

MT. AIRY DOWNTOWN MASTER PLAN

CLOSING PRESENTATION

SEPTEMBER 27, 2018



Your Home, Your Future.







AGENDA

Timeframe: 6:00pm-8:00pm

Presentation: 6:10pm-6:50pm

» Project Overview

» Planning Principles

» Framework Plans

» Focus Areas

- Downtown Main Street

- Flat Iron & Park Avenue

- Center Street to 27 Corridor

» Next Steps

Open House: 6:50pm-8:00pm









PROJECT GOALS & FOCUS AREAS

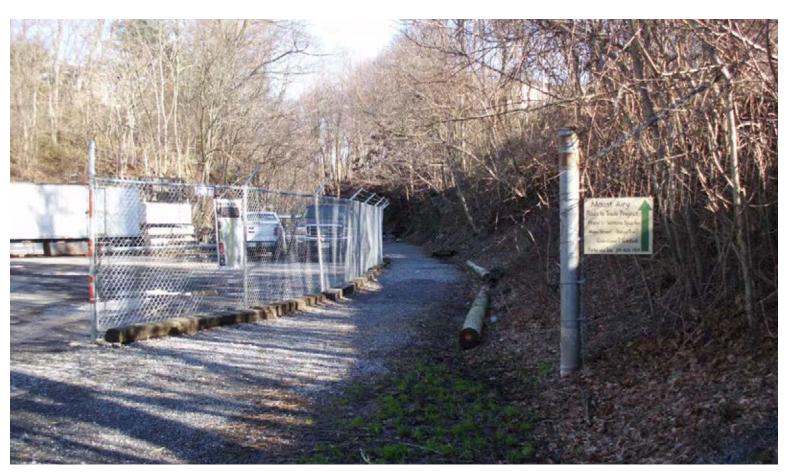
Goals:

- » 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 redevelopment 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







