

DOWNTOWN MOUNT AIRY VISION PLAN

FEBRUARY 2019



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.



**Design
Collective**



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DOWNTOWN MOUNT AIRY VISION PLAN

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Town of Mount Airy

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With Market Analysis and Traffic and Transportation support from:
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1.0 INTRODUCTION

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1.1 OVERVIEW

Located approximately 40 miles north of Washington, D.C. and west of Baltimore, Maryland, the town of Mount Airy is positioned in an area that is highly accessible to several local job markets. Over the last twenty years, Mount Airy has experienced significant growth. In an effort to maintain and enhance the area’s small town charm, while capitalizing on opportunities for expansion and additional mixed-use development, the Town of Mount Airy set out to conduct a planning effort to outline and guide redevelopment opportunities, potential zoning changes, and transportation needs. The following goals were prioritized:

- 1. Identify the short and long-term public investment priorities for the next ten years;
- 2. Consider the further development of the ‘Town Center’ in order to attract and increase commercial development and revitalize Downtown;
- 3. Work collaboratively with the Town of Mount Airy Planning Commission and community members.

Historically a mill town focused on the production of grains and flour, Mount Airy grew up around industry and convenient access to the B&O Railroad. Today, the area is no longer tied to the railroad and is characterized by a small retail main street that serves a range of single-family residential neighborhoods and surrounding agriculture. With a shift in the market and increased demand for development, the Town of Mount Airy identified the need to create a plan that considers compatibility of future land uses, mixed-use zoning, and emerging transportation needs.

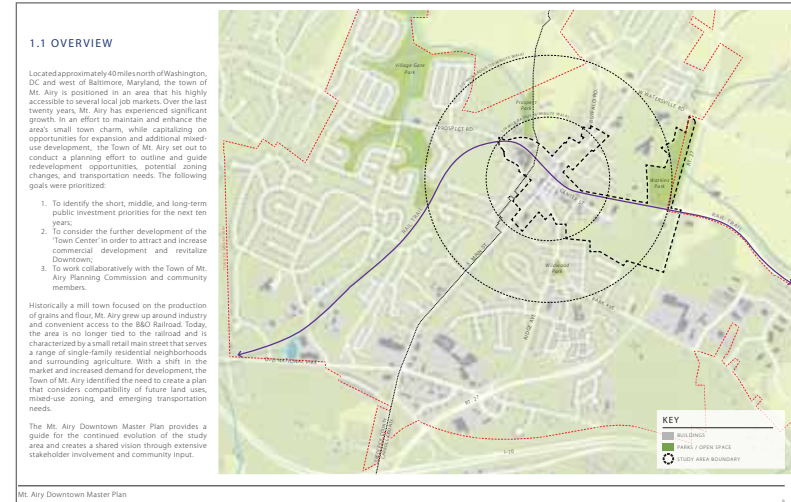
The Downtown Mount Airy Vision Plan provides a guide for the continued evolution of the study area and creates a shared vision through extensive stakeholder involvement and community input.



1.2 PURPOSE

The purpose of this document is to guide future infrastructure investment and development in the Downtown Mount Airy Vision Plan area. The plan emphasizes the importance of land use transitions, minimizing land use conflicts, and supporting pedestrian and vehicular improvements, while also including strategies for continued revitalization.

The document includes the following components:

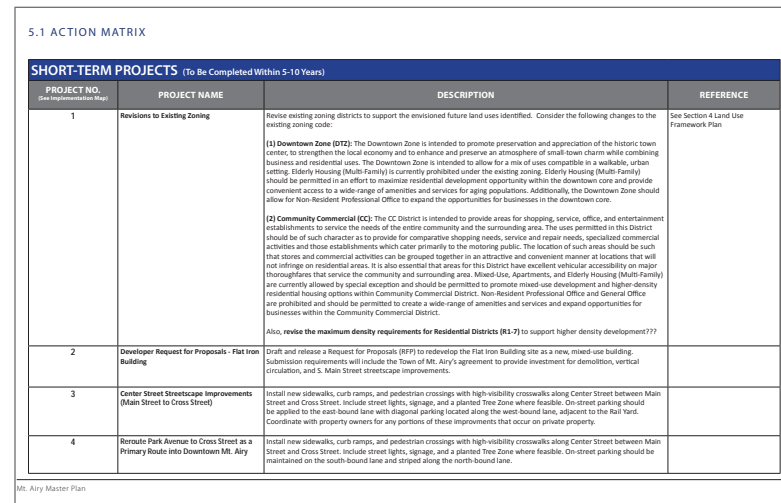
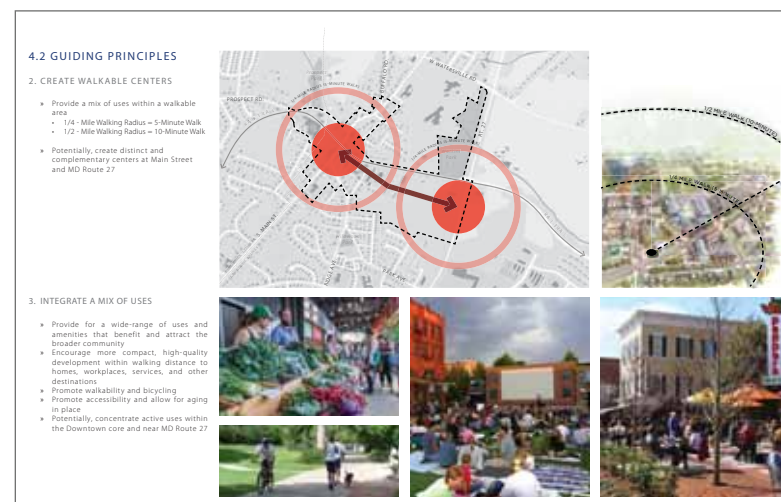
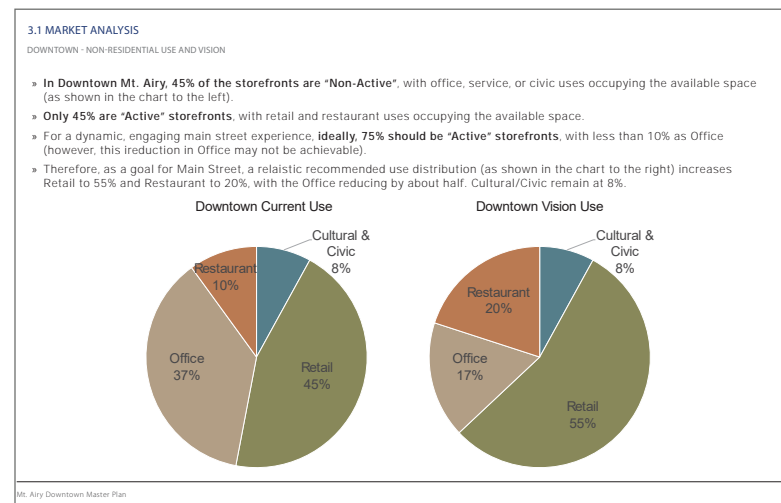


SECTION ONE: INTRODUCTION

Provides a brief overview of the project location, the objectives and process, and a general description of the document content.

SECTION TWO: EXISTING CONDITIONS

Examines the physical conditions of the Downtown Mount Airy Vision Plan study area through photo documentation, analysis of Geographic Information System (GIS) data, stakeholder interviews, and community input.



SECTION THREE: MARKET ANALYSIS

Explores local and regional demographic, economic, and real estate trends in order to estimate future supportable development.

SECTION FOUR: RECOMMENDATIONS

Provides a set of planning and design principles and land use recommendations to encourage appropriate methods for development and improvements.

DISCLAIMER: *This Vision Plan is meant to provide conceptual ideas for the development of properties, in order to set forth a general vision only. It is not intended to depict every requirement under the Town Code or other applicable standards for any development. Every development plan must follow standard design reviews by the Town/County and meet the applicable requirements, including but not limited to parking, stormwater management, open space, or forest conservation requirements, even if not described or depicted in this Vision Plan.*

SECTION FIVE: IMPLEMENTATION

Gathers potential policy changes, infrastructure improvements, development initiatives, and funding sources applicable in Mount Airy and prioritizes action items in short- and long-term periods.

1.3 PLANNING PROCESS & GOALS

Stakeholder input and feedback were critical to creating a community-based vision for the Downtown Mount Airy Vision Plan. Public participation ensured that the plan addressed community concerns and ideas, fostered an inclusive and transparent planning process, identified key opportunities and priority areas, and built momentum to move the plan toward implementation.

In February of 2018, the consultant team, led by Design Collective, Inc. was engaged by the Town of Mount Airy to begin the Vision Plan. The process approach was structured on a series of three phases that were initiated in sequence during the course of 12 months to effectively examine, envision, and create a set of planning recommendations for the study area.

PHASE 1: DATA COLLECTION, ANALYSIS, AND RESEARCH

The first step in the process was to fully assess and understand existing conditions; historic, cultural, and environmental assets; community goals and objectives; realistic market-driven development opportunities; resident and stakeholder concerns and input; constraints and opportunities; and other factors that would inform the Vision Plan. Also, a Steering Committee representing various stakeholder groups from Mount Airy was formed to guide the development of the Vision Plan.

During Phase 1, the design team conducted interviews with the following key stakeholder groups from the area: developers and landlords, residential managers and owners, community group representatives, commercial business owners, and town staff.

Building upon the Phase 1 analysis and key stakeholder interviews, the design team facilitated a Public Workshop in June 2018, engaging the public, to begin to create a vision for the future of Mount Airy. Approximately 90 participants attended.

PHASE 2: PLANNING AND DESIGN

Phase 2 included preparing and evaluating plan recommendations and options with the town staff, Steering Committee, and stakeholders.

In order to engage the community in a meaningful, responsive dialogue, a multi-day, Public Charrette was held in September 2018. For the Charrette, the design team set up a studio adjacent to the study area at the Mount Airy Volunteer Fire Company Reception Hall and over 40 participants attended. By the conclusion of the Charrette, multiple plan options were evaluated and discussed, stakeholders listened to one another’s concerns and goals, and a preferred direction for the Vision Plan and its recommendations was identified.

PHASE 3: VISION PLAN REPORT

During Phase Three, the design team presented the final draft plan to the community at a public input event on _____. This event provided an opportunity for the public to review and comment on the final draft prior to adoption. The design team prepared this final Vision Plan report, an illustrated, guiding document, that outlines the preferred plan options and supported recommendations for the Downtown Mount Airy Vision Plan.

The Vision Plan was approved by the Town of Mount Airy and was recommended for adoption on _____, 2019.

The Vision Plan was adopted through Ordinance #_____ on _____, 2019.

PROJECT GOALS

The following project goals were identified through the development of this Plan:

- 1. Maximize the commercial viability of the Main Street core;
- 2. Evaluate re-use or redevelopment of portions of the study area, as a way to reconcile safety and circulation concerns;
- 3. Maximize the Center Street’s potential as the eastern portal into Downtown; and
- 4. Examine parking opportunities within Downtown.



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2.0 EXISTING CONDITIONS & ANALYSIS

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2.1 OVERVIEW

The Existing Conditions and Analysis section includes a graphic summary of the site reconnaissance, data collection, and key stakeholder interviews conducted during Phase 1 as well as input received throughout the planning process. Site photography and technical information gathered from Geographic Information Systems (GIS), extracted, and synthesized into a series of diagrams that define the physical framework and set the groundwork for the Downtown Mount Airy VISION PLAN recommendations.

The Existing Conditions and Analysis diagrams include:

- » Existing Illustrative Plan
- » Figure Ground
- » Street Network
- » Topography
- » Natural Features
- » Pedestrian and Bicycle Facilities
- » Traffic Analysis
- » Pedestrian Infrastructure
- » Parking Inventory
- » Parking Utilization
- » Utilities
- » Land Use
- » Zoning
- » Historic District
- » Architectural Character

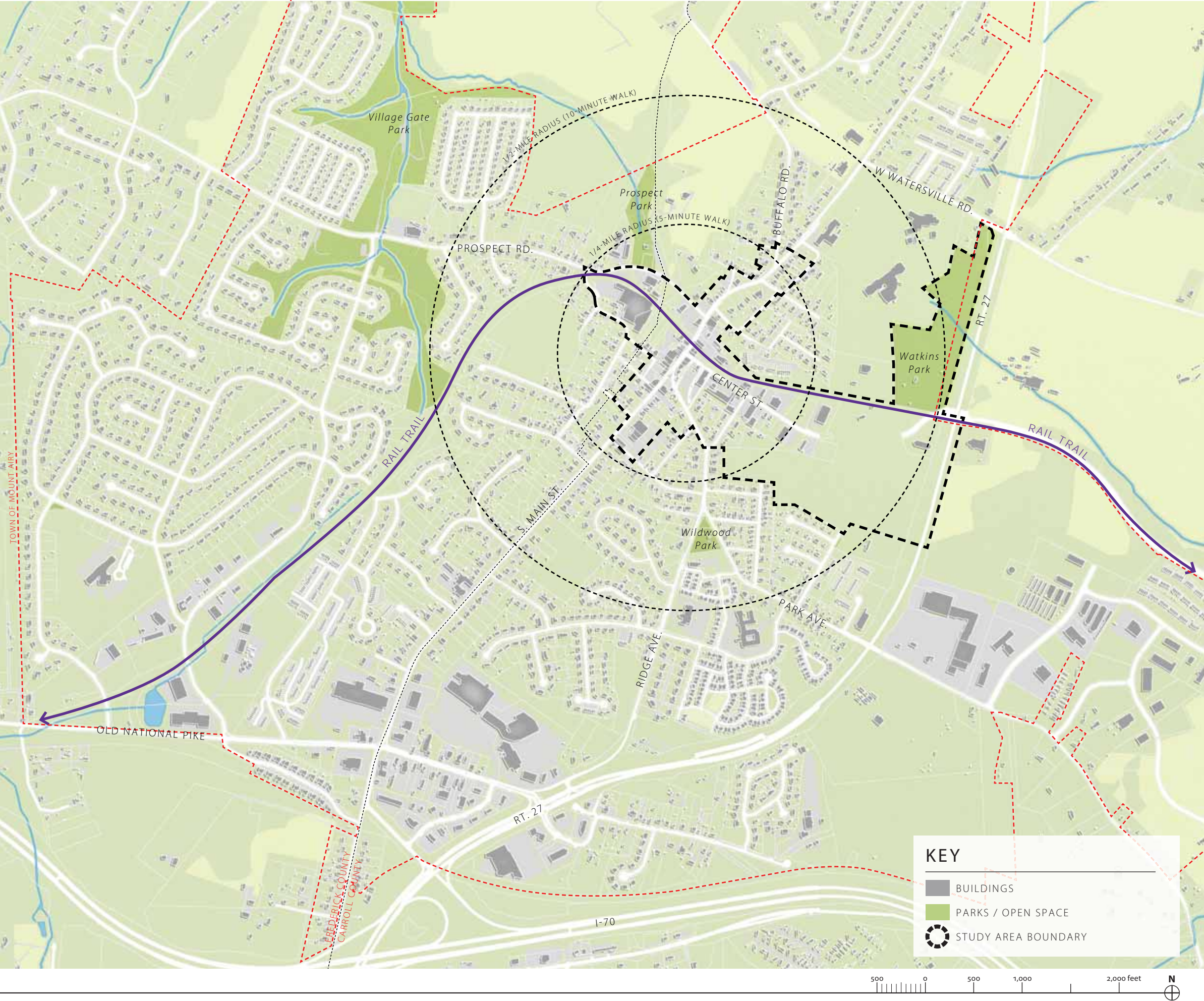


2.2 EXISTING CONDITIONS

EXISTING ILLUSTRATIVE PLAN

The Town of Mount Airy is located across two counties, with Frederick County on the western side and Carroll County on the eastern. The study area boundary is centered primarily along Mount Airy's Main Street, running north-south between Paradise Avenue and Buffalo Road, and extends east-west along Prospect Road and Center Street to MD Route 27.

At the core of the site boundary is Mount Airy's historic downtown. This area of Mount Airy is characterized by small commercial and mixed-use buildings that line and front Main Street. Adjacent to the downtown core are larger, industrial and commercial parcels that front along Prospect Road and Center Street. At the end of Center Street is approximately 35 acres of farmland that remains undeveloped. Single-family blocks surround a majority of the study area, establishing smaller, more walkable blocks and a more connected street framework. Fragments of a remnant railway easement is known as the Rail Trail, a shared-use path that bisects the study area, linking Prospect Park to Watkins Park at the east and west ends of the study area.



2.2 EXISTING CONDITIONS

FIGURE GROUND

The figure ground plan highlights the development patterns that exist within the study area. The historic downtown is characterized by small commercial and mixed-use buildings that line and front Main Street, with a variety of industrial and commercial uses that have developed along Prospect Road and Center Street. Larger, big-box retail is located along MD Route 27 within close proximity to Interstate 70. Suburban, residential development surrounds the historic core primarily west of MD Route 27. Larger parcels of undeveloped, agricultural land exist along the east side of MD Route 27.



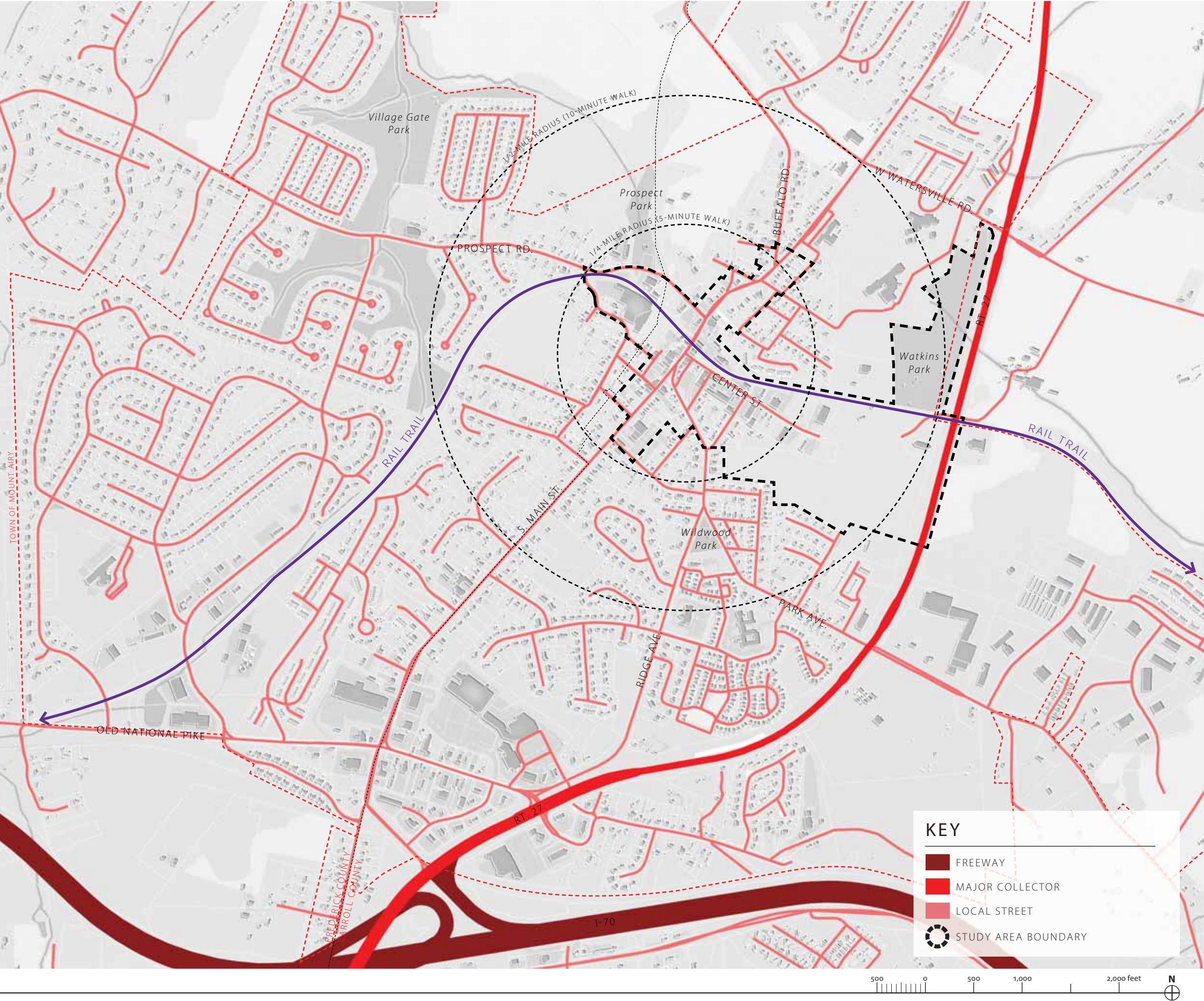
2.2 EXISTING CONDITIONS

STREET NETWORK

Streets are classified using traffic volume, roadway size, and location in this plan diagram.

Interstate 70 is the principal freeway that provides access to MD Route 27, the only major collector that runs north-south adjacent to the study area. All other streets in and around the study area are identified as Local Streets.

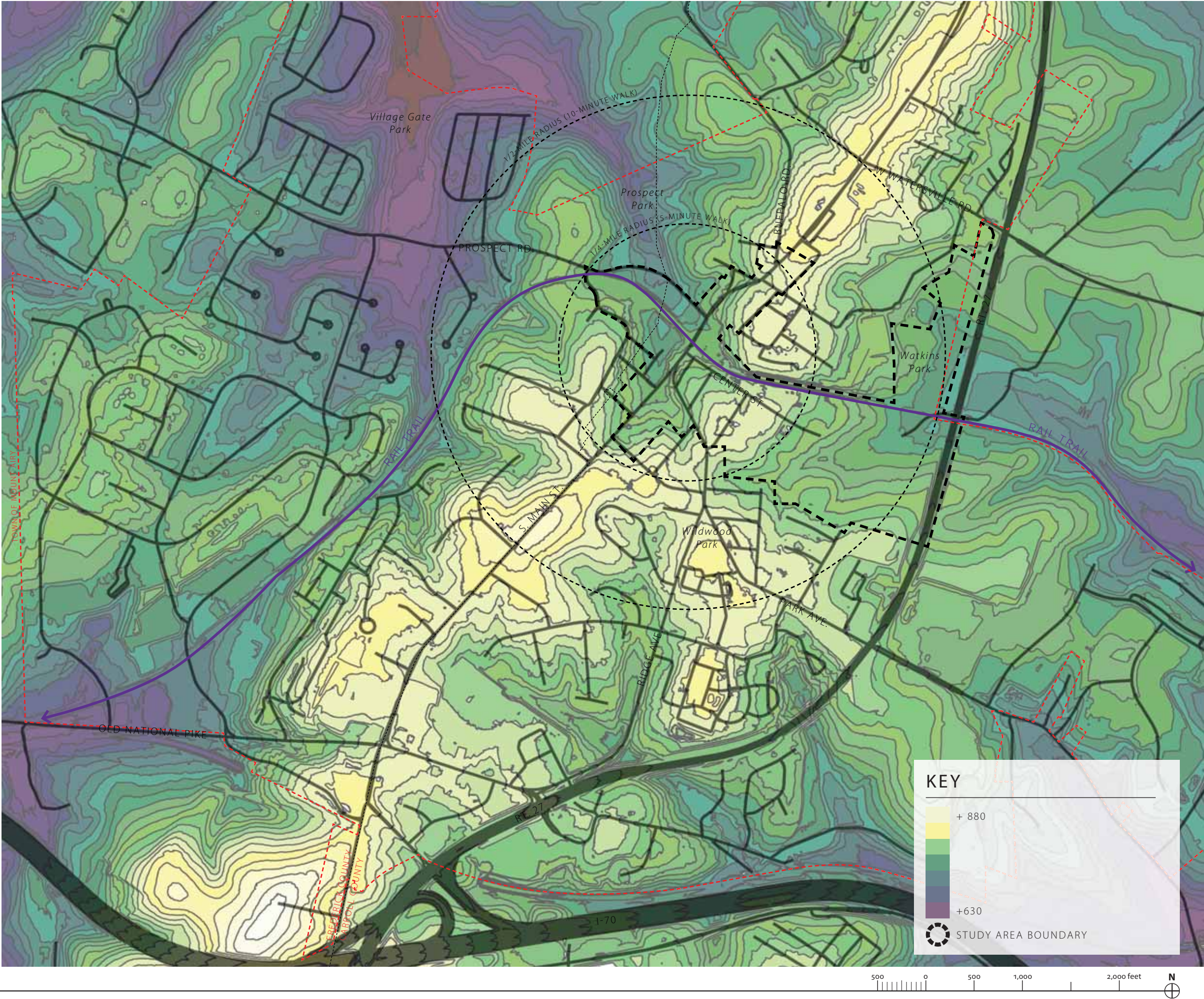
The street network is discontinuous. While Main Street runs parallel to MD Route 27, there are very few east-west connections. The segmented street network has limited access and causes traffic distribution inefficiencies along MD Route 27 and Main Street.



2.2 EXISTING CONDITIONS

TOPOGRAPHY

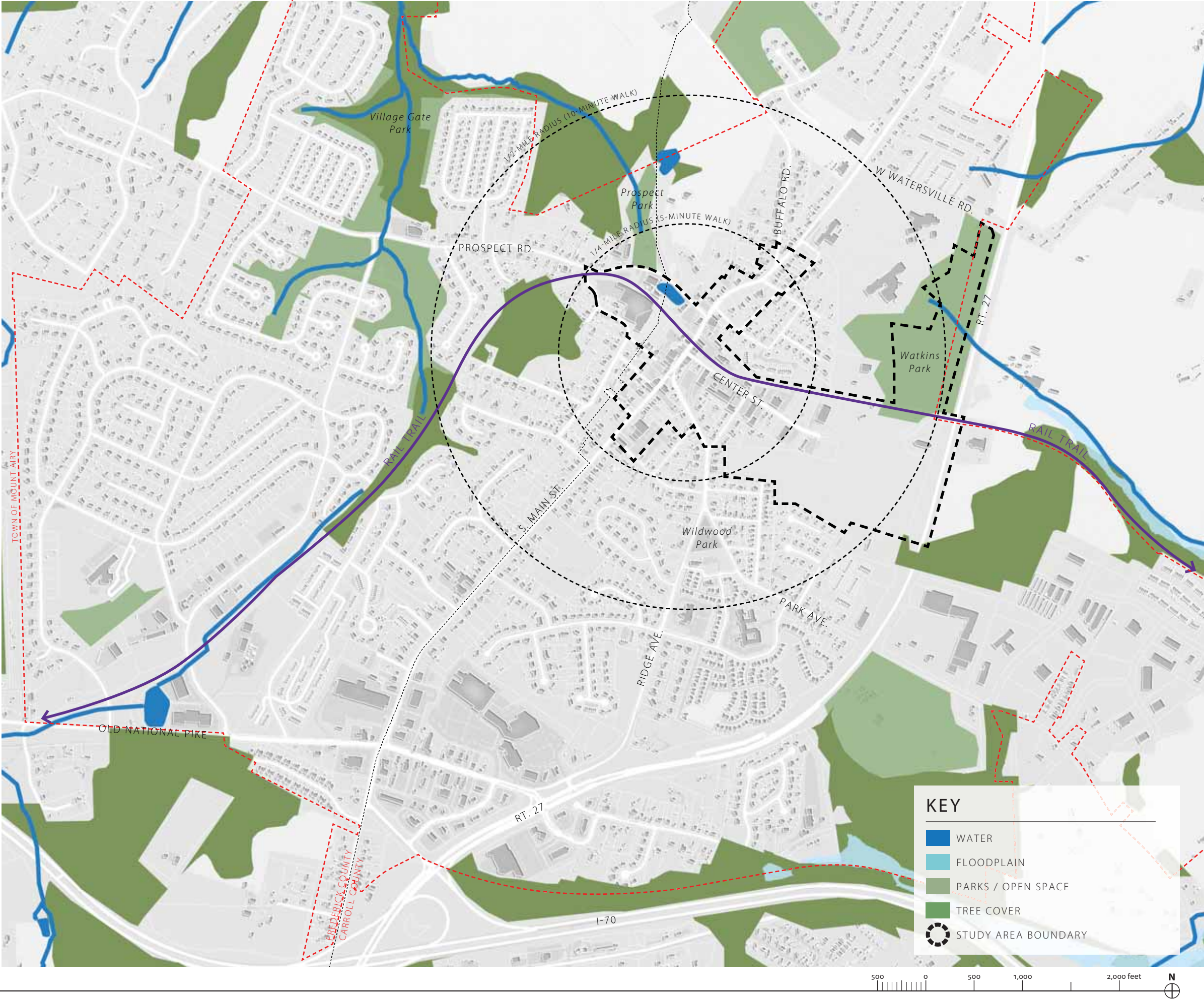
Mount Airy's Main Street runs along a natural ridge line, with the historic core located at a low point. Various amenities such as Prospect Park, stream corridors, and the Rail Trail are situated in lower lying areas. While Wildwood Park and portions of Watkins Park sit at higher elevations.



