



MT. AIRY DOWNTOWN MASTER PLAN

PUBLIC WORKSHOP

JUNE 19, 2018



Your Home. Your Future.

Design
Collective

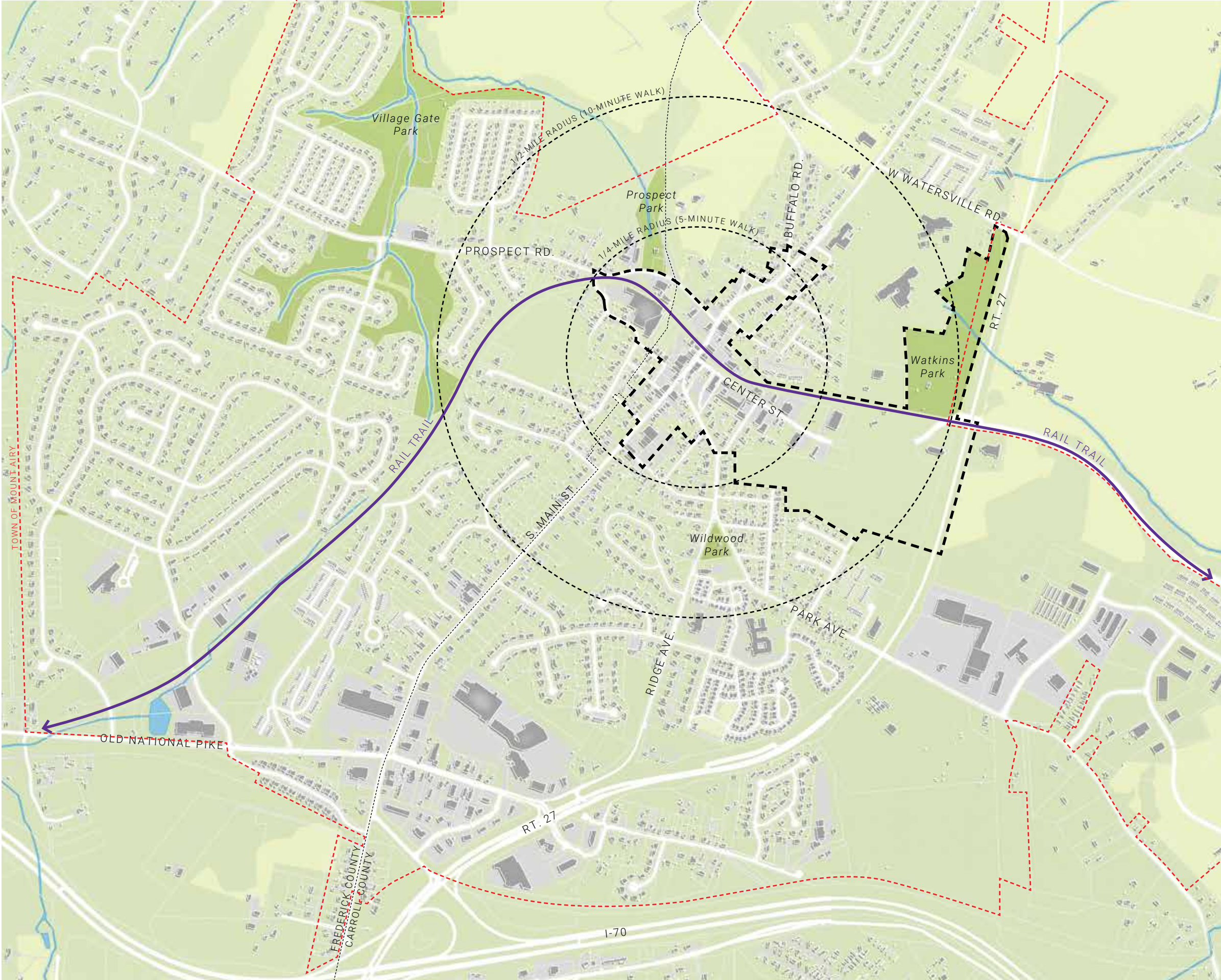
DUGGAL
REAL ESTATE ADVISORS

Sabra, Wang & Associates, Inc.
Engineers • Planners • Analysts

EXISTING CONDITIONS

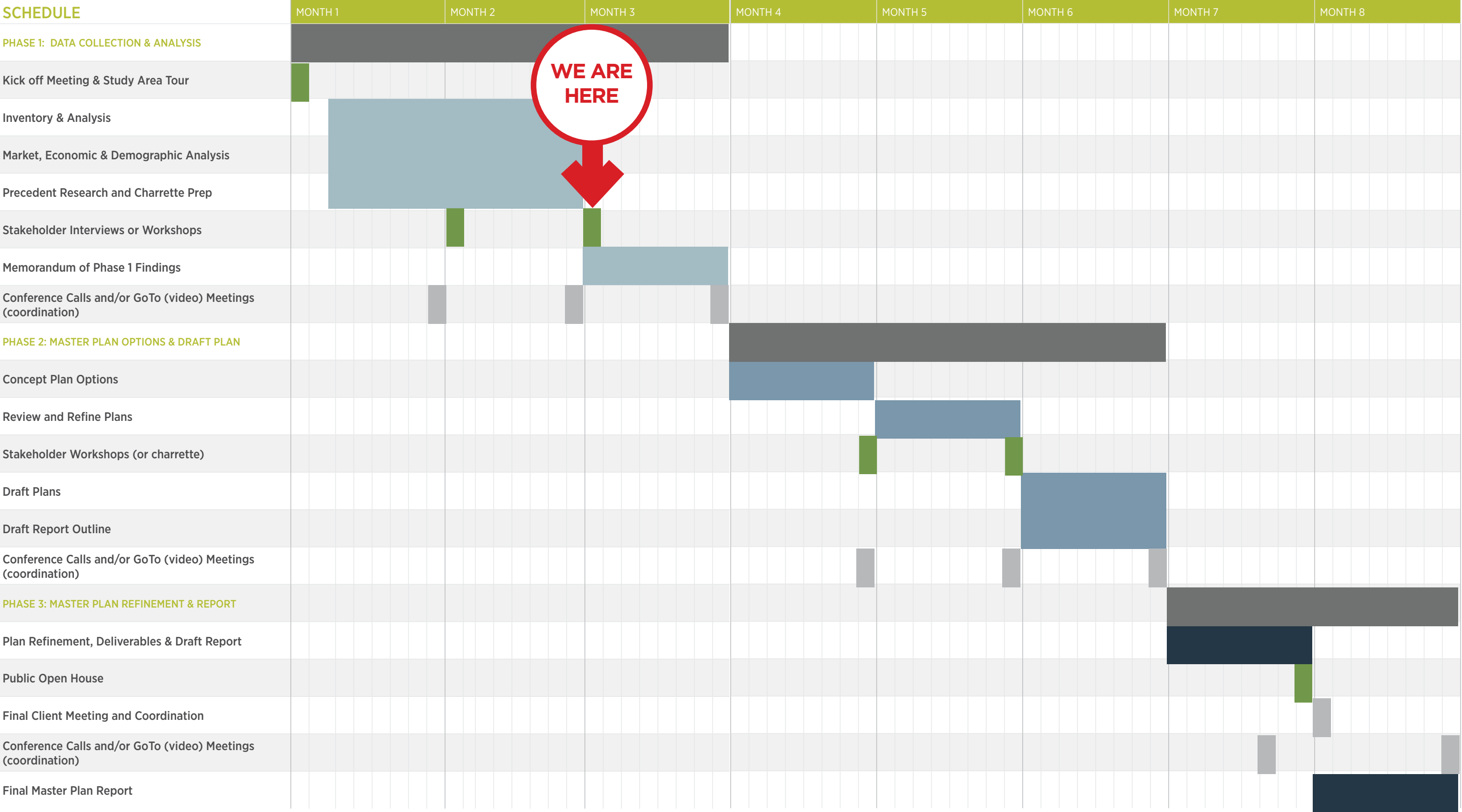
ILLUSTRATIVE PLAN

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



KEY

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



Public Engagement

Client Coordination

AGENDA

- Timeframe: 6:00pm-8:30pm
- Sign-In: 6:00pm-6:15pm
- Presentation: 6:15pm-6:45pm
- Table Discussions: 6:45pm-7:30pm
- Report Out: 7:30pm-8:00pm
- Next Steps: 8:00pm-8:30pm



- » Understand Constraints and Opportunities
- » Outline Goals and Objectives
- » Begin to Identify a Broad Vision for the Area



A group of people are gathered around a large table, working on a large-scale map or planning document. The map is covered with various images, including photographs of buildings and landscapes, and handwritten notes. One person is pointing at a specific area on the map, while others are looking on. The overall scene suggests a collaborative planning or design process.

EXISTING CONDITIONS & ANALYSIS

Planning

EXISTING CONDITIONS

FIGURE GROUND

- » Smaller, inline retail located along Main Street
- » Larger, retail footprints exist along Route 27 and near I-70
- » Small lot residential organized on organic, gridded streets and blocks surrounding core
- » Patterns of suburban, residential development are evident primarily west of the rail trail and southeast of the study area, near Route 27