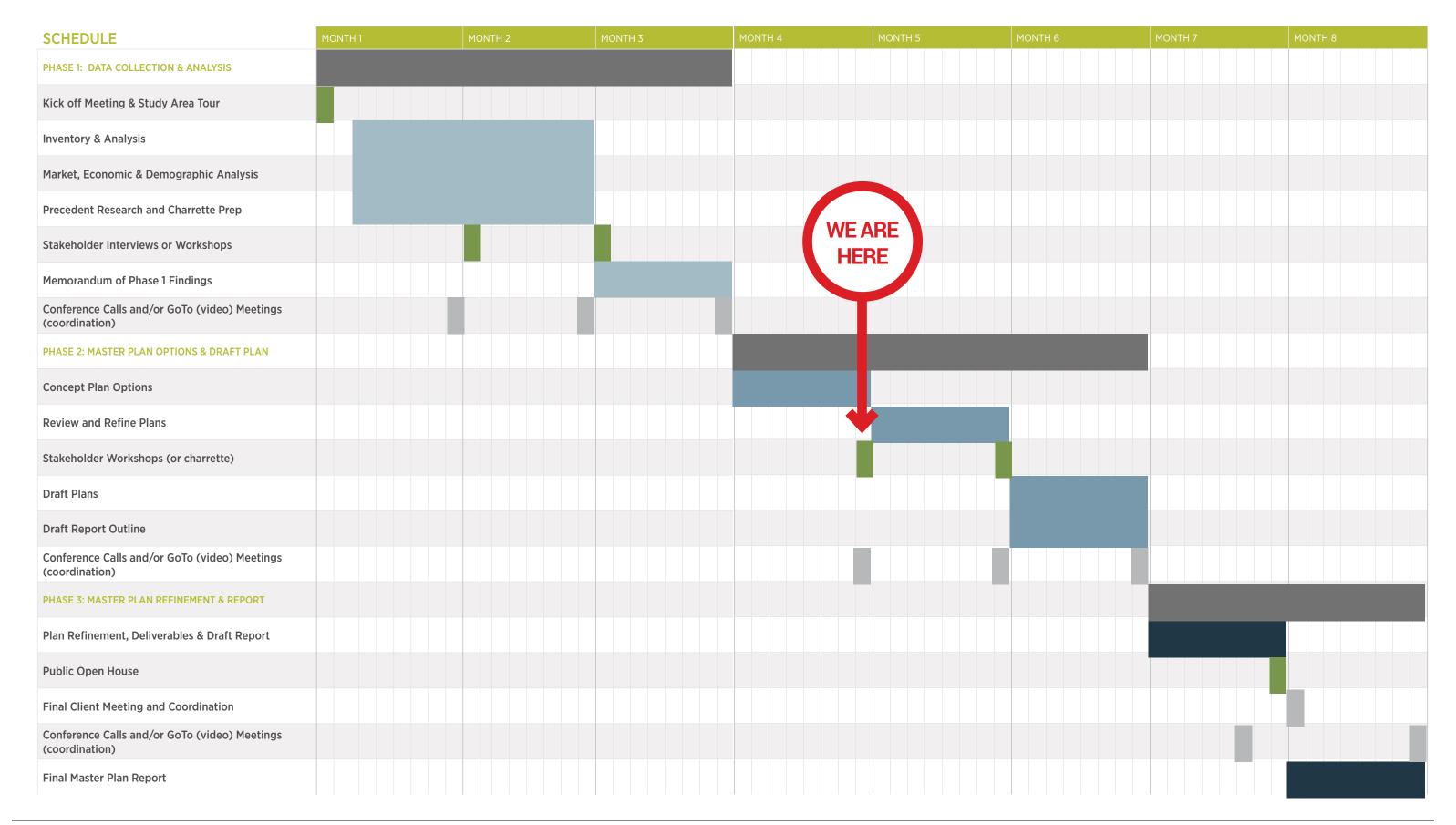








PROJECT SCHEDULE



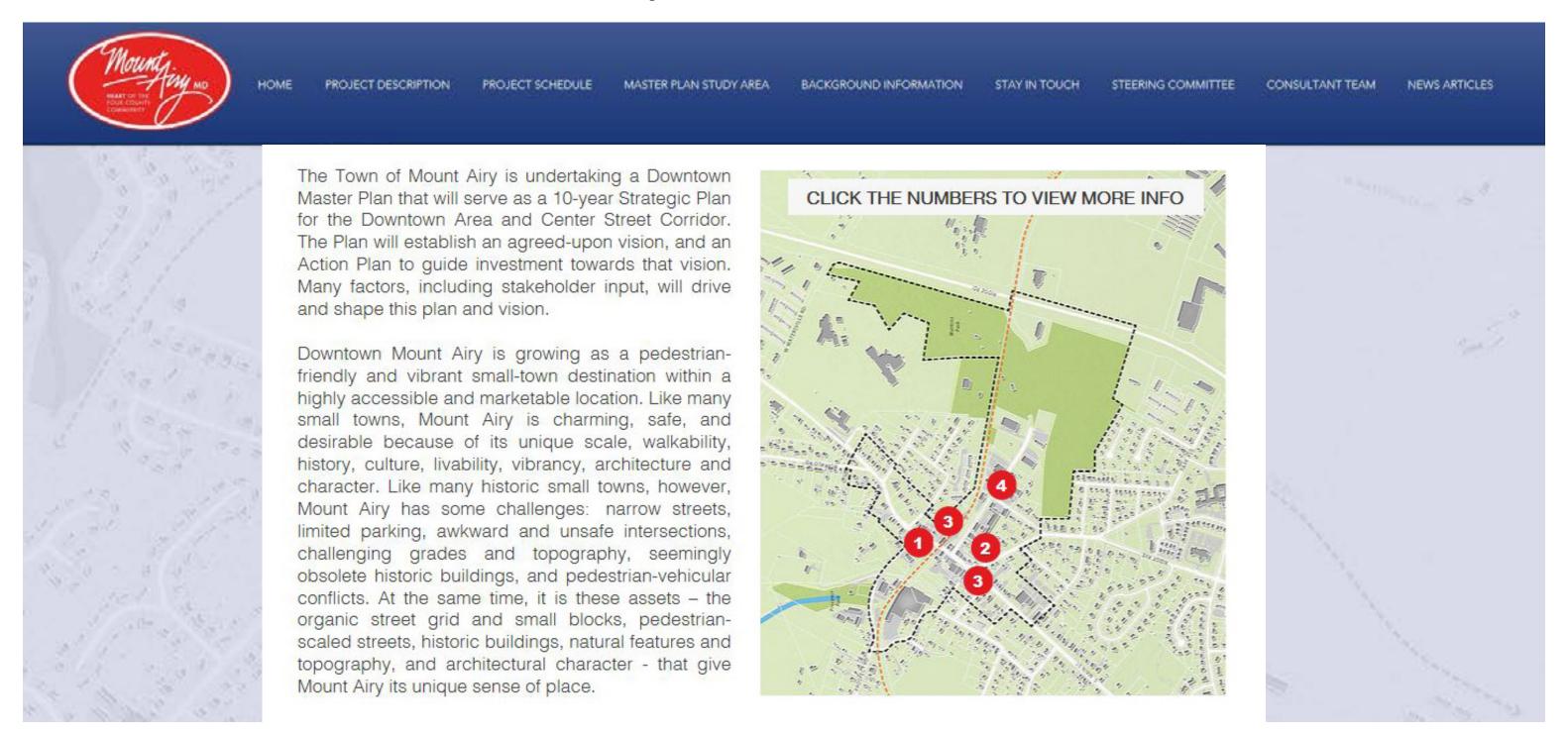




MT. AIRY WEBSITE

STAY INFORMED!

MountAiry.WixSite.com/MasterPlan



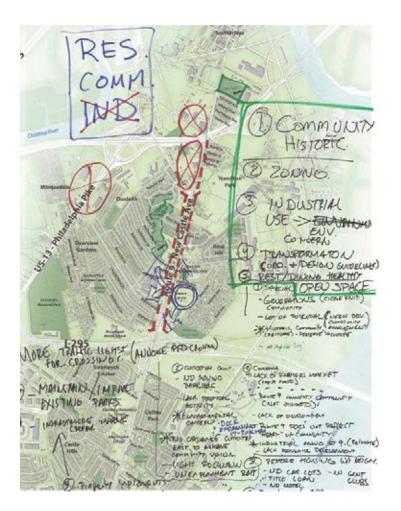






WHAT IS A CHARRETTE?

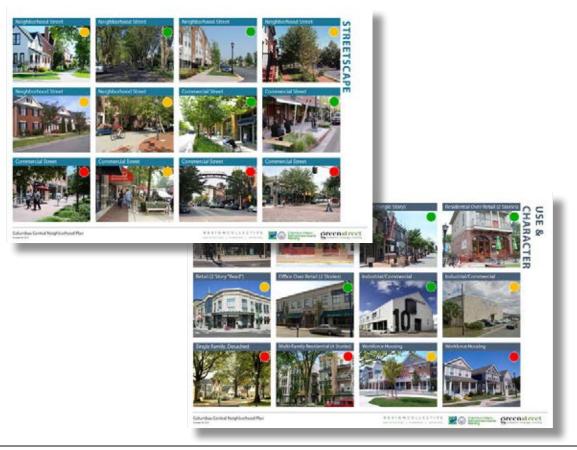
- » An intensive, multi-day, collaborative design process
- » Collectively identify goals and objectives
- » Discuss major issues and concerns and define potential problems, constraints, and opportunities
- » Gather input on plan and design alternatives
- » Work collaboratively on design alternatives with client, key stakeholders, community members, and technical consultants

















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** Day Three Day One Day Two Day Four DCI Design Tean The Schedule 9:00 AM Design Team Arrives Design Team Arrives Design Team Arrives Design Team Arrives Cecily Bedwell Meeting #6: teering Committee Meeting Meeting #1: Meeting #4: Studio Setup Matt D'Amico Review Zoning and Policy Discuss Open Space, Design: Preview of Final Graphics issues. Design: Recreation, and Trails. Format: Caitlin O'Hara 10:00 AM Attendees Design Team, Client, and Master Plan Site Tour & Best Local Design Team, Client, Conceptual Plans and Client, Parks staff, and other ering Committee Members ement/Options, Draft Finalize and format all graphic: and key staff Diagrams, Street Sections agency representatives, as Eric Hyne Design Principles, Evaluate Design: Perspective Sketches, and oning and Policy issues, ar tendees: Design Team wit Perspective Sketches Public is welcome. Conceptual Plans Client and other agency Brian Reetz 11:00 AM accompanied by town staff. resentatives as desired (no Open to the Public Open to the Public required) Melina Duggal (Day 2 Only) Colby Cline Noon Lunch Downtown Lunch Downtown Lunch in Studio Lunch in Studio Elisa Mitchell Meeting #2: 1:00 PM Mt. Airy Staff: Review Market and Economics Monika Weierbach Attendees: Design Team, Client, Real estate brokers, Design: evelopers, and Large prope 2:00 PM Barney Quinn Conceptual Plans and Diagrams, Street Sections Format Design: Melissa Thorn Perspective Sketches, and Design: similar Finalize and format all graphics and Presentation Master Plan 3:00 PM Conceptual Plans and Refinement/Ontions Draft Public is welcome, accompanied by town staff. Design Principles, Evaluate Diagrams, Street Sections Perspective Sketches, and ning and Policy issues, and Meeting #3: Meeting #5: similar Perspective Sketches Discuss Access, Street leet with Public Official Network, & Complete Open to the Public Public is welcome. Review Work-to-Date. 4:00 PM Set-up for the Opening Presentation Streets. accompanied by town staff Attendees: Design Team, Attendees: Design Team, Client, and other agency Client, Transportation staff Attendees: Design Team and Client SHA, and other agency reps 5:00 PM Dinner Out Set-up for the Closing Presentation Attendees: Design Team and Client Attendees: Design Team and Client 6:00 PM Closing Presentation Informal Evening Public Critique Informal Evening Public Critique Open to the Public Opening Presentation & Break Out Stations Open to the Public Feedback Loop #1 7:00 PM Open to the Public Open House Dinner by Preference Dinner by Preference Open to the Public 8:00 PM Attendees: Design Team Attendees: Design Team Design eparts 9:00 PM Draw / Format: 10:00 PM Master Plan, Plan Diagrams, Detailed Landscape Plans Sections, Design Principles, Zoning and Policy Recommendations, and Perspective Renderings **NE ARE**



11:00 PM

Midnight





Design Team Only! (Fire Co. Reception Hall closes at 9:00pm)



HERE



PUBLIC OUTREACH

STAKEHOLDER INTERVIEWS

- » Destination-based businesses should be located on Main St.
- » Dabate 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 activites 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