2.2 EXISTING CONDITIONS

NATURAL FEATURES

The natural features of Mount Airy and its surroundings are highlighted in this plan diagram, showing the variety of parks in the area as well as the numerous stream corridors that connect these amenities. The Rail Trail acts as a major green link that runs through the heart of Downtown Mount Airy, connecting Prospect Park to Watkins Park.



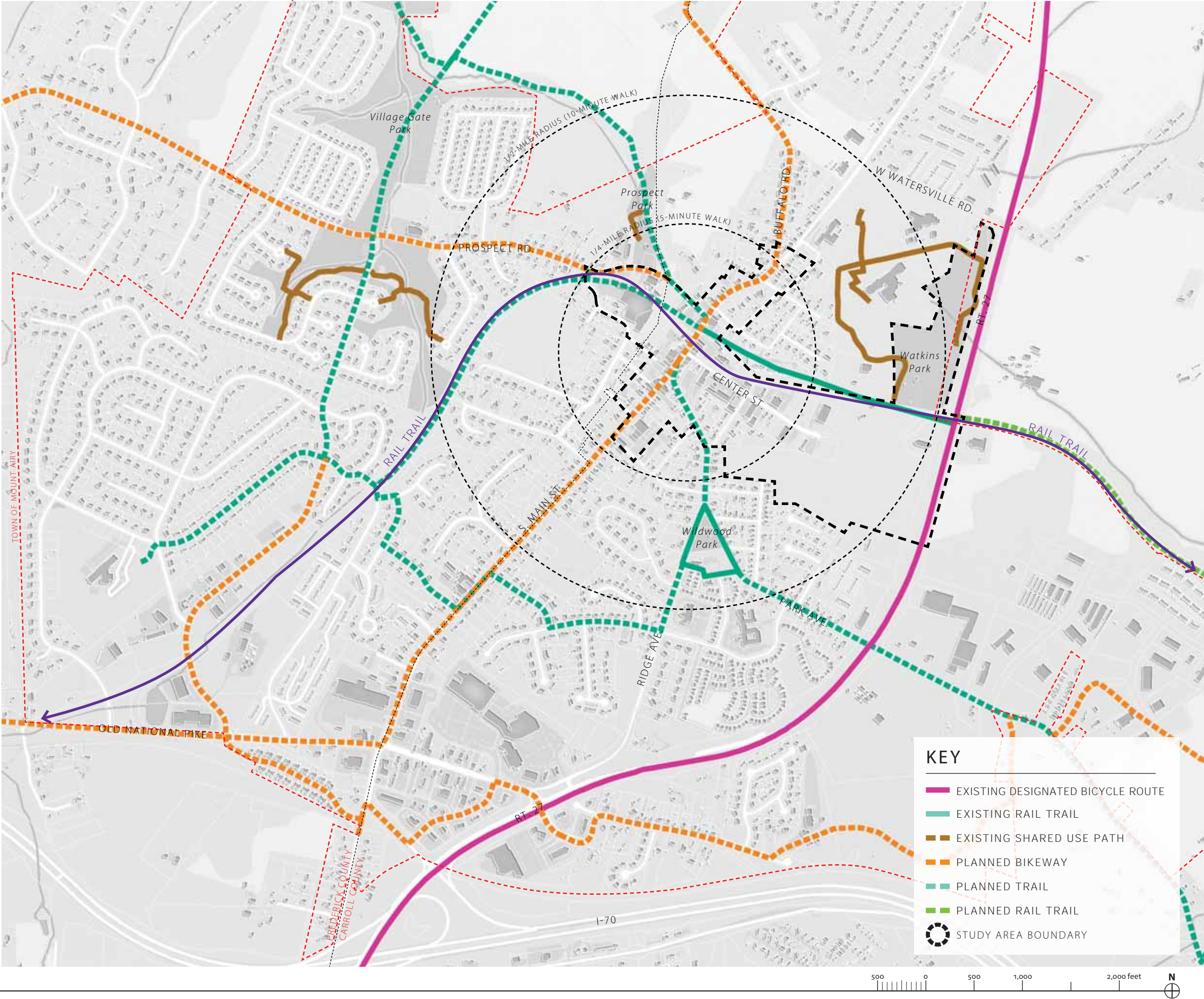
2.2 EXISTING CONDITIONS

PEDESTRIAN AND BICYCLE FACILITIES

The existing and currently proposed pedestrian and bicycle facilities are identified in the adjacent graphic.

Currently, there is a wide shoulder along MD Route 27 that accommodates room for bicyclists. There is also a portion of the Rail Trail that extends from Main Street to MD Route 27 that provides a shared-use path for both pedestrians and bicyclists. Watkins Park, Prospect Park, Wildwood Park, and Village Gate Park also include existing sidewalks and paths for pedestrians.

Mount Airy has begun planning efforts to create a stronger pedestrian and bicycle network throughout the town. To provide additional access, both on- and off-street trail connections have been identified.

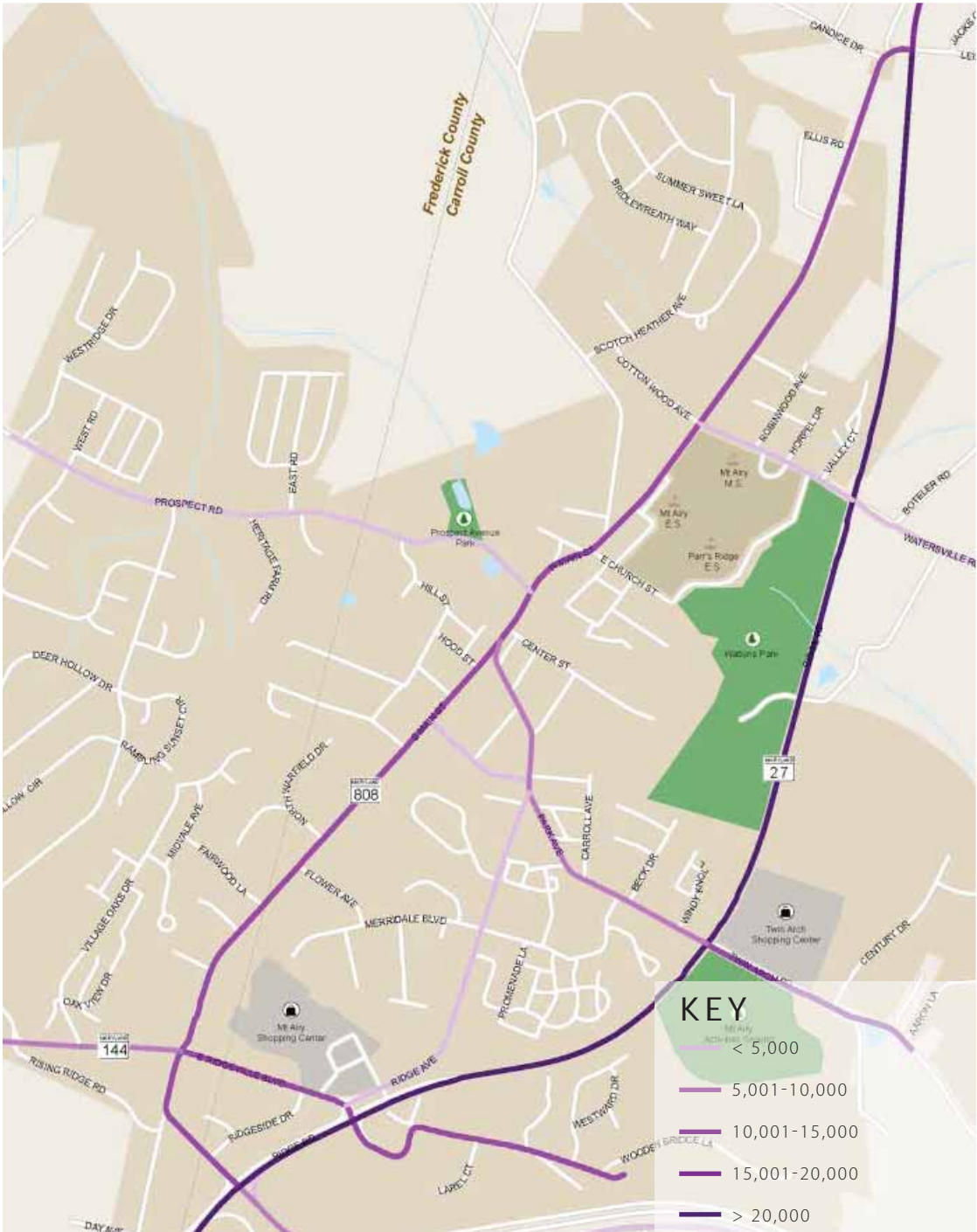


2.2 EXISTING CONDITIONS

TRAFFIC ANALYSIS

The existing traffic conditions assessment was conducted by Sabra & Associates prior to this planning effort and are identified in the following exhibits, for reference. A summary of each plan diagram can be found below each graphic, highlighting the main traffic 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

INTERSECTION LEVEL OF SERVICE - EXISTING



- All signalized intersections operate with a LOS D or better during both the AM and PM peak hours. Intersections not meeting the Town’s mobility standard include:
- » MD Route 27 at Park Avenue/Twin Arch Road
 - » S. Main Street & Ridgeville Boulevard
 - » Ridgeside Drive at Ridgeville Boulevard
 - » Ridge Road at Main Street/Leishear Road
 - » Main Street at Ridgeside Drive
 - » Main Street at Prospect Road

INTERSECTION LEVEL OF SERVICE - FUTURE NO BUILD



In the future, with no roadway improvements made and (even with) no additional development, many of the signalized intersections operate below a LOS D particularly in the PM peak hour.

- Accounts for additional traffic volume due to:
- » Regional growth rates
 - » Future developments

- Intersection LOS with no roadway improvements results in:
- » 4 Intersections below a D in the AM
 - » 9 Intersections below a D in the PM

- Along MD Route 27, the five consecutive intersection failures in the PM will result in:
- » Reduced speeds
 - » Residual queues
 - » Increased risk for certain crash types

2.2 EXISTING CONDITIONS

PEDESTRIAN INFRASTRUCTURE

Pedestrian infrastructure data was collected by Sabra & Associates in April 2018. Marked crosswalks, curb-ramps (with and without detectable warning surfaces) and sidewalk features were documented using Google Earth satellite imagery. Road names and shapes data came from the State Highway Administration. Land Use and Building Outline data were sourced on the county level, from both Carroll and Frederick Counties. Future Buildings and Parking Lots are based on drawings for the Prospect Place proposed development.

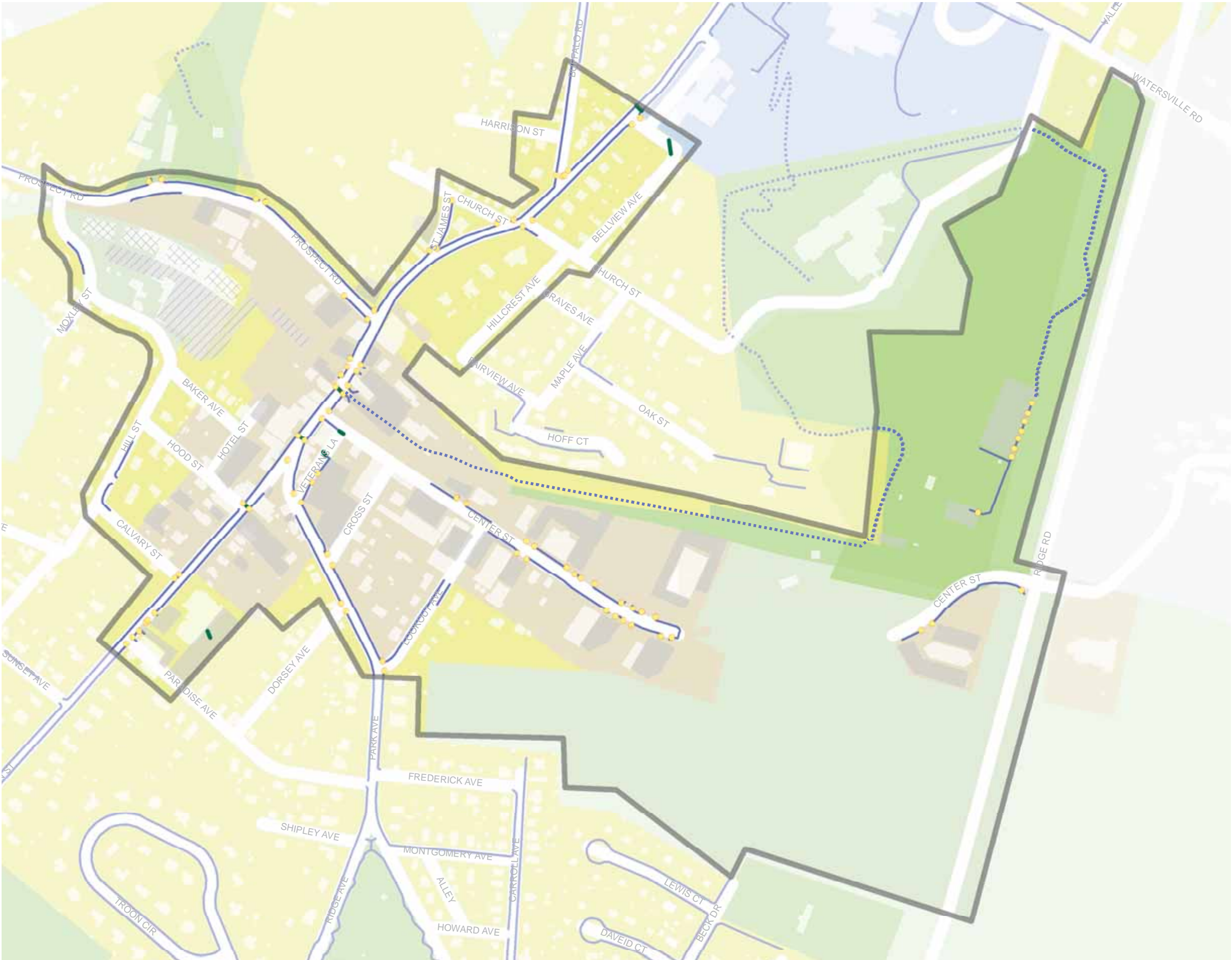
Pedestrian Infrastructure Metrics:

- » 7 marked crosswalks
- » 647 linear feet of shared-use path/ trails
- » 13,445 linear feet of sidewalks
- » 17,881 linear feet of roadway
- » 35,762 linear feet of total curbside space

Therefore, within the study area, only 38% of total curbside space is currently being used for sidewalks and there is 22,317 linear feet (62%) available for potential sidewalks.

KEY

- CURB RAMP
- CROSSWALK
- SIDEWALK
- SHARED USE PATH
- COMMERCIAL
- RESIDENTIAL
- PUBLIC USE
- PARKS
- OFF-STREET PARKING LOT
- FUTURE BUILDINGS
- FUTURE PARKING LOT
- STUDY AREA



2.2 EXISTING CONDITIONS

ON-STREET FIELD INVENTORY

On Street Parking Inventory was field performed by Sabra & Associates in April 2018. Curbside parking restrictions were noted and categorized while curbsides were measured. Marked parking means that parking in that area was specifically instructed via signage or painted asphalt. Unmarked parking means that there was potential for parking, but the absence of instruction in the form of signage or painted asphalt. For parallel parking, the number of spaces was calculated by dividing the total measured field length by 20 feet. For perpendicular and angled parking, the number of spaces was determined by the field count. There are approximately 292 spaces, here's the breakdown:

Unrestricted Parking:

- » 37 Managed Parallel Spaces
- » 52 Managed Perpendicular Spaces
- » 171 Unmanaged Parallel Spaces

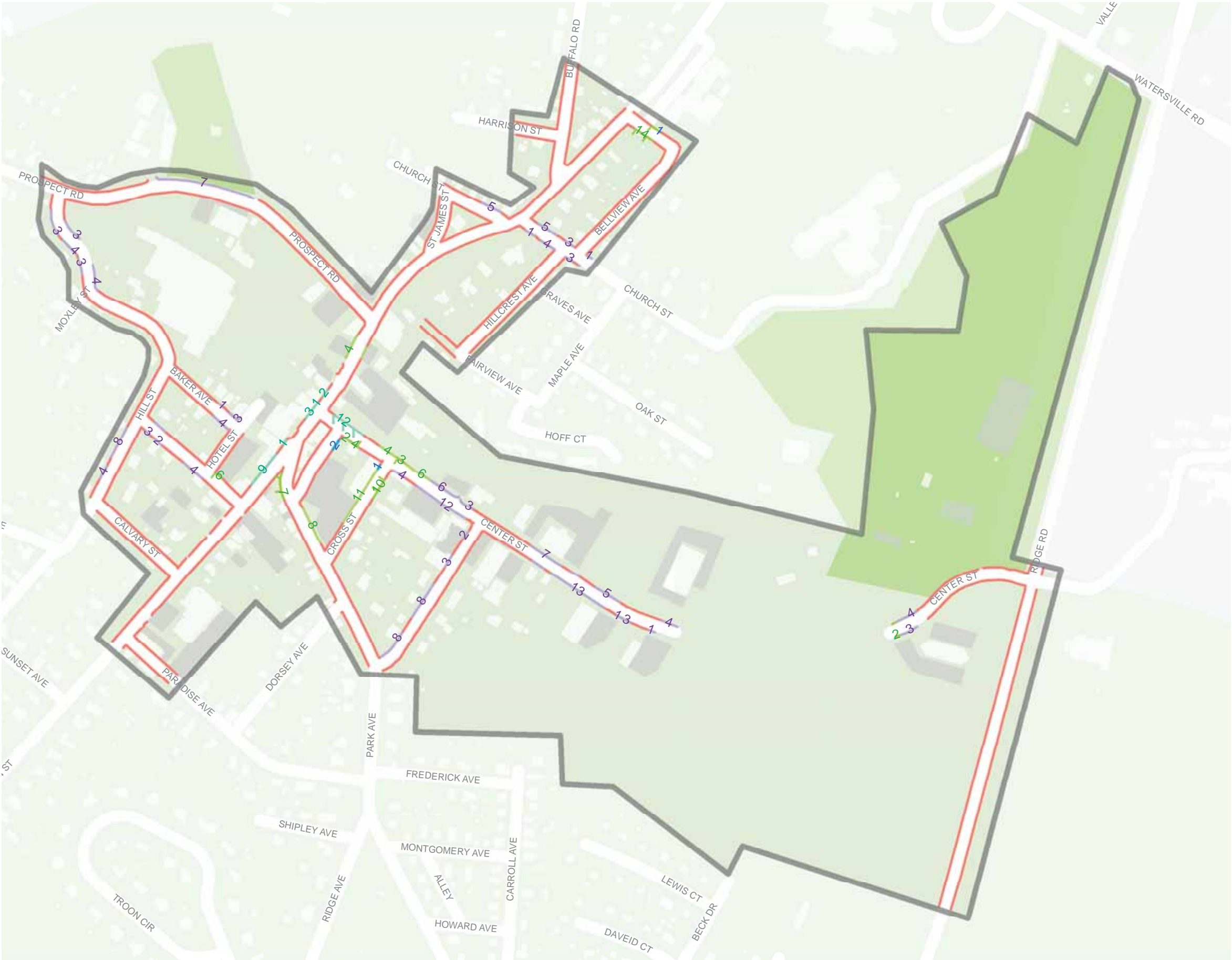
Restricted Parking:

- » 4 Handicapped Spaces
- » 16 Time Restricted, Parallel Spaces
- » 12 Time Restricted, Angled Spaces



KEY

- HANDICAPPED
- NO PARKING
- PARKING
- PERPENDICULAR PARKING
- TIME RESTRICTED
- TIME RESTRICTED % ANGLED
- UNRESTRICTED
- PARKS
- OFF-STREET PARKING LOT
- STUDY AREA BOUNDARY



2.2 EXISTING CONDITIONS

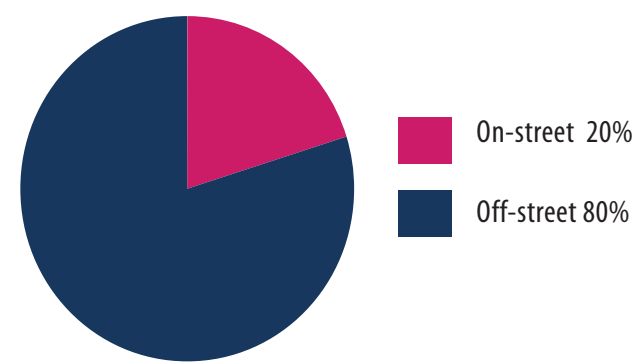
COMBINATION OF ON-STREET AND OFF-STREET PARKING INVENTORIES

On- and Off-Street Parking Facilities were examined in the field by Sabra & Associates in April 2018. Maps 2 and 3 specify distinctions between parking categories, restrictions and quantities.

On-Street vs. Off-Street

- » Total On-Street Spaces: 261
- » Total Off-Street Spaces: 1,181

Total of All Parking Spaces:1,442



KEY

- RESTRICTED/ PRIVATE

PUBLIC

COMMERCIAL

CHURCH

PARKS

FUTURE BUILDINGS

FUTURE PARKING LOT

STUDY AREA
- HANDICAPPED

NO PARKING

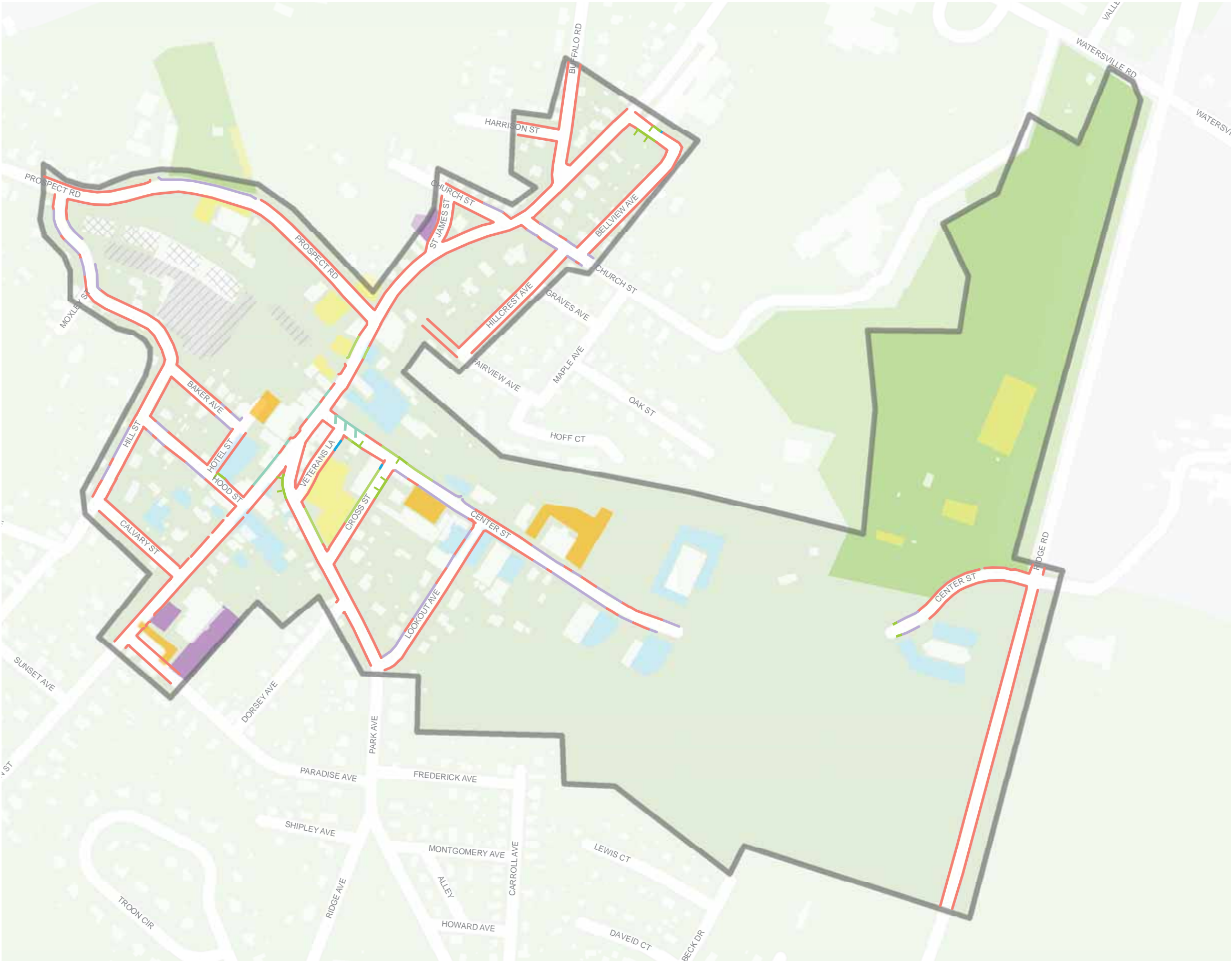
PARKING

PERPENDICULAR PARKING

TIME RESTRICTED

TIME RESTRICTED % ANGLED

UNRESTRICTED



2.2 EXISTING CONDITIONS

PARKING UTILIZATION

The utilization of on-street and off-street parking areas was collected in the spring of 2018 during three, typically active time periods: a weekday mid-day between 12:00 PM and 2:00 PM, a weekday evening between 5:00 PM and 7:00 PM, and a Saturday mid-day between 12:00 PM and 2:00 PM. For any given time period, the parking within Downtown Mount Airy is on average 30% utilized. The weekday mid-day time period sees the highest utilization at 40% of the total spaces (on- and off-street) utilized.

