



MT. AIRY DOWNTOWN MASTER PLAN

OPENING PRESENTATION

SEPTEMBER 24, 2018



Your Home. Your Future.

AGENDA

Timeframe: 6:00pm-8:30pm

Sign-In: 6:00pm-6:15pm

Presentation: 6:15pm-7:00pm

- » Project Overview
- » Charrette Overview
- » Existing Conditions
- » What We Heard
- » Planning Principles

Break-out Stations: 7:00pm-8:00pm





PROJECT OVERVIEW

Goals, Focus Areas, Schedule, Team

PROJECT GOALS & FOCUS AREAS

Goals:

- » To identify the short, middle, and long-term public investment priorities for the next ten years
- » To consider the further development of the “Town Center” in order to attract and increase commercial development and revitalize Downtown
- » To work collaboratively with the Town of Mount Airy Planning Staff, the Town Planning Commission, and Community members

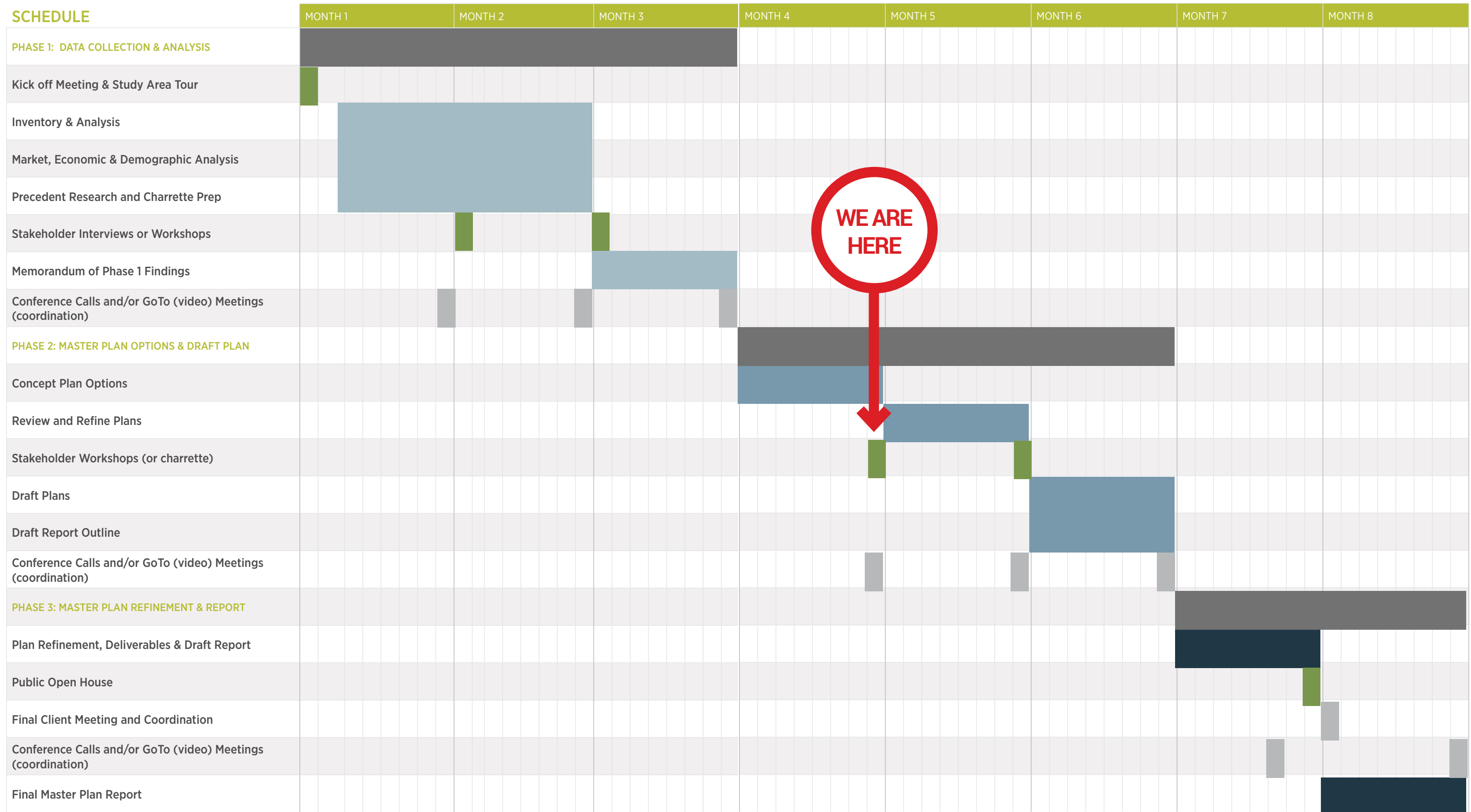


Focus Areas:

- 1. Downtown Main Street:** Maximize the commercial viability of the Main Street core
- 2. Park Avenue and the Flat Iron Building:** Evaluate re-use or re-development of the site, as a way to reconcile safety and circulation concerns
- 3. Center Street Corridor:** Maximize the corridor’s potential as the eastern portal into Downtown
- 4. Parking:** Examine parking opportunities within Downtown



PROJECT SCHEDULE



STEERING COMMITTEE

PLANNING AND ZONING:

JOHN BREEDING, Community Planning Administrator Staff

LINDEY BROWN, Chair, Planning and Zoning

LESLIE DICKENSON, Vice Chair, Planning and Zoning

PUBLIC WORKS, ENGINEERING, UTILITIES, WATER/SEWER:

BARNEY QUINN, Town Engineer & Drone Pilot

POLICE, FIRE AND SAFETY:

CHIEF DOUG REITZ

ECONOMIC DEVELOPMENT:

DONNA MARIE NEEDLE, EDC Chairman

MELISSA THORN, Economic Development Manager

PARKS AND RECREATION:

MIKE REIGEL, Parks and Recreation Chair

GINA CAMPANILE, Staff

TOWN ADMINISTRATOR:

MONIKA WEIERBACH

MAIN STREET:

DICK SWANSON, Main Street Administration

ASHLEY COLLIER, Main Street Manager Staff

COMMISSIONERS / COUNCIL MEMBERS:

LARRY HUSHOUR

BOB KING

HISTORICAL SOCIETY:

MIKE EACHO

DOWNTOWN BUSINESSES AND OWNERS:

ROB SCRANTON, Property Owner

BILL CHAPMAN, Property Owner

DESIGN TEAM



DESIGN COLLECTIVE, INC.

Planning and Urban Design
www.designcollective.com

- » Planning & Urban Design
- » Public Outreach
- » Landscape Architecture & Streetscape
- » Signage & Wayfinding

DUGGAL REAL ESTATE ADVISORS

Market and Economic
www.duggaladvisors.com

- » Market Demand Analyses
- » Emerging Trends
- » Small Business Support & Retention
- » Economic Development

SABRA, WANG & ASSOCIATES, INC.

Transportation and Parking
www.sabra-wang.com

- » Parking Analysis & Opportunities
- » Traffic & Circulation
- » Pedestrian Accessibility & Mobility
- » Utilities & Infrastructure
- » Order of Magnitude - Costs

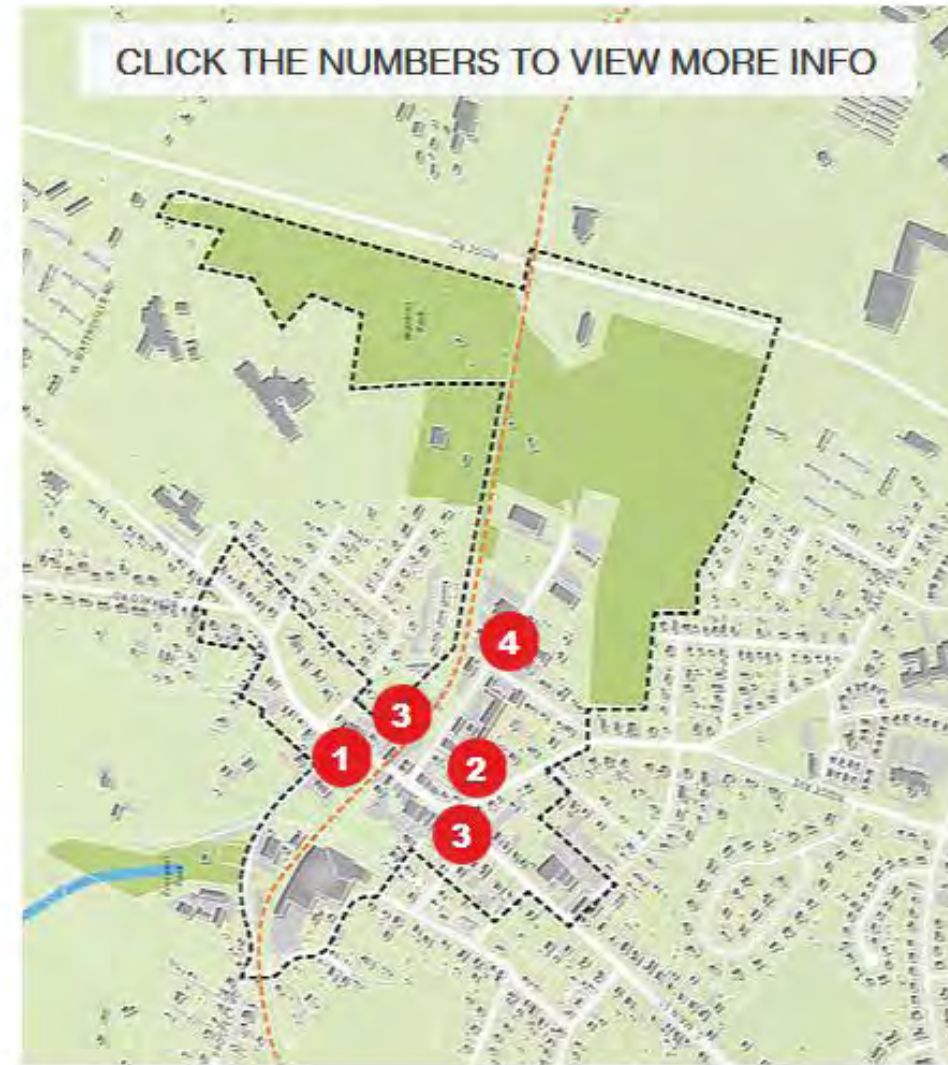
STAY INFORMED!