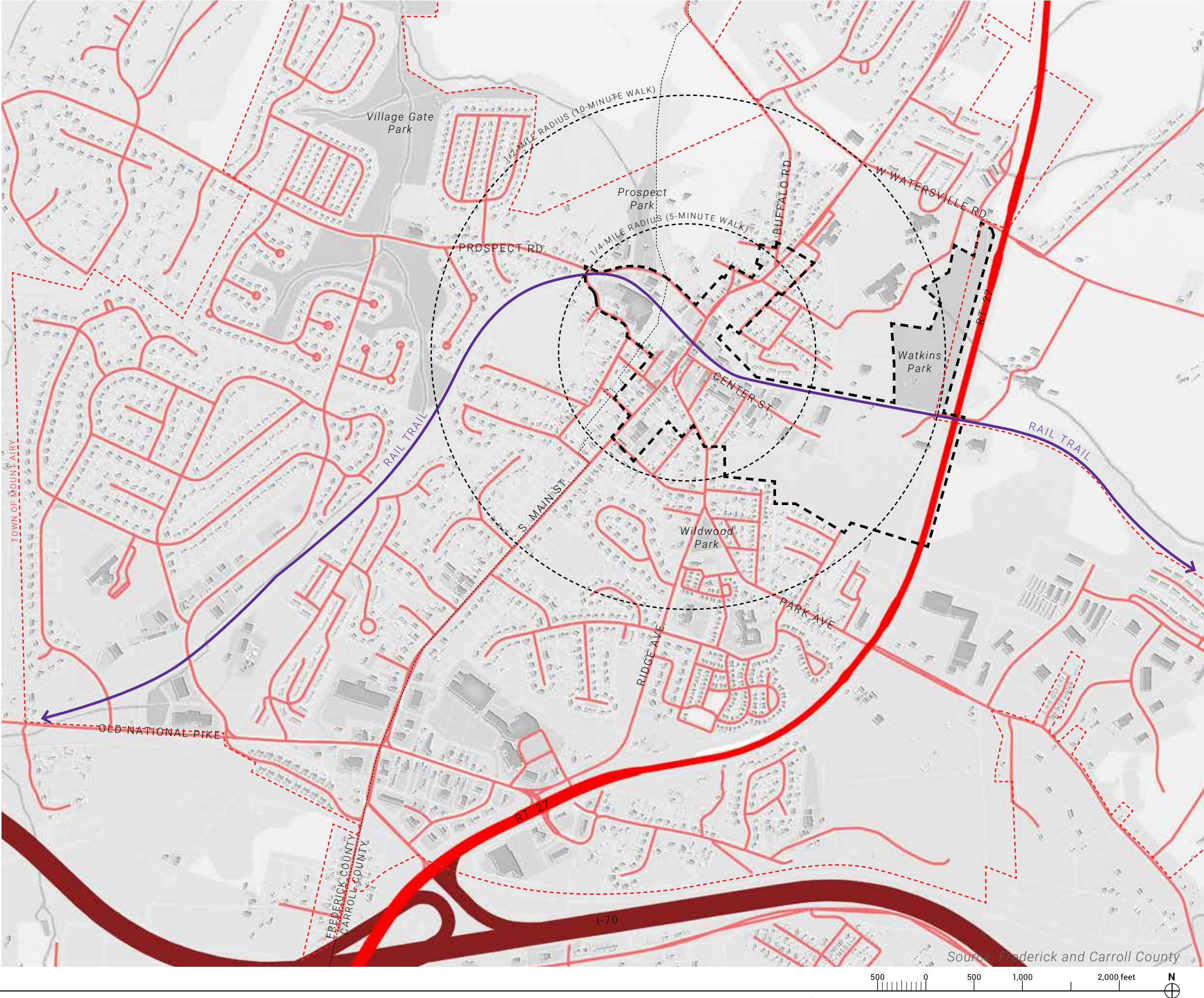
KEY

 STUDY AREA BOUNDARY

EXISTING CONDITIONS

STREET NETWORK

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



KEY

- INTERSTATE
- MAJOR COLLECTOR
- LOCAL
- STUDY AREA BOUNDARY

EXISTING CONDITIONS

STREET NETWORK

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

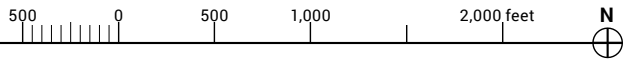
KEY



STUDY AREA BOUNDARY



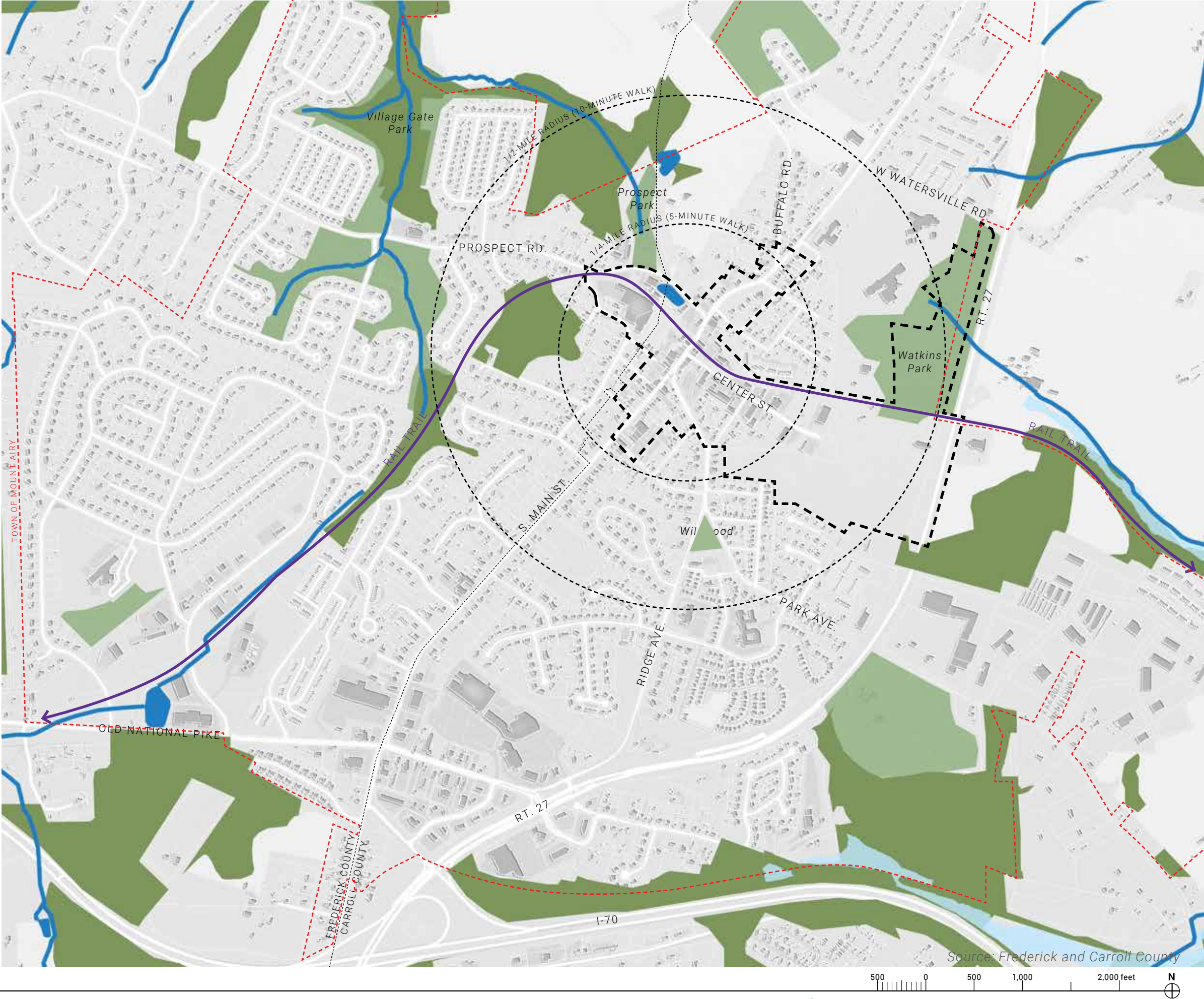
Source: Frederick and Carroll County



EXISTING CONDITIONS

NATURAL FEATURES

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



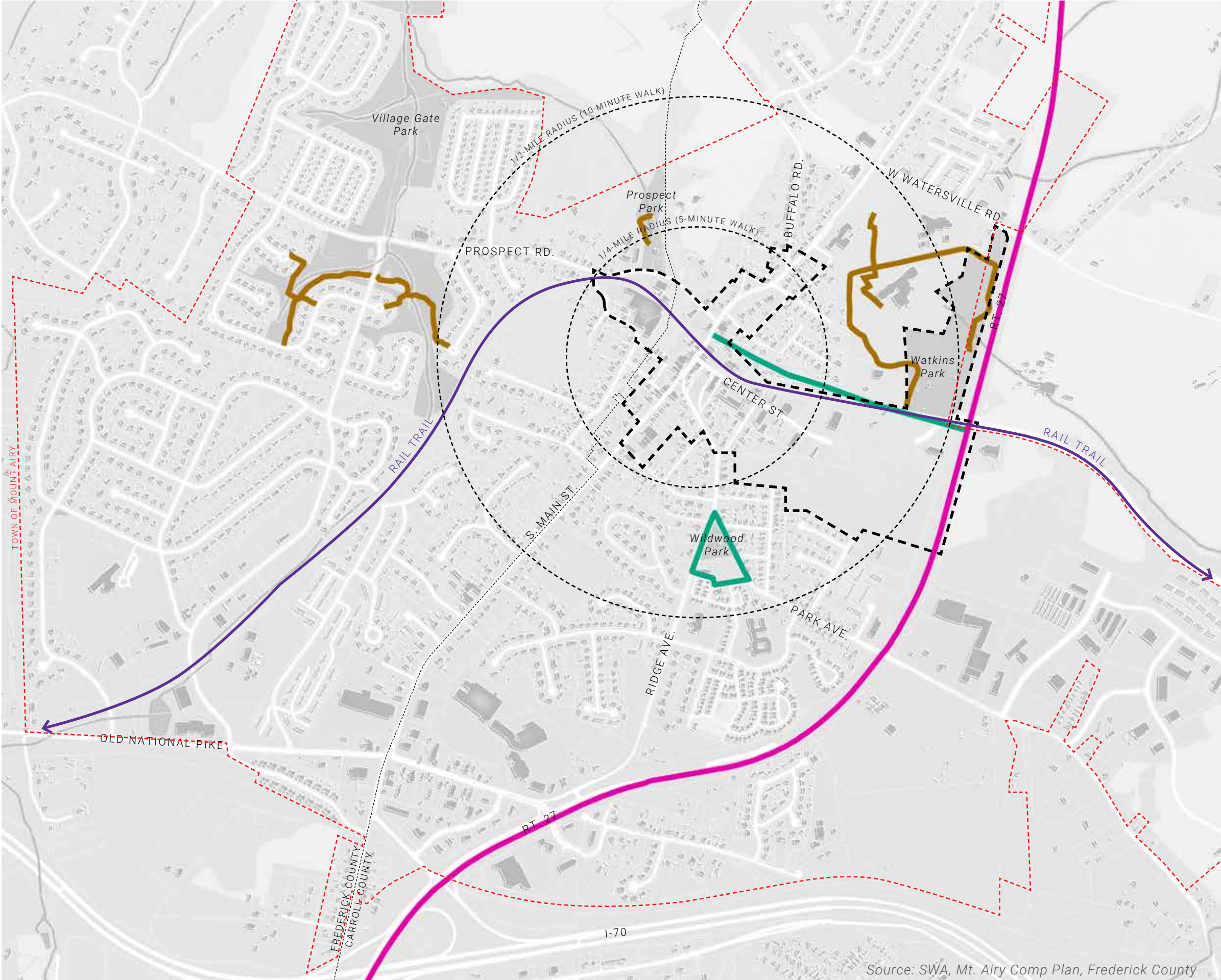
KEY

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

EXISTING CONDITIONS

PEDESTRIAN + BICYCLE FACILITIES

» While portions are built, more of the planned paths and trails are needed to create a connected network



KEY

MDOT DESIGNATED STATE BIKEWAY

EXISTING TRAIL

EXISTING SHARED USE PATH

STUDY AREA BOUNDARY

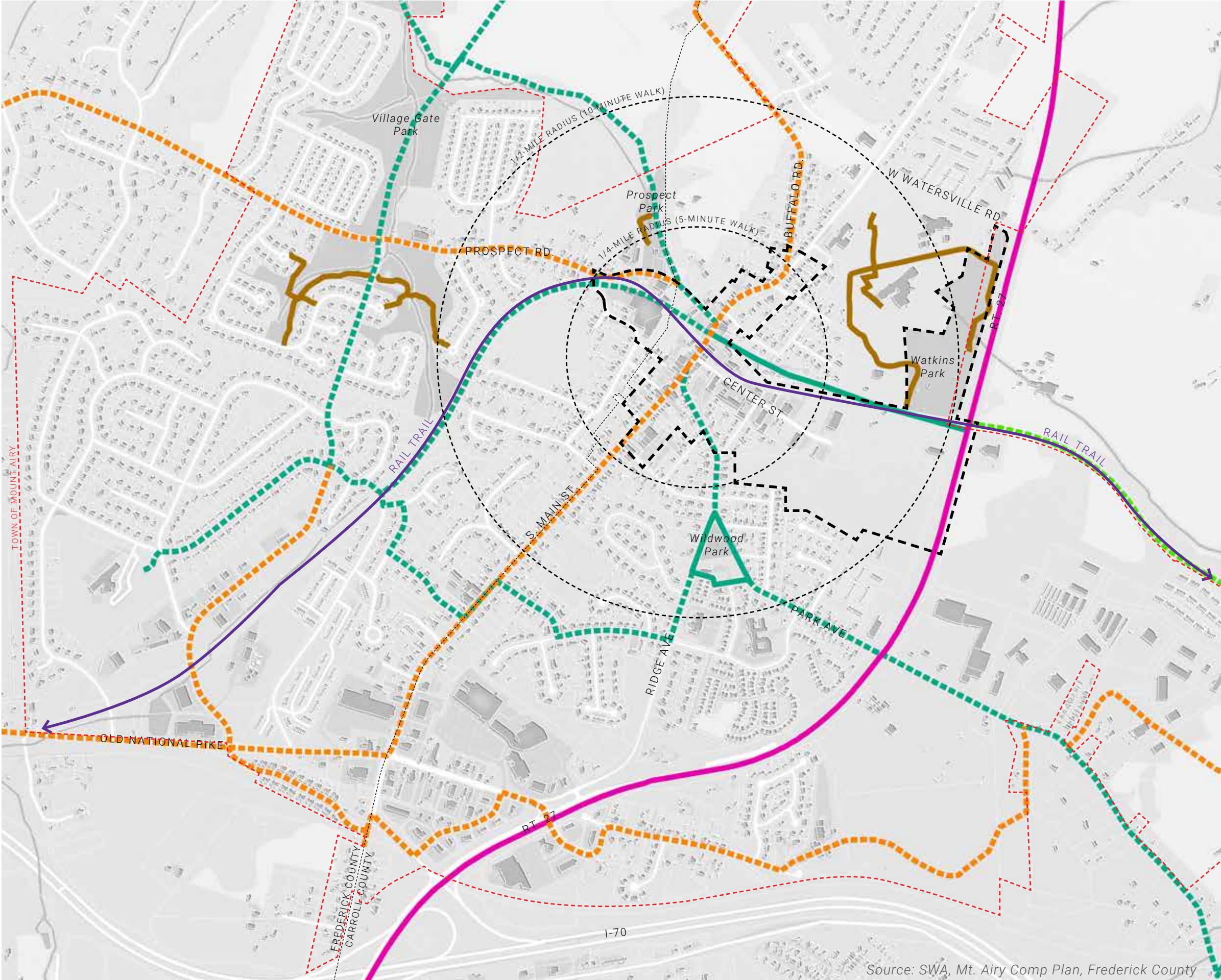
EXISTING CONDITIONS

PEDESTRIAN + BICYCLE FACILITIES (FROM MD-27 STUDY)

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

KEY

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



Source: SWA, Mt. Airy Comp Plan, Frederick County

EXISTING CONDITIONS

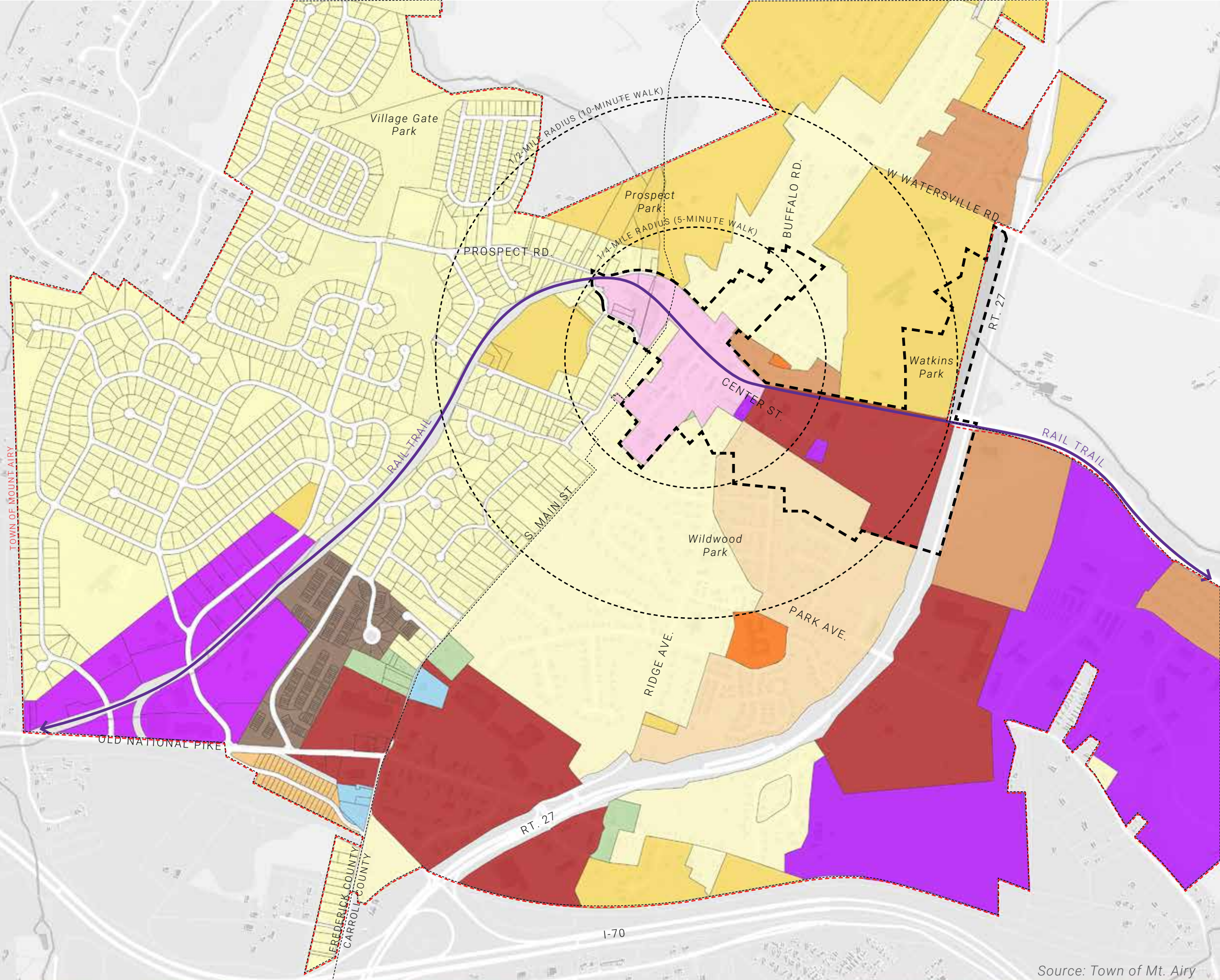
ZONING

Primary zoning designations within the study boundary are:

