.



### SOCIAL

Social resilience is the ability of a community to cope with and adapt to stresses such as social, political, environmental, or economic change. Building social resilience involves community engagement; strengthening partnerships and social networks; high capacity local governance; building individual-level preparedness and self-sufficiency; ensuring equitable access to health care and social services; and rapid restoration of services and social networks.



# CONCEPTS

## PLACEMAKING

Placemaking strategies such as unique wayfinding signage, gateways features, and public art visually and psychologically connect destinations within and beyond South Frederick Corridor, highlighting and enhancing the community's existing character. Supportive land use policies cultivate a physical environment conducive to multimodal travel and promote human-scale development in the planning area.

### GATEWAYS

Gateway treatments are signs and other physical structures bordering a location or downtown district, introducing and welcoming visitors. Gateways often also help calm traffic. Gateway treatments at key entry points to South Frederick Corridors can provide visual and psychological cues that the traveler is crossing a boundary and entering a well-defined space. The types of signage and/or structures used at gateways provide hints about the community's unique character.



### WAYFINDING SIGNAGE

Wayfinding is a system guiding people through the physical environment. Wayfinding can be purely locational, or it can be used to enhance a user's understanding and experience of a place. Elements of wayfinding systems typically include visual cues such as maps, icons, and directions and can be targeted to a variety of users including pedestrians, drivers, cyclists, and more. In addition to providing clarity about the "what" and "where," wayfinding supports enhanced safety, security, and sense of well-being. Wayfinding signage can be designed and installed to reflect the community character. Wayfinding signage can be used in South Frederick Corridors to connect with other areas or points of interest, provide practical information to visitors (food, parking, etc.), and enhance character (branded signage for distinct sub-districts, historical information, etc.).



### PUBLIC ART

Public art in key locations in South Frederick Corridors, adds character, humanizes the built environment, and celebrates the area's unique heritage, history, culture, and assets. Public art includes sculptures, murals, permanent or temporary installations, groundplane art, light and video, music, and more.



# PLACETYPES

## EXISTING

Place types help identify and define function (ex. jobs-oriented or housing-oriented) and development characteristics (like density and intensity) in a location. Existing place types show what's on the ground today. Future place types show what's possible in the future.

### REGIONAL DESTINATION RETAIL

Big-box retailers, restaurants, and other commercial businesses. No residential uses present. The northeastern edge includes a portion of a mining operation. Buildings are comprised of large-scale strip retail as well as stand alone restaurants and retail.



### SUBURBAN OFFICE PARK

Commercial office space and light industrial uses. Large office and light industrial buildings exist in this area. Typical structures are approximately 400' by 300'. I.



### OFFICE-RESEARCH-INDUSTRIAL

Core is a business park, comprised primarily of commercial office uses. Buildings are primarily large-scale, single-story commercial office park style facilities.



### SUBURBAN COMMERCIAL

Primarily retail and commercial uses (hospitality, shopping, and medical). Also contains medium-density residential housing. Large commercial buildings form the core. Some apartment buildings in outer areas.



### MEDIUM DENSITY RESIDENTIAL

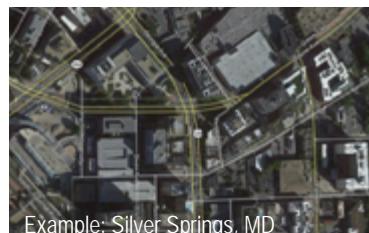
Medium-density residential development and a small amount of commercial development, in addition to a retirement community in the northwestern area. Forms range from single-family homes on approximately 1/3 acre lots to apartments and row homes.