MountAiry.WixSite.com/MasterPlan



The Town of Mount Airy is undertaking a Downtown Master Plan that will serve as a 10-year Strategic Plan for the Downtown Area and Center Street Corridor. The Plan will establish an agreed-upon vision, and an Action Plan to guide investment towards that vision. Many factors, including stakeholder input, will drive and shape this plan and vision.

Downtown Mount Airy is growing as a pedestrian-friendly and vibrant small-town destination within a highly accessible and marketable location. Like many small towns, Mount Airy is charming, safe, and desirable because of its unique scale, walkability, history, culture, livability, vibrancy, architecture and character. Like many historic small towns, however, Mount Airy has some challenges: narrow streets, limited parking, awkward and unsafe intersections, challenging grades and topography, seemingly obsolete historic buildings, and pedestrian-vehicular conflicts. At the same time, it is these assets – the organic street grid and small blocks, pedestrian-scaled streets, historic buildings, natural features and topography, and architectural character - that give Mount Airy its unique sense of place.





CHARRETTE OVERVIEW

Process and Purpose

CHARRETTE SCHEDULE

DAY ONE:

Studio Setup

Preliminary Design Session

Public Opening Presentation and Break-Out Stations

DAY TWO:

Stakeholder Meetings

Design Development (*open to the public*)

Informal Public Critique #1

DAY THREE:

Stakeholder Meetings

Design Refinement (*open to the public*)

Informal Public Critique #2

DAY FOUR:

Steering Committee Meeting

Presentation Prep

Public Closing Presentation

Open House

Downtown Mt. Airy Master Plan Public Charrette Charrette Schedule								
DCI Design Team	The Schedule	Day One		Day Two		Day Three		Day Four
Cecily Bedwell	9:00 AM	Design Team Arrives		Design Team Arrives		Design Team Arrives		Design Team Arrives
Matt D'Amico		Studio Setup		Meeting #1: Review Zoning and Policy issues. <i>Attendees:</i> Design Team, Client, and key staff		Meeting #4: Discuss Open Space, Recreation, and Trails. <i>Attendees:</i> Design Team, Client, Parks staff, and other agency representatives, as needed		Meeting #6: Steering Committee Meeting: Preview of Final Graphics <i>Attendees:</i> Design Team, Client, and Steering Committee Members
Caitlin O'Hara	10:00 AM	Site Tour & Best Local Places Tour		Design: Conceptual Plans and Diagrams, Street Sections, Perspective Sketches, and similar		Design: Master Plan Refinement/Options, Draft Design Principles, Evaluate Zoning and Policy issues, and Perspective Sketches.		Format: Finalize and format all graphics and draft Presentation. <i>Public is welcome, accompanied by town staff.</i>
Eric Hyne		<i>Attendees:</i> Design Team with Client and other agency representatives as desired (not required)		Conceptual Plans		Open to the Public		Open to the Public
Brian Reetz	11:00 AM							
Melina Duggal (Day 2 Only)								
Colby Cline	Noon	Lunch Downtown		Lunch Downtown		Lunch in Studio		Lunch in Studio
Elisa Mitchell								
Mt. Airy Staff:	1:00 PM			Meeting #2: Review Market and Economics. <i>Attendees:</i> Design Team, Client, Real estate brokers, Developers, and Large property owners				Format: Finalize and format all graphics and Presentation. <i>Public is welcome, accompanied by town staff.</i>
Monika Weierbach		Design: Conceptual Plans and Diagrams, Street Sections, Perspective Sketches, and similar		Design: Conceptual Plans and Diagrams, Street Sections, Perspective Sketches, and similar		Open to the Public		
Barney Quinn	2:00 PM							
Melissa Thorn				Meeting #3: Discuss Access, Street Network, & Complete Streets. <i>Attendees:</i> Design Team, Client, Transportation staff, SHA, and other agency reps.		Meeting #5: Meet with Public Officials, Review Work-to-Date. <i>Attendees:</i> Design Team, Client, and other agency representatives, as needed		
	3:00 PM							
	4:00 PM	Set-up for the Opening Presentation <i>Attendees:</i> Design Team and Client						
	5:00 PM	Dinner Out <i>Attendees:</i> Design Team and Client						Set-up for the Closing Presentation <i>Attendees:</i> Design Team and Client
	6:00 PM	Opening Presentation & Break Out Stations Feedback Loop #1 <i>Open to the Public</i>		Informal Evening Public Critique Feedback Loop #2 <i>Open to the Public</i>		Informal Evening Public Critique Feedback Loop #3 <i>Open to the Public</i>		Closing Presentation <i>Open to the Public</i>
	7:00 PM			Dinner by Preference <i>Attendees:</i> Design Team		Dinner by Preference <i>Attendees:</i> Design Team		Open House <i>Open to the Public</i>
	8:00 PM							
	9:00 PM							Design Team Departs <i>(Fire Co. Reception Hall closes at 9:00pm)</i>
	10:00 PM					Draw / Format: Master Plan, Plan Diagrams, Detailed Landscape Plans, Sections, Design Principles, Zoning and Policy Recommendations, and Perspective Renderings. <i>Design Team Only!</i> <i>(Fire Co. Reception Hall closes at 9:00pm)</i>		
	11:00 PM							
	Midnight							



CHARRETTE SCHEDULE

DAY ONE:

Studio Setup
 Preliminary Design Session
Public Opening Presentation and Break-Out Stations

DAY TWO:

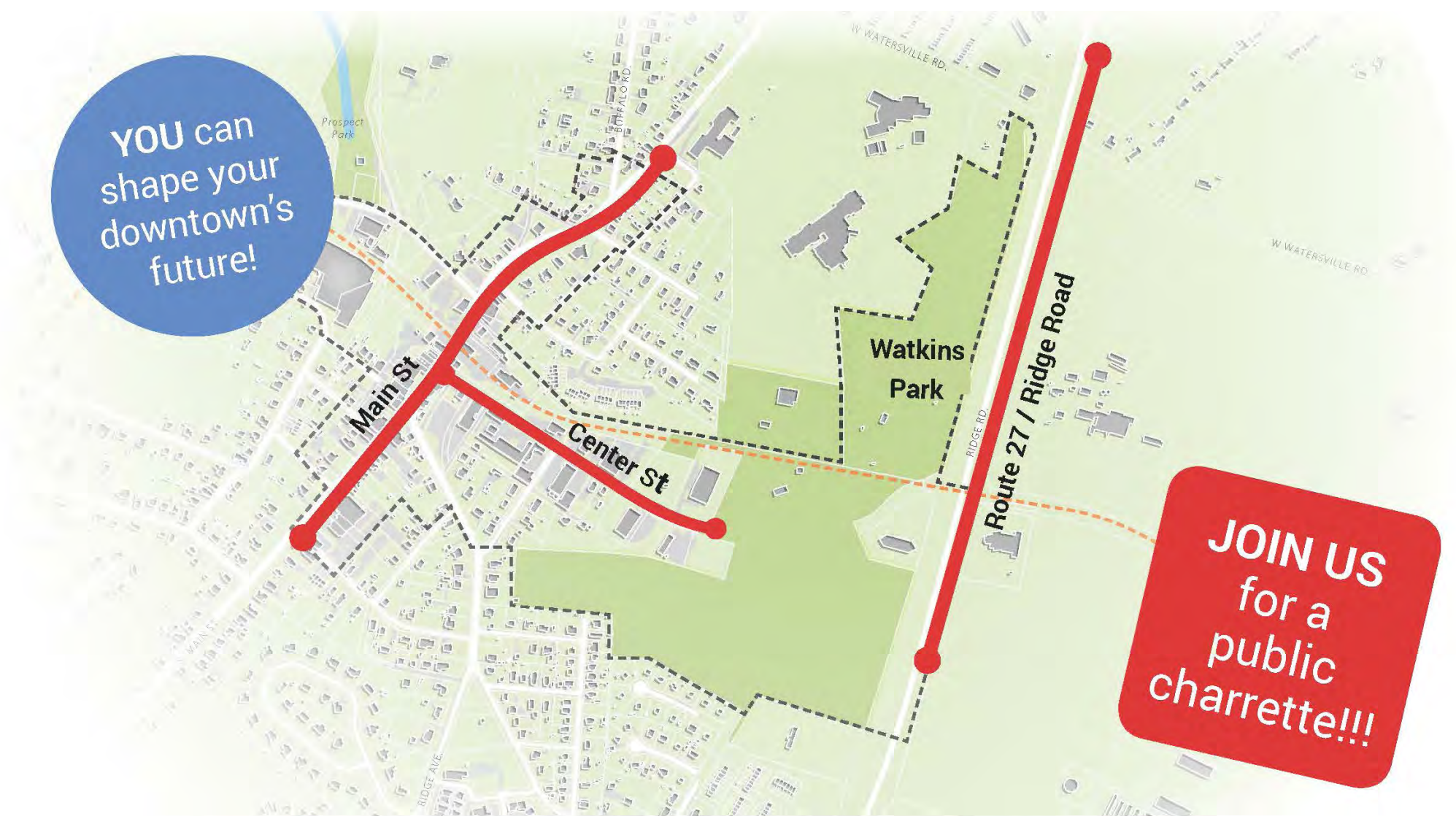
Stakeholder Meetings
 Design Development (*open to the public*)
 Informal Public Critique #1

DAY THREE:

Stakeholder Meetings
 Design Refinement (*open to the public*)
 Informal Public Critique #2

DAY FOUR:

Steering Committee Meeting
 Presentation Prep
 Public Closing Presentation
 Open House



PURPOSE

Community members are invited to provide input on design alternatives throughout a four-day collaborative planning process. The goal is to gather feedback on the design of downtown Mount Airy and determine the community's vision for the future.