On-Street:

The time-restricted spaces have a three times higher utilization rate than all other on-street parking, and are essentially full during the weekday evening and Saturday mid-day time periods. Conversely, the general on-street parking and unrestricted on-street parking saw higher utilization rates during the weekday mid-day than weekday evening and Saturday mid-day (on average, 35% versus 18%). There are minimal differences in the utilization rates of marked on-street spaces and permitted, but unrestricted spaces.

Off Street:

Commercial lots, those reserved for patrons of Downtown businesses, have the highest utilization rate at an average rate of 40%, followed by public lots at 35%. The lots that have high utilization rates include the alley lot behind St James Thrift shop between Hood Street & Main Street, the small lot next to Main Street Bistro, and the lot next to the B & O train exhibit on Main Street.

KEY

- MARKED ON-STREET
- MARKED OFF-STREET
- NO PARKING
- 0%-25%
- 25%-50%
- 50%-75%
- >75%
- 0%-25%
- 25%-50%
- 50%-75%
- >75%



Weekday Midday (12:00pm-2:00pm)



Weekday Evening (5:00pm-7:00pm)



Saturday Midday (12:00pm-2:00pm)

2.2 EXISTING CONDITIONS

UTILITIES

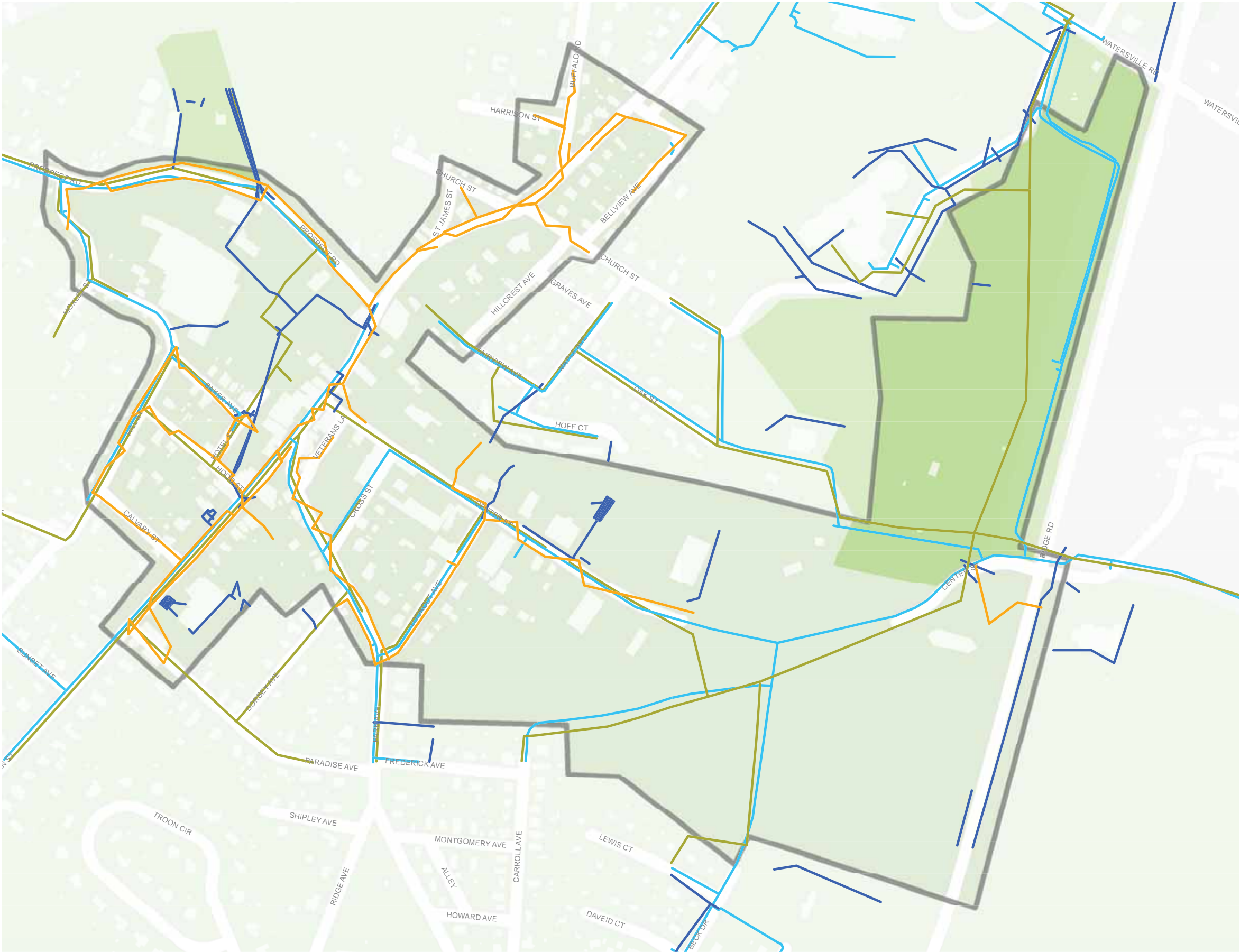
Sabra & Associates identified overhead utilities which would be impacted by the Plan recommendations. Main Street is characterized by densely-spaced overhead distribution, primary, secondary and communication lines. The joint poles along the southbound side carry the high voltage transmission lines as well as the primary and secondary lines. Communication lines are found on both sides of the street. There are a few instances where the primary and secondary lines cross over to the northbound side, however, the northbound side of Main Street primarily carries only the communication lines.

Notably, there are 3 transformers on the southbound joint utility pole approximately 100 feet north of Hood St, from which, higher voltage wires cross onto the northbound side to service the buildings there. Adjacent streets, Park Avenue and Center Street are all traversed by distribution, primary, secondary and communication lines with the wires crossing over from the eastbound and westbound side numerous times. The wires on these adjacent streets are not as densely-spaced as along Main Street.

Municipal underground utilities within the study area include water lines, wastewater lines and storm water facilities. There are over 43,000 feet of underground water lines, 38,000 feet of wastewater lines and over 22,000 feet of stormwater management drainage lines.

KEY

- OVERHEAD WIRELINES
- STORM WATER MANAGEMENT
- WASTE WATER
- WATER



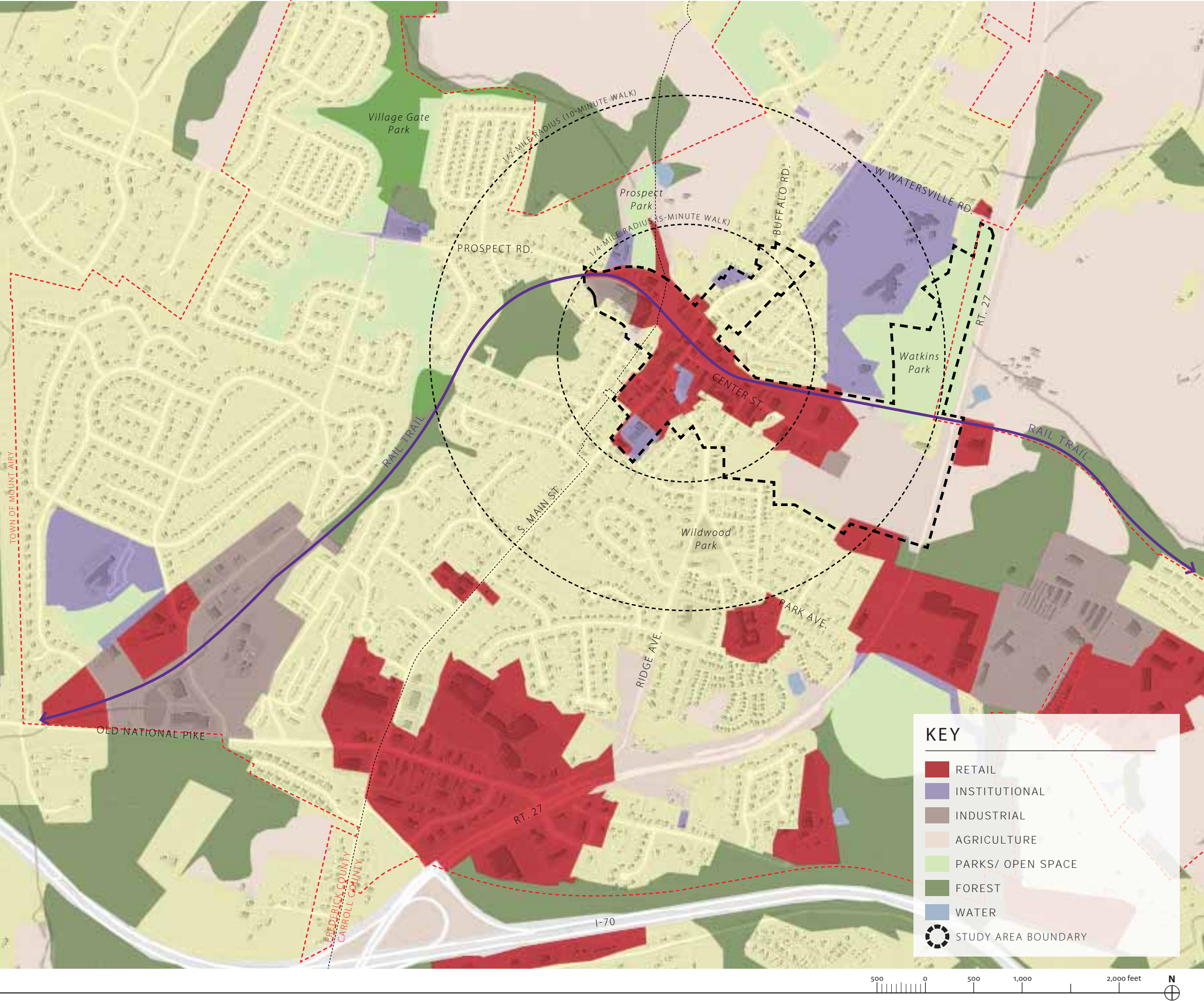
2.2 EXISTING CONDITIONS

LAND USE

This plan diagram shows the actual, current use of each parcel within and around the study area.

A majority of the study area is composed retail, residential, and agriculture land with a few industrial and institutional parcels distributed throughout the study area.

Recommendations for changes to the existing land uses to support the envisioned redevelopment can be found in Section 4 - Framework Plans and Focus Area Plans.



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2.2 EXISTING CONDITIONS

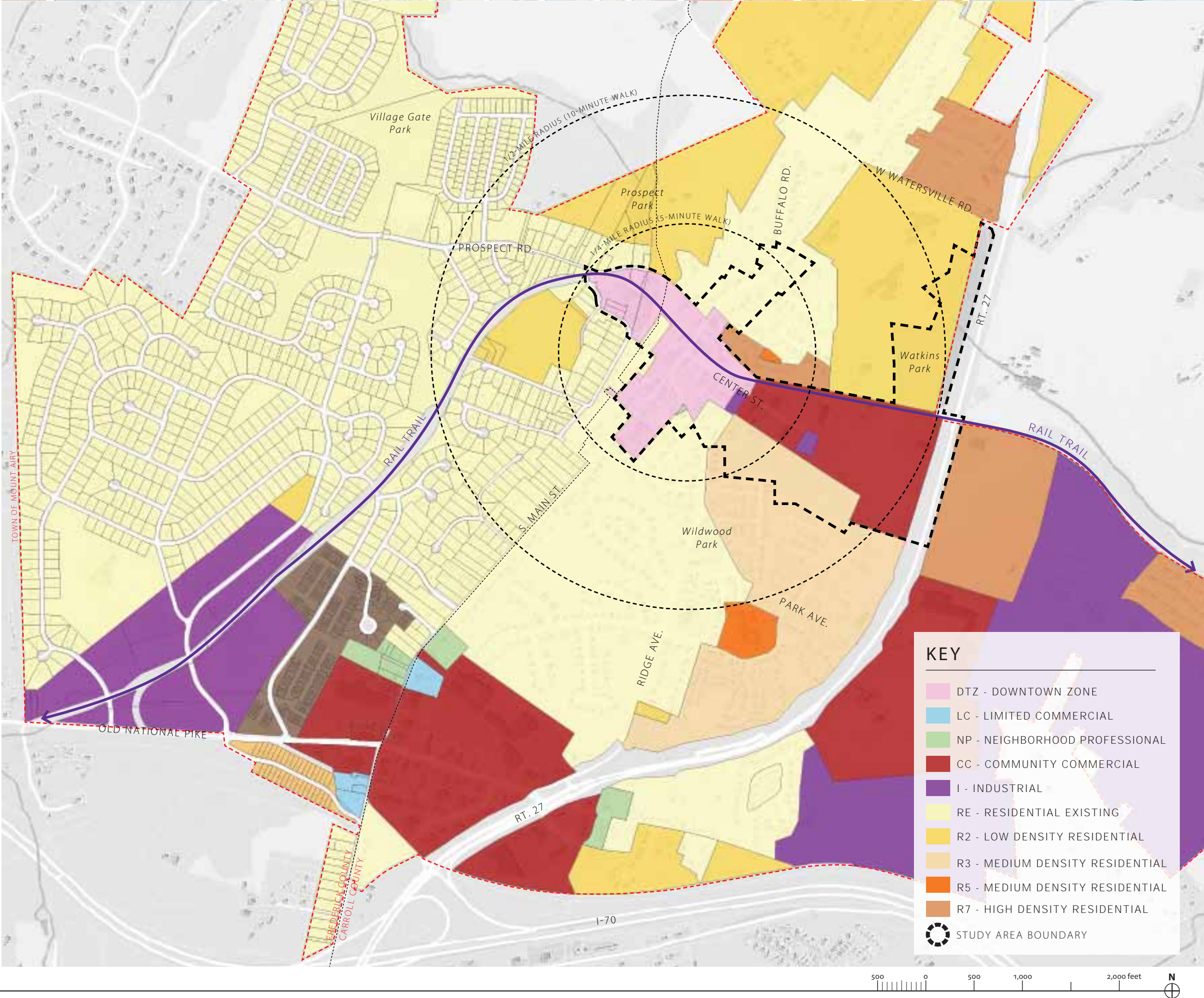
ZONING

This plan diagram indicates the current zoning of each parcel within and around the study area.

The western portion of the study area is centered around the historic downtown and is primarily identified as a Downtown Zone (DTZ), promoting a mix of uses. The eastern half of the study area, which is currently existing farmland, is defined as Community Commercial (CC) in an effort to encourage and promote mixed-use development along MD Route 27. Both the DTZ and CC zoning designations allow for a wide-range of mixed-use development. However, both categories prohibit elderly housing and/or assisted living facilities.

The remaining portions of the study area that are existing single-family homes and parkland fall under the zoning categories of Residential Existing (RE), Low Density Residential (R2), and Medium Density Residential (R3). All of these zoning categories permit single-family detached housing, some elderly housing and professional office by special exception, and prohibit all other uses.

Recommendations for changes to the existing zoning districts to support the envisioned redevelopment can be found in Section 4 - Framework Plans and Focus Area Plans.


























































































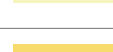




























































KEY

 PERMITTED

 PROHIBITED

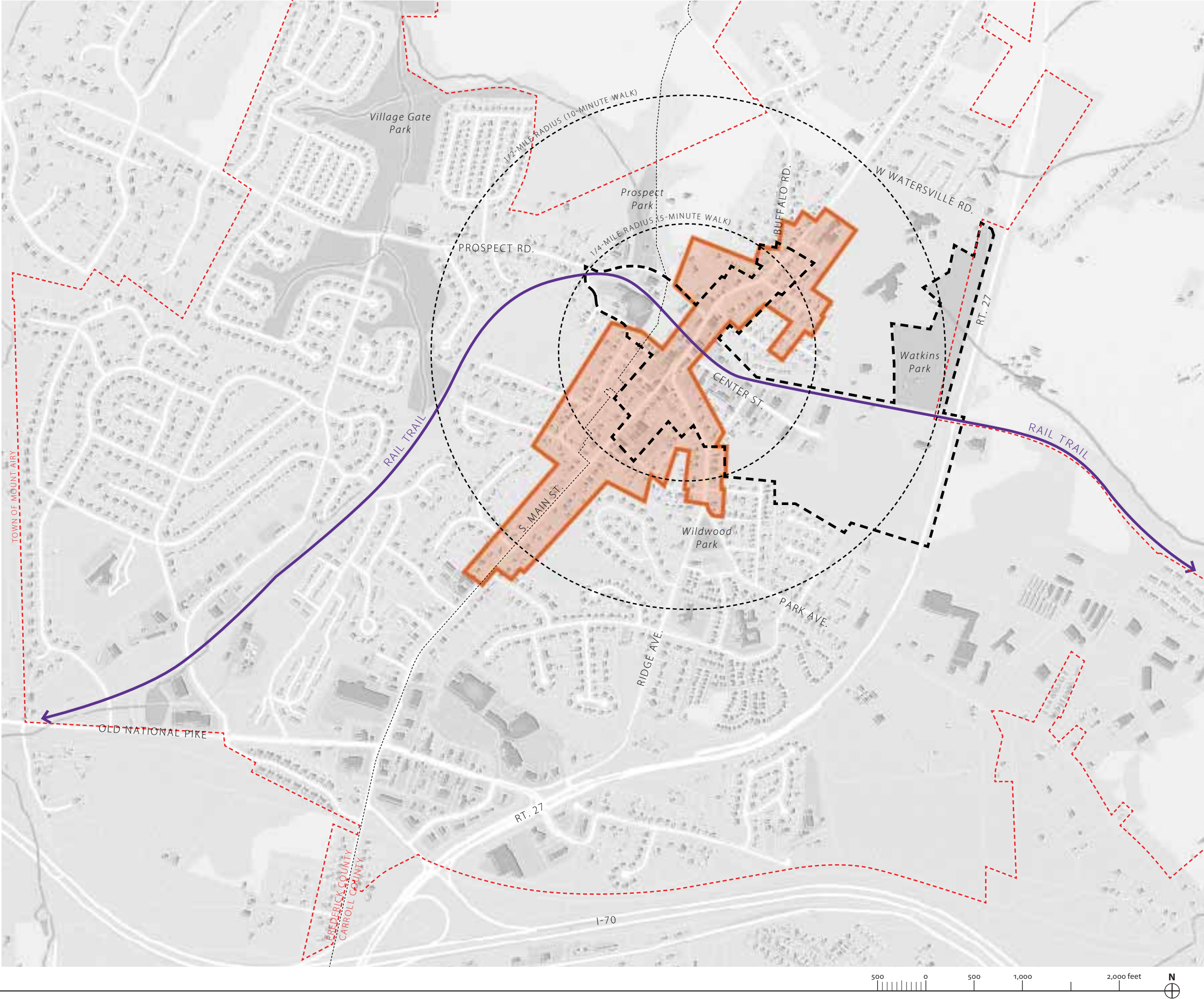
 SPECIAL EXCEPTION

		USES														*NOTES
		SINGLE-FAMILY DETACHED	SINGLE-FAMILY ATTACHED	APARTMENTS	ELDERLY HOUSING (SINGLE-FAMILY)	ELDERLY HOUSING (MULTI-FAMILY)	ASSISTED LIVING HOUSING	HOTEL	COMMERCIAL/ RETAIL	MIXED USE	PROFESSIONAL OFFICE	NONRESIDENT PROFESSIONAL OFFICE	GENERAL OFFICE	SHOPPING CENTER	INDUSTRIAL	
	DOWNTOWN ZONE															-----
	LIMITED COMMERCIAL															-----
	NEIGHBORHOOD PROFESSIONAL															<i>Residential uses more dense than RE or R-2 zoning are special exception</i>
	COMMUNITY COMMERCIAL															<i>Residential uses, only in conjunction with commercial uses, are special exception; Mixed-Use is special exception in accordance with MXU-CC; Nonresidential uses under MXU-CC may be a maximum of 25,000sf of floor space per single user, or up to a maximum of 65,000sf with Planning Commission's consideration</i>
	INDUSTRIAL															<i>Retail and commercial uses in excess of 65,000 square feet are permitted</i>
	RESIDENTIAL EXISTING															-----
	R2- LOW DENSITY RESIDENTIAL															-----
	R3- MEDIUM DENSITY RESIDENTIAL															-----
	R5- MEDIUM DENSITY RESIDENTIAL															-----
	R7- HIGH DENSITY RESIDENTIAL															-----

2.3 ANALYSIS

HISTORIC DISTRICT

The National Register Boundary for the Mount Airy Historic District runs north-south along Main Street and includes residential and institutional buildings branching off several streets, including Church Street, Park Avenue, and Hill Street. Several notable buildings within the historic downtown are identified under the National Register of Historic Places, including the B&O Railroad Station and the F&M Bank.



2.3 ANALYSIS

ARCHITECTURAL CHARACTER



Flat Iron Building



Notable building that served as lodging for railroad passengers and is identified in the National Register of Historic Places



Mount Airy's Town Hall



Example of a typical storefront reconstructed following a series of fires in 1903.



B&O Railroad Station, built in 1882, is identified in the National Register of Historic Places



The Classic Revival F&M Bank is identified in the National Register of Historic Places



One of the four large estate houses noted in the National Register of Historic Places for its Queen Anne architecture

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3.0 MARKET ANALYSIS

3.1 MARKET ANALYSIS

OVERVIEW

An important component of any land use planning, zoning, public investment priority, or design effort is understanding the underlying market dynamics that shape the future potential of an area. A market study helps determine what types of development can be supported, the supportable density, the land uses that are market-driven, what assistance the public can provide to entice businesses to an area, and how to implement a vision for the future. The market study provides a quantitatively-sound approach for setting zoning and implementation policies for an area. The focus is on ensuring the public process and design principles focus on scenarios that are realistic and implementable.

A comprehensive assessment of the area’s economic development potential was conducted by Duggal Real Estate Advisors at the start of the Downtown Mount Airy Vision Plan process, in Phase 1. The Market Study results, summarized in this section, outline the demand and feasibility for retail, restaurant, office, civic and cultural, and residential. The information indicates opportunities and projected program by use.

The full *Downtown Mount Airy Vision Plan Market Study* is available as a separate document, on file with the Town.



3.1 MARKET ANALYSIS

DEMOGRAPHIC AND ECONOMIC SUMMARY

Mount Airy is located in Carroll and Frederick Counties and is at the intersection of four counties: Carroll, Frederick, Howard, and Montgomery. Compared to surrounding counties, Mount Airy’s population is majority White, not Hispanic with approximately 50% of residents over the age of 25 having received either a Bachelor’s or Graduate Degree. Another 25% of the town’s population has attained some college experience. As for population by age, Mount Airy has the highest percentage of individuals under the age of 17 and the lowest percentage of people over the age of 65. This suggests that the Town of Mount Airy is attractive for younger households and families with children, with approximately 60% of current households making over \$100,000 annual salary.

As for employment, Mount Airy consists of approximately 4,400 jobs. The three highest job categories in Mount Airy include Retail Trade (24%), Construction (19%), and Health Care and Social Services (16%). Overall, the four county area is anticipated to grow by approximately 10,000 jobs per year. Most of projected jobs are in Montgomery County closer to the I-270 corridor and inside the Beltway, and Howard County closer to Columbia, US 29, and the I-95 corridor.

Currently, Mount Airy consists of 3,000 households. Similar to employment and employment growth, the four county area is expected to grow in the next 15 years with approximately 7,800 new households annually. These projections create a significant demand for future housing.

With growth in employment (150,000 new jobs) and households (120,000 new households) until 2030, there is a strong indicator and justification for a development demand of multiple land uses.

	Employment 2015	2015-2030 Growth	Households 2015	2015-2030 Growth
Carroll County	73,063	7,825	61,325	8,675
Annual Growth	435	522	310	578
Frederick County	111,800	16,800	89,775	24,875
Annual Growth	2,621	1,120	995	1,658
Howard County	196,381	45,000	112,850	24,425
Annual Growth	3,000	3,000	1,620	1,628
Montgomery County	520,200	84,300	377,950	58,950
Annual Growth	1,985	5,620	4,175	3,930
Total Emp./Households	901,444	153,925	641,900	116,925
Total Annual Growth	8,040	10,262	7,100	7,795



50% of Mount Airy HH have kids



60% of Mount Airy HH make over \$100,000 per year



88% of Mount Airy HH own their home
9% of HH moved last year



50% of Mount Airy HH have a Bachelors degree or higher

3.1 MARKET ANALYSIS

STUDY AREA ASSESSMENT

In addition to analyzing the existing demographic and economic trends, an assessment was conducted of Mount Airy’s defining characteristics. The matrix to the right highlights the strengths and challenges that came out of this study. The following summary lists the primary outcomes:

- » Mount Airy has a strong regional location, located along I-70 between Frederick and Baltimore. It also has relatively good access to the District of Columbia via MD-27 (Ridge Road) and I-270.
- » Downtown Mount Airy is attractive, with well-kept buildings. The historic nature of the Town makes it unique and authentic.
- » The topography presents some challenges, but for the most part, is a strength for the Downtown as it presents interesting views and visual interest.
- » The main challenges associated with the Downtown area from a market perspective is the lack of visibility and low traffic counts. These items make it very difficult for retail to succeed.

Characteristic	Strengths	Challenges
Access to Jobs	<ul style="list-style-type: none">Relatively strong regional access to jobs along I-70, primarily in Frederick and Baltimore.	<ul style="list-style-type: none">Not a significant amount of local jobs. Households in the area need to commute to work.
Transit Proximity/Quality	<ul style="list-style-type: none">None	<ul style="list-style-type: none">Not located near any transit lines.
In “Path of Growth”	<ul style="list-style-type: none">Located along I-70, somewhat in the path of growth outside of Frederick.	<ul style="list-style-type: none">Mount Airy is still outside of the areas of growth for Frederick and Carroll Counties.
Retail – Convenience & Services	<ul style="list-style-type: none">Close to retail located along Ridge Road (Route 27), Old National Pike, and South Main Street.	<ul style="list-style-type: none">The downtown area is not walkable to the main concentrations of retail in Mount Airy.
Retail - Restaurants	<ul style="list-style-type: none">There are a number of restaurants in downtown Mount Airy, as well as many restaurants closer to I-70.	<ul style="list-style-type: none">Due to the location, it may be challenging for restaurants to succeed in the downtown.
Walkability	<ul style="list-style-type: none">Downtown is walkable, historic, and charming.	<ul style="list-style-type: none">Somewhat hilly for people with mobility problems. Walk Score of 52.
Open Space/ Recreation	<ul style="list-style-type: none">Within walking distance of Prospect Avenue Park, Watkins Park, Wildwood Park, and Mount Airy Dog Park.	<ul style="list-style-type: none">None.
Visibility	<ul style="list-style-type: none">None.	<ul style="list-style-type: none">Not located along a major road. Hard to get to from I-70.
Aesthetic Quality of Land Uses	<ul style="list-style-type: none">Very attractive buildings and street.	<ul style="list-style-type: none">Some of the properties area vacant.
Perception of Area	<ul style="list-style-type: none">Strong perception of downtown Mount Airy as a historic town.	<ul style="list-style-type: none">Perception that parking is bad.
Schools	<ul style="list-style-type: none">Excellent schools in both Carroll and Frederick Counties.	<ul style="list-style-type: none">None.
Safety	<ul style="list-style-type: none">Perceived as safe. Mount Airy is safer than 76% of U.S. cities. The violent crime rate per 1,000 residents is 0.75 compared to 4.72 in Maryland.	<ul style="list-style-type: none">None.