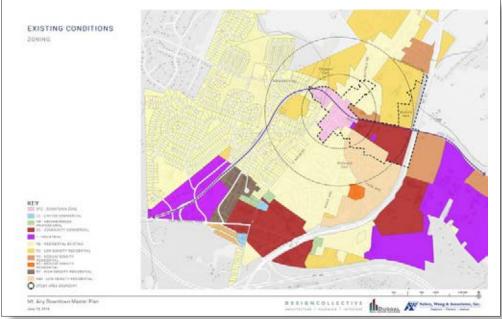
PUBLIC OUTREACH

PUBLIC WORKSHOP #1



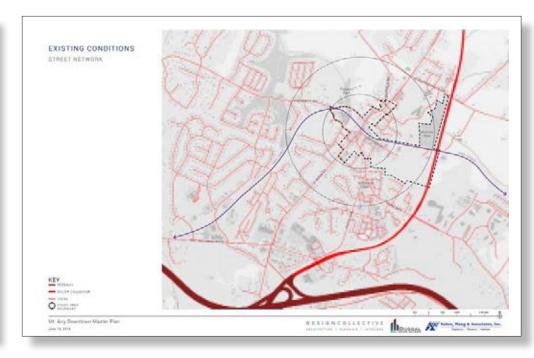






MIXED-USE DEVELOPMENT

- » 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

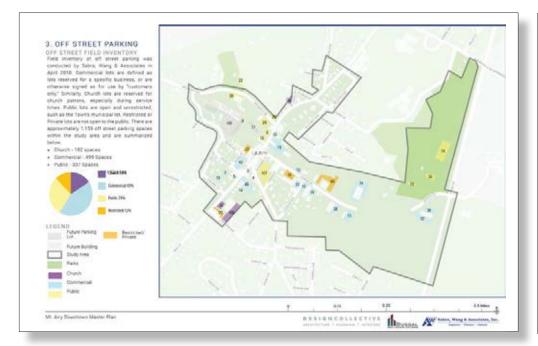






PUBLIC OUTREACH

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

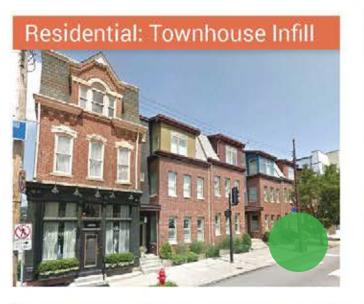








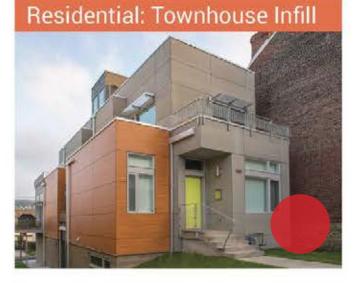




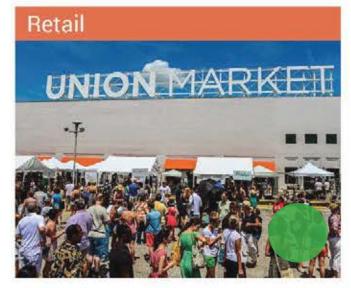


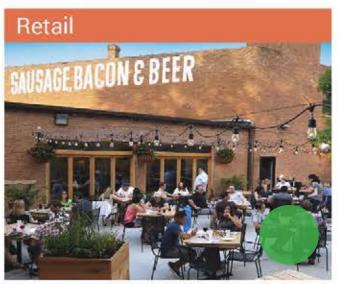




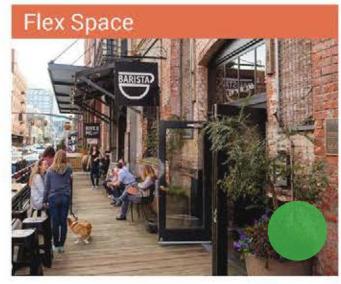












MIXED-USE DEVELOPMENT - HISTORIC CORE













Office

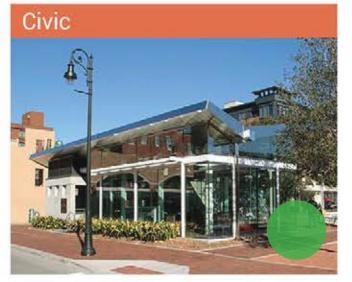




















MIXED-USE DEVELOPMENT - ROUTE 27











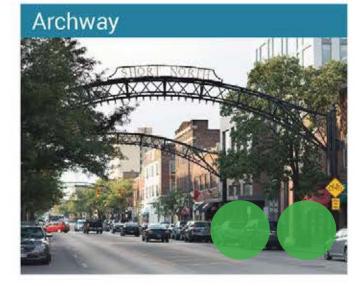








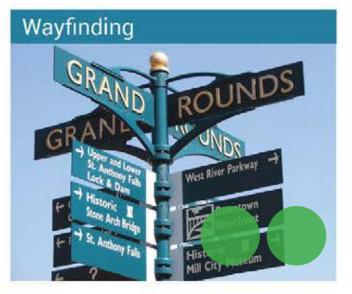












STREETSCAPES - FURNITURE & FIXTURES

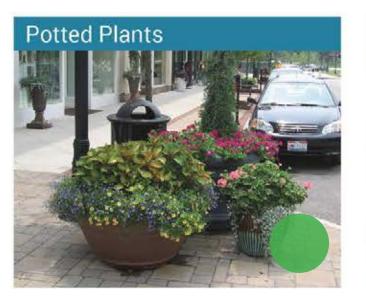






























STREETSCAPES - LANDSCAPE + HARDSCAPE







Parallel On-Street Parking























PARKING

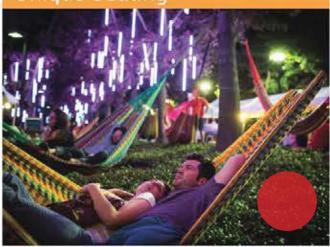




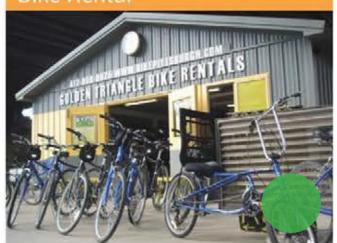
Farmer's Market



Unique Seating



Bike Rental



Paved Shared-Use Trail



Outdoor Movie Night