Check out our website for more details:
MountAiry.WixSite.com/MasterPlan

SCHEDULE

September 25th-27th from 10am-6pm, doors will be open to the public. Everyone is invited to visit the design team to review the work in progress, ask questions, and provide their input.

EVENING EVENTS

Sept 24	6 - 8 PM	Opening & Break Out Stations
Sept 25	6 - 7 PM	Informal Public Critique
Sept 26	6 - 7 PM	Informal Public Critique
Sept 27	6 - 8 PM	Closing Presentation and Open House

EXISTING CONDITIONS & ANALYSIS

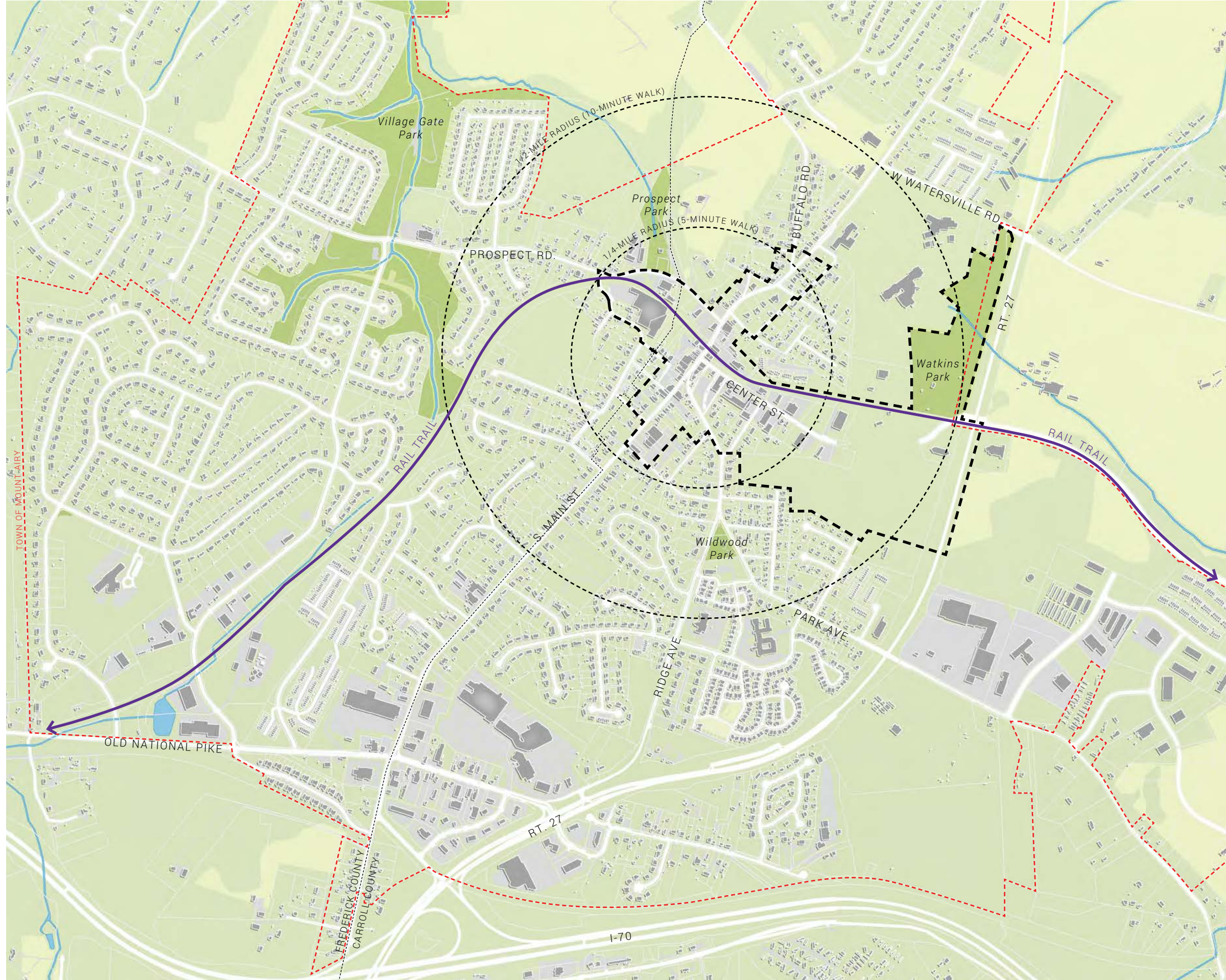
Planning, Market, Traffic, and Parking Analysis, Public Outreach







EXISTING CONDITIONS

ILLUSTRATIVE PLAN

- » Study Area Boundary runs north-south along Main Street, between Paradise Avenue and Buffalo Road
- » Study Area Boundary runs reaches west along Prospect Road and east to MD Route 27
- » Includes Watkins Park and farmland/fields near MD Route 27



KEY

-  BUILDINGS
-  PARKS / OPEN SPACE
-  AGRICULTURE
-  STUDY AREA BOUNDARY

EXISTING CONDITIONS

AERIAL PHOTOGRAPH



EXISTING CONDITIONS

AERIAL PHOTOGRAPH



EXISTING CONDITIONS

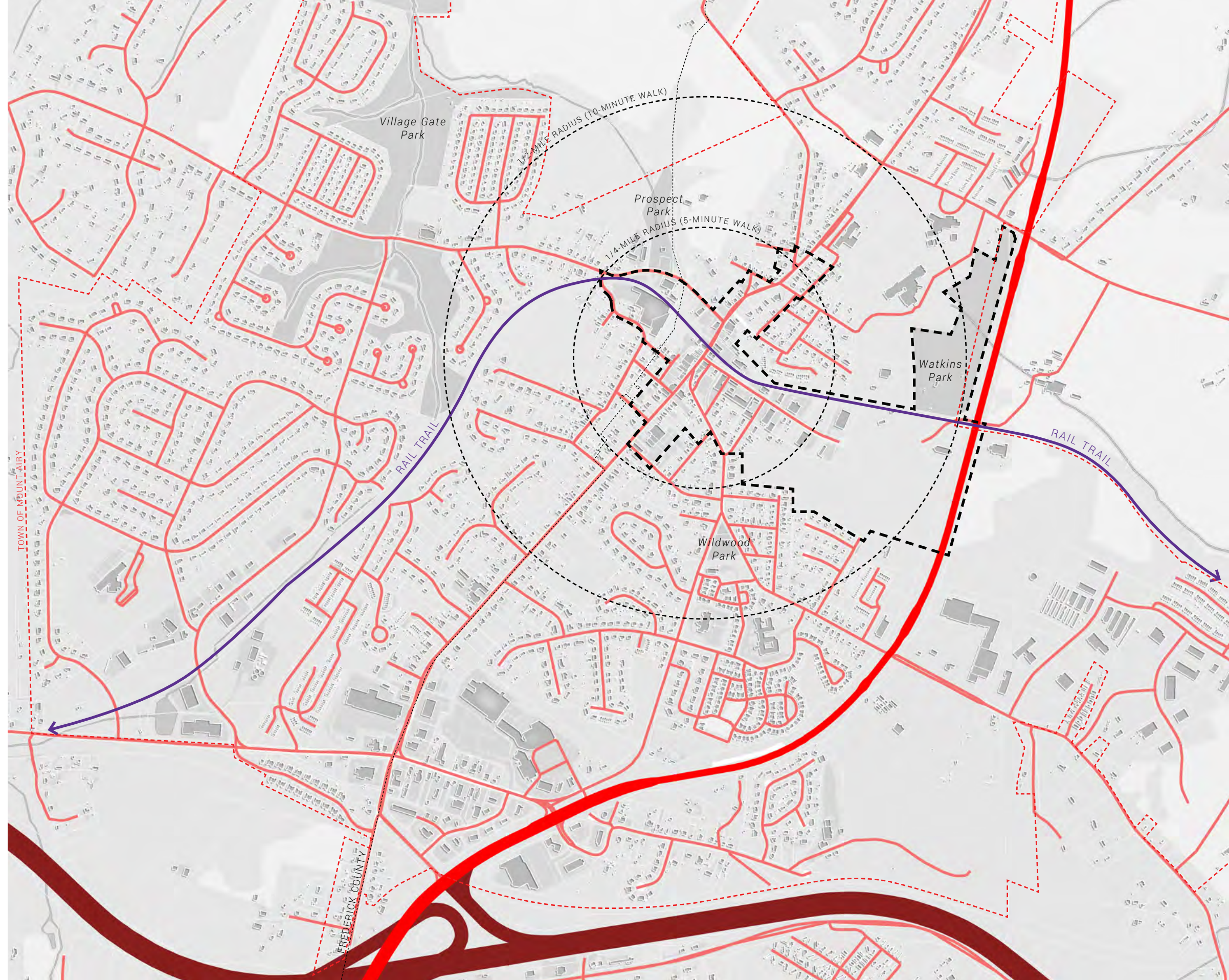
AERIAL PHOTOGRAPH



EXISTING CONDITIONS

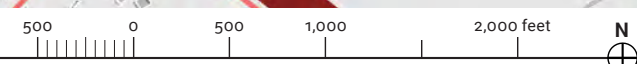
STREET NETWORK

- » New development, along with topography, has led to a discontinuous street network
- » This street pattern concentrates traffic/trips on the few connecting through streets, such as Route 27 and Main Street
- » Route 27 was built as a bypass to Main Street, diverting much of the traffic off Main