3.1 MARKET ANALYSIS

DOWNTOWN CORE ASSESSMENT BY LAND USE

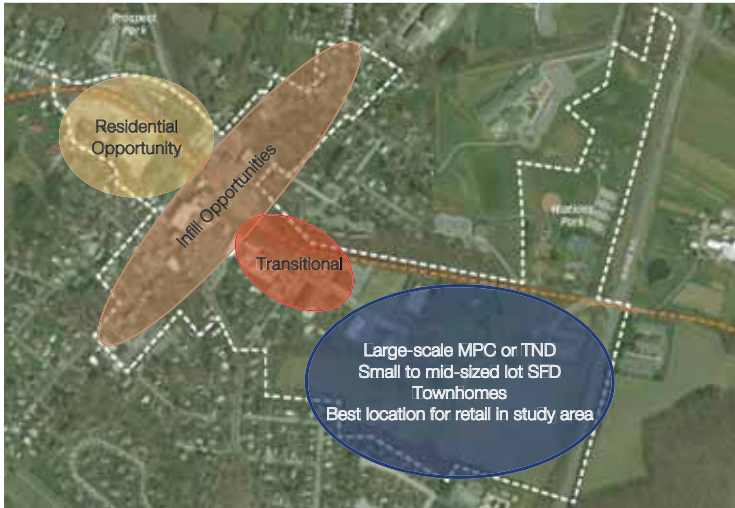
Defining characteristics specific to the Downtown core of Mount Airy (in contrast to the portion of the study area closer to MD-27) were also assessed. The following matrix organizes the primary strengths, challenges, opportunities, and threats by land use to determine opportunities for the historic core.

Land Use	Strengths	Challenges	Opportunities	Threats
Office	<ul style="list-style-type: none">• The historic downtown would be a good location for small, professional services firms, service providers, and other small firms.	<ul style="list-style-type: none">• Not close to a major employment center.• Poor visibility and access.• Not located along a major road.	<ul style="list-style-type: none">• Niche opportunities for small firms.	<ul style="list-style-type: none">• Limited job growth in Mount Airy produces limited demand for office.• Other locations along I-70 are more desirable for office than downtown Mount Airy.
Retail	<ul style="list-style-type: none">• The historic buildings are attractive to certain types of retailers (such as antiques, restaurants, services, etc.).• The existing retail businesses, for the most part, seem to be doing well. Many of the businesses do not rely on drive-by traffic to succeed.	<ul style="list-style-type: none">• Retail tends to like to locate in areas with high visibility and traffic counts. Downtown Mount Airy has neither one.• Other areas in Mount Airy are far more attractive to retail tenants than downtown due to location.	<ul style="list-style-type: none">• Build on the current brand.• Re-engage the downtown business community.• Encourage other non-traditional land uses (day care, karate, pottery making, civic, etc.).• Focus on area along Ridge Road.	<ul style="list-style-type: none">• New product being built outside of the downtown core could further erode the downtown retail.
For-Sale Residential	<ul style="list-style-type: none">• Historic downtown lends authenticity and charm to for-sale residential product.• For-sale residential is less dependent upon location than other types of land uses.• Great schools.	<ul style="list-style-type: none">• Not walkable to retail for daily needs (grocery, services, dry cleaners, etc.)	<ul style="list-style-type: none">• Create a walkable, mixed-use community along Ridge Road.• Provide additional users for the retail and downtown champions.	<ul style="list-style-type: none">• Rumors of school closings could impact the demand for for-sale housing.
For-Rent Residential	<ul style="list-style-type: none">• Historic downtown lends authenticity and charm to for-rent residential product.• Great schools.	<ul style="list-style-type: none">• Not close to employment centers.• Not a location young professionals (typically a large renter population) typically choose.	<ul style="list-style-type: none">• Very limited new supply in Carroll County. With good timing, could capture pent up demand.	<ul style="list-style-type: none">• Very small demand pool.• If another apartment project is constructed in the area, it would take the demand that might located in the downtown area.

3.1 MARKET ANALYSIS

STUDY AREA OPPORTUNITIES BY LAND USE

Existing demographic and economic trends were analyzed in combination with Mount Airy’s defining characteristics to determine development opportunities for residential, retail, and office uses throughout the study area. The following matrix outlines the market potential and level of opportunity for each of these land uses.



	For-Sale Residential	For-Rent Residential	Retail	Office
Overall Market Strength	Strong – local communities experiencing strong sales, likely to continue to improve	Moderately Strong – Significant new construction with strong demand. Potential for oversupply	Moderately Strong – While fundamentals are strong, future for retail is uncertain	Improving – Still a high vacancy rate, and overbuilding in suburban locations
Downtown Suitability	XXXX	XXXX	XXXX	Large office: X Locally serving office: XXX
Location within Downtown	SFD – Near Ridge Road TH – Anywhere Condo – Main Street area	Main Street area or as part of a project near Ridge Road	Main Street: Small, local shops and restaurants Ridge Road: Neighborhood shopping	Main Street: small offices (accountants, consultants) Ridge Road: Same, some health care
Target Market Audience	SFD – Families TH – Singles, Couples, Families Condo – Singles, Couples	Young and old singles and couples. Families in transition (moving, divorce, etc.)	Main Street: Locals and tourists Ridge Road: Locals	Household-based services (medical, insurance, real estate) and locally growing firms
Product	Small to mid-lot SFD Townhomes Condo as second story use	Garden-style	Main Street: Infill existing Ridge Road: Neighborhood center in town center format	Main Street: Infill existing Ridge Road: Office integrated into retail center
Opportunities	Help bring additional people downtown with residential	Very little rental product in Mount Airy or surrounding area	Continue to meet needs of growing resident based. Potentially stop some leakage and take demand from older properties	Continue to meet needs of growing resident based. Potentially attract non-household driven users
Level of Opportunity	SFD: XXXX TH: XXXX Condo: X	XX	Main Street: X Ridge Road: XXX	Large office: X Locally serving office: XX

- KEY
- XXXX HIGH LEVEL OF OPPORTUNITY
 - XXX MID-HIGH LEVEL OF OPPORTUNITY
 - XX LOW-MID LEVEL OF OPPORTUNITY
 - X LOW LEVEL OF OPPORTUNITY

3.1 MARKET ANALYSIS

PROJECTED OPPORTUNITY SUMMARY

The market assessment results outlined the impacts, needs, and feasibility for retail, restaurant, office, civic and cultural, and residential growth in Mount Airy. The Land Use Opportunity Matrix summarizes the development potential for each of these uses within the downtown core and along MD-27. The market demand for each land use is discussed in greater detail on the following pages and guided the planning and implementation strategies that are identified in *Section 4.0 - Recommendations*.

LAND USE OPPORTUNITY MATRIX (Annual Absorption Rate*)		
USE	ANNUAL ABSORPTION RATE (DOWNTOWN)	ANNUAL ABSORPTION RATE* (MD-27)
RETAIL	11,400 Additional SF Estimated current square footage is 52,000 SF; Total market capture is approximately 63,400 SF	90,000 SF* (Projected over a 5-year period)
RESTAURANT	11,500 Additional SF Estimated current square footage is 11,500 SF; Total market capture is approximately 23,000 SF	
OFFICE	-22,900 Additional SF Estimated current square footage is 42,500 SF; Total market capture is approximately 19,600 SF	3,000 - 4,000 SF per year
CIVIC + CULTURAL	0 Additional SF Estimated current square footage is 9,200 SF; Total market capture is approximately 9,200 SF	
RESIDENTIAL	For-Sale Residential: 24-36 Single-Family Detached 7-26 Single-Family Attached For-Rent Residential: Up to 60 units	
<i>*The projected absorption rate for retail and restaurant along MD-27 is assumed over a 5-year period; Not based on annual absorption</i>		

3.1 MARKET ANALYSIS

MD-27 - COMMERCIAL OPPORTUNITY

Development along MD-27 has the opportunity to support a mix of uses, with commercial uses that are different and unique from the tenants along Mount Airy’s Main Street. The demand along MD-27 has the potential to attract more national or regional tenants, creating a distinct market that should not compete with Downtown Mount Airy, but rather complements and serves a larger population from the surrounding area.

RETAIL

There is approximately 90,000 square feet of retail demand in this location for the next five years. Of the 90,000 square feet of retail, utilizing a typical demand model, approximately 40,000 square feet would be for a grocery store. Given the high number of grocery stores in the area, the grocery store is primarily based upon household growth within a 10 mile ring of the property.

OFFICE

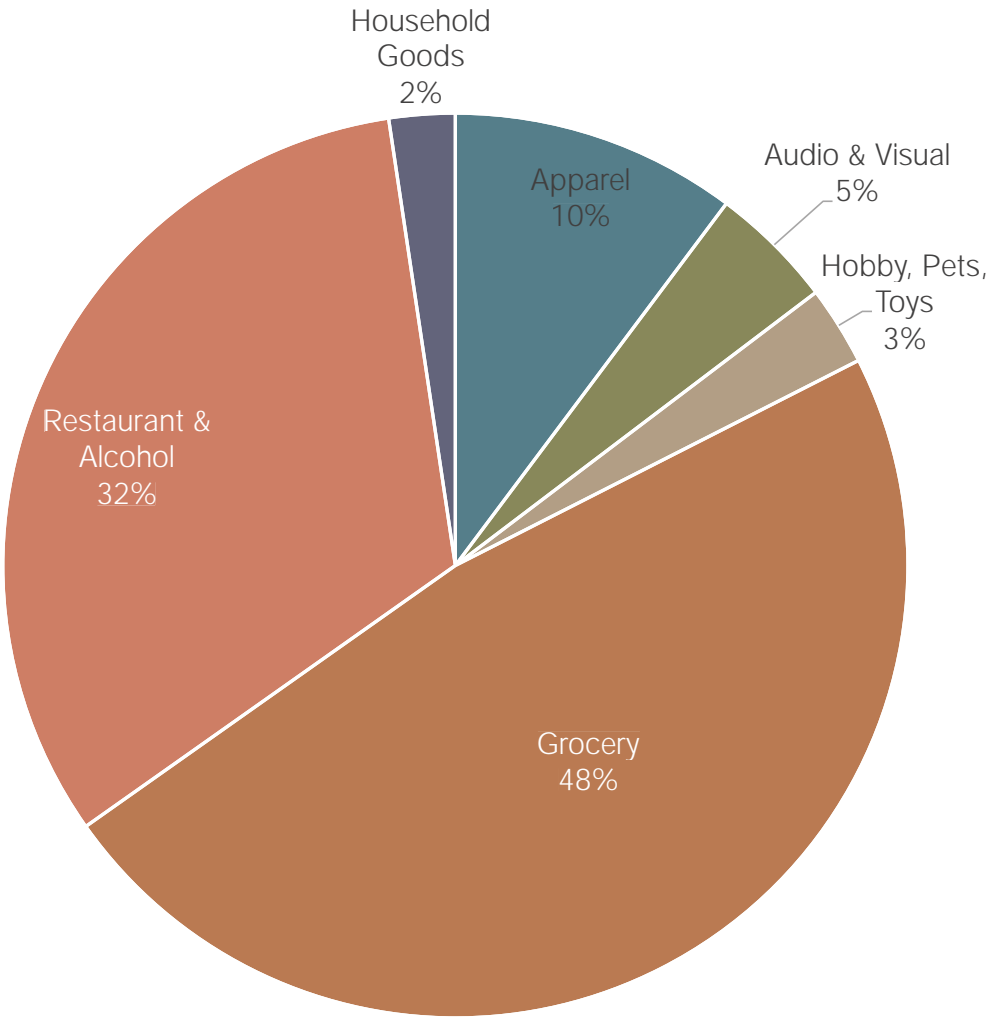
The market for office in Mount Airy has primarily been driven by locally-serving office users such as insurance agents, real estate agents, medical, and tradespeople (plumbers, electricians, etc.). This is unlikely to change. Many of the office users in Mount Airy occupy retail space. This is an appropriate way to keep occupancy high in retail centers, but not the best way to create a “sense of place” since these types of users do not create a lot of walk-in traffic.

The demand for future space is likely to be between 3,000 and 4,000 square feet per year, but developed in phases (as buildings are constructed).

Specific retail and office opportunities were identified (shown in the charts to the right) as part of the market analysis to determine sectors that may be attractive to future development along MD-27.

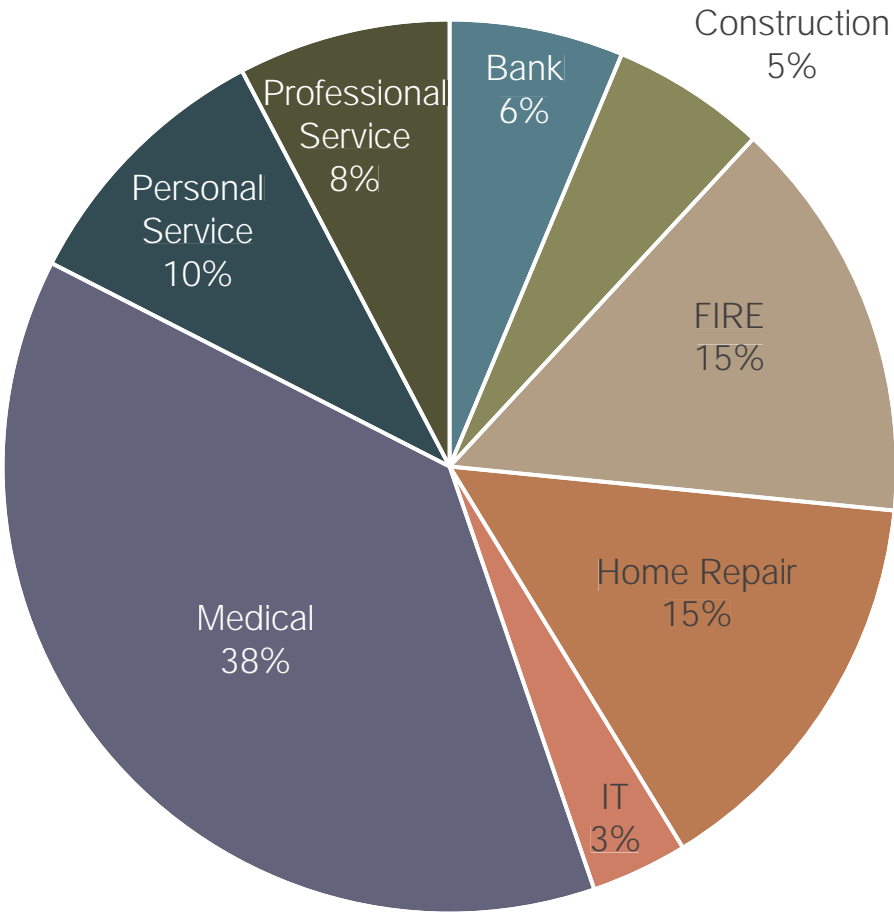
RETAIL OPPORTUNITIES

Potential Store Types Based upon Demand



OFFICE OPPORTUNITIES

Current Office User Business Breakdown in Mount Airy



FIRE = Fire, Insurance and Real Estate

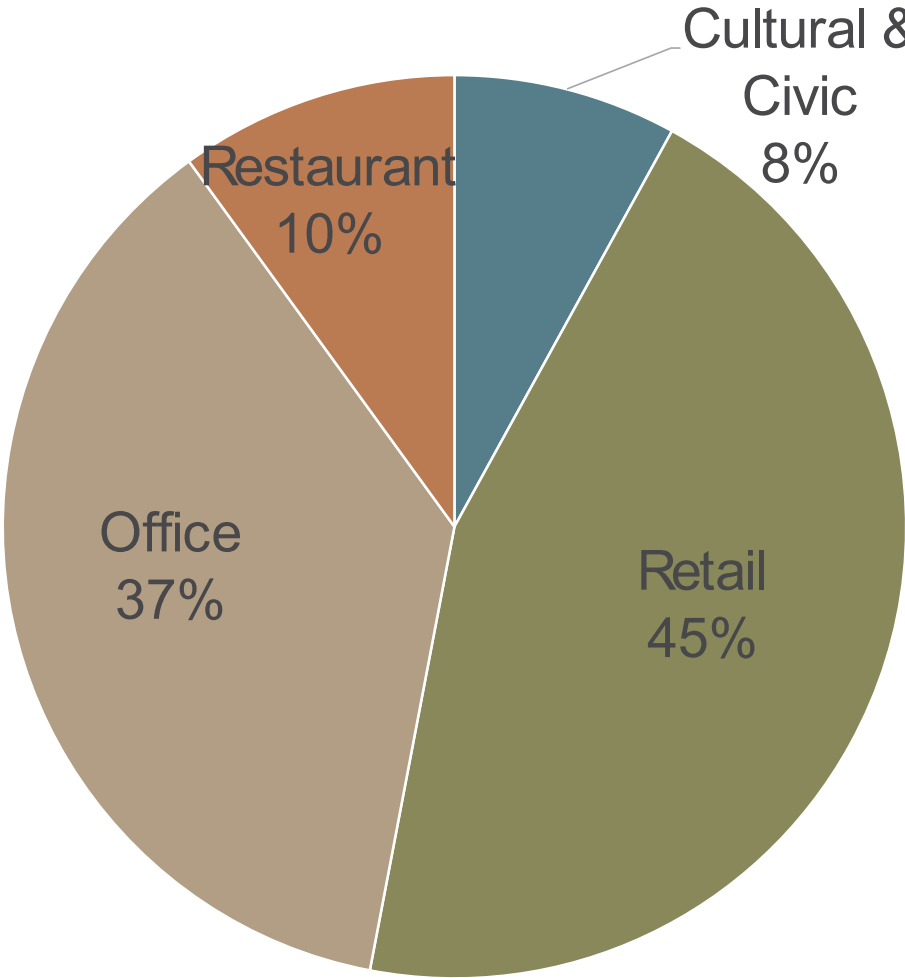
3.1 MARKET ANALYSIS

DOWNTOWN CORE - COMMERCIAL
OPPORTUNITY + RECOMMENDATIONS

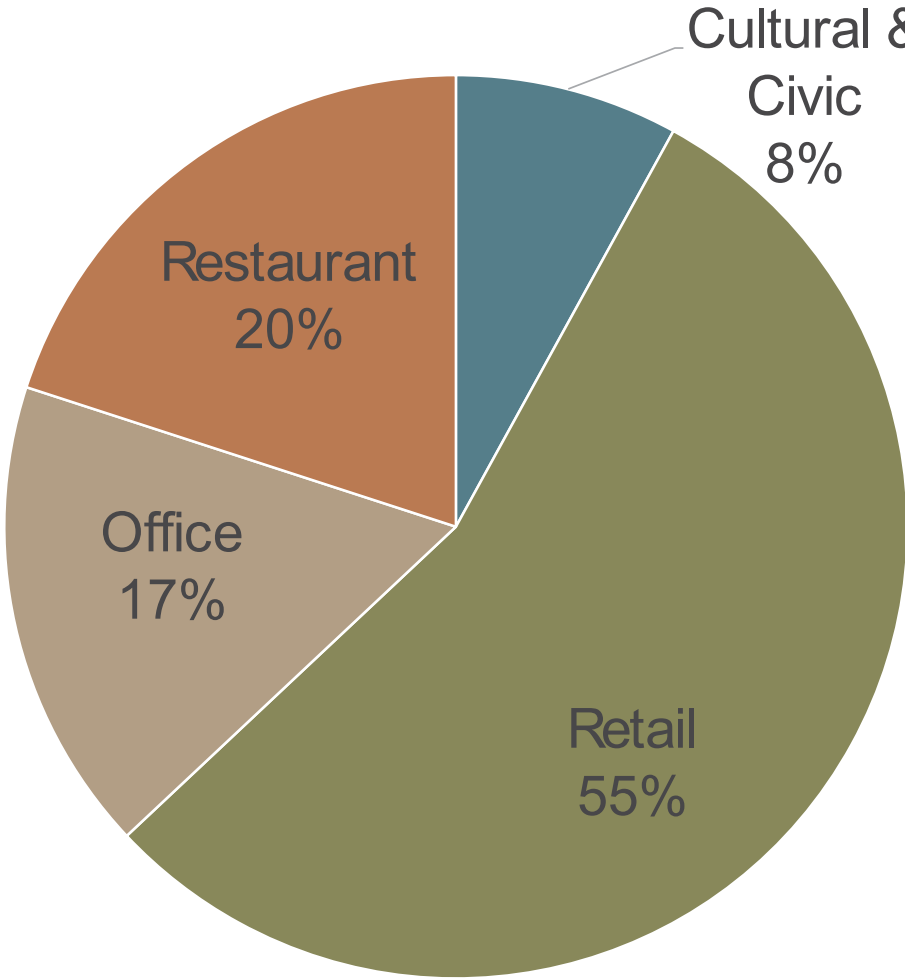
In Downtown Mount Airy, 45% of the storefronts (i.e., ground-floor commercial space) are “Non-Active”, with office, service, or civic uses occupying the available space (as shown in the chart to the left below). Only 55% are “Active” storefronts, with retail and restaurant uses occupying the available space. For a dynamic, engaging main street experience, ideally, 75% should be “Active” storefronts, with less than 10% as Office (however, this reduction in Office may not be achievable).

A realistic recommendation for Downtown Mount Airy is a redistribution of uses (as shown in the chart to the right below) to increase Retail to 55% and Restaurant to 20%, with the Office reduced by about half. Cultural and Civic uses should remain at 8%.

DOWNTOWN CURRENT USE



DOWNTOWN VISION USE



3.1 MARKET ANALYSIS

DOWNTOWN CORE - RESIDENTIAL NEEDED
TO SUPPORT DOWNTOWN COMMERCIAL

Additional retail uses throughout the Mount Airy study area would require more residential households and workers to support it, or, a higher capture of existing household and worker expenditures.

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

The following chart shows the current distribution of uses in Downtown, the recommended (“Vision”) distribution of uses, and the approximate number of new households required to support the increase in retail and restaurant square footage.

	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	<ul style="list-style-type: none">• 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	

3.1 MARKET ANALYSIS

RESIDENTIAL: FOR-SALE OPPORTUNITY

The study area is well-suited for for-sale residential development. Mount Airy has a good amount of for-sale product, some of which is new. Generally, areas that are attractive for for-sale housing are those that are close to other residential areas, have tree cover or other natural features, are large enough to accommodate a residential development of scale, and are near services and amenities. The study area meets many of these features. Therefore, there is an opportunity to provide smaller single-family detached product.

However, there is not a strong opportunity for a large or medium-sized for-sale condominium project in the study area. This is due to the very small number of condominium units sold in the two-county area, the affordability of other product, and the lack of an urban character. There could be an opportunity to provide a few for-sale condominiums along Main Street over retail or potentially in a development along MD-27.

The evaluation of pricing for the study area was based upon product currently selling in the market. New product selling in Mount Airy appears appropriately priced for the area, and therefore, future product in the study area would be similar.

The price ranges, sizes, and absorptions provided are of a general nature, and any specific site could do better or worse than the projected average.

Land Use	Annual Absorption Potential	Potential Size Range (SF)	Potential Price Range	\$/SF Range	\$/SF Avg.
Single-Family Detached	24-36	1,500-3,500	\$425,000-\$525,000	\$150-\$210	\$200
Townhomes	7-26	1,300-2,500	\$275,000-\$350,000	\$140-\$211	\$176

3.1 MARKET ANALYSIS

RESIDENTIAL: FOR-RENT OPPORTUNITY

There is a moderate opportunity to provide rental apartments in the study area. The demand is fairly small and Mount Airy does not the have the type of employment or entertainment area that attracts market-rate apartment dwellers.

However, there have been no new apartments delivered in Carroll County since 2001. The only new apartments that have been developed since then have been concentrated near the City of Frederick or Urbana. Mount Airy does not currently compete with these two cities for renters.

If new apartments are provided within the study area in the near term, they should be integrated into a mixed-use project or within the Downtown core fabric to create a strong sense of place. Undeveloped land along MD-27 creates the opportunity for future investment and employment generation. As a result, there could be a potential demand for additional stand-alone, market-rate apartments.

The pricing provided for future apartments in the study area is generally below new apartment projects in Frederick, and above older, close-by product. Since there is no specific project planned or location chosen within the study area, a range of potential rents have been provided. Rents at a new rental project in Mount Airy would likely fall within this range.

Land Use	Annual Absorption Potential	Potential Size Range (SF)	Potential Rent Range	\$/SF Range	\$/SF Avg.
Apartments	Up to 60	750-1,300	\$1,200-\$1,600 (Low)	\$1.23-\$1.60	\$1.42
			\$1,300-\$1,750 (High)	\$1.35-\$1.80	\$1.57

4.0 RECOMMENDATIONS

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4.1 OVERVIEW

The recommendations are organized into three components: *Guiding Principles*, *Framework Plans*, and *Focus Area Plans*. The material in this section takes into consideration the Phase 1 analysis and the public input received throughout the project.

The Guiding Principles identify overarching, best practices for achieving a more successful and sustainable built environment. These principles have been targeted as essential strategies for improving Mount Airy. They should be used to guide zoning modifications, streetscape and transportation improvements, and new development throughout the area.

The Framework Plans encompass the entire study area and aim to keep the larger scale of the Town and its surrounding context in mind. The Framework Plans help to create an interconnected and coordinated approach for the recommendations and inform the design of the Focus Area Plans.

The Focus Area Plans then detail several portions of the study area that are well-positioned for growth or redevelopment based on the location, current use, and surrounding development. For each, detailed development scenarios are shown, accompanied by recommendations that support the vision for a more vibrant, cohesive community.

- The Focus Areas are:
- » Focus Area 1: Downtown Main Street
 - » Focus Area 2: Flat Iron Building Site
 - » Focus Area 3: Center Street and Rail Yard
 - » Focus Area 4: Beck Property

In addition to the noted Focus Areas, parking strategies and streetscape recommendations for Downtown Mount Airy can also be found on the following pages.

A specification matrix for each of the recommendations can be found in *Section 5.0 - Implementation*.