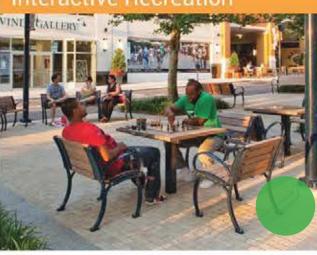
Yoga in the Park



Street Festivals



Interactive Recreation



Food Truck Events



Art + Music Festivals



Interactive Art



Public Water Station



AMENITIES & ACTIVITIES

Event Space









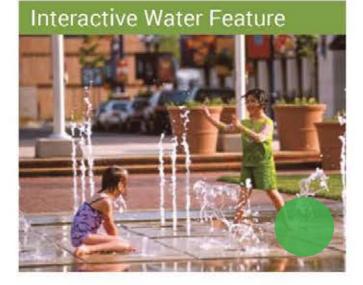














PARKS & OPEN SPACE





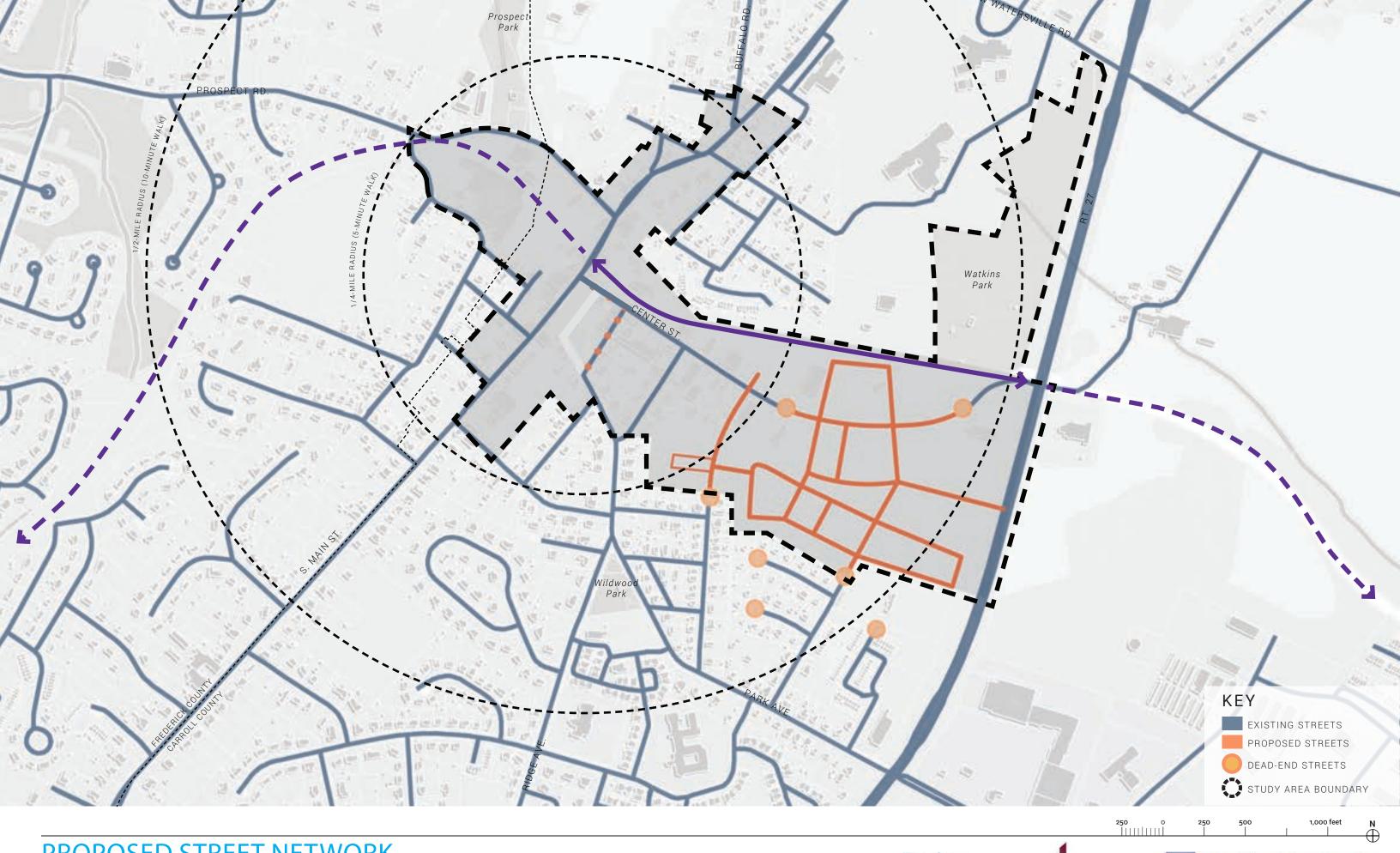
























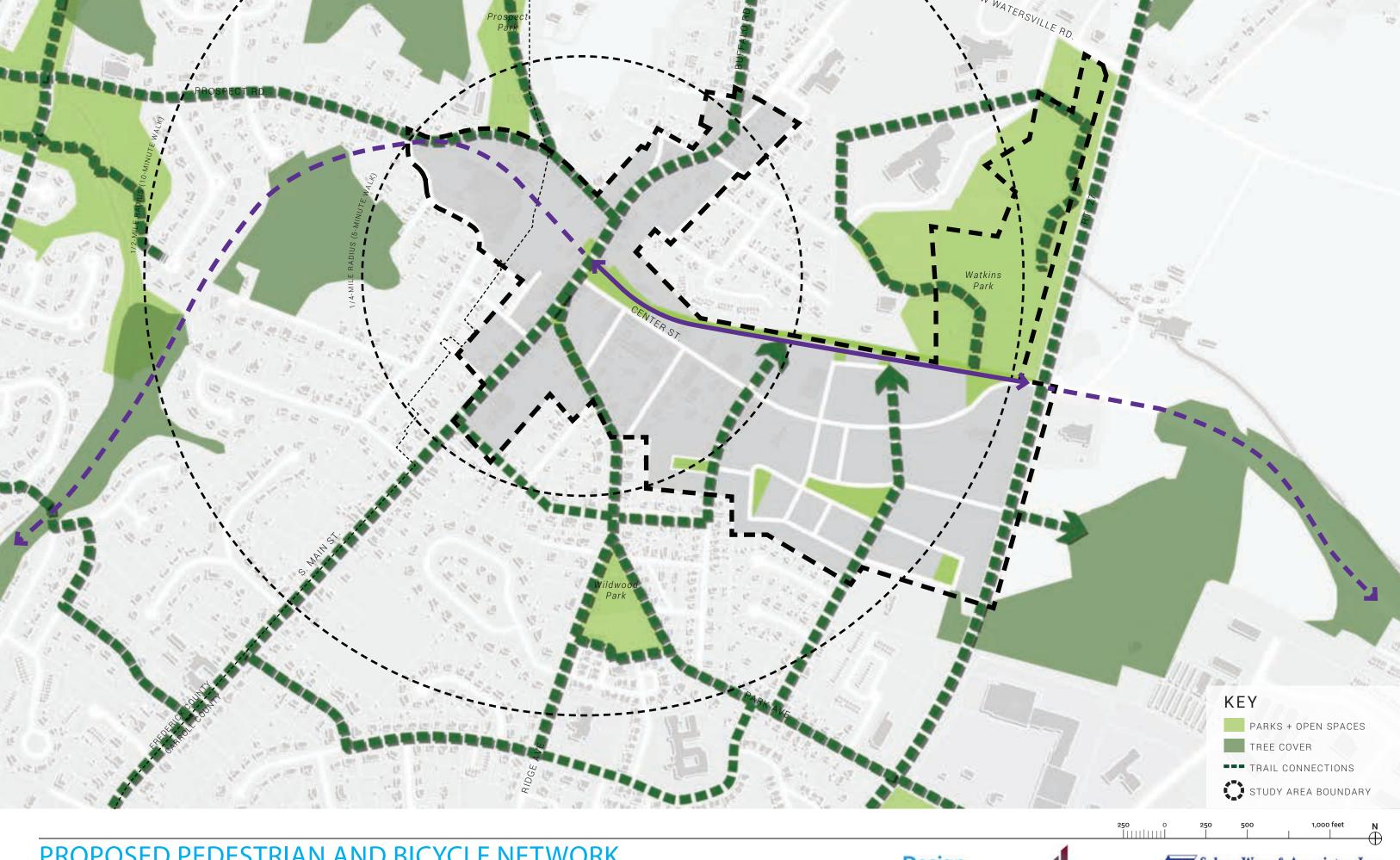






























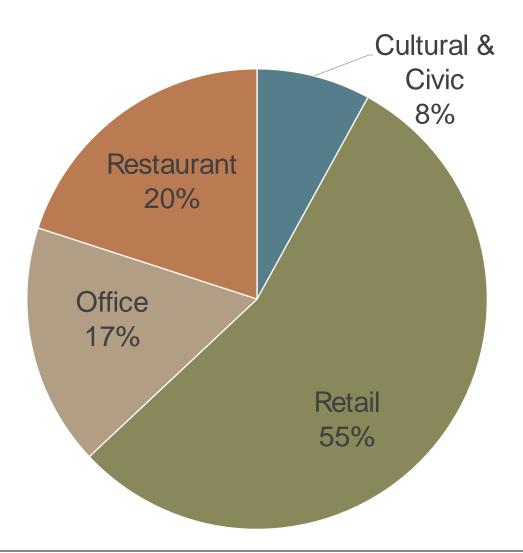
DOWNTOWN BUSINESSES - CURRENT USE AND VISION USE

- » In Downtown Mt. Airy, 55% of the storefronts are "Non-Active", with office, service, or civic uses occupying the available space (as shown in the chart to the left).
- » Only 45% are "Active" storefronts, with retail and restaurant uses occupying the available space.
- » For a dynamic, engaging main street experience, **ideally, 75% should be "Active" storefronts**, with less than 10% as Office (however, this ireduction in Office may not be achievable).
- » Therefore, as a goal for Main Street, a relaistic recommended use distribution (as shown in the chart to the right) increases Retail to 55% and Restaurant to 20%, with the Office reducing by about half. Cultural/Civic remain at 8%.