KEY

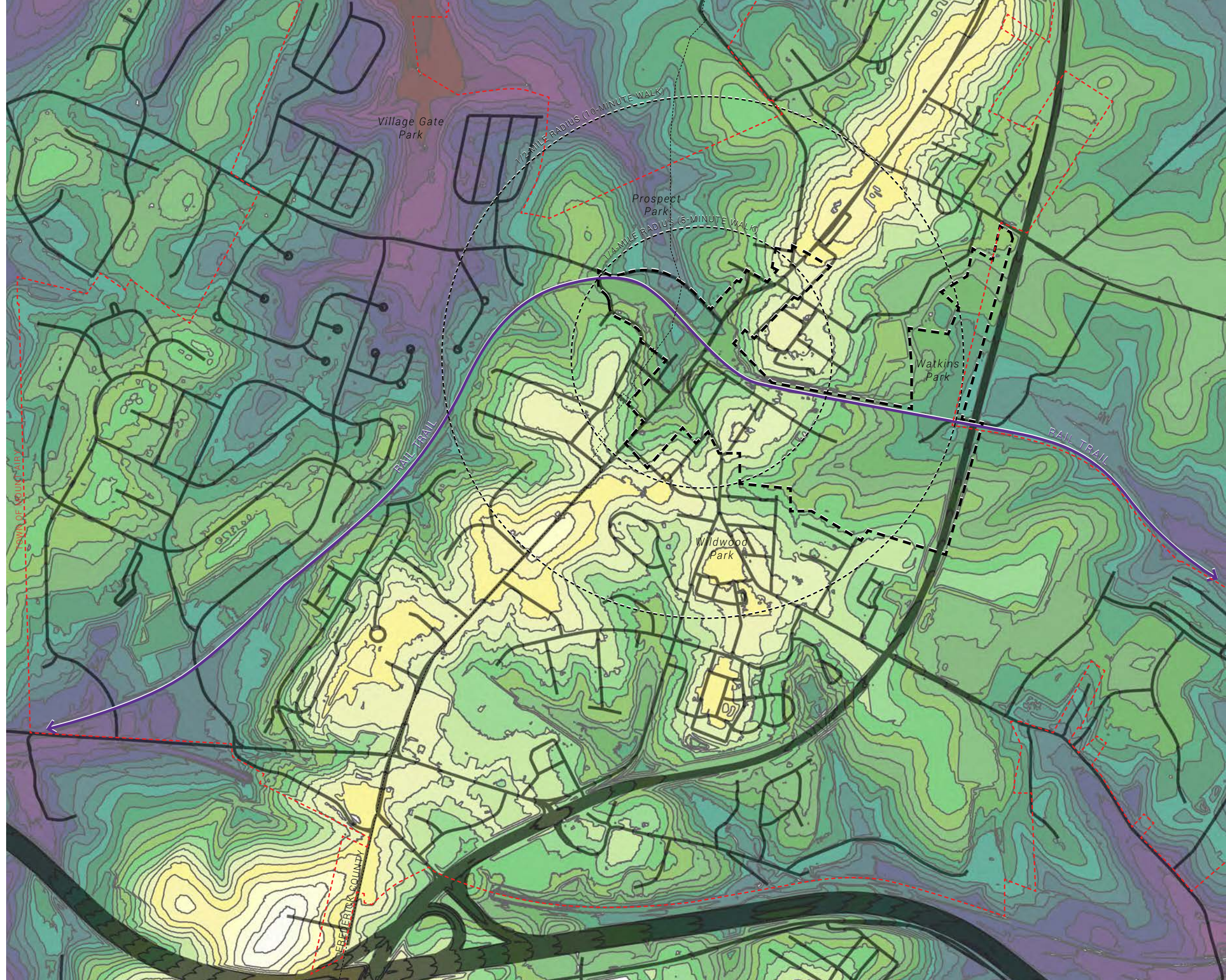
- INTERSTATE
- MAJOR COLLECTOR
- LOCAL
- STUDY AREA BOUNDARY



EXISTING CONDITIONS

TOPOGRAPHY

- » Main Street runs along a ridge line with topography dropping northwest and southeast
- » Much of Main Street's commercial occurs at a low point along the ridge line, between two high points



KEY

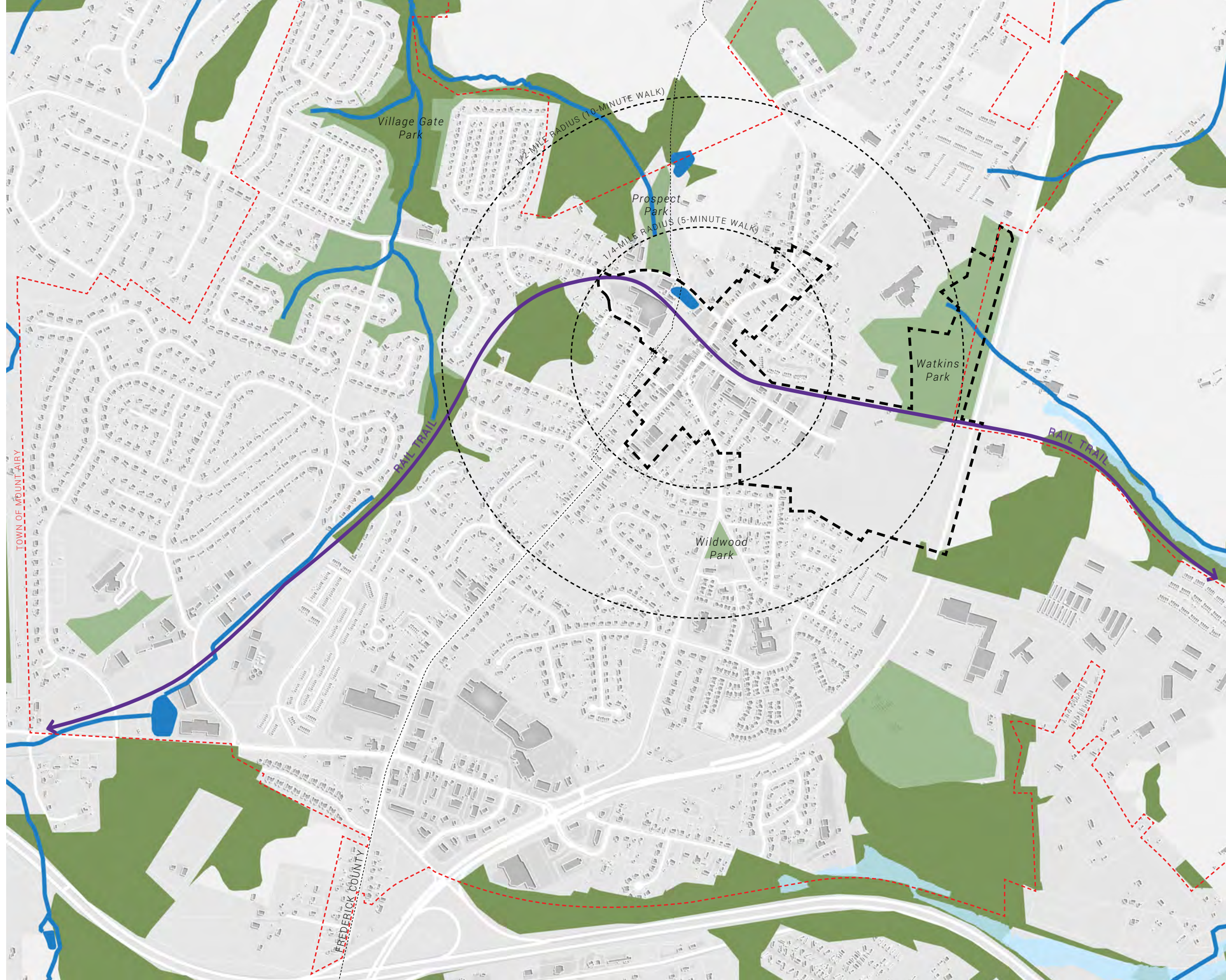


 STUDY AREA BOUNDARY

EXISTING CONDITIONS

NATURAL FEATURES

- » A network of parks and natural systems exist along the Rail Trail
- » The existing variety of open spaces offers opportunities for passive and active recreation