DISCLAIMER: *This Vision Plan is meant to provide conceptual ideas for the development of properties, in order to set forth a general vision only. It is not intended to depict every requirement under the Town Code or other applicable standards for any development. Every development plan must follow standard design reviews by the Town/County and meet the applicable requirements, including but not limited to parking, stormwater management, open space, or forest conservation requirements, even if not described or depicted in this Vision Plan.*



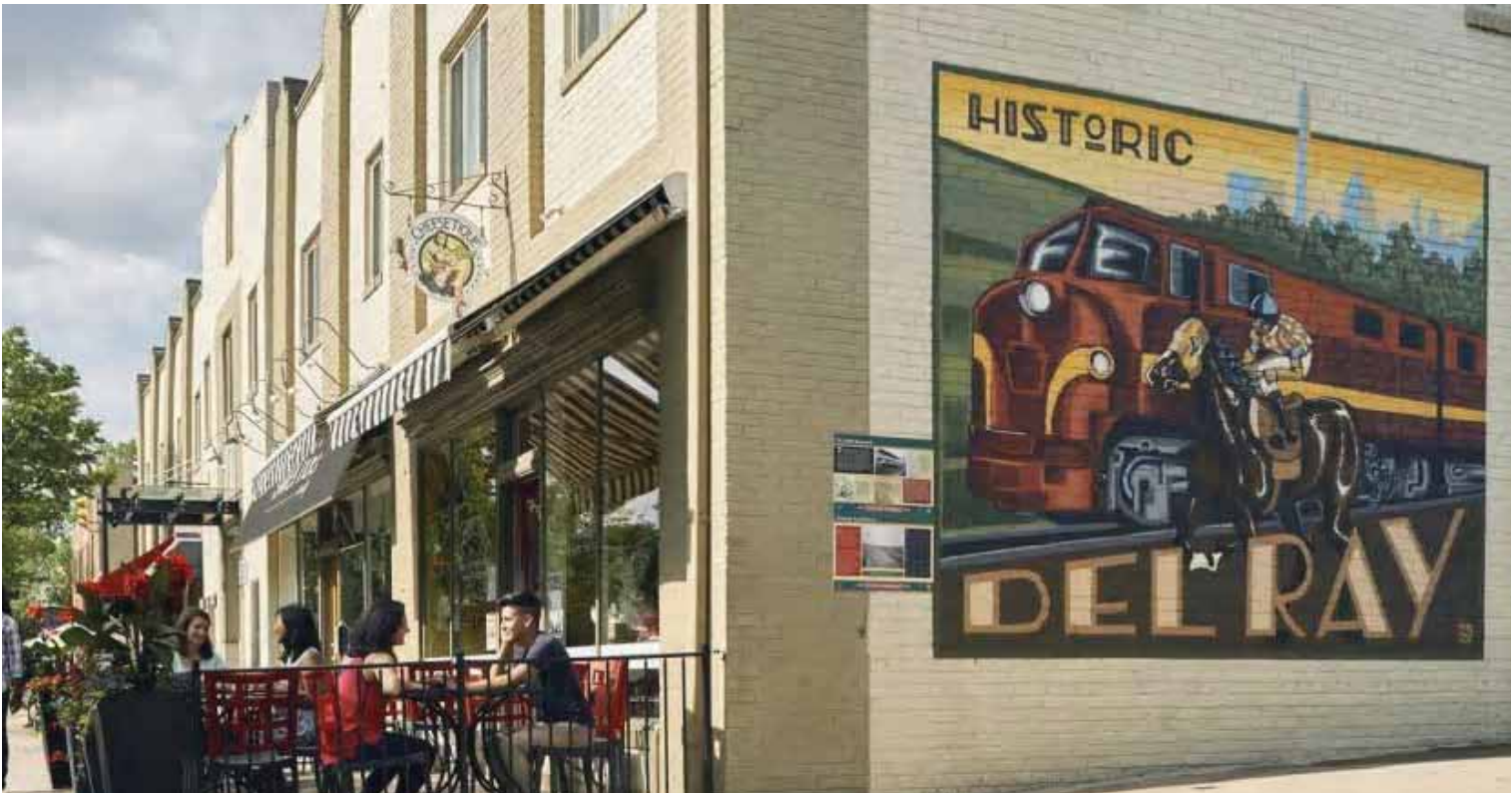
4.2 GUIDING PRINCIPLES

The Downtown Mount Airy Vision Plan Guiding Principles establish appropriate criteria to influence future development. These principles incorporate strategies for creating a thriving, cohesive community that better serves its residents and visitors. The Guiding Principles for Mount Airy include:

1. Announce Identity
2. Create Walkable Centers
3. Integrate a Mix of Uses
4. Strengthen Building Frontage
5. Establish Open Space Amenities
6. Promote Complete Streets

1. ANNOUNCE IDENTITY

- » Establish and celebrate an authentic identity and welcome visitors, building on Mount Airy’s history and culture
- » Establish gateway markers to announce arrival at key perimeter locations (i.e., at 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. Elements may include archways spanning over Main Street or gateway monument signage; banners on street lights; pedestrian directories; and murals. While elements may vary, a consistent aesthetic is critical.



Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.2 GUIDING PRINCIPLES

2. CREATE WALKABLE CENTERS

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



3. INTEGRATE A 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
- » Concentrate active, mixed uses within the Downtown core and near MD Route 27, in the two distinct and complementary centers

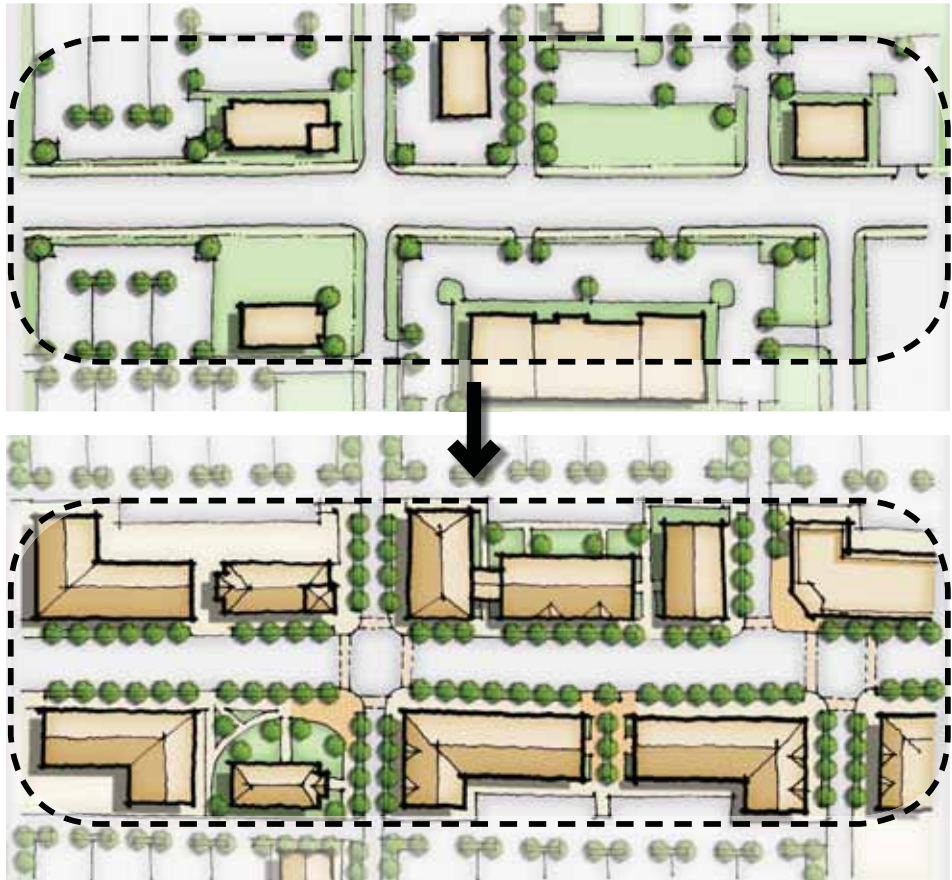


Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.2 GUIDING PRINCIPLES

4. STRENGTHEN 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
- » Require new development (near MD Route 27 and in other areas) to have active streetscapes with buildings fronting primary streets



5. ESTABLISH 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 daily use and access by walking and bicycling
- » Require new development to provide a variety of appropriately-scaled open spaces and provide connections to the trail network. For proper town-scaled development, open space should equate to approximately 5-8% of the developable land area and generally be in the form of squares (1/2-2 acres; 100' wide min.), greens (1/4-2 acres; 30' wide min.), pocket parks (1/16-1/8 acre; 20' wide min.), plazas (1/8-1 acre), mews (30' wide min.), and pedestrian passages (12' wide min.).



Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.2 GUIDING PRINCIPLES

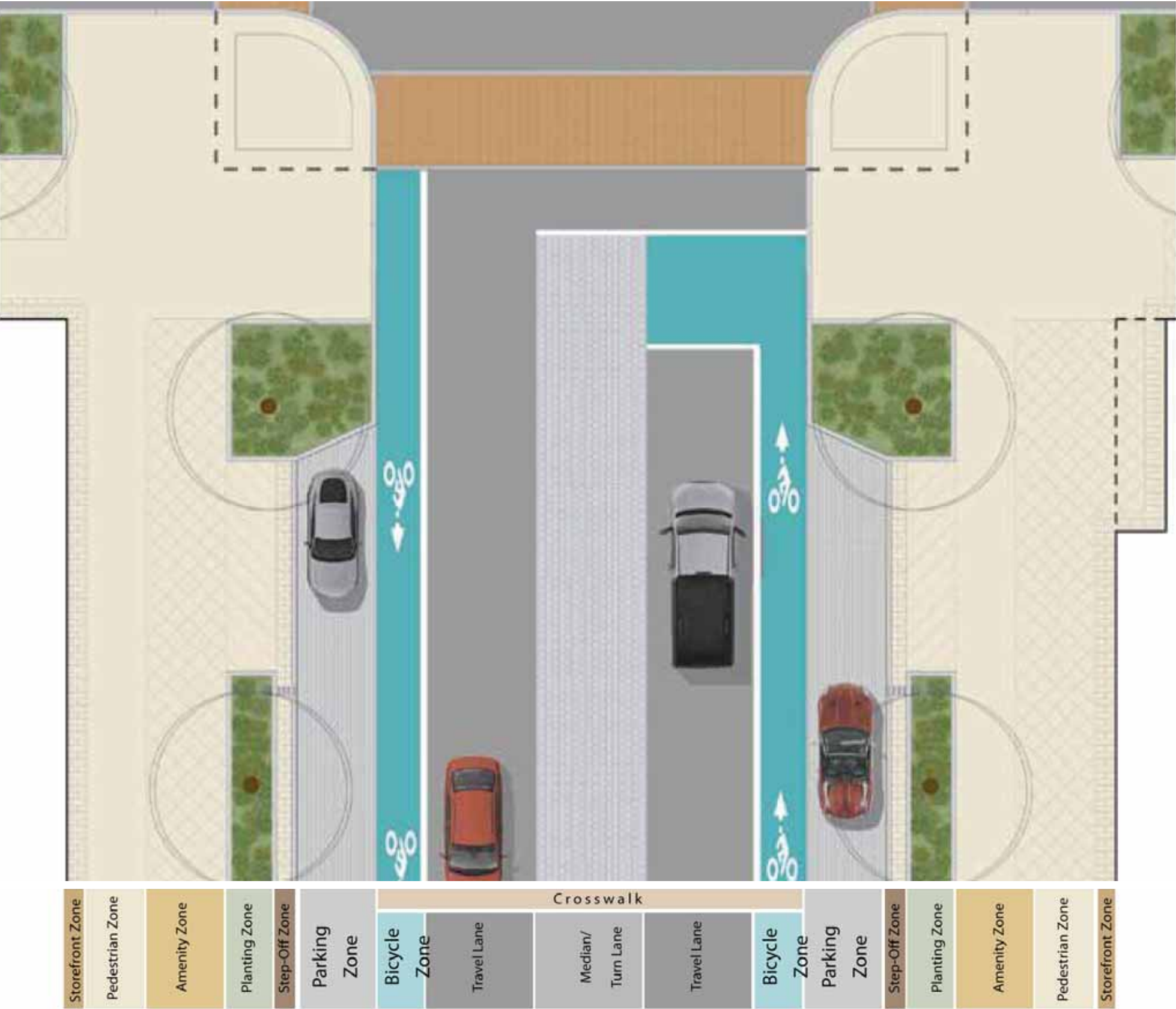
6. PROMOTE COMPLETE STREETS

Complete Streets are streets that provide safe and convenient accommodation to all potential users, including pedestrians, cyclists, and drivers alike. Complete Streets recognize that crossing the street, walking to shops, and cycling to work or for recreation are equally important to driving. A network of Complete Streets, together with necessary physical, design, and visual elements, will enable Downtown to be safer, more livable, and welcoming to everyone. Sustainable design elements including stormwater management, native planting, sustainable materials, and efficient lighting contribute to the overall comfort, safety, and natural resource benefits that are part of Complete Street design.

- » Incorporate bicycle and pedestrian facilities (e.g., accessible, passable 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
- » Require new development (near MD Route 27 and in other areas) to design new streets to meet the Complete Streets principles and enhance and expand the pedestrian, bicycle, and vehicular networks



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The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

4.3 FRAMEWORK PLANS

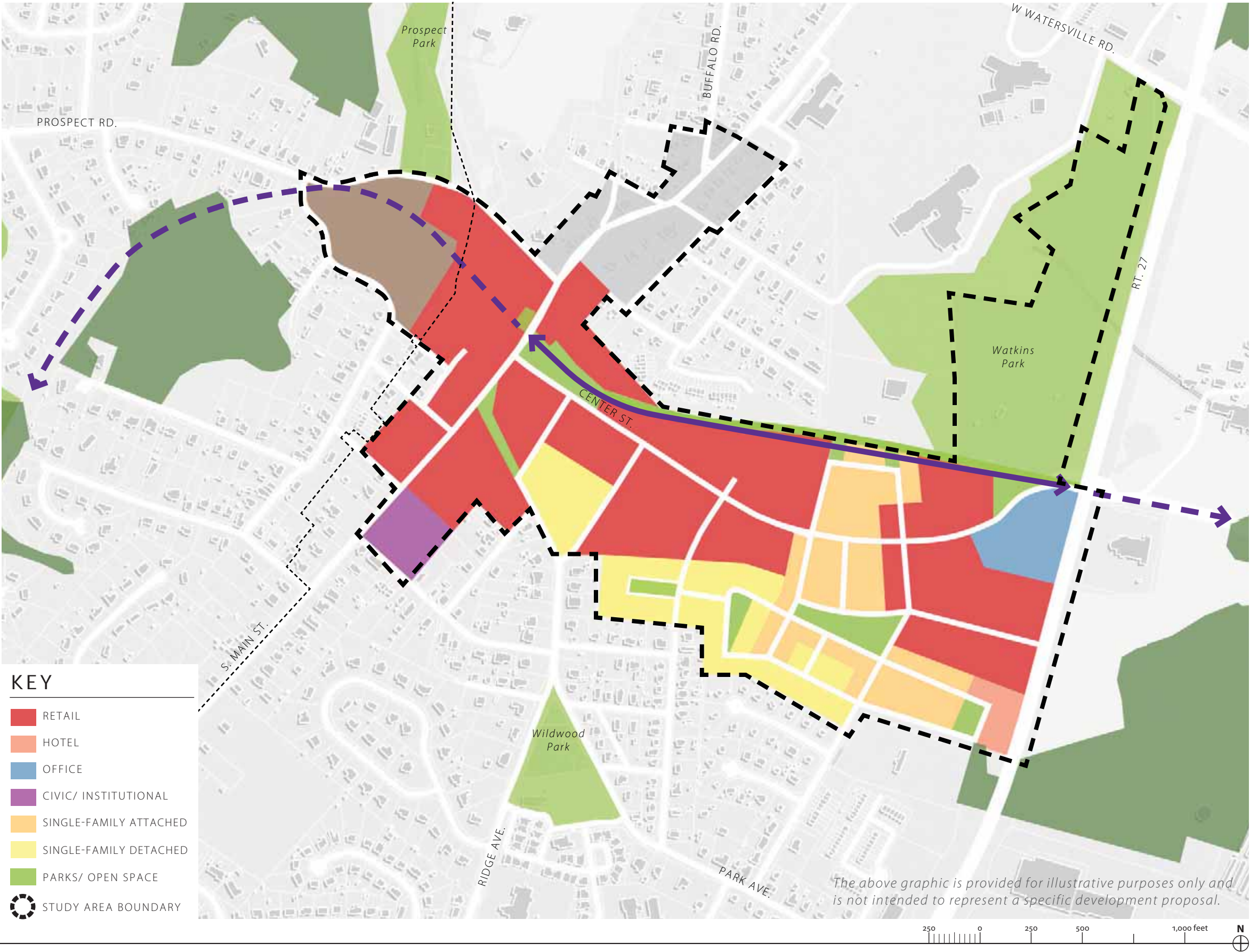
LAND USE

A majority of the study area consists of existing commercial within Downtown Mount Airy to the west and undeveloped agriculture land associated with the Beck property to the east along MD Route 27.

Infill development within the Downtown core and complimentary development on the Beck property near MD Route 27 are recommended. All new development should establish or enhance the mix of uses, activities, and services to meet the needs of residents, employees, and visitors. Low to medium-density development is encouraged within walking distance or a quarter-mile of the Downtown core and MD Route 27. While it is important to optimize density, new development along the edges of these two target areas should transition appropriately to adjacent development patterns. Surface parking should be regulated and to the rear or sides of buildings. Structured parking is encouraged where and if feasible to maximize the potential of available land for development.

The proposed land use recommendations for the study area include:

- » Concentrate mixed-use development within Downtown Mount Airy and adjacent to MD Route 27 to create vibrant and active development centers that attract residents and visitors
- » Provide a mix of housing options; Locate multi-family residential adjacent to retail cores; Incorporate townhouses and single-family dwellings to transition from new, multi-family residential to the existing, surrounding single-family lots
- » Explore and allow for office and hotel redevelopment opportunities along MD Route 27
- » Maximize land for redevelopment by consolidating surface parking into structured parking garages where and if feasible
- » See Section 5.2 Action Matrix, page 88 for revisions to existing Zoning



4.3 FRAMEWORK PLANS

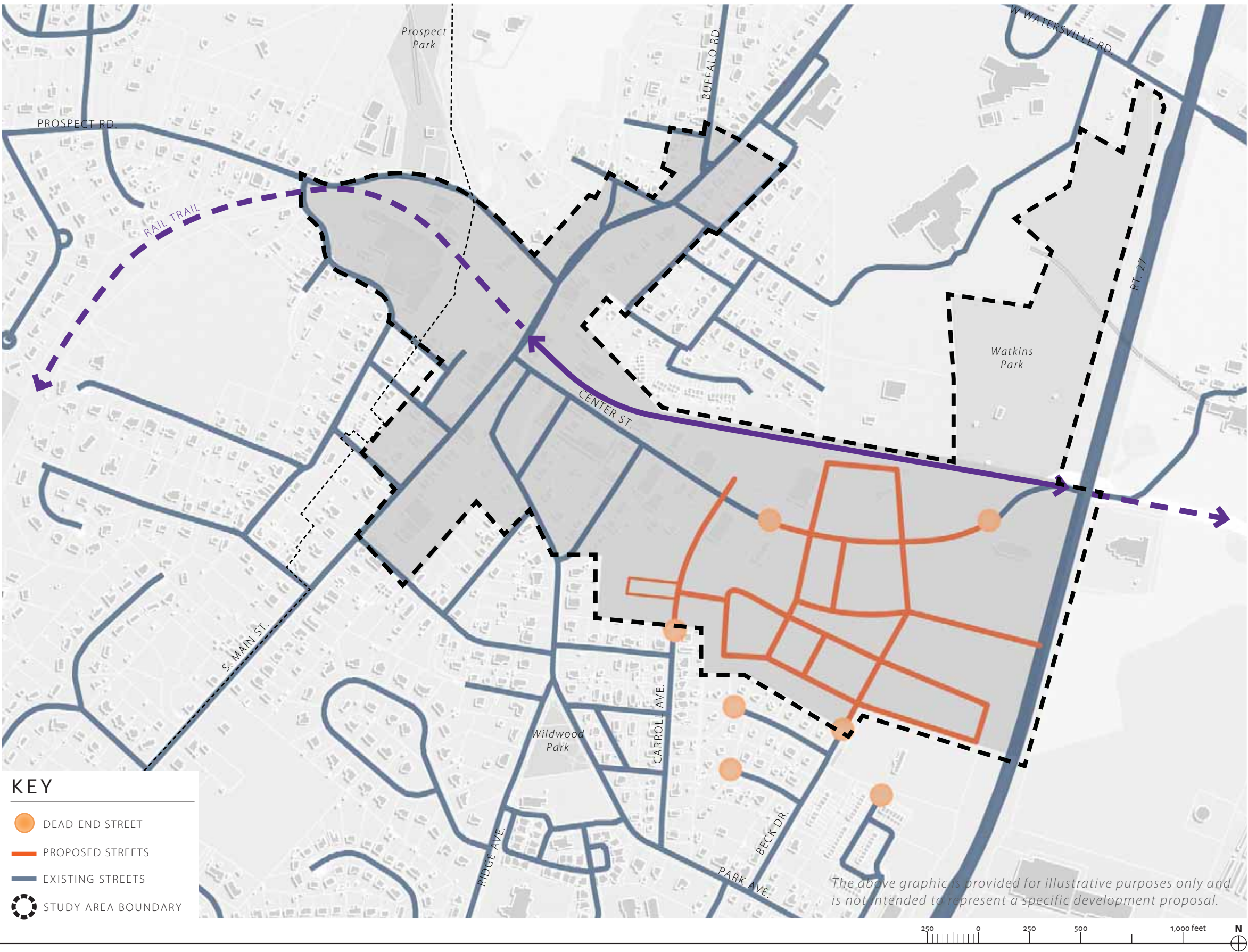
COMPLETE STREETS AND CONNECTIVITY

Access to Downtown Mount Airy and movement throughout the study area is challenged by a lack of connected streets, pedestrian accessibility, and wayfinding. A connected street network is proposed to provide greater access via more direct routes and increase overall network efficiency. The proposed street framework seeks to improve the current street/block pattern by scaling blocks for mixed-use development, eliminating dead-end street conditions, and adding streets to support walkable environments that are positioned to service growth.

New streets should be planned, designed, and constructed as “Complete Streets” to enable safe access for all users (see Section 4.2, page 55 for more information). Streetscape components should include on-street parking, comfortable sidewalks buffered from traffic, a planting zone for shade trees and stormwater management, and pedestrian amenities such as benches and lighting. Signage should be prominent throughout the study area to orient, inform, and direct visitors. Sustainable design elements such as stormwater planters, native plantings, sustainable materials, and the use of energy efficient lighting should also be considered and incorporated.

The proposed street recommendations include:

- » Terminate Park Avenue at Veterans Way and re-route Downtown inbound traffic onto Cross Street, to alleviate the conflict point on Main Street (see Section 4.4, page 72 for more information)
- » Improve Cross Street as well as Center Street between Cross and Main Streets to accommodate Downtown inbound traffic and fire truck turning movements and enhance the streetscape (see Section 4.4, page 78 for more information)
- » Connect Center Street to MD Route 27 to provide increased east-west street options for residents, workers, and visitors and create stronger access to Downtown Mount Airy and to relieve traffic issues along MD Route 27 and Main Street
- » Connect Carroll Avenue and Beck Drive to the extension of Center Street



4.3 FRAMEWORK PLANS

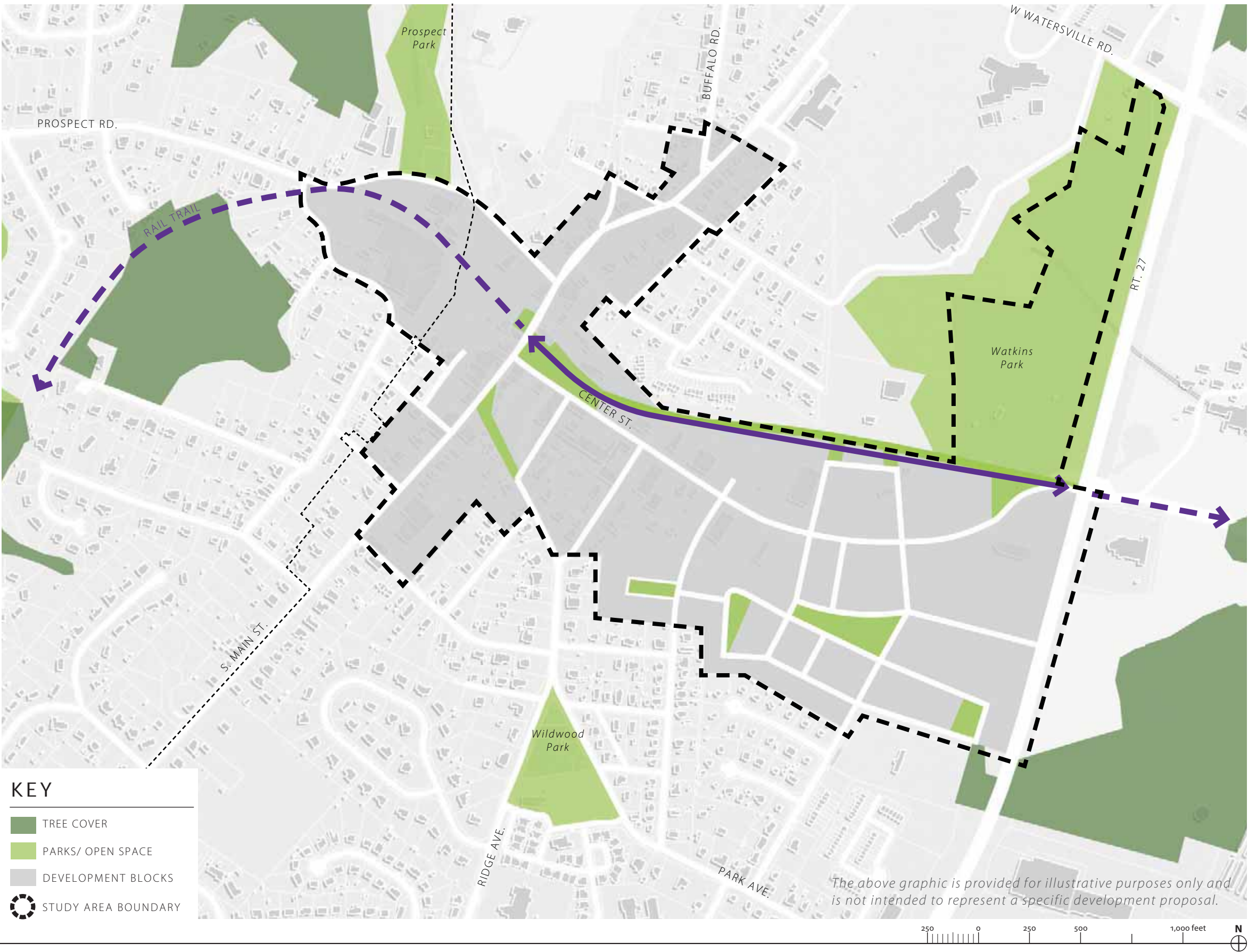
PARKS AND OPEN SPACES

The existing parks and open spaces are partially linked by the Rail Trail, a central green spine that runs through the heart of the study area from Watkins Park to the Rail Yard and is planned to connect to Prospect Park. The trail provides a unique opportunity to connect the wide-range of parks, open spaces, and natural amenities, with its planned extension. The current open space network could benefit from stronger connections that tie the Rail Trail to the surrounding residential neighborhoods and additional open space provided with new development.

A successful green network should consist of an interconnected network of streets, open spaces, and building frontages that will enhance a community’s appeal; promote a healthy, walkable pedestrian environment; and positively influence its economic growth. Public spaces should be proportional to their use and function, visible and accessible from all sides (where possible), and activated by ground-floor building uses. The spaces should be designed and programmed to accommodate a wide-range of users in a safe and comfortable environment. Sustainable design elements should also be incorporated. Stormwater management, native plantings, and sustainable materials contribute to the sustainability and success of these spaces and surrounding development.