Downtown Current Use

Cultural & Civic 8% Office 37% Retail 45%

Downtown Vision Use







NUMBER OF NEW HOUSEHOLDS NEEDED TO SUPPORT CHANGE IN LAND USE

New retail use:

- » Requires more households and workers to support it,
- » Or, a higher capture of existing household and worker expenditures.

Each household in Mount Airy supports roughly 60 SF of retail and 15 SF of restaurants. Most of that is not in Downtown.

The following chart shows the current distribution of uses in Downtown and the recommended ("Vision") distribution of uses, and the approximate number of new households required to support the increase in retial and re

	Estimate Current SF	Vision SF	Difference	Est. Current SF/HH Spent in DT	New HH "Needed"	Recommendations
Retail	52,000	63,400	11,400	15	760	 2,300 is unrealistic Work on increasing the amount of \$ existing households spend in DT Continue to draw from a larger area More restaurants & retail help increase capture Combination of new households & increase capture Encourage non-traditional retail (karate, pottery making, fitness, pet grooming, etc.)
Restaurant	11,500	23,000	11,500	5	2,300	
Office	42,500	19,600	-22,900	n/a	n/a	
Civic & Cultural	9,200	9,200	0	n/a	n/a	





































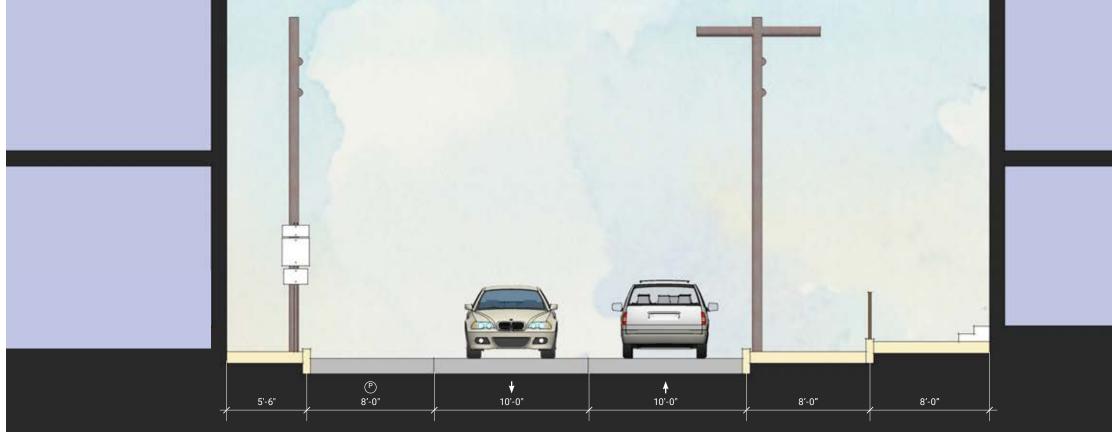




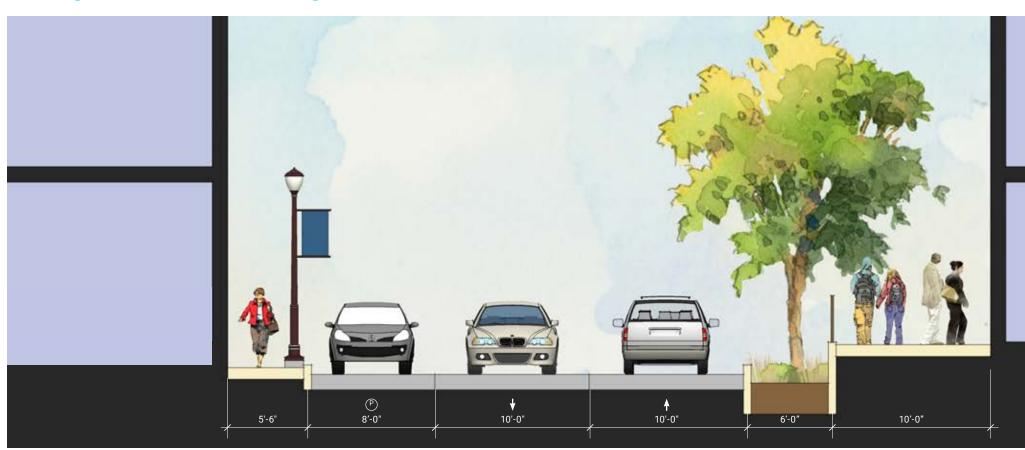








Existing Street Section (Looking North)







Evaluation:

- » Flat Iron Building current sf: 2,250 sf on 3 floors
- » Structurally Unstable
- » Previous study looked at 6 options
- » Not an option to remain as-is or to lift and shift the existing building
- » Additionally, not practical to renovate in place



View from Main Street, looking North - Existing







- » Remove Existing Flat Iron Building and replace with new Building with taller floor-to-floor heights, elevator, ground-floor Retail, and Community Space on the upper floors
- » New building would be shifted approximately 20' East and 20' South, to allow for parallel parking on Main Street and appropriate/gracious sidewalk widths



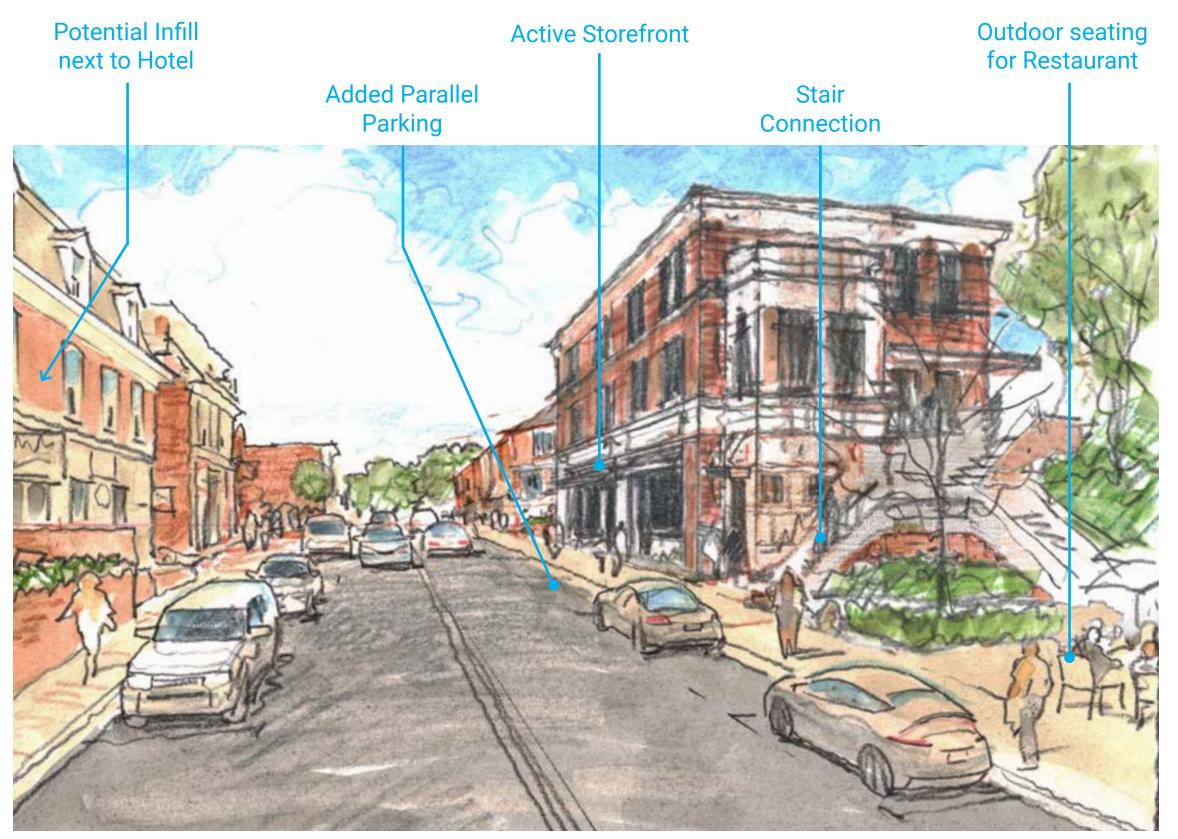
View from Main Street, looking North - Proposed Building