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

KEY

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



Source: Town of Mt. Airy

EXISTING CONDITIONS

ZONING PROVISIONS

KEY

✓

 PERMITTED

✗

 PROHIBITTED

S

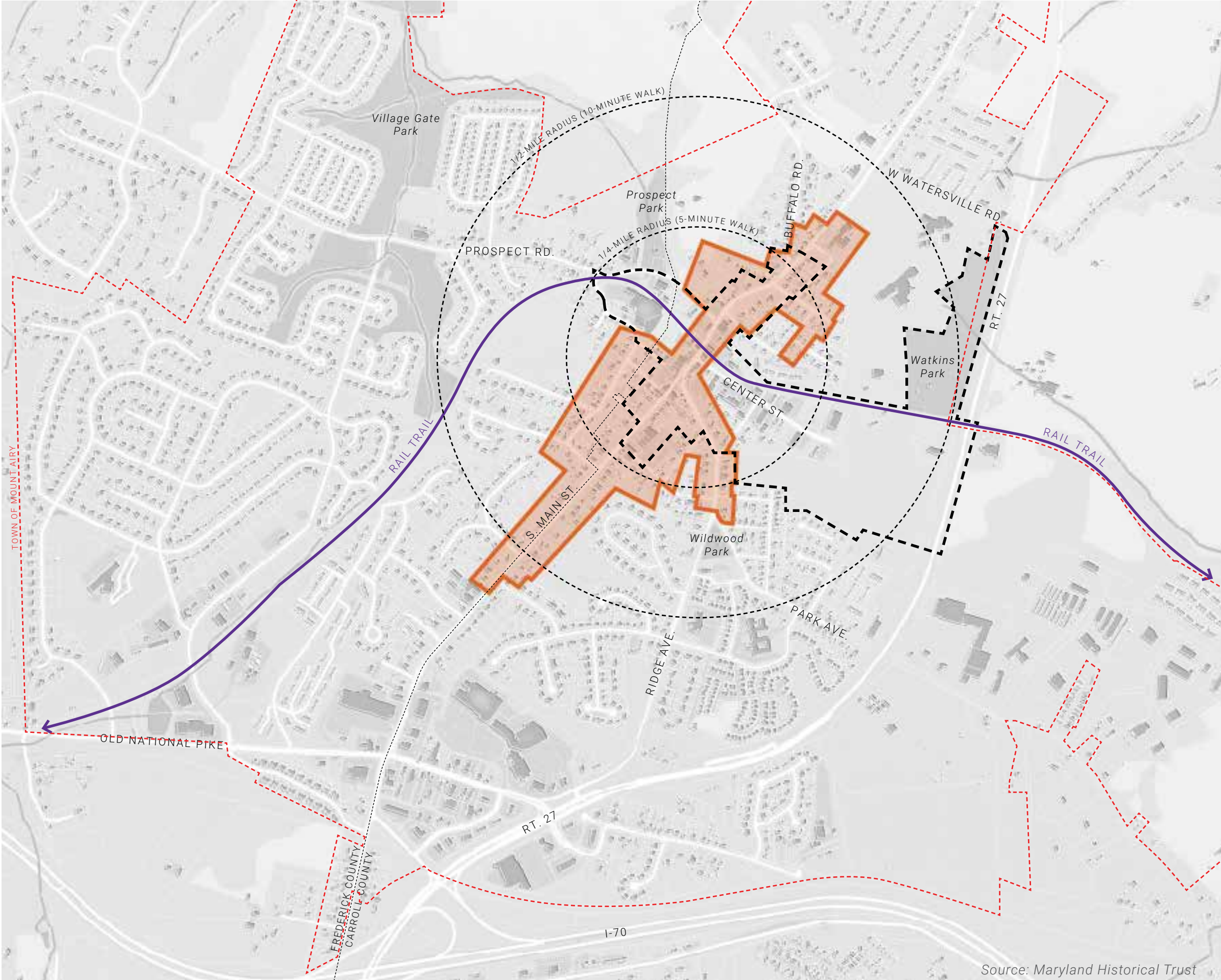
 SPECIAL EXCEPTION

		USES														*NOTES
		SINGLE-FAMILY	SINGLE-FAMILY	APARTMENTS	ELDERLY HOUSING (SINGLE-FAMILY)	ELDERLY HOUSING (MULTI-FAMILY)	ASSISTED LIVING	HOTEL	COMMERCIAL/RETAIL	MIXED USE	PROFESSIONAL OFFICE	NONRESIDENT PROFESSIONAL OFFICE	GENERAL OFFICE	SHOPPING CENTER	INDUSTRIAL	
<div></div>	DOWNTOWN ZONE	✗	✓	✓	✗	✗	✗	✓	✓	✓	✓	✗	✓	✗	✗	-----
<div></div>	LIMITED COMMERCIAL	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✗	-----
<div></div>	NEIGHBORHOOD PROFESSIONAL	✓	S*	S*	✗	✗	S	✗	✗	✓	✓	✗	✗	✗	✗	Residential uses more dense than RE or R-2 zoning are special exception
<div></div>	COMMUNITY COMMERCIAL	S*	S*	S*	✗	S	✗	✓	✓	S*	✓	✗	✗	S*	✗	Residential uses, only in conjunction with commercial uses, are special exception; Mixed-Use is special exception in accordance with MXU-CC; Retail and commercial uses in excess of 65,000 square feet (Shopping Center) are special exception
	MXU-CC	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✗	✓	✓	✗	MXU-CC requires one or more of the nonresidential permitted uses with one or more of the residential permitted uses, up to a maximum of 25,000 square feet of floor space per single user, or up to a maximum of 65,000 square feet subject to site plan review and approval
<div></div>	INDUSTRIAL	✗	✗	✗	✗	✗	✗	S	✓*	✗	✓	✗	✓	✗	✓	Retail and commercial uses in excess of 65,000 square feet are permitted
<div></div>	RESIDENTIAL EXISTING	✓	✗	✗	S	✗	✗	✗	✗	✗	S	S	✗	✗	✗	-----
<div></div>	R1- LOW DENSITY RESIDENTIAL	✓	✓	✗	S	✗	✗	✗	✗	✗	S	S	✗	✗	✗	-----
<div></div>	R2- LOW DENSITY RESIDENTIAL	✓	✗	✗	S	✗	✗	✗	✗	✗	S	S	✗	✗	✗	-----
<div></div>	R3- MEDIUM DENSITY RESIDENTIAL	✓	✗	✗	S	S	✗	✗	✗	✗	S	S	✗	✗	✗	-----
<div></div>	R5- MEDIUM DENSITY RESIDENTIAL	✓	✓	✗	S	S	✗	✗	✗	✗	S	S	✗	✗	✗	-----
<div></div>	R7- HIGH DENSITY RESIDENTIAL	✓	✓	✓	S	S	✗	✗	✗	✗	S	S	✗	✗	✗	-----

EXISTING CONDITIONS

HISTORIC DISTRICT

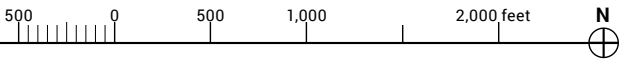
» The National Register Boundary for the Mt. Airy Historic District runs north-south along Main Street, and includes residential and institutional buildings branching off several streets, including Church Street, Park Avenue, and Hill Street.



KEY

- HISTORIC DISTRICT BOUNDARY
- STUDY AREA BOUNDARY

Source: Maryland Historical Trust



EXISTING CONDITIONS

ARCHITECTURAL CHARACTER



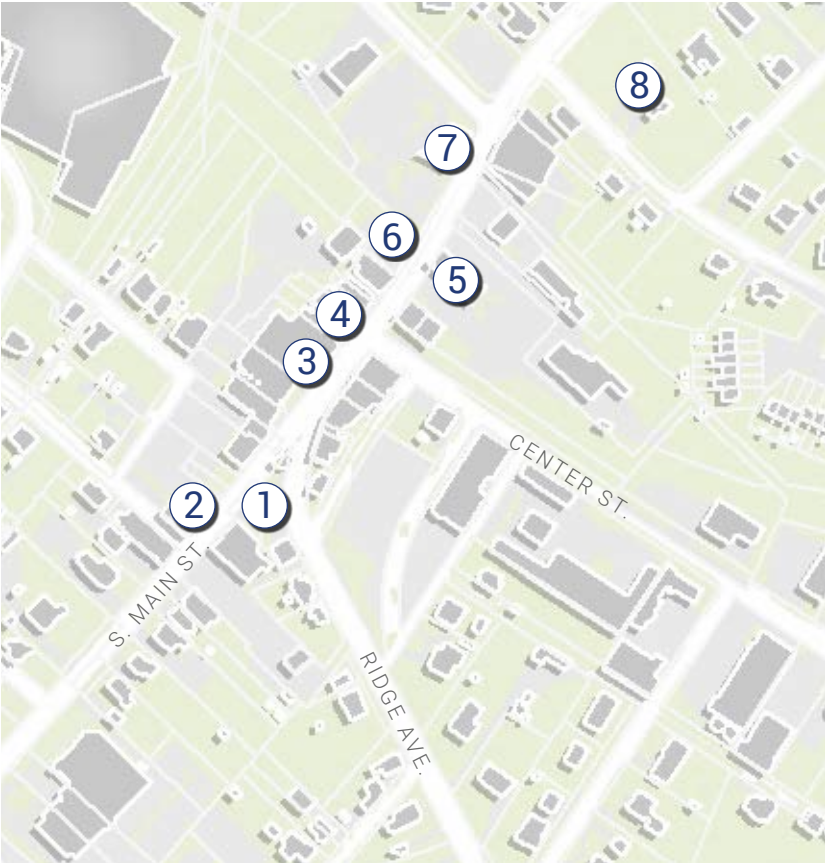
Flat Iron Building



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



Mt. Airy's Town Hall



Example of a typical storefront reconstructed in the early 20th century 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

An aerial photograph of a city street intersection, overlaid with a semi-transparent blue filter. The image shows a multi-lane road with a crosswalk, a sidewalk with pedestrians, and a building on the right. A large, light blue arrow points from the left side of the image towards the center. The text "EXISTING CONDITIONS & ANALYSIS" is centered in white, with "Traffic and Parking" in a smaller, italicized font below it.

EXISTING CONDITIONS & ANALYSIS

Traffic and Parking

EXISTING TRAFFIC CONDITIONS

AVERAGE DAILY TRAFFIC

MD Route 27:

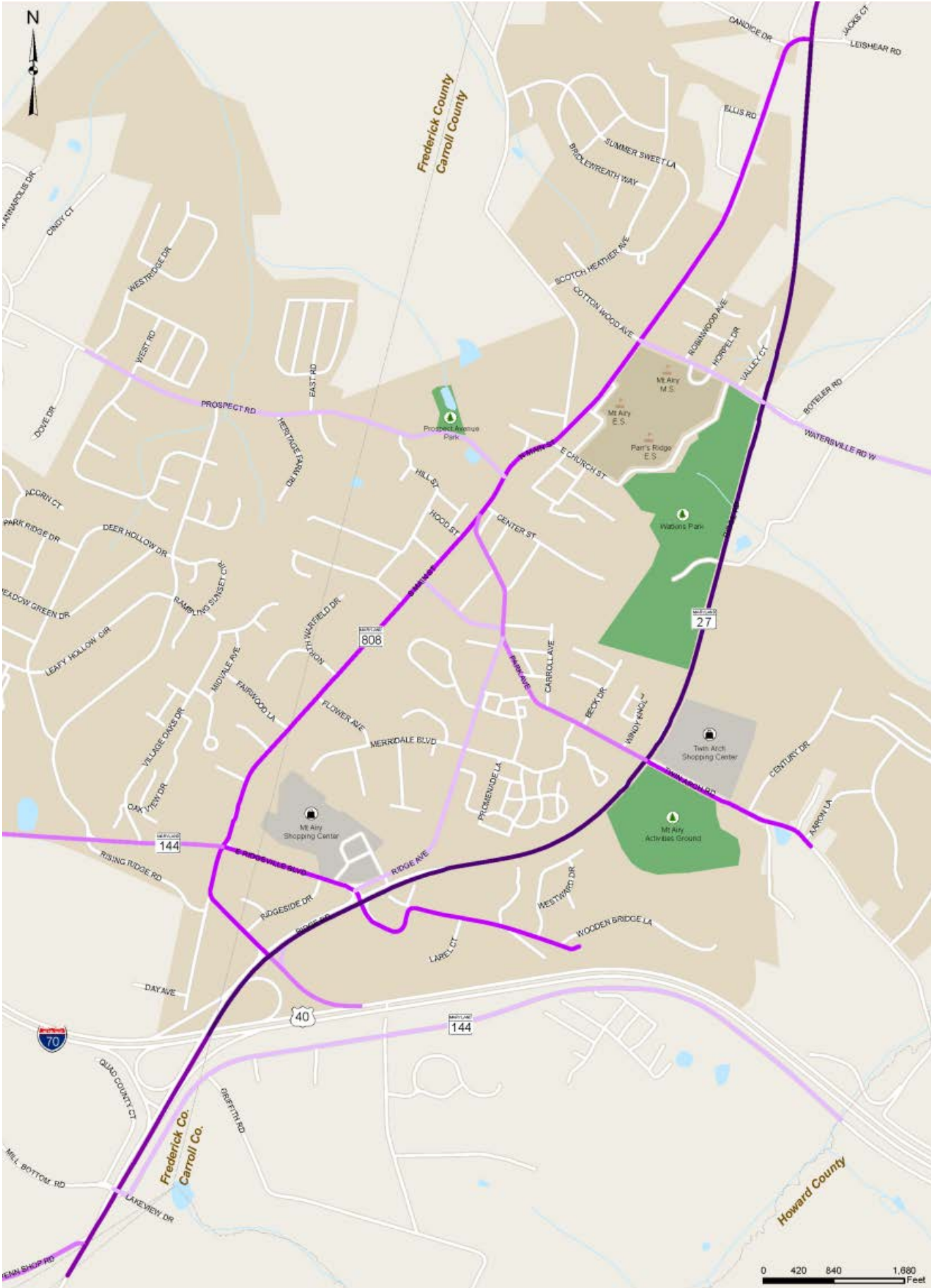
- » Varies between 24,000 and 18,000 vehicles per day

Other Roadways:

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

KEY

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



AADT is from 2014

INTERSECTION LEVEL OF SERVICE

Intersections that do not meet the
Town's mobility standard:

-
- Frederick, Maryland
- Frederick County Carroll County
- Intersection Weekday Level of Service:
- A, B, C D E, F
- Traffic Counts Collected June 2015
- Map showing intersection weekday level of service (LOS) for June 2015. The map includes a legend for LOS A, B, C (green), D (yellow), and E, F (red). Major roads like I-40, I-27, and US-29 are shown. The map is titled 'Frederick, Maryland' and 'Frederick County Carroll County'.