The proposed open space recommendations include:

- » Expand the Rail Trail east and west, as planned
- » Provide connections that tie the Rail Trail to the surrounding residential neighborhoods, increasing the opportunity for users to directly connect to Downtown Mount Airy, the Beck property redevelopment, and nearby parks
- » Provide tree-lined streetscapes as part of a complete network of open spaces
- » Incorporate stormwater management facilities, native plantings, and sustainable materials



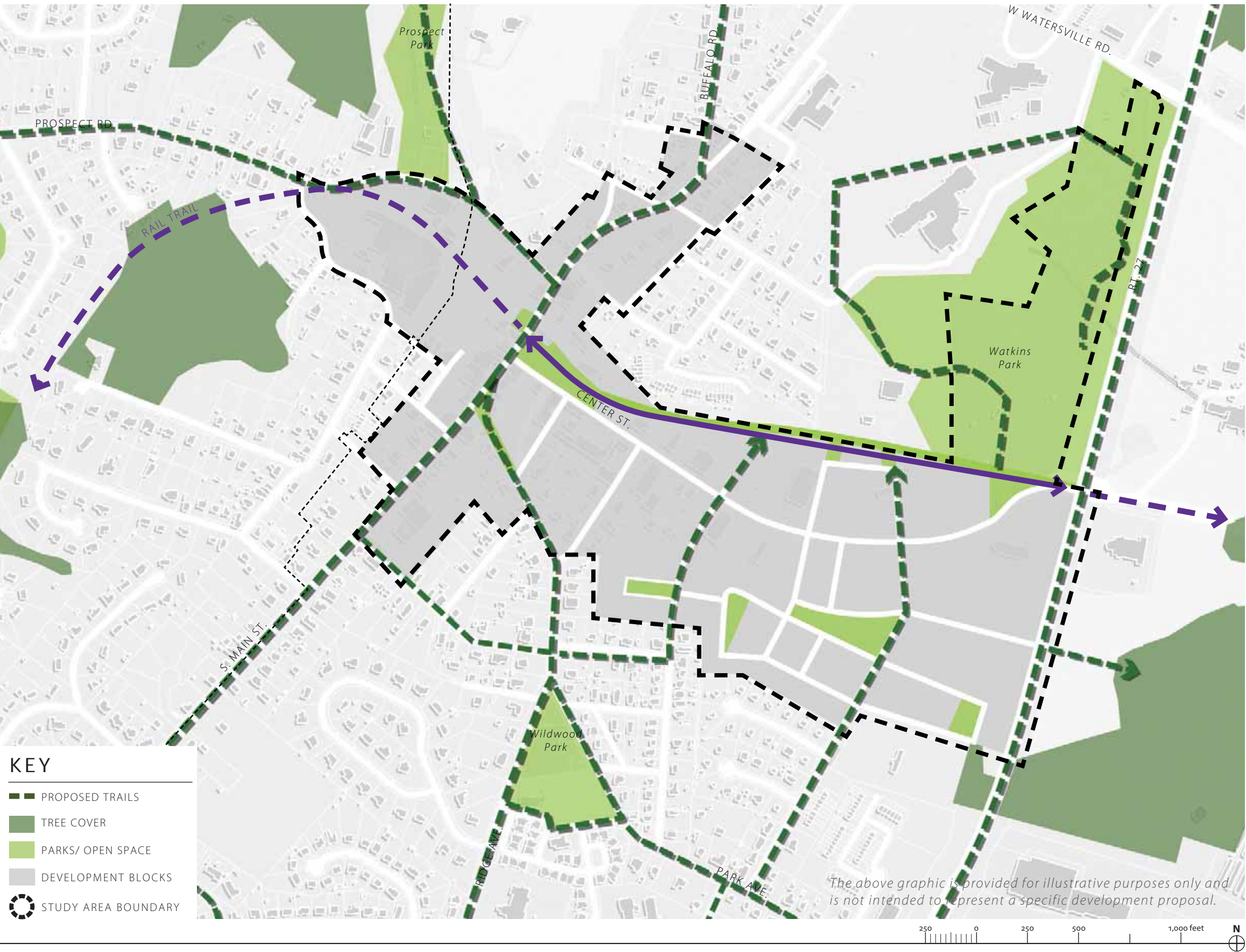
4.3 FRAMEWORK PLANS

PEDESTRIAN CONNECTIVITY

Based on previous planning efforts and the proposed parks and open space network, a series of on- and off-street pedestrian and bicycle facilities are identified to improve connectivity and access throughout the study area.

The proposed pedestrian connections are located along existing primary streets, new proposed streets, and within existing park spaces to create a stronger green infrastructure that builds off of the existing parks and Rail Trail alignment. Each connection is strategically located to better link the surrounding neighborhoods to Downtown Mount Airy, the envisioned mixed-use development on the Beck property, and other amenities and conveniences throughout the Town.

- Recommended pedestrian connections include:
- » Expand the Rail Trail to accommodate pedestrian and bicycle facilities to the east beyond MD-27 and to the west beyond Main Street
 - » Incorporate pedestrian and bicycle facilities (as a combination of on- and off-street conditions) along primary streets and within existing parks and new proposed open spaces to create a stronger network that better connects Mount Airy neighborhoods and amenities to the Rail Trail and Downtown core.

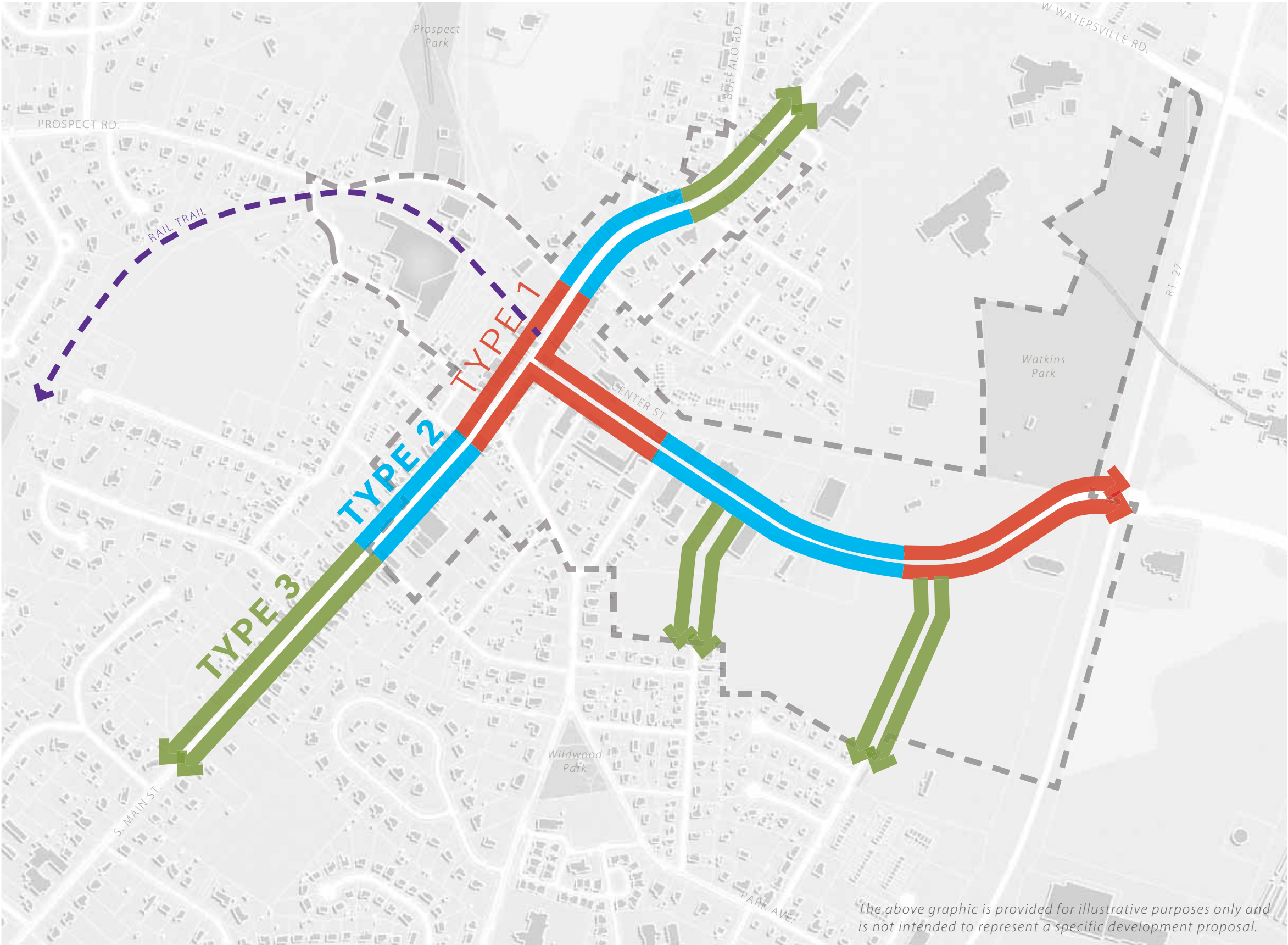


4.3 FRAMEWORK PLANS

STREETSCAPE TYPES

The streetscapes along Mount Airy’s Main Street and Center Street are critical to the continued transformation of Downtown into a more attractive, walkable, live-work-shop-play environment. The public realm, including streetscapes and public spaces; the character of building frontages and their uses along the sidewalk; and the thoughtful architectural design of buildings will play an important role in maintaining and creating a successful Downtown as it evolves in the future.

Three proposed Streetscape Types have been identified to guide and influence future streetscape improvements within Mount Airy. Each type reinforces a unique character recommended for the density and uses that front along it. The Streetscape Types section outlines suggested design characteristics for on-street parking, street trees and plantings, street lights, outdoor dining/seating areas, clear pedestrian walking zone, and the building frontage zone. The design of each Streetscape Type, including its materials, patterns, and colors, shall be consistent and each type shall be compatible with the other types, to create a unified and cohesive aesthetic throughout the study area.



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

4.3 FRAMEWORK PLANS



KEY CHARACTERISTICS:

- » **Planting Zone:**
Minimum 5’ wide; Planters or Tree Pits; Should accommodate permanent features such as street lights, street signage, benches, bike racks, and similar
- » **Pedestrian Zone:**
Minimum 5’ clear path, At grade with building frontage
- » **Building Frontage Zone:**
Paved; Depth to accommodate outdoor seating where space permits; may be used for tenant signage, furniture and fixtures, stoops, projecting bays, and/or door swings



KEY CHARACTERISTICS:

- » **Planting Zone:**
Minimum 5’ wide; Longer Planters or Continuous Planting Strip; Should accommodate permanent features such as street lights, street signage, benches, bike racks, etc.
- » **Pedestrian Zone:**
Minimum 5’ clear path
- » **Building Frontage Zone:**
Paved or Intermittent Planters; Depth to accommodate outdoor seating where space permits; May be used for tenant signage, furniture and fixtures, stoops, projecting bays, and/or door swings



KEY CHARACTERISTICS:

- » **Planting Zone:**
Minimum 5’ wide; Continuous Planting Strip; Should accommodate permanent features such as street lights, street signage, benches, bike racks, etc.
- » **Pedestrian Zone:**
Minimum 5’ clear path
- » **Building Frontage Zone:**
Planted; Depth to accommodate front yard for residential uses

Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

While the Proposed Framework Plans include overarching recommendations for the study area, the Focus Area Plans zoom in on four portions of the study area that are well-positioned for growth or redevelopment based on the location, current use, and surrounding development. For each, detailed development scenarios are shown, accompanied by recommendations, that support the vision for Mount Airy. It is important to note that the scenarios and accompanying graphics shown are for illustrative purposes and do not represent specific development proposals; they do, however, help depict the envisioned character and provide a basis from which the Town will evaluate development proposals for compliance with the Downtown Mount Airy Vision Plan vision.

- The Focus Areas are:
- » Focus Area 1: Downtown Main Street
 - » Focus Area 2: Flat Iron Building Site
 - » Focus Area 3: Center Street and Rail Yard
 - » Focus Area 4: Beck Property

In addition to the noted Focus Areas, Streetscape Types and parking strategies for Downtown Mount Airy are provided and included as part of the recommendations for redevelopment.

DISCLAIMER: This Vision Plan is meant to provide conceptual ideas for the development of properties, in order to set forth a general vision only. It is not intended to depict every requirement under the Town Code or other applicable standards for any development. Every development plan must follow standard design reviews by the Town/County and meet the applicable requirements, including but not limited to parking, stormwater management, open space, or forest conservation requirements, even if not described or depicted in this Vision Plan.



4.4 FOCUS AREA PLANS

1 FOCUS AREA 1: DOWNTOWN MAIN STREET



See Section 4.4, pages 64-71 for more information on Focus Area 1.

2 FOCUS AREA 2: FLAT IRON BUILDING SITE



See Section 4.4, pages 72-73 for more information on Focus Area 2.

3 FOCUS AREA 3: CENTER STREET + RAIL YARD



See Section 4.4, pages 74-79 for more information on Focus Area 3.

4 FOCUS AREA 4: BECK PROPERTY REDEVELOPMENT



See Section 4.4, pages 80-83 for more information on Focus Area 4.

The above graphics are provided for illustrative purposes only and are not intended to represent a specific development proposal.

4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

Mount Airy’s Downtown Main Street has tremendous potential and the opportunity to transform over the years with the strategic investment. In an effort to create catalytic change, streetscape improvements, an infill development strategy, rehabilitation of existing buildings, and a parking strategy are necessary.

The streetscape improvements should consider the mobility and safety of all users. The vision calls for a “Complete Street” design approach that accommodates the needs of pedestrians (including those with mobility or other impairments), bicyclists, and drivers; addresses sustainability; and conveys a unique identity that speaks to the character of Mount Airy (see Section 4.2, page 52 for more information). Signage and gateway elements should be incorporated to inform, direct, and orient the public in a thoughtful and meaningful way while positively impacting the aesthetic qualities of the entire Main Street.

Infill development should be encouraged where possible to create strong frontage along Main Street. Redevelopment of the Flat Iron Building, vacant parcels adjacent to the Bank Building, and the Rail Yard present opportunities for infill development and public amenity space that attract both residents and visitors to the Downtown core.

The adaptive reuse of the Bank Building is a tremendous opportunity to anchor the northern end of Mount Airy’s Main Street with an iconic element that supports retail, offers additional outdoor amenity space, and ties into the redevelopment of the adjacent parcel and Rail Yard.

To support short- and long-term growth within the Downtown core, a district-wide parking strategy should be considered (see Section 4.4, pages 69-71 for more information).

Detailed information regarding each of these recommendations can be found on the following pages.



Detailed Illustrative Plan - Proposed Main Street Improvements



Rendering of Main Street (Looking South) showing recommended Improvements



Photo of Existing Conditions on Main Street (Looking South)

RECOMMENDATIONS FOR MAIN STREET NEAR THE FLAT IRON BUILDING SITE INCLUDE:

- » Remove the existing Flat Iron Building and replace with a new, larger building with taller floor-to-floor heights, elevator, ground-floor retail to activate the streetscape, and office and/or community space on the upper floors
- » The new building should be shifted approximately 20' East and 20' South of the current location, to allow for parallel parking on Main Street; functional and gracious sidewalk widths; and additional plaza space with outdoor seating (see Section 4.4, pages 72-73 for more information).

4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

STREETSCAPE

Streetscape improvements are critical to creating a vibrant, mixed-use Main Street that attracts commercial tenants, residents, and visitors to Downtown Mount Airy. In general, Main Street suffers from sidewalks that are inefficient for commercial uses and sometimes impassable, a lack of crosswalks, poor and/or inconsistent signage and lighting, and unsightly overhead utilities. The existing streetscape is constrained in areas by narrow building-to-building distances (most notably at the Flat Iron Building), 10’ travel lanes, and shallow sidewalks, requiring some inventive strategies for the recommended improvements.

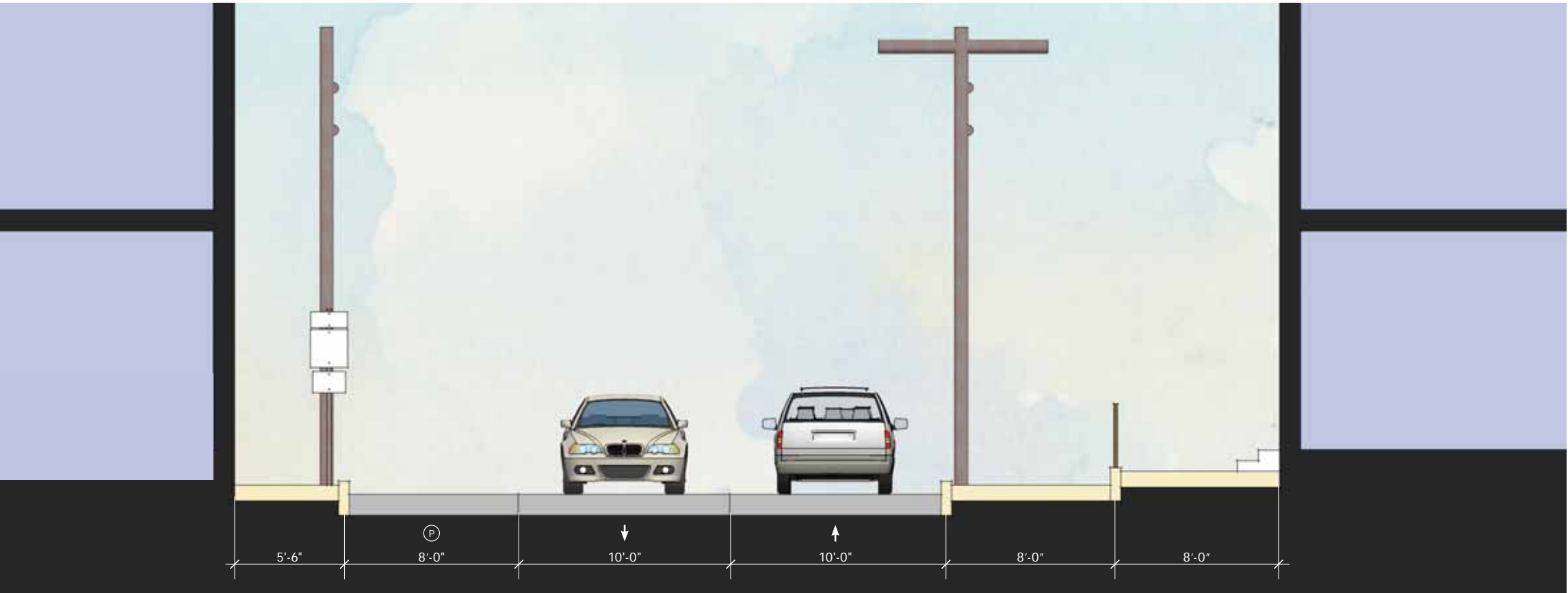
Where lacking, new sidewalks, curb extensions, curb ramps, and pedestrian crossings with high-visibility crosswalks are recommended along Main Street from Hood Street to Prospect Road.

A consistent, coordinated palette of street lights, furniture, and signage should be provided throughout. Where existing Town specifications exist (e.g., for benches), the standards should be followed. Where specifications do not exist (e.g., for signage), a design or specification should be studied and established.

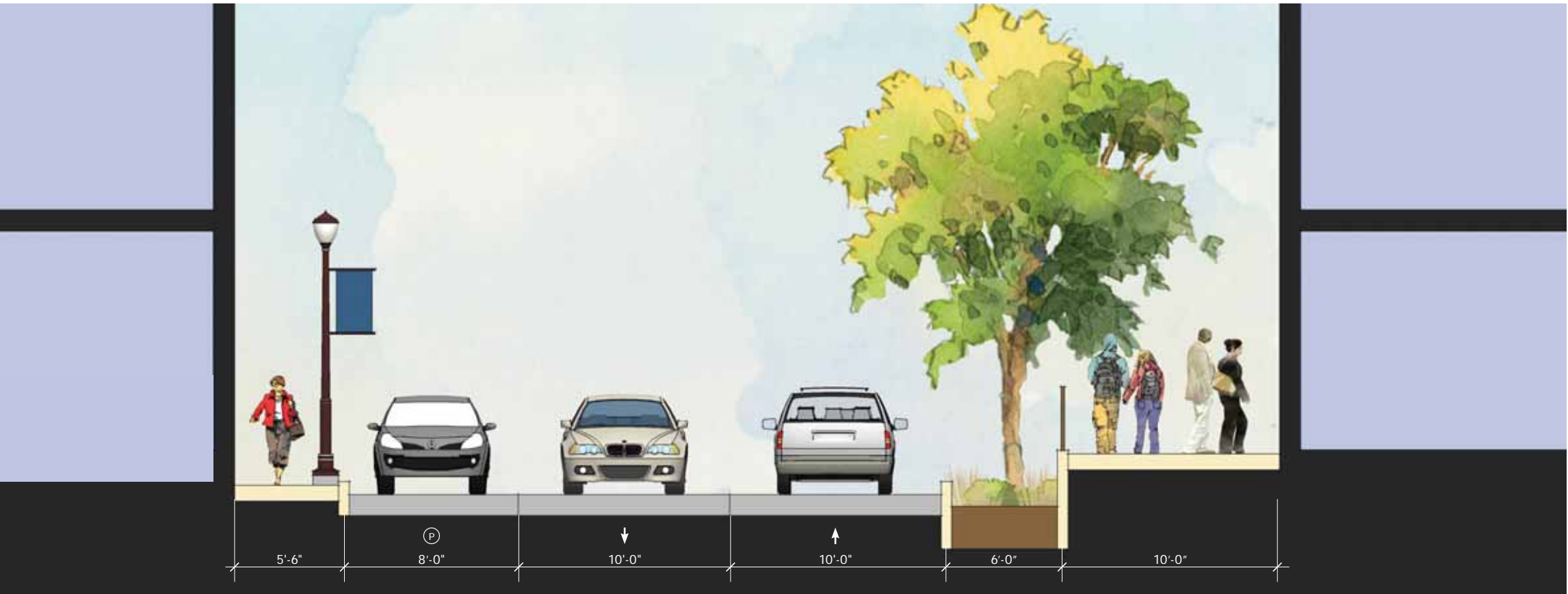
Sidewalk surface materials, patterns, and colors should be consistently applied along the length of the Streetscape Type (see Section 4.3, pages 60-61 for more information) to create a unified and complementary streetscape, with restrained variation in materials, patterns, and colors to denote the different sidewalk zones.

A planted Tree Zone should be provided and innovative (ESD) stormwater management facilities should be incorporated where feasible.

Gateway signage should be incorporated at Hood Street, Prospect Road, and Center Street at the intersection of Cross Street to establish a sense of arrival to the Downtown core.



Existing Street Section - Main Street (Looking North)



Proposed Street Section - Main Street (Looking North)

The above graphics are provided for illustrative purposes only and are not intended to represent a specific development proposal.

4.4 FOCUS AREA PLANS

PRECEDENT IMAGERY



Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

UTILITIES

Poles on both sides of Main Street carry overhead utilities including primary voltage lines, feeder lines, and numerous telecommunication cables. As part of the streetscape recommendations for Main Street, the existing overhead utilities are proposed to be relocated. Relocating the poles and overhead wires will clear space to be used in the Complete Street design, enhance aesthetics, potentially reduce maintenance, and, combined with the streetscape improvements, provide a more favorable setting for economic development. There are two options for relocating the overhead utilities: removing and resetting the utility poles or undergrounding all associated utilities.

There is potential to relocate the overhead services to the rear of the buildings along Main Street to keep the utility poles on public ROW. The cost for moving utility poles varies largely depending on pole height, wire arrangement, and type of utilities carried, as well as the associated equipment on the poles, such as switches or transformers. Undergrounding the utilities is a costlier option, and would require disruption of traffic to dig up streets and properties. It is not typical for utility companies to pay for undergrounding, however, they will install facilities underground if paid for by another party. Either option would require installation of new streetlighting as part of the streetscape project.

No additional impacts to utility services are anticipated as a result of the recommendations. However a connection to the now vacant Bank Building would be implemented by the Town of Mount Airy as an incentive to develop the property.

For more information regarding utility relocation and connection costs, see Section 5.2, page 91 for more information.

- Key**
- Overhead Wirelines
 - Interim Relocation of Overhead Lines
 - Full Build-Out Relocation of Overhead Lines



4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

PARKING STRATEGY

Currently, there is sufficient parking within Downtown Mount Airy for the current uses. However, as Mount Airy experiences redevelopment and growth, a phased, district-wide parking strategy is recommended. Parking strategies should be balanced to support all modes of transportation, consider shared parking arrangements, and value a high-quality public realm. The strategy should allocate the appropriate amount of on-street and off-street parking to meet projected development needs; too much parking can result in underutilized lots, while not enough parking can negatively impact the vitality of the area.

ON-STREET PARKING

The Town of Mount Airy can implement a common sense approach to manage parking through a variety of small changes aimed at maximizing the utility of existing parking supply. In the short-term, installation of wayfinding signage that reflects typical traffic patterns would improve the impression of insufficient and inaccessible parking. A program with a consistent set of signage that helps to establish an identity or brand for the Downtown area could serve the public by not only focusing on providing direction to parking facilities, but also could point out significant landmarks or points of interest.

Revising curbside parking regulations and meter technology is also a simple and cost-effective method to improve parking experience and increase parking supply. Pay stations along a single block allow for multiple payment options including coins, bills, and credit/debit card which facilitate ease of use for patrons to utilize curbside parking, can increase compliance and provide revenue. Pay stations can also increase the number of vehicles parked curbside by an estimated 10% to 15% over individual parking meters and allow for flexible use of public realm by providing more space for streetscape.

Defining loading zone times is an efficient management of valuable curb space reserving space when it is needed for loading, and restrictions can be lifted when it is not. For example, designating two to four spaces for restricted loading-only parking can be in effect when businesses more frequently receive their shipments, such as between 5:00 AM - 11:00 AM and/or 2:00 PM - 4:00 PM.

Encouraging trip sharing reduces parking demand. If trip sharing services are or become available in Town, designating two to four spaces for ride share (e.g., Uber and Lyft) and car share (e.g., Zipcar and Car2Go) along Main Street may encourage visitors to utilize these services.

OFF-STREET PARKING

While parking supply is currently adequate, additional parking supply will be needed, particularly in the Downtown core, to accommodate new retail and restaurant space.

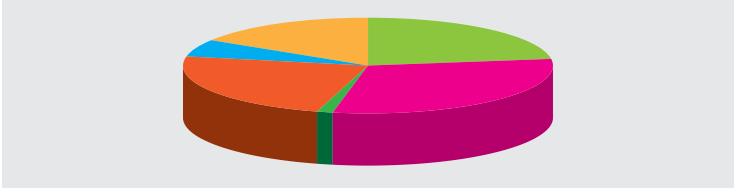
Shared leasing agreements can make the most use of existing parking supply by connecting parking needs of distinct generators that have peak demands at different times during the day. For example, allowing use of bank and general office parking lots after 5:00 PM for restaurant patrons can help to alleviate parking pressures during evening hours as the Downtown area grows. Church lots are another opportunity to lease parking when not utilized for services and events. The Town can facilitate agreements between entities.

In the interim scenario, additional parking can also be achieved through reconfiguration of the public lot adjacent to Park Avenue to accommodate an additional 52 parking spaces. Some current off-street parking in the Downtown core would be impacted by implementation of the focus area recommendations; therefore, it is recommended that the Town explore the potential to reconfigure

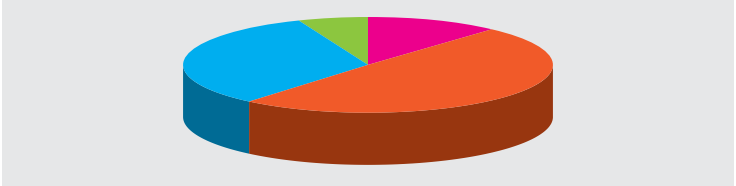
some of the private surface lots. In the interim scenario, this would result in a net gain of 69 new parking spaces. Utilization of any of the private lots identified in the adjacent table and map would require agreements with the property owners.