# PLACETYPES

## FUTURE

### MAJOR EMPLOYMENT HUB



Residential Density  
**60+ DU/Acre**  
High-Rise Multifamily  
over Commercial

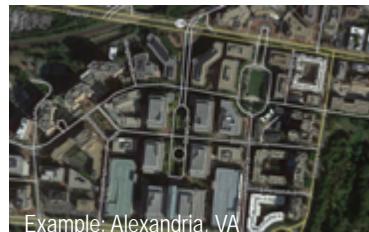


Employment Density  
**4.0+ FAR**  
High-Rise Office/  
Commercial



Jobs - Housing Balance  
**80% / 20%**

### EMPLOYMENT HUB



Residential Density  
**40-90 DU/Acre**  
Mid-Rise Multifamily  
over Commercial

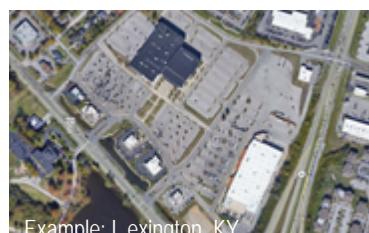


Employment Density  
**2.0-5.0 FAR**  
Mid-Rise Office/  
Commercial



Jobs - Housing Balance  
**70% / 30%**

### HIGH TECH CAMPUS - MICRO WAREHOUSE - FULFILLMENT CENTERS



Residential Density  
**Varies**



Employment Density  
**Varies**

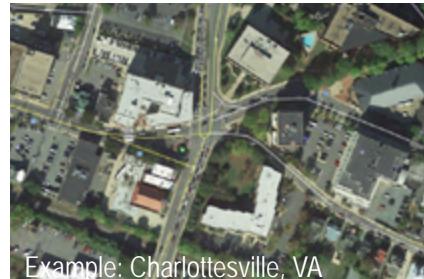
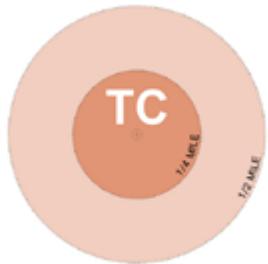


Jobs - Housing Balance  
**90% / 10%**

# PLACETYPES

## FUTURE

### TOWN CENTER - LOWER DENSITY



Residential Density  
**20-75 DU/Acre**  
Low-Rise Multifamily/  
Townhouse

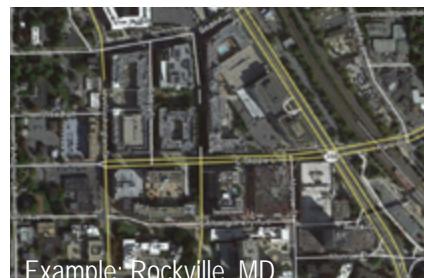
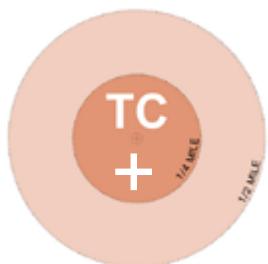


Employment Density  
**0.5-3.5 FAR**  
Low to Mid-Rise Office/  
Commercial



Jobs - Housing Balance  
**45% / 55%**

### TOWN CENTER - HIGHER DENSITY



Residential Density  
**40-90 DU/Acre**  
Mid-Rise Multifamily over  
Commercial / Townhome



Employment Density  
**2.0-5.0 FAR**  
Mid-Rise Office/  
Commercial

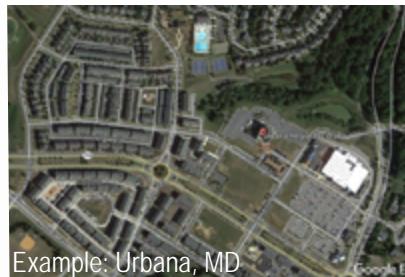
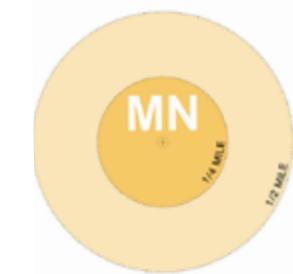


Jobs - Housing Balance  
**45% / 55%**

# PLACETYPES

## FUTURE

### MULTIFAMILY NEIGHBORHOOD - LOWER DENSITY



Residential Density  
**8-20 DU/Acre**  
Townhouse/Duplex/  
Small-Lot Single Family

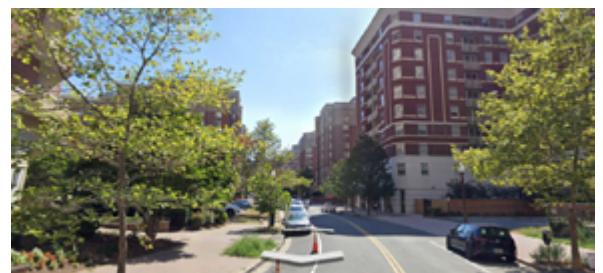
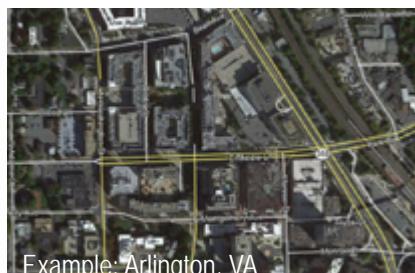
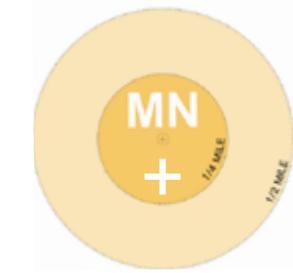


Employment Density  
**0.5-2.5 FAR**  
Low to Mid-Rise Office/  
Commercial



Jobs - Housing Balance  
**30% / 70%**

### MULTIFAMILY NEIGHBORHOOD - HIGHER DENSITY



Residential Density  
**20-75 DU/Acre**  
Low-Rise Multifamily  
over Commercial /  
Townhouse



Employment Density  
**2.0-5.0 FAR**  
Mid-Rise Office/  
Commercial



Jobs - Housing Balance  
**30% / 70%**