Sabra, Wang & Associates, Inc.
Engineers • Planners • Analysts

FUTURE 2040

NO BUILD CONDITIONS

Accounts for additional traffic volume due to:

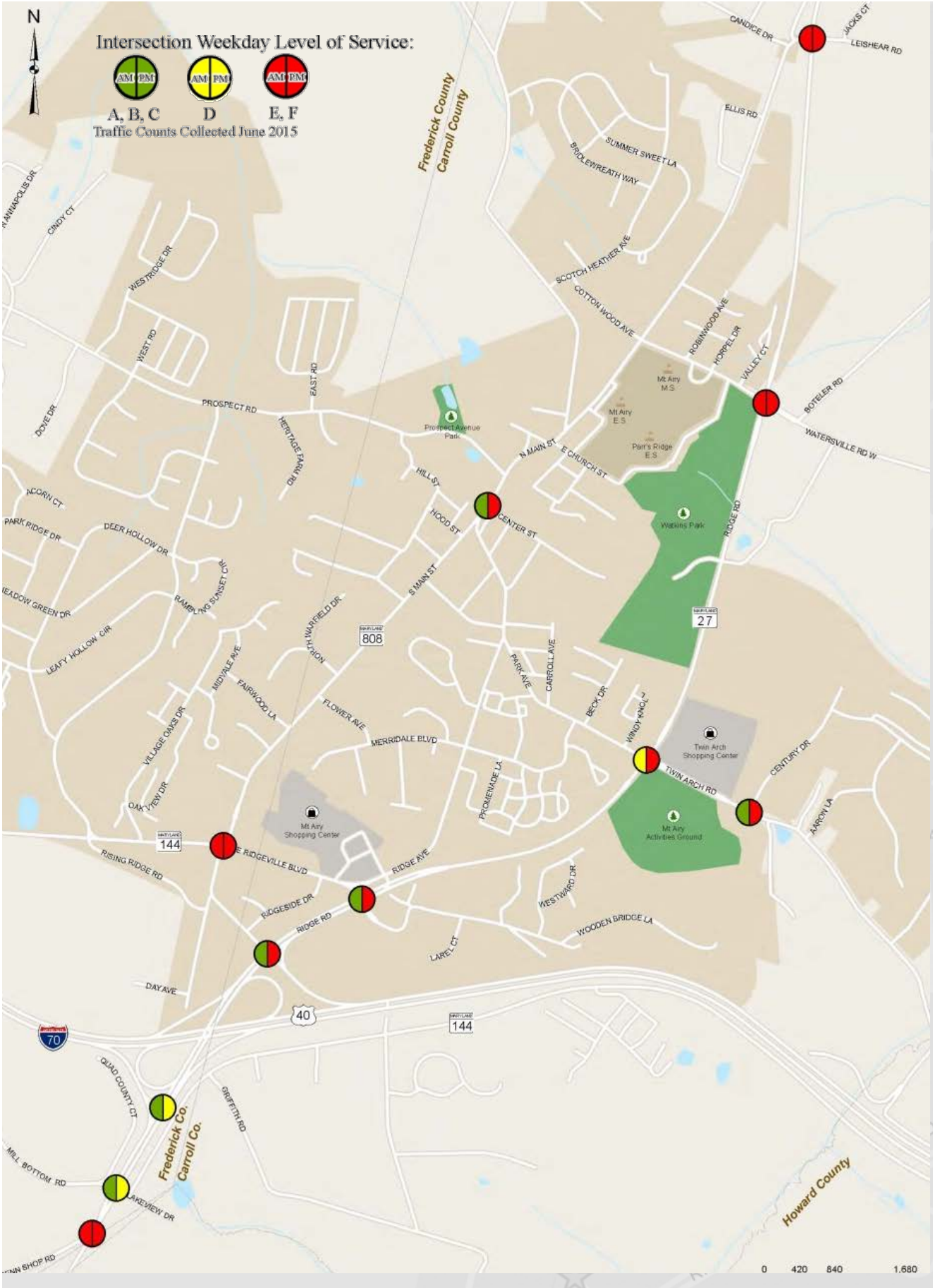
- » Regional growth rates
- » Future developments

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



1. PEDESTRIAN INFRASTRUCTURE

PEDESTRIAN FEATURES AND LAND USE

Pedestrian infrastructure data was collected by Sabra, Wang & Associates in April 2018. Marked crosswalks, curb-ramps (with and without detectable warning surfaces) and sidewalk features were created using Google Earth satellite imagery. Road names and shapes come 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 future development.

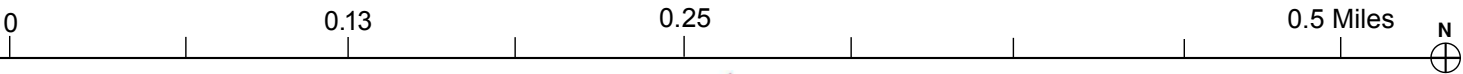
Pedestrian Infrastructure Metrics:

- » 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, 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.ON-STREET PARKING

ON-STREET FIELD INVENTORY

On Street Parking Inventory was field performed by Sabra, Wang & 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

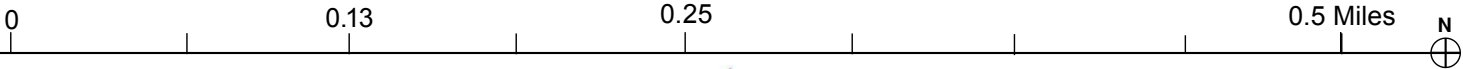
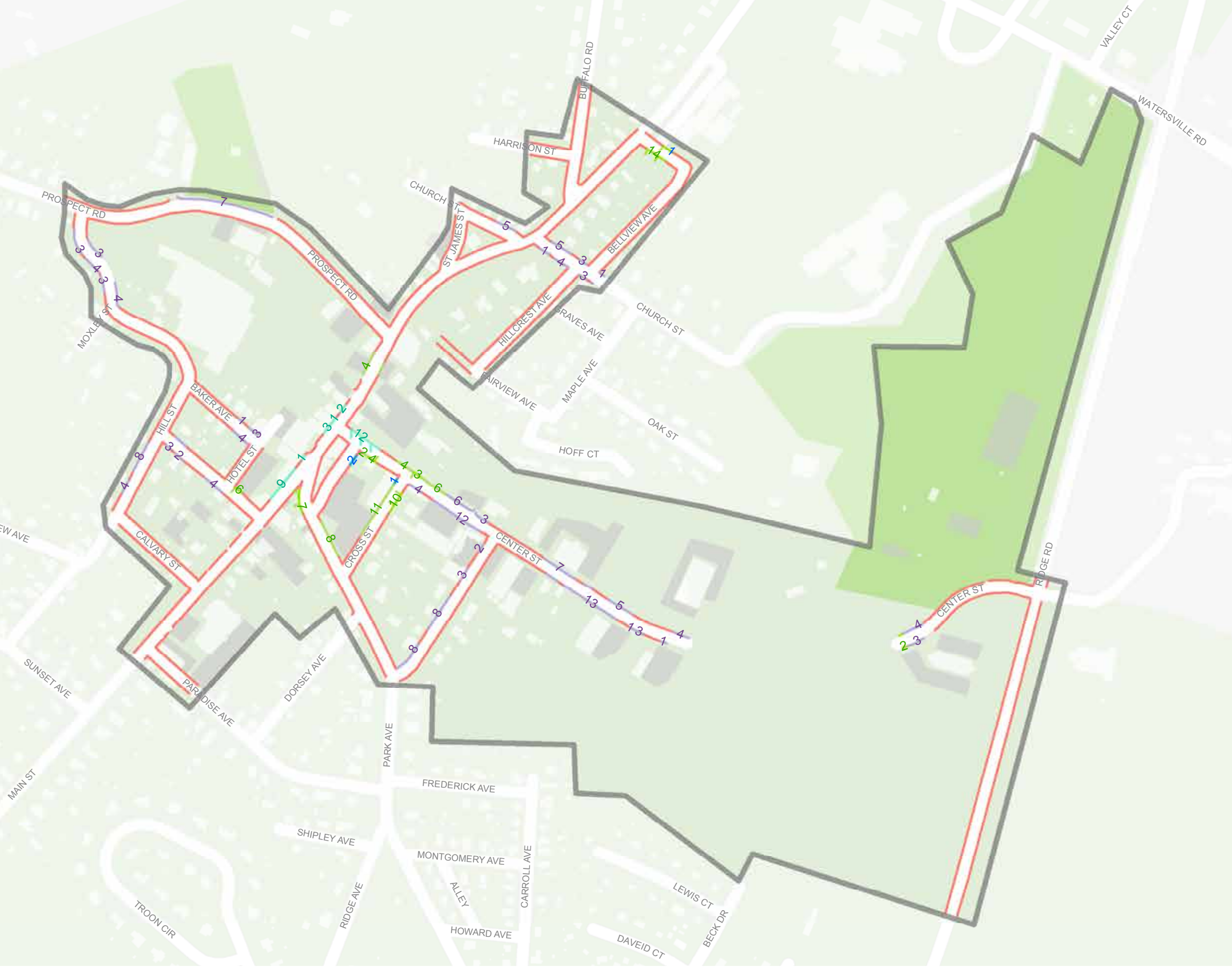
Restricted Parking:

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



KEY

- | | | | |
|--|--------------------------|--|---------------------------|
| | HANDICAPPED | | Restricted Parking 11% |
| | NO PARKING | | Unrestricted Parking 89 % |
| | PARKING | | |
| | PERPENDICULAR PARKING | | |
| | TIME RESTRICTED | | PARKS |
| | TIME RESTRICTED % ANGLED | | OFF-STREET PARKING LOT |
| | UNRESTRICTED | | STUDY AREA BOUNDARY |

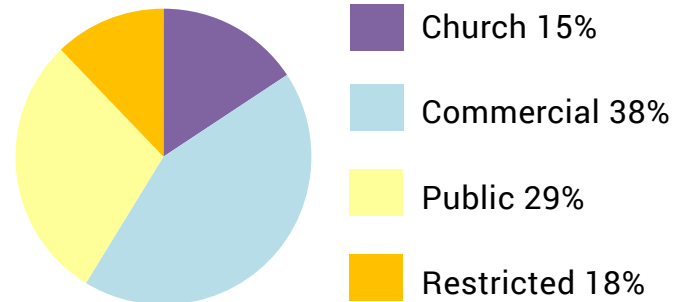


3. OFF-STREET PARKING

OFF-STREET FIELD INVENTORY

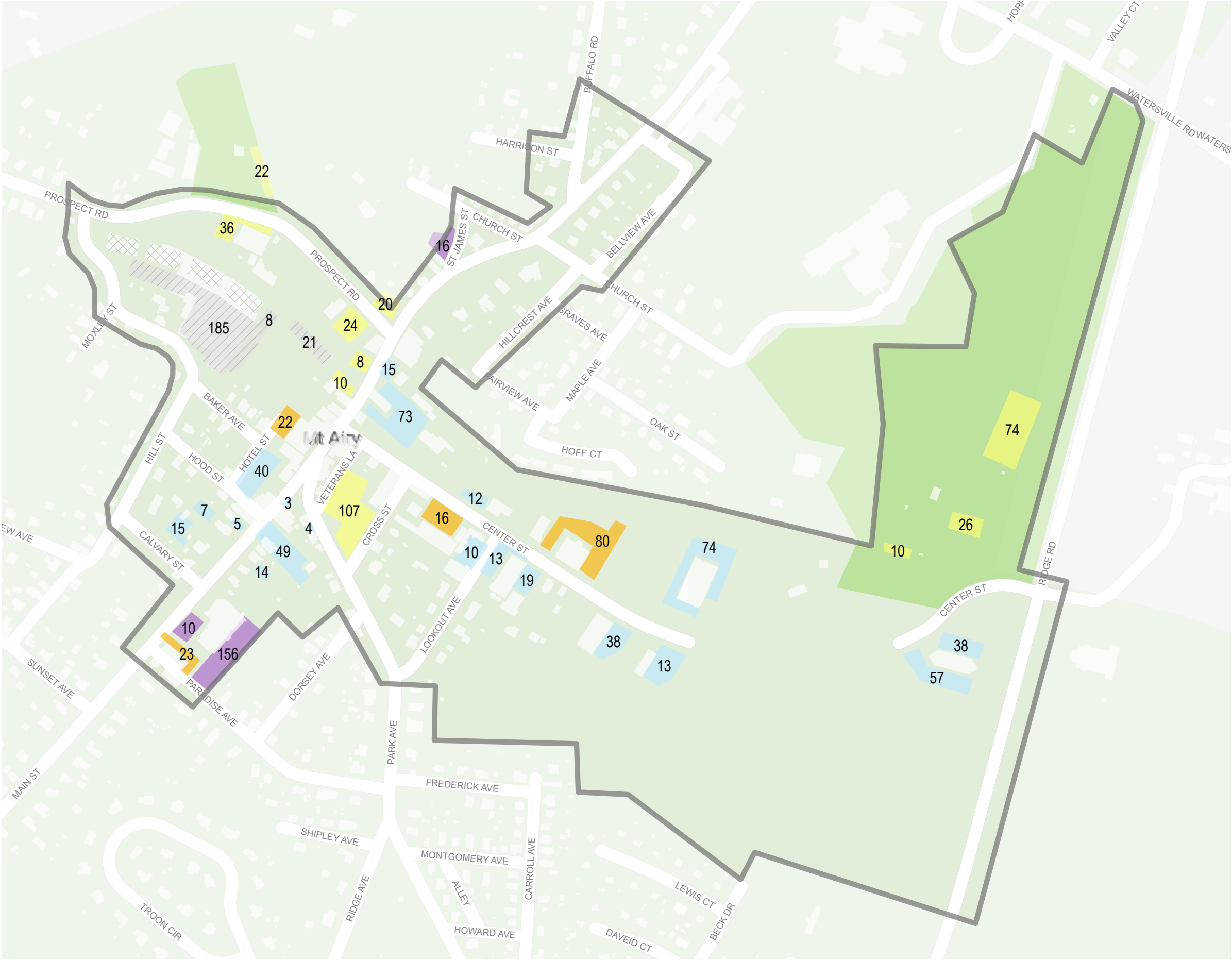
Off-Street Parking Inventory was field performed by Sabra, Wang & Associates in April 2018. Commercial lots are lots that are reserved for specific businesses, or are otherwise restricted for use by “customers only.” Similarly, Church lots are reserved for church patrons, especially during service times. Public lots are open and unrestricted. Restricted or Private lots are not open to the public. In total, there are approximately 1,181 off-street parking spaces.