In the full-build out scenario, structured parking was test-fitted at the sites of the private lots located (Lots 1 and 6 in the accompanying maps), for a net gain of 211 spaces of off-street surface and structured parking. Incentives such as a Private Public Partnership (P3) may be explored to construct and operate the structured parking facilities. Benefits to implementing a P3 agreement include transferring certain risks onto the private sector by making it a partner with the Town, reduced financing and construction costs and the ability to accelerate overall project delivery. Potential drawbacks of P3 delivery methods include long lease terms with potentially unattractive buyout provisions and increased parking rates or fees. These and other drawbacks can be mitigated by engaging a professional parking consultant to serve as an owner’s agent throughout the P3 process.

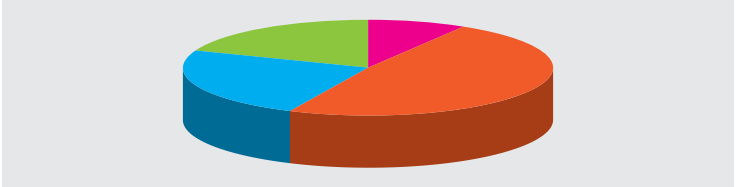
Downtown Existing Land Use Existing Number of Spaces	
220	Commercial
256	Private
202	Public
92	Restricted
117	On Street (Handicap 3, Parking 61, Time Restricted 28, Unrestricted 25)
166	Church
727	Total



Downtown Interim Required Number of Spaces	
384	Community Goods & Services
256	Food & Beverage
46	Office
92	Civic & Cultural
778	Total



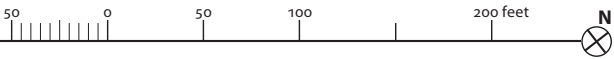
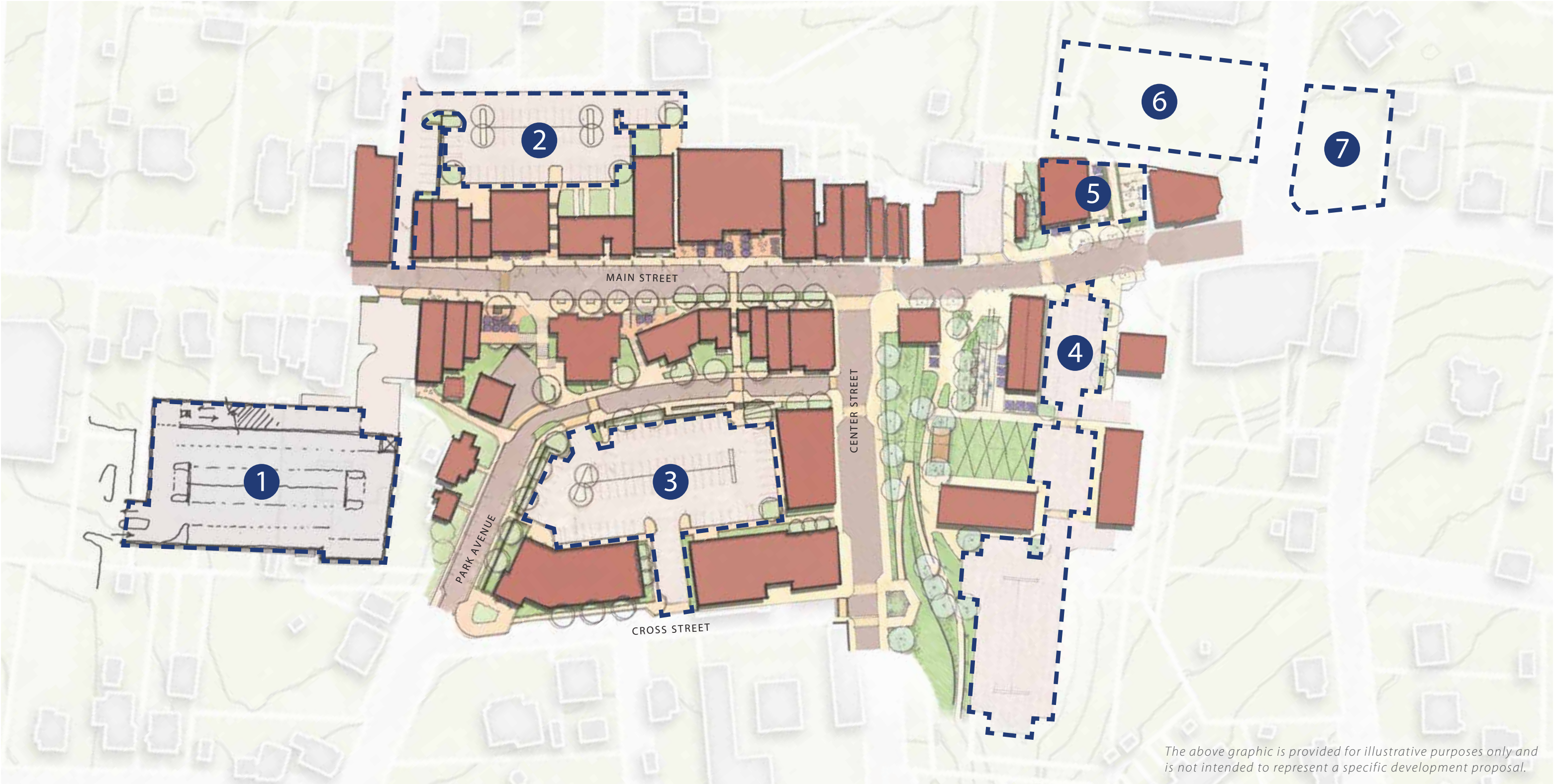
Downtown Full Build-Out Required Number of Spaces	
514	Community Goods & Services
256	Food & Beverage
202	Office
92	Civic & Cultural
1064	Total



4.4 FOCUS AREA PLANS

FOCUS AREA 1: DOWNTOWN MAIN ST.

PARKING STRATEGY EXHIBIT



Interim Scenario				
ID	# OF SPACES PROVIDED	# OF SPACES LOST OR GAINED	PARKING TYPE	PARCEL OWNERSHIP
1	79	+30	Surface Parking	Private
2	48	+8	Surface Parking	Private
3	159	+52	Surface Parking	Public
4	43	-30	Surface Parking	Private
5	0	-8	Surface Parking	Private
6	52	+28	Surface Parking	Private
7	23	+3	Surface Parking	Private
TOTAL ADDITIONAL PARKING PROVIDED		+69		
Full Build-Out Scenario				
ID	# OF SPACES PROVIDED	# OF SPACES LOST OR GAINED	PARKING TYPE	PARCEL OWNERSHIP
1	169	+120	Structured Parking	Private
2	48	+8	Surface Parking	Private
3	159	+52	Surface Parking	Public
4	43	-30	Surface Parking	Private
5	0	-8	Surface Parking	Private
6	104	+80	Structured Parking	Private
7	23	+3	Surface Parking	Private
TOTAL ADDITIONAL PARKING PROVIDED		+211		

4.4 FOCUS AREA PLANS

FOCUS AREA 2: Flat Iron Building Site

The Flat Iron Building has been an iconic fixture of Mount Airy’s Main Street since the early 1900s, when the existing building replaced a harness shop that was destroyed by fire.

Over the years, the current building has experienced a lack of investment, deferred maintenance, and vacancy and would now require extensive rebuilding and repairs to remedy the structural integrity and habitability of the building (see the 2012 *Structural Assessment* and the 2017 *Flat Iron Improvements* presentation for additional information).

The Vision Plan effort reviewed the assessments and studied an array of options for the building and site, including renovating in place, lifting and shifting the building, leaving the building as-is, demolishing, and rebuilding.

Throughout the course of the community engagement process, residents of Mount Airy voiced their concerns regarding the future of the Flat Iron Building. A majority felt the building’s location, configuration, and unkempt condition lent itself to demolition and rebuilding. Additionally, some past options were ruled out (e.g., it is no longer an option to leave the building as-is, as it is structurally unstable and poses a health risk).

The potential redevelopment of the Flat Iron Building site, combined with closing the adjacent segment of Park Avenue from Veterans Way to Main Street, provides an opportunity to create a larger building that can accommodate a range of viable commercial uses via a public-private partnership; integrate vertical access from the municipal parking lot to the Main Street; provide a wider sidewalk, additional parallel parking spaces, and improved streetscape on Main Street; and create additional outdoor amenity space. The redevelopment plan also aims to respect Mount Airy’s historic architectural character and reproduce specific design elements of the former Flat Iron Building.



Detailed Illustrative Plan - Proposed Flat Iron Building Site Redevelopment

4.4 FOCUS AREA PLANS



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

Rendering of Main Street (Looking North) showing recommended Improvements and the Flat Iron Building Redevelopment



Photo of Existing Conditions on Main Street (Looking North)

EVALUATION:

- » Flat Iron Building is currently 2,250sf on 3 floors, with low floor-to-floor heights
- » It is structurally unstable with a failing foundation and framing deficiencies
- » The previous 2017 study looked at 6 options
- » It is not an option to remain as-is (given the structural instability), to renovate in place, or to lift and shift the existing building, as all of these options cost more than (a same sf) replacement and do not solve the Main Street sidewalk, Park Avenue conflict, or vertical circulation issues (see the 2012 *Structural Assessment* and the 2017 *Flat Iron Improvements* presentation for additional information).

RECOMMENDATIONS INCLUDE:

- » Remove the existing Flat Iron Building and replace with a new, larger building which is architecturally reminiscent of the current Flat Iron Building but has taller floor-to-floor heights, elevator, ground-floor retail to activate the streetscape, and office and/or community space on the upper floors
- » The new building would be shifted approximately 20' East and 20' South, to allow for parallel parking on Main Street, appropriate/ gracious sidewalk widths, and additional plaza space with outdoor seating
- » Redevelopment should occur via public-private partnership to achieve the desired and economically-sustainable results

4.4 FOCUS AREA PLANS

FOCUS AREA 3: CENTER STREET + RAIL YARD

The proposed Rail Yard Plaza will be Mount Airy’s defining Downtown amenity and open space, anchoring the northern end of Main Street. The space will serve as the social hub for those who live, work, and visit the Town. Featured within the Plaza are an open flexible lawn, seating, shade trees, native plantings, and a terraced embankment that will provide definition of the space to the south as well as opportunities for integrated stormwater management. Buildings around the Plaza, including the existing Train Station Building will help to define and activate the space, creating a strong, formal presence along Main Street and a gateway into Mount Airy. The proposed pavilion at the south end of the lawn will provide summer shade and, together with the open lawn, can serve as a performance venue offering opportunities for a wide-range of events, including the farmers market, small concerts, and outdoor movies, drawing visitors to Downtown.

Unique to the space is the integration of old rail lines and industrial elements to celebrate the heritage of Mount Airy and create visual interest. The continuation of the Rail Trail will also be incorporated to run through the Rail Yard Plaza and potentially extend across Main street to the west, connecting the Plaza to a larger open space network and promoting opportunities for active recreation and healthy living.



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

Detailed Illustrative Plan - Proposed Center Street and Rail Yard Improvements

4.4 FOCUS AREA PLANS



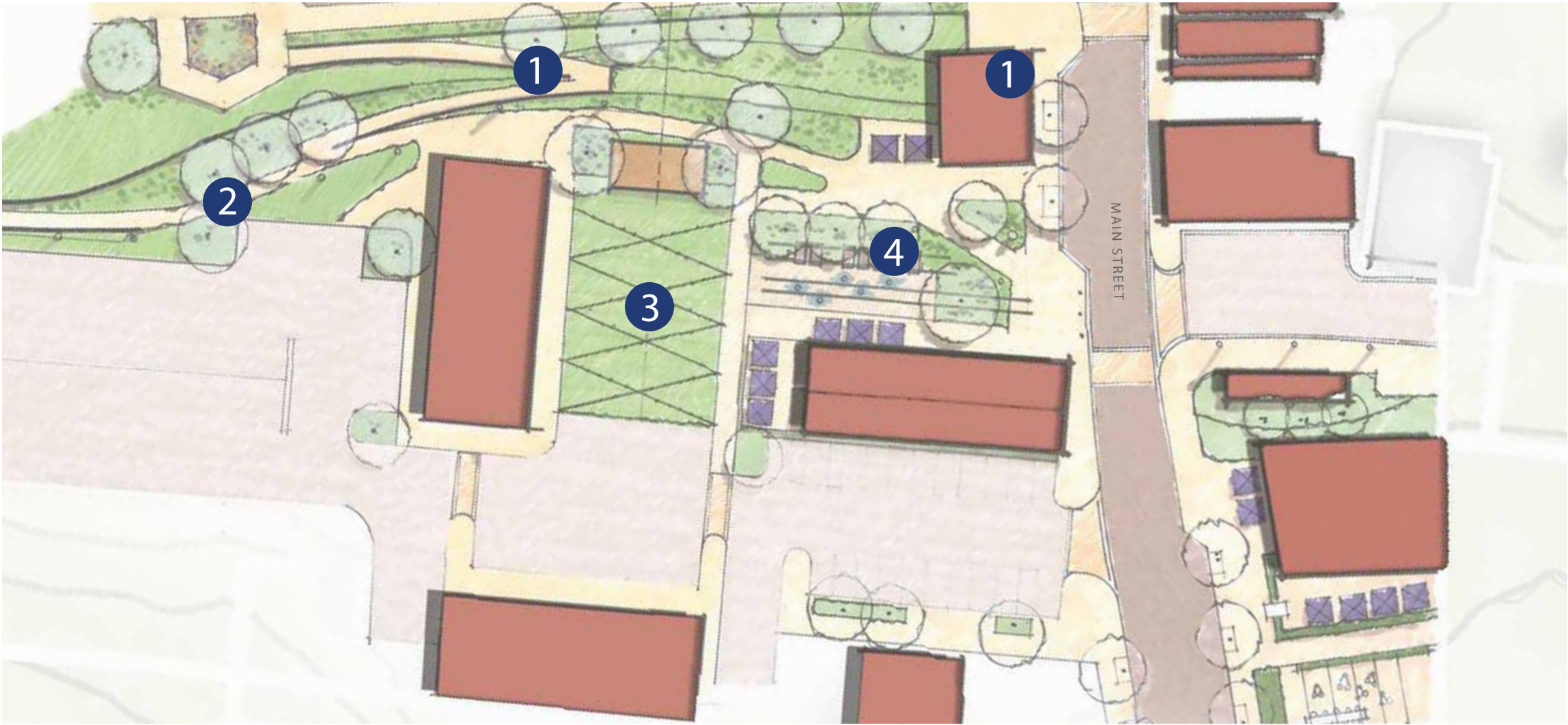
Aerial Rendering - Proposed Center Street and Rail Yard Improvements

The above graphics are provided for illustrative purposes only and are not intended to represent a specific development proposal.

4.4 FOCUS AREA PLANS

FOCUS AREA 3: CENTER STREET + RAIL YARD

The design principles below were established to guide redevelopment of the Rail Yard, promote a range of programmatic elements, and create a unique identity and public amenity space for the Town of Mount Airy.

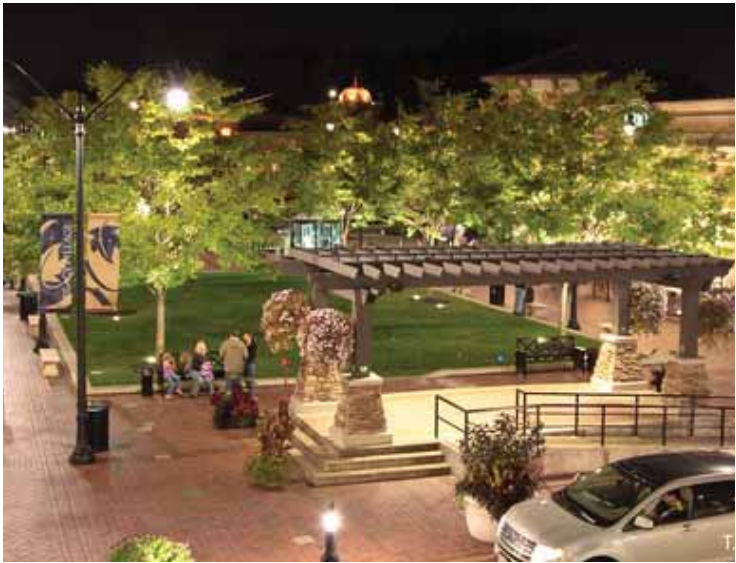


Detailed Illustrative Plan - Proposed Rail Yard Improvements

1 ACCESS + VISIBILITY

Provide strong access and visibility to Mount Airy's Downtown core

- » Create a recognizable hub and gateway for Downtown Mount Airy through architecture and signage
- » Improve and enhance public frontage
- » Reclaim the Center Street embankment creating an iconic element within Downtown Mount Airy and capitalizing on view sheds



4.4 FOCUS AREA PLANS

2 RECREATION + HEALTHY LIVING

Promote an environment that encourages recreation, healthy living, and sustainability

- » Directly link the Rail Trail to the Rail Yard and Main Street to provide access to surrounding recreational amenities and the greater regional trail system
- » Provide open space opportunities for passive and activity recreation
- » Advance sustainability through the integration of native plantings, innovative stormwater management strategies, and educational signage



3 PLACEMAKING + PROGRAMMING

Provide a wide-range of spaces for programming and social interaction, including for activities such as:

- » Outdoor movies
- » Farmers market
- » Outdoor yoga
- » Food, art, music, and other festivals



4 HISTORY + CULTURE

Integrate history, culture, landscape, and architecture to celebrate the site's industrial heritage

- » Incorporate industrial elements into the landscape and architecture to create visual interest and preserve and celebrate Mount Airy's rail history
- » Reuse salvaged materials to create opportunities for public art
- » Celebrate historic features through signage and lighting



Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

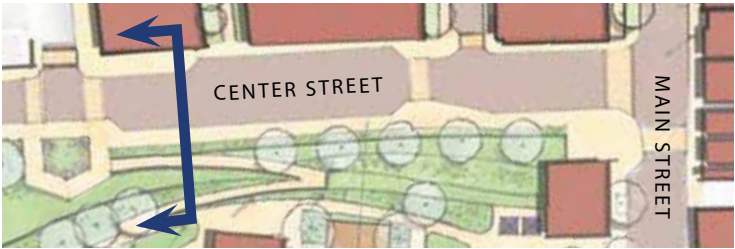
4.4 FOCUS AREA PLANS

FOCUS AREA 3: CENTER STREET + RAIL YARD

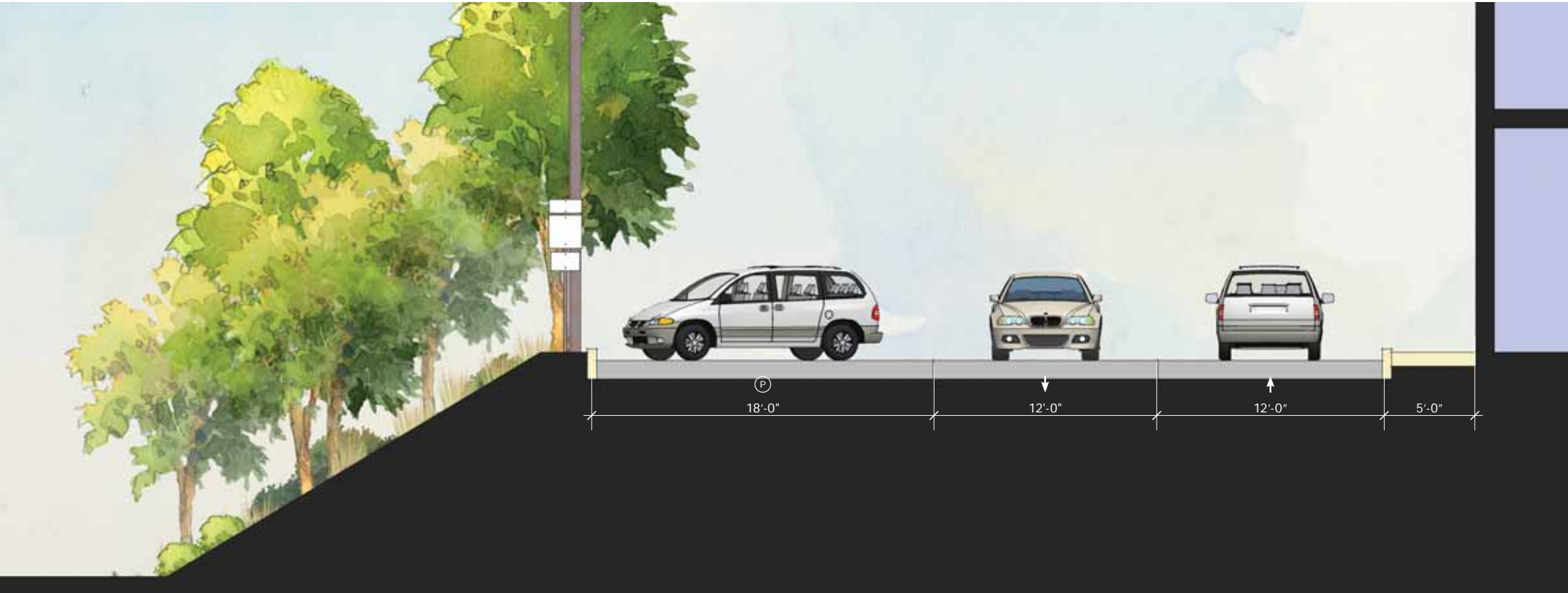
To create a stronger connection between Center Street and the proposed Rail Yard Plaza, as well as to accommodate additional vehicles shifted from the closure of the west end of Park Avenue and the extension of Center Street to Route 27, Center Street should be modified to be a Complete Street and the adjoining embankment should be enhanced.

Center Street should be designed to accommodate pedestrian, bicycle, and vehicular circulation by installing new sidewalks, curb ramps, pedestrian crossings with high-visibility crosswalks, and street lights, along with an additional turn lane onto Main Street. On-street parking should be provided on the south side where feasible. Signage and a planted Tree Zone should be provided where appropriate and feasible.

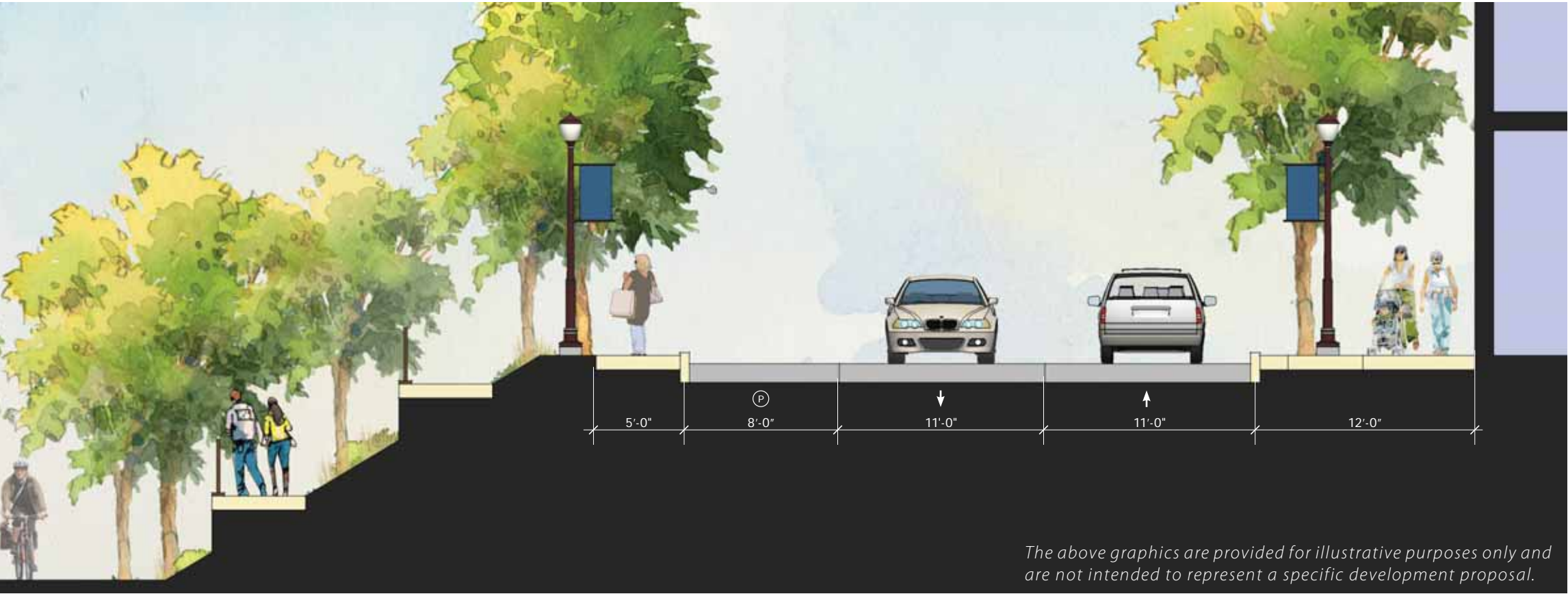
The currently overgrown embankment along the north side of Center Street will be transformed into the Overlook and a series of terraces, to become a defining element of the Town’s identity and experience. It will help to mediate the significant grades within the Downtown core and connect, both visually and physically, uphill uses along Center Street to the Rail Yard Plaza below. Through a series of stepped and planted terraces, crisscrossed by sloping ramps, the terraced embankment will engage the Rail Yard Plaza and provide additional space for seating, supporting a range of events hosted within the Plaza space as well as passive recreation. The Overlook and embankment will also incorporate a “learning landscape” of native plantings and innovative stormwater management techniques where ecology, educational opportunities, and public amenities co-exist.



Proposed Section Cut



Existing Street Section - Center Street (Looking East)



Proposed Street Section - Center Street (Looking East)

The above graphics are provided for illustrative purposes only and are not intended to represent a specific development proposal.

4.4 FOCUS AREA PLANS

PRECEDENT IMAGES



Precedent images are provided for illustrative purposes only and are not intended to suggest a specific, proposed design.

4.4 FOCUS AREA PLANS

FOCUS AREA 4: BECK PROPERTY REDEVELOPMENT

The existing Beck property consists of 35.7 acres of farmland currently being considered for mixed-use development. As a large, undeveloped site situated adjacent to Mount Airy’s Downtown core, the Beck property presents an opportunity to create a presence along MD-27, through the extension of Center Street. With this new, direct connection to Main Street, Mount Airy would have the unique opportunity to establish its identity and announce events at this new entry point into Town.