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<u>View from Main Street, looking North - Proposed Building</u>







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- » In the short-term, if funds are not available to rebuild, retain the slope in anticipation of a future building



View from Main Street, looking North - Proposed Short-term with no Building







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- » Additionally, not practical to renovate in place



View from Main Street, looking South - Existing







- » Remove Existing Flat Iron Building and replace with new Building with taller floor-to-floor heights, elevator, ground-floor Retail, and Community Space on the upper floors
- » New building would be shifted approximately 20' East and 20' South, to allow for parallel parking on Main Street and appropriate/gracious sidewalk widths



















































NORTH MAIN STREET - RECOMMENDATIONS

Recommendations for Rail Yard refinements:

- » Add an additional turn lane from Center Street onto Main Street
- » Modify Center Street to be a Complete Street, to accommodate pedestrian, bicycle and vehicular circulation
- » Enhance embankment to include Overlook at the end of-Cross Street
- » Incorporate a ramp and wide stair dwon to Rail Yard Park, a new, enhanced civic gathering space
- » Plan for potential infill/redevelopment arounf municipal lot



View from Rail Yard, looking Southwest towards Main Street



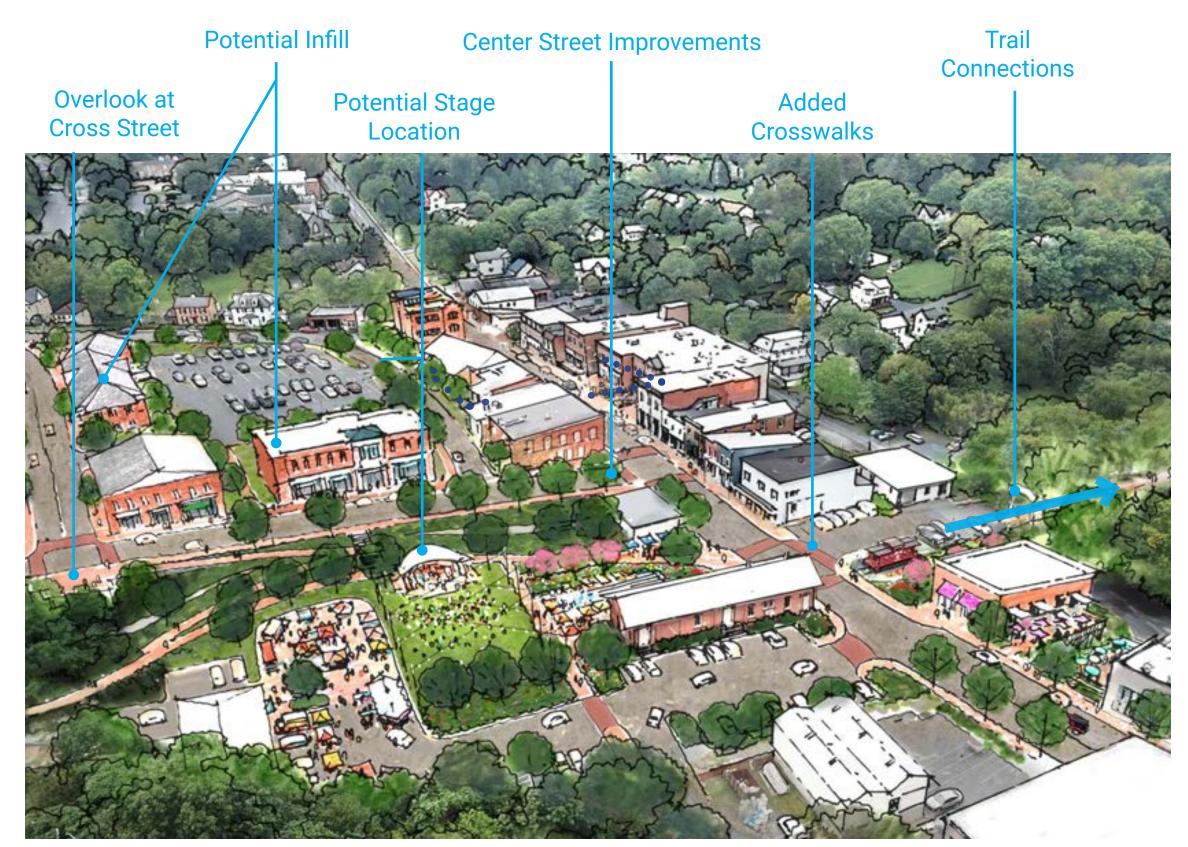




NORTH MAIN STREET - RAIL YARD

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View from Rail Yard, looking Southwest towards Main Street