- » Church: 182 spaces
 - » Commercial: 451 Spaces
 - » Public: 340 Spaces
 - » Restricted/ Private: 208 Spaces
- Total Off-Street Spaces: 1,181 Spaces**



KEY

- RESTRICTED/ PRIVATE
- PUBLIC
- COMMERCIAL
- CHURCH
- PARKS
- FUTURE BUILDING
- FUTURE PARKING LOT
- STUDY AREA

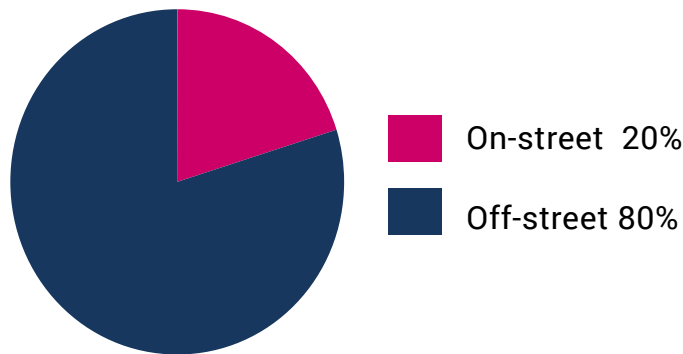


4. ALL PARKING

COMBINATION OF ON-STREET AND OFF-STREET PARKING INVENTORIES

On- and Off-Street Parking Facilities were examined in the field by Sabra, Wang & 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: 292
 - » Total Off-Street Spaces: 1,181
 - Total of All Parking Spaces: 1,473



KEY

- RESTRICTED/ PRIVATE

PUBLIC

COMMERCIAL

CHURCH

PARKS

FUTURE BUILDINGS

FUTURE PARKING LOT

STUDY AREA
- HANDICAPPED

NO PARKING

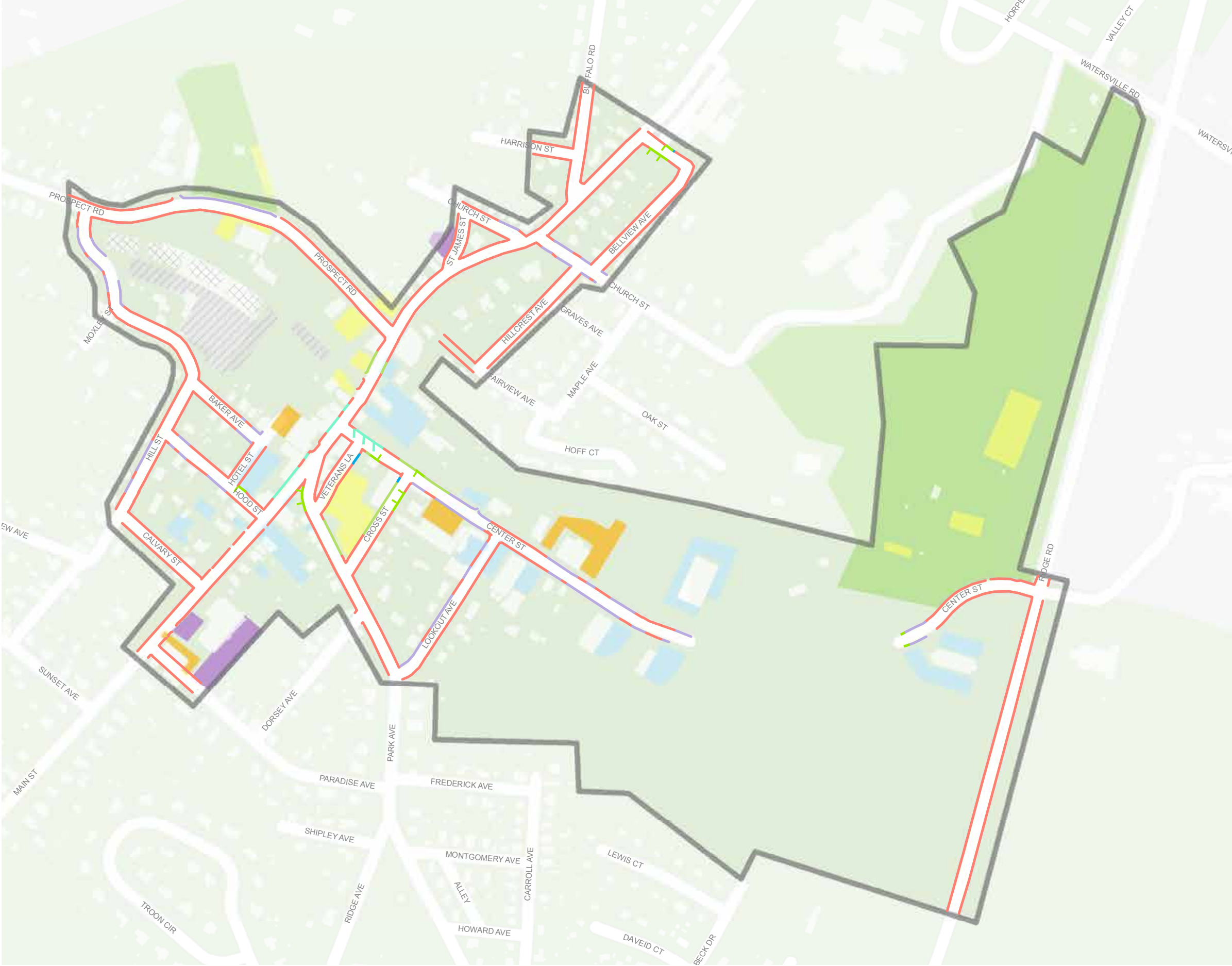
PARKING

PERPENDICULAR PARKING

TIME RESTRICTED

TIME RESTRICTED % ANGLED

UNRESTRICTED



5. PARKING UTILIZATION

PERCENTAGE OF PARKING UTILIZED

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:

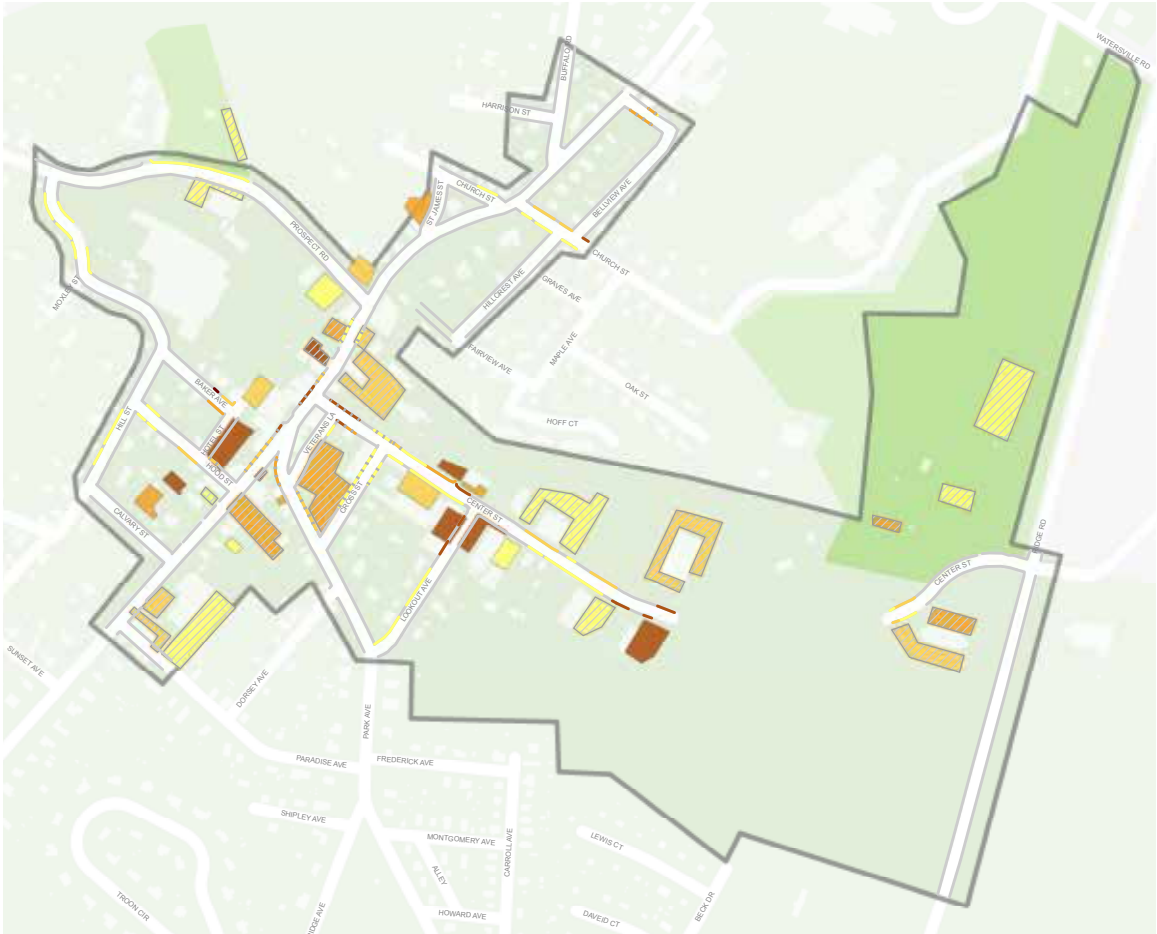
The time-restricted spaces have a three times higher utilization rate than all other on-street parking, and are essentially full during the weekday evening and Saturday mid-day time periods. Conversely, the general on-street parking and unrestricted on-street parking saw higher utilization rates during 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:

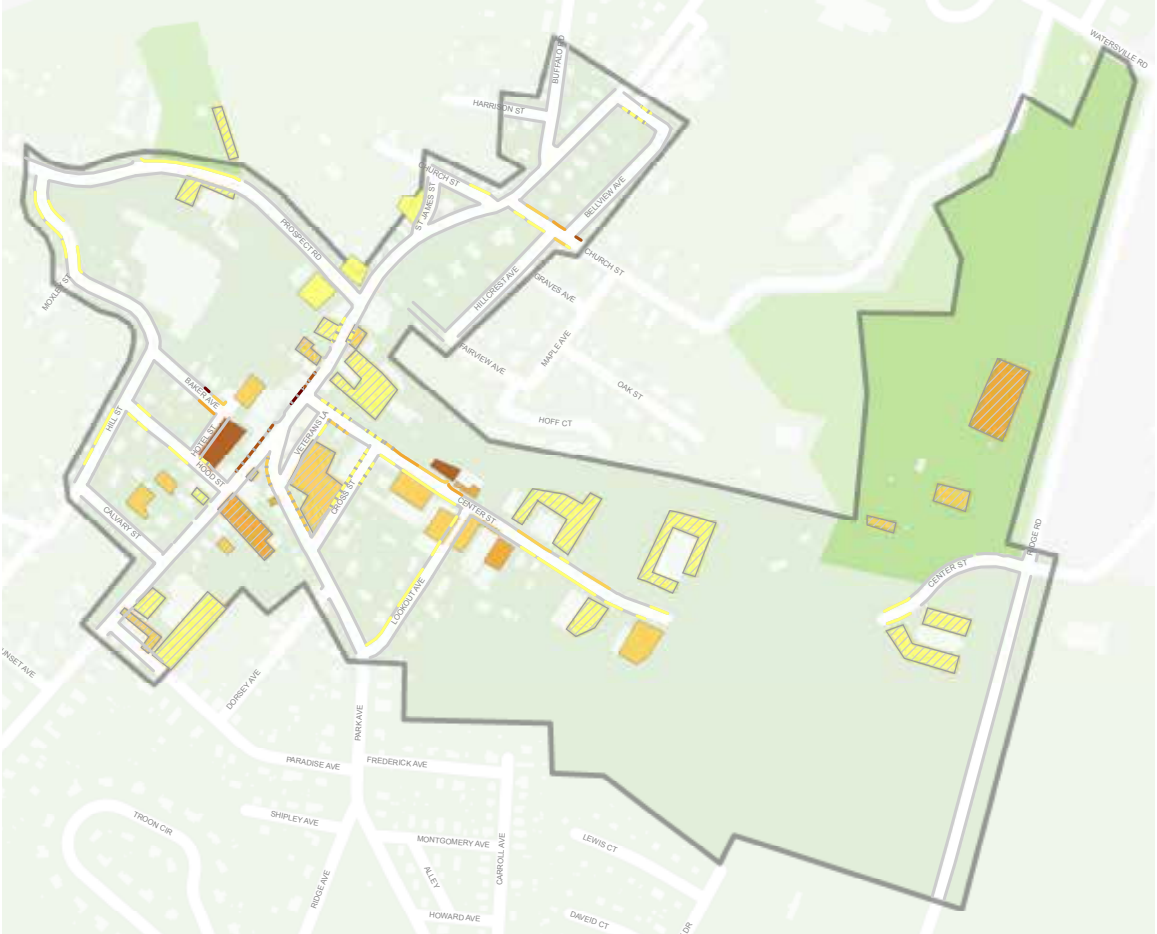
Commercial lots, those reserved for patrons of Downtown businesses, have the highest utilization rate at an average rate of 40%, followed by public lots at 35%. The lots that have high utilization rates include the alley lot behind St James Thrift shop between Hood St & Main St, the small lot next to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

KEY

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



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



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



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



EXISTING CONDITIONS & ANALYSIS

Market/ Economic

Market Study Objectives

- Determine what types of development can be supported in downtown Mount Airy.
- The objectives for completing this study are to:
 - Determine the market opportunity and support for the various land uses (retail, office, for-sale residential, and for-rent residential) in downtown Mount Airy.
 - Understand the target market audience for each of the land uses.
 - Provide recommendations on pricing, timing, market audience, and absorption for each of the land uses.



Methodology and Qualifications

- Duggal Real Estate Advisors, LLC is a woman-owned real estate advisory firm. Melina Duggal, the firm's founder, has over 20 years of experience providing real estate advice to builders, developers, land owners, regional agencies, planning firms, state DOTs, and municipalities.
- They provide market studies for virtually all land uses, implementable corridor studies, strategic market advice for the public sector, financial analysis, research and analysis on real estate issues, and more.
- Data for this project was collected in March and April 2018.