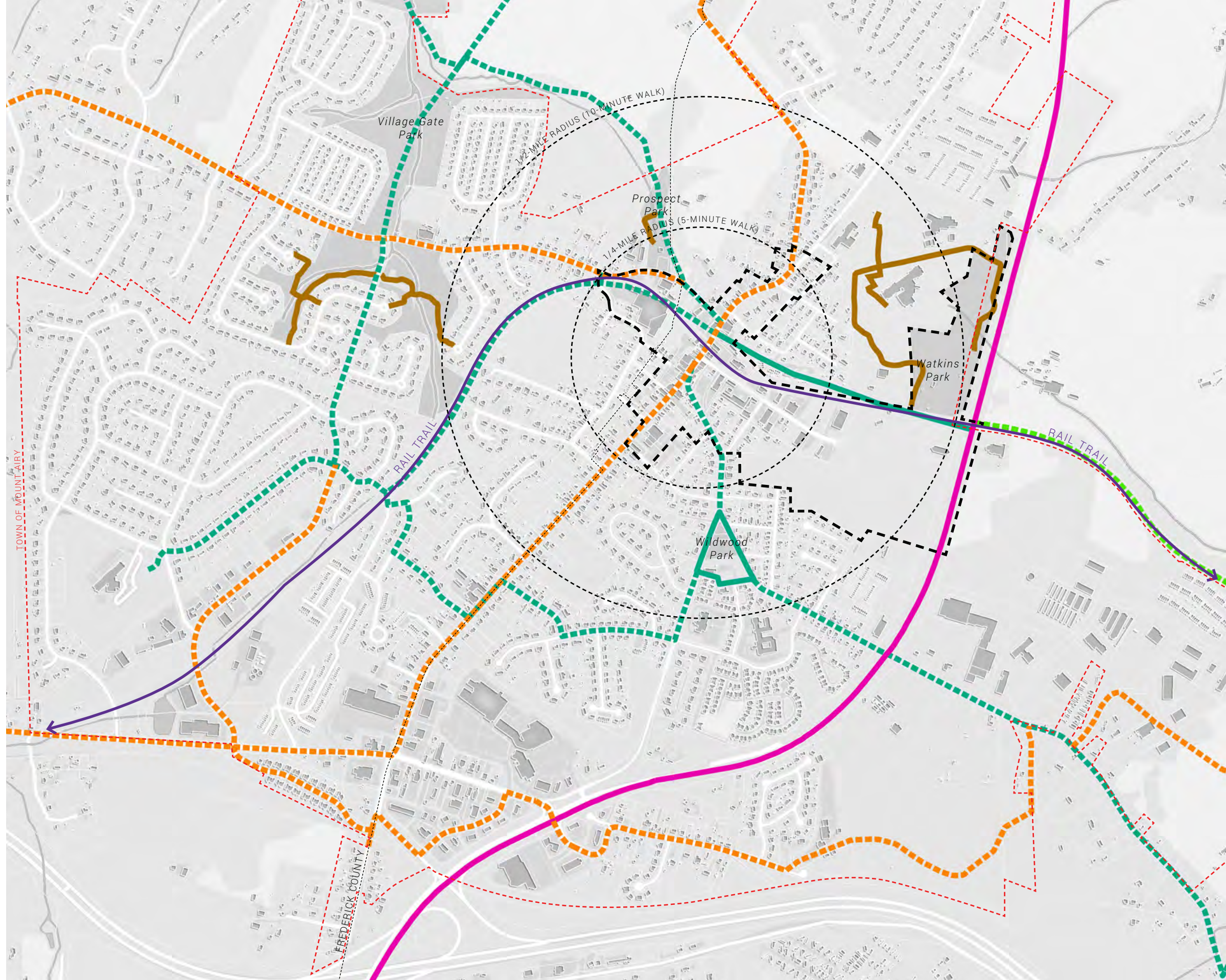
KEY

- WATER
- FLOODPLAIN
- PARKS / OPEN SPACE
- TREE COVER
- STUDY AREA BOUNDARY

EXISTING CONDITIONS

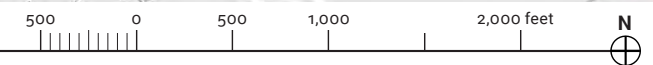
PEDESTRIAN + BICYCLE FACILITIES
(FROM MD-27 STUDY)

» Various master planning efforts have identified an extensive pedestrian and bicycle network



KEY

- MDOT DESIGNATED STATE BIKEWAY
- EXISTING TRAIL
- EXISTING SHARED USE PATH
- PLANNED BIKEWAY
- PLANNED TRAIL
- PLANNED WWP TRAIL
- STUDY AREA BOUNDARY



EXISTING CONDITIONS

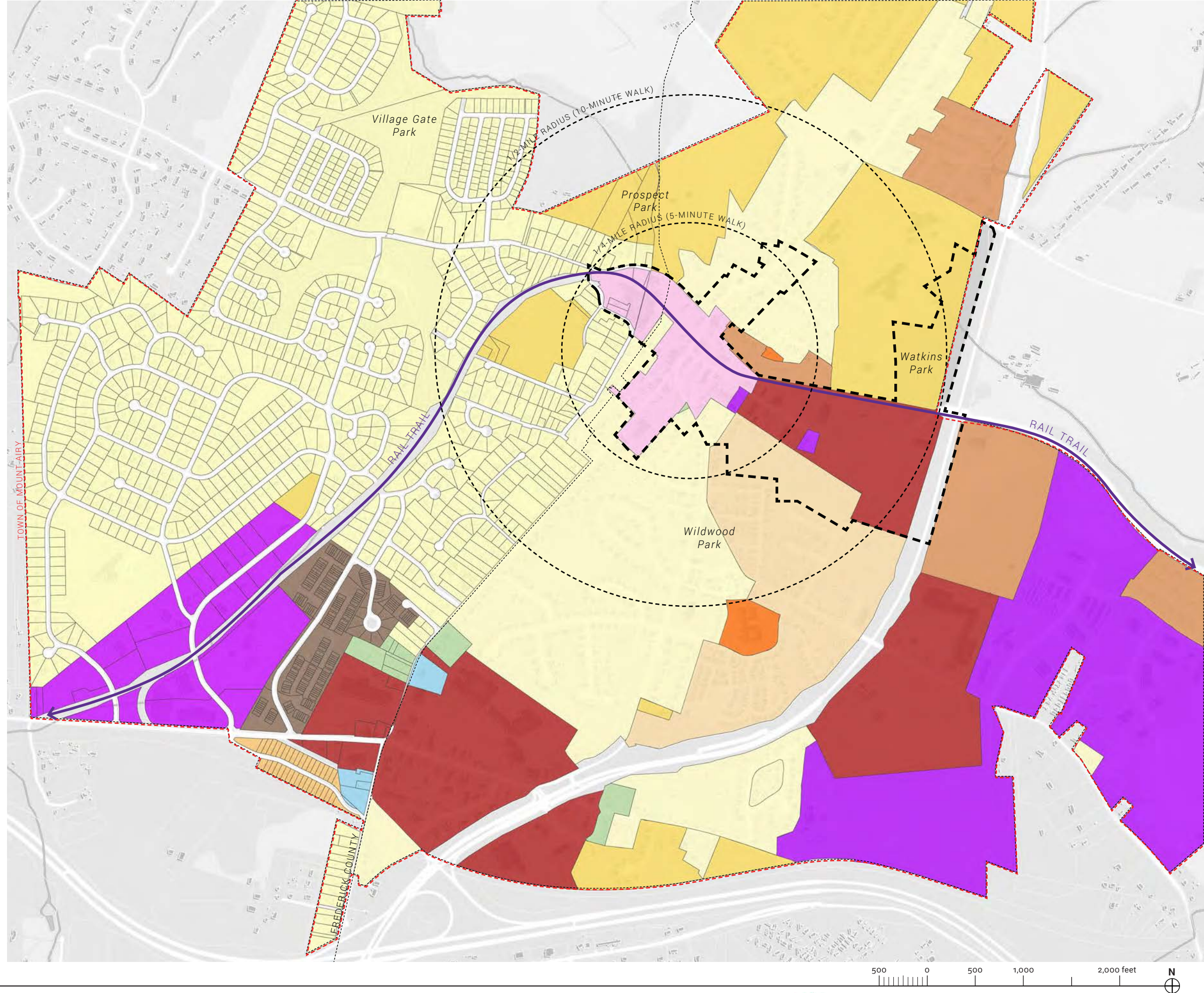
ZONING

Primary zoning designations within the study boundary are:

- » DTZ - Downtown Zone
- » CC - Community Commercial

KEY

- DTZ - DOWNTOWN ZONE
- LC - LIMITED COMMERCIAL
- NP - NEIGHBORHOOD PROFESSIONAL
- CC - COMMUNITY COMMERCIAL
- I - INDUSTRIAL
- RE - RESIDENTIAL EXISTING
- R2 - LOW DENSITY RESIDENTIAL
- R3 - MEDIUM DENSITY RESIDENTIAL
- R5 - MEDIUM DENSITY RESIDENTIAL
- R7 - HIGH DENSITY RESIDENTIAL
- R40 - LOW DENSITY RESIDENTIAL
- STUDY AREA BOUNDARY