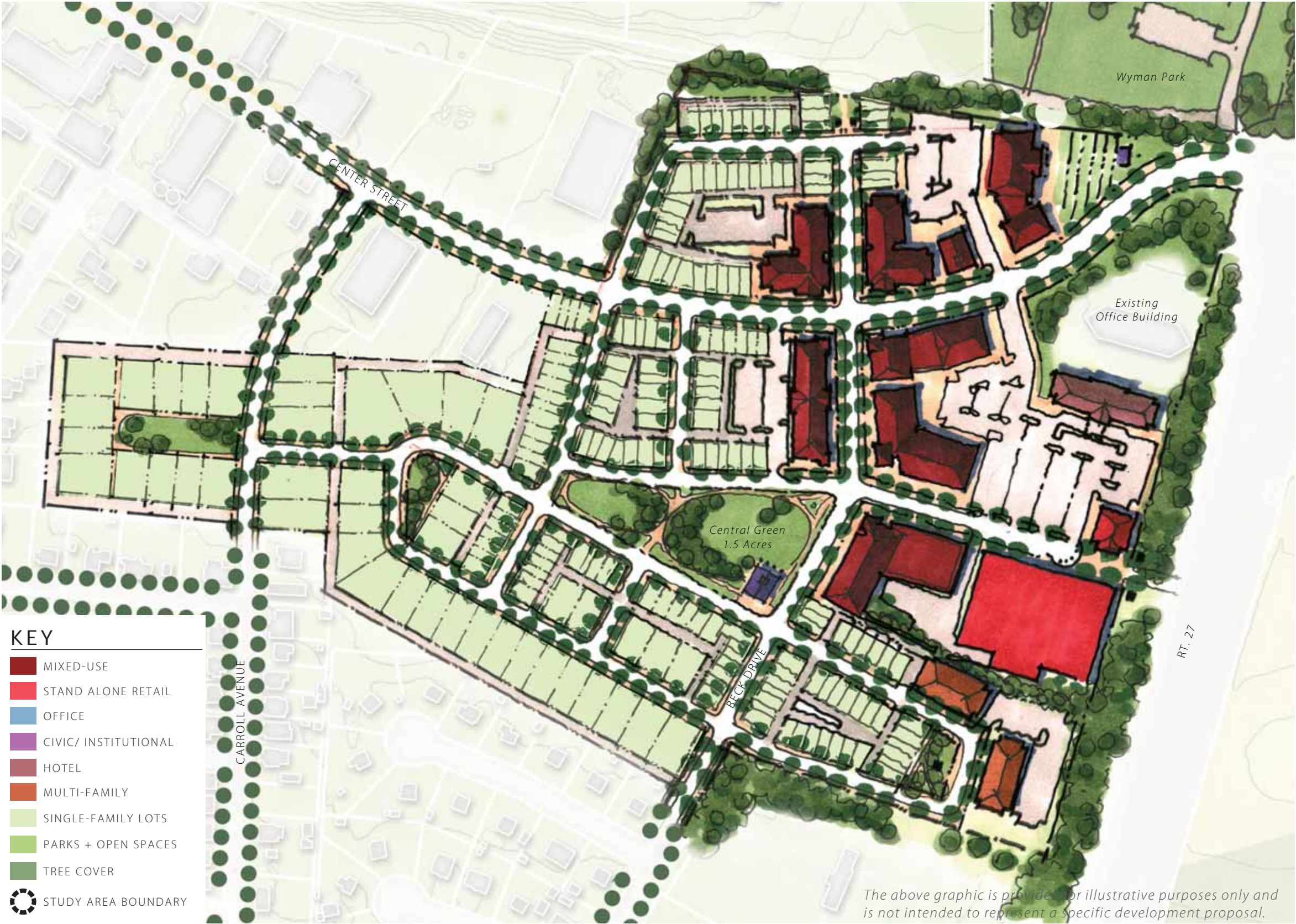
The Beck Property can become a mixed-use, walkable center, distinct from, but respectful of Downtown, providing a location for larger commercial uses that cannot be accommodated within the smaller area of the Downtown core and require higher visibility to more vehicles.

The development site also presents the opportunity to expand the residential offerings of Mount Airy, providing a variety of residential types and better supporting, through additional households, the existing and proposed commercial uses throughout the study area.

Additional, appropriately-scaled open spaces are proposed throughout the plan to serve current and future residents, while expanding the opportunity to connect to the Rail Trail and the larger trail network (see Section 4.2, page 54 for more information).

The proposed illustrative plan takes into consideration the market study and suggests the following uses and programmatic ranges:

- » Single-Family Detached: 40 - 50 du
- » Single-Family Attached: 100 -150 du
- » Multi-Family: 150 - 200 du
- Residential Total: 190 - 400 du**
- » Retail/Office: 80,000 -100,000 sf
- » Grocery: 40,000 - 65w,000 sf
- » Civic: 6,000 - 10,000 sf
- » Hotel: 80 - 150 keys



Detailed Illustrative Plan - Proposed Beck Property Redevelopment

4.4 FOCUS AREA PLANS



The above graphic is provided for illustrative purposes only and is not intended to represent a specific development proposal.

Proposed Aerial Rendering (Looking West) - Proposed Beck Property Redevelopment

4.4 FOCUS AREA PLANS

FOCUS AREA 4: BECK PROPERTY REDEVELOPMENT

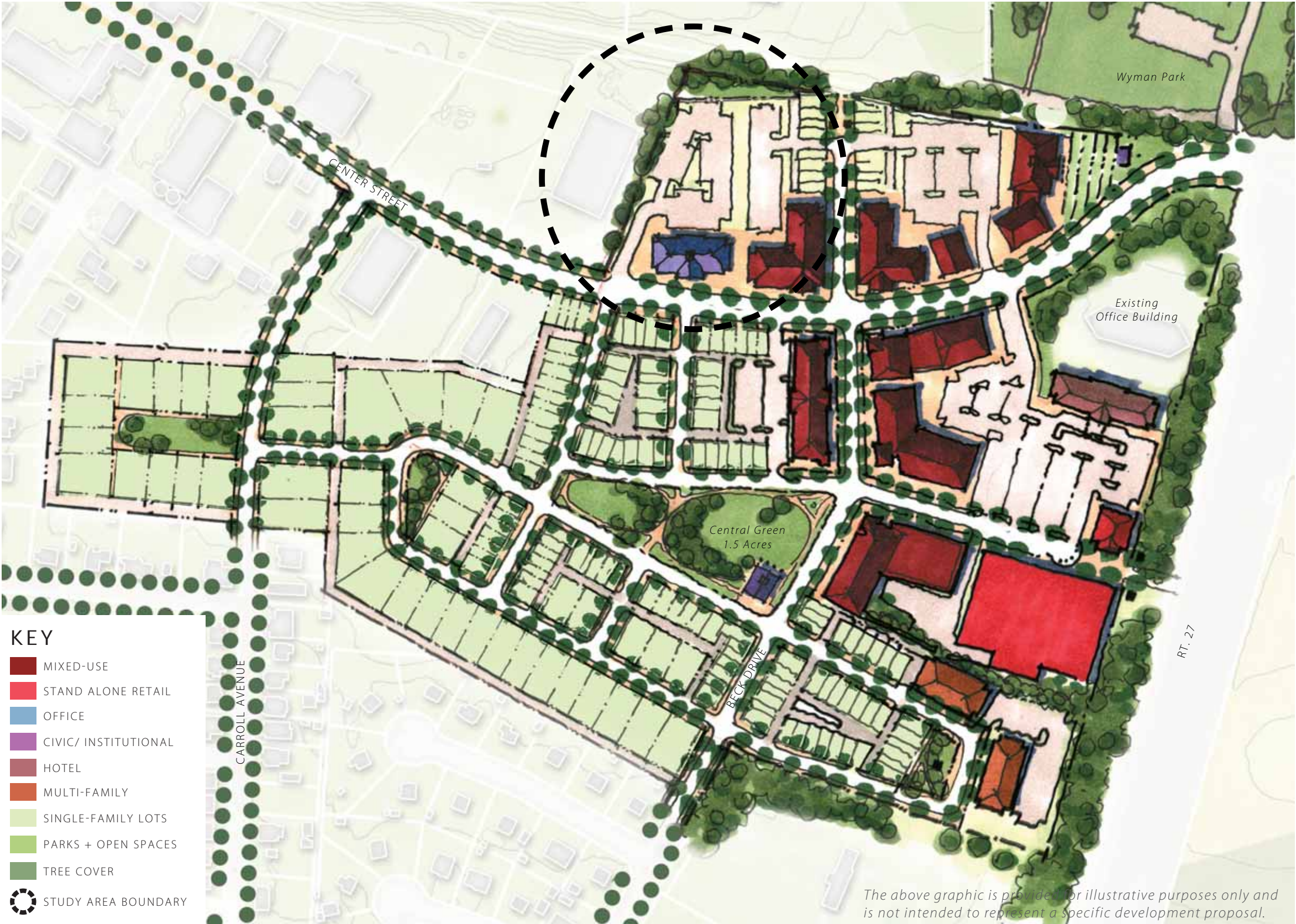
Police Station Relocation

The Mount Airy Police Department is currently located along Center Street in a new office building that provides 3,600 square feet of leased space. Long-term, the facility is not large enough to support the department’s needs and growth. As a result, options were studied for relocation.

The redevelopment of the Beck property provides the opportunity to strategically locate the police department near Mount Airy’s Downtown and the flexibility to design the site and building to meet the needs of the department and Town. Primary site and building requirements include:

- » A central and highly-visible location with ready access to service areas, major streets, and trails
- » A 1-2 acre site to accommodate a 6,000-10,000sf building and parking, to be based on a needs assessment for a 15-25 year occupancy
- » On-lot staff and visitor parking as well as a secured impound area
- » Separate public and detainee entries
- » A training room available for community functions

The illustrative plan indicates a potential location for the Police Station as part of the Beck property redevelopment. Opportunities for the Police Station parcel to fulfill some of the Open Space requirements should be investigated. Located along Center Avenue with convenient access to Downtown Mount Airy, MD-27, and recreational amenities such as Wyman Park and the Rail Trail, the new Police Station location is well positioned to serve the Town.



Detailed Illustrative Plan - Proposed Beck Property Redevelopment and Potential Police Station Relocation



Police Station Precedents

Two precedents were studied for the new Mount Airy Police Station, the Thurmont Police Station and the Perryville Police Station. Both are comparable in size (relative to projected growth) and offer a range of program elements that the Mount Airy Police Department needs analysis should consider.



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5.0 IMPLEMENTATION

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5.1 IMPLEMENTATION MAP

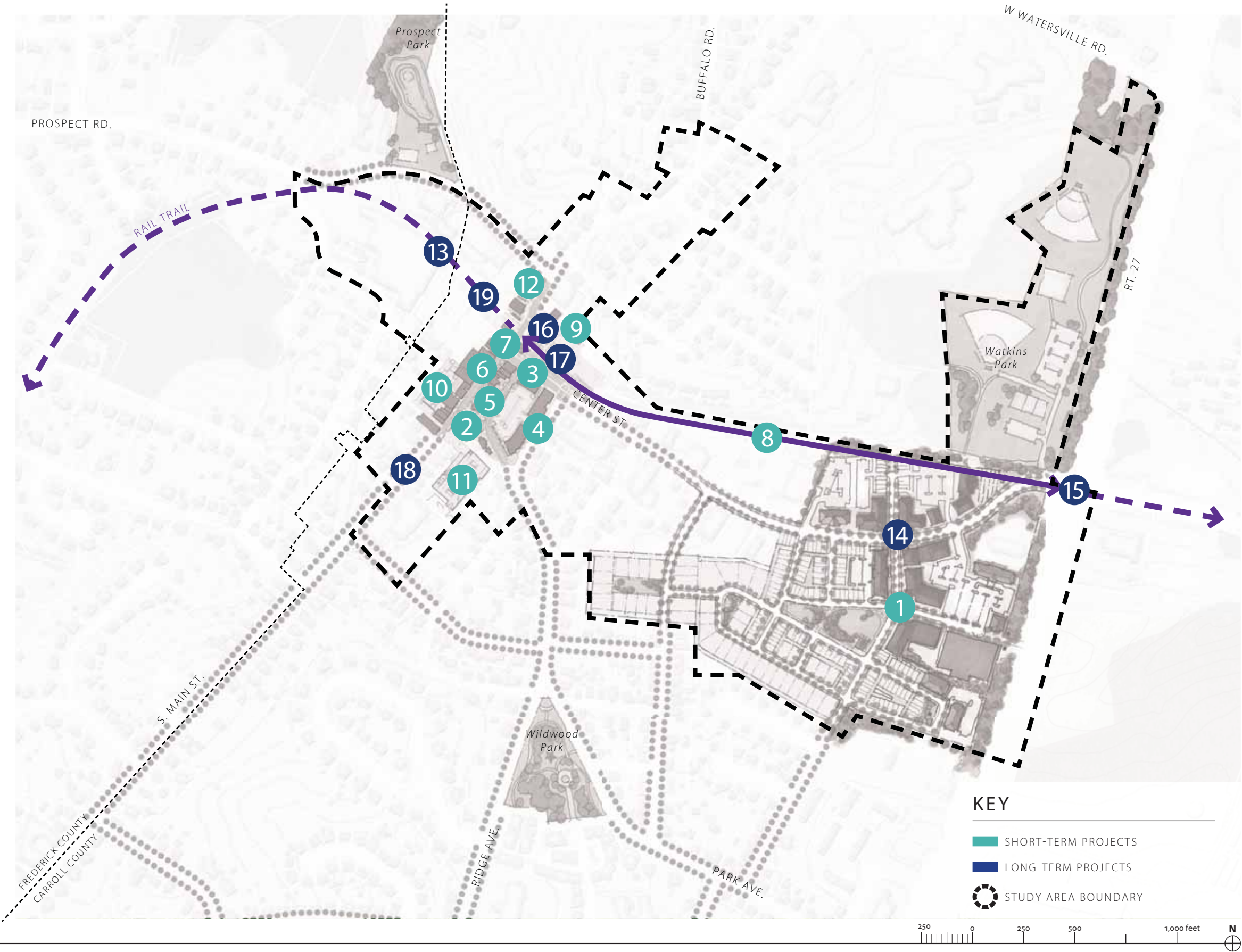
The Implementation Plan describes a strategic approach to realizing the long-term vision for the Downtown Mount Airy Vision Plan, as described in this plan document. The Implementation Map locates specific areas of focus and coordinates with the Action Matrix on the following pages.

The Action Matrix that follows identifies prioritized actions for the Town.

Improvements will be made as resources become available. Generally, Short-Term actions are targeted for a 0-5 year timeframe and Long-Term actions are targeted beyond 5 years.

The recommendations in this plan and the projects that follow directly support the primary goals of the Downtown Mount Airy Vision Plan:

- 1. Maximize the commercial viability of the Main Street core;
- 2. Evaluate re-use or redevelopment of portions of the study area, as a way to reconcile safety and circulation concerns;
- 3. Maximize Center Street’s potential as the eastern portal into Downtown; and
- 4. Examine parking opportunities within Downtown.



5.2 ACTION MATRIX

SHORT-TERM PROJECTS (To Be Completed Within 0-5 Years)			
ACTION NO. (See Implementation Map)	ACTION	DESCRIPTION	REFERENCE
1	Revisions to Existing Zoning	<p>Revise existing zoning districts to support the envisioned future land uses identified. Consider the following changes to the existing zoning code:</p> <p>(1) Downtown Zone (DTZ): The Downtown Zone is intended to promote preservation and appreciation of the historic town center, to strengthen the local economy and to enhance and preserve an atmosphere of small-town charm while combining business and residential uses. The Downtown Zone is intended to allow for a mix of uses compatible in a walkable, urban setting. Elderly Housing (Multi-Family) is currently prohibited under the existing zoning. Elderly Housing (Multi-Family) should be permitted in an effort to maximize residential development opportunity within the Downtown core and provide convenient access to a wide-range of amenities and services for aging populations. Additionally, the Downtown Zone should allow for Non-Resident Professional Office to expand the opportunities for businesses in the Downtown core.</p> <p>(2) Community Commercial (CC): The CC District is intended to provide areas for shopping, service, office, and entertainment establishments to service the needs of the entire community and the surrounding area. As currently defined, the uses permitted in this District should be of such character as to provide for comparative shopping needs, service and repair needs, specialized commercial activities and those establishments which cater primarily to the motoring public. The location of such areas should be such that stores and commercial activities can be grouped together in an attractive and convenient manner at locations that will not infringe on residential areas. It is also essential that areas for this District have excellent vehicular access to major thoroughfares that service the community and surrounding area. Mixed-Use, Apartments, and Elderly Housing (Multi-Family) are currently allowed by Special Exception only and should be Permitted to promote the envisioned mixed-use development and residential housing options within Community Commercial District and remove the concern that proposals will not be approved as Special Exceptions. Non-Resident Professional Office and General Office are Prohibited and should be Permitted to create a wide-range of uses and services and expand opportunities for businesses within the Community Commercial District.</p> <p>(3) Medium Density Residential (R3): The minimum lot size should be revised to 5,000sf. To note, this recommendation affects only the southern portion of the Beck property. Alternatively, consider rezoning the Medium Density Residential (R3) to Medium Density Residential (R5) to accommodate smaller single-family detached and/or single-family attached (townhouse) lots.</p> <p>(4) Open Space Alternative Compliance: Consider allowing alternative compliance to meet the open space requirement within development projects that include a mix of uses (e.g., Developer to provide a site for a new police station in lieu of providing a portion of the open space requirement). For proper town-scaled development, open space should equate to approximately 5-8% of the developable land area and provide a variety of appropriately-scaled open spaces.</p>	<p>See Section 2.2 Existing Conditions, page 32-33 for existing zoning information</p> <p>See Section 4.3 Framework Plans, page 49 for proposed land use recommendations</p> <p>See Section 4.2 Guiding Principles, page 47</p>
2	Developer Request for Proposals - Flat Iron Building	Draft and release a Request for Proposal (RFP) to redevelop the Flat Iron Building site as a new, mixed-use building. The RFP should include the Town of Mount Airy’s agreement to provide investment for demolition, vertical circulation, and S. Main Street streetscape improvements. The Town should explore whether the RFP should include the donation, sale, or long-term lease of the property from the Town to the Developer as well as other conditions (e.g, length of ownership; minimum SF, etc.).	See Section 4.4 Focus Area Plans, pages 72-73
3	Center Street Streetscape Improvements (Main Street to Cross Street)	Install new sidewalks, curb ramps, and pedestrian crossings with high-visibility crosswalks along Center Street between Main Street and Cross Street. Include street lights, signage, and a planted Tree Zone where appropriate. On-street parallel parking should be located on either side where feasible (removing the diagonal parking adjacent to the Rail Yard). At the intersection of Center and Main, on the westbound side, include both a right-turn and left-turn lane. Coordinate with property owners for any portions of these improvements that occur on private property.	See Section 4.4 Focus Area Plans, pages 74-79

5.2 ACTION MATRIX

SHORT-TERM PROJECTS Continued (To Be Completed Within 0-5 Years)			
ACTION NO. (See Implementation Map)	ACTION	DESCRIPTION	REFERENCE
4	Reroute Park Avenue to Cross Street and Provide Improvements	Install new sidewalks, curb ramps, and pedestrian crossings with high-visibility crosswalks along Cross Street between Park Avenue and Center Street. Include street lights, signage, and a planted Tree Zone where feasible. On-street parking should be maintained on the south-bound lane and striped along the north-bound lane. All curb radii and grading at Cross Street and Center Street should accommodate fire truck turning movements.	See Section 4.4 Focus Area Plans, pages 72-73
5	Disconnect Park Avenue to Main Street (Veterans Way to Main Street)	Disconnect Park Avenue to Main Street, from Veterans Way to Main Street, and dedicate the land to the redevelopment of the Flat Iron Building (see Action Item 2). Maintain Park Avenue as a public right-of-way to Veterans Way to provide continued access to businesses and residences.	See Section 4.4 Focus Area Plans, pages 72-73
6	Main Street Streetscape Improvements (Between Hood Street and Prospect Road)	Along Main Street, between Hood Street and Prospect Road, improve the streetscape by adding new sidewalks, curb extensions, curb ramps, and pedestrian crossings with high-visibility crosswalks, where they are lacking. Include street lights, signage, and a planted Tree Zone where appropriate. Gateway signage should be incorporated at Hood Street, Prospect Road, and at the intersection of Center Street and Park Avenue to establish a sense of arrival to the historic core.	See Section 4.4 Focus Area Plans, pages 64-71
7	Main Street Utilities Improvements (Between Hood Street and Prospect Road)	Prior to implementing the streetscape improvements for Main Street between Hood Street and Prospect Road, revisit studies investigating relocating (behind Main Street buildings) or burying the above-grade utility lines on Main Street in collaboration with Maryland State Highway Administration. If deemed feasible, coordinate the streetscape and utility improvements to limit the duration of impact on Main Street businesses. Phase improvements to allow alternative access via Center Street throughout construction. Prioritize first phase of construction from Hood Street to Center Street.	See Section 4.4 Focus Area Plans, page 68; See Section 5.2 Utility Relocation and Connection Costs, page 91
8	Trail Enhancements	Establish a graphic identity for the Rail Trail in an effort to brand the amenity both locally and regionally. Create a logo and color palette to be incorporated into signage at key entrances and along the trail. Signage should include identification markers, information kiosks, and rules and etiquette signs located at primary entrances. Directional signage identifying key trail destinations should be located along the trail. Directional signage identifying Town amenities should be located at major street crossings or other appropriate points. Special feature signage should be provided to identify scenic and historic sites of interest along the trail. Mile markers should also be incorporated. Require future Mixed-Use developments (e.g. the Beck Property) to provide ped/bike access to the trail. Coordinate efforts with the Mount Airy Rails to Trails non-profit.	See Section 4.3 Framework Plans, page 59
9	Rail Yard Parking Improvements	Upgrade the surface parking located along the southern side of the Train Station with additional amenity space. Reorganize the existing parking to incorporate a turn-around and additional head-in parking for retail tenants. Upgrades should be coordinated with planning of the Rail Trail to create a strong and viable connection through the Rail Yard Plaza.	See Section 4.4 Focus Area Plans, pages 69-71; See Section 4.4 Focus Area Plans, pages 74-79
10	Consolidate and Maximize Surface Parking	Consolidate and maximize surface parking throughout the Downtown core. Town of Mount Airy should work with private property owners, targeting locations such as the surface parking lot that exists at Hood Street and Main Street, the surface parking along Hotel Street between Hood Street and Baker Street, and the surface parking lots that flank Prospect Road at the intersection of Main Street. Explore mutually beneficial arrangements such as potentially offer repaving and striping with the requirement that parking access to the lot is not restricted (for a certain number of years).	See Section 4.4 Focus Area Plans, pages 69-71
11	Incentivize Structured Parking	While structured parking may not be cost effective in the short (or long) term, incentivize structured parking throughout the historic core behind Main Street buildings by removing barriers. Encourage shared parking agreements and reduce or remove minimum parking requirements to allow owners of private lots, who often serve customers within a specific timeframe, to open their parking to the public. Explore creating a TIF District to help finance structured parking garages.	See Section 4.4 Focus Area Plans, pages 74-79
12	Provide Gas Line to Bank Building	Provide a gas line connection to the Bank Building to maximize opportunity for commercial and retail tenants and adaptive reuse of this contributing Main Street building.	See Section 4.4 Focus Area Plans, page 68; See Section 5.2 Utility Relocation and Connection Costs, page 91

5.2 ACTION MATRIX

LONG-TERM PROJECTS (To Be Completed in 5+ Years)			
ACTION NO. (See Implementation Map)	ACTION	DESCRIPTION	REFERENCE
13	Trail Extension (West)	Upgrade the Rail Trail west of Main Street along the Cold Storage Redevelopment site to Hill Street. Upgrades and standards should be coordinated with planning and construction of the Rail Trail segment that extends from Main Street to Watkins Park. Consider signage at the primary entrances to and along the trail.	See Section 4.3 Framework Plans, page 59 and Action Item 8 above
14	Connect Center Street to MD-27	Concurrent with and via development of the Beck Property, extend Center Street from its current terminus, east through the Beck Property, to MD-27. Coordinate the street section with the improvements to Center Street between Main and Cross streets. Install new sidewalks, curb ramps, and pedestrian crossings with high-visibility crosswalks along Center Street. Include street lights, signage, and a planted Tree Zone where appropriate. On-street parking should be provided along both sides of the street, where feasible. For the portion of Center Street between Cross Street and the western boundary of the Beck Property, the Town should undertake coordinated streetscape improvements (as noted above) concurrent with the extension of Center street to MD-27, so as to complete the streetscape for the full length of Center Street.	See Section 4.3 Framework Plans, pages 80-83 and Action Item 3 above
15	Incorporate an Intersection and Traffic Signal at Center Street and MD-27	As warranted by a traffic study (concurrent with and via development of the Beck Property), incorporate a four-way intersection and traffic signal at Center Street and MD-27. Provide a dedicated left-turn lane, north and south-bound along MD-27 and east and west-bound along Center Street. Install new sidewalks and curb ramps at the western corners of the intersection. Provide pedestrian crossings with high-visibility crosswalks along all four sides and time signals appropriately to allow adequate pedestrian crossing time.	See Section 4.3 Framework Plans, pages 80-83
16	Rail Yard Plaza	Rail Yard Plaza will be the primary hub and gateway for the Town of Mount Airy, activated by various retail, restaurant, and shop frontage and providing opportunities for residents and visitors to congregate. Raised planters, seating, decorative paving, sculptural elements, and a flexible event lawn should be designed and integrated to add interest and identity to this space.	See Section 4.4 Focus Area Plans, pages 74-79
17	Enhance Center Street Embankment	Concurrent with Action Item 13 above, remove the overgrown landscape along the northern side of Center Street and provide ADA compliant access from Center Street to the Rail Yard. The creation of the Center Street Terrace on the enhanced embankment will be a defining element of the Town’s identity and experience, mediating significant grades within the Downtown core and connecting uphill amenities along Center Street to the heart of Mount Airy. Through a series of stepped and landscaped terraces, ramps, and steps, the Center Street Terrace will incorporate a “learning landscape” of native plantings and stormwater management techniques where ecology, educational opportunities, and public amenity co-exist.	See Section 4.4 Focus Area Plans, pages 78-79
18	Consider Converting Main Street from State Highway to Town Control	Work with the State Highway Administration to explore advantages and disadvantages associated with the Town owning and maintaining Main Street.	See Section 4.4 Focus Area Plans, page 68

5.2 ACTION MATRIX

LONG-TERM PROJECTS Continued (To Be Completed Within 5-20 Years)			
ACTION NO. (See Implementation Map)	ACTION	DESCRIPTION	REFERENCE
19	Consider Street Connection to Cold Storage Site from Main Street to Hill Street	Consider a new street connection to the Cold Storage site from Main Street to Hill Street.	See Section 4.4 Focus Area Plans, pages 74-79

UTILITY RELOCATION AND CONNECTIONS COSTS	
MAIN STREET OVERHEAD UTILITY RELOCATION (See Implementation Map for Location)	NEW GAS LINE CONNECTION TO BANK BUILDING (See Implementation Map for Location)
<p>Prior to implementing the recommended streetscape improvements for Main Street between Hood Street and Prospect Road, overhead voltage lines, feeder lines and communication lines should be relocated behind Main Street buildings or buried along Main Street in collaboration with Maryland Department of Transportation State Highway Administration.</p> <ul style="list-style-type: none">Utility relocation costs = \$426/ft. Estimated \$1.20 millionUtility undergrounding costs = \$426/ft. Estimated \$2.71 million + cost to connect each property to underground conduit: \$500-\$2,000 per building	<p>Additionally, The Town of Mount Airy would provide a gas line connection to the Bank Building on Main Street to maximize opportunity for commercial and retail tenants and adaptive reuse of the building at a cost of approximately \$2,000.</p>