Task 1:
Project Kick-
Off & Site Visit

Task 2: Site
Analysis

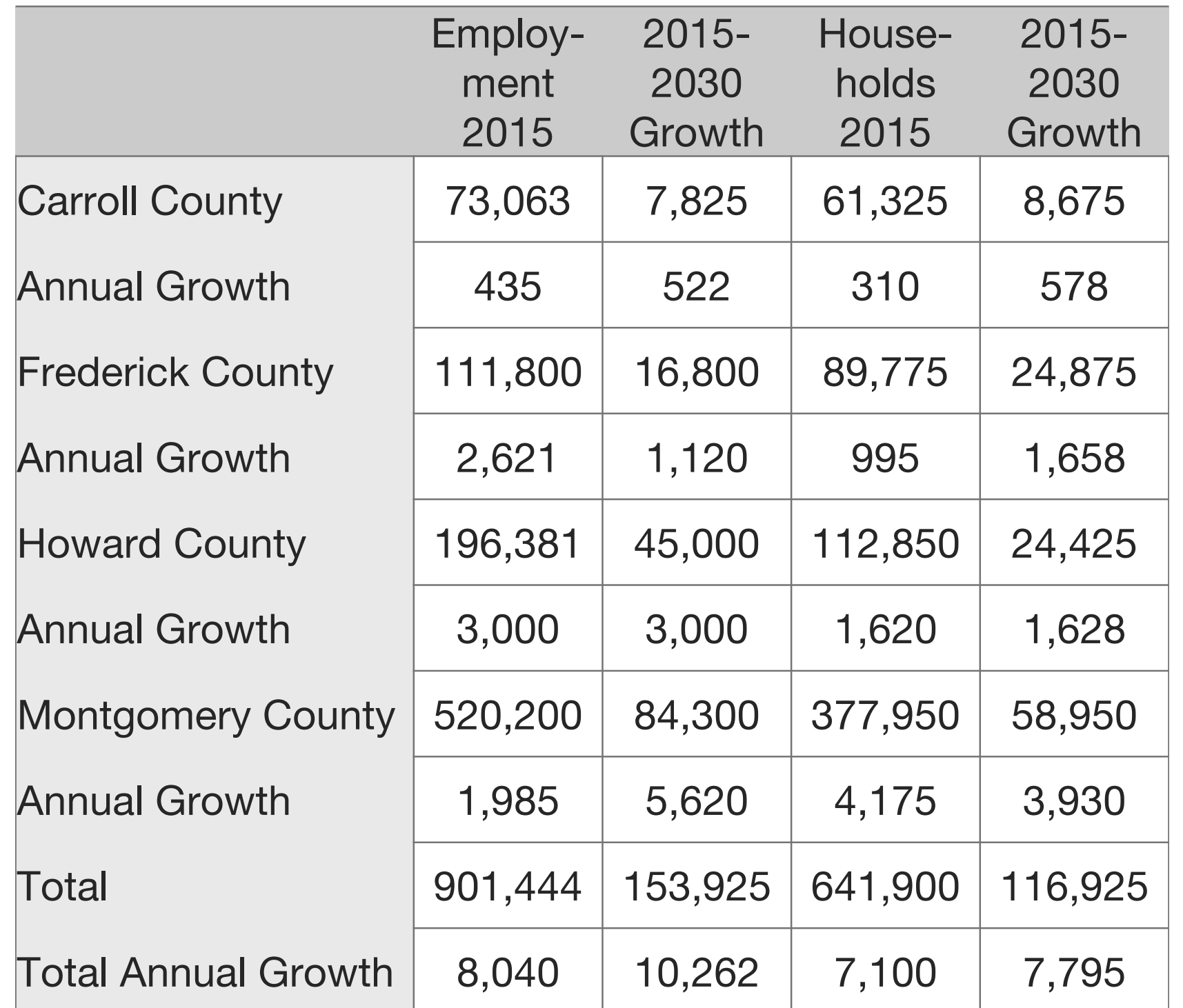
Task 3:
Demographic
& Economic
Analysis

Task 4:
Residential
Market
Analysis

Task 5: Retail
and Office
Market
Analysis

Task 6:
Conclusions
and
Recommen-
dations

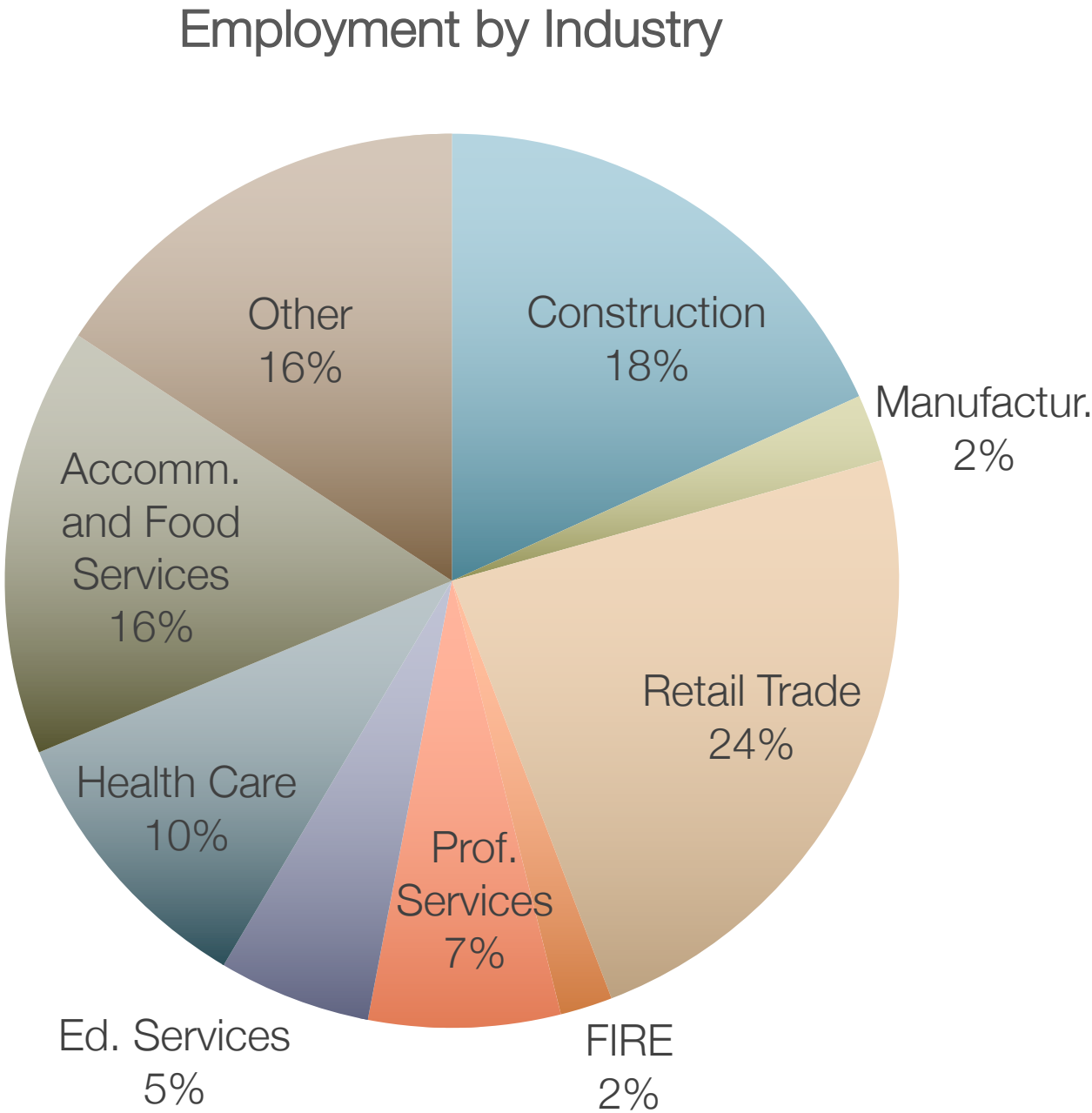
Demographic and Economic Summary - Region



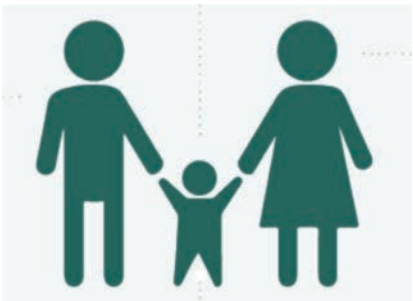
SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

Demographic and Economic Summary – Mount Airy

+/- 4,400 jobs in Mount Airy



+/-3,000 households in Mount Airy



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

SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

Subject Area Assessment Summary

Characteristic	Assessment
Access to Jobs	<ul style="list-style-type: none">• Relatively strong regional access to jobs• Limited local jobs
Transit Proximity/Quality	<ul style="list-style-type: none">• Poor – no transit
In “Path of Growth”	<ul style="list-style-type: none">• Located along I-70, somewhat in the path of growth outside of Frederick
Retail – Convenience & Services	<ul style="list-style-type: none">• Lots of retail in Mount Airy• Not walkable to downtown
Retail - Restaurants	<ul style="list-style-type: none">• Number of restaurants downtown
Walkability	<ul style="list-style-type: none">• Downtown is walkable, historic, and charming• Average Walk Score (52)
Open Space/ Recreation	<ul style="list-style-type: none">• Excellent: Prospect Avenue Park, Watkins Park, Wildwood Park, and Mount Airy Dog Park.
Visibility	<ul style="list-style-type: none">• Poor
Aesthetic Quality of Land Uses	<ul style="list-style-type: none">• Very attractive buildings and street
Perception of Area	<ul style="list-style-type: none">• Strong perception of downtown Mount Airy as a historic town
Schools	<ul style="list-style-type: none">• Excellent schools
Safety	<ul style="list-style-type: none">• Perceived as safe

SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

For-Sale Residential Opportunity Summary

Overall Market Strength	Strong
Downtown Suitability	High
Land Uses Along Main and Center Streets	Townhomes Condos – isolated units above retail
Land Uses Along Route 27	Single-family Detached Townhomes
Target Market Audience	SFD – Families TH – Singles, Couples, Families Condo – Singles, Couples
Product	Small to mid-lot SFD Townhomes Condo as second story use
Opportunities	Help bring additional people downtown with residential
Level of Opportunity	SFD: High TH: High Condo: Low



Small Lot SFD
24-36 Annual Sales
Range: \$425K-\$525K
Size: 1,500-3,500 SF



Townhomes
10-26 Annual Sales
Range: \$275K-\$350K
Size: 1,300-2,500 SF



Condominium
Few Annual Sales
Range: Under \$300K

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.

SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

For-Rent Residential Opportunity Summary

- No new apartments delivered in Carroll County since 2001
- Additional employment along Route 27 = additional demand for apartments
- Future apartments positioned below new apartment projects in Frederick and above older close-by product



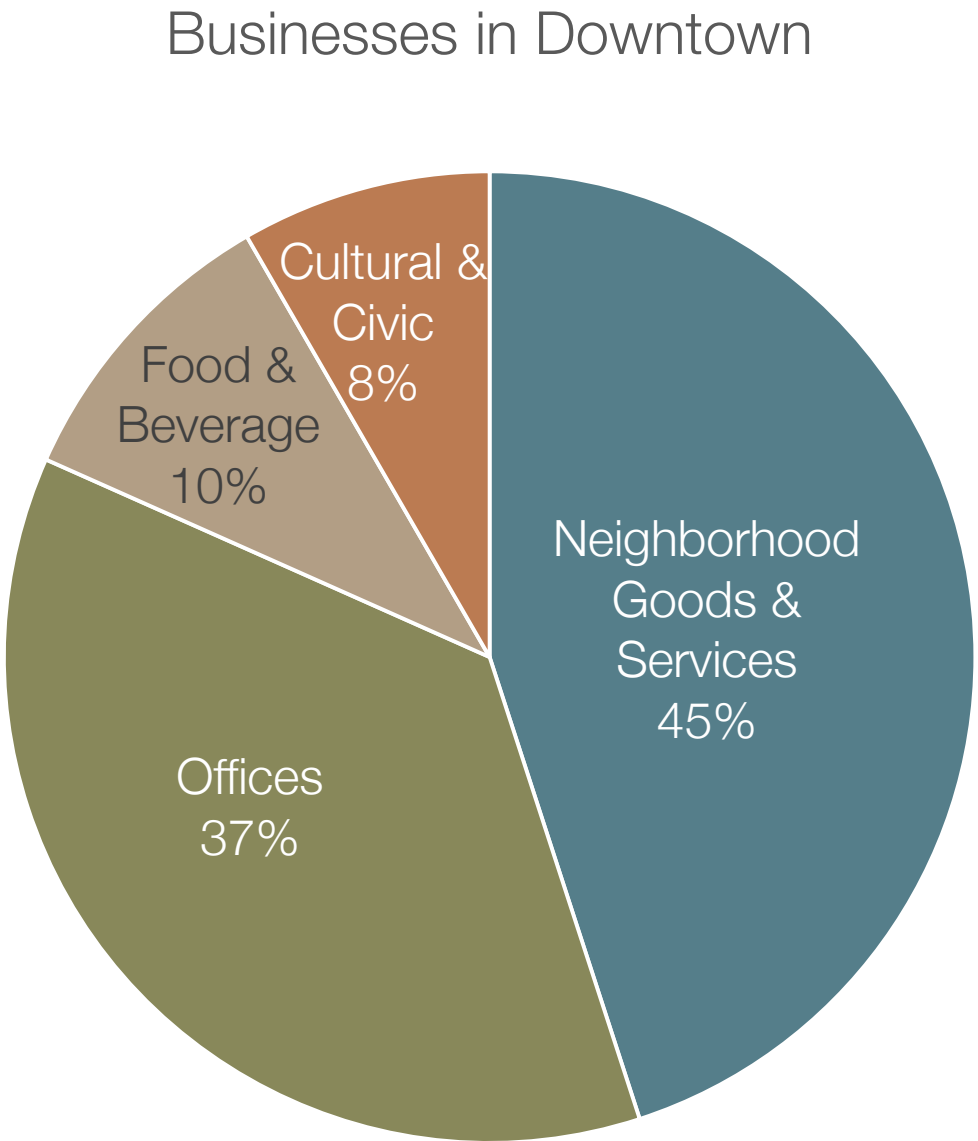
Overall Market Strength	Moderately Strong
Downtown Suitability	High
Land Uses Along Main and Center Streets	Stand Alone Apartments Isolated units above retail
Land Uses Near Route 27	Stand Alone Apartments
Target Market Audience	Singles and couples. Families in transition
Product	Garden-style Limited above retail
Opportunities	Pent up demand
Level of Opportunity	Medium
Absorption Potential	Up to 60 annually
Avg. Rent Range	\$1,200-\$1,600 (Low) \$1,300-\$1,750 (High)
Avg. Size Range	750-1,300 SF
Avg. \$/SF Range	\$1.42-\$1.57/SF

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

SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

Land Use Opportunity Matrix

Overall Market Strength	Moderately Strong
Downtown Suitability	High
Main and Center Streets	Small, local shops and restaurants
Land Uses Near Route 27	Neighborhood shopping
Target Market Audience	Main Street: Locals and tourists Route 27: Locals
Product	Main Street: Infill existing Route 27: Neighborhood center in town center format
Opportunities	Continue to meet needs of growing resident based. Potentially stop some leakage and take demand from older properties
Level of Opportunity	Main Street: Low Route 27: Medium High
Absorption Potential	Limited on Main Street 90,000 SF on Route 27



SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

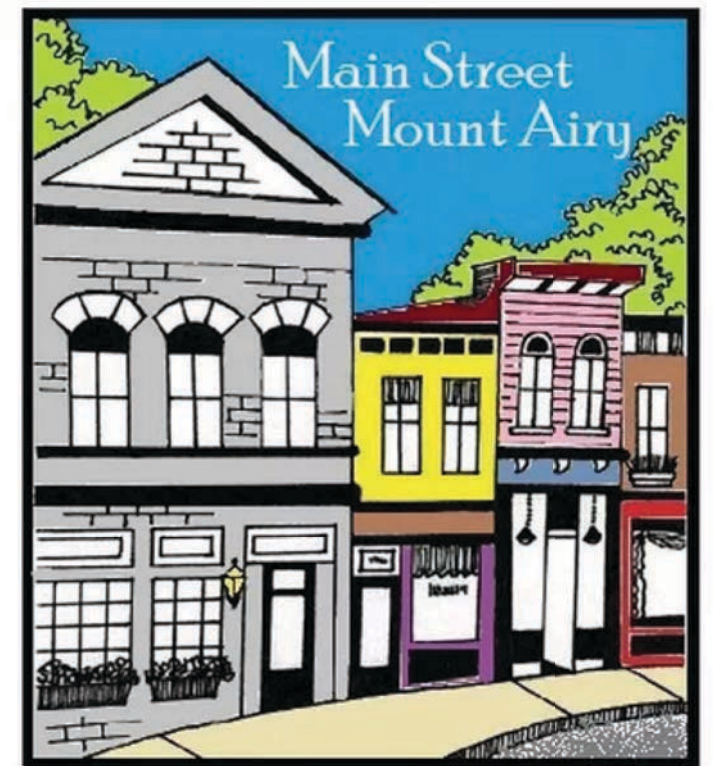
Retail Opportunities – Elements of Successful Retail Streets