EXISTING CONDITIONS

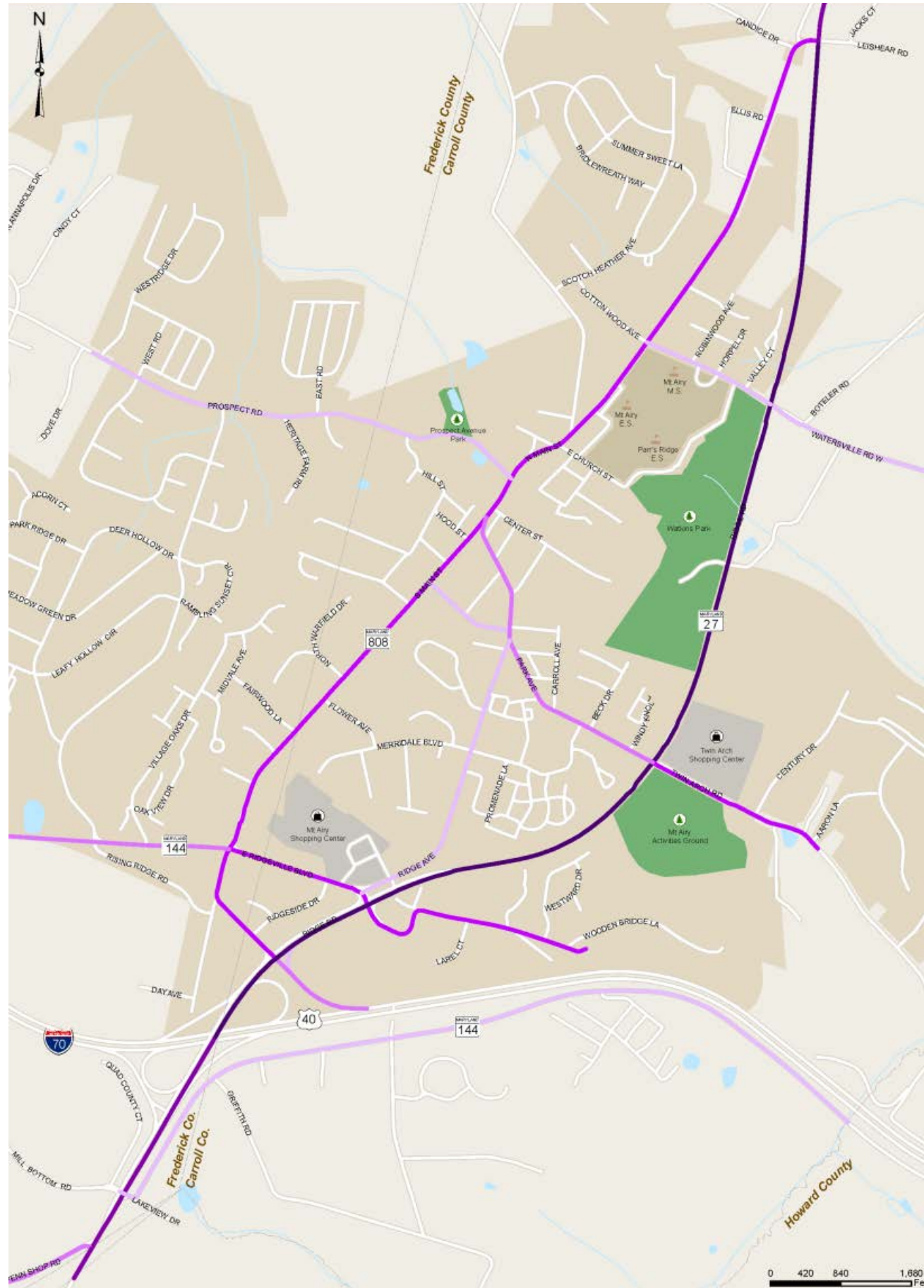
AVERAGE DAILY TRAFFIC

MD Route 27:

- » Varies between 24,000 and 18,000 vehicles per day

Other Roadways:

- » Main Street: 9,500 vehicles per day
- » Park Avenue: 5,000 vehicles per day
- » Prospect Road: 3,600 vehicles per day



AADT is from 2014

KEY

- < 5,000
- 5,001-10,000
- 10,001-15,000
- 15,001-20,000
- > 20,000

EXISTING CONDITIONS

MARKET / ECONOMIC ANALYSIS

FOR-SALE RESIDENTIAL OPPORTUNITIES

	Downtown (Main Street & Center Street)	Along Route 27
RECOMMENDED LAND USES	Townhomes Condos (isolated units above retail)	Single-family detached Townhomes
TARGET MARKET AUDIENCE	Singles, couples, families in transition	Families, couples, singles

FOR-RENT RESIDENTIAL OPPORTUNITIES

	Downtown (Main Street & Center Street)	Along Route 27
RECOMMENDED LAND USES	Stand-alone apartments Condos (isolated units above retail)	Stand-alone apartments
TARGET MARKET AUDIENCE	Singles, couples, families in transition	Singles, couples, families in transition <i>*additional employment along Route 27 means additional demands for apartments</i>

EXISTING CONDITIONS

MARKET ANALYSIS

COMMERCIAL (OFFICE) OPPORTUNITIES

	Downtown (Main Street & Center Street)	Along Route 27
RECOMMENDED LAND USES	Small offices (consultants, insurance, real estate)	Small offices (consultants, insurance, real estate) Healthcare
TARGET MARKET AUDIENCE	Household-based services and locally growing firms	Household-based services and locally growing firms
PRODUCT	Infill existing	Integrated with retail center

COMMERCIAL (RETAIL) OPPORTUNITIES

	Downtown (Main Street & Center Street)	Along Route 27
RECOMMENDED LAND USES	Small, local shops Restaurants	Neighborhood shopping
TARGET MARKET AUDIENCE	Locals and tourists	Locals
PRODUCT	Infill existing	Neighborhood center in town center format
OPPORTUNITIES	<p>Create a new civic or cultural anchor</p> <p>Consider helping certain non-retail businesses (auto, insurance, lawyers, etc.) from Main Street to Center Street</p> <p>Potential retailers could include fitness center, antiques, boutiques, thrift shops, pet grooming/supplies, bakery, specialty food shop (wine, cheese, health, organic, ice cream), food trucks</p>	<p>Approximately 90,000 SQFT of demand</p> <p>New shopping center along Route 27 should be focal point of a new mixed-use community, as well as offer something different in the market (entertainment, lifestyle, experiential concepts, restaurant hub, discount shopping, etc.)</p> <p>Should complement the down area, not compete</p> <p>Demand for grocery (48%), restaurant/alcohol (32%), apparel (10%)</p>



PUBLIC OUTREACH

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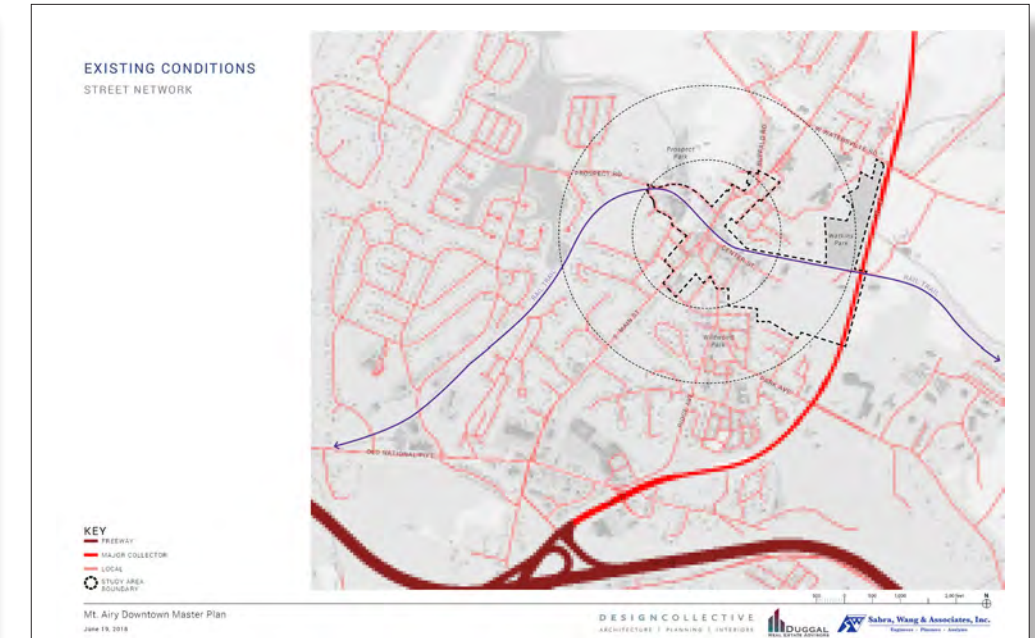
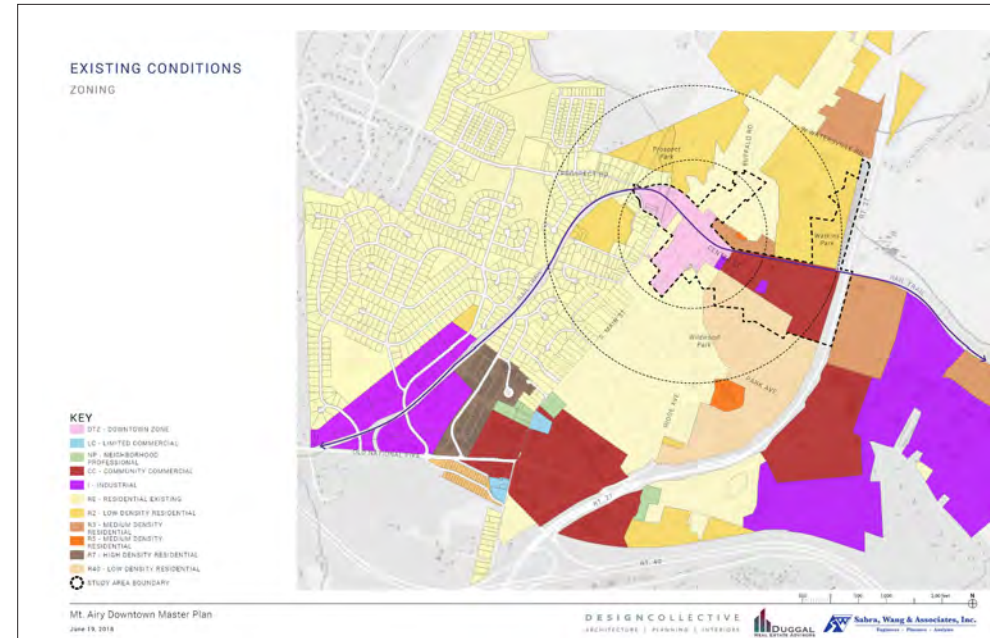
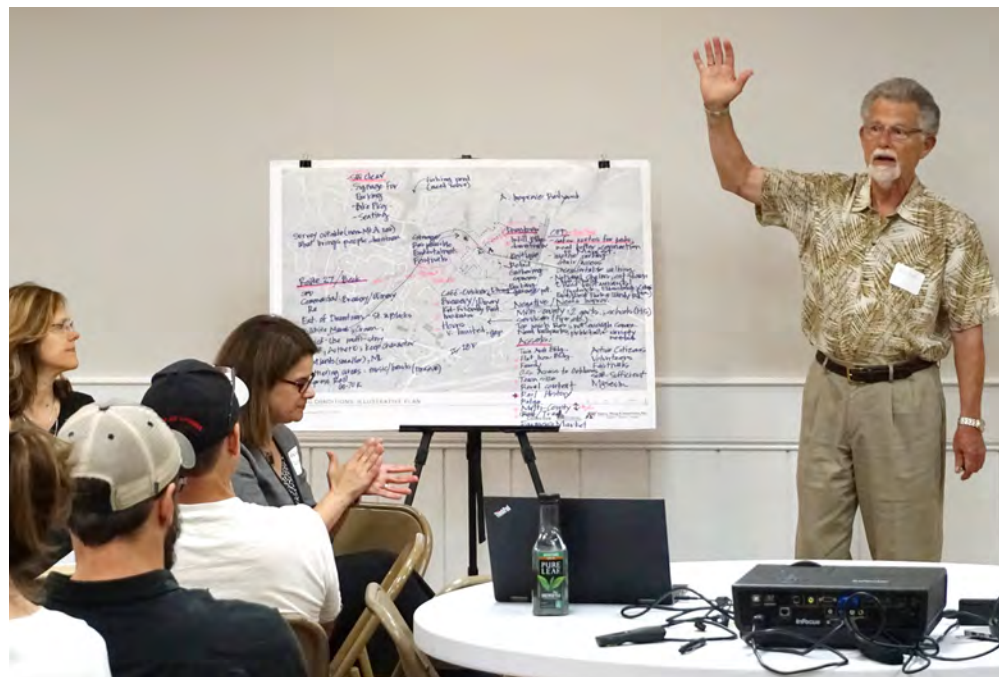
STAKEHOLDER INTERVIEWS