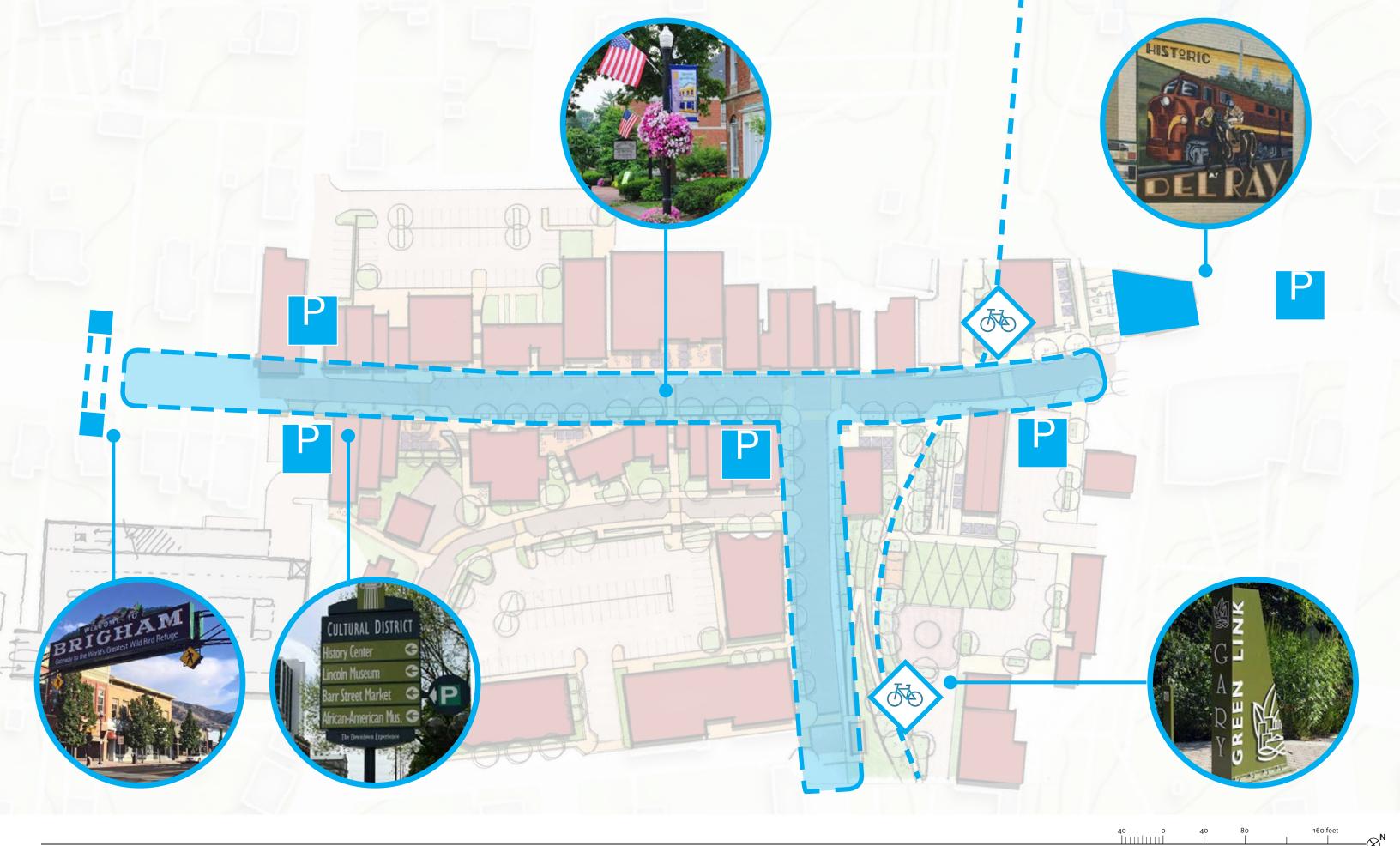


Existing Street Section (Looking East)



Proposed Street Section (Looking East)



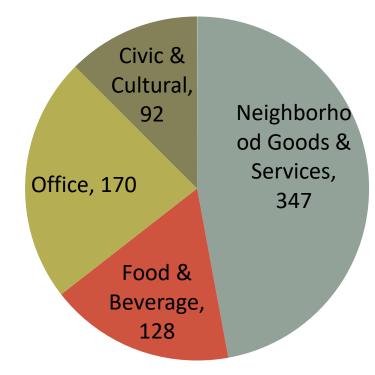




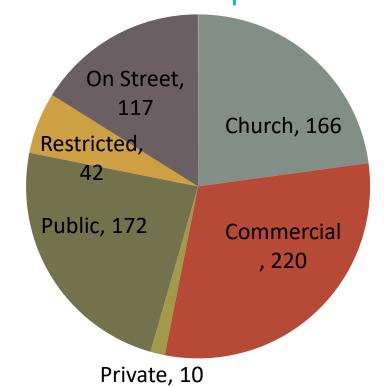


REQUIRED PARKING PER MT. AIRY ZONING CODE

Total: 736 spaces



CURRENT PARKING PROVIDED Total: 730 spaces





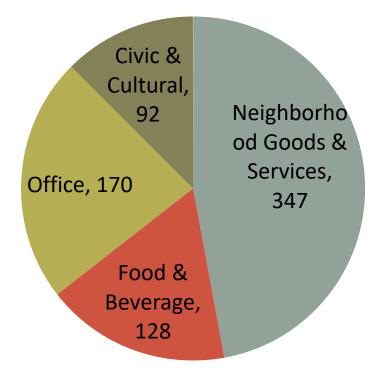




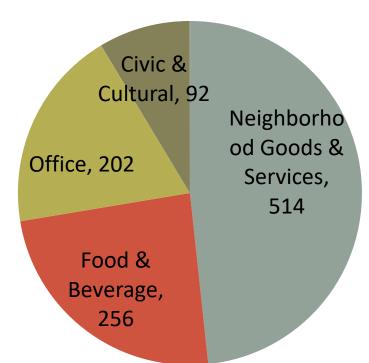


REQUIRED PARKING PER MT. AIRY ZONING CODE

Total: 736 spaces



CURRENT PARKING PROVIDED Total: 1,064 spaces











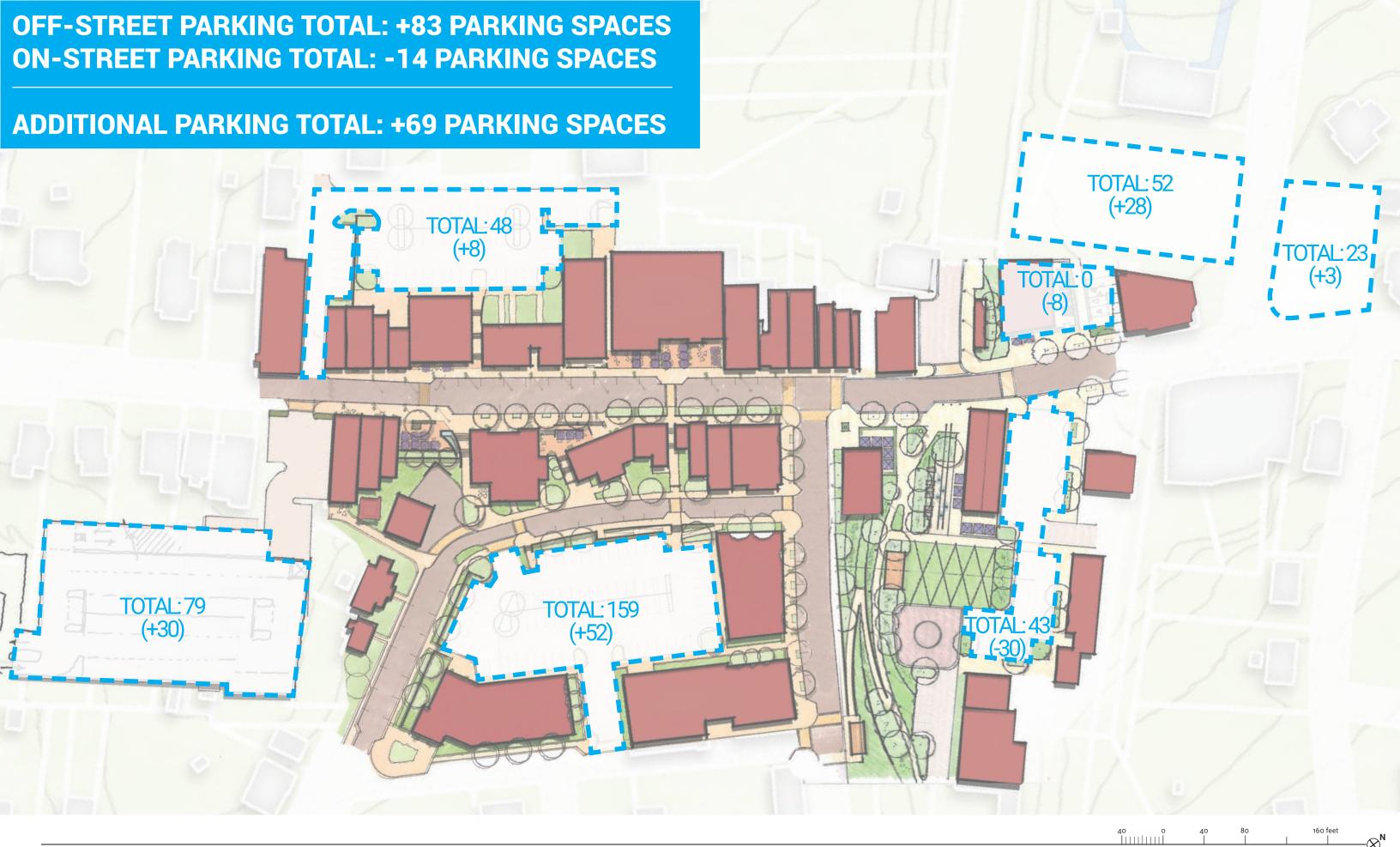
Existing Parking Capacity & Utilization CAPACITY UTILIZATION				
	isting \ aces	Veekday Mid	Weekday Evening	Weekend Mid
	513 117	230 43	176 37	188 23
Total Number of Spaces	730	273	213	211
Number of theoretical exce	ss spaces	457	517	519