Element	Mount Airy Existing
Managed & Championed (BID or Merchants Association)	Somewhat fractured
Vision	In process
Retail Appropriate (sidewalk width – average 8.5 feet wide, storefronts, good streetscape)	Good on Main Street Poor on Center Street
Mixed, Retail Dominant (non retail below 10%) Low Vacancy (below 20%)	Good vacancy Not retail dominant (45% total retail)
Parking	TBD based upon Sabra Wang
Safe	Strong
Anchored	Town Hall is downtown, but doesn't appear to be a heavy draw. Police located along Center Street
Walkable (High Walk Score of 80+)	Current Walk Score of 52 from Main and Center Street
Unified (Historic District)	Strong
Average Daily Traffic (over 10,000 ADT)	Low at approximately 5,000 ADT
Open Space/Parks	Strong in area

SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

Retail Opportunities – Downtown (Main and Center Streets)

- Considering traffic counts and location, the downtown is doing well
- Limited demand for additional retail given location. It is opportunistic
- Get all the retailers to agree upon a merchant's association, and work through issues on programming, store hours, parking, vision, etc.
- Manage the location and inclusion of various businesses:
 - Create a new civic or cultural anchor
 - Consider helping certain businesses that are not retail-oriented onto Center Street, and off of Main Street (auto, insurance, lawyers, etc.)
 - Vacancy is low, so there are limited places for new businesses to locate
- Potential retailers that could fit into downtown area:
 - Fitness center (although appears to be ample fitness in Mount Airy)
 - Antiques, Boutiques, Thrift shops
 - Pet grooming/supplies
 - Bakery, Specialty food shop (wine, cheese, health, organic, ice cream)
 - Food trucks

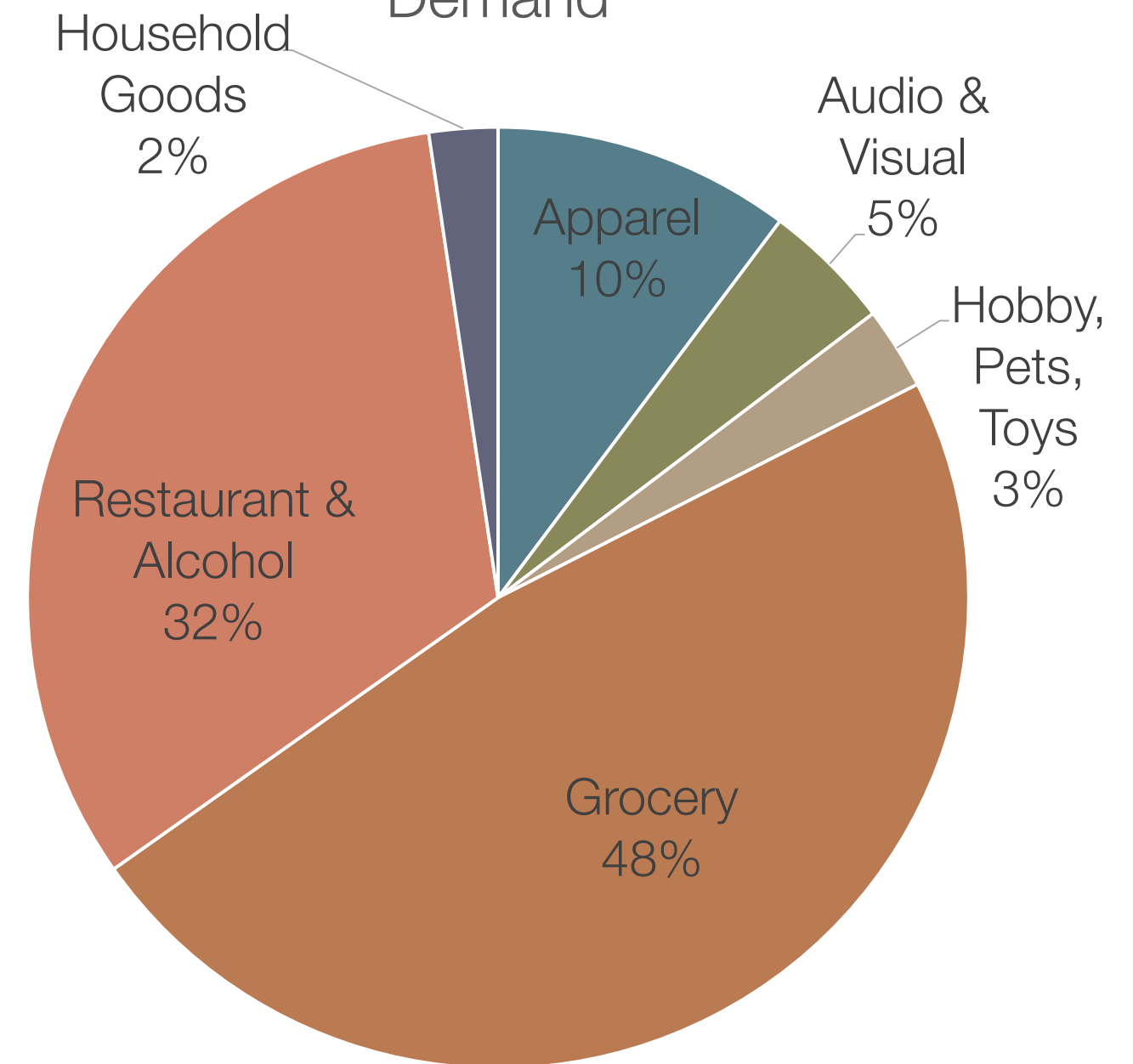


SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

Retail Opportunities – Along Route 27

- Approximately 90,000 square feet of demand
- If another shopping center were to open in the vicinity, it would take the demand for the next five +/- years
- New shopping center along Route 27 should be focal-point of a new mixed-use community, as well as offer something different in the market (entertainment, lifestyle, experiential concepts, restaurant hub, discount shopping, etc.)
- Complement the downtown area, and not compete
 - Different type and amount of retail
 - Restaurants would be one area of overlap
 - Route 27 area likely to attract different tenants
- Rents in the range of \$20-\$25 triple net/SF
- Next level of analysis is to probe deeply into the different tenant options

Potential Store Types Based upon Demand



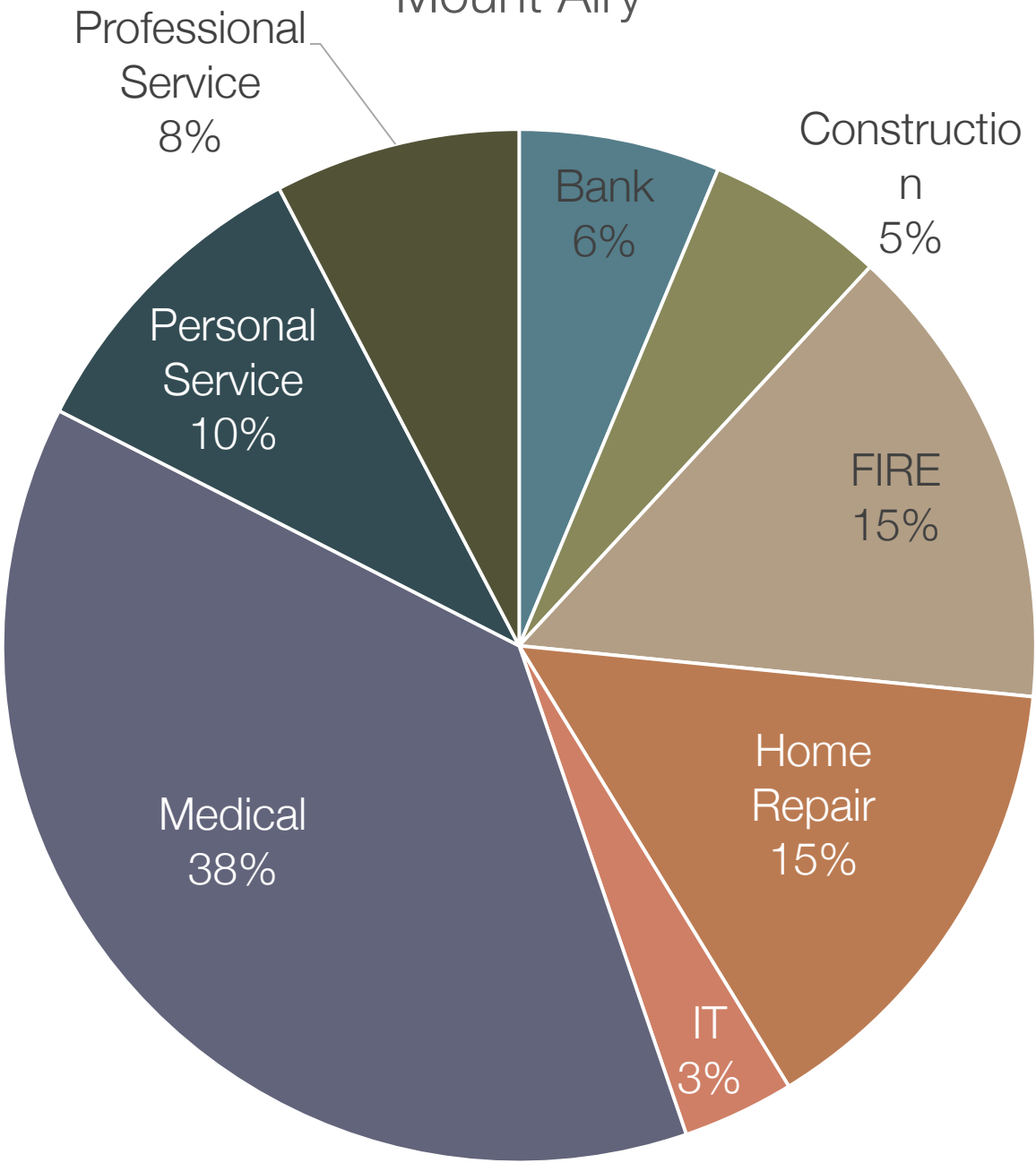
The rent ranges, sizes, and absorptions provided are of a general nature, and any specific site could do better or worse than the projected average.

SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

Land Use Opportunity Matrix

Overall Market Strength	Improving
Downtown Suitability	Large office: Low Locally serving office: Medium
Land Uses Along Main and Center Streets	Small offices (consultants, insurance, real estate)
Land Uses Near Route 27	Same plus health care
Target Market Audience	Household-based services and locally growing firms
Product	Main Street: Infill existing Route 27: Integrated w/ retail center
Opportunities	Relocate office users out of retail space
Level of Opportunity	Large office: Low Locally serving: Medium
Rents	\$15-\$20 Gross/SF
Absorption Potential	3,000-4,000 SF per year

Current Office User Business Breakdown in Mount Airy



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

SECTION 1: CONCLUSIONS AND RECOMMENDATIONS

Other Land Uses and Considerations

- Community Center – could add one
- Mount Airy Owned Buildings:
 - Flat Iron Building – decision to keep or not is not a market issue. A user could be found for the building if it were rehabilitated
 - Use Mount Airy Owned Buildings to help move businesses around, and fill with active users
 - Train Station
 - Bank
 - Others?