- » Destination-based businesses should be located on Main St.
- » Debate about the Flat Iron Building could alleviate traffic and confusion at the intersection of Park & Main
- » Bank building should be redeveloped
- » Center St. should connect to Rt 27 to provide connectivity, parking, and greater access to Downtown
- » Accessibility to parking a concern, but the number of spaces may be adequate
- » Topography and narrow streets an impediment for emergency services and pedestrians
- » Natural/recreational amenities and activities are highly valued by the community
- » Plenty of open space, but not enough gathering spaces for community meetings/activities
- » Concern about potential closing of Mt. Airy Elementary



PUBLIC OUTREACH

PUBLIC WORKSHOP #1



MIXED-USE DEVELOPMENT

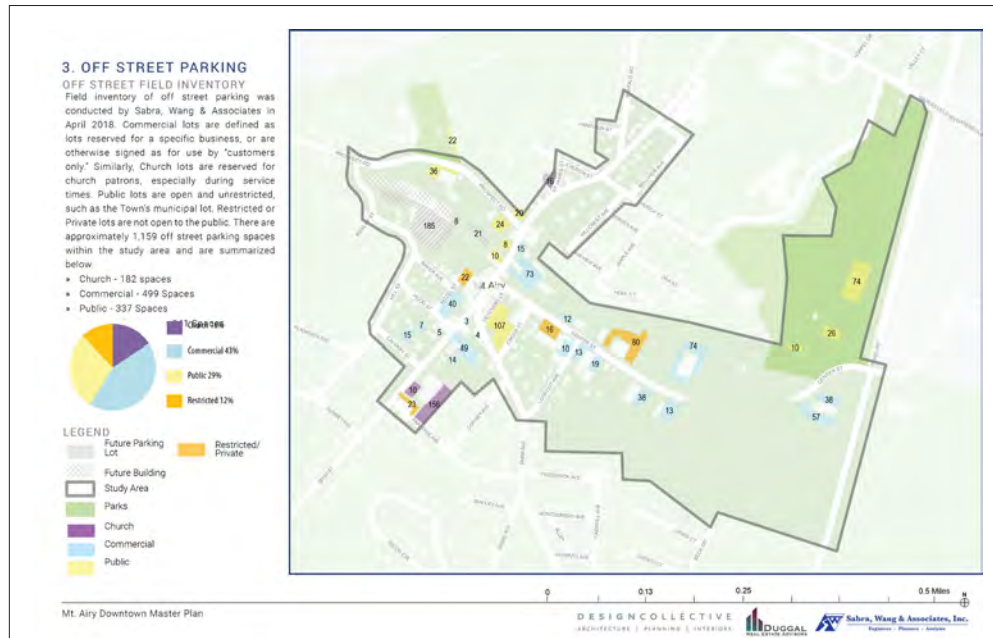
- » Too much office space along Main Street
- » Mix of uses (restaurants, hotel, medical office, community center, children's center, food trucks) desired
- » Should retain small-town charm
- » Underutilized buildings and land, especially around Downtown
- » Redevelopment opportunities include Flat Iron building (rebuild and incorporate rooftop amenity/reuse materials as plaza), Bank building, Castle Center, Shops of Yesteryear, Rail Yard, Town Hall (relocate, use as retail), 214-220 S. Main Street

STREETS & STREETScape

- » Street alignment at Park is dangerous
- » Topography poses some challenges, hindering accessibility
- » Lack of landscape along Main Street and Center Street
- » Complicated loading and service access for retailers
- » Connect Center Street to Route 27
- » Utilities should be buried
- » Provide public transit (trolley or shuttle) along Main Street

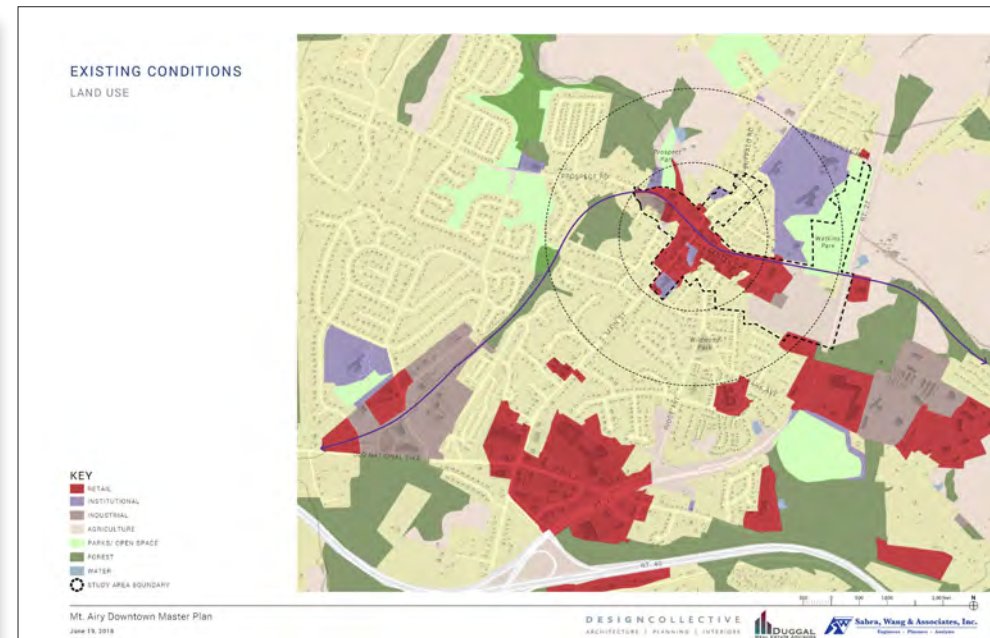
PUBLIC OUTREACH

PUBLIC WORKSHOP #1, CONTINUED



PARKING

- » Locate parking directly behind buildings along Main Street
- » Structured parking is desired
- » Create a public/commuter parking area near the intersection of Center Street and Rt 27
- » Parking is not enforced along Center Street
- » Incorporate gateway and directional signage to improve visibility and accessibility



AMENITIES & ACTIVITIES

- » Celebrate the town's history, culture, and architectural character
- » Downtown space (central square) desired for pop-up events that will attract people to Main Street
- » Amphitheater desired
- » Consider the wide range of activities offered Downtown, including Oktoberfest, Camp Night, Movie Night, Teen Night
- » Inconsistent retail hours
- » Provide family-oriented activities and spaces



PARKS & OPEN SPACE

- » Create a greater trail network
- » Incorporate arts, culture, theater events throughout open space amenities
- » Long views and natural topography should be celebrated and enhanced
- » Opportunity along Rail Trail for events, more connectivity



PLANNING PRINCIPLES

Overview

ANNOUNCE IDENTITY

- » Establish and celebrate an authentic identity and welcome visitors; building on Mt. Airy's history and culture
- » Establish gateway markers to announce arrival at key perimeter locations (primary entry points into Downtown)
- » Can be organized as a series of elements with a hierarchy of scales to address vehicular, bicycle, and pedestrian arrivals



CREATE WALKABLE CENTERS

- » Provide a mix of uses within a walkable area or areas
 - 1/4-Mile Walking Radius = 5-Minute Walk
 - 1/2-Mile Walking Radius = 10-Minute Walk
- » Potentially, create distinct and complementary centers at Main Street and MD Route 27