UTILIZATION: 40%



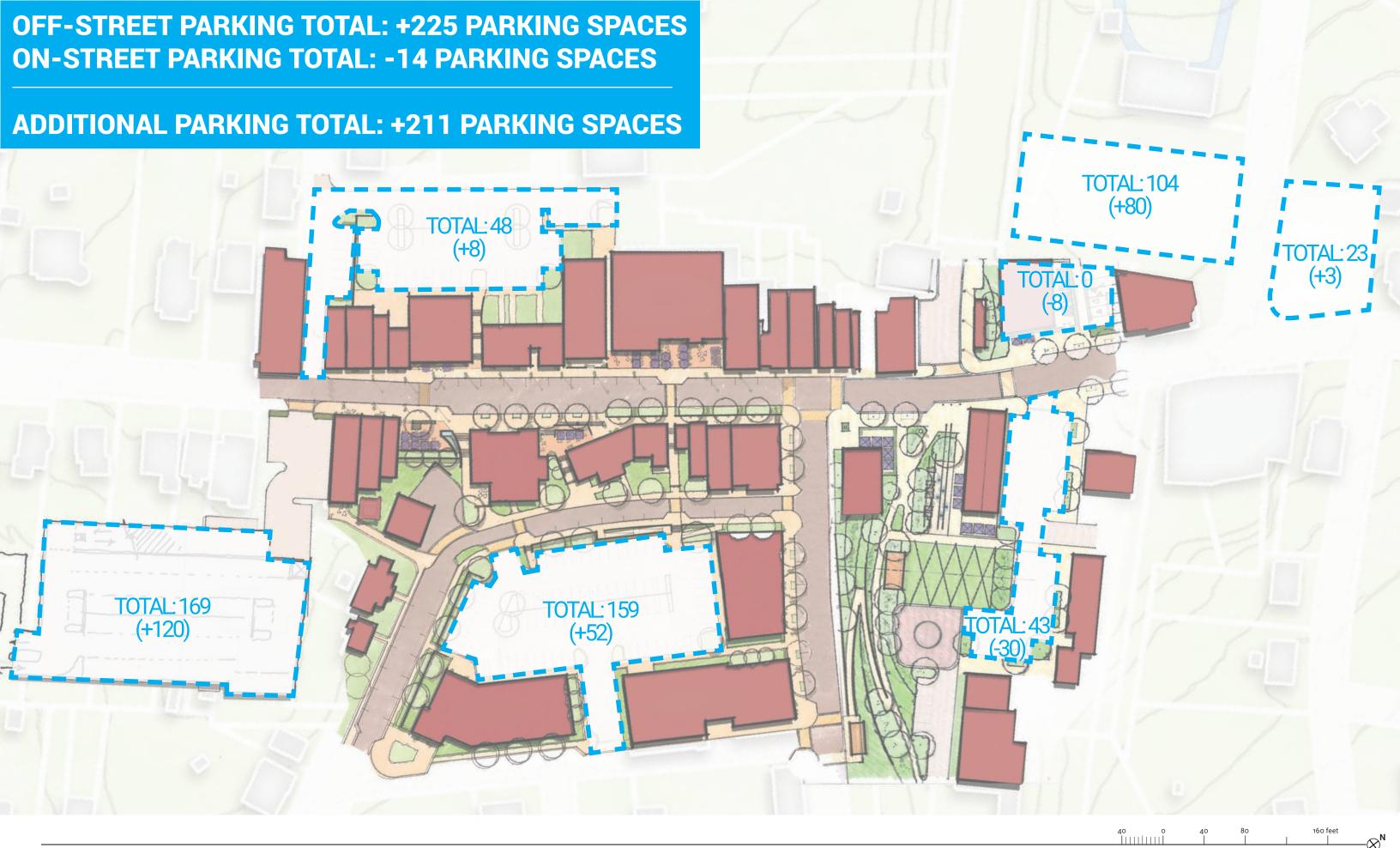














CURRENT REQUIRED/ EXISTING	73	36
PROPOSED REQUIRED	1,0)64
10% SHARED PARKING REDUCTION	95	58
NEEDED NEW SPACES	22	22
PROVIDED BY PROPOSED FULL BUILD OUT	22	21





POLICE STATION

Current Location:

- » 3,600 SF
- » 4 year lease; 3 years remaining
- » Capacity, storage, and HVAC issues

Future Location:

- » 6,000-10,000 SF (avg. 8,000sf) building approx. based on precedents; a future programming/ needs study will be required
- » .5 1.25 Acre parcel approx.
- » 15-25 year build; design accordingly
- » Site requirements: central, visible location; ready access to service area and to streets and trail; separate public and detainee entries; on-lot staff and visitor parking plus secured impound area
- » Training Room available for community functions
- » Precedents: Thurmont and Perryville



























West of Route 27

- » 35.7 Acres
- » Developer/Owner interest to build mixed-use development
- » Min. program West of Rte. 27 to be viable, in concert with East of Route 27



View from Route 27, looking West towards Main Street







Recommendations for Community Benefit:

- » Create a new gateway and access to Downtown
- » Connect Center Street, with development (1-1.5 acre right-ofway to Town)
- » Require Complete Streets (for all streets including Center St.), designed for pedestrian, bicycle, and vehicular use
- » Additional, meaningful Open Space to serve current and future community members, potentially; Recommend 8% of net:
 - Amphiteater: .5 Acres at entry
 - Central green: 1.5 Acres
 - Neigh. greens: 1.0 Acres
- » Approx. 10-year build; design and approach accordingly



View from Route 27, looking West towards Main Street







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View from Route 27, looking West towards Main Street







Recommendations for refinements to the Land Use/Zoning Regs:

- » Allow Senior and Hotel, with restrictions on building height and setbacks
- » Require a mix of Residential, to avoid monoculture (determine limit for apartments and townhouses)
- » Limit Retail to 65K sf per tenant and up to 35% of net developable land
- » Revise Open Space for MXD to create meaningful, reasonable Open Space and sites for civic buildings

Illustrative Plan depicts:

» Sinlge-Family Detached 40-50du

» Single-Family Att'd 100-150 du

» Multi-Family 150-200 du

Residential Total: 190-400 du

» Retail/Office: 80-100 K sf

» Grocery: 40-60 K sf

» Civic: 6-10 K sf



View from Route 27, looking West towards Main Street