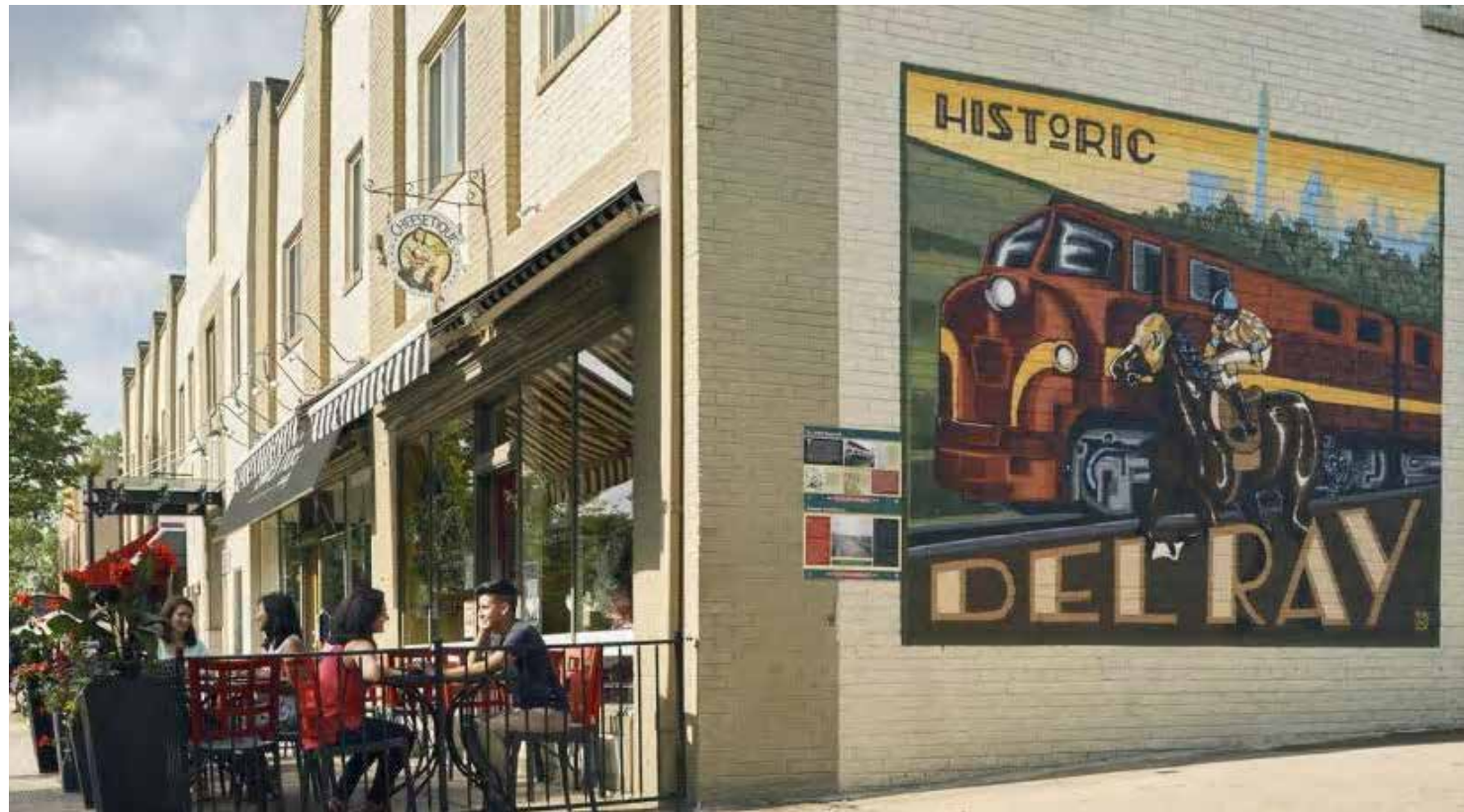


PLANNING PRINCIPLES

Overview

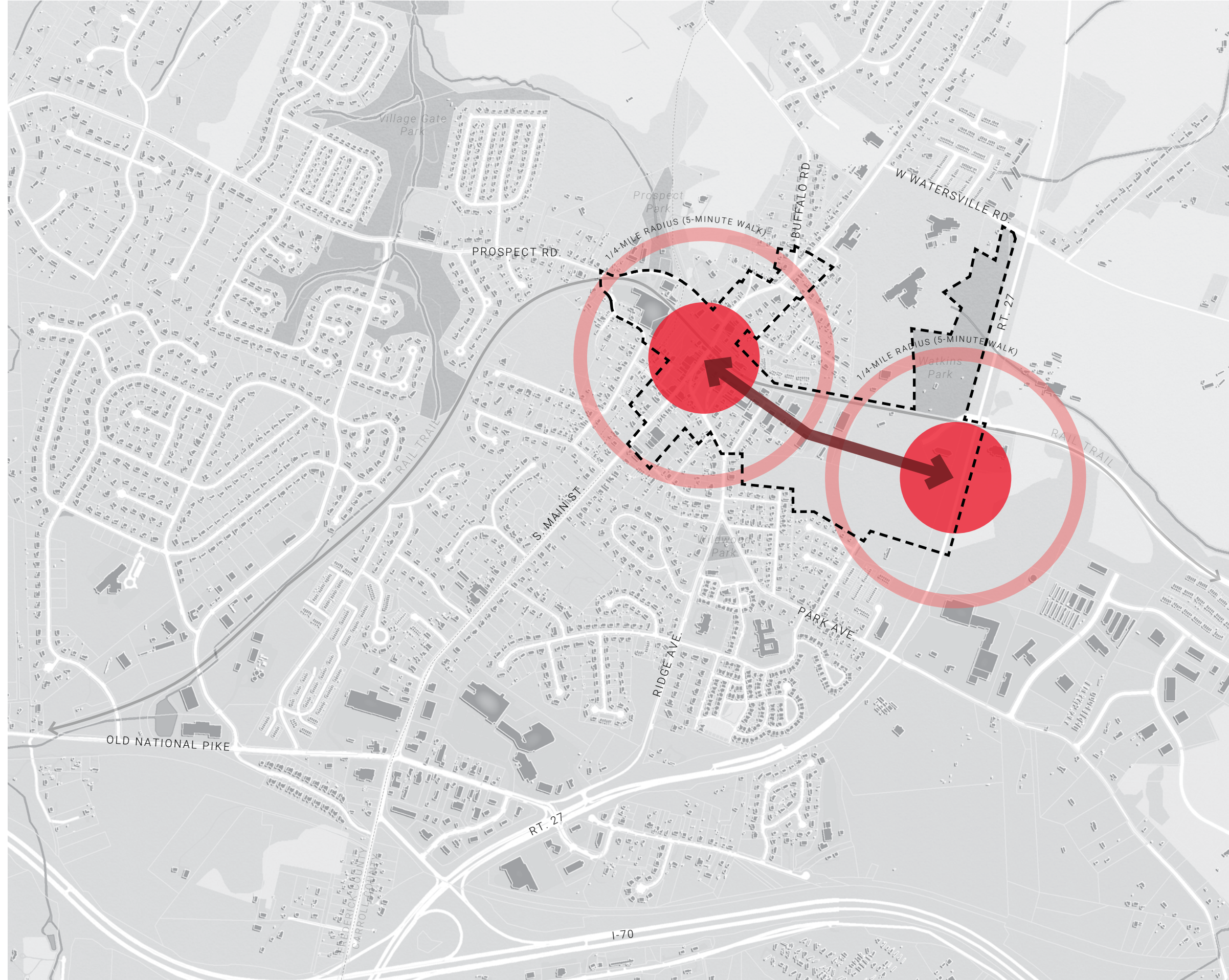
IDENTITY + GATEWAYS

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



CREATE WALKABLE CENTERS

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



MIX OF USES

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



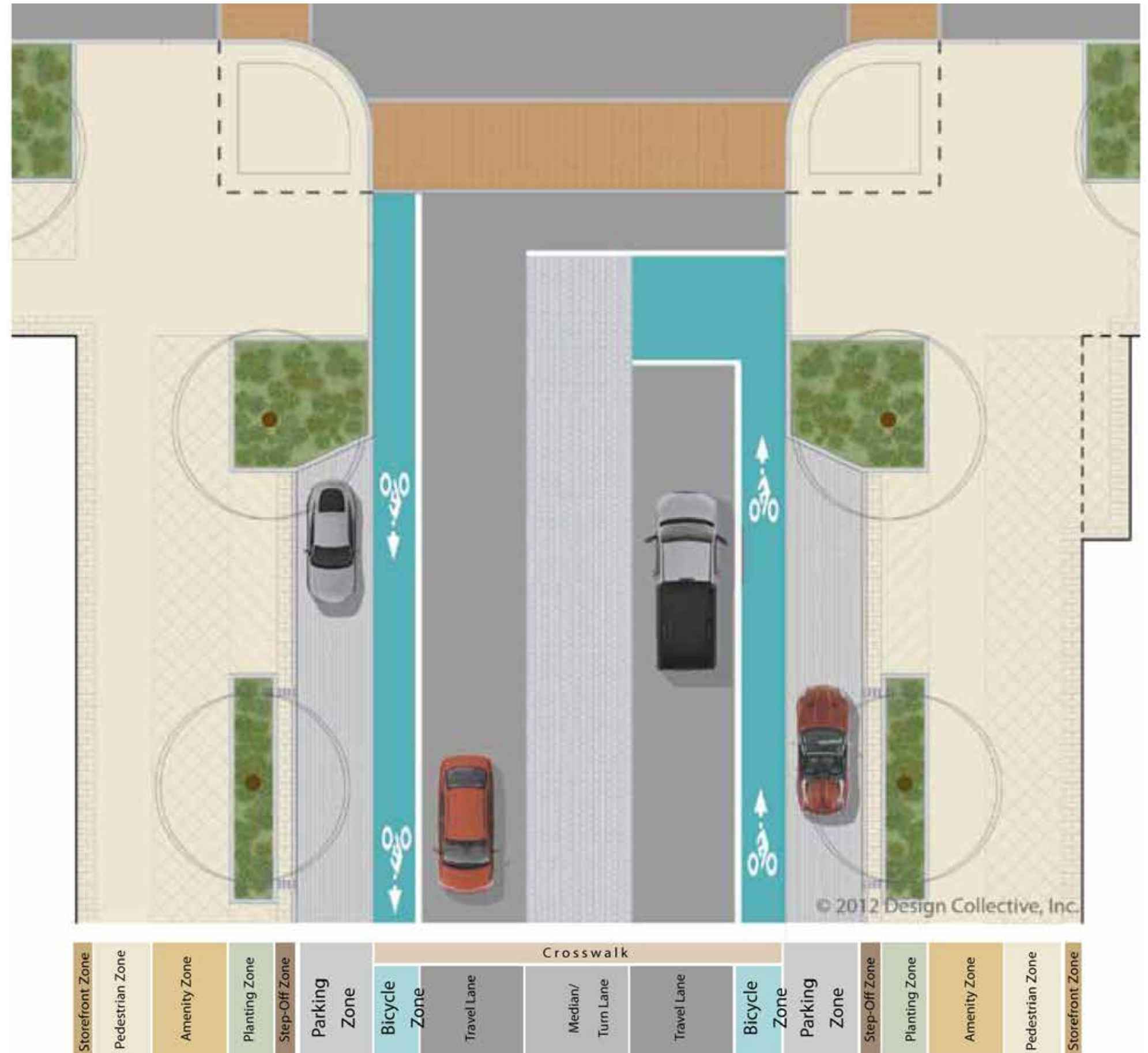
BUILDING FRONTAGE

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



COMPLETE STREETS

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




An aerial photograph of a suburban neighborhood, showing a mix of residential houses, streets, and green spaces. The image is overlaid with a semi-transparent blue filter. The text 'WEBSITE Overview' is positioned in the upper right quadrant of the image.

WEBSITE

Overview

mountairy.wixsite.com/masterplan



HOME

PROJECT DESCRIPTION

PROJECT SCHEDULE

MASTER PLAN STUDY AREA

BACKGROUND INFORMATION

STAY IN TOUCH

STEERING COMMITTEE

CONSULTANT TEAM

NEWS ARTICLES

PROJECT DESCRIPTION

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

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

CLICK THE NUMBERS TO VIEW MORE INFO

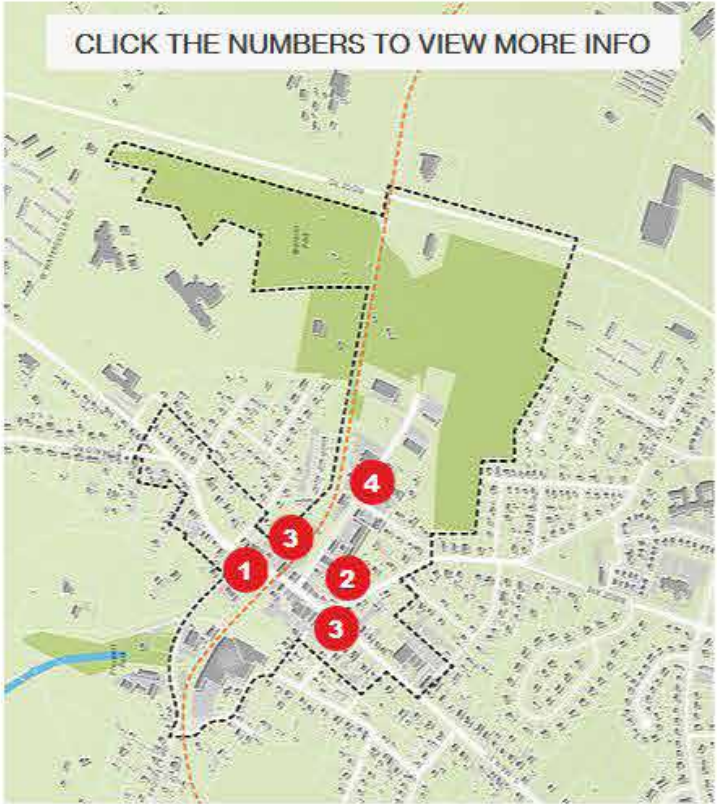
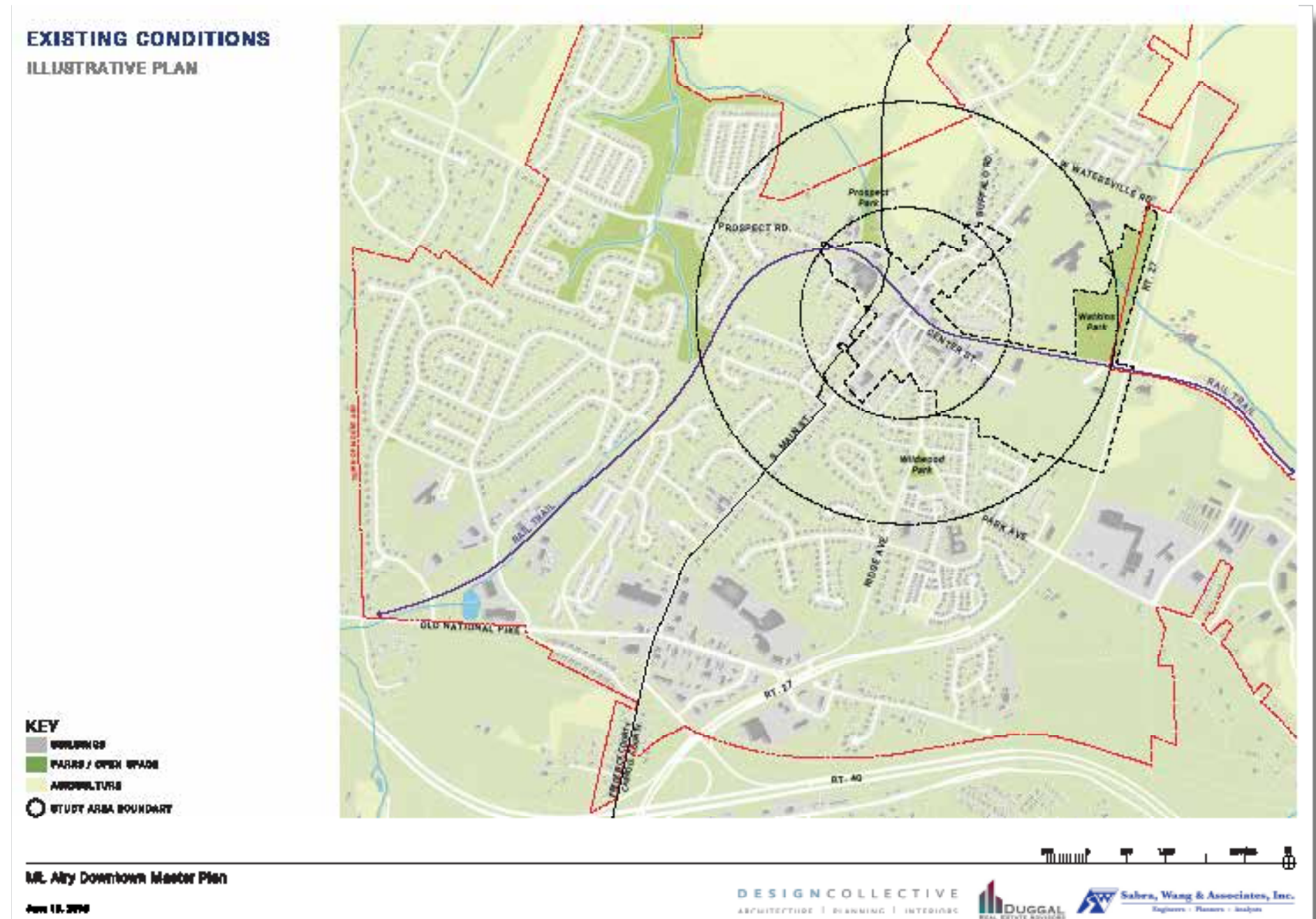




TABLE DISCUSSIONS

TABLE DISCUSSIONS

- » 8-10 people per table
- » Facilitator at each table
- » Base map at each table
- » Set of precedent images at each table
- » 40-45 minutes
- » Elect a spokesperson (cannot be a facilitator)
- » Spokesperson will report for table
- » Goal: Tell us about Mt. Airy; help us understand issues, opportunities, and your vision for the future





NEXT STEPS