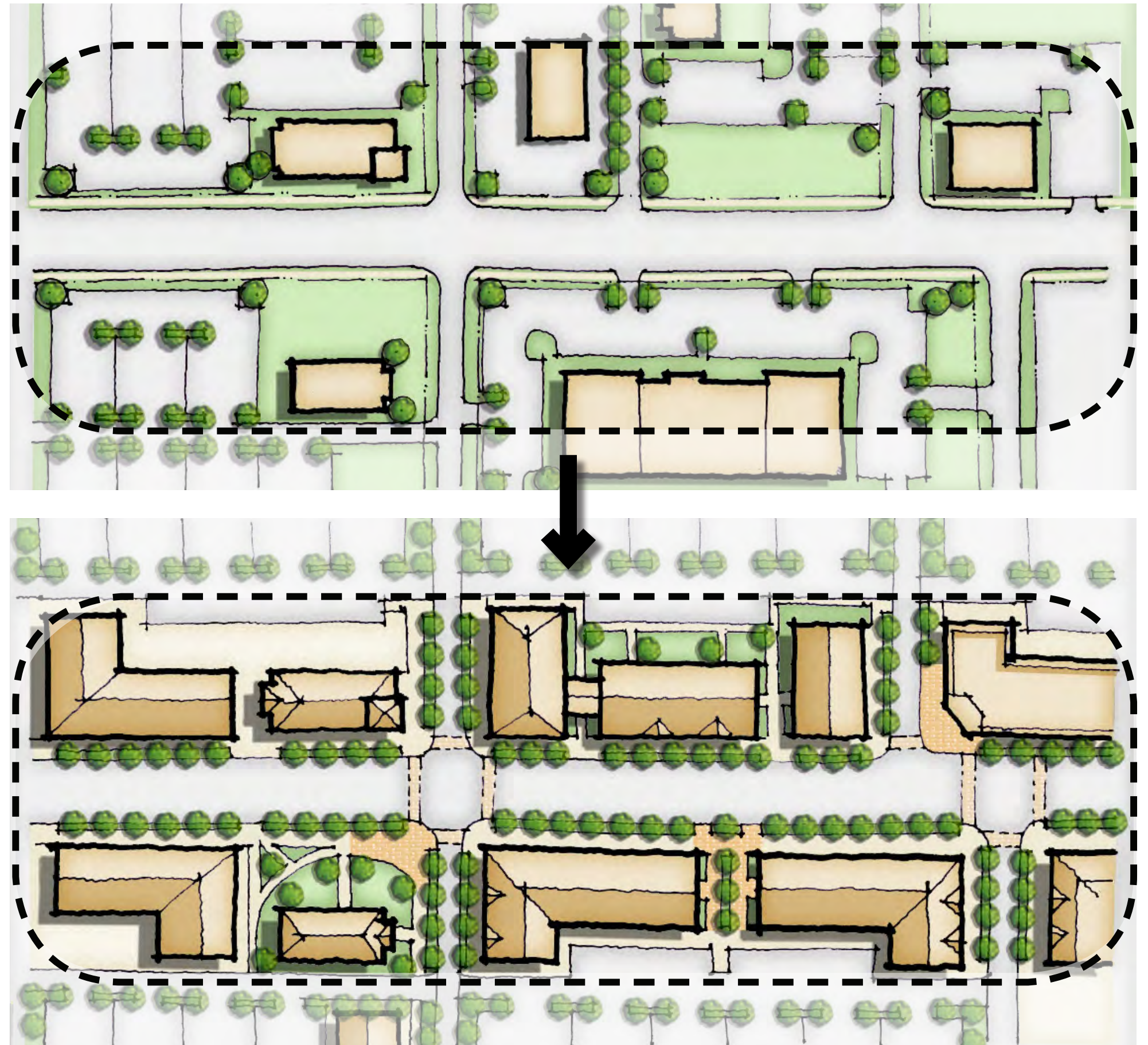
MIX OF USES

- » Provide for a wide-range of uses and amenities that benefit and attract the broader community
- » Encourage more compact, high-quality development within walking distance to homes, workplaces, services, and other destinations
- » Promote walkability and bicycling
- » Promote accessibility and allow for aging in place
- » Potentially, concentrate active uses within the Downtown core and near MD Route 27



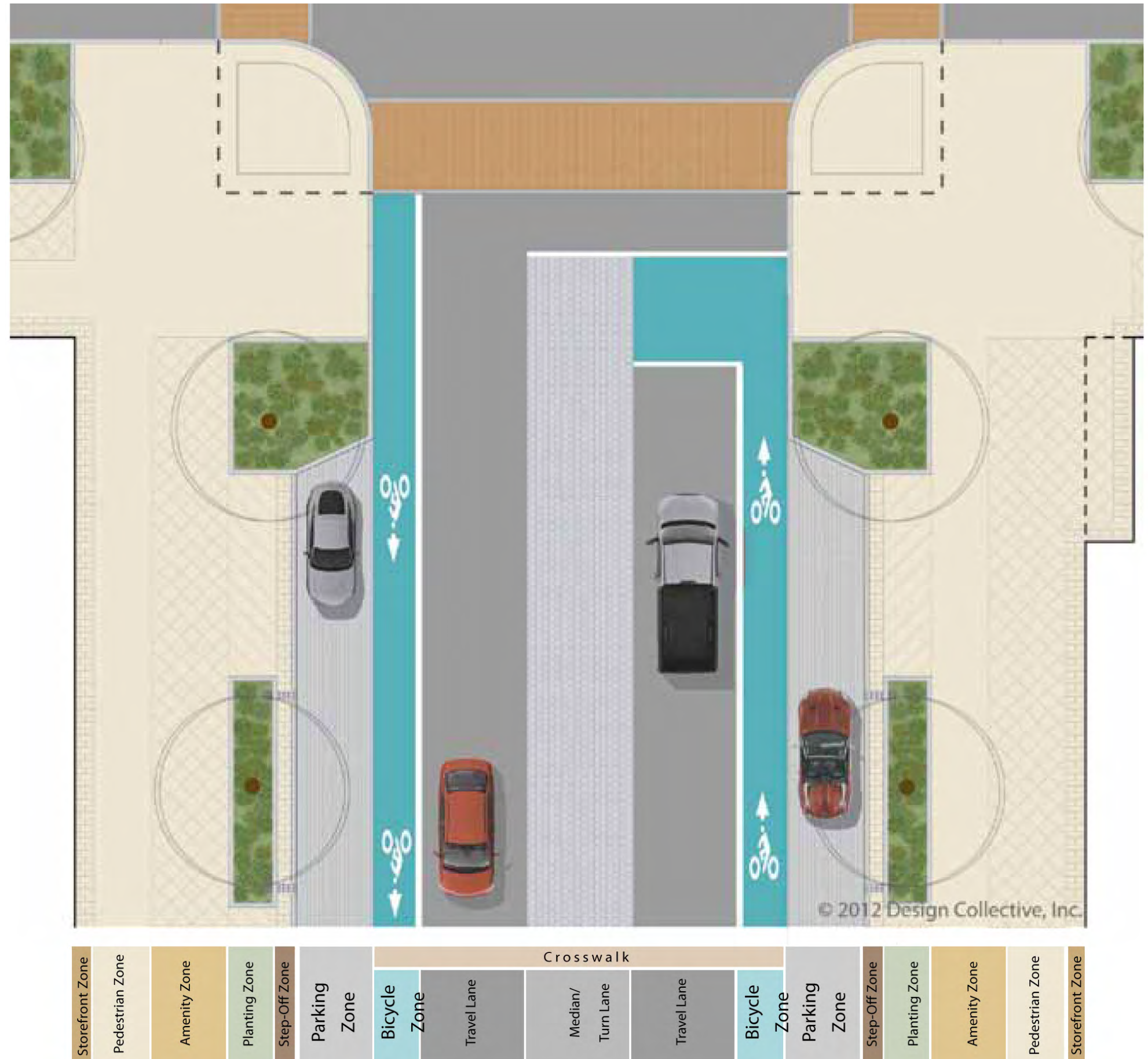
BUILDING FRONTAGE

- » Encourage infill development that respects the existing frontage patterns within the Downtown core
- » Screen parking from primary streets and public spaces
- » Locate building entrances along primary streets and provide easy access and wayfinding for all users
- » Potentially, require new development near MD Route 27 to have active streetscapes with buildings fronting (primary) streets



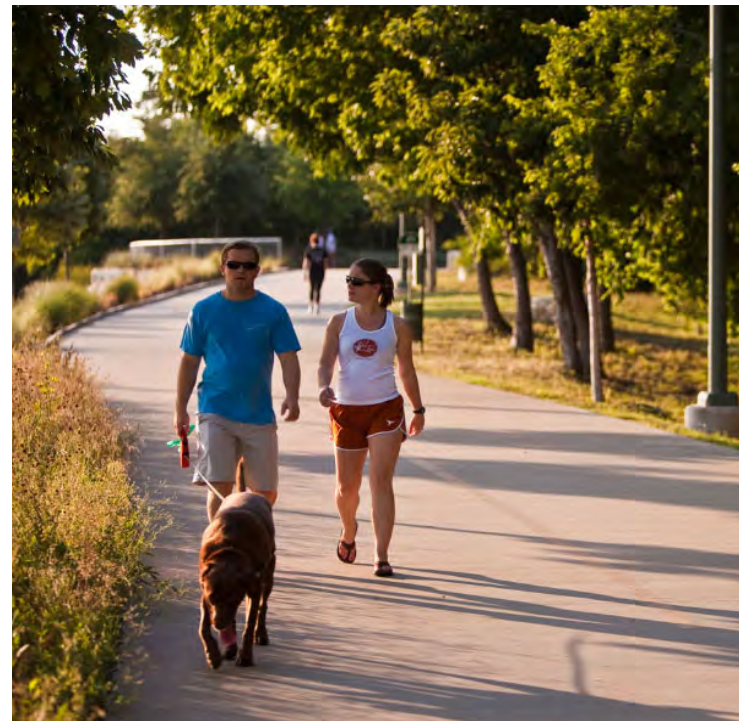
COMPLETE STREETS

- » Incorporate bicycle and pedestrian facilities (e.g., accessible sidewalks, curb ramps, bike racks, lighting, etc.)
- » Integrate stormwater management
- » Improve the existing streetscape in the Downtown core to promote safe, comfortable, and convenient access for all users
- » Potentially, require new streets near MD Route 27 to integrate Complete Streets principles and enhance the pedestrian, bicycle, and vehicular networks



OPEN SPACE AMENITIES

- » Incorporate a spectrum of passive and active open spaces to serve a broad base of users
- » Promote an active lifestyle at all stages, by providing family-friendly outdoor activities and integrated accessible features and facilities
- » Distribute open spaces to encourage access by walking and bicycling
- » Potentially, require new development to provide open space and connect to trail network





BREAK-OUT STATIONS